

Newsletter

OF THE ENGLISH-SPEAKING RESIDENTS,

HERZLIYA AND KFAR SHMARYAHU

NUMBER 1

MAY/JUNE, 1979

In the beginning

... there was this 12-page newsletter produced on an old-fashioned typewriter, each issue folded by hand.

40 years on it has grown into the publication you know so well as **ESRAmagazine**.

For our 200th issue, we are reprinting this very first edition from May /June 1979.

It makes for fascinating reading . . .



The formation of the English speaking residents group of Herzliya and Kfar Shmaryahu has its origins in the concern felt by long-time Kfar Shmaryahu resident Merle Guttman, and a small circle of her friends and Aliza Lev Tov of Herzliya Municipality's Absorption Department, for the newly arrived Rhodesians and South Africans coming to live in Herzliya and surrounding area. Recalling their own early years in Israel, these English speaking Israelis wanted to ease the integration of their "landtsman" into Israeli society, both through assisting them to acquire greater familiarity with Israel, and by creating a richer English speaking cultural life in the area.

Critical of many aspects of the quality of life in Israel, the English-speaking new resident often feels frustrated and alienated by his inability to make a positive contribution to the improvement of his social and physical environment. That many hundreds of such people, both those who have made this area their home for many years, and those who, have recently moved to Herzliya and Kfar Shmaryahu, feel similarly frustrated, was evidenced by the large turn-out of English-speaking families and singles at our initial evening at Yad Lebanim, Herzliya, on April 5th 1979.

Many had come to the meeting not only to see the customary film on the history of modern Herzliya, and to meet its Mayor Mr. Yosef Nevo and his charming wife Naomi, but also to voice specific protests at the lack of such essentials of twentieth century urban life as a telephone service, and paved roads (e.g. Rehov Eli Cohen). I personally find unpaved roads add a certain semi-rural charm to the quieter backwaters of Herzliya, but no doubt those who have to walk through the mud in winter (and often in summer too if our local water main is anything to go by) feel strongly otherwise. About the non-appearance of telephones much can be said, and was.

However, the initiative of the organisers was justified by the eagerness of the audience to make a positive contribution to the creation of an improved quality of life for the English-speaking citizens of Herzliya, both through our own activities and through reaching out to other groups in Herzliya through the various volunteer organisations, especially in co-ordination with the Volunteer Bureau of the Herzliya Municipality.

As a result of the April meeting a number of people came forward to offer to sit on the various committees which were formed to cover the wide variety of fields of interest of the English-speaking residents. All of these committees have already broken the cultural/bureaucratic barrier, have not only talked (which they do, at length), but also have definite plans of action. Readers are invited to contact any committee which deals with a subject or subjects of interest to them, and also to contribute to future activities.



OUR SPECIAL THANKS FOR THEIR ASSISTANCE AND ENCOURAGEMENT:

Adele Rubin, Volunteer Bureau, Herzliya Municipality.
Aliza Lev-Tov, Absorption Department, Herzliya Municipality.
Erella Spillman, Citizens' Information Bureau, Herzliya Municipality.
Ethel Schwartz, Sid Shapiro and Myra Katzeff of
The South African Zionist Federation
WIZO, Herzliya Pituah
Ruth Miller of Hitachdut Olei Britannia, Herzliya
Dr. Menachem Granoff, Community Health Division, Herzliya Municipality.

STEERING COMMITTEE

Chairperson: Merle Guttman, 3 Derech Hasadot,
Kfar Shmaryahu. Tel. 930632

Vice Chairperson: Archie Polliak, 6/1 Rehov Hadar,
Herzlia.

Secretary : Naomi Gatt, 70 Kaplan St.
Pituach. Tel. 938183

Assistant Secretary : Ruth Miller, 9 Spinzak,
Pituach. Tel. 938260

Treasurer : Moshe Bachar, 115 Golden Beach,
Rehov Ramat Hayam, Pituach.

Cultural Coordinator : Zvi Grosswald 5/5 Hay B' Iyar,
Herzlia. Tel. 294880 (work).

Public Relations : Sandra Pepys Heidecker, 5/2 Yair
Stern, Naveh Amirim, Herzlia

Liaison Officer with
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CULTURAL GROUP

Chairman : Zvi Grosswald, 5/5 Hay B'Iyar, Herzlia

Liaison Officer : Sandra Pepys Heidecker, 5/2 Yair Stern, Herzlia

Jazz Appreciation : Haim Shles, 7 Tel Hai, Herzlia (Tel. 475158 work)

Play Readings : Judy Seligman 2 Hacongress, Herzlia Pituach
(Tel. 930048)

Adele Wolpert, 6/12 Sarah Malkin, Herzlia.

Joe Granoff, 81 Nordau, Herzlia B.

Zvi Ber, 24/4 Haatzmaut, Herzlia.

Mrs. Z. Berg, 24/4 Haatzmaut, Herzlia.

Edith Polliak, 6/1 Rehov Hadar, Herzlia.

Andrea Lazar, 3 Montefiore, Herzlia Pitach (Tel.
938755).

Judy Charness, 59 Hazorea, Kfar Shmaryahu
(Tel. 932033)

Bessie Newman, 1/40 Ibn Ezra, Herzlia.

SOCIAL GROUP

Moshe Bachar, 115 Golden Beach, Rehov Ramat Hayam, H.P.

Joan Shles, 7 Tel Hai, Herzlia (Tel. 246757 - work)

Lolita Marcos, 31 Hanadio St. Herzlia (Tel. 987932)

Joe Shlien, 13 Kaplan St. Herzlia (Tel. 932856)

Avi Berg) 24/4 Haatzmaut, Herzlia

Mrs. Z. Berg) " " "

Rose Freed, Apart. 14, 15 Sokolov St. Herzlia. (Tel. 981212)

Bessie Newman, 40 Ibn Ezra, Flat 1, Herzlia.

Judi Charness, 59 Hazorea, K.S. (Tel. 932033).



INTEGRATION GROUP

Adele Wolpert	6/12 Sarah Malkin, Herzlia.
Judy Luz	6 Habrosh, Nof Yam, Tel. 932078
Mira Rosenfeld	10 Rehov Haacongress, Pituach, Tel. 938024
Ruth Miller	9 Spinzak, Pituach, Tel. 938260
Menachem Granoff	81 Nordau, Herzlia B.
Florence Siegel)	43 Hadar, Herzlia
Irv Siegel)	43 Hadar, Herzlia, Tel. 232221 (work)
Bessie Newman	1/40 Ibn Ezra, Herzlia
Al Sherman	38 Harav Kook, Tel. 982853
Joe Shlien	13 Kaplan, Pituach, Tel. 932856
Paula Kaplan	59 Hazorea, Kfar Shmaryahu, Tel. 932033
Naomi Gatt	70 Kaplan, Pituach, Tel. 938183
Merle Guttman	3 Derech Hasadot, Kfar Shmaryahu, Tel. 930632

PUBLIC RELATIONS

Chairman :	Sandra Pepys Heidecker, 5/2 Yair Stern, Neve Amirim
	Andrea Lezer, 3 Mo-tefiore, Pituach, Tel. 938755
	Gatt Naomi 70 Kaplan, Pituach, Tel. 938183
	Perla Fox, Box 834, Kfar Shmaryahu, Tel. 937590
	Jules Fox, Box 834, Kfar Shmaryahu, Tel. 937590
	Catherine Rosenheimer, Hasadot, Kfar Shmaryahu, Tel. 930403

STATISTICAL ANALYSIS OF THOSE ATTENDING THE APRIL MEETING

Based upon the addresses entered into the guest book, it is clear that central Herzlia predominated, being almost 63% of the total. When Herzlia Pituach (14.5%), Kfar Shmaryahu (12%) and other areas in and around Herzlia, including Nof Yam are added, the total reaches 95% of those guests who signed the visitors' Book.

Some idea of the matters of interest to those who attended can be obtained from analysis of the replies to 57 completed questionnaires. For example, 79% of those replying indicated an interest in attending cultural and social activities presented in English. Offers to be of help to others included 42% of those responding who were willing to offer home hospitality to English-speaking Olim and 24% who indicated willingness to serve as an interpreter when necessary. The committee



expects to be guided by information obtained from the questionnaires and guest book in developing future programs and activities of the group.

<u>Year of Aliya</u>		<u>Country of Origin</u>	
1920 - 1949	2.0%	Australia	0.9%
1950 - 1959	7.9%	England	13.2%
1960 - 1969	17.8%	India	0.9%
1970 - 1974	23.8%	Israel	0.9%
1975 - 1979	48.5%	Congo	0.9%
		Rhodesia	1.9%
		U.S.	32.1%
		South Africa	43.4%

PERSONAL OPINION

NO TELEPHONE - A SOCIAL DISASTER

Sylvia Navon

On the 5th of December 1979, I will celebrate the seventh anniversary of my request for a telephone. Last year, I thought of inviting several dignitaries to raise a toast with me, but in the end settled for writing a letter to the Prime Minister's office. I received a prompt and efficient reply, but of course nothing could be done. I can't say I really expected Menachem Begin to order a telephone for me, but I have decided that it is more constructive to complain in writing, than to sit around at home full of frustrated anger and even rage, at the inability of the Ministry of Communications to connect me with the 20th Century and the rest of Israel.

I came to Israel quite a while ago, because I am a Zionist. I had an ideal. I wanted to live in the Jewish State and participate in the rebirth of the Jewish People. I believe many Western immigrants are like me. For the first 5 years, I accepted the fact that I could not get a telephone, as one of the difficulties of living in a poor, developing country. By the 5th year, every other person I knew, who had come on Aliya in the same year as I, but did not live in Herzlia, had received a telephone. Someone on the T.V. news mentioned that the country wide average waiting period is 3 years. I suddenly realized that I was - as the kids say - a "frierit" because I had chosen to live in Herzlia.



Sylvia Navon.

Not having a phone today is difficult for anyone who wants to lead a normal, productive life. It is essential equipment in a modern, dynamic society - and after all, what have all the sacrifices been for, if not to establish a society worth living in, in which both individually and collectively, we are able to pursue our lives and our interests.

I am a single woman living alone. I am also a social worker and since I work with teenage girls I do not sit next to the telephone in my office all day long. When you live alone, in a country you were not born in and which no longer fits into the geographical or social confines of "Little Tel-Aviv", not having a telephone at home is a major disaster. No one can reach you when they want to and even though I have good and friendly neighbours, there are those moments when I want to have a quiet, intimate and private conversation with a close friend without worrying about tokens or half-Liras (let no one forget that Herzlia is outside the Tel-Aviv region), the frustration and subsequent lack of patience of all the other people who want to make calls and whether the public phones are working.

There are people in my area who have been hurt economically by not having a phone. Few people realize that living alone without a phone hurts socially. People stop making the effort to catch you at work. If they have to come by bus, they first don't drop in. For a single and relatively young person these are crucial issues. I have found beginning friendships relatively easy in the Jewish Homeland. But how does one maintain them when they are relatively new without a modern system of communication. When a young cousin of mine was killed in a car accident in the States, it took me several days before I could arrange to call at the right time.

Once I complained to our Mayor, Mr. Nevo, at a public meeting. Even though, I have heard him say some patronizing things, I really didn't believe my ears, when he told me that if I didn't like Herzlia, I should go elsewhere. Actually, I like Herzlia and who says things like that anymore?

I have lived in Israel enough years to have watched many people, especially the young and Western, come and go. I find it amazing consequently that suddenly, I, who was all my life so highly motivated have also come to a point of re-evaluating the wisdom of continuing to live here. And that not simply because I don't have a



Sylvia Naron.

telephone, but because of the impotence and/or profound lack of interest manifested by people whose responsibility it is to take care of these problems. All of us who have approached the "powers that are" have come away with the feeling of being supplicant or worse "nudnickim" for actively trying to acquire an object which has been commonplace in the Western World for years and which is an absolute necessity in a modern society.

There are, of course, a few people who acquire telephones in our area. Occasionally, the high level of preference is obvious - serious heart disease, cancer, military bereavement. But there are those whose reason for preference is not at all that clear. Since many of us have resorted to "protectzia" and failed, nevertheless, one's curiosity is aroused as to the magic factor which led to several of these installations. (Perhaps there is a higher and mystical power?).

Several of these phones - the ones for whom justification is not commonly known or obvious are in apartments which were built after the date of my request. Whatever the reason for their installation, the accompanying speculation does not make for a good social or ethical climate. It encourages and supports the development of ideas about the distribution of goods and services and their acquisition which I, as well as most Western immigrants, find repugnant.

This summer, I am going to the States for the first time in 8 years. Despite the fact that my relatives all contribute to Zionist causes regularly and generously, no one really understands the "folly" of my Zionism - of actually living "there". When I tell them (because they will ask in utter dismay) why I still don't have a phone and no one can ever call me, they will, like true New York Jews, also ask what I need it for. And for the first time in my life, I really don't know what to answer them or myself.

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OUR MOTTO : QUALITY PRODUCTS AT VERY REASONABLE PRICES
AND ALWAYS SERVICE WITH A SMILE - From Ruth & Max
(ex-South Africa).

ANNOUNCEMENTS

One of the purposes of this newsletter will be to provide a medium for non-commercial announcements of interest to English-speaking residents of our area. For example:

JAZZ APPRECIATION - Haim Shles, of 7 Tel Hai, Herzlia, is interested in forming a circle for the appreciation of jazz music. His telephone, at work,



Announcements

is 475158. If you cannot reach him at work, call Naomi Gatt at 938183

PLAY READINGS - Interest has been expressed in the formation of a group which will do play readings, in English. If you are interested in participating, contact Judy Seligmann at 2 Rehov Hacongress, Herzlia Pituach, telephone 930048.

EASY HEBREW - Those people interested in participating in a class in slow or easy Hebrew, to be formed after the summer for residents of the Herzlia area, should contact Merle Guttman at 930632, or Naomi Gatt at 938183. Formation of the class will depend upon enlisting at least 15 to 18 students. Hours of instruction can be determined by popular demand.

VOLUNTEER ENGLISH TEACHERS - Herzlia Municipality, together with the municipalities of Kfar Saba, Raanana, Hod Hasharon and Ramat Hasharon, is participating in a program to train volunteer English teachers at workshops being conducted by the English Department of Beit-Berl Teacher Training College. The trained volunteers are then enlisted to help disadvantaged children in one-to-one teaching situations. Workshops are conducted, without any obligation, at Wizo House, Klausner Street, Raanana. Remaining sessions of the workshops for this year are to be held at 5.00 p.m. on Sundays, May 27, June 10 and June 24. For more information contact Adele Rubin, Coordinator of Herzlia Volunteer Bureau, 15 Bar Ilan Street, Herzlia, telephone 985734.

TRANSLATORS - From Hebrew to English are asked to volunteer to translate local information directory of the Citizen's Advice Bureau.

POETRY GROUP - Anyone interested, please contact Judy Seligman, telephone 930048.

ENGLISH SPEAKING SYNAGOGUE - at Kuzari Naamat Club, Rehov Kuzari, Herzlia.

AMERICAN INTERNATIONAL SCHOOL LIBRARY - Hazorea Street, Kfar Shmaryahu, telephone 938225. Open : Monday, Thursday, 3.00-5.00. Small deposit fee. Children's books, classics, fiction, reference books and periodicals. Closed during school holidays.

If you would like your announcement included in this column, please contact Merle Guttman, at 930632.



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FUTURE EVENTS

VISIT TO THE STUDIO OF ARTIST SHLOMO SHWARTZ

On Saturday, June 2nd, we are invited to visit the studio of Shlom Shwartz, the well-known Israeli painter, at 56 Ha Meginim Street, Herzlia Pituach (off Hanasi Street) between 4.00 - 7.00 p.m. Light refreshments will be served in the garden.

PROFESSOR SHIMSHONI TO SPEAK ON URBAN REHABILITATION

On Tuesday, May 29th, at Yad Le Banim, Herzlia, Professor Daniel Shimshoni, Director of the Social Policy Group in the Prime Minister's Office, and responsible for Urban Renewal Planning for the Government, will speak on "The Challenge of Urban Rehabilitation in the 1980's".

His talk will be followed by an open discussion, with particular reference to local projects of community redevelopment, and with the participation of members of the municipality active in the area of urban renewal.

Professor Shimshoni came to Israel from the U.S.A. in 1949, and lives in Herzlia Pituach. After completing his Phd, he lectured on this field.

Professor Shimshoni was active in the Democratic Movement for Change political movement in 1976-77, and his position with the Government now finds him working directly under it's former leader, Deputy Prime Minister, Yigal Yadin. Professor Shimshoni holds the rank of Colonel in the Israeli Army Reserves.

TOUR TO JUDEA AND SAMARIA with English Speaking guide.

Route : Etzion Bloch, Kiryat Arba, Hebron and the Tombs of the Patriarchs, new Jewish villages and suburbs, Herod's Fortress.

Discussions will take place with local residents en route.

Please note: This excursion is with army permission, which is subject to withdrawal, should security demand it. If so, money will be refunded.

Date : Thursday, June 21st, 1979. Assemble at 7.00 am. at Yad Le Banim, Herzlia. Departure at 7.30 am. sharp, Wolfson St. Herzlia.



Future Events

Price : IL. 120.- per person, but please bring your own food.

Booking : Prior booking is essential and can be made at one of the following depots :-

"MOR FLOWERS", 1 Sderot Chen, off Sokolov, Herzlia - daily at normal shopping hours.

"MAXIM'S DELICATESSEN", 12 Ben Gurion St. (entrance Haatzmaut St.), Herzlia. Mondays and Wednesdays, from 8.30 am. - 10.30 am.

PLEASE NOTE - FINAL BOOKING DATE ON JUNE 12TH

FUTURE EVENTS AT YAD LEBANIM, WOLFSON ST. Herzlia.

1. Israel Piano Trio

Saturday 9/6 20.30 . IL. 40.00

Alexander Volhov

Menachem Brenner

Zvi Hanel.

2. "We went for a Walk"

With songs of Naomi Shemer - for children.

Fri 22/6 15.30. IL. 45.00

3. "Peace 79"

Songs of the world in Yiddish, Russian, French, Roumanian, Spanish and Portuguese.

Sat. 23/6 at 20.00. IL. 45.00

4. Orchestra and Choir of the Academy of Vienna.

Haydn's "Creation of the World" (In Amphitheatre).

3/7 20.30. IL. 50.00



Tales of Chelm-On-Sea (All events described here are fictional. Your contributions to this column are welcome - and inevitable).

The Chelmeum occupies an imposing position in the quiet town of Chelm. The town of Chelm is especially quiet, as most of its residents abandon it twice daily; once in the morning to travel to the adjacent metropolis where there is work, and once in the even to travel to the metropolis where there is a cultural life. Nevertheless, unknown to the vast majority of its citizens, Chelm does possess its very own Chelmeum. But it was felt necessary to bring the Chelmeum to the attention of the citizenry. The Mayor of Chelm was summoned by the director of the Chelmeum. "Let us have" they decided "the world's very first White Space exhibition." It was decided that this should take place not in the Chelmeum proper, but in the adjacent Chelmary. Unfortunately, this major cultural centre had recently become cluttered up by the paltry efforts of the Chelmartists, who had iniquitously hung their works there, aided and abetted by members of the Chelmupality (clearly non-Chelmers in origin). However, with the aid of the rare Chelmaphone, the great exhibition was achieved in a moment, and the walls of the Chelmary shone resplendently white, all over.

An extra touch of artistic avantgardism (and one on which all the critics commented most favourably) were the exquisite silver chains which divided the white masterpiece into readily studied sections. The Chelmartists were not invited to the festive opening of the new exhibition, but this was as well since the postal sanctions would have prevented the invitations reaching them in time, and moreover it was felt that the artistic reputation of Chelm-on-Sea might have been irrevocably damaged by the presence of so many famous artists whose works graced the Museums, art galleries, and private collections of those cities and countries which lay beyond the borders of Chelm.

Riddle

WHEN IS A TRAFFIC LIGHT NOT A TRAFFIC LIGHT?

Answer : When it is on the corner of Naveh Armitim and Rehov Ben Gurion, Herzlia.

