

TR-3804 Transcription

United Jewish Appeal Executive Directors meeting [Plaza Hotel,
New York, N.Y.] [1]. 2 June 1967.

AUDIENCE MEMBER: [00:00] -- \$303 (inaudible)

SPEAKER: You're talking about the fundraising for that purpose,
yes, all right. Yes.

AUDIENCE: Can you elaborate on that whole are, volunteers
(inaudible).

SPEAKER: (applause) Thank you, Herb. Now we have over two
hours, as we promised you, for questions, discussion,
comments, suggestions and this meeting was called so that it
would be your meeting and we mean it in terms of your full
and frank analysis as you see it, so that we have all the
facts before us and can work as realistically as possible
and as successfully as possible. Before getting into that
discussion, let me just say I think a number of you did
receive written word of it this morning, that the response
to [01:00] the meeting tomorrow night of the presidents of
your federations, our national board of our council, our
overseas services committee of our council and yourselves,
that response has been so great, we've had to move out of
the room we had reserved at the Warwick Hotel to larger room

at the Waldorf Astoria. That's tomorrow night at 8:15, after dinner. There will be no dinner served there.

Your presidents did get wires to that effect, so they know, but knowing that you would be here personally this morning, we waited until this time, since this just had to be changed day before yesterday. Now before some of you came in I announced also that because of the political activity, which is underway in all of our communities with regard to our own congressmen, our senators, the White House itself, that we have arranged a luncheon meeting [02:00] immediately following this meeting in this hotel in the gold and white suite with a staff of NCRAC, so that we can similarly be brought up-to-date on what is underway and what is planned and what we can do there. A number of you, as you walked in this morning, brought checks, as a result of the cash campaigns that are underway and which are so crucial.

Those of you who came in late, I've been asked to suggest that you give them to Marty Peppercorn this morning before you leave. Now, Louis Pincus does have to go off to another meeting and therefore I would hope that we could address our first questions before he has to go to him, so that we have the full benefit of his presence and then we'll have Herb

and not only Herb, we have Lou Fox, the president of the council here, we have Eddie Ginsburg, the associate general chairman of UJA with us, Max Fisher would have loved to have been with us but he is still overseas. [03:00]

And we also have Leo Bernstein with us of Israel bonds, because so many of you have asked properly the relationship of this effort to the bond effort -- again, Joe Schwartz would have loved to have been with us. Joe went into the hospital yesterday afternoon, it's minor, he'll be out on Monday, but it was something which was scheduled before and the doctor said he'd better go ahead with it. He will be out on Monday and Leo, his assistant is with us, so that we can take full cognizance of what we can do nationally and what we can do in each of our communities to make sure that these two efforts tie in and don't compete with each other, but rather add to each other. So let's have your questions first directed to Louie Pincus while we have the benefit of his being with us. Yes?

AUDIENCE: (inaudible) package -- New Jersey --

SPEAKER: Can you -- louder please.

AUDIENCE: About two years ago [04:00] I met you in Israel and brought you a (inaudible) commitment (inaudible) in Israel. It was just a few weeks ago that I met with (inaudible) and

(inaudible) Rosenberg (inaudible) last year and to start by \$230,000 and we talked about the possibility of raising \$300,000. It was just less than a week ago that I actually (inaudible) service when the (inaudible) brought to our attention and I went there (inaudible) back to our community. It was just a few days ago that I (inaudible) community mobilized and in a whole series of meetings (inaudible) in our community we will help it, absolutely, for the first time I'm completely (inaudible) that we decided that we would go ahead and do everything we possibly could and it was just in the last few days that \$230,000 that we raised last year grows substantially and I have the small satisfaction this morning of coming here to tell you that they released [05:00] a half a million dollars this morning. But now I feel that that is only the beginning. And that pledged in Harris County to do everything we possibly can so that we do everything that we can to keep the fight going. We pledge our complete mobilization and as part of this I have the honor to come and bring the check over to Mr. Tannenbaum for the first payment of part of that of \$200,000. (applause)

SPEAKER: I take it you all hear the question. (laughter) The community of Millwood, New Jersey, which has been reaching (applause) its usual achievement is \$230,000, already

\$500,000 and striving to go far beyond that. Any other questions? (laughs) For Mr. Pincus, particularly. Yes, Jack Kravitz. And may I say we all welcome Jack [06:00] back. As you know, he was ill for a while. Glad to see you here, Jack. (applause)

JACK KRAVITZ: I'm happy to be back. (inaudible) Louis Pincus said, if we have to go it alone, we'll go it alone. I wonder if he was (inaudible) on that particular point as to what may be potential of his (inaudible) having additional support from the other nations of the world. Hank had a question.

SPEAKER: Hank Zucker.

HANK ZUCKER: Question of financial support, well, military support. I think that everybody's asking that question and is there any indication now of an American financial, American governmental financial support at this time?

LOUIS PINCUS: Should I take them one by one? (inaudible)

SPEAKER: However you prefer.

LOUIS PINCUS: I suppose I could (inaudible).

SPEAKER: All right. Louie suggested that he be given all the questions, then he can, because some of them may be interrelated and he'll direct himself to all of them then. Yes, Marv Lerner, Toledo? [07:00]

MARV LERNER: A lot of our people are asking what is (inaudible). In other words, we have money (inaudible) want them to use the money to buy Israel bonds or to pay (inaudible) or to give (overlapping dialogue; inaudible) what our priorities, when someone wants to sell them, where do they want them given first?

SPEAKER: The question of priority in terms of giving here we'll reserve for Eddie Ginsberg, that's a question of our reaction, our response, unless you feel it's something from that angle. Yes, any others to Louis Pincus particularly? Let's get them all on the table, so we make sure that we've made the most of the opportunity to have him with us. Yes?

AUDIENCE: (inaudible) has stated that the (inaudible) are phenomenal. I would like to know, in terms of the areas that he described as the initial absorption, the absorption process, what we're taught here.

SPEAKER: Yes, the absorption costs, what are they -- that we will be addressing ourselves to particularly, of course, that's very central. Yes? [08:00]

AUDIENCE: -- difficult question (inaudible) people say, quote, we want to give directly to Israel. I've tried to tell them to channel it through the UJA, the local federation, (inaudible) giving directly to the people, somehow do lead directly, will it be accepted? Will it be present in some

way or how we handle these concepts of so-called giving directly to Israel, whatever that may mean.

SPEAKER: Yes? Others? Let's have them all. Yes, Mort? Mort gave in New Orleans.

MORT: Can we anticipate any further additional campaigns such as the one now marked on by Hadassah?

SPEAKER: Yes, what about the campaigns of other Israeli organizations? Yes? I know that's a (inaudible) her, too, (laughs) right and a lot of other. Art, yes? Any others? Have we got them all? I want to make sure we do. Let there be no unasked question of Mr. Pincus before he has to go.

[09:00] Yes?

AUDIENCE: We have response to university philanthropy (inaudible) where there apparently has been the (inaudible) agency where a number of students (inaudible) American students to go to Israel to fight for the dream (inaudible) raise funds (inaudible) raising the question (inaudible) --

SPEAKER: You're talking about the fundraising for the students to go. Are the students themselves going?

AUDIENCE: -- who are volunteering to fly to Israel, or we can add to fly \$330 per student.

SPEAKER: You're talking about the fundraising for that purpose. Yes, all right. Yes?

AUDIENCE: (inaudible) on that whole area of volunteers, I'm asking about what program (inaudible) we are (inaudible) gone beyond (inaudible) begin with imaginary questions of problems (inaudible) that we view as a whole area of fundraising (inaudible) Israel [10:00] (inaudible) relates to this area.

SPEAKER: Two questions, one, the question of the volunteers themselves -- second, the question of all campaigns for Israel. Yes, Joe?

JOE: (inaudible) immigration of Israel itself.

SPEAKER: Question, what's happened to immigration into Israel? Yes?

BOB HILLER: While we know publicly what we have to say in terms of what the money is going for, for absorption, etc., many people want to evaluate, in terms of their preparedness, could we touch on some aspects of military support (inaudible) they can develop (inaudible) and I realize and I publicly thank them and I think (inaudible) --

SPEAKER: Well, the point was made was the money we're addressing ourselves to is for welfare absorption purposes and that's the question which was asked by Bob Hiller. Yes?

AUDIENCE: Well, there is a question that has been raised in regard to children in Israel. In fact, somebody called yesterday and wanted to know how many children were being

taken out of Israel [11:00] and to Niagara Falls, of all places and we replied, "None," but is there actually any kind of a movement (inaudible) because people are calling us saying, "We would like to take care of the youngsters who are there --"

SPEAKER: There is no evacuation of children from Israel, no. Yes?

AUDIENCE: We have a problem that has been posed (inaudible) saying that Israeli (inaudible) are about 300 and some of them feel they may be sent back and what will happen in relationship with their families? And in addition to that, I'd like to raise this question of the purpose, again, of the fundraising as between bonds and the UJA in terms of the, where the money is going to be used, the claim that was made by Bob (inaudible) this money is real defense money and I think that begins absorption.

SPEAKER: The question of the use of the money, whether it's channeled through bonds, the use of the money channeled through UJA. [12:00] Have I missed anybody at all? Yes?

AUDIENCE: There's a public relations aspect, how are we going to (inaudible) as an action to be defining this to the public, so that we don't hear an outcry that we're helping the military instead of (inaudible). You'll give me some guidelines or someone will give, how would you word the --

SPEAKER: Well, that's, that's two-pronged. One is what the money is really for. The public relations question is a question we deal with here, rather than Mr. Pincus, how we interpret it here. We'll deal with that here, yes. Any others? Yes, Joe?

JOE: I think some education would be (inaudible) on this along with that other point. We had a very (inaudible) proud of being (inaudible) not a very wealthy one, if you know what the answer is because (inaudible) --

SPEAKER: A little louder.

JOE: We had one very wealthy woman who called up right after the crisis broke, said that she wanted to buy guns and send them to Israel. Now we're going to get some cash but, [13:00] that problem is coming up. I had a very ridiculous one yesterday, I got a collection from someone, a man who manufactures shoelaces. He said, "Who can I call in New York, I'd like to supply the Israel army with shoelaces."
(laughter)

SPEAKER: Well, they said, there used to be a saying about armies winning a war on their feet, but I don't think we're in that stage anymore. (laughs)

LOUIS PINCUS: How do you tie into that?

SPEAKER: He said, "How do you tie into that?" but that's a Cleveland pun. (laughter) Now -- any others?

AUDIENCE: (inaudible)

SPEAKER: I think we just, someone said, "One thing we don't want is for the Israel army to operate on a shoestring. (laughter) Any others now? All right, you have just one or two brief questions.

LOUIS PINCUS: Well, I'll try and answer all those that really apply to me. [14:00] And I hope that I will answer them all. First of all, I want to deal with this question of additional campaigns. Naturally there are many institutions which are already the feeling the results of total mobilization or almost total mobilization and instruction, we'll get an instruction, a request will go out from government and agency authorities saying that this fundraising is priority and that everybody else must set aside their own fundraising in preference to this. Naturally many of these institutions are American institutions and can only [15:00] react or not react to persuasion. I understand that Hadassah has been spoken to. The Histadrut has been spoken to. They'll all be spoken to. The attitude of the government and the agency is perfectly clear and I may be quoted on this and you can get it in writing. There is complete accord between the government and the agency on this. All Israeli institutions must give way for this fundraising effort.

Even although they can make a very strong case. If Hadassah explains that nurses are important, or Magen David Adom wants to send blood plasma and that kind of thing, all that has be weighed and this is the decision. Naturally they will have problems. There's no royal road to satisfy everybody and in times of war you make all kinds of priority decisions and this is [16:00] a major one. Coupled with the giving directly to Israel, I want to relate it to what somebody said about it being illegal. Well, it's not illegal for anybody to give directly to Israel. It's not illegal, as your law now stands, to give money for the purchase of arms. The UJA can't take that money because it would thereby lose its tax exemption quality. But there is a difference between tax exemption and illegality.

Tax exemption is given under the law of the United States for philanthropic purposes, not for aid to a government and particularly military aid. Now somebody who insists on that, well, he's entitled to find his own way through, but I don't think that that is our concern. I think if it can be explained [17:00] to him that in the long run he would be better to remain within the organized framework of the UJA and the special campaign, it would in the long run help, and

I will make this point a little clearer later when I deal with the tasks that will be facing the UJA in this situation.

Now the question of priority or redeeming your pledges or UJA, let me talk absolutely bluntly. Redeeming your pledges of '66 or '65 is very good, or '67 is very good. It's not a question of priority. You're honoring an obligation, you may be anticipating it in your own mind. It's adding, in my opinion, very little to the kind of effort [18:00] that I've been talking about. I'm not denigrating it. If it can be done, it should be done and the effort that has been made is a commendable effort, but it's not in the realm of a priority. Do I do this or that? That you do. And the question is, what more do you do? And that's the question of the priority.

Now on the question of the bonds and the UJA, I want to word my statement very carefully. Its application may be difficult in some places in the field. I don't know why it should be difficult. From the objective, logical approach I understand that it may be difficult from the institutional approach. There is no question that the free gift is primary and that we can go on the assumption that a bond is, a bond

given by a Jew and that if the chips are down he won't claim it. [19:00] And I'm sure that that would be the position in many, many cases. But bonds fulfill an important function. And the real thing is how do you apply this in practice? And how do we rid in this situation the whole question of competitiveness? I've had this conversation with Mr. Schwartz, Dr. Schwartz and other people, there is no difference of opinion in principle on the whole matter.

Before Joe Schwartz went into hospital we sat together, he, the Minister of Finance and myself. The economic burden on Israel of its own enormous load, loan load at the moment means that the money that we can get free of having either to repay it or pay interest on it is primary. In the nature of circumstances there will be cases, I have [20:00] no doubt, of a man who says, "I can only do so much for the free gift. It is easier for me to find money if I can take bonds," well, that is a practical situation.

What I am saying is so self-evident that I am hoping that the people who are responsible, both in the UJA and in the bonds, were really trying to make that principle work. In the long run I have no doubt that there will be Jews who will want to do both. The question is to see that the

emphasis in these circumstances is properly placed. And I'm afraid that that's the only contribution that I can make. It will probably have to be worked out at the local level more than at the national level.

Now in regard to the [21:00] manpower, but just one word as to the person who raised the question of children, Israel has not the slightest intention of evacuating children. Whatever that means and we have counted the cost of that. The morale of the people is high and they wouldn't want it and leadership will not lend itself to any such plea. And that therefore I would ask you to tell any of your well-meaning friends and I'm not saying this cynically -- please to do what we ask them to do and not to look for any other kind of outlet. That is the work of public opinion in this country and I know that you are tackling that. That is the work of financial [22:00] resources and that's the basic effort apart from one-third effort and that is the question of volunteers. Apart from highly specialized tasks, Israel is not asking for volunteers to the Israel army.

This is not '48. We have, according to common, accepted view of military people and I've seen it even in your press, we have the best army in the Middle East. There's no question

about that. What we will need and we are needing at this very moment are working hands for doing all tasks which may be very commonplace prosaic tasks. Collecting in the harvest. Or picking fruit. Or working in the vegetable gardens [23:00] are very commonplace tasks, there will be clerical tasks, which become more limited because of the language difficulty. But that is the kind of thing we are talking about, apart from persons with special qualifications. The response is going and the Jewish agency at 515 Park Avenue is already sending, I think two or three groups have already left and then are leaving day-by-day, as is all over the world. It's not easy, we have to be a little careful on the screening. I'm not talking about the security angle. I mean, you've got to be careful that the people that we are sending are going with the right frame of mind and that we don't fill ourselves up with people with good will, but other quirks of personality which could make them a burden rather than a help. So that we have to in a sense restrain the pressure of the man who says, [24:00] "I'm 65 but I'm able and fit and I'm going," or the young man who may find it easier to go to Alabama but now wants to go to Israel, he may be better qualified for Alabama than he is for Israel. So there will be lots of heartache when we will turn down people who have all the genuine desire to go.

But this volunteer force and here we are talking as if this whole thing has been planned head for months, this thing burst, as it burst and we are in the process of making our policy as we go. The Israeli student is an Israeli and will be subject to his government's direction as to what he has to do. And the problems of his family, I can't give you an answer. I haven't thought about it. But the problems of his family will be the problems which will be legitimately fall into the lap of the government as to what is to happen to them. [25:00] I just want to put one thing in parenthesis. Where in a community a group of people want to go, whether they're students or not, and somebody wants to raise the money for their passage, I think you should treat that as a minor matter, with sympathy. Don't let the rigid rule of competitive fundraising apply to that kind of effort. It's I think good in the long run even for the general atmosphere relating to fundraising.

Now, I was asked and this is really the main question, in regard to what we are going to spend the money on. You know for years that the government has been participating in some of our functions. Absorption in rural areas, in settlement areas, absorption in cities, absorption in regard to

housing, helping in the overcrowded areas. [26:00] Not only that, but we are, have to take off huge areas, which the government did of its own free will, which it was not obliged by law to do, this is of some considerable significance, because the law is that we're a government by law is obliged to do something, that is an area in which the non-taxable dollar cannot go. And we made a preliminary but very conservative estimate and had it screened both there and here by [Lubin?] here, by [Horovitz, Lou Horovitz?] in Israel and we have come up and I say this is preliminary and minimum and I mean it because I myself have gone into this very carefully -- it stands at, to use the approximate figure, [27:00] which is a few thousand dollars less, at 900 million Israeli pounds, that's about \$300 million.

These are areas in which the government are going to pull out, out of our projects and the abandonment of things that they are doing for the social welfare of the community and of the real integration of the new immigrant and it's divided into housing, education, health, social welfare -- when I talk of education I'm talking not only of secondary education where your IEF is functioning, I'm talking at the pre-kindergarten stage, which is completely virgin soil apart from what WIZO does in this area, certain women's

organizations, where the government has participated voluntarily. I'm dealing with the whole area of youth, where it's the youth day center, the youth club. The whole area of illiteracy. The whole area of retarded, disturbed and handicapped children and adults. And the institute of higher learning. Now this thing has been carefully worked out and from here I'm going to a meeting of United Israel Inc. Is that what it's called? United Israel Appeal, Inc., which is the functioning body, which is going to, we're just checking this thing legally and which is going to pass the necessary resolutions. The important aspect in this is that we dare not, no matter how the war effort and that is why I want you to disabuse your people's minds that this is a gimmick, [29:00] how do you help the war effort, by another device.

The war effort is the government and the taxpayers' total responsibility. But you don't allow the whole society of Israel to disintegrate. You don't allow the new immigrant now to shift for himself. Or his children to shift for themselves. Or the schools in high and then secondary education, or the scholarship areas, or the pre-kindergarten areas just to be annihilated overnight, not by bombs, but by sheer neglect. This is the vital area and everybody knows from World War II, everybody knows who knew the British

situation in early parts of the battle for Britain, that the society side, the social side of it is as vital as the front line. So please tell your friends, the guns, as an Israeli I tell you, we'll look after for ourselves.

What I'm worried about [30:00] are the children, the adolescents, the old, the crippled and the handicapped. These are the things that have to be looked after and this morally is your job. And I don't know whether there will be financial assistance from the American government. I don't think that, if I may stress a personal opinion that we should find ourselves involved in any shape or form, that we are prepared to bargain for economic assistance in order to make concessions in another area. I don't think that's opening for bargaining. I do know this, there may be international assistance. There may be assistance from your government. But even for that assistance, it will gather steam and weight when the tremendous pressure of what the Jews are doing and not talking in this country.

You know that as well as I do. [31:00] And so we're prepared to go it alone, as I say alone, with you. I want to close. Herb rightly pointed out, we're not in for any Masada. If I could quote one of your presidents, "we would rather die on

our feet than live on our knees," there is absolutely no difference in our position and between the civilized peoples of the world when that statement was made. We are in for no Masada. We're in for no Munich. And believe me, I say this and I'm not trying to be prophetic. I know that standing together we will come out of this not only victorious, a better, a finer Jewish people, both in and out of Israel. (applause) [32:00]

SPEAKER: Thank you very much, Lou. We will have another opportunity to meet with you tomorrow night and to continue with this in terms of what our presidents, we ourselves will be dealing with further. Now before we continue with the question and discussion period, I thought we'd want to hear, at least very briefly, from Lou Fox, who is with us, president of our council and Ed Ginsberg, the associate general chairman of UJA. Lou?

LOUIS FOX: Fortunately for you I did not know until just two minutes ago that I was going to have this privilege and listening to Lou Pincus prevented my getting a long speech together. But I would like to take advantage of a group like this [33:00] to express some of the very deep feelings which I have. I've been in this work for 35 years as a layperson, so maybe I do belong a little semi-pro at this meeting. I've never seen a time when lay and professional leaders wanted

to do so much but were really so puzzled as to where, how and what was going on. I think we've heard a lot this morning already to help guide our thinking. This meeting was certainly not called as a rubber stamp meeting. It was deliberately planned because here in this room we have practically the complete professional leadership of the Jewish community in this country. I don't believe we've ever had a meeting quite with a group professionally oriented [34:00] of this size under our council aegis.

And I say to you that you have the real responsibility. I don't believe you can just say to a Herb Friedman or to a Lou Pincus, "tell us what to do and we'll do it," you've got the know-how to think through ahead of the problems that will be facing us in the next week, in the next month or the next year as intelligently as anybody could possibly do. And I say this is your responsibility, not to just applaud and to cooperate -- there's no question, this meeting would not even had to be held. The communities of the United States are ready to go all out for the United Jewish Appeal and to help the Jews of Israel in this crisis. [35:00] There are people playing a devil's advocate in many instances who have questions, some of the aspects of this situation and this is professional approach that is proper. Because the time to

ask the questions is now, not a month from now, as to what we should have done in these hectic days.

So that without doing anything to hurt the cause, to the contrary, to help it. It's your responsibility this morning, not only the questions that have been asked, but to ask the questions of the leaders of the UJA who have come with us this morning, to the end that we can clear these cobwebs that might be in some minds, if not yours, in some of the people in your hometown, because this is not a cause that goes just to the big givers that have year after year been generous with the UJA. We need a [36:00] complete across-the-board. We need even the Doubting Thomases that we've had, so that your questions, you're helping to formulate plans which can be presented tomorrow night, not only to you, but to the lay leadership, will help the UJA to get the maximum amount of money in this terrible crisis and at the same time, without hurting the cause, do everything to maintain our normal ongoing operation, because we'll be in business for many years. I appreciate you all coming on short notice and giving me this opportunity. Thank you.

(applause)

SPEAKER: All right, Eddie, Ed Ginsberg. (applause)

EDDIE GINSBERG: I appreciate you giving me this opportunity to say a few words. I see a lot of my old [37:00] bosses out there. Émigrés from Cleveland, I see my new bosses, my old bosses.

AUDIENCE: And it hurts me.

EDDIE GINSBERG: But I did want to say this. That I talked to a number of you fellas around the country and your cooperation has been great and I can't thank you enough for the help that you've been giving. I think there's one dimension of this thing and I think it's a question of how deep our conviction is. How strong are we going to be in this effort? It isn't a question of professional responsibility or lay responsibility. I think the test is, this is Jewish responsibility. And I would ask you to do three things.

One is that we have to implement this program quickly, speedily and effectively. The second thing is that the scope, the enormity of the problem, [38:00] the dimension be made aware to everyone, this is no ordinary business. This is not business as usual. The dramatics you all know. The third thing is that every single Jew be given the opportunity to give. Not just the big guy, the little guy, everyone, every one of the five million Jews in America,

he's part of this and he's got to be made to feel a part of it and he can't be denied the opportunity to participate.

I can only tell you one other thing, that years ago I remember there was a slogan that said, it was a UJA slogan that said, "When the world cares less we have to care more" and it's almost tragic that this becomes significantly true again many years later, because I don't think that the world is caring enough and this is a Jewish responsibility [39:00] and we have to measure up. Because believe me when I tell you this and you know it as well as I do, that if Israel dies each and every one of us is going to die a little, too. And it won't die because we're going to see that she lives and that she survives and it's because of your effort and people like you that we'll succeed. Thank you. (applause)

SPEAKER: Thank you, Eddie, and when Eddie speaks of émigrés from Cleveland he wasn't thinking of himself but he is, actually been to New York more than he's been to Cleveland, more than Hank has seen him, I'm sure, in the last few days and I think weeks. Now again we want to open this opportunity to questions and of course, deal particularly now, for the balance of this meeting, with what we do, how we do it, what we don't do. Hank?

HENRY ZUCKER: Phil, I think you may have seen more of Eddie in the last week or so, but I don't think you've talked to Eddie -- (laughter) (inaudible) we've been on the phone (inaudible) [40:00] I do want to tell you at first what our immediate plans are and then I do want --

SPEAKER: Why don't you take the mike?

HENRY ZUCKER: Henry Zucker of Cleveland. I want to make a couple of suggestions. First, our present plan is to have a, to get ready for the meeting on June the 12th. This is an immediate priority. It's an immediate priority because this is the one part of the national program that's clear to everybody. Some of our people in Cleveland questioned this program, quite frankly, but we're going to go ahead with it just the same because this has been projected and we can't not do whatever everybody else is planning to do. So we're planning to hold, we've had one meeting already with our top people, to get ready for this meeting. On June the 8th, next Thursday, we're having a breakfast meeting of about 20 of our leader, [41:00] with Lou Pincus, to produce hopefully 20 gifts against the June 12th meeting. We're having a luncheon meeting, also with Lou Pincus, of about 150 people.

Now we're not sure we're ready for this meeting. This is the one with the question mark in our mind. Where we will also

be asking for gifts. Now we have also set, this has nothing to do with the June 12th meeting except coincidentally it's the night before, we have set a mass meeting at the, one of our hotels where we can accommodate between three, 3,000, 4,000 persons, depending on whether we want them all in one room, this is on Sunday night the 11th, at which we will invite contributions. In fact, that is the main purpose of the meeting. Also a very strong purpose, I think [42:00] as Eddie suggested, everybody should be included in this and people want to be included, so there's a big morale factor as well as a dollar factor. We will have pledge cards at everybody's place and we believe that people will make pledges and make gifts.

Now, I want to take issue with one thing which Lou Pincus said in his talk because I think this is very, very important. That has to do with collections on the 1967, mainly the 1967 and prior years' accounts. The reason for that is that these, this will produce immediate cash, immediate cash. There's a secondary reason, which is that a person who's paid up his gift, as everybody here knows as well as I do, a person who's paid up his gift is a much better prospect than a person who has not paid up his gift. So I would assign to that the A-1 priority and we've gotten

busy already on this and incidentally, [43:00] we closed our campaign just a few days ago, the day afterwards we sent out a notice, a billing. The billing, because of the size of it, is staggered in three days, a third each day. We put in a little card, very low-pressure statement to the effect that it would be very helpful if people could pay their gifts up as fast as they possibly can. Normally we have four billings. Over 90%, more than 90%, first few days 99% of the returns, we've had three days' returns so that I'm talking now about just a couple of thousand items, but more than 90% paid up in full. I went through about 500 returns and only two of those 500 on the day that I went through them, was for less than the full amount. Now we're talking here of five, 10, 15 and \$100 bills -- [44:00] we're not now talking about the big amounts which we're having to handle as always on an individual basis, although they're billed and many of our people have already indicated that they will put together some money to pay up their bill in full.

One man told me yesterday that he had just sold \$100,000 of securities in order to pay up his account. I'm talking now about the big ones. Another man told me that he is borrowing \$200,000 in order to pay up his current and past obligations. This is a very, very important point, I

believe, and should not be overlooked. I think Lou Pincus may have misunderstood the question or I believe he would agree with this. It's not a question of this having a priority over new gifts, everybody recognizes that the new gifts are absolutely essential to this effort and in the end become the most important item. But in terms of the stage at which we are in now, it's very, very important in my mind, [45:00] that we get all the cash we possibly can while the feelings are running high. And I believe that if you handle yourself in this situation, you'll get a lot of money.

I might say that in, among these small items there were 70 or 80 people who sent in extra money. Man gave \$75 and he sent in \$250. Said the rest is for the Israel crisis and so on. The reason I cite this is not to tell you that large sums of money are involved, because that's not true. But rather to indicate to you that the feeling underneath is there. Now I come to my second point because this becomes very important in terms of the big money. The suggestion of five times the normal gift may be a rule of thumb that is something to talk about -- I don't quite buy it, frankly, because I think with some people it should be 100 times the normal gifts and with other persons maybe the normal gift is about as much as the man can give to the [46:00] emergency.

There are people in this country who, many people who are giving as much or more to the campaign now as they've ever given in their whole history. There are other people who gave hundreds of thousands of dollars in the past who are now not doing their share, haven't been doing their share for many years and these are the persons who I think have great potential in terms of multiplying their gift many times over and I think it's something we must be conscious of, not to just buy a slogan. I know Herb didn't mean it that way --

AUDIENCE: No.

HENRY ZUCKER: But it does seem to me that we have to keep that in mind, that the people who are the most generous givers will be the most generous givers again, but there are many, many people, among your small givers and among your large givers, who are quite capable of give 10 and 20 and 50 times what they've been giving. Some have passed a year or two. We don't permit that in Cleveland. I know some of you don't permit it, but other cities do permit it. And we've got to be conscious of the fact that those are the people we must hit very, very hard this time. Now I'll wind up with just [47:00] one more suggestion and that is that as fast as we get individual gifts that are exemplary gifts or, and Eddie,

as fast as we get them, let's get them out into the communities. Our people in Cleveland, I must tell you, are not ready for Thursday. They won't be ready until they hear what some other people are doing. We'd better be ready to give them some information about what other people are doing, starting with everybody who is at the top of the United Jewish Appeal organization. (applause)

SPEAKER: Thank you, Hank. Yes, I would just like to underscore what Hank said about cash, because this is not just an individual judgment of Hank's. I said at the very beginning, of the conclusion that Max Fisher and Herb Friedman and [Gotthamer?] and Lou Fox and I and a few others reached two weeks ago when this first broke as to what was the most important thing we could do in terms of what did Israel need most from us and we were [48:00] completely agreed, all of us, that it needed cash, for the kinds of needs which have been outlined, you don't deal with human needs in terms of credit. These bills have to be met and met now and so we agreed that the very first thing we would do would be to enter on this cash drive. We called as many of you personally as we could that Monday morning the next few days to launch this and when Hank said personal attention, what he meant was what you know, that in addition to billing we have campaign collection, cash collection committees going

in many cities, paralleling the kind of campaigns we've had where people have taken cards, have called individuals, have had meetings to say, "Will you pay up completely? Your past obligations where you have them and your current ones, looking ahead to what you would ordinarily do in the next 12 months, pay them now," and the reports we've been getting from many communities is that this is meeting with a wonderful response. Of course, people are saying, "If this is what you can do most [49:00] you can have it," and Hank told you about people are borrowing and selling securities and so forth, so that is still very, very much underway.

I would agree with Hank that Lou may have misunderstood the question because all of us are agreed on the supreme importance of doing this while this other goes forward. Yes? Nat? And then I'll get to you, yes.

NAT: (inaudible) a small community, Herb, we've already started our emergency fund. We used immediate telegrams.

SPEAKER: Can you all speak loudly? I'm sorry there's no floor mike, but they can't hear you back there. Loudly.

NAT: We've already started our emergency fund. We had two committee meetings and I cannot underestimate what the small end will give and I say this, Herb, just by way of an idea, a \$25 giver gave us \$1100 at this community meeting. Now a

young rabbi who gave us a \$10 bill came up and gave us a \$1000. It's all (inaudible) tremendous. We have \$45,000 in cash already. In other words,

[50:00] we said, "No pledges, on the table," and very shortly you will receive from Charleston 45 or \$50,000 plus an additional \$50,000, we'll borrow from the bank \$100,000.

SPEAKER: Thank you. Now Art [Mintzer?] of Oakland, California.

ART MINTZER: First, I think that the statement that Lou Pincus made about the priority of the UJA Emergency Fund has to be sent out in writing to the communities with government or Jewish agency or some sort of [apartheid?] attack and it has to be sent -- (applause) (inaudible) not to badger the issue, but there have been statements made by Israeli government officials, by tourist officials, by El Al officials and by bond officials in our community, that the Israel government does not want charity. Now if we're going to work together on this, we have to begin thinking and dealing with these things on some sort of a [51:00] coordinated, disciplined basis. I know the local community has to work out problem, but there has to be some discipline from the national organization and we haven't seen it yet in our area.

Second, I don't feel that it, that the business of the supplementary campaigns should simply be brushed away. If we have 12 or 15 or 20 rabbis chasing around our area to raise \$25,000 to send kids on a summer program to Israel in order to relieve people for defense, then they're misusing their time and their energy and I would say that the Jewish agency has a responsibility to help work out the financing on this so that we can use the rabbis in order to raise more money than the 25 or \$30,000. If we have a doctor chasing around, telling people that they must give money to Hadassah in order to bring children here for the summer from Israel, [52:00] then something is wrong because money and effort and time is going into the wrong direction. Now these are things that have to be done on a national level and then we can carry them out on a local level.

Secondly, I would like to suggest that we do some talking at this particular point about these two or three factors which come up on any campaign. First, on the ads which UJA is going to place, the publicity going to be done nationally or through us and in the past locally. Secondly, what kind of help are we going to get with speakers and with other persons of this sort, in terms of mass meetings as well as with respect to big (inaudible)?

SPEAKER: Art, you've really raised three issues or questions.

One, the clarity on the priority of \$3 and the full cooperation of bonds and UJA. Secondly, effective control of these multiple appeals and third, the whole question of [53:00] publicity aids nationally for the local effort.

Herb, do you want to deal with this? And Leo Bernstein of bonds is here and Leo, I'm remembering that all the time in terms of your participation on any of this. [53:19]

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M1:

To complete the formal part of this evening, I'd like to call now Mr. Nashua Shamir, the economic minister to the United States, for a brief statement about the relationship between the various fundraising efforts. Mr. Shamir?

[applause]

Nachum Shamir:

Mr. Chairman, friends, I have a very difficult task today. First, as everybody in this room, I am moved by what was said, and maybe more about what remained unsaid, but we all heard in our hearts.

I am here [0:01:00] at the request of minister of finance Pinhas Sapir. He wanted very much to be with you tonight, but went on another issue to Chicago to meet with the committee there. From there on, he goes to South America to meet with the leaders of the South American communities and [inaudible] there.

I can just tell from my own heart that the times we are passing now are the most crucial times, probably, that we face. And as Pinhas said, it's not '48 and not '56 [0:02:00]. We think, we are determined, we are sure that this won't be a Masada. And even when you hear the discussions in United Nations and read the papers, and sometimes get the feeling that you are alone, sitting in this room, I know we are not alone, because we are together as a group.

Herb Friedman made an announcement about the Israel Emergency Fund. He said there are no roads [0:03:00], there are no targets. There is one road, I would say: To assist as much as you can Israel in its struggle. But just to give a dimension of what we need, according to our economists, according to all estimates, the optimists are putting the figure at about \$600 million, if there is no war. The pessimists think it's closer to \$1 billion. That's the direct cause and the indirect damage to our economy. There is also tourism, and there is also exports,

and the sad [0:04:00] bag of what we have worked hard for the 11 years since Sinai. We will take our share, and now sitting here, I am sure that you will also take upon your shoulders your part and fulfill your responsibility.

I was asked to advise you about the position of the government of Israel regarding the Israel Emergency Fund, and all the other fundraising organizations, and the Israel Bond Organization. The prime minister of Israel has announced that the Israel Emergency Fund [0:05:00] of the United Jewish Appeal has full primacy to provide in free dollars assistance of Israel so urgently requires to meet vital human needs. The prime minister has called upon all Israeli social and educational institutions to urge their American friends and supporters to stop forthwith all special fundraising for their institutions, and to give complete and unlimited support to Israel Emergency Fund of the United Jewish Appeal.

The minister of finance, in his speech yesterday before the executives of the council, has reiterated this primacy about all forms [0:06:00] of aid. And as you have heard from Mr. Friedman, all the institutions, not only Hadassah and the labor movement and the [inaudible] campaign, but also in regard to this advisement, Institute and all other organizations have stopped,

indeed, all their emergency fundraising operations, and all are putting at your disposal their members and officers, and I'm sure you will make great use of them.

In addition to the largest possible gifts people can contribute to the Israel Emergency Fund through the United Jewish Appeal, Israel is calling upon its friends to invest in the state of Israel bonds and has asked the Israel [0:07:00] Bond Organizations to intensify these efforts. The United Jewish Appeal and Israel Bond Organization, after long deliberations and discussions that we had in the last few days, have agreed to coordinate their actions fully, in keeping with the above statements of the prime minister and the minister of finance. In order to achieve the results essential to Israel and its people, the United Jewish Appeal, the Welfare Fund, and the Israel Bond Organization will have to mobilize their manpower and resources for the most intensive and rapid activity of [inaudible].

I know that not everything seems so clear or simple, but we [0:08:00] say to you clearly, [inaudible] the gift. Get the [inaudible] money for the kind of expenses we have to cover. We can't commit very much. We are already very heavily in debt to the state of Israel. But we need more than maybe you can raise to give. Therefore, the state of Israel bonds have to go on with

their sales and investments. There are many possibilities, and there are many avenues, but we [let justice do very close?] to operate. The first one, gifts. The second, [default?], even if through cooperation we can [0:09:00] appoint [**inaudible**] the friction and discussions [**inaudible**].

We know, as you know, that in some places, there are already joint campaigns. I know that [**inaudible**] officers and the leaders of the [**inaudible**] organizations are people that are willing to cooperate and work for you. And I am sure you will also be ready to work for bonds if necessary. [pause] The leadership of the three organizations that we have discussed with them the problems are in full agreement [0:10:00] that this can be done and this should be done. You have just read and heard that the government in Israel has been enlarged. We have in Israel achieved what the hour has required, the unity from wall to wall. Every party is today representative of the government. We believe and we hope that you people, too, will unite in this one effort to help in this [**inaudible**]. Thank you very much. [applause]

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