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MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.
Series B: Correspondence, 1942-1995.

Box
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Folder
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Alexandroni, Shimon. 1973-1974.

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

April 30, 1974

Mr. Shimon Alexandroni
1 Ruppin Street
Tel Aviv

Dear Shimon:

Enclosed are the following documents:

1. Contract with Caesarea Development Corporation for purchase of land.
2. Contract with Mr. A. Shuali of Netanya, the builder.
3. Papers showing ownership of house (registration on tabu), first in both names, then transfer of entire property to Francine's name.
4. Financial list showing expenditures in \$. There were additional expenses in lirot, which I am not including.

I have no other copies of #1 and #2 above, so I would appreciate your returning them to me when you have finished with them.

Sincerely yours,

Herbert A. Friedman

Encl.

29.10.73

Draft of Outline for Fact Sheet

1. Cost of the War
2. Estimated military costs of short period ahead - one year (fiscal 1974/75)
3. Long range military costs - purchases and development.
4. How much Israelis are paying - and in what form - taxes, compulsory loan, voluntary loan, voluntary gifts for immigration and social services
5. How much is expected from World Jewry
6. Immigration ^{cf} and Present and Expected Future - (1 year or 2 or 5) problems and costs
7. Financial picture of Israel's economy for fiscal 1974/75
 - a) Government Budget
 - b) Agency budget
 - c) exports
 - d) imports
 - e) trade deficit
 - f) hard currency reserves
 - g) debts - total and per capita
8. Costs for Social Amelioration (improvements) in next budget year - what areas, and how much.

שמעון אלכסנדרוני. עורכי דין
Shimon Alexandroni, Advocate

תל-אביב · רחוב רופין 1 · טלפון 22 47 05 · PHONE 22 47 05 · 1, RUPPIN STREET · TEL-AVIV

October 23, 1973

Dear Herb,

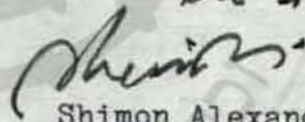
Thanks for the Memo which was received this morning.
I transmitted a copy to Sam. The ideas were discussed
with Moshe Rivlin and his colleagues.

Sceptical as I may be of the chances of "institutionalizing"
the effort here or of having a concerted operation, I am
sure some of your ideas will be transformed into action.

The basic form of the "fact-sheet" which was in use in
the past six years in UJA and Bonds is no longer relevant.
We discussed the need for a fact-sheet with a new profile,
which could be used even after the shooting stopped, by
solicitors and speakers in the continuing campaign. You
expressed your readiness to prepare a draft of such model
fact-sheet. Could you send me your ideas?

Kindest personal regards,

22/10/73



Shimon Alexandroni

Herbert A. Fridman
15 Ibn-Gvirol St.
Jerusalem

שמואל אלכסנדרוני עורכי דין

Shimon Alexandroni, Advocate

TEL-AVIV · 1, RUPPIN STREET · PHONE 22 47 05 מלפון · 1 רחוב רופין · תל אביב

October 23, 1973

SPECIAL DELIVERY

Dear Sam,

I have initiated a meeting with Herb in order to utilize his ingenuity and vast experience in fund-raising. Some of his ideas and the discussion we had are outlined in his Memo, copy of which is attached.

I am very sceptical as to the likelihood of creating the "special office" and of "synchronization" between the different organizations, but I am confident that some of the ideas, contained in para 5, can be implemented by and for the Bonds Organization to a great advantage.

Knowing you and your fertile imagination I am sure you will pick-out the good, novel and practical ideas and make the most of them.

In a historical time we now live in crucial and difficult days. Together, we will overcome.

נצח ישראל לא ישקר -

The victorious eternity of Israel will not fail.

Yours,

Shimon Alexandroni

Mr. Samuel Rothberg
Lombardy Hotel
Suite 611
East 56th St.
NYC, NY

Agmon —
Alexandroni



ideas given to Agmon and
Alexandron 17.10/73

Telex link - 38/00

Reserve General - 2030

total 68

Big map - all
fronts

Packets of photos

Video-tapes

Ezer-Dayan

Funds from Israeli
population

Long war

England
So. Africa
France

\$ 100 m. cash 17.10.73
50 m. " actual
20

UJA-USA

\$ ⁽¹⁰⁰⁾ 200 m. cash ⁽¹²⁰⁾

USA 750 m. 1/6 1/5
450 m. 1/6
\$ 1,200 m. 1/6 1/5

expectation

not thinking
of 74. (See sum
USA 13
think 74)

Suggestion ^{in Kemet} to expense families from 12/11/73 to
who lost sons. This was mainly refused.

\$ 200 m. ^{per day} - average - first two weeks
14.
\$ 2.8 b. - somewhat less, if less fix, in next
2 weeks.

Daily expenses
+ replacements

- 1) Hardware
- 2) Ammunition
- 3) Mobilization - manpower,
food, fuel

Bonds (global) \$ 642 ⁷⁴
 UJA (USA) 750 (150 local)
 K.H. (world) 450
 \$ ~~1.642~~
 1.842

Israel 1¢ 1.000 ^{1/32 of \$}
 1.000 ^{1/32 of \$}
 1¢ 2.000 ^{500 m.}
 + taxes

Israeli Jews 2.6 million
 Free World Jews 7.8 million
 U.S. 5.8
 others 2

3 times as many

\$ 1.600 : \$ 500 =

3 times

Israeli Jews carrying
 more than their share.

from Herbert A. Friedman

Jordan	Saudi Arabia
Iraq	Lebanon
Syria	Yemen
Egypt	Kuwait +
Sudan	
Libya	
Algeria	
Morocco	
Tunisia	
Russia	
China	

Fact Sheet - Basic Outline

1. Cost of the War
2. What Israelis are Paying
3. What is Expected of World Jewry
4. Long-range cost of Rebuilding Military Strength
5. ~~Cost~~ of Immigration at Present -
and Expected Near Future -
problems and costs
6. Financial Picture of Israel - in general
 - exports
 - imports
 - trade deficit
 - currency reserves
 - debts
 - 1973/4 budget - Government
 - " " - Agency
 - Costs ~~for~~ for Social Amelioration -
next budget year

SUBJECT: Campaign Assistance - Ideas and Suggestions
TO: Avraham Agmon and Shimon Alexandroni
FROM: Herbert A. Friedman

17.10.73

BACKGROUND

1. This will be a long war. I see this like 1948 - fighting, stopping, starting again - no de jure cease fire, with *specific* lines. Perhaps stopping in place, perhaps not even that.
2. Enormous will power required to maintain morale.
3. Campaigning for money, both in Israel and abroad, is one of the means of maintaining a fighting spirit and strong morale, because it gives non-combatant people a feeling of doing something vital. In addition the need for the money is indispensable.
4. A long war, requiring a long and continuous campaign, requires a special support apparatus in Israel, to help concentrate attention and provide services. The normal machinery is not adequate. In addition, the creation of a special office itself forces people to understand how different this war is.

PROPOSAL

1. Create a special staff in the office of the Minister of Finance, headed by a person with the title "Special Assistant to the Finance Minister and Agency Chairman." This person must be acceptable to the Finance Minister, the Agency Chairman, UJA and Bond Leadership in the United States, and Keren Hayesod leadership. He must be jointly appointed by them, and derive his authority from them.
2. The purpose of this staff is to provide encouragement, information and service to all campaigns abroad. In addition it can provide ideas, suggestions and plans to the voluntary fundraising inside Israel for the Milveh B'ratzon.
3. If it is said that the three organizations - UJA, Bonds and Keren Hayesod - all already have offices in Israel which provide various services to their organizations, that is true. But it is often necessary, when an enterprise grows very large, as under the pressure of war, for special machinery to be set up, in order to act more speedily or with more power. The special machinery should be disbanded when no longer needed. As I foresee it, the decision could be taken in June 1974, whether to disband or continue.

4. The special staff should consist of five sections: information; graphics; speakers; solicitations; internal Israel. The section chiefs must be selected with great care.
 5. The functions of each section are as follows:
 - a) Information - to establish a telex link directly from Jerusalem to the major cities in the world (58 in United States, plus as many others in the rest of the world as are considered worthwhile); and to transmit a daily telex containing inspirational material (human interest stories), factual material (costs, statistics), and analytical material (political). Every community would feel the pulse of Jerusalem every day. In each community Bonds and UJA office should both receive this information.
 - b) Graphics - to send each week a packet of twelve photos - from both war and home front; to send each week a five minute video tape made at the front, with various commanders; to send each week a three minute video tape made by one of the leading ministers of government; to provide large maps of the entire area from Damascus to Cairo (old fashioned maps are all inadequate) and updated information daily as to where we are.
 - c) Speakers - to satisfy all requests, in a coordinated fashion, from all sources. There once was a Government-Agency Coordinating Committee, which was supposed to "allocate" speakers - but this was a cumbersome mechanism, which was quickly by-passed by everyone. There will be a heavy and continuous need for good speakers. The supply should be centrally directed, and all needs filled quickly.
 - d) Solicitations - to provide help in very special cases, of large gifts, where the Finance Minister himself, or someone equally significant, could solicit, if centrally directed.
 - e) Internal Israel - to be of assistance to the Voluntary War Loan Committee, in many possible ways, including mobilizing large numbers of Anglo-Saxon volunteers (who were campaign leaders in their original countries and know something about the campaign business) to help in their present places of residence.
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