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An Anti-Israel Hoax

The immense power of the advertising medium, with its ability to sway and mold public opinion, is hardly a point to dispute. The fact that a political candidate's prospects for example, may depend upon a successful media campaign is indicative of this power. So it was disturbing to discover that a full page advertisement used by an organization calling itself "Concerned Americans for Peace" duped several leading newspapers in the U.S. by placing an ad with the names of six relief organizations which had never consented or authorized to have their names listed as supporters of the ad's message.

The ad ran in the July 11 editions of The Washington Post, The New York Times, The Boston Globe, The Atlanta Journal - Constitution, and several other newspapers of equal stature. It condemned Israel's actions in Lebanon and said in bold letters, "The People of Lebanon Innocent Victims of a Senseless War." Besides listing outrageous figures for those killed, wounded and left homeless in Lebanon, the ad said, "No cause could be so righteous as to dictate the destruction and devastation of an innocent people and their country."

Just days later, representatives of the six organizations whose names appeared on the advertisement, addressed a letter to the New York Times. The officials of Care, the American Friends Service Committee, the American Red Cross, the Church World Service, the U.S. Committee for UNICEF, and Save the Children Federation said they were "dismayed" that their names had been associated with an anti-Israel advertisement and they had not consented to have their names used in the ad. They explained that such association of their organization with anti-Israel ads as non-governmental relief agencies could obstruct their ability to provide aid and remain neutral to the fighting.

As it turned out, the address listed at the bottom of the ad, a Los Angeles post office box number, had never been rented to any organization by the name of "Concerned Americans for Peace." The advertising company which placed the advertisement seemed ambiguous in explaining just who paid them for it. The Los Angeles Times, for its part, escaped this charade by double checking with the organizations to confirm if they had authorized the use of their names on the ad. The paper dropped the names of the agencies after failing to verify their authorizations. The other newspapers, with their huge responsibility to the American public would do wisely to double check with organizations in similar ads in the future. It harms the newspaper's credibility, the relief agencies ability to provide aid and moreover, stymies the ability of the American public to arrive at a clear and unbiased opinion of the circumstances surrounding the events in Lebanon.

Behind The Scenes

At The United Nations
 By David Horowitz
 A World-Union Press Feature

UN Cry - Rescue PLO!

UNITED NATIONS (WUP) -- It never fails, whenever the malcontent Esau-inspired Arabs are in trouble and need rescuing, they manage somehow to get this world organization to save them from utter defeat. The Security Council rushes into emergency sessions and, following condemnation of the victorious victims of attack, a truce is demanded giving the provocateurs time to rearm and re-establish themselves. This has been the pattern since the 1948 war as the world allowed the murderers to hold sway. The current situation in Lebanon is no exception. As the valiant Jewish warriors, under divine guidance, had performed another 'Entebbe' by entrapping at long last the blood-thirsty PLO in their Hitler-like Beirut bunkers, here at the UN the Soviets with their Arab and so-called non-aligned friends defied America's Independence Day by selecting July 4th for in-

King of One Liners



HENNY YOUNGMAN
...Man of Many Talents.
 MY WIFE WAS IN THE BEAUTY PARLOR TWO HOURS. THAT WAS JUST FOR THE ESTIMATE.

TELL TALES
 "One Man Plus The Truth
 Constitutes A Majority"

(Continued from Page 1)

man. She has to be highly intelligent, unusually patient and get to command the respect and love that Jack Tell enjoyed. It would help if she had some writing talent, could discuss any subject with a high degree of depth and understanding and it wouldn't hurt if she knew how to handicap the horses, play dice, keno and the slots. She has to have a whole lot of friends. She must have an unusual amount of love for her family. Jackie must not be embarrassed to greet strangers in her undergarments (well, on second thought she can pass on that one). She must have the right answer at the right time and not be afraid to express her opinion to anyone on any level. She must be compassionate for those who are in need. She must be calm under the most trying circumstances. Jackie has a rough act to follow. But there is one person who knows she will have all of the above and many more of these qualities. That person is Jack Tell, Mazel-toy.

voking an emergency session and, at night. Requested by Jordan, it turned out to be one of the shortest meetings the Security Council has ever held -- fifteen minutes. A three-point resolution was adopted "calling for the rights of civilian populations without discrimination and repudiating all acts of violence; further calling for "the restoration of the normal supply of vital facilities," and commending "the efforts of the Secretary - General to alleviate the sufferings of the civilian population..."

The draft, while basically humanitarian in content, contained a clear criticism of Israel by "reaffirming" three previous resolutions demanding Israel's immediate withdrawal from Lebanon and ignoring the PLO presence.

In his letter requesting the meeting, King Hussein's Ambassador Hazem Nusseibeh charged that "the grave situation in Lebanon is the result of the ruthless genocidal campaign of the Israeli forces of occupation." He had the hutzpah further to speak of "Israeli barbarism in the Beirut region" against the PLO when everyone familiar with the Middle East has not forgotten how this same Jordan of his, in a murderous assault in 1970 drove the PLO gangsters out of the eastern part of Palestine annexed by the British from the originally-adjudicated Jewish National Home in 1922 and given to the puppet king Emir Abdullah.

The only speaker in the Jordanian-invoked July 4th meeting was Yasir Arafat's spokesman here, Terzi, who, in castigating Israel, bemoaned the fate of his 6,000 entrapped PLO compatriots. Having heard the crocodile tears shed by Terzi, the Lebanese Ambassador, somewhat bewildered, had a few closing words. "I hope that Israel will listen and facilitate the negotiations that should lead to full implementation of previous resolutions," he said.

In anticipation of this meeting, Israel's Yehuda Z. Blum, on Friday before the session, sent off a letter to the President of the Council who this month happens to be Ambassador Sinclair of Guyana. Blum was brief but to the point:

"As I have had the occasion to point out in the Council and in the Assembly in recent weeks, the Operation 'Peace for Galilee' was directed solely against the PLO -- a terrorist organization being used as the spearhead of the Arab military onslaught seeking the destruction of Israel. Evidence of this criminal scheme is unfolding daily through the discovery of the elaborate infrastructure of the PLO in Lebanon. This infrastructure comprised stockpiled weaponry so enormous in quantity and diverse in range as to be out of proportion to the number of the PLO's armed terrorists..."

Blum then referred to the Jordanian letter as "a particularly flagrant example of the cynical exploitation of the agony of Lebanon for the purpose of fanning the flames of anti-Israel incitement...As will be recalled," he noted, "Jordan

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