

On lovely St. Thomas in the Virgin Islands, tourists on Main Street, seeking bargains as they pour onto land from cruise ships in the port of Charlotte Amalie, cannot miss the well-located Bolero Shop. No matter which door they enter, they are met by large signs, "Visit the Israeli Shops," and in the rear again are posters leading to exhibits of the most mediocre pottery and brass. The principal owner of the store happens to be the largest contributor on the island to the UJA, Henry Kimmelman, once chief fund-raiser for Hubert Humphrey's presidential campaign.

The St. Thomasite Zionists raised a vast sum of money during the 1973 war, largely through the donation of a free ad in the local paper. The Arab merchants were denied an equal opportunity to appeal to the populace. They were simply told by the newspaper that their fund was "political, not humanitarian," and therefore could not be run free.

Nearby at the Dutch end of St. Marteens on the main shopping street is the Windmill, a quality jewelry shop. On one of its two big windows is painted "Shalom—Welcome." The store that sells paperbacks has two travel books on Israel.

In Britain, too, the Jewish connection has been powerful and all-encompassing. Marks & Spencer (hereafter referred to as M&S), the largest chain store organization in the United Kingdom with some 251 stores and sales of just under \$1.5 billion in 1973, also owns a chain of stores in Canada and is opening up throughout Europe. M&S does not manufacture any of their own goods, but they lay down certain regulations and specifications that must be followed by manufacturers regarding quality. Some of these manufacturers do not supply any firm except M&S and are therefore wholly dependent upon the goodwill of that company and its dictates. Whenever possible, M&S sells Israeli and South African goods. Their counters are always stocked with produce, vegetables, and fruits from these two countries. The range of goods sold in M&S stores includes clothing of all types, foodstuffs of all kinds, toiletries, household goods, and so forth.

During the 1973 war, as in other previous crises involving Israel, the company sent telegrams to all M&S Jewish suppliers "summoning" them to a meeting. They were then told how much they would have to donate to Israel. Several manufacturers complained to their friends about this, but said that the firm made it clear (although perhaps not in so many words) that their contracts would be terminated if they did not "cough up" sufficient money. Since many factories supply no other firm but M&S, no manufacturer would risk losing his livelihood.

Also, Jewish members of the company's staff are regularly pes-

tered to give money to various Zionist appeals. The sales promotion department, which looks after publicity and advertising, frequently has assigned staff members to design and prepare Zionist appeal brochures and other such material during office hours, at the expense of the shareholders. In addition, an executive of the company, paid by the firm, is employed full time in promoting the interests of Israel. Hannah House, a building in Manchester Street, London W1, which was built to supply recreation and canteen facilities for staff members of the firm, housed in part of its premises an Israeli government office that promotes trade and commerce.

A firm called Triumph, one of the largest bra and girdle manufacturers in the world and one of the biggest suppliers of M&S, has, in the past, produced their goods in factories in Austria. M&S bullied the firm to open a factory in Israel. M&S is now bringing pressure to bear on Triumph to close down all their Austrian interests and to manufacture solely in Israel.

During the December 1973 demonstrations in London outside the Syrian Embassy over the Israeli prisoners of war being held by Damascus, Jewish staff members were told that they were free to go during working hours, without deduction of pay, to demonstrate outside the Syrian Embassy. An observer who was inside the embassy while the demonstrations were taking place wrote: "Several hundred British Jews, all yelling hysterically, 'Release *our* boys! Set *our* soldiers free!' " (Italics added.)

Another firm that makes a point of promoting and selling Israeli goods of all kinds—clothing, jewelry, food, etc.—is prestigious Selfridges, the large department store that recently opened an adjoining hotel. It is owned by Charles Clore, who like the heads of M&S, is intensely Zionist and has donated a small fortune to Israel.

Zionist flexibility permits the solicitation and acceptance of support from any and all sources. It used to be said at the outset of the Middle East conflict when Israel was first established that the anti-Semites, along with the Arabists, constituted the bulk of what little American opposition there was to Israel. And perhaps this may have been initially true of certain extreme right-wingers who rushed to Arab offices—and to the anti-Zionist Jews, too—and pledged their verbal backing (and very little more). But since then there has been a marked shift. By way of a gross anomaly, one finds that the more a Christian—or a Jew—possesses even a soupçon of prejudice, the more he is likely to support the State of Israel. He feels that in this way he can compensate for his bias. Consequently, the real anti-Semite can often be found in