

**EL AL OPERATES AT A PROFIT**

Despite a difficult year of general, worldwide recession and with most of the IATA airlines reporting heavy losses (well over \$200 million) El Al completed fiscal 70/71 with a net profit of over 1 million Israeli pounds. This compares with 5 million Israeli pounds profit in 69/70.

Labor difficulties and heavy initial costs of absorbing the company's first Boeing 747B, which necessitated the training of over 2,000 personnel, the expansion of Lod base facilities, erection of the 747 hangar, parking area and acquisition of ground support equipment, were responsible for the diminished profits.

This is the 12th consecutive year that El Al has registered a profit. Revenue for the year 70/71 was IL 324,350,000 as against IL 288,803,000 in 69/70 fiscal, an increase of 12.5%.

During El Al's last fiscal year (April 1970 to March 1971) El Al carried a total of 520,770 passengers as against 469,001 the previous 12 months, an increase of 11%. While on the trans-Atlantic route, passenger traffic increased by 10.3% from 173,529 to 192,475 during the same period.

Passenger load factor for 70/71 was 67% - a new record for El Al and the highest achieved by any carrier.

Total freight carried by El Al in 70/71 was 20,949 tons as against 19,845 previous year - an increase of 5.6%.

Freight revenue in 70/71 was IL 52,652,000 as against 46,273,000 in 69/70, an increase of 13.8%.

During 1971 three major achievements of the company will have taken place:



**PROFESSIONALS IN VARIOUS FIELDS OF JEWISH COMMUNAL SERVICE FROM ALL PARTS OF THE WORLD WILL ATTEND THE INTERNATIONAL CONFERENCE OF JEWISH COMMUNAL SERVICE, TO BE HELD IN JERUSALEM FROM AUGUST 15 TO 20. MAJOR SPEAKERS, IN THE TOP ROW, ARE, FROM LEFT TO RIGHT: PROF. ARNOLD GURIN, FLORENCE G. HELLER GRADUATE SCHOOL FOR ADVANCED SOCIAL STUDIES IN SOCIAL WELFARE OF BRANDEIS UNIVERSITY; MORDECHAI BAR-ON, DIRECTOR OF THE YOUTH AND HECHALUTZ DEPARTMENT OF THE JEWISH AGENCY IN JERUSALEM; PROF. FREDDY RAPHAEL, OF THE UNIVERSITY OF STRASBOURG, FRANCE, AND BERTRAM H. GOLD, EXECUTIVE VICE-PRESIDENT OF THE AMERICAN JEWISH COMMITTEE, WHO WILL DELIVER THE KEYNOTE ADDRESS ON "CONFRONTING THREATS TO JEWISH CONTINUITY: BUILDING JEWISH COMMUNITY LIFE FOR THE FUTURE." BOTTOM ROW: DR. ARNULF M. PINS, CHAIRMAN, INTERNATIONAL PLANNING COMMITTEE FOR THE CONFERENCE; IRVING GREENBERG, CONFERENCE CO-CHAIRMAN; MIRIAM R. EPHRAIM, SECRETARY-GENERAL OF THE INTERNATIONAL CONFERENCE, AND GERALD B. BUBIS, CHAIRMAN OF WORKSHOPS. DR. HANOCH RINOTT OF ISRAEL, ANOTHER CONFERENCE CO-CHAIRMAN, IS NOT SHOWN HERE.**

1) The introduction into service of the company's first Boeing 747B, on June 8th, 1971, marked a new era in the annals of the company's history and civil aviation in Israel. A second 747B will go into service in November 1971.

2) The weekly flight frequency on the Lod-Johannesburg route has been doubled as of December 12th, 1970.

3) A new gateway, on the North-American Continent became effective with the opening on March 28th of El Al's newest route, to Montreal, operating four flights weekly, in each direction.

El Al's wholly-owned subsidiary, "TESHET" has begun operation of the carrier's new catering facilities at Lod International Airport in Israel and at Kennedy International airport, New York.

The primary function of "Teshet" in the coming years will be the building and management of two 500-room, four star hotels, one in Jerusalem and the other in Tel-Aviv. In May 1971 an agreement was reached with Sonesta International Hotels.

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*Incomparable Maurice Samuel*

By RABBI SAMUEL SILVER

The Great Master has done it again. In his 25th book, Maurice Samuel has electrified us.

Entitled, "In Praise of Yiddish," the book can only be described as geshmak, delicious.

Leo Rosten popularized Yiddish. Mrs. Lillian Feinsilver supplied us with a key to mame lashon and a long compendium of idioms in her "The Taste of Yiddish."

Now Maurice Samuel, the incomparable has crowned the language and his career with an exquisite treatment of the language.

Effectively, Mr. Samuel punctures the notion that Yiddish is just a derivative of German.

True, many of the Yiddish words are from the German. But Yiddish developed its own locutions and idioms, so distinctive that a person who knows German could not understand much of Yiddish. Furthermore, Mr. Samuel, one of the world's best translators tells us, it is very difficult to transfer German into Yiddish.

Remember, Shakespeare borrowed most of his story-lines, but his plays are totally different from those on whom he depended because he infused them with his own genius.

So Yiddish is made up of terms from the German, and the Slavic, and the Hebrew, but the genius of Yiddish has transformed them into something totally different.

If you want to kvell, if you want to be exhilarated, if you want to be mentally stimulated, if you want to know what a treasure mame lashon is, if you want to revel in the writings of one of the great masters of the English language, read "In Praise of Yiddish." It can't be overpraised.

JERUSALEM (WNS)--Louis A. Pincus, chairman of the Jewish Agency, bitterly attacked Rabbi Roland B. Gittelsohn, immediate past president of the Central Conference of American Rabbis (Reform) and his successor, Rabbi David Polish for their joint message to the CCAR's 82nd annual convention in which they attacked Zionist leaders and organizations who "openly and officially embrace America's most reactionary politicians who would betray Israel overnight if it suited their purposes."

JERUSALEM (WNS)--Rabbi Arthur Hertzberg of Englewood, N.J., a member of the Jewish Agency executive and a visiting professor at the Hebrew University, said he was invited to testify before the Senate Foreign Relations Committee which was going to investigate the status of Jerusalem.

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