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Rabbi Herbert A. Friedman
Executive Chairman
United Jewish Appeal
1290 Avenue of Americas
New York, N. Y. 10026

Dear Rabbi Friedman:

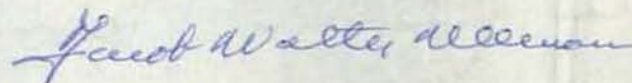
It is with much pleasure that I invite you and Mrs. Friedman, on behalf of the Officers and Dinner Committee, to be our guests at our National Dinner on Thursday, December 4th, at the Americana Hotel in New York.

The Dinner will be in tribute to the distinguished statesman, Hon. Sol M. Linowitz, former U.S. Ambassador to the Organization of American States. Mr. Evelyn de Rothschild, Chairman of the British Technion Society, will be the principal speaker.

I do hope that you and Mrs. Friedman can accept our invitation. We would be pleased if you would join our other distinguished guests on the dais and we would be delighted to put Mrs. Friedman at a congenial table.

The Dinner will be black tie and is scheduled for 7 P.M., following a reception which will begin at 6 P.M. In order that we can make appropriate arrangements for the comfort of our dais guest, please let us know as soon as possible that we will have the privilege of your company. I look forward to hearing from you.

Very sincerely yours,



Jacob Walter Ullmann
Dinner Chairman

24 November 1969

Mr. Jacob W. Ullmann
American Society for Technion
1000 Fifth Avenue
New York, N. Y. 10028

Dear Mr. Ullmann:

My deepest thanks for your warm and friendly invitation to attend the Technion dinner on 4 December. I would have liked very much to come, but I shall be out of town that day on a speaking engagement of my own.

It sounds as though you shall have a very beautiful affair and I offer my hopes that it be a successful one as well.

With every good wish, I am,

Sincerely yours,

Herbert A. Friedman

Rabbi Herbert Freidman
UJA
165 West 46th Street
New York 36, New York

copy required
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January 3, 1961

Dear Herb:

I have received a letter from my editor at Doubleday, Mr. Timothy Seldes, upon return from vacation indicating there is a misunderstanding on the mail piece for Mila 18.

If you will recall, during your last trip to Los Angeles we communicated by phone and agreed upon several things. Firstly, I read you the copy for the mailer and secondly, we both thought it would be best if you and Mr. Seldes handled the matter directly and not go through Ray Levy.

Tim Seldes tells me now that he has been unable to contact you, that he is forced to deal with Ray, and apparently Ray is getting rather belligerent on the copy for the mailer.

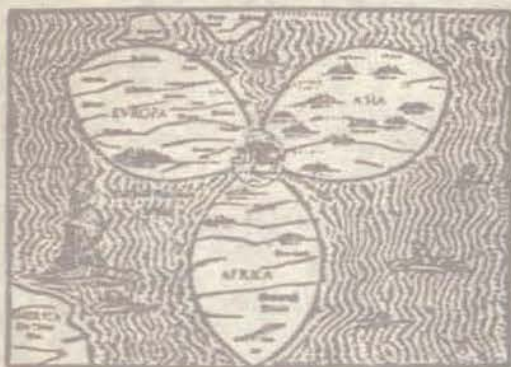
Inasmuch as these things are a direct contradiction to our agreement, I would appreciate it if I am advised by return letter that you personally have called Mr. Seldes and quickly straightened the matter out so that by the time your letter reaches me the mail pieces are well into production.

The date is getting rather late and for obvious reasons we can not let the matter drift or become enmeshed in conversation.

All the best from our house to your house for the new year.

As ever,

[Signature]
uris



File ✓

Rina gallery

גלריה רינה

Jerusalem, 8th May, 1962.

ירושלים

Rabbi Herbert Friedman,
Executive Vice-Chairman, Unites Jewish Appeal,
New York City.

Dear Herbert,

The only reason I have not written to thank you in all sincerity and in all humility for the breadth and generosity of your human gesture in Tel-Aviv is that I hate to take of your time ...

Ray Levy has written me asking for publicity material about Selig Segal. I have written him as in the attached copy and with the attached enclosures. The reason I was so delighted that plans are being discussed to publicize Segal is that I am trying to work out a huge exhibition at the Monede Gallery at 929, Madison Avenue, New York City, with which I am about to sign a contract. If you can find any way which might help whereby you might be kind enough to lift a receiver and tell Mrs. Geller that you are interested and believe such an exhibition would show results worth watching and that American Jewry has awaited such a show (Sam Kootz did one about five years ago, so she need not be afraid of being too Jewish!) I would be eternally grateful. I have, of course, mentioned to her en passant that an important Jewish institution has acquired some pieces, but did not identify the institution.

I would not have mentioned this, Herbert, had Ray not written about everything and had I not had to discuss the matter with Tas because of his letter, but please take in the right spirit my reminder to you of your promise to send a cheque for \$500 in the name of TAS DECORATIVE ARTS for which I will send you both my and Tas' receipt immediately.

Tas suggests that these pieces and perhaps some more be ready for you when you come with a group in July (the 6th, I think Venitsky said) and that you pick them up after a momentary display at the Gallery - or see them there, at any event, preferably with any of your group members who have a modicum of taste. Let me know your reactions, please.

Thank you for so much goodwill and humanity.

Yours

Dertma

8th May, 1962.

Mr. Ray Levy,
Director of Public Relations,
United Jewish Appeal,
New York City.

Dear Ray,

Thank you for your letter of May 2nd, 1962, the contents of which almost literally fell as manna from heaven, for I received the letter just as I was drafting a letter regarding a possibility of a very large and comprehensive exhibition of the work of two of the Tas artists, in New York next spring.

Actually, Rabbi Friedman took photographs of each of the pieces he chose, and, on the back of each is a description (size, material, artist, etc.) giving all relevant details. However, I have arranged with TAS DECORATIVE ARTS, of which Zelig Segal is a leading associate, to have a full range of their works created to date photographed, with descriptive legends typed to be shown with each. This will, however, take a little time, and, since Herbert does have good photographs of his choices, I am, at this stage, merely attaching biographical material. It would be very helpful if you could keep me posted on publicity action and attitudes, since I am certain that all concerned will wish a full coordination and exploitation of all serious publicity means in order to make these superb artists better known and forge a genuine link between the two most vital elements in Jewry today.

Best personal regards,

Yours very sincerely,

(Mrs.) Bertha Urdang.

SELIG SEGAL.

Born in Jerusalem in 1933. Graduated the Bezalel School of Art and Crafts in 1954 and, the same year, participated in the 10th Triennale at Milan and was awarded a medal for a copper candelabra.

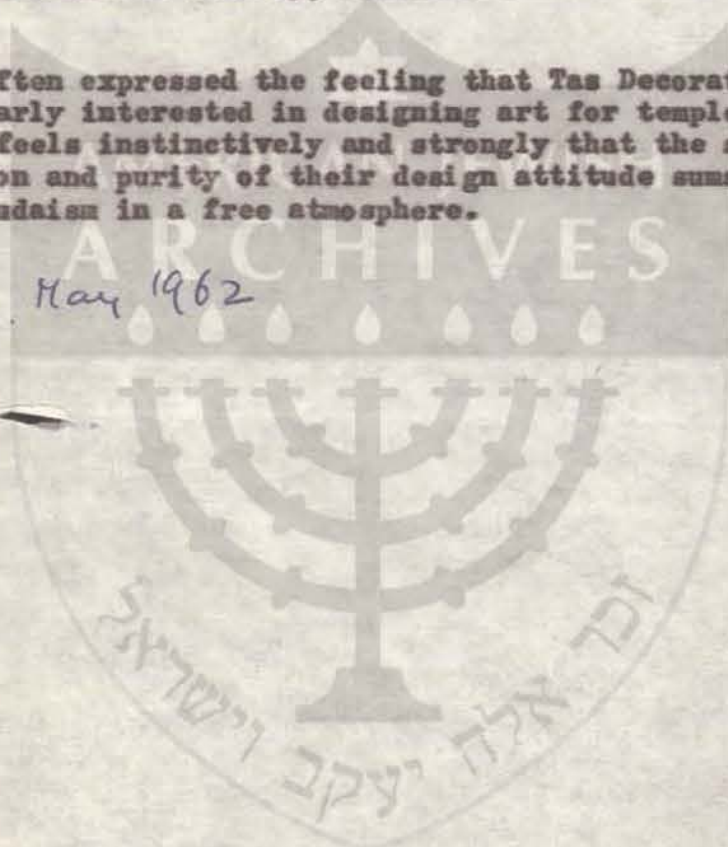
In 1956, Segal became an associate of TAS DECORATIVE ARTS, whose founding member, Menahem Berman recently won one of out five world awards for a design in sterling silver flatware, awarded by the Museum of Contemporary Crafts in New York.

In 1957, the Museum of Modern Art in New York acquired a work of Segal's in sterling silver as "part of an historical survey of the beautiful and significant artifacts of our time ..."

In 1961, Segal, who is also a sculptor, had a one-man show of his sculpture in the Rina Gallery, Jerusalem.

Segal has often expressed the feeling that Tas Decorative Arts studio is particularly interested in designing art for temples and the Jewish home. He feels instinctively and strongly that the simplicity, the concentration and purity of their design attitude sums up a flourishing and vital Judaism in a free atmosphere.

Jerusalem, May 1962





רנה גלדיה

RINA GALLERY

Jerusalem 5th April, 1965.

ירושלים

Dear Francine and Herb.,

There has not been the split moment of peace to sit down and write: the Gallery is being airconditioned and redecorated and my home has to be brought up to scratch and there is the grandchild and another on the way etc., etc., etc.

I do hope you are feeling better, Fran. and well enough to contemplate the journey for Independence Day. Israel is exciting in its own way and, for me, at least, Jerusalem has nothing hick small town about it at all. I have not been to Tel-Aviv but am going tomorrow to be present at the opening of Dadi Ben Shaul's large Museum exhibition. He is young to make the Museum - and this is the second time. But he is very gifted indeed.

I do want to thank you for your cooperation, Herb. and hope that my presence in no way disrupted or interfered with or bothered the office. You have managed to achieve an incredible degree of pulling together and fine cooperative spirit at that office and it was a privilege to be part of it. Unless they are born actors, the staff seemed genuinely sorry to be saying goodbye and eager for next November. Not much good at lying or even diplomacy myself, I always take what people say unprovoked at face value.

Herewith a wee gift. I do hope you manage to draw a Lea Nikel for her oils are superb. She has joined the Gallery and I look forward to working with her. I wish you both luck!

Love to David and to you both.

Yours fondly,

Bertina

14 April 1965

Mrs. Bertha Urdang
Rina Gallery
13 Shlomsion Hamalka Street
Jerusalem, Israel

Dear Bertha:

Pardon the hastiness of this note, but as usual, I am dictating while I am eating.

We have received your "wee gift." It was very sweet of you and I thank you for doing it. Now, if you will only stack the deck so that we can win, you will really show what kind of organizer you are.

Looking forward to seeing you again soon, I am,

As ever,

HAF:gb

Herbert A. Friedman