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National Midyear Leadership Conference [Washington, D.C.].
National Cash Conference. 1960.

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HAF

a Great Midyear
Event which **you**
will want to attend

JUNE 18-19



don't miss . . .

**NATIONAL MIDYEAR LEADERSHIP CONFERENCE
OF THE UNITED JEWISH APPEAL**

**Saturday Evening and Sunday,
JUNE 18-19**

SHOREHAM HOTEL

Dietary laws observed

WASHINGTON, D.C.

No solicitation of funds

SEE: Vivid dramatic portrayal of Israel . . . past and present

"Can These Bones Live?"

featuring

MICHAEL AND AVIVA SHILLO

noted Israeli stage and screen stars

HEAR outstanding personalities

AMBASSADOR

MICHAEL COMAY

Israel's Representative to U. N.

Dr. ABRAM L. SACHAR

President, Brandeis University

MIKE WALLACE

Noted TV Commentator

ITZHAK ARONOWICZ

Captain of "Exodus 1947"

MORRIS W. BERINSTEIN

General Chairman, UJA

MELVIN DUBINSKY

National Cash Chairman, UJA

HERBERT A. FRIEDMAN

Executive Vice-Chairman, UJA

MOSES A. LEAVITT

Executive Vice-Chairman, JDC

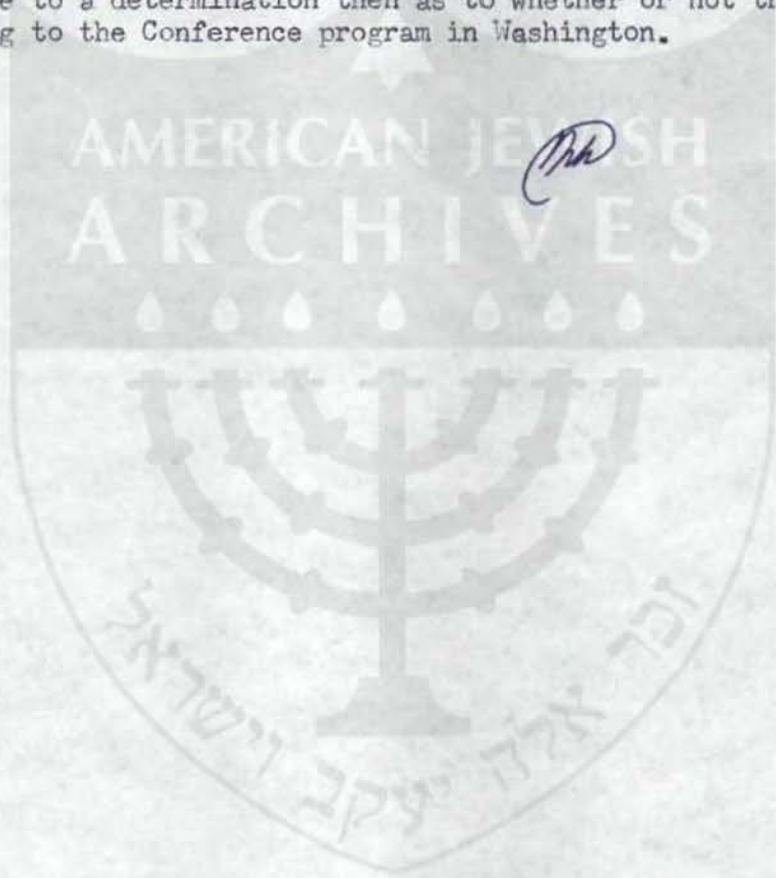
Conf. Wash June.

99

NOTE FOR JUNE CONFERENCE FILE

Mr. Friedman spoke with Norbert Wollheim today regarding the scroll that was to have been presented to the United Jewish Appeal by the Auschwitz-Buna group. Mr. Wollheim would like to present the scroll at some public occasion and Mr. Friedman thought that the June Conference might be a good time.

We don't have to decide on this now but can wait until some time in May and come to a determination then as to whether or not this will add anything to the Conference program in Washington.



MSG:mm
3/24/60

REPORT BY HERBERT A. FRIEDMAN

NATIONAL CASH CONFERENCE

U J A

June 21, 1960

Ladies and Gentlemen, we go from the high, the noble, the sublime, and we take and translate these incandescent ideals, these inspiring suggestions, these beautifully worded thoughts. We translate this challenge with which we were left in the last peroration, down to the acts and deeds, the conduct, the functioning by which the great dream always has to be made real each time, and renewed each time as we approach another year and another campaign.

It may sound peculiar to talk in the middle of the year, in the month of June about approaching the next campaign, but we always do. This is the genius of our permanence, this is the insistence upon or facing history with a positive attitude which will take us down the end of the road to the time Dr. Gallagher suggested when we will activate ourselves out of existence.

So that we, in the middle of one campaign, take a look at what we have done, only for one purpose; to think ahead already to the next campaign to see what shall be the measure of our devotion and the ability to translate it again into deed.

In order to do that, we have to know what we have accomplished so far.

I don't think that we are going from the sublime of the speech to the ridiculousness of cold figures; I think that the cold figures themselves are also sublime, and I think we should take a look at them with a great deal of joy.

You remember what we did in 1958. I suppose this is understood that we are talking here in the privacy of the room, so that the figures that we use are figures that are considered to be in executive session, and they are not to be used for publication or for release.

In 1957 you remember that we raised \$63 million. It was a campaign which we broke into \$50 million of the Regular and \$13 million of the Special Fund, and so we called it a \$63 million campaign.

On the one hand, we were not terribly proud about it because it did not represent as much money as we wanted to raise.

On the other hand, we know that it had been raised in the face of the difficult handicap of an economic climate in America, which was characterized by the word "Recession", real or imaginary, short range or protracted; the recession psychology of 1958 affected the campaign, as we all know.

On the base of the 1958 figures, we went into the 1959 campaign with greater hope, greater imagination, and greater determination.

I think that you will find that those hopes and dreams will have been partially realized.

Let me give you the anticipated final figure for the 1959 campaign. This is what is meant by the caution that this is obviously off the record, because this is not a figure which we can release on June 21 as representing the 1959 achievement.

It is our guess at this time, and it is given for the purpose of attempting to achieve more than what we now prognosticate.

The anticipated final figure in pledges of the 1959 campaign will be something around \$70 million. Broken down, approximately \$51 million in the regular campaign and \$19 million in the Special Fund.

I think this is a conservative figure. I think it is a figure based upon the way we see things going now, and there is no built-in necessity that they must go the way that they are going now, they can go better.

Campaigns in the country are about three quarters finished, and when we use that as a round figure, we know that Los Angeles are still many, many hundreds of thousands of dollars incomplete.

New York has many millions yet to go.

When I say that the campaigns of the country are three quarters finished, this is a very generalized average.

Most of the spring campaigns will be effectively done by a month from now. What is left to do in the fall only represents about ten per cent of the total campaign production.

Therefore, we think that we have enough now on which to make this projection.

It is based upon a feeling that we are now running at a 12 per cent increase over last year. You all know that, at the beginning of the campaign, it was much more than that.

At the beginning of the campaign in March, February, we had the feeling that there were many, many communities that were going 20 and 22 and 25 percent ahead of last year.

You remember the circumstances that caused that. As the days and the weeks and the months went on, the percentage of increase began to drop, as it always does when more and more difficult cards are taken into the campaign, when people die, as they do, when people move from one city and don't reestablish themselves in another one yet, and reestablish their gift in another city.

For these reasons which we know very well over the years of campaigning, the initial figure drops, and if we are now standing at 12 per cent, I would think that it is fair and realistic for us to look at a final figure of perhaps 10 per cent, or maybe even 9 as the increases over last year.

But the important thing is that, of that increase, we see it coming in two different ways.

I would venture to say that by the end of the year the regular campaign would be seven or eight per cent ahead. The Special Fund could be as much as 30 to 35 per cent ahead; it now is running 38 per cent ahead.

I make the important distinction because all of us as campaigners know the difference to the UJA of the manner in which the money comes in, namely, whether it comes in on the Regular Fund, or whether it comes in on the Special Fund.

Because to say that there is an over-all increase of nine percent or ten per cent in the campaign, over all embracing both the regular and the special averaging out them both, the two, is not to give the whole picture. The greater the increase in the Special Fund, the greater the total sum of dollars accruing to the UJA.

If the campaign ends with ten per cent over-all increase, that means that the UJA might expect to receive more than ten per cent worth of dollars as the increase.

it
I point/out because it is terribly important and it is still able to be pushed in one way or another, even at this point in June in the campaign.

Let me elaborate for one second in case it is not crystal clear.

You take a community that raises \$100,000 and gives the UJA \$50,000 of that as a 50 per cent share; let us use that as an average figure.

One top of that they raise \$50,000 in the Special Fund and give the UJA all of that. The community has raised 100 plus 50, and the UJA has received 50 plus 50. The UJA has received two-thirds of the total. If that community were to increase another \$50,000 in the Special Fund and give it all to the UJA, the UJA would be receiving 150 out of 200, which would be 75 per cent of the total. In other words, the higher the increase in the Special Fund, the higher the percentage going to the UJA, the larger the number of dollars that would come in, in total, both regular and special.

Therefore, when we look at this now and we see that at our current rate of increase the regular campaign is ahead 8 per cent, and the Special Fund is ahead 38 per cent, that is a source of joy and satisfaction, and if we can maintain that down through the end of the year, so that whether the average at the end is a 10 per cent increase -- if enough of it, if more and more if it is in the Special Fund, more and more dollars than 10 per cent worth of dollars coming to the UJA treasury.

All right, that is the way the UJA campaign looks to us. If it was ^a63 million dollar campaign in 1958, it could be a 70, or a 71 or a 72 million dollar campaign in 1959.

I would like us, before leaving, to take another look at the cash figure that Mel Dubinsky gave us, because, if you look at those and you listen to what he said, it might very well be that we could turn in a cash record this year of a 35 or 36 per cent increase in cash, and this would be really phenomenal.

If we had a 63 million dollar campaign last year, the cash that we took in last year was only 55 and three-quarters million dollars -- 55 and three-quarters million dollars was the cash income for last year.

We are trying to achieve a 75 million dollar cash income this year, which would be almost a 20 million dollar increase.

Pledges count. The worth of the campaign is important.

But cash counts more, and if we can relieve the beleaguered situation of 1959, beleaguered in the sense that there is a high immigration into Israel, and that the external circumstances are getting more difficult, and that it is obvious that we are heading into more crisis, it is clear to me, and I think it is clear to everyone that if in these circumstances we can give additional relief to the tune of almost 20 million dollars, then we will be rising to responsibility this year in a very substantial measure.

What is the chance?

In the first half of this year, we could do somewhat less, only \$8,600,000 ahead of last year, do less in the second half than we did in the first half, peculiar as that sounds as an approach, nevertheless, with that lesser achievement in the next six months of the year, we could have this wonderful goal of \$75,000,000 achieved.

It means we have to do something like 36 million dollars in the second half of the year. We did something like 38 million dollars in the first half of the year. That is what it adds up to.

Possible? Yes.

The accounts receivable exist. From the campaigns of 1958 and 1957 and 1956 -- the pledges are outstanding. They are waiting to be redeemed. With economic conditions being favorable and with the diligence that Mr. Dubinsky and his group has shown, we have the assets out of which to produce this kind of advance seeds.

The 1958, 1957, 1956 campaigns receivables are still there. The 1959 campaign with its increased pledges, all provide the reservoir out of which the necessary cash can be drawn.

I think the UJA owes a tremendous debt in 1959 to Mel Dubinsky.

He didn't do this in a perfunctory way, believe me. I have seen many, many cash campaigns mounted. They are done pro forma.

He accumulated personally a group of more than 50 men. He rode them mercilessly. He called them and he whipped them into shape and he prodded them and he stimulated them. They work just as hard in the second half of the year as they did in the first.

If the 50 men under the genership of the one can prod the five million, then all that the rest of us need is to take the cue from what Dr. Gallagher said.

He said, you remember, that he has no doubts about the future. However, he has a real concern.

We have now doubts about the future. Israel is so much a part of our life, our desire to help, our belief in this cause is such an overriding ideal that it consumes us with all our being.

Doubts about the future of Israel, doubts about the future of our own ability to respond, doubts about our belief in this faith -- we have none.

Real concern we must have very much. Real concern is required to prevent us from becoming complacent.

Real concern is required to keep us on our toes.

Real concern is demanded so that we end up 1959 with an enormously clean slate of high pledges, high cash redemption of those pledges, so that we can go on into 1960 and the years ahead with a conviction that the cause for which we are working transcends all of us, and the second conviction, that our strength is equal to the task which we have assigned to ourselves.

That strength comes from confidence. That confidence comes from success.

The 1959 campaign both pledge-wise and cash redemption-wise looks like a success.

We can jave it if we go down the end of the road with determination to make it a brilliant year, knowing in advance that if we do that, we will go into 1960 with an even greater chance to do even more.

Thank you very much.

5/9/60

"CAN THESE BONES LIVE"?
(Two Performances)

1. New York City - Hotel Pierre - Monday, May 23rd

<u>Director</u>	Michael Shillo	\$	100	
<u>Cast</u>	Man, Michael Shillo		100	
	Woman, Aviva Shillo		100	
	Narrator		<u>100</u>	\$400

<u>Production</u>	Rehearsal Studio	\$	25	
	Costumes		20	
	Props		20	
	Makeup		10	
	Lights & Sound		<u>25</u>	<u>\$100</u>

TOTAL

\$500

2. Washington - Hotel Shoreham - Saturday, June 18th

<u>Director</u>	Michael Shillo	250	
<u>Cast</u>	Man	250	
	Woman	250	
	Narrator	250	
	Dancers (<u>500</u>	\$1,500

<u>Production</u>	Rehearsal Studio	75	
	Costumes	100	
	Stage Manager	60	
	Props	25	
	Makeup	10	
	Lights & Sound	50	
	Miscellaneous	30	
	Possible set construction	<u>150</u>	\$ <u>500</u> \$2,000

<u>Transportation</u>	3 actors @ \$30	90	
	4 dancers @ \$30	120	

<u>Lodging</u>	3 actors, 3 nights	90	
	4 dancers, 1 night	40	

<u>Food</u>	3 actors @ \$10 - 3 days	90	
	4 dancers @ \$10 - 1 day	40	
	Misc. exp.	<u>30</u>	\$ <u>500</u> <u>500</u>

TOTAL

\$3,000

FROM: Raphael Levy
Director of Publicity
UNITED JEWISH APPEAL
165 West 46th Street
New York, N. Y.

FOR RELEASE: Issues of May 14 Weekend

ISRAEL'S PERMANENT REPRESENTATIVE TO U.N., AMBASSADOR
MICHAEL COMAY, TO ADDRESS UJA NATIONAL MIDYEAR LEADERSHIP
CONFERENCE IN WASHINGTON, JUNE 18-19

Two Day Conference Will Climax Seven Week Drive to Raise \$35,000,000
Cash for Maintaining UJA Programs for More than 600,000

AMERICAN JEWISH

NEW YORK -- Ambassador Michael Comay, Israel's Permanent Representative to the United Nations, will deliver the keynote address at the National Midyear Leadership Conference of the United Jewish Appeal, June 18 and 19, at Washington, D.C., it has been announced by Morris W. Berinstitute, UJA General Chairman.

Leaders from hundreds of communities throughout the nation will attend the two-day conference, which will be held in Washington's Shoreham Hotel. They will report on their communities' activity for the 1960 UJA campaign, help to formulate plans for the final phases of the year's UJA drive, and present cash raised in the current nationwide drive for \$35,000,000 cash.

"This money is urgently needed," Mr. Berinstitute declared, "to maintain the vital programs of aid that UJA is providing for more than 345,000 immigrants to Israel of recent years who are still unabsorbed and for more than 250,000 others in Israel and other countries who depend on UJA for survival and rehabilitation."

Hundreds of communities throughout the country are participating in the drive for \$35,000,000 cash, it was reported at the same time by Melvin Dubinsky, of St. Louis, UJA National Cash Chairman.

(More)

Mr. Dubinsky reported that in six communities a 100% fulfillment of the cash quota has already been reached, although the cash drive is less than two weeks old. "In many others, fulfillment of the goal is rapidly approaching," he stated. "I firmly expect that we will attain 100% of our nationwide goal of \$35,000,000 cash by the time the conference in Washington is concluded."

In many communities, he reported, specially-organized cash drives are being conducted hard upon the heels of completed spring solicitation campaigns. Mr. Dubinsky stated that a big factor in the success of the cash drive was the active leadership of a fifty-man National Cash Committee which is headed by himself and by four regional co-chairmen: F. Gordon Borowsky, of Philadelphia, for the East Coast; Joshua B. Glasser, of Chicago, for the Central States; Paul Kapelow, of New Orleans, for the South-Southwest; and Benjamin H. Swig, of San Francisco, for the West Coast.

Ambassador Comay is one of Israel's best-known diplomats. He has served in many important Foreign Ministry posts, since the establishment of the State in 1948, when he became Director of the Commonwealth Division at the Ministry for Foreign Affairs. He has represented his country at numerous international conferences, as Minister and Ambassador to Canada, and as a member of seven Israel delegations to the UN General Assembly.

"Ambassador Comay is superbly equipped by knowledge and experience to give us an accurate picture of problems of Israel's people and the progress being made in the absorption of immigrants, which is the number one problem of the country today," Mr. Berinstein said.

Through its nationwide two-fold campaign, the UJA makes possible the newcomer aid programs of the Jewish Agency, philanthropic organization resettling immigrants in Israel, and supports the work of the Joint Distribution Committee, which aids aged and handicapped newcomers in Israel and distressed Jews in 24 countries abroad, and the New York Association for New Americans, which assists Jewish refugees to the U.S. United Hias Service, which aids Jewish immigrants to countries other than Israel, will also benefit from UJA's fund-raising efforts.

FROM: RAPHAEL LEVY
Director of Publicity
UNITED JEWISH APPEAL
165 West 46th Street
New York, N.Y.

Conf
~~HAAT~~
FOR RELEASE: Issues of June 4th Weekend

TREASURER OF JEWISH AGENCY PLEADS FOR CASH WITH WHICH TO
MAINTAIN PROGRAMS FOR UNABSORBED IMMIGRANTS

Cable to United Jewish Appeal Cites "Unnecessary Suffering
of T thousands of Families Still Accommodated in Barely Human Conditions"

Cash Drive Forges Ahead; Cash to Be Presented at
National Midyear Leadership Conference June 18-19

NEW YORK, N.Y. -- Dr. Dov Joseph, Treasurer of the Jewish Agency, has made an urgent appeal for cash with which to "alleviate unnecessary suffering of thousands of families still living in barely human conditions in ma'abarot" Israel's immigrant village shanties where some 60,000 still live.

He made the appeal in a cable addressed to the United Jewish Appeal at its New York headquarters, in which he stated, as well, that:..."your keen awareness of urgency of cash needs added to your proven devotion to our common cause will prompt you to achieve record results this year..."

Dr. Joseph stressed the need for funds with which to execute programs including consolidation of agricultural settlements whose "initial efforts would otherwise be in jeopardy." He pleaded "with all urgency" for the utmost to be done to raise cash for the continued operations of the Jewish Agency.

Meanwhile, it was announced by Melvin Dubinsky, National Cash Chairman of the United Jewish Appeal, that the UJA's nationwide drive for \$35,000,000 in cash by June 18, was forging ahead in hundreds of communities throughout the country.

Some communities have either attained their full quota of cash or surpassed it, and many others are approaching the 100 per cent mark, he stated. Mr. Dubinsky called for even greater efforts to be made between now and June 18, when the National Midyear Leadership Conference of the United Jewish Appeal opens at the Shoreham Hotel in Washington, D.C.

Mr. Dubinsky praised the work of a 50 man committee headed by himself and by four regional Cash Co-Chairmen, who are helping to co-ordinate the efforts of communities throughout the country to raise cash for the UJA.

At the same time, Morris W. Berinstein, General Chairman of the United Jewish Appeal, announced further plans for the June 18-19 conference in Washington.

Among the speakers scheduled will be Mike Wallace, the noted TV commentator and reporter of world affairs, whose programs have received much praise and whose penetrating interviews with eminent personalities have set a new pattern for the airwaves.

Another feature of the program will be a new dramatic presentation entitled "Can These Bones Live?", by David Mark. It is a haunting portrayal of Israel's past and present, drawn from Biblical and modern sources. It will feature Michael and Aviva Shillo, noted Israeli stage, screen and TV stars. Already scheduled to appear at the Conference are Ambassador Michael Comay, Israel's Permanent Representative to the United Nations; Dr. Abram Leon Sachar, President of Brandeis University, Itzhak Aronowicz, Captain of the ill-fated DP ship "Exodus -1947", and noted UJA leaders, including Morris W. Berinstein, Melvin Dubinsky, and Rabbi Herbert A. Friedman.

Through its nationwide two-fold campaign, the UJA makes possible the newcomer aid programs of the Jewish Agency, philanthropic organization resettling immigrants in Israel, and supports the work of the Joint Distribution Committee, which aids

aged and handicapped newcomers in Israel and distressed Jews in 24 countries abroad, and the New York Association for new Americans, which assists Jewish refugees to the U.S. United Hias Service, which aids Jewish immigrants to countries other than Israel, will also benefit from UJA's fund-raising efforts.

5/27/60



NOTE

NATIONAL CASH CONFERENCE -- June 18-19, Washington, D. C.

This is in reference to my note of April 15th regarding the above mentioned subject.

Mr. Michael Comay, the Israel Ambassador to the United Nations, has accepted our invitation to speak at the National Cash Conference in Washington.

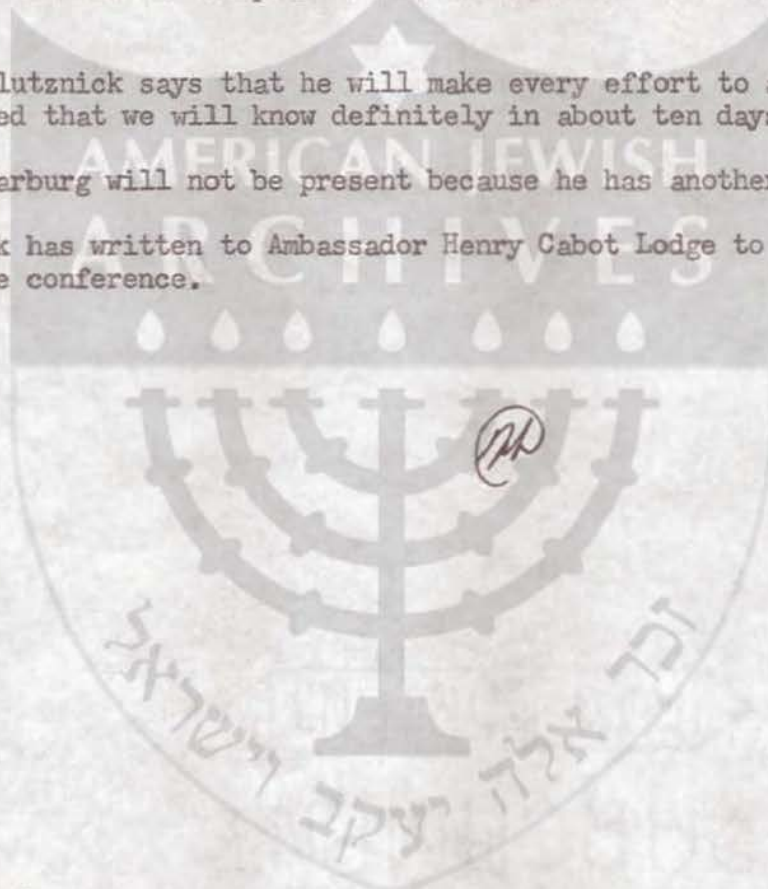
Mr. Philip Klutznick says that he will make every effort to attend and it is expected that we will know definitely in about ten days.

Mr. Edward Warburg will not be present because he has another engagement.

Mr. Klutznick has written to Ambassador Henry Cabot Lodge to invite him to attend the conference.

TLI JH

MSG:mm
4/19/60
cc:HAF, SS, MP, LJ, ASH
AF, RL, MSG



N O T E

NATIONAL CASH CONFERENCE -- June 18 - 19, Washington, D. C.

The Cash Conference will take place in Washington, D. C. at the Shoreham Hotel on Saturday and Sunday, June 18th and 19th. There will not be any Friday sessions.

A meeting of the Cabinet may be held at a luncheon on June 17th.

Present plans for the Saturday evening banquet call for the following:

1. A dramatic presentation based on the Bible, being prepared by Mr. Levy.
2. Mr. Michael Comay, Israel Ambassador to the United Nations. Mr. Friedman will invite Mr. Comay.
3. Mr. Edward Warburg (or Mr. Philip Klutznick)
4. Ambassador Henry Cabot Lodge. We have to figure out a way to approach him on this.

The Sunday morning meeting on June 19th will be a business meeting including the following:

1. Cash line
2. Captain Aronowitz of the "Exodus".
3. Mr. Philip Klutznick (or Mr. Edward Warburg)

MSG:mm
4/15/60

COPY (original sent to Edward M.M. Warburg) April 14, 1960

Conf. June 1960

SUPREME COURT OF THE UNITED STATES
WASHINGTON 13, D.C.

April 11, 1960

Dear Mr. Warburg:

Where my interest is as deeply engaged as it is in all that makes for the well-being of Israel, it is hard for me not to be able to respond to an appeal in its behalf. But what one can't, one can't. I won't trouble you with the reasons, for they cannot be overcome, and so I must content myself with saying how much I appreciate that you should ask me to participate in your Conference next June and how deeply sorry I am that I am not able to do so.

With every good wish,

Sincerely yours,

(sgd.) Felix Frankfurter

Edward M.M. Warburg, Esq.

fc
cc: AF

Supreme Court of the United States
Washington 13, D. C.

CHAMBERS OF
JUSTICE FELIX FRANKFURTER

*Conf. June
Washington
2 weeks*
FC/HC *MSB*

April 11, 1960

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With every good wish,

Sincerely yours,

Felix Frankfurter

Edward M. M. Warburg, Esq.

UNITED STATES REPRESENTATIVE
TO THE UNITED NATIONS

Handwritten initials and arrow
Two Park Avenue,
New York 16, New York,
April 21, 1960.

Handwritten initials
Dear Phil:

Thanks so much for your letter. It is very courteous of the United Jewish Appeal to invite me to come to its dinner in Washington on Saturday, June 18. I appreciate the compliment and, of course, would enjoy seeing Ambassador Comay, with whom I had a very pleasant talk the other day.

Unfortunately, I must be in Massachusetts for that week-end. I have made a number of commitments which involve the convenience of others, and to which I must adhere.

I am sorry that there is this conflict because I have always enjoyed going to Jewish banquets, and am sure that at this particular one I would meet old friends.

With best wishes,

Cordially yours,

Handwritten signature: Henry Cabot Lodge
Henry Cabot Lodge

Philip M. Klutznick, Esquire,
Park Forest,
Illinois.

April 22, 1960

Herbert A. Friedman

Melvin S. Goldstein

Washington Conference

Mr. Warburg will not be available for the June conference in Washington. He has a meeting of the State Board of Regents.

Mr. Leavitt, however, is not leaving on his vacation until June 20th and, therefore, could be available to speak at this conference. How would you want to have him placed?

MSG/fo

PHILIP M. KLUTZNICK
PARK FOREST, ILLINOIS

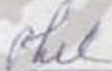
April 27, 1960

Dr. Herbert Friedman
United Jewish Appeal
165 West 46th Street
New York City 36, New York

Dear Herb:

I flopped on the Lodge business as I thought I would. I am enclosing the letter that I received from him. He answered before I got a chance to talk to him. It just so happened that I went to Omaha for my sister-in-law's funeral and never even made it to the funeral. I ended up in the hospital with a fever and an infection. I am afraid you will have to count him out or at least me out as being able to do anything more with him at this stage.

Sincerely,



Philip M. Klutznick

jrp
enclosure

STRATHMORE TRISTEMARK
100% COTTON FIBER USA

June Conf.

April 27, 1960

Mr. Chaim Vinitzky
Executive of the Jewish Agency
P. O. Box 92
Jerusalem, Israel

Re: Mike Wallace

Dear Mr. Vinitzky:

We've just learned that Mike Wallace, an important tv personality, will be in Israel soon to interview a number of the important government leaders for his television show in the United States. This show, incidentally, is seen by a great many people.

Wallace, of course, is Jewish and he is tentatively scheduled to address our National Cash Conference in Washington on Saturday night, June 18th. He will not know definitely until he returns to the United States on or about May 15th but the chances are that he will address this conference and we are very pleased about that.

Henry Bernstein, who spoke with Mike Wallace, is writing to Teddy Kolllek to ask Kolllek to help Wallace to get to meet some of the top people in Israel so that they can be interviewed for television and to help him in other ways. I just want to let you know about all this because in the event Kolllek requests any help from you I would appreciate it if you would make it available.

Kindest regards,

Sincerely yours,

Melvin S. Goldstein

NSG:mm

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

MEMORANDUM

FCF

Date June 2, 1960

To Mr. Herbert A. Friedman

From Melvin S. Goldstein

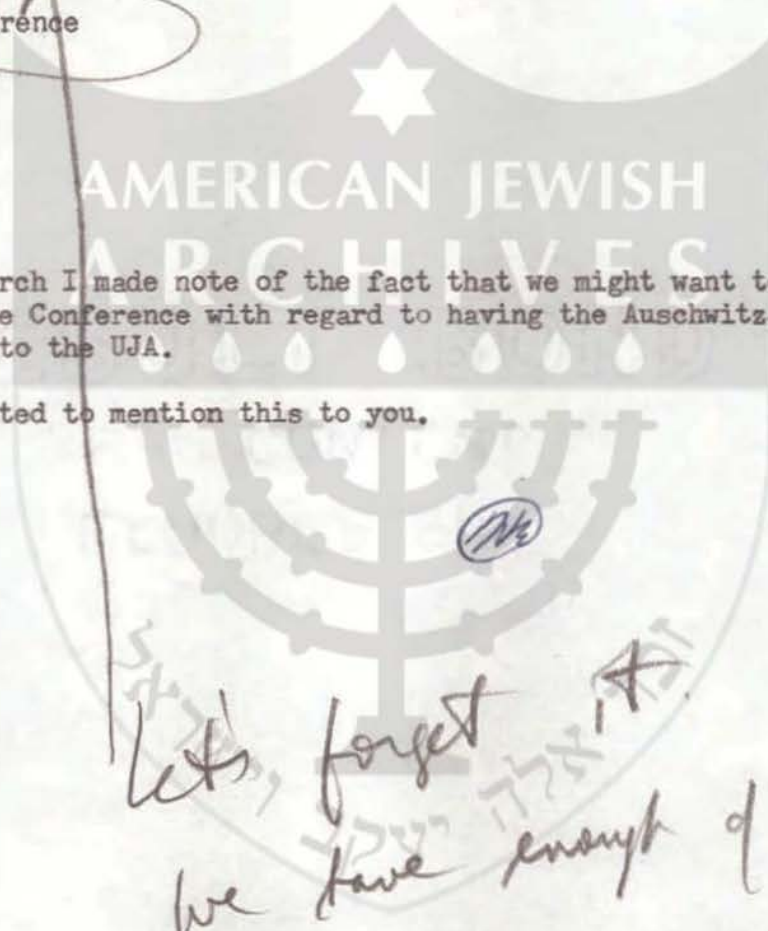
Subject June Conference

Back in March I made note of the fact that we might want to do something at the June Conference with regard to having the Auschwitz-Buna scroll presented to the UJA.

I just wanted to mention this to you.

MSG:mm

Let's forget it.
We have enough of a program.



Confidential

June 3, 1960

Mr. Isadore S. Turover
P.O. Box #5909
Washington 14, D.C.

Dear Mr. Turover:

I am writing to extend to you a most cordial invitation to deliver a message of welcome to the American Jewish leaders who will attend the UJA National Midyear Leadership Conference in Washington on June 18th and 19th. This message, of course, would be on behalf of the Jewish community of Washington as well as yourself. I believe the appropriate moment for it would be at the opening of the banquet session, which is scheduled to start at 8.00 p.m. on Saturday, June 18th, in the Ballroom of the Shoreham Hotel.

It certainly would be a privilege to us, as well as very fitting to the occasion, to have your participation in this manner. We are eager of course for this important Conference to be as fully successful as possible, and surely a message from you will contribute significantly to its effectiveness.

It really would mean a great deal to us to have an affirmative reply from you in regard to this. I would deeply appreciate hearing from you about it at your early convenience.

With kindest regards,

Sincerely yours,

Morris W. Berinstein

Conf. Wash

cc: FC SG AF LJ Ref

Jri June, 1960

Rabbi A. Balfour Brickner
Temple Sinai
3100 Military Road, N.W.
Washington 15, D.C.

Dear Balfour:

As I am sure you know, the UJA National Midyear Leadership Conference is to take place the evening of Saturday, June 18th, and the morning of June 19th, in the Ballroom of the Shoreham Hotel in Washington, D.C. The Conference represents a most significant occasion in the UJA campaign, marking as it does a mid-year rallying point for the mobilization of cash urgently required to meet overseas' needs.

We would be most honored and pleased if you could be with us at the Conference banquet session, which is scheduled to start at 8.00 p.m. on Saturday night, to deliver the invocation. I know that through your participation in this manner you will help importantly to set a proper mood of dedication for the Conference.

I would deeply appreciate your early reply, and I do hope it will be to the effect that you can accept this invitation.

With kindest personal regards.

Sincerely yours,

Herbert A. Friedman
Executive Vice-Chairman

HAF:jgs

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

Conf.
Washington

MEMORANDUM

Date May 6th, 1960

To Rabbi Herbert A. Friedman

From Raphael Levy

Subject Conference Production "Can These Bones Live?"

Attached is a revised, tentative budget on the production, "Can These Bones Live?" for New York on May 23rd, and for the Washington Conference on June 18th.

We have advised Mr. Shillo that you have agreed to the sum of \$500 for the New York production, \$2,000 for the Washington production, plus \$500 for transportation, food and lodging in Washington for the cast, director, etc.

We will check on what facilities are available at the hotel on Monday morning and proceed with whipping up the presentation into shape.

Will you please let us know when you want us to send a script and other information on the program to New York UJA.

K.L.

mm:el
att.
cc: MSE, IJ

1 - W. S. Bernstein
4 - HAF



ANNUAL CAMPAIGN FOR LIFE AND FREEDOM

Cash Conf June

United Jewish Appeal

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

UJA SPECIAL FUND in addition to 1960 REGULAR CAMPAIGN

165 WEST 46TH STREET, N. Y. 36, N. Y.

PLAZA 7-1500

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May 10, 1960

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JOSEPH HOLTZMAN
SOL LUCKMAN

Honorary Special Fund Chairman
SAMUEL RUBIN

TO CABINET ON CASH CONFERENCE

AMERICAN JEWISH
ARCHIVES

As you may know, the UJA National Midyear Leadership Conference is to take place in Washington, D.C., at the Shoreham Hotel on the evening of Saturday, June 18th and the morning of Sunday, June 19th. The former will be a banquet session starting at 7:30 p.m., and the session on the 19th which will include the traditional cash line will start at 9 a.m. and end between noon and 1 p.m.

In addition, a Cabinet Meeting may be scheduled for the afternoon of June 18th. You will of course be kept informed about this.

The program for the Conference will include, among other personalities and presentations, the Honorable Michael Comay, head of Israel's delegation to the United Nations; Dr. Abram Sachar, President of Brandeis University, and Mr. Isaac Aronowicz who was captain of the "Exodus". Of course you know how important it is that this meeting, representing as it does a rallying point for cash at this stage of the campaign, be a thoroughly effective one.

It certainly would contribute a great deal towards assuring its success if you can attend. I would deeply appreciate your letting me know whether you will be there.

With kind regards.

Sincerely yours,

Melvin S. Goldstein

msg:gss

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ANNUAL CAMPAIGN FOR LIFE AND FREEDOM

Conf June

United Jewish Appeal

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

UJA SPECIAL FUND in addition to 1960 REGULAR CAMPAIGN

165 WEST 46TH STREET, N. Y. 36, N. Y.

PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

TO ISRAEL VISITORS CONCERNING CASH CONFERENCE

May 12, 1960

Honorary General Chairman
HERBERT H. LEHMAN

Honorary Chairman
EDWARD M. M. WARBURG

Honorary National Chairman
JOSEPH HOLTZMAN
SOL LUCKMAN

Honorary Special Fund Chairman
SAMUEL RUBIN

Dear Friend:

One of the most important events in the UJA annual calendar, the National Midyear Leadership Conference, will take place in Washington, D. C., on the evening of Saturday, June 18th and the morning of Sunday, June 19th. The former will be a banquet session starting at 7:30 p.m., and the session on the 19th will start at 9 a.m. and end between noon and 1 p.m.

The participation of someone like you, who has visited Israel and who has observed for himself what has been achieved and still must be accomplished with UJA-raised funds, certainly would help assure the Conference's effectiveness. And, marking as it will a rallying point for the mobilization of cash, its fullest success really is quite vital.

The program for the Conference will include, among other interesting personalities and presentations, the Honorable Michael Comay, head of Israel's delegation to the United Nations; Dr. Abram Sachar, President of Brandeis University, and Mr. Isaac Aronowicz who was captain of the "Exodus".

We would very much appreciate your attending the Conference and I hope you will let me know whether you will be there.

With kind regards,

Sincerely yours,

Melvin S. Goldstein

MSG:GRS

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- National Chairman
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CHARLES H. YALEM
PHILIP ZINMAN

~~MSG~~
FC

May 20, 1960

Mr. Henry C. Bernstein -
New York City UJA

Herbert A. Friedman

Mike Wallace appearance at National Mid-Year Leadership Conference

The National Mid-Year Leadership Conference is being held in Washington on June 18th and 19th, at the Shoreham Hotel. Mr. Wallace will speak on Saturday night, June 18th. The meeting will start at 7:30 P.M. with a Reception for Guests of Honor and the Dais group. We would like Mr. Wallace to join us at that time.

Please advise what travel and hotel arrangements are required for Mr. Wallace.

The order of speakers has not as yet been determined. The program, however, consists of a short play and three speakers -- Mike Wallace, Dr. Abram Leon Sachar, President of Brandeis University, and Ambassador Michael Comay, Permanent Representative of Israel to the United Nations.

Since Mr. Wallace has recently returned from Israel and can speak from first-hand knowledge, I would suggest that he devote between 15 and 20 minutes to personal observations of what he saw while there. Mr. Wallace can tell us the purpose of his trip, what he accomplished, of the people whom he met, his observations as to the work being done by the philanthropic organizations supported by the United Jewish Appeal contributions and, perhaps, a human interest story or two, depicting his feeling of connection with immigrants and new arrivals to Israel.

HAF:JFF

cc-Arthur Fishzohn
Melvin S. Goldstein
Irving Jacobs

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UJA, 165 W. 46th St., NY 36

DATE May 23rd, 1960

AMERICAN
ARCHIVES

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To

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JEVAGENCY
JERUSALEM (ISRAEL)

"Via

MACKAY RADIO

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FRIEDMAN

FC/HL

May 23rd, 1960

Rabbi Herbert A. Friedman

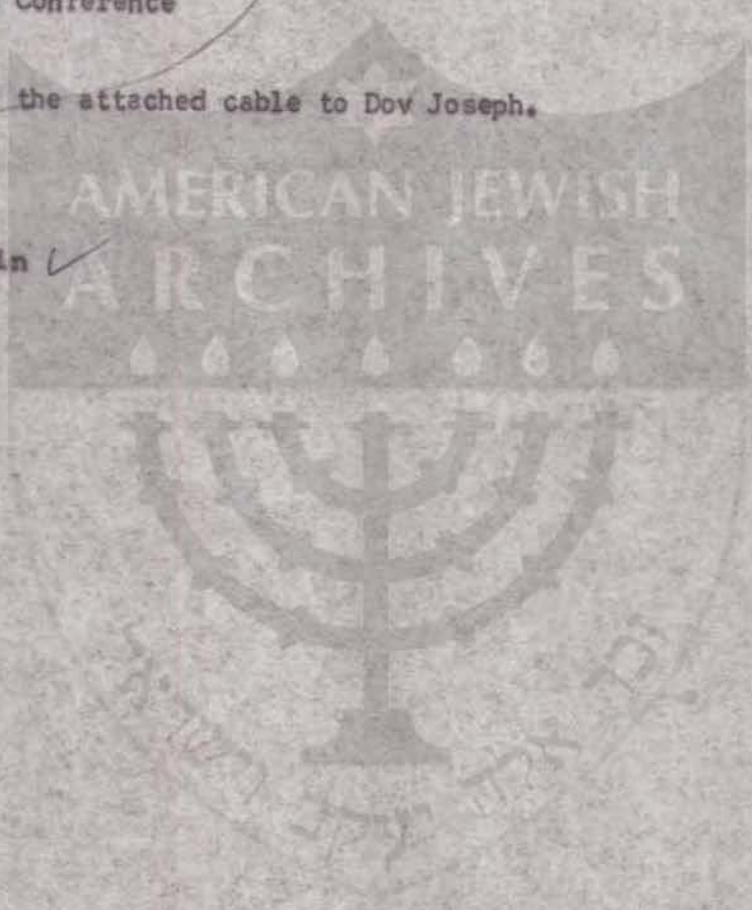
Raphael Levy

Cables for Cash Conference

May we send out the attached cable to Dov Joseph.

rl:el

cc: Mr. Goldstein ✓



United Jewish Appeal of Greater New York, Inc.

Joint Distribution Committee • United Israel Appeal • New York Association for New Americans

220 WEST 58th STREET • NEW YORK 19, N. Y. • COLUMBUS 5-2200

FC/Flb

May 23, 1960

Mr. Mike Wallace
1481 Broadway
New York 36, N. Y.

Dear Mike:

I am very grateful to you for accepting the National UJA speaking engagement in Washington on June 18th. I am enclosing a photostat of a memorandum I received from the Executive Vice Chairman of the National UJA which, I believe, gives you all the information you require.

Would you also please have your secretary call Mr. Arthur Fishzohn at PL. 7-1500 so that he may arrange your travel and hotel accommodations.

I look forward with pleasure to seeing you again and hearing you speak in Washington.

Sincerely,

Henry C. Bernstein
Executive Vice-President

HCB:mh
Encl.

cc: Mr. Herbert A. Friedman
Mr. Arthur Fishzohn

C
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●
Y



AIR MAIL

הסוכנות היהודית לארץ-ישראל
THE EXECUTIVE OF THE JEWISH AGENCY

F. J. ...
...

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OFFICE OF THE TREASURER
P. O. Box 92
JERUSALEM

Ref. No. *143/62/4*

May 24, 1960

Mr. Herbert Friedman
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

Dear Herb,

Your cable of April 29th, mentioned in your cable of May 23rd, was never received. However, in reply to the latter I forwarded the following cable to you under today's date:

"PLEASE CONVEY MY WARMEST PERSONAL GREETINGS TO ALL PARTICIPANTS UJA 1960 CASH CONFERENCE STOP AM CONVINCED YOUR KEEN AWARENESS OF URGENCY OF CASH NEEDS ADDED TO YOUR PROVEN DEVOTION TO OUR COMMON CAUSE WILL PROMPT YOU TO ACHIEVE RECORD RESULTS THIS YEAR AND SO CONTRIBUTE EFFECTIVELY TO ALLEVIATION UNNECESSARY SUFFERING THOUSANDS OF FAMILIES STILL ACCOMMODATED IN BARELY HUMAN CONDITIONS IN MAABAROT AWAITING TRANSFER TO MODEST HOMES WITH MINIMUM AMENITIES FOR THEMSELVES AND THEIR CHILDREN ALSO ENABLING US EXECUTE PROGRAMS INCLUDING CONSOLIDATION AGRICULTURAL SETTLEMENTS WHOSE INITIAL EFFORTS OTHERWISE IN JEOPARDY STOP PLEAD WITH ALL URGENCY UTMOST BE DONE TO ATTAIN SET AIM STOP WITH BEST WISHES FROM ISRAEL FOR YOUR SUCCESS"

Yours sincerely,

Dov Joseph
Dov Joseph

FA 292

IU 227

UFE

MAY 25 1960

JEC 161 X 3581
JERUSALEMISR 116 24 1730

LT
HERBERT FRIEDMAN UJAPPEAL NEWYORK

PLEASE CONVEY MY WARMEST PERSONAL GREETINGS TO ALL PARTICIANTS
UJA1960 CASH CONFERENCE STOP AM CONVINCED YOUR KEEN AWARENESS
OF URGENCY OF CASH NEEDS ADDED TO YOUR PROVEN DEVOTION TO
OUR COMMON CAUSE WILL PROMPT YOU TO ACHIEVE RECORD RESULTS THIS
YEAR AND SO CONTRIBUTE

CFM UJA 1960 LT

P2

EFFECTIVELY TO ALLEVIATION UNNECESSARY SUFFERING THOUSANDS
OF FAMILIES STILL ACCOMMODATED IN BARELY HUMAN CONDITIONS IN MMAABAROT
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THEMSELVES AND THEIR CHILDREN ALSO ENABLING US EXECUTE PROGRAMS
INCLUDING CONSOLIDATION AGRICULTUARAL
SETTLEMENTS WHOSE INITIAL EFFORTS
OTHERWISE IN JEOPARDY STOP PLEAD WITH ALL URGENCY UTMOST

P3

BE DONE TO ATTAIN SET AIM STOP WITH BEST WISHES FROM
ISRAEL FOR YOUR SUCCESS

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June 10, 1960

NATIONAL MIDYOTAF LEADERSHIP CONFERENCE

The Shoreham Hotel - Washington, D. C.
June 18 & 19, 1960

*Entire Conference
**Saturday only
***Sunday only

National - 106
Washington, D. C. - 55
- Total 161*
*includes 4 Tent.

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*Sol Kondritzer

CONNECTICUT

MERIDEN
*Judge & Mrs. Selig Schwartz

WASHINGTON, D. C.#

*Dr. Samuel Ajl / 1
*Dr. Harvey H. Ammerman / 1
**Michael Arnon
**Edward B. Berman / 1
**Mr. & Mrs. Isidor Brem
*Mr. & Mrs. Meyer H. Brissman, Ex. Dir.
Dr. Irving Bürka
Hyman J. Cohen
***Norman G. Cohen
**Ambassador Michael Comay
*Mrs. Sophie R. Dales
*Mrs. Paul Janet
*Mr. & Mrs. Morris Fleishman
**Louis Goldstein / 1
*Mrs. Clarence W. Grosner / 1
**Mr. & Mrs. Alexander Hassan
*Paul Himmelfarb
(T)**Joel S. Kaufman
**Leon H. Keyserling
**David Klein / 1
**Harold Kronstadt / 1
**Samuel Kucherov
**Mr. & Mrs. Samuel Meisels
**Sam A. Morgenstein / 1
*Joseph Ottenstein
*Thomas R. Ottenstein
**Miss Mari-Ann Palmquist
**Miss Louise M. Rovner
Dr. Abraham Ruchwarfer
**Rabi Samuel Scolnic
*Miss Dorothy Steinberg
**Gideon Tadmor
*Isadore S. Turover
Mrs. Raphael Turover
**Mr. & Mrs. Morton Treskunoff
**Morris Welling
**Louis Zions

FLORIDA

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*Mr. & Mrs. Isador Hammer

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ATLANTA
*Samuel Rothberg

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*Mr. & Mrs. Joseph M. Mosson

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**Mrs. Franc Balzer
*Garson Yaffee / 1

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(T)**Albert Davidson

INDIANAPOLIS

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Isadore I. Sollod, Camp. Dir.

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*Chaplain H. Dicker

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I. L. Benjamin

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BOSTON
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*M. William Weingerg

MICHIGAN

DETROIT
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DEARBORN - *Mr. & Mrs. Abe Kasle

MINNESOTA

MINNEAPOLIS
*Mr. & Mrs. I. D. Fink

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Sam L. Switzer

MISSOURI

ST. LOUIS
*Melvin Dubinsky

NEW JERSEY

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*Steven Batzer
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HOBOKEN

Dr. David Coyne

IOWA

DES MOINES
***Dr. Leo R. Pearlman

NATIONAL MIDYEAR LEADERSHIP CONFERENCE

June 10, 1960

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*Mosés A. Leavitt

(T) Joseph M. Mazer

**Mike Wallace

NORTH CAROLINA

FAYETTEVILLE

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WILMINGTON

Seymour L. Alper

OHIO

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CHESTER

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Samuel H. Daroff

Max Feinstein -

**Leonard Goldfine

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*Samuel Melnick, Camp. Dir.

Sol Satinsky

PITTSBURGH

*Mr. & Mrs. David Lowenthal

*Judge Samuel A. Weiss / 4

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*Mr. & Mrs. Nathan I. Kuss

*Mr. & Mrs. Louis Smith, Ex. Secy.

YORK

*Harry Baylinson

RHODE ISLAND

PROVIDENCE

*Mrs. Julius Irving / 1

*Miss Gertrude B. Tarnapol, Sec. W D.

VIRGINIA

CULPEPER

Jack Fox

HARRISONBURG

Joseph Mintzer

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RICHMOND

***Mr. & Mrs. Samuel Troy

##PLAINFIELD - continued

*Henry Rosenbaum

*Harry Salvin -

*Mrs. Philip Heyman

