

Welcome Aboard

NEW J.C.C. MEMBERS:
 Mr. Richard Roskind
 Mr. & Mrs. Melvyn Labovitz
 Mr. & Mrs. Joel Hochman

If you would like to join the J.C.C. or have any questions pertaining to membership in the "J" please contact: Membership Chairmen: Marilyn Shapiro, 366-5866, Lou Fein, 364-0711; Center Director: Marvin Bienstock, 366-0357.

THE NORTH CAROLINA HEBREW ACADEMY AT CHARLOTTE

P.T.A. (Horim v'Morim)

cordially invites you to a Tu B'Shvat Seder to commemorate the cycle of growth and regeneration of trees in Israel.

Date: Sunday, February 11th
Place: Jewish Community Center
Time: 2:00-4:00 P.M.

FREE BUT BY RESERVATION ONLY

Call Judy Marko 364-1494
 or
 Pat Freeman 523-7300
 No Later than February 8th

contributions to the building center fund

Mr. & Mrs. Sherman Levine

Contributions to the Hebrew Academy

N.C. Assoc. of Jewish Women
 Mr. & Mrs. Stan Greenspon
 Colora Knit
 Mr. & Mrs. Arthur Goodman
 Mr. & Mrs. Chuck Glick
 Rabbi & Mrs. S. Heustein
 L&S Fashion
 Mr. & Mrs. Leon Levine
 Mr. & Mrs. David Kronovet
 Mr. & Mrs. Abe Luski
 Annie Gorelick
 Frieda Dans
 Mr. & Mrs. Hy Polk

In memory of I.D. Blumenthal
 Mr. & Mrs. Robert Schrader
 Dr. & Mrs. Stephen Fishman

In memory of Charlotte Glazier
 Helen Bernhardt
 Mr. & Mrs. Ira Meiselman
 Mr. & Mrs. Jerry Segal
 Mr. & Mrs. A.L. Meiselman
 Mr. & Mrs. Sam Lerner
 Mr. & Mrs. Robert Brodsky
 Dr. & Mrs. Stephen Fishman
 Mr. & Mrs. Alan Goldberg
 Mr. & Mrs. Irving Mond

Say It With an Academy Card



Now a donation to the Academy can honor memorials, bar mitzvahs, any occasion.

Send a check made out to Hebrew Academy and your requests to Beryl Fishman, 5841 Coatbridge Lane, Charlotte, N.C. 28212, Phone: 537-0220.

Pay your J.C.C. dues.

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Made In Israel But Few Know It

Jerusalem Post Reporter TEL AVIV — The Export Institute is now putting special emphasis on the export of automobile and aircraft spare parts, Uzi Segev, acting head of the industrial marketing department told the press here last week.

Segev said that few Israelis know that there are over 200 manufacturers in the country who produce spare parts and equipment for automobiles. About 35 of them already did export business to the tune of \$15m. in 1977, compared to \$11m. in 1976. This figure does not include equipment for garages or tires. Exports of garage equipment reached \$1m. in 1977, with only four plants producing for export.

One of the problems in the export push is that 70 per cent of these exports are going to the U.S. and only 10 per cent to the Common Market countries, Segev said. He is optimistic, however, that with proper planning exports to Europe will increase from \$1m. today to \$10m.

Among the steps the Export Institute is taking is the formation of an Israeli marketing chain in Europe, which will include a central warehouse there.

Israeli car owners seem to be ignorant of the high quality of local products, Segev said. A garage mechanic offers an Israeli the choice between a locally made spare part and an imported part. Usually the Israeli will choose the import, although it may cost a lot more. In some cases the import may even turn out to be an Israel-made product, sold to a foreign manufacturer, who resells it under his label.

Concerning the export of a aviation spare parts, Segev explained that at present plants here produce only for military aircraft and must invest further in order to switch over to civilian production. They also lack information on U.S. markets and their demands, Segev said.

Blasphemy Charged

LONDON (JTA) — Marks and Spencer, the Jewish-owned British department store chain, is in danger of becoming the target of a new Moslem holy war following the discovery that a pattern on some of its ladies panties was not just a piece of abstract art but the Arabic words, "There is no God but Allah..."

The offending garments were withdrawn from display in March, but it was too late to half the growing wave of indignation. Kuwait has called on all Arab and Moslem embassies here to "counter this outrageous desecration of the Moslem faith." Arabs would be asked to stop visiting Britain as a holiday center, the Kuwaiti religious authorities announced.

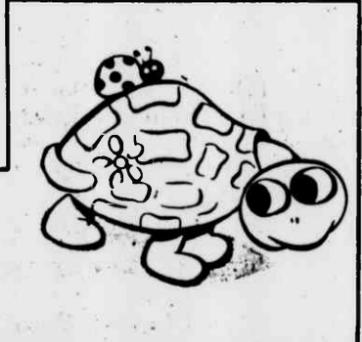
A Kuwaiti newspaper columnist accused Marks and Spencer of having "degraded the most respected phrase in Islam" by sticking it on an undergarment. The Egyptian Gazette in Cairo recalled Marks and Spencer's Zionist affiliations, and attacked the firm in an editorial entitled "Scraping the Bottom, and referring, among other things, to Hitler, punk rock and the Ku Klux Klan."

Marks and Spencer pleaded in vain that they knew nothing about the offending phrase on the garments which were designed for them in Paris. Now, however, they suspect they may have been deliberately "set up" as a target for Moslem fury.

Ironically, the panties were on sale for months before the holy text was deciphered. It was brought to their attention not by one of their thousands of Arab customers but by a British scholar of Arabic. Ironically, too, Marks and Spencer's trademark, which appears on all their intimate apparel, is "Saint Michael," but this has never caused offense to the millions of devout Christians who wear their garments.

The theory that the campaign against Marks and Spencer is being deliberately fomented for political reasons is not far-fetched. The company has long been an anathema in the Arab world because of its support for Israel.

Four years ago, its president, J. Edward Sieff, was shot and severely wounded by a terrorist belonging to the Popular Front for the Liberation of Palestine. This year, it was in a Marks and Spencer store that the first Jaffa orange contaminated with mercury was found in Britain.



Congratulations To The "News" -A Friend

Everything You'd Want to Know

(Continued from Page 5)

to Hillel it knows Hillel is working with 3000 Jewish students in the state. The Home gets an increase when the Committee learns that 20 of the 80 residents are from Charlotte and that we have been giving less than our proportionate share. Or, the Committee tells the Jewish Center it can expect no increase for two years and needs to develop its own resource. There is nothing simple about the Allocation process. It is hard, thorough and satisfying.

I LIKE TO GET SOMETHING FOR MY MONEY AND, AS I SEE IT, I HAVE TO GIVE TO THE TEMPLE, TO THE JCC AND TO THE FEDERATION. I GET SOMETHING BACK FROM THE FIRST TWO BUT NOT FEDERATION. SO, IF I HAVE TO CUT SOMETHING IT HAS TO BE THE FEDERATION.

The facts are that most of the population in the Jewish Community gets more from Federation than it gives. For instance, if your family is a member of the JCC for every dollar you pay in dues the Federation gives 75¢. That means that thanks to Federation your dues haven't gone up in years. So, in effect the Federation have given the JCC \$140 each year in your family's name. If you belong to B'nai

B'rith the Federation made contributions in your name to Hillel, ADL and B'BYO to the tune of about \$10 a member.

Add it all up for yourself, for the organizations and causes in which you believe and you will be astonished to learn that you may be getting more than you give.

YOU SPEND TOO MUCH MONEY TO RAISE THE MONEY?

About 6.45¢ out of each dollar goes to the costs of running the Federation and its programs. If you don't include staff time, we actually spent less than \$1000 on campaign expenses and that comes to 0.17% or two tenths of one penny out of your contribution dollar. The total Federation budget was \$39,000 for 1978 and that included ½ of the Director's salary, a full time secretary, \$4000 in dues to the Council of Jewish Federations which does a tremendous service in time and materials to keep Federations abreast of what's going on, \$3000 to resettle Russian immigrant families, \$1100 for Community Relations work including everything done around the TV series "Holocaust" and \$250 for Shalom Y'All - the greeting service for newcomers.

Just as we sent a higher percentage to Israel so we spend a lower percentage on administration.

Mideast by Southeast

(Continued from Page 2)

the protector of the Saudi oil fields against Iraqi aggression. Israel can keep the Red Sea open against communist controlled ships from Ethiopia and South Yemen. Israeli airpower protects the flank of the U.S. 6th Fleet in the Eastern Mediterranean.

Fundamentalist Christians will appreciate that Israel is the true protector of the Holy sites in the Holy Land, and that Israel is the embodiment of Bible Prophecy.

With the thrust of these arguments, it is possible and probable that Congressional reaction in 1979 may not be as adverse as some pessimists predict.

NEXT ISSUE COPY DEADLINE — Feb. 8, 1979

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