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Series H: United Jewish Appeal, 1945-1995.

Subseries 2: Correspondence, 1947-1982.

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American Jewish Archives website.

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16 February 1965

Mr. Maxwell Dane  
Doyle Dane Bernbach, Inc.  
20 West 43rd Street  
New York, N. Y.

Dear Mac:

Our new General Chairman, Mr. Max Fisher of Detroit, has been quite concerned about the public relations of the UJA. He feels that we simply are not projected often enough or conspicuously enough in the press and magazines. He keeps saying all the time that he would like to meet with someone of top level ability to discuss this concern of his.

I have told him about you, and how you have been a long time friend and adviser. He will be very grateful if you would be able to give him some time.

He lives in Detroit, schedules his trips to our New York headquarters fairly far in advance, and we know now that he will be in town on Wednesday, March 3. He has a luncheon meeting from 12 until 3:30. Would it be convenient for you to meet with the two of us either in the morning or late afternoon for such a discussion? I would appreciate it very much if it were possible.

As ever,

HAF:gb

Herbert A. Friedman  
Executive Vice-Chairman

*File  
me*

22 March 1963

Mr. M. Dan Dalis  
119 E. Little Creek Rd.  
Norfolk 5, Va.

Dear Mr. Dalis:

It was a pleasure having breakfast with you this morning. I hope I was able to answer your questions about the Soblen case. I can understand the point of view you were expressing, but I hope you now have a clearer comprehension of all the factors involved.

I am also glad that we had an opportunity to discuss the work of the UJA in detail, and I look forward to your favorable decision about continuing your participation in the most important work of the United Jewish Fund of Norfolk.

Again, my deepest thanks for the time you gave us this morning.

Sincerely yours,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:gb

cc: Stanley Waranch, Norfolk



# UNITED JEWISH APPEAL

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, UNITED SERVICE FOR NEW AMERICANS

*Because lives depend on us... Give more in 1953 to meet needs totalling \$144,524,250*

March 9, 1953

165 West 46th Street, N.Y. 36, N.Y. PLaza 7-1500

Cable Address, UJAPPEAL, New York

*General Chairman*  
EDWARD M. M. WARBURG

*National Chairmen  
Representing Agencies*  
WALTER BIERINGER, USNA  
RUDOLF G. SONNEBOHN, UIA  
JONAH B. WISE, JDC

*National Chairmen,  
1953 Campaign*  
MORRIS W. BERINSTEIN  
JOSEPH HOLTZMAN  
SOL LUCKMAN  
WILLIAM ROSENWALD  
JACK D. WEILER

*National Co-Treasurers*  
I. EDWIN GOLDWASSER  
JACOB SINCOFF

*Executive Vice-Chairman*  
JOSEPH J. SCHWARTZ

*National Women's Division  
Chairman*  
MRS. ALBERT PILAVIN

*National Field Director*  
M. WILLIAM WEINBERG

Rabbi Herbert Friedman  
Temple Emanu-El  
2419 E. Kenwood Blvd.  
Milwaukee, Wisc.

Dear Rabbi Friedman:

This is the first of what I hope will be a continuous series of reports to members of the United Jewish Appeal National Campaign Cabinet to keep them up to date on the campaign situation as we go along.

The first big job of UJA this year was completed, as you know, in a sensationally successful manner. I am speaking, of course, of the National Big Gifts meeting in Miami Beach where we were able to announce pledges of more than \$14,000,000, the largest amount ever announced at one meeting in the history of UJA. If you were there, as many of you were, you already know the wonderful spirit which prevailed and what it can mean toward the achievement of a great campaign if we follow through as we should and, I am sure, as we will. If you were not there, take my word for it, it was simply wonderful. The increases followed each other so thick and fast that we were all amazed and delighted.

Incidentally, those members of the Campaign Cabinet who were in Miami did a magnificent job in getting the people out to the big meeting as well as to several advance meetings in Hollywood Beach, Boca Raton and Palm Beach. We also had a Cabinet meeting down there which was a thrilling event. There was a spontaneous reaction to the situation abroad and every member of the Cabinet who was present announced his own gift at the meeting. What is even more important, every gift represented an increase. I think that we have to make this a 100% achievement for the Cabinet.

The Cabinet decided that a series of meetings dealing with the situation in Eastern Europe be held throughout the country on a single day, and hundreds of such meetings will be held on Sunday, March 29th, to give the communities an opportunity to protest the treatment of Jews in the satellite countries and to reaffirm their support of the UJA as an answer. Arrangements have been made for a radio telephone broadcast from New York to meetings in the larger communities throughout the country on that day and Eddie Warburg and Ambassador Eban will participate in this telephone broadcast.

The next thing we had to take care of was pre-campaign budgeting, and here, too, a great deal was accomplished. Most of the larger communities have already been taken care of in a manner that assures the best possible treatment for UJA. In addition, there have been substantial increases in the goals of many cities so that with the improved

formulas the UJA should come out very well this year. In some places like Philadelphia where capital expenditures were included in previous years and are no longer included, an additional benefit to the UJA will accrue. All in all the picture looks very hopeful for a much better campaign this year.

We now have two very important phases of the campaign to take care of at one time. The first one is the big gifts activity in the communities. Everything that has gone before means nothing if we don't follow through with this phase of our activity. The increases that we got in Miami Beach have to be followed up with increases in the big gifts brackets in every community. This will naturally set the tone for all other brackets. Those communities which are already under way are giving every indication of following through as we hoped they would. Baltimore, for instance, has over \$1,000,000 already pledged and is running about 10% ahead of last year. Detroit, with over \$1,000,000 pledged, is doing 15% better than last year. Philadelphia, which has pledges of about \$800,000, is running 14% ahead. In the smaller communities we find increases running way up to 43%. We have to maintain these increases right to the end if they are really to mean what they seem to mean today.

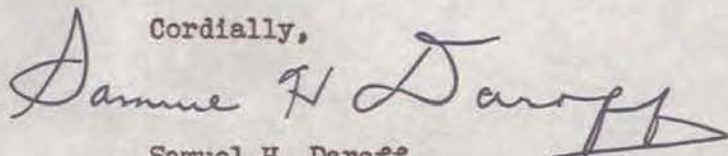
The second thing we have to take care of at once is the matter of cash. We cannot let that slide by even in the face of intense campaign activity. The terribly urgent need for cash does not stop even for fund raising and we simply cannot afford anything like a cash vacation. Therefore, I would appeal to you to start the ball rolling for cash in your own community through stress on the importance of payment of contributions in cash as soon as pledges are made, as well as through community bank borrowings. Some of the communities have been cooperating beautifully. For instance, Detroit has already borrowed \$1,000,000 and sent it in. We got \$500,000 from Cleveland and \$250,000 each from Philadelphia and San Francisco. Denver is borrowing \$250,000 and so is Hartford. We are hoping also to get \$500,000 from Washington. In addition, a great many communities are giving us smaller amounts but they add up to a fairly sizeable total. Nevertheless, this is only a small part of what we need and a small part of the total potential which we have to get.

You will be interested to know that we are also setting up a regional leadership program to supplement the Campaign Cabinet. Thus, every member of the Cabinet will have in his area a number of regional and state chairmen whose efforts will supplement his own and upon whom he can call for action in communities which he is not able to cover personally. In a forthcoming report I shall list the regional officers in your area.

In closing this first report, I want to say that I think it is already certain that the downward trend in giving has been reversed. The job now is to increase the proceeds of the UJA by a wide margin in keeping with the serious problems which will undoubtedly arise as a result of the new situation in Eastern Europe. This is going to be a 12 month job and we've got to make up our minds that there will be no slacking until we do it. I know that I can count on you and all the rest of the boys to pitch in whenever and wherever it is necessary.

Don't forget, if it is humanly possible for you to get to the March 16th Cabinet meeting at the Waldorf-Astoria Hotel, please do so.

Cordially,



Samuel H. Daroff  
Chairman, UJA National Campaign Cabinet



# UNITED JEWISH APPEAL

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, UNITED SERVICE FOR NEW AMERICANS

Daroff

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**Honorary Chairman**  
HENRY MORGENTHAU, JR.

**General Chairman**  
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**Assistant Executive Vice-Chairman**  
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MRS. FELIX M. WARBURG

**Honorary Chairmen**  
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Chairman

**National Campaign Cabinet**  
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Chairman

**Regional Division**  
MAURICE BERNON  
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**Trade and Industry Division**  
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Chairman

**Speakers Division**  
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HENRY FEFERMAN  
REUBEN L. FREEMAN  
KALMAN S. GOLDENBERG  
HAROLD A. GOLDMAN  
I. E. GOLDSTEIN  
ISRAEL GOLDSTEIN  
E. N. GRUESKIN  
MARVIN H. ITTS  
I. S. JOSEPH  
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ABE KASLE  
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PHIL W. LOWN  
HENRY MASLANSKY  
JOSEPH M. MAZER  
BARNEY MEDINTZ  
JOSEPH MEYERHOFF  
IRVING MILLER  
EDWARD D. MITCHELL  
IRVING S. NORRY  
JAMES L. PERMUTT  
BARNEY RAPAPORT  
LEONARD RATNER  
CHARLES J. ROSENBLUM  
SAMUEL ROTHBERG  
SOL SATINSKY  
MORRIS SENDEROWITZ, JR.  
JOSEPH SHULMAN  
DEWEY D. STONE  
BENJAMIN H. SWIG  
HERMAN P. TAUBMAN  
JACOB M. VIENER  
ROBERT I. WISNICK

**National Field Director**  
M. WILLIAM WEINBERG

165 West 46th Street, N. Y. 36, N. Y. PLaza 7-1500

Cable Address, UJAPPEAL, New York

March 17, 1953

Rabbi Herbert Friedman  
Temple Emanu-El  
2419 S. Kenwood Blvd.  
Milwaukee, Wisc.

Dear Rabbi Friedman:

To those of you who attended the meeting of the Cabinet last night the following will serve as a sort of recapitulation of what was accomplished there. To the rest of you it will serve to keep you informed and bring you up to date.

The meeting opened with a brief address by Arthur Lourie, Consul General of Israel. Mr. Lourie briefed us on the latest developments, with special emphasis on the situation in Eastern Europe and on the relationship between Israel and the United States. He made it clear that it would not be wise for us to let our guard down now merely because things have been quiet for a few days with respect to anti-Semitism in Eastern Europe. He told us that the situation had not changed for the better and that the Communists would open up their trial of Jewish doctors when it suited their convenience.

Mr. Lourie called attention to the fact that the whole subject of foreign aid was tied up with the present economy program of the United States Congress. While he was confident there would be no discrimination against Israel he felt, nevertheless, that the amount of aid which Israel would receive from the United States in the future would be affected by the manner in which this economy program was carried forward. He said that it was up to all of us to keep our representatives aware of Israel's importance in the struggle for democracy and against totalitarianism. These are the general outlines of what he said, but you understand of course that even in a private letter like this I could not present the full significance and content of his off-the-record remarks. One thing I do know, and that is, that the members of the Cabinet who were there got a real insight to the picture.

Joe Schwartz then reported on the status of the campaign. With the exception of only a few cities practically all of the major communities have made pre-campaign budgeting agreements with the United Jewish Appeal. Many of these agreements give the UJA a better break than last year, and in no case has the UJA been asked to take less of a proportion than last year.

He told us that in the campaigns that have gotten under way they were running substantially ahead of last year and that by and large the campaign picture looked encouraging. He said that there was a greater willingness to give this year and to make increases and that he felt that it would carry through to the end of the campaign without the usual letdown that ordinarily drops the percentage of increase. He did point out, however, that in a few cities there were serious problems. He referred especially to Pittsburgh and St. Louis and, in a less urgent way, to Los Angeles.

Mr. Nathaniel P. Kann, Chairman of the Pittsburgh campaign, who was a guest of the Cabinet at the meeting, gave a more or less detailed report of the problem in Pittsburgh, and while he held out hope for a better campaign than last year it was felt generally that the assistance of the Cabinet would be required. It was agreed that a delegation from the Cabinet would go into Pittsburgh this week to meet with some of the people who could improve the situation if they were made to see the importance of doing so.

A delegation was also planned to go into St. Louis.

It was reported that Los Angeles had a wonderful opportunity to have a campaign this year that was far better than last, and that while the problem here was apparently not as serious as in the other two communities it would still be a difficult job to make Los Angeles realize its potential.

Theodore Kollek, Director of Prime Minister Ben Gurion's office, told us about Israel's cash position. Mr. Kollek said that during the past year Israel has not been attempting to accomplish miracles as it had in the first few years of its existence but was trying to do only those things for which the means were available. This meant a radical intensification of austerity in Israel and also was responsible for a considerable measure of unemployment. Nevertheless, Israel is determined to go forward on the most realistic basis possible, without increasing its burden of short-term debt. Wonderful strides have been made, but the whole effort to achieve self-sufficiency will have no meaning unless the very urgent cash requirements which still exist are met by UJA and other sources. Mr. Kollek said that it was desperately urgent that UJA make every effort to bring together the largest possible amount of cash in the next few months.

Morris Berinstein strongly supported Mr. Kollek's request for cooperation in connection with Israel's urgent cash needs. He said that on the basis of conferences with persons in a position to know best, it was very evident that Israel faces a serious problem in getting through the month of March -- even through the current week. In April, May and June Israel will need \$42,000,000 in cash to meet bills and short term loans. Mr. Berinstein said that the UJA could not provide this money unless every member of the Cabinet really went all out in an effort to see that it was brought together.

There was discussion by the members of the Cabinet about procedures to be followed in obtaining the cash required and it was agreed that a great National Cash Conference be scheduled for late May or early June in Chicago or Washington or whatever city might seem more suitable for such a Conference. The members of the Cabinet who were present were appealed to -- and I also appeal to you -- to do their bit in connection with cash by seeing to it that in their own communities all steps were taken to collect and borrow a maximum sum for UJA without delay.

Among those who offered suggestions as to the manner in which community problems might best be handled and cash obtained were Sol Luckman, Joseph Holtzman, William Rosenwald, Sam Rothberg, Barney Rapaport, Sol Satinsky, Adolph Kiesler and Rabbi Irving Miller, as well as Mrs. Matilda F. Brailove of Elizabeth, New Jersey, Paul Himmelfarb of Washington, D. C. and Robert M. Levison of San Francisco, California.

We then undertook a radical departure in the way in which the Campaign Cabinet functions. The leading cities of the country were broken down and assigned in small groups to individual Cabinet members who should be available for whatever help and guidance may be indicated in campaigns in the communities assigned to them. I am attaching, herewith, a tentative breakdown of assignments which includes responsibilities for the major portion of the Cabinet. Other assignments will be made in the near future.

If there is an assignment for you in this initial breakdown I would urge you to write me at once advising me whether it is satisfactory to you. If it is, we will arrange to keep you informed through the field department of the UJA on all phases of activity in your communities. We shall also advise the Chairmen of these communities about your interest in their campaigns. We want to feel free to call upon you to step into these communities once in a while and we also want you to feel free to suggest the action you think necessary when you receive reports of their campaign status.

I think that this plan can work out very well if we all take our assignments seriously and give them the attention they require. I know that some have been given more than others but this has been calculated on the basis of many factors by the staff and the National Chairmen of UJA.

Since there were a number of urgent organizational and big gifts meetings that had to be covered before the above plan could be put fully into effect, practically all of the Cabinet members present took special assignments to go into these communities and see that the best possible results would be achieved. I got the feeling that we were beginning to overcome one of the most serious handicaps we had been suffering in recent months -- that is, lack of manpower. We have a fine Cabinet now and the members are eager to do their bit. I know that this is true of those of you who were unable to come to the meeting as well as of those who were there.

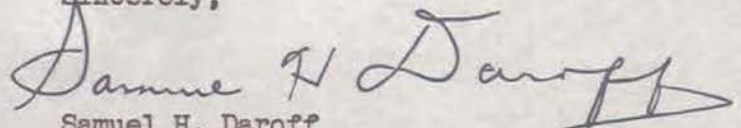
Joe Schwartz reported that a large number of communities are participating in the March 29th UJA Freedom Mobilization which will tie the communities together with a telephone hookup in which Eddie Warburg and Ambassador Eban will participate.

For your information, I am enclosing a copy of a resolution on Senator Herbert H. Lehman's 75th birthday which was unanimously adopted by the Cabinet and which will be sent to Senator Lehman as an expression of our warm regard.

We are planning to have another Cabinet meeting some time in April and I certainly hope that when I write you about it you will be able to attend.

With all good wishes, I am

Sincerely,



Samuel H. Daroff  
Chairman, National Campaign Cabinet



BREAKDOWN OF RESPONSIBILITY FOR NATIONAL CHAIRMEN  
AND CAMPAIGN CABINET MEMBERS

---

Joseph Holtzman

Detroit, Mich.  
St. Louis, Mo.  
Buffalo, N. Y.  
Dayton, Ohio

Sol Luckman

Newark, N. J.  
Cincinnati, Ohio  
Louisville, Ky.

Samuel H. Daroff

Philadelphia, Pa.  
Reading, Pa.  
Atlantic City, N. J.

Joseph J. Schwartz

Los Angeles, Calif.

William Rosenwald

Chicago, Ill.  
Pittsburgh, Pa.

Edward M. M. Warburg

San Francisco, Calif.

Morris W. Berinstein

Baltimore, Md.  
Cleveland, Ohio

Jack D. Weiler

New York, N. Y.  
Northern Hudson County, N. J.

Joseph Meyerhoff

Baltimore, Md. (with Morris Berinstein)  
Washington, D. C. (with A. S. Kay)  
York, Pa.  
Harrisburg, Pa.

Maurice Bernon

Akron, Ohio  
Columbus, Ohio  
Lorain, Ohio  
Canton, Ohio

Louis Berry

Detroit, Mich. (with Joseph Holtzman)  
Indianapolis, Ind.  
Milwaukee, Wisc.

Irving S. Norry

Albany, N. Y.  
Syracuse, N. Y.  
Troy, N. Y.  
Binghamton, N. Y.  
Utica, N. Y.

Dewey D. Stone

New England

Henry Feferman

South Bend, Ind.  
Fort Wayne, Ind.  
Terre Haute, Ind.

Abe Kasle

Pontiac, Mich.  
Toledo, Ohio  
Grand Rapids, Mich.  
Flint, Mich.  
and the State of Michigan

A. S. Kay

Washington, D. C. (with Joseph Meyerhoff)

Milton Kahn

Lowell, Mass.  
Fall River, Mass.  
New Bedford, Mass.  
Springfield, Mass.  
Worcester, Mass.  
Lawrence, Mass.  
Haverhill, Mass.  
Pittsfield, Mass.  
Holyoke, Mass.  
Pawtucket, R. I.

I. S. Joseph

Minneapolis, Minn.

Adolph Kiesler

Denver, Colo.  
Albuquerque, N. M.  
Cheyenne, Wyo.

Herbert R. Abeles

Newark, N. J. (with Sol Luckman)  
Elizabeth, N. J.  
Trenton, N. J.  
Jersey City, N. J.  
New Brunswick, N. J.  
Perth Amboy, N. J.  
Plainfield, N. J.

Barney Medintz

Atlanta, Ga.  
Savannah, Ga.  
Memphis, Tenn.  
Chattanooga, Tenn.  
Nashville, Tenn.

Lloyd Dinkelspiel

San Francisco, Cal. (with Edward  
Warburg and Ben Swig)  
and Northern California

Joseph Shulman

Passaic, N. J.  
Englewood, N. J.  
Hackensack, N. J.  
Teaneck, N. J.  
Paterson, N. J.

Hyman Brand

Kansas City, Mo.  
St. Joseph, Mo.  
Topeka, Kans.

Phil W. Lown

Bangor, Me.  
Lewiston, Me.  
Portland, Me.  
and the State of Maine

Eli Cohen

Lynn, Mass.  
Woonscket, R. I.  
Leominster, Mass.  
Fitchburg, Mass.  
Manchester, N. J.  
Portsmouth, N. H.  
Nashua, N. H.  
Concord, N. H.  
Peabody, Mass.

Julius Livingston

Little Rock, Ark.  
Tulsa, Okla.  
Oklahoma City, Okla.  
Wichita, Kansas

James Permutt

Birmingham, Ala.  
Montgomery, Ala.  
Mobile, Ala.

Marvin H. Itts

Altoona, Pa.  
Erie, Pa.  
Youngstown, Ohio  
Steubenville, Ohio

Morris Senderowitz, Jr.

Allentown, Pa.  
Scranton, Pa.  
Wilkes-Barre, Pa.  
Bethlehem, Pa.

Joseph Cherner

Miami, Fla.  
Hollywood, Fla.  
Jacksonville, Fla.

Sol Satinsky

Philadelphia, Pa. (with Sam Daroff)  
Lancaster, Pa.  
Norristown, Pa.  
Chester, Pa.  
Camden, N. J.

Herman P. Taubman

Dallas, Tex.  
Ft. Worth, Tex.  
Houston, Tex.  
San Antonio, Tex.  
El Paso, Tex.  
Tyler, Tex.

E. N. Grusskin

Joliet, Ill.  
Sioux City, Iowa

Kalman S. Goldenberg

Duluth, Minn.  
St. Paul, Minn.  
Madison, Wisc.

Jacob Viener

Richmond, Va.  
Portsmouth, Va.  
Newport News, Va.  
Norfolk, Va.  
Charleston, W. Va.  
Huntington, W. Va.

Reuben L. Freeman

Chicago, Ill. (with Wm. Rosenwald)

Harold Goldman

Des Moines, Iowa  
Omaha, Nebr.  
Lincoln, Nebr.

Leonard Ratner

Cleveland, Ohio (with Morris Berinstein)

Barney Rapaport

Henry Maslansky

New Orleans, La.  
Monroe, La.  
Shreveport, La.  
Baton Rouge, La.

New London, Conn.  
Norwich, Conn.  
Stamford, Conn.  
Waterbury, Conn.  
New Britain, Conn.  
Hartford, Conn.  
New Haven, Conn.  
and the State of Connecticut

Ben Swig

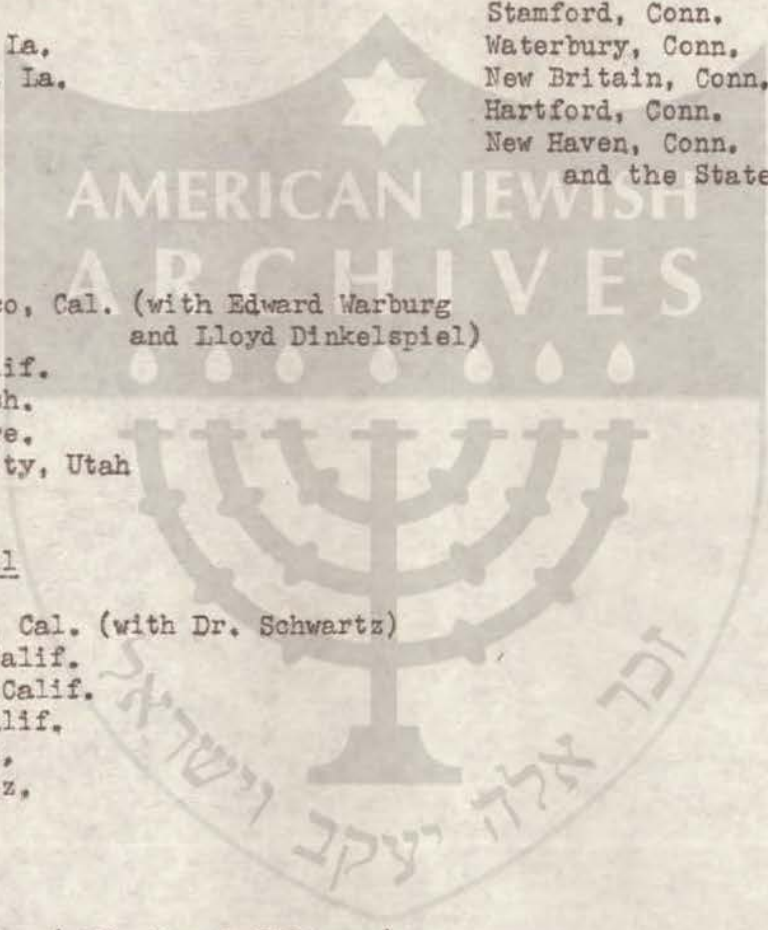
San Francisco, Cal. (with Edward Warburg  
and Lloyd Dinkelspiel)  
Oakland, Calif.  
Seattle, Wash.  
Portland, Ore.  
Salt Lake City, Utah

Edward Mitchell

Los Angeles, Cal. (with Dr. Schwartz)  
San Diego, Calif.  
Long Beach, Calif.  
Pasadena, Calif.  
Tucson, Ariz.  
Phoenix, Ariz.

Eli Goldstein

St. Louis, Mo. (with Joseph Holtzman)  
Southern Illinois  
Louisville, Ky. (with Sol Luckman)



RESOLUTION ON SENATOR LEHMAN'S 75TH BIRTHDAY

We, the officers of the United Jewish Appeal and the members of the UJA National Campaign Cabinet, gathered in special session at the Waldorf-Astoria Hotel in New York, hereby record officially and personally our high esteem and our warm affection for our dear friend, Senator Herbert H. Lehman on the occasion of his 75th birthday.

We recall with admiration and gratitude the countless contributions he has made to his State and to the nation during his fruitful years as Governor of New York and as a member of the United States Senate.

We are keenly conscious of his noteworthy accomplishments in the rehabilitation and resettlement of war-shattered peoples, including many thousands of Jewish displaced persons, as Director-General of the United Nations Relief and Rehabilitation Administration.

We are gratefully aware of the selfless devotion, vision and generosity with which he has given himself through more than three decades to the far-flung efforts of the Joint Distribution Committee and the UJA to save the lives of countless thousands of Jewish victims of war and oppression and lead them on the way to freedom, rehabilitation, self-sufficiency and happiness.

We carry with us always the knowledge of his wise, vigorous and effective espousal of the cause of Israel which constituted so great a contribution to the establishment of the new State and which remains a source of strength and encouragement to Israel in the period of its consolidation,

On the joyous occasion of Senator Lehman's 75th birthday on March 28th, we offer to him our warm and earnest congratulations and express the heartfelt hope that he will be granted many more years of good health in which to serve as guide, counselor and friend to all of us who seek to aid our fellow men in need and to glory in the affection and esteem of all those whose good fortune it is to be associated with him.

CONFIDENTIAL

"FOR YOUR INFORMATION"

April 23, 1953

I am extremely sorry you were unable to be with us at our National Campaign Cabinet meeting last Monday. We discussed a number of important matters on which action was taken; unfortunately, some of this was of such a nature that it cannot be included in this report. A summary review of some of the proceedings follows.

The Cabinet expressed its appreciation to William Rosenwald for his work as Chairman of the UJA National Freedom Mobilization. We received many fine reports from communities tied in to the national hook-up and a number of requests for tape recordings from other communities.

There was a report by Lou Bennett, the new Assistant Executive Vice-Chairman of UJA, on the campaign situation. He pointed out that we were more than one-third ahead of last year in terms of the numbers of campaigns organized and also well ahead of last year in the matter of timing. The amount raised so far in campaigns throughout the country represent a substantial increase over 1952.

Actually, with the exception of two or three cities which are getting off to a comparatively late start, most of the top cities are already half way through their Spring campaigns, with more than half of their totals already raised. Incidentally, there are a number of communities which have to date raised more than last year's totals and which have not yet finished. These communities, of course, will give the UJA substantially more than last year. Included in this group are communities like Houston, Peoria and Tucson, and in a very short time Dallas and Miami and several others will join this very select company.

Lou Berry, of Detroit, said that the fine increases which are now being made must not be permitted to be dissipated by the end of the campaign and that something should be done to see that this does not happen. It was agreed that officers and members of the Cabinet would make telephone calls to key people in the major campaigns urging them to continue their all-out efforts until the very end of their campaigns.

Morris Berinstein reported on pre-campaign budgeting, with emphasis on the agreement that was entered into with St. Louis where a great deal of difficulty had been encountered but where the basis of UJA participation was now satisfactory to all concerned.

Mr. Berinstein said that UJA has more pre-campaign budgeting agreements this year than last year and that by and large they are more favorable than in the past. Visits of Cabinet members into the various communities have helped to inform the people there of UJA's position and have laid the basis for new understanding of UJA's relationship to the total community drive.

We were given a highly confidential, completely off-the-record and most disquieting report in relation to Israel's current financial situation, following which a number of us got on the telephone then and there with various communities throughout the country, asking for immediate cash. Joe Holtzman, Sol Luckman, Morris Berinstein, Jack Weiler, Judge Bernon, Herb Abeles, Lou Berry, Barney Rapaport and others did a most effective job in this connection.

I cannot emphasize too strongly how imperative are our needs for cash - NOW! Israel's financial structure and credit must be maintained! Jews in the satellite countries and elsewhere must be helped! The whole network of UJA's essential services must be supported! In many instances, communities will have to go to the banks and borrow large sums in advance of collections in order to meet the immediate and urgent needs for cash. We simply cannot wait for collections for this purpose. Every member of the Cabinet will be called on for special tasks in this connection. We are going to count on you to do what is absolutely essential. Believe me, this is terribly important!

Following this, the Cabinet devoted itself to plans for a National Cash Conference to be held at the Mayflower Hotel in Washington, D.C. on June 6 and 7. Joe Holtzman, one of the National Chairmen, has accepted the Chairmanship of the National Cash Campaign and is spear-heading a drive to raise at least \$25,000,000 in cash for the Washington meeting. As details of the Conference are worked out, we will keep you informed.

A number of campaign meetings that require the attention of Cabinet members were discussed and assignments were taken so that the Cabinet would be represented at these meetings.

All in all, the campaign picture is very encouraging, and if the Cabinet members continue to cooperate as they have been doing, I think there is no question but that we will raise substantially more than we did last year. But, one word of caution - as Dr. Schwartz pointed out, this is the crucial moment in the campaign when every effort must be made to maintain the pace and the percentage of increase. As seasoned campaigners we all know this but we know too how important it is to keep it in mind.

I do hope you will make every effort to come to our next meeting, which will be held some time in May and which will be a very important meeting for all of us. I will advise you in good time of the date.

Sincerely,

Samuel H. Daroff  
Chairman, National Campaign Cabinet



ORGANIZED IN 1926

מועצת בת הכנסיות באמריקה

HAF files  
MCC

# SYNAGOGUE COUNCIL OF AMERICA

110 WEST 42nd STREET • NEW YORK 36, N. Y. • BRYANT 9-2647

*file*

July 28, 1960

RABBI MAX D. DAVIDSON  
*President*

RABBI JULIUS MARK  
*Vice-President*

RABBI URI MILLER  
*Vice-President*

PHILIP GREENE  
*Treasurer*

HERBERT BERMAN  
*Recording Secretary*

DR. ROBERT L. NACH  
*Corresponding Secretary*

RABBI MARC H. TANENBAUM  
*Executive Director*

IRVING WORKOFF  
*Director of Development*

NATIONAL ADVISORY COUNCIL  
HON. HERBERT H. LEHMAN  
*Honorary Chairman*  
BENJAMIN LAZRUS  
*Chairman*

#### CONSTITUENT ORGANIZATIONS

CENTRAL CONFERENCE OF  
AMERICAN RABBIS

RABBINICAL ASSEMBLY OF AMERICA

RABBINICAL COUNCIL OF AMERICA

UNION OF  
AMERICAN HEBREW CONGREGATIONS

UNION OF ORTHODOX JEWISH  
CONGREGATIONS OF AMERICA

UNITED SYNAGOGUE OF AMERICA

Mr. Herbert A. Friedman  
United Jewish Appeal  
165 West 46th Street  
New York, New York

Dear Mr. Friedman:

Your acceptance of the invitation to serve on the Special Exploratory Committee gives me personal pleasure and augurs well for the deliberations of the Committee.

You will be glad to hear that Rabbi Theodore L. Adams has consented to serve as Chairman of the Committee. His large knowledge of Jewish organizational life, his wisdom and his energy will, I am sure, be of profound and permanent value to the Committee and to the future of Jewry in America.

Rabbi Adams will be in touch with you when all the members of the Committee have returned from summer vacations and at that time a date for the first meeting will be set.

With many thanks for your cooperation,

Faithfully yours,

*Max D. Davidson*  
Rabbi Max D. Davidson  
President

MDD:ttc

#### PAST PRESIDENTS:

\*RABBI ABRAHAM SIMON .....1926-30  
\*RABBI ELIAS SOLOMON .....1930-32  
HON. ALBERT WALD .....1932-34  
\*RABBI SAMUEL SCHULMAN .....1934-36  
\*RABBI ELIAS MARCOLE .....1936-38  
RABBI DAVID DE SOLA POOL .....1938-40

\*RABBI EDWARD ISRAEL .....1940-41  
RABBI ISRAEL GOLDSTEIN .....1941-44  
RABBI HERBERT S. GOLDSTEIN .....1944-45  
\*RABBI ISAAC LANDMAN .....1946  
RABBI WILLIAM F. ROSENBLUM .....1946-48  
RABBI ROBERT GORDIS .....1948-49

RABBI BERNARD J. BAMBERGER .....1949-51  
RABBI SIMON G. KRAMER .....1951-53  
RABBI NORMAN SALIT .....1953-55  
RABBI ABRAHAM J. FELDMAN .....1955-57  
RABBI THEODORE L. ADAMS .....1957-59  
\*Deceased



March 6, 1973

Dr. Moshe Davis  
Institute for Contemporary Jewish Studies  
Hebrew University  
Jerusalem

Dear Moshe:

When I saw you at the Littell lecture, you mentioned that you had sent an invitation to me to join the "Chug leYediat Am Yisrael B'Tfutzot."

When I went to Caesarea yesterday I found the invitation there, too late to reply or to attend.

Actually, we go to the house at Caesarea at weekends, holidays and whenever I can steal a day. Most of the time we live here in Jerusalem at the above address. Mail addressed to me here in Jerusalem is received much more promptly.

I do appreciate your thinking of me and according me the honour of this invitation.

Sincerely yours,

Herbert A. Friedman

# החוג לידיעת עם ישראל בתפוצות

בית נשיא המדינה

ירושלים

8 פברואר 1973  
ר' אדר א' תשל"ג

ד"ר פרידמן היקר,

הריני מתכבד להזמין לפגישת החוג שתחייט ביום  
שני אור לב' אדר ב' תשל"ג, 5 מרץ 1973 בשעה 20:00  
במשכן נשיאי ישראל.

AMERICAN JEWISH  
ARCHIVES

נושא הדיון: יהודי רומניה והונגריה לאחר  
מלחמת העולם השנייה: המשותף והשונה

המרצים:

פרופ' גלח ואגור -  
החוג להיסטוריה כללית באוניברסיטת חיפה  
ובאוניברסיטה העברית בירושלים

פרופ' זונאל קצבורג -  
החוג להיסטוריה ישראלית באוניברסיטת בר-אילן

מזורפת בזה הצעה לקריאת רקע.

מכבוד רב  
משה דייוויס  
יושב ראש

Hals

will be  
pleased to  
meet you

Tupl

ההזמנה ליחיד,  
נא להציגה בכניסה.

J

30 November 1967

General Moshe Dayan  
Ministry of Defense  
Jerusalem, Israel

Dear Moshe:

I write this short note to indicate how pleased and satisfied we were with the work of General Peled. He had a very hard itinerary, travelled constantly and worked tremendous number of hours each day, and presented the story in such a clear and strong manner that you should feel very proud of him. He was just wonderful.

As ever,

HAF:gb

Herbert A. Friedman

14 June 1965

Mr. Louis Degen  
Shwayder Bros., Inc.  
1050 S. Broadway  
Denver, Colorado

Dear Louis:

This is just a brief note to ask whether your plans for this Fall have become definite enough so that you know whether you can join us on the overseas Study Mission. I certainly hope that you will be able to make it.

The trip has been carefully prepared by a committee of knowledgeable lay leaders who have themselves been to Israel many times before, and who know what things to avoid and what to include in preparing an itinerary.

It will really be a great experience, in the company of a wonderful group of people. We begin in Rome on 13 October and finish in Tel Aviv with the Prime Minister's dinner on the night of the 28th. I am leaving for Israel myself in a couple of weeks to make the arrangements for the October trip.

I would appreciate hearing from you as to whether you are making plans to join us.

Sincerely yours,

HAF:gb

Herbert A. Friedman

26 November 1968

Mr. Louis Degen  
Samsonite Corporation  
1050 South Broadway  
Denver, Colorado 80209

Dear Louis:

I am writing this letter to you in your capacity as a member of the National Cabinet of the UJA, and I am sending copies to King and Emmett, for I know you discuss these matters as a group, and I would appreciate very much your taking the initiative in bringing up the subject with them.

I am writing completely freely and unguardedly, knowing that you will consider this letter a personal communication, not for publication in any form. Some of the facts which I would like to tell you are well known, but others are completely classified.

It is perfectly clear that Israel is at war, from three points of view. First of all, she has to hold the line where she sits now because the Arabs refuse to talk peace, and therefore Israel has to be prepared for a long pull, holding from Kunetra in the North all the way to the Suez Canal. This requires a terrible drain in money and manpower. The military budget for fiscal 1969 is going to be close to \$1 billion. For the sake of comparison, in fiscal 1967 (when the Six-Day War was fought), it was only \$400 million. As far as manpower drain is concerned, Israel has 3% of her entire population in uniform. To compare this to the United States, it would mean that we would have an army of 6 million men. In terms of the GNP her defense costs consume 20%. This is fantastic.

The second sense in which she is at war has to do with guerrilla attacks. I don't think it is necessary to belabor this point at all. The episodes occur daily and the number of dead and wounded is tremendous. The outrage in Jerusalem every day seems to indicate that the guerrilla fighting will increase in intensity, rather than diminish.

In the third sense, she has to prepare to fight another all-out war because the Arabs continue to threaten constantly, and the Russians have re-supplied Egypt to a far greater level than June 1967. The alarming thing is that this involves not only equipment, such as planes, tanks and missiles, but also manpower. There are now Russian pilots

flying with the Egyptian air force and there are thousands of Russian technicians in Egypt teaching them how to use the equipment. What this means for Israel is a massive purchasing and manufacturing program of her own, which runs into hundreds of millions of dollars. By the way, the figure which I quoted earlier for the fiscal 1969 defense budget does not include any of the costs for the Phantom F-4 planes which will be another \$200 million when that deal is consummated shortly.

Estimates have been made of the internal revenue which can be expected from the Israeli citizen during fiscal 1969 and these estimates show a possibility of a bit more than \$1 billion. In other words, if they take care of their defense, there is almost literally nothing left over for all of the civilian needs related to the new immigrants for housing, education, social welfare, health, youth training, and all the other things required to do the job of maintaining even a minimal standard on the home front.

Our approach to the Emergency Fund for 1969 is based upon the fact that we know we are not going to ask the Israel government or people to make any contribution towards the philanthropic programs, and therefore we shall have to raise the entire sum of money ourselves.

We have analyzed the amount required, and even after we take into account what the Jews in other countries will provide, we are left with a figure of about \$250 million which the Jews of the United States must provide. The regular campaign will probably produce about \$50 million for Israel (an additional \$20 million out of the regular campaign must be spent in all other countries around the world where Jews are in trouble). And, therefore, the Emergency Fund must provide around \$200 million. These are the cold hard facts of arithmetic which lie behind the emotional needs I have described above. This amount of money is more than was raised during the Emergency Fund in 1967, and much more than was raised during 1968. We have no choice except to go to the people who are most interested and the most capable - people like yourselves - and ask them to be even more generous than they have been in the past. It is not easy to do this, especially with a family such as yours, but I repeat, there is no choice.

Therefore, I am bold enough to suggest to you, Louis, and to you, King and Emmett, that if it would be at all possible, we would like to ask you to repeat your regular gift which was approximately \$110,000, or make a small increase, in order to keep pace with the spiralling cost of maintaining ordinary programs, and to make a gift of \$250,000 to the Emergency Fund. If it were possible for you to do this, and to make such an announcement at the National Inaugural dinner on December 12, it would have a magnificent effect throughout the country, for it would show true leadership and true understanding, and would give courage to many others at a time when it would be most effective.

We have been doing some early soliciting, and I am enclosing for your perusal a list of some gifts, both in the six figure category as well as in the five figure group, which have already been made for 1969 and which show you that there are people who do understand.

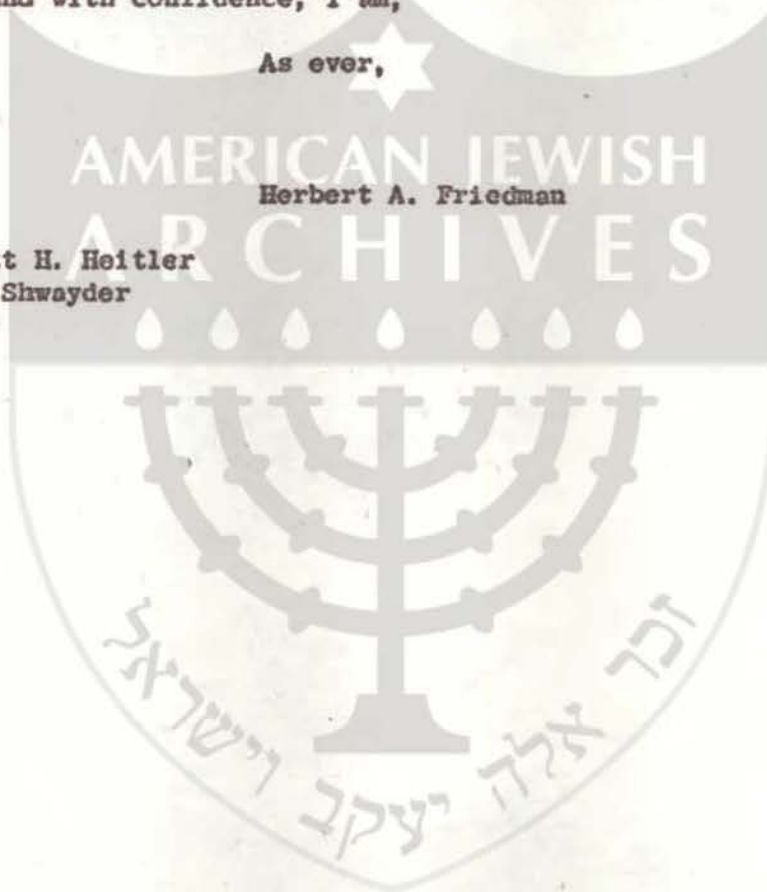
I wish there were a chance for us to meet in person, because a letter is hardly the way to get across the historic significance of what is at stake. We are trying to help keep Israel alive and strong. This is our way of answering back those who would wish to destroy her. I know you will give this your deepest consideration and I am sure that if it is at all possible you will respond affirmatively.

With deepest thanks for a long and noble record of your family and company, and with confidence, I am,

As ever,

AMERICAN JEWISH  
Herbert A. Friedman  
ARCHIVES

cc: Mr. Emmett H. Heitler  
Mr. King Shwayder



12 February 1968

Mr. Sidney Diesenhaus  
64 Nordau Blvd.  
Tel Aviv, Israel

Dear Mr. Diesenhaus:

I have copies of your letter of 6 February addressed to Mr. Zelig Chinitz.

You say: "It would appear that I am barking up the wrong tree." Yes, sir, you are. The matters you are discussing have to do with the proper reception of immigrants and volunteers into Israel. I am aware of the difficulties involved in this process, and sympathetic with some of the bureaucratic and red-tape complications which you describe, but these matters are completely outside my field of responsibility.

The UJA allocates money to the United Israel Appeal, Inc., 515 Park Avenue, New York. The UJA allocates these funds for specific purposes in Israel and utilizes the services of the Jewish Agency in Jerusalem to carry out the expenditures for the purposes for which the money is allocated.

The resident representative of the UIA, Inc. is Mr. Zelig Chinitz. It is his function and responsibility to report periodically to the UIA Board back in New York that the funds are being expended in accordance with the allocations.

The technical process of absorbing the immigrants and the volunteers is carried out by the Jewish Agency. By now, all the departments of the Agency and particularly the Absorption Department are aware of many of the shortcomings you describe. My impression is that they are making every effort to attempt to streamline procedures in accordance with your list of suggestions.

I do not think you have anything but good will on the part of the Agency personnel. I do think that much of the paperwork is complicated and this



Mr. Sidney Diesnhaus

-2-

12 February 1968

can often get in the way of the successful absorption of a volunteer. Much helpful advice has been offered to the Agency by yourself and by others. Mr. Chinitz, I am sure, is ready and willing to listen to all additional suggestions.

This does not mean that a miracle will take place and that automatically everything will be improved to your satisfaction. I suggest you keep in touch with him for there is nothing further that I can do from this end in regard to these procedural matters.

Very truly yours,

Herbert A. Friedman

HAF:gb

cc: Mr. Zelig Chinitz

5  
March 1, 1968

Mr. Sidney Diesenhaus  
64 Nordau Blvd.  
Tel Aviv, Israel

Dear Mr. Diesenhaus:

It is apparent from your letter of February 23rd, for which I thank you, that you did not understand my letter of February 12th.

First of all, I did not say or imply that any condition in the Jewish Agency was "deplorable." This description is yours and not mine. I have too much respect for the monumental tasks of rehabilitation and absorption performed over the years by the Jewish Agency to even think in the terms that you do. What I said was that I was aware of the difficulties involved in the absorption of the Western immigrants and volunteers and of some of the bureaucracy involved in the process. I hasten to add that there is no human mechanism that is not without its faults. However, elementary fairness requires that an organization be judged by its overall performance rather than by the few gaps in its efficiency, particularly when the organization, such as the Jewish Agency, shows a disposition to improve its operation.

You certainly must be aware of the fact that you are breaking through open doors when you tell me that Western aliyah is important to Israel. The question is what can the United Jewish Appeal do about it. In my letter of February 12th I tried to give you the answer. Let me repeat my reply as well as elaborate on it somewhat.

The UJA is the fund-raising arm of American Jewry for major overseas Jewish needs. The main function of the UJA is to interpret to the American Jewish community the needs that are met with funds allocated to the UJA, and to help the local Jewish communities raise the funds. All the funds which the UJA receives from the communities are distributed by the UJA to its constituent and supported agencies (the UIA, Inc., the JDC, the New York Association for New Americans and the United Hias Service). It is these agencies which spend the funds on their respective programs, which, in turn, represent the most urgent needs within their areas of responsibility.

In this context, I must reject your evaluation that the UJA "keeps pouring good money into a bad investment." American Jewry's investment in Israel is in its people -- in the million and a half fellow Jews who have been

received in the country and have been given the prospect of a life of dignity for themselves and for their children. The staff of the Jewish Agency has played a significant role in this historic process and it is a disservice to them and to the truth to describe them in the terms that you choose to use.

No UJA funds are spent on Western aliyah. All of the UJA money spent in Israel by the Jewish Agency, as the agent of the UIA, Inc., is budgeted by the UIA, Inc., for the transportation and absorption of the newcomers from the depressed and tension areas. The absorption of the newcomers from the so-called "affluent" countries is handled by the Jewish Agency, but not as the agent of the UIA, Inc.

Because UJA funds are not involved in Western aliyah, the UJA can assume no responsibility for the manner in which Western aliyah is handled.

The question of Western aliyah is, of course, uppermost in the minds of the people of Israel. This is reflected in the debates in the Knesset and in the discussions in the press and in many public forums both in Israel and abroad. It is the central issue being considered in current meetings of the World Zionist Organization. The fact that this issue is being so widely discussed, with proponents of various views making all kinds of recommendations, shows the complexity of the problem -- both in stimulating Western aliyah and in absorbing persons coming from the Western countries.

Knowing the Jewish Agency, I have every confidence that it will welcome any constructive suggestion you can offer related to the handling of the immigrants from the Western countries.

Cordially,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:hmb  
cc: Mr. Zelig Chinitz

160487

15 Ibn Gavirol  
Jerusalem  
02/66921

15 September 1971

Mr. Simcha Dinitz  
Office of the Prime Minister  
Hakirya  
Jerusalem

Dear Simcha:

We have the following items outstanding between us, which I thought I would put in writing, to make it easier:

1. My letter to Golda re the dates for Eban in December. We would like to confirm these dates to the communities involved.

2. The following is the list of people whom we have now lined up as Israelis who will be resident in communities for periods of at least one month, in order to do the deep, intensive, personal solicitations, which is the real success of the campaign. These are the people for whom the designation "representative of the Office of the Prime Minister" is required. You recall that you discussed it with her and reported to me that she agreed in principal and, of course, wanted to see the actual list of names. Here it is.

Dov Sinai  
Abbi Ben Ari  
Shaul Rosolio  
Wellesley Aron  
Benad Avital

Avram Biran  
Max Varon  
Yehuda Prihar  
Reuven Dafni  
Yaacov Avnon

3. We would like to have you come to the United States for the campaign in January. Since you said that the maximum time you could be away would be about ten days, we have selected the dates January 9 - 19. If you could give us any more time than that, we would, of course, be delighted. Is it possible for you to confirm this now?

4. We have invited Eban to speak to the entire Study Mission (about 350-400 persons) at a luncheon meeting at the Knesset on Tuesday, October 19. His office says that it is quite uncertain as to whether he will be back from the General Assembly session by then. If it appears that he will not be back in time, we would like you to make that speech at that session.

Looking forward to hearing from you on the above four matters as quickly as possible, I am

As ever

Herbert A. Friedman

HAF:SS

לשכת ראש הממשלה  
PRIME MINISTER'S OFFICE

Jerusalem, 16 September 1971

Mr. Herbert A. Friedman,  
15 Ibn Gavirol,  
Jerusalem.

Dear Herb,

Thank you for your letters of September 3rd to the Prime Minister, and of September 15th to me. All matters mentioned in your letters are under consideration. I can positively report on the following:

1. I spoke to Mr. Abba Eban about advancing his schedule beginning December 6th and told him that the Prime Minister would favour it if he could do it. He told me that he is prepared to do it, provided nothing urgent comes up that would necessitate his changing the schedule. So, the thing is now between you and him for final planning.

2. I will be prepared to speak to the Study Mission on October 19 if the Foreign Minister does not return in time from the General Assembly. Please let me know as early as you can whether I should reserve this date.

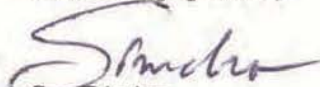
3. Thank you for your January invitation. Please allow me to defer judgement to a later date when I will know better the time-table of my Boss and the necessities arising out of my work.

4. I will be shortly discussing with the Prime Minister the names of representatives you want to send to the States for personal solicitation and will let you know soon. However, as I told you, I already see a difficulty of according such a title to those who are not in government service.

With every good wish for the New Year to Franci and yourself,

אהרן דיניץ

Sincerely yours,

  
S. Dinitz

# הסוכנות היהודית לארץ ישראל

בתשובה על להודיע :

Aliyah

המחלקה

המספר

המשרדים בירושלים

ה.ד. 92 - סל. 24671

חשבון בנק הראי מס' 1270

31.3.64

ירושלים

Rabbi H. Friedman  
U.J.A.  
New York.

Strictly confidential

Dear Rabbi Friedman,

I did not forget my promise to write you a few lines concerning the Aliyah forecast for the year 1964. After we spoke on the phone in New-York, I stayed some weeks in Europe and other places. After I returned home, I did not want to write on the basis of first impressions and preferred to wait for a while in order to get a clearer picture.

We just have finished the budgetary year 1963/64 with 64,000 Olim (as against 60,000 that were provided for in the budget). With all our good intentions to be realistic about our estimations and forecasts, it is better to write to you whilst we are in an optimistic mood...

The forecast looks as follows: We had two meager months - January and February - but March brought us new strength and hope and there is every reason to believe that the figures of March will continue all through the year 1964.

This being the basis of our forecast for the year 1964, we are expecting the following numbers of Olim:

Roumania	25-30,000
Other East. Eur. Countries	22,500
North Africa	12,000
Iran	4,000
Latin America	3,500
U.S.A. and West. Eur.	3,500
Turkey, India & others	2,000
	<hr/>
	52-57,500
	=====

Please, take this as a "personal" and carefully weighed forecast and with all the reservations that have to be taken into account, because as you well know every Aliyah forecast depends largely upon factors that are not under our control.

# הסוכנות היהודית לארץ ישראל

בתשובה נא להזכיר:

..... המחלקה
..... המספר

המשרדים בירושלים

ת.ד. 92 - סל. 24871

חשבון בנק הדאר מס' 1270

ירושלים.....

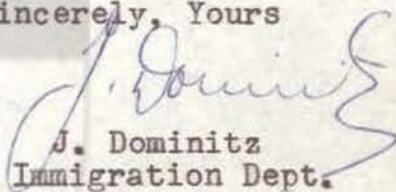
- 2 -

As you see, the estimation of 60,000 is very realistic.  
We hope to reach this number and surely will not be far from it.

I take this opportunity to wish you a very happy Pessach.

AMERICAN JEWISH  
ARCHIVES

Sincerely, Yours

  
J. Dominitz  
Immigration Dept.



YD/ys

*Misc*

16 April 1964

Mr. J. Dominitz  
Jewish Agency Department of Immigration  
P.O.B. 92  
Jerusalem, Israel

Dear Yehuda:

Many thanks for your letter of 31 March containing the Aliyah forecast for the year 1964. It was very good of you to remember to send it to me. It arrived just a few days before an important meeting of our Executive, so that I was able to give them the latest information.

They are very pleased to hear of such a successful year and are determined to return to the work of campaigning with renewed vigor in order to try to raise as much money as possible.

There is another meeting of our Executive on 5 June. I would appreciate receiving from you before that date any additional information you can give me as to progress and problems. Again, my thanks. I look forward to meeting you when I will be in Israel in July with the Young Leadership Mission.

Sincerely yours,

HAF:gb

Herbert A. Friedman



cc: HAF  
IL

7 April 1965

Dr. Conrad Drake  
Director of Town Hall  
122 West 43rd Street  
New York, New York

Dear Conrad:

Thank you very much for your thoughtful letter and for your gracious personal comments.

May I say that your skill in conducting the interview contributed in large measure to the success of the program. It was an interesting and pleasant experience for us, and the many enthusiastic notes I have received indicate that your audience enjoyed the show.

My warmest regards to you.

Cordially,

Herbert A. Friedman  
Executive Vice-Chairman

(HAF:MMK)

November 17, 1972

Mr. Daniel B. Drooz  
Audio Visual Specialities Inc.,  
2637 Connecticut Avenue, N.W.  
Washington D.C. 20008  
U. S. A.

Dear Mr. Drooz:

I received yesterday your letter containing your proposal for a film, and all the credentials of your company. Your idea sounds interesting and your company sounds competent.

There is only one trouble. I no longer deal with the day by day operational matters of the UJA. Since my move to Israel, all decisions on matters such as films are made in New York. The Executive Vice-Chairman in New York is named Irving Bernstein, and the Director of the Publicity Department is Melvin Bloom.

I am forwarding your material back to them, suggesting that they get in touch with you if they are interested. If my memory serves me correctly, I heard them saying some months ago that they were planning to make a film on Russian immigration. I do not know whether they have actually gone into it or not.

With best wishes to your parents and good luck to you,  
I am,

Sincerely yours,

Herbert A. Friedman

cc: Leon Aaron.

✓  
J  
5 November 1965

Mr. Michael W. Duany  
President of the Sudan  
African Students' Union  
of Pennsylvania  
P. O. Box 182  
Oxford, Pennsylvania 19363

Dear Mr. Duany:

Thank you very much indeed for your note of October 17 which I have read with interest.

As you may know, the United Jewish Appeal is engaged exclusively in relief and rescue activities for needy Jews, in Israel, in Europe and elsewhere. Accordingly, the matters you raise do not fall within the purview of our activities.

I shall, however, certainly get in touch with you again should the matter arise.

Yours sincerely,

HAF:gb

Herbert A. Friedman  
Executive Vice-Chairman

J

14 June 1965

Mr. Norman B. Dunits  
Gloray Knitting Mills  
Robesonia, Pa.

Dear Norman:

This is just a brief note to ask whether your plans for this Fall have become definite enough so that you know whether you can join us on the overseas Study Mission. I certainly hope that you will be able to make it.

The trip has been carefully prepared by a committee of knowledgeable lay leaders who have themselves been to Israel many times before, and who know what things to avoid and what to include in preparing an itinerary.

It will really be a great experience, in the company of a wonderful group of people. We begin in Rome on 13 October and finish in Tel Aviv with the Prime Minister's dinner on the night of the 28th. I am leaving for Israel myself in a couple of weeks to make the arrangements for the October trip.

I would appreciate hearing from you as to whether you are making plans to join us.

Sincerely yours,

HAF:gb

Herbert A. Friedman

24 March 1964

Mr. Melvin Dubinsky  
701 Chestnut Street  
St. Louis 1. Mo.

Dear Mel:

Just before she went to the hospital Francine got in touch with the Murray S. Greenfield Gallery to ask whether they would accept the \$400 offer you made for the Modzelevitz. They said they would.

Would you please fill out the bottom lines of the enclosed purchase order and mail it back to me together with your check for \$415.00 (to cover cost of crating and shipping) made out to the order of Murray S. Greenfield Gallery. The painting will then be shipped to you at the address you give on this purchase order.

I know you will enjoy it and next time we come out to visit we will enjoy looking at it.

As ever,

HAF:gb

Smiley

February 11th, 1972

Mr. Melvin Dubinsky  
34 Dromara Road  
La Due  
Missouri

Dear Mel:

This morning Louis Zaretsky spent about two hours in my office together with Al Fleishman and another man, non-Jewish, the News Editor of the Globe-Democrat. I really worked very hard to explain to him what the main problems were, and I hope there will be a good story as a result.

Zaretsky was simply marvellous. He feels our cause very deeply, knows how to express it very well, and asked all kinds of good leading questions. It was a pleasure to work with him.

Later I took him aside, alone, and discussed the matter you requested me to do, namely to solicit him for \$100,000. He said he will think about it, and promised me that his financial future was still lying ahead of him. In other words, he has made his money fairly recently, has increased his pledge very rapidly and would want to do so next year.

My own opinion is that I think that he will not be able to go to \$100,000 in 1972.

..../

As I understand it he has already increased from \$50,000 to \$72,000, and after today's visit I am sure it will be even more than that. On the other hand, I think \$100,000 is probably an attainable figure for next year, if not more.

His heart and mind are really with Israel all the way.

As ever,

MELVIN DUBINSKY  
701 CHESTNUT STREET  
ST. LOUIS, MO. 63101

*file passed*

March 31, 1972

Mr. Herbert A. Friedman  
Executive Vice Chairman  
United Jewish Appeal  
48 King George Street  
Jerusalem 94269, Israel

Dear Herb:

Thank you very much for being so kind to the various and sundry people that I have sent to your office at the Jewish Agency. As usual, they have returned to St. Louis with glowing terms for your words of wisdom, which helps them to understand our work in Israel.

As you probably already know, the Jewish Agency meetings in London were interesting and productive. It is my personal feeling, however, that in the future, meetings of this sort should only be held in the Jewish Agency in Israel.

The campaign locally is running about 28% ahead which is fairly consistent with our national average. I do believe that the law of diminishing return toward the end of a campaign will be the exception to the rule this year. The contributors in the \$5-10,000. class seem to be the best candidates for substantial increases.

I have talked to both Rabbi Alvan Rubin and Rabbi Jeff Stiffman, who attended the rabbinical seminar which you addressed. They were impressed with your words and have helped carry the message back to our community.

Harriette and the children are all well, and they join me in sending our love to both you and Franny and your children.

Sincerely yours,



Melvin Dubinsky



Mr. Mel Dubinsky  
34 Dromara Road  
La Due, Mo.  
U.S.A.

November 5, 1973

Dear Mel:

I had an appointment with Dultzin this morning, and our conversation was very friendly. He said that he had expected me either to show up in New York and offer my services there, even without being asked, or at least to show up in his office and do the same.

I explained to him that I did not agree with this at all, saying that if UJA or Keren Hayesod had wanted me, they knew where to reach me. I used the analogy of what happened here in Israel with the old retired generals. Some were called back by the army and some were not. Those who were not wanted had no way of breaking down the door, and didn't even try.

Furthermore, I told him that on the very first day of the war it was suggested to Irving Bernstein that I be called back and put to work. If my presence in that office would prove embarrassing to anybody, then I should be put to work in New York City. Dultzin said he had not known that fact and he was quite surprised to hear about it.

I then told him about the telephone call from Sam Rothberg asking me to come to the United States for the Bonds, and that I had turned it down, because I felt that it would be a direct offense to UJA. Dultzin agreed with my judgment in that matter.

I then suggested that we stop talking about the past and look ahead to the future. I told him that I would be happy to work with any UJA mission that came to Israel, to speak to them, to ride busses with them, to solicit individuals or to offer a long-range analysis. I also offered to go anywhere in any of the Keren Hayesod countries where the language was German, Yiddish or English.

He ended by saying that he was happy that we had talked, and he would take up the matter of my offers in the proper quarters. The whole conversation lasted twenty minutes, and, I repeat, was quite friendly.

As ever,

P.S. I am enclosing an analysis of the mood in Israel today, which I wrote to my father-in-law. I thought you might find it interesting.

J

X

UNITED JEWISH APPEAL

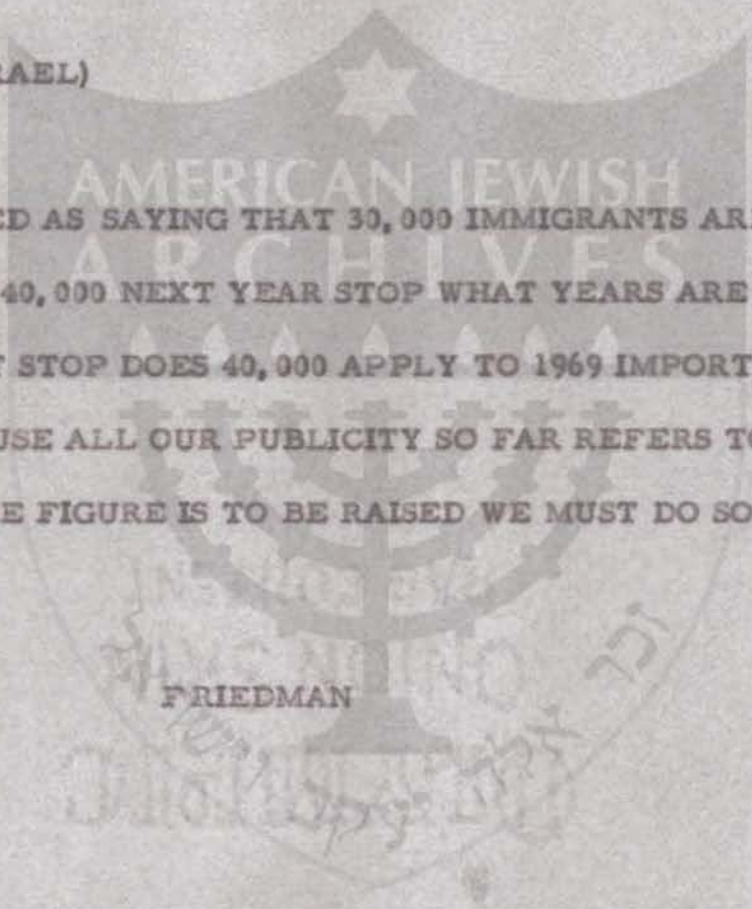
Nov 4, 1968

RCA

DULTZIN  
JEVAGENCY  
JERUSALEM (ISRAEL)

YOU ARE QUOTED AS SAYING THAT 30,000 IMMIGRANTS ARE EXPECTED  
THIS YEAR AND 40,000 NEXT YEAR STOP WHAT YEARS ARE YOU ~~XXXKXX~~  
TALKING ABOUT STOP DOES 40,000 APPLY TO 1969 IMPORTANT FOR US  
TO KNOW BECAUSE ALL OUR PUBLICITY SO FAR REFERS TO 30,000 FOR  
1969 STOP IF THE FIGURE IS TO BE RAISED WE MUST DO SO IMMEDIATELY  
REGARDS

FRIEDMAN



*Misc*

1st April 1964

Rabbi E. Dushinsky  
Jewish Agency  
515 Park Avenue  
New York 22, N. Y.

Dear Rabbi Dushinsky:

Many thanks for your kind letter informing me of the impending visit of Mr. Shragai of Jerusalem. I understand that he will arrive around the 20th of April.

I look forward very much to meeting with him and to discuss many matters of mutual interest.

I would be happy to meet with him at any time he suggests. Since you were kind enough to suggest that he will be available beginning May 12, I would be delighted to meet with him on that day or the 13th or 14th. After that I will be on the West Coast and will be available again beginning May 26.

I would like you to bring to his attention the fact that we have an Executive Committee meeting of the UJA on Monday, May 11. I have the honor of inviting Mr. Shragai to attend that meeting to give a report on the work of his department. I think he would find it interesting and I know that the men, who comprise the top officers and leaders of the UJA, would be delighted to meet with him again.

Looking forward to hearing from you, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman