

**NEWS AT A GLANCE**

■ **Israeli Defense Minister Yitzhak Mordechai met with Palestinian Authority leader Yasser Arafat in an effort to overcome the final obstacles to a pact on Hebron.** The anticipated return of U.S. envoy Dennis Ross to the region was expected to help the two sides move closer to concluding an agreement. [Page 2]

■ **Prime Minister Benjamin Netanyahu said Israel alone would maintain security at the Tomb of the Patriarchs in Hebron,** one of the issues precluding a Hebron agreement. The Palestinians want joint patrols at the holy site. [Page 2]

■ **The priceless Wolf Haggadah will soon head for its new home at the National Library at the Hebrew University of Jerusalem.** The relocating of the 14th-century illuminated Haggadah, whose fate had been in question for years, comes after a joint effort by the World Jewish Congress and the Polish government.

■ **Germany agreed in principle to make new personal indemnity payments to Holocaust survivors who received a lump sum in the 1950s and are not eligible now for monthly pensions.** The agreement was reached after negotiations between the German government and the Conference on Jewish Material Claims Against Germany.

■ **Israel's transportation minister, Yitzhak Levy, flayed the Egged bus cooperative's plans to discontinue its service to Cairo.** The bus service said the route was not profitable because increasing numbers of people are choosing to fly from Israel to Egypt.

■ **A top Israeli army official announced his resignation as coordinator of activities in the territories.** Maj. Gen. Oren Shahor had been suspended from the Israeli-Palestinian negotiating team after he was accused of having unauthorized meetings with Labor Party officials. [Page 2]

**Because of New Year's Day, the JTA DAILY NEWS BULLETIN will not be published Thursday, Jan. 2.**

**AROUND THE JEWISH WORLD [Part 3]****Tiny Dubrovnik community searches for stolen archives***By Richard Allen Greene*

DUBROVNIK, Croatia (JTA) — Dr. Bruno Horovic is a busy man. In addition to serving as head of the Jewish community here, Horovic is working on turning Dubrovnik's historic synagogue into a museum of Judaica.

He is also attempting to locate the city's Jewish archives, which were stolen by the Nazis in 1941.

It is all in a day's work for the 72-year-old retired pulmonary diseases specialist who leads a community of just 45 members.

Despite the small size of the Jewish community in this city on the Adriatic Sea, Horovic is convinced that it has a bright future.

Relations between Jews and Croats are "better now than they have been for a long time," he said at an October conference on the history of Jews of the Adriatic that was held here.

"There have been Jews here for more than 500 years, and I am sure that this community will continue to exist."

The city's Jewish community suffered along with the rest of Dubrovnik when the city was besieged by an army of Serbia and Montenegro in 1991 and 1992, during the early phases of the Yugoslav civil war.

Months of indiscriminate shelling from the hills outside the city took an inevitable toll not only on the people of Dubrovnik, but on its buildings as well.

The synagogue, one of Europe's oldest, took two direct shell hits, but the damage was repaired immediately.

Now, as Horovic discusses the future of Dubrovnik's Jewish community, he does not even mention the recent war.

He focuses instead on keeping observance and traditions alive for the small community.

"We are together for every festival, for Chanukah, for Pesach, maintaining our traditional Jewish customs," he says. "On Pesach, we had wine and matzah. The mayor and the zupanic (a regional official) came for Rosh Hashanah, and it was on television so that everyone knows that Jews exist here."

The small size of the community may be deceptive. The walled city of Dubrovnik has a population of 4,700, almost exactly the number it has had for centuries.

At its height in the 16th century, the city's Jewish community numbered only 250.

At the beginning of World War II, about 80 Jews lived in Dubrovnik; 27 of them died in the Holocaust.

**Accident of geography**

The comparatively high survival rate — Croatia as a whole lost 80 percent of its Jews to the Final Solution — is due to an accident of geography.

Dubrovnik lies across the Adriatic from Italy. Its Jews were deported to the relatively mild Italian concentration camps rather than to German- or Croatian-administered camps.

Survivors made their way to Israel, the United States, South America. Some, like Horovic, returned to Dubrovnik after the war.

Complicating efforts to maintain traditions, Dubrovnik's Jews have no rabbi or regular Shabbat services.

The community's last speaker of Ladino, the hybrid of Spanish and Hebrew that was the common parlance of Dubrovnik's Sephardi Jews for centuries after their expulsion in 1492 from Spain, was Rabbi Abraham Tolentino, who died in the late 1970s.

Moreover, the synagogue is not in regular use, despite having been repaired after the war.

Turning the synagogue into a museum of Judaica is one of Horovic's priorities.

For that project he has the assistance of Ivana Burdelez, an archivist and historian who is the director of the International Center of Croatian

Universities in Dubrovnik. "The restoration of the synagogue and the street it's on is urgent not only for Jewish heritage but for Croatian heritage as well," she says.

Dubrovnik's synagogue is in a small space located on the top floor of a building on a narrow street now called Jewish Street.

More than 500 years old, redecorated in the medieval Sephardi style of the 1620s, the synagogue survived the earthquake of 1667 undamaged while 39 of the city's Jews lost their lives.

Some of the secret passages that allowed Jews to get to and from the shul after the traditional 7 p.m. curfew still exist.

Perhaps most important, the synagogue's collection includes Torah scrolls brought from Spain in the early 16th century.

One of the goals of the October international conference was to draw attention to the synagogue.

During the conference, Horovic and Burdelez gained a useful ally: Flory Jagoda, a Bosnian-born American singer of Sephardi music.

"When I heard the word 'synagogue,' I decided to come," says the 72-year-old musician, who lives near Washington, D.C. "The city is a gem that should be preserved and rebuilt."

At the conference, Jagoda vowed to do a series of benefit concerts and lectures to draw attention to the plans to turn the synagogue into a museum.

Meanwhile, Horovic is trying to find out what became of the archives of the Jewish community.

He knows that they were taken by the Nazis in 1941, but has not been able to find any other information.

At the conference, he solicited help from scholars from six different countries, including Israel and the United States.

His hopes were briefly raised by the presence of a visitor from Prague, which served as a storehouse for many objects stolen by the Nazis, but inquiries there proved fruitless.

Leo Pavlat, director of the Jewish Museum in Prague, fears that the archives may have been destroyed, but Horovic is not giving up yet. Whatever the results of his quest, Horovic makes one thing clear: The Jewish community of Dubrovnik is here to stay. □

## **Unresolved issues preclude quick resolution on Hebron**

*By Naomi Segal*

JERUSALEM (JTA) — Israeli and Palestinian leaders appeared to be less optimistic this week about quickly resolving outstanding issues that have precluded an agreement on Hebron.

Hopes for an agreement were raised last week after Prime Minister Benjamin Netanyahu and Palestinian Authority leader Yasser Arafat met to discuss the redeployment of Israeli troops from most of the West Bank town.

But an accord on the redeployment and the transfer of Hebron to Palestinian self-rule was not expected before the return to the region early this week of U.S. Middle East envoy Dennis Ross, whose mediation efforts had reenergized the Hebron talks.

In anticipation of Ross' return, Arafat met Sunday night with Israeli Defense Minister Yitzhak Mordechai at the Israel-Gaza border to discuss security issues.

Earlier, Arafat was quoted as telling Egyptian leaders in Cairo that difficult issues remained unresolved, including Israeli pursuit of suspected terrorists into self-rule areas, buffer zones around Hebron's Jewish quarter and a timetable for the permanent-status negotiations that are expected to resume after a Hebron deal is concluded.

Meanwhile, Netanyahu declared Sunday that the Jewish state alone would continue to maintain security at the Tomb of the Patriarchs, the holy site that is sacred to both Jews and Muslims and is at the center of the struggle over Hebron.

Arafat has insisted on joint Israeli-Palestinian patrols at the tomb.

In Jerusalem, Israeli and Palestinian negotiating teams continued talks at the Laromme Hotel on civilian issues.

Jamil Tarifi, the head of the Palestinian negotiating team on civilian affairs, said some understandings had been reached, but an accord still had to be drafted.

As the negotiations continued, tensions remained high in Hebron, where about 450 Jewish settlers live among 130,000 Palestinians.

Police were investigating an unexplained explosion Sunday near the Avraham Aveini complex in the Jewish quarter. No one was injured and there was no damage.

Later in the day, a car belonging to a Palestinian official was set on fire at the site of the blast.

Some 2,000 right-wing activists spent the weekend in Hebron, in a show of solidarity with the Jewish community there.

Meanwhile, a delegation of left-wing activists led by the son of slain Prime Minister Yitzhak Rabin met with Hebron rabbis and Jewish community leaders to discuss cooperation against violence.

"The purpose of this meeting is to learn from the past," Yuval Rabin told reporters. "We are facing an important test, and I would like to issue a clear call that no one has permission to act in a violent way against the political processes we are facing."

In another development, classes resumed Saturday at the Islamic University in Hebron. Israel had closed the campus 10 months ago, after a series of suicide bombings. Security forces had suspected that Islamic militants were active around the campus. The Israel Defense Force spokesman said the army agreed on reopening the school after receiving commitments from the university's administration to maintain order. □

## **Israeli general steps down as coordinator of territories**

*By Naomi Segal*

JERUSALEM (JTA) — Israel's coordinator of activities in the territories has announced his resignation.

Maj. Gen. Oren Shahor leaves the army after 32 years of service.

Shahor's resignation was expected after Prime Minister Benjamin Netanyahu suspended him last month as head of the Israeli team negotiating civilian issues with the Palestinians. Netanyahu's action came in the wake of an Israeli newspaper report on meetings between Shahor and Labor Party officials.

While Shahor maintained at the time that the meetings were of a personal nature, government officials said it was unacceptable for them to take place without their knowledge.

At a news conference this week, Shahor said he had "made a mistake" in not seeking permission from the defense minister and prime minister to hold the meetings.

"I now realize that had I asked for the permission to have the meetings, I would have received it," Shahor said in reference to three meetings he held, one with opposition leader and former Prime Minister Shimon Peres, and two with Labor Knesset member Yossi Beilin.

But Shahor maintained that contacts with representatives from across the political spectrum were within the realm of his role as a peace negotiator. □

**FOCUS ON ISSUES****Israeli advertisers target fervently Orthodox market**

By Michele Chabin

JERUSALEM (JTA) — When Pisga, an Israeli manufacturer of laundry products, wanted to expand its customer base, it turned to one of the country's leading advertising agencies.

Researching the market, the advertising firm, Gitam/BBDO, learned that Pisga was not a household name among some of Israel's largest households — those of haredim, or fervently Orthodox Jews.

While those families, which often include a dozen or more children, are great consumers of laundry products, a large percentage had never tried Pisga.

The reason: The company had never taken the trouble to market its products to the Orthodox community.

As a growing number of Israeli companies are beginning to realize, reaching out to religious consumers is very good business.

"With haredim [making up] about 15 percent of the overall population, it's worthwhile for advertisers to market to the community," says an employee of the haredi newspaper Yated Ne'eman, who asked that her name not be published for "reasons of modesty."

"We have tremendous buying power, and that power, like the community itself, is growing all the time," she adds.

Although many businesses have gotten the message, marketing their products to this insular community requires a great deal of sensitivity to its norms.

According to Shifra Krimalovsky, advertising director of Gitam/BBDO's religious division, it is not enough to know what products appeal to haredim.

"Research has shown that food, clothing, jewelry, silver and gold items — and anything for the home — sell in this sector, and that tourism and entertainment activities like concerts and the theater do not."

**'Don't use ads with women'**

Krimalovsky, an Orthodox mother of 11 children, says, "This community has a lot of unique needs."

"It is very conscious of the messages being sent out via advertising," Krimalovsky adds. "For an ad to be acceptable, it must be consistent with haredi religious values."

While there is no "haredi handbook" for advertisers, those who want their products featured in the haredi press or the haredi Yellow Pages are careful not to feature women in their advertisements.

In addition, any product, service or event that might be construed as immodest or a waste of time — especially if it could detract from Torah study or the performance of Jewish rituals — is shied away from.

"Defining what is considered objectionable isn't so clear cut," says the employee at Yated Ne'eman.

"We don't use ads with women, but this has nothing to do with advertising.

"We don't carry pictures of women anywhere in the paper, and we stay away from violence, so we never show pictures of bomb or accident victims."

Rivkah Shifren, publisher of Bat Kol, a magazine for religious — though not necessarily fervently Orthodox — women, says a well-known haredi newspaper rejected her bid to place an ad offering female readers an introductory copy of her magazine.

The newspaper found Bat Kol unacceptable, Shifren says, "even though I accept ads only if they are modest."

"I don't take things that show a woman in a

miniskirt or a sleeveless top, and I won't advertise a non-kosher restaurant," she says.

"I do have an ad from a safehouse for religious women, and they might have found that objectionable in some way."

As stringent as the haredi advertising world is, many companies say the rewards outweigh the headaches.

Recognizing the potential gains, business giants such as Elite Chocolate, Osem food products and the Bezek telephone company have created in-house haredi marketing departments or have farmed their religious marketing needs out to advertising agencies.

Smaller companies, which often design their own ads, tend to boast that their staff members observe the Sabbath, or that their foods are produced with the approval of a certain rabbi or kashrut authority.

"The most important thing for any company," says Krimalovsky, "is knowing your target group."

"You have to speak their language," Krimalovsky adds.

She demonstrated her knowledge of the haredi world when she helped create an advertisement for Time cigarettes.

Instead of the ads published in the secular press, which include photos of couples sitting by the seashore, the advertising executive took a page from Jewish law when designing the "kosher" ad.

Under the heading "Shavuah Tov," the words Jews say after performing the Havdalah ceremony at the end of Shabbat, the ad features a Havdalah set and a pack of cigarettes.

"According to Jewish law, you can't smoke on the Sabbath, and people build up a real craving for a cigarette," she says. "This ad acknowledges this."

In the case of Pisga's laundry products, the company opted to go with a single ad campaign, albeit with two different photographs.

In the regular ad, two T-shirts graced with Marilyn Monroe's likeness hang side-by-side on a clothesline.

One is gray and dingy, the other is as white as new snow.

The haredi ad also features a clothesline, but this time the things hanging out in the sun are two tallitot, or prayer shawls, their fringes dancing in the breeze.

Thanks to the ad's dual successes — both inside and outside the haredi community — Pisga's revenues "rose substantially," Krimalovsky says. □

**Israeli president visits India**

By Naomi Segal

JERUSALEM (JTA) — Ezer Weizman has become the first Israeli president to make an official visit to India.

Israeli officials said they expected at least three agreements, in such areas as trade and cultural exchanges, to be signed during the weeklong visit, which began Sunday.

Bilateral trade has grown between Israel and India since they established full diplomatic relations in 1991.

The two countries signed a trade accord in January 1996 aimed at boosting bilateral commerce.

India also has become a popular travel destination for young Israelis after completion of their compulsory military service.

During his visit, Weizman was expected to discuss the fate of six Israelis, who are jailed in India on various drug-related charges.

For Weizman, the trip to India also had personal significance.

It marked his return to the country where he served as a British air force pilot 50 years ago. □

**Maryland governor rejects day school funding campaign***By David Conn**Baltimore Jewish Times*

BALTIMORE (JTA) — Supporters of limited state aid to religious schools, including parents of Jewish day school students, were disheartened last week by a rejection from Maryland Gov. Parris Glendening.

A coalition of Catholic school parents, led by the Maryland Catholic Conference, the church's lobbying organization, had asked the governor for an unspecified sum of money for non-religious textbooks, technology and transportation.

Some 6,500 letters were sent by the Catholic parents to Glendening in recent months.

Although the Baltimore Jewish Council declined to join the Catholics' campaign, a newly formed group of Jewish day school parents gave the governor a petition with more than 1,800 signatures seeking the aid.

In response, Glendening offered to explore a public-private partnership to help get private schools connected to the Internet, but he would not go further.

"Unfortunately, the constraints on the state's budget will not permit us to undertake the major new aid programs you have requested," he wrote last week.

Catholic school leaders had argued that their parents save the state about \$1 million a day by sending their children to private schools. They said there is no constitutional problem with limited state aid and that 28 states provide some form of support to parochial schools.

"I think you can make a good [constitutional] case for secular things like textbooks and transportation," said state Sen. Barbara Hoffman (D-Baltimore City and County), who chairs the Budget and Taxation Committee. "But you can't make a good case when public school kids aren't getting it."

But Larry Cohen, who co-founded Advocates for Leadership in Educational Funding, the Jewish schools group, saw reason for hope in the governor's letter.

He said Glendening framed his rejection strictly as a short-term financial constraint.

"We believe that in time we will succeed," Cohen said. □

**One-day Histadrut strike halts Israeli public services***By Naomi Segal*

JERUSALEM (JTA) — Israel's public sector ground to a halt Sunday, as members of the Histadrut trade federation carried out a daylong strike to protest the arrest of a senior union official.

Prime Minister Benjamin Netanyahu lashed out at the Histadrut for a strike he said was "politically motivated."

He said the government would ensure that essential services were still provided.

Thousands of travelers were stranded at Ben-Gurion Airport, and telephone, port, rail and broadcasting services were disrupted.

Sunday's strike came just days after airport workers had shut down Ben-Gurion Airport late last week for several hours.

The Dec. 26 airport strike was one of a series of actions planned by the Histadrut to protest proposed government budget cuts and privatization plans.

The Histadrut maintains that the government is renegeing on wage agreements and has not included employees in plans for privatizing state companies.

The Histadrut has called for limited sanctions

through Tuesday night, when the Knesset is scheduled to vote on the 1997 state budget.

Sunday's strike came in response to the arrest this weekend of Shlomo Shani, head of the Histadrut's trade union section.

Shani was detained after he failed to show up for a labor court hearing in connection with last week's strike. He was released Sunday night, and public sector employees began returning to work.

Meanwhile, the chairman of the Histadrut, Amir Peretz, rejected Netanyahu's accusation of a politically motivated strike.

"The prime minister should go talk to the heads of the councils who are striking, and he will find that most of them are members of the Likud," Peretz told Israel Radio. "Maybe he should deal with this more seriously, rather than try to cast it off as politics." □

**Jewish graves vandalized in Rome***By Ruth E. Gruber*

ROME (JTA) — Vandals desecrated a Jewish cemetery in Rome over the weekend, tearing Stars of David off some headstones.

One tomb was wrapped with barbed wire and swastikas were affixed to it.

And a sign reading "Arbeit Macht Frei" — German for "work makes you free," the words on the gates of Auschwitz — was placed near a cemetery chapel.

The vandalism in the Jewish section of the large Prima Porta cemetery was discovered Sunday morning by Jews who went to visit family graves.

Later that day, several hundred members of the Jewish community held a ceremony there to reconsecrate the site.

The community issued a statement condemning the vandalism as a "vile profanation."

"This act offends everyone," said Franco Pavoncello, vice president of the Rome Jewish community.

Rome Chief Rabbi Elio Toaff said he believed that the desecration was "definitely the work of Nazi skinheads."

Political leaders, including Rome Mayor Francesco Rutelli and Italy's deputy prime minister, Walter Veltroni, condemned the vandalism and expressed solidarity with the Jewish community.

About 35,000 Jews live in Italy, some 15,000 of them in Rome. In recent years, there have been isolated incidents of vandalism in other Jewish cemeteries. □

**Famed Israeli economist dies**

JERUSALEM (JTA) — Michael Bruno, a former Bank of Israel governor credited with helping stabilize the Israeli economy, has died. He was 64.

An Israel Prize laureate, Bruno held a number of key economic posts and was a member of the group that formulated the Israeli government's economic stabilization policy from 1988 to 1991.

Bruno came to Palestine a year after he was born in Hamburg, Germany. He studied mathematics and economics at Cambridge University and Stanford University.

Bruno was a member of Hebrew University's economics department and served, until recently, as vice president and chief economist of the World Bank.

He served as a visiting professor at Harvard University, the Massachusetts Institute of Technology, the University of London and Stockholm University.

He also was an adviser to the governments of Mexico, Yugoslavia and Poland. □