



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	Folder
51	4

Solicitations. 1971-1972.

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

לשכת ראש הממשלה
PRIME MINISTER'S OFFICE

Jerusalem, 19 September 1971

Mr. Herbert A. Friedman,
15 Ibn Gavirol,
Jerusalem.

Dear Herb,

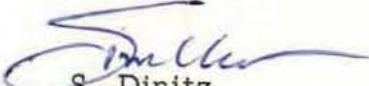
I discussed with the Prime Minister your letter of 15 September, concerning the people who were selected to do personal solicitations in the U.S.

The Prime Minister does not agree to accord them the title of "representatives of the Prime Minister's Office," but she has no objection that these people operate "At the request of the Prime Minister."

Accordingly, I will issue a letter to Ambassador Rabin, with a copy to Irving Bernstein. The people, enumerated in your letter, can, when conducting the campaign of personal solicitations, say that they do so at the request of the Prime Minister. They cannot, however, be introduced as representatives of the Prime Minister or her Office.

I hope this will meet the need,

Sincerely yours,



S. Dinitz
Director
Prime Minister's Bureau

P.O.B. 92
Jerusalem

September 30th, 1971

To: MP

From: MHS

At Tuesday lunch I solicited Mr. Jack Hirsch of Philadelphia, Pennsylvania. Philadelphia indicated a 1971 gift of \$3000 and a 1972 rating of \$7,500.

Mr. Hirsch is well aware of the problems in Israel since he is a partner in a local business and conversant with poverty problems.

He understands that he must at least double his gift for the 1972 campaign.

Mr. Hirsch's brokerage firm has been merged with another firm and he will have some need of capital in 1972, this may possibly affect his gift. As a result we spoke of his turning over a small foundation to the Federation so they may use it's assets for the 1972 and 73 campaigns.

Mr. Hirsch and I also exchanged ideas regarding the solicitation of stockbrokers and men in allied fields. Our conversation was good and he will report some of our ideas to Sam Melnick and Don Horowitz on his return to the United States.

Mr. & Mrs. Jack Hirsh
Philadelphia, Pennsylvania
September 24 - 30

KING DAVID 24-29.757

\$3,000 in 1971. Chairman of the Investments and New Business' Division of the Philadelphia campaign. He is very friendly with all the top leadership in Philadelphia. Sam Melnick, Campaign Director, rates him at \$7,500. Good prospect for solicitation in Israel.



I met Mr. Slavik at the Accadia Hotel and found him in a terrible state of aggitation. He was angry with everything and everybody connected with Israel. A member of the Stamford mission Mr. Glasser, had suffered a coronary the night before. The Stamford mission departed early in the morning, leaving Glasser behind in the hospital. Slavik found a note from David Weinstein saying that Mr. Vinitzky knew about the matter and that everything was under control. Slavik found that the Hilton Hotel refused to extend the stay of Mrs. ~~Slavik~~ Glasser, since she was supposed to depart when the Stamford group left. He was outraged and spent the whole day going to five different hotels trying to find her a room. By the time I met him at 7:00 p.m. he was utterly furious. I called Mr. Vinitzky and quietly told him to arrange for Mrs. Glasser to remain at the Hilton for the three weeks that her husband would be in the hospital.

Slavik continued to explode for another half hour about the poor service on the El Al flight, the arrogance of the Israelis and all the standard generalizations. It was hardly a mood conducive to a good solicitation.

I stayed with him patiently and after a while got him to listen. I asked him for \$50,000, first asking him whether he had the money. He said he did. He said he would give that kind of money if somebody else in Norwalk or Stamford would give that much. I said that I would not want a conditional gift. He agreed that the whole Southern Connecticut was not responsive to Israel's needs. He said he was too old (71) to do any work to correct this bad situation. I agreed and said he did not have to work if he gave the money. That would be sufficient to set the example.

The concept of this kind of money does not frighten him, because he has it, but giving it to Israel is something that never dawned on him. He believes that with his \$6,000 and his talk that is sufficient. I don't know whether we can change his sights at this stage in his life but it certainly is worth a try and the follow-up should be made rather quickly.

October 12th, 1971

To: HAF
From: , MHS

H. David Weinstein of Stamford requests your solicitation of Abe Slavitt of Stamford and Norwalk. His gift according to HDW is \$5000.

He has generally been the largest contributor in Norwalk. HDW feels that he has also been the largest obstacle to a breakthrough in that campaign.

On the Mission he has been speaking expansively of a major business transaction that has given him new financial abilities. Slavitt knows you. The Stamford Leadership rates him at \$100,000.

Report on Solicitation of MORRIS BRENNER - Winston Salem 13 Oct. 1971

I had a long talk with Mr. Brenner in his room at the Hilton Hotel for about an hour and a half. Part of that time his wife was present. He was very courteous and expressed deep interest in Israel. He and his wife were present the day before at the dedication of the pre-kindergarten contributed by Mrs. Sosnitz. Mrs. Brenner said that she had cried all during the ceremony, especially when the children sang Hatikvah.

We had a thorough discussion of all the major problems. Concerning the economy, he professed great faith that Israel would "make it all right" and that there was really nothing to fear.

I asked him for \$150,000, plus a school for the Israel Education Fund. I pressed hard but then backed off in a very gentlemanly way and told him that he should not give me an answer now but that he should discuss it with his brothers. I told him I would call him later in November.

I reviewed the interview later with Leonard Strelitz, who said that Brenner had reported to him how favorably impressed he was with our conversation. Strelitz began to develop the thought that perhaps Brenner should be asked to host a parlor meeting for people in that area, on a six figure level. Brenner had asked him if I would ever come to speak in Winston Salem and I said that if the right occasion presented itself, I would. It might be important now for Strelitz to help create the right occasion. Brenner expressed tremendous respect for Larry Cohen.

I don't know whether we will get what I asked for but I think there is a chance here for a very good increase.

Travelling with Brenner was Milton Blank, his cousin. I was to have had an appointment with Blank following Brenner. Brenner apologized that Blank was breaking the appointment because he had last minute shopping to do before departing the next morning.

HAF:SS

MEMORANDUM

Date September 28, 1971

To Rabbi Matthew H. Simon

From Philip M. Waxberg

Subject SOLICITATION OF VISITORS IN ISRAEL

With respect to solicitation of visitors in Israel, the following information has been compiled:

Mrs. & Mrs. Morris Brenner
Winston, Salem, North Carolina
October 5 - 13

\$50,000 in 1971. A top giver in his community. This is his first trip to Israel. Entire gift from Brenner Foundation, nothing personally. His company, Brenner Industries, went public (Over-the-counter) two years ago. His gift with his brothers, but is the controlling factor. Rated by Larry Cohen at \$150,000 to \$200,000.

Mrs. & Mrs. Milton Blank
Roanoke, Virginia
October 5 - 13

\$12,000 in 1970. 1971 gift not yet in. Scrap metal dealer. Part of Roanoke leadership. Rated by Larry Cohen at \$50,000. Will be in Israel with Morris Brenner.

Mr. Leon Ell
Miami, Florida
October 5 - 19

cancelled

\$10,000 in 1971. Very active in Miami Campaign and Federation. Prominent real estate dealer. Active in Republican politics. Active in political action groups for Soviet Jewry. Non-campaign oriented. Rated at \$25,000.

Mr. & Mrs. Robert Strauss
Chicago, Illinois
October 5 - 10

gone!

1970 gift of \$12,000. 1971 gift not yet in. Chairman of the Executive Committee of the National Bank and Trust Company of Chicago. Referred to our attention by Barney Barnett. Member of the Federation Board of Directors in Chicago. Locally oriented. Active in Special Gifts Division. Rated at \$50,000.

Report on Solicitation of MANNIE FINGERHUT 14 October 1971

I spent more than one hour with Mr. Fingerhut in his room at the Sheraton Hotel. He had spent all that day on the Golan and was tired but treated the appointment with me seriously and hastened to return in time. He listened carefully as I spoke more than a half hour about the current problems in Israel.

I then went on to tell him the campaign plans, and how million dollar gifts were needed in order to spart another big advance.

His reaction was that he was not shocked at the request but that he was a cautious and conservative man and would have to give a great deal of thought to what I said. A million dollars was not a possibility for him today but it might be in the future. He spoke with a great deal of respect about Amos Heilicher and said he would discuss his gift with Heilicher when he got home.

I played it very soft. After explaining the advantages of obtaining an early commitment from him so that we could use it as an example to others, I indicated nevertheless, that we were willing to wait for him to make his mind up and I would not press him for an immediate response.

He reiterated that some people have had their money for a long time, like J. Phillips and others, like himself, have not had yet really gotten their hands on a large amount.

We are not getting a million from him but I intend to see Heilicher tomorrow and ask him to press realistically for \$250,000. There might be a possibility for this or close to it.

We ended most warmly and politely and the door is open for future negotiations.

HAF:SS

Report on Solicitation of JOSEPH ROTH - Syracuse 15 October 1971

Joseph Roth came to my office with a friend (Mr. Smith ?) and our conversation went for 1 1/2 hours.

He is friendly, sympathetic, deeply interested in Israel, and sensitive to the major problems of war, immigration and poverty.

I asked him for \$100,000. He said he would love to give it but just wasn't sure that he could because of the condition of his business.

He described at some length, and I thought, with great honesty, his business problems. He said that for the past two years they have made no money, and his gifts have come out of capital. They hope that in the year ahead things will be better but on the other hand, the company is faced with enormous expenses involving anti-pollution control equipment. His business is rigidly policed regarding air pollution and he is forced to try constantly new devices which are tremendously expensive and none of which works.

He did not really see how he could double to \$100,000 but he would talk with his brothers and try to push it as hard as he could.

He should be watched carefully for about two or three weeks and then asked for his commitment. If it is not made, I might call him at the end of November.

HAF:SS

Report on MORRIS GELB - Scranton 15 October 1971

I met Mr. Gelb at the Four Seasons Hotel in Natanya. We spent one and half hours together. Much of the time was used on a typical Morris Gelb diatribe against the concept of Israel Bonds, against the ineffective leadership of his own community, against the Israeli authorities who make wrong economic decisions, and against people who pressure him for money. His wife smiled charmingly through the whole conversation. Another large part of the time was taken up by his offering to work for Israel as a dollar a year man. This depends on whether he is offered a job commensurate with his ability. He will take anything except the Prime Ministership.

When I finally forced him to talk about the campaign, he said it was not necessary to raise so much money because "a country never goes bankrupt" and Israel was doing quite well financially, increasing her exports and closing her dollar gap. We got into quite a discussion over that one.

At any rate, I asked him for the \$75,000 at which he had been rated. He hotted at that and said he lost all his money in the 1969-70 crash, and that he would scrape together as much as he could but he was nowhere near that figure.

My guess is that we will get some sort of increase from him for next year, but that we will not know, as usual, until the very end of the campaign. He delights in tormenting the campaign leadership and I see nothing to indicate that he will change.

It is clear that we ended on a most friendly note. He offered some sewing machines and trousers on behalf of a client of his and I put him in touch with ORT. It was a happy, spiky, typically Gelb interview.

HAF:SS

Report on Solicitation of AMOS HEILICHER, Minneapolis 15 October 1971

I saw Mr. Heilicher at the Sheraton Hotel. He was in a very friendly and receptive mood. We discussed at length my conversation the day before with Mannie Fingerhut. Heilicher promised to confront him back in Minneapolis with a serious solicitation of \$250,000. We both agreed that my request for one million would certainly be valid within a year or two, after Fingerhut has managed to realize money through a secondary. In the meanwhile, we agreed to press for the quarter million.

We then discussed J. Phillips. Heilicher remembered that I had asked him for a million for the 1971 campaign and agreed that the request should be repeated for 1972. He would undertake to speak to Phillips soon after returning home.

Concerning himself, I asked him for \$250,000 and he did not demur. He made no commitment, but reacted quite affirmatively to the whole concept of raising the Minneapolis level from just under three million to four or four and a half.

He agreed that in order for this to be done, it would be necessary to have such a start from these top three men - ie, \$250,000 from Fingerhut, \$250,000 from himself and, perhaps, \$500,000 from Phillips.

When we were finished with this, he asked me to do him a favor with Sapir regarding the refunding of some loans on his almond plantation in which Alex Grass is a major investor. I promised to help him as much as I could.

I feel that this was a very serious conversation - and that *Amos must be followed up in approximately one month, around mid-November, for these three solicitations would certainly make the campaign. I plan to call him when I am in the States in November.

HAF:SS

MEMORANDUM

Date 19 October 1971

To Rabbi Matthew Simon

From Edward Rubin

Subject Appointments and solicitations October 1971

1. Melvin Gebroe, Newark, N. J. - met him and conditioned him. no definite commitment.
2. Emil Hess, Birmingham, Ala. - Promised to increase - considering \$100,000 meeting.
3. Isidore Kilodny, Detroit - \$3,800 last year to \$5,000 this year.
4. Adolph Koner, Detroit - \$5,000 last year to \$10,000 this year
5. Dr. Hyman Mellen, Detroit - \$15,000 last year to \$17,500 this year.
6. Dr. Lawrence Stocker, Detroit - \$2,000 last year to \$2,500 this year

In addition appointments were made for HAF and kept with:

Joseph Roth
Nick Newman
Amos Heilicher
Moses Fingerhut
M. Brenner
Abe Slavitt
Max Karl

ER:SS

ACCAD 14/16
K.D. 17/20
DC 21/24

Mr. & Mrs. Melvin Gebroe
Newark, New Jersey
October 14 - 25

Handwritten: @ Kew

\$15,000 in 1971. Worker in Special Gifts and Real Estate Divisions. Chairman of his country club campaign. Is vice president of Kislack Corporation - super-large real estate developers. Rated at \$25,000. Should be solicited in Israel.



Handwritten: Hillside Pond

COUPLE CALVIN NEWMAN (NICKNAME NICK) OMAHA FAMILY GIFT TWO
HUNDRED FIFTY THOUSAND PRESIDENT OF FEDERATION PAST CAMPAIGN
CHAIRMAN REQUESTS KINGDAVID OCTOBER SEVENTH THROUGH TWELFTH
HILTON THIRTEENTH THROUGH SIXTEENTH STOP

NEWMANS BROTHER IN LAW COUPLE DAVID HELLER CHICAGO REQUESTS
HILTON SEPTEMBER THIRTIETH THROUGH OCTOBER THIRD AYELET
HASHAHAR OR NOF GINOSSAR FOURTH AND FIFTH KINGDAVID SIXTH
THROUGH NINTH STOP MRS HELLER NEEDS BED BOARD STOO
HELLERS WANT CAR AND GUIDE ENTIRE STAY FOR WHICH WILL PAY
STOP PLEASE CABLE RESERVATIONS BOTH COUPLES STOP

HILTON
♀
KING
DAVID
ARRIVING
TODAY.

1971 10 12

AMERICAN JEWISH
ARCHIVES



SOLICITATION OF VISITORS IN ISRAEL

Mr. Joseph M. Lipton
Miami, Florida
September 16 - 27

50K

\$15,000 in 1971. Former president of the Miami Federation. Banker - Dade Federal Savings and Loan. Miami sources indicate his gift is poor, could give \$50,000 easily. A tough customer. Don't work him over too hard, but should be solicited in Israel.

Mr. & Mrs. Max Karl
Milwaukee, Wisconsin
October 1 - 22

*→ Ruben contacted
HAF cont.*

→ Reube

\$200,000 in 1971. Tremendously active and committed individual. A member of the UJA Executive Committee and personal friend of HAF. Will be next president of the Milwaukee Federation. Largest financial guarantor in the United States. Rated at \$500,000, but can give what he wants. A must for solicitation in Israel.



MEMORANDUM

Date August 19, 1971

To Rabbi Matthew H. Simon

From Philip M. Waxberg

Subject SOLICITATION OF VISITORS IN ISRAEL

With respect to solicitation of visitors in Israel, the following information has been compiled:

Mr. & Mrs. Joseph Roth
Syracuse, N. Y.
October 9 - 16

\$47,000 in 1971. Vice-President of Syracuse Federation. Very active at top level of Syracuse campaign. "Deciding factor" in Roth Brothers Metals gift. Rated at \$100,000. Top prospect for solicitation in Israel.

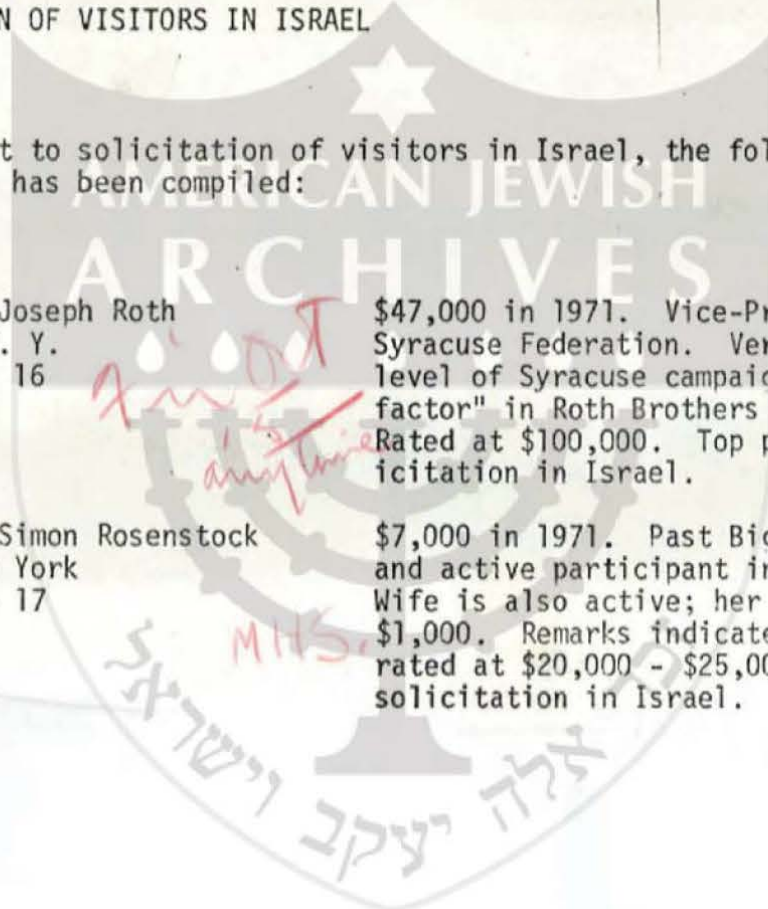
Mr. & Mrs. Simon Rosenstock
Albany, New York
October 8 - 17

\$7,000 in 1971. Past Big Gifts Chairman and active participant in Albany campaign. Wife is also active; her share of gift is \$1,000. Remarks indicate his gift is poor; rated at \$20,000 - \$25,000. Good prospect for solicitation in Israel.

●
HA
DAN 9/11
D.CARM. 12/14
INTER 15/17

Hilton 8/10-12/10
King David
12/10-16/10

Handwritten notes:
M.H.S.
any time



SHERATON
5/17

Mr. & Mrs. Amos Heilicher
Minneapolis, Minnesota
October 5 - 17

Handwritten: HAF
423
Shms 14th
@ 5:00 PM

\$75,000 in 1971. Active in top levels of Minneapolis campaign; past chairman of Big Gifts Division. Partner in Heilicher Bros. Is a major stockholder in the Tel Aviv Hilton. Rated at \$150,000. Should be solicited in Israel.

Sheraton
5/17

Mr. & Mrs. Manny Fingerhut
Minneapolis, Minnesota
October 5 - 17

Handwritten: 423

\$80,000 in 1971. Non-active top contributor to Minneapolis campaign. Owner of Fingerhut Manufacturing Company. Rated at \$100,000. Should be solicited in Israel.



October 19th, 1971

MP

MHS

Solicitations

On Saturday, October 16th, I had dinner with Mr. and Mrs. Jules Furth of Chicago. The previous evening they were entertained by Mr. and Mrs. Simcha Dinitz.

Mrs. Furth is the daughter of Ann Landers, the newspaper columnist, and also has a column under her own name, "Margo".

Jules is an old friend and is chairman of the Country Club Division and the Funeral Directors Division of the Chicago campaign.

Jules and I spent much of the evening introducing Margo to the problems of Israel and finally, in the course of conversation, I turned to Jules and asked him that if he wanted to impress his wife with his own commitment he should double his gift.

Monday evening, October 18th, I again spoke to the Furths and told them that Margo's uncle, Jay Phillips, was being asked for a ~~figure~~ ^{several} figure gift. Following HAF's thoughts, I asked if Marga, Jay Phillips' only neice and a favorite, could be a support within the family for this request. There was some hesitancy but the thought was accepted and will be considered.

October 19th, 1971

MP

MHS

Solicitations

Mr. and Mrs. Marshall Korshak of Chicago, called me to give regards from Chicago and the Federation office. Korshak is a long-time friend and chairman of the Liquor Division and the City Employees Division of the campaign. He is also the brother of Sidney Korshak of Los Angeles, and chairman this coming year of Israel Bonds in Chicago.

I took Mr. and Mrs. Korshak on a tour of the Old City and the Mt. Scopus campus and joined them for dinner. Israel Bonds had set up an itinerary for them and a meeting with Ben Gurion, but had frankly not done a very good job. I hope I remedied this.

At dinner I spoke to Marshall and Edith, who in her own right is now a member of the Women's Division of the Chicago campaign.

I told them of the needs for 1972 and also of Korshak's need to double his 1972 gift to have any impact on the Chicago campaign.

October 19th, 1971

MP

MHS

Solicitations

I had a difficult conversation on Monday, 18th October, with Mr. Harry Cornell of Rochester.

Two weeks ago I spoke to Mr. Irving Norry, also of Rochester, about his making an appointment with Mr. Cornell together with HAF. Irving Norry told me he would handle it and he would be the best person to make the contact. He further took down HAF's number so that he could contact direct.

I contacted Mr. Norry again in the past week, but he had done nothing. He has now left Israel.

On my own I told Mr. Cornell that Mr. Norry had told me of his being in Israel and that he had tried to get us together. I also told him that I would love to speak to him alone and that I was prepared to go to Natanya to do so, at his convenience. In a rather crotchety manner he thanked me for regards from Norry, and he was emphatic in telling me that he was not especially interested in speaking to me. I pushed a little harder and he told me he was on a JNF tour and the tour had taken up all his time, and he therefore had no free moment to see me. I pushed still harder and told him I would join with him at any meal or free moment in his itinerary, to which he replied, with his wife's voice audible in the background, that he was committed to take her shopping in any free moment. I thanked him for his time and sent regards to Irving Norry.
Strike out !!!

October 20th, 1971

MP

MBS

Solicitations

Yesterday evening I solicited Mr. and Mrs. M.B. Glassman of Denver, Colorado. Mrs. Glassman is the incoming chairman of the Women's Division of Denver.

In keeping with the Memo I asked the Glassmans for a minimum commitment of \$10,000. This double their 1971 gift. The Glassmans and I had a delightful half hour conversation during which I invited them to join me today on a visit to the Absorption Center in Bet Shemesh.

The Glassmans mingled with the Study Mission at the Center and heard the story of the Russian immigrants.

Following the program I again reminded Mr. Glassman of the \$10,000 minimum. He said that he agrees that this figure should be where they ought to begin in 1972.

Mission accomplished ! Please ask Denver to follow up.

Mr. & Mrs. M. B. Glassman
Denver, Colorado
Dates unconfirmed

~~cancel~~ **REWARD**

\$5,000 in 1971. Both active in Denver campaign. He is Chairman of Trades Division and member of Denver Campaign Cabinet. Wife is being approached for Women's Division chairmanship in 1972 or 1973. Rated at \$10,000 minimum. Good prospect for solicitation in Israel.

Mr. & Mrs. Ira Beck
Denver, Colorado
October 6 - 12

Hilton
~~HILTON~~ Entire period ~~cancel~~

\$5,300 in 1971. Non-active contributor to Denver campaign. Executive Director Nathan Rosenberg advises he is interested in religious education but warns not to divert his interest away from Israel. Rated at \$15,000. Difficult prospect but should be seen.

GLASSMAN

12/10 - 21

HILTON 12/13

DC 14/16

K. David 17/19

PW:ms
cc: IB, MP

AVIA 20.

AMERICAN JEWISH
ARCHIVES



MHS

זכר אלה יעקב וישמעאל

October 20th, 1971

MP

MHS

Solicitations

At your request we will not contact Mr. and Mrs. David Coleman of Milwaukee, who were at the Hilton Hotel during the Study Mission.

The following people had already left Israel before your Memo arrived:

Mr. and Mrs. Jerry Poncher of Chicago
Mr. and Mrs. Joe Lipton of Miami
Mr. and Mrs. Saul Levine of Milwaukee
Mr. and Mrs. Arthur Shein of Boston
Mr. and Mrs. Joseph Kaltenbacher of Newark
Dr. and Mrs. Irving Ehrenfeld of Passiac
Mr. and Mrs. Raymond Kramer and party of Paterson
Mr. and Mrs. Donald Nogg of Omaha
Mr. and Mrs. Robert Strauss of Chicago

The following people cancelled their trips:

Mr. Leon Ell of Miami
Mr. and Mrs. Nathan Appleman of New York
Mr. Raymond Sandler of Los Angeles

Mr. and Mrs. Simon Rosenstock of Albany, New York, did not respond to two messages and a follow up.

October 22nd, 1971

David Mark

Matthew H. Simon

I met last night with Rabbi Sidney Ballon at the Diplomat Hotel. Rabbi Ballon is leading a group from Nassau Community Temple. I hope to set up a "UJA Day" for his 43 participants next Monday.

We have had a tragic comedy with the two New York groups I was asked to assist. As you know we were given two days notice in which to prepare ourselves before their arrival, with no itinerary information except names of leaders and hotels. The Intercontinental took messages for two days for Millard Cohen and on the third day they denied his existence. We could do no more at that point.

Rabbi Ballon was not at the Dan Hotel but at the Sharon in Herzlia. We were able to locate and make contact, however. He tells me that Rabbi Charles Davidson of New York UJA had his itinerary and suggested possible times, dates and places for his group to see, all this was done with adequate notice. On our part we are scrambling, under the pressures of the Study Mission, to service as far as possible, Ballon's group, but it is hit or miss.

Last night I believe we were able to work out a trip to Beth Shean and an Absorption Center. I understand the pressure on you and the New York UJA at Study Conference time. We are happy to do what we can, but we do need more warning and information.

To: ID

From: MHS

I was in touch with Trevor Chinn last night. He will call the Pritzker's today and try to set up an appointment the next time the Pritzker's are in Europe, since his own trip to the United States was delayed. He is more than anxious to solicit them.

Further, he will invite the Pritzker's to come with him to Israel their next trip abroad. He feels close enough to them to extend a personal phone invitation.

Chinn arrives at the Hilton Sunday night with the JPA equivalent of our Prime Minister's mission. I am sure your paths will cross.

October 25th, 1971

IB

MHS

re: Solicitation of the firm of J.K. Lasser

J.K. Lasser is probably one of the five largest international accounting firms. The leadership of the firm is Jewish with many of the partners active in UJA and Federation. At least two Young Leaders are partners of J.K. Lasser: Jim Bay, Los Angeles and Les Lawrence, Akron, Ohio.

Max Bay of Los Angeles participated in the Study Mission and remains this week for an international meeting in Tel Aviv of all the partners of the firm.

On a personal level, when I challenged Herb Rose's and Herb Rosenstein's interpretation of the tax law regarding Rabbis working for UJA, I was referred to Mort Berl, the senior tax man of J.K. Lasser, at 666 Fifth Avenue, across the street from UJA, (I won the point).

Mort and I became personally friendly. He was past president of Bayswater Jewish Center and was the synagogue's UJA Chairman. I asked Rabbi Davidson to contact Mort Berl and he is now active on the NY UJA Synagogue Council.

The Lasser firm took the advantage of an international accounting conference to bring here their leading partners. I contacted Mort Berl and asked him if there was anything UJA could work out for him or if we could arrange any itinerary for his group. We met at the Intercontinental and planned a day itinerary, to the Absorption Center at Afula, a Kibbutz on the border and a stronghold in the Jorda Valley. At least twenty of the firm's members will go with the Bus on Tuesday, October 26th.

...../2

Mr. Irving Bernstein

October 25th, 1971

- 2 -

Mort made a two fold commitment to me. On the bus he and friends will solicit the partners in keeping with the UJA practice on our own missions. Further, and more important, he is using the exposure tomorrow as a lever to propose that the firm of J.K. Lasser make a corporate gift to UJA. The partners meeting takes place in Tel Aviv Wednesday through Sunday and he will introduce a motion to this effect. I will stay in touch on the progress.

Of personal interest to the UJA office is the fact that we received no notification of the presence of any members of the Lasser firm being in Israel, nor did we receive any notice of any of the participants in the accounting conference.

cce HAF

Public Accountants joined by 300 visitors for conference

Jerusalem Post Economic Correspondent

Over 300 foreign participants will attend the 1971 conference of the Israel Institute of Certified Public Accountants, due to open in Jerusalem today. More than half have come from the U.S., the rest from France, Britain, Holland, Switzerland, Italy, Denmark, West Germany, Greece, Canada, Argentina, Mexico, Brazil, South Africa, Australia — and one from Jamaica.

At a meeting with the press last week, Mr. Morris Kanne, the Institute's current President, stated: "We are interested in developing professional relationships with the outside world. A year ago we invited auditors abroad to apply for associate membership, and 80 have been accepted already." There are 110,000 auditors in the U.S., of whom 30,000 are Jews, he said.

Membership of the Institute in Israel totals 1,200 (out of 1,300 or 1,350 auditors in the country). The number grows by 100-150 yearly. Five Arabs auditors from the administered areas have joined the Institute.

Mr. Yitzhak Mann, former Presi-

dent, who is chairman of the Organizing Committee, drew attention to three important subjects on the conference agenda: first, the future of accountancy (particularly as concerns education and training); second, accountancy as an international language in the business world (permitting the flow of information in an intelligible form between countries); and third, the problem of ethics in the profession. This last subject will be touched on by Dr. I. E. Nebenzahl the State Comptroller, who is to be President of the Conference, and will make the inaugural address.

Proceedings will take place in Binyanei Ha'ooma. The conference will end on Thursday, October 28, when Dr. Nebenzahl is host to a festive gala evening at the Hilton Hotel in Tel Aviv.

Participants include 50 auditors from a single company, Lasser, Harwood Banner and Dunwoody. The opportunity was taken by this international partnership to locate their annual meeting in Tel Aviv, at the Hilton hotel, immediately after the Israel conference.

The partnership numbers 350 auditors — 120 of them from the U.S. (seat of J. K. Lasser & Co. before the merger), 100 in Britain (seat of Harwood Banner), 65 in Canada (seat of Dunwoody), and the remainder in a variety of countries, ranging from Holland to South Africa, and from Mexico to Israel.

Mr. J. K. Lasser is a leading tax authority in the U.S. Another member of the partnership is Mr. Henri Blanc, Chairman of the Swiss Association of Public Accountants, and honorary member of the presidency of the Israeli conference.

Returning to the subject of international relations, Mr. Mann announced that the coming International Congress of Accountancy (a five-yearly event) will take place in Sydney, Australia, next year — and 6,250 people (including wives) are scheduled to participate already. He hopes that the 1977 Congress will be held in Israel — or if not that one, then the 1982 Congress," he declared confidently.

Israel is invited to take part in the 7th Asia and South Pacific Conference of Accountants, due in Bangkok in 1973 — and was asked to present a paper, he added.

October 26th, 1971

IB

MHS

re: Solicitation of Robert M. (Mike) Rieders,
Jacksonville, Florida

Norma Kipnis, of Miami, spoke to me yesterday evening at the Golda Meir dinner about Mike Rieders of Jacksonville, who is a partner of J.K. Lasser and a personal friend and advisor of Sam and Jerry Kipnis. She asked me to tell Mike Rieders, who has known her since her childhood, that she has increased her gift to \$7,500 and thinks that Mike ought to match that gift.

More important, she wants Mike, with a new understanding of Israel's needs due to his trip, to more aggressively pursue with her husband Jerry the possibility of a \$50,000 gift.

Rieders, on the bus, confirmed his intimacy with the Kipnis family and asked for great delicacy in understanding the problem of the relationship between Sam and Jerry Kipnis. He smiled at the figure Norma thought ought to be given and was impressed by her feeling for Israel. I do not know what the final impression will be on him, but Norma should call him in about thirty days about his commitment to Jacksonville.

He shared with me the confidence that twice a year he reviews the Kipnis tax situation and then recommends what percentage should be given to charity. Knowing Norma's feelings he asked that we should not push too hard but he "got the message loud and clear."

P.O.B. 92
Jerusalem
Israel

October 29th, 1971

Mrs. Elaine Siris
c/o United Jewish Appeal
New York

Dear Elaine,

I spent Wednesday morning, October 27th, with Drs. Joyce and Milton Brothers.

It was their first trip to Israel, although their daughter spent the summer here.

Milton Brothers is an internist with a practice in New York at 1060 Park Avenue; he is on the faculty of Mt. Sinai Hospital and Medical School. Besides being a lovely person he is an amateur student of Hebrew and an excellent squash player. After checking with New York UJA and discovering that neither Milton nor Joyce made any contribution in 1972, in a private moment I asked Milton personally for a gift of \$10,000 in 1972. He said he will be in touch - I will drop him a line.

I thought I ought to separate the two solicitations since Joyce obviously has an income, an ego and interests of her own. She was moved by much of what she saw and I have a feeling that more than a gift, she ought to be encouraged to think in terms of a project. I have no idea of her income but a pre-kindergarten sounds to me like a good opening, especially since she has no prior history of participating in New York UJA.

All reports indicated a great Women's Mission. Congratulations.

Most sincerely yours,

October 31st, 1971

IB

MBS

Solicitations

Thursday evening, October 28th, I met with Mr. and Mrs. Jerome Dick of Washington. It was a very cordial conversation, roaming over a number of subjects. According to Mike Brissman's rating the Dicks should double their gift from \$10,000 in 1971 to \$20,000. At the beginning and end of our conversation I asked for them to do that.

Mr. Dick is involved in the corporation that is building the Holiday Inns in Israel. I drove him to the site of the proposed Jerusalem Holiday Inn, one block away from the King David Hotel. I am certain, if only from its location and site overlooking the Old City, it will be a success.

The Dicks are obviously very knowledgeable about Israel and they know the Washington leadership intimately. I cannot say that they responded positively to my request. They smiled and said of course they realize that more must be done. They understood the levels we were asking. Mike Brissman should follow up.

Mr. and Mrs. Dick mentioned to me that their twin sons are both attorneys in San Francisco. As young men trained in Federation work they volunteered to participate in the Young Peoples Division of the San Francisco campaign. The parents claim the young men's offer was not accepted. They are most concerned that these boys do not lose their enthusiasm. Could an inquiry be made through Al Gilens as to how best to use them. They are, Randall Dick, an attorney in the legal division of I.R.S. in San Francisco; Brett Dick, an attorney in the office of Miller, Groezinger, Evers, etc., in the Hartford building in San Francisco.

P.O.B. 92
Jerusalem
Israel.

October 31st, 1971

Mr. Irwin S. Field,
P.O.B. L.
Norwalk,
California, 90650
United States.

Dear Irwin,

Herb Friedman left for the States today and in his absence I called Ezer Weitzman. Weitzman tells me that he will be in Los Angeles on private business about November 21st.

Weitzman was at first uncertain whether he feels free to speak to Sy Weintraub about his UJA pledge but he told me, at the end of our conversation, "not to worry."

Weitzman was careful to say a number of times that this was for him a business trip and he will be spending a great deal of time with Weintraub. He now knows our wishes and I think it important that someone in the Los Angeles area follows up. Ours was a friendly and helpful conversation.

Best wishes to Los Angeles.

Most sincerely yours,

Matthew H. Simon

cc: HAF
IB

November 1st, 1971

IB

MHS

Solicitations

Yesterday Mr. and Mrs. Seymour Volk visited me at the UJA office to give me regards from the San Fernando Valley. Mr. Volk is the past president of the Valley Jewish Community Center which is the largest of its kind in the Valley area and has been their UJA Welfare Fund chairman.

Mrs. Volk is active in the Women's Division of the synagogue and has been a member of committees of the San Fernando Valley Area Council of the Jewish Federation.

We went through the rebuilt Jewish quarter to see the new construction and development of the area. Not knowing the Volk's prior gift I asked them to double whatever it was.

Quite honestly the Volks said that they had planned to increase their gift in 1972 but it was not possible for them to double it.

They assured me they would bring back from Israel a new understanding of Israel's needs and they would increase their gift to indicate the urgency of the requirements of the UJA.

Because no specific figure was discussed I think it wise that someone like Al Gilens speaks personally to the Volks.

November 5th, 1971

IB

MHS

Solicitation of Sidney Roth, Los Angeles

UJA called on Mr. and Mrs. Roth, both by telephone and in person, at the Hilton Hotel on October 29th, October 31st and November 2nd.

It was our understanding that they were to be in the hotel until November 4th. According to the Hotel Information desk they changed their plans and checked out earlier than expected on November 2nd, and then left the country.

They did not reply to our messages, either telephone messages or those left in person.

Reports

November 5th, 1971

IB

MHS

Solicitation of Dr. Leon Gerber, Mr. Nehemia Cohen,
and Mr. Nathan Cohen

I received a message from Al Ellis that MP requested that I solicit Dr. Leon Gerber prior to the arrival of the Doctors Mission. I met with Dr. Gerber on 1st November in his room at the Hilton.

I had a prior conversation with Mike Brissman, during the Study Mission, on Gerber's rating. Mike told me that Gerber's gift was combined with his brother-in-laws and a proper move at this time would be to ask Gerber for a personal gift of \$50,000 and to separately solicit his brother-in-law in Washington.

I asked Leon for the \$50,000 and emphasized the leadership this would provide for the Mission. Leon explained to me that there are problems for a working physician and how \$40,000 was his limit. He said he was prepared to go \$45,000 because he had accepted the chairmanship of the Doctors Mission. During the conversation I asked Leon if he knew Nathan Cohen of Baltimore who, UJA had informed me, was at the Hilton. Leon told me that they were personal friends and had been partners in a prior successful business venture. I asked him if he would speak to Cohen with me and he agreed to do this.

I picked up the phone at the Hilton and asked for Nathan Cohen. A voice replied and answered to "Mr. Cohen!" I said that I was with Dr. Gerber and he would love to say "Hello." I was told that he would love to see Dr. Gerber and to tell him that he did not give enough. We walked into the room and discovered that the Hilton operator had given me Nehemia Cohen of Washington instead of Nathan Cohen. Nehemia Cohen is an old friend and business partner of Dr. Gerber and a \$350,000 contributor, who had not returned to the United States yet from the Study Mission.

.../2

cont.....

November 5th, 1971

At my first proper opportunity I asked Gerber, aloud, for \$50,000. Nehemiah Cohen assisted me. Gerber, in turn, asked Nehemiah Cohen for \$500,000 and agreed to give his \$50,000 if Cohen would pledge the half million. Cohen agreed that he ought to give this amount but that it was up to his partner, Jac Lehrman. Cohen further mentioned that this story had been told to Zuckerman and that he was going to see Lehrman. Both men agreed, however, that Gerber, as president of Washington UJA, should see Lehrman. They set up an appointment on the spot to review the situation as soon as Gerber returns from the Mission.

The present situation is this:

Gerber will give a minimum of \$45,000. He will give \$50,000 if the Cohen-Lehrman gift is \$500,000 and he will try to obtain that amount. I have asked him on some occasions every day to consider giving \$50,000 regardless of the other gift. I consider that still a possibility.

Dr. Gerber has left three personal messages for Nathan Cohen which are apparently accumulating with the other messages left by UJA on 27th October, 29th October, 31st October and November 1st, delivered either in person at the Hilton or by telephone.

November 7th, 1971

IB

MHS

Solicitation of Dr. Jack Cooperband, Orange County, California

I spoke for at least an hour with Dr. Cooperband since he was designated as a bus captain on the Physicians Mission. Dr. Cooperband's daughter was married on the Wednesday night of the mission in Kibbutz Givat Brenner. It was, therefore, critical to secure his gift immediately since he would be absent from the mission for a number of days. In the course of conversation I discovered that Dr. Cooperband had never taken names before on a general basis and he was hesitant, although willing, to do so now.

Dr. Cooperband feels very close to Israel since one daughter will be now be married and living here and a second daughter is engaged to an Israeli also from Givat Brenner. He presently gives to Israel \$15,000; \$5000 to UJA; \$5000 to the Technion, and \$5000 to a scholarship fund of the American Israel Medical society and also to various other assorted charities. He did not know where he could find the extra money for UJA unless he shifted it from other charities.

I suggested to Dr. Leon Gerber that he sharew with Dr. Cooperband his priorities to give Dr. Cooperband a perspective of how best his monies can be distributed. Dr. Gerber was impressed by the extentnof Dr. Cooperband's charities and together we suggested without any other changes that he could increase his gift to UJA to \$7,500. He agreed to consider this.

Report

November 7th, 1971

IB

MHS

Solicitation of Dr. Morey Lipton, Charleston, South Carolina.

In assisting the Physicians Mission I was asked to solicit members of the team who were to speak to the other doctors.

On the first day I met with Dr. Morey Lipton and his wife, of South Carolina. Dr. Lipton is the general chairman of the campaign in Charleston. In 1971 he gave \$5,000 and told me that he had been asked to increase his gift on a number of occasions due to his acceptance of the chairmanship. He mentioned that he had attended several meetings where the southern leadership of UJA had been present and had been spoken to a number of times about his gift. He explained that his monies must come from his income since he is still a younger man building a medical practice.

The conversation ~~was~~ and ended up by Dr. Lipton making what I believe is a significant increase for him. He will contribute \$6,000 in 1972. He also took a number of names of other doctors on his bus and agreed to solicit them.

Since this is a couples mission I spoke to Mrs. Lipton simultaneously with Dr. Lipton. She makes a contribution of \$700 to the Womens Division of the campaign. I asked her to increase that gift to \$1000 in 1972. She felt that she is not on a social or financial level to make that kind of an increase. However, her experience in Israel may lead her to considering making that gift.

I suggest that someone of importance in the Southern Womens Division speak to Mrs. Lipton about the gift of \$1000. The Liptons regularly attend many Southern UJA functions and a significant gift from Mrs. Lipton could be instrumental in setting levels for other women in her community.

Report

November 8th, 1971

IB

MHS

Solicitation of Mr. and Mrs. Asher Cole,

On Sunday, November 7th I kept an appointment with Mr. and Mrs. Asher Cole. Mr. Cole made a gift of \$3,000 in 1971 but was rated by Chicago at \$15,000.

I was surprised to find at the breakfast table Mr. Cole's driver and guide and a young man who was the son of a friend of his from Chicago. This made detailed conversation very difficult.

However, in the course of the conversation I reviewed with the Coles the financial requirements of the Russian immigrants and their settlement in Israel. This was of special interest to him.

I asked the Coles for a gift in the \$12-15,000 range, which was chuckled at by Mrs. Cole, who said, "she wondered when I would ask."

It was a most friendly conversation. Mr. Cole is a semi-retired man and a private consultant to a number of firms in the radio field. He travels extensively and does not seem to have large sources of fresh income. I would feel that there would be an increase in the Cole's gift but not in the dimensions Chicago suggested.

I feel that Chicago has every right to ask Mr. Cole for \$10,000 based on his more detailed information on Russian immigration, which impressed him. Chicago Federation should follow up.

Reports

Reports

November 8th, 1971

IB

MHS

Solicitation of Mr. and Mrs. Eli Field,
and Mr. and Mrs. Al Mansfield, Chicago.

On Monday morning, November 8th, I met with Mr. and Mrs. Eli Field and Mr. and Mrs. Al Mansfield, both of Chicago, Illinois, at breakfast.

The conversation ranged over a number of subjects and during the absence of Mr. Mansfield for a moment Eli Field leaned over to me and told me that he was not in Mansfield's financial league and he wondered how we could help to encourage Mansfield to contribute \$50,000. I told him that the easiest way I knew was the direct approach - for him to give an equivalent amount and to ask Mansfield to match this. Field told me he did not think it was his place to solicit Mansfield or that Israel was the place for it but he thought that Mansfield would be approachable in Chicago as a result of this trip.

The conversation was slow moving but when we started to discuss the problems of Russian immigrants and the financial burden they impose on Israel both men became extremely interested. At this point Asher Cole of Chicago, yesterday's solicitation, walked over to say good morning. He told Field and Mansfield that if Simon's time was not to be wasted they both ought to "open their wallets and really give."

Following Asher Cole's conversation I learned that Mansfield had made a gift of \$50,000 to the Technion. I led the conversation into a discussion of how UJA covers the deficits of institutions of higher learning in Israel and how one should give no less to UJA than one does to a specific institution one feels close to.

After breakfast I spoke privately with each man. I asked Mansfield if he could match his gift to the Technion with a gift to the Israel Emergency Fund of Chicago.

cont.....

- 2 -

November 8th, 1971

He told me he had just completed paying a pledge of \$50,000 toward a chair at the Technion and was committed to begin a second program there. I asked whether he could not do the same for the Chicago I.E.F. We had a friendly give and take and he thought he could possibly make the pledge if it were understood that it would be paid out over a period of time. I think that this should be negotiated in Chicago rather than in the corridors of the Intercontinental hotel.

Mansfield has been asked for the specifically rated figure and I believe he is amenable to some large increase on his part, even the figure of \$50,000, now that he has a further understanding of the Russian immigration into this country and the role the UJA plays in supporting institutions like the Technion. A UJA leader, also interested in the Technion, should follow up.

I then spoke privately with Field, who is co-chairman of the Trades Division of the Chicago Campaign. Field explained that he also has a home in Florida and is hesitant to become more active in Chicago lest he accept more responsibility and then not be in town to carry it out. He did not know the fall amount of the increase he could make this year but it should be of leadership quality.

Field should be solicited as soon as possible after his return to Chicago, since he is concerned about Russian immigration and deeply moved by the problems he has seen in Israel on this trip

copy to: HAF
MP
File

November 8th, 1971

IB

MHS

Solicitation of Mr. and Mrs. Cecil Lurie, West Orange, New Jersey

I was invited to the room of Mr. and Mrs. Lurie at the King David. The circumstances were difficult since Mr. Lurie, early in the morning, had a kidney stone attack, and was being treated by a physician when I walked into the room. He was happy to have a visitor ~~it seemed~~ and I was invited to join the Luries for lunch in their room.

Mr. Lurie was most interested in taking private films to show to friends in the United States to deepen their awareness of Israeli problems.

Mr. Lurie gave \$7,500 in 1971 and, although he was rated at \$12,000, I felt comfortable enough to ask for \$15,000. Cecil Lurie is most interested in doing all he can for Israel but he thought that this was more than he could afford at the present time. However, he assured me he would make an increase in his gift in 1972.

I feel there is every reason to believe that a gift of \$10,000 is in order ~~from~~ the Luries, based on their trip and deeper understanding of Israel's needs.

Essex County should feel free to solicit him for at least that amount.

reports

Solick.

November 11th, 1971

Mrs. Elaine Siris
United Jewish Appeal Women's Division
New York

Dear Elaine,

Many thanks for the time you gave me on the telephone on Tuesday evening. The chronology of events which led to the phone call may interest you.

I suspect you know that the creation of the Women's Division of the JPA was, in some measure, a result of a question and answer period that followed a speech I gave to the JPA Young Leadership, last winter. When a group of the young wives present protested that there was no place for them in the structure of the JPA, I asked them to meet me after the formal meeting so we could develop a simple structure, ask each other for our own contributions on the spot, and then present an accomplished fact to the powers that be at the JPA, for the 1972 campaign.

Wendy Brecher agreed to speak to each of the wives of the Young Leaders in order to create the first nucleus of the women's organization. On subsequent visits to London I met with Wendy and other active members of the Women's Division. During the Physician's Mission I was able to meet again with Wendy and others since they were also staying at the Hilton Hotel with the JPA Young Leaders.

Monday night Wendy asked me for your phone number and suggested that we call you together to encourage you to come to London "to make the pitch" at their first luncheon on November 23rd. Yael Dayan will be the speaker and the minimum gift for the occasion will be £25. Each committee member will be asked for £500.

I assured Wendy that the other women were very much behind her and that the JPA Women's Division will not come of age unless she, as chairman, is willing to stand up and speak in her own name.

.... /2

cont.....

November 11th, 1971

She was more than interested in doing this but I believe she felt that some of the other women did not fully accept her in her position.

At lunch the next day Ruth Philips started pushing for an outsider to follow Yael Dayan. I again pushed the fact that if there was proper pre-solicitation of the key gifts Wendy was the appropriate person to speak. At dinner the conversation continued - this was the free night we had given the doctors so I was able to spend a few extra hours with the JPA - and it was agreed that I would speak to you privately and the final decision would be governed by your feelings.

I was happy to report to them, in your name, that the key to success was their backing Wendy by their gifts and active participation and it would be unthinkable that British women could not stand on their own feet and speak to each other.

Wendy and friends met with me at 11:00 at night in a corner of the King Solomon Grill until the waiters threw us out. A number of voices were still hesitant about Wendy's role as the speaker following Yael Dayan. As long as I was the aggressive American anyhow, I challenged them by saying that if their efforts at pre-solicitation were successful the lunch would be a tremendous start for a whole new look for the role of women in the British Jewish community, but the key to failure was their own giving level. I then began to re-solicit each woman at the table. For his wife, whom was not present, Wendy's brother-in-law said he would ask her for £500 as a new gift, and so we went around the table.

Wendy took me aside afterwards to thank me and to thank you. I told her to please call you when she returns to London and she assured me she would. I told her that £500 was almost exactly the price of a visa for a Jew from Russia and she could feel confident in what she says if she would speak of "the historic opportunity British women have to redeem their sisters from Russia."

Wendy is most pleased with the opportunity given her and I think the campaign is off on the right track.

Again my personal thanks for your help.

Most sincerely yours,

Matthew H. Simon

copy to: HAF
IB

Eve Weiss

Solic
ref.

November 11th, 1971

IB

MHS

Solicitation of Mr. and Mrs. James Grossman, Englewood

Ed Rubin is a personal friend of Mr. and Mrs. Grossman and met with them at the Hilton hotel during the Physicians Mission. I also had the chance to say hello to the Grossman family during the period I was at the hotel when the doctors were there.

Mr. Grossman gave \$10,000 in 1971 and Englewood rated him at \$15,000. Ed asked for the rated figure and Mr. Grossman assured him that there would be an increase although he was not specific as to the amount.

In my subsequent conversation with Mr. Grossman he also spoke of his role as a solicitor in Englewood and his understanding that there must be an increase on his part in order to stimulate others.

Community should follow up.

cc: HAF
MP

Rep'

November 11th, 1971

IB

MHS

Solicitation of Mr. and Mrs. Alan Anixter, Chicago

Mr. Anixter did not respond to at least three messages and an attempt at personal contact in his hotel.

We were unable to make the hotel arrangements he had sought due to the lateness of the request and he was somewhat put out.

In a conversation with Chaim Vinitzky all the proper apologies were made and Ida Lind was notified of the problem.

copy to: HAF
MP

Ref'

November 11th, 1971

IB

MHS

Solicitation of Mr. and Mrs. Emery Zidell, Portland, Oregon

Mr. and Mrs. Zidell did not arrive on the plane that the car was sent to meet, nor did they stay at the hotel that was booked for them. Mr. Zidell was only in Israel for two days on a business trip and most of his time was spent in Haifa, where he has connections with two plastics companies.

In a conversation with Chaim Vinitzky, Mr. Zidell said that he was impressed with his brief glimpse at Israel and he would do more for Israel in the future.

He had no time for a solicitation appointment in the brief forty eight hours he spent in Israel.

cc: HAF
MP

REP-

November 11th, 1971

IB

MHS

Solicitation of Mr. and Mrs. Jack Berger, Cleveland, Ohio

On Tuesday evening, November 9th, I called Mr. and Mrs. Berger at the Hilton. We were disconnected after the first few minutes but I had discovered that they were in the hotel room two doors down from mine.

I walked to their room, knocked on the door and was invited in to find Mr. and Mrs. Berger resting in bed after an afternoon nap. I excused myself and backed out of the room but the Bergers told me to sit down and join them for a drink. Knowing these reports are private, I confess to this being my first solicitation "à trois."

The Bergers are most interested in Israel, especially in Christian public opinion as it relates to Israel and Jewish contributors. Mrs. Berger said that she plans to be very active in the 1972 campaign in Cleveland's Womens Division. Mr. Berger confesses to being "not very active" but looks to this trip as a chance to re-acquaint himself with Israel's problems. His brother will apparently be bringing some Pennsylvania political people to Israel next week and the Bergers will be joining them. This was the cause of their concern about Israel and its public image in the United States.

The Cleveland Federation rated the Bergers at double their present gift of \$25,000. I asked for this amount but I do not believe it will be reached. I am convinced that this trip will do two things for the Bergers: 1) Mrs. Berger will become more deeply involved in the Cleveland campaign. 2) Mr. Berger will surely increase but should be tapped for special projects involving important personages visiting Israel and developing Israel's image in the greater Cleveland area, since those seem to be his main concerns.

cc: HAF
MF

rep.

11 November 1971

IB

HAF

Solicitation of Mr. Max Cuba
Atlanta, Ga.

On Thursday, 11 November, I had breakfast with Max Cuba at the King David Hotel. He is here for a business meeting of Krekstein, Lavanthal. We had a very long talk. He gave \$25,000 in 1971. We were asked by Peppercorn to solicit him for \$50,000, which I did.

His reaction was one of mild amusement. He said he has always tried his best to strive for his maximum. His main source of income has been professional salary and fees. He has some additional outside income from dividends on stocks. He is now 68 years old and has merged his company with another and is retired. His income for 1972 will be considerably less. He is not certain, but it will be somewhere in the 40,000 to 60,000 range. In order for him to maintain even his present standard of giving, some invasion of capital would be required.

My own estimate of the situation is that he accepted the need for an increase from Atlanta, and by implication, therefore, accepted the need for an increase for himself, no matter how difficult that might be.

I then discussed with him the whole matter of trying to obtain a million dollar gift from the Milton Weinstein group, including Zaben, Goldstein and Weinberg. He asked why I did not attempt to sell Milton on this, and when I replied that I thought it would be better if a fellow townsman did it, rather than an outsider like myself, he accepted that logic.

I would, therefore, recommend that you follow up on Cuba, who should be home by the 20th, if not sooner, not so much to press him for his own gift, but to press him to undertake the Weinstein assignment for the million.

12 November 1971

IB

HAF

Solicitation of Eli Boyer - Los Angeles
11 November, 1971

I saw Eli Boyer at the King David Hotel. He is also here on a business trip for the international meeting of the Krekstein Laventhal firm.

He has always been a loyal worker in the Los Angeles campaign, and after we finished speaking at length, he promised that he would work even harder in 1972, because it was necessary to replace the energy and enthusiasm of Ed Sanders.

Regarding his gift, I told him that our request was for him to detach from the firm's gift of \$35,000 and give \$25,000 on his own. I explained our feeling that the firm gift was totally inadequate, because it covered approximately ten principals who were hiding with small inadequate gifts behind a larger total.

He said that his share of the firm's \$35,000 was \$7,000, and that there was no way in the world for him to increase his \$7,000 to \$25,000. He said he had suffered some severe losses of his own capital reserves, and, in addition, the firm's earnings were down, so that he had a very bad year in 1971 and also 1970.

I tried to approach him in a different way, suggesting that he try to get the firm gift up to \$100,000, or even \$70,000 (which would be double last year's \$35,000.) He said that there was no possibility of doing that either, because most of the men in the firm don't really care about the cause and he only gets a few thousand dollars from each one by what he called "hard pressure."

My own feeling in the matter is that for some reason or other he probably doesn't put enough pressure on them, even though he thinks he uses a great deal. He said he would do his best to get more money from them and give more himself, but realistically, it would only be a modest increase. I think it might be a good idea if he were asked to call a meeting of all the firm members and Chester were to go over to make a pitch for the \$70,000 figure. If that is not done, my guess is Eli will bring in something around \$40,000.

HAF:SS

November 16th, 1971

IB

MHS

Solicitation of Dr. and Mrs. Orville Golub, Los Angeles

On November 15th, I had breakfast at the King David Hotel with Dr. and Mrs. Orville Golub. They were visiting Israel because their two daughters had been very enthusiastic about their trip here during the summer.

I felt they were rather new and naive towards Israel and her problems. Their gift to the Los Angeles UJWF undoubtedly reflects this feeling.

As I began to speak about the needs of Israel and her problems I felt that I was striking a friendly but not too responsive cord. I, therefore, asked Dr. Golub to give no less than \$10,000 and to aim for more as he begins to view and understand the security and immigrant problems, first hand.

Although they do not know Al Gilens personally, they were impressed by his handling of their trip. I, therefore, suggest that Al speaks to Dr. and Mrs. Golub to welcome them back from their trip, and to ask them for a gift with a minimum range of \$12-15,000.

cc: HAF
MP
file.

reports

November 16th, 1971

IB

MHS

Solicitation of Mr. and Mrs. Harold Toback, Phoenix

CV could not find Mr. and Mrs. Harold Toback until their day of departure, November 14th. I immediately called their hotel but they had already checked out.

Since CV was not in charge of their itinerary or their hotel arrangements it was most difficult to locate these guests. To locate them it was necessary to call many hotels around the country until we hit upon the correct one. I am mentioning this here since we have had this problem in other solicitations as well. Unless CV knows the itinerary it is very difficult to contact individuals, especially when they arrive with touring groups. Under these circumstances, they are usually registered under the name of the group and not as individuals.

cc: HAF
MP
file reports

November 16th, 1971

IB

NHS

Solicitation of Mr. and Mrs. Sol Nissenson, Los Angeles.

On November 14th, in HAF's office, Mr. Sol Nissenson returned my telephone call. I made an appointment to see him for breakfast on November 15th. He asked me if the meeting concerned his Los Angeles UJWF contribution. I replied that I wanted simply to discuss the campaign in Los Angeles, and his role in it.

Late at night Mrs. Nissenson phoned me and told me that her husband had an earache and she thought that he ought to rest his auditory functions. I thanked her very much and understood that I was probably the cause of the infection.

I wished them a good trip and good health.

cc: HAF
MP
file *reports*

November 16th, 1971

IB

MES

Solicitation of Mr. and Mrs. Herbert Brenner, Boston

After I left messages on November 1st; November 2nd; and November 5th, contact was finally made by Ed Rubin with Mr. and Mrs. Herbert Brenner, at the Hilton Hotel in Tel Aviv, on November 13th.

Upon introducing himself to the Brenners, Ed was told by Mrs. Brenner that they were not in Israel to be bothered and then she hung up the telephone.

copy to: HAF
MP
file

18 November 1971

IB

HAF

Solicitation of Mr. Macel Clairmont
New York City

I visited with Mr. Clairmont for an hour in his room at the Hilton Hotel on Tuesday, 16 November.

He is a fine, sympathetic man. The burden of his problem lies in 12 individual families whom he supports personally in Israel, in Zurich, in Paris, and in the United States. He himself apparently came to the United States after the war, as, what we called then "refugee." He said with a wry smile, that usually one comes to America to find rich relatives. When he arrived he found poor ones and, as conditions improved for him, he started to support his American relatives, as well as all the ones he left behind. He stated quite simply that the burden of these 12 families, whose total support he maintains, is about \$80,000 per year.

In addition, he maintains a good-sized contribution to the Weizmann Institute because of his friendship with Dewey Stone.

I asked him for \$50,000 for 1972, which was the rated figure (compared to \$18,000 for 1971.) He said that was really impossible for him in view of the situation described above. He said he would do his best to increase. I told him I was really not pressing for an extra \$2,000. He said that many of these people are in their 70's and 80's. He must maintain them until death. Following that, there is no other cause than the UJA to which he would rather devote his funds. And I believe he will do so. No follow-up is really necessary.

HAF:SS

Reports.

November 24th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. and Mrs. Edward Petsonk and Mr. and Mrs. Arthur Zwirn, of Altoona, Pa., and 'bus No. 12.

I was asked by UJA leadership to work with 'bus no. 12 on the couples mission. This was the last 'bus and it was composed of people who did not know each other or were not attached to any groups. Being individuals and the final 'bus it was scheduled for the Dan Hotel rather than the Hilton Hotel.

Mr. Petsonk, while still at the airport, refused to go to the Dan and insisted on staying at the Hilton, even if it meant remaining in the lobby overnight and returning to the United States the next morning. A room was finally found at the Hilton for Mr. and Mrs. Petsonk and also for Mr. and Mrs. Arthur Zwirn, also of Altoona, and so the only couples from the same community on the 'bus were in a different hotel from the remainder of the participants.

I gave Mr. Petsonk his cards on the first day and at the same time I asked him for his rated figure of \$15,000. Mr. Petsonk did not know that he was to be a 'bus captain but having been a past campaign chairman, he was not averse, although he wanted to wait a few days before soliciting others. I explained to him that although there was a cumulative effect after many days in Israel, which could enhance a solicitation, there were also individual experiences and emotions on any given day which could be used as a basis for any solicitation.

Mr. Petsonk and I had a friendly and long conversation and he committed to the figure of \$15,000. The next day he was not on the 'bus and I discovered that since he and Zwirn were at the Hilton they had decided to join one of the 'buses that went from there. Hank Rosen and I decided that I would cover the 'bus alone without Petsonk - since he was hesitant and had separated himself from the 'bus I was convinced that he had made his role as a solicitor impossible.

...../2

Prior to the evening caucus I solicited Mr. and Mrs. Arthur Zwirn. They were rated at \$3,500 but I asked for \$5,000, since in conversation on the first day we got along very well and there were indications of a larger potential than Altoona had rated. At the first caucus Mr. Zwirn committed to the figure of \$5,000.

The co-captain on the 'bus was to be James Woog. Jimmy, as an old UJA worker, needed no special instructions, although it was his first trip to Israel and he was anxious to see the country. He had committed to \$1,700 on the plane, but I asked him for \$2000 on the first day and he committed to this at the first caucus.

Except for three days when my presence was needed at the UJA office in Jerusalem, I was with the 'bus or the mission itself, for its stay in Israel. My people were friendly although most were here for the first time and were innocent of Israel's needs. I enjoyed being with them.

*7-15
2-9/72*

DEC 6 1971

*UJA
1970-10,000*

MEMORANDUM

Date December 2, 1971

To Miss Ida Lind
From David S. Sacks
Subject SAM RUBINSTEIN - SEATTLE, WASHINGTON

*for
with
Nettie
2/22/72*

*Indiv. Worth
5,900,000.
Salary 60,000.
MAY 71*

Pursuant to our conversation of December 2, I am listing the schedule regarding accommodations which must be made in Israel through Vinitzky's office for Mr. Sam Rubinstein of Seattle, Washington:

- 3/12 - 3/15 Arrives Tel Aviv March 12. Hilton Hotel
- 3/15 - 3/18 Haifa - Dan Carmel Hotel
- 3/18 - 3/23 Jerusalem - King David Hotel

He will need two rooms - one for himself and his wife and one for his son and daughter-in-law.

In view of Rubinstein's importance to the Seattle community, he should be given the red carpet treatment, i.e., to be met at the airport and given a special tour of Israel. His 1971 gift in Seattle will be a minimum of \$10,000. He is rated at a minimum of \$50-100,000. He owns one of the largest fish canneries - Whitney-Fodalgo - in the United States. According to my source in Seattle, his net worth is at least \$12-15,000,000. In view of his lifelong interest in the theatre arts, part of his itinerary should include this aspect of Israeli life. Please be informed that he participated on an American Jewish Committee tour a few years ago but, unfortunately, returned very much unimpressed.

I will endeavor to have someone such as Aryeh Neshet see him before his trip to Israel. Ideally, a Neshet or Herb Friedman in Israel could close a solicitation there.

Should you need any further information as to his background, please contact Arnold Feder, Acting Executive in Seattle, whose phone number is 206-622-8211.

*for
wi*

CURRENT PRICE: \$ 7 1/4 DEC. 6. 1971
IND. WORTH: \$ 3,200,000 - " -
SHR HELD: 453,000

DSS:eb

cc: A. Neshet - A. Feder - AHG

*Current Price - \$ 8 1/8 - Feb. 18 - 72
Ind. Worth - \$ 3,680,700*

*40 lbs pulled -
Neshet to meet him -
Discuss with Neshet -
to meet person, again, to him*

December 6th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. Murray Schiff, Associate Executive Director,
San Francisco, and solicitation of Rabbi Lawrence Forman, Norfolk, et al

Besides working 'bus no. 2, in general, I spent extra time with the New Haven people and took the cards of the three other professionals on the 'bus.

Irwin Goldberg of the UJA staff went to the rated figure of \$1,000.

I had a long conversation with Rabbi Lawrence Forman who is the spiritual leader of the synagogue of the Strelitz family and others in the Norfolk leadership. In 1971 he had made a gift of \$500 and I asked for \$1,500. I explained that his gift was a particularly important one since his salary was known to the community leadership and the percentage of his gift, relative to his salary, would be an indication of the importance of the Norfolk campaign. Rabbi Forman committed to \$1000 in 1972 which To, Hofheimer says is an excellent gift and will be important in the middle level of the campaign.

Murray Schiff is an old friend from his days at the Jewish Theological Seminary. I spoke to him in terms of the meaning of his gift in relationship to his own leadership. He gave \$1,500 in 1971 and I asked for \$2000 in 1972. We had friendly conversations throughout the Mission, and at the caucus he told me he had thought through my suggested gift and he went to \$2000.

The New York City UJA professionals did not announce their gifts individually, but instead announced a total gift for 1972, which is approximately double that of 1971.

MHS:mg

cc: HAF

MB

File

Report

December 6th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. Murray Schiff, Associate Executive Director, San Francisco, and solicitation of Rabbi Lawrence Forman, Norfolk, et al

Besides working 'bus no. 2, in general, I spent extra time with the New Haven people and took the cards of the three other professionals on the 'bus.

Irwin Goldberg of the UJA staff went to the rated figure of \$1,000.

I had a long conversation with Rabbi Lawrence Forman who is the spiritual leader of the synagogue of the Strelitz family and others in the Norfolk leadership. In 1971 he had made a gift of \$500 and I asked for \$1,500. I explained that his gift was a particularly important one since his salary was known to the community leadership and the percentage of his gift, relative to his salary, would be an indication of the importance of the Norfolk campaign. Rabbi Forman committed to \$1000 in 1972 which To, Hofheimer says is an excellent gift and will be important in the middle level of the campaign.

Murray Schiff is an old friend from his days at the Jewish Theological Seminary. I spoke to him in terms of the meaning of his gift in relationship to his own leadership. He gave \$1,500 in 1971 and I asked for \$2000 in 1972. We had friendly conversations throughout the Mission, and at the caucus he told me he had thought through my suggested gift and he went to \$2000.

The New York City UJA professionals did not announce their gifts individually, but instead announced a total gift for 1972, which is approximately double that of 1971.

MHS:ang
cc: HAF
MB
File

December 6th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of the Tucson, Arizona group, Operation Israel No. 3.

At the initial meeting of the solicitors and staff for Operation Israel No. 3. I was asked to assist in covering 'bus no. 2, which had on it the large contingent from Tucson, Arizona, and three smaller groups from San Francisco, California, New Haven, Connecticut and Virginia-Carolina.

The Tucson group was especially critical to the success of the Mission, since it had among its participants a number of potentially large gifts, and included the Executive Director, Ben Brook, and the Campaign Chairman, Mel Golding. Mel Golding gave \$10,000 in 1971, and was rated at \$50,000 in 1972.

The first evening of the group's arrival I invited myself to Mel Golding's suite which was next to that of the Mission Chairman, Bert Rabinowitz. It was very clear that the leaders of the Tucson group wanted their contingency to be a self-contained group and the Federation Director would be overly protective of his contingent. After a general discussion of how Tucson was going to hold its cards it was agreed that Golding would host a pre-solicitation caucus on the second night of the mission and at the third lunch of the mission there would be a more definitive caucus for the Arizonans. Bert Rabinowitz was invited into the room at this point to give his approval of our understanding. I purposely opened the question of Golding's own gift at this time and Bert Rabinowitz was very quick on the up-take and asked for the rated figure of \$50,000. Mel Golding said that he was always being confused with the other branch of his family and that he was retired and living off capital. He said that an increase to \$12,000 would be the "best gift in Tucson in 1972." Further conversation proved fruitless and Golding appeared to agree that he ought to go to a minimal \$15,000.

Ben Brook was not at all helpful during this conversation and became rather protective of his chairman. It was thought to terminate the conversation at this point since some bottom figure had apparently been agreed upon.

Mr. Irving Bernstein

December 6th, 1971

The next afternoon I solicited Ben Brook himself. In 1971 he gave \$1,400 and I asked for \$2,000 in 1972. He sang a similar song when he told me that he was most unhappy that I had his card since he thought that professionals should not be thus solicited and that if he repeated his \$1,400 it would be "best gift in Tucson in 1972." I suggested that he wait until the Mission caucus before making a final judgment. In turn I was informed that the Tucson cocktail party would be closed to outsiders and Bert Rabinowitz and I were disinvited in the name of Tucson group solidarity. Brook said that the decision was that they wanted the opportunity to speak to each other first before exposing themselves to outside solicitors.

On the 'bus they sat very much together and it was the inspiration of the Knesset and the caucus that produced much of the successful results from Tucson. Golding only went to \$12,500 and Brook to \$1,500, but the enthusiasm of the caucus participants was contagious and the Tucson men literally solicited each other in the caucus room.

MHS:amg

Copy to: HAF

MP

file

Report.

December 7th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. and Mrs. Myron Silver, Rochester.

This was the Silver's first trip to Israel and Chaim Vinitzky suggested that he should not be spoken to until he had a good feel for the country and had maximized his touring and stay with his daughter living on a kibbutz.

We were delayed in contacting Mr. Silver by his sudden departure for Eilat, together with his entire family, instead of staying the last few days at the Hilton Hotel as we had arranged for him.

Ed Rubin finally met Mr. Silver in the lobby of the Hilton, together with his family, on the last day in Israel. Although he was unable to speak privately with Mr. Silver, he did ask about the progress of the Campaign in Rochester and encouraged Mr. Silver to make the necessary increase based on his new understanding of Israel. To this Mr. Silver agreed, although no figure was mentioned, it being inopportune.

Rochester Federation should follow up, with a good solicitor who is familiar with Israel.

MHS:amg

copy to:

HAF

MP

File Report.

December 7th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. and Mrs. Myron Silver, Rochester.

This was the Silver's first trip to Israel and Chaim Vinitzky suggested that he should not be spoken to until he had a good feel for the country and had maximized his touring and stay with his daughter living on a kibbutz.

We were delayed in contacting Mr. Silver by his sudden departure for Bilat, together with his entire family, instead of staying the last few days at the Hilton Hotel as we had arranged for him.

Ed Rubin finally met Mr. Silver in the lobby of the Hilton, together with his family, on the last day in Israel. Although he was unable to speak privately with Mr. Silver, he did ask about the progress of the Campaign in Rochester and encouraged Mr. Silver to make the necessary increase based on his new understanding of Israel. To this Mr. Silver agreed, although no figure was mentioned, it being inopportune.

Rochester Federation should follow up, with a good solicitor who is familiar with Israel.

MHS:ang
copy to: HAF
MP
File

December 7th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. James Levinson, Erie.

Mr. Levinson was to make contact with Chaim Vinitzky upon his arrival in Israel. UJA made no arrangements for him and therefore his hotels were unknown. At no time did Mr. Levinson speak to Mr. Vinitzky or the UJA office.

MHS:ang

Report

December 7th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. and Mrs. Jack Gindi, Los Angeles, California.

On Wednesday, December 1st I spoke to Jack Gindi at the Hilton Hotel. With the permission of Al Gilens, the Flight Captain, and Bert Rabinowitz, the Mission Chairman, I invited Mr. and Mrs. Gindi to join the Mission participants either on Thursday or Friday morning. It was thought that after seeing the Air Force Base or the Russian immigrants it would be easier for me to solicit Mr. Gindi.

He explained to me that he was in Israel on business and therefore had a very busy schedule, but he would try to spare some time on Thursday. On Thursday I discovered that they were unable to be with the Mission that day or on Friday either. When I called on Friday to wish Mr. and Mrs. Gindi "Shabbat Shalom" we agreed to meet in Jerusalem when they would be staying at the King David.

On Sunday I left a message for them at the hotel. I spoke to Mrs. Gindi on Monday afternoon and she explained to me that they had purchased an apartment in the Wolfson development, opposite the Knesset, and they had been busy making legal arrangements. Again I asked to see them before their return to Los Angeles. Mrs. Gindi begged off, saying that they had no time but that they would give my regards to friends in Los Angeles.

At lunch on Monday I learned from Eliezer Shmueli of the Ministry of Education, of the unhappiness of the Gindi family with a school the family had donated to Israel. It was Shmueli's feeling that the Gindi's had been rather unhappy and this may have accounted for their personal friendliness but unwillingness to see me about their UJA gift.

The family foundation gave a school in Rishon LeZion. The arrangements for the school were made between a member of the Knesset, a personal friend, and the Mayor of Rishon LeZion. It never went through the Israel Education Fund office. When the school was completed the Gindi's discovered that there were too few students to justify a school in its location. Apparently, according to Shmueli, somebody had a land deal in the neighborhood and the school was placed there to attract purchasers.

Mr. Irving Bernstein

December 7th, 1971

This had no relation to the population patterns of high school students in Rishon LeZion. Shmueli was called in to try to help the situation and rather than ask why the donation did not go through the I.E.F. he kindly converted the school into an ORT Vocational High School, with the hope that this would save its utilization. This, too, failed and the Ministry of Education decided to close down a brand new high school for lack of students, due to its poor site.

Shmueli has met with the Gindi family during this visit and has now given assurance to them that, as part of the general education reform to be introduced into Israel, the school will be converted into a Junior High School, receiving children from five different elementary schools in Rishon LeZion. For this there is bussing money available and the site of the school is therefore not critical. Shmueli feels that the Gindi family may now be satisfied although, we assumed, they would want to see it happen before their unhappy feeling will wholly dissipate.

I suggest that for the 1972 campaign, Jack Gindi's card be handled by the Los Angeles Federation on a regular basis. His love for Israel is indicated by the purchase of an apartment in Jerusalem, at the same time there may be fair reason for unhappiness at this time.

MHS:amg

cc:

HAF

MP

File

Rep.

December 9th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. Isadore Milstone, St. Louis, Missouri

During the afternoon of December 7th I had coffee with Mr. Milstone at the King David Hotel. Our meeting lasted just under 1½ hours and our conversation was most friendly and covered the many areas of Mr. Milstone's activities.

He is visiting Israel in his capacity as Chairman of the International Organization of Jewish Community Centers of the JWB. During his stay in Israel he has been largely the guest of the Youth and Hehalutz Division of the Jewish Agency, which developed an itinerary for him, emphasizing Youth Centers now being constructed throughout Israel.

Mr. Milstone gave \$75,000 in 1971 and was rated at \$250,000. Before coming to Israel he was solicited by William Rosenwald in St. Louis together with others of the leadership of the community. Mr. Milstone assured them that he would not cut his gift in 1972 and committed to repeating the \$75,000.

In the course of our conversation Mr. Milstone, like the construction engineer he is, took out a paper and pencil and outlined his net worth and his charitable commitments. The construction firm is now not profitable due to a general down turn of the market. Milstone concedes to worth of some millions of dollars and he sees himself as being on a ten year program to disperse his basic capital to charity. The problem we have is that he has other heavy charity obligations besides the St. Louis Federation. He is deeply committed to Washington University of St. Louis and is a member of their board, together with other civic and philanthropic commitments.

The one clue I believe I detected, that may be of benefit to UJA, was his confession that he normally gives and feels he must respond to projects and special honors when friends call on him. I therefore suggest that through the Israel Education Fund Milstone be spoken to about a capital gift. This may prove more meaningful to him than moving his annual contribution 5 or 10,000 dollars.

Reports

report.

December 21st, 1971

Mr. Irving Bernstein

Matthew H. Simon

Miscellaneous Solicitations.

Mr., and Mrs. Lawrence Haber, Youngstown, Ohio.

Cancelled.

Mrs. Ida Landau, New York, N.Y.

Cancelled.

Mr. and Mrs. Max Feibus, Scranton, Penn.

December 13th we called them at the Hilton Hotel. There was no response to our message. December 16th we called them at the King David Hotel, and again on 17th December and 19th December. They did not respond to any of the messages, either by phone or in person.

Mr. and Mrs. Arthur Brody, Newark, N.J.

We contacted them at the King David Hotel on December 18th. They agreed to meet with Rabbi Friedman on his return from the United States. See Rabbi Friedman's report.

Mr. and Mrs. Charles Rutenberg, Clearwater, Fla.

Cancelled.

MHS:ang

report.

December 21st, 1972

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Dr. and Mrs. Abraham Becker, Detroit

On Sunday, December 19th I met with Dr. and Mrs. Abraham Becker and their two children. Dr. Becker's gift in 1971 was \$6,000 and he was rated for an increase to \$7,500, which I requested. I am certain there will be some increase in his gift in the range of the rating.

The children of the Becker family have been in Israel a number of times and the daughter was acting as the guide for her parents. They obviously love Israel very much and the two teenage children would like to spend the summer of 1972 in Israel.

Mrs. Becker wanted to see "inner city" schools and the son was interested in athletic facilities. Contact was made with Ralph Goldman in Tel Aviv to contact the Becker family.

cc: HAF ✓
MP
File
MHD:amg

report.

December 21st, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. and Mrs. Monty Hall, Los Angeles.

On Sunday evening, December 19th, I met with Mr. and Mrs. Monty Hall of Los Angeles. Mr. Hall is the Chairman of the Entertainment Division of the Los Angeles Federation. We spoke about his chairmanship for over two hours and he was rather depressed about his inability to score with good friends in the entertainment industry.

He was solicited in 1971 by Paul Zuckerman, and he increased his gift significantly to \$12,000. He was very proud of the fact that the General Chairman of the UJA took the time to meet with him in person.

Mr. Zuckerman used one line on Hall which, he said, convinced him to go to \$12,000. It was to the effect that if he made a giant increase in his gift this could be used by the Federation when they spoke to others in the entertainments field. When Hall was asked to become Chairman in 1972 the first question he asked the Los Angeles professional was how many people in the Industry were spoken to in 1971 and told of his increased giving level. He was told none - this to him was a further source of depression in regard to his own and the Federation's ability to crack the entertainments field. I spoke to him about an Entertainer's Mission to Israel in 1972, and I offered to take him around personally in Jerusalem, as an example of the impact seeing Israel with a good interpretation can have on one's understanding and giving.

I brought along with me Lou Lober, a resident of Jerusalem, who was Vice President of United Artists. Both Lober and Hall are active in Variety Club and this gave them friends in common to discuss. We spent the morning in the old Jewish quarter of Jerusalem, now under reconstruction, and Bethlehem - Eamat Rachel and Rachel's Tomb. Hall and his wife were most enthusiastic and I asked them for \$20,000 rather than the \$18,000 they were rated at. He explained to me the nature of his present commitments. He has just pledged \$25,000 to the Jewish National Fund, in memory of his mother.

.... / 2

Mr. Irving Bernstein

December 21st, 1971

- 2 -

He is committed to the Cedars-Sinai Hospital and the charitable work of the Variety Club, besides other assorted charities and benefits. Hall did not say "no" but he thought the figure rather high. I am convinced that if he felt he had sufficient professional backing and help he would be willing to undertake an Entertainer's Mission to Israel in May, when most television commitments end for the summer. Further, I suspect he is project oriented and it may be well to speak to him about a lesser increase in his gift, and suggest to him a worthwhile project such as a pre-kindergarten for him to consider.

In any case, Hall has received endless commendations for community service from Jewish and general charitable organizations.

The idea of a national figure soliciting him last year moved him. He has already been asked for a significant increase. Some large movement in his gift could probably be nailed down if, in 1972, a national leader would speak to him and make him feel part of Jewish leadership and not just an entertainer.

cc: HAE
MP
File

paper

23 December 1971

Mr. Irving Bernstein

Herbert Friedman

Solicitation of Arthur Brody - Essex County

I saw Arthur Brody of Essex County in the King David Hotel on Tuesday, 21 December. We had a long friendly talk. Regarding the solicitation of his 1972 gift, he had already announced it a week ago at the meeting in Newark at which Yariv spoke. He told me he had increased to \$21,000.

The balance of our discussion concerned the future of the community, its undoubted ability to reach a ten or even fifteen million dollar total, and the necessity of constantly training future chairmen. He spoke highly of Abe Sudran, and was in general completely affirmative about his future relationship to Israel, the campaign, and the UJA of Essex County.

He did indicate that he had just about reached the limit of his financial ability as of this juncture. He said that he frankly had not expected to increase again in 1972, but that he had forced himself to go up a few thousand dollars in order to conform to what was required, but that frankly this was quite a stretch for him. He said that he needs more time to develop his business and that undoubtedly the future would show greater growth.

At his young age he is already a past chairman. We should make sure that he does not get lost through neglect.

HAF:SS

cc: MP

Report

December 26th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. Herman Finch, Chicago

On Thursday, December 23rd, I met with Mr. Herman Finch at the Diplomat Hotel. He was touring Israel with his wife and three children over the holiday period.

Finch gave \$6,000 in 1971, and was rated at \$7,500. I asked for the rated figure and he explained that his business in labor relations was peculiarly affected by President Nixon's Phase II programs.

After a rather extensive and cordial conversation, Mr. Finch agreed that, unless there is some unforeseen problem in Phase II, he accepts (b'li neder) his rating at \$7,500.

cc: HAF
MP
File.

27 December 1971

Mr. Irving Bernstein

Herbert A. Friedman

Solicitation of Morton Epstein, Atlantic City

I spent an hour this morning in my office with Morton Epstein of Atlantic City, his wife and two sons. It was not necessary to solicit him because he had already committed his gift at a meeting in Atlantic City earlier this month. He was rated at \$50,000 (compared to \$36,000 for 1971) and had actually made his commitment for \$47,000.

His mood and attitude are excellent. He still feels himself to be a responsible leader in the campaign. Even though he is here on vacation with his family, he nevertheless asked for an opportunity to witness a Russian immigrant plane arrival so that he could use this as campaign material when he got home.

He is quite knowledgeable about Israel and is a perfect example of an educated, intelligent, committed big contributor whose loyalty will remain with Israel and the UJA for a long time to come.

I devoted most of my time and attention to his sons, in order to increase their comprehension and he was delighted with that approach. As he said to them quite openly, he wants them to follow in his footsteps and they appeared to be willing.

HAF:SS

Report

December 27th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Physicians.

There were a number of conferences for Physicians held in Israel over the holiday period. Mr. Vinitzky's office had great difficulty in locating the prospects for us and we had great difficulty in making appointments with the men, once they had been located.

The Chest Surgeon's Conference, for example, was originally scheduled for the Sharon Towers Hotel, and families were placed in Herzlia, at the Accadia or the Sharon. Those assigned to the Accadia claimed that the heating was inadequate for the cold weather and refused to accept their rooms. They were placed, by the travel agent responsible for all the physicians, at hotels like the Hilton, the Sheraton and the Dan, displacing the men who were to arrive the next day. These families were then placed at remoter hotels, making the process of location almost impossible.

More than that, there was much unhappiness and dissatisfaction among the physicians because of the poor facilities and planning they encountered upon their arrival in Israel.

I spoke to Dr. Marvin Arons of New Haven on December 16th, and made an appointment to see him at the Dan Hotel on December 22nd. Starting on December 21st, every hotel in Tel Aviv was called to confirm the appointment, since the Dan Hotel had no record of his reservation. This process was repeated on the following three days, all without success. CV has no idea where Dr. Arons' reservations could be located.

An appointment was made with Dr. and Mrs. Norman Wall of Pottsville, for 5:00 p.m. on December 22nd, at the Hilton Hotel. It was confirmed the day before and I was assured that either Dr. Wall or his wife would be present. Neither of them were at the hotel for the appointment and I have not been able to make contact with them since.

Mr. Irving Bernstein

December 27th, 1971

- 2 -

Dr. and Mrs. Sidney Jacobs of New Orleans were of the group that refused to accept their rooms at the Accadia. I met with them on the evening of December 25th and they were still unburdening themselves relative to the lack of integrity of the travel agent, who was responsible for all the problems with the Physician's Convention.

Dr. Jacobs gave \$1,750 in 1971, and was rated at \$5,000. It seemed very obvious that the best I could do in the circumstances was to mollify Dr. and Mrs. Jacobs and make sure that they would have the maximum opportunity to see Israel's present needs and to know that it would take an increased gift on their part to meet those needs. This was accepted by them, and I put them in touch with CV's office to ensure that they would have an opportunity to see an Absorption Center, etc.

I am certain there will be an increase in Dr. Jacobs' gift, but the timing was incorrect to close the gift.

cc: HAF ✓
NP ✓
File

MHS:amg

December 27th, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. and Mrs. Stanley Isaacson, Des Moines, Iowa.

I met with Stanley and Annette Isaacson of Des Moines, on Saturday evening, December 25th, at the Diplomat Hotel. Unknown to our office, 20 or more people, with children, from Des Moines, came to Israel for a visit over the holiday period. Stanley and Annette Isaacson, who are old friends, called me on a social basis to say "hello". During my visit with them, I raised the question of whether the group would be prepared for some form of caucus or individual solicitation. The Isaacson's were most eager to see that this was done,

We made arrangements through Mr. Vinitzky's office for the group to visit an Absorption Center, which was thought to be critical to the success of any solicitation, in keeping with the campaign themes of 1972. Not having any background material, I asked Stanley what the Gendler-Isaacson Foundation had given in 1971, and he told me \$15,000. (Back at the office, in checking on the amount, I found that it was listed as \$12,000).

Stanley and Annette told me that the \$15,000 was almost double their prior contribution and it was their intention to repeat the figure in 1972. I told them, and Annette concurred, that we could not solicit anyone else in the group if their own gift remained static. Since we had been speaking of Russian immigration, I suggested that the average cost of absorbing a Russian immigrant into Israel was \$20,000, and the Gendler-Isaacson family would have the knowledge that they had provided for one family in 1972.

Stanley and Annette seemed pleased by this idea and agreed to speak to the other participants in the gift, for a final decision.

I trust we will be able to set up a mini-caucus and there they will announce the gift independent of the Gendlers in America, since I do not believe the latter will have any objection to the gift and its meaning.

cc:HAF
MP

Report

28 December 1971

Mr. Irving Bernstein

Herbert A. Friedman

Solicitation of Mr. Hy Jatkoff, Rockland County

I solicited Mr. Jatkoff together with his friend Jack Golbert on 27 December 1971.

They have developed a small helicopter and they have been running around desperately trying to find somebody in the defense establishment or at Israel Aircraft Industries to whom they can give the plans for this machine. They enlisted my support and I shall try to put them in touch with Schimmer.

When we finished that, Mrs. Jatkoff and Mrs. Golbert explained that they were the co-chairmen of the Women's Division of Rockland Cojnty and, therefore, wanted a picture taken with either Mrs. Meir or Mr. Dayan. I explained gently that this was not possible.

After these two preliminaries, we got done to the job of money. I asked Jatkoff for his rated figure of \$15,000 (compared to \$7,700 for 1971) and I asked Golbert rated at \$5,000 (compared to \$500 in 1971).

They were neither surprised nor shocked and I urged them to make their decision before they left Israel so when they got home they could tell their 1972 chairman about their two gifts, and thus give the campaign a big lift-off. They made no commitment but I have a feeling that the response was favorable, and I am sure they will both give more money, if not the rated amount.

HAF:SS

Solm rep.

30 December 1971

Mr. Irving Bernstein

Herbert A. Friedman

Solicitation of Fred Rzepka, Cleveland, Ohio

I spent over an hour on Tuesday, 28 December, with Fred Rzepka in the Hilton Hotel.

He is a relatively young man in his very early 40's, who was born in Poland and went through the whole D P experience in camps in Austria at approximately the age of 15. We exchanged stories about the old days and he was thrilled at the recognition of names of places and people, which evoked the memories of those experiences. There was an immediate rapport.

He is deeply committed to Israel, concerned about its military security, and asked me questions about specific military matters. I promised him that the next time he came here I would take him to some of the important installations.

Regarding money, it is clear that he will increase steadily, as he enjoys the financial ability to do so. He gave \$30,000 in 1971, has already committed for \$50,000 for 1972, and when I asked him for \$75,000 instead of \$50,000, he said it might be possible, depending upon the success of his public offering. Ginsberg is his lawyer, so our chances for success are maximum. He said that he would love to give more and more money, and mentioned that if he could only give a million "like Jack Grynberg" he would be very happy.

This is a young man to watch. He is tense, articulate, and could be used as a speaker in smaller communities. I suggest trying him out.

HAF:SS

John rep

December 31st, 1971

Mr. Irving Bernstein

Matthew H. Simon

Miscellaneous Solicitations.

The Etkin Families, Detroit.

Messages were left for the Etkins, and they were never responded to. A check with CV indicated a similar experience. The Etkin families needed no assistance from us and made no contact with CV or with our office.

Mr. and Mrs. Jack Sheinbein, Phoenix.

Mr. and Mrs. Sheinbein did not respond to approximately 5 - 8 messages left for them at the Hilton Hotel. On the last day of their stay in Israel, they were spoken to in passing and asked to increase their gift to the Phoenix Federation in line with their other giving to Yeshivot.

Mr. and Mrs. Melvin Solomon, Charleston.

CV and this office were requested by Leonard Strelitz to give special treatment to Mr. and Mrs. Melvin Solomon. They were here with their family and were completely independent of any attempt, by CV or me, to assist them or make any arrangements for them. They did not claim the reservations made for them at the Intercontinental or the Dan Carmel hotels and they had their own itinerary. A message was left for them every other day for ten days, both by CV and this office, with no positive contact.

Mr. and Mrs. Richard Sambol, Toms River

CV was unable to locate the Sambol family. They were not in any of the hotels indicated on their itinerary. CV attempted to reach them by leaving messages at the leading hotels, but with no success. We have no way of knowing if Mr. and Mrs. Sambol arrived in Israel.

Mr. and Mrs. Henry Misle, Lincoln, Nebraska.

Trip cancelled.

Dr. and Mrs. Leon Erber, Atlantic City

They were only in Israel briefly and did not respond to any contact.

December 31st, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. and Mrs. William Yoffie, Worcester.

I met with Mr. and Mrs. Yoffie at the King David Hotel on Thursday, December 30th. Mr. Yoffie was interested in textiles and the knitting industry in Israel. I encouraged him to visit plants in the industrial area of Haifa, where they will be staying after leaving Jerusalem. The Yoffie's son is a student at Hebrew Union College in Jerusalem and this connection re-emphasizes their enthusiasm for Israel.

I asked Mr. Yoffie for the rated figure of \$10,000, their gift in 1971 was \$2,500. They did not say "no"; but they both laughed, and were impressed by what the community thought they could do. They agreed to think over their gift, knowing the new dimensions of the campaign in 1972.

Although Mr. Yoffie is returning to the United States next week, his wife is remaining. She mentioned that there is a community mission from Worcester coming during the first week of January and she has been invited to join it, for a number of days, including the caucus. Our office has received no word of a Worcester mission, but I encouraged her to participate in the activities of the group. She said that she and her husband would make a judgement about their gift before his departure and their gift will undoubtedly be made with the Worcester group, at their caucus. I was assured by them that their friends are equally aggressive in seeing that their gift be maximized.

MHS:ang

cc: HAF
MP
File

December 31st, 1971

Mr. Irving Bernstein

Matthew H. Simon

Solicitation of Mr. and Mrs. Julius Sankin, Washington.

I met with Mr. Julius Sankin at the Diplomat Hotel on Wednesday, December 29th. We spoke for an hour and a half on Israel and the Washington campaign. Mr. Sankin is obviously most knowledgeable about the leadership in Washington and is an active participant in the campaign. His gift in 1971 was \$2,000, and I asked him for the rated figure of \$10,000.

He told me that the week before he left for Israel his golf partner, Dr. Leon Gerber, had given him a hard time with the rated figure, and he was most unhappy with Leon's persistence. He even offered to show him his income tax returns to demonstrate that although he was most active in the campaign and had assumed many leadership positions in Washington Jewry, his income did not permit a gift in the order of five figures.

Our conversation was cordial and he thanked me for raising the question of his gift in Israel where he could see the relationship between his gift and the needs.

Sankin and I left with the understanding that he will finalize his gift with Leon Gerber as soon as he returns to the United States. I am certain that the levels he ought to be at have now been underlined.

MHS:amg

cc: HAF
MP
File.

HAAC

Israel solicitation

P.O.B. 92
Jerusalem

September 30th, 1971

To: MP
From: MHS

At Tuesday lunch I solicited Mr. Jack Hirsch of Philadelphia, Pennsylvania. Philadelphia indicated a 1971 gift of \$3000 and a 1972 rating of \$7,500.

Mr. Hirsch is well aware of the problems in Israel since he is a partner in a local business and conversant with poverty problems.

He understands that he must at least double his gift for the 1972 campaign.

Mr. Hirsch's brokerage firm has been merged with another firm and he will have some need of capital in 1972, this may possibly affect his gift. As a result we spoke of his turning over a small foundation to the Federation so they may use it's assets for the 1972 and 73 campaigns.

Mr. Hirsch and I also exchanged ideas regarding the solicitation of stockbrokers and men in allied fields. Our conversation was good and he will report some of our ideas to Sam Melnick and Don Horowitz on his return to the United States.