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AMERICAN JEWISH ARCHIVES

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Series H: United Jewish Appeal, 1945-1995.

Subseries 2: Correspondence, 1947-1982.

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Dailies. 1970.

For more information on this collection, please see the finding aid on the
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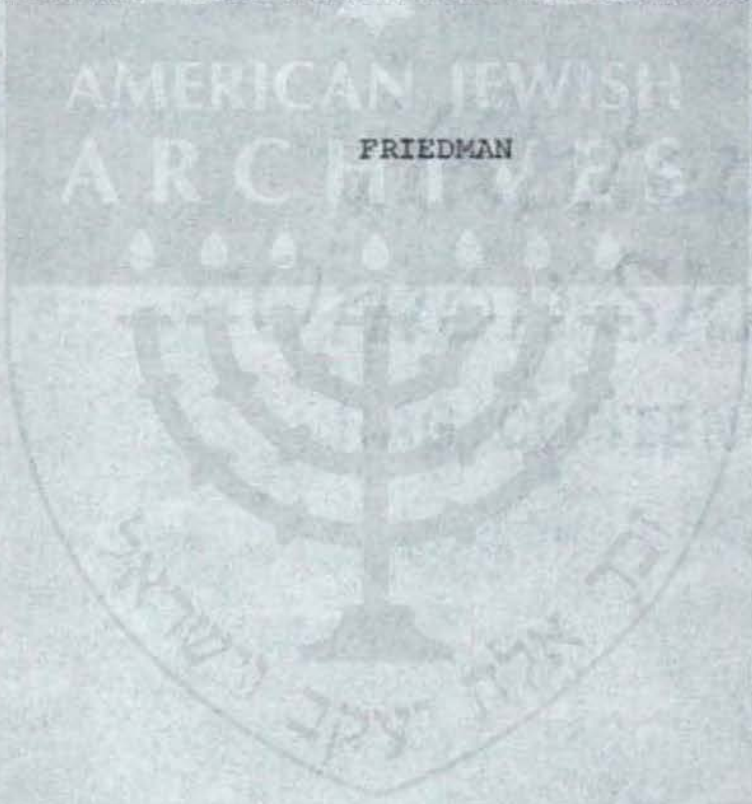
UNITED JEWISH APPEAL, 1290 Ave of Americas, NYC

ABBA EBAN
MINISTRY FOR FOREIGN AFFAIRS
JERUSALEM (ISRAEL)

ITT

THANKS YOUR REPLY. UNDERSTAND NECESSITY WEEKS DELAY. WILL CALL
YOU MONDAY FOUR JANUARY. HOPE ANSWER WILL BE AFFIRMATIVE. THANKS

REGARDS



Original Skin
HAS COPIES
15 December 1970

Mrs. Hilda H. Tucker
821 Green Street
Durham, N. C. 27701

Dear Mrs. Tucker:

I have your letter of 9 December and am sorry to say I "ain't" he. I was born in New Haven, Connecticut and went to high school there. The name is common. There is a missile expert in the navy by the same name, and about 10,000 others.

I am delighted that you hold the attitude you do about Israel. I, too, am in love with "the people, the land and the destiny." I certainly hope you make it some day to Jerusalem. If you do, we might meet there.

Sincerely yours,

Herbert A. Friedman

14 December 1970

Mr. Martin Hecht
107 N. Main Street
Cape Girardeau, Mo. 63701

Dear Marty:

I will be very happy to see you or talk to you any time you like about your brother. Let me know when you are coming to New York next or we can discuss whatever you wish over the telephone.

Looking forward to hearing from you, I am,

As ever,

Herbert A. Friedman

8 December 1970

Mr. Sam Goldfarb
2100 S. Ocean Lane
Fort Lauderdale, Florida

Dear Sam:

I have just finished reading your proposed letter entitled "At 68 - Healthier, Wealthier, Happier than Ever." You asked me my advice as to whether you should send the piece out. I think you should. I like it. I think it is direct and straightforward and might serve to show people the dimensions of the need.

The second thing you can do is really help Joe Kanter, who has lots of friends in Miami, but not too many people who are willing to go out on the street with him and pound the pavements in personal solicitations.

The best way you can serve the UJA in 1971 is not to go running all over the United States, but to try to achieve the \$10 million goal which has been set in Miami. That would be a tremendous breakthrough, and it can only be done by seeing individuals face to face, not writing letters and asking them for huge sums of money.

You sound so healthy and frisky that if you were able to see 100 individuals in Miami, you could really make that campaign a success.

With all best wishes, I am,

Sincerely yours,

Herbert A. Friedman

8 December 1970

Dr. Norman Diamond
3421 Tanglewood
Rolling Hills Estates, California
90274

Dear Dr. Diamond:

I am encleeing the names of three books. You said your teenagers are bright. I really think they will be able to digest these books.

And, if you read them yourself and discuss them with the kids, they will get even more out of them.

Good luck.

Sincerely yours,

Herbert A. Friedman

8 December 1970

Mr. Eli Broad
10801 National Boulevard
Los Angeles, California

Dear Eli:

It has been a long time since we met in your office with Ed Sanders. As I recall it, we ended that conversation on the note that we would get together to discuss a trip to Israel - either for yourself alone, in connection with one of your business trips, or together with your family. I would like to hear from you as to what your calendar looks like in the two or three months ahead and what you think the possibilities might be. I would like to be of service and to plan something with you.

Looking forward to hearing from you, I am,

As ever,

Herbert A. Friedman

7 December 1970

Mr. Ian Ballantine
Ballantine Books, Inc.
101 Fifth Avenue
New York, N.Y. 10003

Dear Mr. Ballantine:

I have read the uncorrected page proof edition of Michael Elkin's book, "Forged in Fury," which you sent me.

First of all there are two facts which are possibly errors. On the bottom of page 253 it is stated that there were "half a million Jewish survivors rotting in the DP camps in Europe." I worked in Europe at that time with the Bricha, and to the best of my knowledge, there never were more than a quarter of a million in camps. This was the maximum figure we ever used. There may have been additional Jews living freely in German towns and villages.

The second fact which I question is stated on the top of page 261 - and again on the bottom of page 263 - namely, that more than \$500 million was contributed to Haganah. I was quite familiar with this operation also, and I don't think one-tenth of this amount was ever contributed.

At any rate, I assume you will look into these two matters.

Now as to the more important comment, I found the book excellent. I think he did a beautiful job in the chapter entitled "Illusion and Reality," on the nagging question of Jewish resistance. It really is an excellent reply to Hannah Arendt.

I also think he performed a service in revealing the point of view embodied in the organization DIN. While this obviously never became Jewish public policy (and the Haganah would not go along with the Technit Aleph scheme), nevertheless I think it is important historically for people to know that this point of view existed among a group, however small.

Mr. Ian Ballantine

-2-

7 December 1970

I would hope that the book would have a large distribution. Speaking personally, as one who is intimately familiar with this material having lived through a great deal of it, I found that my interest was caught at the beginning and sustained to the end.

Sincerely yours,

Herbert A. Friedman



*Hunter
Onion Skin*

2 December 1970

Mr. Henry Shapiro
Palm Beach Towers
44 Coconut Row
Palm Beach, Florida

Dear Henry:

We have not been able to connect on the telephone and I am about to leave again for Los Angeles, so I decided to put my thoughts in writing.

You may recall that we sat on the balcony at the Hilton Hotel in Tel Aviv some weeks ago and I spoke to you about the possibility of a National Family Foundation gift of \$1 million for 1971. I spoke further about the fact that the allocation of this money into various cities in which it is now given was almost as important as the total size of the gift itself. I tried to explain that a large increase in the Chicago portion would be much more productive than a large increase in the Baltimore or Boston portions, for example. The reason for that is that a large increase in Chicago might have a greater possibility of stimulating other large increases, and more so than in other cities.

At any rate, the question of allocation is secondary to the question of total amount. As far as I can ascertain, the 1970 gift was as follows:

Detroit	\$20,000
Los Angeles	12,000
Chicago	70,000
Baltimore	95,000
Boston	37,500
Lynn	<u>12,500</u>

Total \$247,000

I recall your telling me that there would be a Family Foundation meeting in Palm Beach on December 6th and that you hoped that there could be a decision at that time. I am writing

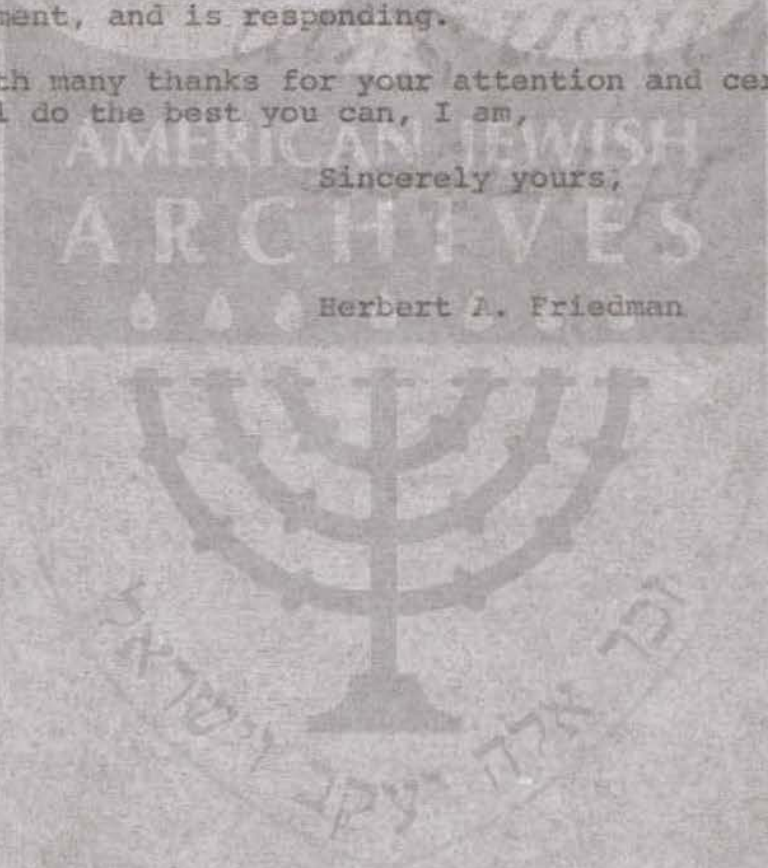
this letter to urge and pray and hope that you generous people will be able to reach the sum discussed, because I know what an enormous impact it would have.

By the way, for your information, there are already committed for 1971 campaign 10 gifts of \$1 million or over with 2 more under negotiation and almost concluded. This compares to a total during the entire 1970 campaign of only 5 gifts in that category. So you can see that the Jewish leadership of this country does have an understanding of the enormous financial crisis through which Israel is passing at this moment, and is responding.

With many thanks for your attention and certain that you will do the best you can, I am,

Sincerely yours,

Herbert A. Friedman



2 December 1970

Mr. Louis Wolfson
6466 N. Bay Road
Miami Beach, Florida

Dear Mr. Wolfson:

The visit we had last week in Joe Kanter's house was most interesting. I have been travelling almost constantly so yesterday was the first opportunity I had to call Rabbi Lefkowitz of Jacksonville. I discussed the matter with him exactly as we agreed, namely, by stating that you were not committed, one way or the other and that you would chair the meeting without expressing any opinion. I solicited his support and urged him to express to you his favorable reaction.

There is one small technical matter. Our request of you was made verbally for a gift of \$250,000 to the Israel Emergency Fund of the United Jewish Appeal. Is that verbal request sufficient, or does legal protocol require a written application? Obviously, I would prefer that the whole thing be kept as simple as possible. On the other, I did not want to overlook the technicalities. Please guide me as to your procedures.

I am reading the two speeches you left with me, and without making any very detailed analysis of my reactions, I will say, at the very least, that you have a way of digging out little known facts and presenting them in a sharp and direct fashion. That style is refreshing.

Sincerely yours,

Herbert A. Friedman

cc: (blind) Joseph Kanter

1st December 1970

Mr. Clifford Pearlman
Jockey Club
11111 Biscayne Blvd.
N. Miami, Florida

Dear Cliff:

I certainly enjoyed that early morning visit to you with Joe Kanter. I had the impression that you listened carefully. I came away with the feeling that, in spite of all business problems and depressed stock prices, you would do your best to achieve the figure of \$150,000.

I would like to stress one point which we discussed only at the very last moment, as you were getting your car. That is the question of where your contribution would do the most good. You said you were going to look up your records to see what you did in Las Vegas and in Palm Springs. I want to recall to you my recommendation that an increase to Miami would probably have the effect of generating more additional increases than it would have in either one of the other two cities.

Please give the whole matter deep and earnest consideration. A lot is riding on your shoulders. You can help achieve a \$10 million result in Miami, for that is the size of the 1971 goal.

Sincerely yours,

Herbert A. Friedman

cc: (blind) Joseph Kanter

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UNITED JEWISH APPEAL 1290 6th Ave. NYC

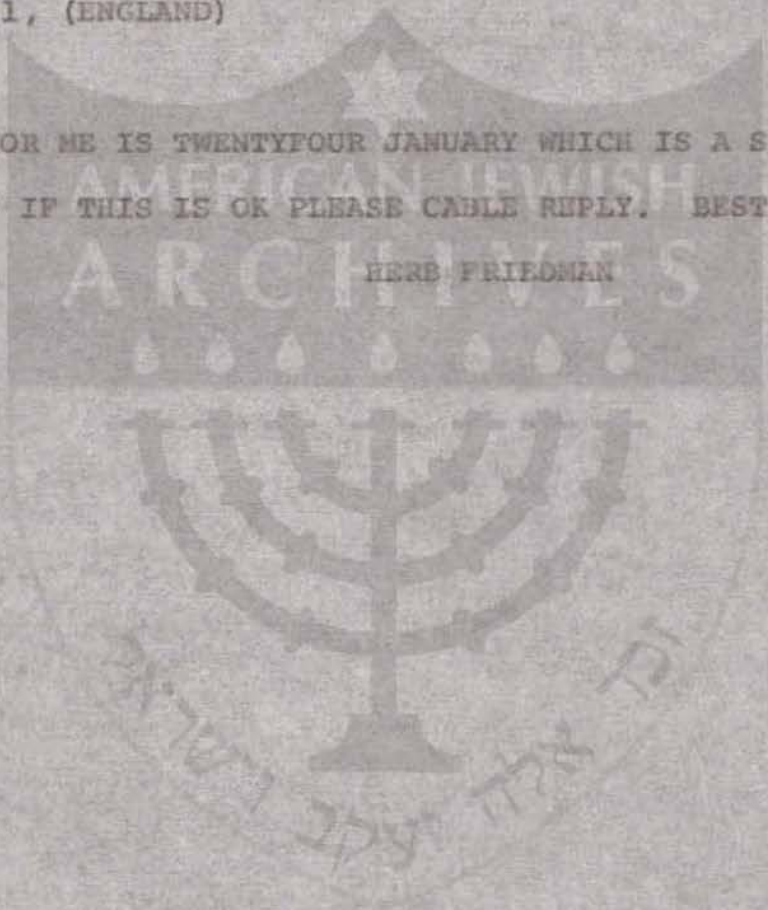
Nov. 25, 1970

TREVOR CHINN
LEX SERVICE GROUP
18 GREAT MARLBORO STREET
LONDON, W. 1, (ENGLAND)

ITT

BEST DATE FOR ME IS TWENTYFOUR JANUARY WHICH IS A SUNDAY AS YOU
REQUESTED. IF THIS IS OK PLEASE CABLE RUPPLY. BEST REGARDS

HERB FRIEDMAN



RECEIVED
 NOV 25 1970
 UNITED JEWISH APPEAL
 1290 6TH AVENUE
 NEW YORK, N.Y. 10020

28 October 1970

Mr. Jack Warner
Sherry Netherland Hotel
5th Avenue & 59th Street
New York, N.Y.

Dear Jack:

Words absolutely are impossible to describe the joy and pleasure which Prime Minister Golda Meir felt when I told her that you had pledged \$1 million for the 1971 campaign. She was thrilled beyond measure, and just at the moment that I was giving her the good news, your telegram arrived, which added to her pleasure. It was a very thoughtful gesture on your part.

The meeting as a whole at Max Firestein's house was a tremendous success. There were six gifts (including yours) for a total of over \$5 million. That is really the strongest possible start for Los Angeles and should enable the community to go a long way towards reaching its goal.

Beyond Los Angeles, your gift will have national repercussions, because it will encourage people in every large community throughout the United States. It is a beautiful gift, deserving of your high standards of performance, and measuring up to Israel's needs in these critical times. You are a great human being and a great leader. You did what was necessary to do, at the right time, when your deed can help to bring in extra tens and tens of millions.

We are having the first opening top-level public luncheon of the 1971 campaign on December 10, 1970. It will be held at the 21 Club here in New York. We hope Moshe Dayan will be there. I would want you to come in person and announce this gift. We will probably have around 50 fellows there from all over the country. Minimum contribution is \$150,000, so you can see the level of meeting it will be. Your announcement made at that meeting, will electrify the crowd. Please put the date on your calendar, and let me know that you will attend.

God bless you.

Sincerely yours,

Herbert A. Friedman

cc: (blind) Alving Bronstein

19 October 1970

Mr. Jacob Feldman
Commercial Metals
512 S. Akard Street
Dallas, Texas 75202

Dear Jake:

I am writing this letter, rather than calling you in person, because I would prefer not to tire you out with an extensive telephone conversation. I know you will read this letter quietly and carefully, and I know that if it is humanly possible you will respond to this request.

In order to raise the amount of money which Israel requires next year, a \$1 million standard must be set throughout the United States. I do not have to describe the needs to you. You were at the recent Executive Committee session of the UJA and heard the whole story from Simcha Dinitz, in addition to having heard it in Israel very recently. Here is the first chance in 22 years to do something serious about protecting Israel's survival, and therefore, we simply must seek a huge amount of money.

There are already several \$1 million gifts from various parts of the country. This coming Monday, 26 October, there will be a lunch in Mrs. Golda Meir's suite at the Waldorf Towers for a small handful of men who are able to make seven-figure gifts. If it is at all humanly possible for you to be included in that category, you should be there. That same night there will be another million-dollar meeting at the home of Larry Tisch, just for New Yorkers; and the next day there will be still another similar-level meeting at the home of Max Firestein in Los Angeles.

Dear Jake, you have always been one of the strongest supporters of Israel in the United States. I have no idea if you are financially able at this point to consider such a gift. I have no desire whatsoever to bring any pressure upon you. You are the gentlest of men and the kindest. The purpose of my letter is simply to bring to your attention the fact that gifts of this size are required, if the campaign for \$500 million is to be successful, and to ask you whether it is possible for you to be among the contributors of that size.

19 October 1970

If I have aimed too high, I am sure you will understand and forgive me. I know that the time is short, but I also know you have a way of making up your mind quickly, so that if it is possible you will let me know before next Monday. If it is not possible, I will certainly respect your decision and I know you will do the very best you can.

Very sincerely yours,

Herbert A. Friedman

AMERICAN JEWISH
ARCHIVES



יד ושם
מוזיאון תל אביב
למורשת יהודית
אמריקאית

HERBERT A. FRIEDMAN
1290 AVENUE OF THE AMERICAS
NEW YORK 19, N. Y.

September 28, 1970

Mr. Norton Simon
Beverly Hills Hotel-Bungalow 2
Beverly Hills, California

Dear Mr. Simon:

When we met last, I said I would look into the matter of the costs of programs for Arabs now living under Israeli jurisdiction. The following is a brief report:

In view of the assumption by Israel of the responsibility for the fate of approximately one million Arabs living in the areas known as the West Bank and the Gaza Strip, which have been administered by Israel since the Six-Day War, a new financial burden has been created and has been carried by the people of Israel. The Arabs living in the administered territories are cared for by the Israeli authorities in matters of health, education, welfare, employment, and standard governmental services, as are Jewish citizens of Israel. This is a most impressive fact, representing an attitude of humanitarianism, which may be based upon enlightened self-interest, but whatever the motive it is certainly not the usual relationship of victor to vanquished. Actually, the attitude is based on the very long range policy of the Israeli leaders that Arabs and Jews will be living side by side in the Middle East for centuries to come, and must learn to live as friends not enemies, or at least in tolerance and not hatred.

The best time to begin this policy is now, and the best place to begin is in the administered territories which are contiguous to Israel. The cost of this policy this year is \$52.8 million, spent as follows:

	<u>\$ Million</u>
Health Services	4.0
Education & Vocational Training	13.1
Welfare & Sheltered Workshops	6.0
Agriculture & Water Development	4.0
Special Projects	1.4
Regular Administration (which includes the entire Civil Service, Police, Fire, Sanitation, roads and all normal governmental services)	24.3
	<u>\$52.8</u>

Continued...

HERBERT A. FRIEDMAN
1290 AVENUE OF THE AMERICAS
NEW YORK 19, N. Y.

September 28, 1970

Page -2-

In addition, there are two interesting items. In El Arish, in the northern Sinai Peninsula, the Arab hospital is supervised by Tel Hashomer Hospital near Tel Aviv, which is the largest government hospital in Israel. For his work in supervising, Dr. Shani received the Schweitzer Prize.

Secondly, in Gaza, Tel Hashomer built the Rinal Clinic, and operates it with standards equal to those obtaining in Israel itself.

This type of medical service was never before available to the Arabs of the Gaza Strip and Sinai where they lived under Egyptian sovereignty, before the Six-Day War.

You said that I might call to obtain your reply to my request. I shall be arriving at the Beverly Hills Hotel around noon, 7th of October, and will remain that day and the next. I will call upon my arrival, and hope that we will be able to meet again.

Sincerely,



f
June 4, 1970

Mr. Al Gilens

Herbert A. Friedman

I have just listened to the tape and looked at the slides prepared by Neil Weinberg. I think this is a remarkable presentation. I want to keep the tape and slides, so that if there was any financial cost to him, please reimburse him. I want to keep them because I think they should be permanently here and I intend to show them to as many people as possible.

I am writing a personal note to him which I am enclosing and would appreciate your seeing to it that it is delivered to him. I do not have his address.

As far as using him, I would think that you should puch him into every single temple and college group to which you can possibly get access. I really think this is a remarkable job. As a matter of fact, as a final thought, I intend to take it to Williamsburg with me tomorrow and show to the Executive Committee.

ORIGINAL SENT
RAB. CONTENT

Hunter
Omon Skin

4 June 1970

Rabbi Jacob Lantz
Temple Shalom
Richards Avenue
Norwalk, Conn. 06850

Dear Jack:

I have your note inviting me to share the pulpit with you on 17 October at the Bar Mitzvah of Earl Jordan's son.

My deepest thanks for the invitation, but I must decline the honor for a very simple reason. I am not at all certain at this point as to whether I shall be in the country at that time. Our annual Study Mission will begin in Israel on 25 October and I am not certain exactly when I will be going over. I always go a few days in advance, and never know until the last minute.

If I am in the country, I would certainly love to attend the Bar Mitzvah, but will do so sitting in the pew instead of on the pulpit.

Again, thanks for the invitation and looking forward to the event, I am,

Sincerely yours,

Herbert A. Friedman

4 June 1970

Rabbi Arnold J. Wolf
1301 Clavey Road
Highland Park, Illinois 60035

Dear Arnold:

Believe it or not, this is the first chance I have had to comment on the letter of 15 May which you sent to Jimmy Rice, with a copy to me.

I appreciate very much your having written it and I certainly think it should clear up any misunderstanding. Your position is perfectly clear to me.

The short time we spoke together in Milwaukee was good for both of us, I think. The present situation of continuously escalating warfare and no peace in Israel will probably require another similar conversation a few months from now. We should try to get together in September and talk the matter over again.

Most cordially,

Herbert A. Friedman

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UNITED JEWISH APPEAL

JUNE 4, 1970

MICHAEL BARZILAI
KERYESOD
JERUSALEM (ISRAEL)

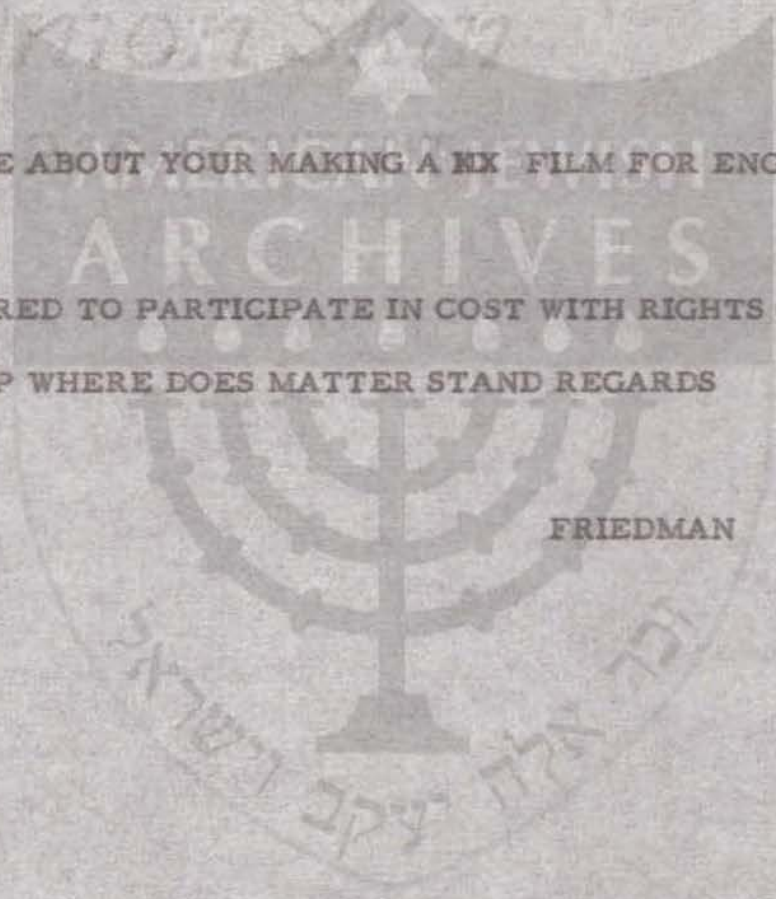
ITT

Handwritten: Hunter
Orion Star

WE ONCE SPOKE ABOUT YOUR MAKING A MK FILM FOR ENGLAND 1971

AND EYE OFFERED TO PARTICIPATE IN COST WITH RIGHTS OF CONSULTATION
ON SCRIPT STOP WHERE DOES MATTER STAND REGARDS

FRIEDMAN



*International
Telegram Via*

ITT

Word Count _____ Full Rate Unless Checked (✓)

Full Rate Letter Telegram Service (LT) *Y*

Sender's Name and Address

UNITED JEWISH APPEAL

Date

~~XXXXX~~ JUNE 2, 1970

To

~~XXXX~~ WEIZMANN
HAKIRYA
JERUSALEM (ISRAEL)

AMERICAN JEWIS
ARCHIVE

Via

ITT

insert "ITT"

DEAR EZER NOBODY GETS YOUNGER BUT YOU CARRY IT WELL ALL THE
BEST

HERB FRIEDMAN

ITT World Communications Inc. subsidiary of International Telephone and Telegraph Corporation

All messages are accepted subject to rates, rules and regulations in the applicable tariffs on file with the Federal Communications Commission.

5 June 1970

Mr. Lawrence Aberman
Carriage House
5401 Collins Avenue
Miami Beach, Florida

Dear Mr. Aberman:

I was in Pittsburgh recently and Mr. Alex Robinson spoke to me about the fact that you were planning to go to Israel for a week in September. He showed me a note from you saying that you were arriving on September 17th and remaining until the 24th. We would like to do everything possible to make your trip meaningful and enjoyable.

I would, therefore, appreciate it very much if you would tell us exactly what it is we can do for you. Do you have your own hotel reservations? If not, can we accommodate you in some way? Do you have your own driver? Mr. Robinson said that he had recommended to you a driver-guide, a man by the name of Dan Turk, 4 Trumpeldor Street, Bat Yam. Do you want us to attempt to reserve him for you, or would you rather have someone else.

If you could give me some idea of what you are interested in, I can then make various appointments for you to meet people so that you can make the best use of your time.

Mr. Robinson, as you know, is a great friend of Israel. Anything we can do, therefore, to be of service to you, as a friend of his, we are pleased and delighted to do.

I look forward to hearing from you so that we can begin to work out a program together. With all good wishes, I am,

Sincerely yours,

Herbert A. Friedman

cc: Mr. Alex Robinson

476 00 26 May 1970

Mr. Harry Schultz, C.P.A.
P.O.B. 45
Harrisburg, Pa. 17108

Dear Mr. Schultz:

Mr. Jac Lehrman of Washington, D.C. is keenly interested in the Leo Baeck Comprehensive High School in Haifa, of which the Community Center is to be named for him, and has made a pledge of \$200,000 towards the construction of this complex.

Due to the pressures of war, almost the entire construction industry has been mobilized to provide shelters along the exposed borders of Israel. It is extremely urgent that all civilian projects which are under way, and close to completion, should be completed as quickly as possible, so that contractors can be released for the pressing defense needs. The Leo Baeck School and Lehrman Community Center are rapidly approaching completion and it is entirely possible to have them finished in time for operation this coming school year in October. In order to achieve this, it is necessary to maintain a constant flow of cash so the workers can be kept on the job and no delays occur.

Mr. Lehrman understands this quite clearly and is eager to help achieve this purpose. We are aware that there may be some problems connected with deductibility of contributions in any one given year. From our point of view, it would be entirely possible for him to make a loan of the \$200,000 to the Israel Education Fund, which could then be converted into payment of his pledge during the first available year which would permit that. Other donors have done this, and there has been no problem whatsoever.

I am writing this letter to you, seeking your help and cooperation, to assist Mr. Lehrman in achieving this objective, which he really would like to do.

With many thanks for your anticipated help, I am,

Sincerely yours,

Herbert A. Friedman

cc: Mr. Jac Lehrman

f

18 May 1970

Mr. David Tanne
Bank T'fachot
Jerusalem, Israel

Dear friend Tanne:

During many years we have always spoken about the problems of the Jewish people and the building of millions of dollars worth of housing.

In this letter I want to speak about the problems of one Jew and the building of one house. As you may have heard, I have built a large house for my family in Caesarea, approximately 350 square metres. It is a beautiful permanent house. I have brought to Israel already in the construction of this house more than \$100,000. It is almost completed and my whole family will be coming to live for the summer.

I need a favor in order to complete all the payments due to various contractors. I would like to have a mortgage for IL 100,000, at your lowest possible rate of interest, for a period of approximately five years. I may even be able to pay off the mortgage more quickly than that.

I would appreciate your reaction to this letter as soon as possible, so that I can make contingency plans, if necessary.

Looking forward to hearing from you, I am,

Warmly and sincerely yours,

Herbert A. Friedman

F

April 18, 1969

Mr. Louis Broido
American Jewish Joint Distribution Committee
60 East 42nd Street
New York, New York

Dear Louis:

Herb Friedman asked me to send you the enclosed draft so that you would have the opportunity to read it at your leisure. I would deeply appreciate any opinions you might have regarding the plan outlined in the draft.

Best wishes.

Cordially,

Irving Bernstein

IB:afk

Encl.

✓
April 18, 1969

AMERICAN JEWISH
UNIVERSITY

Mr. Samuel Rothberg
4739 Grand View Drive
Peoria, Illinois 61614

Dear Sam:

Herb Friedman asked me to send you the enclosed draft so that you would have the opportunity to read it at your leisure. I would deeply appreciate any opinions you might have regarding the plan outlined in the draft.

Best wishes.

Cordially,

Irving Bernstein

IB:afk

Encl.

V

April 18, 1969

Mr. Dewey D. Stone
53 Arlington Street
Brockton, Massachusetts 02401

Dear Dewey:

Herb Friedman asked me to send you the enclosed draft so that you would have the opportunity to read it at your leisure. I would deeply appreciate any opinions you might have regarding the plan outlined in the draft.

Best wishes.

Cordially,

Irving Bernstein

IB:afk

Encl.

✓
April 18, 1969

Mr. Max M. Fisher
2210 Fisher Building
Detroit, Michigan 48202

Dear Max:

Herb Friedman asked me to send you the enclosed draft so that you would have the opportunity to read it at your leisure. I would deeply appreciate any opinions you might have regarding the plan outlined in the draft.

Best wishes.

Cordially,

Irving Bernstein

IB:afk

3 April 1970

H. E. Golda Meir
Prime Minister
State of Israel
Jerusalem, Israel

Dear Madame Prime Minister:

Commander Shaul Rosolio of the Israel Police, has just completed a speaking tour on behalf of the United Jewish Appeal which was one of the most remarkable and productive effort conducted by any Israeli official. I simply thought you should know how cooperative and helpful he was. He covered 15 cities, spoke at 29 separate meetings (sometimes as many as three and four in one day), and received standing ovations on many occasions.

Everywhere he went, he created a feeling of pride in Israel, and gave pride to the Jews of these communities when they saw the caliber which he represented as a public official. His was such an uncommonly good tour that I felt constrained to write these few words to you.

Sincerely yours,

Herbert A. Friedman

cc: Shlomo Hillel, Minister of Police

cc: Shaul Rosolio (bD)

1st April 1970

Rabbi Hillel Silverman
Sinai Temple
10400 Wilshire Boulevard
Los Angeles, California 90024

Dear Hillel:

I cannot tell you how pleased and delighted I am with your letter of 13 March, in which you tell me about the action of your Board of Directors. It is absolutely splendid, and will be more helpful than you can possibly imagine in beginning to set a national tone.

I hope Earl Jordan is keeping you up to date. Our present plan is to work on a pilot project with about 15 congregations throughout the entire country. Yours is one of the first to have come through, and you can be sure that we will use your example to influence others. Once this pilot group is successfully completed, we will then use it as a base for a national springboard to every congregation in the country.

With many thanks for your enthusiastic support, I am,

As ever,

Herbert A. Friedman

f

1st April 1970

Dr. Edward Kamenir, President
Sinai Temple
10400 Wilshire Boulevard
Los Angeles, California 90024

Dear Dr. Kamenir:

I have been informed by Rabbi Silverman of the magnificent action of your Board, and I have also seen the exchange of letters between yourself and Rabbi Jordan of our staff.

I should like to extend my personal congratulations for this type of leadership. You may realize, and on the other hand, you yourself may not even be aware, that the national implications of your action are enormous. You are assisting Israel and the Jewish people in a very important manner.

With deepest thanks again for the statesmanship, and with kindest regards, I am,

Sincerely yours,

Herbert A. Friedman

f

1st April 1970

Mr. Bram Goldsmith
Jewish Federation Council
590 N. Vermont Avenue
Los Angeles, California 90004

Dear Bram:

I have finally received your letter of 18 March, enclosing correspondence with Amnon Barness. I note your answer to him, with which I agree wholeheartedly. You have really already replied to Rabbi Merritt's suggestion about 'pressing her for a retraction. You yourself realize that there isn't much sense in this. I am convinced, after years of experience with her, that she will not print a retraction, because that would destroy her twenty-year crusade. The best policy is to treat her with silence, and simply seek to inform people, as we have done, that she is irresponsible.

It is interesting that Barness' letter should have referred to a conversation "between two prominent members of the Board of Sinai Temple. I say it is interesting because by coincidence, this very Sinai Temple has gone along with, and made a major step in the direction of, what could be a revolution in American Jewish organized life. I have been trying for years to work out the mechanics of requiring that every member of every synagogue of America of every denomination become a contributor. After many experiments and failures, I think we are finally succeeding.

I have selected a group of 15 congregations throughout the country to act as pilots. Sinai Temple was one. Sinai Temple passed a resolution by its Board of Trustees which reads as follows: "That every member of Sinai Temple be counted among the contributors to the U. J. W. F. and that, therefore, such giving be a pre-requisite to membership therein."

1st April 1970

I really think that that is the best answer to Mrs. Rosmarin. I have written letters of congratulations to Rabbi Silverman and Dr. Edward Kamenir, President of the Temple.

I have asked a second Los Angeles congregation to join the pilot and they have agreed; that is the congregation of Rabbi Simon Dolgin, called Beth Jacob. By the end of June, I should know what our preliminary success has been, in statistical form. Then we will jump off into a national program for next year. Wouldn't it be nice if every member of every congregation in the Los Angeles area were a contributor to the Welfare Fund? Would you say that that would mean another 10,000 contributors, or perhaps 20,000? And while the dollar might begin small, won't they add up to something in the future?

AMERICAN JEWISH
ARCHIVES

Kindest personal regards.

Sincerely yours,

Herbert A. Friedman



1st April 1970

Dr. Nelson Glueck
Hebrew Union College
Clifton Avenue
Cincinnati, Ohio 45220

Dear Nelson:

I was pleased and happy to receive your letter of 27 March informing me of the decision to confer the degree of Doctor of Divinity, honoris causa.

Of course, I shall be delighted to accept and will await further word regarding time, place and all other details.

As ever,

Herbert A. Friedman

x

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UNITED JEWISH APPEAL

MARCH 23, 1970

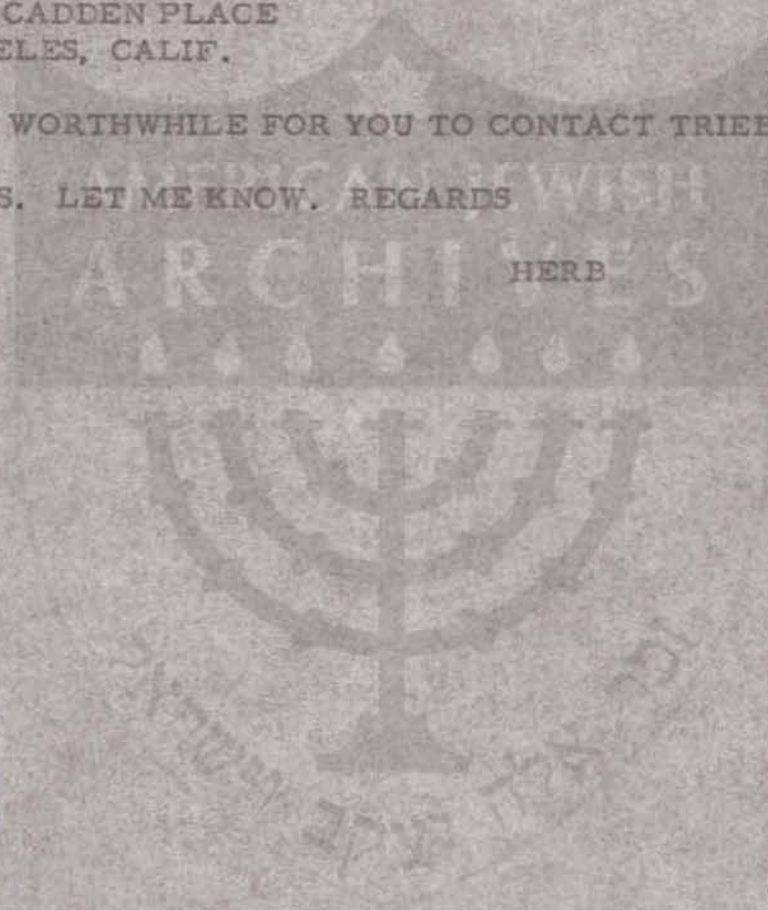
IRWIN FIELD

~~KLEINER PERMANENTLY~~

115 S. McCADDEN PLACE
LOS ANGELES, CALIF.

THINK IT WORTHWHILE FOR YOU TO CONTACT TRIEBWASSER ASCERTAIN
HIS VIEWS. LET ME KNOW. REGARDS

HERB



r

March 4, 1970

Mr. Alfred E. Klein
1910 Robert T. Longway Blvd.
Flint, Michigan 48503

Dear Mr. Klein:

Thank you very much for your recent letter concerning the February 3rd closed circuit telecast. Your honestly expressed opinion is valued. You may be interested to know that the overwhelming consensus of opinion from the 43 communities viewing the telecast ranged from "good to excellent", and the fund raising results achieved that night were outstanding.

In the estimation of our Executive Committee and Budget and Finance Committee, the results achieved were well worth the cost of the telecast. The expenses involved in setting up what was actually the largest closed circuit color broadcast network ever assembled would have been the same, regardless of the actual program shown.

We have already considered the possibility of producing a film version of "IF ISRAEL HAD LOST THE WAR". We rejected it for a number of reasons, among them the extremely high cost you point out of making such a film. An even more cogent reason is that the people of Israel - while they can appreciate the emotional and public relations value of such a film - feel that it is extremely negative and psychologically wrong for them. Several motion picture companies have reportedly considered making a feature film out of this book but were also discouraged by these two reasons. I share your feelings about the book's impact and, as you may know, we at UJA did all that was within our power to help promote it.

Your comments and your interest are very deeply appreciated, and I do hope that we will have the opportunity to discuss these matters in person one day.

Sincerely yours,

Herbert A. Friedman
Executive Chairman

HAF:MRF
CC: ENR-FLINT COMM. COUNCIL

27 February 1970

Mr. Joseph Meyerhoff
Sun Life Bldg.
Charles Center
Baltimore, Md. 21201

Dear Joe:

I have stumbled across something which I think merits your attention and perhaps your interest. You know that each Sunday we have been sending off a flight to Israel. Before the plane leaves, we assemble the passengers for a briefing. We have been using the International Synagogue at Kennedy for this purpose, and I have been out there several Sundays myself.

The building is quite beautiful. I don't know if you have ever seen it. It stands right in the center of the airport, together with the Catholic and Protestant chapels. The three structures have a symbolic and architectural unity which is quite impressive.

The synagogue is used as a gateway to New York for all important Jewish persons from abroad. On the last visits of both Ben Gurion and Eshkol, the synagogue was the site of the official welcome and press conference.

It was built through the efforts of the New York Board of Rabbis. It is complete except for one detail. The east wall, in which the ark is set, was to have been decorated with beautiful bronze carvings by Chaim Gross, the famous sculptor. The wall is at least 25 feet high, and 15 feet wide. When the bronze is installed in that area, it will really be most impressive and will make the interior very rich-looking.

The sculptor is willing to donate his work. Someone must donate the money. The cost is estimated at \$50,000. The man who makes this contribution will have his name inscribed in an appropriate manner on the altar. If you were at all interested, Joe, the thing to do would

27 February 1970

be to go to the synagogue the next time you use Kennedy Airport, and look at the exact situation in person. I would be happy to meet you there and show it to you.

As ever,

Herbert A. Friedman



27 February 1970

Mr. Ephraim Lotan
Aleph Development Corp.
407 Lincoln Road, Suite 7B
Miami Beach, Florida

Dear Mr. Lotan:

I had one brochure of the Towers of Caesarea and gave it to a man by the name of David Leibowitt. Copy of my letter to him is enclosed.

If you have an up-to-date brochure, or additional copies of the one you gave me last year, I would be happy to keep them on hand and give them to people who might be interested.

Very truly yours,

Herbert A. Friedman

27 February 1970

Mrs. Isaac Shalom
2292 Ocean Parkway
Brooklyn, N. Y. 11223

Dear Mrs. Shalom:

I have checked my schedule and find that I am free on 13 May. I would be happy to accept your invitation to address the luncheon meeting of your group.

Would you please send me details as to exact time and place. Meanwhile, I will reserve the date in my calendar.

With best wishes, I am,

Sincerely yours,

Herbert A. Friedman

24 February 1970

Mr. J. A. Baldwin, President
Baldwin Manufacturing Company
Highway 30 East
Kearney, Nebraska, 68847

Dear Mr. Baldwin:

Mr. Jack Lederman has forwarded to us your check in the amount of \$573.06. I cannot tell you how much we appreciate the friendliness and kindness of this contribution. In these days of world turmoil, one seldom sees such deeds of unselfishness. The act, even more than the money itself, has a healing and soothing effect, for it indicates that compassion and understanding still beat in the human breast.

These funds will be used to give some new Immigrant to Israel a chance to start life again. People from Moslem countries and Communist countries come to Israel as refugees, seeking to escape danger and oppression. They need help in getting on their feet again. This help must come from the outside, especially in these days when the people of Israel themselves have to devote almost their entire resources in a fight for survival. If the Arabs would only make peace, everyone would benefit, they as well. But, until that happy day comes, we must all go on doing the best we can. Your participation in our humanitarian work is most welcome.

With best wishes, I am,

Sincerely yours,

Herbert A. Friedman

cc: Mr. Jack Lederman

24 February 1970

Mr. Jack Lederman
Jack Lederman & Co.
21st & Avenue B
Kearney, Nebraska 68847

Dear Mr. Lederman:

I am enclosing a copy of the letter I sent to Mr. Baldwin. I really think his was a fine and generous deed.

I have sent you, under separate cover, the books you requested. There is absolutely no charge for them and I am sure you will use them well.

Deepest thanks to you for your hard work on behalf of Israel and your skill in spreading the message.

Most sincerely,

Herbert A. Friedman

20 February 1970

Rabbi Haskell Lookstein
Ramaz High School
125 East 85th Street
New York, New York

Dear Rabbi Lookstein:

I tried to reach you today, in order to receive your approval for a project which I have asked Avi Neshet to undertake.

Without going into extensive details, I need his services in order to help in the preparation for a program I have in mind for youth leadership development on the American college campus. The work would require Avi's going to Israel for several weeks this spring, in order to conduct a search for some lecturers I will need for the campus in the fall of 1970.

I do believe he will be of great help, because I feel he is in tune with the mentality of today's student. If you are interested in any more details, I, of course, will be happy to give them to you.

Sincerely yours,

Herbert A. Friedman

20 February 1970

Minister Yigael Allon
Ministry of Education & Culture
Jerusalem, Israel

Dear Yigael:

Please be good enough and arrange to have Mr. Eliezer Shmuell visit with us from April 1 to April 14 in order to participate in some of our solicitation efforts. His cooperation with us here in the past has produced good results and we would like to be able to utilize his services again.

I hope I am not imposing on you and thank you in advance for your kind consideration.

Sincerely,

Herbert A. Friedman



690 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10010
PLAZA 7, 690 CADIZ, ADDRESS: UNAPPEAL, NEW YORK

11 February, 1970

Mr. Alvin Bronstein, Executive Director
Jewish Federation Council of Greater Los Angeles
590 North Vermont Avenue
Los Angeles, California 90004

Dear Alvin:

We are now planning the 1970 UJA Study Mission for October 25 to November 5 in Israel. I am writing to advise you of these dates, and to let you know that the Mission this year is designed for contributors of \$20,000 minimum, as well as all UJA Officers and National Campaign Cabinet members. In the past campaign chairmen were invited regardless of size of gift. For this year, the decision has been made that the minimum gift category must apply to chairmen as well.

The Mission will convene at the Hilton Hotel in Tel Aviv. There will be an intensive tour of Israel to observe fully the effects of this year's extremely critical events, as well as meetings with the heads of the Government and the Jewish Agency. Sessions with the JDC on its programs all over the world will be held in Israel.

Special non-stop flights for Mission members will be arranged for departure to Israel from New York on the evening of Sunday, October 25. Special return flights will leave Israel for New York on the morning of Thursday, November 5. Mission members may, of course, make other arrangements for arriving and departing on an individual basis as may suit their convenience. The Mission will accommodate both husbands and wives.

We shortly will be sending you the preliminary invitation list for your community. I would appreciate your letting me know, as in the past, of any names you wish to have added or deleted, keeping in mind the criteria as outlined -- and providing gift information as well as addresses for the additional people you suggest. We will not send invitations until we hear from you.

I know you are aware of the significance to the campaign as well as the UJA of the pace-setting gifts obtained on previous Missions, and the kind of informed leadership these overseas surveys develop. These trips provide an intimate sense of participation with Israel's leaders and people, and a sympathetic sharing in their problems, which can be obtained in no other way.

I am sure you will urge your appropriate leaders to participate and do everything you can to help make the forthcoming Mission successful. We will be sending you additional details as plans develop.

Sincerely,

Herbert A. Friedman
Executive Chairman

9 February 1970

Mr. Harold H. Frankel
344 Chews Landing Road
Haddonfield, N. J.

Dear Harold:

Women's Wear Daily actually is very friendly to Israel, as I am sure you know. My wife subscribes to it and points out to me, from time to time, the favorable articles it contains about Israel. Some weeks ago there was a very long interview with Ambassador Rabin on the front page, which was very good.

Actually I am not as disturbed as most people are about the so-called "public relations problem." I am sending you, under separate cover, a brochure containing the reprints of many favorable articles and editorials from all over the country. You yourself say that you are successful with the editors of your own local paper.

We have established good contact with approximately 40 newspapers around the United States whose editors and writers we have invited to Israel and shown the country in depth. I am also sending a series of articles written by a man in Richmond, Va.

I am delighted to hear that the closed circuit broadcast went off well. Your increase of 35% was the exact statistical cross country average for 43 cities that night. The whole thing was a great success.

It was good to hear from you, and not at all "presumptuous." Only because there are guys as interested as you are can Israel keep going.

Sincerely yours,

Herbert A. Friedman

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9 February 1970

Dr. M. Elk
Leo Baeck School
47 Hillel Street
Haifa, Israel

My dear Dr. Elk:

I have your letter of invitation to participate in the ceremony for the new school building in Haifa on 4 March. I shall be very happy to do so and address the audience on that occasion. Please tell me how long you want me to speak, in what language, and who else will be speaking on the program.

As far as the symposium at the Dan Carmel Hotel in the evening, I shall also be happy to attend that and look forward to hearing the participants.

With best wishes, I am,

Sincerely yours,

Herbert A. Friedman

9 February 1970

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

Dear Mike:

Re your inquiry concerning Dulstain, as soon as I returned from London, I made arrangements for us to cut short his stay here, in order to make him available to you. He is finishing here on 24 March, approximately a week early. It is now up to you to make your own arrangements with him for England.

I have a copy of your letter to Pincus concerning the proposed Prime Minister's flight from England. As soon as you tell me that agreement has been reached in principle, I will request Mr. Vinitsky to arrange the itinerary exactly as we had it. We must be very specific on the timing. Our itinerary, applied to you, would work as follows (if it is not satisfactory to you, please let me know immediately):

Sunday, March 22

8:30 a.m.

Arrive at Lydda

(you will recall we discussed leaving London 2:00 a.m., with a rendezvous somewhere at midnight, preferably at the Embassy, a glass of champagne before departure and limousine out to the airport)

8:15 a.m.

Depart Lydda for air base somewhere in Sinai desert. Meet with Chief of Staff, unless he is involved in Cabinet meeting which usually takes place on Sunday morning. Depart from base in helicopters for visit to front line points along Canal.

Mr. M. Barzilay

-2-

9 February 1970

5:00 - 6:00 p.m.

Return to Jerusalem

7:30 p.m.

Cocktail reception given by Mrs. Meir

Evening

Free

Monday, March 23

8:00 a.m.

Depart from Jerusalem by helicopter for Beit Shean valley. Meeting with General Dayan somewhere in valley.

12:30 p.m.

Return to Jerusalem for lunch in Prime Minister's office, together with Finance Minister and other Cabinet members.

Afternoon

Private meetings with Prime Minister in small groups

8:00 p.m.

Dinner at home of Mr. Eban

Departure for London - any time you want after approximately 11:00 p.m.

Looking forward to hearing from you, I am,

As ever,

Herbert A. Friedman

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UJA - 1290 - 6th Ave. NYC

JANUARY 25, 1970

KX

ARNON
MEMROSH
JERUSALEM (ISRAEL)

ix ITT



DONT SEND LETTER TO BUTTENWEISER BECAUSE HE HAS ALREADY ACCEPTED
SO LETS TAKE CHANCE WITH HIM STOP WE DISCUSSING TODAY WILL MAKE
DECISION BY MIDWEEK



1/6/70 h

X

UNITED JEWISH APPEAL 1290 - 6th Ave. NYC

~~XXXXXXXXXXXX~~
PRICE SECRETARY TO BARZILAY
ZIONIBURO
LONDON (ENGLAND)

ITT

SORRY CANNOT MEET CHINN LUNCHTIME MONDAY TWELFTH BECAUSE ONLY
ARRIVING 10:30 A.M. MONDAY VIA TWA 708. DO NOT THINK IT SAFE SCHEDULE
LUNCH MEETING IN CASE PLANE DELAYED WHICH NOT UNCOMMON. SUGGEST
THEREFORE ALTERNATE TIME LATER MONDAY AFTERNOON OR EARLY MONDAY
EVENING. TUESDAY IMPOSSIBLE BECAUSE WITH MR. BARZILAY ALL DAY.
EARLY BREAKFAST MEETING MIGHT BE POSSIBLE WEDNESDAY MORNING. MUST
LEAVE HOTEL BY 10:00 A.M. LATEST INORDER MAKE NOON PLANE BOAC 316
TO TELAVIV. REGARDS

HERBERT FRIEDMAN

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UNITED JEWISH APPEAL

JANUARY 2, 1970

SIMCHA EINITZ
MEMROCH
JERUSALEM (ISRAEL)

ITT

APPRECIATE YOUR HAVING TRIED TO FIND ALTERNATES. GO AHEAD
WITH NAMES YOU SUGGESTED. BEST REGARDS

FRIEDMAN

