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Yoram Bar-Gal, *Propaganda and Zionist Education: The Jewish National Fund, 1924–1947* (Rochester: University of Rochester Press, 2003) 210 pp.

The Jewish National Fund (JNF) was established in 1902 by the World Zionist Organization in order to buy land in Eretz Israel (the land of Israel) and hold it in trust for the Jewish people. Over the next two decades the JNF grew into a worldwide organization dedicated to a variety of activities related to land acquisition. The most enduring, or least most visible, of its fundraising activities was the Blue Box campaign. Small blue boxes were placed in Jewish schools, homes, and communal institutions, which encouraged children to participate in the process of fund raising. Through activities such as these the JNF has involved over three generations of Jewish children in the Zionist enterprise. The Blue Box campaign was in fact merely one manifestation of a wide-ranging propaganda policy designed to help the JNF fulfill its *raison d'être*. The boxes were inexpensive to produce and contained a variety of images, especially maps of the historic lands of Israel. In order to raise the necessary funds to purchase land, the JNF established a variety of educational initiatives that sought to establish ties between the diaspora communities – especially in the United States – and the JNF's work in Mandatory Palestine.

The strength of Bar-Gal's book is in his careful delineation of the various means whereby the JNF publicized its activities. In addition to the inexpensive blue boxes, the JNF also created slide presentations and sponsored the making of films of Zionist activities. Bar-Gal provides a fascinating exposé as to how geography, specifically maps, was utilized for propaganda purposes. Although the book's strengths are in its utilization of primary sources and careful discussion of controversial issues, the author was not well served by the University of Rochester in copyediting. Translated from a 1999 Hebrew edition, the book suffers from a number of poorly edited sections.