



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.

Series H: United Jewish Appeal, 1945-1995.

Subseries 1: Sermons, Speeches and Writings, 1949-1982.

Box
24

Folder
18

Top gifts meeting address. 20 November 1977.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.

UNITED JEWISH APPEAL (ORDER NO. 1235)

12/27/77

Baltimore

RABBI HERBERT FRIEDMAN (TOP GIFTS MEETING 11/20/77)

HAF (SIDE #1)

Irv, thank you very much. It's a great audience. I had the honor to speak to lots of people in lots of cities and sometimes you come into a place where you feel aloof, professional, objective, you do your job. Sometimes you come into a place where you feel warm and friendly and at home, and there are so many people whom you know and respect and indeed almost love that it makes the job not professional and not aloof but family, talking to family and that's how I feel about this community. We're at a moment of very high drama that's obvious. You have a feeling that the air is pregnant something will be born. We're either making a breakthrough or we're headed for a disaster, there will be no middle ground, nothing is the same anymore and, when you look at it that way, then you realize that a crossroads moment requires definition, understanding and then decision as to how to act. Sadat took risks - one of them he's already passed, the personal risk - this morning he went to - or this morning, Israel time, many hours ago, he went

- 2-

S. 1

HAF

to (phonetic) El Aksar Mosque - he knew perfectly well that in 1951 there was a King Of Jordan by the name of Abdullah who went to pray on a Friday morning at the El Aksar Mosque holding the hand of his grandson a boy eleven years old at that time named Hussein. He came down the steps from that gold dome up on the temple~~s~~ mount and he walked slowly through the olive trees and he passed the fountain where he washed his hands and took off his shoes and was about to enter the holiest shrine when suddenly an Arab jumped out from behind a tree, shot him twice in the face and, as the~~x~~ blood poured out over the boy Abudllah fell dead, a big heavy man on this child - he~~s~~scarred him for life. A disgruntled Arab, dissatisfied with the fact that the King of Jordan was attempting to negotiate and reach some kind of an intellectual, philosophical understanding with the Jews, assassinated the king. The grandson never forgot it. Seven years later Hussein became the King of Jordan at the age of 18 and has been on the throne for 25 years. Every Arab leader knows and its burned into his soul that if he attempts to coie to a rapproachment with us he takes personal risk and, ~~ix~~ of all the moments

- 3 -

S 1

HAF

in the visit of Sadat, we were most afraid that there would be repetition this morning at the El Aksar Mosque. There wasn't. There are ten thousand men in Israel guarding him. He's taken the entire hotel. He slept in Kissinger's room last night. There are men on the roof and there are men at the windows and there are men on the streets and the dangerous point was insided the crowded old city - we're past it. But that was the smallest of all the risks he was taking. He took the risk of cutting himself off from the whole Arab world and he's done that - Saudi, which bankrolls him, expressed opposition to the visit ~~is~~ - not to talk about the "crazies" - talk about the moderates. He ran the risk of losing support of his personal friends, Ismail Fahmy, who had been his Foreign Minister for all these years repudiated him, resigned and said he didn't agree, I Fahmy have been fighting the cause of Egypt in the United Nations and all the capitals of Europe to try to explain that we cannot compromise with those Jews, and here you decide to get on an airplane and go to Jerusalem - Jerusalem! Not even the United States recognizes Jerusalem as the capital

~~xxxxxx~~

- 4 -

S. 1

HAF

of Israel but the President of Egypt now recognizes Jerusalem as the capital of Israel. So that the man stepped off that airplane yesterday as a totally isolated figure and he's running a one-man show. It's an incredible risk. If he can't break through, then he's through and we will be dealing with some unknown factor as the next leader of Egypt. Sadat took risks but Begin took risks, too. Begin's risk doesn't involve any kind of personal danger or doesn't involve any repudiation of his colleagues and associates. We've all heard the analysis the only one strong enough to give up Algeria was deGaulle - the only one strong enough to give up Israeli ~~territory's~~ territory's going to be Begin - so that he took no risks in terms of repudiation of opposition parties in the parliament, nobody will try to topple him, but the risk he did take was to try to figure out the balance of how to handle himself - he has to walk a tightrope in the next 24 or 48 hours between being too generous or being too tightfisted. That's our problem here this morning, too. (laughter) He knows he's got ~~to~~ to give something. There's no possibility this trip can be construed

- 5 -

S. 1

HAF

as a success in any measure aside even from the details of what mightn't be negotiated, unless Sadat goes back with something in hand which is considered by him and by the whole world as representing movement toward a solution. We can't send him back with platitudes - we can't send him back with empty phrases, with banalities - we can't send him back with what were Begin's opening words, which I heard on the radio coming in from the airport - Begin spoke in Hebrew and he said "we recognize (Hebreu), which in Hebrew means bravery, audacity, we recognize in you, sir - you have it = he gave Sadat the greatest compliment he could give him but we can't send him home with compliments. It would be easy for Begin to send him home with the whole Sinai in his briefcase because we know what the line is that we would draw from El Arisch down to Sharm el Sheik which constitutes eighty percent of the Si nai - we know we can give that back to him and no difficulty and no problem - all you got to do is put down at Sharm five thousand Egyptian troops and five thousand Israeli troops and five thousand boys from Iowa and you hold the Sharm El Sheik and it's done and

- 6 -

S. 1

HAF

you will never have a blockade again of the Gulf of Aqaba, so we need never choke from lack of oil coming into Elat. But, to give Sadat what he wants on the Sinai side and not do anything about Jordan or not do anything about Syria may turn out to be difficult. So the risks for Begin and Dayan and everybody who's going to be sitting - who is already sitting at that working dinner tonight at the King David Hotel is to figure out the balance of what ~~xxx~~ to do in order not to abort this pregnancy. There are risks for the United States. The United States is not terribly happy about this - Carter called both sides and he said fine. Wish you well. Good luck. Hope everything goes all right. And asked for a report and Begin said that he would write. And Carter said call me up Tuesday morning I want to know what's going on. (laughter) And that will indeed happen. The risks for the ~~United States~~ United States are that some bilateral decisions ~~xxxx~~ might be made which then might obviate the need for Geneva and if Geneva is obviated or postponed and Israel and Egypt begin to go on a track together towards some kind of solution, Russia isn't there, America

- 7 -

S. 1

XX

HAF

isn't there and the United States has a deep interest to be sure that Russia is involved in this thing because the United States wants many things from Russia - SALT II and Detante and dealing with China and big issues, and the United States doesn't want to be frozen out of the Middle East solution and doesn't want Russia to be frozen out and the only way those two superpowers can be in is if there's a Geneva meeting of which they are the both co-chairmen, but if the deal is made separately out in the Middle East then the United States might, even though it support this whole thing, but the United States might take a sort of a dim view and feel that it has risked something also. The risks are incredible on all sides. The gains are equally incredible if they can be made. The disaster is dangerous. You all know about the rumor that spread like wildfire three days ago that General Gur had resigned and he resigned because he made a speech - well he didn't actually, thank goodness, it was only a rumor but the rumor based itself upon the fact that he made a speech in which he said "I am the Commander In-Chief of the Army which is charged with the

- 8 -

S. 1

HAF

responsibility of defending the security of this country. I am telling you that the Sadat visit is a smokescreen, a camouflage, it's a diversion. The Egyptian Army is preparing war." And Mr. Begin "slapped" his wrist and turned to Mr. Weizmann and said "who told him to say that!" And Weizmann said "I certainly didn't authorize it" and Weizmann chopped him down. And General Gur is alleged to have resigned - he didn't - but there is no doubt that there is now a great loss of confidence in him which will make his job more difficult and he will sit sulking in the corner and when this is all over may soon be replaced. But it's an indication of the risk because if nothing works then there is no doubt in anybody's mind that the path diverts to war again. After you deal with all these huge questions of war and ~~and~~ peace and risk and global diplomacy and three thousand reporters swarming into the City of Jerusalem - which is the exact number - you've got to come down off these heavy clouds and come down to reality and the reality of the things that we have to deal with is what Bernie talked about, the building of a community, here,

- 9 -

S. 1

HAF

the building of a community, there. I was fascinated by the list of things that he was talking about: referred to Dallas at the General Assembly Council where there was talk about the increased number of Russian Jews and when he was talking about America is going to ~~xxx~~ receive twice as many Russian Jews next year, I was thinking how many Russian Jews are we going to receive next year. And when he was ~~xxx~~ talking about the family agency and all of the people who were turning to it and the problems implicit in it of single families and delinquencies and all the things he said I was thinking of what happens in all the development towns in our country. And when he talked about the over a million dollars going into Jewish education, and I was thinking about the kids in Israel who get poor, inadequate schooling, there was an incredible parallelism all based upon a very simple thing our survival as a people and as a nation is not going to depend upon whether Sadat wins his risks or Begin wins his risks, the building of the nation, the building of the community, the survival of the Jewish people on an on and on into the decades of the future is not

- 10 -

S. 1

HAF

going to depend upon peace or war it's going to depend upon the simple comprehension that housing and education and care and love and respect for the aged those are the virtues, the qualities, the characteristics which make a good community or a poor community and if we strengthen the sinews of the communities in which we live then we can overcome all of the huge play up on the scene of history. We've been through four and a half wars and we're growing and growing and in the course of thirty years we get stronger and stronger, sixty thousand more Jews each year plus ~~thirty~~ births over deaths, another twenty years another million and a quarter Jews in Israel - immigration coming in, more farms, more kibbutzim, more mošhavim, more schools, more hospitals that's what makes the country strong - Israeli, ^{melons} millions out of the ^{Arava} (name) or out of the Jordan Valley farms ^{bring} being one pound Sterling in London and every melon that you can grow and every Pound Sterling that you can get on the market in London makes you stronger and stronger and stronger. Export - productivity - efficiency - growth - penetration into the European Common Market, these

- 11 -

S. 1

HAF

are the things which will help make Israel stronger fighting a war or not fighting a war. The future's very clear, to me at least, we have to earn very, very much more money. In the thirty years since the country has been independent, its exports have grown from thirty ~~MMX~~ million dollars a year to two billion dollars a year - oranges and false teeth and stainless steel blades and aircraft and you name it two billion dollars a year. We import five billion dollars a year ~~in~~ - three billion deficit. Close it! Close it means harder work, more work, more productivity, more push, cutting our standard of living - stop spending money, we don't have to ~~£~~ ~~XXXXX~~ spend ~~give~~ five hundred million dollars a year importing automobiles - we don't have to spend two hundred million dollars a year importing beef. Cut it! And our people knows it and this government is taking us in that direction, Israel is swinging from old agrarian Socialist economy into modern industrial capitalist economy. To do that you devalued the Pound a couple of weeks ago almost fifty percent - body blow into the solar plexus of every ordinary wage earner in the country - bread up - ~~in~~ milk up - gasoline up -

- 12 -

S. 1

HAF

heating oil up for the coming winter - and the poor people in the country will take it on their flesh, they'll feel it - but that's the only way we can go, it's the only way we can go in order to make ourselves more productive, more stable, earn our way, earn more, and if we have to do that then you have to do it, too. We have to earn more - you have to give more. We have to cut ~~our~~ our standard of living - you don't have to cut your standing of living, you have to raise your standard of giving. This kind of equivalence on both our parts, working in tandem, will bring us to the result that we need. ~~Conservatism is~~ Conservatism is not the order of the day.

END OF SIDE #1

- 13 -

SIDE #2

HAF

He's going to have to be flexible and he's going to have to be generous. He's going to have to figure out what Sadat needs and wants and he's going to have to give it ~~to~~ him. Flexible and generous not conservative and not rigid and not fearful and not reluctant and you have to do the same thing. Just use that in your heads - there isn't a one of you who hasn't come here probably either already having made a gift at some previous meeting or ~~having~~ thought of what it is that you want to give and I would like to suggest very respectfully CHANGE IT! You're being asked to accept a certain rating of what is your fair share. Unless these boys have been too conservative, they've probably asked you for enough. Give them what they've asked you for and that will bring the community up ~~and~~ and then the share that the community needs for its own internal growth and the share that the community can give for Israel's ~~external~~ growth will match the demands of the hour. This flexibility and this generosity are the things that will take us where we have to go. It's all going to be over in another 24 hours. We'll know something by then. It may

- 14 -

S. 2

HAF

stretch, Sadat may decide to stay until Tuesday, it depends upon what happens tonight, it depends on what happens tomorrow. If they get into discussions, he'll stay - he's got no timetable. All the Israelis who were in this country, Knesset members, five of them, speaking for the campaign, they've all gone back - ~~maybe~~ nobody over there has anything else to do. I've got to leave and run to St. Paul to fill in for Hausner, who is speaking there tonight. I've got to leave from there and get to San Diego by the morning to fill in for Eban, who was supposed to speak there. All the Knesset members, all the Ministers all gone home and there are a couple of us left here who are running around like chickens. I want to leave here and I'm telling you this because I had wanted to stay and visit and socialize with friends - that Joshua, that Joshua Mission that we had, that Irv referred to, was so lovely and I wanted to retaste the memories of it but I can't so I'll run. But you just think that when it comes to deciding the fate and the survival of the communities go by what your heart and your intuition tells you. We are a people whose body

- 15 -

S. 2

HAF

BLEEDS while its soul yearns for peace. This is a
hero people it really is giving everything and hold-
ing nothing back. If there's more war, there will
be more little black bordered pictures in the news-
papers and everybody knows it. This is a patient
people but in its patience it's unpredictable, it
waits and it waits and it waits and it will struggle
and it will work and it will ~~not~~ get tired and it
will not slacken off. This is a people inspired by
its freedom because its freedom to live and to gro
is the only way to pay Hitler back - you^{are} six million
Jews in America - if we can grow to be six million
Jews in Israel, we draw a double line on the ~~bottom~~ bottom
of the column and that pays back for the six million
who are gone and we don't give Hitler any posthumous
victory - we take it out of his hands, historically,
he hurt us but we recover~~ed~~ from the wound and
we go past it ~~xx~~ and we go on to growth. This is a
nation ~~is~~ nourished by a vision - it's a gallant
people with a messianic ~~d~~ream and its dream is to
be able to live in peace so that it can create and
contribute and give to all of mankind what its own
~~genius~~ genius permits it, whether in medicine or in

- 16 -

S. 2

HAF

mathematics or in music or in religion or in another bible. It's an incredible genius people with a messianic dream of helping mankind reach a higher level of civilization. It's your people. And so at this very, very dangerous moment, very pregnant moment, the best thing for us to do is to understand the nature of the people and to take pride in it, share its fate, share its future, share its ~~glory~~ glory because its glory is your glory. Do your job. Do it well. Thank you. (Applause)

CHAIRMAN

Herb, your words were eloquent, they were beautiful and I know we're going to do our share. ~~xxx~~ Ladies and gentlemen, it's up to us now. ~~xxxx~~ Please take out your pledge cards, look, at the moment, in the upper right hand corner, Your requested share for 1978, the amount we ask you to ~~xxx~~ consider giving. We must have major increases on the line marked ITEM "R" not to avoid cutting services. I think Bernie's message explained that to us very well. After that we want you to stretch a little bit more for the Israel Emergency Fund as well. As campaign co-chairmen it's up to Sam and me to show the way.

- 17-

S. 2

CHAIRMAN

In the past three months, I've been to Israel twice, once on a Prime Minister's Mission - and I won't forget that - both missions were exciting, but being in the Knesset that final evening with Prime Minister Begin and with other men from all over the country was thrilling and when my turn came up to say something I told him that we would be back, that our Baltimore top leadership mission would be back in two months and I pledged him at least a million dollars. We returned about three weeks ago from our top leadership mission, both Sam and I were inspired by the commitment and the dedication of the men who were on the mission and I'm proud to report that these thirty men started a campaign by pledging a million thirty seven thousand dollars against gifts last year of 844 thousand. Now that's an increase of 23 percent and it's just wonderful and I hope it shows the way this meeting today. Rosalie and I are going to increase our gift this year from 39 thousand to 50 thousand dollars. (applause)
Now I'd like to call on Sam.

SAM

Bick, as you know and those who were on the mission

- 18 -

S. 2

SAM

know that as your ~~co~~-chairman I had gone on this mission and our family last year, my father and my Brother ~~and~~ and our wives last year had pledged thirty five thousand dollars, at this time last year. As co-chairman, I'd gone to and on the mission with the intention of giving a gift this year for all of us of forty thousand dollars. When we were there, we spent several days with Rabbi Friedman. We went into the Negev - we went to the West Bank and while there I pledged, and I pledged for our family a gift~~s~~ this year of 43 thousand dollars. (applause)

CHAIRMAN

I'd like to call on Bernie Mannekin.

BERNIE

Thank you, Dick. Herbs words were so heartening, particularly his predictions of the future which could comex with the kind of imput and the kind of dedication that we manifest here today~~n~~, not only we but the younger people coming beyond us. One of the things that struck me at that mission, I said at the time and I'll be a very brief moment now, is that those of us who have labored in the vineyards for many years take so much heart and take so~~x~~ much

- 19 -

S. 2

BERNIE

hope from the younger people that are coming along in this community and as a matter of fact in the entire Jewish community of this country, and forty percent of our mission were younger people and their dedication, their commitment was absolutely inspirational and I'm reminded of a remark that Simcha Dinitz made last Saturday night at the annual banquet when on Saturday afternoon some twenty five hundred people strained to get in to hear Gold Meir and while she was speaking Simcha Dinitz said he listened to her but more importantly he looked out into the audience and he was overwhelmed by, with the number of younger people in the audience and the reaction of those younger people to the remarks of Golda Meir and he saw in their reactions and in their faces the kind of understanding and commitment that could take him back to do his job in an even more dedicated manner. This is truly inspiring and it should be inspiring to those of us, of my generation, here, today, to know that the legacy that we have left is ~~going~~ going to coje into fruition. Last year the Mannekin gifts, that's my brother Harold, Dick, and our wives was forty thousand dollars -

~~page~~ 20 -

S. 2

BERNIE

this year we're increasing it to fifty thousand dollars. (applause)

CHAIRMAN

I'd like to call on Irv Abramowitz. Irv.

AMERICAN IRV JEWISH

Thank you, Dick. In recognition of the opportunities and the risks that Israel faces, both what we witnessed on our mission and learned on our mission, and what we watch on television today - with my dad Max Abromowitz's permission and of course approval it is an honor for me to announce our increased gift from fifteen thousand five hundred last year to nineteen thousand this year. (applause)

CHAIRMAN

Ladies and gentlemen, the floor is open for..

VOICE

Harold.

CHAIRMAN

Harold Goldsmith.

HAROLD G.

I was privileged to be on the October Mission a few weeks ago - the theme of the mission ~~was~~ was "FOOTSTEPS OF OUR FATHERS" and we went there to

- 21 -

S. 2

HAROLD G.

discover why Jews like us gather together in rooms like this for the purpose that we're here. One of the places that we stopped was a place called Beth El, I'm sure you've all heard the story where Jacob has a dream about a ladder going up to heaven - the Angels of God were ascending and descending the ladder.. According to the bible and according to Herb Friedman, our guide, (laughter) when Jacob arose that morning he knew he had a difficult, dangerous journey ahead of him and he said that if he was lucky enough that God protect ~~you~~ him, that he was fortunate to complete his journey, that he was going from Bersheeba to Haron to find a wife, that if he could complete that journey safely that he ~~would~~ would then give a portion of what he had for all times in appreciation - and I don't think things have changed that much in the last thirty five hundred to four thousand years. The major difference is that the people in this room, ~~which~~ we know that we're fortunate, we know that we've been looked after and I think that now is our turn to do our part. On behalf of my partner, Leonard Wineglass, my wife Rona and myself, we're going to increase our

- 22 -

S. 2

~~MARK~~ HAROLD G.

pledge from a hundred thousand last year to one hundred and twenty five this year.

CHAIRMAN

Beautiful. (applause)

Dick.

Alvin Myerberg.

It's my pleasure to announce that the NJ Myerberg Foundation is going to raise their pledge from thirty two thousand last year to forty thousand this year. (applause)

Beautiful. Beautiful. And Morty Max.

Last year the.....Max Foundation gave 72 thousand five hundred dollars - this year we're increasing our gift to eighty thousand dollars. (applause)

That's beautiful Great. Let's have somemore announcements from the floor. Al Shapiro.

AL S.
I was fortunate enough to have participated in the

~~XXXXXX~~

- 23 -

§. 2

AL S.

mission.....and..... standing on a hill on the
West Bank while Herb Friedman was telling us that
we were.....Joshua captured the town of (hame)
.....after learning what Joshua did to those pagan
knights, I understand where the town got its name.
(laughter) Gentlemen, I know most of you have been
to Israel before, if you haven't ~~xxxx~~ been on a
~~XXXX~~ UJA mission, go! And if you have been on a
mission.....it gets better every year.....
(applause)

CHAIRMAN

Leonard.

LEONARD

.....(applause)

CHAIRMAN

Bobby Scheftel.½

B. SCHEFTEE

....(laughter) (applause)

CHAIRMAN

That's beautiful. Marty (name)

☞

MARTY

.....

END OF SIDE TWO - ORDER NO. 1235