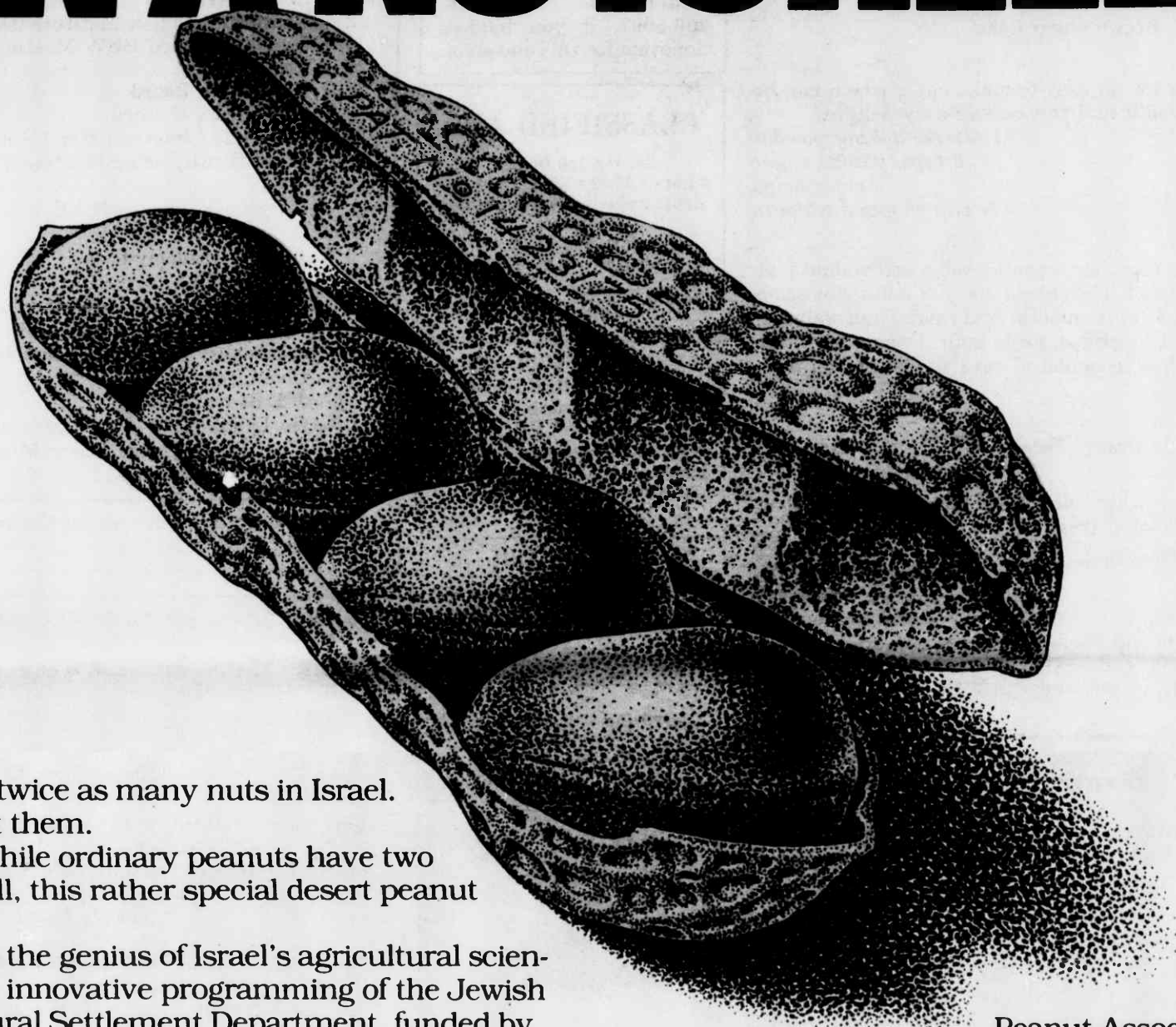


# INGENUITY IN A NUTSHELL.



There are twice as many nuts in Israel.  
Just count them.

You see, while ordinary peanuts have two  
nuts per shell, this rather special desert peanut  
has four.

Thanks to the genius of Israel's agricultural scien-  
tists and the innovative programming of the Jewish  
Agency's Rural Settlement Department, funded by  
the United Jewish Appeal/Federation Campaign.

In fact, Israel grows nearly three times as many  
peanuts per acre in the arid desert as Jimmy Carter's  
lush home state of Georgia.

But Israeli peanuts aren't just greater in number.

They're greater in quality, too.

A special Shulamit strain for instance, unlike con-  
ventional peanuts, grows fast enough to be harvested  
before the rainy season.

It's so large, so tasty and so nutritious, it was awarded  
the highest honor by the prestigious American

Peanut Association.

And that's a hard nut to crack.

By supporting Israel's Rural Settlement Program  
through the UJA/Federation Campaign, you are  
helping to turn a desert curse into a blessing of  
abundant growth.

Incredible agricultural growth that can lead the  
way to alleviating world hunger.

And that's something we as Jews around the  
world can feel proud of.

Please give generously today.

## Charlotte Jewish Federation

P.O. Box 13369; Charlotte, NC 28211

704/366-5007



One People, One Destiny