

## Passover Feature

IN HONOR OF PASSOVER, WHICH COMMEMORATES THE ANNIVERSARY OF THE LIBERATION OF THE ISRAELITES FROM EGYPTIAN BONDAGE, THE LAS VEGAS ISRAELITE WILL PUBLISH A SERIES OF FEATURES. THIS YEAR THE PASSOVER FESTIVAL IS INAUGURATED AT SUNDOWN ON THE EVENING OF WEDNESDAY, MARCH 29 AND ENDS ON THURSDAY, APRIL 6.

### ZOA House in Tel Aviv

The sprawling three-story building stands on the corner of Daniel Frisch Street and Ibn Gvirol Road, the hub of a cultural pocket in northeast Tel Aviv.

Danny Kaye has performed there. So have violinist Zino Francescatti and a company from "West Side Story."

Israel's foremost political leaders -- from Golda Meir to David Ben-Gurion, Moshe Dayan to Abba Eban -- have delivered major addresses from its platform.

It's spacious exhibit halls have shown the works of Israeli and American artists, sculptors, photographers.

This is the ZOA House, for the past two decades the premier American cultural center in Israel. Since it was erected by the Zionist Organization of America in April 1952, it has offered a broad spectrum of programs designed to provide assistance to American visitors and olim and to promote understanding between the United States and Israel.

The ZOA House restaurant, featuring first-class cuisine, is a popular meeting place for both sabra and tourist. Extensive tourist services include planned itineraries, airport-to-hotel escorts and provisions for a base address while American visitors are on tour. Daily ulpanim help Western immigrants adjust to their new surroundings.

The Goodman Auditorium is the frequent scene of State functions, musicales, Sedarim, Oneg Shabbat evenings, films, seminars and other cultural events sponsored by Israel's leading civic, educational and social bodies.

But this is only one side of the coin; the ZOA House seeks also to interpret American traditions and ideals to the Israeli people.

The U.S. Embassy, a frequent host, utilizes the building for receptions, press interviews and examinations for scholarships. An American-Israeli youth dialogue is held there annually. American national holidays -- Labor Day, Thanksgiving, Independence Day -- are marked by celebrations and speakers on the contemporary concerns of the United States, and on Jewish life there.

Visiting American personalities have sampled the ZOA House's hospitality in varying ways. When Marlene Dietrich brought her one-woman show to Israel, she used its halls to rehearse. For Congressman Seymour Halpern, touring Israel with his bride in 1959, the ZOA House was the scene of a honeymoon reception.

ZOA House speakers have ranged from former Israel Chief of Staff Chaim Bar Lev on Israel's defense capacity to actor Kirk Douglas on the universal appeal of motion pictures. The late Robert Frost, when asked to deliver a speech, delighted his audience by choosing instead to read from his own poetry. Editor-author Harry Golden puckishly amended his planned address, "Only in America," to "Only in America -- and Only in Israel."

The ZOA House also serves as an information center for Americans. One striking example: on Election Day four years ago, a scoreboard was erected in front of the building; on the scoreboard were flashed up-to-the-minute returns of the Presidential race, transmitted over special wires from the U.S. Embassy.

The figures -- registered attendance of more than three million persons -- tell the story; that the ZOA House has been a dramatic instrument of learning, service, and cultural interchange for Americans and Israelis.

## ISRAELI POLL HAS NIXON 3RD

WASHINGTON -- A recent poll taken in Israel to determine the public's choice for "Man of the Year" for 1971 shows President Richard Nixon the third most popular person in the country, preceded by only Prime Minister Golda Meir and Defense Minister Moshe Dayan.

1. Golda Meir - "Man of the Year"
2. Moshe Dayan - Minister of Defense
3. PRESIDENT RICHARD M. NIXON
4. Abba Eban - Foreign Minister
5. Chaim Bar Lev - Former Chief of Staff of Army
6. David Ben Gurion - First Prime Minister



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