



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

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

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

Box
38

Folder
6

Campaign. Planning documents. 1958.

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

cc: FC SG Ref ERV

same letter sent to:

| | |
|------------------|-----------------|
| Al Levin | J. Hoffberger |
| David Lowenthal | Edward Ginsberg |
| Maurice Saltzman | Melvin Dubinsky |
| Sol Lickman | |
| Sam Daroff | |
| Isadore Breslau | |
| Fred Forman | |

December 4, 1958

Mr. I.D. Fink
G. & K. Corp
1501 Nicollet Avenue
Minneapolis, Minn.

Dear Iz:

There can be no doubt that pre-campaign budgeting will be an especially important factor in determining whether the 1959 campaign of the United Jewish Appeal is as effective as it should be. I think it is very vital that we give attention to this matter as soon as possible. It seems to me that next weekend, when leaders like yourself will be gathered together for the UJA Annual Conference, would be a good time to do this.

I would deeply appreciate it, therefore, if you and ⁹ group of about ten others to whom I also am writing would meet with me to do some planning on pre-campaign budgeting at 12.30 p.m. on Saturday, December 13th. The meeting will be held in the Empire Room of the Statler Hotel, and lunch will be served.

I would warmly welcome hearing from you that you will be there.

Sincerely yours,

Morris W. Berinstein.

mwb:ggg

maurice saltzman

FC
RECEIVED

DEC 8 - 1958

December 6, 1958

| NOTED BY | REFER |
|----------|----------------|
| DATE | MWB |
| | MSB |
| | ERV |
| | LJ |
| ANSWERED | |

12/8 cc-ERV
LW
⊗

Mr. Morris W. Berinstein
 United Jewish Appeal
 165 West 46th Street
 New York 36, New York

Dear Morris:

Have just received your letter of December 4 relative to your pre-campaign budgeting meeting.

I am indeed very sorry that I am not going to be able to meet with you on Saturday, December 13.

There are quite a few of the boys going down from Cleveland and I am expecting to get all the information from them.

Kindest regards.

Cordially yours


 Maurice Saltzman

MS/m



H · DAROFF & SONS, INC.

Makers of 'Botany' 500 Clothing

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EXECUTIVE OFFICES

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| | <i>ERV</i> | | |
| ANSWERED | | | |

December 8th, 1958

AMERICAN JEWISH
UNION

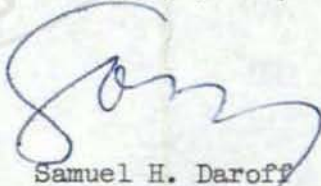
Mr. Morris W. Berinstein
UNITED JEWISH APPEAL
165 West 46th Street
New York 36, New York

Dear Morris:

I have your letter of December 4th, and I will attend the pre-campaign budget meeting on Saturday.

With warmest regards, I remain,

Sincerely yours,



Samuel H. Daroff

SHD:bgs

cc: FC SG ERV

*HAF files
Conf: PCB only*

same letter sent to:

- Al Levin ✓
- David Lowenthal
- ~~Maurice Saitzman~~
- Sol Luckman
- Sam Daroff ✓
- Isadore Breslau ✓
- Fred Forman
- ~~J. Hoffberger~~ *Repeal*
- Edward Ginsberg
- ~~December 11, 1958~~ *Repeal*

~~Mr. L.D. Fink
G. & K. Corp.
1501 Nicollet Avenue
Minneapolis, Minn.~~

Dear Iz:

This is just a reminder about the meeting on pre-campaign budgeting scheduled for 12.30 p.m. on Saturday, December 13th, in the Empire Suite of the Statler Hotel. I look forward to seeing you there.

Sincerely,

Morris W. Berinstein.

RC/BJ

THE NATIONAL BREWING COMPANY
BALTIMORE, MARYLAND

JEROLD C. HOFFBERGER
PRESIDENT

DECEMBER 8, ¹⁹⁵⁸ DEC 10 1958

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| RECEIVED | |
| DECEMBER 8, ¹⁹⁵⁸ DEC 10 1958 | |
| NOTED BY | REF ? TO |
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| | <i>MSG</i> |
| | <i>EDV</i> |
| | <i>LL</i> |
| ANSWERED | |

Mr. MORRIS W. BERINSTEIN
UNITED JEWISH APPEAL
165 WEST 46TH STREET
NEW YORK 36, NEW YORK

DEAR Mr. BERINSTEIN:

YOUR LETTER REQUESTING Mr. HOFFBERGER TO MEET WITH YOU TO DO SOME PLANNING ON PRE-CAMPAIGN BUDGETING ON SATURDAY, DECEMBER 13TH ARRIVED A FEW DAYS AFTER HE LEFT FOR A TRIP TO THE WEST COAST.

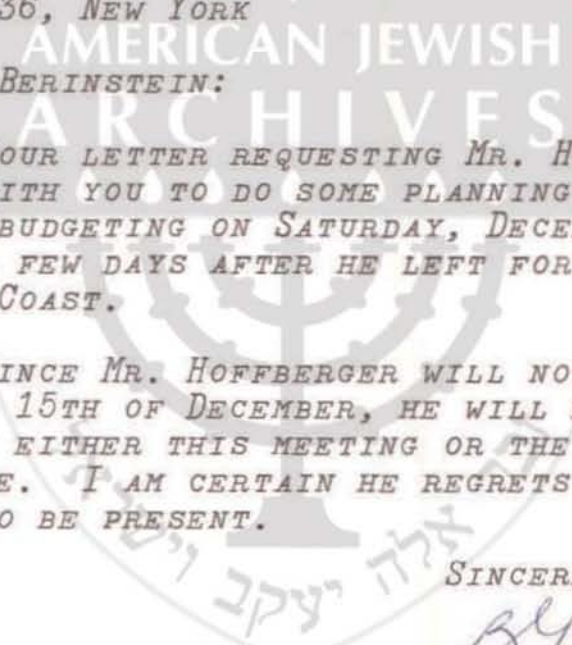
SINCE Mr. HOFFBERGER WILL NOT RETURN UNTIL THE 15TH OF DECEMBER, HE WILL BE UNABLE TO ATTEND EITHER THIS MEETING OR THE UJA ANNUAL CONFERENCE. I AM CERTAIN HE REGRETS HIS INABILITY TO BE PRESENT.

SINCERELY,

B. Gourley
(MRS.) B. GOURLEY
SECRETARY TO
Mr. HOFFBERGER

BG

CC LW
GH
M/A



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Dear Morris -

I will be delighted
to meet with you at 12³⁰
on Saturday

AMERICAN JEWISH
ARCHIVES

Regards

Fred

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| RECEIVED | | |
| DEC 10 1958 | | |
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From the desk of
FRED FORMAN
Hamilton 2000