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# Problems And Promises In The New Year

## By Sam Rothberg International Chairman, State of Israel Bonds

In the new Year Israel will have a new government which will face many challenges.

The recent elections revealed a broad spectrum of opinion on major issues. But without exception, all parties - left, center and right - unanimously agreed on one overriding issue, the need to solve the country's difficult economic problems.

There is a growing demand for immediate action and an increasing realization that sacrifice will be an inevitable ingredient in any economic recovery program.

Yet in the midst of Israel's troubled economic situation we can see indications of how far the country has come in establishing a modern industrial society and how much its brainpower and technological progress have contributed to placing

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Israel in the forefront of developing countries all over the world.

For example, during the past year the World Economic Conference in Jerusalem focused wide attention on the recent advances Israel has made in the field of high technology. This is an area in which its remarkable creative resources may hold the key to an historic leap forward for the entire economy.

There is also the early prospect of an upsurge in exports to the United States if the free trade zone proposal is adopted.

But until these promises materialize, the people of Israel face a period of austerity resulting from cuts in services and perhaps jobs as well. Looking ahead into the New Year we will have the responsibility of helping to relieve the hardships of belttightening that may cause a lowering of the standard of living for a large proportion of Israel's population.

The present situation underlines the special role of the Israel Bond program which is a major source

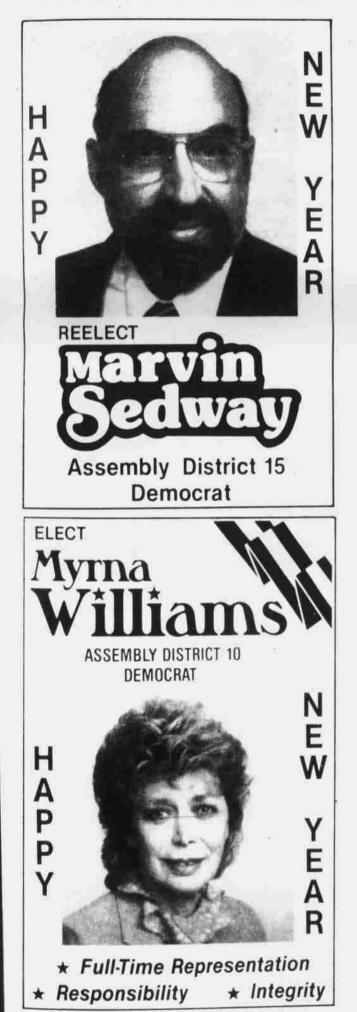
### Happy New Year

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of funds for Israel's Development Budget. As a low cost public loan Israel Bonds have stimulated new projects in every sector of the economy. At no time in Israel's history have these funds been more crucial in their impact on Israel's economic future.

With the warm New Year greetings we send the people of Israel should get a message of reassurance that we recognize the seriousness of their problems and understand our responsibilities in helping to solve them. We also hope that as we seek to strengthen Israel's economy we will do our share in helping to rekindle the spirit of idealism that is at the core of the rebirth of the State.







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A Las Vegas tradition Saturday 10 a m = 2 p m Sunday 9:30 a m = 2 p m