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**AMERICAN JEWISH ARCHIVES**

**MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.**  
Series F: Life in Israel, 1956-1983.

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Gottschalk, Alfred and Alexander Schindler. 1973-1977.

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COPY OF LONG HAND LETTER TO FRED GOTTSCHALK

5th April 1977

Dear Fred:

I am sorry we did not get to see each other when you were here recently, I inquired of Mike Klein a couple of times and he said you were really knocked out and in bed for many days with the flue, grippe or Middle East malaise. Hope you are OK now.

There was one particular thing I wanted to talk about - namely, Joe Meyerhoff. You may ~~xxxxxx~~ recall I spoke to you briefly last November in front of the Jerusalem Hilton. I said it would not be fair for me to speak to him about a contribution to any other project until you had made an effort to retain his contribution, in some form or other, to the Jerusalem project.

Either you would want to stretch the commitment to the World Center into the future - or you might want to try to divert it into the Centennial Fund, of the present or anything else connected with libraries (his special love) in New York or Los Angeles.

I expect to be going to the US sometime in June and he will be coming here sometime in June, to receive an honorary degree from the Hebrew University. So I would like to see him, either there or here - but I think you should see him first, and work out whatever arrangement you can with him.

Will you let me know before June 1st what you have done ???

Hope to see you on your next trip when you will not fall prey to any bugs.

As ever



Fred Gottschalk

5.4.77

Dear Fred -

I'm sorry we didn't get to see each other when you were here recently. I ~~talked to~~<sup>inquired of</sup> Mike Klein a couple of times, and he said you were really knocked out and in bed for many days with the flu, gripe or Middle East malaise. Hope you are now

There was one particular thing I wanted to talk about - namely Joe Meyerhoff. You may recall I spoke to you briefly last November in front of the Jerusalem Hilton. I said I felt it would not be fair for me to speak to him about a contribution to any other project until you had made an effort to ~~hold~~<sup>retain</sup> his contribution, in some form or other, to the Jerusalem project. ~~That project is~~

~~to be ~~defer~~ suspended for some time,~~  
~~John~~

Either you would want to <sup>stretch</sup> ~~retain~~ the commitment to The <sup>United Center</sup> ~~Jerusalem~~ project into the future - or you might want to try to direct it into the Centennial Fund of the present - or anything else connected with libraries (his special love) in New York or Los Angeles.

~~In other words:~~

I expect to be going to the U.S. in June, <sup>and he will be ~~coming~~ here sometime in June</sup> ~~and would want to see him, either there~~ to receive an honorary degree from the Hebrew University. So I would like to see him, either there or here - but I <sup>think you should see</sup> ~~would feel better if you saw~~ him first, and worked out whatever <sup>can</sup> ~~would~~ arrangement you could with him.



Will you let me know,  
before June first, what you're doing?

Hope to see you on your  
next trip, when you will not feel  
free to any bugs.

As ever,

AMERICAN JEWISH  
ARCHIVES





Rabbi Herbert A. Friedman  
World Education Center  
for Progressive Judaism  
13 King David Street  
Jerusalem, Israel

AEROGRAMME • VIA AIRMAIL • PAR AVION

AMERICAN JEWISH  
ARCHIVES

(2) Second fold



זכר אלהים  
לא יסור  
מאלהינו

A. Gottschalk

NO. 1

at

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# Hebrew Union College - Jewish Institute of Religion

UNDER THE PATRONAGE OF THE UNION OF AMERICAN HEBREW CONGREGATIONS

CINCINNATI  
NEW YORK  
LOS ANGELES  
JERUSALEM

CLIFTON AVENUE - CINCINNATI, OHIO 45220

December 30, 1976

Rabbi Herbert A. Friedman  
World Education Center  
for Progressive Judaism  
13 King David Street  
Jerusalem, Israel

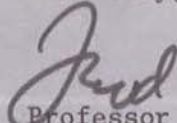
Dear Herb:

It was a painful realization to come to terms with your severance from the project of the building of the World Center for Progressive Judaism, but time and tide seem to have been against us. I for one want to express my thanks to you for your efforts in our behalf, however limited and unsuccessful were the results.

It was our thinking that the College should repossess the automobile and also the office space, since I believe that it would not be in our common interest to have another funding project operate out of the College-Institute. We had discussed this when we talked together in your office, and I know that you fully understand and agree with this decision.

I look forward to seeing you in March, if not before then, and extend my very best wishes to you and your family.

Sincerely,



Professor Alfred Gottschalk  
President

AG:rw

cc: Rabbi Alexander Schindler

THE ASSOCIATED AGENCIES INC.  
223 West Jackson Boulevard, Chicago, Illinois 60606 (312) 322-4800  
INSURANCE

ROBERT L. ADLER  
PRESIDENT

April 23, 1976

Mr. Herbert A. Friedman  
World Education Center  
13 King David Street  
Jerusalem, Israel

Dear Herb:

I just realized I never got around to answering your letter of February 18th and wish to apologize for not having gotten back to you sooner, though I know Fred and Alex have been in touch with you.

As you know, the College wanted to drop our activities except for those "leads" which could be generated quietly and I plan on keeping my ears open in that respect. In view of this, nothing was done on the suggestion of hiring a U.S. director.


I would think we have to build up a committee of lay leaders with some responsibilities spelled out, but I am at a loss for leadership.

The man who I had in mind at our meeting was Ed Bergman who at one time was on the H.U.C. board and who recently merged his business with American Can Company. He is now the largest stockholder of American Can and would not only be capable of a leadership role, but could make a commitment as well. Unfortunately by the time I got back to Chicago, he had been "hooked" by the University of Chicago and would not do anything further at this time.

My present plans are to be in Israel for the World Union meetings in November. I originally was going to take a mission next week but my in-laws, the Schrayers, are going to lead a group of Chicagoans instead.

I hope this finds all well with you and yours,

Best regards,

  
Robert L. Adler

RLA:bg



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FREIDMAN

WORLD CENTER 13 KING DAVID ST  
JERUSALEM (ISRAEL)

AMERICAN JEWISH  
ARCHIVES

PLEASE GET CABLE FROM HIGHEST GOVERNMENTAL AUTHORITIES TO CHARLES  
JACOBS, 153 YUCCA RD PALM SPRINGS CALIFORNIA UNDERSCORING IMPORTANCE  
OF WORLD EDUCATION CENTER PROJECT. AM ON TRAIL OF 500,000 TO  
1,000,000 DOLLARS. TECHNION RIVAL. POTENTIAL DONOR THINKS ENGINEERS  
MORE NEEDED BY STATE. EBAN, GOLDA OR AS CLOSE TO THEM AS POSSIBLE  
WOULD BE HELPFUL  
SCHINDLER

COL ~~13~~ ~~153~~ ~~500,000~~ ~~1,000,000~~

TELEGRAMME



72



HEBREW UNION COLLEGE—JEWISH INSTITUTE OF RELIGION  
Cincinnati • New York • Los Angeles • Jerusalem

EXECUTIVE VICE PRESIDENT

3101 CLIFTON AVENUE • CINCINNATI, OHIO 45220  
(513) 221-1875

March 8, 1976

Rabbi Herbert A. Friedman  
World Education Center for  
Progressive Judaism  
13 King David Street  
Jerusalem, ISRAEL

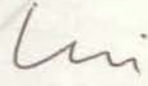
Dear Herb:

Rather than reframe Fred Gottschalk's February 29, 1976 memorandum to me, I have decided to send you a xerox copy and enclose the Minutes of our Jerusalem School Committee Meeting. The Minutes indicate a presentation to the Board of Governors in essentially four points. The first three points were presented to the Board of Governors, seconded and carried by the Board. Point 4 was not introduced at the Board Meeting. I do not believe it needs Board ratification.

If you have any questions, please let me know.

With warmest regards,

Cordially,

  
Uri D. Herscher, Rabbi  
Executive Vice President

UDH:xmn

Enclosures

cc: Dr. Alfred Gottschalk



February 18, 1976

MINUTES OF THE COMBINED JERUSALEM AND LEGAL  
COMMITTEES

Mr. Richard J. Scheuer, Chairman of the Jerusalem School Committee, called the meeting to order at 11 A.M. The committee reviewed the problems that were inherent in the acquisition of the new land adjacent to the present Jerusalem school property. Upon motion made, seconded and carried, the committee approved for presentation to the Board the following:

1. Negotiation of four successive 49-year leases covering the new site.

Agree to modification of lease on old site to four 49-year successive leases.

If the negotiating team does not get the terms proposed for the new land, the old land is to be held under the existing lease, which is a perpetual one.

2. Deposit of \$100,000 to be made to test a promise of the Israeli government to make a matching deposit.

3. New contract for design and models to be presented to the Jerusalem planning authority at an additional cost of \$60,000 to be shared with the Union.

4. Respond to the recommendation that the College building be designated as an historic site and to point out that the College's plans, which will be made available to the Israeli government, are inconsistent with its designation as an historical site.

# Memorandum

## HEBREW UNION COLLEGE - JEWISH INSTITUTE OF RELIGION

CLIFTON AVENUE • CINCINNATI, OHIO 45220 • PHONE 221-1875

DATE February 29, 1976

TO Dr. Uri Herscher

FROM Dr. Alfred Gottschalk



Would you please send to Herbert Friedman over your own name, at my request, the summary of the decisions reached by our Board of Governors at its recent meeting in Los Angeles. I think it is important for Herb to know that in addition to the decisions reached it was decided by the Union and the College that the World Education Center campaign should recede into the background so as to permit the College's Centennial Fund campaign to emerge and hopefully within a two-year period meet most of its goals.

At the conclusion of the campaign the Union and the College jointly will work towards the realization of the construction of the World Education Center. In addition, that Herb Friedman's role be as it is presently constructed and that there be no fund raiser engaged at this time, as discussed at our New York meeting in the presence of the notables assembled there. I would frame the memo except that I do not have the exact language of the resolutions passed. You would have them. Please add these items to the memorandum and send on to Friedman. The date of the meeting of notables in New York was January 8, 1976.

AG:rw



1-3-76

Note to Gottschalk + Schindler  
asking about decisions



9 February 1976

M E M O R A N D U M

SUBJECT: Report on visit to U.S., January 1976.

TO: Dr. Alfred Gottschalk; Rabbi Alexander Schindler

FROM: Herbert A. Friedman

During January 1976 I was in the United States at the expense of the U.J.A., on a speaking tour, during which I conducted the following business on behalf of the World Education Center:

December 30 and 31:

Long consultations with Ira Youdovin; many phone calls soliciting attendance to meeting of January 8; conference with printer re ordering pledge cards for World Center.

January 5, Chicago:

1. Appointment with Phil Klutznick, to enlist further support, and to obtain commitment that he would announce a pledge at the January 8 meeting, plus take several prospects for personal handling. He agreed.
2. Appointment with Ray Epstein, outgoing president of Council of Federations, to enlist his support. He is connected with the Conservative Movement, and was not automatically sympathetic to our objectives. After a long discussion he swung over, and offered to do what he could to pave the way for me in communities or with Executive Directors, if I were having any troubles. I assured him there was full official cooperation, and there was nothing I really needed from him. I had simply wanted him to know the philosophy and the details of our planning. His support is useful to us, actually, for he will retain influence in the CJFWF and in the Chicago community for a long time to come.

January 6, New York:

Three long telephone conversations:

1. Morris Levinson - simply to strengthen his support; ask him to verbalize it at January 8 meeting; and to ask him to work on several prospects. He agreed.
2. Stanley Sloane - tried to persuade him to attend, but he was taking his daughter to Duke University Hospital January 8, and could not change the date. He asked to be kept informed.
3. Sumner Feldberg - (Boston; president of Zayre's). He demurred from attending, explaining that he was not in a position to make a financial commitment at this time, therefore should not take membership on our committee. He had cut back his Boston Federation work for the same reason, when his gift was reduced from \$400,000 last year to \$100,000 this year. He said he thought he would be a prospect in the future, and that I should certainly keep in touch with him.

January 7, New York:

Long pleasant conversation with Larry Battenweiser, but totally without results. My purpose was to enlist his support in researching names of old German origin families to whom the Reform Movement was dearly beloved and who would want to see it spread world-wide. After the research I would need his help in making the appointments.

...../



He refused to cooperate, saying that his own religious affiliation and interest were absolutely nominal (he had become a minimal member of Temple Emanuel only after becoming President of the Federation, because the propriety of such membership was pointed out to him as an obligation). Further, his interest in and knowledge of, Israel were so recent, as not to enable him to know how to evaluate what I was saying about the condition of religion there.

In short, the whole matter was beyond his concern and competence - therefore he did not feel he wanted to help select prospects or open doors to them regarding a project with which he himself could not identify..

#### January 8, New York

Meeting of the committee whose minutes are separately available.

#### January 9, Hollywood, Florida:

Spoke with Joseph Meyerhoff, currently in residence in Palm Beach. He was pleased to hear about the meeting yesterday, but warned against creating any sort of cumbersome structure. He thought I should simply continue to make the rounds, asking for no more than \$100,000, and found it difficult to believe that I was having so much trouble getting firm commitments. He urged me not to lose heart, for he still believes very much in the project.

#### January 10, Hollywood, Florida:

1. Visited with Jack Mandel of Cleveland, whom I had last seen in September. It was a good conversation, as the first one had been. I had asked him originally for \$250,000, for that was the amount he had contributed, together with his brothers, for the stained glass windows in the new chapel in the Cleveland Temple. He thought the amount was fair, he was favorably inclined, he had already started to talk with his brothers, wanted to continue and thought he could give me an answer by April.

2. Had lunch with, and afterwards visited in his home with Moses Horenstein. The appointment was arranged by Executive Director, Bob Pearlman, of the Hollywood Federation. It was an extremely good conversation. He listened well, and asked good questions. His own inclination is toward the traditional. He is chairman of a local Torah U'Mesorah Day School, a vice-president of Boys' Town in Jerusalem, a vice-president of the Synagogue Council, an officer of the JTS. Yet he understood and accepted all the reasons I put forward regarding the need for a progressive movement in Israel. He only asked why there could not be a merger between the embryonic conservative and reform movements in Israel. I told him how hard our group had tried to achieve just such a merger, and had been repeatedly rebuffed by the conservative group. He was to see Gershon Cohen within two weeks, and asked my permission to bring up the matter with him, which I quickly granted. Horenstein expected to be in Israel in February, after attending the Brussels Conference on Soviet Jewry; or if not, then certainly by Pesach; and said we would continue to converse.

#### January 12, Des Moines, Iowa:

1. Spoke with Harlan D. Hockenburg, a lawyer who is the trustee of a client's Foundation. I had seen Hockenburg in Israel about two months ago, where he was arranging for this Foundation's contribution of \$100,000 to the Israel Education Fund of the UJA for some kindergartens. I put him in touch with Bob Samuels at the Leo Baeck School for a possible contribution there, and spoke to him in depth about our project. He liked it and thought his client might also. We arranged that I would see him when I came to Des Moines. The day I was there, the client was not - but I had another talk with Hockenburg, who assured me he had not forgotten, and would find the right opportunity to bring the matter up.



2. Spoke with Richard Levitt, president of Dial Financial Corporation, which David Rockefeller had wanted to buy for 30-odd million, but was not allowed to, for some reason. Levitt is a member of the Conservative congregation, but listened sympathetically, and then asked me to send him some written material, which I did. We used to be good friends, I hadn't seen him in five years. The contact was naturally and easily re-established (at the local UJA meeting to which I spoke that evening.) Something about the way in which he asked for the brochure led me to believe he was interested.

January 13, Orlando, Florida:

Spoke with Rabbi Larry Halprin to see if he felt there were any prospects in his congregation. His answer was clear, swift and unequivocal: no.

January 15, Detroit:

Spent the morning with Rabbi Richard Hertz, in a wonderfully frank discussion, I expressed understanding for his difficulties in fundraising for the new building (cost approx. 8 million, raised to date about 5 and a half); yet he insisted that he wanted to help find a few prospects for our project. I had brought with me a list of the big givers of Detroit and he went over the list with a fine scrutiny, pointing out his members, then indicating who had already given to the building fund, and might be available for me. He will select several reasonable prospects; a proper time for me to return; will make appointments and accompany me.

He came with me to the UJA luncheon at which I was speaking, and immediately engaged the Federation Director, Bill Avrunin, in the project, saying that if Cleveland could produce three gifts - which I had told him earlier would probably be the case - Salzman, Dery and Mandel) then Detroit should do no less. Avrunin agreed and offered to help screen names in order to select targets.

January 16, New York:

Met with Alex Schindler in his office, for a review of the salient items which had emerged from the January 8 meeting: search for an American Director and a lay chairman; fixing of a date for next meeting at which we try to increase the number of lay leaders; and question of how to handle Phil Klutznick's suggestion.

January 19, Phoenix, Arizona:

1. Met with Rabbi Albert Plotkin for a full discussion of the project, and asked him to think about prospects. One man, Harry Rosenzweig, who had been at the UJA dinner the night before, an old acquaintance of mine, had told me he would be coming to Israel in the next month or so and would be willing to talk about the project. Albert thought he was a very likely prospect, offered to follow up on him to get the exact dates of his trip and let me know.

2. Spoke with Fred Gottschalk, who was in Miami at the moment. Main subject of the conversation was the Klutznick suggestion. I offered my opinion - i.e. not to alter the Centennial Fund to include capital building items for Jerusalem (which is the same opinion I gave Fred and Jules Backmann in the Harmonie Club right after the January 8 meeting finished); but, at the same time, to make it clear to Phil that he would not be expected to contribute to both.

Fred seemed worried about the possible competition between the two efforts, and thought perhaps we would have to put Jerusalem on the "back-burner" again, at least for a while. I expressed the feeling that there was really no competition, with some possible really rare exceptions of an individual here and there, and that I would continue my efforts - but, of course, would be bound by whatever decisions he and Alex made.



# MEMORANDUM

August 17, 1975

TO: Dr. Alfred Gottschalk  
FROM: Herbert Friedman  
SUBJECT: Max Fisher

You were planning to arrange a meeting with Max Fisher. The following is a suggested list of subjects for discussion:

1. Explain the World Education Center in Jerusalem. Give him a brochure. Explain the photograph. Detail the contents. Stress the ideological benefits to both Israeli and American Judaism.
2. Tell him the Sapir commitment, which demonstrates government ideological as well as financial support.
3. Tell him about Duitzin's generalized statements of support. Ask him to press Duitzin to give support to the Youth Hostel (\$525,000) - and demonstrate why the youth hostel fits exactly into what the Jewish Agency already does (i.e. - support of programs bringing U.S. youth to Israel for inspiration and indoctrination).

Incidentally, the latest memo in my files from Scheuer (dated January 25, 1974) which contains Safdie's "Summary of Areas" lists a youth "lounge" at 2000 sq. ft. This is hardly enough, either from the point of view of space actually needed for even a minimum type of hostel, or from the financial point of view to justify a request for \$500,000.

My suggestion would be to consider the youth hostel as requiring at least 7000 sq. ft., and then the mathematics would work out as follows:

Construction	- 7000 sq. ft. at average cost of \$50 per sq. ft.	\$ 350,000
Endowment	- An amount must be set aside in the endowment fund, to provide annual operating income, on the basis of our over-all formula of 2/3 construction - 1/3 endowment	175,000
		<hr/> 525,000

4. Tell him of our plan to form a small top-level committee to add strength to our fundraising efforts in order to take advantage of Sapir's commitment, and ask him to join the committee. His name is important to us; his willingness to help persuade a potential prospect that our project is worthwhile might bring in a gift; the number of committee meetings will never exceed 2 - 3 per year. First meeting is scheduled for -----.

cc: Dr. Paul Steinberg  
Rabbi Richard Hirsch  
Rabbi Ira Youdovin



האיגוד העולמי ליהדות מתקדמת  
WORLD UNION FOR PROGRESSIVE JUDAISM

13 King David Street  
Jerusalem, Israel

Tel. 234-748, 232-444 טל.

רח' המלך דוד 13  
ירושלים

Office of Executive Director

לשכת המזכיר הכללי

23rd December, 1975.

Rabbi Dr. Alfred Gottschalk,  
Hebrew Union College - Jewish Institute of Religion,  
3101 Clifton Avenue,  
Cincinnati, Ohio 45220.

Dear Fred,

I discussed with our colleagues the gist of our conversations concerning the College-Institute's program in Jerusalem for Israeli rabbinical students. This letter reflects the unanimous position of our rabbis and lay leaders in Israel.

We are all convinced that the future progress and well-being of the Progressive Movement in Israel is dependent on the establishment of an Israeli intellectual center of the highest standards which will train future rabbis, educators, youth leaders and others who will stimulate and guide our growth. It has always been our understanding that the College-Institute was willing and capable of fulfilling this function. In recent discussions, however, it has become clear that the College-Institute has not yet adopted the broad policy decisions which enable us to move ahead even with the priority program of recruiting and training Israeli young men for the rabbinate in Israel. We understand that, at the February, 1976 meeting of the Board of Governors, the subject will be brought up for discussion. It is our hope that the Board will make an affirmative policy decision at that time, so that we can proceed to implement the rabbinic training program.

We are all cognizant of the many responsibilities borne by the College-Institute, its President, Board and Faculty and we would not be urging you to add to your burden if we were not convinced of the urgency of the situation. The Israeli students presently studying at the College and those who have applied for entrance are entitled to a speedy response so that they can make crucial decisions concerning their careers. The Israel Movement is entitled to a response so that if, for any reason, the College-Institute is not able to assume the responsibility, we would then not lose further time in initiating the programs so vital for our development. Of course, in any case, we would seek and want the cooperation of the College-Institute.

I am appending another copy of my memo of June 26th, 1975 and hope that you will distribute the memo and this letter as background information to those faculty and Board who should be informed of our position.

We look forward to hearing from you following your February meeting.

Sincerely,

*Sick*

Rabbi Richard G. Hirsch.

cc. Prof. Ezra Spicehandler.

(Rabbi Herbert Friedman)



# M E M O R A N D U M

August 17, 1975

TO: Dr. Alfred Gottschalk  
Rabbi Alexander Schindler

FROM: Herbert A. Friedman

SUBJECT: Committee for World Education Center in Jerusalem

1. Need for such a Committee

After several trips to the United States on behalf of our project, it is obvious to me that the fundraising cannot be a one man effort. Follow-up is required; prospects do not ordinarily make a decision in one interview. Some do, but they are the exceptions. There are many prospects whom I have visited three times without completing the solicitation. My efforts must be multiplied by a group of men, however small, who will also be working on prospects, in conjunction with me and each other. The creation of a committee of interested and dedicated leaders who will take assignments and help solicit is mandatory at this stage.

2. Rationale for creating such a committee now

A new fact has been created, namely the commitment of Mr. Pinhas Sapir to match all funds raised. This is a startling development, because it places the highest official legitimization on our project, in addition to providing literally millions of dollars at our disposal. This commitment was obtained through the intervention of Rabbis Gottschalk, Steinberg and Hirsch, and is expressed in a letter from Mr. Sapir.

The commitment represents a challenge to us of major magnitude. It makes our fundraising job only half as difficult, but it makes its success doubly imperative. And it truly provides an incentive to those who care about the fate of the project.

We should therefore take advantage of this opportunity as quickly as possible by enlarging the ranks of our workers and broadening the scope of the number of prospects to be seen.

3. Purpose and function of the committee

It is not the intention that the functioning of this committee shall change the low-profile nature of our campaign. It is not suggested that this committee develop a high-visibility campaign methodology. What is proposed is the formation of a prestigious group, whose names on a letterhead will help impress prospective donors, and whose willingness to help solicit individuals will ensure greater success.

...../



It is conceived that this committee will meet no more than once or twice yearly, shall receive reports from Jerusalem on the progress of the project, shall report on the status of sol-citations, shall take new assignments, and shall suggest new prospects. Meetings shall be as short and business-like as possible.

4.

#### The Line of Argumentation

- a) Historic necessity of providing a religious alternative in Israel in order to give a Jewish moral and ethical challenge to Israeli society.
- b) Feedback value to American Jews and Judaism, especially youth, if we build a network of liberal institutions and programs in Israel, from which American visitors, students, etc., can benefit.
- c) Land grant, 12 dunam (three acres) in such prestigious and visible location, is manifestation of government backing for us.
- d) Architectural plans as drawn by Moshe Safdie will create one of the most beautiful institutions in all Jerusalem.
- e) Now, a new factor has been added, a major breakthrough, namely the government promise to match all building funds we raise, dollar for dollar. This is really fantastic, and while there is not time limit on this challenge-offer, still we should get on the job and finish it as quickly as possible.
- f) Total amount to be raised by us is only ten million dollars.
- g) Function of the committee is to go over short lists of names, rate prospects, take assignments, solicit gifts (minimum \$100,000, payable over three to five years). Campaign will be low-profile, not widespread. Total number of donors, when whole job is done, will be 100 or less. If economic climate improves, and if we can get a good committee together, to solicit enough prospects personally, the whole job could conceivably be finished in a couple of years.
- h) Therefore we are looking for a small corps of dedicated men with a love for Judaism, who see the historic opportunity of creating a movement which will benefit both Israeli and American Jews.



## M E M O R A N D U M

TO: Dr. Alfred Gottschalk  
Rabbi Alexander Schindler

August 17, 1975.

FROM: Herbert Friedman

SUBJECT: Committee for World Education Center in Jerusalem

BACKGROUND: Discussions held during August 3-5, 1975, with Dr. Gottschalk, Dean Paul Steinberg, and Rabbi Richard Hirsch.

### 1. Need For Such a Committee

After several trips to the United States on behalf of our project, it is obvious to me that the fundraising cannot be a one-man effort. Follow-up is required; prospects do not ordinarily make a decision in one interview. Some do, but they are the exceptions. There are many prospects whom I have visited three times without completing the solicitation. My efforts must be multiplied by a group of men, however small, who will also be working on prospects, in conjunction with me and each other. The creation of a committee of interested and dedicated leaders who will take assignments and help solicit (themselves, as well as others) is mandatory at this stage.

### 2. Rationale for Creating Such a Committee Now

A new fact has been created, namely the commitment of Mr. Pinhas Sapir to match all funds raised. This is a startling development because it places the highest official legitimization on our project, in addition to providing literally millions of dollars at our disposal. This commitment was obtained through the intervention of Rabbis Gottschalk, Steinberg and Hirsch, and is expressed in a letter from Mr. Sapir. You have by now received copies of this correspondence.

The commitment represents a challenge to us of major magnitude. It makes our fundraising job only half as difficult, but it makes its success doubly imperative. And it truly provides an incentive to those who care about the fate of the project.

We should therefore take advantage of this opportunity as quickly as possible, by enlarging the ranks of our workers and broadening the scope of the number of prospects to be seen.

### 3. Purpose and Function of the Committee

It is not the intention that the functioning of this committee shall change the low-profile nature of our campaign. It is not suggested that this committee develop a high-visibility campaign methodology. What is proposed is the formation of a prestigious group, whose names on a letterhead will help impress prospective donors, and whose willingness to help solicit individuals will ensure greater success.

...../



It is conceived that this committee will meet no more than two or three times yearly, shall receive reports from Jerusalem on the progress of the project, shall report on the status of solicitations, shall take new assignments, and shall suggest new prospects. Meetings shall be as short and as business-like as possible,

#### 4. Proposed List of Committee Members

The following list represents suggestions, by no means all-inclusive. It should be checked by Rabbis Gottschalk and Schindler, for additions or deletions. Before each name are the initials of the person who should recruit him for membership on the committee. This recruiting is really a selling-in-depth and must be done with maximum care and persuasiveness. Once a man has indicated his willingness to join the committee, we have a powerful new solicitor, and in many cases, a potential donor. The recruiting process must not be perfunctory: must be done in person, (preferably not by telephone, certainly not by letter); and must outline exactly why the nominee should join, and what is expected from him. The whole approach should be very serious, strict, disciplined, and factual.

The line of argumentation, in very brief outline:

- a) Historic necessity of providing religious alternative in Israel in order to give a Jewish moral and ethical challenge to Israeli society-in-formation.
- b) Feedback value to American Jews and Judaism, especially youth, if we build a network of liberal institutions and programs in Israel, from which American visitors, students, etc., can benefit.
- c) Land grant, 12 dunam, in such prestigious and visible location, is manifestation of government backing for us.
- d) Architectural plans as drawn by Moshe Safdie, will create one of the most beautiful institutions in all Jerusalem.
- e) Now, a new factor has been added, a major breakthrough, namely, government promise to match all funds we raise, dollar for dollar. This is really fantastic, and while there is no time limit on this challenge-offer, still we should get on the job and finish it as quickly as possible.
- f) Size of the task is rather small - \$15 million - for which we must therefore raise only \$7.5 million.
- g) Function of the committee is to go over short lists of names, rate prospects, take assignments, solicit gifts (minimum \$100,000, payable over 3 to 5 years). Only 2-3 meetings per year, at most. Campaign will be low-profile, not widespread. Total number of donors, when whole job is done, will be 100 or less. If economic climate improves, and if we can get a good committee together, to solicit enough prospects personally, the whole job could conceivably be finished in a couple of years.
- h) Therefore we are looking for a small corps of dedicated men with a love for Judaism, who see the historic opportunity of creating a movement which will benefit both Israeli and American Jews. The government of Israel is behind us all the way with land grant and matching-fund grant.

...../



Committee Suggestions

1. (HF) Joseph Meyerhoff
2. (AG) Max Fisher
3. (PS) Larry Tisch
4. (PS) Irving Shapiro
5. (AS) Arthur Goldberg
6. (HF) Philip Klutznick
7. (HF) Elmer Winter
8. (AS) Howard Samuels
9. (HF) Joe Hofheimer
10. (AS) Sol Levittes
11. (HF) Norman Cahners
12. (HF) Merrill Hassenfeld
13. (HF) Maurice Saltzman
14. (RH) David Wice (as President WUPJ)
15. (AG) President of HUC (present or next, whoever is better for the purpose)
16. (AS) Arthur Lelyveld (as President of the CCAR)
17. (AS) Matt Ross (as President, UAHC)
18. (AG) Isidore Millstone
19. (RH) Robert L. Adler
20. (RH) Ray Wolfe
21. (AS) Jake Shankman (who can solicit Phil Rosen, Bill Wishnick + others)
22. (AS) Ed Cadden
23. (HF) Stanley Sloane
24. (HF) Mel Swig
25. (HF) Mrs. Racky Newman
26. (HF) Sumner Feldberg
27. (HF) Alex Grass
28. (HF) King Shwayder
29. (HF) Long shot: Senator Richard Stone  
Brother-in-law of Marvin Jacobs of New Orleans, who is  
President of Touro Synagogue, whom I solicited.
30. Alfred Gottschalk
31. Alexander Schindler
32. Herbert Friedman
33. Richard Hirsch
34. Paul Steinberg
35. Ezra Spicehandler
36. Ira Youdovin



5. Date of First Meeting

It is proposed that the first meeting be convened immediately - i.e. as soon as the membership can be recruited - and suggested dates are Thursday, September 25 or Mon, Tues, Wed, September 29, 30, October 1.

A lunch meeting is suggested in a private room at the Harmonie Club - 12 noon - to finish no later than 4 p.m.

6. Agenda for First Meeting

- a) Chairman - to be selected, either as we see who is accepting membership, or given arbitrarily to Joe Meyerhoff. This matter can really be decided at the last moment.
- b) Gottschalk and Schindler - rationale and organizational support for the project.
- c) Safdie - Explain plan using large photographs and sketches
- d) Abramov - give an Israel hechsher
- e) Friedman - report on solicitations to date; assignments; ideas and suggestions.

7. Potential Donors from HUC Board

Steinberg, Hirsch and Friedman went through the names of the Board of HUC-JIR, looking for potential donors - i.e. those who were in the financial position to be solicited. Of course, every one of these will be on the Centennial Fund List of donors or solicitees, and may therefore have to be eliminated or postponed, but at least this list should be screened by Gottschalk, and he should make a decision as to whether the name should appear on the master prospect list to be distributed at the first meeting. He might want to keep a name on the list, but postpone solicitation for a year. And, of course, there may be other Board names to be added, in his judgment.

Morris Bergreen (to be solicited by Elmer Winter)  
 Robert Boas  
 George Jaffin  
 Burton Joseph  
 S.L. Kopald, Jr.  
 Charles Petschak  
 Richard Scheuer  
 Ralph Weinshenk (to be solicited by Rabbi Jack Stern)  
 Charles Messer

8. Potential Donors from UAHC Board

This list was also distilled at the same meeting of Steinberg, Hirsch and Friedman, and should be carefully vetted by Schindler, for additions or deletions. The same clearance with the Centennial Fund List should take place.

...../



Gilbert Tilles  
Mel Goldberger  
Alfred Eisenpreis  
Phil Berman  
Paul Feder  
Harold Folz  
Herbert Ginsberg  
Alan Iselin ( and his father-in-law)  
Gus Kuhn  
Sol Levittes  
Howard Metzenbeum  
Abe Polinsky  
Cecil Rudnick  
Henry Schwab  
Max Koepfel

9. Suggested Meeting of HUC Board Prospective Donors, to be held sometime during October 29-30, in New York

It is suggested to call a private meeting of those men whom it is agreed to designate as prospective donors, while many of them will already be in New York, for the Board Meetings on the above dates. The purpose of the meeting is educational and inspirational. They should not be solicited at that meeting. They should be informed, however, that they will be approached individually at some time in the future by members of the committee. For the purpose of this conditioning meeting, two hours are required, using maps and photographs, and distributing written material.

10. Suggested Meeting of UAHC Board Prospective Donors, to be held sometime during November 7-11, in Dallas

Exactly the same as paragraph above.

11. Material Required for the First Committee Meeting (Para. 6) Plus two Subsequent Conditioning Meetings (Para. 9 + 10)

- a) Brochures
- b) Three basic HAF mimeographed memos
- c) Articles from Ha'Aretz
- d) Large Blow-up photographs
- e) Set of plans
- f) Master prospect list, for making assignments.

I will attempt to gather much of this material and will coordinate with Ira Youdovin.

..../



(6)

DECISIONS AND ACTION REQUIRED IMMEDIATELY - TIME IS VERY SHORT

1. Date for first meeting - Gottschalk and Schindler decide and let me know.
2. Agreement on list of committee members.
3. Each person to take his assignments and report results to me.
4. Gottschalk and Schindler decide on lists in Paras. 7 + 8.
5. Gottschalk and Schindler decide on meetings suggested in Paras. 9 + 10.



M E M O R A N D U M

21 October 1975

SUBJECT: Discussions held 25 September 1975 regarding World Education Center in Jerusalem.

TO: Dr. Gottschalk, Rabbi Schindler, Matthew Ross, Jules Backman, Richard Scheuer.

FROM: Herbert A. Friedman

During the day various conversations were held at the Harmonie Club and in Rabbi Schindler's office on three basic points: authorizing the architect to proceed with scale drawings and construction of a model, in order to obtain general plan approval; activating the Sapir promise of matching funds; and enlarging the fund-raising effort to include a committee of lay leaders.

1. AUTHORIZING ARCHITECT TO ADVANCE.

On 25 August, I had written a memorandum summarizing a meeting with architect Moshe Safdie at my initiative. The essence of that memo was that 1:100 scale drawings and a model were required for submission to the various planning commissions in order to obtain general approval. These would cost approximately \$60,000 and would take several months to prepare, plus as much as a year to wait for approval.

I felt strongly that we should authorize the architect to proceed, because we were simply losing time otherwise. This whole step was only to obtain overall planning approval. Hard decisions as to exactly which buildings we wished to construct first would only come later.

Mr. Scheuer felt that my memo had given a technically correct description, and was even a bit surprised at the \$60,000 figure as being on the low side.

Mr. Ross made the point emphatically that the Executive Committee of the UAHC, to which he wanted to turn for approval of the expenditure, would require the land contract to be in hand before making further financial commitment. He could not understand the inordinate delays in obtaining the signed contract, especially since the political decisions behind the granting of the land had long been ironed out.

I undertook to communicate to Dean Spicehandler the unease of the entire group on this subject. He was to pressure the attorney, Mr. Arnold Shpaer, to give him at least the present draft of the contract, so that the men in New York could actually read it. And he was to pressure further to get it finalized for signature.

CONCLUSION: My understanding of the decision reached on this point was that the executive committees of the HUC-JIR and UAHC were to be asked for approval



of the expenditure authorizing the architect to proceed with the 1:100 scale drawings and the model.

## 2. ACTIVATING THE SAPIR PROMISE

On 1 September, Rabbi Hirsch wrote a memo on this subject, explaining in essence the value of transferring funds to Israel so that matching funds could be actually obtained, thus putting the Sapir commitment "into action."

Mr. Backman quickly supported the validity of this approach, saying that it simply made good financial sense, and that no risk was involved, because both institutions always needed funds in Israel for operations - hence depositing funds there was not dangerous.

I thought that the transfer of \$500,000 was about the right "weight," - and that this should be done in several steps, over a period of several months - \$300,000, then \$100,000, then another \$100,000 - and each time a request should be made for a matching grant - so that the account would be alive and active.

CONCLUSION: My understanding of the decision reached on this point was that the process of transfer should be started, and that this was an administrative matter, requiring no executive committee action. Therefore Rabbis Gottschalk and Schindler were to proceed.

## 3. CREATING A COMMITTEE OF LAY LEADERS.

A full discussion was held on the subject of fund-raising. In a memorandum of 17 August 1975, I had stated that I could not do it alone, and that we should mobilize some lay leaders to help with solicitations. Such a meeting was to have taken place today, but did not for a variety of reasons.

I was asked if I would spend greater lengths of time in the U.S., and replied negatively. When asked if the project might not be more successful under the direction of a person resident in the U.S. full-time, I unhesitatingly answered affirmatively, and offered to resign immediately, in a spirit of good will. That offer was refused.

Matt Ross spoke vigorously on the point of commitment, and said frankly that neither he nor the UAHC had really gotten behind the project with any investment of time or effort in the fund-raising and urged that everyone should.

It was decided to reconvene the proposed meeting of the lay leaders, and really to work hard on obtaining acceptances. Philip Klutznick was telephoned and agreed to a date of 16 December. (This was later postponed to the beginning of January, by me, for personal reasons)

CONCLUSION: On 9 October a meeting was held with Rabbis Gottschalk, Schindler, Youdovin and myself, during which we went over dozens of names and agreed on a list of people we would like to activate if we could. Gottschalk and Schindler each volunteered to take a number of names, and Youdovin will follow up. The new date has been set for .....



The agenda for that meeting will approximate the following:

- CHAIRMAN (to be selected) - probably Klutznick
- ISRAELI TESTIMONIAL - Eban, Abramov or Justice Chaim Cohn  
(all of whom believe in our project)
- AMERICAN TESTIMONIAL - Gottschalk and Schindler  
(The feedback benefits they see to Reform  
Judaism in the U.S. if Israeli Reform  
can develop.)
- ARCHITECTURAL PLAN - Moshe Safdie
- FUND-RAISING REPORT TO DATE - Herbert Friedman  
PLUS NEW ASSIGNMENTS

cc: Rabbi Richard Hirsch  
Dean Ezra Spicehandler  
Rabbi Ira Youdovin





# UNION OF AMERICAN HEBREW CONGREGATIONS

OFFICE OF THE CHAIRMAN OF THE BOARD

November 24, 1975


Rabbi Herbert Friedman  
c/o World Union for Progressive Judaism  
13 King David Street  
Jerusalem, Israel

Dear Herb:

I received your memorandum of October 21st. I don't believe we came to a firm decision on all of the items which you list. However, I don't think it would be useful to discuss each of them in detail since after meeting with you we met with Dick Hirsh in Dallas and continued the discussion of many of the items which were the subject of our meeting in New York. Dick should be back in Israel soon and he will bring you up to date.

It was nice seeing you in New York and in Dallas. I am exceedingly sorry that I was so busy in Dallas that we didn't get the chance to get together. I do hope that when you next come to New York you can arrange your schedule so that you and I can have some time to talk.

Sincerely,



MHR:JMC





HEBREW UNION COLLEGE—JEWISH INSTITUTE OF RELIGION  
Cincinnati • New York • Los Angeles • Jerusalem

OFFICE OF THE PRESIDENT

3101 CLIFTON AVENUE • CINCINNATI, OHIO 45220  
(513) 221-1875

November 3, 1975

Mr. Herbert A. Friedman  
World Education Center for  
Progressive Judaism  
13 King David Street  
Jerusalem, Israel

Dear Herb:

Thank you for your October 22nd letter regarding Maurice Saltzman. I appreciate your recommendation and will await his decision on a contribution to the World Education Center in January.

It would be helpful to us to have a written report from you of your last trip, as well as the exact dates when you plan to be in the States.

It was good seeing you. With fondest regards,

Sincerely,

Alfred Gottschalk  
President

AG:rw



October 22, 1975

Dr. Alfred Gottschalk  
Hebrew Union College  
Clifton Avenue  
Cincinnati, Ohio  
USA

Dear Fred:

I should like to bring to your attention Mr. Maurice Saltzman as a worthy candidate to be made a fellow of the HUC-JIR.

He is a faithful member of Arthur Lelyveld's congregation in Cleveland, and in all my dealings with him over many years, he has always been very interested in the development of Reform Judaism in Israel.

When I requested a contribution of \$100,000 at the time of the building of the Leo Baeck School in Haifa, he quickly agreed, and has supported the school with annual contributions ever since. He has been an annual contributor of at least \$1000, and sometimes more, to the World Union for Progressive Judaism. Recently, when I approached him for a minimum gift of \$100,000 for the World Education Center in Jerusalem, he again agreed. We shall fix the exact amount in January 1976.

He has always been a modest man, never seeking honors for himself, and is exactly that kind of person who would be most pleased if the College were to confer its distinction upon him gratuitously and unexpectedly, as a token for all his support in the past.

Sincerely yours,

Herbert A. Friedman



# MEMORANDUM

August 25, 1975

TO: Dr. Alfred Gottschalk, Rabbi Alexander Schindler  
FROM: Herbert A. Friedman  
SUBJECT: Report on Meeting with Moshe Safdie

1. On August 19, 1975, I met with Moshe Safdie in Jerusalem, in order to up-date myself on various technical questions, in preparation for the proposed meeting with the Campaign Committee at end September.
2. I asked whether the set of plans (sketches) from which I have been working, dated early 1974, was the latest - and he replied affirmatively. I requested a set to be sent from Montreal to New York for display at the proposed meeting.
3. I asked whether the list of areas (space allocations for various components) dated January 1974, was the latest - and he replied affirmatively. Incidentally, in the course of a careful perusal of that list, I had noticed that the space allocated to a 'youth lounge' was only 2000 sq. ft. This seemed inadequate in view of the fact that the youth program should be a very strong element of our work in Israel. Further, there had been previous discussion of a 'youth hostel', not merely a lounge. In talks with Fred and Dick Hirsch, they both agreed that this space allocation must be increased. I asked Safdie whether 7000 sq. ft. didn't seem more reasonable - and also whether the location could be shifted to the "residence" side, i.e. north of the Rau Building, instead of being squeezed between the Reception Building and the Library. He agreed to both suggestions. This matter should now be decided, and Safdie given instructions accordingly.
4. The next steps in the process of obtaining plan approval (building permit) are as follows:
  - a. Safdie draws preliminary plans in the scale of 1:100, from the present schematics.
  - b. Safdie prepares a model.
  - c. These two items take three months to prepare (Incidentally, Oct-Dec., 1975 is a comparatively good time for him to work on these items. Beginning 1976, he has a very big project maturing in Iran).
  - d. These two items will cost in the vicinity of \$50,000, for the preliminaries, and \$5-10,000 for the model (which could be of use in fundraising, when displayed in the lobby of the Rau Building, and shown to visitors).
  - e. These two items must be submitted to two authorities - the local



and the regional planning commissions ( *Ja'amin 981 + Ja'amin 981* ). The time required to get this approval is approximately six months - and could be more, if there develops any serious opposition which must be overcome.

5. Therefore, in order to proceed at all, Safdie must be authorized to prepare the two items. From the time he begins work, until the time general planning approval is obtained, at least nine months - perhaps twelve - is required.
6. Following planning approval, the construction documents (actual working blue prints) must be prepared for the elements we actually wish to build in Stage I. Depending on how much we want to start, at least six months are required for preparation of blue prints and obtaining building permit.
7. The rough timetable would therefore appear to be:
  - a. Preparation of preliminaries and model - Oct.-Dec. 1975.
  - b. Obtaining general plan approval - sometime between June-Sept. 1976.
  - c. Preparation of blue prints and obtaining building permit - sometime between December 1976 - April 1977.
  - d. Actual construction could start spring or summer 1977 - the earlier the better to get as much done as possible before winter rains 1977.
8. It seems that a decision should really be made now, authorizing Safdie to prepare the preliminaries and the model for submission. This is a \$60,000 decision, and will start us on the process which will eventuate in actual construction only two years from now. I discussed this whole timetable with Dick Hirsch, and he also feels very strongly that we should make the commitment now and order the work started.
9. In the conversation with Safdie, two interesting points emerged:
  - a. He was amazed at the Sapir matching commitment, called it "pure gold", and said Sapir had not issued any such commitment for more than a year, to anyone, and that the slowdown in building in Israel (which the government had wanted in order to deflate the economy) had been achieved by refusal to match. This was the effective control mechanism. Therefore the willingness to match was an indication that he considered our project meritorious.
  - b. A group from Bar Ilan had come to Safdie to consult him on doing some work for them. When they saw the photograph of our project, they immediately stated a fear that our Center would overshadow Hechal Shlomo - and "would steal the show" in the center of Jerusalem.
10. I asked Safdie if he could attend our proposed Campaign Committee meeting in New York, end September, in order to provide authenticity, expertise and inspiration. He plans to be in Israel beginning September 24 - but since our plans are not fixed either, we shall keep in touch with each other to see what might be possible.

#### CONCLUSION:

We authorize him to begin preliminaries and model, in order to start the building process.

\*\*\*\*\*



WORLD EDUCATION CENTER FOR PROGRESSIVE JUDAISM

13 King David Street  
Jerusalem, Israel  
Tel: 02--232444

February 10th, 1975

SUBJECT: Progress Report  
TO: Fred Gottschalk and Alex Schindler (transmitted by hand through Ezra Spicehandler)  
FROM: Herbert A. Friedman

- 1. The world Economic turn-down, plus the unremitting pressure for UJA and Bonds as a result of Israel's uncertain situation, have created a mood in which it is almost impossible to find donors for a new project such as ours. Therefore, we have decided on a holding operation, as you know, keeping our expenses to a minimum, yet maintaining our presence as much as possible.
2. In line with this, I travelled to England at the expense of the JIA, during which trip I visited with some of our prospects, simply to keep them aware of our existence. <sup>in Nov. 1974</sup> I concentrated on Sir Max Rayne and Lord Arnold Goodman, obtaining once more their backing and a promise to continue consulting until we can hit on the right time to make an approach. The economic situation in England is absolutely disastrous at this moment - and the campaign is suffering badly. But it cost us nothing to keep our ideas alive in the minds of several key men. Rabbi Hugo Gryn has been outstandingly cooperative.
3. Here in Israel during the past few months, I have seen:  

Don Gould, Young Leadership Chairman, USA	- re prospects
Trevor Chinn, U.K. chairman	- re prospects
Leonard and Joseph Strelitz	- re prospects
Rabbi Herman Schaalman	- re prospects
Phil Klutznick	- re prospects
Rabbi B.T. Rubinstein	- re prospects
Rabbi Ely Pilchik	- re prospects
Rabbi Robert Kahn	- re prospects
Stanley Sloane	
4. I am going on a trip to the United States on behalf of the Encyclopedia Judaica, at their expense, visiting ten cities in twelve days, between Feb. 16 to 28, 1975. I selected the cities so that I could renew contact with several prospects. This will occur in Washington, St. Louis, Houston and Dayton. I also hope to open contacts for the first time with prospects in Denver, Milwaukee and Cleveland.

Director of Planning and Development:  
Rabbi Herbert A. Friedman

Sponsoring Organizations:  
Hebrew Union College-Jewish Institute of Religion - Union of American Hebrew Congregations  
World Union for Progressive Judaism - Central Conference of American Rabbis



5. During October 1974, we sea-mailed about 400 brochures to a selected list of rabbis, with a covering letter, asking for their help in nominating names of 1 or 2 prospects in their congregation of community. So far we have not had one single letter in response.
6. I am planning a trip in May 1975, at our expense, to touch base once more in Geneva, Paris, Berlin, London, Toronto (in all of which some contacts have been made), and then to several cities in the U.S.
7. My candid evaluation as to the future of our project is:
  - a. Our basic plan is correct in both its objectives - i.e. what we hope to accomplish in and for Israel; and what we hope this will do for Israel and Reform Judaism back in the U.S.
  - b. We will not be able to achieve significant financial results for two to three years.
  - c. We need not fear losing the land. Eight years is a long time.
  - d. We should continue to maintain my office as a sign of our determination to achieve the realisation of the project. The annual expense is so minimal now, (probably not more than \$5000 to 10,000), it should be feasible to endure it within a six million dollar total budget, *& both the College & the Union.*





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OFFICE OF THE PRESIDENT

3101 CLIFTON AVENUE • CINCINNATI, OHIO 45220  
(513) 221-1875

January 31, 1975

Rabbi Herbert A. Friedman  
15 Ibn Gabirol Street  
Jerusalem, Israel

Dear Herb:

Because I haven't heard from you for a while, I think it's appropriate not only to say hello, but to also inquire as to what activities you have engaged in on our behalf that are of importance for us to receive in time for our Board meeting in February. I believe a sufficient number of questions have already been raised about our program this year to warrant a progress report and a candid evaluation by you as to where in your estimation the financial prospects for the project's future lie.

With warmest personal regards and the best of wishes,

Sincerely,

Alfred Gottschalk  
President

AG:fp

cc: Rabbi Alexander Schindler

Feb. 19 4 20 .



February 3, 1975

Professor Alfred Gottschalk  
Hebrew Union College  
Clifton Avenue  
Cincinnati, Ohio  
USA

Dear Fred:

Just a hasty note to say that I am making a trip to the United States between 14 February and 2 March, on behalf of the Encyclopedia Judaica, at their expense.

I will be in ten cities in ten days, and have selected the cities so that I can re-contact several of my World Center prospects, simply to keep them warm. Thus, this trip will be serving our purposes also. Am enclosing the itinerary so you will know where I am, and hopefully we will touch base somewhere. I'll call when I arrive.

Incidentally, while checking my files, I re-read the enclosed letter from Is Millstone. Notice the next to last paragraph. Perhaps you would like to check, to see if he did send a payment in August 1974.

Hope you are quite recovered in the leg - and that your spirits remain high.

As ever,

Herbert A. Friedman



RABBI ALEXANDER M. SCHINDLER • UNION OF AMERICAN HEBREW CONGREGATIONS  
PRESIDENT 838 FIFTH AVENUE NEW YORK, N.Y. 10021 (212) 249-0100

November 8, 1974

Rabbi Herbert A. Friedman  
World Education Center for Progressive Judaism  
13 King David Street  
Jerusalem, Israel

Dear Herb:

It was wonderful being with you in Israel and I want to thank you for your many personal kindnesses.

It was gracious of you to escort the members of our Board Mission through Yad VaShem. Your commentary was beautiful and made a very moving and emotional experience even more meaningful to us all. We are grateful.

Rhea joins me in sending fondest regards to you and Francine.

Sincerely,

Alexander M. Schindler



November 18, 1974

Rabbi Alexander Schindler  
Union of American Hebrew Congregations  
838 Fifth Avenue  
New York  
N.Y. 10021  
USA

Dear Alex:

While all of the legal documents flow between Herb Rose and Matt Ross, I would appreciate it if you could give the necessary instructions to Josh Dwork, to set up a schedule of salary payments to me, as we agreed.

I left a basic memo, containing a schedule of payments, with you. I am enclosing another copy.

If you will simply give Dwork the O.K., I will write him a note with instructions as to where to deposit the monthly checks.

Hope you are feeling well, and taking enough time for yourself for necessary rest and recreation.

As ever,

Herbert A. Friedman

Encl.



Conversation with Gottschalk, Hirsch, Steinberg

WORLD EDUCATION CENTER FOR PROGRESSIVE JUDAISM  
13 King David Street  
Jerusalem, Israel  
02-227455

26 July 1974

AGENDA FOR DISCUSSION

Director of Planning  
and Development  
Rabbi Herbert A. Friedman

I. PROSPECTS FOR FUND-RAISING FOR WORLD CENTER PROJECT IN YEAR  
AHEAD (MID-1974 to MID-1975) NOT GOOD BECAUSE OF:

1. Heavy backlog of unpaid 1974 pledges to UJA and Bonds.
2. Heavy demands by UJA and Bonds for 1975, due to prospects of renewed war, compounded by possibility of economic recession in Israel.
3. World-wide stock market decline, plus economic recessions.

II. ALTERNATIVES

1. Put the project in the deep freeze: i.e., pay off Saffie for his work to date, put his master-plan on file with the Minhal as a satisfying the first demand for utilization of the land, authorize no new drawing or planning; pay off Friedman; simply wait for more propitious time.
2. Continue with project: i.e., don't lose momentum which has been built up, select minimum items from master plan (e.g. classrooms, faculty rooms, youth hostel, or whatever) which, together with total site preparation and underground work, constitute next phase, and authorize Saffie to draw this in detail, so we can get in line for a building permit, which will not be granted for at least a year.

III. RECOMMENDATION

1. Continue the project.
2. Allow fund-raising to continue. Retrench by accepting Friedman offer to work as volunteer during 1975. Permit him to supplement earnings by making speeches for UJA and Bonds for a fee.
3. Plan now to borrow money for construction when building permit is finally issued. Find one or two people who would be willing to provide interest-free interim financing, to be repaid from campaign proceeds. (Si Scheuer, Rubin, Skirball, Mel Goldberger, Jack Goldfarb, Phil Myers, Swig.)

Sponsoring Organizations:

Hebrew Union College-Jewish Institute of Religion  
Union of American Hebrew Congregations  
World Union for Progressive Judaism  
Central Conference of American Rabbis



WORLD EDUCATION CENTER FOR PROGRESSIVE JUDAISM

13 King David Street  
Jerusalem, Israel

02-227455

Director of Planning  
and Development

Rabbi Herbert A. Friedman

IV. WITH MINIMUM BUILDING PLAN CONTINUING, CONCENTRATE ON CREATING PROGRAM, ALONG LINES OF BROCHURE:

1. Organize chapel of Rau building into real synagogue, albeit temporary, with very minimal expenditure, to serve until Safdie synagogue can be built.
2. Acquire full-time rabbi and build a membership congregation, with all auxiliary bodies. This provides a forum for the discussion of public issues, insures access to the Israeli press, and a window to the Israeli public.
3. Find four more rabbis, in US or Europe, for Ramat Gan, Haifa, Netanya, and Ramat Illit or Be'er Sheva.
4. Open the ideological center (in a temporary tariff on our Jerusalem land) for holding public lectures, symposia, briefings; and for preparing written material and school curricula.
5. Recruit teachers (i.e. Reform Rabbis) to come over and serve in Hiberts Movement High School system. This could be year or two type of volunteer service.
6. Prepare to open at least two summer camps in June 1975.
7. Recruit young married couples, here and abroad, for Moshavshitufi.
8. Plan National Learning Convention for summer 1976, centennial year, when we already have some accomplishments to show. Bring World Union Convention here that year.

V. FINANCING OF PROGRAM

1. Until full financing can be handled by income from endowments, which will be solicited as part of master plan building funds, interim financing must be provided by the two partners.
2. HUC-JIR is already providing about \$350,000 per year.
3. UAHC should provide at least an equivalent sum, if not more, since the academic side may not necessarily be the larger portion of the work to be done here.
4. The extra funds to be spent here by the UAHC (and also by HUC-JIR, whose share could easily increase to \$500-600,000 per year, as the student body here climbs toward 200) should come from increased revenues of the BJA.

Sponsoring Organizations:

Hebrew Union College-Jewish Institute of Religion  
Union of American Hebrew Congregations  
World Union for Progressive Judaism  
Central Conference of American Rabbis

5. These revenues should be solicited through the Barach-Iselin team, with a specific campaign approach stressing the fact that they will be used to build a Reform Movement in Israel. The "Who is a Jew" issue has provided a good climate for such a campaign thrust on our part now.

#### VI. SUMMARY

1. Continue the physical construction, with a minimum next phase.
2. Prepare to borrow funds for this, if necessary.
3. Go forward building the program for the movement.
4. Funds for this should come from UARC commitment, plus RIA, which must be recognized.
5. This plan should be approved in principle by the following group: Gotschalk, Schindler, Sonnenwald, Ross, Barach, Iselin. Assignments should be made;
  - a. G, S, T, R should take item 2, while F continues to try.
  - b. Hirsch, Schweidler, Friedman take 3
  - c. B, I take 4, and Friedman can help





30 locations  
4 names

COMMENTS

HOUSTON - LIVINGSTON KOSBERG - has nephew at H.U.C.  
late 30's - in early 40's;  
gives over 100,000

ALAN RUDY - loyal + active member of Shtetl Kabin  
late 30's; gives over 150,000

\* ROBERT HECHT - most active all-around community  
leader - gives around 50,000

LOS ANGELES HERB GLAZER - rich lawyer - coming to live  
mid-40's in Tel Aviv for  
four months

\* EDWARD SANDERS - top lawyer - was campaign  
chairman  
IRELL + MANELLA very effective leader  
CENTURY CITY - GATEWAY E #900/90067 mid-late 40's

MRS. LAWRENCE WEINBERG - husband gave million per  
year several years running;  
she is active in Federation  
College Department mid-40's

IRWIN FIELD - present chairman - 40  
large following in community

CHESTER FIRESTEIN - best apparent of the family -  
40  
MAX FACTOR + CO.  
1655 N. McCADDEN PLACE / HOLLYWOOD / 90028

SAN FRANCISCO JERRY BRAUN - mid-40's - former chairman  
FARELLA, BRAUN, + MARTEL very respected  
235 MONTGOMERY ST. / 94104

DENVER \* EMMETT HEITLER - approx. 60 - second man in  
Sampsonite Corp. - luggage + trys.  
obtains corporate gift each year around  
400,000  
early 40's  
ex-Israeli; oil prospector  
will be worth billions if he hits.  
has not achieved real recognition,  
in spite of having given million.

JACK GRYNBERG -  
OCEANIC EXPLORATION CO.  
1050 17th ST. SUITE 1900 / 80202

~~JERRY GOLDSTEIN~~  
~~SCOTT'S LIQUID GOLD, INC.~~  
~~4880 AVANA ST. / 80239~~

HARTFORD \* MIKE SUISMAN - early 40's - most important  
family in community leadership;  
annual giving around 1/4 mill



CLEARWATER,  
FLA.

\*

CHARLES RUTENBERG

U.S. HOME CORP.

1437 S. BELCHER RD. / 33516

- daughter wants to be reform  
rabbi is studying with Reisman  
at Brown - all children have  
spent year in Israel - two at  
Maale Hahamisha - gives 1/4 mill -  
is building Humanistic Center at  
Hirya, aka Aspen, Colo. Institute.  
around 50

ATLANTA

LARRY FRANK

4644 MYSTIC DR. N.E. / 30305  
30342

- Federation president, chairman,  
gives over 100,000; is pushing  
of aliyah. Around 45

NORFOLK

\*\*

LEONARD STRELITZ

HAYNES FURNITURE CO., INC.

3375 PRINCESS ANNE RD. / 23502

- leader all throughout southeast,  
could someday be General Chairman  
of JWS, travels everywhere, is  
diamond in rough, very  
energetic. Around 45.  
Gives over 250,000

CHICAGO

IRVIN SCHWARTZBERG

- 60-ish; gave as much as 1/2 mill;  
Dick Hirsch once spoke to him about  
Jerusalem synagogue and got favorable  
reaction; acceptable to Chicago  
leadership

INDIANAPOLIS

BEN DOMONT

325 WILLOW SPRING RD. / 46240

60; gives ~~average~~ over 100,000  
annually; was Pepsi-Cola distributor.  
has no national status, would  
like it

LOUISVILLE

\*

BERNARD BARNETT

510 W. BROADWAY - SUITE 1000

/ 40202 /

late 50's; lawyer; highly regarded  
in town; has house in Jerusalem;  
brought David Stern into USA;  
charming; likable

BALTIMORE

\*

JEROLD (CHUCK) HOFFBERGER

NAT'L. BREWING CO.

225 N. CALVERT ST. / 21202

50; rich; social; motivated;  
very big giver - 3/4 mill.; part owner  
Baltimore Colts

\*\*

HARVEY MEYERHOFF

MONUMENTAL PROPERTIES, INC.

25 S. CHARLES ST. / 21201

mid-40's; son of Joe M.

BOSTON

\*

SUMNER FELDBERG

RICHARD SMITH

GENERAL CINEMA CORP.

500 BOYLSTON ST. / 02116

- Zayre Corp. - large discount chain  
gives 400,000 annually; someone in  
family is president of Temple in  
suburban Boston; very much a  
community leader

- old line family insider, about 50,  
gives over 100,000;



DETROIT DR. JEROME HAUSER

DAVID HANDELMAN

ATLANTIC CITY

MORT EPSTEIN  
HAMMONTON PARK CLOTHES  
PLEASANT + TILTON STS. / HAMMONTON / 08037  
N.J.

- early 50s; has own plane;  
intelligent, not moral image of  
"cloak and suit" - gives around  
40-50

ESSEX COUNTY,  
N.J.

\*\*

FRANK LAUTENBERG  
AUTOMATIC DATA PROCESSING  
405 ROUTE 3 / LLIFTON / 07015

- 50ish - most unusual type -  
intellectual, with leadership flair -  
gives mitim - is deeply involved  
with Hebrew U.; devoted to  
some rabbis who died young  
(Shai?) and named a cancer  
center at H.U. for him.

ROCHESTER

EMANUEL GOLDBERG  
THE NALOE CO., INC.  
75 PANORAMA CREEK DR. / 14625

- ~~late~~ around 60. solid  
community figure - biggest  
given (around 14 mil) - personally  
close to Phil Bernstein

CLEVELAND

MAURICE SALT ZMAN  
BOBBIE BROOKS, INC.  
3830 KELLEY AVE. / 44114

- under  
50, brilliant merchandiser;  
quick, energetic, gives 400,000  
brought up in Bellefonte orphan  
home. Cultivate community leader

~~DAVE~~

DAVE MYERS

- 60ish; old family; insider.  
Generous - gives around 150,000

COLUMBUS

\*\*

GORDON ZACKS  
R.G. BARRY CORP.  
78 E. CHESTNUT ST. / 43215

- 40. was chairman Young Leadership  
Council; will move up in USA  
hierarchy; ~~step-father~~ Sam Melton  
endows publications at JTS; gives  
around 100,000; very bright

DAYTON

\*

LOUIS GOLDMAN  
40 W 4th St.  
Dayton, Ohio 45402

- lawyer - mid 40s - has given as  
much as 250,000 in one year -  
been chairman in community many years.  
heads new platform now

TULSA

RAY KRAVIS  
RAYMOND F. KRAVIS + ASSOC., INC.  
1705 FIRST NAT'L. BUILDING / 74103

- 60, most  
respected leader in town;  
gives around 75,000



HARRISBURG \*

ALEX GRASS

4025 CROOKED HILL RD. / 17110

mid 50's; gave million; bright  
interested in our project -  
food business + discount store

PITTSBURGH

DON ROBINSON

MAXON TOWERS - SUITE 1201  
6315 FORBES AVE. / 15217

50; quiet, intelligent, bit shy -  
drug store chain - gives 1/4 mill -  
been chairman several times

MILWAUKEE

MAX KARL

MORTGAGE GUARANTY INSURANCE CORP.  
111 E. WISCONSIN AVE. / 53202

50 - solid leader - generous  
gives 1/4 mill; good thinker

OR:

ALBERT ADELMAN

ADELMAN LAUNDRY + DRY CLEANERS  
709 E. CAPITOL DR. / 53212

mid-50's - ~~new~~ chairman  
of USA for 1975-77 - was president  
of local Temple - single most  
important community leader

OMAHA

MRS. NICK NEWMAN

NEWMAN INVESTMENTS

8990 W. DODGE RD. SUITE 211 / 68114

Young widow; very alert;  
interested in education;  
now completely M.A.  
understands giving money

BINGHAMTON,  
N.Y.

BUD KOFFMAN

PUBLIC LOAN CO., INC.

300 PLAZA DR. / 13903

early 40's - very rich - gives 150,000  
bit rough in manner; serves on no  
boards -

GREENSBORO

LAURENCE COHEN

JEWEL BOX STORES CORP.

Box 21768 / 27420

late 40's - two kids at Maale Hamishke -  
gentleman; leader; gave as high as  
100,000 - highly respected - was "found"  
by Spolitz of Norfolk

NEW YORK  
CITY

JEROME KLORFEIN

350 5th AVE. - ROOM 4301 / 10001

mid-60's; gave 125,000 to  
Leo Baeck School; has lots more to give;  
rough; egotistical; loyal

WILLIAM WISHNICK

WITCO CHEMICAL CO., INC.

277 PARK AVE. / 10017

Someone in the family cared  
enough for Jake Sherkman to give  
money to the 61 synagogue in Jerusalem  
was it Bill? He is sailing  
enthusiast has saved USA somewhat.  
has lots of money

CARL GLICK

20 E. 9  
NY NY 10003

LAS VEGAS

JERRY MACK

mid-50's;  
stockbroker; knows many people; is USA  
insider; I think is president of U.H.S.

real estate developer. Knows everyone  
and everything in Las Vegas; really interested  
in Israel and Judaism - gives 50,000



AKRON

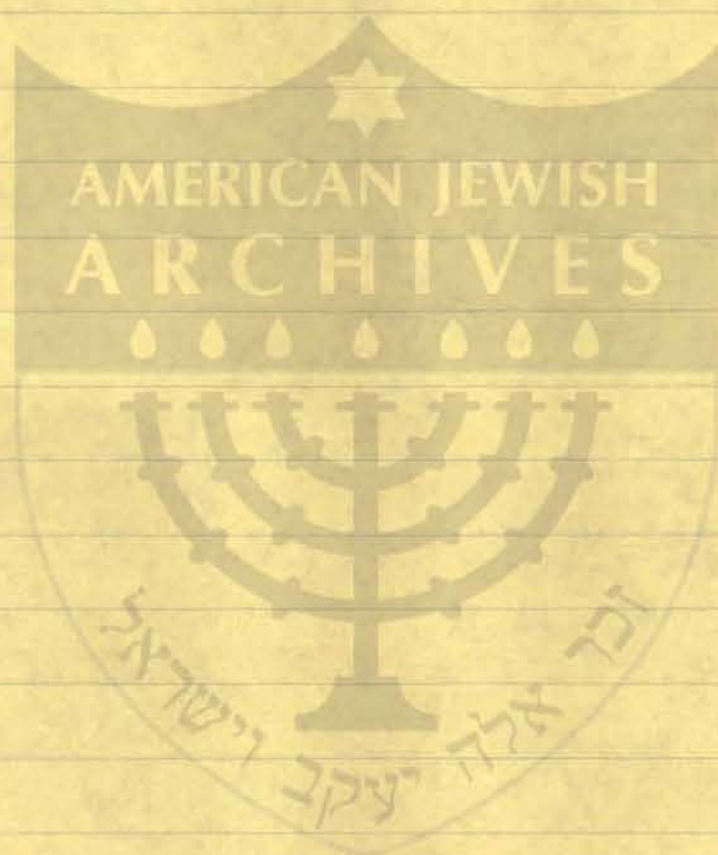
JIM NOBEL

Second NATIONAL BANK BLOC-

159 So. Main St.

AKRON Ohio 44308

mid-40s;  
former Young Leadership Cabinet  
chairman; real estate developer;  
very generous for his means,  
not rich - but highly devoted  
and capable; excellent type.







file

RABBI ALEXANDER M. SCHINDLER • UNION OF AMERICAN HEBREW CONGREGATIONS  
PRESIDENT 838 FIFTH AVENUE NEW YORK, N.Y. 10021 (212) 249-0100

June 6, 1974

Rabbi Herbert A. Friedman  
15 Ibn Gabirol Street  
Jerusalem, Israel

Dear Rabbi Friedman:

You'll be pleased to learn that Rabbi Schindler is home from the hospital and doing beautifully. He'll be home for a few weeks and we're in constant telephone contact in addition to our own version of the pony express for mail. It really beats commuting from Connecticut!

He was terribly sorry that the two of you didn't have an opportunity to discuss your trip and is very eager to hear of your progress. Would you be good enough to provide a summary of the progress and/or problems you had during your recent trip and send it to Rabbi Schindler as soon as possible. He also asked me to send you his love.

With warmest regards, I am

Sincerely,

Edith J. Miller  
Administrative Assistant

answered in longhand  
13.6.74



February 12, 1974

Dr. Alfred Gottschalk  
Hebrew Union College-Jewish Institute of Religion  
Clifton Avenue,  
Cincinnati, Ohio 45220

Rabbi Alexander Schindler  
Union of American Hebrew Congregations  
838 Fifth Avenue  
New York, N.Y.

Dear Fred and Alex:

I have just come back from a trip to Geneva and London. In Geneva, Max Braude, the worldwide director of ORT, who is an interested member of the English-speaking Reform congregation there, offered to put me in touch with some prospects. He was very gracious about it and will continue to be helpful all during the pursuit. I met with two financially qualified people, an Englishman by the name of Leonard Cohen, who has lived in Geneva a long time and is one of the world's largest platinum dealers, and a Frenchman by the name of Claude Bigar, who is coincidentally a leader of the French-speaking Reform community. A third prospect, two elderly sisters by the name of Fox (daughters of the original movie mogul) who live in Lausanne, were ill and not available, but we'll try them again in the future. Both Cohen and Bigar are coming to Jerusalem next week for the annual ORT meeting, and I have invited both of them to Caesarea to continue developing a relationship.

As for England, I went there primarily on a speaking tour for the JIA, and enjoyed the perfect cooperation of the director, Michael Barzilai, with regard to seeing prospects for our project. I have never witnessed a worse time in England than now: coalminers strike, which will really flatten industry, including steel production; a snap general election as a result of the strike; a possible general strike of all labor; a stock market crash; and a similar crash in property values, especially large speculative projects developed by Jews. You can see how this could add up to a mood not very conducive to our success. However, having said all that, I did get a hearing from a half dozen people, so now there are some irons in the fire to be followed up. One or two of these people will be coming here during the months ahead and I will see them here again.

I had a good meeting with some of the Reform and Liberal rabbis which Hugu Gryn arranged. It was held at John Rayner's, and we started making more lists of prospects. I also saw Selwyn Goldberg in Manchester and got a prospects list from him. All this adds up to the fact that another trip to England is in order, and I am tentatively thinking about a week or ten days at the beginning of May.



February 12, 1974

I am beginning to plan out a trip to Germany, and I am tentatively thinking of that for the third week in March, immediately following the CCAR conference here.

As for a trip to the United States, I must try to clarify whether the moratorium on all Israel-connected fundraising is to expire on March 30, or is to be continued. Dick Hirsch told me that at some meeting of the Jewish Agency which he attended he heard some ill-defined talk about continuation. As soon as I can track that down, I will know how to proceed. I would hope to be able to come on to the United States from England in mid-May. If there is indeed some kind of general moratorium ordered by government and agency, I would hope to be able to work around that with the cooperation of the UJA and the local executive directors. I would much prefer that there were no theoretical arguments with powers at the summit, and work things out on a local level. Let's see what happens.

The brochure will be ready in a few weeks, and I will order a limited number, (perhaps 300) for a limited distribution to be made at this time. An additional reason for the small number at first is that we are using symbolic photographs, and I would prefer to wait until we have real drawings from Sadie, and photographs of his models. When do you think that will be?

As for formal commitments, we now have two, copies of which are enclosed, and I am waiting for three more. As they come in I shall send them to you.

With all good wishes, and looking forward to seeing you here next month,

As ever,

Herbert A. Friedman

Encl.



December 17, 1973

Rabbi Alexander Schindler  
Union of American Hebrew Congregations  
838 Fifth Avenue  
New York, N.Y.

Dear Alex:

Enclosed please find some light reading for your holiday pleasure. I am sending you the dummy of the brochure simply to give you an idea of the layout and design. This dummy contains all of the scribbles of Dick Hirsh. Don't try to decipher them.

Also enclosed is a complete text paginated exactly according to the pages of the dummy. The text has undergone word by word scrutiny by Dick, Ezra and myself, in a series of four meetings, embracing many hours. Fred will be here in about two weeks, so there is no need for me to mail a copy to him. He will receive on here and we will get all of his suggestions and corrections.

Please make your comments as quickly as possible, on the typewritten pages of the text itself and return it to me as soon as you can. There is no need to return the dummy, we have other copies. When I finally have your in-put we will then go to production. Under today's conditions it will take at least two months. If I get your text back by the end of December, then I can have finished copies hopefully by the end of February. That is really the latest because I want to start mailing to prospects exactly at the beginning of March.

I don't think you will find too many corrections because we have been over it very, very carefully, but I do want to have the full benefit of your reaction and opinions.

Happy Chanukah,

As ever,

Herbert A. Friedman



December 9, 1973

Mr. Joseph Meyerhoff  
25 South Charles street  
Baltimore, Maryland

Dear Joe:

Many thanks for your letter of November 12. There are still long delays in mail deliveries, which is perfectly understandable in view of the heavy war mood and mobilization still existing here.

As I understand your position, it is as follows:

1. You are willing to make a \$500,000 commitment as part of the first \$5 million pledged. I accept the condition and you understand why I would prefer not to publicize it.
2. You are willing to consider a further substantial contribution, as part of the second \$5 million. You do not make that as a firm commitment, but are clearly indicating a positive attitude. May I assume that when we come to discuss it, we can talk about a similar amount as the first commitment?
3. You are right - we never did have any specific discussion on the time for payment. In my letter I was simply making a suggestion, but if you feel it would be advantageous to extend the payments, I will certainly be guided by your desires and opinions. The main expenses which the project is undergoing presently are land purchase payments (we have already laid out \$160,000 with another \$80,000 due in January 1974), and architect's fees. Why don't you suggest a schedule with which you will feel comfortable.

Instead of my trying to write another formal draft, perhaps it would be better if you simply sent me a letter, in your own language, formally incorporating the commitment you are willing to make. I know you want to help and your frank and friendly manner is very encouraging to me. I'll wait to hear from you.

With warm regards,

Yours,

Herbert A. Friedman

cc: Dr. Louis Kaplan



December 9, 1973

Professor Alfred Gottschalk  
Hebrew Union College  
Clifton Avenue  
Cincinnati, Ohio

Dear Fred:

I have your letter regarding the Haas Koshland situation, and I think the best thing for me to do is not write to them at all now, until the matter of the chair in the Los Angeles School is settled. It would probably be possible to separate the two projects as two distinct entities in Koshland's mind - yet the family rebuttal could then be that we are asking for too much. Get the commitment for Los Angeles, since that was apparently started first. Whenever Asher and Dinkelspiel finish with that, please remember to let me know. After an appropriate time elapses (5 minutes), I'll write and revive the Jerusalem project.

Enclosed is a file of Meyerhoff correspondence:

1. My letter to him of 31 October, together with a proposed draft of a formal pledge letter for him to return to me.
2. His reply, of 12 November - which commits to only \$500,000 - yet whose last paragraph seems to say that he will give the second \$500,000 - if we reach \$10 million.
3. My reply to him of December 9, in which I accepted the essence of his interpretation (what choice do I have?) and struggled to keep the door open.

Had a good talk with Alex and Matt Ross when they were here. Also finally got involved in the land negotiation and am trying to help with that, on the main issue of obtaining a lease on parcels A and B together for simultaneous development of the whole plot. Also had several good conversations with Dick Scheuer when he was here, and ascertained from him some sense of the timetable of Saffdie's work. The bottom line looks to me like construction not actually starting before mid-or-late 1975.

Since it will be many months, at least, before there are approved Saffdie's sketches or drawings which I can use, I am going ahead with the brochure, using abstract drawings and photographs. I will mail a photocopy to you and would appreciate your suggestions. Please mark your copy and mail it back to me as soon as possible. I will print a few hundred for our immediate use, saving the plates. When we finally do get actual sketches, they can be used on the pages designated, and we can then re-order, according to anticipated need.



Professor Alfred Gottschalk

December 9, 1973

Page 2

Barring outbreak of more war, I think we can resume contacts with prospect by mid-February. The official date by which the Israeli universities may resume their campaigning is 1 April. Since ours is such a private quiet matter, I could feel my way and perhaps start earlier. At any rate, I do want to have a finished brochure as my opening wedge, and printing takes time in Israel today, with so many men mobilized. Therefore I want approval from you of text and design as soon as possible. Ezra and Dick have gone through the dummy with me, line by line, and I have their in-put.

When you are here December 24 or 25, we will be in Caesarea. The kids have a Chanukkah holiday from school. Call when you arrive (063-88233) and we will meet wither there, or I will come to Jerusalem.

AMERICAN JEWISH  
ARCHIVES

As ever,

Herbert A. Friedman

cc: Rabbi Alexander Schindler

Encl.





Rabbi Herbert Friedman  
Hebrew Union College-Jewish Institute of Religion  
13 King David Street  
Jerusalem, Israel

AEROGRAMME • VIA AIR MAIL • PAR AVION

② Second fold

AMERICAN JEWISH  
ARCHIVES



HEBREW UNION COLLEGE-  
JEWISH INSTITUTE OF RELIGION  
CLAYTON AVENUE  
CINCINNATI, OHIO 45220, U.S.A.

Minimum message area

③ Seal top flap, last

③ Seal top flap, last



# Hebrew Union College - Jewish Institute of Religion

UNDER THE PATRONAGE OF THE UNION OF AMERICAN HEBREW CONGREGATIONS

*file*

CINCINNATI  
NEW YORK  
LOS ANGELES  
JERUSALEM

CLIFTON AVENUE - CINCINNATI, OHIO 45220

November 19, 1973

Rabbi Herbert Friedman  
Hebrew Union College-Jewish Institute of Religion  
13 King David Street  
Jerusalem, Israel

Dear Herb:

Thank you for your letter of November 1st with the detailed information it contained. I am pleased that you are continuing to work on the pledges and that despite the present moratorium we need to continue to "water our roots." I have spoken to Isadore Millstone and his commitment is firm, in the amount of \$100,000. However, it needs to be tied down via a written document.

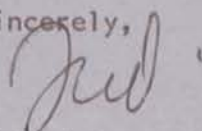
With regard to the Haas Koshland item of San Francisco, there we are dealing with not just a question of priority but of a previous commitment by a handful of men to give substantial capital gifts to create a Chair in the School of Jewish Communal Service. This preceded your visit to San Francisco. It is a project on which we have been working for some time. I think it needs to be consummated before one goes back to them, except of course if you feel, and this is a matter for you to decide, that the two will not conflict and can be separated out in Koshland's mind as two distinct projects. There certainly is enough money there for both projects despite the fact that their company stock has taken a nosedive due to severely depressed earnings during the last quarter. However, I think this too shall pass, and you may wish to write one vague letter followed by a clearer letter when the stock resumes its upward surge which hopefully it will.

It appears that Alex Schindler will be in Jerusalem shortly, and he will talk to you about a number of matters. I have been invited to come to Jerusalem around December 24th or 25th to a small meeting with Katzir, and we can carry the ball somewhat further although I shall be in Jerusalem for just a few days.

Your document "War and Post-War Impressjions" was most informative and I thank you for it.

With best wishes from house to house

Sincerely,



Alfred Gottschalk

cc: Rabbi Alexander Schindler



HEBREW UNION COLLEGE-  
JEWISH INSTITUTE OF RELIGION  
CLAYTON AVENUE  
CINCINNATI, OHIO 45220, U.S.A.



**USA**  
postage 15c

Rabbi Herbert Friedman  
Hebrew Union College-Jewish Institute of Religion  
13 King David Street  
Jerusalem, Israel

AEROGRAMME • VIA AIR MAIL • PAR AVION

AMERICAN JEWISH  
ARCHIVES

② Second fold

③ Seal top flap last

Do not use tape or stickers to seal—No enclosures permitted

① Fold first at notches

Additional message area



# Hebrew Union College - Jewish Institute of Religion

UNDER THE PATRONAGE OF THE UNION OF AMERICAN HEBREW CONGREGATIONS

CINCINNATI  
NEW YORK  
LOS ANGELES  
JERUSALEM

CLIFTON AVENUE - CINCINNATI, OHIO 45220

October 15, 1973

Rabbi Herbert Friedman  
Hebrew Union College-Jewish Institute of Religion  
13 King David Street  
Jerusalem, Israel

Dear Herb:

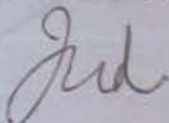
While all of our thoughts are elsewhere at the moment, focused and locked in to Israel's future and the prospects for peace, I did want to send you a note to tell you of the exceptionally positive meeting I had with Joe Meyerhoff. Joe's gift is firm for the purposes indicated. He is very much committed to developing a grass roots movement for Reform Judaism in Israel, and since he knows that of which movements are made I gratefully accepted his viewpoint, and together with that his million dollar commitment. I think it imperative for you to get a formal letter from him and Lou Kaplan, who was present, at your earliest moment.

I am sure that both Alex and I would appreciate receiving from you also copies of letters for the solicitation of pledges that are firm so that we might have them for file here and any other follow-up that you might deem necessary.

Your instincts about having me see Meyerhoff were absolutely correct.

With warmest personal regards and best wishes also to Francine

Sincerely,



Alfred Gottschalk

AG:ec

cc: Rabbi Alexander Schindler



November 11, 1973

Dr. Alfred Gotschalk and  
Rabbi Alexander Schindler  
Hebrew Union College  
Clifton Avenue  
Cincinnati, Ohio

Dear Fred and Alex:

Subsequent to my last letter of November 1st, I wrote the enclosed to my father-in-law, which I thought might interests you.

The future is very cloudy. There is tremendous apprehension about the cease fire, its outcome, and the path toward eventual negotiation. In their hearts most people here have awful doubts. In addition there is the confusion as to whether an election should or should not be held so soon without a proper investigation of what really happened at the beginning of the war. The squabbling among our generals and politicians does not add any sense of confidence to the troubled public.

I have a personal matter which I am bringing to your attention because I have no choice. The financial arrangement between us contemplated no payments to me until the middle of 1975. I could have lived with that, even though we are operating on a stringent budget, which often leaves us short before the next monthly check comes in, except for the war. Like everyone else here I have subscribed to the Voluntary War Loan in the amount of \$20,000. If necessary, I will have to go to the bank and borrow money, and pay interest on it, in order to pay for the War Bonds. *but I would live to avoid the*

Specifically, I would like to ask you if you could give me an advance of \$5000. If you agree, I shall, of course, be happy to acknowledge this in written form, and account can be taken of it at the time that regular salary payments commence.

I am somewhat embarrassed to have to do this, but it is really force majeure.

Since I obligated myself to pay for the Bonds by mid-December, speedy decision is necessary. I would suggest that, if you agree, you draw the check to my order and let Joshua Dwork deposit it in my account in the Chase-Manhattan Bank, for which he has some deposit slips.

The news of Eisendrath's death just this minute reached me. Its the



Page 2

end of an era. The next quarter century belongs to the both of you, and you will determine what happens to the Movement. May you both be blessed with statesmanship, and a sense of unity.

As ever,

Encl:

P.S. I have to bring up this mundane matter but I still do not have a signed contract. Nor do I have a due any longer as to when the book is.



November 1st, 1973

Dr. Alfred Gottschalk  
Hebrew Union College  
Clifton Avenue  
Cincinnati, Ohio

Dear Fred:

The mail is just beginning to come through and I have received your letter of October 15, telling me of your meeting with Joe Meyerhoff. I am delighted it went so well, I knew it would.

Enclosed is a copy of a letter I have just written to him, plus a draft of a letter attempting to put his commitment into written form. When I get his reactions to this draft, I will, of course, share them with you and Alex.

Regarding other pledges, Jerry Goldstein of Denver showed up here unexpectedly the other day, and he voluntarily brought up the matter of putting into writing his commitment for \$200,000. I gave him the draft of a letter which he took back with him to check with his attorney, and will then mail to me.

I have written to Is Millstone of St. Louis, and Sam Catsman of Flint, expressing the thanks for their verbal commitments of 100,000 dollars each, and telling them that when this quiets down, I will be sending them drafts of letters to put their pledges into written form.

The last one to be taken care of is the Strauss Foundation of Baltimore, for its \$100,000 pledge, and I will do that as soon as I get back from Egypt. (I am going down to Sinai, across the bridge as far as the forward UN observation posts, down to Suez and back).

In addition to attempting to get these pledges firmly nailed down, I have written twenty or thirty letters to all of the people whom I have seen, in order to maintain a contact with them, because under the circumstances, I cannot press for a firm commitment. I have sent them copies of some notes and impressions I wrote, which I am also enclosing to you. You will see how I have tried to handle the matter in the next to last paragraph.



I do need one piece of guidance, concerning the Haas-Koshland family of San Francisco. You recall the conversation we had about Joe Asher and Lloyd Dinkelspiel, attempting to obtain a firm commitment from them for the chair in Los Angeles. You must determine the order of priority on that one. I owe Koshland a letter and I am perfectly happy to write and tell him to put our conversation on ice in favor of the L.A. project. On the other hand he might be confused by my mixing into that at all. So, I am awaiting word from you as to what I should do. My choices are not to write to him at all and simply drop the whole matter; or write and tell him that Los Angeles comes first; or simply write him an innocuous letter, enclosing a copy of my memorandum of impressions, and leave everything deliberately vague.

I look forward to the time when we can get together so that I can bore you with endless hours worth of stories.

As ever,

Encl:

cc: Rabbi Alexander Schindler.



# Memorandum

## HEBREW UNION COLLEGE - JEWISH INSTITUTE OF RELIGION

CLIFTON AVENUE • CINCINNATI, OHIO 45220 • PHONE 221-1875

DATE November 26, 1973

TO Rabbi Herbert Friedman

FROM Dr. Gottschalk

Dear Herb:

It was good to receive your letter, particularly since such a long time has elapsed since we last heard from you. I will make this a very brief note, since Ezra will be home by the time this reaches you, and he can give you a full briefing.

Your contract is sitting on your lawyer's desk, and I would suggest that you find out from him why he hasn't submitted it to you for your signature.

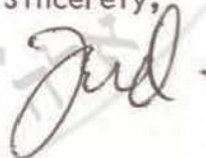
Alex will also, probably by the time you receive this letter, have delivered the check in the amount of \$5,000 which sum you requested as an advance against future payment due to current exigencies. I hope this will help during this transition period.

Everything here continues to go well, and while from time to time there are problems they do not in any way compare to the serious and fundamental problems that relate to the survival of our people in Israel.

I hope to see you soon since I will be in Jerusalem around December 24th and 25th. The dates have no specific historical or messianic meanings - I don't think.

Love to Francine and the boys.

Sincerely,



AG:ec





838 FIFTH AVENUE • NEW YORK, N. Y. 10021 • (212) 249-0100

Rabbi Alexander M. Schindler, Vice President

December 4, 1973

Rabbi Herbert A. Friedman  
World Education Center for  
Progressive Judaism  
13 King David Street  
Jerusalem, Israel

Dear Herb:

It was good seeing you in Israel and I am delighted that we had a chance to meet and discuss the various pending matters of interest to us all.

A check for \$5,000. is being deposited to your account at the Chase Manhattan Bank, in accord with your instructions of the 11th of November. This sum represents an advance against the first installment of deferred compensation coming due under our contract.

With warmest regards, I am

Sincerely,

  
Alexander M. Schindler

cc: Rabbi Alfred Gottschalk  
Mr. Harry K. Gutmann  
Judge Theodore Tannenwald, Jr.