

88 Hahashmonaim Street Tel Aviv Israel Telegrams SPOTLIGHT

Mr. Philip Kraun
General Secretary
Ijud Habonim
Caixo Postal 13838 - Agencia Bom Retiro,
Sao Paulo, Brazil

21.2.68

Dear Haver,

A copy of the first issue of ISRAEL MAGAZINE, published by our company has been mailed to you under separate cover.

As someone, who has, in the not too distant past, been active in the Zionist Movement - I was Mazkir of the Zionist Youth Federation of Holland before my aliya - I know that the members of your movement want to do something tangible to help Israel.

Whereas nobody knows better than you that we are having a hard time on the information front of the world over, fighting a well-organised propaganda campaign from the side of 10-12 Arab countries, and not from them alone, we wonder if you would consider joining in our effort in the following way:

Our company has taken the initiative of publishing Israel Magazine, not for commercial reasons, but because we felt that there was an urgent need for a good, interesting, attractive, independent medium which would try to get a real image of Israel across to Jews in the first place, although not to Jews alone.

We have asked your Maskirut here for the addresses of the Hanhagot of Habonim around the world, in order to find out if the members of your snifim could and would be of help to us in obtaining subscribers to our magazine.

We would suggest, if you accept our proposal, that a certain number of couples of boy-and-girl aged 16-18, visit prospective readers in their homes or offices (lists of which you could obtain from the Zionist Movement, W.I.Z.O., the Kehiloth, etc.) with the magazine and subscription cards in hand, and try to get subscriptions.

- 2 -

In order to give you an idea, what a substantial contribution Habonim could make, please imagine for a moment that 500 couples of Haverim around the world spend 2/3 hours a week visiting 15-20 Jewish homes, 4 of which would take a subscription; Habonim could be instrumental in causing 100,000 families to receive in their homes every month an informative, well-documented magazine which would equip them with the kind of material they need, to stand guard on the vital interests of Israel.

To show you the interest which the Israel Government takes in our publication, we include herewith a copy of a letter from the Foreign Minister, Mr. Abba Eban. If he refers to the name "Spotlight on Israel", that was the name we originally thought of giving the magazine.

We hope you will look favourably on our proposal and are looking forward to your early reaction.

Bevirkat Shalom,

Hanoch Nenner
Managing Director