

## **Dear Friend of Israel, dear Friend of FLAME:**

We are passing through very difficult times. The whole world is being attacked by relentless terrorists. There were and still are many who believe that the "conflict" between the Arabs ("Palestinians") and the Israelis is the root cause of the terror. But that is not correct — that conflict is only a small part of the picture. The real cause of the terror is the undying hatred of Islam, not just against Jews and not just against Israel, but against the whole non-Islamic world.

Those who believe that only a small group of Muslims — the "Islamists" are involved in this hatred are simply uninformed or in denial. Not all Muslims, of course, participate in the outrages. But, virtually all Muslims sympathize with them. When the jets slammed into the Pentagon and into the World Trade Center, there was dancing in the streets in virtually all Muslim cities, certainly in all of those in the Middle East..

The atrocities in Israel, the suicide bombings, have become so commonplace that they are now routinely relegated to the back pages of the newspapers. But damage is horrific: Over six hundred Jews have been killed so far, thousands more have been grievously wounded by fanatical Muslim suicide bombers since the beginning of their intifada. If you consider that the population of Israel is only about 1/60th of that of the United States, you get a sense of the magnitude of this outrage. Those 600 dead correspond to 35,000 dead in the United States. Would we stand still for that? Would we use "restraint," such as the world is requiring from Israel? Of course not! We would use all of our resources — every weapon and every tool available to punish and to crush those who would wreak such damage and such casualties on us.

But Israel is not the only country that is victimized by this Muslim terror. There is slaughter in Bosnia, in Kosovo, and in the Philippines; the ongoing carnage in Kashmir, the recent outrages in Bali and in Moscow, and the Maryland/Virginia sniper, causing hundreds of victims — all of them the work of Muslim fanatics.

Islam is the enemy of the world as we know it. Its desire to destroy Israel is only one small part of the big picture. It is foolish to pussyfoot around that and not to acknowledge it.

Several years ago we published a hasbarah (clarifying and educational) message in major national media, "Arab-Moslem Fanaticism and Intransigence." (See Exhibit A.) It caused a sensation. All of the media in which we published this message received volumes of hate mail. FLAME and I personally received death threats.

It should now be clear to all that we were prescient and totally correct in our assessment. Islam is, indeed, the enemy of the

West. Its adherents will do almost anything to achieve their deadly aim. And that aim is the destruction of the West, its culture and its civilization. The principal enemy is the United States. The destruction of Israel is also an important goal, but it is a sideshow compared to the hoped-for destruction of the United States.

Here is another matter that deserves our urgent attention. Congress has repeatedly passed legislation that the U.S. Embassy in Israel should be transferred from Tel Aviv to Jerusalem, Israel's capital. Both Bill Clinton and George Bush, though both of them promised to do just that in their electoral campaigns, have always found reasons to renege on that promise, apparently trying to avoid Arab hostility. But this undignified behavior is becoming untenable. It only encourages Arab terrorism against Israel, without gaining its ostensible objective. There is no way that our country can attack Iraq — even while urging "restraint" on Israel, if it were attacked by Iraq — without incurring lasting Muslim hatred and hostility. That is clear, and it has nothing to do with Israel.

I urge you to take time and write the President, asking him to fulfill his campaign promise and the will of Congress by moving Israel's embassy from Tel Aviv to Jerusalem — NOW!

You are aware, I am sure, of the terrible reality of anti-Semitism, which most of us believed to have perished in the Holocaust. But it has again reared its nasty head. Fortunately, we in the United States, at least so far, have not been touched by this ugly development. It is now rampant again in Europe — mostly in France, but, sad to say, also in Germany and even in the Scandinavian countries. All of this is prompted by the unceasing propaganda, by the "public relations" of the Arabs, who have been able to convince the Europeans of the terrible "misdeeds" of Israelis against the "Palestinians."

While we don't wish to take undue credit for ourselves, it is clear — and we have unquestioned acknowledgement of it — that FLAME's monthly hasbarah messages, which we have published in national media for over fifteen years, have greatly contributed to interpreting Israel to an often misinformed and uninformed American public. We have done our share so that anti-Semitism is not a menace in our country.

Your contributions have enabled us to do that. Thank you!

One of the heaviest burdens we have to bear is that of those renegades among us — leftist activists — who do everything in their power to bring Israel and the Jewish people into disrepute, by pointing out alleged mistreatment of the "Palestinians" by Israel. No mention is ever made of the atrocities of the Arabs against the Jews and that the Israelis use

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# **FLAME**

*Facts and Logic About the Middle East*  
P.O. Box 590359 ■ San Francisco, CA 94159  
Gerardo Joffe, President

FLAME is a tax-exempt, non-profit educational 501 (c)(3) organization. Its purpose is the research and publication of the facts regarding developments in the Middle East and exposing false propaganda that might harm the interests of the United States and its allies in that area of the world. Your tax-deductible contributions are welcome. They enable us to pursue these goals and to publish these messages in national newspapers and magazines. We have virtually no overhead. Almost all of our revenue pays for our educational work, for these clarifying messages, and for related direct mail.

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utmost restraint and greatest forbearance in the face of this murderous activity. Such "luminaries" as Noam Chomsky, an MIT professor, and many other such "intellectuals" come to mind. Regrettably, our universities are full of those people. Our part of the country, Northern California, and especially the University of California at Berkeley, are hotbeds of this hateful activity.

I also show you, as Exhibit B, a message by renegade Rabbi Lerner of "Tikkun" fame, published in the Jewish Bulletin of Northern California. But with the cooperation of almost one hundred Northern California supporters of FLAME, we contested that scurrilous ad with our own message, which was also published in the Jewish Bulletin. This message is included as Exhibit C.

Finally, as Exhibit D, and just in case it hasn't come to your attention, I include our latest hasbarah message "The Saudis — Are They Our Friends or Our Enemies?" It ran in our usual national media and has elicited much positive response from all circles.

FLAME is the only organization in the United States that in a methodical manner brings the truth about Israel and about its implacable enemies to the attention of the American public. Of the over 25,000 Americans that support FLAME a good percentage are Christians, who are fervent in their support of the Jewish State. The support of our Christian friends is absolutely crucial for the maintenance of America's friendship with the beleaguered Jewish State. By the monthly publication of our hasbarah messages, we can take pride in having created many tens of thousands of Christian supporters of Israel, in all congressional districts in the United States — that is where it really counts.

Please open your heart and open your pocketbook and make as generous a contribution as you can to this appeal. Help us continue and, if possible, to enhance our important work of bringing the facts about Israel and the truth about the Middle East to the American people.

As you of course know, FLAME is a 501(c)(3) tax-exempt organization. All contributions are deductible to the full extent of the law.

Thank you for your support and thank you for your generosity.

Shalom and sincerely yours,

Gerardo Joffe, President

PS1. If you would like to get updated information from us from time to time, please give us your E-mail address in the space provided on the enclosed transmittal card.

PS2. Do you realize that the family of a "martyr," of a suicide bomber, gets a reward of \$40,000 for having "sacrificed" one of its children? \$25,000 of that comes from the Iraqi treasury, from Saddam Hussein, \$10,000 from Saudi Arabia, and \$5,000 from the Palestine Authority. The income of the average Palestinian family is less than \$5,000 per year. So, it's quite an incentive, isn't it?

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With your help, we have been doing this work for over fifteen years. We pay no executive salaries, and work with minimal overhead. You have the satisfaction that, in contrast to most other philanthropies, virtually all monies contributed to FLAME go directly to the good cause. We are the only Jewish organization in the United States that, unsolicited, provides yearly financial statements to its donors.

Israel is the only country in the world whose "legitimacy" is being questioned. It is the only country in the world whose enemies have sworn to destroy it and who are willing to sacrifice themselves and their children to accomplish that. Israel is our most important treasure. We cannot allow a second Holocaust to happen. It would be the end of the Jewish people.

FLAME's purpose, as stated in every one of our messages, is:

"...the research and publication of the facts regarding developments in the Middle East and exposing false propaganda that might harm the interests of the United States and its allies in that area of the world."

We fulfill this purpose by bringing, in an ongoing and systematic manner, the truth about Israel and about the Middle East to the attention of the American people. We do that by publishing monthly our hasbarah (explanatory and clarifying) messages in major national magazines (such as U.S. News and World Report, The New Republic, The National Review, The Washington Times National Weekly, The Weekly Standard, World Magazine, and others), in select metropolitan newspapers, in over fifty small-town newspapers all across the United States, and in several Jewish publications here in the United States and in Israel.

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