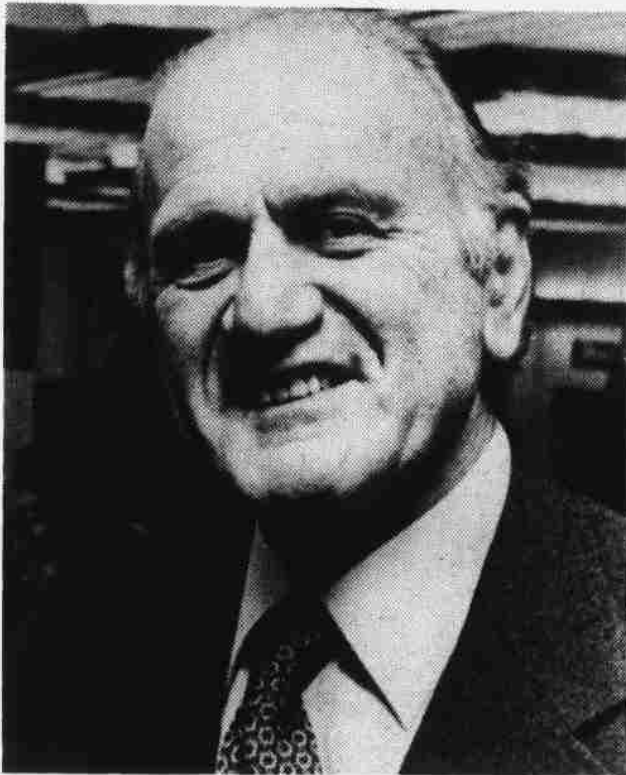


## Lord Sieff Of Brimpton Honored



NEW YORK, N.Y. — Celebrities and notables from four continents will gather at the 1983 Annual Weizmann Dinner to toast the 70th birthday of Lord Sieff of Brimpton, O.B.E., the prominent British business executive and philanthropist whose lifetime career of service to the Jewish people and Israel has made him one of the leading Jewish figures in the world. The gala international celebration will be held October 23rd at the Waldorf-Astoria Hotel in New York.

Lord Sieff, chairman of the prestigious international Board of Governors of the Weizmann Institute of Science in Rehovot, Israel's primary research center, "has carried forward his family's tradition of involvement with the Institute over the past century with brilliance and zeal," said Frank S. Greenberg in announcing the tribute to Lord Sieff sponsored by the American Committee for the Weizmann Institute of Science (ACWIS). Greenberg, president of Burlington Industries, Inc., chairs the Tribute Committee.

The celebration honoring Lord Sieff, head of the world-famed Marks and Spencer department store chain, takes place on the eve of the 50th anniversary of the establishment of the Weizmann Institute of Science in Rehovot, Greenberg said. The Daniel Sieff Research Institute, the kernel and forerunner of the Weizmann Institute, was created in 1934 by the Sieff family in memory of Lord

Sieff's brother.

Notables and associates from various walks of life, as multi-faceted as the career of Lord Sieff himself, will join in the festivities, among them film producer/director Sir Richard Attenborough CBE, 1982 Oscar winner for "Gandhi," and television journalist and Weizmann Governor David Frost -- honorary chairman of the Dinner Prof. Michael Sela, the world-renowned immunologist and president of the Weizmann Institute of Science.

Prominent personalities from public life, Nobel Laureates, and other dignitaries, colleagues, friends and Weizmann leaders from across the country, Canada, England, the European Continent, Israel and Latin America will participate in the party for Lord Sieff. The tribute to the dynamic and vibrant member of the House of Lords, a Life Peer as was his father, will also feature a musical salute by an internationally-renowned concert artist. The evening, in keeping with an annual "tradition" of Weizmann dinners, promises to be the highlight of the fall calendar of Jewish events.

Weizmann Dinner guest of honor Lord Sieff has been energetically engaged for many decades in the advancement of the Institute, which has surged forward under his leadership and drive to a front-rank position in the international scientific community. With Weizmann scientists currently involved in 700 projects that range the atlas of science, the wide scope of work conducted at the Institute makes it unique among the great scientific research centers of the world.

Marcus Joseph Sieff is a descendant of one of the most famous families in Zionist history. His mother, Rebecca Sieff, was a founder of WIZO, the Women's International Zionist Organization. His father, Israel, and uncle, Simon Marks -- brothers-in-law and business partners -- were close friends and confidantes of Dr. Chaim Weizmann from the time the scientist/statesman was a young lecturer in organic chemistry at Manchester University in the eventful days preceding World War I.

Lord Sieff's involvement with Israel actually dates back to the age of four, when he attended the mass meeting held in Manchester in November, 1917 to celebrate the issuing of the Balfour Declaration. Dr. Weizmann, who spoke at the meeting, played a crucial role in the issuing of this historic statement of British support for a Jewish homeland.

Marcus Sieff first visited Israel in 1929, at the tender age of 16, during which time he was shipwrecked on the Dead Sea for three days. Posted to Jerusalem for two years in the course of his military service as a colonel in the Royal Artillery during World

War II, he saw wide service in 24 other countries as well. He received an O.B.E. (Order of the British Empire) in recognition of gallant and distinguished service in Sicily.

In May, 1948, Marcus Sieff flew to Israel, concerned as to how the War of Independence was progressing. He was immediately pressed by David Ben Gurion to serve as the new Prime Minister's military advisor. He worked closely with Levi Eshkol and Pinchas Sapir -- later to rise to prominence on the Israel scene -- and the General Staff over the next two years, primarily in organizing crucial war material for the determined but ill-equipped Israeli Army.

Returning to the career at Marks and Spencer interrupted by these two wars, he rose in the corporate ranks until attaining the position of Chairman of the Board in 1972. The apparel and food chain is the largest marketing organization in Europe, with 260 stores and 40,000 employees in Britain alone, and an estimated 200,000 people involved world-wide in producing goods that meet M&S' rigid specifications.

The insistence on these laboratory-tested standards of excellence derives from and was spurred by Dr. Weizmann's recommendation that science be employed in the service of the consumer. He explained that technology could help storekeepers who genuinely wanted to know they were selling only the best quality merchandise. In 1935, M&S set up its own lab to test and improve raw materials and methods of manufacture; it has become one of the hallmarks of the chain.

For more than 30 years, Lord Sieff has been actively involved in sharing M&S expertise in the fields of textiles and fresh and processed foodstuffs with Israeli manufacturers and exporters. He serves as president of the Anglo-Israel Chamber of Commerce. In 1979, then Israeli president Yitzhak Navon gave him a special award in recognition of his contribution in upgrading Israeli products and promoting the country's industrial image throughout the world.

The Weizmann dinner honoring Lord Sieff will be capped by a dance and other birthday festivities, including the cutting of a cake -- all under the capable direction of Master of Ceremonies David Ginsberg, vice chairman of the ACWIS Board of Directors. The chairpersons for the Dinner are Maks Birnbach and Elga K. Stulman; Henry J. Everett is Program Chairman.

Information regarding the October 23rd Annual Weizmann Dinner may be obtained from the American Committee for the Weizmann Institute of Science, 515 Park Ave., New York, N.Y. 10022; telephone (212) PL 2-1300. Couvert for the dinner is \$600 per person.



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