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**AMERICAN JEWISH ARCHIVES**

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

Series H: United Jewish Appeal, 1945-1995.

Subseries 2: Correspondence, 1947-1982.

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Box	Folder
27	10

Z, General. 1962-1977.

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

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# R.G. Barry CORP.

**Gordon Zacks**  
President

September 12, 1969

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

RECEIVED			
SEP 17 1969			
NOTED BY		REFER TO	
DATE			DATE
		HAF	
ANSWERED			

Dear Herb:

Hope you had a good time in Israel and are ready to go to work! Just wanted to personally thank you for accepting the speaking assignment at our Burr Oak Retreat in November.

As I'm sure you have heard, it is now official that I am giving the luncheon keynote address at the General Assembly, and chances are that I will be seeing you shortly.

Let me take this opportunity to wish you and Francine a Happy, Prosperous, and most of all--a Peaceful New Year!

Sincere personal regards,

Gordon Zacks

GZ:rlt

cc ES  
JF  
SL  
MP  
PBC  
9/17

J  
23 September 1969

Mr. Gordon Zacks  
R.G. Barry Corp.  
78 East Chestnut Street  
Columbus, Ohio 43215

Dear Gordie:

I have your note of 12 September concerning the Burr Oak Retreat. I will be coming for Saturday evening, 22 November and will try hard to get out that night, even by private plane, if possible, so that I can get home and spend Sunday with the family.

As we get closer to the event, let's talk in specific detail about what you want me to do. If it is a straight fund raising pitch, then I understand my role.

Since you are giving the luncheon key-note address at the General Assembly, I suppose I will have to come to the damn thing. How about letting me see an outline of your speech. I am sure it will be great. I know you are a seasoned tra~~ve~~ler, but for the rest of the goops in the audience, this will be your debut. You will knock them dead.

Am leaving for Israel again on 1 October and will be back three weeks later.

As ever,

Herbert A. Friedman

file - UJA 1977

GORDON B. ZACKS

May 25, 1977

Mr. Herbert A. Friedman  
15 IBN Gabirol Street  
Jerusalem, Israel 92430

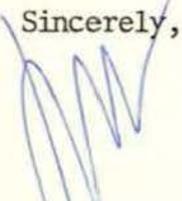
Dear Herb:

Everything has finally been resolved at the UJA. As you have probably heard, Len Strelitz will be Chairman and I will be the Vice Chairman.

I plan to be in Israel for the Jewish Agency meetings for the United Israel Appeal from June 26-30, and I hope to see you then.

Please give my regards to all.

Sincerely,



Gordon

GZ:rlt

Mazel to U

## MILWAUKEE JEWISH WELFARE FUND, Inc.

623 NORTH SECOND STREET ... ROOM 770

MILWAUKEE 3, WISCONSIN

February 21, 1962

## OFFICERS

Harry J. Plous  
PresidentAlbert B. Adelman  
Mrs. Charles T. Cohen  
Marvin B. Glasspiegel  
Marvin E. Klitsner  
George J. Laikin

Vice-Presidents

Lawrence S. Katz  
TreasurerKenneth E. Berke  
SecretaryRabbi Herbert Friedman  
United Jewish Appeal  
165 West 46th Street  
New York 36, New York

RECEIVED	
FEB 23 1962	
NOTED BY	DATE
HAFF	DATE
DATE	DATE
	ERV
ANSWERED	

MELVIN S. ZARET  
EXECUTIVE DIRECTORCC-AFV  
2/23 RL  
Field  
MP

Dear Herb:

As we plan campaign functions we review speakers' names, bios, and all that goes in to making a meeting interesting. It would be ludicrous for me to tell you that I believe speakers make the difference. We've been raising money in communities because we plan well, work hard, and approach givers effectively. When we don't do these things, we fail. However, speakers help to make meetings attractive, and if campaign meetings are important in raising money, then we need attractive speakers.

As I look at the names of speakers I must say that I can't help but have the feeling that it represents nothing new. The speakers available simply have different names; otherwise, it looks like the same team that was available in 1960 or 1959 or 1957. They're a nice group of people. Some of them undoubtedly speak well; some of them undoubtedly do not speak well.

I don't want to play the same old tune about the bond organization having speakers who are more attractive than ours. If Eddie Cantor and Jack Benny are to be at a bond function, well, then, more power to the bond organization. It has succeeded in obtaining the kind of people who help dress up an American Jewish conference, but the real question is why can't we?

The story of the agencies supported by the United Jewish Appeal is a dramatic one. Every contact that I've ever had with the Speakers' Bureau leads me to the conclusion that the men who work in it give every ounce of their strength to make possible the best usage of the people available, but the people available just aren't enough or adequate for the job of making a meeting attractive.

I've indicated that the people available to tell the story are essentially the same as before except that we don't have the attractiveness that occasionally comes along when someone like the Jewish Lord Mayor of Dublin suddenly comes onto the scene.

February 21, 1962

But, then, if the story is different this year, why can't there be a leader of Moroccan Jewry or Rumanian Jewry or Algerian Jewry, men who've left those lands and now reside in Israel and France and who can come and tell the story to small groups of people in small home meetings devoted to fund raising? How about a leader of Iranian Jewry? How about someone who lives in South America and who was brought there from a European country or from North Africa after being assisted by the JDC or HIAS? How about a few Jewish people in this country, people of great note in the literary, musical, or art world?

I've received an invitation to attend a meeting of the American Friends of the Hebrew University in Chicago at which the Earl of Balfour will speak. I don't know who the Earl of Balfour is, but there certainly is something dramatic about a Scottish lord being the guest at a meeting.

What an impact it would make if someone like Mendes-France or Andre Schwarzbart or Jonas Salk or Dr. Sabin could give of themselves to this cause of ours. Aren't there people like these who care about this cause with which we are so deeply concerned?

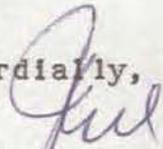
Remember, this is the year of little publicity; this is the year in which we need other forms through which we add drama to the job that we attempt to do. Therefore, the meetings we use to tell the story have to become attractive so that people will attend. I'm sure I need not tell you that many of the people at the top giving levels like to associate themselves with events that seem important, and having an important person at such a meeting makes a difference.

I repeat again that money is raised in communities because of what we do in them, because we work hard and effectively and in a well planned way, and I do not think our success or failure is dependent upon the publicity or speaker departments of UJA, but these departments do exist, and I would wish that they would have the best possible ammunition, the best possible help to offer to us.

It would be unworthy of me to in any way underestimate the value of Moshe Sharett to a campaign. He will have great value, and I tell you now that I shall be deeply disappointed if we don't have the good fortune to have him with us here, but it seems to me that the Speakers' Bureau needs far, far, far more ammunition -- the most interesting people it can get. I'm sure that the amount about which I write in this letter is of concern to you, but I thought that I would share my thoughts with you.

Kindest regards and best wishes.

Cordially,

  
Melvin S. Zaret  
Executive Director

MSZ:sdb  
cc: Mr. Arthur Fishzohn

## MILWAUKEE JEWISH WELFARE FUND, Inc.

623 NORTH SECOND STREET ... ROOM 770

MILWAUKEE 3, WISCONSIN

February 27, 1962

RECEIVED

MAR 1-1962

MELVIN S. ZARET  
EXECUTIVE DIRECTOR

NOTED BY		REFER TO	
DATE			DATE
		<del>HTH</del>	
		IO	
		Field	
ANSWERED			

cc-AF  
3/1

## OFFICERS

Harry J. Plous  
President

Albert B. Adelman  
Mrs. Charles T. Cohen  
Marvin B. Glasspiegel  
Marvin E. Klitzner  
George J. Laikin  
Vice-Presidents

Lawrence S. Katz  
Treasurer

Kenneth E. Berke  
Secretary

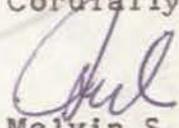
Rabbi Herbert Friedman  
United Jewish Appeal  
165 West 46th Street  
New York 36, New York

Dear Herb:

This is by way of an addendum to my letter of February 21st. I haven't been able to get any word from anyone who's heard the Earl of Balfour speak, nor do the people I know around here know whether he's a son, nephew, grandson, or what, to the Lord of Balfour whose declaration meant so much to us. However, just the idea of having a Lord Balfour as a guest for our fund raising meetings is good.

Again, I may only be suggesting the obvious which may have been thought of by you and Arthur Fishzohn and other members of the staff long before, but I pass on the thought on the off chance that it has not occurred before. If the Earl of Balfour does speak well and would be available to us, then I would certainly think that he would be an attractive guest for campaign meetings. Could someone hear him, talk with him, and find out whether he would be good, useful, and available?

Cordially,

  
Melvin S. Zaret  
Executive Director

MSZ:sdb

cc: Mr. Arthur Fishzohn

# MILWAUKEE JEWISH WELFARE FUND, Inc.

623 NORTH SECOND STREET . . . ROOM 770

MILWAUKEE 3, WISCONSIN

March 9, 1962

MELVIN S. ZARET  
EXECUTIVE DIRECTOR

<b>RECEIVED</b>	
MAR 12 1962	
NOTED BY	REFER TO
DATE	HAF IB ERV
ANSWERED	

*Discuss with HAF guests, 50 Zarets letters on Spinsky  
cc AF.  
Field  
3/12*

**OFFICERS**  
Harry J. Plous  
President  
Albert B. Adelman  
Mrs. Charles T. Cohen  
Marvin B. Glasspiegel  
Marvin E. Klitner  
George J. Laikin  
Vice-Presidents  
Lawrence S. Katz  
Treasurer  
Kenneth E. Berke  
Secretary

Rabbi Herbert Friedman  
United Jewish Appeal  
165 West 46th Street  
New York 36, New York

Dear Herb:

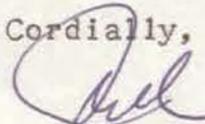
I've noted in the Jewish community newspaper of San Francisco that Baron Edmond deRothschild is to speak at a bond event in San Francisco on March 28th.

I can't figure out for the life of me what the bond organization is doing in having an event at this time in any community, but that I'm afraid is none of my business. What I am interested in is the possibility of someone with a name like Baron de Rothschild being available to the United Jewish Appeal. As far as I'm concerned, the name is interesting, maybe nearly as interesting as the name Balfour. You will recall that I wrote to you recently to ask you about the availability of the Earl of Balfour.

These names help draw. Remember, even at the French Lick conference the emphasis of our discussion was on talking to each other in small groups. Meetings *CREATE* had deadlines; they help us to get men to commit themselves to come and then help us to know that we have to get the gift buttoned up before the people get there.

Can we have Baron deRothschild for a meeting here?  
Can we have the Earl of Balfour? Do they speak well?  
I feel certain that they will draw.

Cordially,



Melvin S. Zaret  
Executive Director

MSZ:sdb  
cc: Mr. Arthur Fishzohn ✓  
cc: Mr. Sy Lesser ✓

20 March 1962

Mr. Melvin S. Sarot, Executive Director  
Milwaukee Jewish Welfare Fund, Inc.  
623 North Second Street  
Milwaukee 3, Wisconsin

Dear Mel:

I want to acknowledge your several letters to me on the topic of speakers and to express my grateful appreciation for the time and effort you took to bring an important community viewpoint to my attention.

There is no gainsaying the fact that we could use "attractive speakers" such as the two examples you cite - the Earl of Balfour and Baron Edmond de Rothschild. However, as our Speakers Division no doubt informed you, both have come to the United States on behalf of the Hebrew University and the Bond organization and are unavailable except for these special missions. The Earl of Balfour is here for just one speech in Chicago - while Baron de Rothschild is here to address three Bond meetings - in San Francisco, Los Angeles and Dayton, after which he is returning immediately to France.

Their availability to the Hebrew University and the Bond organization is due to a special set of circumstances: The first Earl of Balfour - the present Earl's uncle - participated in the laying of the cornerstone of the Hebrew University's first building on Mt. Scopus nearly forty years ago; Baron de Rothschild is European chairman for the Bond organization.

Lord Mayer Briccoe has arrived recently in the United States. As you know, he comes here primarily as a special emissary for certain Irish industries and to lecture. Of course, he could come to Milwaukee or to any other community, but at a very special fee which we, in good conscience, could not underwrite in total. As you know, a special arrangement exists whereby our Speakers Division pays the first \$100 of the speaker's fee plus expenses, with the community assuming the rest of the speaker's fee.

However, the fee itself is not the deciding issue. We would gladly go to any reasonable expense to provide the kind of speaker who would draw every potential prospect to a Big Gifts meeting in communities like yours.

I would give anything to have personalities like Mendes-France, Andre Schwartzbart and Doctors Salk and Sabin available to us for speakers. But unfortunately their major interests lie elsewhere.

I am particularly grateful for another point you raise (your letter of February 21st): That of bringing over leaders of Moroccan, Algerian and Rumanian Jewry who have left those lands and now reside in Israel or France. This is something we are always striving to do. But the political situation in these countries is so sensitive that we cannot give exposure to the plight of their Jewish populations through the medium of these people without rendering immeasurable harm both to the Jews and to the work of the JDC and the Jewish Agency in these countries. For this reason Israel turned down a request made by me two months ago to select and bring over a group of immigrants - of the kind you suggest - as campaign speakers.

Therefore, we do the next best thing: We try each year to bring over from Israel men and women from every walk of life to give testimony to the needs and the work of the JDC and the Jewish Agency. You will remember we had Mrs. Ida Lev - the heroine of Mayer Levin's EVA - here a few years ago, as well as Mr. Gideon Hammer (long before the Eichmann Trial) and met with remarkable success with them.

This year, in addition to Moshe Sharett, we had General Chaim Herzog here to address such meetings as yours. We also have available Aryeh L. Pincus, the Treasurer of the Jewish Agency; Evi Garey, Director of the Jewish Agency in Austria; Samuel Haber, the Director of JDC's European operations - all of whom know the immigration story most intimately. Added to these are Henry Levy, the JDC Director for Latin America, and Miss Yael Dayan, the novelist-daughter of General Moshe Dayan.

In closing, I want to assure you that I am grateful for this opportunity for a candid exchange of views. Constructive letters like yours serve to keep us on our toes and strengthen our efforts to better meet the needs of our large supporters throughout the country.

Again, with grateful thanks for everything you are doing,

Sincerely,

Herbert A. Friedman

24 March 1966

Mr. Charles Zibbell, Assistant Executive Director  
Jewish Federation-Council of Greater Los Angeles  
590 North Vermont Avenue  
Los Angeles, California 90004

Dear Charlie:

It seems to me that, as a result of our exchange of correspondence on the question of \$25,000 from the estate of Jacob Barish, we have an honest difference of opinion as to whether the money should have been put into the regular fund of 1965 or the Special Fund, or should have been sent directly to the UJA, since it was a bequest.

I think the way to resolve this is for you to have a discussion with your lay leaders who are at the same time members of the Executive Committee or Cabinet of the United Jewish Appeal. I would be perfectly happy to abide by whatever decision this group of men makes, because they would really try to sort out the issue and be fair.

May I make the suggestion, therefore, that at your earliest convenience you call a meeting of this group, explain the facts to them and arrive at a decision. I would assume that you would also invite Ernie to that meeting.

With all best wishes, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

cc - Ernie Michel

MAR 21 1966

HAF

March 17, 1966

Mr. Herbert Rosenstein

Ernest W. Michel

LOS ANGELES, CALIFORNIA - \$25,000 CONTRIBUTION FROM JACOB BARISH ESTATE

As per our telephone conversation today, I want to give you my suggestion for the next step to be taken in this matter.

As I indicated to you, I feel very strongly that this matter should not be dropped. Obviously, there exist two different opinions about the handling of this matter. Los Angeles claims that this \$25,000 belongs in its Regular campaign. We claim that the will of the deceased makes it unmistakably clear that he wanted his money to be "used only for the purpose of aiding and facilitating the immigration of the Jewish people to the State of Israel", and that it therefore should be transmitted to IJA in toto without credit being given to the Regular or Special Fund.

Contrary to Mr. Zibbell's letter, the will of the deceased is not being carried out since, by putting the money into the Regular campaign we will receive only 40% of this \$25,000.

It is my suggestion that HAF write to Mr. Zibbell indicating the difference of opinion which exists in the handling of this matter. It is my further suggestion that, in this letter, we ask that this matter be settled by the lay leadership of the Los Angeles Jewish community. A copy of this letter should be sent to Mr. Shane, as the ranking officer on the West Coast, who is anxious to bring this matter to the Los Angeles Executive Committee.

As you know, there have been situations similar to this one over the past years. Often bequests are made clearly designating funds to be used for overseas causes. Every time that I have learned about these matters and discussed them with Mr. Bismo, there has been a desire on the part of the Los Angeles professional leadership to use these funds for general purposes. You will recall that there has been previous correspondence between you and Mr. Bismo concerning the proper handling of bequests. There must be many such bequests that we never know of which are being handled by Los Angeles at their discretion.

Therefore, in addition to bringing this matter to the attention of the Los Angeles leadership, it will also give us a long-needed opportunity to clarify, once and for all, the handling of any estate gifts. This matter, therefore, is not only related to the Barish Estate, but has much larger implications.

EM:eb

cc: HAF - IB - ERV - LJM, EB, GH, HDB, AF, PBC, RG, MP

24 January 1969

Dear Phil:

Just a short note to thank you for what you did in Trenton. I read the report very carefully, know the obstacles you ran into, and hope that your impact on Levy will have the desired result on King and Marcus. I am sure it will.

Thanks again for everything you have been doing.

As ever,

Herbert A. Friedman

Mr. Philip Zinman  
S. Jersey Mortgage Co.  
500 Market Street  
Camden, N.J. 08102

21 March 1972

Mr. Louis Zorensky  
Northwest Plaza Shopping Center  
500 Northwest Plaza  
Suite 1200  
St. Ann, Mo. 63074

Dear Louis:

I received, just today, your letter of March 14, enclosing the series of articles written by Allan Merritt. They are really excellent and I am most grateful to you and Al Fleishman for your magnificent job of public relations.

Articles such as these can do nothing but good, both among Jews, for the campaign, and among non-Jews, for general sympathy and support.

You should really feel quite good about such an excellent job. Please transmit my thanks to Al as well, and I look forward to seeing you when you show up with your next editor.

As ever,

HAF:SS

Herbert A. Friedman

*File*

29 January 1963

Mr. Henry L. Zucker  
Jewish Community Federation  
1001 Huron Road  
Cleveland 15, Ohio

Dear Hank:

The attached sheet is a summary of what our records show. As always, in these things, I am certain there are some errors, but this approximation might serve to give you some guidance.

With all good wishes, I am,

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:gb

APPROXIMATE NUMBER OF \$10,000 GIFTS AND OVER

<u>Community</u>	<u>Number of Gifts</u>
1. Detroit	75
2. Boston	73
3. Los Angeles	67
4. Cleveland	54
5. Philadelphia	50
6. Baltimore	48
7. Chicago	42
8. San Francisco	30
9. Washington	27
10. Milwaukee	22
11. Newark	17
12. Pittsburgh	17
13. Kansas City	16
14. St. Louis	15
15. Cincinnati	14
16. Miami	<u>13</u>
Total	520
Miscellaneous - Various communities	<u>305</u>
	825
New York City	337



*orig in 1577 folder*

# The Jewish Community Federation of Cleveland

1750 EUCLID AVENUE • CLEVELAND OHIO 44115 • PHONE (216) 861-1111

<b>RECEIVED</b>	
JUN 22 1970	
NOTED BY	REFER TO
DATE	DATE
	IB
<b>ANSWERED</b>	

June 18, 1970

Mr. Herbert A. Friedman  
1290 Avenue of the Americas  
New York, New York 10019

Dear Herb:

I've just returned to the city and found your note of June 1st. Thanks for your congratulations on our campaign.

Eddie Ginsberg had told me that you had sent a telegram on our closing night. I'm awfully sorry it never arrived.

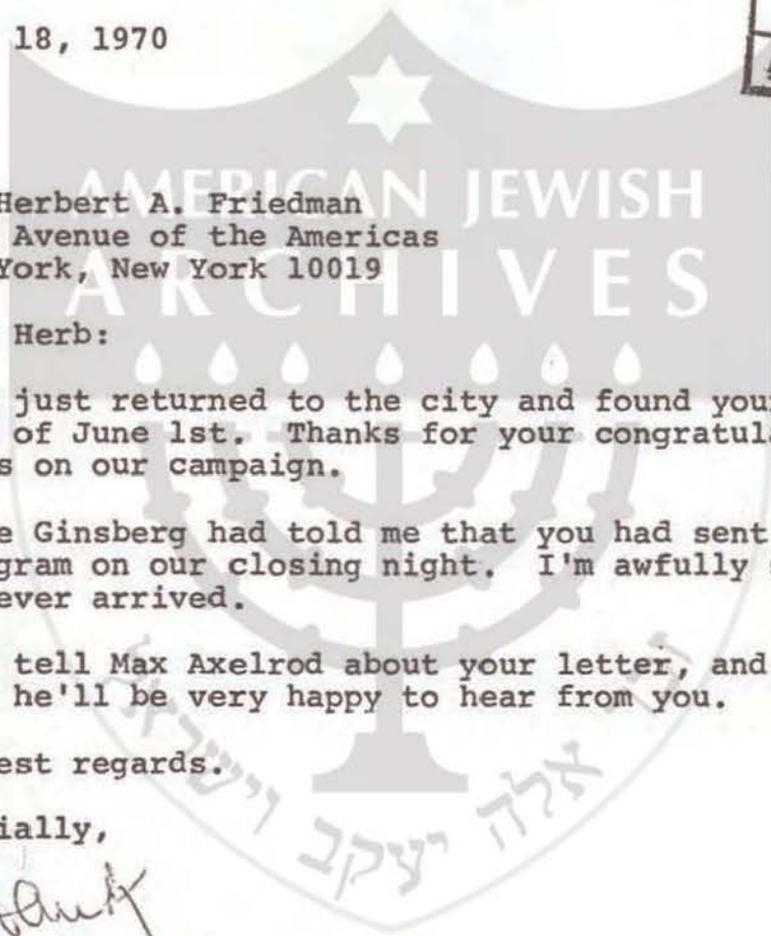
I'll tell Max Axelrod about your letter, and I know he'll be very happy to hear from you.

Warmest regards.

Cordially,

Henry L. Zucker  
Executive Vice President

ag



*MP  
PBC  
END  
HER*

*GW ✓*