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"Personal Letters." 1955-1961.

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# UNITED JEWISH APPEAL

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS

165 WEST 46 STREET, N. Y. 36, N. Y. • PLAZA 7-1500 • CABLE ADDRESS: UJAPPEAL, NEW YORK

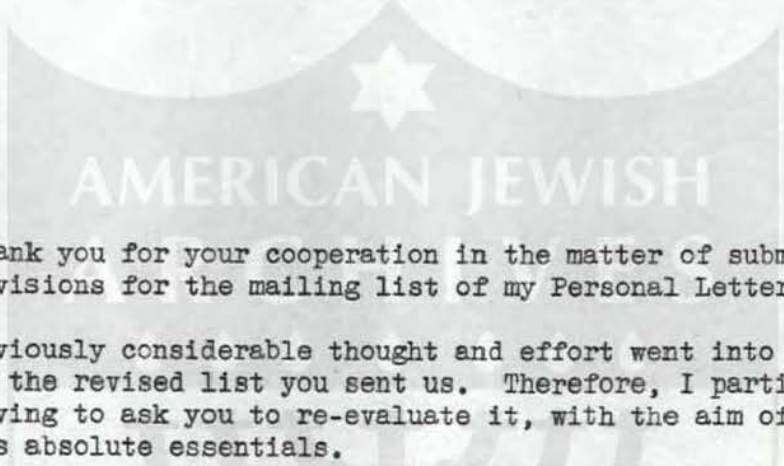
\$100,000,000 UJA EMERGENCY RESCUE FUND for Freedom and Survival... 1957 REGULAR CAMPAIGN GOAL—\$105,557,250

over and above

- Honorary General Chairman  
HERBERT H. LEHMAN
- Honorary Chairman  
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- National Women's Division  
Chairman  
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- National Campaign Cabinet  
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- Chairmen for Regions  
ALBERT A. LEVIN  
JOSEPH SHULMAN
- Trade & Industry Chairman  
ROBERT W. SCHIFF
- Press Division Chairman  
LTON KAHN

8 February, 1957

TO EXECUTIVE DIRECTORS ON FURTHER REVISION OF MAILING LISTS FOR  
HAF PERSONAL LETTER



Thank you for your cooperation in the matter of submitting suggested revisions for the mailing list of my Personal Letter.

Obviously considerable thought and effort went into the preparation of the revised list you sent us. Therefore, I particularly regret having to ask you to re-evaluate it, with the aim of reducing it to its absolute essentials.

Evidently there has been some misunderstanding about the nature of this mailing list. The Personal Letter is not intended as a campaign piece per se. It is meant rather to deal with the broad background of Jewish affairs affecting UJA programs, and it is written from a personal point of view. Frequently it contains confidential information. It is intended to be sent only to a carefully selected list of people who can make the best use of it. The number of people on the mailing list must be kept small so that those who receive it will feel that they are part of a select group, and also to keep the letter from becoming a "publication."

Adding all the names you submitted for the mailing list, it is felt, would contribute to the defeat of this purpose.

I am sure I can count on your sympathetic understanding in regard to this, as well as on your usual fine spirit of cooperation in sending a pared-down list roughly the same size as the list we are now using -- perhaps with the addition of a couple of names you deem of particular importance. Another copy of the list we are now using is enclosed for this re-evaluation.

Sincerely,

*Herbert A. Friedman*

Herbert A. Friedman  
Executive Vice-Chairman.

HAF:SSS  
Enc:



# UNITED JEWISH APPEAL

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS

165 WEST 46 STREET, N. Y. 36, N. Y. • PLAZA 7-1500 • CABLE ADDRESS: UJAPPEAL, NEW YORK

\$100,000,000 UJA EMERGENCY RESCUE FUND for Freedom and Survival... 1957 REGULAR CAMPAIGN GOAL—\$105,557,250

over and above

## LETTER SENT TO EXECUTIVE DIRECTORS ON REVISION OF FYI LISTS

8 May, 1957

Honorary General Chairman  
HERBERT H. LEHMAN

Honorary Chairman  
EDWARD M. M. WARBURG

President  
MORRIS W. BERINSTEIN

General Chairman  
WILLIAM ROSENWALD

National Chairmen  
Representing Agencies  
DEWEY D. STONE, UIA  
JONAH H. WISE, JDC

National Chairmen  
SAMUEL H. DAROFF  
JOSEPH HOLTZMAN  
SOL LUCKMAN  
JACK D. WEILER

Emergency Rescue Fund  
Chairman  
JUEL RUBIN  
Chairman  
JOSEPH M. MAZER

National Co-Treasurers  
JOSEPH I. LUBIN  
JACOB SINCOFF

Executive Vice-Chairman  
HERBERT A. FRIEDMAN

National Campaign Director  
SHOLEM SONTUP

National Women's Division  
Chairman  
MRS. JACK A. GOODMAN

National Campaign Cabinet  
Chairman  
JOSEPH MEYERHOFF  
Vice-Chairman  
FRED FORMAN

Big Gifts Chairman  
BENJAMIN H. SWIG

Allocations Chairman  
ISADORE BRESLAU

Chairmen for Regions  
ALBERT A. LEVIN  
JOSEPH SHULMAN

Trade & Industry Chairman  
ROBERT W. SCHIFF

Speakers Division Chairman  
TON KAHN

Dear Friend:

A little while ago I asked for your assistance in the task of reviewing the mailing list for my Personal Letter. The responses I received have been most helpful, and I am very grateful for your cooperation. Because of the importance, in the present momentous campaign, of our making the most effective use of UJA mailing pieces, I now must request your aid again in a similar undertaking.

My concern, in this instance, is the mailing list for the For Your Information (F.Y.I.) bulletins. You will find enclosed a list of the names of those in your community who are at present receiving these bulletins. The list actually is two lists in one. The first part, which may be identified by the letters FY-PL next to each name, consists of every one who receives my Personal Letter. It is, for the reasons I previously pointed out, restricted to the names of really top leaders. The second part, which might be called the F.Y.I. list per se, is more extensive, but it also is limited to people possessing some qualifications for leadership.

As you know, the F.Y.I. is intended to bring to the attention of such community leaders published information and opinions with relevance to UJA programs which might otherwise escape their notice -- because of the limited availability of the material in its original format. I consider that keeping abreast of such material to some extent is vital for proper appreciation of the UJA's task. This is especially true at the present time, in view of the rapid pace and ominous nature of events in the world that are affecting UJA programs.

I would appreciate it very much if you would examine the enclosed list, re-evaluate it and send back your amended version as soon as possible. In so doing, please keep in mind that -- for obvious economic reasons -- the list should be augmented only with the names of those to whom the F.Y.I. really would be meaningful and helpful. There may well be those whose names should be removed, as well as others who have demonstrated unusual zeal or support who should be added. If you wish to do so, please feel free to send along at the same time further suggested revisions for the Personal Letter mailing list that may occur to you after looking over the list that is part of the enclosure here. We are anxious, though, to avoid increasing the Personal Letter list by more than a very few names.

Thank you again for your past help. Once more I am counting on your dependable cooperation in performing what I know will be something of a chore.

Sincerely,

*Herbert A. Friedman*

Herbert A. Friedman  
Executive Vice-Chairman

Enc:  
haf:ggs

November 23, 1956.

Mr. Samuel H. Abramson

Melvin S. Goldstein

Englewood, N.J.

This is in reference to your memorandum of November 19, 1956 regarding the telephone call you received from Chairman Joseph Nelson concerning permission to use the HAF Personal Letter of November 7th to be mailed to 1700 persons.

Although I indicated to you on Wednesday, November 21st, that we would be likely to agree to having the letter reprinted at the expense of the people in Englewood and sent to the Englewood mailing list, upon reconsideration of this matter it must be explained to Mr. Nelson that we cannot permit the reprinting and wholesale distribution of this particular letter. The reason is that the letter now goes to a very select list of people and we have done all we possibly can to keep the number on the list down to a minimum. If the letter should become a general mailing piece -- which is what would happen if Englewood were permitted to reprint it, and send it out to 1700 people -- then it would be necessary for Mr. Friedman to take an entirely different tack in writing the letter. It would then not have the effect Rabbi Friedman wants it to have.

I am sure that Mr. Nelson will understand the need for keeping the HAF Personal Letter on a confidential basis.

MSG:jl.

MEMORANDUM

Date November 19, 1956

To Mr. Melvin S. Goldstein  
From Samuel H. Abramson  
Subject Englewood, N.J.

Co-Chairman Joseph Nelson called me regarding permission to use the HAF Personal Letter of November 7th. They would like to send it out to their whole mailing list of 1,700 with a cover note.

Mr. Nelson told me that three of the local men will cover the costs of the printing and mailing. They are willing to pay for the printing of 1,700 copies, if necessary, and would like to be advised as soon as possible whether we can make them available.

Will you please take this up at your earliest convenience and advise me.

SHA:MH  
cc: Leon Fiol



*[Handwritten signature]*

*ask you as you!*

*[Handwritten initials]*  
*11/19/56*

*Why not?  
It still doesn't  
get into the  
general press -  
or is this dangerous?*

*This would reduce it as  
general mailing which  
we have ~~not~~ avoided  
thus far*

UNITED JEWISH APPEAL, INC.  
165 WEST 46th STREET  
NEW YORK 36, N. Y.

MEMORANDUM

Date November 26, 1956

NOV 28 1956

MSG

To Mr. Melvin S. Goldstein  
From Irving Bernstein  
Subject Mailing List for HAF Letters

ANS

Please add the names on the attached list to the mailing list for HAF letters. The names listed all represent important campaign and community leadership who would be responsive to the HAF letters.

AMERICAN JEWISH ARCHIVES

IB:bt1

cc: SS - MWW - IJ - *OK*



ADVERT BOND

BAG CONTENT

ADDITIONAL NAMES FOR HAF MAILING LIST

CALIFORNIA

FRESNO

Rabbi David L. Greenberg  
P.O. Box 1328

Norman Rudy  
Elm and California Sts.

LONG BEACH

Sam E. Ledell  
35 Pine Street

Leon Silverman  
5301 El Roble

NAPA

Dan Weinstein  
P. O. Box 1148

ONTARIO

J. M. Kelber  
614 E. Granada Court

PETALUMA

Mordko Chertok  
Route 1, Box 102A

Max Fishman  
Route 4, Box 122

SALINAS

Rabbi Abraham Haselkorn  
41 Young Drive

SAN JOSE

Mrs. Lee Kaufman  
56 South First St.

Simon Siegel  
1635 Emory

CALIFORNIA (cont.)

SANTA ROSA

Michael Cohen  
829 Sonoma

Irving Klein  
251 Carillo

STOCKTON

Morris Berg  
1240 So. Tuxedo

Mr. and Mrs. Meyer (Tillie) Lewis  
740 West Willow

Al Sider  
949 So. Country Club

Dr. I. I. Weiss  
510 East Magnolia

TULARE

George Levine  
P.O. Box 879

VALIEJO

Isadore Meyer  
Georgia Street

LOUISIANA

ALEXANDRIA

Nathan Kaplan  
1111 Second Ave.

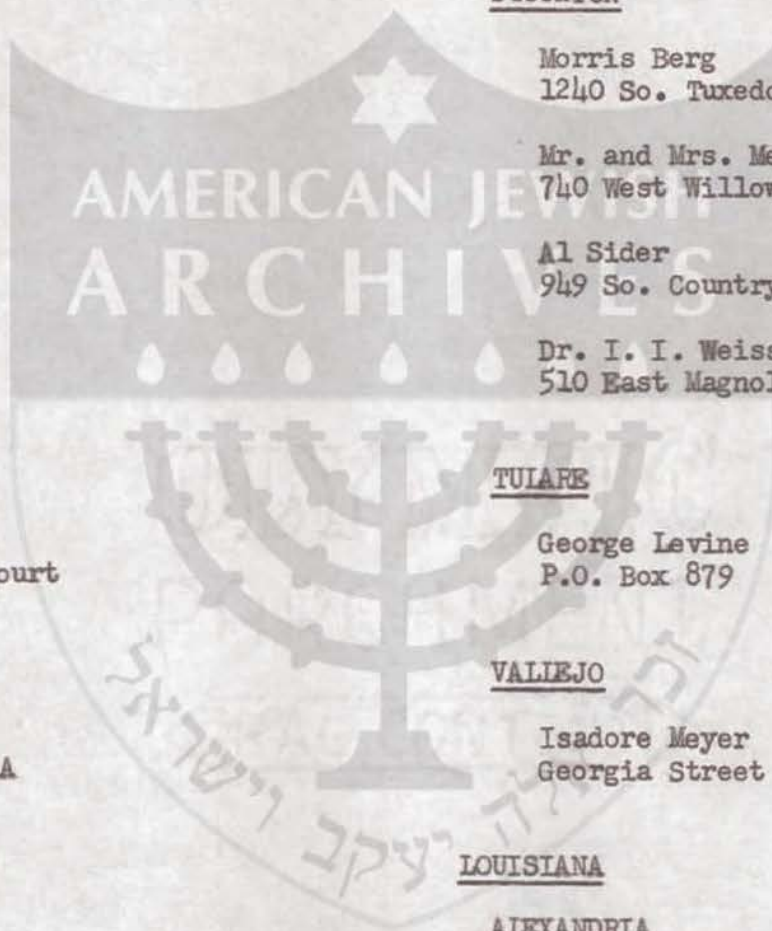
MONROE

Rabbi Jacob Lantz  
Temple B'Nai Israel

NEVADA

RENO

George Parker  
200 No. Center



NEW MEXICO

TEXAS (cont.)

ALBUQUERQUE

Dr. Harold L. Freedman  
108 Richmond Dr., S.E.

Harold Gardenswartz  
523 West Central Ave.

Simon Goldman  
201 So. First St.

Judge Irwin S. Moise  
Sims Building

Martin Morrison  
4215 Marquette Ave., N.E.

Arthur Ravel  
525 South 2nd St.

Lewis R. Sutin  
320 Central Ave., S.W.

WACO

Mr. Edwin Swirsley, Exec. Dir.  
Jewish Welfare Council  
610 Liberty Building

WASHINGTON

SPOKANE

David Levitch  
West 404 Main

WYOMING

CASPER

Sam Hoffman  
110 East 2nd

LARAMIE

Leo Veta  
211 South 2nd

TEXAS

BRAUMONT

Ben Greenberg  
c/o The Fair Store

Morris Jacobs  
c/o Gem Jewelry Co.

CORPUS CHRISTI

Harold Benowitz, Exec. Dir.  
Jewish Community Council  
1806 So. Alameda

CORSICANA

Dean Milkes  
P.O. Box 570

PORT ARTHUR

Frank Bluestine





UNITED JEWISH APPEAL, INC.  
165 WEST 46th STREET  
NEW YORK 36, N. Y.

# MEMORANDUM

Date November 26, 1956

To Mr. Melvin S. Goldstein  
From Irving Bernstein  
Subject HAF Mailing List

NOV 28 1956  
NOTED  
MSG  
ANS

Please add the following names on the mailing list to receive the HAF Personal Letter. Although those listed below are all in small communities, the men listed all represent the perennial leadership of these communities. It is therefore essential that they be kept informed, since the campaigns depend almost solely upon their efforts.

Richard Schuman  
Yuma Pipe, Steel & Salvage Co.  
1301 Arizona Avenue  
Yuma, Arizona

Harry Kaplan  
212 E. Hermosa Street  
Santa Maria, California

Sam Axelrod, Chairman  
1956 United Jewish Appeal  
Desert Hot Springs, California

Ben Cohn  
738 Avalon Blvd.  
Wilmington, California

Ben Kagan, President  
Jewish Community Council  
Elsinore, California

Dr. Bertram Morris  
570 Highland  
Boulder, Colorado

Louis Helfman  
175 W. Merrill  
Fontana, California

Myron Selby  
460 - 20th Street  
Boulder, Colorado

Irving Goldman  
44055 N. Heaton  
Lancaster, California

Louis Cibull  
125 E. Main Street  
Trinidad, Colorado

Dr. Morise Weindling  
1037 N. Richman  
Fullerton, California

Sam Hoffman  
110 E. 2nd Street  
Casper, Wyoming

Sam Franker  
1395 E. Donovan Rd.  
Santa Maria, California

Morris Itkin  
221 E. Cedar  
Rawlins, Wyoming

Harry Heller  
c/o Cross & Heller  
Arctic Avenue  
Santa Maria, California

George Shineburg  
120 J Street  
Rock Springs, Wyoming

IB:gc ✓  
cc: IJ

16

*top*  
*12/19*  
*Reply read*

December 5, 1956

*2/14*

Mr. Irving Bernstein

Melvin S. Goldstein

Mailing list for HAF Personal Letter

This is in reference to your memoranda of November 26th, listing names of persons to be added for the HAF personal letter.

I just want to point out that this mailing list for the HAF personal letter is a really restricted one (no Jews)! We try to keep on this list the names of only the most important contributors and workers in the country. The reason for this is that if the list should grow and too many people receive the HAF personal letter, it will lose its effectiveness. Not only that — but Mr. Friedman would have to think in terms of his letter being a widely circulated campaign piece rather than the personal letter he wants it to be.

Having regard for all of this, therefore, would you be good enough to review the list and, after cutting most of the people from it, let me have the names of the few you think are the most important.

MSG:hs

July 20, 1961

From: Herbert A. Friedman

Re: Addition to Personal Letter and F.Y.I. Lists

1. Names of all members of the Young Leadership Mission to Israel
2. All names appearing on \$10,00 and over contributor list
3. All lay leaders who have spoken for the UJA (as an example - Ed Pinsof of Chicago) --- this to be cross-checked with Speakers Dept.
4. All names of all people who attended any study mission (starting with first mission in 1954)

5. ENGLAND: Mr. and Mrs. Haim Morrison  
10 Abbotsbury Road  
London W.14

Mr. and Mrs. Jack Lyons  
2 Campden Hill  
London W.8

Mr. J. Edward Sieff  
Michael House  
57 Baker Street  
London

Mr. Leonard Wolfson  
Universal House  
251 Tottenham Court Road  
London W.1.

Mr. Charles Clore  
22 Park Street  
London W.1

GENEVA: Samuel Haber  
American Joint Distribution Committee  
64 rue du Stand

ISRAEL: Teddy Kollek, Office of the Prime Minister, Jerusalem  
Abba Eban, Weizmann Institute, Rehovoth  
Dr. Giora Josephthal  
Dr. Israel Goldstein  
Dr. Shimon Ben Elieser, Jewish Agency, Jerusalem  
Mr. Haim Laskov, 8 Zeitlin Street, Tel Aviv  
Gershon Avner -- Foreign Ministry  
Yochanan Meroz " "  
† Levavi " "

CHECK TO BE SURE THAT ALL THE FOLLOWING ARE ON LIST

1. All officers, cabinet members, Exec. Comm.
2. All executive directors (for instance - there is no card at the present time for Rosenberg of Denver)  
All second men in larger cities (like Soroker in Cleveland, Kosen, etc.)
3. All members of the "21" and Jewish Agency Executive in New York

IRVING BERNSTEIN

TO: MSG

SA

*Richard [unclear]*

FEB 24 1956

MSG

I haven't seen the San Francisco list but I thought some names might be dropped if Koshland's remarks carried weight.

However, despite his remarks or maybe in spite of them, the mailing list should remain as is.

Whatever the decision, the comments on the letter are worth noting.

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*4 the note follows up to [unclear]*  
*[Signature]*

UNITED JEWISH APPEAL, INC.  
165 WEST 46th STREET  
NEW YORK 36, N. Y.

## MEMORANDUM

Date February 17, 1956

To Mr. Irving Bernstein

From Melvin S. Goldstein

Subject Personal Letters of Rabbi Friedman's

I have your note of the fifteenth, regarding Rabbi Friedman's personal letters to people in San Francisco and Mr. Koshland's comments. What do you mean by a "review" of the San Francisco list? Do you think that there may be some names on it we should cut out? I don't know whether that would be a good idea. In any event I'll review the matter and let you know.

MSG:ba



3/19/56  
Vick

February 17, 1956

Mr. Nat Roberts

Melvin S. Goldstein

With regard to the list of people who received Rabbi Friedman's personal letters, would you let me know--if convenient--the names of the people in Cincinnati to whom the letter is sent. Some concern has been expressed in San Francisco regarding the militancy of the letters and maybe we ought to review the list of people who got them. This is just exploratory.

MSG:ba



Sent to Irving Bernstein March 1, 1956.

3/1/56

PEOPLE WHO RECEIVE HAF PERSONAL LETTERS IN SAN FRANCISCO

Altman, Mrs. John C.  
2790 Green St.

Bransten, Edw. Jr.  
665 - 3rd St.

Dinkelspiel, Lloyd W.  
Heller, Ehrman, White and McAuliffe  
14 Montgomery St.

Haas, Walter A.  
Levi-Strauss Co.  
98 Battery St.

Heiler, Walter D.  
Fibreboard Products, Inc.  
1789 Montgomery

Hellman, Marco F.  
J. Barth and Co.  
404 Montgomery St.

Koshland, Daniel E.  
Levi, Strauss and Co.  
98 Battery St.

Koshland, Robert J.  
217 W. Santa Ines  
San Mateo, Calif.

Ledar, Samuel A.  
111 Sutter St.

Lerner, Leopold  
The Bazaar of California  
190 O'Farrell St.

Sylvan J. Lisberger  
3570 Washington St.

Russell, Leon B.  
3778 Washington St.

Shragge, A. J.  
111 Sutter St., Room 1709

Swig, Benjamin H.  
Fairmont Hotel  
Nob Hill  
San Francisco 6, Calif.

Treguboff, Sanford M. Exec. Secy.  
Jewish Welfare Fund of San Francisco  
Balfour Bldg., Room 500  
351 California St.

Zellerbach, James D.  
Crown-Zellerbach Co.  
343 Sansome St.  
San Francisco 19

4. New York City List to be checked for additions or deletions with Henry Bernstein
5. Check Englewood, Fairlawn, Teaneck lists
6. All Members of Presidents' Club (?!)?
7. Israel Embassy list in Washington (still has names of people who have left, like Herzog, Merz -- while there are now people who do not appear on list)
8. Check to be sure all chairmen are on list
9. Check as to whether editors of Anglo-Jewish papers should be on list -- at the present there are some like Philip Block of Boston, Blacker of Omaha. Either all or none --
10. Louisville list appears to be very incomplete

INDIVIDUALS:

LOS ANGELES Mrs. George Famlan  
David Lipton  
Victor Carter  
Kirk Douglas

SAN FRANCISCO: ? Goldman (who attended 1961 Palm Springs Conf.)

DENVER: Charles Rosenbaum

WESTPORT, CONN.: Gilbert Fraunhar, chairman  
Ted Broide -- his address has been changed

CHICAGO : Dave Silbert, Chairman

NEW ORLEANS: Roswell Weil  
Mrs. Edgar Stern

BALTIMORE: Joseph Meyerhoff's son ("Bud")

WORCESTER: Sam Seder

ANN ARBOR: Dr. William Haber

DETROIT: Dick Sloan  
Al Taulman  
Paul Zuckerman  
Charles Gershenson

SAGINAW, MICH. Dr. Robert Lurie  
Frank Polasky

ST. LOUIS: ? Schlanker (chairman)

LAS VEGAS: Hank Greenspan  
Jack Entratter

NEWARK: Alan Sagner

GASTONIA, N.C.: Robert Gurney (unless he's on N.Y.C. list)

CANTON: 1960 Chairman



PHILADELPHIA: Mrs. Ruth Borowsky (at her home address)  
(Mr. F. Gordon deceased - remove card)

PITTSBURGH: Aaron Levinson

SALT LAKE CITY: Mrs. James White

SEATTLE: Leo Weisfield

MILWAUKEE: Albert Adelman  
Harry Forman

HAF:fc



# Personal Letter

FC/FMC

From

RABBI HERBERT A. FRIEDMAN  
Executive Vice-Chairman, United Jewish Appeal

165 West 46 Street, New York 67, N. Y.

November 8, 1955

Ever since assuming the responsibilities of this office, I have wanted to write periodically some sort of a personal letter to a group of leaders of the American Jewish community. My thought was that a larger circle of people should be familiar with the problems which come across this desk. The United Jewish Appeal is really a vast enterprise and I would have a better feeling if I knew that a larger circle was aware of our inner problems.

This basic desire of mine to share my thoughts and concerns with you has prompted me to write without further delay. In the last 90 days I have flown 30,000 miles, visited Morocco and Tunisia, been twice to Israel, and I am bursting with impressions which should be transmitted to you.

There are some among our leaders who know that I came back from the first trip early in September with the conviction that the situation in North Africa would require huge additional amounts of money to help Israel cope with the increasing number of immigrants pouring in from Morocco and Tunisia.

I stated my views openly and we discussed ways and means by which large new funds could be obtained. Nevertheless, we did not embark on any program of action in September, for our Study Mission, the largest ever assembled by the UJA, was due to go abroad in October. It was felt that this group of representative leaders should see for themselves what action might be required.

They have now returned. While still in Jerusalem, they issued a call for the extraordinary conference which is taking place on November 18th.

May I tell you some of the background:

Late in August, the Jewish Agency and the Israel Government decided to take in 45,000 Jews from Tunisia and Morocco. It was not an easy decision to make, for it was known even at that time that Egypt was negotiating for Communist arms. The central question was whether Israel could open itself to another wave of mass immigration at a time when all its resources might have

to be channelled in other directions. But the step was taken because it was a matter of meeting a stark situation in which Jewish lives had come into jeopardy.

Having taken this decision, Israel found almost within the hour that it was in jeopardy itself. Arms from Czechoslovakia began to arrive in Alexandria even before the Study Mission completed its work in Jerusalem.

What a commentary it is on these times that Egypt should be receiving arms while Israel receives immigrants.

Israel's reception of Jews from North Africa will continue, and the original plan to take in 45,000 will stand.

But one thing is clear. Israel cannot continue to share in financing immigration and at the same time finance the strengthening of its national defense.

Its gates are open -- but its financial resources must be held back for other things.

These were the reasons that impelled us to issue our call for the November 18th meeting in New York, and we did so just before the Study Mission departed from Israel.

I think it pertinent at this time to go over the financial problem with you.

Originally, the budget of the Jewish Agency for the year 5716 (1955-1956) outlined the spending of \$97,000,000 for programs of immigration, resettlement and agricultural development, of which \$15,000,000 was designated for immigration alone.

When it was decided to increase the rate of immigration from North Africa to 45,000, the budgetary allocation for this part of the program was revised upward to \$45,000,000, or \$30,000,000 more than was originally scheduled.

Thus, it became clear at once -- even in August -- that this \$30,000,000 gap would have to be bridged in an extraordinary way, since all sources of income had already been accounted for.

The only new source of funds open to Israel for raising its own share was a special tax, and the government prepared a schedule for submission to the Knesset. The balance, it was thought, would come from Jewry in other countries -- with the main share to be advanced by the Jewish community of the United States.

However, the fact that Israel was thrust into a political situation it neither wanted nor could tolerate has imposed extraordinary demands upon its Treasury. All additional funds that the Treasury can obtain within the country itself are being committed towards strengthening of security. The Finance Minister himself has put the Jewish Agency on notice that it can no longer look to the Treasury for loans, allocations or outright grants.

In the light of this, American Jews are today face to face with the necessity of making good a minimum of \$25,000,000 in additional sums -- with \$5,000,000 to come from Jewish communities in other parts of the world.

The question the meeting of November 18th must answer is this: How, and how soon, can American Jews provide \$25,000,000 for Israel over and above the amount the UJA can anticipate in 1956.

This is the problem -- as challenging as any we have ever coped with -- that we will have to face, and to solve. While none of us can regulate the flow of historic events, there is one thing that lies within our power -- and that is to coordinate the degree of giving with the degree of need.

The November 18th meeting would have been called even if there were some possibility that tensions might be relaxed, for the simple reason that Israel's people -- pending a settlement -- would still wish to preserve their defenses. The fact that Israeli funds for the Jewish Agency would still be unavailable, puts the main burden for immigration on American Jewry.

Today, the somber reality is of a threatened Israel and an endangered North African Jewry. If international tension relaxes, it may be a question of North African Jewry only. But whether it is a double danger or a single one, it is a danger, nevertheless, and Jewish lives are at stake. In one way, we have never had to face a situation like this. In another way, we have many times before faced up to the saving of lives.

I cannot close this letter without telling you how Israel's people are conducting themselves. In every one of the principal cities, in the settlements, in business houses, I saw funds being voluntarily offered to help the Government meet the Egyptian challenge. In every other period when I had been in Israel, and there were periods of strain, the average man and woman managed somehow to smile and to radiate an infectious good cheer. This time the face of the people was solemn. It seemed to me as though the whole country had wiped the smile from its face, and set its jaw. We of the UJA who saw this felt that it was now our turn

for courage -- that we, too, would have to dispense with business as usual and mobilize all our energies toward the great and grave goal of strengthening Israel's people.

Sincerely,

*Hubert A. Friedman*

HAF/fc



HS/CKW

# Personal Letter

From

RABBI HERBERT A. FRIEDMAN

Executive Vice-Chairman, United Jewish Appeal

165 West 46 Street, New York 36, N. Y.

November 25th, 1955

Dear Friends:

On November 8, in a "Personal Letter" to a number of Jewish leaders, I posed this important question:

"How, and how soon, can American Jews provide \$25,000,000 for Israel over and above the amount UJA can anticipate in 1956?"

If news of the recent remarkable UJA meeting of November 18 has reached you, then you already have received the beginning of what can be the answer, and an inspiring one, at that.

Three hundred seventy outstanding leaders of American Jewish communities met that day at the Waldorf-Astoria Hotel in New York. They were answering an emergency call that had been issued less than three weeks before by the 1955 UJA Study Mission, from Israel.

This truly top-level leadership group heard full accounts of the extraordinary twin crises that presently face the people of Israel: the threat to Israel's very ability to survive posed by the Communist arming of Egypt, and the mounting need to rescue 45,000 Jews from tension-gripped North Africa.

Their response was positive and superb.

They accepted the principle of a Special Fund for \$25,000,000 and resolved that it be constituted at once. Then they proceeded to give their decision meaning by positive action in the name of their communities and as individuals.

Let me try to give you a capsule picture of the developments of the meeting, what was done, and what was stated:

MR. MOSHE SHARETT, Israel's distinguished Foreign Minister, who made clear that Israel's people have assumed a great share of the past immigration costs, and urged that there be no halt in North African immigration despite Israel's security emergency:

"We had been planning to step up (our) appropriation to about \$50,000,000 this year because of the increase in the (North African) immigration figures. We now find ourselves utterly unable to cope with that increase. . .because of the second

emergency into which we were flung. . .when Egypt found itself assured of a vast, overwhelming superiority of arms. . ."

SENATOR HERBERT H. LEHMAN, great American and Jew, who made a special effort to be with us:

"I am in full sympathy with the plan to help the emigration of Jews from North Africa into Israel. That will be. . .a humanitarian move to help people who may be in very great danger."

EDWARD M. M. WARBURG, UJA President, who reported on what the UJA Study Mission found in Israel and who formally proposed the \$25,000,000 Special Fund:

"We are convinced that the State of Israel faces its most crucial period since its War of Liberation. . .At this moment we must return as individuals and communities to the crisis standards of (giving) of other years."

WILLIAM ROSENWALD, General Chairman of UJA, speaking of the North African situation:

"Anything you see or hear (of its seriousness) is going to be an understatement. . ."

I was able to report further on North Africa and stress what all the people of Israel recognize - that Jews must not now be left hostage in lands moving toward Arab rule.

But it was the discussion sessions of the Conference, ably chaired by Jack D. Weiler and Morris Berinstein, that provided an inspiring measure of the temper of the meeting.

What they revealed is that American Jewish communal leadership already senses that the people of Israel are facing their most desperate moment since 1948.

From leader after leader came assurances that they would return home to their communities and take every step to launch a Special Fund effort through their welfare funds. This was genuine recognition that the burden of the enlarged North African immigration must be lifted from the people of Israel at this critical time.

Fund raising was not the purpose of the November 18 meeting. Yet spontaneously, many of those present rose to announce that they would repeat their campaign gifts of last year (as is required in the resolution on the Fund), and additionally would make a substantial contribution to the Special Fund.

These contributions were in sizeable amounts - from several thousand dollars to a hundred thousand dollars.

Above all, the meeting was electrified by a proposal put forth by Joseph Holtzman of Detroit, one of UJA's National Chairmen.

Urging that the group set out to secure the \$25,000,000 in the shortest possible time, Mr. Holtzman declared that he was ready to repeat his 1955 gift in 1956 - and that he was ready to give an extra amount to the Special Fund of \$25,000. Then he threw out the following challenge:

"If we can get at least 100 people, who will give \$50,000 and over to the Special Fund, I will be the first one to say (that I will give) \$50,000, instead of \$25,000 extra."

The impact of Joe Holtzman's proposal was such that before the meeting was concluded he had received five additional "applications for membership" in his proposed "\$50,000 and over Club."

You should know that the Special Fund is now in actual operation. Our Chairman is Joseph Mazer of New York, one of the most distinguished leaders of our community and a long time pacesetter in UJA work.

He, UJA's Officers, members of UJA's Campaign Cabinet and the UJA headquarters staff, have a goal: it is to visit every major campaign city in the country before mid-January to meet with local Boards and with them plan appropriate action for both the Special Fund and the 1956 Campaign effort.

Mr. Mazer and I had the privilege and satisfaction on November 21 - three days after the Conference - of meeting with the Board of the first local community to accept its Special Fund quota.

Fittingly enough, it was Washington. There the Board of the United Jewish Appeal of Greater Washington unanimously adopted the quota of \$375,000 for the Special Fund alone. This represents 30 per cent of its total receipts of 1955. (Similarly, all other communities will be asked to assume quotas based on this 30 per cent formula).

The Washington meeting - like our meeting in New York - was high-lighted by spontaneous pledges. A number of members of the Board announced that they would contribute a minimum of 40 per cent over their 1955 contributions.



In the next few weeks you will be hearing a good deal more about the Special Fund effort. We will hold a report session on it at UJA's Annual Meeting on Friday, December 16 and Saturday evening, December 17.

I trust that your community, like many others, will make certain that they have real progress to report at that time.

American Jews have not failed in recent years when other Jews are threatened as they now are in North Africa.

I am confident that they will recognize the special nature of the present emergency and rise to the occasion as they have in the past.

Sincerely,

*Herbert A. Friedman*

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