

HADASSAH DEDICATIONS TOUR

NEW YORK -- Even before the brochures are in the mail, Hadassah's "Double Dedication Tour" to Israel, June 13-29 will be a sell-out, Charlotte Jacobson, Hadassah Building & Development chairman predicted.

"We had to turn down hundreds of reservations for our immensely successful Mount Scopus Re-dedication Tour last October when 1,500 people flew over. Now, people who missed that opportunity have already signed up for the June trip," Mrs. Jacobson said.

"Furthermore," Bea Usdan, national Tourism chairman added, "we shall have to accept reservations on a first-come basis, because tourism in Israel is big in June -- which is a beautiful time of the year there -- and we can accommodate only one thousand (1,000) people."

The 17-day trip will include two public dedications in Jerusalem -- the Siegfried and Irma Ullman Building for Cancer and Allied Diseases housing the Moshe Sharett Institute of Oncology at the Hadassah - Hebrew University Medical Center in Ein Karem, and the Daniel and Florence Guggenheim Rehabilitation Pavilion at the Hadassah University Hospital, Mount Scopus.

In conjunction with these two major dedications, there will be two medical symposiums on cancer -- one for laymen and another led by world cancer authorities for doctors and scientists.

President and Mrs. Ephraim Katzir will give a reception for Hadassah Founders in their home.



LEFT TO RIGHT: ROSE E. MATZKIN, PRESIDENT OF HADASSAH; BEA USDAN, NATIONAL TOURISM CHAIRMAN, AND CHARLOTTE JACOBSON, BUILDING AND DEVELOPMENT CHAIRMAN IN JERUSALEM TO PLAN HADASSAH TOURS FOR THE COMING YEAR.

Special trips to a development town, an absorption center for new immigrants, and scenic and historic points of interest will be included. The Ministry of Tourism will provide a gala evening

in the ancient Roman amphitheater of Caesarea on the Mediterranean.

Hadassah tours are booked exclusively into 5 - and 4 - star hotels, use air-conditioned busses, and trained guides who have worked closely with its Tourism Dept., which was organized in 1948.

Mrs. Usdan said that 1976 has been designed as the "Journey to Zion" -- the year of tours. Many tourists visited Israel for the first time through Hadassah, according to Mrs. Usdan.

She said that doctors, nurses, teachers and other skilled professionals who have been on Hadassah tours, have later returned to Israel as volunteers after having met their counterparts there. Businessmen have established contacts with Israel's growing economic community.

"Among our own members," she said, "this first-hand view of Hadassah's projects in Israel -- such as the hospitals, children's villages, schools and land redemption -- has strengthened their commitment to Hadassah and to Israel."

"Tourism to Israel not only forges the bonds between American and Israeli Jews," she explained, "it also brings moral support to a small nation surrounded by hostile neighbors."

Mrs. Usdan adds: "There is no other country where Americans are received so warmly and where the exchange-rate makes shopping a joy to the buyer and means so much to the seller."

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