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30

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11

Executive Committee. 1968.

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UNITED JEWISH APPEAL, INC.  
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New York, New York 10019

M E M O R A N D U M

November 29, 1968

CONFIDENTIAL

To: Members of the UJA Executive Committee

Re: Notes on Executive Committee Meeting, November 8, 1968

The Executive Committee, with Mr. Edward Ginsberg presiding, met at the UJA Office in New York on November 8, 1968. The following were present:

Bernard H. Barnett	Joseph H. Kanter
Frank Beckerman	Leonard Laser
Leonard D. Bell	Morris L. Levinson
Charles J. Bensley	Joseph M. Mazer
Henry C. Bernstein	Joseph Megdell
Irving Bernstein	Martin Peppercorn
Philip Bernstein	William Rosenwald
Melvin Dubinsky	Alan Sagner
Jacob Feldman	Lawrence Schacht
Herbert A. Friedman	Mrs. Bernard Schaenen
Edward Ginsberg	Leonard R. Strelitz
Samuel L. Haber	Edward M.M. Warburg
Gottlieb Hammer	Philip Zinman
LeRoy E. Hoffberger	Paul Zuckerman
Mrs. Harry L. Jones	

At the opening of the meeting, Mrs. Harry L. Jones introduced Mrs. Bernard Schaenen, the incoming 1969 Chairman of the National Women's Division. It was pointed out that Mrs. Schaenen is the sister of Jacob Feldman.

CASH REPORT Mr. Ginsberg stressed the importance of collecting, before the end of this year, the largest amount of cash from pledges still outstanding. He introduced Mr. Friedman who reported on the cash status as follows:

C A S H   S T A T U S

As of 11/6/68

	<u>NATIONAL</u>	<u>NEW YORK CITY</u>	<u>TOTAL</u>
<b>I. <u>1967 EMERGENCY FUND</u></b>			
Pledges	\$131,000,000	\$45,000,000	\$176,000,000
Paid during 1967	<u>113,808,000</u>	<u>37,975,000</u>	<u>151,783,000</u>
Accounts Receivable 12/31/67	17,192,000	7,025,000	24,217,000
Paid so far in 1968	<u>11,732,000</u>	<u>4,644,000</u>	<u>16,376,000</u>
	<u>\$ 5,460,000</u>	<u>\$ 2,381,000</u>	<u>\$ 7,841,000</u>

1968 EMERGENCY FUND

Paid 1/1/68-11/6/68	<u>\$ 22,873,000</u>	<u>\$ 8,203,000</u>	<u>\$ 31,076,000</u>
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**II. 1967 and PRIOR REGULAR CAMPAIGNS**

Total Cash During 1967 from All Regular Campaigns	<u>\$ 59,146,000</u>	<u>\$22,888,000</u>	<u>\$ 82,034,000</u>
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Accounts Receivable as of 11/6/68

Prior to 1967	\$ 4,073,000	\$ 2,448,000	\$ 6,521,000
1967	<u>5,410,000</u>	<u>961,000</u>	<u>6,371,000</u>
	<u>\$ 9,483,000</u>	<u>\$ 3,409,000</u>	<u>\$ 12,892,000</u>

**III. RE-CAP OF CASH RECEIVED SO FAR IN 1968**

1. 1967 Emergency Fund	\$ 11,732,000	\$ 4,644,000	\$ 16,376,000
2. 1968 Emergency Fund	22,873,000	8,203,000	31,076,000
3. 1967 and Prior Regular	8,851,000	1,621,000	10,472,000
4. 1968 Regular	<u>24,415,000</u>	<u>11,483,000</u>	<u>35,898,000</u>
	<u>\$ 67,871,000</u>	<u>\$25,951,000</u>	<u>\$ 93,822,000</u>

COMPARISON WITH CASH RECEIVED AS OF  
SAME DATE (11/6) in 1967 - REGULAR ONLY

1967	\$ 53,167,000	\$20,037,000	\$ 73,204,000
1968	33,266,000	13,104,000	46,370,000



Mr. Friedman said that according to earlier estimates the 1968 cash flow would come to \$130,000,000. Thus far, it is \$36,000,000 below the projected amount, and it is most important that \$36,000,000 be brought in by the end of 1968. There is a total sum of \$117,000,000 outstanding in accounts receivable, from the following sources: \$8,000,000 on the 1967 Emergency Fund; \$13,000,000 on regular campaigns previous to 1968; \$60,000,000 on the 1968 Emergency Fund; and \$36,000,000 on the 1968 regular campaign. With a combined effort of local federations and UJA leaders, Mr. Friedman added, it is feasible to collect the \$36,000,000 in cash, which is less than one-third of this \$117,000,000, during the next two months. UJA National Chairman Albert B. Adelman is heading the National Cash Collection Committee; he is assisted by seven regional co-chairmen, and Executive Committee members will be contacted for their help.

STUDY MISSION REPORT In the absence of Study Mission Planning Committee Chairman Albert Parker, who was attending an economic conference in Israel called by the Prime Minister, Mr. Ginsberg reviewed the activities of the 1968 UJA Study Mission, which took place from October 16 to October 28. He praised the civilian and military leaders of Israel for extending their fullest cooperation, and pointed out that the difficult logistic and security problems connected with this large Mission (it included 380 persons) were handled with great tact and efficiency. He described the highlights of the trip: visits to areas of special concern; a day devoted to surveying JDC operations and a Malben installation; as well as meetings with members of the Government and officials of the Jewish Agency. The Mission participants had the fullest opportunity to survey at firsthand the critical situation in Israel which the UJA has been trying to convey to the American Jewish community for the past year. They will bring home their own immediate experience with particular force. Communities which had representatives on the Mission have been encouraged to hold meetings as soon as possible for personal reports from these Mission participants.

Mr. Ginsberg noted that every night on the Mission there were fund-raising caucuses attended by 30 to 40 people. He reported on pledges made by the Mission participants--representing the first 140 gifts in the 1969 campaign--as follows:

First 140 Gifts -- Made at U.J.A. Mission in Israel  
 (Comparison of Gifts Made by Same Contributors)

	<u>1967</u>	<u>1968</u>	<u>1969</u>
Regular Campaign	\$1,985,000	\$2,161,000	\$2,328,000
Emergency Fund	<u>\$4,003,000</u>	<u>\$3,868,000</u>	<u>\$4,546,000</u>
Totals	\$5,988,000	\$6,029,000	\$6,874,000

Mr. Ginsberg observed that for the first time a fund-raising caucus for women was held on the Mission. Mrs. Bernard Schaenan reported that over 40 women attended this caucus; 32 announced 1969 gifts which came to a total for both Regular and Emergency Fund of more than \$97,000 compared to \$60,000 which the same women gave in 1968. Mr. Ginsberg announced that a women's caucus would be part of all future Study Missions. He thanked members of the Executive Committee who participated in the Mission, and he stressed that their efforts contributed substantially to its success. He urged all those who did not go on the Mission to join at least one of the UJA weekly special flights which would be discussed later on at the meeting.



STUDY MISSION REPORT (Cont'd.)

Mr. Ginsberg remarked that the 1969 pledges of the Mission members, along with other indications, show that contributors throughout the country are increasingly aware of a state of emergency prevailing in Israel and the urgent need for them to respond with more generous giving in 1969. He expressed the belief that the techniques used by UJA in 1968 helped importantly to create the proper climate for the 1969 campaign.

The Mission members learned from key civilian and military personnel that Israel's present situation is incomparably more serious than on the eve of the June war. The forces arrayed against Israel are stronger than they were in 1967; additionally there is the ominous factor which the U.S.S.R represents. Recognizing that the only possibility of preventing another war lies in building an effective deterrent force, Israel is spending virtually all its revenue from internal sources on defense, and is depending upon the Jewry of the free world to meet the cost of humanitarian services.

OCTOBER - NOVEMBER ORIENTATION AND SOLICITATION PROGRAMS Mr. Ginsberg noted that the UJA's endeavor to hold orientation meetings during the month of October had proven very successful. The purpose of these meetings was to provide appropriate background information to local community leaders and campaign workers. A confidential fact sheet detailing Israel's pressing needs was worked out by Mr. Friedman, in conjunction with Israeli officials, and sent to all Executive Directors as well as all UJA Cabinet members. UJA national leaders participated in these meetings, and in some larger communities they were accompanied by Israeli Government and military representatives. Mr. Friedman pointed out that from the middle of October through the first week in November orientation meetings were held in 98 communities.

In addition, Mr. Friedman reported, UJA has discussed with the twenty largest American Jewish communities (exclusive of New York City) the idea of holding fund-raising meetings for top contributors during the last week in November and the first week in December. Sixteen communities have so far scheduled such meetings. Furthermore, many fund-raising meetings were scheduled in other major communities. Mr. Friedman expressed his hope that this early fund-raising will set an appropriate pattern for the solicitation of \$10,000 and over contributors at the UJA Inaugural Meeting on December 12.

Mr. Ginsberg declared that "Operation Jet", inaugurated during last year's campaign, would be expanded during the months of January and February, 1969, and he urged the Executive Committee members to make themselves available for this project. Some of the communities involved in the October and November meetings, as well as many others, will be visited. During the discussion, it was suggested that more of the small outlying communities should be included in major city orientation and fund-raising meetings. Mr. Philip Zinman, who is heading the UJA Committee on Regional Structures, said that his Committee was giving particular attention to plans for more effective campaign aid to small communities from nearby large cities.

WEEKLY SPECIAL FLIGHTS Mr. Friedman reviewed the program of weekly special flights to Israel, developed by the UJA in consultation with the Council of Jewish Federations and Welfare Funds. These flights, for men only, will be departing for Israel the Sunday evenings: December 1, December 15, January 5, January 12, January 19 and January 26. An additional flight for women leaders is being arranged for January 19. In each case there will be a return flight the following Sunday. Participants will have the opportunity of spending six days in Israel, to evaluate



WEEKLY SPECIAL FLIGHTS (Cont'd.)

needs in the areas of immigration, absorption and social welfare, and to analyze the drain on Israel's financial resources stemming from defense problems. It is hoped to have as many as 150 people a week take part in the flights. The cost of the trip is \$690 per person; \$820 from the west coast (December 1 and January 5 flights will originate in Los Angeles).

Mr. Friedman said that some of the flights already had nearly full complements, or were oversubscribed, but help from the Executive Committee members was sought in obtaining additional participation in the December 1, January 19 and January 26 flights. He indicated the kinds of persons desired for these flights as (1) large contributors, because they will give more after participating, and (2) campaign workers -- whether or not large contributors themselves -- who serve as leaders in a trade, industry or area division. The latter will return from Israel equipped to convey the 1969 campaign story with greater force and clarity, and will solicit their cards more effectively.

Mr. Ginsberg emphasized the need to have two or three Executive Committee members take part in each of these flights to provide proper leadership and direction, as well as handling the gift solicitation of participants on each trip. It was pointed out that Mr. Friedman would be on the December 1 flight, and Mr. Ginsberg on the January 12 flight. The suggestion was made that it would be meaningful to participants if these weekly trips were given a special designation, and the name "Operation Israel" was proposed and agreed upon.

Mr. Ginsberg reminded everyone that the schedule of meetings in December will include the JDC Annual Dinner on the evening of December 11, the UJA Inaugural Dinner on the evening of December 12, and the UJA National Conference on December 13 and 14. In addition, as an innovation this year, on the afternoon of the Inaugural Meeting (December 12) a luncheon meeting is scheduled at the Pavillon Restaurant in New York for contributors of \$50,000 and over. Israeli Defense Minister Moshe Dayan will be the featured speaker at the banquet Saturday night December 14, and for this and other reasons it was expected that there would be a large attendance on Friday and Saturday.

Mr. Ginsberg expressed concern about appropriate attendance at the \$50,000 and over luncheon and the Inaugural Dinner. He indicated that the number of \$50,000 and over contributors throughout the country was substantial, and that with the help of Executive Committee members this luncheon meeting should prove a success.

Mr. Ginsberg added that in order to build an adequate attendance for the Inaugural Dinner, designed for \$10,000 and over contributors, special effort and personal attention of every Executive Committee member was required. Because of the unusual large-scale participation at last year's Inaugural Dinner, which made card-calling cumbersome, it is planned to divide participants at this year's Dinner between two ballrooms in the Hilton Hotel.

The speakers at the Inaugural Dinner, Ambassador Itzhak Rabin and the Honorable Arthur Goldberg, will address the groups in both ballrooms. Mr. Ginsberg said that if the indications for attendance at this function do not pick up, it will be necessary to cancel one of the ballrooms. But both Mr. Friedman and Mr. Ginsberg expressed the hope and belief that the efforts of the Executive Committee members, through telephone and other contacts, would result in good attendance.



ELIMINATION OF MULTIPLE CAMPAIGNS Mr. Ginsberg reported that he and Mr. Friedman met with Prime Minister Levi Eshkol, Minister Pinhas Sapir, and Jewish Agency Chairman Louis Pincus--as well as with representatives of the universities, Histadrut and the Jewish National Fund--to discuss the possibilities of eliminating conflicting drives on behalf of Israeli institutions during the vital 1969 UJA campaign. Multiple campaigning was reduced to an absolute minimum for the benefit of the UJA campaign during the 1967 emergency, and the CJFWF as well as other sources have indicated a similar reduction would be desirable in 1969. Mr. Ginsberg said a satisfactory arrangement was worked out in Israel which would greatly reduce multiple campaigning in 1969, and a letter outlining this arrangement is being sent to all the organizations concerned (a copy of the letter is attached). In addition, the UJA and the Israeli Bond Organization are trying to prevent conflicts in timing of respective campaign meetings. Mr. Ginsberg said it also was hoped and expected that the organizations which conduct campaigns in the United States would emphasize to their contributors the importance of making large gifts to the 1969 UJA Emergency Fund.

UJA ADVERTISING CAMPAIGN Mr. Friedman pointed out that samples of the nine 1969 UJA campaign advertisements prepared for publication on a country-wide basis had been sent to the communities for their consideration. In addition to their being run in all 40 of the Anglo-Jewish papers in the country, some or all of these ads would be placed in large city daily newspapers, at the request of the local federations and welfare funds. The content of the ads gives stress to the idea that American Jewry is involved with Israel in a joint fight for survival--our part of it being a war on human needs and human suffering. The ads reaffirm the American Jewish community's obligation to meet both overseas and domestic needs.


In response to a question, Mr. Friedman emphasized that the communities themselves make the final decision on the usage of the advertisements. It is quite likely that some smaller cities will consider adequate for their own coverage, publication in large city newspapers within their area, rather than in a local newspaper.

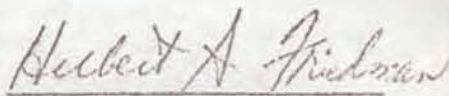
FORTHCOMING MEETINGS

December 11, 1968	UJA Joint Executive Committee and Cabinet luncheon meeting Hilton Hotel New York City
February 13, 1969	UJA Executive Committee meeting Palm Springs, California

Mr. Ginsberg urged the fullest attendance at the December 11 meeting, which will begin with lunch at 1:00 p.m., and which will involve important campaign planning. He also pointed out that the February 13 meeting would be held in conjunction with the UJA Western Regional Conference on February 14-16, and he hoped that many Executive Committee members would remain on the west coast for a week after the meeting to help with large gift solicitation throughout the area.

Thanking everyone present for attending, Mr. Ginsberg adjourned the meeting.

  
Edward Ginsberg  
General Chairman

  
Herbert A. Friedman  
Executive Vice-Chairman



To - The Presidents

November 6, 1968

The Hebrew University, Jerusalem  
The Tel-Aviv University  
The Haifa Technion  
The Weizmann Institute  
The Haifa University

and The Rector, Bar-Ilan University.

From - L. A. Fincus, Chairman of the Jewish Agency

In order to meet the enormous problems facing the people of Israel, the U.J.A., in complete cooperation with the Council of Jewish Federations and Welfare Funds, and the organized communities of the United States, has decided to conduct an Emergency Fund for 1969 in addition to its Regular Campaign. It is clear that mobilizing the American Jewish Community demands your complete backing and active support in every phase of the Campaign.

Let me therefore express my deep gratification at the readiness with which you accepted the request to place the interests of the Campaign foremost in your activities. Your willingness to do so will be a powerful example in demonstrating to the American Jewish Community the urgency and the need.

In furtherance of the above, I wish to confirm the basic conditions for the conducting of the 1969 Campaign, as follows:-

1. The institutions of higher learning will actively lend assistance to the Emergency Fund, including direct appeals on its behalf to their friends and supporters; making available their professional staffs as required; encouraging their lay leaders to participate in the work of the Campaign; and giving publicity to the overall intention of these institutions to support the Campaign.
2. Individual solicitations for these institutions, whether for capital or maintenance funds, will be conducted only after clearance with the community concerned.



November 6, 1968

3. The non-fundraising program for these institutions shall continue.
4. Insofar as certain public functions of the higher learning institutions have been agreed upon, details of the agreement in regard to them will be contained in a separate memorandum despatched to you.
5. Save as aforesaid, the public campaign affairs of all institutions, except those referred to in the above paragraphs, shall be suspended until after June 1st, and in New York City after September 1st.

Let me again stress that your cooperation can prove decisive in this great effort for 1969. Our united efforts behind the Emergency Fund will ensure reaching the goals that we have placed before us. I have no doubt that your readiness to respond in this matter will in the long run redound to the credit and benefit of your institutions, which already make such a decisive contribution to the quality of life in Israel and its future.

Sincerely yours,

L. A. Pincus,  
Chairman of the Executive,  
The Jewish Agency.

November 6, 1968

To - The Presidents:  
The Hebrew University, Jerusalem  
The Tel-Aviv University  
The Haifa Technion  
The Weizmann Institute  
The Haifa University  
and The Rector, Bar-Ilan University.

From - B. A. Pincus, Chairman of the Jewish Agency

Further to my letter of November 6, 1968,  
I attach herewith a memorandum as set out  
in terms of that letter.

Sincerely yours,

Encl.

L. A. Pincus,  
Chairman of the Executive,  
The Jewish Agency.



The following details are given of the requested exceptions in the agreement on multiple campaigns:-

1. The public dinners in New York already scheduled, for the Weizmann Institute on November 19th, the Hebrew University on November 25th, and the Technion on December 5th, shall be carried on.
2. Technion - Chicago - November 21: A meeting for 50 people has been agreed upon.
3. Tel-Aviv University - Miami - January: This has been agreed upon, being a meeting for 35 people, but as Miami has no knowledge of the meeting, formal clearance has not yet been obtained. However, all efforts will be made to obtain such clearance as and when pertinent information is made available.
4. Hebrew University - Los Angeles - November: As yet, Los Angeles has no knowledge of the meeting that Mrs. Golda Meir is expected to address, and the same comments apply as to No.3 above.
5. Technion - Philadelphia - November 21: This is a non-fund raising affair and the date has been cleared with Philadelphia.
6. Hebrew University - Chicago - January: Mr. Philip Klutznik has undertaken the responsibility to clear this date in Chicago.
7. Bar Ilan - Detroit - November: Detroit has been asked to agree to this meeting - in light of the fact that it is not intended to be a fund-raising function.
8. In addition to the above, the following National Dinners in New York City have been agreed upon:
  1. Hebrew University, November 25.
  2. Weizmann Institute, November 19.
  3. Tel-Aviv University: Date to be set.
  4. Technion, December 5.
  5. Bar Ilan, December 15.
9. It is agreed that there can be a public affair to be held not later than the 30th June in the city of New York for the Hebrew University. The details of this affair and its method of organization have to be worked out between the Hebrew University and the New York U.J.A.



MEMORANDUM

November 8, 1968

To: Members of the Executive Committee and National Campaign Cabinet

Re: Notes on Joint Executive Committee-Cabinet Meeting - - September 27, 1968

The UJA Officers, Executive Committee and Cabinet met at the <sup>57. Regis Hotel</sup> Statler-Hilton Hotel in Washington on September 27. Mr. Edward Ginsberg presided. The following were present: <sup>New York City</sup>

Harold B. Abramson, Passaic, N. J.	Leroy Hoffberger, Baltimore, Md.
Shimon Alexandroni, <sup>Director, Israel Consulate</sup> Israel Consulate, N. Y. <sup>Office in U.S.</sup>	Mrs. Harry L. Jones, Detroit, Mich.
Bernard H. Barnett, Louisville, Ky.	Joseph H. Kanter, Cincinnati, Ohio
Frank Beckerman, Hartford, Conn.	Jerome Klorfein, N. Y.
Leonard D. Bell, Boston, Mass.	Bernard Kobrovsky, Allentown, Pa.
Charles J. Bensley, N. Y.	Burton I. Koffman, Binghamton, N. Y.
Norman Berlin, Norfolk, Va.	Rabbi Irving Lehrman, Miami Beach, Fla.
Gerrard Berman, Paterson, N. J.	Morris L. Levinson, N. Y.
Henry C. Bernstein, N. Y.	Richard S. Levitt, Des Moines, Iowa
Irving Bernstein, N. Y.	Nathan I. Lipson, Atlanta, Ga.
Philip Bernstein, N. Y.	David M. Litwin, Newark, N. J.
Irving Blum, Baltimore, Md.	David Lowenthal, Pittsburgh, Pa.
Mrs. S. Alexander Brailove, Elizabeth, N.J.	Joseph Megdell, Flint, Mich.
Rabbi Isadore Breslau, Washington, D. C.	Alfred L. Morse, Boston, Mass.
Louis Broido, N. Y.	Charles M. Nelson, Wilkes-Barre, Pa.
Albert T. Brout, Newport News, R. I.	M. E. Newman, St. Paul, Minn.
Ben Domont, Indianapolis, Ind.	Irving S. Norry, Rochester, N. Y.
Melvin Dubinsky, St. Louis, Mo.	Albert Parker, N. Y.
Sidney M. Edelstein, Englewood, N. J.	Martin Peppercorn, N. Y.
Harold M. Falik, Houston, Tex.	Donald Robinson, Pittsburgh, Pa.
Allan Farber, Worcester, Mass.	Leonard Rosen, Miami, Fla.
Jacob Feldman, Dallas, Tex.	William Rosenwald, N. Y.
Jack B. Fisher, Canton, Ohio	Samuel Rothberg, Peoria, Ill.
Max M. Fisher, Detroit, Mich.	Melvin D. Sacks, Akron, Ohio
Ben Fixman, St. Louis, Mo.	H. E. Pinhas Sapir
Louis J. Fox, Baltimore, Md.	Lawrence Schacht, N. Y.
Herbert A. Friedman, N. Y.	Walter Segaloff, Newport News, R. I.
Herbert J. Garon, New Orleans, La.	Philip S. Seltzer, Philadelphia, Pa.
Edward Ginsberg, Cleveland, Ohio	Stanley Shapiro, Norfolk, Va.
David W. Goldman, Teaneck, N. J.	Arant Sherman, Davenport, Iowa
Hyman Goldman, Washington, D. C.	David Steine, Nashville, Tenn.
Ralph I. Goldman, N. Y.	Dewey D. Stone, Boston, Mass.
Alexander Grass, Harrisburg, Pa.	Joseph Strelitz, Norfolk, Va.
Samuel L. Haber, N. Y.	Leonard R. Strelitz, Norfolk, Va.
Gottlieb Hammer, N. Y.	Joseph Talamo, Worcester, Mass.
Samuel Hausman, N. Y.	Harold Victor, Norfolk, Va.
Robert C. Hayman, Buffalo, N. Y.	M. Edwin Weiner, Cleveland, Ohio
Bernard Herzfeld, Baltimore, Md.	Philip Zinman, Philadelphia, Pa.
Jerold C. Hoffberger, Baltimore, Md.	Paul Zuckerman, Detroit, Mich.



Mr. Ginsberg recalled that at the Executive Committee Retreat at Saratoga Springs in May, the discussion had centered on the growing financial needs of Israel for 1969, based upon the difficulties of the security situation in Israel, and consequently on the problem of intensified fund-raising for the humanitarian programs. Mr. Ginsberg further noted that the UJA Officers at a meeting on September 9 took the position that the tremendous sums required could be raised only by implementing the regular campaign with a 1969 emergency fund. This UJA position was presented to the Council of Jewish Welfare Funds and Federations' meeting of September 13-15. After a detailed analysis of financial needs to be met by the American-Jewish community, the CJFWF adopted a resolution calling for the continuation of the emergency fund in 1969, to be conducted on a two-line or two-card basis, seeking if possible to raise more in 1969 than in 1967.

Mr. Ginsberg next called on Israeli Minister Without Portfolio, Pinhas Sapir.

MINISTER PINHAS SAPIR Mr. Sapir referred to an Israel Foreign Ministry report he saw that morning, stating that on this very day three Israeli soldiers were killed and two were wounded by an Arab-planted mine in the Negev. Unfortunately, he commented, incidents like this--and worse--have become a daily occurrence in Israel.

The continual and expensive "little war" in which Israel is engaged necessitates an ever-growing budgetary outlay for indispensable defense needs.

As a case in point, Mr. Sapir recalled one comparatively small item--for more massive fortifications in the Suez area, at a cost of \$40,000,000--which the former Chief of Staff, General Itzhak Rabin, requested shortly after the six-day war. Some quarters expressed surprise that such an expenditure should be needed when so stunning a victory had just been won. However, these fortifications have saved the lives of hundreds of Israeli soldiers along the Suez Canal. Mr. Sapir added that during the past year, vast additional amounts were invested for defense measures along the entire expanse of Israel's present borders. Mr. Sapir emphasized the point that the six-day war victory was not accomplished in just six days, but was the result of thorough and timely preparation. Unfortunately, it is imperative again to see to it that Israel is adequately prepared in the event of another outbreak of hostilities. Considerably more sophisticated and costly equipment than before is required. Materiel of this kind is indispensable to inhibit Arab war plans against Israel.

Along with this enormous defense outlay, Israel must maintain the level of spending on welfare programs. Immigration has been increasing, and this is creating problems in housing and social services for newcomers. At this particular time, Israel is concentrating on building additional vocational schools where immigrants can be given technical training which would enable them to find gainful employment. Mr. Sapir noted that the Israelis are already taxed to the limit. Consequently, the need for funds from American Jewry in 1969 is greater than in 1967. Mr. Sapir observed that on Israel's Independence Day in May 1967 no one could have predicted the war that occurred less than a month later. Today no one can anticipate what will happen in the next day, week, or month.

GENERAL DISCUSSION Mr. Ginsberg stressed a point which particularly impressed those attending the September 13-15 CJFWF meeting--, namely that 20 per cent of Israel's gross national product goes for defense, a much greater percentage than for the United States. Furthermore, Israel's total annual income from



taxation currently is 3.3 billion Israeli pounds; more than 3 billion is being allotted for defense needs. This defense budget may rise even higher. Mr. Ginsberg commented it is vital that Israel be able to continue building itself as a nation and to cope with the problems of continuing immigration. The funds provided by the UJA make it possible to go on with the essential welfare, health, housing and education programs. Mr. Ginsberg expressed the view that to make available the extra large amount needed next year, it would be necessary to call upon the American Jewish community for a 1969 emergency fund.

The following additional points were made by the Executive Committee and Cabinet members during the discussion:

Many people in American Jewish communities did indicate an understanding during the crisis of 1967 that matters probably would get even worse before they became better. It is important that UJA leaders further develop and reinforce this understanding in preparation for the 1969 campaign as well as during the course of the campaign. The ominous spirit of aggression that enveloped the Middle East has become more portentous since the Soviet incursion into Czechoslovakia. The Czechoslovakian experience has served to make more Americans acutely aware of the tough and aggressive policy of the Russians, who are backing the Arab nations.

The point was made the UJA national leaders could most effectively show to others by personal example of their own increased giving how seriously they regarded Israel's requirements in 1969. In response to this point, a substantial number of the Executive Committee and Cabinet members present announced increased gifts for 1969.

1969 CAMPAIGN TECHNIQUES Mr. Friedman remarked that obviously everyone present at the meeting had a proper view of what was at stake in the year ahead. He summed up the situation which is confronting us. Paradoxically, Israel has never been stronger while at the same time it also never has been in greater danger or in greater need of help. The euphoria after the war of 1967 has evaporated, perhaps for the good. Every month since June, 1967 has demonstrated that the Arabs will not make peace. To help convey a real understanding to American Jews of Israel's precarious position, a number of special approaches are being developed, in order to close the "communications gap" which he described as the most serious obstacle to the 1969 emergency fund.

Mr. Friedman said one of these approaches would be a series of country-wide newspaper ads utilizing as one theme the effect of Israel's defense costs on social welfare needs, and as another a reaffirmation of the American Jewish community's obligation to meet overseas and domestic needs. Mr. Friedman demonstrated samples of ten advertisements prepared for the UJA for this purpose. He said that during the coming weekend there would be meetings with executive directors from various parts of the country where their reactions would be obtained on the usage of these advertisements.

Another approach is to get as many campaign workers as possible to Israel to see for themselves the effects of continuous war. Mr. Friedman described a plan being offered by UJA, in consultation with the Council of Jewish Federations and Welfare Funds, to achieve this result.



The UJA will send a plane each week to Israel leaving Sunday and returning the following Sunday. The participants will be able to evaluate the needs in the areas of immigration, absorption and social welfare, along with the drain on Israel's financial resources especially within the context of current military, political and economic conditions. Mr. Friedman indicated it was his feeling, as well as that of CJFWF President Louis Fox and Edward Ginsberg in addition to other leaders consulted, that large-scale participation in this program by community leaders as well as Executive, Campaign and Publicity Directors, was imperative. Those who participate will be able to convey the 1969 campaign story with clarity and impact to each contributor in their communities. The cost of the flight is \$690 per person; \$820 from the west coast. To encourage the participation of welfare fund professionals in the categories indicated, the UJA will share the cost of their trips with the communities.

The special weekly flights generally are for men only; there will be one such flight arranged for women leaders. These flights will run as follows:

UJA WEEKLY SPECIALS TO ISRAEL

Dates: Non-stop flights leave New York Kennedy Airport for Tel Aviv Sunday evenings at 7:00 on the following dates:

December 1st	January 12th
December 15th	January 19th
January 5th	January 26th

Flights return to New York the following Sunday, arriving Kennedy Airport at 5:00 pm. Additional flights will depart from the west coast as follows:

December 1st - departing Los Angeles at 9:00 am  
 January 5th - departing Los Angeles 8:00 am; San Francisco 10:00 am

Program: Sunday: Depart New York at 7:00 pm (non-stop).

Monday: Arrive Lod Airport - Transfer to Hotel.  
 Afternoon for rest.

Evening: Special Briefing on Current Conditions in Israel.

Overnight: Hilton Hotel

Tuesday: Special trip to Suez Canal. Return to Tel Aviv.

Overnight: Hilton Hotel

Wednesday: Meetings in Jerusalem with Prime Minister Levi Eshkol and other representatives of the Government of Israel, to consider social welfare needs in light of current situation.

Overnight: Hilton Hotel



**Thursday:** Special flight to Beth Shean Valley; visit Kibbutzim most frequently under attack. Meet with settlers, military personnel, see shelters and other installations.

Overnight: Tiberias

**Friday:** Trip to Golan Heights, visit outposts, see maneuvers, meet military personnel.

Overnight: Hilton Hotel

**Saturday:** Meetings with Jewish Agency and Malben officials, dealing with all social welfare, immigration and absorption problems.

Overnight: Hilton Hotel

**Sunday:** Return to New York; arrive late afternoon.

In addition to the foregoing, Mr. Friedman pointed out the UJA is trying to arrange for every community to hold an orientation meeting during the month of October to provide appropriate background information to local leaders and campaign workers. A confidential fact sheet detailing Israel's pressing needs is being worked out with Minister Sapir and Jewish Agency Chairman Louis Pincus. Every executive director will receive it, as well as all Cabinet members. Mr. Friedman stressed that through all of these procedures UJA seeks to fill a communication rather than a credibility gap. He said that when he speaks of the continuing war and its effects, people do not doubt -- they simply do not know. He explained that the people in the communities surely were convinced that the situation overseas is critical; the job to be done is to convey a comprehensive understanding of that situation and a sense of urgency.

Mr. Friedman further noted that a substantial number of cities already have scheduled initial 1969 campaign fund-raising meetings for November 1968.

As another innovation, Mr. Friedman cited the fact that on the afternoon of the UJA Inaugural Meeting (December 12) a luncheon meeting is scheduled for contributors of \$50,000 and over.

EMERGENCY FUND RESOLUTION The Executive Committee and Cabinet members present unanimously adopted a resolution calling for an Emergency Fund to raise the substantial extra amount of money required in 1969. It was also their consensus that the entire campaign should be on a two-line basis.

Mr. Herbert Garon, Chairman of the UJA Young Leadership Cabinet, noted that he had sounded out the members of his Cabinet and could give the assurance that the UJA Young Leadership organization would raise more in 1969 than in 1968. Mrs. Harry D. Jones, UJA National Women's Division Chairman, commented that the UJA leadership did a magnificent job in setting a proper climate for women to exercise their responsibility in 1968. The Women's Division will continue to depend on the UJA leaders to encourage women to contribute substantially on their own in 1969. Rabbi Irving Lehrman, Chairman of the UJA Rabbinical Advisory Council, proposed that telegrams be sent to rabbis all over the country urging sermons with reference to the 1969 Emergency Fund, and this was agreed upon.



Mr. Louis Fox, President of the CJFWF, pointed out that the CJFWF's September 13-15 meeting of 100 community executive directors-- representing more than eighty per-cent of all the executives throughout the country--unanimously endorsed an emergency fund for 1969. There was complete agreement by the executive directors that every community must go all out in the 1969 campaign to match the needs resulting from Israel's present state of emergency.

Mr. Ginsberg thanked everyone present and adjourned the meeting.

*Edward Ginsberg*

*Herbert A. Friedman*

Edward Ginsberg  
General Chairman

Herbert A. Friedman  
Executive Vice-Chairman





UNITED JEWISH APPEAL, INC.  
1290 Avenue of the Americas  
New York, New York 10019

MEMORANDUM

October 11, 1968

CONFIDENTIAL

To: UJA Officers

Re: Notes on UJA Officers Meeting, September 9, 1968

The UJA Officers, with Mr. Edward Ginsberg presiding, met at the UJA office on Monday, September 9, 1968. The following were present:

Albert B. Adelman	Merrill L. Hassenfeld
Bernard Barnett	Mrs. Harry L. Jones
Charles J. Bensley	Joseph H. Kanter
Henry C. Bernstein	Morris L. Levinson
Irving Bernstein	Joseph Meyerhoff
Isadore Breslau	Albert Parker
Melvin Dubinsky	Martin Peppercorn
Max M. Fisher	William Rosenwald
Herbert A. Friedman	Dewey D. Stone
Herbert J. Garon	Edward M. M. Warburg
Edward Ginsberg	Jack D. Weiler
Samuel L. Haber	Philip Zirman
Gottlieb Hammer	Paul Zuckerman

Mr. Ginsberg noted that the meeting was called primarily to obtain the reaction of the Officers on the issue of a special campaign in 1969 similar to the 1967 and 1968 Emergency Fund. He explained that it was important to arrive at a consensus which could be conveyed to the Council of Jewish Welfare Funds and Federations' meetings of September 13 - 15, where the format of the 1969 campaign would be discussed.

Before an expression of Officers' views was obtained, Mr. Friedman, who recently returned from Israel, reported on the situation there, and Mr. Hammer and Mr. Haber spoke on problems currently confronting the Jewish Agency and the JDC.



HERBERT FRIEDMAN Mr. Friedman said that during his stay in Israel he made an extensive field survey, visiting all the crucial areas and meeting at length with virtually all of Israel's leaders. He described the most critical regions as follows:

Beit She'an Valley This economically important agricultural area has been under Arab terrorist fire throughout most of this year. Israel has been countering the hostile acts by special measures directed at the bases utilized by El Fatah attackers, but no substantial reduction in assaults on the Valley is expected. The settlements are suffering severe punishment in terms of property and in time of work lost. The crop loss is a drain on Israel's economy. Millions of dollars have had to be invested for shelters, roads, and an electronic fence.

Golan Heights This area bordering with Syria was quiet for many months, but lately it is experiencing skirmishes of increasing intensity. Apparently, the Syrians, who are involved in these attacks, feel renewed strength.

Suez Canal Infiltrations from the Egyptian side of the Canal started in July. These have increased in frequency. Mines are planted, and the occasion of their blowing up seems to be a signal for Egyptian bombardments.

Jordan West Bank The fact that there have been no recent major eruptions on the West Bank indicates that Defense Minister Dayan's policy for this area is proving successful. As a result of Israeli counteraction, Arab residents of the area in many cases seem to be urging El Fatah guerillas to go away and leave them alone.



The latest Arab guerilla plan is to create harassment in large cities by bombing public places, and provoking Israeli outrage against Arab bystanders. The street incidents would then be exploited by hostile press, propagandizing the idea of Israeli attack on innocent Arabs. The Israeli policy is to discourage such retaliatory acts.

Defense Requirements Under the circumstances, the Government finds it necessary to maintain a large contingent of reserves and to lengthen the time of service in the armed forces.

Mr. Friedman said that because of the precarious military situation the dimensions of the defense budget for the fiscal year 1969 "shocked" Prime Minister Eshkol when he first saw it. Overwhelming as are the figures of the budgetary outlay, they reflect the vital defense needs of Israel, presently engaged in a persistent and costly "little war."

Mr. Friedman indicated that in the Army's high echelon the only question seems to be when full scale hostilities will break out again. Some take at face value Nasser's statement that Egypt and her allies would not be ready until 1970. Others recall an assumption made in the spring of 1967 that an all-out Arab attack would not come before 1968 or 1969, and this time, too, an Arab war may be launched earlier than anticipated. At present, the aircraft ratio is four or five to one, to Israel's disadvantage; just before the Six Day War it was three to one, and this ratio obviously did not serve as a deterrent.

Commenting on other aspects of Israeli life, Mr. Friedman said that the country is still trying to work its way out of economic recession, and industry and agriculture can scarcely spare the manpower being called up by the Army. The fulfillment of Israel's export potential consequently is being hampered.



Mr. Friedman added that finding the manpower to administer the occupied territories represents a further problem. Meanwhile, immigration has been increasing. Between 27,000 and 30,000 newcomers will enter Israel in 1968, as compared with 18,000 who came in 1967.

Mr. Friedman reported that Prime Minister Levi Eshkol, during their recent meeting in Israel, had expressed the view that there is no other way to close Israel's economic gap except through the flow of cash that only a special fund in the 1969 campaign could provide. The Prime Minister had indicated he would help in any way he could in assuring appropriate gifts from larger contributors. By way of amplification, Mr. Ginsberg pointed out that Israel's total annual tax income currently is 3.3 billion Israeli pounds and that more than 3 billion is being allotted for defense needs. Mr. Hammer observed that, according to the latest information available to him, Israel's defense budget could be expected to rise even higher.

GOTTLIEB HAMMER Mr. Hammer pointed out that, unless full scale hostilities resume, immigration to Israel, largely from Eastern Europe, is expected to continue at the rate of 2,500 to 3,000 persons per month. The principal difficulties in connection with current immigration involve housing and special services. By October of this year all available apartment space will be exhausted. The Jewish Agency is desperately trying to get a new housing program started.

A team concerned with preparations for the Jerusalem Conference next June has been checking on funds allocated for immigrant health and social services. It has found these being handled largely on the local level -- small towns and villages. With services severely cut back because of insufficient funds, people on these levels are reaching the end of their tether and there is cause for concern for this group of relief recipients.



Mr. Hammer reported that Israel's Deputy Prime Minister-Absorption Minister, Yigal Allon, and Jewish Agency Chairman Louis Pincus reached agreement on future functions. The Agency is and will continue to be responsible for meeting immigrant needs. The Absorption Ministry will coordinate and accelerate services to new immigrants with the aim of reducing bureaucratic red tape to a minimum.

SAMUEL HABER Mr. Haber spoke on the situations of Polish and Czechoslovakian Jews as follows:

Poland From the end of the June War in 1967 until April 1968, there was practically no movement of Jews at all from Poland. But in May, 1968, emigration from Poland started again with 153 leaving that country, followed by 175 in June; 178 in July; over 300 in August; and 166 during the first eight days of September, indicating that Jewish emigration for this month may be as high as 500.

Czechoslovakia At the time of the Soviet occupation in August, there were 13,000 to 15,000 Jews in Czechoslovakia, mostly residing in Prague and Bratislava. As of September 9, the JDC center in Vienna had been confronted with the problems of 1,274 Czechoslovak-Jewish refugees seeking financial assistance, advice, and in some cases resettlement.

Within a short time, 100 Czechoslovakian Jews left for Israel, another 100 for various European countries, while others returned to Czechoslovakia. At the present time, some 900 of these Jews remain in Vienna. United HIAS Service had registered 425 people intending to resettle in various Western countries. JDC in Vienna expects its Czechoslovak-Jewish case load to include ultimately 2,500 to 3,000 refugees. These refugees are generally professional people -- doctors,



engineers, scientists, writers and film producers. For both Poland and Czechoslovakia the policy seems to be now to keep the doors open for the exit of Jews in this category who apparently are regarded as potential sources of trouble.

Romania Evidently it has determined to retain all the manpower it can for the present, and no one at the moment is leaving Romania.

EMERGENCY FUND DISCUSSION Mr. Ginsberg called on each of the Officers attending, and everyone expressed himself in favor of an emergency fund for 1969. The Officers' comments included the following:

At the CJFWF meeting in June, the lay leaders present favored another special fund while the executive directors indicated a more cautious attitude. Since that time, most executive directors have come around to the view that separate giving for a special fund should be encouraged at least in the case of the larger contributors.

The Officers at the meeting took the position that two gifts should be solicited from contributors in all gift categories. Soliciting should be done in a way that plainly indicates two earmarked gifts. It was remarked that unless the two-line policy is maintained for all gifts, the very principle of the special fund would be defeated.

It was indicated that a substantial number of contributors in some communities acknowledge the necessity for a 1969 special fund, while in other communities there is considerable sentiment against it. In the pro-special fund communities, the argument that more money is required to meet local needs has been countered by citing the fact that in 1968 a sizeable increase in regular campaign contributions accompanied gifts to the Emergency Fund.



It was agreed that circumstances overseas require that the amount to be raised in a 1969 emergency fund be more than that raised even in 1967. The daily headlines should serve as evidence of the necessity for larger funds. But it was recognized there is a great deal of resistance to be overcome. A large-scale publicity campaign dealing with the pressing needs of the "little war" was urged along with whatever new techniques can be conceived for raising money.

#### WOMEN'S DIVISION

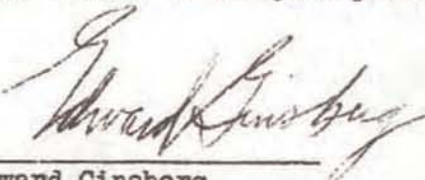
Mrs. Harry L. Jones pointed out that in 1968 the Women's Divisions in a number of large communities raised as much for the combined Emergency Fund - Regular Campaign as they did in 1967. She said Women's Divisions throughout the country can produce substantially more for a special fund in 1969 if more husbands will permit their wives to make separate emergency contributions.

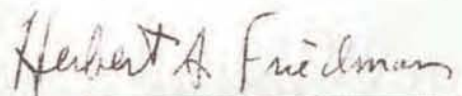
#### 1968 STUDY MISSION

Mr. Albert Parker reported that about 450 large contributors from throughout the country -- almost as many as the unprecedented number last year -- will participate in the 1968 Study Mission. He believed it is encouraging evidence of the widespread responsiveness to what is happening in Israel.

Mr. Ginsberg praised the unanimous consensus of the Officers in favor of a 1969 special fund -- to be called the "Israel Emergency Fund". To give emphasis to their position, a substantial number of those present announced that they would make increased gifts in 1969. Others indicated they would have 1969 gift announcements to make before the joint meeting of the Executive Committee and National Campaign Cabinet on Friday, September 27. This meeting will take place at the St. Regis Hotel in New York City, and begin with lunch at 12:30.

With thanks to everyone present, Mr. Ginsberg adjourned the meeting.

  
Edward Ginsberg  
General Chairman

  
Herbert A. Friedman  
Executive Vice-Chairman



UNITED JEWISH APPEAL, INC.  
1290 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK 10019

MEMORANDUM

May 31, 1968

CONFIDENTIAL

To: Members of the Executive Committee and National Campaign Cabinet

Re: Notes on Joint Executive Committee-Cabinet Meeting -- April 24 and 25, 1968

The UJA Officers, Executive Committee and Cabinet met at the Statler-Hilton Hotel in Washington on April 24 and 25. The following were present:

Albert B. Adelman, Milwaukee, Wisc.	Louis S. Goldman, Dayton, Ohio
Leonard D. Bell, Lewiston, Me.	Ralph I. Goldman, N. Y.
Charles J. Bensley, N. Y.	Sheldon B. Guren, Cleveland, Ohio
Irving Bernstein, N. Y.	Samuel L. Haber, N. Y.
Philip Bernstein, N. Y.	Merrill L. Hassenfeld, Providence, R. I.
Herschel W. Blumberg, Washington, D.C.	Mrs. Harry L. Jones, Detroit, Mich.
Rabbi Isadore Breslau, Washington, D.C.	Morris L. Levinson, N. Y.
Joel S. Breslau, Washington, D.C.	Richard S. Levitt, Des Moines, Iowa
Meyer H. Brissman, Washington, D. C.	Nathan I. Lipson, Miami, Fla.
Mrs. Joseph Cherner, Washington, D.C.	Joseph M. Mazer, N. Y.
Nathan Cramer, Los Angeles, Calif.	Joseph Megdell, Flint, Mich.
Ben Domont, Indianapolis, Ind.	Samuel M. Melton, Columbus, Ohio
Melvin Dubinsky, St. Louis, Mo.	Warren C. Miller, Washington, D.C.
Jacob Feldman, Dallas, Tex.	Albert Parker, N. Y.
Louis J. Fox, Baltimore, Md.	Martin Peppercorn, N. Y.
Leopold V. Freudberg, Washington, D.C.	Morris Rodman, Washington, D. C.
Herbert A. Friedman, N. Y.	Samuel Rothberg, Peoria, Ill.
Herbert J. Garon, New Orleans, La.	Melvin D. Sacks, Akron, Ohio
Edward Ginsberg, Cleveland, Ohio	Lawrence Schacht, N. Y.
Hymen Goldman, Washington, D.C.	Philip Stollman, Detroit, Mich.
	Philip Zinman, Philadelphia, Pa.

WEDNESDAY EVENING SESSION, APRIL 24

Mr. Edward Ginsberg, presiding, welcomed all those who were present despite the inclement weather.

GHETTO UPRISING TRIBUTE. Mr. Ginsberg noted that the week of the meeting marked the 25th anniversary of the Warsaw Ghetto uprising. To commemorate this unique event in modern history, Mr. Ginsberg called upon Herbert A. Friedman. (A copy of Mr. Friedman's presentation is attached.) "El Mole Rachemim" was chanted by Cantor Jacob Friedman of B'nai Israel Synagogue, Washington, and Mrs. Harry Jones lit six candles in memory of the six million Jews who perished during the Nazi rule.



H.E. EPHRAIM EVRON. Mr. Ginsberg introduced Ephraim Evron, the Israeli Minister Plenipotentiary, at the Embassy in Washington, who, among other important posts, has been Secretary to Prime Ministers Sharett and Ben-Gurion. Mr. Evron dealt with developments in Israel since last June, and much of the substance of his remarks was off the record. He said that peace, which might have been expected to follow the Six Day War, is "at least as far away as ever." Describing Israel's present position as grim, Mr. Evron compared it to an iceberg, with the greatest area of danger beneath the surface. The terrorist raids, the inflammatory speeches of Arab leaders, the endless flow of military equipment from Moscow, are sufficient reasons for concern. Mr. Evron cited factors which ultimately lead to war: Arab determination not to come to any terms of coexistence, but to destroy Israel; the international community's silent acceptance of this attitude - thereby conveying a notion to the Arab nations that they could attack Israel with impunity; Arab support from the Soviet Union; and finally, Arab miscalculation of Israel's defense capability -- its deterrent strength.

All of these elements are revived today, Mr. Evron said, adding that as a result of Russian help, the Arab countries are at least as strong militarily now as they were last June, and in some ways stronger. To illustrate the last point, Mr. Evron indicated that Egypt has obtained up-to-date supersonic MIG-21s from Russia, while Iraq has been able to purchase supersonic Mirages from France. Meanwhile, President DeGaulle prevents delivery of the same aircraft, ordered and paid for by Israel, and thus far Israel has not been able to obtain similar, vitally needed planes from other sources. Mr. Evron gratefully acknowledged the purchase of planes from the United States, but these are sub-sonic.

We can "overcome," Mr. Evron concluded, with the help and understanding of Jews throughout the world and fully realizing the persistent threat of war.

I. L. KENEN. Mr. Ginsberg introduced Mr. Isaiah L. Kenen, the editor of Near East Report, as well as Executive Director of the American-Israel Public Affairs Committee. Mr. Kenen examined the attitudes regarding the Middle East situation of the various aspirants for the Democratic and Republican presidential nominations. He pointed out that these candidates had been asked to submit their views for publication in a forthcoming supplement of the Near East Report, which UJA Executive Committee and Cabinet members will be receiving. Mr. Kenen's analysis at the meeting was based on the views submitted to the Near East Report and on the past utterances of the candidates. Mr. Kenen commented that the candidates are generally responsive to Israel's plight, but they confine their views to speeches made to Jewish audiences. He indicated that a policy statement on Israel will be submitted by the American-Israel Public Affairs Committee for consideration at both the Democratic and Republican conventions this summer when party platforms are deliberated.

THURSDAY MORNING SESSION, APRIL 25: 1968 Campaign Report

Mr. Ginsberg called upon Mr. Herbert Friedman to speak on the status of the 1968 campaign. Mr. Friedman reported on the fund-raising results of 271 community spring campaigns, and of New York City.



STATUS OF 1968 SPRING CAMPAIGNS  
UNDER WAY AS OF APRIL 18

	1968 Current Raised and 1967 Comparative Values			
	<u>Regular Campaign</u>		<u>Emergency Fund</u>	
	<u>1967</u>	<u>1968</u>	<u>1967</u>	<u>1968</u>
271 cities	\$48,817,000	\$55,316,000	\$53,431,000	\$39,672,000
New York City (net receipts)	8,423,000	9,416,000	10,286,000	9,453,000
<b>TOTAL</b>	<b>\$57,240,000</b>	<b>\$64,732,000</b>	<b>\$63,717,000</b>	<b>\$49,125,000</b>

Mr. Friedman pointed out that the Regular Campaign was running about \$7,500,000 ahead of 1967. The Emergency Fund, however, showed a decrease of \$14,500,000 compared with the same date of 1967.

Mr. Friedman noted that the total allocations to the UJA from the sums raised in all communities in 1967 were \$178,000,000 from the Emergency Fund and \$67,500,000 from the Regular Campaign. He observed that at this moment it was too early to estimate a final figure for the 1968 Emergency Fund, because several of the largest cities are still engaged in fund-raising. In regard to the Regular Campaign, Mr. Friedman said it is anticipated that allotments to UJA will total \$70,500,000 compared with the 1967 total of \$67,500,000, or a gain of \$3,000,000 on the regular fund.

CASH REPORT. Mr. Friedman reported that the UJA had received from June 1967-April 1968 \$160,444,160 in cash on the total raised through the 1967 Emergency Fund. Thus, there is still a sum of \$17,500,000 in accounts receivable on the 1967 Emergency Fund.

Mr. Friedman pointed out that the UJA entered 1968 with accounts receivable on the regular campaigns of preceding years drastically reduced because of the large flow of cash that came to the UJA during the 1967 war and post-war period. As of the time of this meeting, the accounts receivable figure for all previous regular campaigns are about \$15,000,000 compared to the accounts receivable figure of \$37,500,000 at a similar point in 1967.

Mr. Adelman, Chairman of the UJA Cash Committee, announced that a major effort was being launched to collect the maximum amount of cash outstanding during the next three months, and he requested the fullest cooperation of all the UJA national leaders in obtaining this objective.

\$10,000 AND OVER GIFTS. Mr. Friedman reported that as of the end of 1966 and prior to the 1967 Emergency, there were 1,250 \$10,000 and over gifts throughout the country, including New York City. There are now 3,850 such gifts - 3,000 nationally and 850 in New York City.

Mr. Friedman reported that 804 gifts of \$10,000 and over for 1968 (total: i.e. Regular and Emergency combined) were recorded as of April 18th in communities outside of New York City. The following breakdown on these gifts was provided.



	<u>No. of Gifts</u>	<u>1967 Reg.</u>	<u>1968 Reg.</u>	<u>1967 EF</u>	<u>1968 EF</u>
Increases*	394	5,812,755	6,788,690	8,930,779	10,766,584
Repeats	201	2,802,600	2,782,700	4,363,600	4,383,500
Decreases**	209	4,896,651	4,932,225	11,089,840	5,859,750
	804	13,512,006	14,503,615	24,384,219	21,009,834

\* Included are new gifts in \$10,000 and over category viz:

<u>No. of Gifts</u>	<u>1967 Reg.</u>	<u>1968 Reg.</u>	<u>1967 EF</u>	<u>1968 EF</u>
61	196,925	295,810	218,950	568,200

\*\* Not included are gifts reported as going under \$10,000 viz:

45	152,115	162,440	539,486	126,700
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Mr. Friedman observed that the above tabulation suggests that, within this group of 804 gifts, contributions are generally holding the line. Reductions in the total for the 1968 Emergency Fund as compared to 1967 seem to be resulting mainly from decreases in \$5,000 to \$10,000 contributions.

NATIONAL INAUGURAL MEETING. In connection with the UJA Inaugural Dinner, scheduled for December 12, 1968, at the New York Hilton, Mr. Ginsberg asked the Executive Committee-Cabinet to consider whether the invitation to the Dinner should be limited this year to \$25,000 and over contributors rather than those giving \$10,000 and over, as in the past. Mr. Ginsberg said that if this were done, another national fund-raising function for \$10,000 and over contributors could be held in a city other than New York, at a subsequent date, possibly in January. Mr. Ginsberg referred to Mr. Friedman's statement on the number of gifts in the \$10,000 and over category reached 3,850 at the end of 1967 - triple the amount of such gifts in 1966. Consequently, the attendance at the Inaugural Dinner last December grew to over 700, depriving it of much of its value as a prestige event. The size of the attendance interfered with fund-raising, since only a limited number of givers could be approached personally regarding their contributions before the meeting, and many gifts could not even be called at the Dinner.

Mr. Ginsberg noted that this idea already had been presented at a UJA Officers meeting on April 15 as well as to Executive Directors at a consultative meeting on December Conference Planning on March 22. Both the Officers and Executive Directors had agreed that the December Inaugural meeting should be limited to \$25,000 and over contributors and that a January meeting in Washington or Chicago should be planned for \$10,000 and over contributors.



In response to questions, Mr. Friedman declared that there were now 881 gifts of \$25,000 and over throughout the country, and that an Inaugural meeting attendance of about 400 persons could be expected from contributors in this group. Mr. Ginsberg said that, keeping in mind all the points made during the discussion, a program for the Inaugural Dinner would be formulated and presented to the Executive Committee-Cabinet at a later date.

UJA ANNUAL NATIONAL CONFERENCE. The Conference will be held, December 13-15 at the New York Hilton. Mr. Ginsberg requested suggestions for an Israeli speaker at the banquet, Saturday night, December 14. The consensus was that Defense Minister Moshe Dayan should be invited, since he remained a most attractive person for the Jewish-American community. It was also felt that Foreign Minister Abba Eben was a very desirable personality - and that either man would present Israel's problems most effectively.

WOMEN'S DIVISION REPORT. Mrs. Jennie Jones, Chairman of the UJA's National Women's Division, reported on the successful effort to give a "new look" to the Division by involving younger women in campaign activities. Mrs. Jones praised the experienced leaders who continued to work very hard. Because of excellent cooperation from the local welfare funds and federations, an unusually large number of community Women's Division meetings were held this year. Mrs. Jones said that in numerous cases, workers at these meetings were setting best examples by announcing increased gifts on their own before going out to solicit.

As evidence of increased level of giving, Mrs. Jones cited the \$1,000, \$2,000 and even \$2,500 functions held this year. Mrs. Jones reported that, as is the case for the overall campaign, in the Women's Division the Emergency Fund is running behind 1967 while the Regular campaign is ahead of last year. She indicated that she and other Women's Division leaders were encountering difficulty in conveying the idea that the emergency remains as great as it was last June.

Mrs. Jones questioned the view among male leaders that regular campaign contributions should be emphasized in Women's Division solicitations, and that gifts to the Emergency Fund should be secured from other members of the family. She stressed that most women's gifts represent a definite "plus" above and beyond what their husbands give.

ISRAEL EDUCATION FUND REPORT. Mr. Charles Bensley, President of the Israel Education Fund, pointed out that in the short period of 44 months since it was established, the operations of the Education Fund have achieved the following:



ISRAEL EDUCATION FUND OF THE UNITED JEWISH APPEAL

Statistical Summary and Status Report

Donors: 86      Amount Pledged: \$20,502,000.\*

Facilities Established:    82                      High Schools (46)      Public Libraries (7)  
    Youth, Cultural and Community Centers (15)      Pre-Kindergartens (14)

Total Enrollment: (In operative IEF high schools and pre-kindergartens and in temporary facilities awaiting transfer to the IEF high schools now in construction) 7,129

Scholarships and Grants Awarded: 1,276

<u>Types of High Schools</u>	<u>General</u>	<u>Religious</u>	<u>Total</u>	
Comprehensive	21	4	25	
Vocational	7	5	12	
Academic	4	2	6	
Nautical	2	-	2	
Music Academy	1	-	1	
<u>Construction Status</u>	<u>Open and in Operation</u>	<u>Under Construction</u>	<u>Constr. to begin, 1968</u>	<u>Constr. to begin, 1969</u>
High Schools	13	14	15	4
Public Libraries	1	5	1	-
Community Centers	1	1	10	3
Pre-Kindergartens	5	5	4	-

Prospects in Negotiation: 47      Minimum Amount in Negotiation: \$8,650,000

\*) includes \$137,000 in unsolicited gifts.

Mr. Bensley indicated that although the Education Fund activities have been de-emphasized since June of 1967 in order to give priority to Emergency Fund gifts, nevertheless \$2,200,000 in pledges were made since the start of the Emergency Fund.

Mr. Bensley said that solicitation for Education Fund gifts have in several recent instances helped stimulate increased gifts to the Emergency Fund. He added that in some other cases people who have been given a proper understanding of the need for a large Emergency Fund contribution subsequently also pledged to the Education Fund.



YOUNG LEADERSHIP REPORT. Mr. Herbert Garon, Chairman of the Young Leadership Cabinet reported that gifts from young leaders were, to some degree, following the pattern of the general campaign. However, he added that this group of contributors accepts more readily the idea that an acute emergency continues to exist, and consequently there has been a lesser falling off of Emergency Fund gifts among them.

A series of stimulating and effective Young Leadership gatherings have been held since January, including sessions at all three UJA regional conferences. Additionally, a Young Leadership Cabinet-Executive Committee meeting was held in Chicago on March 3rd, where the group's program was evaluated and policy was set for the balance of the year. A Young Leadership Cabinet Retreat will take place at the Onchiota Conference Center the weekend of May 24-26, and it will be preceded by a Young Leadership Cabinet-Executive Committee meeting on May 23rd.

Mr. Garon also reported on his experiences in Israel at the end of March and early April while attending the International Young Leadership Conference, held on the eve of the Jerusalem Economic Conference. He found it most exciting to meet with the 110 young men from all over the world -- the international counterparts of the UJA Young Leadership group -- who gathered together in Rehovot for the purpose of considering ways and means to help shore up Israel's economy. The profound dedication to Israel of a new generation was particularly inspiring. During the comparatively brief stay, these young leaders were frequently exposed to the sights and sounds of violence. During that period, four Israeli farmers were killed and four others seriously wounded (including an American) when their tractor ran over a mine at Kibbutz Massada. Following the incident, Kibbutzim Tel Katzir, Sha'ar Hagolan, Ashdod Ya'akov, Geshar, Kfar Ruppim and others on the Jordan border were shelled, and Israel retaliated by bombing an oil supply depot and military installations. An Israeli plane was lost, the pilot saved.

Mr. Garon visited some of the Kibbutzim with other young leaders. At Ashdod Ya'akov they found that hardly a building escaped some damage, and in the children's quarters, the sky could be seen through the roof where a shell had left a gaping hole. Everyone was thankful that the children had been safely spirited into underground shelters. On a subsequent trip to Hebron, Mr. Garon was present when death and terror struck. He saw a young Israeli soldier shot to death, and another wounded. Hebron had previously boasted of peaceful cooperation with the Israeli occupation forces, and there had not been a single incident until that day.

Mr. Garon concluded by quoting from the letter he had written from Israel to the Young Leadership Cabinet: "...it is perfectly obvious that our sense of responsibility is being testing once again. Until Israel is economically strong, viable and secure, we must recognize its need for our increased giving is at an all-time high, notwithstanding our generous gifts of 1967. They cannot do it alone."



1968 STUDY MISSION. Mr. Albert Parker, Chairman of the Study Mission Planning Committee, pointed out that the 1968 Mission is scheduled for October 16 to October 31 in Israel. He said that last year's 550-member Mission, the largest ever held, also set a record in the total pledged for the forthcoming year's campaign while the group was still overseas. These pledges sparked the 1968 campaign. Mr. Parker added it has amply been demonstrated that the impressions brought back by the Study Mission participants have a great positive impact on local campaigns. For these reasons, he said, it is desirable that there be as many people on the 1968 Mission as last year.

JDC REPORT. Mr. Haber, Executive Vice-Chairman of the JDC, reported on current JDC operations and problems as follows:

Poland -- Most of the Jews remaining in Poland were and continue to be in great need. However, in mid-1967 the JDC was advised in an official letter from the Polish Government that its programs in Poland were no longer needed. The letter was couched in not unfriendly terms and even expressed thanks for the help provided. Nevertheless, JDC representatives were not even allowed to go back into the country to effect an orderly liquidation of the program. The JDC is still able to provide some assistance to Polish Jews through congregations in that country and this helps to maintain kosher kitchens, support religious activities and to give cash relief to individual needy Polish Jews. Though it has been made more difficult, Jews can still emigrate from Poland, and about 50 a day are applying for visas at the Dutch Embassy which is now representing Israel's interest in Warsaw.

Rumania -- The informal relief program which the JDC has been carrying on in Rumania for several years was formalized by arrangement with the Rumanian Government in April, 1967. Mr. Haber observed that funds the JDC has been able to allocate in Rumania in its 1968 budget are insufficient for the needs of the Jewish community. The long-indicated possibility of increased emigration still has not been realized, but when this occurs, a very great sum will be required to secure the exit of large numbers of Jews prepared to leave.

Soviet Union and Hungary -- Whatever help is provided to Jews in these two countries must be given indirectly. Mr. Haber remarked that he has observed terrible misery in North Africa and in India, but that the conditions of the Jews in Budapest which he saw a few years ago still deeply affect him. The JDC can get only a minimum amount of aid to them, but it provides as much as it can.

Czechoslovakia -- Until now the JDC position has been similar to that in the Soviet Union and Hungary. It is hoped that the recent liberalization of Czechoslovakia will open up the possibility of assistance to the Jewish community there. Mr. Haber said he met recently the American Ambassador to Czechoslovakia, who was in Washington on leave, and at the JDC's request, the Ambassador intended, upon his return to Prague in May, to make a renewed effort on the JDC's behalf.



Morocco and Tunisia -- As a result of the anti-Jewish activities in these countries during and since the Six Day War, which stemmed from the masses and were not government-fostered, the viability of Jewish communal life came virtually to an end. The residual Jewish population fully realizes that life in these countries has no future for them and acts accordingly. In view of this situation, the JDC, along with HIAS and ORT, must thoroughly re-evaluate their programs in Morocco and Tunisia.

Egypt, Iran and Syria -- In all of these countries, Jews have been going through a terrifying period, and there is very little that outsiders were able to do for them. Between 200 and 300 of the Jews jailed in Egypt last June are still in prison. There are between 2,500 and 3,000 Jews both in Syria and Iraq, and their suffering has been great. Contacts are maintained with the International Committee of the Red Cross, World Council of Churches, and other world service agencies, in order to help the Jews in these countries to whatever extent may be possible.

Western Europe -- Mr. Haber indicated that the American-Jewish community has reason to take pride in the way it has helped to revitalize the Jewish community of Western Europe since the end of World War II. The success of this effort was amply demonstrated by the response made by the Western European Jews at the time of the June war. Ten of these countries are now able to take care of their "own", enabling the Joint Distribution Committee to liquidate its efforts. In Italy and Austria, it remains necessary for the JDC to continue its program for transmigrants. In France, where the large numbers of North African Jews still require intensive assistance, JDC plans to maintain support, but also to gradually phase out its program, as the French Jewish community increases its own ability to raise funds.

Israel -- JDC is re-examining its programs in Israel. Consultations are held with government and Jewish Agency representatives aimed at the establishment of a special program for Israel's increasing aged population, utilizing the experience that JDC Malben has acquired in this area.

Mr. Haber said that a joint committee was created, consisting of Mr. Ginsberg and two representatives each from the United Israel Appeal and the Joint Distribution Committee, to streamline the work of UIA, Jewish Agency and JDC and to eliminate duplication. A survey was made of all areas in Europe during February, and recommendations are now being implemented.

JEWISH AGENCY REPORT. Mr. Pincus, Chairman of the Jewish Agency, reviewed Israel's economy and Jewish Agency programs.



1. The Jerusalem Economic Conference in April was successful, but it will take some time until new measures come to fruition.
2. Various industrial areas in Israel are now being re-assessed for reasons of defense as well as for general economic purposes. Israel's defense expenditures now come to 2 million dollars a day. Current defense expenditures are 50% above budgetary provisions earlier planned because of Arab terrorism.
3. Social services and education in Israel are already suffering from lack of funds. University education is being constricted, a large-scale hospital plan had to be scrapped and further school planning is jeopardized. This particularly affects areas where it is needed most to aid in the integration of new immigrants.
4. Indications are that immigration to Israel for this year will be over 30,000 -- larger than the number who entered Israel in 1967. Large additional sums are going to be required by the Jewish Agency to meet the extraordinary immigration costs from certain countries. Moreover, a large-scale emigration from Morocco is expected in the year ahead. Some Jews continue to manage to come from Syria.

Mr. Pincus concluded that "last June's 'victory' has brought with it problems in dimensions we never thought would have to be faced." He urged the national leaders of the UJA to bring a full understanding of this to all American Jews.

Mr. Pincus also called attention to the social welfare conference to be held in Jerusalem in June, 1968. He pointed out that it will be a world-wide gathering which will consider present and projected needs of Israel as well as world-wide fund-raising. A preparatory meeting on this conference was held at the Jewish Agency office in Jerusalem on April 4, with Mr. Pincus presiding and Mr. Ginsberg, Mr. Fox, Mr. Friedman, Mr. Philip Bernstein and Mr. Henry C. Bernstein among those participating.

In response to questions, Mr. Pincus was asked about current campaigns in Western Europe, on behalf of Israel, in comparison to 1967. He responded that while most of them began later than the United States and are still quite incomplete, France is holding up very well, as are the Netherlands and Switzerland, while Great Britain is running behind 1967.

Mr. Friedman pointed out that the Jewish community in the U.S.A. has been trying, through the UJA, to convey a sense of urgency which the situation warrants in a hard-hitting campaign employing a variety of techniques, such as videotapes made on-the-spot in Israel, newspaper advertising and television spots, telephone hookups with the communities, and visits, via small jet aircraft, to the communities by teams of top leaders for big gifts solicitation. Several of the Executive Committee-Cabinet members expressed the view that it was becoming increasingly important for UJA national leaders to see that proper priorities were maintained in the communities with respect to local allocations versus overseas' needs.



FORTHCOMING MEETINGS. Mr. Ginsberg reminded the Executive Committee members of the Executive Committee Retreat to be held Friday, Saturday and Sunday, May 17-19, at the Gideon Putnam Hotel, Saratoga Springs, New York. He also said that the format of a joint Executive Committee-Cabinet meeting would be continued, with the next meeting planned sometime early in the fall.

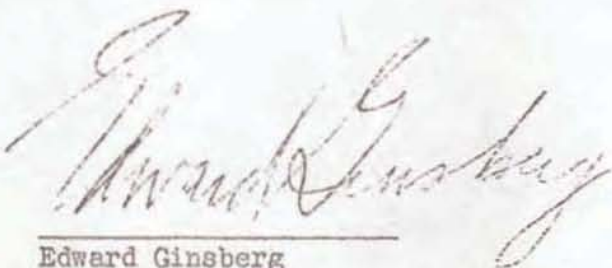
AMBASSADOR RABIN. At the luncheon which followed the April 25 morning session, Mr. Ginsberg introduced His Excellency Yitzhak Rabin, pointing out that he was meeting for the first time with the UJA Executive Committee-Cabinet group in his capacity as Israeli Ambassador.

Ambassador Rabin observed that the anniversary of the Warsaw ghetto uprising should serve as a reminder of Hitler's "final solution". He added that what happened last June -- and the continual hostility of the Arabs towards Israel -- indicates that genocide involving Jews may still be sought today, and the vital lesson we should have learned by now is always to be on guard, with adequate defenses.

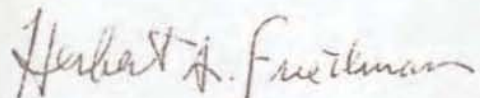
While pessimistic about the immediate prospect of real peace, Ambassador Rabin declared he was "very optimistic about the future of Israel". He pointed out that Israel is pursuing its goals of absorbing more people, receiving new immigrants and developing the country economically and culturally.

In response to an inquiry during the discussion that followed -- much of which was off the record -- Ambassador Rabin discussed the Aliyah from western countries since the June war. He said that over 8,000 young Jews have come to Israel from these countries. Young Jewish French intellectuals have been demonstrating particular eagerness to go to Israel. In other countries, over 45 groups of persons are now preparing themselves to go to Israel as groups.

Mr. Ginsberg thanked Ambassador Rabin, as well as the Executive Committee-Cabinet members for attending, and adjourned the meeting.



Edward Ginsberg  
General Chairman



Herbert A. Friedman  
Executive Vice-Chairman



Delivered to Executive Committee and Cabinet  
Washington, D. C. - 24 April 1968 -- by Herbert A. Friedman  
On occasion of 25th Anniversary of Warsaw Ghetto Fight

### THOUGHTS ON THE WARSAW GHETTO REVOLT

One question always rises to haunt those who try to comprehend the meaning of the murder of six million. The question has many forms. Did the Jews resist? Why didn't they resist? Were they led like sheep to the slaughter? Didn't they understand what was happening? Was there no leadership? Were they essentially weak and cowardly? Were they possessed of a suicide instinct which made the work of their murderers easier?

The questions all suggest that one generalized answer is possible - that if we only search deeply enough into the awful mystery we will discover some over-all explanation to ease somehow the terrible gnawing at the heart which will live forever in the collective Jewish memory.

The truth is that there is no one answer. The event was so monstrous, unprecedented, unexpected, that no one reaction to it was possible at the time and certainly no pre-arranged plan was possible. We have had thousands of years of experience with hatred and attacks and death - but never in our entire history have we faced this situation: where the complete military and police power of a large state was aimed at the destruction of unarmed civilians, whose very knowledge of what was happening to them was masked by deceit (the very gas chambers were masked as showerbaths) and who were left to their fate by the entire civilized world in spite of repeated and loud protest. Never, never had this ever occurred - hence there was no planned, prepared, deliberated posture of Jewish reply.

The only thing to be said is that in some situations the criminals found it possible to murder with no resistance; and in other places they met with strong heroic opposition, all the more noble because the eventual outcome was foreordained.

It seems to me that the only general historical judgment to be rendered is that the evil force was so huge, so well organized, so swift and brutal, so unopposed by any moral force, that the victim became easy prey, weakened by hunger and disease, buffeted by being constantly transported from one place to another, agonized by being torn away from family and children, tortured and tormented by pain and blood, and finally forgotten in the festering barracks of a hundred camps. To be transformed from these conditions into a final wisp of smoke disappearing skyward was the last and simplest step. I would suggest that we look not into the soul of the victim to see if there was something strange or lacking there. Such metaphysical exercise strains credibility. Rather should we grasp the simple physical realities of superior power crushing a weaker organism with no arms or allies to come to his aid.

In the face of this it is remarkable that there was any resistance at all. Rather than wonder at the lack of it, I marvel instead at every episode - Vilna, Bialystock, Mir, Sobibor, Treblinka and every other - where in the face of absolutely hopeless odds, courage flashed out like



fire, and with ridiculously inadequate means, often only naked fists or a hand clutching a brick, Jews clawed back at their murderers, to die with honor.

Twenty-five years ago tonight, at 2:30 in the morning, the few hundred ghetto fighters surfaced from their deep bunkers, where they had earlier read the story of freedom in the Passover Haggadah, for this was the Seder night, although there was no matzo or wine, and joined battle with the Nazi troops prowling the broken and burning streets. When the fight started that night the ghetto was inhabited with the last 50,000 Jews, a remnant of the half-million who had been packed in behind the walls two and one-half years earlier. When the fight petered out a month later (a longer period, by the way, than the Polish nation fought in 1939 or the French nation fought in 1940), there were no Jews left alive, and not one single solitary building left standing in the mile-square area. A few score went underground through the sewers, came up on the Aryan side through manhole covers, and escaped to the forests. The ghetto smoked and stank and was dead. But because of the fight the imperishable soul of the Jew has lived.

From October 1940, when the Jews were herded into the section chosen for their incarceration and the walls built and sealed, until July 1942, hunger and typhus killed 150,000. But that process was too slow for the Nazis, for there were still over 350,000 left. Extermination would take too many years, at this rate. Deportation to the nearby death camp of Treblinka was decided upon - and on 22 July, 1942, the order was given to the Jewish Governing Council to deliver 6000 persons per day to the Umschlagplatz, the train station, in the ghetto for shipment. The people were deceived, were told they were being sent for resettlement in work camps in the east, and everyone who volunteered to go was given 3 kilos of bread and some marmalade. The president of the Jewish Council, Engineer Adam Cherniakow, shot himself that night, sitting at his desk, rather than be responsible for organizing the daily quota. It made no difference. The trains went on all summer. In the week before Rosh Hashanah, from 6 - 11 September, the meticulous record-keeping of the Nazis showed 100,000 Jews killed, 10,000 shot and 90,000 deported. In the period then, from Tisha B'av to Rosh Hashanah, 22 July - 11 September, 300,000 were exterminated. Now the work was going well - for now there were only 50,000 to 70,000 left.

By this time the Jewish Fighting Organization had come into being. Disunity, which has always been one of the most vexing internal Jewish problems, was overcome. Arguments as to the value of resistance were laid aside. Political differences between organizations were laid aside. The Zionists took the lead, and the others came in - socialists, religionists, free-thinkers - all joined to fight. The first manifesto was issued in January 1943:

**"Jews!**

The invader has moved on to the second phase of your extermination. Do not resign yourselves to death. Defend yourselves. Grab an axe, a steel cross-bar, a knife. Barricade yourselves in your homes. Better to let yourselves be taken this way! In the struggle



there is always a chance of salvation.

**Fight!**

**Jewish Combatant Organization"**

The first small revolt took place on 19 January - Jews resisted being taken to the trains, and threw hand grenades at the Germans. They threw boiling water, axes, crowbars, anything they could get their hands on. As the Germans attacked houses, Jews inside sprayed the stairs with petrol and oil, setting fire as the Germans entered. The fight raged - many Germans were killed, many more Jews. This was the beginning of the end.

The resistance was so strong, vigorous and unexpected, that the surprised Germans reacted swiftly. Himmler himself came to Warsaw to find out what was happening, and immediately ordered the SS to destroy the ghetto, appointing General Jurgen Strop to the task. The Germans actually were afraid that a rising in the ghetto would spark a general revolt in Warsaw and even throughout Poland. Strop himself testified to this fact at his trial in 1951 (following which he was executed) by saying: "A revolt would have broken out in the whole of Warsaw which our military and police forces would never have been able to quell."

Mordecai Anielewicz, the young and handsome commander of the fighters, wrote to the Polish government-in-exile in London begging for arms - and in such pitiful quantity. Listen to his letter of 18 March:

"Gentlemen:

The situation is becoming more critical each day... Within the next few days will start the total extermination of Warsaw Jews...Are we prepared? We are left with about ten bullets, which is disastrous....

"We have given ample proof of our capacity to fight and of our decision to resist. Since January 18 the whole Jewish population in Warsaw has been in a state of continual struggle against the invader....

"Gentlemen, we beg you to take the necessary steps with the military authorities and with the representatives of the government. We beg you to read them this letter and to ask them firmly to send us at least a hundred hand grenades, 50 revolvers, and several thousand bullets of various calibres.

"I am ready to furnish within 2 days the plans of our position, wet with our tears, in an attempt to dispel any doubt as to the need for supplying us with arms."

The answer was a deadly silence. Nobody in London cared. Samuel Sigelblum, a member of the Polish government-in-exile, living in London



representing the Jews, did everything in his power to draw attention to the agony of the fighters in the ghetto, but was unable to obtain any reaction. He was beside himself with pain and frustration, and when he realized he had failed, he could no longer live in the comfort of London, but killed himself, in a final effort to shock the conscience of his fellow Poles, and the British and Americans. It was the deliberate act of a strong man. He left this letter:

"With these, my last words, I address myself to you, the Polish Government, the Polish people, the Allied Governments and their peoples, and the conscience of the world.

"News recently received from Poland informs us that the Germans are exterminating with unheard-of savagery the remaining Jews in that country. Behind the walls of the Ghetto is taking place today the last act of tragedy which has no parallel in the history of the human race. The responsibility for this crime - the assassination of the Jewish population in Poland - rests above all on the murderers themselves, but falls indirectly upon the whole human race, on the Allies and their governments, who so far have taken no firm steps to put a stop to these crimes. By their indifference to the killing of millions of helpless men, to the massacre of women and children, these countries have become accomplices of the assassins.

"Furthermore, I must state that the Polish Government, although it has done a great deal to influence world public opinion, has not taken adequate measures to counter this atrocity which is taking place today in Poland.

"I cannot remain silent. I cannot live while the rest of the Jewish people in Poland, whom I represent, continue to be liquidated.

"My companions of the Warsaw Ghetto fell in a last heroic battle with their weapons in their hands. I did not have the honor to die with them but I belong to them and to their common grave.

"Let my death be an energetic cry of protest against the indifference of the world which witnesses the extermination of the Jewish people without taking any steps to prevent it. In our day and age human life is of little value; having failed to achieve success in my life, I hope that my death may jolt the indifference of those who, perhaps even in this extreme moment, could save the Jews who are still alive in Poland."



It did not help. Silence still reigned. The fight went on in the ghetto.

Slowly it came to an end. We have a chronicle written by Zivia Lubetkin, who got out through the sewers, describing the last agonizing days. She was in the command bunker deep under the building at 18 Mila St.

"Our friends entrenched themselves at the entrances and waited, their weapons in their hands, for the Germans to come in. The Germans called in and said that no harm would befall those who came out, but not one man came out. Then the Germans began to let gas into the bunker, and the end came for 120 fighters.

"The Germans did not condemn them to a speedy death. They ejected a little gas at a time and stopped. They wanted to destroy the spirit with a slow and painful drawn-out death. Aryeh Vilner was the first to call out to all the fighters, 'Come on! Let us kill ourselves, and not fall into the hands of the Germans!' Then began a wave of suicides. Shooting began within the bunker, the Jewish fighters turning their guns upon themselves. When a gun got jammed its owner begged, implored his comrades to have mercy on him and shoot him. But none of them would dare and harm a friend. Lutek Rothblatt, who was there with his mother and his cousin, shot his mother four times, and she still convulsed, wounded and bleeding. Berl Broido, whose hand was wounded several days before, could not hold his gun. He begged his friends to end his life. Mordechai Anielewicz, who trusted the information that water would overcome the effect of gas, suggested that they try at any rate. Suddenly someone came and said that a passage had been found leading out of the bunker which was hidden from the eyes of the Germans. But only very few succeeded in leaving by this exit. And the rest choked slowly to death.

"In this way was the glory and the strength of the fighting, struggling Jews of Warsaw cut down. One hundred Jewish fighters met their death here. Among them was Mordecai Anielewicz, beloved among all the fighters, the Commander, who was strong of heart and beautiful of body, upon whose lips a smile hovered always, even in times of greatest danger and fear.

"A line of sixty people is marching along the tunnel of the narrow sewer. Our bellies and waists are soaked in the filthy water. The back is bent. A candle is held in each one's hand. So we walk, one after the other. One man does not see the face of another. We walk and plow through the darkness. This is not a dark tunnel but a narrow, stinking crevice. The minutes stretch into hours, every



hour is an eternity. We walk this way for several eternities.

"Hunger and thirst have weakened us all, but we had with us also those who had been saved from the destruction of 18 Mila Street, who had not yet fully revived, whose lungs had absorbed poison gas. There were among them such as could not raise their legs and we dragged them, pulled them through the water, supporting them under their arms, carrying them, and we are walking with backs bent or crawling on our knees.

"In the morning, Shlamek and Yrek return from Ghetto, their faces twisted in pain and suffering. They tell us that in the vicinity of the Ghetto the sewer passageways were sealed off and there is no way through. It seems that the Germans caught on to the fact that there was an exodus going on and sealed off all the sewers leading to the Ghetto so that none could come or go. They wandered around the passageways. They looked for other entrances and exits, but in vain. They almost lost their minds in grief and disappointment.

"Hours pass in painful, impatient expectation. We hear German voices breaking through from the street. For a half hour they stand near our hiding place and talk. Who knows, perhaps they know that we are here. The troubled, storm-tossed soul prays that an end will come, and finished! The force of the soul and the strength of the body are dying. And suddenly, at 10:00 o'clock it happens. Noise breaks out overhead. The sewer is flooded with light such as we have not seen in many days. The cover was lifted from the street and the day came pouring in over our heads. We were certain that the Germans had discovered our hiding place and instinctively everyone ran back into the dark recesses of the tubes. But soon it became clear that they are our friends. Excitedly they cry to us, 'Hurry hurry,' and they begin to pull us up. At the opening there is a truck. In a matter of seconds all forty of us were aboard and moving. A second truck stood ready to take the remainder.

"Now we saw each other for the first time in many days by the light of day. We looked horrible, filthy, disgusting, faces twisted with pain and suffering, our knees collapsing in weakness. We were terrified; we had lost the shape and form of men. Only the burning eyes bore witness to the fact that we were living people. We stretched out on the floor of the rolling truck so that we should not be seen, everyone holding his weapon. And so



the truck rolls, loaded with armed Jewish fighters, in the very midst of Nazi-occupied Warsaw, as we proceeded to the forest to join the partisans and continue fighting. This happened on May 10, 1943."

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On 18 June, Stroop received the Iron Cross, First Class for having liquidated the ghetto.

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I believe this fight was a great victory - not a defeat. I believe that out of it a new type of Jew was born, capable of creating Israel by fighting for it. I believe that inspiration flows invisibly and that countless thousands of Israeli boys today fight with determination because of the decision made 25 years ago to go down fighting rather than to go down in any other manner. I believe that the last sentence of Anielewicz, written to his friend Antek Zuckerman, on the outside, the sentence chosen to be engraved at the foot of his monument in Yad Mordechai, is the battle cry for the new Jew: "The main thing is that the dream of my life came true. I was fortunate enough to witness Jewish defense in the ghetto in all its greatness and glory."

Jewish defense has made every victory in Israel possible during these last difficult 20 years. I believe that the Warsaw Ghetto has left the Jew with a precious heritage - to sell his life dearly and for something dear, if ever necessary. This is a very important lesson.

In memory of those defenders of our dignity and our honor, and today's defenders as well, who lay young lives on the altar of sacrifice that our ancestral land may be free, we offer our tribute of ancient and sacred words - El Mole Rachemim.



UNITED JEWISH APPEAL, INC.  
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NEW YORK, NEW YORK 10019

M E M O R A N D U M

CONFIDENTIAL

March 19, 1968

To: Members of the Executive Committee

Re: Notes on Executive Committee Meeting, February 29, 1963

The UJA Executive Committee, with Mr. Edward Ginsberg presiding, met at the UJA office in New York on February 29, 1963. The following were present:

Frank Beckerman	Morris L. Levinson
Leonard D. Bell	Nathan I. Lipson
Henry C. Bernstein	David Lowenthal
Irving Bernstein	Albert Parker
Philip Bernstein	Martin Peppercorn
Avram Biran, Dir. of Israel's Dept. of Archeology & Antiquities	Raymond G. Perelman
Isadore Breslau	William Rosenwald
Louis Broido	Alan Sagner
Jacob Feldman	Lawrence Schacht
Herbert A. Friedman	Leonard R. Strelitz
Herbert J. Garon	Edward M. M. Warburg
Edward Ginsberg	General Aharon Yariv, Chief of Intelligence of Israel's Armed Forces
Morris Glasser	Philip Zinman
Merrill L. Hassenfeld	Paul Zuckerman
Leonard Laser	

Mr. Ginsberg called the meeting to order and welcomed new Executive Committee members in attendance.

OVERSEAS REPORT Mr. Ginsberg reported on his trip to Israel earlier in February. Much of this report dealt with military security and diplomatic matters not included in Mr. Ginsberg's letter to UJA contributors written after his return from Israel. The following confidential observations were made by Mr. Ginsberg:

The Israel occupation of former Arab areas is operating constructively. More Arab children are going to school than ever before. The average earnings of the Arab population are 50 per cent more in gross wages than under previous circumstances, and represent an increase in real earnings of 25 per cent, after taxes. Only those on the highest income levels earn less because of taxes they now must pay.

The application of Russian military techniques by the Egyptians, evident in recent skirmishes in the Negev and elsewhere, is more ominous and significant than the fact that the Arabs have been generously resupplied with Russian equipment.



Israelis remain confident, even though it is obvious that if a new war should break out it would be far worse than the last. Israel has allotted thirty million dollars of its current budget for air-raided shelters in its coastal cities, and a new house built in Israel today must provide a bomb shelter.

If Israel can mount a deterrent force, hopefully a new outbreak will be avoided, and the much hoped-for, meaningful negotiations might be held. The concern, understanding and help of world Jewry, and particularly of American Jews, is a vital necessity all along the way.

Mr. Ginsberg introduced General Aharon Yariv, Chief of Intelligence of Israel's Armed Forces. General Yariv came to the United States to address UJA meetings in place of Israel Defense Minister Moshe Dayan, who cancelled his American speaking tour because of the battles along the Israel-Jordanian demarcation line. The General spoke off-the-record, dealing with sensitive issues. He indicated that Israel was especially counting on the understanding of the Jews of America, and added the assurance that Israel was "a very good investment in a better, more promising future."

Discussion revolved around the following points:

From the six-day war Israel has retained one definite defense advantage -- the positions it now occupies on the Golan Heights, on the West Bank of the Jordan, in Jerusalem and in Sinai. Consequently the vital areas of its enemies are closer to Israeli armed forces than Israel's similar centers are to her hostile neighbors.

Continual sabotage activity is damaging and difficult to control, but Israel had to deal with it before the June war and is able to cope with it now.

Actually, the occupation of the new territories helped, in some ways, in handling this problem. Significantly, saboteur groups have not succeeded in enlisting large-scale cooperation of Arabs on the West Bank and in the Gaza Strip.

In spite of the six-day war lesson, the Arab nations show no signs of willingness to settle the long-standing problems with Israel. They persist in their aim of getting Israel out of all occupied territories.

There has been a massive build up of armament and military forces by Israel's foes. Syria not only replenished the equipment it lost, but added newer tanks and planes in greater numbers, as well as increased its standing army. Meanwhile, Egypt completely reorganized all the units encountered by Israel during the war and replaced with new equipment almost everything that was lost. Jordan, too, has been rebuilding militarily on a large-scale. The Egyptians have already obtained from the Soviet Union about 90 per cent of the number of aircraft they lost during the opening stage of the six-day war. New airfields were built, with planes dispersed in concrete shelters, while air warning systems were strengthened and improved.



In the face of all this, Israel is confronted with the problem not only of making up military deficiencies but of adding to its strength for deterrent purposes.

However, there are some hopeful signs developing from contacts with Arabs -- particularly with the Palestinian Arabs -- in occupied territories. These contacts lead to an increased understanding, acceptance and appreciation of the Israelis by the Arabs.

Nonetheless, added to the cost of building up its military strength, the occupation of new territories imposes a severe financial burden on Israel. It necessitates the building of new camps, arranging for transportation in and out of the territories, and setting up new communication.

By patience and fortitude under all kinds of pressures, Israel does have a chance to establish peaceable relations with the Arabs. This will require constant cooperation and material effort on the part of Jews outside of Israel.

1968 CAMPAIGN ANALYSIS Mr. Ginsberg called on Mr. Friedman for an analysis of the 1968 campaign result to date, February 28. Mr. Friedman noted that in the 67 communities exclusive of New York City where significant fund-raising took place, a total of \$23,565,000 had been raised in the regular campaign, compared to \$21,020,000 announced for the regular campaign by the same groups of contributors last year. The comparative figures for the Israel Emergency Fund as of the same date are \$22,919,000 for 1968 and \$28,092,000 for 1967. Thus, while the regular campaign total is running somewhat ahead of last year, the Emergency Fund total is about \$5,000,000 less than 1967. Mr. Friedman pointed out that the decline in the Emergency Fund total resulted from reduced pledges by less than 200 contributors of large gifts in 1967.

New York City at the time of the Executive Committee meeting raised \$7,125,000 through the Emergency Fund -- representing 92.3 per cent of the total from the same contributors last year --, and \$6,550,000 in the regular campaign, representing a 10.3 per cent increase over the total from the same contributors last year.

In addition, Mr. Friedman reported combined totals for four cities where a breakdown of pledges has not yet been audited by the community, as follows: 1968 total as of February 23 -- \$3,908,000; 1967 comparative values -- \$3,804,000.

\$10,000 AND-OVER-GIFTS Mr. Friedman reported that the number of \$10,000-and-over gifts (total: i.e., regular and Emergency combined) tripled in 1967 -- the year of the six-day war and the Emergency Fund -- as compared to 1966. As of the end of 1966, there were 915 such gifts nationally and 350 in New York City; as of December 31, 1967, there were 2,700 such gifts nationally and 1,050 in New York City.



At the time of the Executive Committee meeting the UJA had received reports on 528 of the 2,700 national gifts as follows:

	<u>NUMBER OF GIFTS</u>	<u>1967 REG.</u>	<u>1967 EF</u>	<u>1968 REG.</u>	<u>1968 EF</u>
Increases*	294	4,548,820	7,320,403	5,265,145	9,067,523
Repeats	129	1,556,325	3,154,300	1,556,325	3,154,300
Decreases**	<u>105</u>	<u>2,512,746</u>	<u>5,485,570</u>	<u>2,578,600</u>	<u>2,971,450</u>
<b>TOTAL</b>	<b>528</b>	<b>\$8,617,891</b>	<b>\$15,960,273</b>	<b>\$9,400,070</b>	<b>\$15,193,273</b>

\* Included are new gifts in \$10,000-and-over category viz:

	52	171,125	172,950	231,700	486,650
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\*\* Not included are gifts reported as going under \$10,000 viz:

	16	47,400	159,286	50,640	61,400
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New York City had obtained pledges on 225 of its 1,050 gifts of \$10,000 and over. Of these 225, 130 are either increases or repeats, and 95 are still partial commitments not yet broken down as to Regular and Emergency Fund.

Mr. Friedman commented that there appears to be some falling off in \$5,000 and \$10,000 gifts made to the 1967 Emergency Fund. The obtaining of \$10,000 and over gifts must be the number one task of the campaign, a task worth the concentration of time and attention it is getting because these large gifts represent a substantial dollar volume.

1967 REGULAR CAMPAIGN REPORT Mr. Friedman reported that the final figure for the 1967 UJA allotment from national regular campaign proceeds, exclusive of New York City, was \$49,007,000, while the 1966 allotment was \$46,966,000. The allotment from the 1967 New York City regular campaign was \$18,375,000, compared to \$17,300,000 in 1966. The over all total was \$67,382,000 in 1967, compared to \$64,226,000 in 1966, for a gain of \$3,100,000.

CASH REPORT On 1967 Emergency Fund pledges, \$157,500,000 in cash had been collected at the time of the Executive Committee meeting, with outstanding Emergency Fund pledges regarded as having a value of about \$21,000,000.

Mr. Friedman expressed concern about the present pace of the flow of cash to the UJA. No estimate can be made yet on the anticipated cash flow from the 1968 Emergency campaign. It is estimated, based on the present flow and statistical analysis, that \$52,500,000 in cash collections can be expected on the regular campaign in 1968. However, Mr. Friedman stressed that this estimate can be altered in an upward direction by concentrated efforts. He indicated that, since funds were urgently needed overseas, a special cash collection effort might be required at an unusually early point in this year's campaign.



**SPECIAL SOLICITATIONS** Mr. Ginsberg reported on the two unusual approaches to solicitations utilized in the current campaign. The first, designated "Operation Trouble Shooter", involves visits by representatives of Prime Minister Levi Eshkol's office to 1968 problem contributors.

Representing the Prime Minister in this capacity, Haim Zadok, Israeli Minister without Portfolio, was in this country from January 17 to January 24; and Ehud Avriel, Israel's Ambassador to Rome, was here from January 30 to February 6.

The following is the statistical data that Mr. Ginsberg provided on their visits:

	<u>HAIM ZADOK</u>	<u>EHUD AVRIEL</u>	<u>TOTAL</u>
Cities Visited	9	15	22
Prospects seen	17	21	38
Definite Increase	1		1
Probable Increase	3	4	7
Definite Repeat	2	5	7
Probable Repeat	5	7	12
Will Consider		1	1
No Commitment	3	2	5
Cut	3*	2	5

\* One of these represents an instance where a 1967 \$150,000 Emergency Fund gift had been cut to \$50,000. Following Mr. Zadok's visit, \$50,000 of this cut was restored to make the total gift \$100,000.

Mr. Ginsberg commented that this operation has saved many gifts and thus proved its effectiveness. A third representative of the Prime Minister is coming to the United States, and Mr. Ginsberg requested the Executive Committee members to submit names of additional contributors they believe might best respond to this type of solicitation.

The second unique approach, "Operation Jet", was designed to reach potentially very large contributors, many of them located in outlying communities whom UJA national leaders seldom if ever solicit. Mr. Ginsberg reported that, utilizing three aircraft -- two jets and a DC 3 --, 26 UJA national leaders visited 34 cities and contacted 156 prospects during the period February 19 through February 27. Results were as follows:



Definite Increase	32
Probable Increase	27
Definite Repeat	17
Probable Repeat	19
Will consider and/or consult with associates	10
Restored part of cut previously announced	4
No Commitment	43
Cut	7

Mr. Ginsberg said that this project had created a great deal of excitement throughout the country and in many cases had opened the way to increased cooperation from communities. He added that in several communities "Operation Jet" was instrumental in getting campaigns off to effective starts. Mr. Ginsberg, who himself visited five communities in five consecutive days of flying, expressed appreciation for a job well done to the following participants:

Albert B. Adelman	Milwaukee, Wisc.
Bernard H. Barnett	Louisville, Ky.
Leonard D. Bell	Lewiston, Me.
Ben Domont	Indianapolis, Ind.
Dr. Sidney M. Edelstein	Englewood, N.J.
Jacob Feldman	Dallas, Tex.
Herman Fineberg	Pittsburgh, Pa.
Israel D. Fink	Minneapolis, Minn.
Herbert A. Friedman	New York, N.Y.
Herbert J. Garon	New Orleans, La.
Leonard Goldfine	Philadelphia, Pa.
Lee Javitch	Harrisburg, Pa.
Joseph H. Kanter	Cincinnati, Ohio
Burton I. Koffman	Binghamton, N.Y.
Nathan I. Lipson	Atlanta, Ga.
David Lowenthal	Pittsburgh, Pa.
Samuel H. Miller	Cleveland, Ohio
Raymond G. Perelman	Philadelphia, Pa.
Leonard Ratner	Cleveland, Ohio
Joseph D. Shane	Los Angeles, Calif.
Arant Sherman	Davenport, Ia.
Joseph H. Strelitz	Norfolk, Va.
Leonard R. Strelitz	Norfolk, Va.
Richard Suisman	Hartford, Conn.
Gordon Zacks	Columbus, Ohio



Mr. Ginsberg announced that a second phase of this operation will take place during the week of March 11, visiting 20 midwest cities, and utilizing two aircraft provided by Peter Volid of Chicago and Arant Sherman of Davenport, Ia. Thirteen UJA national leaders will participate. Mr. Ginsberg requested Executive Committee members to submit names of contributors who might appropriately be contacted during this operation.

REPORT ON MOSHE DAYAN VISIT Mr. Ginsberg read a letter written to him by Defense Minister Dayan expressing his regret at having to cancel his visit to the United States. General Dayan wrote that he "could not have acted otherwise" since "the situation with our neighbors is a critical one" and he considered it "unjustified to be absent from Israel under present circumstances". General Dayan promised to come to the United States at another time.

1968 STUDY MISSION Mr. Ginsberg indicated that while in Israel for the Jerusalem Economic Conference, he together with Albert Parker, UJA Study Mission Planning Committee Chairman, and Herbert Friedman, will work out the 1968 Study Mission program based on new and changed conditions. The Mission is scheduled for October 16 through October 31 in Israel. Mr. Ginsberg expressed the hope that as many Executive Committee members as possible would participate.

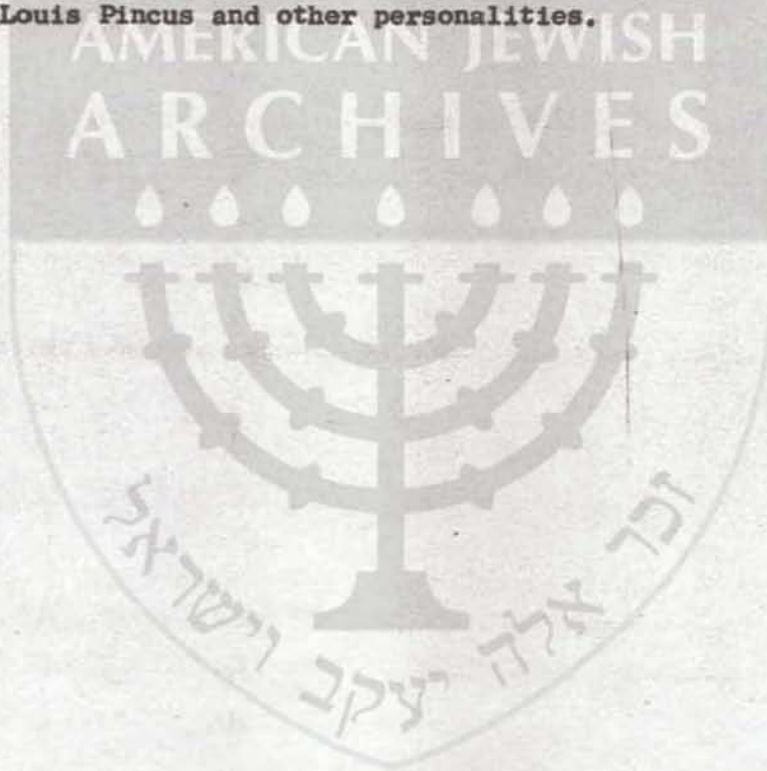
FORTHCOMING MEETINGS Mr. Ginsberg announced the following meetings:

1. UJA Officers Meeting -- Thursday, March 28, starting at 12:30 p.m. in the UJA Board Room, New York City.
2. Joint Meeting of Executive Committee and National Campaign Cabinet -- Wednesday and Thursday, April 24 and 25 at the Statler Hilton Hotel in Washington, D.C. The program for this meeting is as follows:
  - April 24 - 7:00 p.m. - Dinner Meeting
    1. Political and economic briefing by members of the Israel Embassy.
    2. Report on JDC operations
  - April 25 - 9:30 a.m. - 11:30 a.m. - Business Meeting
    - 11:30 a.m. - 12:30 p.m. - Report on Jewish Agency operations - Louis A. Pincus, Chairman
    - 12:30 p.m. - Reception and Luncheon with Ambassador Itzhak Rabin
3. Executive Committee Retreat -- Friday, Saturday and Sunday, May 17-19 at The Gideon Putnam Saratoga Spa, Saratoga Springs, New York



Before the meeting was adjourned, the following two UJA films were shown:

1. "An Act of Kindness", a 12-minute film for showing and discussion at campaign worker training sessions. Taking up "do's and don'ts" of gift solicitation, and with a final section devoted to the Emergency Fund, the film is built on a dialogue between actor Larry Best, playing a role of novice solicitor, and an experienced advisor on campaigning in the person of Herbert A. Friedman, UJA Executive Vice-Chairman. The film visualizes solicitation techniques, which work, as well as those which fail.
2. "Target Peace", a 12½-minute documentary film, geared to this year's Emergency Fund campaign, with narration by Mr. Ginsberg. It deals with security problems, occupied territories, and social welfare problems of immigration and absorption. It features General Itzhak Rabin, Louis Pincus and other personalities.



*Edward Ginsberg*  
Edward Ginsberg  
General Chairman

*Herbert A. Friedman*  
Herbert A. Friedman  
Executive Vice-Chairman



UNITED JEWISH APPEAL, INC.  
1290 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK 10019

M E M O R A N D U M

CONFIDENTIAL

February 7, 1968

To: Members of the Executive Committee and National Campaign Cabinet

Re: Notes on Joint Executive Committee-Cabinet Meeting -- January 19, 1968

The UJA Officers, Executive Committee and Cabinet, with Mr. Edward Ginsberg presiding, met at the Waldorf-Astoria Hotel in New York on January 19. The following were present:

Harold B. Abramson	Herbert A. Friedman	David M. Litwin
Albert B. Adelman	Herbert J. Garon	Charles Mayer
H. E. Michel Arnon	Leon Germanow	Joseph M. Mazer
Consul David Ariel	Charles H. Gershenson	Col. Avraham Mendler
Robert Arnow	Edward Ginsberg	Oliver M. Mendell
Bernard H. Barnett	Morris Glasser	Joseph Meyerhoff
Leonard D. Bell	Louis S. Goldman	Emil Mogul
Charles J. Bensley	Monroe Goldwater	Albert Parker
Gerrard Berman	Samuel L. Haber	Raymond G. Perelman
Henry C. Bernstein	Gottlieb Hammer	Martin Peppercorn
Irving Bernstein	Hon. Avraham Harman	Leonard Ratner
Philip Bernstein	Mrs. Samuel W. Halprin	Edwin Rosenberg
Max Boritzer	Merrill L. Hassenfeld	Lawrence Schacht
Herschel W. Blumberg	Samuel Hausman	Philip S. Seltzer
Mrs. S. Alexander Brallove	Robert C. Hayman	Mrs. Elaine Siris
Shepard Broad	Leroy E. Hoffberger	Phillip Stollman
Louis Broido	Mrs. Hal Horne	Dewey D. Stone
Sylvan M. Cohen	Mrs. Harry L. Jones	Joseph H. Strelitz
Melvin Dubinsky	Joseph H. Kanter	Leonard R. Strelitz
Sidney M. Edelstein	Edward H. Kavinoky	Joseph Talamo
Allan Farber	Leonard Laser	Jerome Udell
Jacob Feldman	Jacob Leichtman	Edward M.M. Warburg
Ben Fixman	Morris L. Levinson	Philip Zinman
Louis J. Fox	Joseph M. Lipton	Paul Zuckerman

Mr. Ginsberg called the meeting to order by noting that the UJA Executive Committee and the National Campaign Cabinet had been expanded to include representation from more communities. He indicated that as General Chairman he was counting strongly on the counsel and applied leadership of the members of these groups.



COL. AVRAHAM MENDLER Mr. Ginsberg introduced Colonel Avraham Mendler, commander of the armored brigade which broke through the Syrian positions on the Golan Heights last June. Col. Mendler had come to the United States as a campaign speaker for the UJA. Although some of the substance of his remarks was off the record, the following points may be cited: that starting from the ominous time in May before the six-day war Israelis have been heartened by the kind of support forthcoming from Jewry throughout the world and particularly the United States; that the war and continuing military threat have accentuated the problems of development and immigrant absorption both in the towns and agricultural settlements; that with confidence in themselves which is fortified by the determined backing of world Jewry, Israel's citizens will win again no matter what the price to them if compelled to fight once more.

UIA-JDC SESSION Mr. Ginsberg called upon Mr. Hammer and Mr. Haber, the Executive Vice-Chairmen respectively of the United Israel Appeal and the JDC, to answer questions concerning Jewish Agency and JDC problems and operations. There were several concerned queries about the situation of Jews in Moslem countries to which Mr. Haber responded as follows:

United Arab Republic-- on June 5th every Jewish male over 16 in Cairo and Alexandria was arrested and they suffered severe indignities. Since the beginning of August about 1,000 have been released, but between 200 and 250 remain in prison. Persistent contacts with the International Committee of the Red Cross and other world service agencies have been helpful in effecting the release of some prisoners. These and other measures are being pursued, and it is expected that in a short while every Jew not actually an Egyptian national will be released.

Libya-- practically all Jews have left Libya and are in centers in Rome; it is expected most of them will go on to Israel. At present many are trying to liquidate possessions in Libya before proceeding to Israel.

Morocco-Tunisia-Syria-Iraq-- in Morocco and Tunisia the Governments did not foster anti-Jewish activities, but these stemmed from the masses, while in Syria and Iraq anti-Jewish actions were government-directed. The suffering of the 3,000 Syrians and 2,500 Iraqi Jews has been very great.

Algeria-- although one of the most belligerent Arab countries, somehow or other the 2,500 to 3,000 Jews remaining in Algeria were and have been physically untouched. The great majority of Jews in Algeria left after Algerian independence in 1962. Very little Jewish communal life is possible for the remaining Jews.

In regard to Romania, Mr. Hammer said that the possibility of increased emigration which had been indicated was not yet being realized. He commented that the new trade and other arrangements between Romania and Israel do not seem to have much relation to expediting Jewish emigration. Mr. Haber pointed out that the informal relief program which the JDC had been carrying on in Romania for several years was formalized by arrangement with the Romanian Government last April.

Mr. Friedman said the indications were that emigration to Israel for this year would be 50 per cent greater than in 1967, when 18,600 entered Israel.



1968 CAMPAIGN REPORT Mr. Ginsberg indicated that a special difficulty in the current campaign was to get across a proper understanding that Israel's quick war victory has not lessened the critical need to raise an extraordinarily large sum again this year. He said that the campaign will depend in large part on appropriate personal solicitation approaches by the UJA's national leaders. The gifts announced in Israel on the Study Mission and at the Inaugural meeting in December had given the campaign a good start. He noted that 160 gifts totaling nine million dollars were announced in Israel by Study Mission members last October.

Mr. Ginsberg said that certain innovations and campaign approaches were planned to cope with this year's special problems, and they would be described during the course of the meeting.

Mr. Friedman reported that, based on the fragmentary fund-raising which has taken place in the communities so far, as of January 17 a total of \$10,647,000 had been pledged in the regular 1968 campaign, compared with \$9,759,000 announced for the regular campaign by the same groups of contributors last year. The comparative figures for the Israel Emergency Fund as of the same date are \$13,227,000 for 1968 and \$14,581,000 for 1967. New York City had raised \$1,354,000 in the regular campaign and \$3,805,000 through the Emergency Fund -- compared with a 1967 figure of \$1,357,000 for the regular and of \$3,522,000 for the Emergency.

Mr. Friedman cited a few early totals from individual communities which indicated that the regular campaign is generally running ahead of the totals raised from the same contributors last year, while the Emergency Fund -- with just a couple of exceptions -- ran a little behind. Mr. Friedman said that even from these fragmentary figures the general observation can be made that there is a good chance of the regular campaign's raising more money in 1968. So far as the Emergency Fund is concerned, the facts of history certainly require money to be raised in the same dimension as last year. However, obviously it can not be expected to gush forth as it did last year and the degree of personal solicitation by the UJA leadership can make a difference of many millions of dollars.

SPECIAL SOLICITATIONS Mr. Ginsberg described two unique approaches to solicitation for use in the current campaign. The first, worked out with the cooperation of Prime Minister Levi Eshkol's office and designated "operation troubleshooter", is already underway. The UJA submits to the office names of large 1967 Emergency Fund contributors whose gifts entail certain problems this year. The Director General of the Prime Minister's office, Dr. Yaacov Herzog, cables the contributor to advise a representative of the Prime Minister is coming to the United States and would like to see him on the Prime Minister's behalf.

When the representative arrives, the Israel Government office in New York calls the UJA contributors to make appointments for the representative to see them in their communities. In most cases, the representative is seeing just one contributor in a community, but brief experience has already indicated this single contributor may take the Israeli representative around to see a few other local contributors. Mr. Ginsberg said that the results of this arrangement will of course vary with different individuals, but that it is planned to reach 150 to 200 individuals in this way and there should be a positive effect in a good proportion of instances. A second unusual approach is designed to reach



potentially very large contributors, many of them located in outlying communities, whom UJA national leaders seldom if ever have gotten to solicit. Mr. Ginsberg indicated it is planned to rent a small jet aircraft which would take UJA Officers and other leaders into areas generally off the lanes of regular commercial flights. As presently contemplated, this project will start on February 19 and continue through February 28. Leaders wishing to participate in this air caravan were asked to advise the national office.

Mr. Ginsberg also pointed out that Israel Finance Minister Pinhas Sapir was coming to the United States on January 30 and will remain through the New York City UJA Pre-Inaugural meeting of February 15 in Palm Beach. During that period, Mr. Sapir will follow the procedure which proved effective when he was here last June, and make person-to-person solicitations in major cities rather than simply address meetings. Mr. Ginsberg requested the Executive Committee and Cabinet to submit names of contributors they believe might best respond to one or another of the types of solicitation he had described.

ASSIGNMENTS OF LARGE KEY GIFTS Mr. Friedman made assignments of big gifts' solicitations to those present who volunteered for them from two groups of cards. One of these included contributors of \$50,000 and over in 1967 who seemed to require a special approach for repeat gifts or better in 1968. A second group of cards included isolated individuals or those representing unique problems who have a potential of making much greater contributions than they have given in the past. In all cases, Executive Committee and Cabinet members were asked to undertake these solicitations only if they were actually acquainted with the contributor involved or knew of some special way of approaching him.

APRIL CONFERENCE Mr. Ginsberg noted that there has been a change in the concept of the Conference scheduled to be held in Jerusalem March 31, April 1-3, 1968. The original plan had been to cover four areas -- the role of philanthropy, the role of Israel Bonds, the question of higher education, and the economy of Israel. Mr. Ginsberg said that at the time Prime Minister Levi Eshkol was in New York, he and Mr. Friedman had been in conversation with Dr. Yaacov Herzog, the Director General of the Prime Minister's office, and Mr. Philip Bernstein, Executive Vice-President of the CJFWF, concerning the Conference. It was felt that the necessary homework and preparation of material in the philanthropic area has not been achieved, and therefore no really meaningful discussion in depth along these lines can take place in April. Mr. Ginsberg expressed the hope that a large number of UJA national leaders would attend the Conference, which would be solely economic in content, to explore the possibility of investment. He added that a second conference would be called next year to deal with the philanthropic areas, and that the UJA and the CJFWF would take the initiative in preparing meaningful working papers and preliminary studies in consultation with the Jewish Agency



REGIONAL AND AREA STRUCTURES Mr. Ginsberg reported on views he had already obtained concerning the advisability of restructuring the UJA campaign operation on more definite regional and area lines, and asked for additional comments. The restructuring would entail dividing the country into four to six regions. Some of the regions would include several states, while a state with many large communities might constitute a region within itself. Each region would have a resident UJA Officer, Executive Committee or Cabinet member for its chairman, and there would be an advisory leadership group comprised of UJA Cabinet members in the area. Such an arrangement might make it possible to utilize the valuable background and experience of a greater number of UJA national leaders on a more continual basis. Additional regional conferences and other area meetings might be set up under their auspices with a stimulating effect, and more regular as well as closer lines of communication could be established between the communities and the national UJA.

A scheme similar to this has been utilized very effectively by the Young Leadership Cabinet. The Vice-Chairman of the National Women's Division are each responsible for different regions, with members of the Women's Division Cabinet serving under them, and this arrangement was reported to be working very well. It was indicated that for some years the UJA has set up regional networks for its cash collection and allocation drives. Mr. Ginsberg said he understood the possible constricting effects of over-organization must be avoided, as well as the possibility of conflicts with the present mode of operations of the local federations and welfare funds. In addition, it was pointed out that many UJA national leaders are already working very hard and effectively in their areas in local campaigns.

Mr. Ginsberg declared the idea would be further considered by a committee he would appoint, in consultation with the Council of Jewish Federations and Welfare Funds.

CASH REPORT Mr. Friedman reported that \$153,222,851 had been collected on Emergency Fund pledges as of January 17, with outstanding Emergency pledges regarded as having a value of about \$26,500,000. Although practically unprecedented to confront UJA leaders with a cash collection problem at this point in a campaign, Mr. Friedman asked the Cabinet to act as a cash-committee-of-the-whole to collect as much as possible of the Emergency Fund's outstanding value before the end of March.

WOMEN'S DIVISION Mr. Friedman commented on the fantastic work being done through the Women's Division, which, since June, has been organized under Mrs. Jones' leadership in a way that was resulting in most heartening increases. He urged the fullest support and encouragement of the Women's Division operations by every leader.

Mr. Ginsberg thanked everyone for coming and adjourned the meeting. At the luncheon to bid farewell to Ambassador Harman which followed, Mr. Ginsberg thanked the Ambassador on behalf of the entire UJA for a job magnificently done.



Mr. Fox, as President of the CJFWF, paid tribute to him on behalf of his organization. Mr. Warburg presented to the Ambassador "with warmest affection and appreciation from his UJA friends" a work of ancient Greek statuary -- the head of a woman created 25 centuries ago "when both the Greeks and the Jews were setting down the religious, ethical and intellectual foundations on which the best of the modern world is built."

Ambassador Harman indicated he was deeply moved, and said he was not saying goodby to all the wonderful Jewish friends he had made in the United States since he expected to see them all again in Israel.



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General Chairman

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