



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

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

Series H: United Jewish Appeal, 1945-1995.

Subseries 2: Correspondence, 1947-1982.

Box
29

Folder
1

Dailies. 1967-1968.

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

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18 December 1968

H. E. Abba Eban
Ministry for Foreign Affairs
Jerusalem, Israel

Dear Aubrey:

This note is to serve as a reminder plus a request.

The reminder has to do with the dates already confirmed for March 1969. You agreed to take the three largest cities and they are now arranged in the following order:

Tuesday, March 18	Los Angeles
Wednesday, March 19	Chicago
Thursday, March 20	New York City

My request is to add one more, Newark, for Monday, the 17th. This should not be too difficult, because it involves no out-of-town travelling, and, therefore, no loss of time. Newark has been developing beautifully over the last few years. They are running a very strong campaign now and your appearance would add tremendously, not merely for the present, but for future growth.

If you can let me know just as quickly as possible that this is acceptable, they can exploit your presence to the maximum.

With many thanks, I am,

As ever,

HAF:gb

Herbert A. Friedman

cc: Mr. S. Leiwant (blind)

DOMESTIC SERVICE	
Check the class of service desired; otherwise this message will be sent as a fast telegram	
TELEGRAM	<input checked="" type="checkbox"/>
DAY LETTER	<input type="checkbox"/>
NIGHT LETTER	<input type="checkbox"/>

\$
S
E

WESTERN UNION

TELEGRAM

W. P. MARSHALL
CHAIRMAN OF THE BOARD

R. W. McFALL
PRESIDENT

INTERNATIONAL SERVICE	
Check the class of service desired; otherwise the message will be sent at the full rate	
FULL RATE	<input type="checkbox"/>
LETTER TELEGRAM	<input type="checkbox"/>
SHORE-SHIP	<input type="checkbox"/>

NO. WDS.-CL. OF SVC.	PD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED
			UNITED JEWISH APPEAL	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

DECEMBER 13, 1968

f

RABBI MORRIS KERTZER
4705 HENRY HUDSON PARKWAY
BRONX, NEW YORK

FRANCINE AND I SEND CONGRATULATIONS ON YOUR INSTALLATION HOPE
MANY HAPPY AND USEFUL YEARS LIE AHEAD. LOOK FORWARD T SEEING
YOU SOON

HERBERT FRIEDMAN

TELEX

r

DECEMBER 11, 1968

24992
MICHAEL SACHAR
MARKS & SPENCER
MICHAELHOUSE
57 BAKER STREET
LONDON W 1, (ENGLAND)

SORRY FOR IMPOSSIBLE TELEPHONE CONNECTION SIMPLY WANTED
ADD WE HAVING LUNCH THURSDAY FOR ONE HUNDRED CONTRIBUTORS
EACH OF WHOM OBLIGATED TO ~~FIFTYTHOUSAND DOLLARS~~
FIFTYTHOUSAND DOLLARS ~~MINIMUM~~ MINIMUM. :THIS WILL BE
FINISHED AND TOTALS KNOWN BY ABOUT 9:30 PM YOUR TIME.
EYE SUPPOSE THIS WILL BE TOO LATE FOR THE INFORMATION
TO BE USEFUL TO YOU IN ANY WAY BUT IF YOU WANT IT I AM WILLING
TO TELEPHONE THANKS

HERBERT FRIEDMAN
UJAPPEAL
NEWYORK

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x

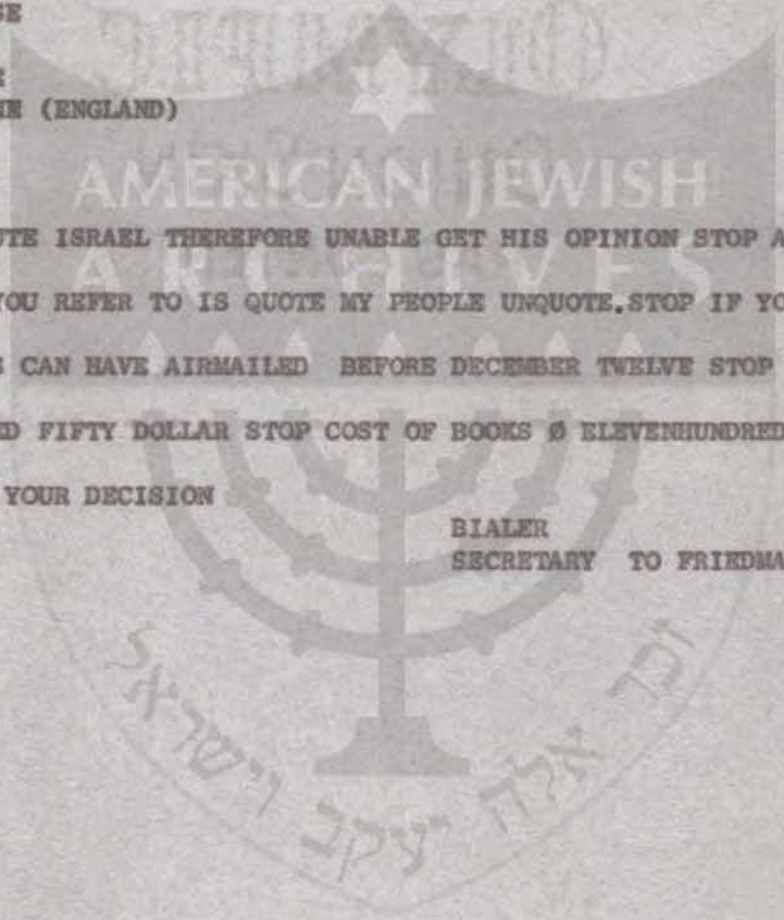
NOVEMBER 29, 1968

BAKSTANSKY
28 BARRIE HOUSE
LANCASTER GATE
LONDON W 2, NE (ENGLAND)

RCA

FRIEDMAN ENROUTE ISRAEL THEREFORE UNABLE GET HIS OPINION STOP AM ASSUMING
NAME OF BOOK YOU REFER TO IS QUOTE MY PEOPLE UNQUOTE, STOP IF YOU DECIDE
YOU WANT BOOKS CAN HAVE AIRMAILED BEFORE DECEMBER TWELVE STOP SHIPPING
COST ONEHUNDRED FIFTY DOLLAR STOP COST OF BOOKS 8 ELEVENHUNDRED DOLLARS
PLEASE ADVISE YOUR DECISION

BIALER
SECRETARY TO FRIEDMAN



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x

UNITED JEWISH APPEAL

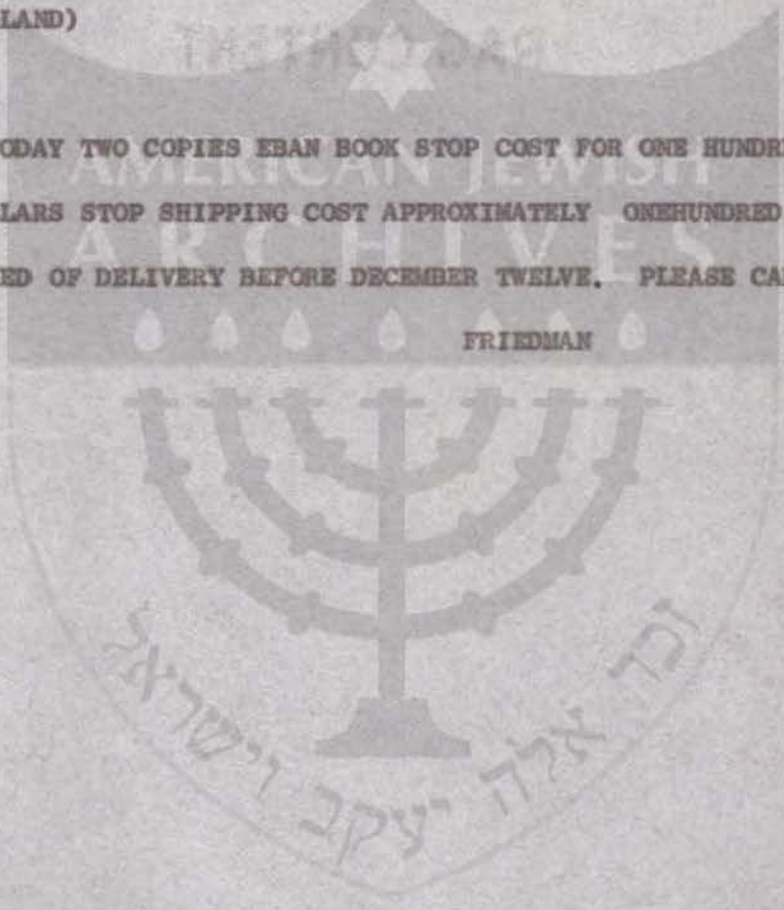
BAKSTANSKY
BAKSTANSKY
ZIONIBURO
LONDON (ENGLAND)

RCA

NOV. 27, 1968

AIRMAILED TODAY TWO COPIES EBAN BOOK STOP COST FOR ONE HUNDRED COPIES ELEVEN
HUNDRED DOLLARS STOP SHIPPING COST APPROXIMATELY ONEHUNDRED FIFTY DOLLARS
STOP ASSURED OF DELIVERY BEFORE DECEMBER TWELVE. PLEASE CABLE IMMEDIATELY

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 Kumetra 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.

26 November 1968

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.

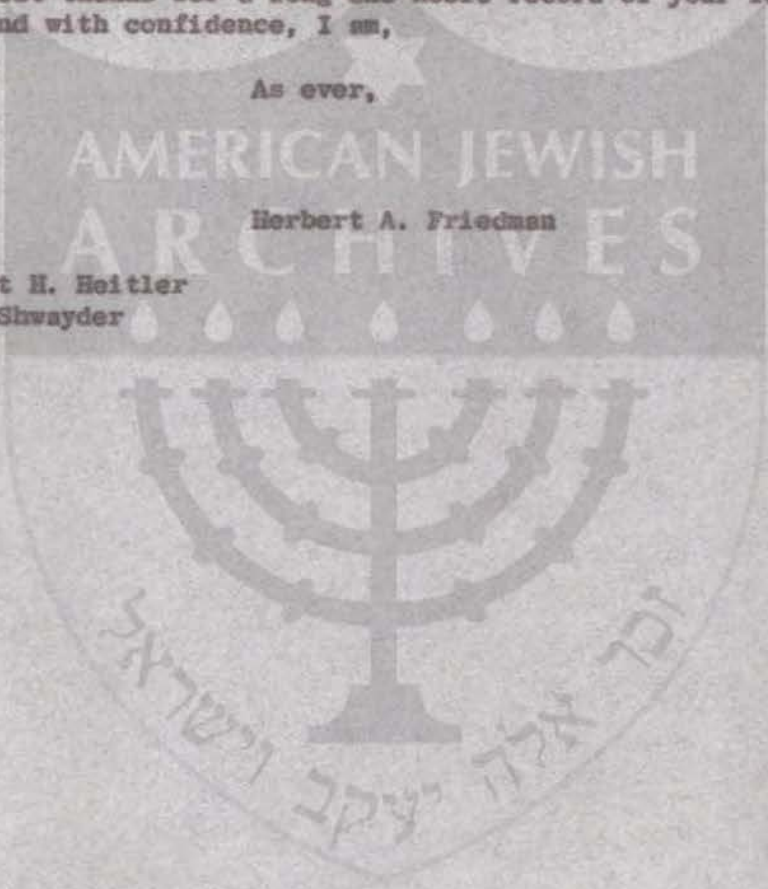
With deepest thanks for a long and noble record of your family and company, and with confidence, I am,

As ever,

AMERICAN JEWISH
ARCHIVES

Herbert A. Friedman

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



20 November 1968

Mrs. Bertha Urdang
90a Herzl Boulevard
Jerusalem, Israel

Dear Bertha:

This is the first opportunity I have had to answer your letter of 6 November.

1. You are welcome for the Zuckermans. I hope the relationship will develop and that they will buy many more things once their house in Caesarea gets under way.

2. I am enclosing your little note indicating that you owe me \$200. That debt is now wiped out and you can destroy this little note.

3. I acknowledge that I owe you IL900 for the Raffi, and shall do my best to liquidate that as quickly as possible.

4. Mr. Ginsberg does not think it correct for me to buy the office Zaritsky at the price at which we bought it originally for he is aware of the rise in price and thinks that there might be some moral criticism both of me and himself. I agreed to this and indicated that I withdrew my request regarding the Zaritsky. So, that is that.

5. I spoke with him concerning the Fima and Passal. He made what I think is a good suggestion. He suggested that you should write a letter stating your expert appraisal of the value of these two paintings, and I would buy them from the UJA at exactly that price. Then, if anybody questions what I had paid, there would be a letter in the file indicating your expert testimony as to what these paintings were worth. For your information, you will recall that we paid \$520 for the Passal oil and \$550 for the Fima oil. The Passal I'm sure you remember. It is the one hanging in my office. The Fima is an abstract - Chinese style - mostly white with some green and blue. The sizes are: Passal: 40 x 49-1/2; Fima: 45-1/2 x 35. If you indicate that that is their present worth, or if you indicate any increase, I shall pay the UJA that amount of money, which shall be held in an "open art account." Next spring, when you are in the States, we can use that amount to purchase from you anything which you recommend to us. Obviously, we shall be guided by your best judgment.

20 November 1968

6. Regarding the Lifschitz which Zuckerman picked out originally, before his wife switched him to the larger one, I forget the cost of it. I might be interested if it is within range. Please let me know.

7. Finally, regarding my purchasing the Zaritsky oil and water color, I simply think I am going to have to take a pass. It is quite clear, after my last visit there with you, that Mrs. Zaritsky is thinking in terms of approximately \$3,500 or \$4,000, and I really cannot afford that. I have purchased a Stematsky now, as well as owing you money for the Raffi, and I will also be purchasing the Passal and Fima here in New York, so I am afraid that finishes me for quite some time. I know you feel that we should have a Zaritsky, and I would like to have him, but the price is simply out of range. There is no sense in crying over spilt milk.

I forget your travel plans, but I will be in Israel for a very brief visit the week of December 2nd, will be back in New York December 8th, and will remain here until mid-January. I hope we get to see each other in between.

Looking forward to hearing from you, I am,

As ever,

HAF:gb

Herbert A. Friedman

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x x UNITED JEWISH APPEAL

NOVEMBER 20, 1968
RCA

PINCUS
JEVAGENCY
JERUSALEM (ISRAEL)

AFTER RECEIVING TELEPHONE CALLS FROM YOURSELF AND ISRAEL GOLDSTEIN REGARDING URGENCY OF LOANING MAN TO HELP IN ARGENTINA IMMEDIATELY HAVE RECEIVED FOLLOWING CABLE FROM KREUTNER IN BUENOS AIRES QUOTE GRATEFUL YOUR PREPAREDNESS AID HERE STOP NEGOTIATING TIME AND SCOPE STOP WILL LET YOU KNOW OUTCOME OUR MEETING NEWYORK FOUR DECEMBER UNQUOTE STOP EYE DO NOT UNDERSTAND THIS BECAUSE YOU SPOKE OF SENDING MAN DOWN JUST FOR FEW WEEKS UNTIL FIFTEEN DECEMBER STOP SOUNDS LIKE KREUTNER HAS ALTOGETHER DIFFERENT PLAN IN MIND STOP PLEASE CLARIFY REGARDS

FRIEDMAN

AMERICAN JEWISH ARCHIVES
GANTON SKIN

k

20 November 1968

H. E. Levi Eshkol
Prime Minister's Office
Jerusalem, Israel

Dear friend Eshkol:

In order to help the Emergency Fund, we need strong messages from a few of the top leaders of Israel. The best message is in videotape form, which we can reproduce and send to many communities.

A member of our staff, Mr. Paul Leventhal, will be in Israel December first, to make these tapes. He will call you for an appointment, and I would appreciate your cooperation.

The time needed to make the tapes will not exceed 10 or 15 minutes. Mr. Leventhal, an ex-newspaperman, will ask you a series of questions designed to elicit from you a description of the continuing emergency situation in Israel and to create a climate for successful fund raising in the United States.

Many thanks for your interest and cooperation.

Sincerely yours,

Herbert Friedman

cc: Aviad Yafeh (blind)

r

20 November 1968

H. E. Yigal Allon
Ministry of Labor
Jerusalem, Israel

Dear Yigal:

In order to help the Emergency Fund, we need strong messages from a few of the top leaders of Israel. The best message is in videotape form, which we can reproduce and send to many communities.

A member of our staff, Mr. Paul Leventhal, will be in Israel December first, to make these tapes. He will call you for an appointment, and I would appreciate your cooperation.

The time needed to make the tapes will not exceed 10 or 15 minutes. Mr. Leventhal, an ex-newspaperman, will ask you a series of questions designed to elicit from you a description of the continuing emergency situation in Israel and to create a climate for successful fund raising in the United States.

Many thanks for your interest and cooperation.

Sincerely yours,

Herbert A. Friedman

AMERICAN JEWISH ARCHIVES
OTAWA

20 November 1968

General Haim Bar Lev
Ministry of Defense
Jerusalem, Israel

Dear Haim:

In order to help the Emergency Fund, we need strong messages from a few top leaders of Israel. The best message is in videotape form, which we can reproduce and send to many communities.

A member of our staff, Mr. Paul Leventhal, will be in Israel December first, to make these tapes. He will call you for an appointment, and I would appreciate your cooperation.

The time needed to make the tapes will not exceed 10 or 15 minutes. Mr. Leventhal, an ex-newspaperman, will ask you a series of questions designed to elicit from you a description of the continuing emergency situation in Israel and to create a climate for successful fund raising in the United States.

Many thanks for your interest and cooperation.

Sincerely yours,

Herbert A. Friedman

20 November 1968

H. E. Abba Eban
Ministry for Foreign Affairs
Jerusalem, Israel

Dear Aubrey:

In order to help the Emergency Fund, we need strong messages from a few of the top leaders of Israel. The best message is in video-tape form, which we can reproduce and send to many communities.

A member of our staff, Mr. Paul Leventhal, will be in Israel December first, to make these tapes. He will call you for an appointment, and I would appreciate your cooperation.

The time needed to make the tapes will not exceed 10 or 15 minutes. Mr. Leventhal, an ex-newspaperman, will ask you a series of questions designed to elicit from you a description of the continuing emergency situation in Israel and to create a climate for successful fund raising in the United States.

Many thanks for your interest and cooperation.

Sincerely yours,

Herbert Friedman

20 November 1968

General David Eleazar
Ministry of Defense
Jerusalem, Israel

Dear Dado:

In order to help the Emergency Fund, we need strong messages from a few of the top leaders of Israel. The best message is in videotape form, which we can reproduce and send to many communities.

A member of our staff, Mr. Paul Leventhal, will be in Israel December first, to make these tapes. He will call you for an appointment, and I would appreciate your cooperation.

The time needed to make the tapes will not exceed 10 or 15 minutes. Mr. Leventhal, an ex-newspaperman, will ask you a series of questions designed to elicit from you a description of the continuing emergency situation in Israel and to create a climate for successful fund raising in the United States.

Many thanks for your interest and cooperation.

Sincerely yours,

Herbert Friedman

20 November 1968

The Honorable Teddy Kollek
Mayor of Jerusalem
Jerusalem, Israel

Dear Teddy:

In order to help the Emergency Fund, we need strong messages from a few of the top leaders of Israel. The best message is in videotape form, which we can reproduce and send to many communities.

A member of our staff, Mr. Paul Leventhal, will be in Israel December first, to make these tapes. He will call you for an appointment, and I would appreciate your cooperation.

The time needed to make the tapes will not exceed 10 or 15 minutes. Mr. Leventhal, an ex-newspaperman, will ask you a series of questions designed to elicit from you a description of the continuing emergency situation in Israel and to create a climate for successful fund raising in the United States.

Many thanks for your interest and cooperation.

Sincerely yours,

Herbert A. Friedman

h

20 November 1968

Major General Uzi Narkiss
Jewish Agency
Jerusalem, Israel

Dear Uzi:

We need a videotape message from Israel on the subject of immigration with an introduction by yourself and then some shots of immigrants arriving by boat or plane.

A member of our staff, Mr. Paul Leventhal, will be in Israel from the first of December for a few days to try to make all the tapes we need. He will call you for an appointment and I would appreciate your cooperation.

It won't take more than 10 or 15 minutes of your time. Mr. Leventhal will ask you some questions, your answers will be responsive of the needs of Israel in this emergency, and then he will go out and try to get some shots either at Lydda or Haifa.

Many thanks for your cooperation.

Sincerely yours,

Herbert A. Friedman

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UNITED JEWISH APPEAL

PINCUS
JEVAGENCY
JERUSALEM (ISRAEL)

NOV. 7 68

WU CABLES

WHERE IS THAT LETTER PLEASE WE HAVE ALLEGED FOR A WEEK NOW
THAT IT IS COMING ANY DAY REGARDS

FRIEDMAN



X

f

UNITED JEWISH APPEAL

NOVEMBER 6, 1968

GOVERNOR-ELECT FRANK LIGHT
640 ELM GROVE AVENUE
PROVIDENCE, R.I.

DEAR FRANK ~~XXXXXXXXXXXX~~ CONGRATULATIONS ON WONDERFUL
VICTORY ALWAYS THOUGHT YOU WERE GOOD BUT DIDN'T REALIZE
YOU WERE THIS GOOD. AT NATIONAL UJA WE ARE VERY VERY PROUD
OF YOU AND ARE INFORMING FEDERATIONS ALL OVER AMERICA. YOUR
SUCCESS BRINGS GLORY TO OUR PEOPLE EVERYWHERE. BEST WISHES
FOR A STERLING^G ADMINISTRATION

HERBERT FRIEDMAN
UNITED ~~XXXX~~ JEWISH APPEAL

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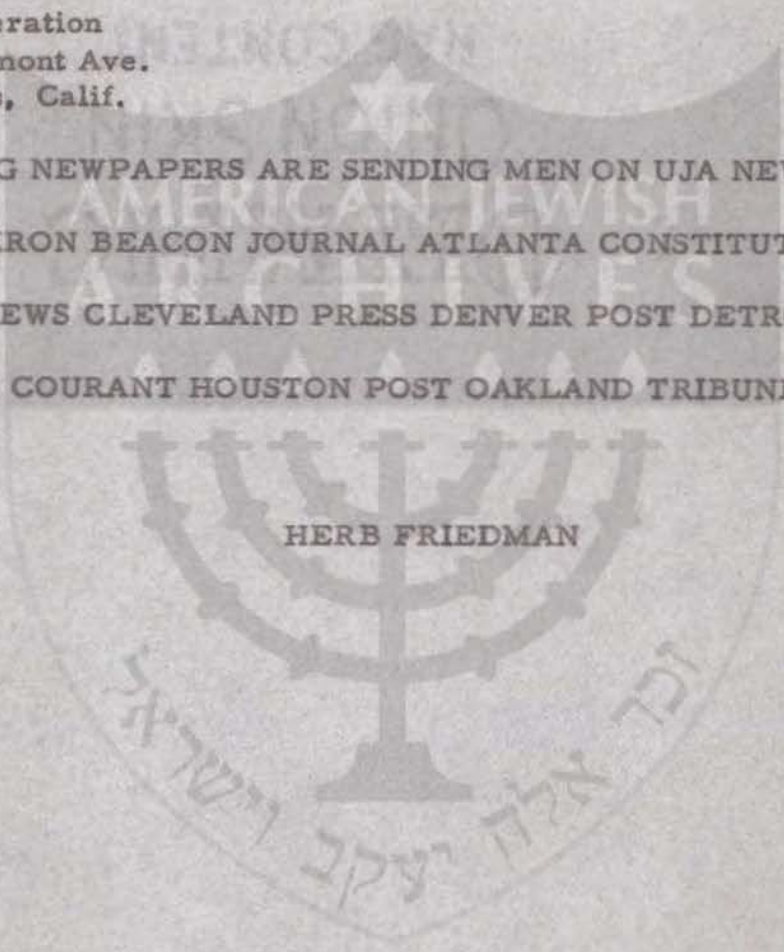
UNITED JEWISH APPEAL

NOVEMBER 6, 1968

Alvin Bronstein
Jewish Federation
590 N. Vermont Ave.
Los Angeles, Calif.

FOLLOWING NEWSPAPERS ARE SENDING MEN ON UJA NEWSPAPER
MISSION AKRON BEACON JOURNAL ATLANTA CONSTITUTION BUFFALO
EVENING NEWS CLEVELAND PRESS DENVER POST DETROIT NEWS
HARTFORD COURANT HOUSTON POST OAKLAND TRIBUNE PHILADELPHIA
BULLETIN

HERB FRIEDMAN



4 November 1968

Ambassador Asher Ben Natan
Israel Embassy
Udierstrasse 78
Bad-Gadesberg, W. Germany

Dear Arthur:

Long time no see. Have been busy as hell. In the last 16 months it seems like we have raised \$5 trillion. Anyhow the work has never been more demanding or more satisfying.

The purpose of this note is to inquire whether you would be willing to come to the States for two weeks (the last week in February and the first week in March) to travel around to some cities on behalf of the campaign. As you may have heard, we are running another tremendous Emergency Fund for 1969, trying to raise more than 1967.

I have not yet spoken to Itzhak Rabin to ask him what his reaction would be. First I wanted to find out whether you were available. If you say you are, then I will speak to him to see if it is OK with him (protocol, you know).

With best good wishes, I am,

As ever,

HAF:gb

Herbert A. Friedman

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UNITED JEWISH APPEAL

Nov 4, 1968

RCA

DULTZIN
JEVAGENCY
JERUSALEM (ISRAEL)

AMERICAN JEWISH ARCHIVES

YOU ARE QUOTED AS SAYING THAT 30,000 IMMIGRANTS ARE EXPECTED THIS YEAR AND 40,000 NEXT YEAR STOP WHAT YEARS ARE YOU ~~TALKING~~ 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

h

10 October 1968

Mr. Jon Mitchell
1001 N. Roxbury Drive
Beverly Hills, California

Dear Jon:

Your letter was beautiful and I appreciate it so very much. I am sorry that I do not have time to answer in detail, but I am leaving in a few minutes for Israel with the big Mission. I hope your radio interview and TV interview will come off well and I would love to see the results.

I hope that the friendship which we developed on the student mission will continue over the years and I look forward to seeing you the next time I come to the Coast.

With warm good wishes, I am,

As ever,

HAF:gb

Herbert A. Friedman

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RCA CABLEGRAM

OCTOBER 7, 1968

MICHEL
FSJU
19 rue de Teheran
PARIS (FRANCE)

PLANS CHANGED NOT COMING THROUGH PARIS. ~~going~~ GOING DIRECT
TO ISRAEL. PLEASE ASK TOPIOL TO WRITE REGARDS

FRIEDMAN

United Jewish Appeal, 1290 - 6th Ave. N.Y.C.

f

4 October 1968

Mr. Lee H. Javitch
Giant Food Stores, Inc.
25 East High Street
Carlisle, Pa. 17013

Dear Lee:

Thanks for the article from the Carlisle Evening Sentinel. If we have room, we will certainly use it in the FYI mailer.

With regard to your question about capital expansion, there are two things which are relevant. First of all Pincus said, at his presentation at the CJFWF, that Israel was freezing the building of all hospitals, child welfare centers, pre-natal clinics and all other such buildings. Israel does not build homes for the aged, but if they did I am sure they would be frozen also. The other fact comes from San Francisco, which had plans for an \$8 million hospital building program, which had been scheduled for 1969 and for which the first \$1 million in gifts had been already obtained. In the face of this emergency situation, San Francisco decided to postpone the building of this hospital.

As ever,

Herbert A. Friedman

WESTERN UNION CABLEGRAM

f

OCTOBER 4, 1968

PINCUS
JEVAGENCY
JERUSALEM (ISRAEL)

HAVE TRIED ELIMINATE YOU FROM EITHER WASHINGTON OR CHICAGO
BUT BOTH COMMUNITIES PLANNING VERY IMPORTANT FUND RAISING
MEETINGS. WASHINGTON HAVING MEETING FOR TEN THOUSAND AND
OVER CONTRIBUTORS AT HOME OF DAVID KRIEGER AND :CHICAGO
LIKEWISE PROBABLY AT HOME OF ~~XXXXXX~~ HARRIS PERLSTEIN. BOTH
COMMUNITIES GOING FORWARD WITH PLANS FOR MEETING. IF YOU MUST
ELIMINATE ONE OR OTHER WE WILL SIMPLY HAVE TO FIND SUBSTITUTE.
AS FOR PITTSBURGH THERE ALSO MEETING IS CRUCIAL FOR VERY TOP
LEVEL OF GIVERS. THERE WAS TREMENDOUS PRESSURE FROM MIAMI
FOR YOU ON NINTH AND HAVE CANCELLED TORONTO ON NINTH IN ORDER
ACCOMMODATE MIAMI. THIS WAS FAIRLY EASY BECAUSE TORONTO
AT ~~CHANGED~~ CHANGED ITS MIND ANYHOW AND DID NOT WANT NINTH BUT WANTED
TWELFTH ~~XXXXX~~ WHICH WE TOLD THEM WAS IMPOS SIBLE BECAUSE
YOU SPEAKING NEW YORK THAT DAY. THEREFORE MUST LEAVE ENTIRE
MATTER BACK IN YOUR HANDS. PLEASE LET ME KNOW SOONEST REGARDS

FRIEDMAN

X

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UNITED JEWISH APPEAL

MICHEL

OCT 4 68

~~XXXXXXXXXX~~

FONDS SOCIAL JUIF UNIFIE

19 rue DE TEHERAN

PARIS (FRANCE)

W.U. CABLES

SAW TOPIOL HAD GOOD TALK MADE DATE TO SEE HIM FRIDAY MORNING
OCTOBER ELEVEN ORLY HILTON EIGHTTHIRTY AM TO GET HIS AND YOUR
REACTION TO SOME NAMES EYE SUGGESTED AS YOUR SUCCESSOR. SHOULD
HAVE HAD MY HEAD EXAMINED BECAUSE THIS WOULD BE MOST INCONVENIENT
DUE TO PRESENCE FRANCINE AND KIDS. PLEASE CANCEL THIS DATE FOR
ME TACTFULLY AND GIVE ME INFORMATION ON ~~XXXX~~ TELEPHONE INSTEAD
THAT SAME MORNING REGARDS

FRIEDMAN

x

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UNITED JEWISH APPEAL

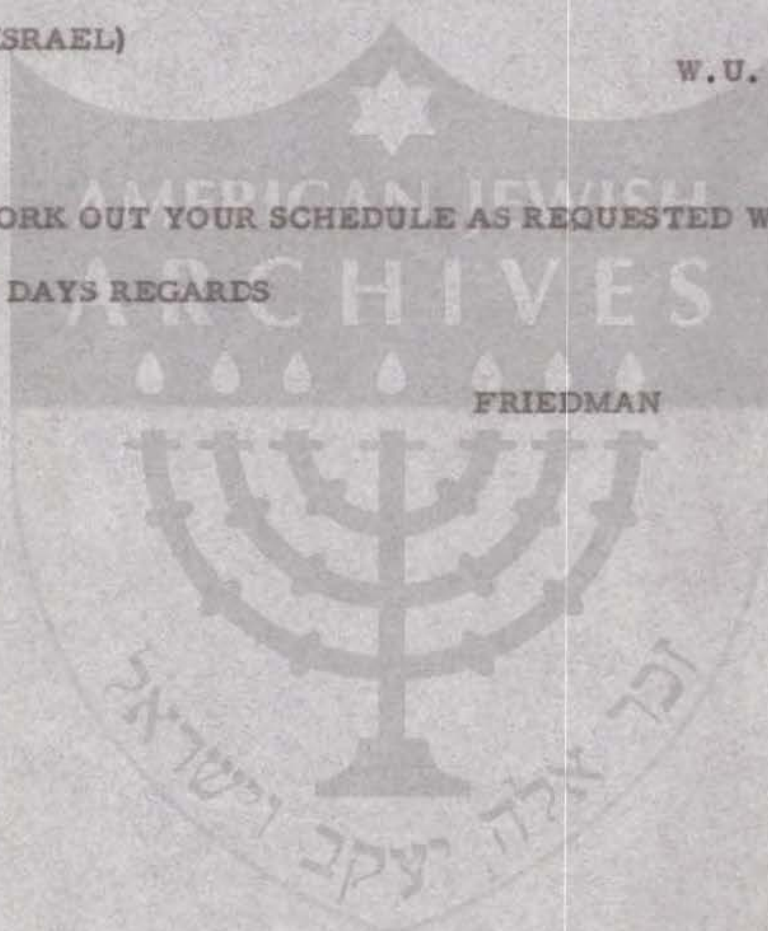
PINCUS
JEVAGENCY
JERUSALEM (ISRAEL)

OCT. 4 68

W.U. CABLES

AM TRYING WORK OUT YOUR SCHEDULE AS REQUESTED WILL LET YOU
KNOW IN FEW DAYS REGARDS

FRIEDMAN



OLYMPIC
UNION SKIN
FRAG-CENT

1st October 1968

Mr. Ernest Michel
F.S.J.U.
19 rue de Teheran
Paris 8, France

Dear Ernie:

We are cranking up for the third Emergency Fund for 1969, and have been through a series of very successful meetings in September. The CJFWF has backed this completely, and so has our own UJA Executive Committee and Cabinet. There is great enthusiasm. While we are not setting a goal, we are indicating that we are seeking more in 1969 than in 1967 in the Emergency Fund. And, of course, the regular gift must show a slight increase as well. It is fantastically bold; and yet we have a chance.

I would love to hear from you how your September series of meetings went. That was also bold, and I hope and pray that it succeeded.

Topiol is coming in today for lunch and we will have a nice shmoos. When he was in Chicago I asked Jimmy Rice to get in touch with him. I don't know whether he did, but I hope so.

We are coming through Paris and staying overnight at the Orly Hilton on Thursday night 10 October. We will be arriving very late and will go right to the hotel. We will be leaving the next morning, Friday, the 11th on Air France Fl. 194 at 11:00 a.m. We will have the kids with us, because Francine wants to go back. Nevertheless, I think we could have an hour's chat if you wanted to come out to the Orly Hilton around 9:00 a.m. If not, depending upon your schedule, give me a ring at the hotel and at least we will talk on the phone.

Mr. Ernest Michel

-2-

October 1, 1968

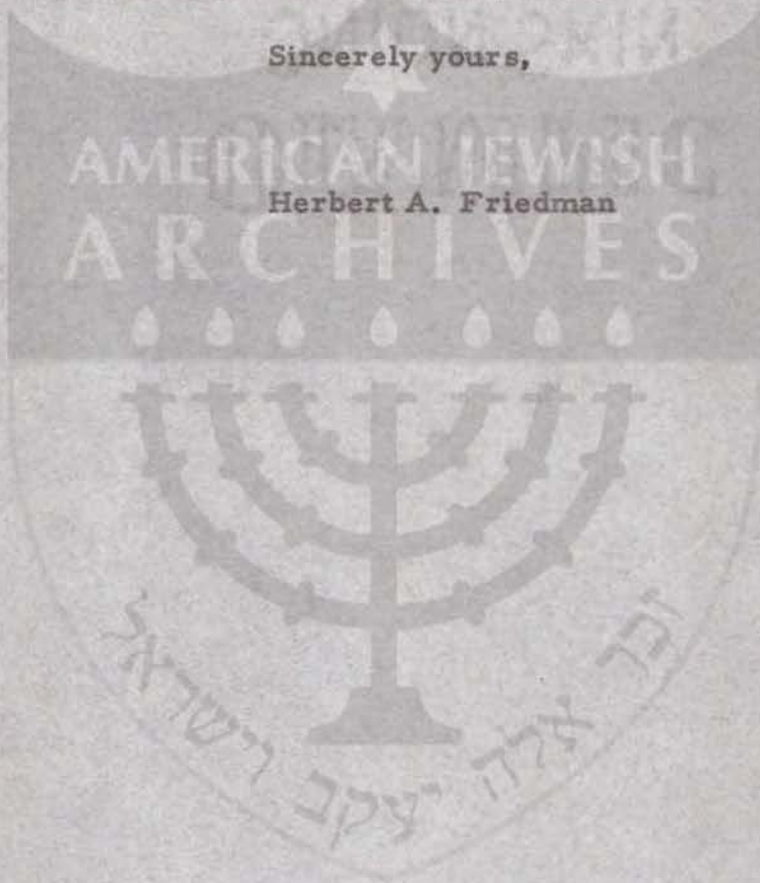
We will be returning through Paris as well on 30 October, arriving Paris on El Al Fl. 243 approximately 12:30 P.M. We shall go to the Orly Hilton again, and here we will have a full afternoon and evening, so we can come into town and meet you because we are not leaving for New York until the next morning, Thursday, 31 October at 10:00 a.m.

With best wishes for the New Year, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman



27 September 1968

Mrs. Hyman Wisenthal
Hadassah-Wizo Organization of Canada
1500 St. Catherine Street West
Montreal 25, Quebec, Canada

Dear Mrs. Wisenthal:

I have today received your letter inviting me to be the speaker at the Youth Aliyah dinner in Winnipeg on a date in November.

I am honored by the invitation but must regretfully decline it. November is the period during which we are having our most important fund raising dinners in the major communities in the United States. These are small unpublicized parlor meetings involving the very largest contributors. These meetings really determine the success of the 1969 campaign. My calendar is absolutely full, as I travel from city to city.

I am sure you understand the importance of making a success of the 1969 Emergency Fund, and therefore you will understand why I must regretfully decline.

With every good wish for the New Year, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

TELEX

f

SEPTEMBER 26, 1968

VINITSKY
JERUSALEM

GAMZEY
TELAVIV

UJA TRYING MAKE CAMPAIGN FILM QUICKLY THROUGH GENTLEMAN
NAMED HAROLD MAYER WHO IS ARRIVING FRIDAY OCTOBER FOURTH
AND WILL REMAIN FOR TWO WEEKS. EXACT TIME OF ARRIVAL WILL
BE CABLED YOU LATER. FOR VINITSKY HE WILL NEED STATION WAGON
WHICH YOU RENT FOR HIM AND WOULD LIKE HAVE AS LIASON MAN
FOR THIS PERIOD SIMCHA SIGON WHO WORKS IN RAANAN WEITZ DEPARTMENT
IF HE NOT AVAILABLE PLEASE GET SOMEONE FROM RIVLIN'S OFFICE.
ALSO INFORM COLONEL ELIE BAR LEV THAT WE WOULD APPRECIATE
FULL COOPERATION FROM ARMY AND ARRANGE APPOINTMENT WITH
BAR LEV IMMEDIATELY UPON ARRIVAL. MAYER ACCOMPANIED BY
TWO OTHER MEN. THEREFORE ARRANGE HOTEL SPACE TELAVIV
THREE PERSONS FOR FIRST THREE DAYS AS MOVEMENTS THEREAFTER
WILL DEPEND UPON SHOOTING SCHEDULE. FOR GAMZEY PLEASE ARRANGE
APPOINTMENTS FOR MAYER WITH FOLLOWING PEOPLE ISRAELI MOTION
PICTURE STUDIOS MRS. MARGIT KLAUSNER COLON GEVA FILMS MRS.
Z. NAVON OR MR. D. PLOTNITSKY COLON ISRAELI TELEVISION MR. HERB
KRASNI COLON PRIME MINISTER'S CENTRAL OFFICE OF INFORMATION
MR. IGAL EPHRATI. THESE PEOPLE TO BE INFORMED THAT MAYER
WANTS TO SEE STOCK ~~FOOTAGE~~ FOOTAGE REGARDING BORDER EPISODES
URBAN TERRORISM KIBBUTZ SHELLING ANYTHING RELATED TO CURRENT
UNEASY SITUATION ~~AND~~ AND AFTER VIEWING MIGHT WANT TO ^{Buy} ~~BY~~ AT

~~OBVIOUSLY REDUCED~~

-@-

for

OBVIOUSLY REDUCED RATES ~~WHICH WOULD APPLY TO~~ UJA WHATEVER
HE THINKS HE WOULD LIKE TO USE REGARDS

FRIEDMAN



19 September 1968

Galerie Lacloche
24 rue de Grenelle
Paris, France

Gentlemen:

I am sorry that there has been all this confusion. This is due to the fact that I have been travelling all summer.

I have received in good order both shipments, to New York and to Jeru salem. Enclosed please find my check for \$218.40, which is as close as I can come to 1092 Frs Francais. The quotation in New York is 5 Frs to a dollar. If this amount is not correct, please let me know.

I am very pleased with the stool, the chair and the luminos, and I am very pleased at the promptness with which you sent these items. There is only one thing I would comment upon, however, and that is the very great expense of sending by air. In my original letter to you, I asked you to let me know what the difference would be between shipment by air and shipment by boat. You replied that it was approximately the same and you had already shipped by air. It was very expensive and it is hard to believe that it would be so expensive by boat. In the future, if we order additional things, perhaps it would be better if all shipments were by air.

Looking forward to visiting your gallery when we are next in Paris, I am,

Sincerely yours,

Herbert A. Friedman

TELEX

SEPTEMBER 19, 1968

VINITSKY
JEVAGENCY
JERUSALEM (SRAEL)

FOR BERNSTEIN KEEP UP GOOD WORK. AM NOW ON WESTCAOST.
CLIMATE LOOKS GOOD. GREAT NEWS ABOUT ESHKOL AGREEING
MEET ALL GROUPS. THIS WILL HELP SEEL IT. WILL BE BACK
NEWYORK TOMORROW. SPOKE WITH GOLDMAN ABOUT ~~X~~ TRYING
CHANGE DENMARK ~~CEREMONIES~~ ^{CEREMONIES} FROM TWENTYTWO TO TWENTY
IN ORDER ALLOW DONORS GO SOUTH. GOLDMAN CHECKED WITH
HERLITZ. IMPOSSIBLE FIX DENMARK CEREMONIES TWENTIETH
BECAUSE OFFICIAL REPRESENTATIVE GOVERNMENT OF DENMARK
NOT ARRIVING ISRAEL UNTIL TWENTIETH.

FRIEDMAN

18 September 1968

Sir Barnett Janner
Victoria House
Bloomsbury Square
London, W. C. 1, England

Dear Barney:

My kindest thanks to you for your cooperation regarding Mr. Davis of Chicago. This note is to remind you of the details.

Mr. and Mrs. Abram D. Davis of Chicago will be at the Savoy beginning 1st October and remaining for just a few days. He will be the General Chairman of the campaign in Chicago for 1969. This community, I do not have to tell you, produced a tremendous amount for the Emergency Fund last year and again this year. Mr. Davis is not only the General Chairman, but one of the largest contributors.

You said you would be happy to invite him for tea or lunch to the House of Commons dining room, and to show him through the House even though it was not in session. I would be most grateful if you would do so. You said that you would address a note to him, to the Savoy Hotel, before October 1st, which he would find upon his arrival there. I know you will follow through on this and I am most appreciative.

With all best wishes for the New Year, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

International
Telegram Via

ITT

NY-1152
Extra Copy

Word Count _____ Full Rate Unless Checked (✓)

Full Rate Letter Telegram Service (LT)

Sender's Name and Address

UNITED JEWISH APPEAL

Date

SEPT. 12, 1968

To

RIVLIN HERZOG
JEVAGENCY
JERUSALEM (ISRAEL)

 **Via**

ITT 

insert "ITT"

AS RESULT DISCUSSIONS HERE WITH GINSBERG FRIEDMAN OTHERS
INVOLVED MY OPINION IS THAT PM MUST SEND SPECIAL PLANE TO
PICK UP THESE PEOPLE AND RETURN THEM INORDER INDUCE THEM
TO COME AND THAT THIS INFORMATION BE MADE AVAILABLE TO THEM
IN PM'S ORIGINAL LETTER OF INVITATION TO FIFTEEN SIXTEEN ~~BY~~
OCTOBER MEETINGS. AM CONVINCED THAT THIS ONE TECHNICAL
ITEM OF AIRPLANE NECESSARY INORDER GIVE US A CHANCE FOR
REASONABLE ATTENDANCE

PINCUS

r

X

UNITED JEWISH APPEAL
1290 - 6th Ave. NYC

August 16, 1968

VINITSKY
JEVAGENCY
JERUSALEM (ISRAEL)

RCA

FOR FRIEDMAN DEAR HERB OH LORD HOW EYE WISH YOU WERE HERE

LEONARD BELL

ARCHIVES



X

r

8/16/68

UNITED JEWISH APPEAL
1290 - 6th AVENUE NYC

VINITSKY
JEVAGENCY
JERUSALEM (ISRAEL)

RCA

FOR FRIEDMAN; HAVE BEEN ASKED BY VICE PRESIDENT HUMPHREY TOBE
~~ENHANCE~~
CHAIRMAN NATIONAL COORDINATING COMMITTEE. LIST OF TENTHOUSAND
AND OVER CONTRIBUTORS WOULD BE EXTREMELY USEFUL TO ME. AS A
MATTER OF FACT QUITE URGENT THAT IT IS RELEASED FOR OUR USE.

JOE KANTER



TELEX

APRIL 18, 1968

VINITSKY
JEVAGENCY
JERUSALEM (ISRAEL)

DELIGHTED INFORM YOU GITL BIALER AVAILABLE TO YOU AS ~~EXTRA~~
EXTRA GIRL FRIDAY STOP SHE HAS ARRANGED THIS WITH HER FAMILY
AND AM WILLING TO GIVE HER UP BECAUSE I REALLY UNDERSTAND
THAT YOU NEED HER VERY BADLY DURING THIS PERIOD STOP WE
WILL KEEP HER ON PAYROLL HERE SO NO SALARY NECESSARY STOP
YOU WILL HAVE TO ARRANGE SUITABLE LIVING QUARTERS AND ASSUME
THOSE EXPENSES AS WELL AS HER MAINTENANCE FOR FOOD TRAVEL
ETC. STOP SHE COULD BE AVAILABLE TO ARRIVE IN ISRAEL WEDNESDAY
MAY EIGHT AND REMAIN WITH YOU FOR APPROXIMATELY TWO MONTHS
STOP THIS WOULD TAKE YOU PAST THE END OF THE CONGRESS AND
SHE WOULD HAVE TO BE COMING HOME AROUND JULY FOUR OR FIVE STOP
THESE DATES ARE APPROXIMATE AND IF POSSIBLE SHE MIGHT BE ABLE
TO STAY A LITTLE LONGER STOP BUT YOU HAVE THIS AT LEAST AS A
MINIMUM STOP PLEASE CABLE SOONEST WHETHER THESE ARRANGEMENTS
ACCEPTABLE TO YOU REGARDS

FRIEDMAN

15 April 1968

Mr. S. O. Shapiro, Vice President
Cowles Communications, Inc.
488 Madison Avenue
New York, N.Y. 10022

Dear Shap:

I read the advance copy of Look, which you were kind enough to mail me, featuring the story of Israel's Twentieth Anniversary.

I very seldom write fan letters, but I want you to know that I think this is one of the best summary articles on Israel I have read in a long time. The text is superb, outlining both achievements and the problems, and hitting the nail on the head in every case. The picture lay-out is dynamic and brilliant.

We have a teletype network to 64 communities, and I put a message on the wire today urging widest possible reading of this article.

With all good wishes, I am,

Sincerely,

HAF:gb

Herbert A. Friedman



UNITED JEWISH APPEAL

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS
1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019
PLAZA 7-1500 CABLE ADDRESS: UJAPPEAL, NEW YORK

11 April 1968

Rabbi Jay Kaufman, Executive Vice-President
B'nai B'rith
1640 Rhode Island Avenue, N. W.
Washington, D. C.

Dear Jay:

I am enclosing excerpts from a letter which I received from Joe Rosenblatt of Salt Lake City. Let me say, at once, that he is a wonderfully serious man, not a nudnick or a crank, is a deeply committed Jew and one who has given important support to Israel and all Jewish matters for many decades. He is the leading citizen in Salt Lake City, and beyond that, in a large part of the West. I make all of these introductory remarks in order to indicate that his comments are worthy of a serious reply.

You and I certainly don't see each other often enough to suit me. We are both on the run all the time, but I think we should try to get together more often than we do. Somebody said you would be spending a good deal of the summer in Israel. So am I. We have rented an apartment in Caesarea and will be there most of July and August. How about getting together?

As ever,

Herbert A. Friedman

HAF:gb

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*MORDE W. BERNSTEIN
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- *SLIP STOLIMAN
- *ZINBUD R. STRELIETZ
- Advisory
*GOLD B. ABRAMSON
- *BERT N. ARNOFF
- *FRANK BERSMAN
- *ING. BLUM
- *BARBAR SCHWABAN
- *JOSH. BOYAR
- *BARB BRAND
- *EPHRAIM BRIND
- *BERT T. BROUT
- *M. COHEN
- *LARRY M. COHEN
- *THAN CRAMER
- *UD. DEGEN
- *N. COHEN
- *LVIN DUBIN
- *L. EISENBERG
- *I. ESPELLO
- *ROLD M. FALK
- *GORE FARBELMAN
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- *N. FIZMAN
- *IRV. FRANK
- *MICHAEL H. FRIEDLAND
- *MIRIAM FROST
- *NIN FRUCHTSMAN
- *DIN GERMANOV
- *MICEL F. GINGOLD
- *LAN GLAZER
- *DANIEL GOLDVINE
- *VIO W. GOLDMAN
- *MIRIAM GOLDMAN
- *THUR N. G.
- *IS. JACK
- *MOR. JACOB
- *RICHARD G. JACOBSON
- *LIVEN B. GRZYNSKI
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- *MIRIAM HANDELMAN
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- *YONG KANG
- *SEPH M. KATZ
- *RITA A. KATZ
- *ROSE KLORFEIN
- *IRVING KOGROVSKY
- *IRTON I. KOFFMAN
- *MORDE F. KRAVIS
- *ING. LEVINSKY
- *SLIP J. LEVIN
- *CHARD S. LEVITT
- *SEPH M. LINTON
- *SEPH M. LUPTON
- *VIO M. LUPPIN
- *ELF W. LOWY
- *N. D. MARCUS
- *M. MELTON
- *MIRIAM M. NELSON
- *E. NEWMAN
- *IRVAN C. NOBLE
- *ING. S. NOBRY
- *U. ORSHWITZ
- *LARA PATE
- *LICE B. PAUL
- *MEL L. PERMUTT
- *INER B. RABIN
- *DANIEL RATHER
- *WALD M. ROBINSON
- *IRVING ROBINSON
- *MIRIAM ROTHBERG
- *LVIN D. SACKS
- *IRVING SALOMON, JR.
- *GURICE H. SALTZMAN
- *LARA SANDSTEIN
- *RUBEN H. SCHIFF
- *SEPH J. SCHWARTZ
- *PETER SCHWARTZ
- *ELF S. SELTZER
- *IRVING SENEGORANTZ, JR.
- *IRVIN L. SHAWNSBERG
- *D. SHAPIRO
- *ORICE SHAPIRO
- *VIO TALBERT
- *MIRIAM SANCER
- *BERT E. SINTON
- *CEP. P. SCHWABEND
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- *BERT A. SPIEGEL
- *IRVAN H. STEIN
- *VIO STEIN
- *LUD. STERN
- *BENNY STONEMAN
- *SEPH M. STRELIETZ
- *IRVING STRAUB
- *SEPH TALAMO
- *R. J. TRANNIN
- *CHARD B. TUCKER
- *IVY L. WARNER
- *LEON WEINSTEIN
- *LEAH WISNICK
- *ARLES H. WALKER
- *ANLEY R. YAMMOUTH

11 April 1968

Mr. Joseph Rosenblatt
The Rosenblatt Investment Fund
10 East South Temple
Salt Lake City, Utah 84111

Dear Joe:

Attached is a copy of the letter I have written to Rabbi Jay Kaufman, who is the chief executive officer of the B'nai B'rith. He is really the top and I would certainly hope that you would hear from him.

I am also attaching an edited photostat of your letter so that you can see what I sent to him.

You will notice that I eliminated the part of your letter which you describe as confidential - namely, your intention to introduce the motion concerning disciplinary action. Since you said this confidential, I did not transmit this to Kaufman.

My own reaction is, of course, that I agree with you, and that such trips as were described in the circular should not be encouraged at this time. However, I must say frankly, Joe, that I would urge you to think twice before introducing such a motion as you have indicated. My reasoning simply is that while you might have every intention to keep it limited to these profit-making tours, there might be an unfortunate tendency for the Internal Revenue Service ruling to spill over and affect such things as UJA missions to Israel. I know you would not want to do that, and so I am simply wondering whether you open Pandora's box by raising the question at all.

It might very well be that the B'nai B'rith will react favorably and that it might not be necessary to confront them with what you call "this type of discipline." In other words, why not hold back on the disciplinary action for a while in order to see what their reaction is.

With best regards, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

11 April 1968

Mr. James E. Myers
101 S. 5th Street
Springfield, Illinois 62701

Dear Jim:

I just read your article in the Chicago Tribune Magazine Section of 24 March on "The Jew as a Fighting Man."

It really was a splendid article, well written, and well researched. It showed deep conviction and it could only evoke admiration for the qualities which you were attempting to describe. Congratulations.

I know you will not take it amiss if I mention two small matters which are in error. On page 39 of the article, in the paragraph in which you talk about the situation in 1948, you said that there were "fewer than 500,000 Jews in the land." The actual figure of the Jewish population in Palestine at the time of the declaration of the independence of the State was 650,000. This is certainly not any major mistake, but I know you like to be accurate.

Secondly, on page 47, when you talk about a waiting period last May, just before the war started, you said "when Eshkol flew off to Canada to make a speech." It was not Eshkol, but the President, Shazar, who went to Canada at the time of the opening of the Fair in Montreal, and the visit was official and pre-arranged many months in advance, so it was felt he should best carry through with it, especially since he had no real responsibility for the security or political situation in the country. This, again, is certainly not a major matter, but I am mentioning it only in the interest of accuracy.

May I repeat my compliments for an impressive and, I think, important piece which you have written.

As ever,

HAF:gb

Herbert A. Friedman

f

10 April 1968

Mr. Sumner Feldberg
1 Mercer Road
Natick, Mass.

Dear Sumner:

It was really a pleasure being with you last night and I enjoyed the meeting immensely.

I have checked my calendar this morning and find that on 7 May I shall be in Israel, but 4 June looks just fine. I shall mark it tentatively in my book waiting to hear from you. Please do not press the matter. If the fellows feel that enough of Friedman is enough, let it go. If, on the other hand, you think another session would be worthwhile, I am certainly willing.

With best regards, I am,

Sincerely,

HAF:gb

Herbert A. Friedman

F

OLYMPIC
UNION SYND
HAG CONTENT

10 April 1968

Mr. Ernest Michel
F.S.J.U.
19 rue de Teheran
Paris 8, France

Dear Ernie:

Francine and I expect to be in Paris for one day Tuesday, 30 April, en route to Israel. I know you have already indicated that there is no special campaign purpose which I can serve on that day. I am certainly not looking for work and would enjoy having the evening off to spend with my wife, but I am always under compulsion to continue to work on something which I have started. Hence, I make the following suggestion.

If you think it would be desirable and helpful to get a meeting together of the Young Leadership group, that evening, at someone's home, I would be happy and eager to do so. I have in mind not a structured speech of any sort but a bull session with much more dialogue than existed the last time I met with the group. Perhaps in the relaxed atmosphere of someone's living room I could get across the basic ideas of Jewish uniqueness and Jewish commitment, which really the the underlying foundation of the success of our own Young Leadership movement. I simply offer this to you as a suggestion. Let me know your reaction.

Did you ever do anything about that fellow, Paul Spiegel from Dusseldorf? Also, when you have a chance, give me a report on how the campaign is going. I don't think I ever commented on the publicity bulletin which you sent me. I thought it was very good. Have you continued it? Please send me any subsequent issues.

Looking forward to hearing from you, I am,

As ever,

HAF:gb

Herbert A. Friedman

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

k

21 March 1968

Dr. Yaacov Herzog
Prime Minister's Office
Jerusalem, Israel

Dear Yaacov:

I think every effort should be made to kill the designation once and for all of "Millionaires Conference." You must somehow seize control of the public relations and stop using the name. It has a very bad reflection.

Sincerely,

Herbert A. Friedman

MAR

F

20 March 1968

~~XXX~~
GAMZEY
SHERATON HOTEL
TEL AVIV

NO SENSE ATTEMPTING DEFINE WHAT IS NUMBER ONE PRIORITY.
 DAILY TWX CRUCIAL MUST HAVE IT UNTIL END OF JUNE AT LEAST.
 MORE THAN SIXTY COMMUNITIES LINKED BY WIRE AND ANOTHER ONE
 HUNDRED AND TWENTY RECEIVING IT BY MAIL FOR DAILY INSPIRATION.
 VIDEOTAPE NETWORK NOW COVERS TWENTYONE CITIES AND WE CONSTANTLY
 PUSHING MORE TO ADOPT IT. THEREFORE MUST SERVICE THEM WITH
 FLOW OF TAPES. VISITING NEWSMEN MUST ALSO BE HELPED. ADDITIONALLY,
 STEEL YOURSELF, YOU WILL PROBABLY BE INVOLVED IN TOP LEVEL
 NEWSPAPERMAN'S MISSION WE SEEKING ORGANIZE FOR APRIL ONE THROUGH
 TWELVE. LEVY WILL KEEP YOU INFORMED. REALIZE ALL THIS MAKES FOR
 TWENTYFOUR HOUR WORKLOAD BUT WED EVER SAID YOU WOULD HAVE IT
 EASY. YOU ARE DOING GREAT JOB KEEP IT UP. FRIEDMAN

CC: RL
HDW

18 March 1968

Mrs. Bertha Urdang
90a Herzl Blvd.
Jerusalem, Israel

Dear Bertha:

I have been delighted with the success you have met this year, particularly with the fact that major museums have bought works by Zaritsky (and many other artists you have so long believed in.) The lovely Zaritsky oil you managed to get for us three years ago gives us all great pleasure and it is because both my wife and I love it so that I am writing you this letter now, so far ahead of actual requirements.

As you know, we are building a home in Caesaria. In what is done in our own home, no explanations are due anybody and that is why I am asking you to keep your eyes open from now on for some ten major works by artists we both love beginning with a large oil by Zaritsky. As you know, I could always buy the oil from the office, but do not want to do this, so ask you whether you could find one of the same quality, roughly the same size and, if possible, the same price - or less. Explain to the Zaritskys (please give them our regards, by the way and congratulate them for us on the Sandberg prize) that many important people will see it in our home and this is exposure of the best kind. I would want my friends to go through you, but I am sure this would present no difficulty in the future, as it presented no difficulty when we bought the large Zaritsky oil for the office.

I shall be in Israel in March and in May and be in touch with you. If there should be a Zaritsky oil you think I should see, I will make the time available for us to go to see it.

I want you to know you are always welcome in the office and it has been a good feeling to see I was not wrong in backing the outsider from the outset.

As ever,

14 March 1968

Dear Carl,

I cannot tell you how pleased I was with the time and attention you gave to me yesterday. From the moment you picked me up until the moment you said goodbye with the gift of sweet candy, you were a wonderful host and a good chairman.

I certainly hope our work yesterday bears fruit and I am sure that it will. Keep up your courage, and push hard.

As ever,

Herbert A. Friedman

Mr. Carl Sharpe
1915 S. 6th Street
Minneapolis, Minn. 55415

14 March 1968

f

Dear Amos,

My deepest thanks to you for the seriousness and earnestness with which you worked yesterday. I feel much better about the Minneapolis campaign now than I did 48 hours ago. I know you have a million things to do, but I also saw a demonstration of your tremendous influence. Apply as much time and energy as you possibly can, and I am convinced that the campaign will be as close to last year's achievement as it is humanly possible to guarantee.

Your dedication will be long remembered.

As ever,

Herbert A. Friedman

Mr. Amos Heilicher
7600 Wayzata Blvd.
Minneapolis, Minn. 55426



MINNEAPOLIS
MAY 1968
COTTON COUNTRY

TELEX

Please return to JS

V

MARCH 8, 1968

RIVLIN
JEVAGENCY
JERUSALEM (ISRAEL)

RE VARON OK ARRIVE MARCH EIGHTEENTH BUT THEN HOLD
UP THE CABLES WHICH AS I RECALL YOU WERE GOING TO
SEND ON TENTH PLEASE SEND THEM INSTEAD ON SEVENTEENTH
STOP RE KARNI MOST SUITABLE DATES ARE MAY SIXTH THROUGH
TWENTYSEVENTH STOP RE GIRL OFFICERS MICHAL KAPLAN"
WILL BE USED BY NATIONAL UJA APRIL TWENTIETH THROUGH
MAY TWENTIETH RUCHAMA ZAFRIR FOR NEWYORK UJA MAY
FIFTEENTH THROUGH JUNE FIFTEENTH PLEASE CONFIRM ABOVE
THREE ITEMS REGARDS AND THANKS FOR ALL HELP

FRIEDMAN

Faded mirrored text from the reverse side of the page, including words like "MARCH 8 1968" and "FRIEDMAN".

7 March 1968

Mr. Julius C. Livingston
210 Mid-Continent Building
Tulsa, Oklahoma 74103

Dear Julius:

I have received your letter concerning the showing of the film, and have heard about this from several other sources.

I am not able to be present myself tomorrow, but am sending our Publicity Director, Mr. Ray Levy. He will certainly be able to advise me if there is any use which can be made of this film.

Thanks for bringing it to my attention.

Sincerely yours,

HAF:gb

Herbert A. Friedman

j

7 March 1968

Mr. Max Ascoli
The Reporter
660 Madison Avenue
New York, New York

Dear Mr. Ascoli:

I have been trying for many days to reach you on the telephone and have left several messages. I am sorry that we were not able to speak.

The purpose of my calls was to seek an appointment with you in order that I might bring you up-to-date in the analysis of the Israeli-Arab situation, concerning which I know you are interested. I have a feeling that the next few months will again be filled with some shocks and surprises.

I will be in New York on Monday, 11 March, and wonder whether it would be convenient for us to meet any time during that day. My telephone number is Pl 7-1500.

Looking forward to hearing from you, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

7 March 1968

Mr. Chester H. Roth, Chairman
Albert Einstein Commemorative Awards Dinner
55 Fifth Avenue
New York, N.Y. 10003

Dear Mr. Roth:

I am very honored that you have invited me to serve as Associate Chairman of the 1968 Albert Einstein Commemorative Awards Dinner. The recipients of the awards are all talented and devoted people. I would have especially wanted to have joined in honoring Jack Weiler, who is one of my close friends and associates in the work we have done together for many years.

On the other hand, I am sure you understand that as General Chairman of the United Jewish Appeal, I must remain scrupulously faithful to the organization which I lead. Without detracting one iota from the importance of the Albert Einstein College of Medicine, I must simply be very careful, as a matter of policy, not to give my name to any other organization, for I feel that this would diminish my effectiveness in my present capacity. I must reserve all my time, energy and influence to try to perform the massive task I have undertaken. For the time I am in this office, I must resist the temptation of associating myself in any way with any other fund raising function.

It is not easy for me to maintain this hard and fast position, but I am trying my best to do so, and again I bespeak your understanding of the reasons which have led me to this policy decision.

With best wishes for a most successful affair, I am,

Sincerely yours,

Edward Ginsberg
General Chairman

Y

X

UNITED JEWISH APPEAL

MARCH 5, 1968

SHAVIT
JEVAGENCY
TELAVIV ISX (ISRAEL)

ITT

DELIGHTED HEAR TOREN ARRIVING. PLEASE ADVISE WHETHER
HOTEL RESERVATIONS NECESSARY ALSO WHETHER ANY PREFERENCE.

FRIEDMAN



Hunter
United Jewish Appeal

X
MARCH 5, 1968

RIVLIN
JEVAGENCY
JERUSALEM (ISRAEL)

ITT

CHAIRMAN OF MOTION PICTURE INDUSTRY DINNER TO BE HELD NXXX
JACK WARNER'S HOME MARCH TWELFTH IS ABE LASTFOGEL. HE IS
FRIGHTFULLY UPSET AT WEAKNESS OF DAYAN'S CABLE WHICH HE FEELS
CREATES NO SENSE OF URGENCY WHATSOEVER. HE WAS FINALLY WON
OVER BY SAPIR TO REACTIVATE THE MOTION PICTURE INDUSTRY FOR
THIS YEAR'S EMERGENCY FUND. THAT WAS NOT EASY TO ACCOMPLISH.
NOW THAT HE HAS BEEN PERSUADED THAT IT IS VITAL TO ISRAEL TO HAVE
ANOTHER EMERGENCY FUND HE CANNOT UNDERSTAND WHY IT IS
IMPOSSIBLE TO RECEIVE FROM DAYAN A VERY STRONG CABLE WHICH
WILL MAKE THE MEETING A SUCCESS. IMPERATIVE YOU ARRANGE DAYAN
SEND CABLE AS CLOSE AS POSSIBLE TO TEXT WHICH WE SENT YOU.
MEETING MARCH TWELFTH THEREFORE VERY LITTLE TIME AVAILABLE.

FRIEDMAN

March 1, 1968

Mr. Sidney Dissenhaus
64 Hordian Blvd.
Tel Aviv, Israel

Dear Mr. Dissenhaus:

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:lsb
cc: Mr. Zelig Chinitz

29 February 1968

Mr. Louis A. Pincus
Jewish Agency
P.O.B. 92
Jerusalem, Israel

Dear Louis:

I know that you have had your hands full during the past few weeks with all the discussions on the future of the Agency and the Zionist movement. I also know you have been out of Israel for quite some time campaigning in England. For these reasons, I have not burdened you with lengthy correspondence.

Let me review very briefly a few items in which you might be interested.

1. Campaign Film

The short campaign film, in which you spoke while in the dining room of the Agency Reception Building at Lydda airport, has turned out very well, and we are mailing you a print as a souvenir. You came across very strong and the film is already out in the communities in use.

2. Operation Trouble-Shooter

You may have heard that Chaim Zadok and Ahud Avriel gave us approximately one week each in which they came over to visit especially selected individuals. It worked quite well and we are about to start on a third list, which will be handled by Yaacov Avnon. This is a good operation and Herzog is cooperating with it.

3. Operation Jet

This is the scheme in which we place several lay leaders on board a small executive jet and hedge-hop very quickly from one city to another, also visiting individuals for solicitation. We have completed three such itineraries and are preparing a fourth. This whole process will enable us to make a couple of hundred solicitations in small towns. It, too, has proved to be productive.

4. Sapir Visit

He was really marvelous, hit eleven cities in twelve days, saw hundreds of individuals and really worked with some lightening speed and bull-dog tenacity which marked his previous visit last June.

There are many other highlights of the campaign which I could give you, but they will have to wait for a couple of hours in your backyard a few weeks from now. In summary, the regular campaign is showing a small increase, as we expected it would, and the Emergency Fund is showing a decrease, of course, but not as much as we feared. These are generalizations I know, and I shall have very specific figures for you when I see you. The campaign is moving so fast that tabulation is necessarily falling behind.

5. April Visit

Phil Bernstein has written a long letter to you under the date of 23 February summarizing many long conversations held here between myself, Eddie Ginsberg, and himself. There is no need for me to go over that ground because he reflects our point of view. I would like to ask you to save the afternoon of 4 April, when the Economic Conference will have finished (our information is that it will be concluded by noon, of that day), so that you, Sapir, Lou Fox, Phil Bernstein, Eddie Ginsberg and I can meet together to discuss the next conference which will deal with matters of concern to us. I think that in a good solid afternoon of talk, we can lay down the working lines to make that as successful as we all want it to be.

6. Your April Visit to the United States

We are planning a full Cabinet meeting for 25 April and received confirmation from Rivlin that you would speak at that meeting. We are holding that meeting in Washington the night of the 24th and the day of the 25th. You do not have to come down the night of the 24th, but we want you on the morning of the 25th. Eddie Ginsberg and I saw Rabin yesterday and he also will be coming to that meeting which will be his first introduction to the Cabinet.

7. Edward Ginsberg

I know you will be pleased to know that Eddie has been working like Trojan horse. He has been on the road for an incredible number of days, and has provided real leadership to the campaign. He is very well liked around the country and is in constant demand by many communities. He is taking almost every single assignment possible.

Mr. Louis A. Pincus

-3-

29 February 1968

All in all, the mood is good, morale of the leadership is high, and we are doing our best to achieve the maximum possible in the Emergency Fund.

Looking forward to seeing you, I am,

As ever,

HAF:gb

Herbert A. Friedman



AMERICAN JEWISH ARCHIVES

TEL AVIV

TEL AVIV

C
O
P
Y

file

COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS, INC.

NATIONAL OFFICE: 315 PARK AVENUE SOUTH, NEW YORK, N. Y. 10010

TELEPHONE: AREA CODE 212, 673-8200

February 23, 1968

Mr. Louis A. Pincus
Jewish Agency for Israel
P.O. Box 92
Jerusalem, Israel

Dear Lou:

Your letter of January 22 was most welcome. I have been holding off a reply until I could discuss it with the others, as suggested in your point 7.

I have reviewed the suggestions with several of our Council leaders, with Albert Parker, with Ed Ginsburg, Herb Friedman, and Irving Bernstein of UJA, and with Dr. Herzog who just arrived here. The following is our judgment.

We agreed that the decision to have a separate conference devoted entirely to welfare, health and education is a wise one. All of us are committed to doing everything we can in the planning, preparation and arrangements to help assure its fullest importance and success.

Commenting on the points of your letter:

1. We do not believe there is a danger of a "hiatus of 15 months." There actually will be no hiatus. The sense of emergency will depend not on the conference, but on everything we are doing now, and will be able to do, in bringing to people the realization of the full urgency of the emergency. That is the point of our current campaigning -- the most intensive we have ever done. The reality of the emergency will be conveyed more by our actions now and in the response we bring forth, than in preparation for a future conference.

In fact, the conference will project plans for the next decade. That was its purpose before the June war. And you have underscored it properly in your letter. That perspective is even more important in the light of last year's and this year's events.

2. We are completely agreed that adequate preparation is imperative. The Conference can be held only after that preparation is done.

3-7. We do not believe that a preparatory conference will be needed or will be advisable in the Fall of this year. Rather, everyone with whom I have talked believes that there should be one conference -- the full dress meeting itself.

The WJA will have its Mission in Fall. That has its own purpose. It should not be confused with the purpose of the Conference. Such confusion would hurt both, rather than help.

The Conference will attract a special group of leaders, for its special objectives. It will also involve leaders from other countries.

The preparation will not require a preliminary meeting of 70 people, or even a part of that. The Conference itself, I hope, will not be a mass affair. It should be of a size that will make possible genuine discussion and active participation by those present. Our own feeling from the beginning has been that it should be closer to 150 than to 300.

We are planning a small meeting on April 4 with yourself, Mr. Sapir, Ed Ginsburg, Herb Friedman, Lou Fox and myself, to put the concrete preparatory steps into action.

With reference to the elements listed in point 6 of your letter, we have reviewed the basic content of the Conference. They might be clustered as follows:

(A) Development Towns. This is where the mass of immigrant dependency is. Planning and programs, as we see it, must be in terms of these clusters, to get at the roots of the economic, welfare, health, and education problems there, and to deal with them in their relationships and inter-actions. Central responsibility and coordination of action -- overcoming the fragmentation -- are vitally important. To deal with types of programs alone, rather than with coordinated, comprehensive groups of programs for particular localities, will miss the mark, we believe.

(B) We recognize that all needs are not in the Development Towns alone, and since they must also be planned for nationally, the studies and plans should deal with major needs functionally -- the needs of the aged, the handicapped, the sick, etc.

(C) Immigration. Since this cannot be projected for the future with any certainty, we believe that alternative plans should be formulated for alternative volumes and types of immigration -- what would be needed in programs and costs if 100,000 entered in a given period, or 200,000, or 300,000 -- and with what differences in terms of the countries of origin and therefore the different types of immigrants educationally, culturally, socially, vocationally, etc.

(D) Higher Education. You know how great is the interest here in arriving at a rational program for dealing with priorities of needs, priorities of American responsibility in that framework, and a more effective method for mobilizing maximum support here.

8. We agreed with you that a banquet meeting at the April Economic Conference to have presentations on welfare, health, and education was not ideal -- and this has been changed to include such substance in a business meeting. It should be on the first day of the April Conference. Ed Ginsburg and Lou Fox will be among the speakers, and will outline the importance of the special conference on welfare, health, and education -- so important that the issues require a special conference -- indicating the major concerns with which that conference will deal.

Whether the materials on welfare, health, and education should be in the kits of the participants of the Economic Conference, as you suggest, I am not sure. I have several doubts: Is there any point in including material that will not be dealt with in the Conference itself? Will the materials even be ready -- and will they stand up in quality and depth to the economic materials they will get? Unless the delegates have them in advance, what point would there be in putting them into the kits? Will they read it, along with the materials they will be getting for the Conference sessions? Will such inclusion, with no real attention to them in the Conference discussions do what we want to avoid, downgrade the importance of this area?

I'm inclined to believe that the statements by Ginsburg and Fox can be distributed, and any others that are pertinent -- and that would be better for this setting.

This should in no sense deter the preparation of the documents you referred to, and we'll be eager to see the advance drafts, as you indicated.

For our part, for our 1969 conference, we are prepared to try to engage American experts who can help develop the necessary materials and analyses dealing with the Development Towns, major areas of needs in welfare and health, and in higher education, working in a cooperative framework and plan with Israelis. We have some specific names in mind, and will discuss such arrangements when we see you in Israel.

As for the 1969 date, we felt that there are definite advantages to having it in June. That should permit the time for the preparation in depth, which is so essential; will come after the heavy involvement of our WJA and Council leaders in the Spring campaigns, and after the involvement of the Israelis in the annual celebration of Israel's founding. It will be early enough to affect the plans for the 1970 campaigns, which begin that Fall. There is no real loss by having it in June compared with March or April.

As we have been aware, the period and process of preparation should in itself be a period of real gains for Israel and for us. That process is fundamental -- the Conference will be the culmination, not the beginning.

I'm looking forward to seeing you in Israel, and hearing from you in the meantime.

Cordially,

PHILIP BERNSTEIN
Executive Vice-President

PB:rek

cc: Mr. Edward Ginsburg
Mr. Dewey Stone
Mr. Herbert Friedman
Mr. Gottlieb Hammer
Dr. Yaacov Herzog
Mr. Avraham Avi-Hai

29 February 1968

Mr. Robert Gamzey
4 Shir Street
Tel Aviv, Israel

Dear Bob:

You have not heard from me for months, because I have been very busy with the campaign, and while it may be hard to believe, this is the very first opportunity I have had to sit down and write some letters which are long overdue.

I want you to know how pleased I am with your daily telex messages. As you know, these form the basis of our daily TWX transmissions, and these, in turn, are really the single, most valuable publicity device we have.

I, myself, look for the message on the telex machine first thing every morning. When I am out-of-town, I call in and ask someone to read it to me. Please feel that your efforts are really extremely valuable. Keep sending, as you have been, covering all sorts of items. Let us do the editorial selection here and do not be unhappy, ~~for~~ from time to time, something that you send is not used. By and large, this whole operation is really running beautifully and I am very pleased with it.

As ever,

HAF:gb

Herbert A. Friedman

v

X

FEBRUARY 28, 1968

SHAVIT
JEVAGENCY
TELAVIV (ISRAEL)

ITT

RE YOUR LETTER CONCERNING TOREN'S SUGGESTED POSTPONEMENT
OF VISIT STATES HAVE DISCUSSED WITH GINSBERG AND BOTH OF US
FEEL TOREN SHOULD COME AS SCHEDULED STOP SHOULD NOT PUBLISH
ANY BIDS UNTIL ALL DETAILS HAVE BEEN AGREED UPON STOP AM
NOT CONCERNED ABOUT POSTPONEMENT OF PUBLISHING BIDS FOR ONE
MONTH STOPFEEL THAT AFTER VISITING HERE AND AGREEMENT ON
FINAL PLANS HE WILL STILL HAVE ENTIRE MONTH OF APRIL TO PUBLISH
BIDS SO THAT WE CAN MAKE DECISION ON CONTRACTOR WHEN
GINSBERG AND EYE RETURN BEGINNING MAY FOR INDEPENDENCE DAY
REGARDS

FRIEDMAN

27 February 1968

Mr. Herschel Benjamin
Caesarea
Israel

Dear Herschel:

I wonder if you are in the position to undertake a service for me and the family. We need a house in Caesarea for approximately two and a half months-- from 15 June to 30 August. These dates are approximate. Mrs. Friedman and I will be coming with the two babies and if possible we would need three bedrooms because we would probably want to get some permanent sleep-in help. It should be a house with a telephone.

We once looked at some of the two-bedroom apartments at Semadar, but the regulation at that time was that cooking was not permitted in the apartments. That is obviously impossible for us, because we cannot keep dragging the children into the main dining room for three meals every day. If they have changed the regulations about cooking, then it might be worth investigating even though it has only two bedrooms, because the living room is easily adaptable for sleeping.

I have no idea what the costs are, but we would be able to pay up to \$500 per month, or \$1250 for the entire 10 week period. That amount translates into IL 4,375 at the present rate of exchange. Obviously, if it were possible to do it for less, I would much prefer it.

This may be a crazy idea, but I even wonder about your own house. I do not recall whether you have two or three bedrooms, and I do not know what your own plans for the summer would be. But be perfectly frank with me and tell me whether that is a possibility.

Mr. Herschel Benjamin

-2-

27 February 1968

I expect to be in Israel for just three or four days at the beginning of April, during the Economic Conference, and shall try to get in touch with you then. If, on the other hand, you have any information for me before that, please do not hesitate to write me. As a matter of fact, if there is any information which you wish to transmit speedily, call my friend, Chaim Vinitsky in Jerusalem at the following numbers and ask him to transmit the information to me by cable --

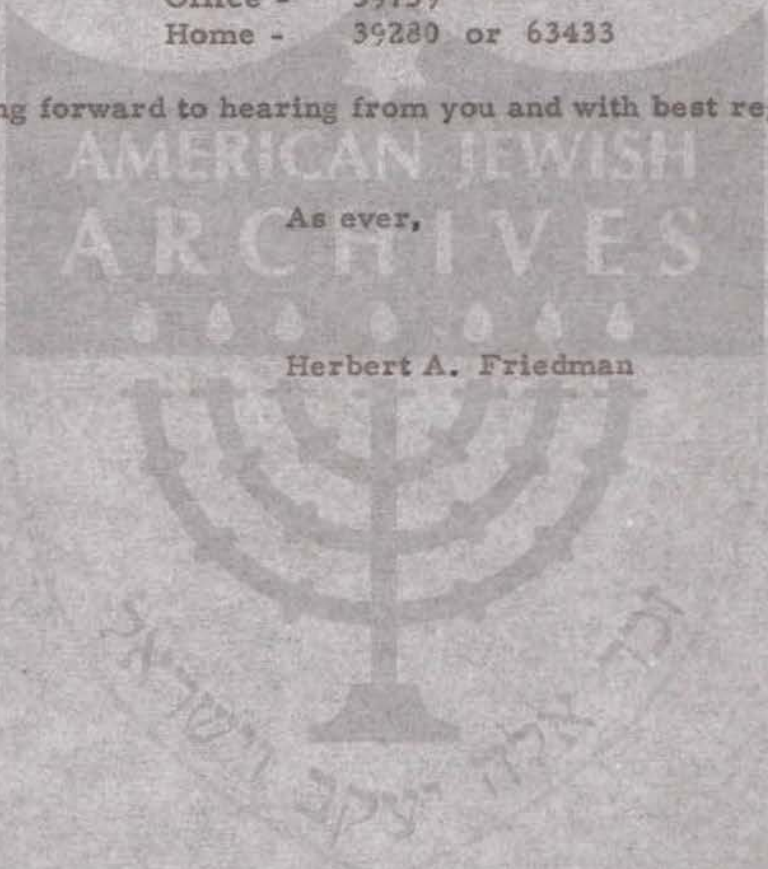
Office - 39759
Home - 39280 or 63433

Looking forward to hearing from you and with best regards to Coral,
I am,

As ever,

HAF:gb

Herbert A. Friedman



26 February 1968

Mr. Joseph Rosenblatt
First Security Bank Bldg.
Salt Lake City, Utah

Dear Joe:

I cannot tell you how nice it was to see you and the family last Thursday. Even though the visit was rushed, I feel that there was ample opportunity to bring you up-to-date on the full implications of the situation we are facing. I know you will do your very best to see whether it is possible to increase your Emergency Fund gift.

Mrs. White opened up the subject to me, quite voluntarily, as we were going down in the elevator after lunch. But the rush to get into the car and out to the airport was so great that she never really got to the point. All she started to say was that the children in California and she herself make separate and independent gifts. Since she voluntarily opened the subject, perhaps it would not be embarrassing for you to continue it with her. I would appreciate whatever you could do in that regard.

I have looked into the matter of Gil Wayne of Pomona, California. His home address is in Beverly Hills and he is a member of the Hillcrest C. C. His gift in 1967, made in Pomona, was \$1500 to the Regular and \$1500 to the Israel Emergency Fund. The implication is clearly given by the Pomona leadership that the above amount is only part of a much larger gift made to Los Angeles. The Los Angeles records, however, show no gift for either Gil Wayne or the Wayne Company. Anything you can do to obtain a reasonable gift from this gentleman would certainly be very much appreciated.

Hoping to see you again soon, I am,

As ever,

HAF:gb

Herbert A. Friedman

Y

12 February 1968

Mr. Moss Murray
Voice and Vision Ltd.
26 Upper Brook Street
London, W. 1, England

Dear Mr. Murray:

For some peculiar reason, I received only today your envelope dated 18 January. Perhaps it went surface mail instead of airmail. At any rate, the program for the Eshkol dinner was certainly a beautiful piece. I happened to be visiting this morning in New York with Israel Sieff and showed it to him. He was in the United States at the time of the dinner and had not seen it. He was also impressed with it.

I like your piece "Show Your Solidarity with Israel." I think it is quite strong. Our lawyers will not let us get as close to the war situation as you apparently can go. You will see a marked difference in emphasis when you receive our piece currently coming off the press entitled "The Emergency Continues." I certainly envy the fact that you can put out a much stronger approach than we can. Ours is, unfortunately, much more muffled.

Please continue sending us the items you produce. I show them to our staff and we all learn from them.

With all good wishes, I am,

Cordially yours,

HAF:gb

Herbert A. Friedman

7 February 1968

H. E. Yigal Allon
Ministry of Labor
Jerusalem, Israel

Dear Yigal:

I want to express my thanks for your recent travels throughout the United States on behalf of the United Jewish Appeal. You did a wonderful job and, as you know yourself, you were very well received everywhere you went.

You gave us the kind of help we need to put this very tough emergency campaign across, and I know that you put everything you had into it. You worked without regard to hours and you were a good soldier.

Thanks very much for your cooperation.

As ever,

HAF:gb

Herbert A. Friedman

cc: H. E. Pinhas Sapir

22 January 1968

Mr. Ben Bayne
P.O.B. 1186
St. Thomas, Virgin Islands 00801

Dear Mr. Bayne:

Believe it or not, this is the first opportunity I have had to write to you since we had that very pleasant visit in St. Thomas a month ago. I have been travelling around the United States almost constantly and this great campaign for 1968 is finally being launched in city after city. It is clear that we are getting a very positive response from the Jews of this country who understand the dangers surrounding Israel and who are going to exert themselves to the utmost to try to meet their responsibilities.

I felt, when we spoke, that you displayed a very sympathetic understanding of the whole situation. I did not presume, at that first meeting, to make any suggestions or requests in specific terms. Now that I see what is happening, I am emboldened to ask you whether it would be possible for you to make a contribution to the Emergency Fund of the same \$35,000 which Henry Kimmelman is making. I feel that if you were to back him up, as it were, by such a strong decision, this would show the way to many others who would then set a different dimension on their own contributions.

Please think this matter over very carefully, discuss it with Henry if you wish to, try to reach an affirmative conclusion, and in so doing you will be helping Israel and also helping the Jewish community of St. Thomas to set its sights at the proper level.

Looking forward to hearing from you, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

cc: Rabbi Murray Blackman (Blind)

4
January 31, 1968

Mr. Herbert Rosenstein

Edward Ginsberg

It is our understanding with respect to Phoenix policy #1706215, which insures the life of Herbert A. Friedman, that the owner of the policy, United Jewish Appeal, Inc., shall disburse the proceeds in the form of \$50,000 to Francine Friedman, present wife of the insured, and \$50,000 to Elaine Friedman, former wife, in the event of death of the insured, during the first year of the policy.

The policy is to be split dollar in second year and this is part of the overall program relative to Herbert A. Friedman.

X

UNITED JEWISH APPEAL

MOSS MURRAY
VOICE & VISION
26 UPPER BROOK ST.
LONDON (ENGLAND)

Jan. 18 68

W.U. CABLES

PLEASE CABLE US FULL DESCRIPTION JPA DINNER LAST NIGHT ADDRESSED
BY ESHKOL STOP WE NEED FEELING OF MOOD ENTHUSIASM ETC. ASWELLAS
EXACT FIGURES WHICH MUST BE COMPARED TO LAST YEAR INORDERBE
EFFECTIVE STOP WE WISH DISTRIBUTE THIS TO ALL OUR COMMUNITIES
INORDER ENCOURAGE THEM CONTINUE THEIR EFFORTS STOP THEREFORE
WOULD APPRECIATE HAVING RETURN CABLE TODAY

HERBERT FRIEDMAN
UJAPPEAL

UJA 1290 - 6th Ave. N. Y. C.

X
January 15, 1968

SAPIR
MINISTRY OF FINANCE
JERUSALEM (ISRAEL)

I TT

DEEPLY APPRECIATE YOUR ARRANGING FOR ZADOK BE WITH US BEGINNING
TOMORROW AS TROUBLE SHOOTER FOR SPECIAL GIFTS WE WILL HAVE
USEFUL VISITS FOR HIM STOP NOW ~~EX~~ WISH BRING YOU UPTODATE WITH
VERY SERIOUS PROBLEM IN NEWYORKCITY CHICAGO LOSANGELES THREE
LARGEST AMERICAN JEWISH COMMUNITIES STOP AS YOU KNOW WE HAVE
BEEN TRYING SINCE LAST AUGUST BRING DAYAN OR EBAN FOR THESE
CITIES WHOSE DATES ARE NEWYORK NINETEEN FEBRUARY LOSANGELES
TWENTYONE FEBRUARY CHICAGO TWENTYFOUR AND TWENTYFIVE FEBRUARY
STOP PHIL KLUTZNICK WHO HAS ASSUMED CHAIRMANSHP IN CHICAGO CABLED
DAYAN DIRECTLY FEW DAYS AGO ASKING HIM TAKE THESE ~~THREE~~ DATES ^{MORNING} IN
STOP IF DAYAN DOES NOT ACCEPT AND IF EBAN NOT AVAILABLE MUST ASK
YOU TO ARRANGE FOR EITHER ALLON OR RETURN OR YADIN TO COME STOP
PLEASE CABLE SO THAT WE CAN ADVISE CITIES AS TIME RUNNING OUT AND
SOON WILL BE IMPOSSIBLE DO NECESSARY PREPARATORY WORK ^{STOP} SORRY
TROUBLE YOU BUT YOU ABOVE ALL UNDERSTAND NEEDS OF CAMPAIGN
AND OUR EFFORT TO RESOLVE THEM WARMEST REGARDS.

FRIEDMAN

15 January 1968

Mr. Monroe Goldwater
Goldwater & Flynn
60 East 42nd Street
New York, N. Y. 10017

Dear Monroe:

I have your letter of 12 January and want you to know that I have read it very carefully and do understand the point you are trying to make.

Today I had a long conference with Ed Goodell and we made changes in the speech which he has suggested, so that he is now satisfied with the revised text, which, I am sure, is in harmony with your thinking.

We have delayed distribution so that we shall now reprint and issue only the revised manuscript.

Sincerely yours,

HAF:gb

Herbert A. Friedman

8 January 1968

Mr. Karl B. Friedman
1st Avenue at 21st Street, N.
Birmingham, Alabama 35203

Dear Karl:

I am enclosing four documents which cover four years worth of allocations made by the Jewish Agency for Israel, Inc. (whose name was changed a year ago to United Israel Appeal, Inc.). It is the same corporate entity.

These documents are marked with Roman numerals. I is for the fiscal year April 1, 1964-March 31, 1965; II is for the year 1965-66; III is for the year 1966-67; and IV, which is in the form of a printed pamphlet is for 1967-68.

On the first three mimeographed documents, I have made a check mark indicating the column which describes how the UJA money was spent, by category. For 1964-65, you can see that the total was approximately \$34,000,000; for 1965-66, it was approximately \$36,500,000; for 1966-67, it was approximately \$36,000,000; and then, of course, for the current year, it shows a tremendous increase, which reflects the income from the Emergency Fund.

You might question where the balance of the UJA money went to each year. The whole picture is as follows:

Spent on programs in Israel through the Jewish Agency for Israel, Inc.	approx. \$35 million
Payments of principal and interest on \$50 million debt owed to insurance companies	approx. \$ 5 million
Allocations to JDC	approx. \$18-19 million
Allocations to U. H. S. and NYANA	approx. \$ 1 million
UJA National overhead expenses	approx. \$ 3.5 million
	approx. \$62-63 million

I really think, Karl, that this is a detailed explanation, but in case anything more is required, do not hesitate to ask.

Sincerely,

HAF:gb

Herbert A. Friedman

f.

5 January 1968

Mr. Ernest Michel
F.S.J.U.
19 rue de Teheran
Paris 8, France

Dear Ernie:

I have all of your letters in one folder, and you may think I have forgotten you, but I certainly have not. The pressure here is simply fantastic and I am way behind in my correspondence.

You said that you were leaving Paris on the 11th for Israel and you would be back on the 25th. So, I hope you get this letter before the 11th.

First, as to plans: I will take a night flight from New York, Tuesday 30 January and arrive early Wednesday morning, the 31st. As soon as I know exactly which line and flight number, I will write or cable your office. There is no need to be concerned about that at this moment. If you want to have me picked up at the airport, that will be fine. I would prefer to stay at the Meurice, even though the Conference is at the Hilton. Would you please make the reservation at the Meurice for a double room, and make certain that the room is available early in the morning. That is always the problem because check-out time is not until later in the day. But most of the night flights arrive in Paris 7 or 8:00 a.m. and I would not be getting to the hotel any later than 9:00 a.m., and I want to have a room available immediately. I do not want to sit around in the lobby for three or four hours, because it is exactly that time which I need to catch up on sleep. Also, if you could make sure the bed-board is in, then I could go to sleep immediately and be available to see you by about 4:00 p.m. I think it would be safe at this point to make the reservation for Wednesday, Thursday and Friday. I would turn around and come back to New York on Saturday, the 3rd. At this point, Francine does not intend to come with me.

5 January 1968

You say you want me to have dinner with Elie de Rothschild on Wednesday night, the 31st, and that would be fine. After dinner you want me to speak at a meeting of the Young Leadership group, and I will do my best. You make reference to my "basic Young Leadership speech," but you must have forgotten that this is three hours long. According to the timetable, what you are looking for is nothing more than 30 minutes. I think the important thing would be to arrange a question and answer session, and if we have someone there who can help with the translation, then all should go well.

In one of your other letters, I have the full schedule of the various topics you want me to prepare for Thursday morning, the 1st of February, and I shall work on those. I notice that subject #4 for the morning is "How to solicit a gift?" In that connection, I have just made a 10 minute film for the training of solicitors on exactly that subject. It describes the five successful steps in soliciting. It is 16 mm sound. I am perfectly happy to bring a copy along with me, and I think it might be a very good addition to the meeting to have such an audio-visual aid. We showed it to the Executive Directors at the December Conference and they have already taken 75 copies of it, and these hard-boiled professionals thought that this simple little film was really great. If you want to, you could arrange to see it Wednesday morning while I am sleeping (I'll give it to the driver and he can deliver it to you) and decide yourself whether or not to use it on Thursday.

Regarding the main speech Thursday, at the luncheon session, I will try to write it out as you suggested and send it to you so that you can have it translated and mimeographed and distributed. I think you are very smart to do this because I never did feel certain that the audience would be that familiar with English.

I'll be glad to be at your disposal for anything else you want during the day Friday, the 2nd, although I will need about two hours for personal shopping. Then, I will return to New York on Saturday. I do not think you will need me for anything on Saturday.

You said that you would be sending the list of the 30 top gifts, and I have not received these as yet, but I trust your efficiency and expect that they will be here shortly.

5 January 1968

I hope you have a wonderful mission in Israel, and I do not doubt that you will arrange it so.

It should make you happy to know that everyone speaks most highly of you. Elie de Rothschild had the most generous and even flattering comments to make about your work. And, I told Pincus in great detail about what you were doing. He was most appreciative. I think you have really taken hold of this thing in a most professional way. You have introduced ideas which they never heard of before and you are doing it as close to the professional rule book as possible. Not everything will succeed at first, but you are so clearly on the right track that once and for all I can say to people here in the United States that a serious effort is being made to put the French fund raising on the level which everyone thinks it should be, but which has never been achieved up to now.

Good luck -- and I'll see you in a few weeks.

As ever,

HAF:gb

Herbert A. Friedman

f

x

JANUARY 2, 1968

GENERAL HAIM BAR LEV
CHIEF OF STAFF, ISRAEL ARMY OF DEFENSE
TELAVIV (ISRAEL)

ITT

CONGRATULATIONS ON YOUR APPOINTMENT AS CHIEF OF STAFF ISRAEL
DEFENSE FORCES STOP EYE JOIN YOUR MANY FRIENDS THROUGHOUT
THE WORLD IN EXTENDING EVERY GOOD WISH FOR THE FUTURE

HERBERT FRIEDMAN



2 January 1968

Mr. Herbert Goldman
Goldman's Art Gallery
92 Sd. Hanassi
Haifa, Israel

Dear Herbett:

Enclosed please find check in the amount of \$600.00, balance due
on the Bezem oil.

Best regards.

Sincerely yours,

HAF:gb

Herbert A. Friedman

22 December 1967

Rabbi Murray Blackman
St. Thomas Synagogue
St. Thomas, Virgin Islands

Dear Murray:

It was very good seeing you the other day and I appreciate more than I can say the real support which you gave. I tried to call you the next morning, but the phones were out of order. (the manager at the Pelican Beach Club explained that this sometimes happens on the islands after a heavy rain.)

I am sending, under separate cover, some material which might be helpful.

I would appreciate your sending me the address of Mr. Baines (sp?). I intend to write him and ask him if he will give \$25,000 to match Kimmelman. I have also started the process of getting the pressue put on Paiewonsky. Let's see what happens.

Again, my thanks for everything you are undertaking, and please do not hesitate to call if there is anything you feel we can do.

As ever,

HAF:gb

Herbert A. Friedman

X

December 21, 1967

LORD SIEFF
MICHAELHOUSE
BAKER STREET
LONDON (ENGLAND)

ITT

HAVE BEEN WORKING HARD ON YOUR UNITED STATES ITINERARY AND WISH
PROPOSE FOLLOWING SCHEDULE NEWYORK DINNER MEETING JANUARY
TWENTYTWO DETROIT EVENING MEETING JANUARY TWENTYFOUR
SANFRANCISCO SOCIAL EVENING HOME WALTER HAAS JANUARY TWENTYNINE
DINNER MEETING JANUARY THIRTY LOSANGELES EVENING MEETING
CHAIRMAN'S HOME FEBRUARY FIRST AND EVENING MEETING PRESIDENT'S
HOME FEBRUARY FIFTH STOP THESE DATES CONFORM YOUR ~~IT~~ ITINERARY
AND FALL WITHIN PERMISSION GRANTED YOUR LETTER SEPTEMBER 28
STOP AM WRITING GIVING SPECIFIC DETAILS EACH MEETING BUT MEANWHILE
WOULD APPRECIATE YOUR CABLED ACCEPTANCE TO ME CARE UJAPPEAL
NEWYORK THAT ABOVE DATES ARE AGREEABLE SO THAT FIRM ARRANGEMENTS
CAN BE MADE WITH EACH COMMUNITY STOP THIS TOUR OF YOURS WILL BE
OF IMMENSE HELP TO ISRAEL EMERGENCY FUND WARMEST REGARDS

HERBERT FRIEDMAN

f

X

December 18, 1967

RIVLIN
JEVAGENCY
JERUSALEM (ISRAEL)

ITT

DEEPLY APPRECIATE YOUR WIRE AS TIME RUNNING OUT ON US REGARDING
 COMMUNIT~~ES~~ SCHEDULES STOP CHANGING ALLON CALENDAR IN VIEW YOUR
 REQUEST AS FOLLOWS TWENTYFOUR JANUARY CLEVELAND TWENTYFIVE
 NEWARK TWENTYSEVEN PALMSPRINGS TWENTYEIGHT DALLAS TWENTYNINE
 MIAMI THIRTY CHICAGO STOP PLEASE ADVISE ALLON~~SE~~ ARRIVAL FLIGHT SO
 WE CAN MAKE APPROPRIATE PLANS MEET HIM STOP ALSO ADVISE WHEN HE
 MUST RETURN TO ISRAEL STOP HENRY BERNSTEIN APPRECIATIVE YOUR
 CONFIRMATION OF AVRAM YAFFE STOP LET ME KNOW WHETHER YAFFE WILL
 BE ABLE TO WEAR UNIFORM STOP YOUR MESSAGE RE STELLA LEVY NOT
 CLEAR STOP WE ASK^{FOR} HER TWENTYEIGHT FEBRUARY UNTIL THIRTY MARCH
 STOP IMPORTANT THAT WE HAVE HER SINCE SHE COMPLETELY SCHEDULED
 FOR ENTIRE PERIOD REQUESTED STOP STILL WAITING HEAR FROM YOU WHETHER
 SHAPIRA WILL BE AVAILABLE TO US STOP IF HE TO BE USED WE MUST HAVE
 IMMEDIATE DATES STOP ALSO WAITING HEAR FROM YOU REGARDING OTHER
 OFFICERS STOP HOWEVER MOST IMPORTANT OF ALL MUST HAVE REPLY RE
 PRIME MINISTERS SCHEDULE SO CAN PLAN PROPERLY FOR HIS VISIT STOP
 ALSO ADVISE IF COLONEL MENDLER CAN EXTEND HIS VISIT THROUGH JANUARY
 TWENTYEIGHT INORDER ACCEPT IMPORTANT MEETINGS REGARDS AND THANKS

IRVING BERNSTEIN

TELEX

k

December 11, 1987

RIVLIN
jevagency
JERUSALEM (ISRAEL)

- A. WILL PLAN ALLON FIRST MEETING JANUARY 24 AS YOU SUGGEST
- B. CANNOT USE GENERAL SHAMIR
- C. WILL ~~KKK~~ TAKE GENERAL YARIV FOR TEN DAYS DURING FIRST
HALF FEBRUARY WILL ADVISE ON EXACT DAYS

REGARDS

FRIEDMAN

f

December 8, 1967

Mr. Jacob Lowy
President, U. I. A. - Canada
American Hotel
New York, N. Y.

Dear Mr. Lowy:

I am writing this letter in the friendly spirit of common concern which motivates the Jewish communities of both our countries to achieve the best possible campaign results on behalf of Israel at this particular time.

All of us realize the urgent necessity of striving for as large an Emergency Fund as possible. In that connection, two matters are significant: the goal and the approach. As for the goal, we have made a decision in the United States not to set a goal. Some individual cities may set local goals for themselves, but there will be no national goal - just as there was no goal set in June 1967.

The second matter - the approach - is to ask each contributor to give more, both to the regular campaign and the emergency campaign. This approach is the technique which will help set the sights. I am enclosing the fund-raising speech I made Thursday night, at the National Inaugural Dinner, in which you can see that this is the specific request we are making.

In many cases, larger contributors to the Emergency Fund, in the five and six figure bracket, have increased beyond what they gave in June; in many cases there is at least a repeat; in some cases there are cuts, but these are less serious, when the starting asking figure is the 1967 level.

Once a lower goal is announced, then it becomes impossible to adopt the approach described above. Therefore, I am bringing this to your attention, in the hope that you in Canada can find it possible to go along with the United States and not announce a goal lower than the actual campaign achievement of June. It will make our work more difficult when it is learned that Canada is being asked for less. Let us at least ask for the largest amount possible and this will help ensure achieving as much as possible.

Sincerely yours,

k

6 December 1967

Mr. Z. O. Toren
5 Chevra Chadasha Street
Tel Aviv, Israel

Dear Mr. Toren:

I have your letter of 20 November, which I have been unable to answer up to now due to the pressure of preparing for our conference. I am enclosing a check for \$500, which, according to the new rate of IL 3.50 to the dollar equals IL 1,650, the amount due as per your letter.

Since you say that you are starting on the working drawings, I should like to bring to your attention several comments made by Mrs. Friedman, which I know you will attempt to incorporate.

1. The swimming pool appears to be too small. Is there any way that you can make it larger, either by adding an arm and making it "L" shaped, or by turning it completely and running it in the opposite direction from where it is now situated.
2. I indicated that the size of the king-size bed was 8' x 6'6". I was incorrect. That is too large. The bed is much closer to 6'8" wide by 6'6" long.
3. We will need more drawers and closets in our bedroom than the present sketch shows.
4. If possible, we would like a double sink in the guest bathroom.
5. If possible, we would like a stall shower as well as a bath in the children's bathroom. That means that the bath tub might have to be smaller in size.
6. We feel there should be a plexiglas cover on the roof over the patio.

6 December 1967

7. There should be a shower near the lavatory near the pool.
8. There should be a changing room near the pool for guests to change into bathing suits without having to go upstairs to one of the bedrooms.
9. There should be a linen closet somewhere in that area, either in the utility room or in the shower room to serve people who will be swimming in the pool.
10. There must be an enclosed area for drying clothes on a line, open to the sun.

These are simply some of our thoughts and I know you will have many more as we continue to work on details.

My present plans call for being abroad the first part of February including a few days in Israel, so if you are still planning to come to the States to work, the second half of February would be best. At that time, you indicated that you would bring with you catalogs or pictures of all kitchen equipment available for purchase in Israel. We would certainly prefer to buy as much as possible in Israel itself, rather than shipping.

Looking forward to hearing from you again, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

f
6 December 1967

Mr. Eliezer Shavit
P.O. B. 7053
Tel Aviv, Israel

Dear Eliezer:

I have your letter of 26 November for which many, many thanks.

I have answered Mr. Koren and have sent him a check according to his bill. I sent him \$500, which at the new exchange rate of IL 3.50 to the dollar is the IL 1,650 he said are due to him now. You indicated that the payments to Mr. Toren are not so urgent, but I would not like to get behind in my payments to him. It will simply make it more difficult later.

I also told him that if he was planning to come to America and work on these plans, the best time would be the second half of February. I plan to be in Paris the first few days of February to help start the French campaign and will then come to Israel for a few days, probably from February 4 to 8. Therefore, we will have a chance to visit.

Francine sends her best.

As ever,

HAF:gb

Herbert A. Friedman

TELEX

DECEMBER 4, 1967

f

ESHKOL
MEMROSH
JERUSALEM (ISRAEL)

MY DEAR ESHKOL YOU UNDERSTAND DIFFICULTIES WE ARE HAVING GETTING THIS EMERGENCY FUND PROPERLY STARTED STOP IT WOULD NOT BE DIFFICULT IF WE WERE NOT ASKING FOR SUCH HUGE ~~XXXX~~ AMOUNTS OF MONEY STOP BUT SINCE WE ARE ASKING FOR SO MUCH WE FIND THAT WE MUST WORK HARDER THAN EVER BEFORE TO TRY TO ACHIEVE THIS OBJECTIVE STOP WE REQUIRE ALL THE HELP POSSIBLE AND I REFER NOW SPECIFICALLY TO THE PROBLEM OF DAYAN IN MIDJANUARY STOP WHEN WE DISCUSSED IT IN JERUSALEM IT WAS AGREED BY EVERYONE THAT OBVIOUSLY YOU SHOULD COME TO THE UNITED STATES BEFORE HE DID STOP BUT NOW IT APPEARS THAT YOU WILL BE COMING LATER STOP WE NEED HIM VERY DESPERATELY FOR FOUR DAYS IN MIDJANUARY TO BE SPECIFIC FIFTEENTH THROUGH ~~NINETEENTH~~ ^{EIGHTEENTH} FOR FOUR LARGE CITIES CLEVELAND DETROIT LOS ANGELES CHICAGO STOP THESE ARE NOT MASS MEETINGS BUT SPECIAL GIFTS MEETINGS FOR LARGE AMOUNTS OF MONEY STOP THEREFORE I WOULD REQUEST THAT YOU RECONSIDER YOUR DECISION AND THAT YOU URGE DAYAN TO ACCEPT THESE DATES STOP OUR PLANNING IS BEING SERIOUSLY HINDERED BY A CONTINUOUS INDECISION AND WE REALLY MUST HAVE ~~AN~~ AN ANSWER NOW STOP PLEASE CABLE ME IMMEDIATELY YOURS IN FRIENDSHIP

FRIEDMAN

r

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

30 November 1967

General Yitzhak Rabin
Ministry of Defense
Jerusalem, Israel

Dear friend,

Just a short note to let you know how pleased we were with the visit of General Peled. He did his job in most excellent fashion, was a very good soldier and did everything that was asked of him, and presented the story of Israel's situation today in strong and clear terms.

I simply wanted you to know that he is one of the best people who have come from Israel to talk to the Jews of the United States. You can be very proud of him.

Looking forward to seeing you, I am,

As ever,

HAF:gb

Herbert A. Friedman

r

30 November 1967

The Honorable Levi Eshkol
Prime Minister
State of Israel
Jerusalem, Israel

Dear friend Eshkol:

General Mati Peled has just finished his tour on behalf of the Israel Emergency Fund, and I want you to know that he has done one of the best jobs we have ever seen.

He was quiet, serious and very effective. He had a very hard itinerary and performed it beautifully. I cannot tell you how pleased we were with him.

As ever,

HAF:gb

Herbert A. Friedman

cc: Pinhas Sapir

28 November 1967

Mr. Samuel Bronfman
Seagram's
1430 Peel Street
Montreal, Que. Canada

Dear Sam:

As I am sure you know, we have decided to continue the Israel Emergency Fund and we have been working frantically during November, covering as many communities as possible, to bring the message to them that there are no signs of peace, the Arabs are as truculent and belligerent as ever, and the need for large sums of money is as crucial as it was last June.

Basically, the response to this message is good, and all over the country communities are voting to continue the Emergency Fund and we are actively soliciting gifts again. The first meeting at which we will put together the results of this work will be on Thursday, December 7th, and if it would be at all possible for you to be in New York, Sam, we would love to have you present, gracing our dais. That same day we are having a private luncheon at the "21" Club, and we would be thrilled if you could attend. Please let me know.

You will recall how helpful you were last June with several people and I wonder if I might impose upon you now to make three telephone calls to the following people before December 7th, in an effort to obtain their commitments for that evening. The men are:

Malcolm Woldenberg
Magnolia Liquor Co.
P.O. B. 5333
New Orleans, La.

1967 Regular \$20,000
Emergency 85,000

Bus: 504-Hu6-6261
Res: 504-Tw5-2378

Mr. Samuel Bronfman

-2-

28 November 1967

Jay Phillips
Ed Phillips & Sons
2345 N. E. Kennedy Street
Minneapolis, Minn.

1967 Regular \$80,000
Emergency 250,000

Bus: 612-331-6230
Res: 612-922-5168

Nolan Glazer
Glazer Wholesale Drug Co.
508 Park Avenue
Dallas, Texas

1967 Regular \$58,000
Emergency 50,000

Bus: 214- Ri 8-9301
Res: 214- Em 8-7556

Our approach is to ask people to increase the amount they gave on the Emergency Fund, and in the case of these three men, we think it is a financial possibility for them to do so. In addition, we ask for an increase on the Regular Fund, for two reasons: the local community needs a bit more to counter the normal costs of inflation; and the UJA needs a bit more to cover those increased JDC costs which are not met by the Emergency Fund.

I know that this is an imposition, but I also know that Sam Bronfman is capable of taking on tremendous amounts of work, wherever Israel is involved.

Hoping that you will be able to assume this assignment, I am,

As ever,

HAF:gb

Herbert A. Friedman

28 November 1967

Miss Suzette Khayat
545 Fifth Avenue
New York, New York

Dear Miss Khayat:

Enclosed please find check for \$300 for purchase of one piece of Roman Glass, to be given as presentation to Mr. Leonard Bell, Chairman of Young Leadership Cabinet.

The UJA does not pay city sales tax, since it is a tax exempt philanthropic organization.

Very truly yours,

HAF:gb

Herbert A. Friedman

f

20 November 1967

Mr. Fred Goodstein
P.O.B. 1689
Casper, Wyoming

Dear Fred:

There just came across my desk copies of the recent correspondence you have had with the Israel Education Fund. Looking at this correspondence, I was reminded that you had planned to visit Israel with Mrs. Goodstein last spring.

Our offer to be of assistance to you in Israel, of course, is still open. I would certainly encourage you to make the trip, for Israel has never been more exciting than it is now. This was the consensus of the hundreds who participated in this year's UJA Study Mission, including men and women who have been in Israel countless times.

Please let me hear from you.

With warmest regards, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

r

20 November 1967

Mr. Paul Zuckerman
Velvet Food Products, Inc.
30111 Schoolcraft Road
Livonia, Michigan

Dear Paul:

I am enclosing copy of the letter sent to me from Goldman's Art Gallery in Haifa, as well as the copies of the invoice which you may need to get the jugs through customs when they arrive.

There is no need for me to be the middle-man any longer and I would appreciate your sending your check for \$550 directly to Herbert Goldman at the address shown on the letterhead.

Hoping that you recover well, and are back in business very soon, I am,

As ever,

HAF:gb

Herbert A. Friedman

20 November 1967

Mr. Victor Carter
Republic Corporation
7250 Franklin Avenue
Los Angeles, California

Dear Victor:

Pursuant to our telephone conversation this morning, I am enclosing a draft of the letter which you would write to Soby. As you see the letter pre-supposes a meeting of the Executive Committee, and I have left the date blank, because I do not know when that meeting will take place. And then, I presume there would have to be ratification by the Board of Directors, but again I did not put in any date because I do not know specifically when it is. I think somebody said it was December 12.

The important thing is that there should be a unanimous feeling among the leadership. I think that that is now completely possible.

If there is anything further that I can do, please do not hesitate to call upon me.

Sincerely yours,

HAF:gb

Herbert A. Friedman

r

16 November 1967

General Itzhak Rabin
Israel Armed Forces
Jerusalem, Israel

Dear Itzhaku:

It was good to see you in Israel and I look forward to your forthcoming visit to the United States. Please let me know your flight schedule for New York so that we can meet you. As I understand it, you will be arriving in New York on Friday, December 8 due to your speaking in London on Thursday, December 7. We have reserved a suite for you at the Hilton Hotel where our National Conference will take place. If you prefer a different hotel, please let me know.

You will recall when I met you in your office, you indicated that you had a portfolio full of speaking requests from communities and organizations throughout the States. I, of course, did not want to burden you with our needs at that time, except to discuss the meeting in New York City on March 21 with Governor Rockefeller. Everyone here is deeply appreciative of your understanding in agreeing not to speak in New York City prior to the March 21 date.

We have now been deluged by requests for you from communities throughout the country. Recognizing the very limited time you will have, we have really searched our souls so that we could reduce these requests to the very most important fund raising meetings. I therefore hope you will give serious consideration to the following dates:

Milwaukee	March 2
Philadelphia	March 4
Newark	March 28, 31 or April 1
Cleveland	April 25

Present at these meetings will be the very top leadership of each of these cities. I need not tell you that your presence could assure the success of their emergency fund campaign. When you are here in December I suggest that we sit together to discuss these meetings and any questions you may have about your own calendar. We would like to do everything we can to be of help to you.

Warmest regards.

Cordially,

HAF:gb

Herbert A. Friedman

NOVEMBER 9, 1967

SAPIR
MEMROSH
JERUSALEM (ISRAEL)

ELIHU KATZ OF ISRAELI TV AUTHORITY AND M. GUREVICH OF HEBREW UNIVERSITY COMMUNICATIONS INSTITUTE WISH TO SEND TWELVE ISRAELI STUDENTS TO MORSE COMMUNICATIONS CENTER AT BRANDEIS UNIVERSITY TO STUDY IN ORDER PREPARE ISRAELI TV BY APRIL STOP THEY HAVE ASKED ALFRED MORSE OF BOSTON WHO CONTRIBUTED THE MONEY TO BUILD THE CENTER IN FIRST PLACE TO DONATE ANOTHER FIFTY THOUSAND DOLLARS TO BRANDEIS IN ORDER PAY FOR THESE ISRAELI STUDENTS TOP MORSE IS WONDERFUL FELLOW WHO CONTRIBUTED ALMOST QUARTER MILLION TO REGULAR AND EMERGENCY FUNDS IN 1967 AND ~~1968 STOP~~ IS ~~XXXX~~ STRUGGLING WITH HIMSELF REGARDING 1968 stop I DO NOT WANT HIM PRESSURED TO GIVE MONEY TO BRANDEIS FOR THIS PURPOSE ~~AND HAVE RECOMMENDED HIM TO REFUSE STOP~~ ON OTHER HAND HE WOULD BE PROUD TO SEE THE STUDENTS COME TO HIS CENTER AND IS CONVINCED OF ISRAELS NEED FOR TV TO COMBAT ARAB TV STOP MY REQUEST TO YOU IS TO ARRANGE FINANCING OF THESE STUDENTS WITHOUT ASKING MORSE SO THAT HE CAN GIVE MAXIMUM TO ^{REGULAR AND} 1968 EMERGENCY FUND STOP PLEASE LET ME KNOW YOUR ACTION REGARDS

FRIEDMAN

F

2 November 1967

Mr. Herbert Goldman
Goldman's Art Gallery
92 Sd. Hanassi
Haifa, Israel

Dear Herbert!

I have just returned, found a full desk, and therefore must write very briefly and businesslike.

The address to which the "Masada" pot should be shipped is:

Mr. Paul Zuckerman
30111 Schoolcraft Road
Livonia, Michigan

Mr. Zuckerman is very enthusiastic about this pottery, and when I told him that you also had others, he wants two more. I would like to suggest that you ship him the two Iron Age cylindrical pots, which were in the two corners of the same room.

In other words, he wants all three, and would like them to come air freight, if possible, because he does not want to wait the two or three months which surface shipping would take. He is willing to pay up to \$100, in addition to the price of the pot, for air freight, should that be necessary.

Please write me as soon as you have made your inquiries and can tell me how you are shipping them and how much it will cost. Then I will have Mr. Zuckerman send you his check.

Again, with thanks for our friendly visit, and all the best to the family, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

f

4 October 1967

The Lord Sieff of Brimpton
Michael House
Baker Street
London, W. 1, England

My dear Lord Sieff:

I have been in touch, in a preliminary way, with the communities you suggested and really find it impossible to describe to you their enthusiasm.

We are in the process of working out the specific details. I am leaving Sunday for Israel and shall be absent from my desk for about three weeks. I shall be in touch with you early in November with an exact description of the dates and the type of meetings.

We shall conform to your wishes, and I am certain that your visits in these communities will please you immensely, in terms of their productivity.

With warmest regards and best wishes for a healthy and a healthy New Year, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

22 September 1967

Mr. Ernest Michel
F.S.J.U.
19 Rue de Teheran
Paris 8, France

Dear Ernie:

Many thanks for your letter containing the addresses. We are terribly busy in the cranking up for another emergency fund, so this note will be brief and businesslike. I will fill you in when I see you.

Francine and I are coming to Paris for a couple of days. We will arrive late Sunday night, 8 October, and do not wish to be met. We will go to the Hotel Meurice. We will have Monday and Tuesday, 9-10 October in Paris, leaving for Israel on the morning of Wednesday, the 11th.

Leave us alone during the day Monday, the 9th. If you would like to arrange for a small dinner for Monday night, the 9th, with some of the top leaders, I am willing. We would want to break away by 11 p.m. or so, at the latest, in order to be able to go out by ourselves. If we have dinner in a restaurant that is no problem -- we would even be finished earlier. If it is dinner at someone's home, than I want you to be tactful and indicate that the evening should come to an end at about that time. You might want me to meet Mr. Rosenthal (is that the name of your new chairman?), or Mr. Elkann, who is Baron Edmond's friend. At any rate, I leave it to you.

Then, maybe you could have lunch alone with Francine and me on Tuesday, the 10th, and we want Tuesday night, the 10th, free for ourselves.

If it is not possible to set up a dinner don't break your back. Let me hear from you as soon as possible.

As ever,

HAF:gb

Herbert A. Friedman

x

f

UNITED JEWISH APPEAL

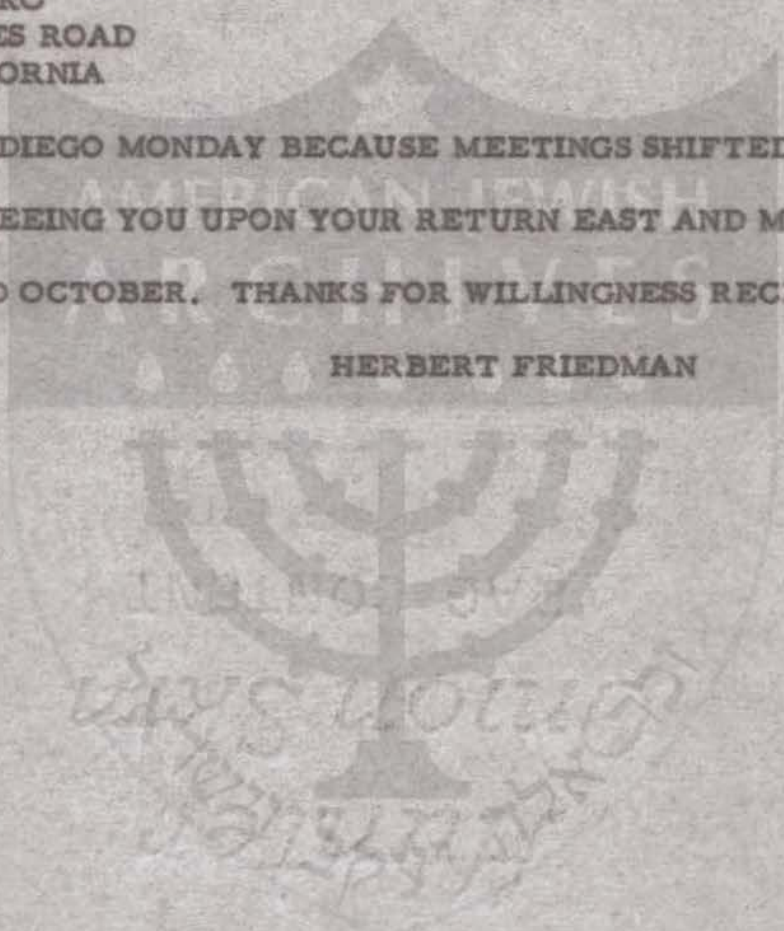
September 22, 1967

MRS. MAX ASCOLI
HOTEL DEL CHARRO
2380 TORREY PINES ROAD
LA JOLLA, CALIFORNIA

WILL NOT BE SANDIEGO MONDAY BECAUSE MEETINGS SHIFTED TO LOS ANGELES.

LOOK FORWARD SEEING YOU UPON YOUR RETURN EAST AND MY RETURN FROM
MIDDLE EAST END OCTOBER. THANKS FOR WILLINGNESS RECEIVE ME.

HERBERT FRIEDMAN



L

20 September 1967

The Lord Sieff of Brimpton
Michael House
Baker Street
London, W. 1, England

My dear Lord Sieff:

Mr. Pincus has given me a copy of your proposed January itinerary and has indicated that you would like very much to meet some of the leading personalities in the Jewish communities of Detroit, San Francisco and Los Angeles, in order to be helpful in our common cause.

I cannot tell you how delighted I am to hear this good news. You will be most welcome and my only fear is that you will be overwhelmed.

May I ask, therefore, for some slight clarification. Would you be willing to spend an evening at someone's home with a group of the leading contributors? What would be the maximum size of the group? How many evenings in each city would you be able to devote to this? I should think one would be sufficient and very generous on your part, but if the community pressed for more, what are your limits? Would you be willing to have some small luncheon meetings? Would you be willing to meet very important persons on an individual basis?

It is our intention, after a series of meetings during the past days with Mr. Sapir and Mr. Pincus, to have a second round for the Israel Emergency Fund. January will be a vital month in terms of individual canvassing for that effort. It is for this reason that your trip at that time is most fortuitous.

The real purpose of this letter is to attempt to restrict my own enthusiasm at your coming and to ask you to impose reasonable limits. If there are any specific individuals whom you have in mind, please be good enough to let me have their names and we can arrange the appointments.

Looking forward to hearing from you, and assuring you of our devoted desire to serve your wishes, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

18 September 1967

Mr. Walter Lederer
Chief, Balance of Payment Division
Office of Business Economics
U. S. Department of Commerce
Washington, D. C. 20230

Re: BE-50

Dear Mr. Lederer:

We are writing to supplement our letter to you dated August 8, 1967 in response to your letter to us of July 20, 1967 in which you requested a report showing funds raised by us through our emergency campaign and remitted to Israel in cash or in goods.

As we explained in our letter of August 8, 1967, we do not remit the funds collected by us to Israel but distribute them to various domestic charitable corporations that are the beneficiaries of our fund raising efforts.

In reviewing our letter to you, it has occurred to us that it may have led to the inference on your part that the funds collected through the emergency campaign have been distributed to each of the beneficiary agencies mentioned in our letter of August 8, 1967.

We are, therefore, writing to call to your attention a fact that may be pertinent to your inquiry, that to date all of the distributions of the funds raised through the emergency campaign have been made to the United Israel Appeal, Inc., one of the beneficiary agencies named in our letter of August 8th, and that as yet no distribution of such funds have been made to any of our other beneficiary agencies.

Very truly yours,

HAF:gb

Herbert A. Friedman
Executive Vice-Chairman

f
7 September 1967

Rabbi Joseph H. Lookstein
Bar-Ilan University
641 Lexington Avenue
New York, N.Y. 10022

Dear Joe:

I have just returned today, hence the delay in answering your letter.

Enclosed are the figures you requested. You realize that we have never published these figures, therefore would appreciate your making certain that they do not appear in print.

With all best wishes, I am,

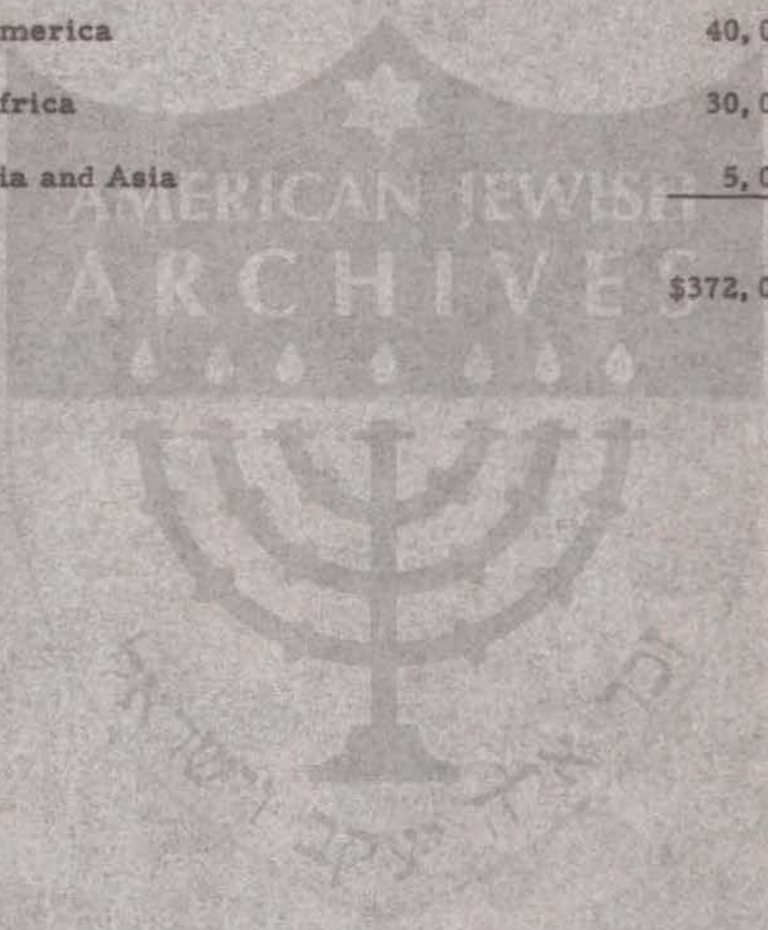
Sincerely yours,

HAF:gb

Herbert A. Friedman

EMERGENCY APPEAL - ESTIMATED FINAL SUMS

<u>CONTINENT</u>	<u>ESTIMATE OF FINAL SUM</u>
U. S. A.	\$175,000,000
Canada	27,000,000
Europe	95,000,000
South America	40,000,000
South Africa	30,000,000
Australia and Asia	5,000,000
TOTAL	\$372,000,000



SOUTH AMERICA

<u>COUNTRY</u>	<u>ESTIMATE OF FINAL SUM</u>
Mexico	\$4,000,000
Columbia	2,500,000
Peru	1,500,000
Venezuela	4,500,000
Brazil	8,000,000
Argentina	13,500,000
Uruguay	2,000,000
Chili	3,000,000
Panama)	
Costa Rica)	
Guatemala)	
Salvador)	1,000,000
Honduras)	
Nicaragua)	
Ecuador)	
 	<hr/>
TOTAL	\$40,000,000

EUROPE

<u>COUNTRY</u>	<u>ESTIMATE OF FINAL SUM</u>
Austria	\$1,000,000
Italy	5,500,000
England	49,000,000
Belgium	5,500,000
Germany	6,000,000
Denmark	500,000
Holland	5,000,000
Greece	300,000
Luxembourg	100,000
Norway	200,000
Spain	500,000
Finland	200,000
France	10,000,000
Sweden	800,000
Switzerland	10,000,000
Turkey	<u>400,000</u>
TOTAL	\$95,000,000

29 August 1967

Mr. Kurt Weinhold, President
Columbia Artists Management, Inc.
165 West 57th Street
New York, New York

Dear Mr. Weinhold:

I would like to tell you again how thankful we are for the presentation of the checks this afternoon in the total amount of \$127,500. These checks will be transmitted to Israel within a matter of days and they will accomplish the purposes for which so many wonderful people gave their time and services.

While it is obvious that a great debt of gratitude is owed to the orchestra, conductors and artists, still the tour would not have been possible unless a professional management organization such as yours undertook the responsibility for the arrangements. Many people were willing to contribute their services, but still it takes someone to tie it all together -- and that is exactly what you did.

You should really feel very good inside, for you have done a splendid thing.

Sincerely yours,

HAF:gb

Herbert A. Friedman
Executive Vice-Chairman

bcc; IB
GB

[Handwritten signature]
r

23 August 1967

Dr. Bernard Cherrick
Executive Vice-President
The Hebrew University of Jerusalem
Jerusalem, Israel

Dear Bernard:

Many thanks for your kind invitation to have the 1967
UJA Study Mission visit the Mt. Scopus campus.

We expect this year's Mission to have some five hundred
participants and therefore, as you can well understand,
the logistics are extremely complicated; I will, however,
do my absolute best to have Hebrew University included in
the itinerary.

Irving Bernstein is currently in Israel working on the
details of the Mission. We will have a clearer view of
the schedule after his return and I will advise you just
as soon as it is possible to reach a decision.

With warmest regards,

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF:hbw

21 August 1967

Rabbi Benjamin M. Kahn
B'nai B'rith Hillel Foundations
1640 Rhode Island Ave. N. W.
Washington, D. C. 20036

Dear Ben:

I cannot begin to thank you enough for your letter of 18 August. And in addition to this, there is another emotion to be expressed - namely, the sheer pleasure at the success of the program.

All too often we work for years at something without really having tangible and concrete evidence as to whether we are succeeding. In this instance, you accumulated the evidence to prove the point that all the time, effort and money we have jointly invested is truly capable of producing results.

I am grateful that you took the time to write such a thoughtful and happy letter. I can only say that we should go forward jointly and expand this program just as far as available funds and personnel will permit us to do so.

Cordially,

HAF:gb

Herbert A. Friedman

cc: Mr. Edward Ginsberg

14 July 1967

Mr. Herbert Arnstein
6607 Paseo San Andres
Tucson, Arizona 85710

Dear Mr. Arnstein:

It was good to hear from you and to learn that you are spending your retirement years in Tucson. I recall my days in Milwaukee with great fondness and often think of the wonderful people in the Temple Emanu-El congregation.

I would like to thank you for sending me the information regarding funds raised in Mexico in response to the current crisis. Although I share your concern, campaign activities outside the United States are beyond the jurisdiction of the United Jewish Appeal; I have therefore forwarded your letter to Mr. Lohilov of the Government of Israel's Economics Ministry in New York, who can deal with the matter directly.

With warmest personal regards,

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF:hdw

TO EXECUTIVE DIRECTORS

July 3, 1967

I don't have to tell you the hectic pace we have all lived through for the past month. This is my very first opportunity to express my thanks for the magnificent manner in which you have responded to the emergency situation. I am very proud and happy about the cooperation which has existed between us. We are, after all, a small cadre of men, who have carried the burden of organizing this fantastic campaign.

We shed the tiredness which we were entitled to feel at the beginning of June after having gone through our regular campaign season, and plunged into this effort with incredible zeal and enthusiasm. I know you do not want any thanks. All of us have the self-satisfaction of knowing that we did our duty in the right way at the right time. The results speak for themselves. The organized American Jewish community has raised more for the people of Israel in 1967 than it did in 1948.

There is another matter which I would now like to share with you, namely, the forthcoming Mission to Israel in October. It is my feeling that it should be more than just an ordinary mission. It should really be a pilgrimage and should have on it a representative of every organized community in the country. We are, of course, maintaining our previous criterion of inviting the \$10,000 and over contributors and 1968 chairmen. It seems to me that every organized community in America should be represented by at least one of the outstanding leaders, when we make our pilgrimage to the Wailing Wall in Jerusalem upon our arrival on October 18.

Please let me have your reaction to this suggestion and even more than your reaction, I would appreciate the specific name or names of the individuals you think should be invited.

The Emergency Fund campaign has been a brilliant success. I believe our pilgrimage in the fall of 1967 should be equally outstanding, opening a new chapter of mutual work for our common cause.

With deepest respect, I am

Sincerely yours,

Herbert A. Friedman

Herbert A. Friedman
Executive Vice-Chairman

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TO EXECUTIVE DIRECTORS IN COMMUNITIES WITHOUT MISSION MEMBERS

29 June, 1967



AMERICAN JEWISH
ARCHIVES

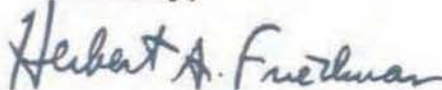
The 1967 UJA Study Mission, now scheduled to take place in Israel from October 18 to November 3, is sure to be the most memorable ever held. We are making new arrangements which are described in the enclosed copy of a letter from Max M. Fisher to leaders in your community who were previously invited to participate. As you know, we are also inviting those who are now \$10,000 and over contributors as a result of their contributions to the Israel Emergency Fund.

Because of the great interest in this year's Mission, we would like to see every organized community represented. Therefore, where it is not possible for a \$10,000 or over contributor from your community to participate, we are eager to include your 1968 campaign chairman. If you have not already done so, we urge you to select your 1968 chairman now so that he may join the Mission.

There is every evidence that the events of the past few weeks have created an intensified interest in the Mission. I know you will make every effort to have your community represented.

With best regards.

Sincerely,



Herbert A. Friedman
Executive Vice-Chairman

HAF:bga
Enc.

29 June, 1967

TO EXECUTIVE DIRECTORS IN COMMUNITIES ALREADY REPRESENTED ON MISSION



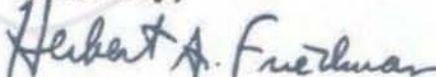
AMERICAN JEWISH
ARCHIVES

The 1967 UJA Study Mission, now scheduled to take place in Israel from October 18 to November 3, is sure to be the most memorable ever held. We are making new arrangements which are described in the enclosed copy of a letter from Max M. Fisher to leaders in your community who were previously invited to participate. As you know, we are also inviting those who are now \$10,000 and over contributors as a result of their contributions to the Israel Emergency Fund.

There is every evidence that the events of the past few weeks have created an intensified interest in the Mission. I know you will make every effort to encourage additional qualified leaders in your community to join this Mission.

With best regards.

Sincerely,



Herbert A. Friedman
Executive Vice-Chairman

HAF:bga
Enc.

f

28 June 1967

Columbia Records Division of
Columbia Broadcasting System, Inc.
51 West 52nd Street
New York, New York

Gentlemen:

We are writing to you with regard to the advertisement that appeared in the New York Times on Sunday, June 25, 1967 in which it is stated that "Liberty and Columbia Records will donate all proceeds from the sale" of two albums, "Israel's Finest Hour" and "Marches of Israel Defense Forces" to the United Jewish Appeal Emergency Fund."

We are, of course, very appreciative of the effort you are making on behalf of the Israel Emergency Fund of the United Jewish Appeal and of the thoughtfulness and generosity that prompted it.

At the same time, in order to avoid any possible misunderstanding of our position in this matter, we would appreciate your acknowledgment of the fact that this advertisement was published without our consent or approval.

As Mr. Goldwater and Mr. Goodell explained to your representatives in conversations with them prior to the appearance of the advertisement, the United Jewish Appeal had decided after careful consideration of your proposal, that it could not and would not endorse or sponsor the making of either the record or the publication of an advertisement concerning them.

We are concerned that despite this and despite the fact that we did not know that the advertisement would be published that the inference may nevertheless be made that we did endorse or sponsor the making of the record or gave our consent and approval to the publication of the advertisement.

28 June 1967

We would therefore very much appreciate your response to this request at your earliest convenience. If possible, it would also be appreciated if you could obtain for us a letter from Liberty Music Shop acknowledging that it did not request or receive from us authorization for or approval of the advertisement in question.

We also noted another ad in the Sunday New York Times by Sam Goody Inc. stating in part that "Columbia Records Presents Abba Eban's Security Council Address." May we ask you to also be good enough to obtain for us the acknowledgment of this concern that UJA was not requested to nor did it give its authorization for or approval of the publication of that advertisement.

Sincerely yours,

UNITED JEWISH APPEAL, INC.

HAF:gb

By _____
Herbert A. Friedman
Executive Vice-Chairman

cc: HAF IL

27 June 1967

Mr. John M. Schiff
40 Wall Street
New York, New York 10035

Dear Mr. Schiff:

I heard from Barney Barnett of the special gift of \$100,000 which you and your son David made to the Israel Emergency Fund of the United Jewish Appeal through The Schiff Foundation, and I am writing to express our gratitude.

The needs and the costs of maintaining the humanitarian network of welfare programs in Israel have been sharply increased by the destruction of war and severe dislocation of Israel's economy. The greatest areas of need are housing, absorption, aid to agricultural settlements, health services and education. In addition to rebuilding and repairing immigrant housing, new quarters will be needed for immigrants expected to arrive from various countries, particularly the Moslem countries of North Africa and Asia. The Joint Distribution Committee Malben program will have to be increased to provide extra beds for the aged, whose children are now no longer able to care for them. Losses sustained by those agricultural settlements which were built with UJA funds for the resettling of immigrants - buildings, livestock and equipment, crops burned in the fields - will have to be made up.

Your gift is a heartwarming example of the response coming to us from all parts of the country, expressing a determination to sustain without interruption the programs so vital to the well-being of those who have come to Israel for survival and a decent life. This is the greatest service we can give to the people of Israel and concrete proof of our support in their hour of extreme need.

May I thank you again, and ask you to convey to your son David our grateful appreciation of your understanding and generosity. As long as the United Jewish Appeal can count on such friends, we can face the great tasks that lie ahead with courage and confidence.

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

(HAF:MBK)

bcc: Bernard H. Barnett
Henry C. Bernstein

27 June 1967

Miss Shirley Katsander
Director of Promotion
The Reporter
660 Madison Avenue
New York, N.Y. 10021

Dear Miss Katsander:

Many thanks for the advance copy of the 29 June issue of The Reporter. The series of articles concerning the current Israeli-Arab crisis was among the finest and most illuminating I have seen to date.

I was particularly impressed by the sense of history communicated by each of the authors in his respective article. By placing the conflict in correct perspective, they have provided an all too rare opportunity for the public to formulate opinions based on knowledge of the full scope of affairs which led to the outbreak of hostilities in the Middle East.

Mr. Ascoli's wonderful editorial, The Unfinished War, is especially significant. He recognizes and conveys the central fact that the key to lasting peace in the Middle East is not to be won on the battlefield, but rather in the arena of political and diplomatic debate.

Let us all hope that we have seen the last of war and that a final and enduring peace can now be negotiated.

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF:hdw

21 June 1967

Dr. Paul M. Steinberg
Hebrew Union College
40 West 58th Street
New York, N.Y. 10023

Dear Paul:

I have your letter containing the checks made out to the UJA Israel Emergency Fund. I am very grateful to you for taking this matter in hand as you did and organizing it so well.

My secretary will call your secretary for the addresses of all of these people so that they can receive official receipts.

With all good wishes, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

21 June 1967

Mrs. Mortimer Jacobson, National President
Hadassah
65 East 52nd Street
New York, N. Y. 10022

Dear Mr. Jacobson:

I have your letter of 16 June and wish to say that I understand its contents perfectly. We wish to thank Hadassah for the wonderful support you have given to the Israel Emergency Fund. Your letter to all chapters was a clear directive and was most useful.

It is our hope that the Israel Emergency Fund will be substantially finished by July 1st in most communities and, therefore, I see no conflict whatsoever if Hadassah embarks upon its own campaign as of that date.

With best wishes for success and again with thanks for your cooperation, I am,

Cordially yours,

HAF:gb

Herbert A. Friedman

cc: Mrs. A. Hers
Mrs. M. Stang
Mr. Henry Bernstein
Mr. Philip Bernstein

20 June 1967

Mr. Marvin L. Warner, President
Jewish Welfare Fund
2905 Vernon Place
Cincinnati, Ohio

Dear Marvin:

Pursuant to our telephone conversation this morning, I should like to make an official request of the Jewish community of Cincinnati, as the UJA has done with all the major communities of this country, for a contribution to the Israel Emergency Fund from the Endowment Funds which may be held in your community.

The response to this request has been quite warm and friendly. Many communities have indicated that they simply do not have Endowment Funds, and as much as they would like to participate, they are unable to do so. Other communities, which do have Endowment Funds have reacted very positively, such as Cleveland, Chicago, Detroit and San Francisco.

If you would take this matter up with your Board, as speedily as possible, we would appreciate it very much. It is almost a matter of honor that every community which does possess an Endowment Fund of any size wants to participate and make this extra contribution.

With many thanks for your consideration and looking forward to hearing from you soon, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

TELEX

JUNE 19, 1967

EDMUND DE.ROTHSCHILD
21 RUE DU FAUBOURG SAINT HONORE
PARIS (FRANCE)

LOOKING FORWARD JOINING YOU SIEFF KELMAN IN YOUR OFFICE
WEDNESDAY BUT WOULD APPRECIATE KNOWING EXACT HOUR STOP
ARRIVING VIA TWA 804 DUE PARIS 9:30 A.M. WEDNESDAY STOP
PLEASE CABLE ME CARE UJAPPEAL NEWYORK GIVING TIME AND
PLACE OF MEETING REGARDS

MAX FISHER



JUNE 19, 1967

LT
BORENSTEIN
JOINTFUND
PARIS (FRANCE)

MAX FISHER ARRIVING PARIS VIA TWA 804 WEDNESDAY JUNE 21
9:30 A.M. STOP PLEASE MEET WITH CAR KEEP CAR AVAILABLE
FOR DAY STOP MEETING AT BARON EDMOND DEROTHSCHILD
PLEASE CHECK ON TIME AND PLACE STOP FISHER HAS RESERVATION
PLAZA ATHENEE PLEASE CABLE INFORMATION REGARDS

AMERICAN JEWISH
FRIEDMAN
ARCHIVES



TELEX

f

JUNE 16, 1967

VINITSKY FOR BERNSTEIN
JEVAGENCY
JERUSALEM (ISRAEL)

TELEPHONE HOOKUP ARRANGEMENTS WILL GIVE US TREMENDOUS
PENETRATION AT ~~LEAST~~ LEAST 350 COMMUNITIES STOP NOTHING
THIS MAGNITUDE EVER TRIED BEFORE STOP GREAT INTEREST AND
EXPECTANCY STOP THEREFORE MOST CRUCIAL EVERY WORD COUNT
STOP EACH PARTICIPANT SHOULD WRITE PREPARED TEXT NO
IMPROVIZATION NO OVERLAPPING STOP MESSAGES MUST BE CLEAR
FACTUAL EMOTIONAL HARDHITTING STOP FIGURE TIME CAREFULLY
GINSBERG TEN UP TO TWELVE MINUTES JONES ~~XXXX~~ BELL SIX EACH
STOP FISHER WILL USE TWO FOR OPENING AND TWO FOR ~~XXXX~~
CLOSING STOP HOPE YOU ALL HAVING GREAT TIME REGARDS

FRIEDMAN

16 June 1967

Department of State
United States Passport Office
630 Fifth Avenue
New York, New York

Dear Sir:

On behalf of the United Jewish Appeal, I should like to make request for the validation of the passports of the following individuals for travel to Israel:

<u>Name</u>	<u>Passport No.</u>	<u>Date of Birth</u>	<u>Place of Birth</u>
Max M. Fisher	C759100	July 15, 1908	Pittsburgh
Marjorie Fisher	E772528	November 5, 1923	Louisville
Louis Fox	H513391	June 8, 1911	Baltimore

This group is being sent as an official delegation by the United Jewish Appeal to investigate the needs of the programs which are traditionally supported in Israel by UJA funds. The purpose of their trip is to investigate these programs and to return to make a report to the officers and members of the United Jewish Appeal.

Very truly yours,

HAF:gb

Herbert A. Friedman
Executive Vice-President

TO BE FILLED IN
BY RCA

DATE

TIME

CABLEGRAMS

RADIOGRAMS

TO BE FILLED IN
BY RCA

NUMBER

SENDER PLEASE
FILL IN

CLASS OF SERVICE

(Full Rate unless otherwise marked)

FULL RATE LETTER TELEGRAM (LT) PRESS

TO ALL THE WORLD



TO SHIPS AT SEA

INTERNATIONAL TELEGRAM

DESTN. CODE

PREC. & CLASS IND.

ORIGIN CODE

WORD CHARGE

ACC. CODE

CUST. CODE

CHECK

SENDER'S
NAME

UNITED JEWISH APPEAL

CHARGE ACCOUNT NO.

6/16/67

ADDRESS

1000 AVE. OF AMERICAS, NEW YORK, N.Y.

TO

SIDNEY BERG
ZIONFED
JOHANNESBURG, SOUTH AFRICA

SENDER PLEASE SPECIFY ROUTE:

INSERT "RCA"

via

AM FORWARDING TO YOU TODAY VIA AIR EXPRESS AND WILL INFORM YOU LATER EXACT FLIGHT
ONE PRINT ISRAEL NEWSREEL SHOWING WAR SCENES PLUS ONE TAPE RECORDING PINCUS
MYSELF SHAMIR WHO IS ECONOMICS MINISTER NEW YORK PLUS ONE TAPE RECORDING GOLDA MEIR AT
MADISON SQUARE GARDEN RALLY PLUS TEN COPIES LONG PLAYING RECORD ABBA EBAN SECURITY
COUNCIL ADDRESS STOP WILL CONTINUE TO SEND ADDITIONAL MATERIALS AS PRODUCED SWOP
HAPPY ABLE RESPOND SO SWIFTLY YOUR REQUEST KNOW YOU WILL HAVE GREAT CAMPAIGN
REGARDS FRIEDMAN

Send the above telegram subject to the conditions, regulations, and rates as set forth in the applicable tariff of RCA Communications, Inc., and on file with the regulatory authorities.

RCA COMMUNICATIONS, INC., A SERVICE OF RADIO CORPORATION OF AMERICA

(OVER)

MEMORANDUM

15 June 1967

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To: Executive and Field Staff

From: Herbert A. Friedman

In response to numerous inquiries concerning articles which have recently appeared in the Wall Street Journal and other newspapers, Mr. Nachum Shamir, Economics Minister of the State of Israel in New York, has sent the following cable in an effort to clarify the current economic situation in Israel:

IN THE WALL STREET JOURNAL OF TODAY NORMAN SKLAREWITZ AND IN LOS ANGELES TIMES BERNARD NOSSITER PUBLISHED ARTICLES FROM ISRAEL ABOUT THE ECONOMIC SITUATION OF ISRAEL STOP IT SHOULD BE ASSUMED THAT THE ARTICLE OF BERNARD NOSSITER WILL APPEAR ALSO IN MANY OTHER PAPERS THROUGHOUT THE COUNTRY STOP BOTH ARTICLES ARE DESCRIBING THE ECONOMIC SITUATION OF ISRAEL AS BEING UNHURT BY THE WAR AND TELLING ABOUT THE STREAM OF TOURISTS THAT ARE ARRIVING TO ISRAEL ALREADY AND ABOUT THE INDUSTRY THAT DID NOT STOP TO PRODUCE, MANUFACTURE, AND EXPORT AND THE RESERVES OF FOREIGN CURRENCY THAT WERE NOT DEPLETED ETC STOP THE ARTICLES ARE BASED ON INTERVIEWS WITH DAVID GOLAN DAVID HORWITZ AND DESHALIT STOP TODAY THE PEOPLE FROM UJA BONDS AND MYSELF HAVE RECEIVED MANY TELEPHONE CALLS FROM PEOPLE ASKING FOR EXPLANATION WHY THOSE ARTICLES ARE IN DIRECT CONTRADICTION TO THE PICTURE THAT MINISTER OF FINANCE AND PINCUS WERE PRESENTING HERE AND AGAINST THE LINES THAT THE PEOPLE OF UJA AND BONDS ARE FOLLOWING THROUGH STOP I AM PROPOSING AND ASKING THAT MINISTER OF FINANCE CALLS A PRESS CONFERENCE ESPECIALLY WITH FOREIGN CORRESPONDENTS AT PRESENT IN ISRAEL AND HE SHOULD GIVE THEM DESCRIPTION THAT WILL CORRESPOND WITH WHAT WAS TOLD HERE STOP I AM ALSO OF THE OPINION THAT FROM THE GENERAL POLITICAL POINT OF VIEW IT IS NOT DESIRED TO PICTURE ROSY PICTURES PLEASE ADVISE ACTION SHAMIR

I have also conferred with Golda Meir regarding this matter and a similar cable is being sent to Israel by her.

(Cable translated from Hebrew)

14 June, 1967

Department of State
United States Passport Office
630 Fifth Avenue
New York, N.Y.

Dear Sir:

On behalf of the United Jewish Appeal, I should like herewith to make request for the validation of the passports of the following individuals for travel to Israel:

<u>NAME</u>	<u>PASSPORT NO.</u>
Edward Ginsberg	D 649999
William Ginsberg	F 945935
Mrs. Jennie Jones	D 288486
Leonard D. Bell	D 219126
Irving Bernstein	D 299413

This group is being sent as an official delegation by the United Jewish Appeal to investigate the needs of the programs which are traditionally supported in Israel by UJA funds. The purpose of their trip is to investigate these programs and to return to make a report to the officers and members of the United Jewish Appeal.

Very truly yours,

HAF:sh
Enc.

Herbert A. Friedman
Executive Vice-President

TELEX

JUNE 8, 1967

JOINT PALESTINE APPEAL
MARSPENZA NUMBER B 16

YOUR STEADY MESSAGES TO US MOST ENCOURAGING AND USEFUL. WE
HAVE ESTABLISHED A TELETYPE NETWORK FROM OUR OFFICE INTO
FIFTYTWO COMMUNITIES. ANOTHER FIFTY COMMUNITIES ARE BEING
SERVICED BY STRAIGHT COMMERCIAL TELEGRAMS. TWICE EACH DAY WE
SEND A TRANSMISSION TO ALL THESE CITIES TELLING THEM WHAT IS
HAPPENING AROUND THE UNITED STATES SO THAT THE FANTASTIC
ENTHUSIASM MAY BE SPREAD CONTAGIOUSLY. EACH TIME WE GET SOMETHING
FROM YOU DESCRIBING WHAT IS HAPPENING IN ENGLAND WE PUT IT OUT
ON OUR TELETYPE. AMERICAN ~~NEW~~ JEWISH LEADERSHIP CANNOT BELIEVE
ITS EYES WHEN IT READS YOUR MESSAGES. I REALLY BELIEVE :YOU ARE
PUTTING US TO SHAME. IMPOSSIBLE GIVE YOU IMPRESSION OF WHAT IS
HAPPENING HERE BECAUSE SO MANY TENS OF MILLIONS ARE POURING
THAT WE REALLY CANNOT KEEP TRACK. OUR PLAN IS TO WORK THROUGH
FRIDAY NIGHT WHEN THERE WILL BE FEWER MEETINGS AND MORE
BREATHING SPACE IN ORDER TO MAKE TABULATION. WE HAVE SEVERAL
MILLION AND HALF MILLION DOLLAR GIFTS :AND MANY MANY QUARTER
MILLION AND HUNDRED THOUSAND. PACE OF CAMPAIGNING IS FURIOUS,
VOLUNTEER WORK ASTOUNDING AND ORGANIZATION EXCELLENT. THERE
IS AN AUTHENTIC AND SPONTANEOUS OUTPOURING SHOWING THE
DEEPEST EMOTIONAL ATTACHMENT TO ISRAEL REGARDS

FRIEDMAN
UJAPPEAL

TELEX

JUNE 7, 1967

RIVLIN
JEVAGENCY
JERUSALEM, (SRAEL)

TENS AND TENS OF MILLIONS OF DOLLARS BEING RAISED ~~IN AN~~ IN AN
ATMOSPHERE OF CAMPAIGN EXCITEMENT WHICH IS UNBELIEVABLE AND
WHICH ABSOLUTELY CANNOT BE DESCRIBED STOP THERE IS A REAL FIRE
BURNING ALL OVER THIS COUNTRY AND GIFTS ARE BEING MADE IN
TREMENDOUS AMOUNTS STOP THERE ARE MANY MILLION DOLLAR AND
HALF MILLION DOLLAR GIFTS COMMA VERY MANY QUARTER MILLION AND
HUNDRED THOUSANDS STOP IT IS ALL HAPPENING SO FAST THAT NO
TABULATION CAN BE MADE STOP HOPEFULLY BY FRIDAY OR SATURDAY
WE WILL BE ABLE TO CATCH UP WITH ALL THE RECORDS AND HAVE SOME
IDEA WHERE WE STAND STOP COMMUNITIES HAVE MOVED SO FAST THAT
EVERYONE IN GREAT SPIRIT OF JOY AND EXCITEMENT ~~XXXXX~~ AND COMPARING
THE SPEED OF THIS CAMPAIGN WITH THE SPEED BEING SHOWN IN ISRAEL STOP
SUNDAY THERE WILL BE MASS RALLY IN MADISON SQUARE GARDEN ALSO IN
HOLLYWOOD BOWL ALSO IN CLEVELAND STOP ALL OF THESE WILL BE TO
RAISE MONEY STOP MASS RALLIES BEING ~~RK~~ PLANNED IN MOST OTHER LARGE
CITIES AS WELL FOR NEXT WEEK STOP IN THIRTYSIX HOURS WE SET UP A
TELETYPE NETWORK CONNECTING OUR OFFICE WITH ~~KKXXK~~ FIFTYTWO
COMMUNITIES AND THIS SWIFT EXCHANGE OF INFORMATION HAS HELPED
GALVANIZE COUNTRY STOP WE PUT YOUR TELEX OUT IN FULL DETAIL AND
LAST PARAGRAPH CONCERNING KOTEL MAARAVI MADE PROFOUND IMPRESSION
STOP YOU HIT EXACTLY THE RIGHT NOTE BY SENDING US AN ITEM ~~KKXX~~
SUCH AS THAT STOP PLEASE CONTINUE STOP SAPIR AND PINCUS HAVE BEEN

SUPERB AND THIS FANTASTIC MOBILIZATION COULD NOT HAVE TAKEN PLACE
WITHOUT THEM STOP EACH MAN IS WORKING TWENTY HOURS EVERY DAY
AND THEY HAVE INSPIRED OUR ENTIRE LEADERSHIP STOP UJA APPARATUS
BOTH LAY LEADERS AND PROFESSIONALS HAVE STOOD UP MAGNIFICENTLY
UNDER INTENSE STRAIN OF THIS EFFORT STOP I AM PROUD THAT UNDER
THE PRESSURE UJA ARMY WORKED WELL TOO STOP STATURE OF ISRAEL KKK
HAS RISEN BEYOND ALL DESCRIPTION AND PROFOUND LOVE OF JEWS OF
AMERICA FOR ISRAEL IS BEING CLEARLY DEMONSTRATED STOP MAZELTOV

AMERICAN FRIEDMAN
ARCHIVES



June 6, 1967

f

JEVAGENCY
GENEVA (SWITZERLAND)

FOR PERRY NOW IN ZURICH PINCUS REQUESTS YOU CABLE ME UAPPEAL

NEWYORK RE STATUS SCANDINAVIA REGARDS

FRIEDMAN



16 May 1967

Mr. Michael Barzilay
Rex House
4/12 Regent Street
London, S. W. 1, England

Dear Mike:

I have the following report to give to you on Mr. J. G. Ginzburg of M. Golodetz & Company:

In 1966 Mr. Ginzburg and his associates gave \$18,000 broken down as follows: \$15,000 to the regular campaign and \$3,000 as a one-time gift.

In 1967 they gave \$15,000, and will probably repeat the \$3,000 gift.

When solicited by Mr. William Rosenwald, Mr. Ginzburg promised to increase his regular gift.

Best regards.

Sincerely yours,

HAF:gb

Herbert A. Friedman

10 MAY 1967

Mr. Eliezer Shavit
Jewish Agency
P.O.B. 7053
Tel Aviv, Israel

Dear Eliezer:

My plans have changed just a bit. I shall be arriving on the same date, as stated in my letter yesterday, but will be going to Tel Aviv instead of Jerusalem.

I will be very happy to meet with you on 22 May at ^{7:00}~~6:00~~ p.m. at the Sheraton Hotel.

Looking forward to seeing you, I am,

Sincerely,

HAF:gb

Herbert A. Friedman

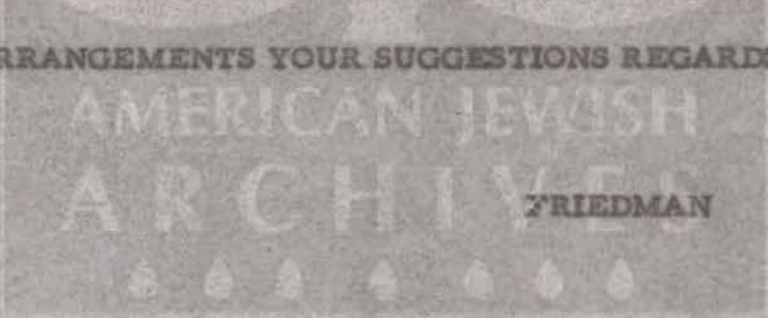
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ltc

MAY 10, 1967

LT PINCUS
JEVAGENCY
JERUSALEM (ISRAEL)

UNDERSTAND PRESSURES UNDER WHICH YOU WORKING. PLEASED
CHANGE ARRANGEMENTS YOUR SUGGESTIONS REGARDS



D
K

9 May 1967

Mr. Eliezer Shavit
Jewish Agency
P.O.B. 7053
Tel Aviv, Israel

Dear Eliezer:

I have your note, and while I would be very happy to have private conversations with you before meeting any of the other people, frankly I do not see how that will be possible.

I am arriving at 10:15 a.m. on 22 May and going straight to the King David in Jerusalem. Even if everything is on time, I do not see how I will get to the King David before 12:30 or 1:00 p.m. I will be very tired after the long non-stop flight and will need a few hours sleep. Mr. Pincus' cable said that he wants to meet with me on the same evening. He did not say what hour. I will need at least 4 or 5 hours to sleep and catch up. If I do not have to meet Mr. Pincus until 7:00 or 8:00 p.m., then I will be glad to see you for half an hour just before I see him.

Looking forward to seeing you, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman



United Jewish Appeal

On Behalf of United Israel Appeal, Joint Distribution Committee, New York Association for New Americans

1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019

PLAZA 7-1500 CABLE ADDRESS: UJAPPEAL NEW YORK

TO UJA EXECUTIVE COMMITTEE AND EXECUTIVE DIRECTORS

8 May, 1967

I am writing to inform you of some changes which have occurred within our professional executive staff.

Edward Vajda, who has been with the UJA for more than 27 years, and who has been the National Director of the Field Department, has resigned to accept the position of Executive Director of the American Technion Society. He has rendered outstanding professional service during these decades and I am certainly sorry to see him leave. I am sure he will enter into a fruitful new career which will bring credit to himself and the organization he is going to serve.

Another member of our staff, Leonard Wechsler, who has served with the UJA for more than 20 years, and who is currently the National Director of Allocations, has also resigned, in order to resettle his family in Florida. His work has been marked by a very special kind of diligence, and he has handled the many intricate problems of his assignment with great tact and skill.

I am personally and professionally sorry to see both men leave, for they have been extremely devoted. I am confident that you join me in wishing them both well in their respective future endeavors.

I am very happy to announce that the new National Field Director will be Martin Peppercorn who has been Ed Vajda's associate for the past several years. He brings to his position a tremendous knowledge of work in the field and very happy associations with many of the lay and professional leaders in our communities. This promotion represents the culmination of 22 years of work on his part in the field of active fund raising.

General Chairman

*MAX H. FISHER

Asst. General Chairman

*EDWARD GINSBERG

National Chairman

*ISADORE BRINLAT, UJA

*JACK D. WELER, JDC

Regional Chairmen

*ALBERT B. ADELMAN

*MELVIN DUBINSKY

*ISRAEL D. JUNG

*JOSEPH H. KANTER

*ALBERT PARKER

*JOSEPH D. SHANK

*PHILIP ZENMAN

National Women's Division

Chairman

*MRS. HARRY L. TONER

Israel Education Fund

Chairman

*JOSEPH MEYERHOFF

President

*CHARLES J. HENSLEY

Young Leadership Cabinet

Chairman

*LEONARD D. BELL

Executive Vice-Chairman

*HERBERT A. FRIEDMAN

Assistant Executive Vice-Chairman

IRVING BERNSTEIN

National Field Director

EDWARD R. VAJDA

Cabinet Members

*BOB ARNOW

*SID BARCOTT

*TOM BERKMAN

*MICHAEL BERNSTEIN

IRVING BLUM

HENSCHEL W. BLUMBERG

ABRAHAM BORKAN

LOUIS H. BOYAR

BYMAN BRAND

*LOUIS BRONSON

*VECTOR M. CARTER

*V. M. COHEN

SYLVAN M. COHEN

NATHAN CRAMER

LOUIS DEGAN

BEN DORFENT

MELVIN DUBIN

SIDNEY M. EDELSTEIN

SOE EDENBURG

SOE FELD

ALLAN FARBEE

ROBERT M. FEINBERG

*FAY FELDMAN

HERMAN FEINBERG

MAX FIRESTEIN

JACK L. FISHER

*LOUIS E. FOX

SAMUEL N. FRIEDLAND

CHARLES FROST

IRWIN FRUCHTMAN

LEON GERMANOV

SAMUEL F. GINGOLD

*MORRIS GLASSER

NOELAN GLAZER

DAVID W. GOLDMAN

HYMAN GOLDMAN

BRAM GOLDMANTH

ARTHUR N. GOODMAN

MRS. JACK A. GOODMAN

IRWIN GREEN

REINHARD D. GROSSMAN

REBECCA H. GRITZMIR

SHELDON B. GURIN

WALTER A. HAAS

*MIRIAM L. HANSENFIELD

SAMUEL HAUSMAN

ROBERT C. HAYMAN

JEHOID C. HOFFBERGER

*YIP HERMAN

D. E.

IRVING KATZ

LABEL A. KATZ

JEHOID KLOPFER

REUTON I. KOPFMAN

RAYMOND F. KRAVIS

*LEONARD LAMER

IRVING LEIBMAN

PHILIP J. LEVIN

JOSEPH M. LINSEY

NATHAN I. LIPSON

JOSEPH M. LITVIN

DAVID M. LITVIN

*DAVID LOWENTHAL

PHILIP W. LOWE

BEN D. MARCUS

JOSEPH MICHELL

SAMUEL H. MILLER

*JOSEPH N. MITCHELL

ALFRED I. MORSE

CHARLES M. NELSON

NORMAN C. NOBLE

IRVING S. NORBY

MAX ORSHOFF

JULIEN PARIS

RAYMOND C. PERELMAN

JAMES L. PERKINS

SIDNEY B. PEAR

LEONARD RATNER

MORRIS RODMAN

SAMUEL ROYBERG

*ALAN SAGNER

MAURICE B. SALTZMAN

*LAWRENCE SCHAROFF

HERBERT H. SCHIFF

HAROLD J. SCHNITZER

JOSEPH I. SCHWARTZ

M. PETER SCHWETZER

MORRIS SENDEROVITZ, JR.

GEORGE SHAPIRO

DAVID SILBERT

SAMUEL SINGER

ROGER P. SONNABEND

RUDOLF C. SONNENBERG

ALBERT A. SPIEGEL

EDMAN H. STEIN

DAVID STEIN

LOUIS D. STERN

*PHILIP STOLLMAN

S. SIDNEY STONEMAN

JOSEPH H. STREHLITZ

*LEONARD R. STREHLITZ

REINHARD STRIAK

JOSEPH TALAMO

KARL J. TRANIV

HARVIN L. WARNER

MILTON WEINSTEIN

WILLIAM WEINSTEIN

CHARLES H. YALEM

*PAUL ZUCKERMAN

*Member, Executive Committee

Honorary Chairmen

MORRIS W. BERNSTEIN

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*DEWEY D. STONE

*EDWARD M. M. WARBURG

Honorary National Chairman

*SAMUEL H. BAROBY

JOSEPH BOLTZMAN

ABRAHAM KENNER

ALBERT A. LEVIN

BENJAMIN H. SWIG

Honorary Special Fund Chairmen

*JOSEPH M. BAZER

SAMUEL RUBIN

ROBERT W. SCHIFF

National Co-Treasurers

ABRAHAM GOODMAN

JOSEPH I. LEVIN

Honorary

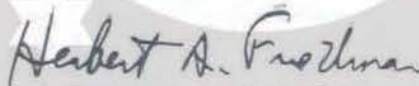
*GOTTLIEB HAMMER

*CHARLES H. JORDAN

To complete the team, I am pleased to announce that Peter Colwin, who has held various executive positions with the UJA, going back to those ancient days of the Trade and Industry Division, will serve as Associate National Field Director, with additional responsibilities for allocations and the Big Gifts Development program.

I am sure you will welcome the appointment of these two experienced professional men and that you will give Marty and Pete the same fine cooperation you gave Ed and Lenny.

Sincerely



Herbert A. Friedman

HAF:bga



4 May 1967

Mr. Edward R. Vajda
United Jewish Appeal
1290 Avenue of the Americas
New York, N. Y. 10019

Dear Ed:

With reference to your letter of April 24, I wish to advise you that the various suggestions and requests which you have made are acceptable.

May I repeat in writing what I said to you in person. I am sorry to see you go, but I am confident that you made your decision in full maturity and that you will do well in your new job.

With my best wishes to you and Laura, I am,

Cordially,

HAF:gb

Herbert A. Friedman

cc: W.ULLMAN EP IL HAF

5 April 1967

Dr. Bernard J. Cosneck
Assistant Professor
Department of Sociology
Lamar State College of Technology
Beaumont, Texas

Dear Dr. Cosneck:

In response to your letter of March 31, regarding a grant from the United Jewish Appeal for a cross-cultural research project in Israel, I regret to advise you that the United Jewish Appeal is unable to provide funds for this purpose.

The proceeds of its nationwide campaign are distributed under the terms of an agreement entered into by its three constituent agencies: the United Israel Appeal, the Joint Distribution Committee and the New York Association for New Americans. It has no funds available for any other purpose, no matter how worthy the cause.

I wish you every success in your project.

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

4 April 1967

Mr. Leslie L. Jacobs
6311 Bandera Ave. Apt. C
Dallas, Texas 75225

Dear Leslie:

I have your letter of 29 March and was delighted to hear from you. You have not heard from me lately because I have been on the campaign circuit running all over the country.

In spite of that, I have kept close watch on the progress of your pre-kindergarten schools. I notice from your letter to Mr. Goldman that it will be possible for you to be in Israel for a short stay during July, and you ask me when I am going to be there.

By happy coincidence I will also be there in July, working with two UJA Missions -- the Young Leadership group and the new University Student Mission which we are trying this year for the first time. I expect to be there the entire month, and certainly would want to coordinate plans with you so that we get together while you are there.

I would be thrilled and delighted to be present at any dedication ceremony which might be arranged. As I recall, the date is towards the end of the month. I will ask Mr. Goldman to keep me informed of the exact date and I hope you will let me know when you are planning to go there.

With very warm regards and looking forward very much to seeing you, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

16 March 1967

Mr. James Myers
620 Williams Boulevard
Springfield, Illinois

Dear Jim:

It was good to hear from you again. I read your article in the Chicago Tribune with interest and am amazed at your versatility.

With regard to A. L. Fierst, I think you will be pleased to know that he was responsible for the publication of many successful books including Teahouse of the August Moon. I recommended Mr. Fierst to you on the basis of the experience of a former colleague of mine, who had six books published as a result of his representation. Mr. Fierst is quite well known in the literary field and also operates a school for writers.

I hope that this information satiates your understandable curiosity and that your efforts to publish your novel meet with success.

With warmest regards,

Sincerely,

Herbert A. Friedman

HAF:hdw

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3 March, 1967

Mr. Hanoch Nenner, Managing Director
Spotlight Publications Limited
88 Hahashmonaim Street
Tel Aviv, Israel

Dear Mr. Nenner:

I certainly do remember our being together in Eilat and the picture of us that you describe. It is too bad that we missed seeing each other again in Marseilles.

I am sorry to have to tell you now that there apparently is some misunderstanding in regard to our providing lists of contributors who would be sent copies of "Spotlight". I really could not have agreed in principle to supplying them because, in terms of its agreement with the communities throughout the United States, the UJA may not as a matter of policy provide any other organization or person with names and addresses of contributors. This arrangement with the communities is of many years' standing.

The magazine does sound quite interesting, and I of course wish you success with it.

With kindest regards,

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF:hga

1 March 1967

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Mr. Allan Farber
160 Fremont Street
Worcester 3, Mass.

Dear Allan:

I was delighted to have your note and am very happy that all the arrangements have worked out for the 8 April meeting honoring Joe Talamo. When you were trying to reach me by phone, I was running around from city to city like a chicken without a head.

I finally am back at my desk this morning (came in at 2 A.M. from Scranton) and have a couple of hours to catch up before going out to the airport this afternoon to receive Ben Gution.

It is good to hear that there are increases this year, which will be allocated for overseas needs. We certainly need to raise more money. The unemployment situation in Israel is actually getting desperate.

I think the idea of a man and wife dinner is good. Experience shows that the women do not inhibit the men from giving, and, as a matter of fact, the wives themselves often wind up giving more in the women's division campaign. I don't know at this point whether Francine can come - but I certainly hope she will. I will extend your invitation to her.

Try to come in to the Ben Gurion dinner on the 14th. Thanks again for writing.

Herb

X

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UNITED JEWISH APPEAL

BAKSTANSKY

Feb. ⁷ 1967

ZIONBURO
LONDON (ENGLAND)

W.U. CABLES

CAN SPARE UP TO TWOHUNDRED COPIES IF YOU NEED THAT MANY. PLEASE
TELL ME SPECIFICALLY WHAT IS MINIMUM YOU NEED. UPON WORD FROM
YOU WE WILL SHIP THEM OUT AIR FREIGHT.

FRIEDMAN

cc: Donald Hurwitz, Phila.
ZC

24 January 1967

Mrs. Rosaline Feinstein
220 West Rittenhouse Square
Philadelphia, Pa.

Dear Rosaline:

I have just received a note from Don Hurwitz informing me that you will provide a scholarship which will enable a young Philadelphian to participate in the UJA University Study Mission. Your enlightened vision commands my deepest respect and sincere appreciation.

I am hopeful that your splendid example of community leadership will stimulate similar response in communities throughout the country and will enable many American-Jewish young people harvest the benefits of a truly meaningful and enriching experience.

With warmest wishes, I am,

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF:hds

19 January 1967

Dr. Benjamin N. Levy
Jewish Community Council
152 Temple Street
New Haven, Conn. 00610

Dear Ben:

I want to thank you and the leaders of the New Haven community for your most cordial reception last Monday evening. I really appreciate the courtesies extended to me and greatly enjoyed visiting with so many old friends.

Enclosed is a copy of the comparative campaign analysis which I discussed at our meeting. I hope that it will prove an effective tool for raising the level of giving in New Haven.

We have been advised by the UJA of Greater New York that Julian Lazarus' contribution is part of the gift made by his father Oscar; in 1966, the gift was \$5,500.

With all good wishes for a most successful campaign in 1967, I am,

Cordially,

Herbert A. Friedman
Executive Vice-Chairman

HAF:hdw
enc.

19 January 1967

Mr. Moshe Leshem
Ministry for Foreign Affairs
Jerusalem, Israel

Dear Moshe:

We have been in touch with the Consulate in New York regarding the brochure about Eshkol's tour of Africa and have arranged to distribute 1,000 copies to the key leadership of the UJA. The brochure is really beautifully executed and I want to thank you for making it available.

I also want to thank you for sending the photostatic copy of E.W. Hlyden's essay on the Jewish Question. I certainly share your enthusiasm about it.

With all good wishes,

Sincerely,

Herbert A. Friedman

HAF:hdw



UNITED JEWISH APPEAL

On Behalf of United Israel Appeal, Joint Distribution Committee, New York Association for New Americans

1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019

PLAZA 7-1500 CABLE ADDRESS: UJAPPEAL, NEW YORK

11 January, 1967

To: *Educ Dir + Campaign Dir*

AMERICAN JEWISH ARCHIVES

All of us at one time or another have been faced with questions in regard to the publicizing of information on contributors and their gifts at fund-raising functions and on community honor rolls. For this reason, I thought you would like to have the enclosed copy of a Responsum on this subject written by Dr. Solomon B. Freehof, world-renowned scholar and Rabbi of Rodef Shalom Temple in Pittsburgh.

With best regards.

Sincerely,

Herbert A. Friedman

Herbert A. Friedman

HAF:bga
Enc.

LISTING THE NAMES OF CONTRIBUTORS

There is frequent discussion in charity drives whether the name of the donor of a gift should be mentioned and recorded in some permanent form.

Responsum by Dr. Solomon B. Freehof, Rabbi of Rodelf Shalom Temple, Pittsburgh.

This question of recording the name of the donor of a gift for charity has been widely debated in recent years. Those who favor the practice say that a man is entitled to the pride that comes to him when it becomes known that he has been generous in a good cause. Also, mentioning the name of one donor encourages other donors to equal or to surpass his gift. Those who oppose the practice say that if a man gives only a small amount to a certain cause this is primarily his own affair and he should not be embarrassed by having the small amount permanently recorded. Because these opposite arguments each have weight, the practice as to permanently recording names varies from community to community.

Is there a preference in this matter to be found in Jewish legal tradition? It is obvious at the outset that a direct opinion can hardly be found in the tradition, because the present method of conducting drives is only a modern development. In earlier times they did not use our present method of audible auction to raise money for charity, though in one way there *was* something like it. For centuries the traditional synagogue was maintained by especially generous gifts, given on the various holidays. These gifts were for the purpose of securing the privilege of being called to the Torah, or participating in one way or another with the Torah ritual. The amount of the gift was actually determined by competitive bidding in the service itself, and the names of the donors, the successful ones and those who were outbidden, were all, of course, announced aloud in the synagogue. As far as I know, the names of these donors were not *permanently* recorded, but certainly they were publicly announced.

As for more permanent acknowledgment of gifts, we do have traditional opinions which are not only mentioned by various authors, but are recorded as actual law in the Codes. As we said, the raising of money in our present form for charity did not—could not—record itself in the literature, but what did record itself is close enough to our present charitable drives to be quite relevant to the question. Owing to the endless persecutions and expulsions, the central communal need was the rebuilding and refurnishing of the synagogues. With regard to that constant communal task there is the following discussion:

If a man gives a Menorah, a Torah cover, or other gift to the synagogue, should he have his name recorded on it or not? The classic discussion of this question goes back to the thirteenth century, to Rabbi Solomon ben Aderet in Barcelona, Spain, the greatest Spanish authority of the time. He says that there are both Biblical and Talmudic precedents for recording the names of the donors. The Torah itself mentions the names of the benefactors in connection with their good deeds. Thus, Reuben is mentioned for his deliverance of his brother Joseph; and Boaz, in Bethlehem, is likewise mentioned. As for the Talmud, says Solomon ben Aderet, there is in Baba Bathra 133b a clear record on the gifts to the Temple of Yose ben Yoezer and his son for their separate gifts. So, concluded the Spanish authority (this is in his Responsa, 582), it is proper to record the names of those who give gifts to the sanctuary, that they may have due memorial for their good deed, and also to open the door wide for other givers.

This opinion of Solomon ben Aderet is repeated by many later authorities, as for example, Mendel of Nicholsburg, in the eighteenth century ("Zemach Zedek" 52), and others. Finally, this is recorded in a rather remarkable way in the Shulchan Aruch, the official law code, Yore Deah 249 : 13, especially in the note of Moses Isserles (Kracow, sixteenth century). He says: "While it is a sin to boast of one's good deeds, nevertheless, it is proper to record the name of a donor on his gift, first, in order that this public record may prevent the gift's being misapplied to another purpose unintended by the giver, and, second, that it should be a memorial for him."

From all of the above we can come to a clear conclusion as to the spirit of Jewish tradition on the matter of recording the names of donors. If the purpose of announcing and recording the gift is merely boastful vanity, then to record the name is actually a sin (as Isserles said); but if it is for the purpose of *safeguarding* the gift, that it should not be misused for purposes unintended by the donor, or certainly, if for the more important purpose of *encouraging* other givers, then we should record the names, following the opinion of the great Spanish authority, Solomon ben Aderet, and thus, as he said, "open the door to other doers of good deeds."

cc: HAF
IL
ENS

11 January 1967

Mr. Eugene Rostow
Under Secretary of State
for Political Affairs
State Department
Washington, D. C.

Dear Mr. Rostow:

The Young Leadership Cabinet is an important segment of the United Jewish Appeal. This group comprises 118 young men from all parts of the United States whose average age is 35. They play a vital role and exert a positive influence in molding opinion not only in the area of Jewish affairs, but in civic and social activities in their communities. All are college graduates who have attained success in the business and professional world. The membership of the Young Leadership Cabinet of the UJA is comparable to that of the Young Presidents Organization whose qualifications, as you know, are that the candidate must be under 40 years of age and president of his own business which must gross at least one million dollars annually. In fact, many members of the Young Leadership Cabinet are members of the Young Presidents Organization.

The United States Department of State has invited the Young Leadership Cabinet members and their wives to participate in a Seminar on International and Domestic Issues Facing the Government, to be held in Washington February 23 - 24. The Seminar will be addressed by representatives of the Departments of State, Defense, Health Education and Welfare, and the Office of Economic Opportunity. The group will also meet with Vice-President Hubert H. Humphrey and will be conducted on a private tour of the White House.

The Department of State has set aside Thursday morning February 23, 10 o'clock for two briefing sessions, one on the Middle East and the other on NATO and Communism. Knowing how strongly you feel about NATO and its importance to the United States, I take the liberty of writing to ask that you meet with the Young Leadership Cabinet Thursday morning February 23 to discuss the significance of NATO in the light of recent developments in Europe.

It would give me great pleasure personally to see you again. My memory takes me back to the time when I was a boy in New Haven and our mothers were comparing and extolling the attributes of their respective sons.

I do hope that you will be able to join us at the Seminar.

Cordially,

Herbert A. Friedman
Executive Vice-Chairman

HAF:MMK

bcc: Robert Cleveland
Steven King

r

10 January 1967

Mr. Daniel Kessler
14 Warner Road
Maplewood, N.J.

Dear Dan:

Enclosed is some of the information I promised you regarding the giving of business corporations to the UJA.

This information is certainly not exhaustive, and does not include all the gifts made, but is a representative sampling. It shows, in effect, that many of the men who make large contributions pay part of it out of their own pockets and part of it from their publicly owned corporations. I notice that a rather careful balance is struck. The average seems to be that a man will pay about 1/3 of his gift from the corporation.

The point you really wanted to know was whether any money comes from publicly held corporations. The answer is "yes."

Hoping that this is useful information, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman

P.S. You realize, of course, that this is absolutely confidential and I would not want this material to be distributed to anyone else.

cc - Friedman

CONFIDENTIAL

To: Herbert A. Friedman

From: Comptroller

Subject: Gifts Received from Publicly-Held Corporations -- Names of Officers and Directors of these Corporations.

With the cooperation of Executive Directors, Campaign Directors, Comptrollers and our brokerage firm, Bruns, Nordeman & Co., I have compiled the following list of Officers and Directors of publicly-held corporations from which we receive substantial gifts. The record-keeping for these gifts varied considerably from community to community. Some communities know exactly what portion of an individual pledge was received from the publicly-held corporation in which this individual was involved. In the case of certain large gifts, the community could not define what portion was received through the publicly-held corporation.

LOS ANGELES, CALIFORNIA

Edward D. Mitchell
Beneficial Standard Life Insurance
756 S. Spring Street

Total Mitchell gift of \$82,000 includes
\$15,000 received directly from Beneficial
Standard Life Insurance

Officers: E. D. Mitchell; J. N. Mitchell; W. B. Colley; A. L. Buckman;
E. J. Falls; M. C. Hendershot; Marcus Loew; W. T. Hovey, Jr.;
Al Golden; A. J. Regenburt; H. Roth; M. Topper; H. Brodsky;
P. L. Williams; C. P. Streatfield.

Elliot Handler
Mattel, Inc.
5150 Rosecrans Avenue
Hawthorne, California

Total Handler gift is \$50,000 of which
\$20,000 is paid through Mattel, Inc.

Officers: E. Handler, President
R. Handler, Executive Vice-President
T. M. Horwith, Vice-President - Secretary-Treasurer

Directors: E. Handler, Chairman; J. Brooks; A. Handler; R. Handler;
S. Handler; T. M. Horwith; J. M. Kubert; A. S. Speer; H. Paul.

WASHINGTON, D. C.

Nehemiah M. Cohen
Jac J. Lehrman
Giant Food, Inc.
6900 Sheriff Rd.
Landover, Md.

Total Cohen-Lehrman gift is \$100,000.
A portion of the gift was paid through
Giant Food, Inc.

Officers: N. M. Cohen, Chairman
J. B. Dansansky, President
Jacob Lehrman, Executive Vice-President & Secretary
Emanuel Cohen, Treasurer

Directors: Israel Cohen; M. F. West, Jr.; L. P. Solomon; M. S. Gould;
Jacob Lehrman.

BOSTON, MASSACHUSETTS

Bernsteins
American Biltrite Rubber Co.
22 Willow Street
Chelsea, Mass.

The gift is \$75,000 and it is paid through
American Biltrite Rubber Co.

Officers: M. J. Bernstein, President
A. J. Bronstein, Secretary
R. G. Marcus, Treasurer

Directors: M. Marcus, Chairman; L. H. Martin; J. N. Mason; J. C. Whitehead;
D. W. Bernstein; E. L. Bernstein; M. J. Bernstein; A. J. Bronstein;
R. G. Marcus; W. M. Marcus.

Sidney R. Rabb
Stop & Shop, Inc.
393 D. Street

The gift is \$100,000 of which \$37,000 is
paid through Stop & Shop.

Officers: D. A. Cannon, President
L. D. Tarlin, Treasurer
M. E. Bernkopf, Clerk

Directors: S. R. Rabb, Chairman; W. Applebaum; M. E. Bernkopf; N. L. Cahners;
D. A. Cannon, A. J. Goldberg; I. W. Rabb; N. S. Rabb; Jacob
Rabinovitz; S. L. Solomon; L. D. Tarlin; W. W. Wolbach.

Cohen
Schwartz
Reiss
King's Department Stores, Inc.
150 California Street
Newton, Massachusetts

The total gift is \$33,500 of which \$17,750 is paid through King's Department Stores, Inc.

Officers: M. A. Candib, President
M. Greenberg, Secretary-Treasurer

Directors: A. O. Cohen, Chairman; M. A. Candib; B. M. Fiegar; A. G. Goldberg;
N. Greenberg; J. I. Hartblay; W. F. Kenny; C. J. Kittredge, Jr.;
H. S. Krusen.

Feldberg Family
Zayre Corp.
One Mercer Road
Natick, Massachusetts

Total Feldberg Family gift of \$50,000 is paid through the Zayre Corporation.

Officers: S. H. Feldberg, President
S. L. Feldberg, Treasurer
N. A. Lane, Secretary

Directors: Morris Feldberg, Chairman; A. Benkowitz; Max Feldberg;
S. H. Feldberg; S. L. Feldberg; N. A. Lane; M. L. Levy;
M. Natelson; W. J. Salmon; B. S. Stern.

S. L. Slosberg
M. M. Landay
Sumner Gerstein
Green Shoe Manufacturing Company
960 Harrison Avenue
Boston, Massachusetts

Total gift of \$40,000 is paid through Green Shoe Manufacturing Company

Officers: S. M. Gerstein, President
R. Landay, Secretary
M. M. Landay, Treasurer

Directors: S. L. Slosberg, Chairman; S. M. Gerstein; M. M. Landay; J. J. Minot;
C. D. Post; R. J. Potvin, Jr; M. J. Slosberg; A. G. Smith; F. J. Weber.

A. L. Morse
Morse Shoe, Inc.
555 Turnpike Street
Canton, Massachusetts

Total gift of \$76,000 is paid through
Morse Shoe, Inc.

Officers: A. L. Morse, President
H. T. Mann, Treasurer-Secretary

Directors: L. S. Morse, Chairman; A. Berkowitz; E. M. Jennings, Jr.;
J. F. Miller; A. L. Morse; W. B. Morse; L. Scovell; L. R. Shindler;
E. B. Shoolman; N. Tishman; L. A. Wien.

DETROIT, MICHIGAN

Abraham Borman
Borman Food Stores, Inc.
12300 Mark Twain Avenue
Detroit, Michigan

Total of Borman gift is \$135,000 of which
\$45,000 is paid through Borman Food Stores.

Officers: P. Borman, President
J. Kron, Executive Vice-President
S. B. Friedman, Secretary
M. Tulupman, Treasurer

Directors: T. Borman, Chairman; R. Berman; A. Borman; P. Borman;
P. D. Borman; E. H. Catron; J. G. Conway; A. Faudman; R. Forshaw;
S. B. Friedman; R. Garbarino; J. Kron; J. Megdell; E. Netherton;
S. Rapaport; M. Tulupman.

Handleman Family
Handleman Company
670 E. Woodbridge Ave.
Detroit, Michigan

Total Handleman gift is \$44,300 and it is
paid through the Handleman Company.

Officers: P. Handleman, Chairman & Chief Executive Officer
D. Handleman, President
M. Handleman, Treasurer
S. J. Karbel, Secretary

Directors: R. H. Cummings; P. M. Detwiler; F. Golden; D. Handleman;
J. Handleman; M. Handleman; P. Handleman; S. J. Karbel.

CLEVELAND, OHIO

Harry H. Stone
American Greetings Corporation
1300 W. 78th Street
Cleveland, Ohio

Total gift is \$130,000, a portion of which
is paid through American Greetings Corp.

Officers: J. Sapirstein, Chairman
I.I. Stone, President
A. J. Goodfellow, Secretary
H. H. Stone, Treasurer

Directors: F. E. Joseph; C. B. McDonald; L.F. Salchow; J. Sapirstein;
H.H. Stone; I.I. Stone; M.S. Stone

PITTSBURGH, PENNSYLVANIA

Joseph N. Katz
Samuel Katz
Hyman Katz
J. Emanuel Katz
Papercraft Corporation
5859 Centre Avenue
Pittsburgh, Pa.

Total Katz gift is \$50,000, part of which
is paid through Papercraft Corp.

Officers: J. M. Katz, President
W. Katz, Secretary
E. B. Yohe, Jr., Treasurer

Directors: J. M. Katz (Chairman); K.S. Boesch; A.R. Katz; H.I. Katz;
J.E. Katz; S. Katz; W. Katz; H.F. Vultee.

TULSA, OKLAHOMA

Sanditen
Oklahoma Tire & Supply Co.
P.O. B. 885
Tulsa, Oklahoma

Total Sanditen gift is \$87,000 of which
\$15,000 is paid through Oklahoma Tire &
Supply Co.

Officers: Julius Sanditen, President
Eli Sanditen, Executive Vice-President
Abe Brand, Executive Vice-President
Herman Sanditen, Treasurer
Samuel Minsky, Secretary

In my conversations with Executive Directors and Campaign Directors, I discovered that a number of gifts which people might have thought are paid by corporations are paid personally or through Foundations. Some of the gifts in this category are:

Max Firestein (Max Factor & Co.)
Daroff (Botany Industries, Inc.)
Hoffberger Family (National Brewing Co.)
Jesse Shwayder (Shwayder Bros., Inc)
Maurice H. Saltzman (Bobbie Brooks, Inc.)
Jacob Feldman (Commercial Metals Co.)
Robert I. Wishnick (Witco Chemical Co.)
Sol Kittay (Superior Mills)
M. Peter Schweitzer (Peter J. Schweitzer, Inc.)
Hamburger Family (Production Steel Co.)
Stollman Family (Biltmore Building Co.)
Charles Yalem (Aetna Finance Co.)
Philip Zinman (S. Jersey Mortgage)
Max Freedman (Cook Coffes Co.)
Joseph E. Cole (National Key Co.)
David N. Myers (Byerlyte Corp.)
Leighton Rosenthal & Milton Kramer (Cleveland Overall)
Walter Annenberg (Triangle Publications)
Merrill Hassenfeld (Hasbro Co.)
Victor Carter (Republic Corp.)

f
10 January 1967

Baron Edmund de Rothschild
45 Rue du Fauberg Saint Honore
Paris, France

My dear Baron:

I have your letter of 29 December and note that it will not be possible for us to meet. Frankly, I think your week's stay at Megeve is more important than any conversation that we might hold. You work too hard; it is something which I am sure you hear very often from your wife and friends.

Let us leave it for now, and as you suggested, I shall have some discussions with the people in Jerusalem when I am there next to see if any constructive suggestions can be made.

I look forward to seeing you again and for the meanwhile, have a very happy and healthy New Year.

Sincerely yours,

HAF:gb

Herbert A. Friedman

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9 January 1967

Mr. Stanley M. Nowinski
1422 Vine Street
Union Grove, Wisconsin 53182

Dear Stanley:

It was good to hear from you again. Thank you for sending the copy of Aba Gefen's book. Although I don't read Spanish, I am very happy to have the book and it will occupy a special place in my library.

With very warmest wishes to you and Hazel for a happy and healthy New Year, I am,

Sincerely,

Herbert A. Friedman

HAF:hdw

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United
Onion Skin

3 January 1967

Mr. Joseph Talamo
Talamo, Talamo & Philips
340 Main Street
Worcester, Massachusetts

Dear Joe:

I cabled Chaim Vinitzky immediately upon receiving your letter concerning Mr. Mell Sawyer's forthcoming visit to Israel. Chaim will extend any aid which Mr. Sawyer and his daughter may require and will also see that they are shown some of the UJA programs, if their schedule and circumstances permit it.

We missed you at the conference, which proved to be one of our most successful in recent years. I sincerely hope that you are feeling better now.

With warmest regards,

Cordially,

Herbert A. Friedman
Executive Vice-Chairman

HAF:hdw

6 January 1967

Mr. Benjamin J. Massell, Jr.
Massell Companies
40 Pryor Street, S. W.
Atlanta, Georgia

Dear Mr. Massell:

I shall be coming to Atlanta shortly for a weekend Regional Conference of the UJA. While there, I would love to have the opportunity of meeting with you alone for a short time to discuss a matter which your late father and I had talked about many years before his death.

I shall be arriving Thursday noon 19 January and remain until Sunday morning the 22nd. If at all possible, I would like to meet with you late in the afternoon of the 19th or that evening. Should that not be possible, I will conform to any free time you have during the period of my stay.

Looking forward to hearing from you, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman