

ANALYZING PRIMARY SOURCES

CASE LEARNING ACTIVITY

BUILDING THE STATE: KEREN HAYESOD POSTERS, 1942

LESSON OVERVIEW

Established in July 1920 at the World Zionist Conference in London, Keren Hayesod (The Foundation Fund) was created to raise funds to finance immigration and development in Eretz Yisrael in order to lay the groundwork for the Jewish state.

In December 1920, the first Keren Hayesod manifesto declared, “No casual charity will suffice. The exceptional effort which is called for today must take the form of self-taxation – steady, persistent, systematic; inspired by the noble tradition of the tithe. There is no State. The appeal that is about to be made is to the Jewish conscience, and is justified by no power or compulsion; but no Jew worthy of the name will, at this solemn moment, take the responsibility of sheltering himself behind the powerlessness of his people.” (**My World as a Jew: The Memoirs of Israel Goldstein, Volume 2**; 1984, p. 200)

Keren Hayesod embarked on a global fundraising campaign which raised \$143 million between 1920 and the establishment of Israel in 1948. In addition, 257 settlements were built with Keren Hayesod’s resources during that time. On top of its global fundraising campaign, Keren Hayesod also worked with the Jewish Agency to promote, through propaganda, settlers in the yishuv to contribute to special emergency tax campaigns which assisted in the work of settling immigrants and providing for the poor. Throughout the pre-State period, Keren Hayesod developed a series of posters aimed at encouraging participation in the “duty” of contributing to the emergency tax fund.

This lesson will feature an examination of two Keren Hayesod posters from 1942 to give student’s greater understanding of the financial needs of the pre-State community and some of the means employed to accomplish those needs.

ENDURING UNDERSTANDING

Participation in community requires certain obligations and duties.

ESSENTIAL QUESTIONS

- Why was an emergency tax campaign necessary in 1942?
- How did Keren Hayesod encourage participation in the emergency tax campaign?
- Can propaganda be an effective tool for mobilizing participation?

OBJECTIVES:

Students will:

- Analyze two posters
- Be able to articulate why there was an emergency tax campaign in 1942
- Create their own poster to galvanize support for a community/school initiative

TIME RECOMMENDED:

1 45 Minute Sessions

GRADE LEVEL:

Fourth Grade and up

ASSESSMENT:

Students will create their own posters to galvanize support for a community initiative

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ACTIVITIES AND PROCEDURES:

Activity One: The posters

1. Begin by dividing the class into small groups and either distributing copies of the posters to the class, or by displaying them on the whiteboard or elsewhere in the classroom. *You could also divide the class into two groups and assign each group one of the posters to analyze and then report back to the other group.*

- a. [Poster #1 - Fulfill Your Emergency Tax Obligation, designed by Lippmann, Rothschild, and Zabadi](#)

Translation: Do your emergency tax duty. Community Campaign for Soldiers Families

- b. Poster #2 - [And You? Have You Fulfilled Your Emergency Tax Obligation?, designed by Lippmann, Rothschild and Zabadi](#)

Translation: And You? Have you fulfilled your emergency tax duty?

Depending on the student's level of Hebrew, you may want to provide translation for some or all of the words – or distribute a vocabulary list of words that they may not be familiar with.

Tax – למס
Emergency – החירום
Duty – חובתך
Fulfill - המלא/מלא

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ACTIVITIES AND PROCEDURES:

2. Allow 10-15 minutes for students to analyze and discuss the posters in their groups. Some sample questions that you may want to have students address, include:
 - a. What is the message of the poster? How does it deliver the message?
 - b. What symbols/imagery does the poster use?
 - c. When do they think that the posters were created and why?
 - d. Do you think the poster is effective?

Activity Two: Keren Hayesod and the emergency Tax Campaigns

1. Explain that these posters were created by an organization called Keren Hayesod that was established in 1920 in London and moved to Jerusalem in 1926. The taxes that they were encouraging people to contribute to were unique in that they were not being collected by an official government, nor was there any way for their collection to be enforced

Ask students, based on these two posters:

- a. What do they think was the mission of Keren Hayesod?
 - b. What types of needs do you think Keren Hayesod and the emergency tax provided for?
 - c. How did these actions help to build and develop the State of Israel? Especially since the collection of these taxes was not really enforceable? How did the Jewish experience in the Diaspora contribute to the success of this system?
 - d. What was happening in 1942 that would create the need for these types of emergency campaigns?
2. After students have hypothesized about the need for communal emergency taxes in 1942, have them look at the two articles below. Were they correct in their hypotheses?

Assessment: Students will create their own posters to galvanize support for a community initiative

Selecting an issue that is relevant to the class, school, or community, students will create their own posters to mobilize participation in their project. Ideally this should be done as a class activity, with the class selecting one campaign and then creating multiple posters to support their activity.

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October 4, 1939

1-20% Emergency Income Tax for Palestine Jews Approved

JERUSALEM, Oct. 3 (JTA) –

Institution of a graduated income tax on Palestine's 460,000 Jews was approved at a meeting of the Jewish National Council representatives of local councils, it was announced today. The tax was proclaimed last month by Pinchas Rutenberg, newly-elected president of the Council. It ranges from one per cent on in-comes of £10 per month to 20 per cent on more than £100 monthly.

Rutenberg strongly demanded full support to carry out a wide program of reorganization of the Jewish community to cope with the emergency. "The major present problem," he said, "is liquidation of the shame of 50,000 starving Jews in Palestine." He recommended reorganization of the social structure on a territorial instead of a party basis and demanded that all groups share the responsibility "in this grave hour."

Rutenberg announced receipt of a letter from Vladimir Jabotinsky in which the world Zionist-Revisionist leader assured him that he understood the situation and supported the principle of equal rights. Dr. Ephraim Washitz, Palestine Revisionist leader, declared the Revisionists had attended the meeting to demonstrate their willingness to cooperate. David Remez, speaking for the Histadruth (Palestine Jewish labor federation) invited the Revisionists and the Agudath Israel, ultra-religious organization, to return to the Jewish National Council.

"1-20% Emergency Income Tax for Palestine Jews Approved." Jewish Telegraphic Agency 4 Oct 1939.

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June 22, 1942

Palestine Called Upon for Total Mobilization As Axis Armies Drive on in Libya

JERUSALEM, Jun. 21 (JTA) –

With an Axis army reported only about seven miles from the Egyptian frontier, the population of Palestine today geared itself for an all-out defense against a possible Nazi drive through the Middle East. The Jewish Agency for Palestine and the Jewish National Council, broadcasting today, called upon the Yishuv for a "total" recruiting effort and for material means to meet the "enemy at the gates."

All able-bodied men and women between the ages of seventeen and forty-five were urged to join some branch of the national services. As outlined in the broadcast, the available manpower in the country will be distributed on the following basis:

Childless and unmarried men between the ages of 20 and 31 to join the British armed forces. Youths of 17 and over to go into the fields for work and training. Those aged 18 to be used for auxiliary police and also for agricultural work. Men between the ages of 36 and 45 and those from 20 to 31, who do not fall into the categories expected to enlist, will be utilized for the auxiliary police, farming and the Home Guard. Women aged from 17 to 19 will be assigned to agricultural work and training. Those between 20 and 45 will go into the women's auxiliaries, home defense or agriculture. Mothers of small children are exempted from this call.

At the same time, the appeal of the Agency and the Council proclaimed a drive for the recruiting fund to purchase soldiers' comforts, for assistance to the families of soldiers and of auxiliary policemen, for aid to discharged and invalided soldiers, to meet special security requirements and to finance internal organization and recruitment. Many of the Yishuv's institutions, the Zionist parties and the Histadruth have already pledged their cooperation in this drive.

It was also learned here today that Palestine Jewish volunteers with the Royal Air Force, who heretofore have been restricted to ground work, will now be assigned to actual combat duty. A number of them are expected to reach England soon to receive specialized training.

"Palestine Called Upon for Total Mobilization As Axis Armies Drive on in Libya." Jewish Telegraphic Agency 22 Jun 1942.