

**TERRITORIES TO BE REOPENED FRIDAY;
PRESS BAN WILL BE LIFTED AS WELL**

By David Landau

JERUSALEM, March 31 (JTA) -- The Defense Ministry announced Thursday night that the three-day closure of the West Bank and Gaza Strip will end Friday morning, as scheduled.

The territories were sealed off at midnight Monday in order to contain violence associated with Land Day on Wednesday, a day of Palestinian protests.

Effective Friday morning, the status quo will be restored. Travel to and from the West Bank will be permitted. The Jordan River bridges, which had been closed to West Bank residents, will be reopened in both directions.

The Gaza Strip will be open to travel during the day. A nightly curfew will remain in effect from 10 p.m. to 3 a.m.

The news media will be allowed free access to the territories without escort by Israel Defense Force officers, except when local commanders temporarily close specific areas for operational reasons.

The decision to lift the blockade on the territories followed a day of consultations among senior defense establishment officials over the pros and cons of continuing the restrictions beyond the Friday deadline.

Military authorities were convinced that the virtual isolation of the Palestinian population from outside contact made it easier for the army to control events. They credited the massive presence of IDF troops and stringent security measures with preventing a string of planned terrorist attacks on Wednesday and with keeping militant nationalist youths from crossing into Israel proper.

There was violence on Wednesday. According to official accounts, four Palestinians were killed and 50 injured in clashes with the IDF in the West Bank. But it did not spill over into Israel proper.

The IDF chief of staff, Gen. Dan Shomron, said Thursday he was "satisfied" with the results of the three-day closure.

A Lesson Learned?

Maj. Gen. Yitzhak Mordechai, commander of the southern region, which includes the Gaza Strip, expressed hope that the people of Gaza "who are sensible people when they are not misled by rabble-rousers, will learn the lesson."

"The army is deployed in sufficient force and intends to confront any violent breach of the peace," he said. "It is not worth their while to resume these activities."

But the "lesson" apparently was not learned. As soon as the curfew in the Gaza Strip was lifted Thursday, violence burst out in Rafah, at the southern end of the territory, leading to a shooting incident in which one man was wounded. There also was trouble in the sprawling Jabalya refugee camp, where the army promptly reimposed the curfew.

The lifting of restrictions on press coverage did not apply to the Palestine Press Service, based in East Jerusalem, which the IDF ordered closed for six months Wednesday, claiming that it

is a propaganda arm of the Palestine Liberation Organization that was disseminating hostile information to the foreign news media.

Meanwhile, the Interior Ministry imposed travel restrictions on East Jerusalem Arabs who, unlike those in the territories, have the status of residents of Israel.

A New Travel Ban

Effective Friday, East Jerusalem Arabs between the ages of 16 and 25 will not be allowed to travel to Jordan, unless they commit themselves to remain abroad for more than nine months.

The official explanation is that members of that age group would use trips to Jordan to contact hostile elements. But the measure also was seen as punishment of East Jerusalem Arabs for staging disturbances there in sympathy with those in the West Bank and Gaza Strip during the past four months.

It is the first time Arab residents of East Jerusalem will be subjected to the same type of restrictions that have been applied to those in the territories.

The restrictions will not apply to persons making the annual pilgrimage to Mecca, a religious duty for Moslems.

In the West Bank, meanwhile, Palestinians have imposed their own curfew. There is total observance of a general strike. Residents remain in their homes.

All shops and businesses have been closed for the past two days, except for designated hours to allow householders to stock up on essentials. But the IDF has continued its policy of forcing striking shop owners to remain closed the entire day as long as they refuse to return to normal business hours.

**NEW LAND DAY INCIDENTS COME TO LIGHT,
BUT ALL AGREE DAY WAS MOSTLY PEACEFUL**
By Gil Sedan

JERUSALEM, March 31 (JTA) -- Israeli Jews and Arabs expressed satisfaction Thursday with the generally peaceful manner in which Israeli Arabs observed Land Day Wednesday, the 12th anniversary of Arab protests over the confiscation of lands in Galilee by the Israel Defense Force.

But all was not as calm as depicted in official reports Wednesday. A total of 72 incidents were reported by the police, including the throwing of three Molotov cocktails, the stoning of vehicles, the painting of hostile slogans on walls and the raising of the Palestinian flag, which is forbidden by Israeli law. So far 20 persons have been detained.

An attempt was made Wednesday night to set fire to the local police station in Kafr Yasif, in western Galilee. A Palestinian flag was raised Thursday morning in Zafafa village, east of Netanya. It was removed by police.

Police Minister Haim Barlev, speaking Thursday on Voice of Israel Radio, said any illegal actions on Land Day would be punished to the full extent of the law. He stressed, however, that there were no major violations on the occasion.

Shmuel Toledano, a former adviser on Arab affairs to Israeli prime ministers, said in a radio

interview Thursday that the absence of serious breaches of order on Land Day proved again that Israeli Arabs differ from the Arabs of the West Bank and Gaza Strip.

"They are citizens of the State of Israel. They too want a Palestinian state, but their behavior is different. . . Although they are part of the Arab world, they still behave like Israelis," Toledano said.

He said the lesson of Land Day is that the line dividing Israel's 700,000 Arab citizens and the 1.5 million Arabs in the administered territories may be invisible, but nevertheless exists.

For Israeli Arabs, the priority is their demand for equal rights as citizens of the state, Toledano said.

RED CROSS SATISFIED BY ISRAELI HELP IN ADMINISTERED TERRITORIES

By Tamar Levy

GENEVA, March 31 (JTA) -- An official of the International Committee of the Red Cross has said the organization is well satisfied with the cooperation it is receiving from the Israeli authorities during the current unrest in the West Bank and Gaza Strip.

Michel Amiguet, head of the Geneva-based ICRC's Middle East operations, told the Jewish Telegraphic Agency Thursday that this was the case even in areas under curfew.

He said that since the Palestinian uprising began last Dec. 9, the ICRC has lodged 150 complaints with Israeli authorities, and these of serious cases of abuse.

Amiguet expressed understanding of the reaction of Israeli security forces in difficult circumstances. "We do not protest when a boy throwing stones is beaten up, but when a person in his home, away from any demonstration, is beaten up seriously, we protest," Amiguet said.

He added that high-level Israeli authorities always pay close attention to these protests.

Speaking in general of Israeli cooperation, the ICRC official said, "I consider this extremely beneficial and positive."

Amiguet said that since the disturbances began, the 30 ICRC representatives in Israel have been visiting Palestinian detainees daily to check on their material needs and psychological condition. When needed, the Red Cross delegates intervene with the authorities to effect changes, he said.

Amiguet noted that before the uprising began there were 4,000 detainees to visit. Now there are some 7,000 and "the presence of our delegates has an effect of persuasion and can help relax the atmosphere," he said.

According to Amiguet, the presence of the Red Cross delegates in the troubled areas buoy the population's spirits and reassures the Palestinians that they are not alone and are entitled to ICRC protection under the Fourth Geneva Convention, which protects the rights of populations in occupied areas.

Amiguet stressed that the presence of ICRC representatives has a calming effect on the population, in contrast to the Israeli claim that the presence of the news media in the territories encourages violence.

He said the ICRC has not intervened medically because it is satisfied with the presence of other relief agencies. But he said he would consider that possibility if the situation were to deteriorate.

B'NAI B'RITH OFFICIAL URGES SHULTZ TO MODIFY PEACE PLAN

By Howard Rosenberg

WASHINGTON, March 31 (JTA) -- The executive vice president of B'nai B'rith International called Thursday for Secretary of State George Shultz to modify his peace initiative to make it acceptable to Israel.

"There needs to be modifications," Thomas Neumann told reporters at the National Press Club. He declined to provide any, however, saying it was better for U.S. Jews to "leave it (the proposal) alone and let the Israelis and Arabs come to the table."

Neumann spoke on the eve of a return trip by Shultz to the Middle East.

Arthur Shulman, spokesman for B'nai B'rith International, said later that the group has "grave reservations" about the convening of an international peace conference involving the five permanent members of the United Nations Security Council.

Neumann also criticized Rabbi Alexander Schindler, president of the Union of American Hebrew Congregations, for his comments on Israel's poor handling of the uprising, saying "he does not speak for a large mass of the American Jewish community."

But he acknowledged that Schindler's remarks were "quotable when American Jews criticize Israel."

Neumann also defended the virtual ban of news media coverage of the West Bank and Gaza Strip imposed this week, including the closing for six months of the East Jerusalem-based Palestine Press Service, saying "a large portion" of the rioting could be attributed to the presence of the news media.

Neumann said that if you "take away the stage, maybe the actors will stop acting." He said that in times of war, countries regularly establish zones that are off-limits to reporters.

In contrast, Richard Schifter, assistant secretary of state for human rights and humanitarian affairs, told a congressional committee Tuesday that only a "few extra" riots could be attributed to the presence of television cameras in the territories.

Neumann took up his new post in January after 16 years with the Anti-Defamation League of B'nai B'rith.

AMBULANCE SERVICE SUSPENSION AVERTED
By Hugh Orgel

TEL AVIV, March 31 (JTA) -- A threatened suspension of ambulance service in Israel was averted Thursday afternoon when the Finance Ministry agreed to turn over \$765,000 to the Magen David Adom to renew its insurance on the vehicles.

The MDA, which operates first-aid clinics, blood banks and other paramedical services in addition to the country's ambulances, had announced earlier in the day that its ambulance fleet would be idled as of midnight Thursday because it was without funds to pay the insurance premiums due.

The Finance Ministry has frozen some \$2 million of MDA funds against tax indebtedness and overdue payments to the National Insurance Institute. And Travenol, which supplies plastic bags for blood plasma storage, has attached MDA's bank accounts for non-payment of bills.

**NETANYAHU OPENS KNESSET CAMPAIGN
BY TAKING A HARD-LINE STAND**

By Hugh Orgel

TEL AVIV, March 31 (JTA) -- Benjamin Netanyahu, who resigned Wednesday night as Israel's ambassador to the United Nations in order to run for the Knesset, began his election campaign as a militant Likud-Herut hard-liner only minutes after tendering his resignation to Foreign Minister Shimon Peres.

Dropping his role as diplomat, he launched blistering attacks on the United Nations, where he had served since 1984; on the American administration, which he accused of "active engagement in direct negotiations with the Palestine Liberation Organization"; on Secretary of State George Shultz's Middle East peace plan; and on his erstwhile colleague, Yossi Beilin, the political director general of the Foreign Ministry.

Foreign Ministry officials, who are aligned with Peres and his Labor Party, sharply criticized Netanyahu. "He only waited a few minutes before changing from the coat of a diplomat to one of a political hack," a former colleague said.

He was denounced for his attacks on former colleagues and the "surprise and haste" with which he quit his U.N. post at a time when Israel has been under constant attack by the Arab bloc and their allies for its policies in the administered territories.

Netanyahu is considered close to Premier Yitzhak Shamir and is very popular among conservative thinkers, particularly those in the Shamir-Moshe Arens camp. Arens, a former defense minister and former ambassador to the United States, is, like Shamir, a Herut hard-liner.

Resentment Among Old-Timers

While Netanyahu's entry into the political arena was greeted enthusiastically by Likud Knesset members, some Herut old-timers appeared to resent his "instant leadership within the party without having to go through the lengthy term of work in the local (party) branches."

Netanyahu is likely to get a spot among the first 10 names on the Likud election lists, which virtually assures him of a seat in the next Knesset. Some observers suggested Thursday that the haste of his resignation might indicate a Likud decision to call for early elections.

Netanyahu, who said when he announced his resignation that he hoped for a place on the Likud list in the Knesset elections scheduled for next November, charged that Shultz had been "influenced by all sorts of Arabist officials in the State Department."

He said that the secretary, who is due in Israel Sunday to resume shuttle diplomacy in the region, had "crossed the Rubicon" with his "very dangerous" peace plan and his meeting last Saturday with two members of the Palestine National Council which Israel, unlike the United States, does not differentiate from the PLO.

Netanyahu accused Beilin, a close associate of Peres, of drumming up support for the international conference idea which is part of the Shultz plan and is favored by the Labor Party.

He had good words only for former Secretary of State Henry Kissinger, who he said had warned Beilin that acceptance of an international conference meant shoving Israel back to its pre-1967 borders. According to Netanyahu, Beilin's response to Kissinger was "So what?"

Beilin promptly denied the charge. He said

he told Kissinger last summer that even the Reagan plan, enunciated by President Reagan in 1981 and subsequently shelved because of Israeli objections, did not call for such drastic concessions by Israel. Therefore, he saw no danger that an international conference would compel Israel to withdraw to the old boundaries.

Netanyahu had intended to resign this year but was not expected to do so until summer.

Asher Ben-Natan, a former Israeli ambassador to West Germany and France, is reported to be front-runner for Netanyahu's replacement as Israel's permanent representative to the United Nations, if both Shamir and Peres agree.

**TURIN BOOKSELLER DESCRIBES
ANTI-SEMITIC CAMPAIGN**

By Ruth E. Gruber

ROME, March 31 (JTA) -- A Jewish bookseller and member of the Italy-Israel Association said the Turin bookstore he runs has become the target of an anti-Semitic campaign in recent weeks.

So far there have been no violent incidents, Angelo Pezzana told the newspaper La Repubblica, but the campaign has included anti-Semitic slogans scrawled on the windows of the Luxemburg Bookstore, insults hurled at shop assistants and the distribution of leaflets.

Pezzana, an ecology activist and leader of a homosexual organization, said he believes the campaign is the work of ultra-leftists, possibly belonging to the pro-Palestinian Proletarian Democracy Party. He characterized the vandals as "gangs of Nazis."

The organizers of the leaflet campaign denied the comparison, however, saying that they are anti-Zionist, but not anti-Semitic. In an anonymous written statement, they explained their campaign is "against the massacre of Palestinians and against Pezzana's pro-Zionist initiatives."

The campaign has come at a time of increasing anti-Israel sentiment among Italians, especially within left-of-center political parties.

Plainclothes police have put the bookstore under surveillance.

HISTADRUT FIGURE STEPS DOWN

By Hugh Orgel

TEL AVIV, March 31 (JTA) -- The managing director of Koor, the Histadrut's industrial concern and the largest industrial enterprise in the country, resigned Wednesday following a dispute with the labor federation's secretary-general, Yisrael Kessar.

Yeshayahu Gavish, who headed Koor for eighteen years, accused Kessar and the Histadrut leadership of undermining his efforts to bring about an economic recovery of the concern, whose 1987 balance sheet is expected to show an unprecedented \$100 million loss for the year.

Observers in the labor federation and the industrial sector were surprised by the resignation.

They expect Kessar to name Benny Gaon, head of the Histadrut's cooperative supermarket chain, to replace Gavish.

Reminder: Because of the Passover holiday, there will be no JTA Daily News Bulletin dated Monday, April 4.

NEWSPAPERS ADS ARE BATTLEFIELD FOR COSTLY WAR OF WORDS ON MIDEAST
By Andrew Silow Carroll

NEW YORK, March 31 (JTA) -- An opinion, said Bob Freeman, grand master of the Brith Abraham fraternal organization, "will have value once in print."

But someone valued Freeman's opinion even before it appeared in print -- advertising salespeople at The New York Times, to be precise, who charged him \$11,000 for a full-page ad appearing in an edition of the newspaper this week.

Recent advocacy advertisements relating to the Middle East have ranged in style from densely written polemics to pithy slogans, and have ranged in opinion from bravos for Yitzhak Shamir to condemnation of the Israeli government he heads.

But whatever their focus, the ads prompt a similar reaction from readers: "How much did that thing cost?"

Because Freeman did not designate when and where he wanted the Times to place his ad, which criticizes how the media have been covering the unrest in Israel's administered territories, Freeman's rate represented a major discount.

According to spokespersons at three major dailies, the going rate for a full-page ad is between \$36,000 and \$43,000.

"Advocacy ads make up a major amount of revenue," acknowledges Bob Rawls, advocacy advertising salesman for The Washington Post, where the cost of a full-page ad can range from \$34,452 to \$40,920.

Rawls thinks his newspaper may be the most popular venue for such ads, since its 764,000 daily and 1.85 million Sunday readers include all but one member of Congress (he would not say who) and most top officials of the Reagan administration.

Along with the debate on gun control and legalized abortion, the Middle East inspires some of the largest numbers of ads, said Rawls. At least six pro- or anti-Israel ads have run in the paper since the unrest began in December, he said.

William Adler, a spokesman for The New York Times Company, declined to tally the number of Middle East-related ads that have appeared there recently, but said "it's safe to say that the ongoing situation in the Middle East provokes a lot of that kind of opinion."

A full-page ad in the Times costs between \$36,000 and \$38,000. Circulation is 1 million on weekdays and 1.65 million on Sundays, according to Adler.

Steep Prices Are No Deterrent

The individuals and organizations placing the ads say the steep prices are worth it. "The Times has the kind of audience we wanted," said Daniel Benson, who heads a committee that has placed full-page reprints of George Will's pro-Shamir columns in the last two Sunday editions of The New York Times.

Benson's Ad Hoc Committee for Middle East Policy Options placed the ads to coincide with Shamir's visit to the United States. The response, said the New York attorney, has been better than he expected, and has included 300 letters and \$10,000 in contributions. The money will go for future ads.

Nan Fink, publisher of the liberal Jewish

magazine Tikkun, said that the magazine also timed its New York Times ad to appear during the Shamir visit. Boldly headlined "Israel Must End the Occupation," the quarter-page ad included the names of close to 250 prominent American Jewish academics and celebrities, including Woody Allen, Richard Dreyfuss, Arthur Miller and Philip Roth.

"We wanted to tell Shamir that not all American Jews agree with him," said Fink. "Our readership is self-selective, and an ad gets our point of view out to other people who may be stimulated by it."

Some pro-Israel groups responded angrily to the advertisement, which supported a similar petition by Israeli academicians calling for self-determination for the Palestinians living in the Gaza Strip and the West Bank. But Fink said that more than half of the letters she has received supported the ad, and that contributions it generated have totaled "in the thousands" of dollars.

Still, Benson and Fink's efforts are modest, compared to those of Jack Mondlak, a Jewish-Mexican industrialist whose full-page pro-Israel ads in the Times, Post and Wall Street Journal run to 5,000 words and more. Mondlak wants to place the ads in 150 major newspapers worldwide, and has set up the Jack Mondlak Defend Israel Fund, under the auspices of the Zionist Organization of America, for that purpose.

In a solicitation letter, Mondlak calls his fund "a battle for the minds and hearts of the world community."

Papers Set Standards

Major newspapers welcome the range of opinions, or at least the revenue, represented by all of these ads, but do set standards for what can and cannot be printed. Although most newspapers insist the advertiser and advertising agency assume liability for content and any libel claims that may arise, libel laws can hold the publisher, as well as the advertiser, responsible for a libelous advertisement.

At The New York Times, an advertising acceptability department checks each ad for language that may be discriminatory, vulgar, fraudulent or misleading, said Adler.

At The Washington Post, said Rawls, the acceptance committee asks that advertisers substantiate any facts and figures. It generally requires signed release forms from those listed in petitions. All ads must include the name and address of the advertiser.

"Generally, our policy reflects the fact that it's a free country," said Laura Morgan, a spokesperson for the Los Angeles Times, which charges between \$36,610 and \$43,000 for a full page. The paper's circulation is 1.27 million weekdays and 1.41 million Sunday. Morgan said there are no "hard and set" rules for what is acceptable, but a review of accuracy is usually part of the process.

Ads are rejected outright, said the spokespersons, but usually not before some effort is made to suggest changes to the advertiser. Freeman of Brith Abraham, for example, agreed to changes in his organization's ad before it appeared in The New York Times. "They found some of the wording objectionable," he said.

Spokesperson Adler was not familiar with Freeman's ad, but said that suggestions are made "so as not to discourage the advertiser." He acknowledged, however, that New York Times' standards "are known for being stricter than some."