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PUEBLO'S PART IN

1947 UNITED JEWISH APPEAL CAMPAIGN FOR \$170,000,000

American Jewry's



Campaign of Sacrifice

For Joint Distribution Committee United Palestine Appeal National Refugee Service,
B'Nai Brith Joint DeFance Appeal, Wider Scope, Bellafaire and other humanitarian
undertaking in the interest of our Jewish brethren throughout the world

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HARRY ROSENBLUM

Nov 1, 1947
Rabbi Herbert A. Friedman
Temple Emanuel
Denver
Colo

Dear Rabbi Friedman:

This little note is to remind you to take the rings out of the vault and bring them with you to Pueblo, on the 9th of November.

Please let me know what time you are coming in so arrangements will be made to meet you.

Thanking you again for the services you are giving for humanity sake.

With kindest regards

Sincerely yours

Louis Pabstkin





\$250,000,000 MINIMUM DESTINY CAMPAIGN

UNITED JEWISH APPEAL

on behalf of JOINT DISTRIBUTION COMMITTEE, UNITED PALESTINE APPEAL

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HENRY MONTOR

December 15, 1948 165 West 46th Street, N. Y. 19, N. Y. PLaza 7-1500

Cable Address, UJAPPEAL, New York

Rabbi Herbert A. Friedman
Temple Emanuel
East 16th Ave. & Pearl St.
Denver 5, Colorado

Dear Herb:

I suppose it is your rabbinical training that caused you to indicate five letters for a four letter word, but as your chief engineer I shall let it pass.

The UJA meeting will be held in Atlantic City on January 12th, 13th and 14th.

Trusting that you and your good wife are well, and that the altitude of Denver has not dropped, I am, with warm Chanukah greetings,

Cordially yours,

Martin Panzer
Martin Panzer
Executive Assistant

MP:FR

TEMPORARY
LETTERHEAD

April 11, 1949

Mr. Martin Panzer
United Jewish Appeal
165 West 46th Street
New York, New York

Dear Martin:

It is the feeling of those of us in Denver who are intimately concerned with the success of our Allied Campaign that something extraordinary will be necessary this year in order to stimulate our people to the necessary pitch of enthusiasm and devotion.

We have reached the conclusion that the visit of a group of our community leaders to Israel would provide this stimulus.

It is with this end in view that I have spoken to you over the telephone concerning the possibility of an official invitation, issuing from Israel, to a selected list of community leaders. I am enclosing such a list, in the conviction that a pilgrimage by even four or five of these men would absolutely help put our campaign over the top.

Our feeling is that an official invitation from Israel would meet with a greater possibility of acceptance by these men of the idea of the trip. We are not asking for any special treatment, but are simply rendering our considered advice that an invitation from Dr. Weizmann or Prime Minister Ben Gurion would carry the greatest possible weight with this list of prospective invitees. I must say frankly that an invitation from the UJA in New York might not be considered as seriously as one from Israel. I am enclosing a memo from Nathan Rosenberg, our Executive Director, which underscores this point.

I know you are fully as interested as we are in helping to get our campaign under way. I feel that a quick expedition of our leaders to Israel, under the proper auspices, provides the greatest chance of achieving this objective.

As ever,

F/s

Rabbi Herbert A. Friedman

cc Mr. Rosenberg

May 16, 1966

Rabbi Herbert A. Friedman
Executive Vice-Chairman
United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

Dear Rabbi Friedman:

I've just looked at your informative and often touching film. Thank you for sending it to me.

Alas, I'm sorry to say that I don't think it has enough theatrical value to be shown on commercial television. I don't believe it would attract or hold a large enough audience to be acceptable either to the networks, or the individual stations.

Whether or not it would fit into Xerox' non-commercial plans is another matter. The film could certainly be distributed to schools and clubs, or made available to educational television. As you may know, Xerox is deeply committed in such activities; the question here would be one of priority.

It might be useful for us to talk further about all this. If you'll let me know when it would be convenient for you, we can set a date for a meeting.

Sincerely,



Frederic Papert

xc: Sol M. Linowitz

10 June 1966

Mr. Frederic Papert
Papert, Koenig, Lois, Inc.
777 Third Avenue
New York, N. Y. 10017

Dear Mr. Papert:

I should like to thank you for your letter of 16 May regarding the Drew Pearson film which you were kind enough to see. I appreciate the fact that you took the time to see it.

You were kind enough to suggest that you would be willing to set a date for a meeting to discuss the use of the film non-commercially. Knowing how busy you are, I did not want to take your time for a meeting which might not yield useful and practical results.

We shall see what we can do about placing the film on local channels through the good offices of people in various communities around the country.

I would like to feel that we can hold a rain-check on your offer for a meeting some time in the future to discuss distribution through educational television. For the moment, we would like to try other possibilities.

With deepest thanks for your kindness, I am,

Sincerely yours,

HAF:gb Herbert A. Friedman
cc: Mr. Sol Linowitz

cc - Florence Ackelstein

12 November 1965

Mr. Albert Parker
530 Fifth Avenue
New York, N. Y.

Dear Albert:

This is the first opportunity I have had to write and thank you for many things which are on my mind regarding your perfectly wonderful and marvelously helpful activity recently.

First of all, I want to thank you most sincerely, and not at all perfunctorily, for the excellent work you did as chairman of this year's Study Mission. It is the first one in eleven years that I missed, but the reports which I have received are most detailed in nature, and they indicate to me that this is probably the best one in eleven years. Through your meticulous planning and through the manner in which you handled yourself publicly during the days in Israel you succeeded in creating an atmosphere of genuine enthusiasm and commitment to the cause. These poor words are really inadequate to express our gratitude for everything you did and meant.

I was delighted to see the extensive interview and personal profile with you in the Jerusalem Post. You certainly deserved it and I must say I thought it was written very well. I have received many comments about it and while I know that you are by nature a modest man, nevertheless this article should have left you with a good feeling.

Lastly, I have heard about the meeting in Birmingham the other day and want to thank you for taking that assignment at such short notice, but more importantly, doing so well at it. I have a report from a rather hard-boiled professional social worker in the community who heard you and who told me that everyone was impressed with your dignity and general bearing. You were a worthy representative for a great cause.

Mr. Albert Parker

-2-

12 November 1965

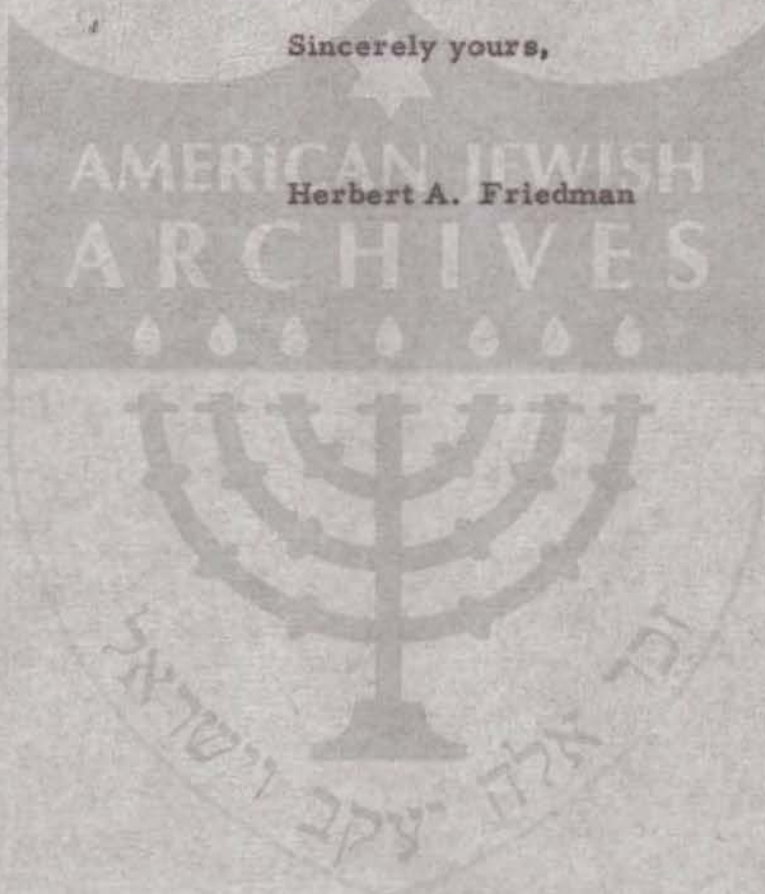
I hope we have an opportunity to see each other very soon. I am travelling almost constantly these days, but will try my best to get to the reception which you are giving at the Plaza on the 18th. If I miss you then I hope we get together again soon.

With best wishes to Mrs. Parker, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman



P

HAP

ALBERT PARKER
530 FIFTH AVENUE
NEW YORK

May 3, 1967

Dear Herbert,

It is a source of genuine
gratification to know that I
may share with you and
the many other leaders of
United Jewish Appeal, your
personal history of this
great cause to which we are
all devoted.

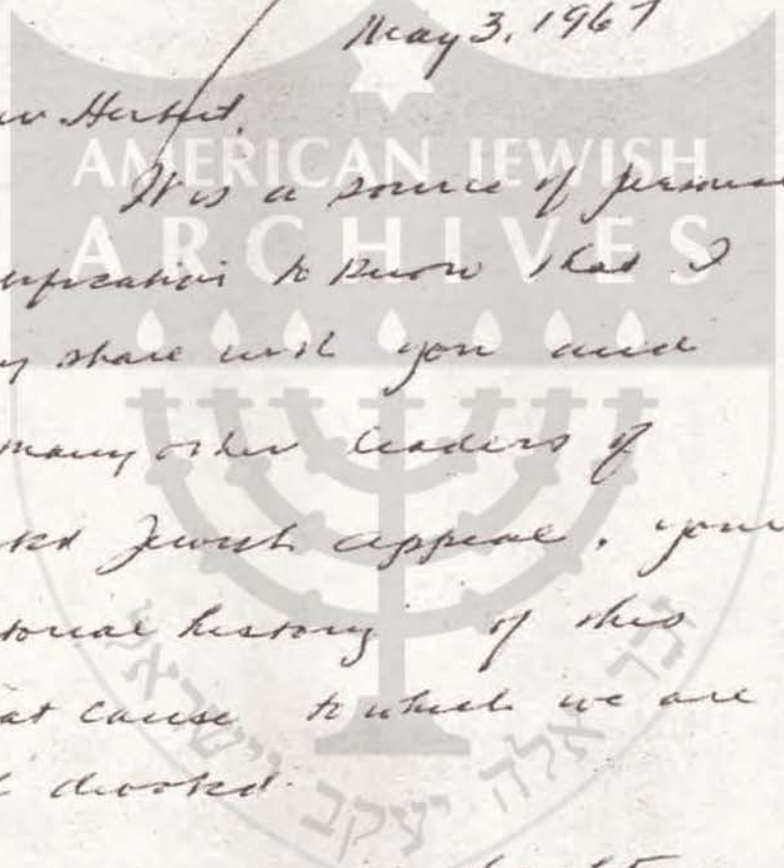
With all good thoughts
and my personal regard

Always

Albert

Herbert A. Freeman
Executive Chairman
United Jewish Appeal

027200550



22 March 1968

Mr. Wesley Pavalon
Career Academy
Milwaukee, Wisconsin

Dear Wesley:

I have just learned of the signal honor being bestowed upon you in Milwaukee by the Junior Chamber of Commerce. From everything that I have heard it is richly deserved, not only because you are obviously an ingenious business leader and an imaginative and creative person, but because in addition you care about your people.

I left you that evening in Milwaukee with precisely that feeling - a feeling that I had met someone I hadn't known before but with whom I could quickly identify because of his deep concern that the world become a better place in which to live, that Israel thrive and the Jewish people survive. I had the feeling that you care and will do something about all of these things at the same time that you make a most extraordinary contribution to the world of business.

I assure you that this word of congratulations comes not only from me but from the top leadership of the UJA with whom I have shared my impressions about the dynamic man I was so pleased to meet in Milwaukee.

I hope that there will be some opportunity quickly for us to spend a bit of time together. I run a great deal and hence do not know when I might be in Milwaukee again. But surely you must be in New York occasionally. If you would only forewarn me, I assure you that I will push other matters aside so that we can again share ideas and thoughts.

With best regards, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman



W. D. PAVALON
President and Chairman of the Board

March 25, 1968

Rabbi Herbert A. Friedman
United Jewish Appeal
1290 Avenue of the America's
New York, New York 10019

Dear Herb,

Thank you for the kind and thoughtful words of congratulations expressed in your letter of March 22, 1968.

I am sorry that we did not have more time together at the recent dinner - meeting in Milwaukee. I mentioned our meeting to Robert St. John and he asked me to be certain to send his best wishes to you.

Unfortunately, I don't get to New York City as often as I like; however, I somehow manage to get there periodically and you can be assured that I will contact you in advance of my next visit.

Should you happen to get to Milwaukee before my next visit to New York City, I, too, will arrange my schedule so that we can spend as much time together as you have available. In the meantime, I send you my very best wishes for a very Happy Passover.

Best personal regards,


W. D. Pavalon

pb
Air Mail

X

✓

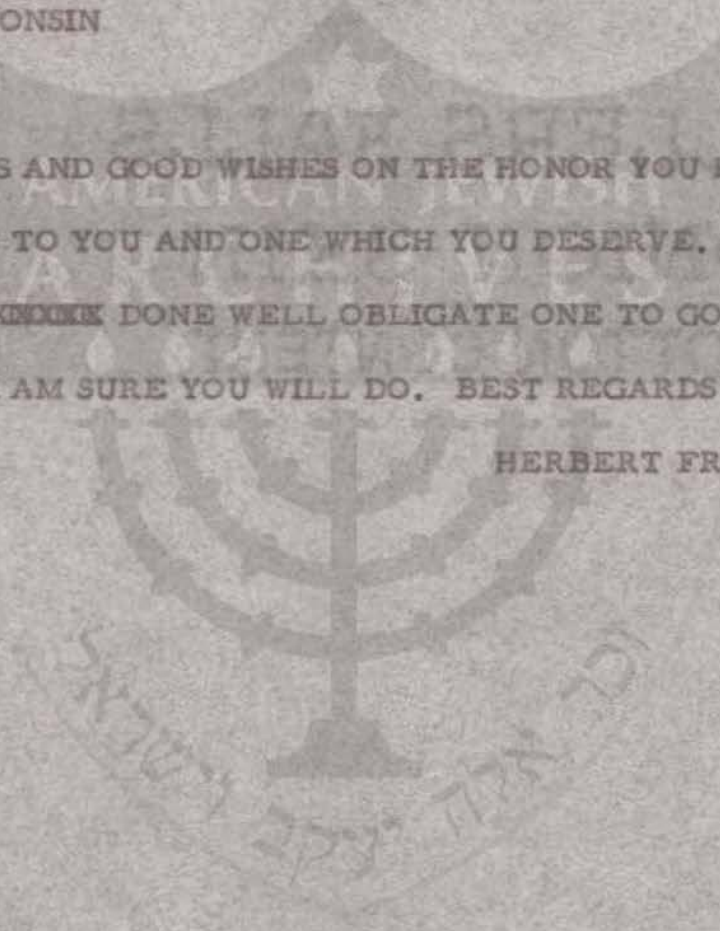
UNITED JEWISH APPEAL

JANUARY 13, 1969

WESLEY PAVALON
611 E. WELLS STREET
MILWAUKEE, WISCONSIN

CONGRATULATIONS AND GOOD WISHES ON THE HONOR YOU RECEIVED. IT
IS GREAT TRIBUTE TO YOU AND ONE WHICH YOU DESERVE. REWARDS
FOR THINGS ~~XXXXXXXXXX~~ DONE WELL OBLIGATE ONE TO GO ON DOING GOOD
THINGS. THIS ~~IS~~ I AM SURE YOU WILL DO. BEST REGARDS

HERBERT FRIEDMAN



HAF files
Mison. Con.

September 15, 1960

Dr. Milton J. Pearl
2320 Sutter Street
San Francisco, Calif.

Dear Dr. Pearl:

I have received from Mr. Treguboff the copy of the United Arab Republic stamp you sent me. I have had an Arab expert assure me that "We Shall Return" is an accurate translation of the words on the stamp.

I think it is shocking that in commemoration of World Refugee Year, whose purpose as defined by the United Nations was to attempt to arouse compassion and sympathy, the UAR should have exploited again a theme of hatred and political propaganda. It is another example of the difficulties involved in making peace.

Thank you for sending the stamp to me. I shall keep it with my collection and shall show it to many people.

With best regards.

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF/fo

cc Treguboff



CONSULATE GENERAL OF ISRAEL
11 EAST 70TH STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-7800

קונסוליה כללית
של ישראל

September 12, 1960

Dear Herb:

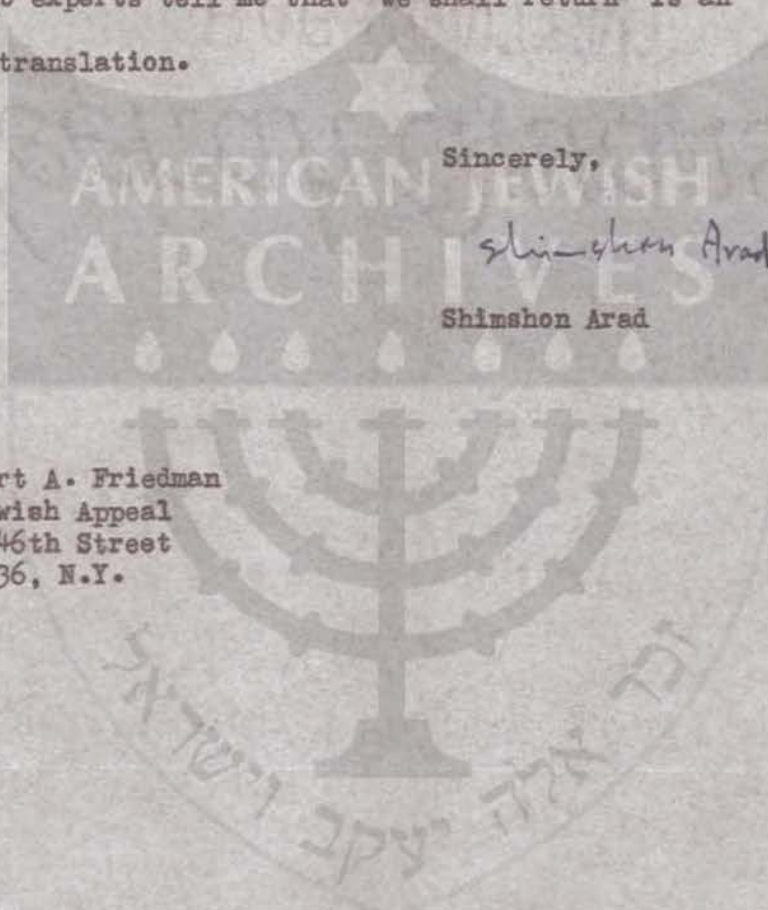
Arab experts tell me that "we shall return" is an accurate translation.

Sincerely,

Shimshon Arad

Shimshon Arad

Mr. Herbert A. Friedman
United Jewish Appeal
165 West 46th Street
New York 36, N.Y.



*File
Miami*

12 February, 1963

Mr. Harman Pekarsky
Jewish Community Council
32 Central Avenue
Newark 2, N.J.

Dear Harman:

Your letter of February 5th regarding the proposed 1963 pre-campaign budgeting formula was forwarded to me, here in Miami Beach. Incidentally, we are encouraged by the pre-meeting solicitation which has taken place both in Palm Beach and Miami Beach. We are gratified by the results that were achieved at Governor Hughes' dinner.

The formula proposed, in your letter, means that the UJA would have to take a \$20,000 loss on the same sum raised in 1963 as in 1962. I believe that for this reason and the other important questions raised in your letter it would be most valuable for representatives of the UJA to meet with your leadership. By tradition, we have been involved with you in the mutual development of pre-campaign budgeting formulae. I would urge that we continue this procedure. Therefore, may I suggest that a date convenient to Newark and us be set. I shall ask Leonard Wechsler to be in touch with you on the matter.

With best wishes, I am,

Cordially yours,

Herbert A. Friedman
Executive Vice-Chairman

HAF:vgb

P.

9 June 1971

Mr. Herman Perl
26 Columbia Turnpike
Florham Park, N.J. 07932

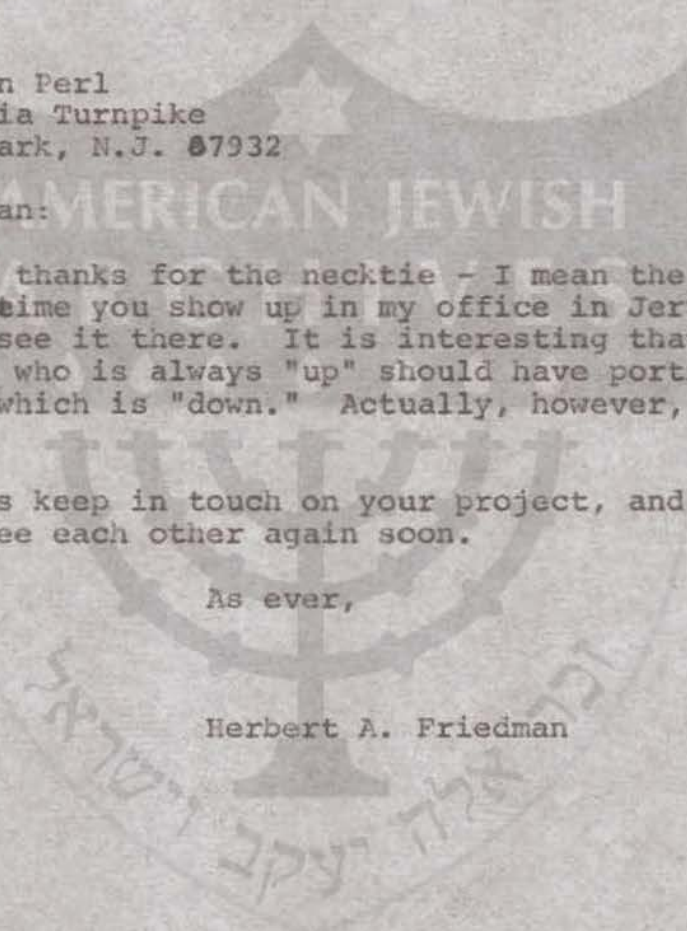
Dear Herman:

Many thanks for the necktie - I mean the sculpture. The next time you show up in my office in Jerusalem, you will see it there. It is interesting that a guy like you, who is always "up" should have portrayed a figure which is "down." Actually, however, I understand it.

Let's keep in touch on your project, and I know we will see each other again soon.

As ever,

Herbert A. Friedman



AMERICAN JEWISH ARCHIVES
UNION SQUARE
NEW YORK

15 November 1966

Dear Mr. and Mrs. Perlmutter:

I want to tell you how very much I appreciated your gracious hospitality during my visit to New Jersey last Friday.

I greatly enjoyed having dinner with you. The spirit of your home was warm and friendly. I hope that we will have the opportunity to get together again in the near future.

With all good wishes, I am,

Sincerely,

HAF:gb

Herbert A. Friedman

Mr. & Mrs. Milton Perlmutter
10 Garden Court
Short Hills, New Jersey

AMERICAN JEWISH
ARCHIVES



HAF file -
713 C. Com

25th August, 1961

Mr. Edward F. Perlson
The Wisconsin Jewish Chronicle
120 E. Detroit Street
Milwaukee 2, Wisc.

Dear Ed:

Many thanks for your kind and overly generous letter of 8th August. I appreciate the sentiments you expressed, and know them to be sincere.

With regard to your question about the possibility of making a trip to Israel, I wish I could answer you in the affirmative. There's noway I know that the UJA can make this possible. The only people we ever send abroad are some few members of our own executive staff. Once, several years ago, we sent a group of newspaper people, but that was the only time in my knowledge of almost seven years.

I think you should see Israel, but frankly I have no practical suggestions. The only thing to do might be to try to join some charter group, which would be the cheapest possible way. But even most of those run to somewhere around \$1,000.

If I could help, Ed, I would, you know that.

With fondest regards, I am as ever,

Sincerely yours,

Herbert A. Friedman
Executive Vice-Chairman

haf:ss

The Wisconsin Jewish Chronicle

A Weekly Paper for the Jewish Home

120 E. DETROIT STREET . . . PHONE BROADWAY 1-2992

MILWAUKEE 2, WIS.

8th August 1961

Rabbi Herbert A. Friedman,
Executive Vice Chairman,
United Jewish Appeal,
165 W. 46th Street,
New York 36, N. Y.

Dear Herb:

AMERICAN JEWISH

It was good to see you once again and to renew old friendship. I'm just sorry that time doesn't permit us to enjoy longer and more intimate visits. However,...

You will find herewith enclosed a picture of you (as if you need this identification), which I am asking you to autograph for me personally and to return to me. You are receiving an identical one from Mel Zaret.

Your speech (talk or address, take your choice) was terrific. I wish the entire community had been able to hear you. A couple of doses by a Friedman would stir this community to the heights which they should be at. You left a deep impression; I hope it lasts.

I had wanted to talk to you (to renew the subject) of how I can get to Israel. I need not tell you how terribly vapid I sometimes feel about my writings of Israel because I have never felt the living impact of the country by personal experience. I cannot afford it personally, and The Chronicle can't either. Isn't there some way that the Government of Israel (or the UJA) could make this possible?

You know I would be forever grateful if you could and would steer me onto some way that will make a reality of my hopes of some day seeing Israel.

Hope this finds you, your wife and kids in the best of health. And best wishes.

Sincerely,

Ed
EDUARDE F. PERLSON

10 January, 1964

Mr. Shimon Peres, Deputy Minister
of Defense Ministry
Hakirya
Tel Aviv, Israel

Dear Shimon:

Now that the Pope has been to Israel and all seemed to go well, I have no hesitancy in bombarding you with correspondence. Incidentally, I am eager to get your impressions of his visit when you are with us in March.

Attached please find a schedule of the meetings which have been arranged for you. The fact is that in each community the specific meeting indicated is key to the success of the entire campaign. In describing these meetings, I have asked the staff to lean towards understatement. The communities involved are all eagerly awaiting assurance of your visit. May I, therefore, urge that you cable me with permission to confirm these arrangements.

With best wishes, I am,

Sincerely yours,

Herbert A. Friedman

HAF:VEM
encl.

SHIPER PAGES

PROPOSED SCHEDULE

(March 9 - March 26, 1964)

Monday, March 9	<u>Louisville, Kentucky</u> (1963 total raised \$510,000)	Advance Gifts Dinner. Attendance will consist of 50 men in the \$1,000 and over category. The meeting is expected to produce \$150,000.
Tuesday, March 10	<u>Akron, Ohio</u> (1963 total raised \$389,217)	This will be a dinner meeting for the \$5,000 and over contributors. 25 men in this group will be present and the meeting should raise about \$175,000.
Wednesday, March 11	<u>Omaha, Nebraska</u> (1963 total raised \$473,000)	This function will be for the \$3,000 and over givers. 50 men are expected and the affair should produce between \$150,000 and \$200,000.
Thursday, March 12	<u>Brewer, Colorado</u> (1963 total raised \$840,250)	This will be a dinner function of the three major country clubs combined, to wit; Green Gables, Town, and Meadow Hills. This affair should produce about \$225,000. Approximately 175 - 200 men will be in attendance.
Friday, March 13	<u>Los Angeles, California</u> (1963 total raised \$6,450,639)	This group, called the Los Angeles Key Men, comprises both contributors and workers. It is an annual affair and brings out several hundred and is non fund-raising. This is a luncheon.
Sunday, March 15	<u>Los Angeles, California</u>	Luncheon. This is a UJA Conference for the West Coast region of the Labor Zionists. 600 delegates are expected. This initiates the fund-raising for the Labor Zionists on the West Coast.

Proposed Schedule for Shimon Peres

Monday, March 16	<u>Scranton, Pa.</u> (1963 total raised \$390,000)	Major Gifts dinner. 50-75 men to be present representing contributions of \$400 and over. Meeting is expected to produce \$125,000 - \$150,000.
Tuesday, March 17	<u>Wilkes Barre, Pa.</u> (1963 total raised \$331,439)	This function represents their Initial Gifts in the \$500 and over level. 50 men will be present and the meeting will raise between \$70,000 and \$90,000. Dinner.
Wednesday, March 18	<u>Albany, New York</u> (1963 total raised \$365,000)	This represents the first fund- raising meeting of their campaign. 50 men are expected in the \$500 and over group and the affair should produce in excess of \$120,000. Dinner.
Thursday, March 19	<u>Buffalo, New York</u> (1963 total raised \$740,500)	Advance Gifts dinner function. 80 men in the \$500 and over group will be present. The total expected to be raised at this affair should exceed \$100,000.
Monday, March 23	<u>Worcester, Massachusetts</u> (1963 total raised \$478,453)	This is a Top Gifts Dinner Meeting in the \$500 and up bracket. Between 100 - 125 men are expected. The affair should raise \$175,000 - \$200,000 or about 40% of the total campaign.
Tuesday, March 24	<u>Lowell, Massachusetts</u> (1963 total raised \$343,447)	This dinner is an Advance Gifts affair. Giving level is \$250. and over. There will be about 125 men attendees. The meeting should be worth between \$150,000 and \$175,000.
Wednesday, March 25	<u>Boston, Massachusetts</u> (1963 total raised \$5,190,000)	This will be a combined dinner event of the two major trades, the Construction and Real Estate Divisions. 160 men to be in atten- dance and it is anticipated that the meeting should produce in excess of \$400,000.

Proposed Schedule for Shimon Peres

Thursday, March 26

Springfield, Massachusetts

(1963 total raised
\$348,000)

This dinner meeting is for top contributors mostly in the \$1,000 and over bracket; some between \$500 and \$1,000. About 40 attendees are expected and the function should be worth approximately \$100,000.



Handwritten mark

January 8, 1964

Mr. Shimon Peres, Deputy Minister
of Defense Ministry
Hakirya
Tel Aviv, Israel

Dear Shimon:

I need Nachman Karni in the United States from April 1, 1964 through May 15, 1964, for the UJA-Hillel University Program. Let me give you some background on this project.

It was launched in 1960 to meet a definite educational need existing among the Jewish college youth of America. We realize that American Jewish youth, ages 18 - 25, do not experience a sense of kinship with world Jewry, and are not aware of the centrality of the State of Israel in the total scheme of Jewish life. There is lacking, for the most part, a sense of identification with Israel's achievements and a sympathy with Israel's problems. Furthermore, many loyal supporters of UJA are passing from the scene without transmitting to their children a sense of responsibility to Israel and world Jewry. Their children are either attending college, doing research in graduate school, or teaching at key universities. The events of the Hitler holocaust, the '48 struggle for independence, even the Sinai campaign, have become ancient history for the post war generation of American Jewish youth.

To counter this dangerous trend I decided upon a program addressed, specifically, to the Jewish university students who constitute 75% of America's Jewish youth of college age, and from whose ranks, our future community leaders will emerge. My theory is that a talented and colorful Israeli, who can create an impact upon students and professors, Jewish and non-Jewish alike, will, in turn, inspire and attract the flower of our Jewish youth to adopt a more positive attitude towards Israel and world Jewish problems.

I do expect the guest lecturer to emphasize the UJA and the importance of our work in Israel and elsewhere. However, this is not a fund raising project. On the contrary, before mixed groups, the focus should be on life in Israel, with the clear understanding that the individual is free to speak on any subject which lies within his special area of competence and which is acceptable to the university. The desired goal is the intensification of feeling and involvement of the typical Jewish college student vis-a-vis Israel and the world Jewish community.

The program, to this point, has been highly successful. The personal confrontation on the part of Jewish students and faculty members with such personalities as Shabtai Teveth (1962), and Aryeh Eliav (Fall '63), in the classroom, at the Hillel Foundation, at fraternities and sororities, has generated a better climate of understanding as to Israel's role in the Middle East and the ongoing responsibilities of American Jewry towards UJA and the survival of Jewish life throughout the world.

January 8, 1964

Teveth, in the Spring of 1962, visited 46 colleges and universities and delivered 121 lectures exclusive of informal discussions and luncheon meetings. More than 5,000 students and faculty members listened to him, in addition to an indeterminate number who heard him on 12 radio interviews, and 3 TV appearances. He covered the following subjects: Israel, the Middle East and the New Countries; Patterns of Economic Life in Israel; The Press and Other Media of Information in Israel; Israel -- the Meeting of the East and the West; The Significance of the Eichmann Trial; Parliamentary Democracy in Israel; Political Trends Among Israel Youth. The following excerpt of his final report conveys his opinion on the value of the UJA-Hillel University Program:

"It is my general impression, based on what students told me after my talks or by noticing their reaction while I was speaking, that some who, in line with the general trend among youth, disassociated themselves while at campus, from things Jewish, and regarded UJA as anathema, were lit with sudden pride. That is to say, that when one presents the case directly and proudly to general audiences and convinces this audience of the importance of what is happening in Israel, Jewish students find it very easy to unveil their latent Jewish identity. I feel that disassociation from Jewish life is due more to ignorance or very crude knowledge about Jewish culture and the things UJA stands for than to any hostile convictions.

"I feel that the mission in which I was engaged was an important one and I would most strongly recommend that this program be continued in the years ahead."

Eliyav, in the Fall of 1963, spoke at 38 colleges and universities with an approximate attendance of 4,800 students and faculty members. His topics included the following: Israel in Asia and Africa; The Soviet Union and Its Jews; Israel's Population in Transition; Teaching in a Negev Village; Israel -- Where East meets West; Building Cities in the Desert; Experiences in Iran with a Rehabilitation Team; How National Minorities Fare in the Soviet Union; New Patterns of Social and Economic Life in Israel; Current Intellectual Trends in Israel Today. The general reaction from observers and Hillel Directors was that "he created in his audiences a deeper and more sympathetic understanding for the life, culture and people of Israel."

It is important that the project assume the character of a cultural program devoid of propagandist overtones. We must, therefore, be very careful in the selection of a qualified candidate who must embody in his personal life and career the finest that Israel has to offer to the Jewish intellectual elite of America.

I consider Nachman Karni an excellent choice for such an assignment by virtue of his past achievements and present position in the Foreign Office. He knows America and has been effective in previous appearances in the United States. The Hillel Directors approve of Karni. The period of April 1, through May 15th, is crucial if we are to continue the program in the Spring of 1964. While UJA covers travel and maintenance expenses the itinerary must be coordinated with the National Hillel office in Washington.

Since time is of the essence, I would deeply appreciate an early reply as to the availability of Karni for this important project.

Sincerely yours,

Herbert A. Friedman
Executive Vice-Chairman

02/60487

15 Ibn Gabirol
Jerusalem
02/66921

1 October 1971

Mr. Shimon Peres
Ministry of Transportation
1 Alharizi Street
Jerusalem

Dear Shimon:

We have just come through the holiday period in which we are constantly reminded of ^{שמיחה}. Because I believe in this, as far as it applies to you, I would like to suggest that we stop trying to put you into such a tight position regarding your December trip to the United States.

We have had friendly and cooperative discussions with The Bonds concerning the sharing of your schedule. But, it really makes no sense to try to put such pressure on everyone.

Instead, we have a proposal. Could you come for the UJA in March? Do the December job for The Bonds and give them everything they need. We will defer until later. If you could give us two weeks in March beginning Monday the 13th and finish Friday the 24th, we could get absolute maximum advantage from your presence.

Let me know how this sounds to you.

As ever,

HAF:SS

Herbert A. Friedman

PESHKIN & ROBINSON

ATTORNEYS AND COUNSELLORS AT LAW

1010 FLEMING BUILDING • DES MOINES, IOWA 50309

S. DAVID PESHKIN
ISADOR ROBINSON

AREA CODE 515
PHONE 288-7436

RECEIVED	
FEB 9 1967	
WED 10	REFER TO
DATE	NAME
	<i>HAF-15</i>
	<i>NA</i>
ANSWERED	

February 8, 1967

Rabbi Herbert Friedman
Executive Director
United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

2/9/67
BRV!
MP
ALL WERNER
SL
EB

Dear Rabbi Friedman:

You no doubt have learned by this time that Mr. Ellis Levitt will be in Israel on March 20, 1967, the date that you are now scheduled to be in Des Moines. During the past several days it has also come to our attention that four of our other large donors would be out of the city on a trip to Hawaii sponsored by the Shrine and they will not return to Des Moines until March 19th.

It is the opinion of the Campaign Committee that even though they will return on the 19th, their attendance at a meeting on the 20th would be doubtful. For this reason, we would like to change the kick-off date of our campaign to May 8, 1967.

The success or failure of our campaign is due in no small measure to the success of our kick-off affair and "psychologically", it would be much better if the Levitts, the Waldingers and the Bookeys could be there.

I hope that it is possible for you to change your calendar so that you can be with us on May 8th. The Campaign Committee feels that by delaying the kick-off of our campaign to May 8th will in no way hurt our campaign in Des Moines. May I hear from you at your earliest convenience as to how our change in plans affects your busy schedule.

Very truly yours,

S. David Peshkin
S. DAVID PESHKIN

2/10/67
Confirmed by [unclear]
phone by [unclear]

SDP:gl

from the desk of . . .

1/15/71

H.A.F.

Re: Jay Phillips

'67 - R: 80,000	'68 - R: 90,000
E: 250,000	E: 160,000
'69 - R: 90,000	'70 - R: 100,000
E: 60,000	E: 100,000

Nobody has spoken to him about his gift since your visit.

They do not intend to approach him until after they have gotten some other big gifts out of a meeting next Wednesday.

He is in Bal Harbor.

15 January 1971

Mr. Jay Phillips
2345 N. E. Kennedy Street
Minneapolis, Minn. 55413

Dear Jay:

I enjoyed very much the lunch we had together when I was in Minneapolis some weeks ago. The things we spoke about then have become even more urgent now as current events continue to move in the direction I predicted then.

You said that you would give serious thought to the request I made, and I believe you will.

I have been giving thought to the comment you made that if you gave a very large gift, others in the community might be tempted to lay down on the job. Therefore your tendency would be to wait to see what others would do, and not have them rely upon you.

I do not think that this would be the case. This year I think every man is striving to do his maximum. Most importantly of all, we need your example, not only for Minneapolis, but as a national example which can succeed in stimulating other large gifts all over the country. Please think of it that way.

With best wishes, and with thanks again, for your gracious hospitality, I am,

Sincerely yours,

Herbert A. Friedman

cc: Mr. Harold I. Grossman (blind)

8 March 1965

The Right Reverend James A. Pike
Diocese of California
1055 Taylor Street
San Francisco 8, California

My dear friend:

Please accept my personal, as well as official, thanks for the splendid support you gave at the UJA Conference last week in San Diego.

The things you said are so right and true. The audience knew that it all came from your heart, and the obvious sincerity of it made it that much more effective.

Again, with warmest appreciation, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

1st June 1966

Mr. Abe Pollin
6101 - 16th Street, N.W.
Washington 11, D.C.

Dear Abe:

I am wondering how your thinking was going in regard to joining the Mission. I wanted to add the additional thought that if you do decide to come along, I would like to urge you to come with me on the sub-mission to Germany. I feel that this is very historic and if you are at all interested, I would appreciate your giving me a ring so that I can explain the details to you. We expect to be in Berlin, Bergen-Belsen and Bonn.

Looking forward to hearing from you, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

File

October 13, 1970

Mr. Abe L. Sachar
Chancellor
Brandeis University
Waltham, Massachusetts 02154

Dear Abe:

I am finding a tremendous conflict taking place within myself and just feel I would not be fair if I did not express this to you.

To me, this is one of the most crucial years in Israel's history. I have stopped doing every other bit of charitable work and I am devoting all of my time to U.J.A. and its beneficent, Israel. I have been actively soliciting everyone I know and don't know, endeavoring to raise as much money as possible, not allowing myself to be interrupted by any other reason... no matter how worthwhile.

In fact, I am taking the liberty of not making any contributions this year against past pledges. Instead, every dollar that I can transfer to the welfare of Israel take complete precedence.

It was with the best of intentions I agreed to be your honored guest for the Brandeis dinner next Spring. However, Abe, I want you to release me from that promise since I have only one concentrated effort and that is to render any assistance possible to the perpetuation of the State of Israel. I do realize how important Brandeis is to our world and I intend in no way to withdraw my support, however, I would like a "leave of absence" for this year.

Mr. Abe L. Sachar
Chancellor

October 13, 1970

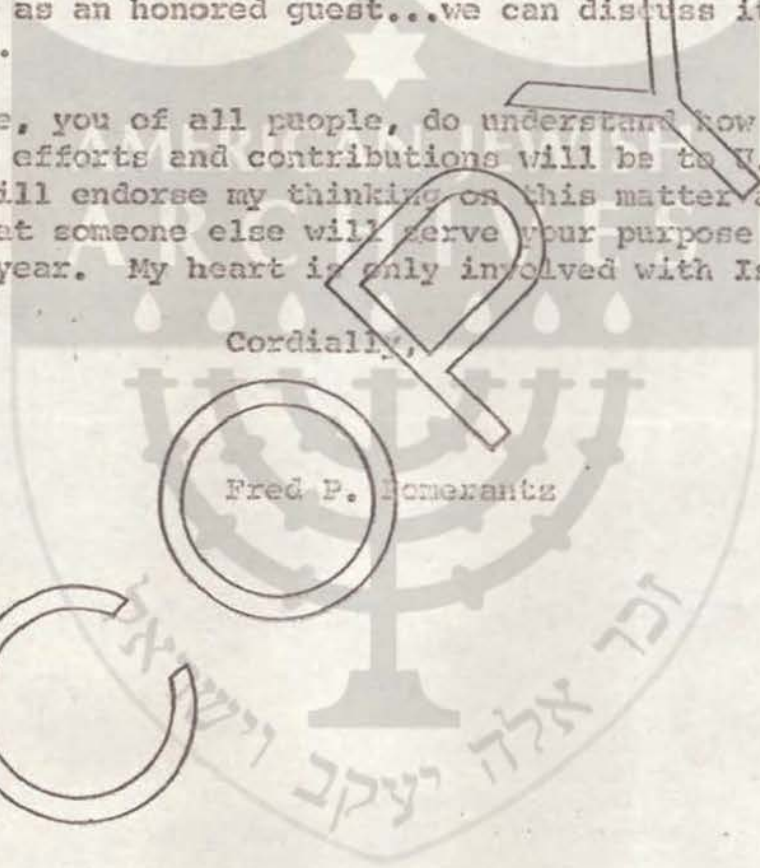
I would greatly appreciate your understanding and endorsement of my sentiments. Perhaps we could talk about a dinner and the raising of funds to be accomplished a year later, if you are still interested in having me as an honored guest...we can discuss it at that time.

Honestly, Abe, you of all people, do understand how necessary my efforts and contributions will be to U.J.A. I hope you will endorse my thinking on this matter and just feel that someone else will serve your purpose better this year. My heart is only involved with Israel.

Cordially,

Fred P. Romenantz

FPP:vl



BRANDEIS UNIVERSITY

WALTHAM, MASSACHUSETTS 02154

OFFICE OF THE CHANCELLOR

November 18, 1970

Dear Fred:

I very much appreciated your courtesy in giving me time on a very busy day to talk to you again about a 70th birthday salute. I know that to you, as to most of us, Israel must take highest priority. There is no greater emergency in our lives than the protection of this gallant little country and its people, who are our people and they are in the front line of our destiny.

The only point I wanted to make with you was that the Israelis and their top leadership, would not want to let the ongoing life of our people drain out by lack of support during the Israeli emergency. Surely, there would be no point achieved by allowing our enemies to win a victory by compelling us to give up affirmative projects that represent our contemporary contribution.

I, therefore, made the suggestion that we go on with your birthday salute March 25. We could limit contributions that are made for this occasion to Israeli Bonds. After all, the Israeli government is pleading for \$400,000,000 in Israeli Bonds to meet the present emergency. If testimonial contributions are made on this level, we are helping Israel in its direst need and we are helping the University as it receives these Bonds for its investment portfolio.

You have done some pretty remarkable things, Fred. The Finance Minister of Israel is not indulging in exaggeration when he says that just a few more Fred Pomerantz' would be the salvation of Israel in its present crisis. Help us now to pioneer a technique that continues the program to which we are committed and yet, at the same time, serves the cause of Israel through the sale of these Bonds.

You indicated that you would give this proposal serious consideration. Let me call you within a week or so, after

Mr. Fred P. Pomerantz

November 18, 1970

you have thought about this and conferred with your family. I hope that you will then give the University the privilege of saluting one of the most precious spirits who has come into our inner family.

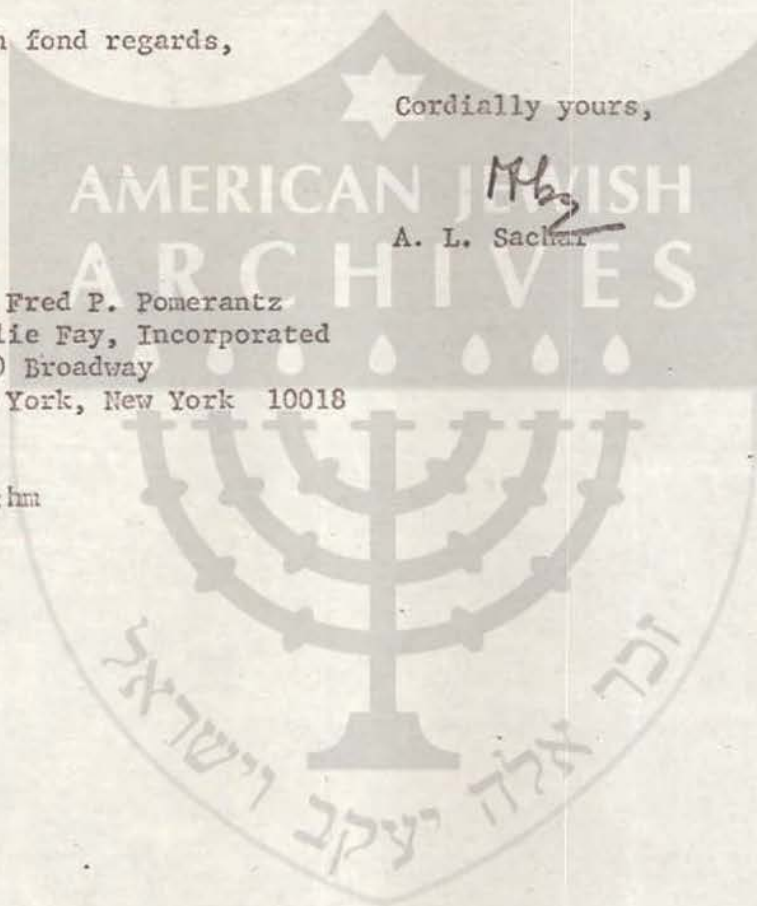
With fond regards,

Cordially yours,

M. L.
A. L. Sachar

Mr. Fred P. Pomerantz
Leslie Fay, Incorporated
1400 Broadway
New York, New York 10018

ALS:hm



LESLIE FAY INC.

FRED P. POMERANTZ
CHAIRMAN OF THE BOARD

1400 BROADWAY
NEW YORK, N. Y. 10018

January 25, 1971

Rabbi Herbert Friedman
United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

Dear Herb:

Enclosed please find a photocopy of a letter
which I wrote to Mr. Abe L. Sachar, Chancellor
of Brandeis University and also a copy of his
reply.

Best regards, I remain

Very truly yours,

Fred P. Pomerantz
Fred P. Pomerantz

FPP:vl
Encs.

1st February 1971

Mr. Fred P. Pomerantz
Leslie Fay, Inc.
1400 Broadway
New York, N.Y. 10018

Dear Fred:

I have read the correspondence you sent me between yourself and Abe Sachar.

I wish to give you my deepest compliments. You are really acting like a strong soldier defending Israel. I think it is amazing that you have such a clear vision of what is important, and that you have the will power to carry out what you believe in.

Most people cave in. You didn't. Congratulations.

Sincerely yours,

Herbert A. Friedman

26 March 1971

Mr. Fred Pomerantz
Leslie Fay, Inc.
1400 Broadway
New York, N.Y. 10018

Dear Fred:

I made a terrible mistake in regard to the date of your party. I did not realize that I had promised my wife to take her away for one week to the Bahamas for some much-needed sun. She has been sick all winter with a bad bronchitis and I have just never managed to get the time to take her away. I find that we are to be down there for a week, returning Sunday, April 4th, the day after the party.

Dear Freddie, please accept my best wishes for a long and happy life for many, many years to come of continuing to do your great and wonderful works. And that night you can afford to get drunk. Have a wonderful time.

As ever,

Herbert A. Friedman

To Herbert A. Friedman

September 14, 1971

file - P

VIA AIR MAIL

USA.

NY

Golda Meir
Knesset, Jerusalem, Israel

Dear Madam Prime Minister:

It was a privilege to have been in your company at the dinner the night of September 1. I was one of the Mission from United States who made the short three-day trip to Israel. I was impressed with the progress in both military and civilian strength that I observed. However, when we went to visit Askod, I was puzzled to see this great installation closed down by strike. My thought was--Here we have come to strengthen the finances of Israel and in Israel we see this wanton waste of finance.

On my return to the United States, I was shocked to read that the employees at the Lod Airport had gone on strike without warning and with callous, inhuman and brutal disregard for the plight of thousands of tourists and had kept these Guests of Israel in a state of anxiety, frustration and near panic for ten hours. Was there no feeling of humanity for these Guests of Israel or loyalty to Israel by the strikers?

The right to strike may have been a weapon for workers in the sweat-shop days but in this electronic age the right to strike is no more than a weapon of brutal blackmail.

Israel has shown such great intellect and energy as is evidenced by its progress but it has this cancer of the right to strike that has infected all of Western Democracies. This anachronism must be abolished if the Free World is to go forward and Israel is to survive.

The Israeli brains, intellect and energies that have created Israel should create for the world a method of substituting the right of brutal blackmail to a modern formula for labor and management that will settle differences in a modern manner.

Let Israel give the world this formula and example.

Let Hisadruth cast off the blinders of the 20th Century and adapt itself to the new electronic age.

A working formula evolved by Israel for the democracies of the world will be Israel's greatest contribution for the 21st Century.

Respectfully yours,

J. Popkin

mk

(Letter from Abby Aldrich Rockefeller to her sons, January, 1928)

Dear John, Nelson and Laurance:

For a long time I have had very much on my mind and heart a certain subject. I meant to bring it up at prayers and then later have it for a question to be discussed at a family council; but the right time, because of your father's illness, has never seemed to come.

Out of my experience and observation has grown the earnest conviction that one of the greatest causes of evil in the world is race hatred or race prejudice; in other words, the feeling of dislike that a person or a nation has against another person or nation without just cause, an unreasoning aversion is another way to express it. The two peoples or races who suffer most from this treatment are the Jews and the Negroes; but some people "hate" the Italians, who in turn hate the Jugoslavs, who hate the Austrians, who hate the Czecho-Slovaks, and so it goes endlessly.

You boys are still young. No group of people has ever done you a personal injury; you have no inherited dislikes. I want to make an appeal to your sense of fair play and to beseech you to begin your lives as young men by giving the other fellow, be he Jew or Negro or of whatever race, a fair chance and a square deal.

It is to the disgrace of America that horrible lynchings and race riots frequently occur in our midst. The social ostracism of the Jew is less brutal, and yet it often causes cruel injustice and must engender in the Jews a smouldering fire of resentment.

Put yourselves in the place of an honest, poor man who happens to belong to one of the so-called "despised" races. Think of having no friendly hand held out to you, no kindly look, no pleasant, encouraging word spoken to you. What I would like you always to do is what I try humbly to do myself: that is, never to say or to do anything which would wound the feelings or the self-respect of any human being, and to give special consideration to all who are in any way repressed. This is what your father does naturally from the fineness of his nature and the kindness of his heart.

I long to have our family stand firmly for what is best and highest in life. It isn't always easy, but it is worth while.

Your Mother



EMBASSY OF ISRAEL,
49, PROME ROAD, RANGOON.
PHONE: 14188-14253

שגרירות ישראל

Rangoon, 24th February, 1966.

Rabbi Herbert A. Friedman,
Executive Vice-Chairman,
United Jewish Appeal,
1290, Avenue of the Americas,
New York, N.Y. 10019,
U. S. A.

Dear Herb,

Ever since I took up my present appointment here in Rangoon, your office has kept my name and address on file and I regularly receive the excellent material that is sent out. I am indeed grateful and I should like to make known through your "good offices" how much I for one appreciate this.

Being Consul in New York and Philadelphia, - and often also speaking on behalf of UJA, - is one thing, - serving Israel out here, - "Me'ever leharey Choshekh", - is quite another. Although I am here now well over two-and-a-half-years, and looking forward to the conclusion of this assignment this coming summer, this post still retains, - for me, much of its initial wonder and attraction. Burma is one of the few Asian countries which steadfastly holds on to its traditional oriental ways and charms, and it makes a most interesting setting for work and observation.

The story of Israel and Burma has gone through several chapters, - and while the present one is rather not easy at all, it does hold out promising prospects for the future. All in all, such active association with the programs to develop our standing in Asia amounts to a rewarding experience, - which, in a way, is also somehow falling into the pattern in which the UJA is playing such a vital role.

Thanking you again for the continued mailing of your own Personal Letters and also other UJA literature.

I remain with warm regards,

Michael Pragai
Michael Pragai
Counsellor

75

8 March 1966

Honorable Michael Pragai
Embassy of Israel
49 Prome Road
Rangoon, Burma

Dear Michael:

It was a pleasure to hear from you once again and to share for a moment the color and atmosphere of your current assignment in Burma. I know that you are making the most of this rare experience and that you are representing the State of Israel with great ability in this critical area of Asia.

I was delighted to learn that in addition to my Personal Letters, you have been kept informed on UJA activities through our various publications. I will, of course, continue to write to you on the progress being made within the American-Jewish community and eagerly anticipate receiving your next letter from Rangoon.

Please be sure to let me know what your next assignment will be and if I will have the opportunity to greet you in America after the summer.

With warmest regards, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

SISKIN STEEL & SUPPLY COMPANY, INC.

POST OFFICE BOX 1191

CHATTANOOGA, TENNESSEE 37401

April 7, 1981

MERVIN PREGULMAN
PRESIDENT

Mr. Herbert A. Friedman
President
The American Friends of the Jerusalem Academy
75 East 55th Street
Suite 501
New York, New York 10022

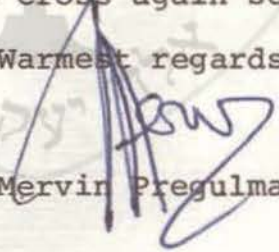
Dear Herb:

I have your personal note and I am most appreciative for the remarks you made. It is easy to be sincere in talking to and with a man like you and certainly about the UJA and the support of the State of Israel.

I hope our community will see the light even clearer in the years to come and give even greater support to this great cause.

I hope our paths will cross again sometime soon.

Warmest regards,


Mervin Pregulman

MP:mks

Mess

April 1, 1964

Mr. Robert Preston
370 Grace Church
Rye, New York

Dear Mr. Preston:

I have recently seen the film "Memo To Parents", produced and directed by Himan Brown for our current campaign, which you narrated, and I want to express the gratitude of all of us here at the UJA for the moving performance you gave in recording that narration.

I can well imagine the busy schedule you must have this season, and therefore, we are doubly grateful that you were able to take time out to make this magnificent contribution to the needs of Jewish people in distress overseas.

With my kindest personal regards.

Sincerely yours,

Herbert A. Friedman
Executive Vice-Chairman