

Assortment



Only Hebrew Bananas
Eri Wallish Collection

Jewish Chronicle—Feb 1, 8, 22



SPEND THIS PESACH IN ISRAEL

*Illustration by the courtesy of
the Jewish Museum, London.*

FLY to Israel in comfort above the weather in
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enjoy the delightful Kosher food and Israel
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Spend Pesach in Israel

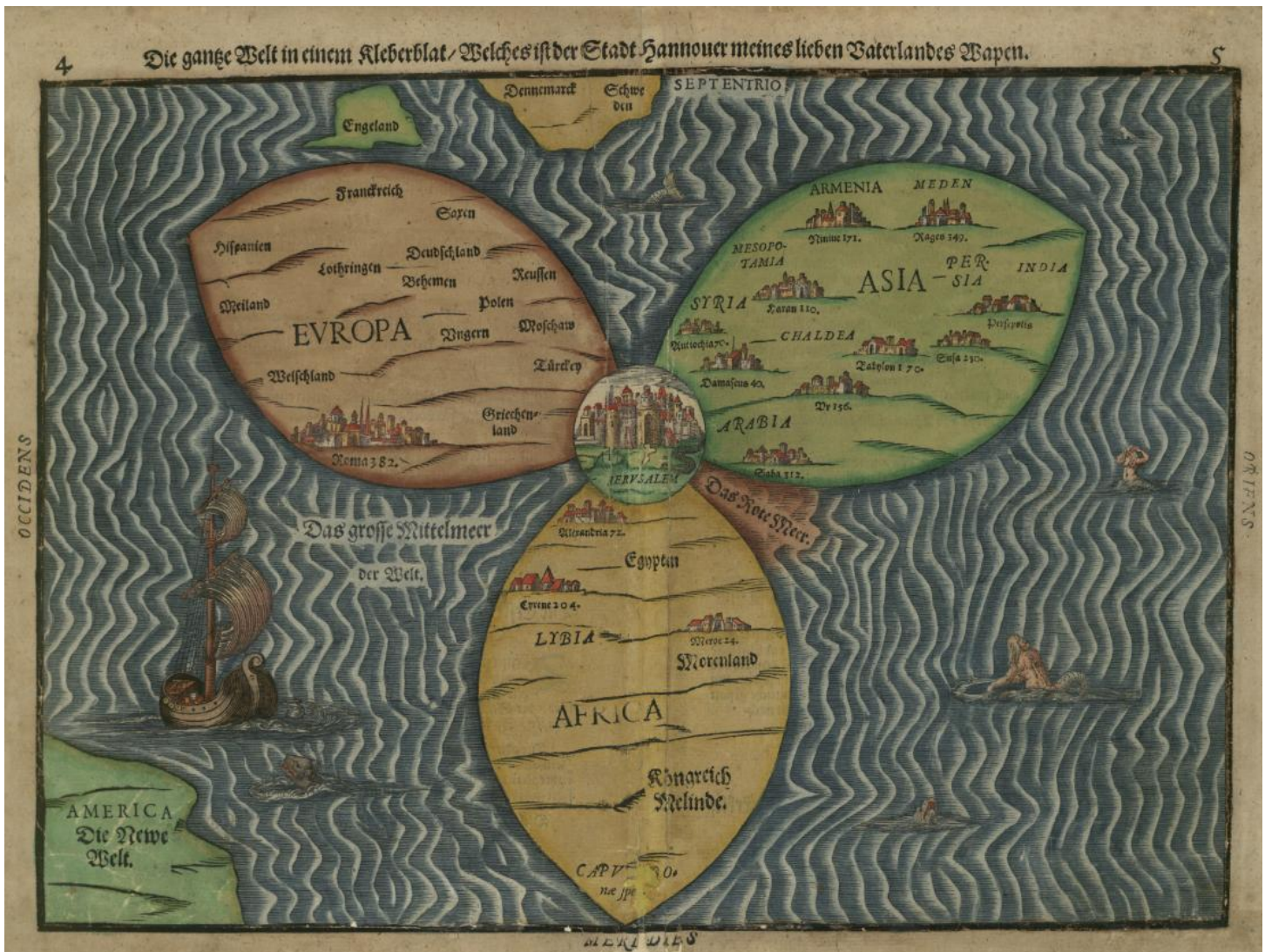
Marvin G. Goldman EL AL Collection



Tel Aviv 50th Anniversary Poster
Tel Aviv – Yafo City Archives

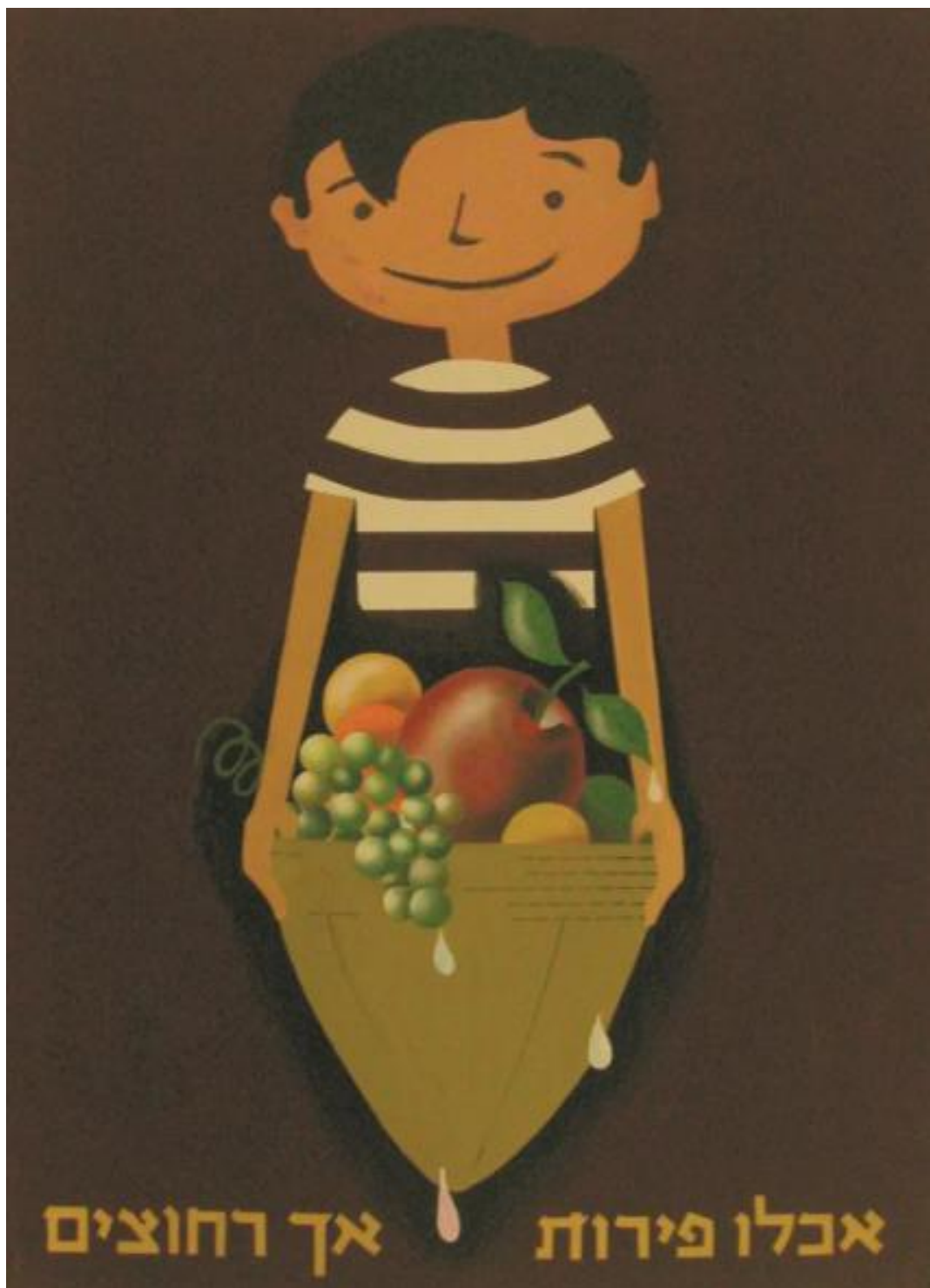
Ephemera Collection, The National Library of Israel, Dan Reisinger Archive

Ephemera Collection, The National Library of Israel, Dan Reisinger Archive



Clover Leaf Map

The Eran Laor Cartographic Collection, The National Library of Israel



Wash Fruit Poster

Ephemera Collection, The National Library of Israel, Bezalel Archive



The Theodore Herzl Ship
Eri Wallish Collection

ISRAEL LAWN TENNIS ASSOCIATION - אגוד הטניס בישראל

TENNIS טניס

INTERNATIONAL MATCHES תחרויות בין-לאומיות

אוסטרליה-ישראל AUSTRALIA-ISRAEL

Australia: **ישראל:**
1. **M. MULLIGAN** (Finalist Wimbledon 1962) 2. **W. JAKES** - 3. ד.א. 4. דוביצקי 5. ג. דוביצקי 6. ג. דוביצקי 7. ג. דוביצקי 8. ג. דוביצקי 9. ג. דוביצקי 10. ג. דוביצקי

SATURDAY 11.8.62 שבת • FRIDAY 10.8.62 יום ששי

START at 4 p.m. **א.צ.ט.ד.ו.ן הטניס ברמת-גן** **RAMAT-GAN TENNIS STADIUM** ההתחלה: 4 אחה"צ

Tickets: "Bamah", 54, Ben Yehuda; "Kanaf", 83, Allenby rd. - כרטיסים: "במה", 54, בן-יהודה; "כנף", 83, אלנבי - ובמשרדים אחרים. 18-07-017

Australia-Israel Tennis Match
Tel Aviv – Yafo City Archives



WIZO Election Poster
Pevzner Collection

1. **Only Hebrew Bananas:** 1930s. This poster was published by the Agricultural Division of the Organization for the Products of the Land of Israel to promote the purchase of locally grown Israeli produce. The text reads: "Only the Hebrew banana marked with the Product of the Land symbol."
2. **Spend Pesach in Israel:** This is an EL AL advertisement inviting British Jews to take an EL AL flight to spend Passover in Israel. The airport is listed as Lod, indicating that the advertisement was printed before 1973, when the airport was renamed Ben Gurion Airport.
3. **Tel Aviv 50th Anniversary Poster:** 1969. This is a poster celebrating the 50th anniversary of the founding of Tel Aviv. In the center of the flower is a cityscape with multistory buildings, representing the style of houses typical of Tel Aviv. The logo for the 50th anniversary is located on the left leaf of the flower, while the right leaf is painted in blue with white stripes, representing the Israeli flag.
4. **The Israel–Jordan Peace Treaty:** 1994. This is a poster celebrating the signing of the Israel–Jordan Peace Treaty on October 26, 1994. The blue dove's eye is a blue Star of David from the Israeli flag, and the green dove's eye is a red seven-pointed star from the Jordanian flag. Pictured are Israeli Prime Minister Yitzhak Rabin, US President Bill Clinton, and Jordanian Prime Minister Abdelsalam al-Majali. Beneath the photograph is a quote from Israel's Declaration of Independence: "We extend our hand to peace and good neighborliness."
5. **The Clover Leaf Map:** 1851. This is a world map created by the medieval cartographer and Protestant priest, Heinrich Bünting. As most cartographers had never visited the places they mapped, ancient maps did not offer a realistic depiction of the world but were created to transmit a message. Jerusalem is at the center of the world between the continents of Europe, Africa, and Asia, because of its religious significance to the three major world religions. The sea contains mermaids and sea monsters, as the sea was regarded as an unknown entity.
6. **A Poster of a Board Game by EL AL.** This poster was designed as a board game by EL AL. The board is divided into 55 numbered squares, each signifying a different location in Israel. The poster was produced and distributed to international tourists.

7. **Wash Your Fruit:** 1970s. The poster shows a boy holding a large assortment of fruits and wearing a *kova tembel*, a traditional kibbutz hat. The slogan underneath the boy states: "Eat Fruit, But Wash It." The poster is encouraging children to eat fruit while ensuring that harmful bacteria and substances, such as fertilizers, will not be ingested together with the fruit.
8. **The Theodore Herzl Ship:** 1957. The poster advertises travel from Israel to Paris on the *SS Theodor Herzl* luxury cruise ship. The flag in the upper part of the poster is the Israeli flag, and in the lower part is the French flag.
9. **Australia—Israel Tennis Match:** 1962. This poster advertises tennis matches between Australian and Israeli athletes in Ramat Gan, Tel Aviv.
10. **WIZO Election Poster:** 1949. This poster calls on Israeli women to vote for the WIZO party and the Union of Women for Equal Rights. The Hebrew letter "נ" (Nun), the party's letter at the ballot box, is at the center of the poster and is filled with illustrations of women engaged in a variety of jobs and activities that match both traditional and progressive female roles.