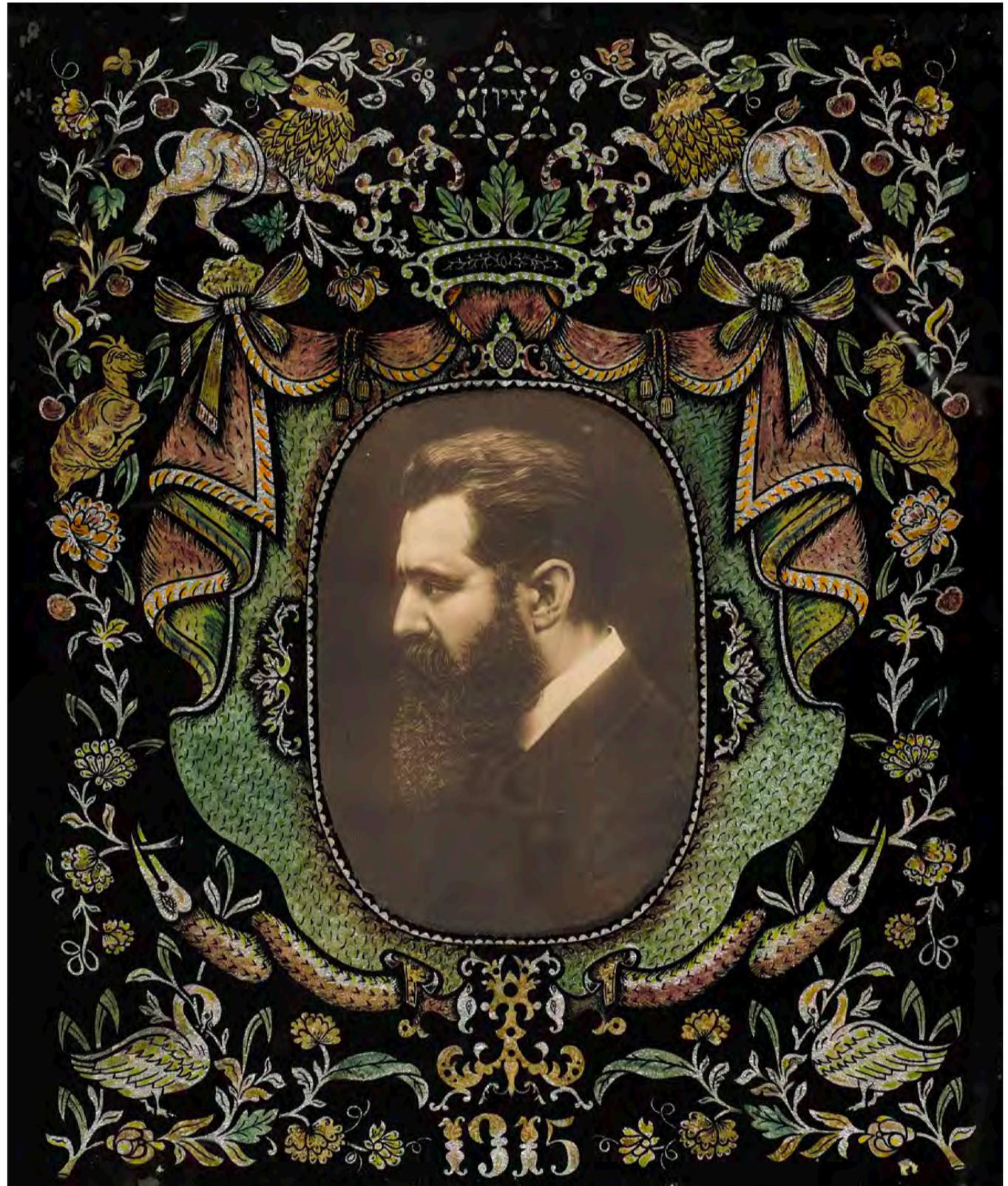


COLLECTING THE DREAM



David Matlow

photography by Dana Tal-El & Kevin Viner



I collect the dream.

That dream is a homeland for the Jewish people. The collection is the artifacts of the struggle and sacrifice that sustained the dream.

Even though that homeland exists, it doesn't mean that the dreaming has ended. It hasn't.

Theodor Herzl, the founder of the Zionist movement, the visionary of the State of Israel, and its dreamer in chief, famously said "If you will it, it is not a dream." He also said, "For Zionism includes not only the yearning for a plot of promised land legally acquired for our weary people, but also the yearning for ethical and spiritual fulfillment."

Herzl's dream was not only about having a land, but of building a model society in that land. His dream has been fulfilled, but it has not yet been completed. Completing it is up to all of us.

I have the world's largest collection of Theodor Herzl memorabilia. I didn't set out to own such a large collection. Truly, it just happened.

Why do I have the collection? Because for me it serves as inspiration to continue to work toward completing the dream - and maybe it will do the same for you. Maybe it will inspire you to determine what work you can do and what completion means.

My interest in Theodor Herzl began at a very young age.

When I was twelve years old, my friend Barry Simon and I wrote a play that was performed by our Grade 7 class at Toronto's United Synagogue Day School. Modelled on the then newly opened Hall of Presidents attraction at Walt Disney World, the play was called the *Hall of Zionists*. The play portrayed sculptures of prominent Zionists talking to one another after the last show of the day, with each one trying to convince the others why he is the most important.

Herzl, performed by the play's co-writer Barry, said:

If it wasn't for my dreaming, none of us would be in this Zionist Hall.

Already in Grade 7 we understood the power of a dream.



In 1984 I was working at Camp Ramah in Canada. To raise money for charity, something called a Shabbat-O-Gram was sold every Friday. Basically, this was a themed piece of stationery that you bought to write a note to a friend that was delivered on Friday afternoon. Herzl died on July 3, 1904 and to commemorate this date 80 years later, we sold Herzl-O-Grams. Each one was ten cents. The next week, Designer Herzl-O-Grams were sold, this time for twenty-five cents each. It was identical to the prior week's stationery, with the addition of a drawing of a Ralph Lauren polo horse. The campers learned a valuable lesson in branding - although I would note that there was no meaningful decline, or increase, in the number of Herzl-O-Grams sold between the first and the second week.

Why do I still have the original *Hall of Zionists* script from 1973 or the Herzl-O-Grams from 1984? It is because I am a collector, and a collector collects.

HALL OF ZIONISTS

ANNOUNCER: WELCOME TO THE HALL OF ZIONISTS, THE ZIONISTS WERE WORKING TOWARD ONE SINGLE GOAL, THEODOR HERZL PUT IT IN THESE WORDS:

HERZL: THE ESTABLISHMENT OF A NATIONAL HOME FOR THE JEWISH PEOPLE IN ERETZ YISRAEL.

ANNOUNCER: THESE MEN WERE DEDICATED TO THAT GOAL.

HERZL

NORDAU

BIALIK

JAROSLINSKY

WEIZMAN

AHAD HA-AM

USSISHUEN

AND SO ENDS ANOTHER SHOWING IN THE HALL OF ZIONISTS.

USSISHUEN: WELL, WE MADE IT THROUGH THAT SHOW.

JAROSLINSKY: POSITIONS, HERE COMES THE CLEANING LADY.

CLEAVING LADY: Boy, do I have alot of work to do, better get started. Boy, do you look like a werewolf.

USSISHUEN: ME, A WEREWOLF? werewolfs only travel by night but I travelled day and night to get pioneers to palestine in the Biltu clubs.

CL

USIS: DON'T your mother ever teach you manners, don't interrupt, I haven't finished yet. I also helped set up the 1st Zionist Congress.

HERZL: What about me?

USIS: What about you?

HERZL: I also helped set up the first Zionist Congress & it wasn't for my dreaming, none of us would be in this Zionist Hall.

AH: Yes, we could all be in Uganda, under Idi Amin.

HE: No, Mr AH, If it wasn't for my dreaming you wouldn't even be known as a Zionist & you wouldn't have a place to be buried.

JAR: If it wasn't for me the jews wouldn't have had an army in WW1.

BIA: We don't have to argue, we all know who's the best here, if it wasn't for me, what stories and poems would be read in the schools.

BY: If it wasn't for me dictionary, you'd have no lang.

Wei: If it wasn't for me, there wouldn't be any TNT which I also if there was no TNT, which I invented.

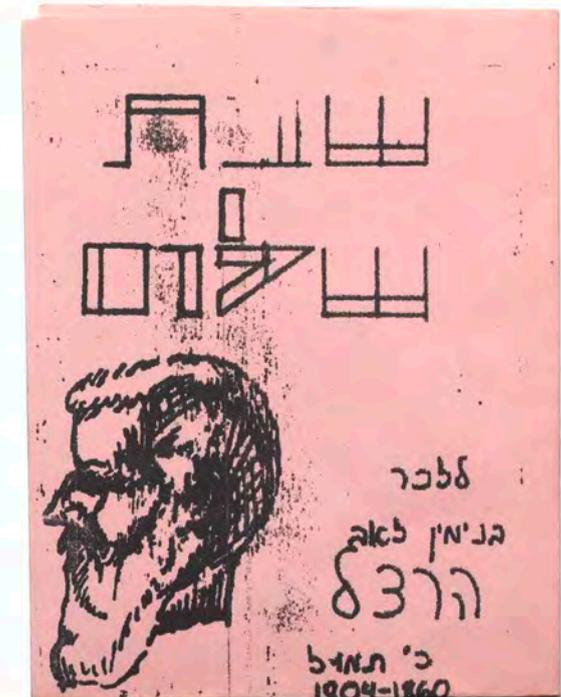
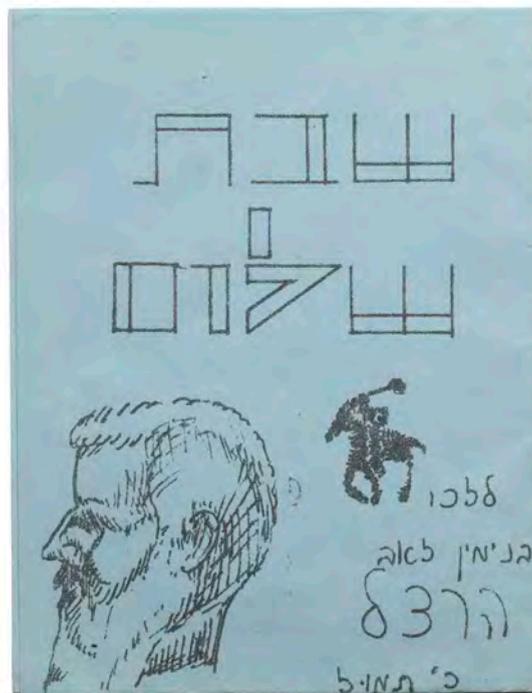
NORDAU: Britain wouldn't have won the war & we wouldn't have been given palestine.

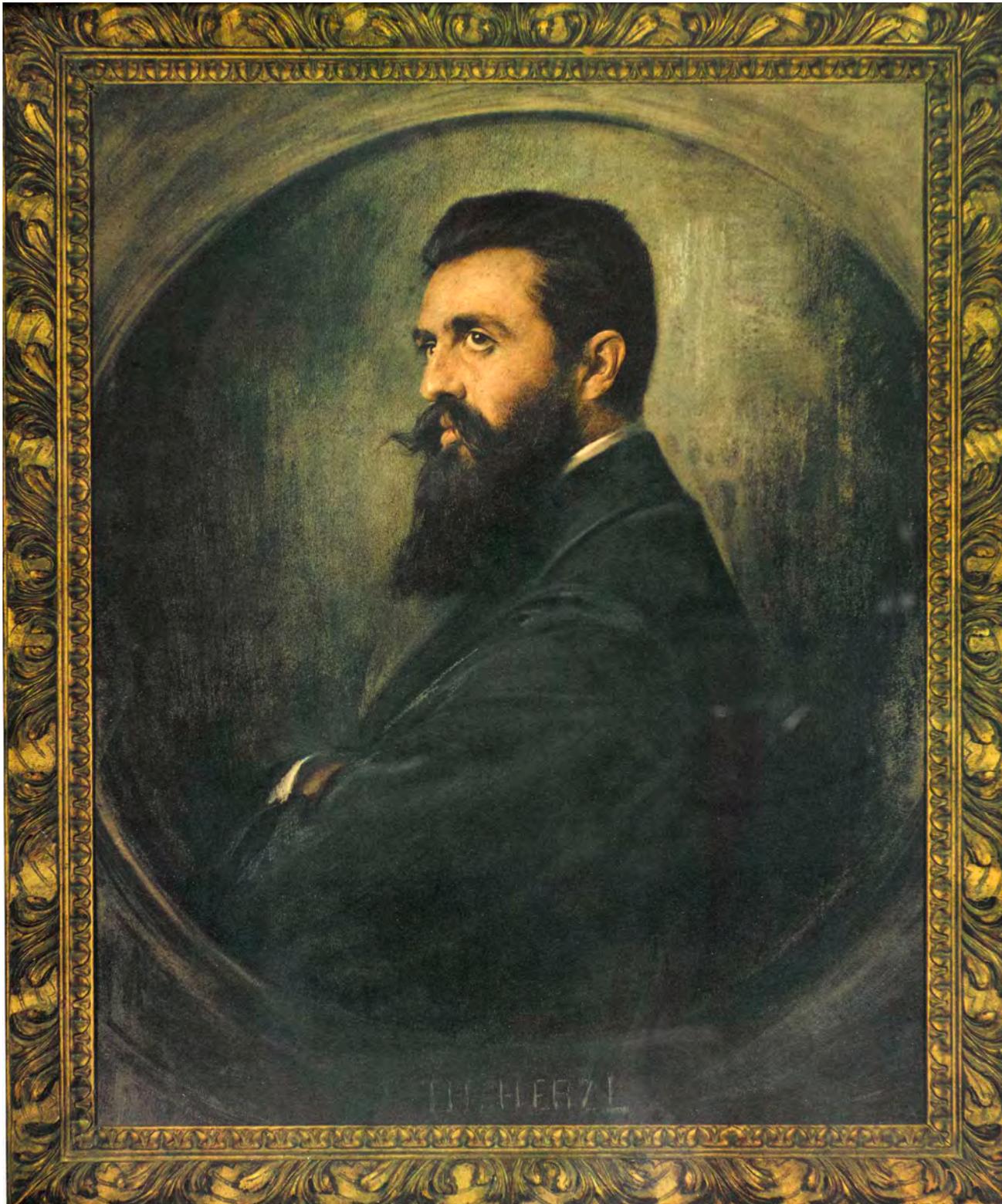
CL: We don't have to argue, if it wasn't for each Levony one of us the Jewish state wouldn't be complete.

AH: what the Hecks is happening here.

man: what happened, what happened here.

T: THE STAGES WERE JUST HALLING TO ME.





I am often asked what was the first item in my Herzl collection. It is a portrait of Herzl from the home of my grandparents, Archie and Goldie Matlow, in Ramat Gan. My grandparents moved from Toronto to Israel in 1955. We spent three summers there in the early 1960s enjoying much time at the beach in Herzliya (coincidence? I think not) and visited often until my grandmother died in 1991. In a prominent spot in my grandparents' living room, in a very regal frame, was this portrait. I asked for it as my inheritance. When I opened the frame I discovered that it was a giveaway from the Haaretz newspaper in 1960 to commemorate the centennial of Herzl's birth. This is Item One in my collection. I have since acquired 5,000 more.

Through this book I will share with you some of the most interesting items of my Herzl collection, and introduce you to some of the people who have helped me on this journey.

This book is not intended to be a history lesson. There are more than 40 biographies of Herzl, and new ones are being written each year. Historians can teach you about Herzl much better than I can.

This book is intended to show you what passion can achieve. I don't mean my passion, but the passion of Herzl and his followers through to today. He and they had a dream for a better future for the Jewish people. They were real people who worked to make that dream come true. They needed symbols and objects to motivate others to sign on to the program. They needed something to touch and to hold, to keep the struggle alive. This is the stuff that my collection is made of.

I hope this book inspires you to be a little bit like Herzl, and use your skills and talents to benefit the things that you care about. I hope that one of those things is our tiny State of Israel. It will always need your help.

David Matlow
December, 2018

A MASS MEETING

of EAST END JEWS will be held

ON SUNDAY JULY 12th 1896 AT 6 P.M.

— AT THE —

JEWISH WORKINGMEN'S CLUB, GT. ALIE STREET, E.

to welcome

DR. THEODORE HERZL.

THE REV. DR. M. GASTER WILL PRESIDE.

M. EPSTEIN, Hon. Sec. of Reception Committee

א מאס מיטינג

ווירד געהאלטען ווערן אין דיא

דזואיש ווארקינגמענס קלוב, גרייט עלי סט. איסט

צו ווילקאממען דעם גרויסען וועלטבעריהמטען אידישען גאסט

דאקטער הערצל

רעדאקטאר פון דיא גרויסע דייטשע צייטונג „נייע פרייע פרעססע“ פאן ווען
פערפאסער פאן דעם געניאלען ווערק „דיא אידישע מדינה“.

דיזען זאנטאג דען 12-טען דזוליי אום 6 אוחר אבענד

דאקטאר הערצל קומט יעצט פון קאנסטאנטינאָפּל וואו ער האָט געהאָט אן
אוידיענץ ביים סולטאַן וועגען אפקויפֿען פאלעסטינא פֿאַר דיא אידען. ער האָט
אויך דאָצו בעקומען דיא צושטימונג פון פֿיעלע גרויסע אייראָפּעיִשע מיניסטאָרן.
דיזער גרויסער מאן וועט ערשיינען זאָנטאָג אין דזואיש וואַרקקינגמענס קלוב און
וועט שפרעכען איבער זיינע וויכטיגע ארכיט און שטרעבונג פֿיר'ס אידישע פֿאָלק

רעוו. דר. מ. גאסטער וועט זיין אין דיא טשעהר.

דר. הערצל וועט שפרעכען אין ענגליש און דייטש.

גרויסע און אנגעזעהענע מעגנער פון אונזערע ענגלישע ברידער וועלען קומען צום מיטינג און
מאכע פון זיין וועלן שפרעכען. פערואמט ניש דיא נעלענענהייט צו דערן דיזען גרויסען מאן

דרוקערייא פון א.ו. ראבבינאוויטש, 64 הייא סטריט, ווייטשעפעל.

Handbill announcing Herzl's first public appearance in London on July 12, 1896. The Yiddish text emphasizes Herzl's recent return from meeting the Sultan in Constantinople where the purchase of land in Palestine was discussed.

Large white Herzl head (70 cm or 28 inches tall) found in a classroom at the former site of the East Side Torah Center on the Lower East Side of New York, before the building was sold.





Danny Levinson rescues Judaica from abandoned synagogues and Jewish centers in the New York area, and preserves them in his New Jersey home. Abraham Madeisker introduced me to Danny in connection with the purchase of the inverse painting that appears on the cover of this book. Danny educates me on collecting and on Israel's history. He is often brought to tears in our phone conversations when he describes his recollection of the day when the Jewish people finally had our own country. He believes we all must continue to support Israel, rhetorically asking "How do you build the State of Israel?" The answer: "Yidl by Yidl."



This is the only Herzl in a bottle anyone has ever seen. Where, when and why it was made is unknown.



The SS Theodor Herzl was a passenger ship that operated from 1957 to 1969 as part of the ZIM line. While at sea, patrons could relax in the Altneuland Hall. *Altneuland* (Old New Land) was Herzl's 1902 novel which depicted what the Jewish State would look like 20 years in the future. The Hebrew translation of the book's title is *Tel Aviv*.





צ'ים

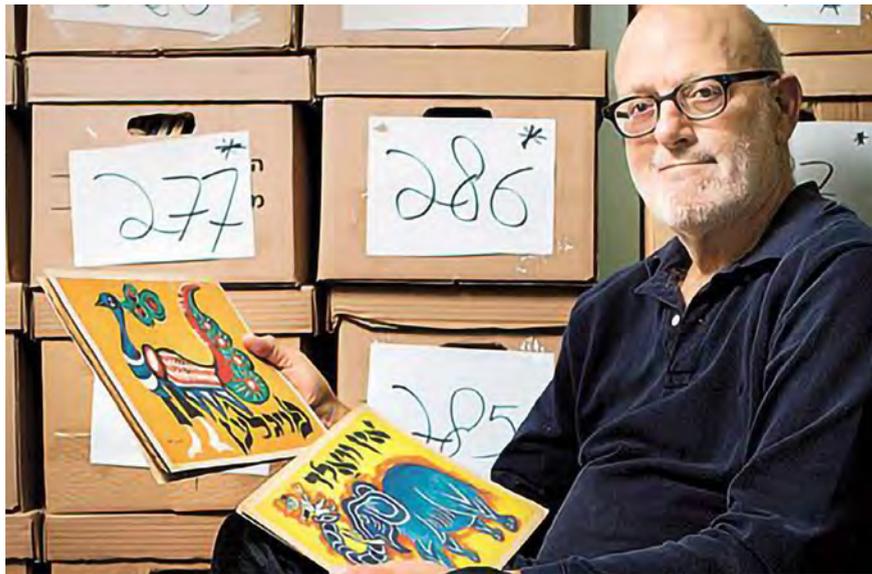
• S.S. THEODOR HERZL

Manfred Anson (1922 - 2012) was introduced to me by Alan Scop who took me to Bergenfield, New Jersey to meet him. Manfred amassed a vast collection of Herzl memorabilia which he exhibited at the Yeshiva University Museum in 1997. That exhibition serves as a model for my exhibits. Manfred's collection is now at the Central Zionist Archives in Jerusalem, and his passion for Herzl collecting lives on through those (like me) who had the privilege to meet him.



When Herzl visited Jerusalem in 1898, he stayed at the Stern House in the Mamilla neighbourhood. Manfred asked the Stern House owner for, and was gifted, a ceramic plaque that was hanging at that site. Manfred made two castings from the original. I have one and the other is in the Manfred Anson collection that was donated to the Central Zionist Archives.

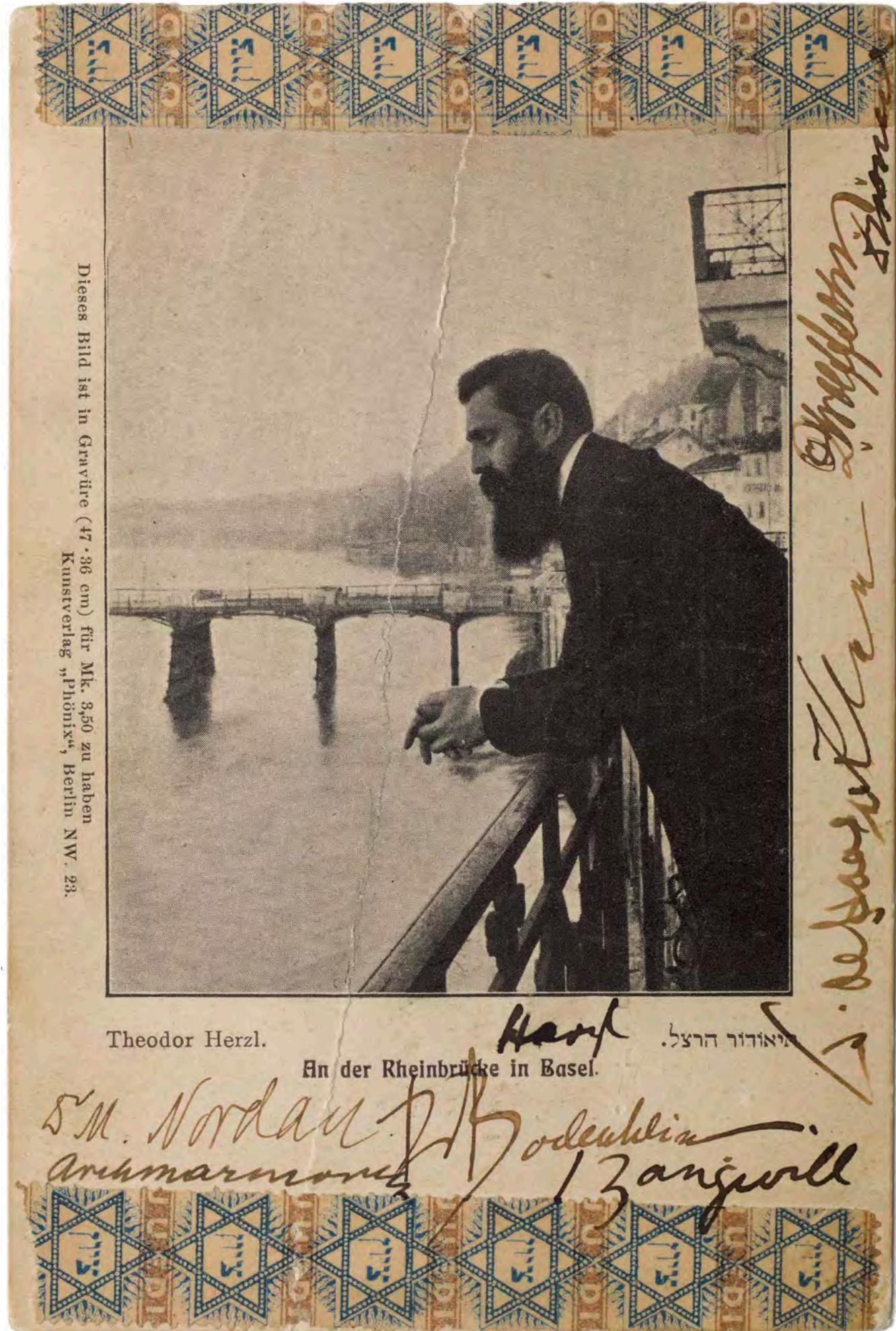
Arnie Druck was once referred to as “the Israeli man who collected everything.” The neighbour of my sister in Jerusalem, I had heard about Arnie’s collections for years. On one trip to Israel, Arnie graciously invited me to see them. After seeing the highlights of Arnie’s Herzl collection, I left feeling a little down since my own collection paled in comparison to his. Within about a year, he offered to sell it all to me. It arrived in 15 boxes. In selling the collection to me, he promised me that if he finds other Herzl items that he owned at the time of the sale, he will send them to me as I bought “all of it.” Several years later, we met in Jerusalem for coffee and Arnie handed me the additional articles he found after the initial sale. Sadly, Arnie passed away in 2017.



Carnet de Bal (lady’s ball notebook) given as a gift to Mrs. Fanny Wolffsohn in September 1899 by Dr. Max Maldestam, one of the leaders of the Russian Zionists. Includes 14 greetings from prominent Zionists including Herzl (signed as Benjamin): “To my dearest friend for eternal memory.” Fanny Wolffsohn was the wife of David Wolffsohn who succeeded Herzl as the President of the Zionist Organization after Herzl’s death in 1904.



Herzl convened the First Zionist Congress in Basel in 1897, and attended five more Congresses during his lifetime. Artist E.M. Lilien took this iconic photograph of Herzl on the balcony of Basel's Three Kings Hotel at the Fifth Zionist Congress in 1901. The image was reproduced on postcards and other items. This postcard was signed in August 1903 by Herzl and other prominent Zionists (Max Nordau, Israel Zangwill, Jacob De Haas, David Wolffsohn, Oscar Marmorek and Alfred Klee).



Dr. Yermiyahu (Yeri) Rimon (born in Haifa, 1933 - 2018) amassed one of the largest and most important collections on the history of Palestine and Zionism. Dr. Motti Friedman called and advised me that Yeri's collections of Herzl, Zionist Congresses and Zionist Shekels were being sold. Meron Eren of Kedem Auction House in Jerusalem coordinated the sale. Each item was accompanied by a handwritten description including when it was acquired and at what cost, demonstrating Yeri's devotion to the scholarship of his collection. Sadly, Yeri died shortly after this photograph was taken.



מדלית זהב ביריד המזרח 1934

הרצל
HERZL

סרדינים הרצל

מפני מה אתם צריכים לאכול רק «סרדינים הרצל» ותמיד לכבד אותם על כל סרדינים אחרים?
מפני: «סרדינים הרצל» ידרים בקופסאות נהדרות לפי התמונה המצוירת. דינים הרצל וכטיכם עולים על כל דינים שבעולם.

סרדין פורטוגלי מהמובחר בשמן זית נקי
SARDINES PORTUGAISES
À L'HUILE D'OLIVE

מכילים 4 דגים גדולים טריים ומעימים. הם תוצרת פורטוגליה הכי משוכחה ונעלה בשמן זית וך וטהור.
צריך לכבד על כל מיני סרדינים וכוונסרכים בעולם.
מי שאכל פעם לא ישכח את טעמם לעולם.
דרשו בכל חנויות מכלת בא"י.
הכלו ביריד המזרח 1934 מדלית זהב

המכירה היחידת בשביל כל איי:
בימים מכלת סיטוני צבי מורדכוביץ
תל-אביב, רחוב הגשר 263 טלפון
בכבוד רב בי"ח לסרדינים «פרוגרט» סטובאל, פורטוגל מיוצג בביתן חוץ בתערוכה בסטנד של הסוכן
ש. בלבן ושות' תל-אביב, ת. ד. 340 טלפון 1193

הסחורה ומעמיה

רפוש תל-אביב ח' ציסקין ת"א



Not one but two brands of Herzl sardines: the 1934 Levant Fair Gold Medal winning Portuguese sardines sold in Palestine, and Norwegian sardines purchased for The Oriental Fisheries Co. of Chicago.

Zürcher Frauenverein für alkoholfreie Wirtschaften

התנועה הציונית

הסתדרות הנשים
למען מסעדות
בלי משקאות חריפים
בציריך

**מפנה את תשומת-לבם
של כל באי הקונגרס
צידים, עתונאים ואורחים
לרשת מסעדותיה
הנכוצה בכל העיר**

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Wir servieren täglich 13,000 (dreizehntausend) Mahlzeiten

In allen unseren Restaurants
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Unser Personal nimmt kein Trinkgeld

Frühstück ab 45 Cts.
Mittagessen ab 70 Cts.
Abendessen ab 70 Cts.

*) vom 1. April 1937

The 20th Zionist Congress was held in Zurich in 1937. This map of Zurich was prepared by the Organization of Women in Support of Restaurants in Zurich That Do Not Serve Alcohol.

**VII. Zionisten-
Congress**

27. Juli—6. August 1905.

*Greetings from the Seventh
Zionist Congress to our friends
in Toronto.*

Fearus Montefuro

Prof. O. Warburg

S.M. Nordau

Antoine

Oskar Marmor

from your d

פחד אלפים אתכם

והעליכם את עצמותי שיה אתכם

Wachtel

Clare

Postcard from the Seventh Zionist Congress in 1905, the first Congress held after Herzl's death. Herzl watches as the march to Jewish sovereignty continues without him. Signed by many Congress delegates bringing "Greetings from the Seventh Zionist Congress to our friends in Toronto."



Moshe and Mira Romano operate the Romano House of Stamps from Tel Aviv's Dizengoff Center Mall. Among other things, the Romanos sold to me a collection of envelopes addressed to Herzl at various locations which they had acquired from a collector in Switzerland.



Envelopes addressed to Herzl, including one to him at the Hotel Castille in Paris where three years previously he wrote *Der Judenstaat* (The Jewish State).



Isidore Baum from Montreal has been sending me the new issues of Israeli stamps and first day covers since I was ten years old. He has found for me Herzl on stamps from various countries, and made special commemorative covers to supplement my collection. I once asked him to find for me a Herzl autograph, which he did at an international stamp exhibition in Jerusalem. I have since acquired 27 more.

Herzl on postage stamps from various jurisdictions outside of Israel.



Stamp signifying an instalment payment towards the purchase of a share of the Jewish Colonial Trust, the first Zionist bank, which was incorporated in England in 1899.





Shaul Ladany lives in Omer, Israel. He is a survivor of Bergen Belsen and of the 1972 Olympic Games in Munich, at which 11 of his fellow Olympians were murdered by terrorists. Each year on his birthday, he walks his age in kilometres. He has amassed a very significant collection of Herzl memorabilia that is displayed together with his other collections on shelves and on every inch of wall space in his home. He combines his passion for Herzl and for racewalking by participating in the annual Herzl March.



There is an annual Herzl March in Israel's Hulda Forest. The Hulda Forest was planted by the Jewish National Fund in Herzl's memory starting in 1904.



Yacov Tsachor owns Tel Aviv Stamps (Y. Tsachor) Ltd. and is recognized by the Israel Philatelic Federation as an expert for all Holy Land areas. His auctions include Zionist Congresses and Herzliana. As Herzl and Zionist Congress postcards are philatelic items, many items in my collection originate with Yacov, and his catalogues (which preceded eBay) gave me the first indication of the breadth of the Herzl items that are available to collect.

In 1913, enterprising students at Tel Aviv's Herzliya Gymnasium operated a local mail service. For the price of a Jewish National Fund Stamp, letters deposited in a blue and white mailbox, bearing a Magen David and the inscription "Hebrew Mail", would be delivered. This first ever Hebrew postal service operated during the High Holidays of 1913 and 1914 until closed by order of the Turkish authorities.



I first met Alan Scop of Menorah Antiques Ltd. of Brooklyn, New York when I purchased an item from him online. He quickly called me to ask who I was. He said he knew most of the Judaica collectors and didn't know me yet. After I told him of my interest in collecting Herzl, the emails with offers started to flow: Zionist Congress postcards, share certificates, Herzl portraits and a red Bohemian crystal goblet, for starters. Alan was a friend of Manfred Anson and took me to visit him in Bergenfield, New Jersey. Through Alan, I purchased all of Manfred's Herzl items that were discovered in his house after Manfred's collection was donated to the Central Zionist Archives.



Red Bohemian glass goblet from the early twentieth century. Herzl is in his iconic pose on the balcony of the Three Kings Hotel in Basel, peering at a shining sun rising over Jerusalem.





Wir erfüllen hiemit die traurige Pflicht, allen I. A. H., A. H., E. B., E. B., i. a. B.,
i. a. B., Freunden und Gönnern Mitteilung zu geben von dem Ableben unseres geliebten
Ehrenburschen und Führers

DR. THEODOR HERZL

Präses des zionistischen Aktions-Komitees.

Das Leichenbegängnis findet Donnerstag, den 7. Juli 1904, 10 Uhr vormittags, vom
Trauerhause, XVIII. Haizingergasse 29, auf den Döblinger Friedhof statt.

**Er rief uns zum Leben! Er rief uns zum Kampfe!
Sein Andenken wird uns stets heilig sein!**

==== Die jüdisch-akademischen Verbindungen Wiens: ====
Ivria o Kadimah o Libanonia o Makkabaea o Gifas.

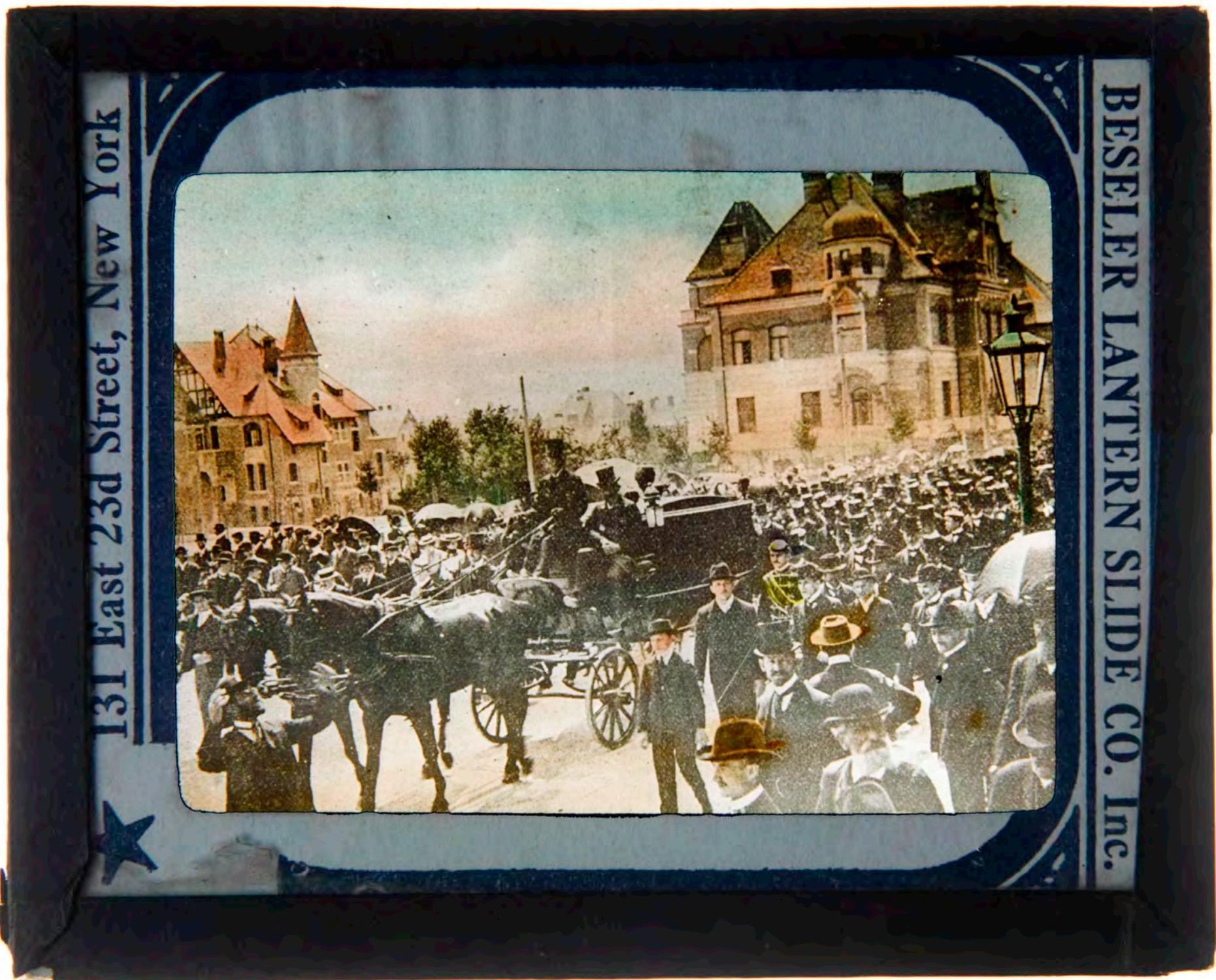
Wien, im Juli 1904.

Siegfried Stein, Wien. II/3, Beatrixgasse 21.

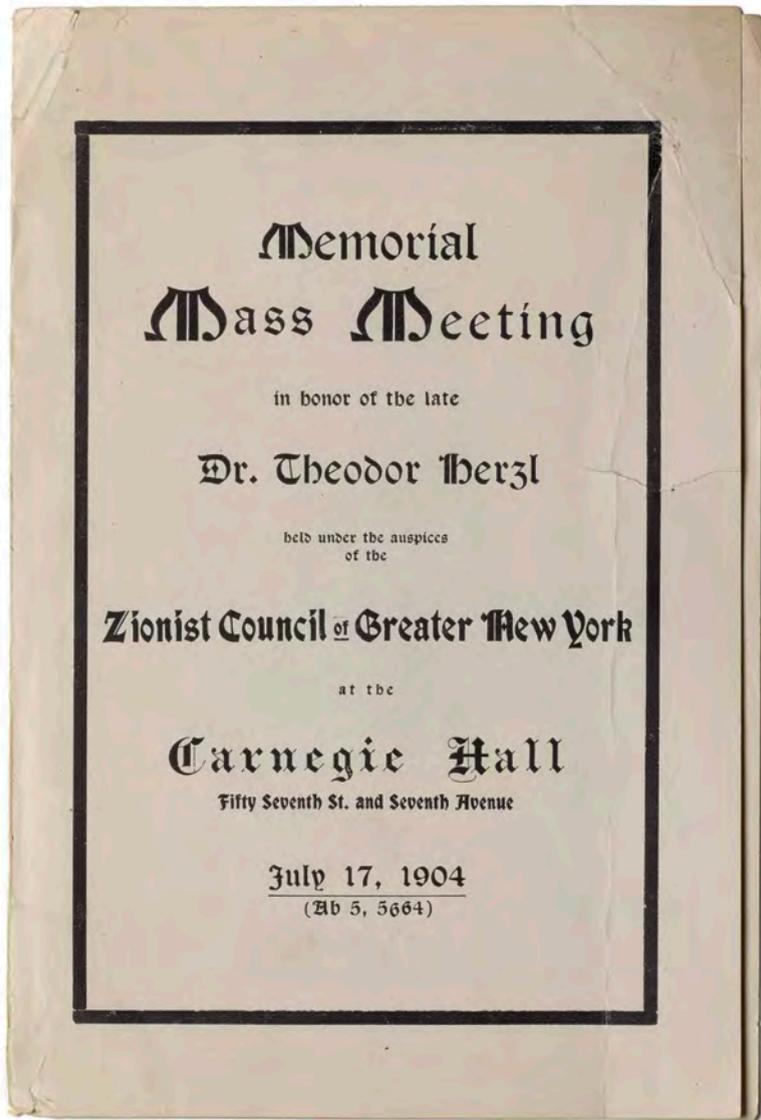
Herzl died on July 3, 1904 while convalescing in Edlach, Austria. He was 44 years old.

Notice of Herzl's funeral on July 7, 1904 in Vienna, together with Chevra Kadisha (Burial Society) pin.

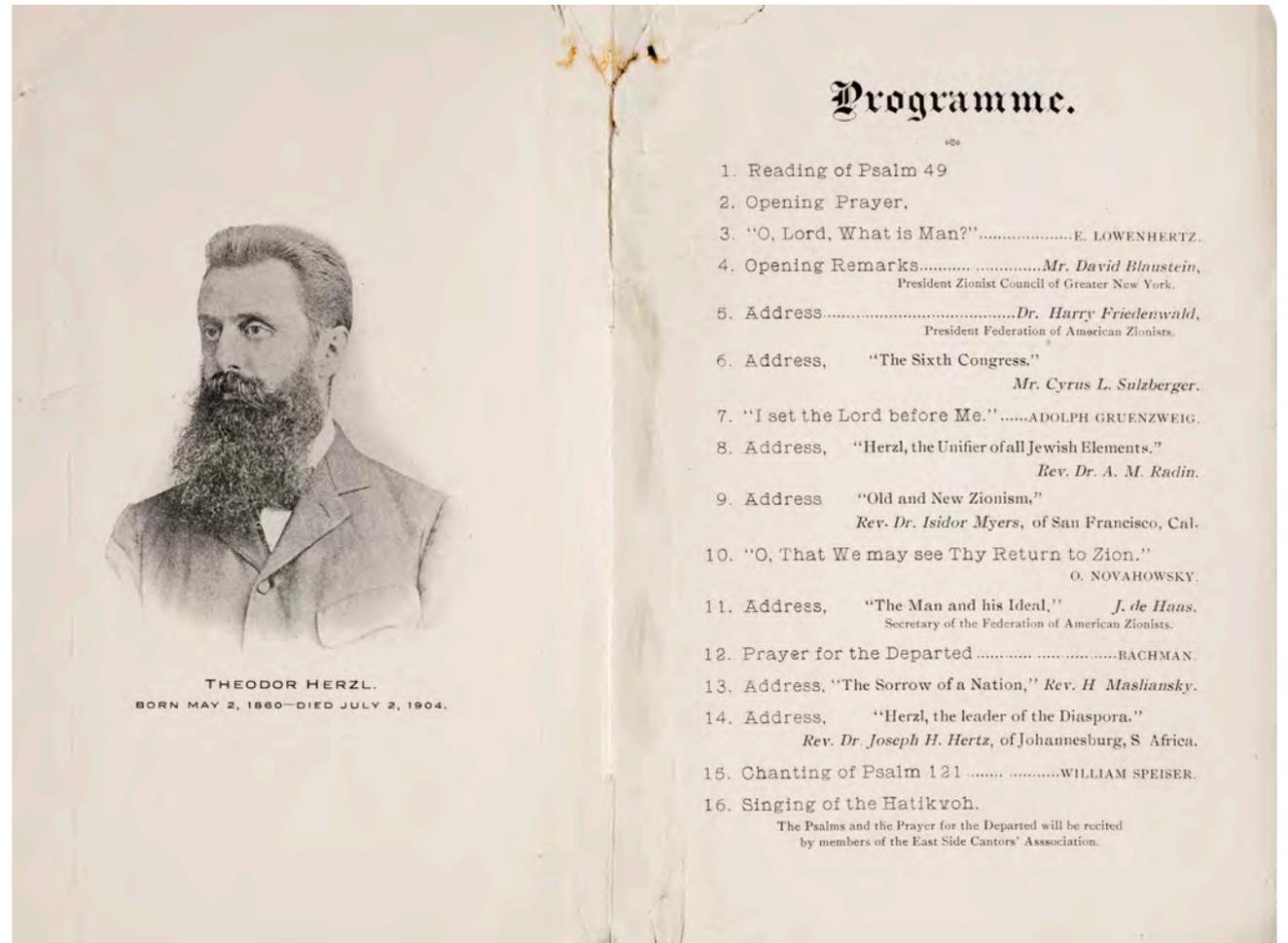




Beseler Lantern Slide Company (New York), colourized slide of Herzl's funeral.



Program for Memorial Mass Meeting in Carnegie Hall, New York on July 17, 1904.



In accordance with Herzl's will, on August 17th, 1949 he was reburied in the Jewish State which he envisioned, on what is now called Mount Herzl.

TELEPHONE NOS
3424 MUSEUM
3425 TELEGRAMS.
HAMPDEN CLUB
N W

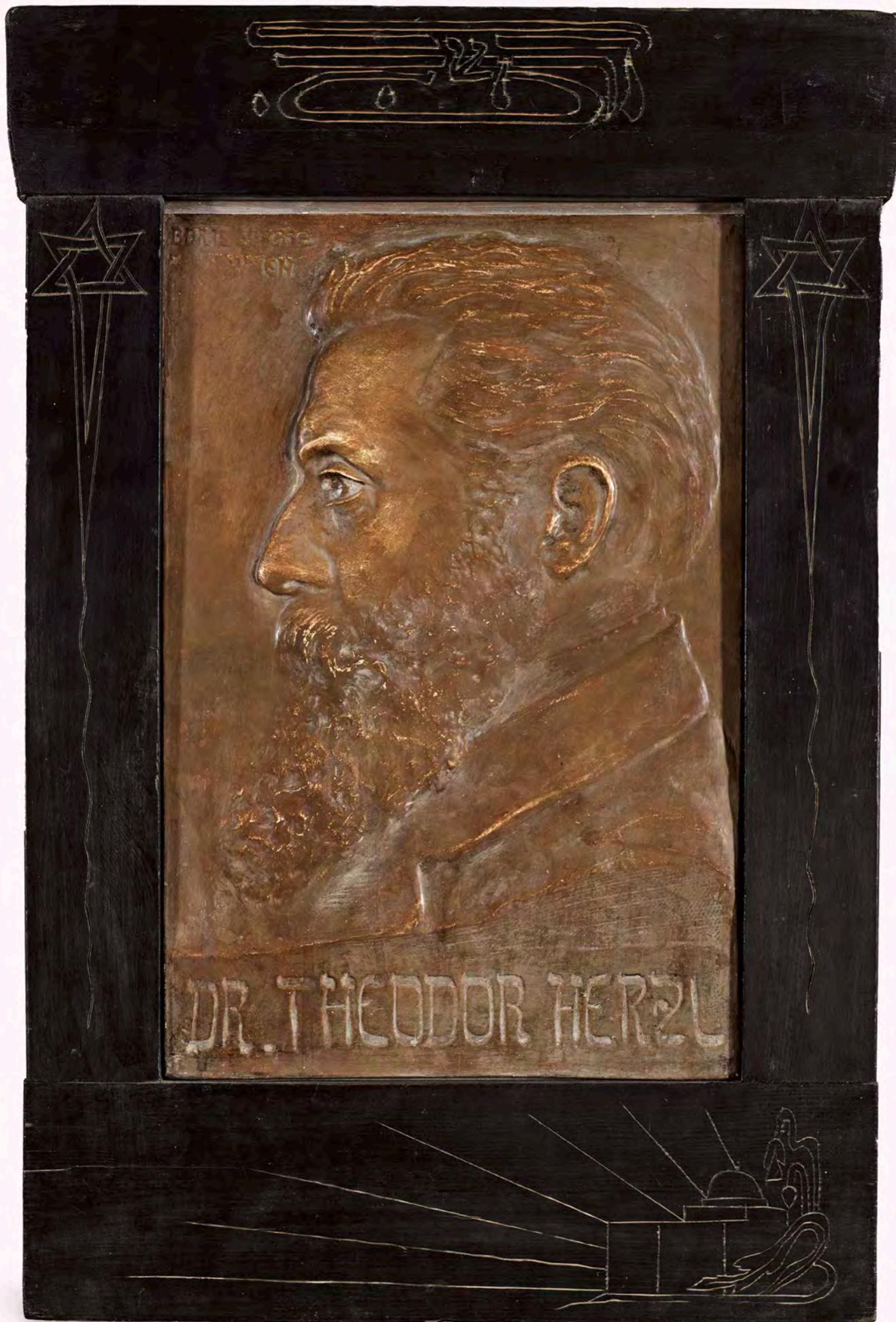
September 9th 1930

HAMPDEN CLUB,
LONDON, N. W. 1.

Received this day from
the Union of Zionists Revisionists
the sum of £1.2.6 (one pound
two and six), with thanks.

H. Herzl.

Herzl's three children, Paulina, Hans and Trude, were dependent on others for financial support after their father's death in 1904 and their mother's death three years later. Receipt signed by Hans Herzl for funds received from the Union of Zionist Revisionists on September 9, 1930, six days before his death from self-inflicted bullet wounds shortly after attending Paulina's funeral.



In 1903, Herzl met Boris Schatz for coffee and strudel in a Viennese cafe. Schatz was a successful artist and sculptor who envisioned the land of Israel as the centre for a new national Jewish art form. Schatz moved to Palestine in 1906 and founded the Bezalel School in Jerusalem. He made this terracotta relief profile portrait of Herzl in Vienna (ca. 1903 to 1905) and took it with him to Palestine as it appears in this photograph from 1907 on a postcard from that time.

Museum BEZALEL Jerusalem

מוזיאון "בצלאל" ירושלים



Ein Winkel im Museum

פינה במוזיאון

Meron Eren co-founded Jerusalem's Kedem Auction House in 2008. Meron's focus is on items related to Jewish and Israeli history and culture. Over the years, I have purchased many items offered at Kedem's auctions (experts are hired to describe each item, making their auction catalogues a valuable resource) and Meron acted as the agent of Yeri Rimon on the sale of his collections to me.



Theo, the Herzl mascot, has appeared in the Celebrate Israel Parade in New York, Toronto's UJA Walk With Israel and other celebrations. Manufactured by Street Characters Inc. of Calgary, Canada in 2015.



ספרים חדשים גם ישנים

שנתקבלו בבית מסחר הספרים של

רעזניק, מענשעל וזאטץ

רחוב קאנעל 46, ניו יארק (קומה ראשונה).

הוצאת שטיבל

שלמבן, קנוט המסון ————— תרגום ד"ר נ. סלושץ.
ברכת האדמה, ק. המסון ————— תרגום ד"ר נ. טורוב.
הורדוס ומרים, פ. הבל ————— תרגום י. פייכמאן.
האחים קאראמאז ב', חלק ב', דוסטויבסקי ————— תרגום זאק.
הגנן, ראבינדראית טאגורי ————— תרגום דוד פרישמאן.
הירח העולה, ראבינדראית טאגורי ————— תרגום דוד פרישמאן.

בעוד ימים אחדים נקבל במספר גדול

ספר האגדה, ביאליק ורביניצקי | שירי טשרניחובסקי, הוצ' חדשה
שירי ביאליק — הוצ' חדשה. | כתבי שלום-עליכם, הוצ' מוריה
ועוד הרבה ספרים חשובים.

פל אלה הרוצים לקנות ספרים במחיר הנכון, יפנו לבית-מסחרנו,
הידוע בדיוקנותו ובישרנותו.

רשימה מפורטת נשלח חנם לכל דורש.

REZNICK, MENSCHEL & SATZ

46 Canal Street, New York, N. Y.

Tel. Dry Dock 4991

ראו זה דבר חדש השוה לכל עברי!

אולד עם תמונת הרצל

הלהבים מפלד זולינגן הכי-משובח.

המחיר (עם המשלוח) — 85 סנט

אפשר להזמין על-ידי „סי-אדי“.

EMBLEM KNIFE CO.,

149 East Broadway, New York City

Tel. Dry Dock 4202

נמצא למכירה גם אצל:

REZNICK, MENSCHEL & SATZ

46 Canal Street, New York City

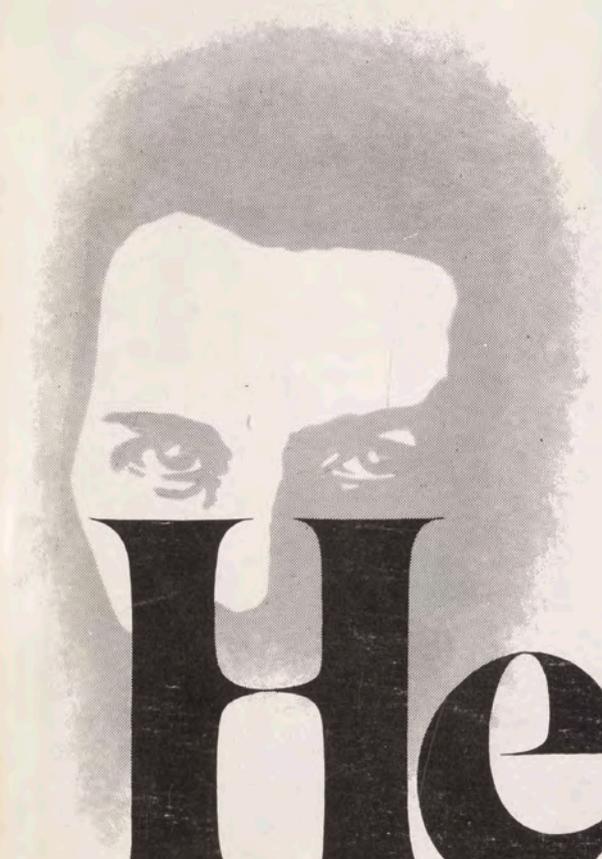
Tel. Dry Dock 4991



Herzl pocket knife and 1922 advertisement offering the new item for sale for 85 cents (including postage, "collect on delivery" permitted).

PLAYBILL

PALACE THEATRE

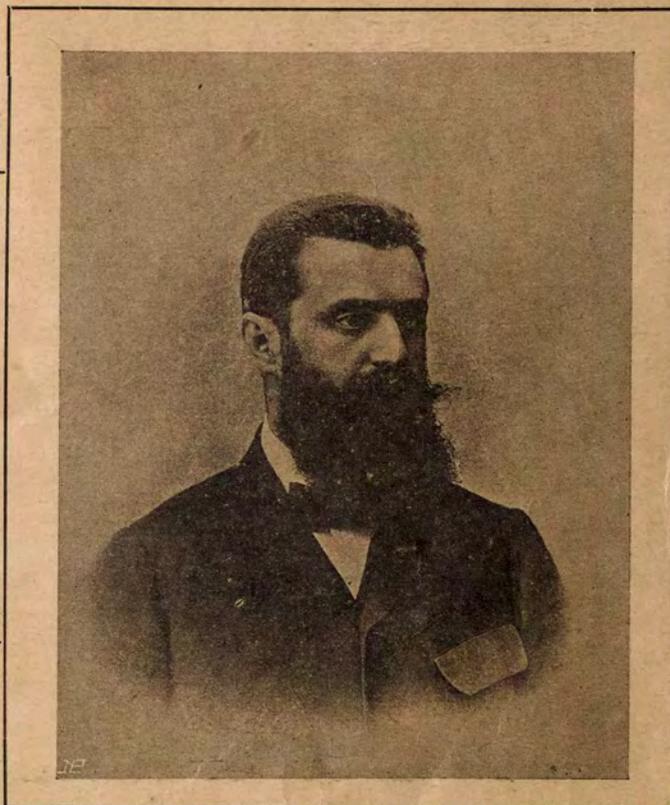


Herzl

Playbill from *Herzl*, the Broadway play which opened November 30, 1976 and closed December 5, 1976. Paul Hecht performed the role of Herzl, with Judith Light performing as his wife Julie.

'АТИКВО

ЕВРЕЙСКІЙ НАЦІОНАЛЬНЫЙ ГИМНЪ.



Теодоръ Герцль.

№ 7. = 3,20 коп.

ОДЕССКОЕ
НОТОНЗДАТЕЛЬСТВО „СВОБОДНАЯ ПѢСНЬ“.

Издание І. С. ЛИБЕРМАНЪ — Одесса,
Музичная, № 55. Почт. ящ. 807.

Hatikvah, printed in Odessa (date unknown).

RETURN TO
ISSUE ROOM
reference

\$1000.



\$1000.

אם אשכחך יהושעים תשכח ימיני

PALESTINE FOUNDATION FUND
KEREN HAYESOD SACRIFICE BOND

FOR THE UPBUILDING OF PALESTINE AS A HOMELAND FOR THE JEWISH PEOPLE

This Instrument records a Sacrifice, in the sum of
ONE THOUSAND DOLLARS
contributed by

in accordance with the ancient principle of Ma'aser.

This investment is made for the Jewish People. To the investor it will yield no return in money. Its returns will be the consciousness of duty performed. It will provide a home for the homeless Jew. It will create a fount of the Jewish spirit. It will realize the prayer of centuries, the hope of millions. It will continue the historic associations of Israel and Palestine, begun in the time of the Patriarchs, affirmed by Moses, sung by David, renewed by the Prophets, kept alive amidst medieval persecutions, recognized publicly and legally in our day by the Balfour Declaration of the British Government, and endorsed by the nations of the world.

This Bond links the Donor to the Land of Israel, restored as a center of Jewish Life. In testimony whereof witness the hand of the Keren Hayesod for the United States, acting by its officers hereunto duly authorized.

Peter H. ...
CHAIRMAN.

SPECIMEN

Emanuel ...
TREASURER. SECRETARY.

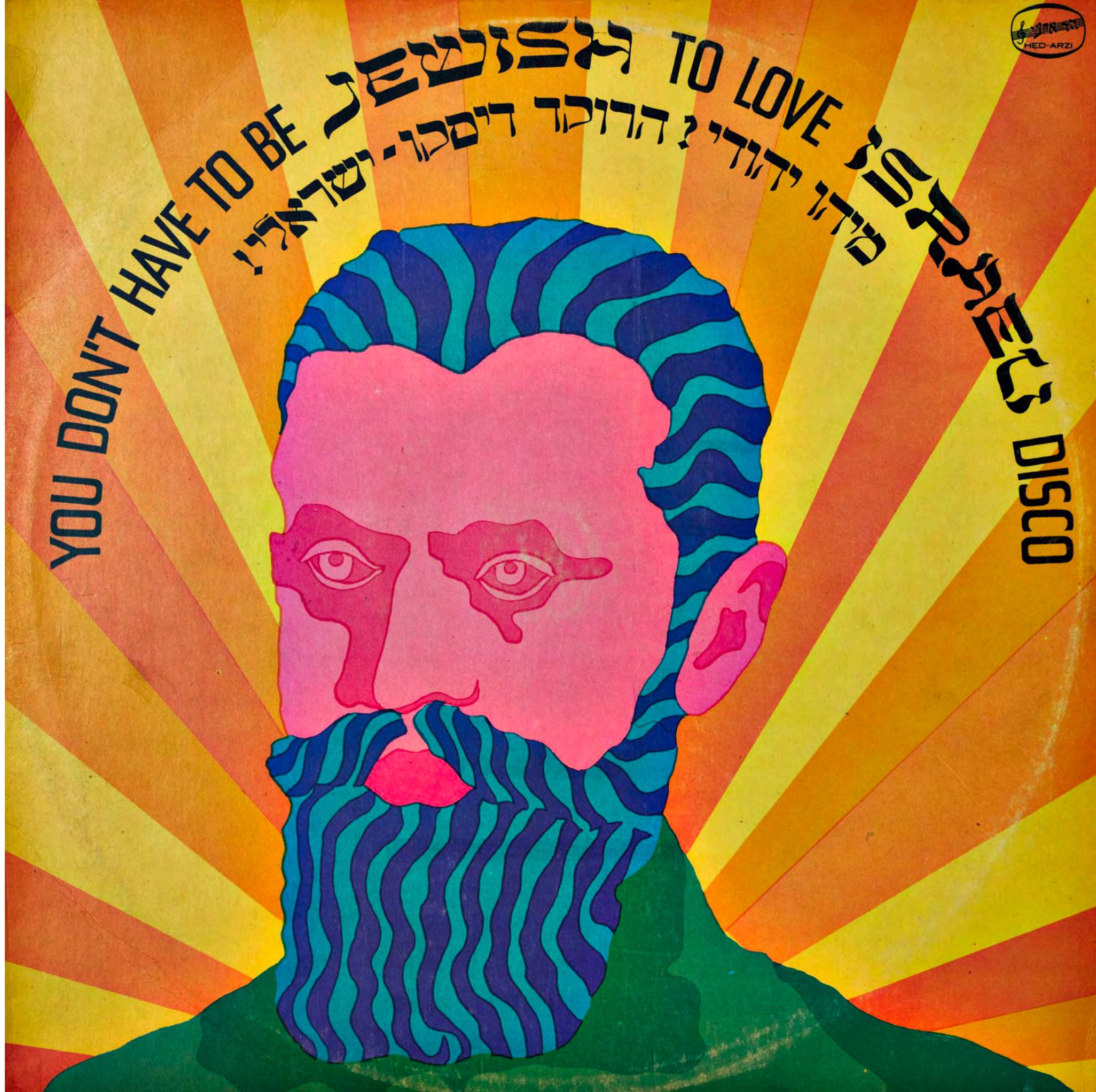
© 1922 KEREN HAYESOD

AMERICAN BANK NOTE CO. LITHO.

Sacrifice Bond of the Keren Hayesod, the fundraising arm of the Zionist movement (1922). "The investment is made for the Jewish people. To the investor it will yield no return in money. Its returns will be the consciousness of duty performed. It will provide a home for the homeless Jew."



TO LOVE
 מידו ידודי? הרובד דיסמו-ישלארי!
 YOU DON'T HAVE TO BE
 מידו ידודי? הרובד דיסמו-ישלארי!
 DISCO



Israeli Disco record album cover (1979).



Men's pocket watch, early twentieth century.





Election style pin of Herzl with Max Nordau manufactured by the Whitehead & Hoag Company of Newark, New Jersey (early 1900s).



I was wandering the streets of Jerusalem one day and fell upon a flea market. There was an unaccompanied table that had a box of postcards for sale, some of which were from the Zionist Congresses of the early 1900s. I was told to return in a few hours to meet the person whose items were for sale, which I did, and met Tomer Kaufmann. Tomer told me he had lucked upon the Jerusalem home of Egon Zweig, a prominent Viennese Zionist who died in 1920, while the apartment was being positioned for sale by a descendant. He acquired the treasure trove of Zionist papers in the house, and years later sold Zweig's correspondence with Herzl to me.

Abraham Madeisker owns Trionfo, an antique store off of Ben Yehudah Street in Jerusalem. I initially found the store while wandering downtown, and among old records, vintage clothing, dusty books and various knickknacks, often a Herzl item can be found. Abraham also emails me when something Herzl-related arrives in his shop, which keeps the conversation going between trips to Israel. Abraham introduced me to Danny Levinson.





Ofek Wertman is an artist, designer and animator who lives in Tel Aviv. He creates contemporary, colourful, Israeli, pop art style designs featuring Zionist historical figures, one of whom is Herzl. Ofek's items are sold in museums and gift shops and he has had a significant role in making Herzl cool (at least to the extent that a person who died in 1904 can be made cool).

I first met Dr. Motti Friedman when he was the Director of the Herzl Museum in Jerusalem. He was later the Academic Director of the Central Zionist Archives and arranged for me to visit the Herzl Room, which contains Herzl's personal papers and manuscripts, and the Manfred Anson Room next door which hosts Manfred's donated collection. Motti introduced me to Yeri Rimon, which resulted in my purchasing Yeri's collections. Motti spent two days in my Toronto home looking at the collection, and after arrival did not leave the house until returning to the airport.





Hadi Orr has a vast collection of all things Israeliana, and is a connector among the most serious of Israel's collector community. Hadi introduced me to Shaul Ladany. Hadi and Shaul and others attend the weekly flea markets in Tel Aviv and Jaffa. As (fortunately for me) Hadi does not collect Herzl, he searches for Herzl items for me all year and annually delivers them to me in Canada at his cottage property north of Toronto.

Israel Herzl is a visual artist who lives in Kfar Saba, Israel. His aim is to specialize in painting Zionist leaders. He is a descendant of Theodor Herzl's uncle - in other words Israel is Herzl's first cousin three times removed. He has exhibited six different solo exhibitions in galleries in Jaffa, Caesarea, Jerusalem and Kfar Saba. Israel Herzl's artwork was featured in "Herzl Paints Herzl", a series of exhibitions that ran from 2016 to 2018 in three locations across Europe under the auspices of the Israeli Foreign Ministry, and another three locations across Israel.





Martin and Shelli Kalson moved from Ottawa, Canada to Ginot Shomron, Israel in 1995. They transform historical maps of Israel and other Holy Land documents into framed gift items primarily for diplomats, executives and professionals. Martin's father Ivan was evacuated from England during World War II and lived in Toronto in my grandparents' home.

Jonathan Fishburn deals in antiquarian and second-hand books, specializing in Judaica and Hebraica from Golders Green, London, England. Through Jonathan, I acquired a bound set of England's Jewish Chronicle newspapers from 1896 to 1904, the period of Herzl's Zionist efforts. He found for me a letter from Israel Zangwill that describes his excitement about his upcoming attendance at the First Zionist Congress in 1897. Jonathan sourced for me the bound volume of the 1902 Royal Commission on Alien Immigration which contains Herzl's statement, delivered in English, to the commissioners.



Herzl Day at the Jewish Palestine Pavilion at the 1939 World's Fair in New York. The sculpture of Herzl was made by Boris Schatz, the founder of the Bezalel School, for the Theodor Herzl Public School in Chicago which opened in 1915. The bust is now located at the head office of the United Jewish Fund of Metropolitan Chicago.





HERZL JUNIOR COLLEGE
CHICAGO, ILLINOIS

Commencement

THURSDAY EVENING, JUNE TWENTY-FIFTH
NINETEEN HUNDRED AND FORTY-TWO

EIGHT O'CLOCK

Two of many Herzl schools.

Chicago's Herzl School was built in 1915 in the then predominantly Jewish North Lawndale area. Over the last century, the neighbourhood has changed to be primarily African American and Hispanic, but the name of the school has not. Principal Tamara Davis and her team of dedicated educators refer to Herzl as a Martin Luther King Jr., an inspiring leader who worked hard to improve the future for his people.

Berlin's Theodor Herzl School operated until it was closed by the Nazis in 1939. In 1942, school principal Paula Furst, who signed this report card, was deported to Auschwitz and murdered.

THEODOR HERZL SCHULE
BERLIN-CHARLOTTENBURG 9 · KAISERDAMM 78

Klasse: 4B Sommer — Halbjahr 1937
Versetzt nach Klasse:

ZEUGNIS

für Harry Rewitsch

Verhalten in der Schule: im allgemeinen gut
Beteiligung am Unterricht: im allgemeinen reger

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Versäumt: 2 Tage — Stunden Verspätet: — mal Ordnung: gut

Bemerkungen:

Berlin, den 4. Oktober 1937

Furst
Leiterin
ARewitsch
Klassenlehrer

Unterschrift des Vaters (oder des Erziehungsberechtigten)

1 = sehr gut; 2 = gut; 3 = genügend; 4 = mangelhaft; 5 = nicht genügend.

HERZL COLLEGE 3711 W. DOUGLAS BLVD CHICAGO 23 ILL.
7-20-45



Eli Tal-El is a Jerusalem-based documentary film maker. He is also my brother-in-law. *My Herzl* is Eli's film about me and Herzl, and how we are connected through the collection. My fiftieth birthday celebration was held at the Three Kings Hotel in Basel, where Herzl stayed and was photographed on the balcony. I asked Eli to bring his camera (he later said this was like asking a dentist to bring his drill on a vacation). At the beginning of the project, Eli found my passion for Herzl to be absurd. By the time the movie was done, he saw Herzl as I do: as a normal person who accomplished great things through his intellect and effort.

When *My Herzl* was screened at the Chicago Festival of Israeli Cinema, we had the opportunity to visit the Theodor Herzl Public School in North Lawndale where Herzl continues to serve as a role model to work to make change, as proof that the past does not need to dictate the future, and as an inspiration that if you want something badly enough it need not remain a dream.





Otte Wallisch

Pencil sketch of the Declaration of Independence ceremony signed by Otte Wallisch, who designed the exhibit hall at the Tel Aviv Museum for the ceremony.

מנהלת העם

תל-אביב, ד' אייר תש"ח
13 . 5 . 1948

א. נ.,

הננו מתכבדים לשלוח לך בזה הזמנה

ל מ ו ש ב

ה כ ר ז ת ה ע צ מ א ו ת

שיתקיים ביום ו', ה' באייר תש"ח
(14.5.1948) בשעה 4 אחה"צ באולם
המוזיאון (שדרות רוטשילד 16).

אנו מבקשים לשמור בסוד את תוכן
ההזמנה ואת מועד כינוס המועצה.

המוזמנים מתבקשים לבוא לאולם
בשעה 3.30.

בכבוד רב

ה מ ז כ י ר ו ת

ההזמנה היא אישית - תלבשת: בגדי חג כהים

Invitation to Israel's Declaration of Independence ceremony at 4 p.m. on May 14, 1948 at the Tel Aviv Museum. Invited guests were asked to keep the invitation secret, to arrive by 3:30 p.m. and to wear festive dark clothing. The invitation was personal, and not transferable.

Herzl's dream was fulfilled.

Acknowledgements

This book combines the talents of many people, starting with the individuals who made the items that appear in the book as a tribute to Herzl, and to keep his memory alive. It worked, because we are still talking about him today. The items were photographed by Kevin Viner and the portraits are the work of Dana Tal-El (with the exception of the portrait of Alan Scop which is by Tina Scop, the portraits of Theo with Olaf the Snowman and of Danny Levinson which are by David Matlow and the picture of Herzl in the Hall of Zionists, which was taken by my mother, Esther Matlow ז"ל). The picture from the Jewish Palestine Pavilion is from a black & white photograph from the 1939-40 New York World's Fair Records, The New York Public Library, Manuscripts and Archives. Special thanks to Michele Viner and Elevator Digital for helping me put it all together and bringing the dream to life. This book, and the collection which it portrays, would not have been possible without the loving support of my wife Leanne and our three children, Naomi, Orli and Yael. Our home is sometimes referred to as the Herzl House, so I thank them for living (or having lived) in a tribute to Herzl. The true tribute to Herzl is the State of Israel, so the last thank you goes to those who picked up the torch from Herzl and fulfilled his dream, and those who, both in Israel and outside it, sustain and nurture it, and work to complete Herzl's dream of a model society. That work is ongoing.

David Matlow

David Matlow owns the world's largest private collection of Theodor Herzl memorabilia. He speaks regularly about Herzl and his contemporary relevance. Together with Eli Tal-El he produced *My Herzl*, a 52-minute documentary film. He is a partner at Goodmans LLP in Toronto, Co-Chaired Toronto's 2015 Campaign for the United Jewish Appeal and serves as the Chair of the Jewish Foundation of Greater Toronto. davidmatlow@icloud.com

Dana Tal-El

Dana Tal-El is an art and documentary photographer based in Jerusalem, Israel. Dana served as a military photographer in the Israel Defence Forces, and graduated from the Department of Photographic Communications at Hadassah Academic College in 2018 where she now serves as an instructor. Dana's body of photographic work focusses on the diversity and beauty of the people and places of Israel. www.danatalel.com

Kevin Viner

Kevin Viner is a Toronto-based commercial photographer. He has had the pleasure of documenting the Herzl collection for the last 10 years. Kevin is also principal of Elevator Digital, a photographic production facility. www.kevinviner.com, www.elevatordigital.ca



The Matlow Family on the balcony of the Three Kings Hotel in Basel, August 2010.

