

# FLAME HOTLINE

Facts & Logic About the Middle East

July 25, 2018



## Gerardo Joffe, FLAME Founder, Passes at 98— Leaves a Legacy of Outspoken Advocacy for Israel in Mainstream Media

Dear Friend of FLAME:

It's with great sadness that FLAME staff and other mourners last week bid our founder, Gerardo Joffe, *Shalom, Chaver!* I met Gerardo in 1982 and became a close friend long before he invited me to join FLAME's Board of Advisors in 1993. He was an amazing man in many ways, not least of all his ability to write [more than 130](#) compelling FLAME *hasbarah* messages-as well as dozens of donor acquisition mailers that raised millions of dollars for FLAME's cause—all in compelling English, Gerardo's third language.

But lest I get ahead of the story, let me give you a short version of Gerardo's extraordinary life. Born in Berlin, Germany in 1920, he and his family were forced to flee in 1939, shortly after Kristallnacht. Gerardo fled alone, escaping to Bolivia nearly penniless. Having studied Spanish on the boat that carried him, the 19-year-old found work in the mines of the Altiplano and in a few years became manager of the second largest tin mine in Bolivia.

Soon thereafter, Gerardo moved to the United States, earned a degree in mining engineering from the Missouri School of Mines and began working in the oil fields of Arkansas, where he met Priscilla, his wife of 63 years. Gerardo later earned an MBA from Harvard Business School and started a successful mail-order business, Haverhills, in 1967, which he later sold to Time, Inc.

**Distressed at the bias of mainstream media against Israel,** Gerardo founded FLAME in 1987 and began publishing the organization's signature editorial-style messages in U.S. newspapers and magazines. Gerardo's vision for FLAME was formed by the Holocaust and his belief that Israel is the eternal homeland of the

HOME

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**THIS MONTH'S AD APPEARED IN PUBLICATIONS REACHING 10 MILLION READERS**

**YOU DESERVE TO KNOW THE TRUTH...  
Palestinian Mythology**

Palestinian Arabs claim full ownership of the Holy Land, denying any Jewish connection or rights—all based on deceptive lies, all easily proven false.

In this era of "fake news," it's often hard to tell truth from fiction. Indeed, Palestinian Arab leaders have constructed an elaborate false mythology to justify their war against Israel and the Jewish people. It's time to tell the truth and set these myths to rest—no more truth from Palestinian.

**What are the facts?**  
It is an odd group that has the right to create its own narrative—the truth a narrative should be based on truth, regardless when it denies the rights of others. We may disagree on interpretation, but at least we should agree on the facts. So, let us consider the consensus of the Palestinian narrative and judge their merit through by reference to the truth. We note that this modern Palestinian myth is an earlier attempt to dismember the Jewish people from Israel—what occurred here!

**1. Palestinians are indigenous to the Holy Land:**  
Facts: Prehistoric Mitochondrial Adnae when others Palestinians are related to the biblical Canaanites, a group that vanished 2,000 years ago. This claim has no basis in archeological or genetic research. Nearly all Palestinians trace their lineage to Arab lands. What's more, unlike the Jews, Palestinians have no unique language, culture or religion—essential markers of indigenous peoples. Indeed, historians, anthropologists, biblical records, and the Quran itself affirm conclusively that Jews founded a kingdom in the Holy Land some 3,000 years ago—the arrival of the Arabs—and have lived in the lands of present-day Israel, Syria and Jordan since then. Daily or so.

**2. Israel occupies Palestinian land:** Facts: In 1948, and even more recently, Israeli forces were in "Palestine" and have been there ever since. In fact, they have been there for nearly 70 years. In fact, the Holy Land has been occupied since 1948. In fact, the Holy Land has been occupied since 1948. In fact, the Holy Land has been occupied since 1948.

**3. Jerusalem is the capital of the Palestinian people:**  
Facts: Palestinian leaders commonly herald Jerusalem as a "Nation and a Cause" against "settling" including 1,000 years of Jewish history and Jerusalem's centrality to Judaism. Indeed, history shows King David founded Jerusalem as the capital of the Jewish kingdom around 1000 BCE, before the fall of Israel. Jerusalem is a holy city to the Hebrews, Arabs and a holy city to the Muslims. Jerusalem has never been an Arab capital, and for most of the city's history, Jews have been the majority population.

**4. Palestinians have a right of return to Israel:** Facts: As Palestinians have a right of return to Israel. As Palestinians have a right of return to Israel. As Palestinians have a right of return to Israel.

**Peace between Israel and the Palestinians must be based on the truth and good faith.**

**FLAME**  
Facts and Logic About the Middle East  
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**IF YOU SUPPORT PUBLISHING FLAME'S BOLD PR MESSAGES, PLEASE HELP US!!**

FLAME is the only organization that defends Israel with paid

Jewish people, which must be defended at all cost. Under his guidance, FLAME has remained steadfastly non-partisan—dedicated to Israel's safety and a strong, cooperative relationship with the United States. Gerardo was particularly passionate in his belief that FLAME messages should run in college and university newspapers, which policy he instituted in 2005 and continues to this day.

Gerardo led FLAME as its President until nearly until his 96<sup>th</sup> birthday in 2016. He continued to contribute by providing advice and inspiration until his passing.

In memory of Gerardo Joffe's service to FLAME, American Jewry and the State of Israel, FLAME has established a memorial fund in his name, the Gerardo Joffe Fund to Support Truth on College Campuses. All [donations](#) made through the FLAME website will be credited to this new fund.

Thanks for your support of Israel and your support of FLAME.

Sincerely,

Jim Sinkinson

President, Facts and Logic About the Middle East (FLAME)

editorial hasbarah messages placed in media nationwide every month: The dire threats from Iran, Hamas and Hizbollah, the injustice of BDS, Palestinian anti-Semitism and more. If you support a bold voice that tells the truth about Israel in American media, please donate now.

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### FLAME'S WEEKLY HOTLINE E- NEWSLETTER



FLAME's Hotline e-newsletter keeps you up to date on the most important pro-Israel advocacy issues and features our choice of the week's most informative and thought-provoking article on Israel and the Middle East. If you only subscribe to one pro-Israel news service, make it the FLAME Hotline.

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# FLAME

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