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Israel Emergency Fund. San Francisco conference call. 1 June
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UNITED JEWISH APPEAL (PURCHASE ORDER 1113)

June 1, 1967

RABBI HERBERT A. FRIEDMAN SAN FRANCISCO CALL

HAF

That's a big question. Because every day that she waits for the rest of the world to solve the problem, she gives the Arabs a bigger advantage. You read yesterday that now Jordan made a deal with Cairo - so now Cairo can bring in Egyptian troops on the eastern flank - much worse than that, Jordan troops on the eastern flank. Every day that she waits - she's being 'a good boy,' but she's losing militarily because she's being strangled. That's a terrible dilemma to be in. And therefore everybody understands that this cannot go on another few days and another few days. What's already gone on for twelve days has seriously crippled the economy. Okay. Jews around the world have understood it. There is a heat and a fire and a flame that you can't believe exists. I just give you only a few examples because we haven't got time to go into everything. Mr. Sapir and Mr. Pincus are the two financial men of Israel. Sapir is the Treasurer of the government and Pincus is the Chairman and the Treasurer of The Agency - Government And Agency. The two financial men left Israel yesterday - the

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day before yesterday. During these few days that are left, they're out in the world trying to mobilize money. Eshkol is back home holding the military front - he's the Minister of Defense. Eban is roving, between Israel and other capitals, on the political side. The few days that are available, these men have come. I'll give you an example of what happened yesterday at the airport in Paris. They cabled from Israel to their Ambassadors in France, Belgium, Switzerland, Germany that those Ambassadors should bring together a few of the leading Jews and to meet at the airport in Paris where these two men had about five hours. Twenty five guys came from the four countries. They talked. The results are very simple: Baron Rothschild, in France, who has to do with The Bonds - as you all know Edmund Rothschild said "Bonds have to wait now - it's not the first thing. The first thing is Israel needs gift money. I will take the Chairmanship of a campaign to raise money, ten million dollars." You know what France gives, through Israel, every year in the UJA campaign? half a million. Don't argue now if it's a good job or if it's a lousy job. But, from a half a million, he

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says ten million. Belgium, which gives a few hundred thousand dollars a year, said three million. Switzerland, which gives a few hundred thousand dollars a year, said five million. Germany, ten million. From England -- now listen to this - Trek, you know England -- what they always fool around with as a two million pound campaign, two and a half million pounds sterling - England is taking twenty million pounds, and (name) Syff knows that he's got to give that kind of money. And Jack Lyons -- I mention names Trek - you explain who they are later - Jack Lyons gave twenty-five thousand pounds to the regular campaign - he came in now with two hundred thousand pounds for this thing. That's the measure of giving. Up in Canada Sam Bromfman is taking the lead. I've talked to him three times yesterday. Sam Bromfman gave a half a million dollars to the campaign. He's talking now about a million and a half maybe two for the Israel Emergency Fund. That's what's being created. And we're planning, after the Council board meetings are all over this weekend and the Executive Directors have met and the Board of Directors have met and approved this thing, Monday, in newspaper ads all over the

HAF (cont'd)

country, we're announcing an Israel Emergency Fund of The United Jewish Appeal. A very interesting thing happened. Fifteen minutes ago in the United Nations the Syrian delegate just stood up -- I don't know if you're listening to your radio or TV -- maybe you're following it? -- the Syrian delegate just stood up a quarter of an hour ago and he says 'the Israel economy is faltering and therefore Israel contrived this whole war situation in order to get the UJA to bolster her economy.' He mentioned it in the United Nations. He says 'to get the United Jewish Appeal to bolster her economy-the whole war crisis is a fake in order that Israel could get the UJA jacked up to run a big, massive, special fund for Israel.' Well, look, we're going to put a newspaper ad in Monday which the Syrian delegate will be able to say 'you see, I was right.' It's an interesting twist. I wish I could write that ad 'that we got the idea from him.' At any rate, it is quite clear, and nobody disputes the fact that we are going now to the Jews of America for hundreds of millions of dollars because the Government of Israel is certainly not in a position, and it's not going to give the Jewish Agency a dime - and the Government of Israel can't take care of the immigrants and it

HAF (cont'd)

can't handle the farms and the new settlements and the absorption - that's all out. The hundreds of millions of dollars that the government has been putting into this now is out - and that's what we have to pick up. There's no goal to this. I don't know what the size of this will be. People say announce a five hundred million - seven hundred million. It doesn't matter. That's not really important in my judgment. We're not going to have any goal. What is important is to understand the dimensions of the problem and to open up men's minds and stretch the minds. Now the ^{dimensions} ~~mention~~ of the problem are such that I have been on the telephone all yesterday and today talking to people about giving a million dollars and a half a million dollars, a quarter million dollars. The dimensions of the problem are that Eddie Ginsburg, the Chairman, Max Fisher's not in the country right now - has been in New York, here, sitting all day, every day -- he'll be here all week - he's called in tomorrow all the members of the Executive Committee and they're making telephone calls all over America. By next week a campaign will be launched in every city in the country, swift, fast and for massive,

HAF (cont'd)

massive amounts of money. I talked to Bill Rosenwald about a million dollars. I talked to Walter Annenberg about a million dollars. I talked to Chuck Hoffberger in Baltimore about a million dollar - Paul J. Phillips, in Minneapolis, the liquor man about a million dollars. Now, this is the tempo of what's been happening - and this is what San Francisco ~~is~~ has to do. Now, I want to tell you one or two things, specific things that have been happening here. Sapir is on his way to Canada right now to talk to Bromfman and to make sure the thing goes all right up there - and he's coming back here tonight -- (to himself: where is his schedule?) - he's coming back here to New York Wednesday night. He's going to be ~~ix~~ in New York Thursday all day. He's going to Boston tomorrow night for six hours. I had a telephone hook up with Boston - Eddie Ginsburg and I spoke to them a couple of hours ago - six or seven men were in the room just like we're talking to you - every one of their top givers was there -- and Sapir's going up tomorrow night for five or six hours - Sidney Raab is going to be his host - and every half hour somebody is coming in to see him and to talk about a million and a half million.

HAF (cont'd)

I asked Sidney Raab for a million. I asked Max Feldberg for a million. And they're willing to receive Sapir tomorrow and talk to him about it. And then Sapir's going down to Mexico to start them. He's coming back to Chicago for one day. He's going to Uruguay to start them. And from Uruguay he's coming back to Los Angeles. He'll be in Los Angeles next week - a week from today. Mind you, in between where is he going to be? Canada, Mexico, Uruguay - and will be in Los Angeles a week from today, Wednesday. He'll stay Wednesday, Thursday. He can give a half a day away from Los Angeles to San Francisco. My suggestion is that you work out -- and we've got time in between now - whether it'll be Wednesday afternoon or a Thursday afternoon a week from now - to take the half dozen men or so whom we can think of - or the dozen men whom you can think of, who are in the position to give from a hundred thousand dollars and up to the Israel Emergency Fund, bring them in to see Sapir one after the other - he'll sit in your office on California Street or he'll sit in the hotel or he'll sit in somebody's house - he doesn't care - and one after the other you bring

HAF (cont'd)

guys to him - or, he's very respectful, he'll go to anybody's house - the only thing is not to waste time - he'll go to Walter's house or he'll go to Mr. Hasser - he'll go to Mr. Kashen or anywhere you say -but ~~next~~ easier to work the mechanics of it and it moves fast. So on Wednesday and Thursday of next week, the 7th and 8th, he's going to be in Los Angeles and San Francisco for whatever time you want him - and I would suggest you utilize that time and get the first half dozen men picked along these lines. Monday the 12th, in New York City, we're running a National Big Gifts Meeting. By Monday the 12th, which is roughly two weeks, we're going to have enough people moved and stimulated and enough of these million dollar gifts jelled so that we're going to start the campaign with the kind of meeting which is commensurate with this problem. We want to work this thing swiftly and quickly and try to finish by the end of June. He sits here and he says 'the end of June, to me, is like the end of the world.* Who knows if there'll be an Israel by the end of June?' Pincus sits here with absolute gravity talking to me about the hundreds of millions of dollars that the Jewish Agency

HAF (cont'd)

needs. There's more unemployment now than there was a month ago paradoxically enough. Because when factories close - lose three quarters of their men to go into the army - they dismiss the last quarter of the men. What are they going to do with a staff like that? Right? Now, all of this adds up to huge, huge economic imminent collapse which has to be avoided by money. The next stage - if it leads into huge military operation - can only be stopped by blood, and there money doesn't help any. The Jews of the world understand it. I want the Jews of San Francisco to understand it. Either they do or they don't. Either the papers tell it - the nose - the smell - the intuition - the instinct tells it or not. And the kind of action that the Jews around in other cities are giving, I'm sure that you fellows want to give. Now, that's all I got to say. I'm very happy to answer any questions, Treg, if anybody wants any. And, by the way, I said Eddie Ginsburg - he's been in the office all day - he's sitting right here now - sox if you want to ask him any questions, he'll be glad to answer. Yes, sir. (QUESTION CANNOT BE HEARD) That sounds to me like Bob Sinton. (QUESTION NOT HEARD) Bob,

HAF (cont'd)

it's great to hear you say that because you hit it right on the head. You said in two sentences what it took me a long time to say. (QUESTION NOT HEARD) Right. (QUESTION NOT HEARD) That is absolutely correct. Eddie, do you want to answer that pointing as a lawyer? We've had the lawyers in and checking that. That's exactly the point. (QUESTION NOT HEARD) All right, let me take the second one first. The cash collection campaign that was started about a week ago or so - ten days ago (inaudible) - the cash collection campaign is going full-steam ahead all over the country on pledges which are from 1966, '65 and are still outstanding - and even current 1967 pledges which people just made a couple of months ago and yet they're already beginning to pay up - that goes on unabated - that goes on as a matter of first order of business. And just to give you one indication of that - the month of May which just closed Wednesday the 31st - I have the sheet in front of me - the UJA has taken in six million dollars more in the month of May this year than it took in in the month of May last year - so six million dollars worth of the backlog of accounts receivable, old pledges, have been coming in at a very accelerated rate. It's clear that that's the first thing to do.

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But, when I say first, it doesn't mean that you should first mount a cash collection campaign and not do anything else. First means that's the first thing you ask a man for. You ask a man please can you get current on whatever you may owe from any previous pledges - at the same time - not a week later - not two weeks later but at the same time. Secondly, you say to him, now, there is this Israel Emergency Fund and we would like you to make a contribution to it - a hundred thousand, a quarter of a million, a million - or a two thousand dollar man to make twenty-five thousand. I picked that figure because in Hartford today a small fellow, a Pontiac dealer who gives a thousand dollars every year, sent in a check for twenty-five thousand dollars to the Israel Emergency Fund. So number one - you ask them - the man to pay up his old pledge, and get that done -- and people are borrowing money - people are moving magnificently. And then the second thing you ask him is to make a pledge to this Emergency fund twice, five times, a hundred times, depending upon what his gift is - a hundred dollar giver sent in twenty-five hundred dollars - that's twenty-five times what he gave before - that's the second thing you ask him. The third thing you ask

HAF (cont'd)

him is the new pledge - can he pay it? Does he have to wait thirty days? Sixty days. If he's going to borrow money to pay the old one, maybe he borrows money to pay the new one - and gets them both cleaned up at the same time? The order of priority that we are putting on the thing is get the cash collection done - get the new pledge - and number three see if that new pledge can be translated into cash. And, if it can't and it may take a few days or weeks, okay. Now, that's on the question of the cash collection campaign. The first campaign you asked was about coordination between Bonds and the UJA. Mr. Sapir, who is the Minister of Finance of the Government of Israel, has stated very clearly this morning, in a meeting with Doctor Schwarts of the Bond organization, that Sapir's preference, his priority is free government money. Now, as far as coordination is concerned, that has to take place on the local level. It's impossible for Schwart and me, no matter what kind of an absolute understanding we have here on the top, it's impossible for us to know what's going on in every town - everything is moving too swiftly - dates are being made too swiftly. The only thing that we say

HAF (cont'd)

is that there's complete harmony on the top - complete harmony on the top - and there should be complete harmony on the local level. The first thing that's important is the free government money - and the meeting that is designed to achieve that is the priority meeting. Now, The Bonds are going to push ahead full-steam, and all that has to happen is that if you fellows want to have a meeting next Tuesday or a week from Thursday or whatever you want, you go right into the Bond office and say you're scheduling that meeting on that night and you don't expect them to do anything in competition with it or conflict with it. They may say to you they have a meeting three days later or two days earlier - there's nothing we can do to prevent that. What Sapir said, very simply, was I can't stop The Bond organization - I don't want to stop it - I want to indicate which has priority in my mind. And that's the clearest kind of policy guidance we can give you . Yeah. (QUESTION NOT HEARD) Treg, I don't know whether a memorandum can get out. Schwartz is going into the hospital tomorrow. I don't want to make that sound melodramatic. He's got a very serious - some kind of a long-delayed operation

HAF (cont'd)

that he's got to have - and for the next five days he's going to be in the hospital. Everybody here has been operating under enormous tension. I don't know whether any written memorandum is going to get out from The Bond organization to the City Managers. I hope that one will. Yes, you can quote me. Eddie, do you think that this is a fair statement to quote? (GINSBURG NOT HEARD) Yeah. (QUESTION (NOT HEARD) I have it in front of me here. It's a full-page ad. It says "Give as you never gave before." That's instead of a goal. We have no goal. "Give as you never gave before. HELP - in big letter - HELP IN ISRAEL IS NEEDED NOW! And then in ~~XXXX~~ smaller type 'United Jewish Appeal announces the formation of an Israel Emergency Fund and calls on every friend of Israel's people to contribute.' Every friend can mean non-Jews - 'every friend of Israel's people.' See, we're not giving to the State of Israel. The text of the ad by the way was cleared by our lawyers and calls upon 'every friend of Israel's people' to contribute. Then, there's an asterisk which goes down to the bottom of the page, and on the bottom of the page in small letters is says "contributions to the Israel Emergency Fund will help lift a great humanitarian burden from Israel's

HAF (cont'd)

"...people who must go on assisting and caring for thousands of aged, handicapped and unabsorbed immigrants." That's in small letters, on the bottom, with an asterisk. So come up to the top again - The United Jewish Appeal announces the formation of an Israel Emergency Fund and calls upon every friend of Israel's people to contribute. One: Make your gift to the Emergency Fund today. Two: Pay that gift now. Cash is needed now. Three: Pay the pledge you have already made to the - and then ~~pm~~ you put your name in - to the Jewish Federation of San Francisco - whatever your title is, you put that in, see - every city it's different - it's a different name. Then, it says give to - work for the Israel Emergency Fund of the United Jewish Appeal. And then there's a box in the corner for the small guy. Because this campaign, if it goes fast ~~x~~ as we assume, you're not going to get down to the fellow, to the ordinary fellow in the street - you have to give him a chance to respond to you - so it says in the box "I enclose my check, money order, pledge payable to the Israel Emergency Fund in the amount of -- mail check to -- and then you put in the name of your Federation and your address and

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HAF (cont'd)

your telephone number. That's what the ad says. There's no picture on it. It's just a text ad with very large letters. (QUESTION NOT HEARD)

All right, I have one last chance. To you Treg. You will mark down - you tell me - you tell me the time for the use of Sapir. My recommendation to you would be Thursday afternoon and evening. He should come from Los Angeles to San Francisco Thursday afternoon the 8th - spend the afternoon and evening with you. - And he's got to go from you to Chicago, so he can fly out either at midnight, your last plane, or he can fly out Friday morning to Chicago. And I would count on using him in the manner of individual solicitations, individual visits with the people whom you think are appropriate for him to visit with - thinking of one hundred thousand and up - and he can talk very nicely and very strongly - I was with him all day today - I watched him do it - about a half an hour per person. Or, if it's a more gracious way to do it, to get three or four fellows together for dinner. You do it any way you want. My recommendation is take him from Thursday early afternoon through the night. Okay. Good, Treg. Goodbye everybody.

We have been sitting here in the eye of a storm and there is no way to describe what is happening, except to say that the Jewish people all over the world are being mobilized in a manner which has not occurred before - not in 1948 nor at any other time. This is happening because everyone, all around the world, knows that the life and death of the State of Israel is in ^{the} balance this very day. We are at the point where Israel will either live or die; the next few days will determine the outcome.

Israel is going to wait, going to wait five, ten, fifteen days, until the law abiding nations of the world see if they can do something to resolve the situation. At a certain point she will not be able to wait any longer; she will assert her rights and her rights are that she can breathe through at least one lung, the Gulf of ^{Aqaba} ~~Tiran~~ because the other lung - the Suez Canal, was cut off many years ago. If both lungs are cut off, she suffocates!

Israel is in a state of war. War does not mean only shooting; shooting is the least part of the war that Israel is in because it will be the least expensive. Israel has been in a war 12 days and

has spent Millions of dollars ~~have been spent~~ ^{This} ~~It means~~ ^{that} there are no tourists

in the country and ^{that} tens of millions of dollars of business ~~are~~ going

down the drain. Additional millions have been lost in ^{other} businesses

because no men are working in the factories. ~~The other expectation~~

~~is existing food~~ [#] This is ^{also} the time of the harvest; there has been

plenty of rain and the fields are full of wheat - but there is no one to harvest the crop. The grain will be lost in the fields and

Israel will have to buy millions of dollars of food to feed her people.

I am not going to go into all the economic problems. People must understand that war has been on for twelve days and that the economic collapse of the country is absolutely as possible as the military collapse. That is the situation. ~~When the shooting war starts, if~~

~~it starts, if it is not too late, because~~ ^{Israel} Everyday that ~~she~~ waits

for the rest of the world to solve the problem, she gives ~~to~~ the Arabs a great advantage. Every day she waits she is being good - but she is losing. This terrible dilemma has seriously crippled Israel's economy and Jews around the world understand and have extended themselves.

Mr. Sapir, the Treasurer of the government, and Mr. Pincus, the Treasurer of the Jewish Agency, left Israel on the day before

yesterday to go out into the world to mobilize money, ^{while} ~~while~~ Eshkol is back home holding the military front, Eban is shuttling between world capitals on the political side.

They cabled their ambassadors in France, Belgium, Switzerland and Germany yesterday ~~to~~ and met at the Paris airport for five hours.

Twenty men came from the four ~~countries~~ countries to talk over the situation. The results are very simple. Baron Rothschild who has much to do with bonds ^{in France} stated that bonds has to wait now - Israel needs gift money. He has taken the chairmanship of a campaign to raise \$10 million, whereas France annually raises only $\frac{1}{2}$ million dollars. Belgium which gives several hundred thousand dollars said

that they would raise \$3million; Switzerland normally raises a few hundred thousand and has undertaken to raise \$5 million.

Germany has pledged to raise \$10 million. England, ~~who~~ raises 2½ million pounds ^{(usually and} will raise 20,000,000 ^{pounds}. An Englishman who gives 25,000 pounds to the regular campaign has given 200,000 pounds.

That's the measure of giving. In Canada, Samuel Bronfman is taking the lead; he gave half a million to the campaign and is now talking about 1½, maybe 2 million for the Israel Emergency Fund. ~~That is~~

~~what is being created.~~ ^{at} After the ~~Council Board~~ ^{an NH Emergency} meeting ~~this weekend~~ ^{ON Monday June 12th}

^{at the Americana Hotel} we will announce the Israel Emergency Fund of the UJA in ads all over

the country. We need hundreds of millions; there is no goal. The

dimensions of the problem must be understood and men's minds must

be opened, and stretched, so that more can join the ranks of ^{the many} ~~those~~ who

are responding with gifts of a million dollars, or a half million or

a quarter million.

Hello Bob. Let me ask you a question. What you want me to do, as I understand it, tell me what has been happening and what is going on.

We have been sitting here in the eye of a storm and there is no way to describe what is happening, except to say that the Jewish people all over the world are being mobilized in a manner which has not.

This is perhaps because everybody all around the world because of the heavy burden in the balance right now. It is hard forme to communicate to people who are reading newspapers. We are at the point where Israel is either going to live or die. Decisions in the next few days.

She is going to wait, going to wait 5, 10, 15 days, until the law abiding nations of the world will see if this if they can do something about this. If it is the Western Government. Israel can't wait any more and she is going to war. She will assert her rights and her rights are that she can breathe through at least one lung, the Gulf of Tiran. Because the other lung was cut off many years ago. People don't understand that she is in a State of War. Well war means, war does not mean only shooting. That is the least part of war that Israel is in, because

Israel has been in a war -- means when 200,000 of her people are mobilized, it means no tourists in the country, losing tens and tens of dollars of business. It means no exports. Scores of millions of dollars are being lost. Because the men are not working in the factories. The whole question of foo is at stake. This is the time of the year of her harvest. The fields are full of wheat. There is nobody to harvest. It will be lost out there in the fields. They will have to buy --
Or if this thing came to an

I am not going into all the economic problems. People must understand that war has been on now for 12 days and the economic collapse of the country is absolutely as possible as a military collapse. That is the

situation. When the shooting war starts, if it does, if it is already not too late. And that is a big question, because every day that she waits for the rest of the world, she gives the Arabs a bigger advantage. I read yesterday, Jordan made a deal with Cairo. being a good boy. Losing military, because she is being strangled. A terrible ~~shick~~ dilemma to be in. Therefore everybody cannot go on another few Has seriously crippled the economy. The Jews around the world have understood, there is a heat and a fear and a flame can't exist. Give you only a few examples. Haven't got time to go into everything.

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In newspapers, as all over the country, we are announcing an Israel

Emergency Fund of the UJA. A very interesting thing happened. 15 minutes in the United Nations the Syrian delegate stood up, a quarter of an hour - the Israel economy is faltering, therefore Israel contrived this whole situation in order to get the UJA to bolster her economy. The whole crisis is a fact in order ~~that~~ to get UJA to -- jacked up to get a big massive fund for Israel. Put in a newspaper -- see I was right. It is an interesting --

I wish we could -- at any rate it is quite clear and nobody disputes the fact that we are going to the Jews of America for hundreds of millions of dollars because the Government of Israel is not -- the Government can't take care of the immigrants, -- the hundreds of millions of dollars that the Government is putting into this now. No goal. Don't know what size it will be. We will not have any goal. What is important is to understand the dimensions of the problem and to open up ~~men's~~ men's minds and to stretch the minds. Now, the dimensions of the problems are such that I have been on the telephone all yesterday and today about giving a million dollars, a half million, a quarter million. This means that Eddie Ginsburg, the Chairman, has been in New York now sitting here. Called all the members of the Executive Committee -- but next week a campaign will be launched in every city in the country.

I talked to Rosenwald about a million dollars. I talked to Chuck Hofberg in Baltimore about a million dollars, etc., etc.

This is the tempo of what has been happening, and that is what San Francisco has to do.

I want to tell you one or two things. Sapir is on the way to Canada and is coming back here to New York. Here tonight. Is going to be in New York Thursday. Is going to Boston. Ginsburg and I talked to him several hours ago. Every one of their top leaders - Sidney Rabb is going to be his host. Every half hour somebody is going in to see him. I asked Rabb for a million. Sapir is going down to Mexico, coming back to Chicago