



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.
Series F: Life in Israel, 1956-1983.

Box
17

Folder
3

"Encyclopaedia Judaica." 1974-1975.

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

December 14, 1975

Mr. Ronnie Dissentchik
Encyclopedia Judaica
104 East 40th Street
New York, N.Y. 10016
U.S.A.

Dear Ronnie:

I have given thought to your suggestion - and there is really only one way to do it. Go straight to Ernie Michel with the idea - and ask him if he would go along with it. If he says no, because he would not want to mount the effort to sell that many sets, in order to get his money back, then there is nothing to be done. If he says yes, then a possible candidate would be Ludwig Jesselson, who is a very big giver (around \$1 million), orthodox, interested in Jewish education.

Let me know what happens. Good luck !!!

Irving Bernstein

Executive Vice Chairman, United Jewish Appeal

July 23, 1975

Mr. Herbert A. Friedman
15 IBN Gabirol Street
Jerusalem, ISRAEL 92430

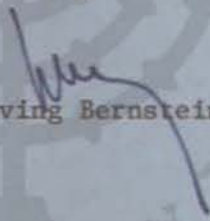
Dear Herb:

I'm sorry that I can't help you with Phil Bernstein. They simply won't change their policy. As you know, we had a similar policy but we will change it for the Encyclopaedia.

My only suggestion is that you might drop a personal note to Phil. If you stress the uniqueness of the Encyclopaedia -- they may reconsider.

I would love to see you and the family in August and I'll do all I can to see you in Caesarea.

As ever,



Irving Bernstein

cc: Ronnie Dissentshik
IB:jll

3.7.75 — Richin, Ecker, Gideon Nachmani,
Raf Alder, Aryeh? (new sales manager)

1. List of cities opened:

Ten old —	Baltimore	nine new —	Los Angeles
	Washington		Miami
	Atlanta		Cincinnati
	St. Louis		Kansas City
	Houston		Omaha
	Denver		Chicago
	Columbus		Toronto
	Dayton		Worfolk
	Cleveland		Rochester
	Milwaukee		

2. No need to open more

3. Ronnie should be in field all the time

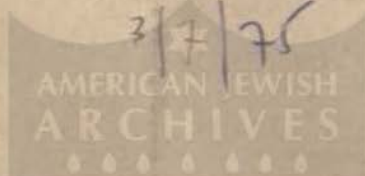
4. Work four parallel tracks:

- Commercial sales, via regional offices
- Volunteer ^{community} sales force
- Student sales force
- Mailing lists

5. Twenty-six cities approached for bulk purchases

6. Possible trip for me in December to open more, a blitz.

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3/7/75



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2275 KETR ILTD1880207 74B. ,)MB
2275 KETR IL

RCA

ATT HERB FRIEDMAN 3705N 20U MBET NACHMANI IN JERUSALEM THINK
BOUT TEN MORE CITIES AND A POSSIBLE SCHEDULE LATE SEPTEMBER
OR EARLY OCTOBER . 43:38-3 64)35534RECEIVED YR LETTER OF
JUNE 26.REGARDS RONN@
2275 KETR IL

Mr. Jack Lieberman
Executive Director
Memphis Jewish Welfare Fund
P.O. Box 30268
Memphis, Tenn. 38138

Mr. Joseph Galkin
Executive Director
The Jewish Federation of Rhode Island
130 Session Street
Providence, R.I. 02906

Mr. Bernard Olshansky
Executive Director
Combined Jewish Philanthropies of Greater Boston
72 Franklin Street
Boston Ms. 02110

Mr. Eli Asher
Executive Director
Springfield Jewish Federation
1160 Dickinson Street
Springfield, Mass. 01108

Rabbi Brian L. Lurie
Executive Director
Jewish Welfare Federation of San Francisco
22 Bush Street Suite 645
San Francisco, California 94104

Mr. Louis Lieblich
United Jewish Fund of San Diego
4079 54th Street
San Diego, California 92105

Mr. Irving I. Spivack
Executive Director
Jewish Welfare Federation of Palm Springs and Desert Area
611 S. Palm Canyon Dr. Ste. 210
Palm Springs, California 92262

Mr. Abe L. Sudran
Executive Vice President
Jewish Community Federation of Metropolitan New Jersey
220 S. Harrison Street
E. Orange
New Jersey 07018

Mr. Bernard Dubin
Executive Director
Jewish Federation of Camden County
2393 West Marlton Pike
Cherry Hill, N.J. 08034
USA

Mr. Walter J. Levy
Executive Director
Jewish Community Center
7900 Northaven Road
Dallas, Texas 75230

Mr. Elmer Louis
Executive Director
United Jewish Welfare Fund of Rochester Inc.
440 Main Street East
Rochester, N.Y. 14604

Mr. Norman Edell
Executive Director
Syracuse Jewish Welfare Federation Inc.,
321 Seitz Building
201 E. Jefferson Street
Syracuse, N.Y. 13202

Mr. Sidney S. Abzug
United Jewish Federation of Buffalo Inc.
501 Sidway Building
Buffalo, NY 14203

Mr. William Avrunin
Executive Director
Jewish Welfare Federation of Detroit
Fred M. Butzel Memorial Building
163 Madison Street
Detroit, Mich 48226

Mr. Saul Silverman
Executive Director
Phoenix Jewish Federation
1718 West Maryland
Phoenix, Arizona 85105

Dr. Benjamin N. Brook
Executive Vice President
Tucson Jewish Community Council
102 N. Plumer Avenue
Tucson, Az. 85719

Mr. Harold Cohen
Executive Director
Hartford Jewish Federation
333 Bloomfield Avenue
Hartford, Conn. 06117

Mr. Arthur Spiegel
New Haven Jewish Community Council
1184 Chapel Street
New Haven, Conn. 06511

Mr. Morris A. Stein
Executive Director
Jewish Welfare Federation of Portland, Oregon
651 Southwest Capitol Highway
Portland, Oregon 97219

Mr. Frank H. Newman
Executive Vice President
Jewish Welfare Federation Inc.,
615 N. Alabama Street
Indianapolis, Ind. 46204

Mr. Morton J. Gaba
Executive Director
Jewish Welfare Federation
211 Camp Street Suite 300
New Orleans, La. 70130

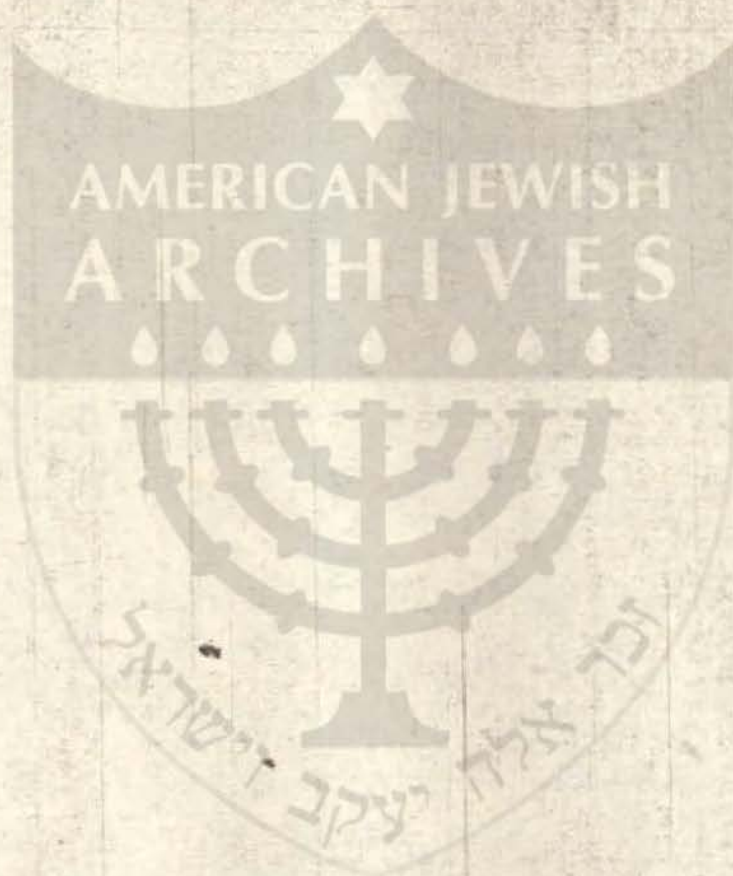
Mr. Melvin S. Cohen
Executive Director
Worcester Jewish Federation
633 Salisbury Street
Worcester, Mass. 01609

Mr. Morris Lapidus
Executive Director
United Jewish Fund and Council
790 South Cleveland Avenue
St. Paul, Minn. 55116

Mr. Elton J. Kerness
Executive Vice President
Jewish Federation of Central New Jersey
Green Lane
Union, N.J. 07084

Mr. Gerlad Soroker
United Jewish Federation of Greater Pittsburgh
234 McKee Place
Pittsburgh, Pa. 15123

Mr. Donald B. Hurwitz
Executive Vice President
Federation of Jewish Agencies of Greater Philadelphia
1511 Walnut Street
Philadelphia, Penn. 19102



June 24, 1975

Mr. Max C. Gettinger
Executive Director
Atlanta Jewish Welfare Federation, Inc.,
1753 Peachtree Road NE
Atlanta, Ga. 30309

Dear Mike:

I tried to reach you when you were in Jerusalem at the Jewish Agency Assembly - but somehow missed. Sorry - it would have been nice seeing you.

I wanted to talk about the Encyclopedia, and to find out where things stand. I know Ronnie Dissentchik called you, subsequent to our visit in February, and you said you wanted to get finished with the campaign.

By now I should think you have it almost wrapped up, except for what you might have to wait for until year-end.

I would appreciate it if you could organize the volunteer sales force we talked about, let Ronnie come down and give them a training session, so they could start to go out and see what they could sell.

There is another matter we touched on - but only very lightly - to which you could now give more thought. I wanted to find someone who would purchase a large number of sets, say 25, and give them to colleges, universities, high schools, both as a Jewish public relations gesture, and also to put valuable Jewish information at the fingertips of masses of non-Jewish students. For such bulk purchases there is a special price of \$500 - and the total amount, say \$12,500 for 25 sets, is also tax-deductible, because the sets are being given to educational institutions. Can you suggest someone who might be interested in such an idea? It is not such a large amount of money, yet the public relations is enormous. The Federation president and the donor should be photographed, presenting a set to each college president. I don't have to tell you how to exploit it.

If, for some reason, you don't want to ask anyone to do this, write me the name and address of whoever you think is a likely prospect, and I will write to the person from here.

Ronnie will be calling you, and I know you will receive him.

As ever,

Herbert A. Friedman

cc: Ronnie Dissentchik

June 26, 1975

Mr. Ronnie Dissentchik
Keter Inc.,
104 East 40th Street
New York, N.Y.
USA

Dear Ronnie:

1. Miami

I found the Executive Director, Mike Brodie, in Jerusalem. We had a good talk. He had already been approached by your man in Miami together with Rabbi Abramowitz, and promised to help them as much as he could. But in the back of his mind he wondered what he could really do for them, on a commercial basis.

When I told him about the educational approach, earning trips, on a volunteer sales basis, he became enthusiastic and said he could certainly support this approach more easily. Yet he did not want to do anything which would hurt the commercial approach.

I said you would call him and discuss the whole question of how to coordinate the two approaches, i.e. Miami is big enough to allow both to go on simultaneously. Your office can sell commercially, with Abramowitz helping; and Brodie can develop a communal approach with some volunteers.

He is expecting to hear from you.

2. Omaha and Kansas City

You wanted me to write to the Executive Directors, to open the door for you in order to round out a regional territory, based on Chicago. Kansas City has an Executive Director and I have addressed him by name. Omaha does not seem to have a director at the moment, so I simply addressed the letter to the Federation. When you call them you will have to ask who got the letter.

3. Milwaukee

Enclosed is a copy of the letter to Zaret asking him to find out what happened with Harry Epstein - why he never answered my letter of last February.

4. Atlanta

I could not find Gettinger in Jerusalem, so I wrote to him as per enclosed copy. Call him as soon as he has received it.

5. General letter to selected Federation Executives, regarding bulk purchases for distribution to libraries.

Open any letters that come to me. Make copies for yourself and send me all letters. Use your judgement regarding follow up and keep me informed. If I have to answer I will send you copies of everything.

6. My daughter in Vineland, N.J.

I received the copy of your letter to her. Thanks. I hope she has some luck.

As ever,

Encl.

June 26, 1975

Mr. Ronnie Dissentchik
Keter Inc.,
104 East 40th Street
New York, N.Y.
USA

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6. My daughter in Vineland, N.J.

I received the copy of your letter to her. Thanks. I hope she has some luck.

As ever,

Encl.

June 26, 1975

Jewish Federation of Omaha
233 South 132nd Street
Omaha, Nebraska 68154
USA

Dear Sirs:

I have assumed the honorary responsibility of Chairman of the International Education Committee of the Encyclopedia Judaica, whose purpose it is to stimulate the distribution of the Encyclopedia throughout as many homes as possible.

I accepted the assignment because I have always equated Jewish survival with two factors: the State of Israel, and Jewish Education. The Encyclopedia embodies both, because it is the single best educational tool I know; and it was produced here in Jerusalem, where not only the printing but the actual editorial work took place.

The Jewish establishment in the United States is the Federation - and I want to establish a link between the Encyclopedia and the Federation. I do not expect the Federation to become directly involved in the commercial aspects of the sale of the Encyclopedia, but it could become involved in a volunteer communal venture. I would like you to give some thought to forming a volunteer committee to undertake the sale and distribution, in return for trips to Israel which would be provided by the Encyclopedia.

Please read the enclosed brochure, much of which I wrote, especially the first page, directed to the volunteer sales person.

And please expect a call from the New York representative of the Encyclopedia, Mr. Ronnie Dissentchik, who will explain further the plan we have in mind.

Thanks!!!

Sincerely yours,

Herbert A. Friedman

cc: Mr. Ronnie Dissentchik

June 24, 1975

Mr. Melvin S. Zaret
Executive Vice President
Milwaukee Jewish Federation, Inc.,
1360 N. Prospect Avenue
Milwaukee, Wisc. 53202
USA

Dear Mel:

When I was in your office last February, regarding the Encyclopedia Judaica, one of the things I did was to write a letter to Harry Epstein (who was vacationing that month in Palm Springs) asking him to buy a number of sets for give-away to colleges and universities.

I have never received a reply to that letter, which surprises me. If Harry wanted to say no, he could have written and simply said no. But silence is strange and impolite.

Please do me a favour and find out the answer to my request. If he doesn't want to do it, please send me names and addresses of other people who might be interested in such a Jewish public relations-educational gesture. I was talking about 25 sets, at the special bulk purchase price of \$500 per set, or a total of \$12,500, which is tax-deductible, since the sets are to be distributed to educational institutions.

Let me hear from you as soon as possible.

Thanks,

Herbert A. Friedman

cc: Mr. Ronnie Dissentchik

June 24, 1975

Mr. Sol Koenigsberg
Jewish Federation and Council of Greater
Kansas City
23 East 12 Street
Kansas City, Mos. 64106
USA

Dear Sol:

I have assumed the honorary responsibility of Chairman of the International Education Committee of the Encyclopedia Judaica, whose purpose it is to stimulate the distribution of the Encyclopedia throughout as many homes as possible.

I accepted the assignment because I have always equated Jewish survival with two factors: the State of Israel, and Jewish education. The Encyclopedia embodies both, because it is the single best educational tool I know, and it was produced here in Jerusalem, where not only the printing but the actual editorial work took place.

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And please expect a call from the New York representative of the Encyclopedia, Mr. Ronnie Dissentchik, who will explain further the plan we have in mind.

Thanks!!

As ever,

Herbert A. Friedman

cc: Ronnie Dissentchik

ENCYCLOPEDIA



1944-JUNE 75

* Gettysburg - for date for Ronnie (exact June 12) to meet
 Sales force to ground work
FIND HIM AT JEWISH AGENCY
St. Louis - find chairman - exposure we have on ads & mailing
 but need org. to follow up
Houston - Hecht; Alan Rudy; re July massim - Y.L. sales force

* Omaha - Exec. Dir. } introduce Ronnie by ~~letter~~ letter from
K.C. - " " } Israel

* Dallas - who ~~not~~ introduce Ronnie to pres. of ~~the~~ Academy

* I.B. re conventions Miami - Nov.
Phil B. N.Y. Dec.

3 * Milwaukee - re Harry? letter Oxford push Rabb's letter of
Epstein Bk Jew Ed.

Gordon Zacks Schoffenstein STOCK No. 752 1/3
 got letter from Ronnie no number
 ask 600

* Cincinnati - afft. with exec. dir. - to meet Ronnie Mon. 16th

Chicago - Jim Rice & Bd. Jew Ed. - Friday call Ronnie
 800-221-2420

Toronto - call to introduce Gordon

Agenda for next meeting

1. Mailing Lists
 2. Student salesman
 3. Regional office
 4. Salesmen
 5. Congregational mailing lists
- see Exec. Dir.
 Joe Blaser - in Cincy
 Wolfe Kelman on 17th

* call from N.Y. on 11th

new address effective Sept. 1
 440 Park Ave. South

Mike Brody - Israel

29.6.78

Letter to Exec. Directors of following Federations
on bulk purchase

<u>Penna.</u>	Philadelphia	(Hornitz)	Dear Don
<u>"</u>	Pittsburgh	(Sorken)	Dear Jerry
<u>Mass.</u>	Boston	(Olshansky)	Dear Bernie
<u>"</u>	Springfield	(Lash)	Dear Eli
<u>California</u>	San Francisco	(Lurie)	Dear Brian
<u>"</u>	San Diego	(Liebllich)	Dear Lou
<u>"</u>	Palm Springs	(Spivack)	Dear Irving
<u>New Jersey</u>	Metropolitan	(Sudman)	Dear Abe
<u>"</u>	Camden	(Dubin)	Dear Benig
<u>Texas</u>	Dallas	(Levy)	Dear Walter
<u>Del.</u>			
<u>New York</u>	Rochester	(Lewis)	Dear Elmer
<u>"</u>	Syracuse	(Edell)	Dear Norman
<u>"</u>	Buffalo	(Abzug)	Dear Sid
<u>"</u>	Albany		
<u>Michigan</u>	Detroit	(Arranin)	Dear Bill
<u>Arizona</u>	Phoenix	(Silverman)	Dear Saul
<u>"</u>	Tucson	(Brook)	Dear Ben
<u>Conn.</u>	Hartford	(Cohen)	Dear Harold
<u>Del.</u>	New Haven	(Spiegel)	Dear Arthur
<u>Oregon</u>	Portland	(Stein)	Dear Morris
<u>Alabama</u>	Tulsa		
<u>Indiana</u>	Indianapolis	(Kerzman)	Dear Frank
<u>Louisiana</u>	New Orleans	(Gala)	Dear Mort
<u>Mass</u>	Worcester	(Cohen)	Dear Mel
<u>Minnesota</u>	St. Paul	(Lapidos)	Dear Morris
<u>N.J.</u>	Central	(Kerness)	Dear Elton
<u>Gen</u>			
<u>Rhode Island</u>	Providence	(Galkin)	Dear Joe
<u>Tennessee</u>	Memphis	(Lieberman)	Dear Jack

26 letters

27.6.75

Report to Rischen

1. opened up: Chicago, Los Angeles, Toronto, Cincinnati,
Miami
wrote to: Omaha, Kansas City
2. ~~Two~~ ^{Three} conventions - CCAR; CJEUF; VJA
3. pushed further - St. Louis; Dayton; Columbus; Houston.

Office problems

1. Records
2. Collections of old debts

Ronnie knows the community circuit - should get out more.
This depends on having someone in office to handle
above problems
Gideon busy with Foundation - outside - top policy matters.

Bulk purchase letter

Ronnie - 1230

16th - Cincy - 13th
J.C.C. -

Ronnie

MRS. SANDY ZIPPERSTEIN

Pres. of Hiller Academy

6560 North Main St.

Dayton, Ohio 45415

513-277-8966

Home -

808 Eppington Drive

Trotwood, Ohio 45426

513-837-8368

- cash, to build up Academy library instead of saving tips.
- Tupperware party

HERBERT A. FRIEDMAN

Reply sent to Ronnie Dissentchik, May 18, 1975

Am arriving United States Friday 30th in Boston, coming New York only Saturday night 31st, and leaving immediately Sunday morning for Denver. Therefore only possible time for solid discussion would be Saturday night 31 May, but I will confirm this to you by end of week.

Re setting up appointments in Denver, Houston and St. Louis. I will be happy see anybody you want me to and you have freedom to set up appointments in Denver ~~XXXXXX~~ afternoon June 1st. In Houston, I will be seeing Hecht anyhow during June 2nd or 3rd. St. Louis, I have few hours free in afternoon of 4th. Re making contacts in new cities, I will be Chicago 5th and 6th, Toronto 10th and Cincinnati 16th and 17th, so we have time to make those appointments even after I arrive in New York.

Re Michel I will be in New York again 11th, 12th and 13th, so we can easily make appointments after I arrive, and we will also have time for another discussion.

Regards

Herb.

14 May 1975

Attention Herb Friedman from Ronnie

RE LAST LETTER AND YOUR PLANNED VISIT:

1. NACHMANI AND MYSELF WISH TO MEET WITH YOU IN NEW YORK QUIETLY UPON YOUR ARRIVAL FOR A THOROUGH DISCUSSION
2. ISUGGEST THAT I SET UP MEETINGS IN DENVER, HOUSTON AND ST LOUIS FOR FOLLOW UP
3. WE WISH TO BE INTRODUCED TO THE PEOPLE IN CHICAGO, ~~NEWXX~~ TORONTO AND CINCINNATI AND ALSO I SUGGEST A MEETING WITH MICHEL IN NEW YORK. PLEASE TELEX BACK YOUR CURRENT COMMITMENTS AND HOW YOU WISH TO ARRANGE THE MEETINGS IN NEW CITIES ALSO WHOM SHOULD I CONTACT ?

REGARDS

RONNIE.

May 25

TO HERB FRIEDMAN FROM NACHMANI

5
MAY SLIP FOR APRIL

to be
MAY SLIP DEPOSITED NEXT WEEK

FROM RONNIE

RE APPOINTMENTS

1. DENVER TOTAL LOSS
2. HOUSTON. HECHT BE COMING JUNE FIRST PRESIDENT of HOUSTON COMMUNITY ON JEWISH EDUCATION AND I INTERESTED THEIR EX DIRECTOR IN THE PROJECT RABBI RABINOVICH. UP TO YOU AND HECHT TO DECIDE HOW TO PURSUE IT WHEN YOU MEET.
3. ST. LOUIS. YOU HAVE A MEETING IN THE JCCA WITH KAHAN AND RABINOVITZ JUNE 4 AT SIXTEEN HUNDRED. DETAILS FOR DEVELOPMENT WHEN YOU COME IN.

REGARDS

RONNIE

WILL BE ARRIVING BOSTON THURSDAY AFTERNOON
MAY 25 STAYING HOLIDAY INN NEWTON MASS to G/L
COMING NEW YORK SATURDAY MAY 31 STAYING PARK LANE
HOTEL SUGGEST WE MEET THERE SEVEN P.M. FOR DINNER
AND AS MUCH TIME AS YOU NEED.

Herb-

March 10, 1975

Mr. Ronnie Dissenchik
Keter, Incorporated
104 East 40th Street
New York, N.Y.
USA

Dear Ronnie:

Enclosed is a telephone bill from the Brown Palace Hotel. I hope Keter has \$4.70 left with which to pay this.

We separated that last morning in such a hurry that I didn't have time to say once again some of the things on my mind regarding the follow-up.

The follow-up is going to be hard. You are going to have start selling all over again. You will have to reawaken the enthusiasm. It is not simply a question of reminding the Executive Director or the lay leader that he promised to do such and such a thing. You may have to sell him all over again. Keep pushing the idea of the Women's Division. A few days ago I met the chairman of the Women's Division of Milwaukee, Mrs. Louise Eder. She told me that when Zarett spoke to her several weeks ago, she was definitely not in favour of taking on such a project for the Encyclopedia. When I finished trying to convince her the other day, she said she would be willing to think it over and try to find a way to do it. Still no commitment but at least a change of attitude. By the time you receive this letter she will be back in Milwaukee. Call her directly yourself. Try and persuade her.

I am only using this as an example to indicate that you have to follow-up over and over again, in order to penetrate and find a good opening on which to build. The follow-up cannot be routine and automatic in the sense of simply calling once. It must be creative, constantly shifting and looking for new openings.

Regarding New York City, I suggest you call my father-in-law, Mr. Charles Bensley, 180 East End Avenue, NYC, 861-0981, or at his office, 490-1270, introduce yourself and ask him to arrange a meeting between you and Mrs. Jeab Blaustein. She is the lady whose name I mentioned when we were together at the house of Ernie Michel, the Director of New York UJA. He agreed that she was the one who could set up a Women's Committee, if properly enthused. Don't wait until I come back in May. Make contact now. Tell her my enthusiasm about the project, and that I am asking her to undertake it. Meet with her several times and explore what kind of sales force she could get together.

As for the students, you should work on your idea of recruiting student salesmen everywhere, not just in Cleveland. Get back to Earl Jordan and look at his list to see on which campus he has the most dedicated leadership. If the students do not want to bavel to a meeting, then you will have to travel to them. You might also try to find out the best student publication in which to place some advertisements. Say you are looking for student salesmen. I would even place a small box advertisement in the daily undversity newspaper, such as the Yale Daily News, and the Harvard Crimson. I think it would be worthwhile.

I want you to know one thing which I said at the meeting of all the executives at Keter, to which I reported upon my return. Mr. Ecker was also present. I said that I thought that you had a tremendous job on your hands as one person, to try to follow-up in all ten places, and New York and the students. Frankly, I didn't see how you could do it alone, and that they should be prepared to think now of giving you extra help in case you should ask for it. You are in the position to know whether you can handle everything yourself. I am going to see Chera in a few days and I will tell him the same thing.

I made an oral estimate of possible sales, as follows:

Washington	150 sets
St. Louis	200 sets (including Expo)
Columbus	100 sets
Baltimore	150 sets
Dayton	50 sets
Atlanta	100 sets
Denver	50 sets
Milwaukee	50 sets
Houston	50 sets
Cleveland	50 sets
Bulk sales for universities	100 sets

This is a total of 1000, which I really feel is obtainable and fairly conservative. If some good sales organization really gets going in any one of these cities, the results could be much larger.

I think the next thirty days will tell the story as to whether we got anything off the ground or not. I would only offer one piece of advice. Don't spread yourself too thin, and don't try to do everything such as attempting to repair internal administrative procedures. Concentrate on following up what we started. Study, patient but firm pressure is required. Return visits to re-enthuse and meet new people will be necessary. Tell Brissman and Blumberg in Washington that you want to come down and meet with the chairman of the Women's Group, and several of her assistants. Tell the Bureau of Jewish Education man in Baltimore that you want to come back to meet with a group of parents in his schools, in order to sell them. Tell Gettinger you want to come back to Atlanta to meet with the first group, whom he will be trying to develop into salesmen, etc., etc. I am probably boring you by repeating this over and over, but I know the nature of this business. Opening doors to a new idea is tough; but that phase is easy, compared to the second phase which is trying to create machinery in the field, and the third stage is even tougher, namely to get that machinery working and to maintain its morale day by day so that it should not lose courage and falter and slowly stop. We got through the first stage, you are now in the second stage. By the time you get to the third stage I might be able to help you once again, because I expect to be in the States from May 18 to June 2, but we will be in touch with each other long before that.

If any specific problems develop on which you want help or advice from me, don't hesitate to call or cable, either directly to me or through Keter. Good Luck and Good Hunting!

Regards.

SUMMARY REPORT AND FOLLOW UP STATUS ON TEN COMMUNITIES

	First visit	Follow up	Donor-Purchaser for schools	Status Report as of present		
Washington	17.2.75	Call after Board Meeting 21.3.	Ask Herschel Blumberg to suggest			
Baltimore	18.2.75	Call Bureau of Education in 2 weeks	—			
Atlanta	19.2.75	Check in 2 to 3 weeks	Ask Gettinger if he will let you solicit Sidney Feldman			
St. Louis	20.2.75	Check in 2 weeks about Expo and sales force	Ask Rabinowitz for ideas			
Houston	21.2.75	Press on Bob Hecht	—			
Denver	24.2.75	Check in 2 weeks	Bruce Paul			
Milwaukee	25.2.75	Bureau of Education; Herman Cowan; Mrs. Eder.	Wait reply from Harry Epstein			
Dayton	26.2.75	Lou Goldman and Hillel Academy	—			
Columbus	27.2.75	Check in 2 weeks	Tell Gordon Zacks about positive attitude of Kangesser Foundation for northern Ohio and ask Yassenoff Foundation to match for Southern Ohio			
Cleveland	28.2.75	Jewish Vocational Service to recruit students	Kangesser Foundation			

SUMMARY REPORT AND FOLLOW UP STATUS ON TEN COMMUNITIES

First visit	Follow up	Donor-Purchaser for schools	Status Report as of present			
Washington	17.2.75	Call after Board Meeting 21.3.	Ask Herschel Blumberg to suggest			
Baltimore	18.2.75	Call Bureau of Education in 2 weeks	—			
Atlanta	19.2.75	Check in 2 to 3 weeks	Ask Gettinger if he will let you solicit Sidney Feldman			
St. Louis	20.2.75	Check in 2 weeks about Expo and sales force	Ask Rabinowitz for ideas			
Houston	21.2.75	Press on Bob Hecht	—			
Denver	24.2.75	Check in 2 weeks	Bruce Paul			
Milwaukee	25.2.75	Bureau of Education; Herman Cowan; Mrs. Eder.	Wait reply from Harry Epstein			
Dayton	26.2.75	Lou Goldman and Hillel Academy	—			
Columbus	27.2.75	Check in 2 weeks	Tell Gordon Zacks about positive attitude of Kargesser Foundation for northern Ohio and ask Yassenoff Foundation to match for Southern Ohio			
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✓ Washington 9-Brissman

10 - \$ 5000

Milton Polyzon
Morris Rodman

Baltimore 10-Hillman

16 - \$ 8000

Albert Hutzler
Abe Krieger
Sidney Lansburgh
Chuck Hoffberger

Atlanta 10-Berthoff

25 - \$ 12,500

Bennie Howard
Sidney Feldman
Milton Weinstein
Erwin Zaban

St. Louis

33 - \$ 16,500

(help from K.C. - Bert Berkley
Paul Trainin)

Leon Zurensky
Morris Shanker
Julian Meyer
William Levy
Richard Yellin

Houston - 7
San Anton - 6
Austin - 3
Dallas - 3

Houston

52 - \$ 26,000

Askenazy - Farfel

Denver

11 - \$ 5500

Jack Levy

Milwaukee

32 - \$ 16,000

Ben Marcus
Herman Berkowitz
Harry Epstein

Dayton

Columbus

Cleveland

46 - \$ 23,000

Leon Goldman, Max Isaacson

Jack Reska, Sam Melton

Maury Sattzman, Arthur Dery

225

\$ 102,500

February 3, 1975

Mr Mike Brissman
U. J. A. of Greater Washington
4701 Willard Avenue,
Chevy Chase,
Maryland 20015
U. S. A.

Dear Mike,

I have just learned that we have an appointment for Monday, February 17, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopaedia Judaica International Education Committee, whose purpose it is to spread the encyclopaedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopaedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism as any other single factor.

I have a list of 10 colleges and universities in Washington D. C. I would like to find someone who would buy 10 sets (at \$500 each, instead of the normal retail price of \$620) and present them to the 10 schools. The Encyclopaedia Judaica has a charitable Foundation, so that the amount of \$5,000 could be tax deductible.

I thought of the possibility of Milton Pollinger or Morris Rodman as potential donor-purchasers. I would like your opinion as to which one to approach; your permission to approach him while I am in Washington that day; or a substitute name if ~~the~~ two names seem wrong to you for any reason.

The Encyclopaedia Judaica representative in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon.

Herb

January 30, 1975

Mr. Robert Hiller
319 West Monument Street
Baltimore, Maryland 21201
USA

Dear Bob,

I've just learned that we have an appointment for Tuesday, Feb. 18, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the The Encyclopedia Judaica International Education Committee, whose purpose it is to spread the encyclopedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism to non Jews as any other single factor.

I have a list of 16 colleges and universities in Maryland. I would like to find someone who would buy 16 sets (at \$500 each, instead of the normal retail price of \$620) and present them to the 16 schools. The Encyclopedia Judaica has a charitable Foundation, so that the amount of \$8000 could even be tax deductible.

I thought of four people as possibilities for this - Albert Hutzler, Abe Krieger, Sidney Lansburgh and Chuck Hofberger. I don't want to bother Joe Hoyerhoff for an amount this small. I would like your opinion as to which one to approach; your permission to approach him while I am in Baltimore that day; or a substitute name if all these four seem wrong to you for any reason.

The Encyclopedia Judaica in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon.

Herb

/el

January 30, 1975

Mr. Max Gettlinger
1753 Peachtree Road, N.E.
Atlanta, Georgia 30309
USA

Dear Mike,

I have just learned that we have an appointment for Wednesday, Feb. 19, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopedia Judaica International Education Committee, whose purpose it is to spread the encyclopedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism as any other single factor.

I have a list of 25 colleges and universities in Georgia. I would like to find someone who would buy 25 sets (at \$500 each, instead of the normal retail price of \$620) and present them to the 25 schools. The Encyclopedia Judaica has a charitable Foundation, so that the amount of \$12,500 could be tax deductible.

I thought of four people as possibilities for this - Bernie Howard, Sidney Feldman, Milton Weinstein and Erwin Zaban. I don't want to bother Nathan Lipson, for many reasons. I would like your opinion as to which one to approach; your permission to approach him while I am in Atlanta that day; or a substitute name if all these four names seem wrong to you for any reason.

The Encyclopedia Judaica representative in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon,

Herb

/el

January 30, 1975

Mr. David Rabinowitz
611 Olive Street
Suite 1300
St. Louis, Missouri 63101
USA

Dear David,

I've just learned that we have an appointment for Thursday, February 20, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopedia Judaica International Education Committee, whose purpose it is to spread the encyclopedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism as any other single factor.

I have a list of ³³ colleges and universities in Missouri. I would like to find someone who would buy 33 sets (at \$500 each, instead of the normal retail price of \$620) and present them to the 33 schools. The Encyclopedia Judaica has a charitable Foundation, so that the amount of \$16,500 could be tax deductible.

I thought of five people as possibilities - Lou Zorensky, Morris Shenker, Julian Meyer, Willard Levy, Richard Yalem. I would like your opinion as to which one to approach; your permission to approach him while I am in St. Louis that day; or a substitute name if all these five seem wrong to you for any reason.

The Encyclopedia Judaica representative in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon.

Herb

/el

HERBERT A. FRIEDMAN
15 IBN GABIROL STREET
JERUSALEM, ISRAEL 92430
TEL. 02-66921

February 2nd 1975

Mr Albert Goldstein,
5601 South Braeswood Blvd,
Houston, Texas 77035 ,
U. S. A.

Dear Al,

I've just learned that we have an appointment for Friday, February 21, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopaedia Judaica International Education Committee, whose purpose it is to spread the encyclopaedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopaedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism to non Jews~ as any other single factor.

I have a list of 52 colleges and universities in Texas. I would like to find someone who would buy 52 sets (at \$500 each, instead of the normal retail price of \$620) and present them to the 52 schools. The Encyclopaedia Judaica has a charitable Foundation so that the amount of \$26,000 could even be tax-deductible.

I thought of the possibility of Askenaze-Farfel as a potential donor-purchaser. I don't want to bother Hecht, Rudy or Kosberg with this small problem. They have enough on their heads. I would like your opinion on this; your permission to approach them on the day I am in Houston; or your suggestions as to someone else if you think they are the wrong people, for any reason.

The Encyclopaedia Judaica/^{representative/}in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon,

Herb
Herb

HERBERT A. FRIEDMAN
15 IBN GABIROL STREET
JERUSALEM, ISRAEL 92430
TEL. 02-66921

2nd February, 1975

Mr Nathan Rosenberg,
400 Kittredge Building
Denver, Colorado 80202,
U. S. A.

Dear Nat,

I've just learned that we have an appointment for Monday, February 24, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopaedia Judaica International Education Committee, whose purpose it is to spread the encyclopaedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopaedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism as any other single factor.

I have a list of 11 colleges and universities in Colorado. I would like to find someone who would buy 11 sets (at \$500 each, instead of the normal retail price of \$620) and present them to the 11 schools. The Encyclopaedia Judaica has a charitable Foundation, so that the amount of \$5,500 could even be tax-deductible.

I thought of the possibility of Jack Levy as a potential donor-purchaser. I would like your opinion of this thought; your permission to approach him on the day I am in Denver; or your suggestions as to someone else if you think he is the wrong person; for any reason.

The Encyclopaedia Judaica representative in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon.

Herb

HERBERT A. FRIEDMAN
15 IBN GABIROL STREET
JERUSALEM, ISRAEL 92430
TEL. 02-66921

Mr Melvin Zaret,
1360 No. Prospect Avenue,
Milwaukee, Wisconsin 53202
U. S. A.

Dear Mel,

I've just learned that we have an appointment for Tuesday, Feb. 25, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopaedia Judaica International Education Committee, whose purpose it is to spread the encyclopaedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

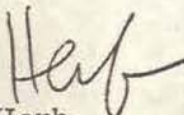
Among other things, the Encyclopaedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism to non Jews as any other single factor.

I have a list of 32 colleges and universities in Wisconsin. I would like to find someone who would buy 32 sets (at \$500 each, instead of the normal retail price of \$620) and present them to the 32 schools. The Encyclopaedia Judaica has a charitable Foundation, so that the amount of \$16,000 could even be tax-deductible.

I thought of Ben Marcus, Nathan Berkowitz, or Harry Epstein as possibilities. I would like your opinion as to which one to approach; your permission to approach them while I am in Milwaukee that same day; or a substitute suggestion if these three seem wrong to you, for any reason.

The Encyclopaedia Judaica in New York will phone you for your reaction, and dependent on your decision, their representative will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon.


Herb.

HERBERT A. FRIEDMAN
15 IBN GABIROL STREET
JERUSALEM, ISRAEL 92430
TEL. 02-66921

2nd February, 1975

Mr Robert Fitterman,
184 Salem Avenue,
Room 210,
Dayton, Ohio 45406
U. S. A.

Dear Bob,

I've just learned that we have an appointment for Wednesday February 26, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopaedia Judaica International Education Committee, whose purpose it is to spread the encyclopaedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopaedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism as any other single factor.

I have a list of 46 colleges and universities in Ohio. I would like to find someone who would buy 46 sets (\$500 each, instead of the normal retail price of \$620) and present them to the 46 schools. The Encyclopedia Judaica has a charitable Foundation, so that the amount of \$23,000 could be tax deductible.

I thought of the possibilities of Max Isaacson or Lou Goldman as purchasers of part of the 46 sets, if not all. I will also be in Columbus and Cleveland on this trip, so that I might find one other person in each of those cities to share the Ohio load. I would like your opinion as to which of these men to approach; your permission to approach him while I am in Dayton that day; or a substitute name if the above two seem wrong to you, for any reason.

The Encyclopaedia Judaica representative in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that perhaps you could help him.

Thanks in advance, and see you soon,

Herb
Herb

HERBERT A. FRIEDMAN
15 IBN GABIROL STREET
JERUSALEM, ISRAEL 92430
TEL. 02-66921

2nd February, 1975

Mr Ben Mandelkorn,
1175 College Avenue,
Columbus, Ohio 43209,
U. S. A.

Dear Ben,

I've just learned that we have an appointment for Thursday, February 27, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopaedia Judaica International Education Committee, whose purpose it is to spread the encyclopaedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopaedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism as any other single factor.

I have a list of 46 colleges and universities in Ohio. I would like to find someone who would buy 46 sets (at \$500 each, instead of the normal retail price of \$620) and present them to 46 schools. The Encyclopaedia Judaica has a charitable Foundation, so that the amount of \$23,000 could be tax-deductible.

I thought of the possibilities of Jack Resler or Sam Melton as purchasers of part of the 46 sets, if not all. I will also be in Dayton and Cleveland on this trip, so that I might find one other person in each of those cities to share the Ohio load. I would like your opinion as to which one to approach; your permission to approach him while I am in Columbus that day; or a substitute name if these two seem wrong to you for any reason.

The Encyclopaedia Judaica representative in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon.

Herb
Herb

HERBERT A. FRIEDMAN
15 IBN GABIROL STREET
JERUSALEM, ISRAEL 92430
TEL. 02-66921

February 3rd 1975

Mr Henry Zucker,
1750 Euclid Avenue
Cleveland, Ohio 44115
U. S. A.

Dear Henry,

I have just learned that we have an appointment for Friday February 28, and I'm really looking forward to seeing you. It was kind of you to make the time for me in the middle of the heavy campaign season.

I don't know what you were told concerning the purpose of my visit, but let me fill you in briefly: I have accepted the chairmanship of the Encyclopaedia Judaica International Education Committee, whose purpose it is to spread the encyclopaedia and develop projects for its fruitful use as an educational instrument. You know that this is a matter which would naturally interest me deeply. So I have some ideas which I want to discuss with you.

Among other things, the Encyclopaedia Judaica should be in the library of every college and university, to be available to the general student body. The mere accessibility of the volumes on the shelf can do as much for the dissemination of accurate information about Judaism as any other single factor.

I have a list of 46 colleges and universities in Ohio. I would like to find someone who would buy 46 sets (at \$500 each, instead of the normal retail price of \$620) and present them to the 46 schools. The Encyclopaedia Judaica has a charitable Foundation, so that the amount of \$23,000 could be tax-deductible.

I thought of the possibilities of Maury Saltzman or Arthur Derry as purchasers of part of the 46 sets, if not all. I will also be in Columbus and Dayton on this trip, so that I might find one other person in each of those cities, to help share the Ohio load. I would like your opinion as to which of these men to approach; your permission to approach him while I am in Cleveland that day; or a substitute name if the above two seem wrong to you, for any reason.

The Encyclopaedia Judaica representative in New York will phone you for your reactions, and dependent on your decision, he will call the agreed upon person and make an appointment for me. If he has trouble doing that, perhaps you could help him.

Thanks in advance, and see you soon,


Herb

SAMPLE

Rabbi Earl A. Jordan

February 14, 1975

Ms. Bat-Sheva Nivy
3339 North Charles Street
Apt. 5D-3
Baltimore, Maryland 21218

Dear Bat-Sheva:

I just returned from nearly a month in Israel. As a matter of fact, I left the U.S. the day that your student mission was due to return.

While I was there, I learned of something interesting that I want to share with you. I met with the president of Keter Publishing House, the publishers of the Encyclopedia Judaica. As you know, the Encyclopedia is a monumental work of scholarship, the first of its kind produced in Israel.

The Keter Publishing House is anxious to widen the distribution of the Encyclopedia in the United States. They conceived of a notion in which key student leaders, devoted to Israel and to Jewish intellectual life, would become sales representatives for the Encyclopedia Judaica in their spare time. They asked me if I knew of any university students who might be interested. Because of your involvement in Jewish life your name occurred to me.

The publishers have asked me to invite you to a meeting on Sunday, March 2, from 11 A.M. to 3 P.M., at 40 W. 68th Street, New York City. At that time, the sales program for university campuses will be outlined and you will have the opportunity to decide whether or not you would like to be involved. Travel expenses to the meeting will be reimbursed by Keter, Inc. and lunch will be served.

In order to plan properly for the meeting it is necessary for the staff of the Encyclopedia Judaica to know how many people plan to attend. Would you please respond on the enclosed card directly to Keter, Inc., 104 E. 40th St., N.Y.C., 10016.

With every good wish for a successful semester and with prayers for the peace of Jerusalem, I am

Cordially,

Earl A. Jordan

EAJ:rm
enclosure

Objectives of Trip

1. Obtain executive director support for
"Operation ^{JUDAICA} ~~Encyclopedia~~"
2. Obtain executive director support for
bulk purchases, as gifts to universities
and then meet donors.
3. Meet other factors in communities
4. Develop student approach
5. Appointments with national organizations



I. AGENDA WITH EXECUTIVE DIRECTOR OF FEDERATION

1. Explanation about Encyclopedia
2. Motivation - to spread this important instrument for Jewish Education and consciousness
3. Incentives
4. Various methods of operation:
 - a) Women's Division of Federation
 - b) Sales force from Center membership
 - c) Joint synagogue committee
 - d) Hadassah and/or Council of Jewish Women
5. Literature
6. Suggest placing set in Board Room of Federation
7. Set date for starting the action - after Passover -
i.e. bringing the selling group together, for instruction and inspiration.

One sample volume
one Archival history
one non-prospectus
one calendar brochure
one incentive sheet

1) Organizational back-up - to aful operation
a) activity after first visit.

2) ideas of specific things to ask Sapir for
on meetg Dec 22

- ten exec. dir.
 - national org.
 - testimonial gifts
USD, Bonds, CDPAF
- } personal letters

II. National Organisations, with whom to fix appointments

1. American Association for Jewish Education
114 Fifth Avenue
New York, N.Y. 10011
Executive Vice President - Isaac Toubin

- Fri - 14th - 11 A.M.

2. Bnai Brith
1640 Rhode Island Avenue NW
Washington DC. 20036
International Director - Alfred Jospe

Mon 17

3. Bnai Brith Hillel Foundations
1640 Rhode Island Avenue NW
Washington D.C. 20036
Executive Director - Benjamin Kahn

Mon 17

4. Jewish Chautauqua Society
838 Fifth Avenue
New York, N.Y. 10021
Executive Director - Sylvan Lebow

Obtain lists of colleges and universities
Ask for suggestions for one man to
approach to buy sets for all universities

5. National Foundation for Jewish Culture
122 East 42nd Street
New York, N.Y. 10017
Executive Director - Harry Barron

Obtain lists of colleges and universities
Ask for suggestions of one man to
approach to buy sets for all the univer-
sities

6. National Jewish Welfare Board
15 East 26 Street
New York, N.Y. 10010
Executive Vice President - Herbert Millman

7. Rabbi Earl Jordan
United Jewish Appeal
1290 Avenue of the Americas
New York, N.Y. 10018

Re Student Committee

Fri - 14th

9.30 am

8. I.B. - Fri. 14 - 3.30

9. Ernie Michel -

Mon. Mar 30

Fri. 14th Feb

Schedule - Fri. 14th

7.)
1.)
5.)
8.)

~~1) Jordan~~
~~2) Toubin~~
~~3) Bnai Brith Jew Cult~~

III.

SUGGESTED INCENTIVES

1. One set of the encyclopedia for every ^{Six} ~~five~~ sets sold (which can be given to schools, congregations, colleges, organisations, or kept by the salesman himself).
3. One round-trip ticket to Israel for every ^{fifteen} ~~ten~~ sets sold (which can be given as scholarships by Federation, or any other organisation sponsoring the sale).
4. One round-trip ticket - plus two weeks in Israel, all-inclusive, - for every ^{twenty} ~~fifteen~~ sets sold.
4. One scholarship for seven weeks in a Jewish Agency Summer Program in Israel, including round-trip transportation, for every ten sets sold.
5. Cash - \$75 - for each set sold (which can be used by the organisation sponsoring the sale in any way it wishes).



IV.

Miscellaneous

1. Conversation with David Rabinowitz, executive Director of St. Louis - Israel Fair beginning 3 May.
2. Candidates for Vice President, General Manager, New York.
 - a) Eli Ered
 - b) Nahum Astar
 - c) Eli Bar Lev
 - d) Reuven Dafni
 - e) Shlomo Argov
3. Materials needed for Federation operation.
4. Current contact with Vinitzky and Bandit.
5. Audio-visual sales technique - used by Britannica.
6. Accumulation of list of English universities, secondary schools, club libraries etc., to present to Wolfson.
7. Formation of International Education Committee.

Follow up activity after first visit (from EJ office in New York to Executive Director).

1. First telephone call within one week: start to work on following agenda; continue to call or write as required;

- prepare cards for salesman with basic facts*
- a) Confirm date for next visit set during Friedman visit, when selling group will be brought together for inspiration and instruction.
 - b) If no date was set by Friedman, make one.
 - c) Plan program, together with Executive Director, in exact detail. Decide what speaker is needed - if so, who.
 - d) Discuss shipment of material* to Executive Director - when and what quantity.
 - e) Discuss list of potential customers (i.e. \$500 contributors and above - or \$250 and above ?) - and what size sales force is required to cover that number.
 - f) Offer to help recruit that sales force by coming to town for few days - select exact date - decide on exact method of work.
 - g) Mail promotional piece and thank-you-letter in advance to prospective saleswoman - say you look forward to meeting her on.....when the sales meeting will be held.
 - h) Decide on follow up reporting system - i.e. how should volunteers report their sales to the Federation office - centralise in one secretary.
 - i) select exact time for sales effort - try to concentrate into 30 days.

2. Meeting itself on specific date.

3. Follow up reporting:

- a) Check with secretary by telephone every day during sales period.
- b) Receive from secretary order forms and money
- c) Inform secretary to inform sales volunteer, who can inform customer when set has been shipped, and approximately when it may be expected.
- ✓d) Final letter of thanks to sales person
- e) Final letter of thanks to Exec. Director - and setting date for next action six months later. Sales process should continue on bi-annual basis until it is felt that saturation has been reached.

- * one sample volume
one pictorial history
one mini-prospectus
one salesman's brochure
one incentive sheet.

Follow up activity after first visit (from EJ office in New York to Executive Director).

1. First telephone call within one week: start to work on following agenda; continue to call or write as required;

- a) Confirm date for next visit set during Friedman visit, when selling group will be brought together for inspiration and instruction.
- b) If no date was set by Friedman, make one.
- c) Plan program, together with Executive Director, in exact detail. Decide what speaker is needed - if so, who.
- d) Discuss shipment of material* to Executive Director - when and what quantity.
- e) Discuss list of potential customers (i.e. \$500 contributors and above - or \$250 and above ?) - and what size sales force is required to cover that number.
- f) Offer to help recruit that sales force by coming to town for few days - select exact date - decide on exact method of work.
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* one sample volume
one pictorial history
one mini-prospectus
one salesman's brochure
one incentive sheet.



אנציקלופדיה יודאיקה
ENCYCLOPAEDIA JUDAICA

PUBLISHED BY
KETER PUBLISHING HOUSE LTD.
JERUSALEM, ISRAEL

December 21, 1974

Mr. Zvi Lehrman
Keter Publishing House
P.O.Box 7145
JERUSALEM

27.XII.1974

Dear Mr. Lehrman,

these lines will supplement my telex and our telephone conversation. You will, I am sure, bring them to the attention of Rabbi Friedman.

Hiller in Baltimore can't make it on Tuesday, so we settled for Monday, January 27; he is, however, on the weekend before this date in New York and would be willing to take time out if Rabbi Friedman would prefer to speak with him here. I told him that most likely Friedman would come to Baltimore as he wants to talk to some other people.

Gettinger in Atlanta was most enthusiastic. Rabinovitz in St. Louis had already discussed the whole matter with the Rabbi while visiting Israel; he is preparing some things in his city, and I shall speak with him again the day after tomorrow when he will tell me what he is doing. Zaret in Milwaukee is also ready and willing to cooperate, but he just got married, and there is a slim chance that he will be out of his city at the time. No problem with Goldstein in Texas either.

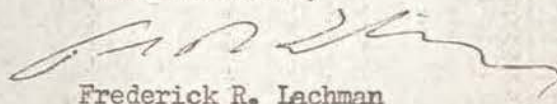
Zucker in Cleveland is quite willing to meet, but somewhat hesitant in his position. Fitterman in Dayton had to think about it, but called me back and had obviously become quite enthusiastic; Lou Goldman* will take part in the meeting. The most difficult was Mandelkorn in Columbus who has to think about it. Rosenberg in Denver is on vacation til the middle of January, and Hartford I left open.

I strongly suggest as the next step a letter by Rabbi Friedman to all these people expressing his appreciation and his expectations and asking them to invite those rabbis and other people he wants to see to the meeting; considering the air-connections, he will be enormously pressed for time, and these executive directors by a few phone calls can do much to save him time, and they will obviously do much better than I or anybody else can do from here, especially as they will know exactly who is or can be important. This might very well include the director of the Bureau of Jewish Education. If Rabbi Friedman, however, wants to stick to his original suggestion, please let me know by Telex - I shall do my best.

Incidentally, let Rabbi Friedman give you the names of a few other cities in case one or the other from the original list does not work out.

Best wishes.

Yours sincerely



Frederick R. Lachman

* the Federation's President

list price \$ 620 - U.S. + state tax (8%) ^{ed figure 500*}
Encycl. + 1973 + 1974 Yearbooks ^{as of 1.7.74 620}
^{* without yearbooks}

\$ 595^{+ tax} - members of a closed group

In Israel - 35% fine

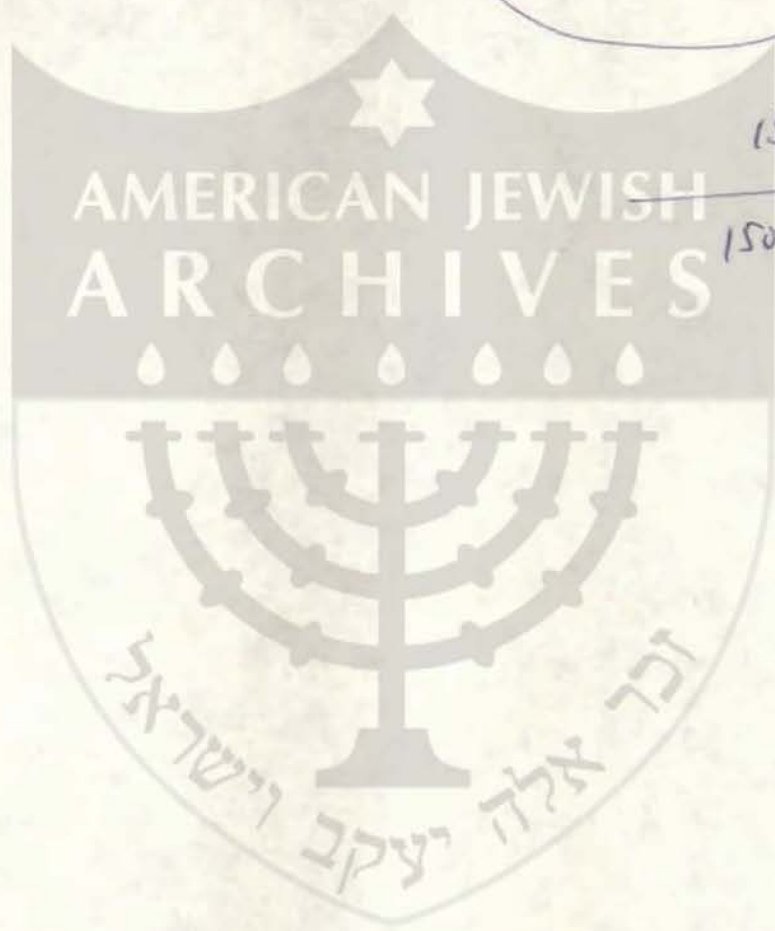
37 1/2 % cash

\$ 200

150 - 50

↑

1500 / 500



\$ 620

\$ 310

310 - net income from Emet. sales
shipp + manufctg

Commission 75-125

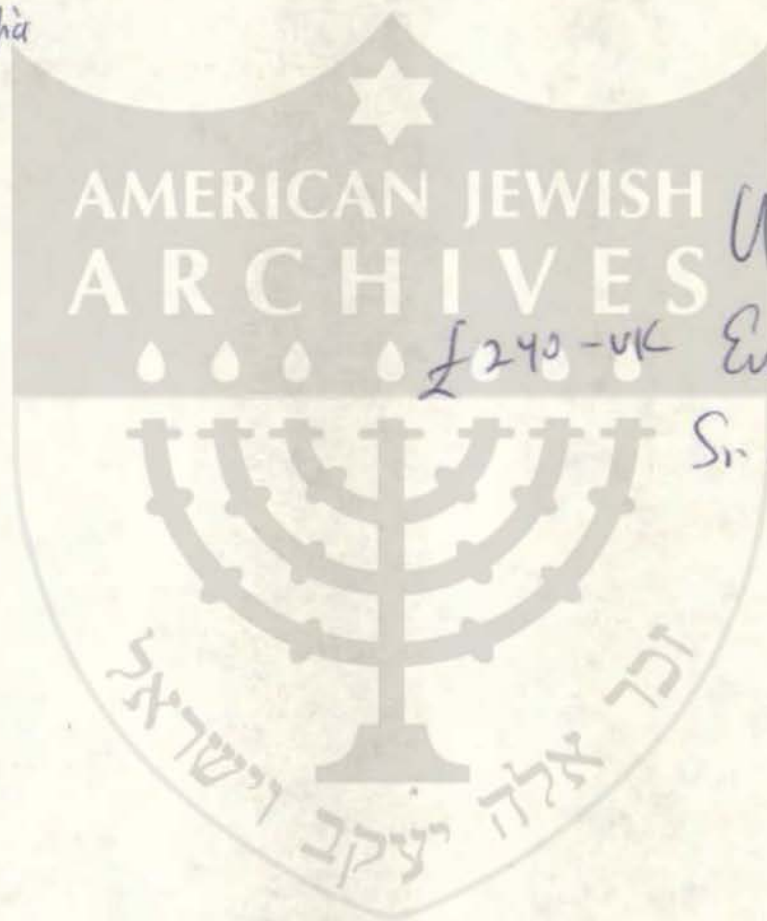
NY. Ofice -

Adventary -

Shipping

warehouse -

600,000 per yr.
overhead
NY Ofice



U.S. arrangement

£240 - UK Europe

Sr. Africa

"

±

Field
pay

95-

50 salesman

5 salesmen - compulsory return visit with
questionnaire

25 supervisor

15 regional manager

95

on an item being sold at 395⁰⁰

AMERICAN JEWISH
ARCHIVES



זכר אלה יעקב וישראל

Dear friend -

All my life I have believed that if the Jewish people wished to survive and flourish it would have to struggle continuously to achieve these objectives. Nothing would come easily - and nothing did. Our pioneers had to fight against nature - swamps, mts, malaria, and against unfriendly neighbors. But struggle they did, and we now have an independent state to show for all the effort.

We did not create this state, however, only for its physical benefits to our people. We were equally interested in the preservation of the Jewish ~~people's~~ spirit and identity. Our earliest inspiration came from men like A.D. Gordon, Bialik, Katznelsan and the poetess Rachel - all of whom spoke to the deepest instincts of our soul. And no matter what turmoil and danger we passed through, always part of our attention was focused on matters of the intellect and spirit.

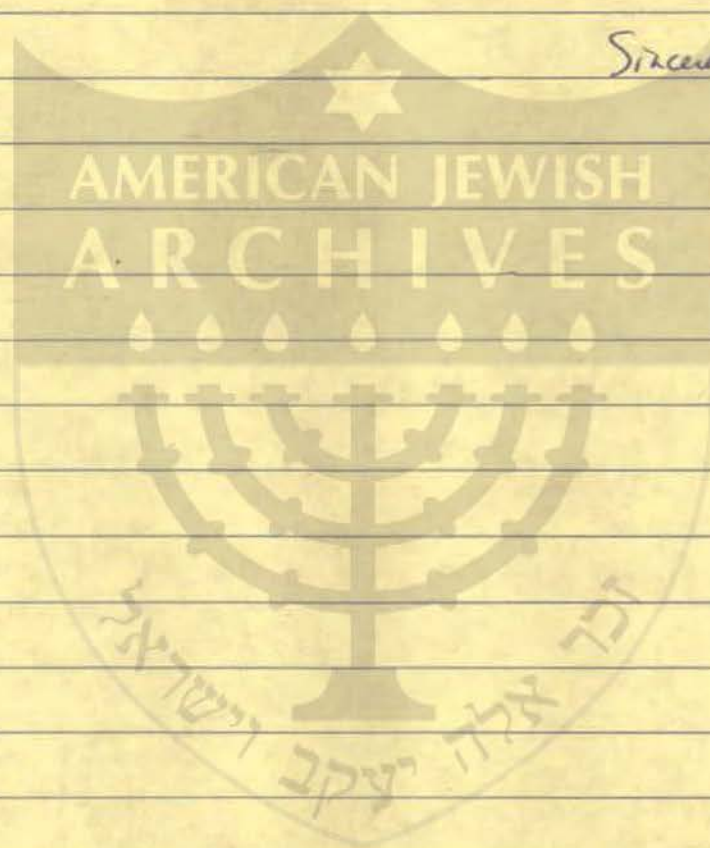
No better proof of this fact exists than the ^{creation} ~~creation~~ of the Encyclopedia Judaica here in Israel, which took place before and during the Six-Day War and the War of Attrition. Our men of learning were writing even while the guns were firing. Some three years ago, the Judaica was published, and now it must find its way into every Jewish home, to assist there in the further struggle against assimilation and ignorance.

Jewish survival ^{my} requires ^{further} fighting against enemies still unwilling to accept our existence, but ~~it~~ even if we achieve peace, Jewish survival in the deepest sense will most definitely require the depth of knowledge which the next generation will come to possess only if it struggles to achieve it. The Encyclopedia is the best tool I know by which the youth of today can equip itself to be ~~the~~ steadfast Jews of tomorrow.

B/JC
B/JC
B/JC B/JC
B/JC B/JC B/JC

I have been in homes with magnificent Jewish libraries, and I have seen homes without a single Jewish book. Every home, however endowed, should have the Encyclopedia, and I urge you to acquire it, for yourselves and your children, if you have not already done so. This will be one more deed performed in the struggle to ensure the future of our historic people.

Sincerely yours,



1 Feb 75

Dear friend,

All my life I have believed that if the Jewish people wished to survive and flourish, it would have to struggle continuously to achieve these objectives. Nothing would come easily - and nothing did. Our pioneers had to fight against nature - swamps, rocks, malaria; and against unfriendly neighbors. But struggle they did, and we now have an independent state to show for all the effort.

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Jewish survival may require further fighting against enemies still unwilling to accept our existence. But even when we do achieve peace, Jewish survival in the deepest sense will most definitely require that depth of knowledge which the next generation will come to possess only if it struggles to obtain it. The encyclopedia is the best tool I know by which the youth of today can equip itself to be the steadfast Jews of tomorrow.

I have been in homes with magnificent Jewish libraries, and I have seen homes without a single Jewish book. Every home, however endowed, should have the Encyclopedia Judaica, and I urge you to acquire it, for yourselves and your children, if you have not already done so. This is one more deed you can perform in the struggle to ensure the future of our historic people.

Sincerely yours,

Golda Meir

CERTIFICATE OF INCORPORATION

-OF-

ENCYCLOPAEDIA JUDAICA RESEARCH FOUNDATION

(Pursuant to the Membership Corporations Law)

We, the undersigned, for the purpose of forming a membership corporation pursuant to the Membership Corporations Law of the State of New York, do hereby certify as follows:

FIRST: The name of the proposed corporation is
ENCYCLOPAEDIA JUDAICA RESEARCH FOUNDATION.

SECOND: The purposes for which the corporation is to be formed are:

- (a) To support, foster, ~~maintain~~, assist, encourage and otherwise carry on and engage in educational, religious, literary, research, cultural or scientific projects and activities directly, or by the application of assets for educational, religious, literary, research, cultural or scientific purposes to any other corporation, trust, fund, person or foundation whose purposes and operations are educational, religious, literary, cultural or scientific; to develop, foster, support, subsidize and aid scholars in the fields of Jewish religion, history, philosophy, archaeology, culture, tradition and scholarship; to give grants and assistance to scholars for the purposes of research and preparation of scholarly works, manuscripts, treatises, papers and lectures in the fields of Jewish and Hebrew secular religion, history, culture, philosophy, tradition and related fields and subjects; to provide assistance, advice and information to learned societies of scholars and authors in the fields set forth above; to develop, receive and compile material, documents, records and archives specifically relating to the foregoing subjects. This corporation shall not organize, operate or conduct an institution of the kind referred to in Subdivision 2 of Section 11 of the Membership Corporations Law.

(b) As a means of accomplishing the foregoing purposes, the corporation shall have the following powers:

1. To appeal for, accept and receive, from any person, firm, corporation, society or association, welfare or community fund, contributions, pledges or donations of money, securities, subscriptions, gifts, legacies, bequests, and property in any other form, whether personal property or real property, or mixed, and wherever the same may be situated.
2. To hold, administer, sell, exchange, convey, mortgage, lease, transfer, or otherwise dispose of, any such property, both real and personal, as the objects and purposes of the corporation may require, subject to such limitations as may be prescribed by law.
3. To borrow money, and, from time to time, to make, accept, endorse, execute, and issue bonds, debentures, promissory notes, bills of exchange, and other obligations of the corporation for moneys borrowed or in payment for property acquired or for any of the other purposes of the corporation, and to secure the payment of any such obligations by mortgage, pledge, deed, indenture, agreement, or other instrument of trust, or by other lien upon, assignment of, or agreement in regard to all or any part of the property, rights, or privileges of the corporation wherever situated, whether now owned or hereafter to be acquired.
4. To invest and reinvest its funds in such stock common or preferred, bonds, debentures, mortgages, or in such other securities and property as its Board of Trustees shall deem advisable, subject to the limitations and conditions contained in any bequest, devise, grant, or gift, provided such limitations and conditions are not in conflict with the provisions of Section 501 (c) (3) of the Internal Revenue Code and its Regulations as they now exist or as they may hereafter be amended.

5. To establish branches, committees, groups and associations affiliated with the corporation, in all the states, territories and possessions of the United States, and other countries, for the purpose of carrying out the objects of the corporation, as aforesaid.
 6. In general, and subject to such limitations and conditions as are or may be prescribed by law, to exercise such other powers which now or hereafter may be conferred by law upon a corporation organized for the purposes hereinabove set forth, or necessary or incidental to the powers so conferred, or conducive to the attainment of the purposes of the corporation, subject to the further limitation and condition that only such powers shall be exercised as are in furtherance of the exempt purposes of organizations set forth in Section 501 (c) (3) of the Internal Revenue Code and its Regulations as they now exist or as they may hereafter be amended.
- (c) No part of the net earnings of the corporation shall inure to the benefit of any member, trustee, officer of the corporation, or any private individual (except that reasonable compensation may be paid for services rendered to or for the corporation affecting one or more of its purposes), and no member, trustee, officer of the corporation, or any private individual shall be entitled to share in the distribution of any of the corporate assets on dissolution of the corporation. No part of the activities of the corporation shall be carrying on propaganda, or otherwise attempting to influence legislation, or participating in, or intervening in (including the publication or distribution of statements), any political campaign on behalf of any candidate for public office.

- (d) Upon the dissolution of the corporation or of the winding up of its affairs, the assets of the corporation shall be distributed solely to religious or educational organizations which would then qualify under the provisions of Section 501 (c) (3) of the Internal Revenue Code of 1954 as they then exist or as they may hereafter be amended, subject to the approval of the Supreme Court of the State of New York.

Nothing herein contained shall authorize this corporation to undertake or to carry on any of the activities mentioned in Section 21 of the Membership Corporations Law or Section 35 of the Social Welfare Law.

THIRD: The territories in which the operations of the corporation are principally to be conducted are the United States and Israel, but the corporation may also operate in connection with its affairs elsewhere throughout the world.

FOURTH: The principal office of the corporation is to be located in the City and County of New York.

FIFTH: The number of Trustees of the corporation shall be not less than three (3) nor more than twenty-five (25).

SIXTH: The names and residences of the Directors who shall be designated as Trustees until the first annual meeting of the corporation, and, with respect to any Trustee residing in a city, the street and number or other particular description of his residence are:

I,

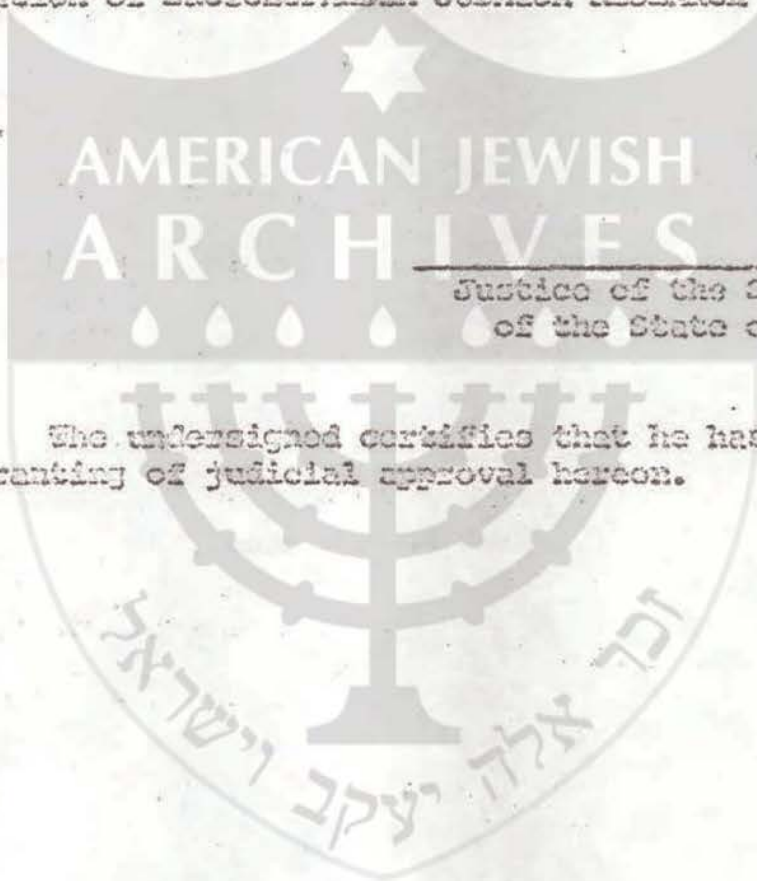
a Justice of the Supreme Court of the First Judicial
District, hereby approve the foregoing Certificate of
Incorporation of ENCYCLOPAEDIA JUDAICA RESEARCH FOUNDATION.

Dated

AMERICAN JEWISH
ARCHIVES

Justice of the Supreme Court
of the State of New York

The undersigned certifies that he has no objection
to the granting of judicial approval hereon.



Trusts + Members

<u>NAME</u>	<u>ADDRESS</u>
JACOB L. BARONSKY	100 Mountain View Drive Holyoke, Mass.
EMANUEL ALEXANDRE	Mayflower Hotel Central Park West & 61st Street New York, N.Y.
ISIDORE LEPSCHUTZ	630 Fifth Avenue New York, N.Y.
JACOB MICHAEL	211 Central Park West, New York, N.Y.
JORCHEN W. SEMON	515 Fifth Avenue New York, N.Y.
RABBI ISADORE DRESLAW	4511 Argyle Terrace N.W., Washington, D.C.
LABEL A. KATZ	608 Barrone Street New Orleans, La.
PHILIP M. KLOTZNECK	199 E. Lake Shore Drive Chicago, Ill.
LOUIS E. LEVENTHAL	135 South 17th Street Philadelphia, Pa.
BERNARD G. SEGAL	1719 Packard Building Philadelphia, Penna.
LOUIS WEINSTEIN	10 Post Office Square Boston, Mass.

SEVENTH; All of the subscribers to this certificate are of full age; at least two-thirds of them are citizens of the United States; at least one of them is a resident of the State of New York; and of the persons named as Trustees, at least one is a citizen of the United States and a resident of the State of New York.

IN WITNESS WHEREOF, we have made, subscribed, and
acknowledged this certificate this 26th day of December,
1963.



STATE OF NEW YORK) ss.:
COUNTY OF NEW YORK)

On this *26th* day of December, 1963 before me
personally came ISIDORE LISCHINSKY, to me known and known to
me to be the individual described in and who executed the
foregoing Certificate of Incorporation, and he thereupon
duly acknowledged to me that he executed the same.

AMERICAN JEWISH
ARCHIVES

Ernst Zweigenthal
ERNST ZWEIGENTHAL
NOTARY PUBLIC, State of New York
Qualified in Bronx County No. 03-4401300
Commission Expires March 30, 1965

STATE OF NEW YORK) ss.:
COUNTY OF NEW YORK)

On this *26th* day of December, 1963 before me
personally came SAMUEL MICHAEL, to me known and known to
me to be the individual described in and who executed the
foregoing Certificate of Incorporation, and he thereupon
duly acknowledged to me that he executed the same.

Ernst Zweigenthal

ERNST ZWEIGENTHAL
NOTARY PUBLIC, State of New York
Qualified in Bronx County No. 03-4401300
Commission Expires March 30, 1965

STATE OF NEW YORK)
COUNTY OF NEW YORK) ss.:

On this 26th day of December, 1963 before me personally came JOSEPH N. SIMON, to me known and known to me to be the individual described in and who executed the foregoing Certificate of Incorporation, and he thereupon duly acknowledged to me that he executed the same.

AMERICAN JEWISH
ARCHIVES

Ernst Zweigenthal

ERNST ZWEIGENTHAL
NOTARY PUBLIC, State of New York
Qualified in Bronx County No. 03-4401300
Commission Expires March 30, 1965

STATE OF NEW YORK)
COUNTY OF NEW YORK) ss.:

LEO GUZIK, being duly sworn, deposes and says:

That he is a member of the firm of GUZIK and BOUKSTEIN, attorneys for the subscribers to the annexed Certificate of Incorporation of ENCYCLOPAEDIA JUDAICA RESEARCH FOUNDATION, and that no previous application for the approval of such Certificate by a Justice of the Supreme Court has ever been made.

Leo Guzik

Sworn to before me this

26th day of December, 1963.

Ernst Zweigenthal

ERNST ZWEIGENTHAL
NOTARY PUBLIC, State of New York
Qualified in Bronx County No. 03-4401300
Commission Expires March 30, 1965

STATE OF NEW YORK) ss.:
COUNTY OF NEW YORK

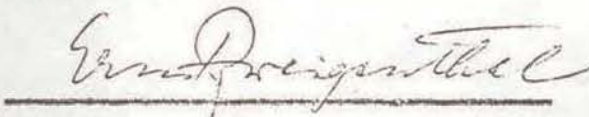
On this 26th day of December, 1963 before me
personally came SAMUEL L. BARONSKY, to me known and known to
me to be the individual described in and who executed the
foregoing Certificate of Incorporation, and he thereupon
duly acknowledged to me that he executed the same.

AMERICAN JEWISH
ARCHIVES


ERNST ZWEGENTHAL
NOTARY PUBLIC, State of New York
Qualified in Bronx County No. 03-4401300
Commission Expires March 30, 1965

STATE OF NEW YORK) ss.:
COUNTY OF NEW YORK

On this 26th day of December, 1963 before me
personally came EMANUEL NEMANOFF, to me known and known to
me to be the individual described in and who executed the
foregoing Certificate of Incorporation, and he thereupon
duly acknowledged to me that he executed the same.


ERNST ZWEGENTHAL
NOTARY PUBLIC, State of New York
Qualified in Bronx County No. 03-4401300
Commission Expires March 30, 1965



America - Israel Secondary School Program

515 Park Avenue

New York, N. Y. 10022

Tel. (212) 752-8699
or 752-0600

File high school programs

MOSHE AVITAL
Director

April 24, 1975

Dear Colleague:

I am pleased to announce the establishment of the ORT-Israel Secondary School Program for North American students grades 10 and 11 at Kibbutz Shefayim. The program is jointly sponsored by the Department of Education and Culture of the W.Z.O. and Women's American ORT.

It is a unique year long program which combines the best of ORT technology with the excellence of academic schooling and the spirit of Israel. The students will be offered accredited courses to meet American high school requirements, a kibbutz group living experience and an opportunity to acquire a thorough knowledge of the Hebrew language. The program will be limited to 25 boys and girls.

Enclosed please find our descriptive brochure which includes all the details on the program.

Although this program is being announced later than usual, we feel that we cannot deny its unusual potential to anyone. We need your help in maximizing community knowledge of this newest and most meaningful venture.

If you are in need of additional brochures or applications, please let us know and we will be glad to send them.

Hoping to hear from you soon, I am,

Sincerely yours,

Moshe Avital
Director

MA:gr
enc.

Sponsored By

המחלקה לחינוך ולתרבות של ההסתדרות הציונית העולמית

The Department of Education and Culture
World Zionist Organization — American Section, Inc.



PROJECTED ORT-ISRAEL SECONDARY SCHOOL PROGRAM FOR



NORTH AMERICANS GRADES 10-11 AT

KIBBUTZ SHEFAYIM



- SPONSORS** Women's American ORT and the Department of Education and Culture of the World Zionist Organization in cooperation with the Ministry of Education and Culture of the State of Israel, the Minhal Hastudentim and ORT Israel.
- ELIGIBILITY** Students entering grades 10 and 11. To benefit fully from the program, students are required to be in good health and have a good scholastic standing.
- LOCATION AND FACILITIES** At Kibbutz Shefayim near Herzliyah on the Mediterranean shore, twenty minutes from Tel Aviv. Surrounded by lovely gardens and parks, Kibbutz Shefayim has excellent living accommodations and program facilities. The students will study at the nearby Hof Hasharon ORT High School.
- GOALS**
- To give the student a deeper understanding of Israel and its place in Jewish life.
 - To provide the student with useful vocational skills and knowledge.
 - To provide an opportunity to live and study with Israeli youth.
 - To nurture the students' identification with the Jewish people and the Land of Israel.
 - To give the students a thorough knowledge of the Hebrew language.
 - To provide an enriching group living experience.
- CURRICULUM**
- Upon arrival in September, students will participate in a Hebrew Ulpan, in accordance with their level of knowledge of the language.
- The General Studies program, taught in English, will follow the required curriculum of the American public high school system and will be approved by educators in this country and in Canada. Upon their return at the end of the school year, students will be admitted with full credit to their regular grades, provided they have completed their courses satisfactorily.
- A choice of technical and vocational subjects meeting the high standards of ORT Israel will be offered. ORT, the Organization for Rehabilitation through Training is the worldwide vocational training program of the Jewish people with over 45,000 students in Israel alone.
- The Judaic Program will include study of the Hebrew language and literature, Bible, Jewish History, Jewish Values and Contemporary Israel. The student's proficiency permitting, Hebrew will be progressively introduced as the language of instruction for these courses.

(over)

RECREATION, INFORMAL STUDIES AND EXCURSIONS	Related to the formal study program will be many extra-curricular activities; work experiences, planned and supervised field trips and tours (usually during the holiday vacations), cultural and recreational programs with Israeli teenagers.
FACULTY AND SUPERVISION	The faculty will include qualified Israeli instructors and educators from the United States and other English speaking countries. Specially selected counselors will be assigned to the North American group.
MEDICAL CARE	Medical care will be provided by a comprehensive health insurance plan. A doctor and nurse will be on call.
COST AND TRAVEL	<p>The cost of the program includes tuition, round trip group air fare, maintenance (bedding, towels, laundry service and minor clothing repairs), medical care and excursions in Israel. The students will leave as a group from Kennedy International Airport in New York in September and return in June of the following year.</p> <p>Generous scholarships are available in many communities to help defray the cost. Monthly spending money should be provided at your discretion.</p>
CREDITS AND RECOGNITION	Report cards and progress reports will be sent periodically to the parents and respective home schools. Students who complete their work satisfactorily will receive full credit when they return home.
ENROLLMENT PROCEDURES	Applications are processed in order of receipt. Since a limited number of places will be available, prospective applicants are urged to act promptly.

For applications, write or call:

DEPARTMENT OF EDUCATION AND CULTURE OF THE WZO
AMERICA-ISRAEL SECONDARY SCHOOL PROGRAM

515 Park Avenue
New York, N.Y. 10022
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