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AMERICAN JEWISH
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Mr. Ronnie Dissentchik
Encyclopedia Judaica

~~704 East 40th Street~~

~~New York, N.Y. 10016~~

U.S.A.

440 Park ave. South
New York, N.Y. 10016

9/14/75

Dear Herb,
I'm writing as it
is Sunday but I hope you will
be able to read the letter. (Which
will make you something unique - but
then for me).

Regarding ~~your~~ the questions you
raised in your last letter:

- ① Texas and Louisiana are ^a separate group.
~~separate group~~
- ② Koenigsberg produces results the other
two you mentions - words.
- ③ Let me know your trip plans we'll
meets in a few of our own
problems. I hate to ruin your
relationship with Michal by I think
he is going to say no to the
marketing lists. I can't afford that.
- ④ We certainly want to open new cities,
⑤ using our regional representatives
to follow up.
- ⑥ No replies to your letter of bulk
purchases.
- ⑦ 1/2 - 300 Not so bad and as long
as Stow or wants to live as by
American Standards America has to pay
and the Say and Rubin is not in


between.

In general we continue to enjoy
New-York. (In your next trip
you must meet Nowa). though
Peter J-m is doing its utmost
to hurt us and prevent successfully.

(Would you believe that any American
can get the set landed in N.Y.
for \$475 if he can produce an
abolition in Israel?)

SHANA TOVA
al Olman HAT'NA
TOVA.

Phineas.

 KETER, INC. 104 EAST 40th STREET, NEW YORK, N.Y. 10016

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ENCYCLOPAEDIA JUDAICA
ISRAEL UNIVERSITIES PRESS
ISRAEL PROGRAM FOR
SCIENTIFIC TRANSLATIONS
KETER BOOKS

File Encyclopedia

September 2, 1975
017A/11

To : Mr. G. Nachmani
From : Ronnie Dissentshik

Re. My Jewish World

As predicted, MJW is already threatening to become a major problem for the sales of the EJ.

1. The whole theme of promotion as was developed by Mrs. Dror in my presence, places MJW in direct confrontation with the EJ.
2. Given the arrangement made with her, the pressure of Mrs. Dror to produce fast sales is high, which will cause her to resort to the easy road of a 100 vs 6/50.
3. Her intention to meet with UJA people and to sell the set at UJA and Bonds events, will lead to our ouster from these events before we even finalized our participation. The great fear I have encountered from all of those whom I met was that by admitting the EJ they open the door for other products.
4. Also, at this stage too many people of Keter are talking to too many people at different communities. These efforts are not coordinated and are bound to hurt our relations with Jewish institutions.
5. Add all the above to the other "qualities" of the MJW - price, design, etc., we are bound to end up with more losses and lots of headache.

cc. Mr. Y. Rischin
✓ Rabbi H. Friedman

20-8-75

Dear Ronnie-

OK, now we'll see which is worse - my typing or my writing .

Your long letter arrived - and I think it is very impressive. You really have penetrated into many communities, and feel at home, and know where you are going. I see there was a great deal of travel - and that is good. I'm sure your wife doesn't like it - but you are now functioning as a national sales manager - and there is no substitute for the airplane. Your job is to find people, inspire them, convince them, and then follow up with them. All this has to be done person-to-person. And you are doing it - that is obvious. My compliments.

Regarding the situation in each individual place, I really have no comment, and no suggestions to be added to what you are already doing. Basically, you are working on about 20 places - with Denver dead and Columbus and Cleveland dormant until you can open a Cleveland regional office - and you have your connections, and you are trying different approaches, with flexibility. So I think there is nothing more I can add to that, except to write or call some particular person if you need some intervention by me. You know you can always ask me to do anything you need.

Regarding penetration through the UJA channels, you have the Young Leadership, and have been to the Intermediate and Small Cities groups, and if you can get any mailing lists in New York UJA, that could be great. So I think you are covering the UJA angle.

Regarding your idea as to regional office locations, I think your list is perfect. I just have three small comments:

- a.) New York - add to this office Connecticut, which has several good cities: New Haven, Bridgeport, Hartford
- b.) Miami - can this office cover Georgia, Texas and Louisiana, as you plan? Maybe the distances are too great.
- c.) Midwest - you are correct not to concentrate the entire area on Chicago. You need Chicago, plus one more place. If you think K.C. is better than St. Louis, for geographical reasons, I would go along with that. On the other hand try to decide who will be more helpful - Koenigsberg or Rabinowitz-Cahan.

Regarding my next visit(s) to the U.S., I have no specific dates as yet - but am thinking tentatively of two possible trips for my business (which would therefore be on my account, and not at the expense of the EJ): Sept. 25 to October 10; and another October 25 to Nov. 10. I am not sure about either of these. I am in the middle of planning, and will know more in about a week.

Gideon was speaking about a trip in December, which would be on the account of the EJ.

The real basis for a decision is not the dates - but rather the function I could perform. Do we want to open new cities? Do we want to go back and try to convince people we have already seen, who are not doing anything as yet? Do you want me to take some of your regional office directors and open doors for them in their areas? You begin to take an over-all look, and see what it is you need from me? For instance, do we have any reactions beside Philadelphia on my letter for bulk purchases? Your recent telex said no. Has there been any change? Are there any nibbles? Should I go to any of those cities on that project?

OK - that's enough for now. I want to repeat I think you really have grabbed hold of the problem of building a sales system. Does Rischin have a copy of ~~that~~ your letter to me? If not, I think he should see it.

While I wait to hear from you as to future plans and trips, I shall watch with no joy the ^{p"j"2 2367} which is being cooked up. I am not at all convinced it is worth very much. It is too full of compromises and patchwork to last very long. Our public is restless. They also feel insecure about it. There will be many protests in the next ten days - Gush Emunim, Shinui, Etgar, and women's groups. Rabin and Allon are eager to make a deal. Naven got on TV yesterday to say that even though there are 20 secret clauses in the deal, still it's good. Peres is unhappy and wary. But he goes along with the deal.

So that leaves me and Dry Bones (plus the Likud) in the opposition.

22/6 2/2

Heck



אנציקלופדיה יודאיקה
ENCYCLOPAEDIA JUDAICA

PUBLISHED BY
KETER PUBLISHING HOUSE LTD.
JERUSALEM, ISRAEL

August 11, 1975

Rabby Herbert A. Friedman
15 Eben Gvirol Street
Jerusalem, Israel

Dear Herb,

Thank you for your handwritten letter (yet legible) dated August 7, copy of which I'm enclosing hereto assuming that you do'nt have one.

The following will be a short rundown of what's happening in the different cities, and maybe some thoughts about the future.

1. ATLANTA

Renewed my good relations with Mike and they are being helpful, currently trying to work out something with the girls of Bnei Brith.

2. HOUSTON

I put Noga - our Rep. there - to work in a more systematic way and we are preparing first mailing to the community after we get an endorsement letter signed by several members. Earl is of course cooperative and will admit her to all UJA events.

3. ST. LOUIS

Still looking for someone to take it as a full time job. Someone who will also keep an eye on Oklahoma(State), Omaha, Des Moines, and Kansas City. I visited the last two and in Des Moines Garry Rubin (or, should I say : his wife) will take it over. All the material they need was already sent. In Kansas City, Soul is helpful and wise and in a week he will know if the Academy will take this on as a project.

../.2



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Rabbi H.A. Friedman
Aug. 7, 1975

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4. WASHINGTON D.C.

Mr. Blumberg is very quiet and I am putting on a tracer.

5. NORFOLK VA.

Almog is very helpful but wants to go back to Israel, so I am trying to work something out with his No.2.

6. DENVER

You know - as dead as ever.

7. NEW YORK

Have arranged with Michel to be admitted into some UJA events. I still have to work out with his No.2 about the rest of the meetings. As far as mailing lists are concerned, everybody in New York is scared to death but I'm fighting it out as this might turn out to be our most important achievement.

8. LOS ANGELES

Met with Bronstein and followed up with a letter. Our matter is going to be taken up at their Board meeting, on August 11.

9. ALBANY

I wrote yesterday to Don Gould a letter and am awaiting for him to call me back.

10. ATLANTIC CITY

Meeting with the Executive Director next Wednesday. I gave him 50 picturials for his leadership development program.

11. VINELAND

Judy is experiencing a very rough time. I might visit her after Atlantic City.

../.3



Rabbi H.A. Friedman
August 7, 1975

- 3 -

12. COLUMBUS

The mailing and follow up on the list have produced new results (what can be expected if Mandelcorn and his President, who signed an endorsement letter, declined to buy ? -).

I'm leaving them alone at the moment and await until we get someone to run our Cleveland operation. From this you may gather that I want to have a Rep. in Cleveland to cover Ohio, Detroit and Pittsburg. This is even more important, I think, that a Chicago Rep.

13. DAYTON

A committee was formed. The material was forwarded to them and they are working now on a mailing list for us.

14. MILWAUKEE

From Zarot's letter to you, you should know that we do not have to waste our time there. The Board of Jewish Education is also moving very slowly, but through Baron I hope to get next week to lay a leader there and get things to move.

15. BALTIMORE

Direct mail experiment was highly successful. 3% orders and minimum of expenses. However, unfortunately, we are not allowed yet to follow up by phone and in my second letter I didn't offer the possibility to ask for a personal appointment (but everyone is entitled to a certain percentage of mistakes). Will probably go on now for a larger and less cohesive group and test the idea further.

16. YOUNG LEADERSHIP

I met Allan Rudy and he agreed to let us make a mailing to the entire Young Leadership Cabinet. Also, to have a display and have me at a luncheon during the Young Leadership Retreat in October.

.../.4



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Rabby H.A.Friedman
August 7, 1975

- 4 -

17. PHIL BERNSTEIN

It is now a matter of principle for me to get into the convention in Miami and am sending lots of "Blood Hounds" after him. Let's wait and see what happens.

18. BOSTON

We have found a real "Nudnick" to run the operation there. He is going to drive a quarter of a million Jews of the area crazy, but I think he'll be able to sell the set. Of course, I'll go with him when he arrives from Israel after Yom Kippur.

19. CHICAGO

As you know, we are reopening the office there but I was informed too late about this to arrange a meeting for the new Rep. with Gideon and James Rice, when they visited Chicago earlier this week.

20. PORTLAND ORE.

Shenker is unavailable but I met with the E.D. Stein who is trying to find someone to do the job.

21. I have also made a presentation at the Intermediaries Cities meeting and am going to make one at the Small Cities meeting this month.

I think that as far as the different operations are concerned this is it.

../.5



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Rabby H.A. Friedman
August 7, 1975

- 5 -

Let me now give you some of my ideas as to how the regional offices should operate :

New York	N.Y., Albany, Catskills, N.Jersey.
Cleveland	Clev., Ohio, Detroit, Toronto, Buffalo, Pittsburg.
Boston	Boston, Mass, Rhode Island, Portland, Miami , VT, NH.
Baltimore	Baltimore, PA, Washington D.C., Virginia.
L.Angelos	S.Francisco, S.Diego, Portland, Oregon, Seattle, Washington, Nevada.
Chicago	Chicago, Milwaukee, Indiana.
Kansas City	KC, Wichitta, S.Louis, DesMoines, Omaha, Oklahoma.

Although S.Louis is by far the biggest, Kansas C. is better situated geographically. Unfortunately, S.Louis cannot be controlled from Chicago according to my opinion because of the person chosen to run the office, who is both a she and a widow, and I do'nt mean to discriminate as it is unconstitutional.

Miami Florida and Georgia; Houston, Texas and Louisiana.

I hope the above gives you a pretty good picture of what's happening. The office is now in a good shape. With the final touches in September, after we move, it should become a normal place again. So, right now, I'm devoting most of my time to what should be done to develop a sales system and some of the fire works will probably reach you.

Looking forward to having your comments and ideas, and wishing you a very Happy New Year, I remain,

Sincerely yours

Ronnie Dissentshik

P.S.

We should be thinking about your forthcoming visit here.

encl.

SORRY for the typing errors in names but this is an Israeli secretary who has got to learn the names

1-6-73 Steins

246-5483

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

8.7.75

Dear Ronnie -

I am at Caesarea - no secretary - so you will have to suffer with my handwriting.

Yesterday I met with several officers of the Young Leadership Cabinet, asking them to help find someone in their own community ~~to~~ to organize a volunteer sales force. The following are the men:

✓ 1.) Arden Shenker - 801 Standard Plaza - Portland, Oregon 97207
tel: 503-223-5181

he is president of the Portland Federation

✓ 2.) Gary Rubin - P.O. 125-3, Des Moines, Iowa - 503-5
tel. 515-243-5165

he is president of his Federation

✓ 3.) Don Gould - P.O. 5123, Albany, NY 12205

he is out-going chairman of Young Leadership Cabinet, National;
and an officer in his local Federation

✓ 4.) Steve Schwarz - P.O. 377 - Hazleton, Penna. 18201
tel: 717-435-2415

He is vice-president of his Federation and of Young Leadership Cabinet, National

* He is willing to come to New York to meet you, and go over the entire group of Young Leadership men around the country, to see whom you have already contacted, and to recommend key men who will be able to help in their cities. This is an important offer.

5.) Joel Abramson - Maine Rubber International P.O. 3-7 Westbrook, Maine 04092
tel: 207-556-6337

residence: 25 Fall Lane, Portland, Maine 04103

he is vice-chairman of Young Leadership - will be chairman in 1976
tel: 207-747-4435

6.) Herb Amster - 3817 Midberry Rd.

Tackson, Michigan

(Detroit area)

business tel: 313-985-1115

home tel: 517-757-0532

both these men were enthusiastic and willing to try.

(over)

Each of these men is with a telephone call - reminding them that they met with me in the Country Club, near Tel Aviv - and I gave them your name, so they would expect a call.

Ask them if they have given thought as to how to be helpful - whether you should come to see them - when would they have a chairman selected - or a group organized for you to train. I think you can get right into a technical discussion on the very first phone call, because they have already agreed in principle to help.

On 3.7. There was a meeting in Fischel's office with Green, Ecker, the new man Arach? who is taking Levan's place and Rapi Aldor. By the time you get this letter, Green will probably be back and given you a report. The result of the meeting was:

- 1.) Ronnie work out in the field in the 19 places where contact has already been established; plus followups on the 26 places to which I have just written asking for bulk purchases; plus followups on these 6 men listed here
- 2.) Someone else to do the inside office job
- 3.) Continue opening regional offices
- 4.) Try to develop student sales forces
- 5.) I would make another trip only at end of year, because there is no need to open new cities now, when there is still so much to cover in #1 above.

Good hunting -
Hein

PRINCE

GEORGE

CENTER



May 14, 1975

Rabbi Herbert A. Friedman
15 IBN Gabirol Street
Jerusalem, Israel 92430

Dear Herb:

I just finished speaking with Mike Brissman in order to confirm my impression that the encyclopedia project had not been turned down by "various groups" but rather that it had really been stopped by Jack Kay, the incumbent president. Mike told me that when the matter was discussed at a planning meeting which I could not attend, the matter was brought up by him and that Jack Kay said that he did not wish to become involved in it. Conversations held by Mike with various people on his staff have not been positive.

Therefore, it now seems that it will be up to me to figure out how to put across the project after I am elected in the middle of June. I don't have the plan worked out in my mind at this moment. As soon as I do I shall let you know what it is. You can be assured that whatever the plan is, I will do the selling.

Best regards.

Sincerely,


Herschel Blumberg

HB/mb



Telephone: Area Code 414/271-8338

Milwaukee Jewish Federation, Inc.

1360 North Prospect Avenue

Milwaukee, Wisconsin 53202

Max H. Karl
President

July 3, 1975

Melvin S. Zaret
Exec. Vice President

Mr. Herbert A. Friedman
15 Ibn Gabirol Street
Jerusalem, Israel 92430

Dear Herb:

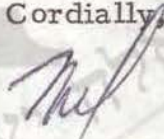
I am sorry that I was out when you called. I would have wanted to be able to talk with you but you were gone before I could do that.

I will be in touch with Harry Epstein about the Encyclopedia Judaica.

I must tell you that we have so many things to do, so many problems to handle that our taking on a project at this time may become impossible but I shall still try. I will let you know as soon as I hear from Epstein but in the meantime wanted to acknowledge your letter.

My very best,

Cordially,


Melvin S. Zaret

MSZ/hew

cc: Mr. Ronnie Dissentchik

~~Don Gould~~

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✓ Gary Rubin - P.O. Box 1283 Des Moines, Ia 50305
(515) 243-5165

✓ STEVE SCHWARTZ PO Box 397 HAZLETON PA 18201 717-455-2095

✓ Don Gould
Box 5123
Albany, N.Y. 12205

✓ Arden Shewker
801 Standard Plaza
Portland, Oregon 97204
503-223-5181

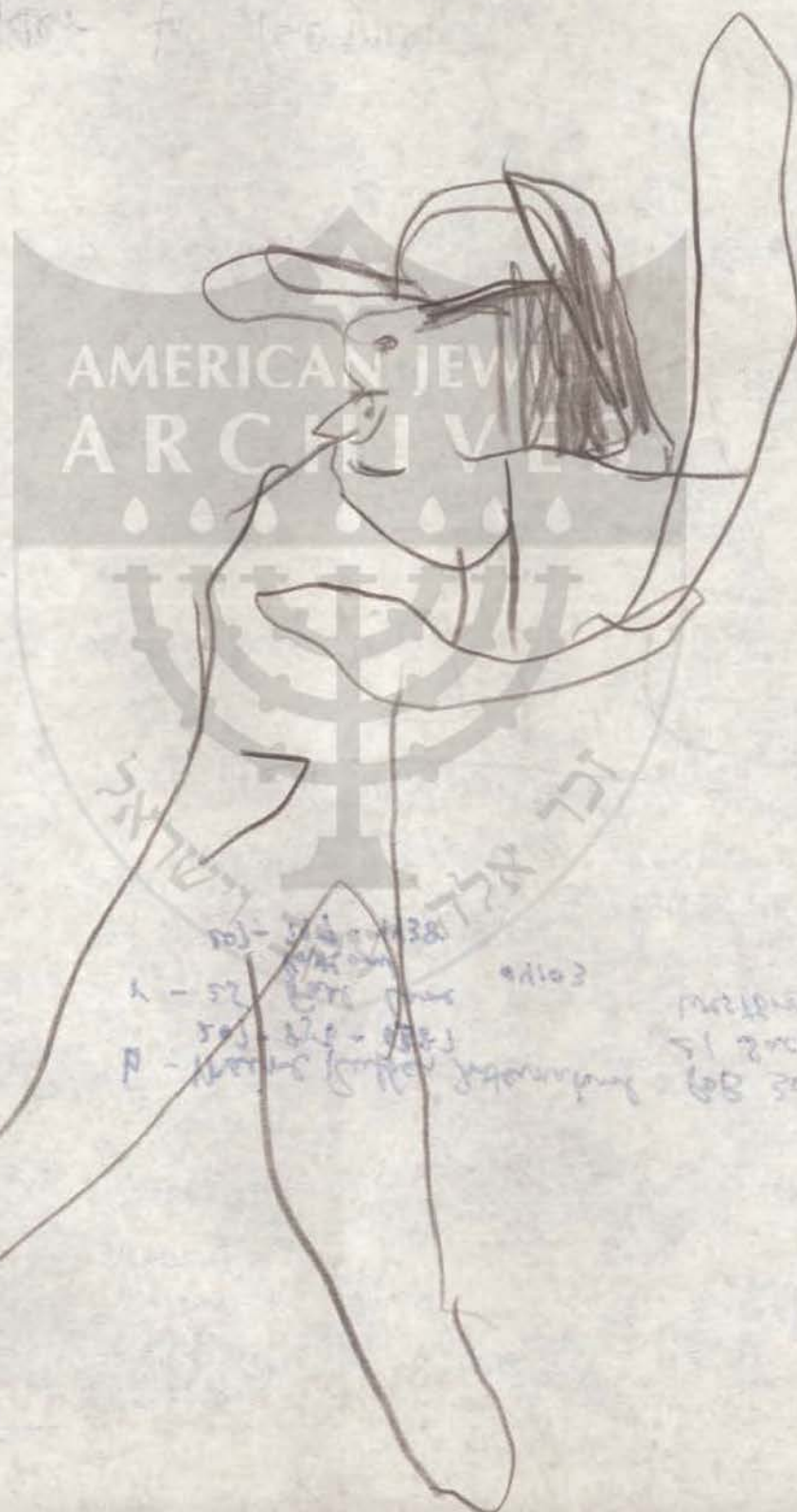
Letter written to Ronnie
8-7-75

with above names
to contact

the New York BVLets

6-3-38

1938



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write Sunday
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MEMORANDUM

TO: Y. Rischin

DATE: 4/23/75

FROM: R. Dissentshik

SUBJECT: Report on
The State of
Affairs of the
Friedman Operation

This report will consist of two parts,
one-city by city, two-general evaluation.

- ✓ Washington-Our request has been denied by all the committees that it was referred to and Mr. Brissman suggests that we wait until July when Blumberg becomes President. In agreement with Herb, I am acting according to his advice. *write to Blumberg*

Baltimore-Got nowhere as predicted with the Board of Jewish Education. We are working on a direct mail effort to the customers of the Hebrew College Bookstore, an experiment which might be our direction for the rest of the country. *direct mail 4/24*

- ✓ Atlanta-As agreed with Gettinger and Sidney Feldman, waiting for mid-May to start working.
- ✓ St. Louis-Going to the Expo and meeting Rabinowitz on 5/1 to work out some ideas for the future. He was not able to find anyone to head a committee.
- ✓ Houston-Will meet Bob Hect^H on 5/2. Hopefully to activate the young leadership.
- ✓ Denver-Getting no cooperation whatsoever from the Federation. Will meet the assistant director of the J.C.C. on 5/5 to try and help them set up an organization. The J.C.C. is quite interested but quite without imagination.
- ✓ Milwaukee-Zaret is quite uncooperative. However, worked out an agreement with the Board of Education, but at their insistence it is on a commission basis. Hope to finalize arrangement within the next week.

Dayton-Lou Goldman keeps feeding me with "domani" promises. I realize he is very busy so I keep the pressure low, especially as there is no chance to get any help from Fitterman. *write to Goldman*

Columbus-Some time within the next ten days a mailing will go to the entire community. A follow-up procedure is not entirely clear as Mandelkorn is an impossible man to work with. But, Keep the faith.

4/23/75

*Travel**Vocational Service*

Cleveland-The presentation to the Board will be done this week. Student recruitment is almost impossible. However, when necessary will send out own staff to work on the leads as we get them.

Norfolk, Va-Touched base with them and was promised help. Should get back to them mid-May after the campaign is over.

General Evaluation of the process is as follows --

It becomes evident that some of the people would not help. Some of them are willing to help, but have troubles and some are doing what they can to help. However, not in the direction that we were thinking about. As I mentioned already in the first week of our tour, something good will come out of it, but the way I see it now I don't see any chance of volunteer committees either because the concept cannot work for a commercial venture or because people are not committed enough or maybe I am not good enough at making them committed.

until you make them committed

What we are going to get out of this is hopefully - mailings and leads and probably the follow-up will have to be done by us. However, we are proceeding slowly because I do not want to give up the original concept yet. If it turns out that we have to do the follow-up ourselves, we shall still try to find a way to do it at a cost which is lower than our present commission setup requires.

intensify - do another round of visits

✓ Please let me know Herb's exact travel plan and his time available for us so we can work out some follow-up.

R. Dissentshik

Sunday 4 P.M. - 4.5.75
Eli Eneel
Regional office
my next trip
Amsterdam letter

write this letter
+ bring up to
me before sun am



May 4, 1975

Mr. Ronnie Dissentshik
Keter Inc.,
104 E. 40th Street
New York, N.Y. 10016
USA

Dear Ronnie:

I met with Mr. Rischin and analyzed with him your summary memorandum dated 23 April. Let me give you my reactions, city by city - then some general comments.

1. Washington - If Brissman suggests waiting until Blumberg becomes president, and brings a different (i.e. positive) attitude toward our request - it certainly makes sense to wait. But in this interim period, a detailed discussion should take place with Blumberg, to analyze exactly what course of action he will take once he is in office. I would suggest your going down to see him, in order to try to fix a procedure. I'll write to him personally along these lines, and ask him to work out a definite plan with you.
2. Baltimore - A direct mail effort to the customers of the Hebrew College bookstore might be a good experiment - but I understand from Mr. Rischin that this means offering a price in the range of \$495. Once you do that you are stuck with that price in the Baltimore area for all types of sales, not just direct mail. Maybe it will be worth it. Have you consulted with Hiller? Is the Bureau of Jewish Education really incapable of recruiting a volunteer sales force from among its parents? Have you met with their Board to try to persuade them?
3. Atlanta - If the agreed date to start working (i.e. planning) was mid-May, then you are right at it. Keep pushing Gettinger and Beldman. The letter has a great deal of public acceptability in the community. If he really wants to organize a committee, he can. He needs lots of talking to, and often takes his time, but once he decides to do something - then he moves. You must convince him this is worthwhile for everyone. See him two or three times - throw out different ideas - something will click.
4. St. Louis - By now you are into Expo and have seen Rabinowitz. If he couldn't persuade Bud Levin to head a committee, there must be other candidates; ask his assistant, Don Gartner, for suggestions. Maybe Bill Kahn at the J.C.C. has a person. The basic attitude of these men, from the start, was positive. Don't let them off the hook.

...../

5. Houston - By now you have also met with Hecht. As I wrote you, when I saw him here in Israel a few weeks ago, he definitely promised to give the assignment to Joel Spiro and his group.
6. Denver - It's no surprise that you are getting no cooperation from the Federation. That was apparent to us from the beginning. But what about creating a student sales force? There are lots of Jewish students in Denver and Boulder (University of Colorado). I am sure Rosenberg would go along with providing lists of names. As for J.C.C., if the director lacks imagination, you don't.
7. Milwaukee - Am surprised at Zaret's non-cooperation. We both know he is confused, but I thought he would help. If the Board of Education will take on the job (even on a commission basis - what's the difference if you pay money instead of trips), they will need constant support and encouragement. You will have to plan several visits.
8. Dayton - I am not sure it is necessary to keep the pressure on Goldman so low. After all, he did say the project should be undertaken, and even suggested the vehicle of the Hillel Academy. I would press him to arrange a meeting with the president and the Board, for you to come out and present the case - and for him to provide the promise to be there to support you. I'll write to Goldman along these lines.
9. Columbus - A mailing to the entire community may bring some interesting results, but that is no substitute for a sales force. As a matter of fact, the mailing is a good preliminary move, which should be quickly followed up by a personal salesman. Gordon Zacks certainly understands that. Have you kept in touch with him? He is the single most important leader in the town. Tell him your troubles. Press him to get a volunteer committee organized. Really press him.
10. Cleveland - I am not clear on the point of student recruitment. Your memo said it was almost impossible. Mr. Rischin's notes indicated that the local Hillel Foundation was working on it. Has the Jewish Vocational Service failed? I find it hard to believe, in the face of a no-job situation this summer, that some number of students couldn't be found.
11. Norfolk - One of the Strelitz brothers is here now with a mission from Norfolk. I'll talk to him and then let you know his reactions. I believe they would be willing to help, and might even supply one of the wives (preferably Mrs. Leonard Strelitz) as the chairman. She would do a very good job.

General Evaluation:

You offered three reasons why you don't have much hope for volunteer committees, and in my judgment the correct one of the three is the second, namely, "people are not committed enough." They are not. Nor can they be expected to become sympathetically committed after one visit. To achieve commitment, lots of brainwashing is required - lots of persuasion - lots of conversation - kicking around lots of ideas over and over - until gradually a conviction begins to crystallize.

...../

That's the whole secret, and it cannot be done by telephone. The personal visit - the personal impact, over and over - is the clue to success, when you are trying to motivate a volunteer effort.

Travel costs money - but that's no reason not to travel. You shouldn't hesitate one second to spend whatever travel money is required. After a 15-20 minute phone conversation, both parties are tired, and still remote. After a two hour face-to-face, the conversation only begins to warm up.

I would earnestly recommend a relentless travel schedule. Keep at it. As you said from the beginning, something will come out of these communities, perhaps not in the form I originally suggested, but some sort of action. For anything serious to happen, some people must be committed to make it work. That requires the constant impact of your personality and your push.

Regarding my travel plans, I expect to arrive in New York around May 27 or 28, and to cover approximately the itinerary as follows:

June 1 - Denver

June 2 and 3 - St. Louis and Omaha

June 5 and 6 - Chicago

June 7 and 8 - Cleveland

June 9 and 10 - Toronto

June 11 and 12- Essex County, New Jersey

June 13 and 14- New York

June 15, 16 and 17 - Cincinnati.

This could change, of course. Mr. Rischin said you and Gideon would be thinking about what you wanted me to do. You know I will try my best to do anything I can.

Looking forward to hearing from you, and to seeing you.

As ever,

Herbert A. Friedman

May 5, 1975

Mr. Louis Goldman
Goldman, Bogin and Fox
40 West Fourth Street
Dayton, Ohio 45402
USA

Dear Lou:

Shmuel Gorodish and I had a long visit about two weeks ago, in which a goodly portion of the time was spent on you. Because we both like you, we talked about you. When are you coming over? Isn't it about time for a visit?

I don't want to ask blunt questions about your personal affairs, but I would like to repeat my offer that if there is anything I can do to give instruction in Judaism, I'll be glad to.

Regarding the Encyclopedia Judaica, when we saw you and Bob F. in February in your office, you were enthusiastic, even if he wasn't, and you said very strongly that you thought a volunteer sales group could be organized among the Hillel Academy parents, and that you would undertake to sell the President of the Academy on the idea.

I know how busy you are with business and personal matters, but I would really appreciate your setting up a meeting with the Hillel Academy Board, and invite Ronnie Dissentshik there, and you be there yourself, to back up the proposal. Then it will work.

As ever,

Herbert A. Friedman

Blind copies:
Mr. R. Dissentshik
Mr. Y. Rischin
Mr. Z. Lehrman

May 5, 1975

Mr. Herschel Blumberg
Spruell Development Corporation
Presidential Building
6525 Belcrest Road
Hyattsville
Maryland 20782
USA

Dear Herschel:

According to information I have received, the idea of forming a volunteer force to sell the Encyclopedia Judaica and thus earn trips to Israel has been turned down by various groups to whom it has been proposed, and now the suggestion is to wait until you ascend to the presidency in July, following which there will be a change in the atmosphere and a new attitude.

I certainly had the feeling when we met together in Washington in February that you were enthusiastic about the idea - both from the educational point of view (spreading the Judaica) and from the trip point of view (sending people to Israel to "turn them on").

The question I would like to ask is what plan do you propose to adopt once you are in office, and can more or less determine the policy as you wish. What ideas do you have? You were thinking in February of asking the Women's Division to undertake the job. Have they refused? Who tried to sell it to them?

Perhaps it would be a good idea for you together with Mike, to meet with Ronnie Dissentshik, and sharpen your wits with each other, to figure out the best approach. I would like to see the planning and deciding take place between now and July - so that when you do come into office, a system can be put into effect rapidly.

All the best,

As ever,

Herbert A. Friedman

Blind copies to:

Mr. Ronnie Dissentshik
Mr. Y. Rischin
Mr. Z. Lehrman

⊕

9375 SUMIN IL.....⊕

9375 SUMIN IL

RCA

233705



AENUUR4/14/75

ATH HERB FRIEDMAN

BRISSMAN IN WASHINGTON SUGG THAT WE WAIT UNTIL JULY UNTIL
BLUMBERG BECOMES PRESIDENT AND THE OFFICIAL ATTITUDE WILL
BE CHANGED MEANWHILE YOUNG LEADERSHIP IN WASHINGTON
TURNED DOWN THE OFFER I SUGG WE FOLLOW HIS ADVICE
REGARDS RONNIE

March 17, 1975

Mr. Louis Goldman
Goldman, Bogin and Fox
40 West Fourth Street
Dayton, Ohio 45402
USA

Dear Lou:

I can't tell you how good it was to see you. I hope the personal problems are now more or less under control. Don't ever forget what I offered, in order to be helpful.

Regarding the Encyclopedia, I know I can count on you not to forget. Your suggestion was that the Hillel Academy was the place to try to recruit a sales force. If so, then its a question of your motivating the leadership and getting Ronnie Back down to Dayton in order to set up a training session.

Hope to see you soon,

As ever,



encyclips

31 Belitha Villas
Islington N1

10th April 1975

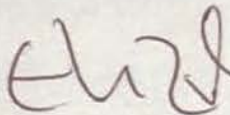
Mr H. Freedman
25 Ibn Gvirol
Jerusalem
ISRAEL

Dear Herb

I thought I had better let you know that Rotstein of the Ketter office here in London yesterday, the 9th April, made a probing telephone call to Moshe Gur here at Rex House and I have naturally been wondering whether he has made other calls to people here as well. He ~~asked~~ enquired about me.

I wonder whether you at your end can look into this in order to minimise, if not entirely eliminate, all such telephone calls. Kindly reply to me if possible to my home address as above.

Yours sincerely



Eli Ered





encyclopedia

Telephone: Area Code 414/271-8338

Milwaukee Jewish Federation, Inc.

1360 North Prospect Avenue

Milwaukee, Wisconsin 53202

Max H. Karl
President

April 8, 1975

Melvin S. Zaret
Exec. Vice President

Mr. Herbert A. Friedman
15 Ibn Gabirol Street
Jerusalem, Israel 92430

Dear Herb:

Thanks very much for your March 17th note. Ron tried to reach me on the telephone but I simply could not return his call at the time. Hence, I am sending him a copy of this note to you.

I want you to know that we will do our best in connection with the encyclopedia. At the same time, I don't want us to be under any false illusions. Our effort in connection with the encyclopedia will need to be sometime after the conclusion of our campaign. It will require the deployment of people who have time and the use of staff with some time and such time is not easy to come by. The Board of Jewish Education may be able to provide some aid but it too has its hands full. With all of this, obviously, we will do our best and I hope that we can be successful.

I know that I don't need to tell you that it was good to see you, that it would have been better if we would have had more time together and I look forward always to hearing from you and seeing you.

My very best.

Cordially,

Melvin S. Zaret

MSZ/hew

cc: Ron

Encyclopedia Judaica

Keter lost IL6m. last year

Jerusalem Post Economic Correspondent

The Keter publishing house lost IL6m. last year, but hopes that business will recover somewhat in 1975, company sources say.

The main disappointment was in the company's biggest product, the 16-volume Encyclopaedia Judaica, which costs \$615 (including two Yearbooks). A total of 5,700 sets were sold last year, as against a target of 9,000.

However, even this figure would have been enough had it not been for a steep rise in costs throughout the Israeli economy. Keter's managing director, Yitzhak Rishin told *The Jerusalem Post* yesterday.

"Our expenses have risen by 70 per cent since January 1974 (in-

cluding the cost-of-living allowance in July). Our average selling price, in Israel pounds, has risen by only 10-15 per cent. Add a 20 per cent improvement in productivity, and we're still in the red."

Marketing difficulties were due partly to the world recession, which had hit the publishing trade hard.

The company had cut its staff from 350 to 300.

The printing shop had shown a small loss last year, largely because it had acquired costly photo-electronic equipment for the encyclopaedia, and this equipment was now under-employed.

Sales target for the encyclopaedia this year is 10,000 sets.

The company specializes in scientific translations.

ATT HERB FRIEDMAN FROM RONNIE
BOB HECHT SPENDING PASSOVER IN ISRAEL (AS FAR AS I REMEMBER HE
OWNS APT IN COUNTRY CLUB HOTEL) TRY TO LOCATE HIM AND TALK
OVER OUR MATTER HIS FATHER DIED AND I WAS UNABLE TO TALK WITH
HIM I FIXED A PHONE DATE WITH HIM FOR AFTER PASSOVER
REGARDS RONNIE

H.V.C. 232444

18/3/75

ATT RISCHIN FROM RONNIE
FURTHER TO MY REPORT

1. ST LOUIS HOPE TO CONCLUDE APPEARANCE IN EXPO WITH SALESMAN ✓

BALTIMORE FEDERATION HAS AUTHORIZED 5000 USD FOR BULK
PURCHASES AMID CRITICISM OF 500 PRICE BOARD OF JEW EDUC
STILL HAS TO DISCUSS EJ BUT ITS PRESIDENT IS SKEPTICAL ✓

DAYTON IN THE MEETING THIS MORNING OUR MATTER WAS NOT
DISCUSSED HAVE PROBLEM LOCATING GOLDMAN TO PRESS HIM

ALSO HE DID NOT APPROACH HILLEL ACADEMY YET

MILWAUKEE BD OF JEW EDUC POSITIVE BUT ZARET IS STALLING AND
WONT ANSWER MY PHONES

HOUSTON YOU KNOW

DENVER WAS REFERRED BY THE FEDERATION BACK TO JCC AND SOLD JCC
NEW IDEAS HOPE TO GET SOME ANSWERS NEXT WEEK

CORRECTION TO RISCHIN/LERMAN

⊕
2275 KETR ILM⊕
2275 KETR IL

20/3/20
Prof '13
To communicate
to York
Frederick
W/S

15.3.75
ניו-יורק

1. איך זה אמר
2. איך זה אמר
3. איך זה אמר

לכבוד
מר י. רישיץ - מנכ"ל בית ההוצאה לאור "כתר"
אזור התעשייה גבעת שאול
ירושלים
י ש ר א ל



מר רישיץ הנכבד,

להלן דוח על התקדמות מעבד פרידמן המורכב משני חלקים
1. סקירה של הערים שאיתן עמדנו בקשר של סיבוב שני
2. הערכות כלליות

אני ממליץ לקרא את החלק השני באותה חשומת לב המקדשת
לחלק הראשון.

א. ואשינגטון

בישיבת הקבינט של הפדרציה שנערכה ב - 11.3.75 לא הגיעו לדון
בעניינינו ויחכן שידונו בו בישיבת ועדת החכנון ב - 24.3.75.
בקשתי מבלמברג שיוודא שאכן כך יהיה.

ב. בולטימור

קניה של 16 הסטים לאונברסיטאות תאושר כנראה ב - 18.3.75.
הועדה לחינוך יהודי עדיין לא הגיע לדון בעניינינו ויחכן שידון
בכך מחר.

ג. אטלנטה

גטינגר אומר שחוזר אליו במחצית מאי וכרגע איננו מעיד להעלות
את הנושא בפני נשות הפדרציה מאחר והן עסוקות מאוד במגבית.

ד. סנט לואיס

יש בעיות עם האקספו מאחר והם אינם מסכימים שנציג שלנו יבצע
מכירות. משא ומתן נמשך.
רבינוביץ אומר שכשיהיה לו מועמד לארגן את המבצע יביא את הנושא
לאישור הקבינט שלו. בד לוין שהיה מועמד סרב בגלל התחייבויות
כבדות למגבית.

ה. דנבר

הודיעו שכרגע הנטיה היא לדחות את בקשתינו כגלל האספקט המסחרי. הצעתי שיקחו בחשבון אפשרות שרק יספיקו לנו לידס. מקוה לקבל השובה בשבוע הבא. החלטה סופית בקשר לבקשתינו המקורית לא תתקבל לפני תום מבצע המגבית (דרך אגב כל הבעיות, שהיו תלויות ועומדות בינינו לבין המרכז הקהילתי של דנבר ושבגינן התקבלנו שם בעיונות מה, הוסדרו).

ו. קולומבוס

דברתי עם מנדלקורן וזקס ושלחתי להם חמר להקים דוכן. אבל כיום אני פחות אופטימי בקשר להצלחתנו להפעיל את מנדלקורן כשורה. כמו כן התחלתי לעבד על קרן "יסנופ".

ז. קליבלנד

נשיא הקהילה החליט לקחת על עצמו להפיץ את האנציקלופדיה בין 100 חברי הקבינט של הפדרציה והם עובדים עכשיו על הפרטים. הכינו עבורנו רשימה למשלוח לקרן "קנגסר" ובשבוע הבא נוציא את אח הבקשה הרישמית. אני ממשיך ללחץ עליהם בעניין הסטודנטים, אם הכל יצליח בתחילת מאי נוכל להתחיל לפעל שם.

כמו כן נפגשתי עם ברון וארוינג ברנשטיין שהבטיחו להגיד מילה טובה בכל הזדמנות שתהיה להם. ברנשטיין גם הבטיח להכניס לפרסום של המגבית בענייני ספרים המופנה ל - 22 אלף איש ביקורת חיובית של האנציקלופדיה, ד"ר לחמן מכין את החומר.

אחמל נפגשנו עם מייק ארנון והתברר שזו היתה שגיאה. אמנם הוא הבטיח לעזר להתגבר על הבעיות שנוצרו בקנדה בעיקבות ה - 90% (כמו כן אמר שאילו היה נודע לו על ה - 90% היה נותן הוראה ארצית לנתק כל מגע איתנו) אך הוסיף שכפי שאמר לדברת וצ'רה בארץ הוא לא מסכים שנשב בתוך אולם הקונסולים ממש, אלא רק בכניסה או בלובי של המקום בו מתקיים הארוע.

היה רצוי לדווח לנו שקיימות עמדות כאלה ואז היינו מסתפקים בשיחה טלפונית איתו להסדרת העניין הקנדי ו"רישמית" לא היינו יודעים על עמדתו זו. היום משנאמרה לנו ע"י יהיה לנו קשה יותר לעקוף אותה.

הערכותיי הם כדלהלן:-

1. אינני חושב שההתפתחויות עד עכשיו הן בלתי עקביות עם הדוח ששלחתי בתום הסיור.

2. חדש מאי הוזכר לי עוד לפני שיצאתי לניו-יורק ואינני מבין מה ההפתעה הגדולה.
התערבותו של הרב בשלב זה יכולה רק לגרום לכך שהיחסים בינו לבין אנשים שבקרנו יתערערו במקצת מאחר שרובם עסוקים מאוד ברגע זה והנידנוד שלי מספיק בהחלט. לעומת זאת משלוח מכתבו של ספיר עכשיו היא זריקת עידוד טובה.

3. האספקט ההשוב ביותר של המבצע הזה הוא לאודוקא הקשר עם הממסד אף שאינני מזלזל בערכו אפילו שניה אחת! אלא בעובדה שבעם הראשונה אנחנו מנסים לארגן באופן שיטתי מערכת שווק מחוץ לניו יורק ולוט אנג'לס הנשענת על קשרים עם הממסד. יכולתי לנסות להקיף ערים רבות נוספות אולם אני רוצה קודם לראות ארגון כלשהו פועל לפחות בשני מקומות לפני שנתקדם. בנתיים איננו מתבטלים מכל מקום אלא משפרים את התשתית המשרדית. זהו תהליך איטי ביותר מאחר וקשור בהחלפת חלק מן העובדים ובחינוך לעבודה תקינה של השאר ובשיפור הליכים ונוהלים. להערכתי קצב התלונות הזורם אלינו הוא מגביל או גבוה יותר מקצב המכירות אשר היה נהוג במשרד בתקופת השיא. יחד עם זאת כל תלונה מקבלת טיפול ביום שהיא מגיעה. התגברנו לחלוטין על בעיית הפיגור בשנתונים ואנו שמים דגש מיוחד על שיפור חדמית המשרד אם כי יעברו בודאי חדשים רבים עד שנחליל אפילו לתקן את השם הרע שנוצר לנו.

בקיצור לא יהיו כאן ניסים ונפלאות אלא עבודה איטית, מייגעת, לעטים קרובות מעצבנת של הנחת יסודות וחדשים ועליהם בניית הנדבכים. השיטה של בניית הבניין מהגג למטה פשוט לא עובדת אפילו לא בארץ האפשריות הבלתי מוגבלות.

להערכתי תהליך ההבראה של המשרד לא יסתיים לפני אמצע השנה ולפני סיומו אני הייתי מפתח מאד ממצב של גידול מהיר ביותר במחירות שעלול להכניס אותנו מחדש לתוהו ובוהו. יחד עם זאת זו בנתיים רק הערה תאורטית.

בתקוה שמכתב זה יתן תמונה די בהירה על המצב וכאשר יצטרף אליו הדוח ההודשי עם מכתב הלווי של גידעון תקבלו תמונה שלמה מן הנעשה כאן.

עוד הערה - אינני חשב שביידיכם בארץ הכלים להחליט החלטות מכריעות לגבי פעילותינו כאן למעט כמוכן החלטה לסגור את העסק. אבל אינני חושב שיהיה אסון גדול עם ישקיעו עוד 10 אלפים דולר באינציקלופדיה ואחת לשישה עד שמונה שבועות תבא לכאן ליומיים שלושה של דיונים שבהם תחרשם מן המצב ונוכל להחליט החלטות יחד, עם על סמך מה שקורה כאן וגם על סמך הצעות המהגבשות בירושלים.

בברכה
דיסנצ'יק רנני

לידיעת : צור ואקר

1972, 73, 74

19,711 sets

marketing exp. -
phs, storage,
shipping, advert.,
scales, etc.

\$6 mill - $\frac{\text{per set}}{300}$

Comm

2 mill - 100

production cost

2 mill - 100

10 mill 500

This equals 500
per set

average sales cost same

\therefore no profit

i.e. no repayment toward
original investments (\$15 mill).

Things to do TODAY


 אנציקלופדיה יודאיקה
 ENCYCLOPAEDIA JUDAICA

A CLAL PROJECT

DATE _____

✓ ☐

1	1			
2	15	- total initial investment		
3		(preparation & printing of		
4		first 15000)		
5				
6				
7		end of first 3 years sales		
8		(1972-4 incl.) anticipated		
9				
10	7 1/2	thru sale of 20,000 sets		
11				
12				
13	\$ 5	- million to market		
14		20,000 sets		
15	\$ 250			
16	20,000	5,000,000		
17				
18				

Things to do TODAY



אנציקלופדיה יודאיקה
ENCYCLOPAEDIA JUDAICA

A CLAL PROJECT

DATE: _____



1			
2	1.) Mood - desperation		
3			
4			
5	2.) Letter to big girls -		
6	Eban		
7	Golda		
8	Sapir		
9			
10	3.)		
11			
12			
13			
14			
15			
16			
17			
18			

Jewish Community Council

of Metropolitan Houston • Incorporated

Post Office Box 35097 • 5601 So. Braeswood • Houston, Texas 77035 • 713/729-1050

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Sol B. Weiner
Honorary President
Seymour Cohen
Dr. Leo Horvitz
M. S. Williams
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Associate Executive Director

Jay Yoskowitz
Assistant Executive Director

Sherman Harris
Director Community Relations

March 25, 1975

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

Dear Herb:


In reply to your note of March 17th I spoke to Jay Yoskowitz and offered my assistance to him in his conversation with Joel Spira, who is Chairman of the Young Leadership group. I will keep you advised.

Also, Bob Hecht is leaving for Israel on March 30th and will be there until April 11th. He will be staying at the Tel Aviv Country Club. I sent him a copy of your letter and also suggested that he call you to further discuss the matter. Hope you two get together.

This will also give me the opportunity to thank you most sincerely for your very kind note to Max Braude dated March 11th concerning my possible association with ORT.

Kindest regards.

Cordially yours,


Albert Goldstein
Executive Director

AG:db



אנציקלופדיה יודאיקה
ENCYCLOPAEDIA JUDAICA

PUBLISHED BY
KETER PUBLISHING HOUSE LTD.
JERUSALEM, ISRAEL

Dear Herb,

3/21/75

You say I should
not get tied up with office
problems. O.K. tell me how
can I go to Norfolk without
taking care of these first?
(Both are important members of
the community)

By the way I hope
to go there in 30th Six. On
the 7th I go to Cleveland and
hopefully to Dayton.

AND YH

Rosen

KANTER AND KANTER

ATTORNEYS AT LAW

SUITE 1106 PLAZA ONE

NORFOLK, VIRGINIA 23510

TELEPHONE 622-1887
AREA CODE 804

Y. H. KANTER
E. KANTER
ARLES E. POSTON
JAMES W. LEWIS

February 13, 1975

40952

Encyclopaedia Judaica
104 East 40th Street
New York, New York 10016

Gentlemen:

I am herewith enclosing a copy of the bill received by me yesterday and a copy of my letter of January 2 to you concerning the purchase of the books when I was in Israel. I am suggesting that unless the contract price agreed on in Israel is accepted I stand ready to have you pick the books up and forget the purchase.

Very truly yours,

H. Kanter

HLK:cmr
enclosures

cc: Encyclopaedia Judaica
Keter Publishing House Ltd.
P. O. Box 7145
Jerusalem, Israel

Encyclopadia Judaica
King David Hotel
Jerusalem, Israel

1/10/75
Pls advise immediately
we will forward you
1/10/75

2/17/75 SARAH Telexed
will ADVISED



GLOBE IRON CONSTRUCTION CO., INC./1516 E. PRINCESS ANNE RD.,/P.O. BOX 5625/NORFOLK, VA. 23516/TELEPHONE (703) 625-2542

MAR 20 1975

RECEIVED

March 18, 1975

Keter, Inc.
Suite 503 - 104 East 40th Street
New York, N.Y. 10016

Attention: General Manager

Gentlemen:

On June 5, 1972 I bought and paid for a set of Encyclopedia Judaica. The purchase was made through Womens American ORT, and donated to Norfolk Jewish Community Center.

Approximately 3 weeks ago, I received a call from Ms. R. Ungar. She stated your company has been sending bills and making telephone calls for 3 years to collect the monies she claimed were due.

Since I had received no calls from anyone at anytime, and frankly, had forgotten about the donation and the circumstances, I asked her to send me details concerning whatever she was referring to, and that I would attempt to straighten the matter out.

Ms. Ungar, in an autocratic and belligerent tone, ordered me to search all my records, etc. since I was so delinquent.

I located the records the next evening; they are enclosed. They indicate payment was made. Meanwhile, to my amazement I received a note, a copy of which you can see threatens me with "delinquent reporting, etc." This was after I explained I had never received any notice during these 3 years.

Frankly, this asinine behavior on your firms part has angered me and my family. I can assure you, you would have been hit with a substantial libel suit, which would have been diligently pursued to the end. People need protection from such stupid actions and sloppy record keeping as Keter has displayed.

I phoned Ms. Ungar and told her the records were found. All she could say was, Hurry up- mail them immediately, etc. No apology or statement that your records could be wrong.

At any rate, enclosed are copies showing proof of payment. As far as I am concerned, forget any apologies; they are not wanted - nor will they be accepted.

Very truly yours,

GLOBE IRON CONSTRUCTION COMPANY, INC.

L.L. Mednick
Vice-President

MEMBERS:
AISC
VRBA
AGC
VCSFA
NAM

March 17, 1975

Mr. Mike Brissman
United Jewish Appeal of Greater Washington
4701 Willard Avenue
Chevy Chase
MD 20015

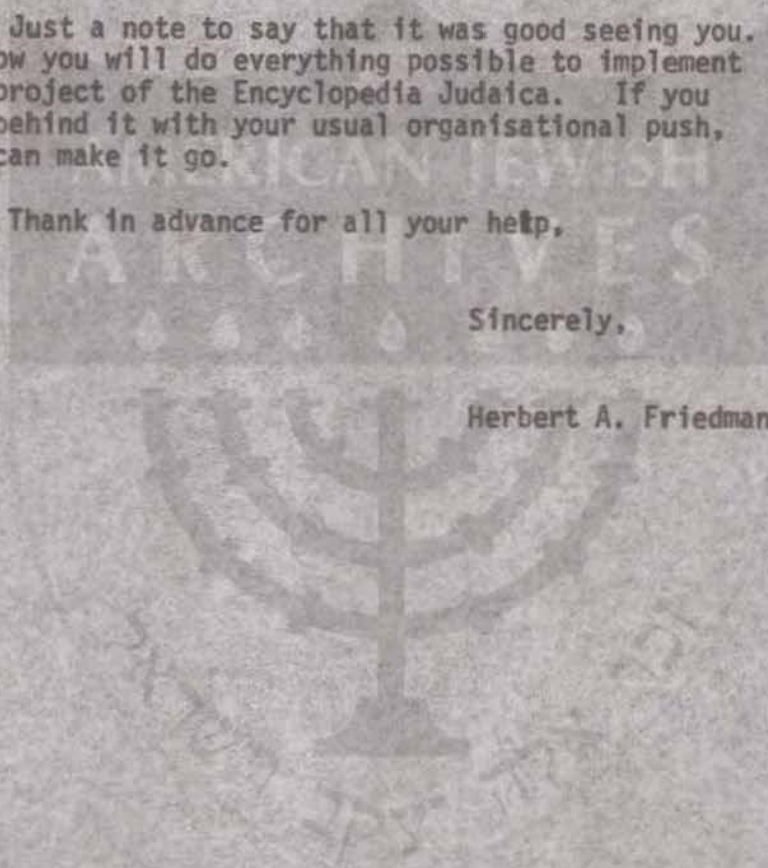
Dear Mike:

Just a note to say that it was good seeing you. I know you will do everything possible to implement the project of the Encyclopedia Judaica. If you get behind it with your usual organisational push, you can make it go.

Thank in advance for all your help,

Sincerely,

Herbert A. Friedman



March 17, 1975

Mr. Hersel Blumberg
Spruell Development Corp.
Presidential Building
6525 Belcrest Road
Hyattsville
Maryland 20782

Dear Hershel:

Just a note to say thanks for your positive response regarding the Encyclopedia Judaica.

You know the educational value of spreading this through as many homes as possible, and if you really push the project, create an effective sales force, and give it your full moral backing, there is no reason why hundreds of sets cannot be sold.

I know you will do your best. With thanks,

Sincerely,

Herbert A. Friedman

March 17, 1975

Mr. Robert I. Hiller
Associated Jewish Charities and
Welfare Funds
319 West Monument Street
Baltimore, Md. 21201
USA

Dear Bob:

Just a quick note thank you for the friendliness of your reception. Please keep an eye on the Encyclopedia project. If you feel that the guy at the Bureau of Education is building an adequate sales force and can really handle it, that will be fine. If you have any doubts, create another instrument to take the responsibility.

Thanks once again,

Sincerely,

Herbert A. Friedman

March 17, 1975

Mr. Max C. Gettinger
Atlanta Jewish Welfare Federation Inc.
1753 Peachtree Road
Atlanta, Georgia.

Dear Mike:

Many thanks for your friendly reception. Knowing your attitude towards Jewish education, I am sure you will take seriously the matter of creating a proper sales force for the Encyclopedia Judaica. If you really take it in hand and get the right lay leaders working on it, together with all the other factors in the community whom you can mobilise - in other words, create a cross section of people to handle the sales, - there is no reason why several hundred of sets could not be sold.

In the matter of the lay leaders to undertake the purchase of enough sets in bulk for distribution to all of the universities, why not ask Milton Weinstein and Sidney Feldman, whom I saw for lunch that day, to consider the responsibility.

With thanks for everything,

March 17, 1975

Mr. Milton Weinstein
National Service Industries
1180 Peachtree Road NE
Atlanta
Georgia

Dear Milton:

It was good seeing you for lunch, even though our visit was so brief. We didn't really get to talk very much about the Encyclopedia Judaica, on whose behalf I was making a quick swing through ten communities. Mike Gettinger is going to try to do something for the Encyclopedia, and I hope you will support him.

Next time you come to the Holy Land or the Holy City, please call.

Sincerely,

Herbert A. Friedman

March 17, 1975

Mr. Sidney Feldman
London Iron and Metals Company
897 Adamson Street
Atlanta, Ga. 30315

Dear Sidney:

It was good seeing you even though our visit was so brief. As usual, you were so full of vinegar, I think you even talked more than I did.

I asked Mike Gettinger to get behind a project on behalf of the Encyclopedia Judaica, and I know you will give him your support.

Let me know the next time you come this way, so that we can sit down for a longer visit.

As ever,

Herbert A. Friedman



March 17, 1975

Mr. Dave Rabinowitz
Jewish Federation of St. Louis
611 Olive Street
St. Louis, Mo. 63101
USA

Dear Dave:

Just a short note to say thankd for your friendly reception. I know you will do everything possible to create the right kind of sales force to get behind the Encyclopedia project. If you decide to give it to the Young Leadership groups, the whole trick will be to follow up in an organised way, as you do in any campaign, to see that the largest numbers of purchasers are covered.

With deepest thanks, I am,

As ever,



March 17, 1975

Mr. William Kahn
Jewish Community Center
11011 Schuetz Road
St. Louis, Mo.

Dear Bill:

Just a short note to say thanks for your very friendly attitude regarding the Encyclopedia Judaica. Aside from the exposure which will take place during Expo, I am really interested in the creation of an effective sales force which can follow up after Expo and visit the largest numbers of potential purchasers.

Thanks in advance for what you and Dave will do.

Sincerely,



March 17, 1975

Mr. Albert Goldstein
5601 South Braeswood
Houston, Texas
USA

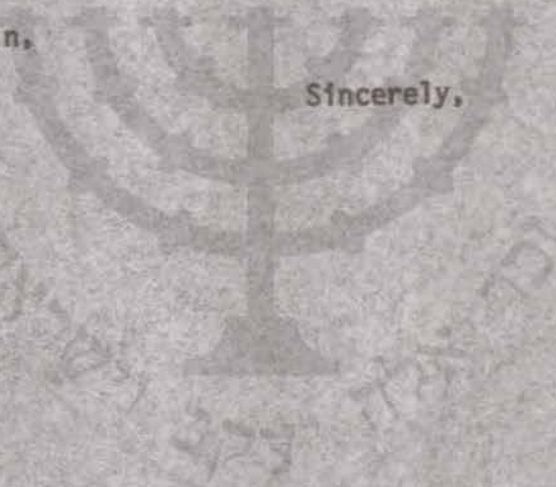
Dear Al:

Just a quick note to say thanks for all your help during my recent visit. I would appreciate your help and thinking in undertaking the responsibility of creating a sales force for the Encyclopedia. Personally, I think the group of Younger Leadership we met that Friday night would be perfect. Bob Hecht can push them and you can give them the organisational back-up.

Also please don't forget the matter of trying to find one or two people who can handle a bulk purchase of many sets for distribution to colleges and universities.

Thanks again,

Sincerely,



March 17, 1975

Mr. Nathan Rosenberg
Allided Jewish Federation of Denver
400 Kittredge Building
Denver, Colorado 80202

Dear Nat:

Just a short note to say thanks for your friendly reception on my recent visit. I know you will do your best to create a sales force for the Encyclopedia. Your assistant, Chris, thought that the best vehicle might be the Young Leadership group, but it is up to you to decide.

Also, I would appreciate your giving some thought to finding the one guy who could handle the bulk purchase for universities. Since Jack Levy demurred, you suggested Bruce Paul, but when I called him he was out of town for several days. Perhaps you can tell him about the project, and then Ronnie Dissenchik could call him from New York to make the actual request.

With thanks,

Sincerely,

March 17, 1975

Mr. Melvin Zaret
Milwaukee Jewish Federation Inc.,
1360 N. Prospect Avenue
Milwaukee, Wisc.

Dear Mel:

Just a note to say thanks for your kind reception. I know our meeting ended inconclusively, but on the other hand I also know I can rely on you to pull the loose ends together.

First of all, see what the reaction is at your Bureau of Jewish Education, and whether you think you can depend on them to maintain an effective sales force. Secondly, give Lerman some responsibility for getting a group of men together when the campaign is over. Thirdly, I saw Louise Eder last week here in Israel, and she told me you had spoken to her, and she had demurred, because of the heavy load of work on the Women's Division. After I made a pitch to her she said she would think it over again, and might change her mind.

I know you will do your best. Thanks again,

Sincerely,

March 17, 1975

Mr. Robert Fitterman
184 Salem Avenue
Dayton, Ohio 45406
USA

Dear Bob:

It was good to visit with you in Lou Goldman's office. Even though you have lots of campaign problems on your head, I believe if you turn your attention to the Encyclopedia project you will find a way to create an adequate sales force.

Perhaps Lou Goldman's idea of using the Hillel Academy is really valid. Please keep after him.

Thanks again,

Sincerely,



March 17, 1975


Mr. Ben Mandelkorn
Columbus Jewish Federation
1175 College Avenue
Columbus, Ohio 43209
USA

Dear Ben:

Just a short note to say thanks for your friendly reception. I know I can count on you to work out the creation of a proper sales force to get the Encyclopedia into as many homes as possible. If you still think the Association for Jewish Culture is the right vehicle, O.K. If not, I am sure you will turn to the Women's Division, or create some sort of an ad hoc committee. You know that Gordie is enthusiastically behind this, and you should not hesitate to enlist his support for whatever you need.

With thanks again.

Sincerely,



March 17, 1975

Mr. Gordon Zacks
R.G. Barry Corporation
78 East Chestnut Street
Columbus, Ohio 43215
USA

Dear Gordie:

Just the briefest of notes to say how good and stimulating it was to see you. You still pop out new ideas by the bucketful.

Regarding the Encyclopedia, please push Mandelkorn and try to see that a proper sales force gets created.

Regarding a bulk purchase from the Yassenoff Foundation, for distribution to the colleges and universities, tell Schottenstein that the big Kangesser Foundation up in Cleveland is willing to buy 50 sets (at \$500 each set for a total of \$25,000) = for distribution in the northern part of the state, and therefore the Yassenoff Foundation might be encouraged to do something similar in the southern part of the state.

Keep well.

Thanks again.

As ever,

March 17, 1975

Mr. Stanley Horowitz
Jewish Community Federation of Cleveland
1750 Euclid Avenue
Cleveland, Ohio 44115
USA

Dear Stanley:

Just a short note to say thanks to you and Sid Vincent for your friendly reception. The idea you suggested of student recruitment through the Jewish Vocational Service as a means of creating an effective sales force for the Encyclopedia, struck a responsive cord with my colleague, Ronnie Dissentchik. I am sure he will back to you for help in implementing the suggestion, and I am sure you will give it to him.

On a personal note, whatever help I can be to you or to Cleveland, in your future position, please remember that you can always call on me. I really mean this.

Sincerely,

March 14, 1975

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

Dear Ronnie:

Thinking over the letter I wrote you yesterday, I realise that there is one thing that I left out, namely the matter of keeping in touch with you as to what is happening. So I drew up the enclosed chart, two copies of which I'm sending you, and a copy of which I will keep on my desk.

As things develop in each city, I would appreciate it very much if you could drop me a note, just describing what is going on, and I will fill in the boxes on my chart, so that I can get a feeling of whether everything is going OK.

I am not interested in daily reports but I am interested in knowing about each contact you make with the community, and what problems you might be running into, in order to see where I might be able to help, if at all.

Looking forward to hearing from you, I am,

As ever,

Herbert A. Friedman

from Herbert A. Friedman

13. 3. 75

meeting at Encyclopedia

1. make out form - send to
Ronnie - for follow up
(sent him - yesterday -
personal letter on same
subject)
2. give Eli Erel address. for England
3. prepare second leg - next ten
communities - concentrate around Chicago:
Minneapolis
St. Paul
Omaha
Kansas City
Detroit
Ann Arbor
Madison
Louisville
Indianapolis
Des Moines

talk with Romnik - 17.3.75 -
from Herbert A. Friedman mon n.y. time

1. He is involved in internal office affairs -- to be sure he can maintain his word externally
2. He continues his follow-up; no delay. He has completed one full round of calls. Letter is on way - should arrive Wed or Thurs.
3. He thinks we should go on second ten cities only when he has accomplished something in first ten, so he has something concrete to point to. Decide and advise, if and when to start second ten.
4. He doesn't see sense in concentrating around Chicago - but pick best ten - then give responsibility to regional offices - Chicago and Miami - to follow up (with his guidance.) He is right.
5. I have confidence he knows what he is doing.

letter written 14-3-75

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			
Cleveland	28.2.75 Jewish Vocational Service to recruit students	Kargesser Foundation			

EXECUTIVE DIRECTORS

+ Minneapolis Dr. Franklin B. Fogelson

+ St. Paul] Morris Lapidos

Omaha Just address listed, no name

Ann Arbor No listing

+ Detroit William Avrunin, *Sol Druchman*

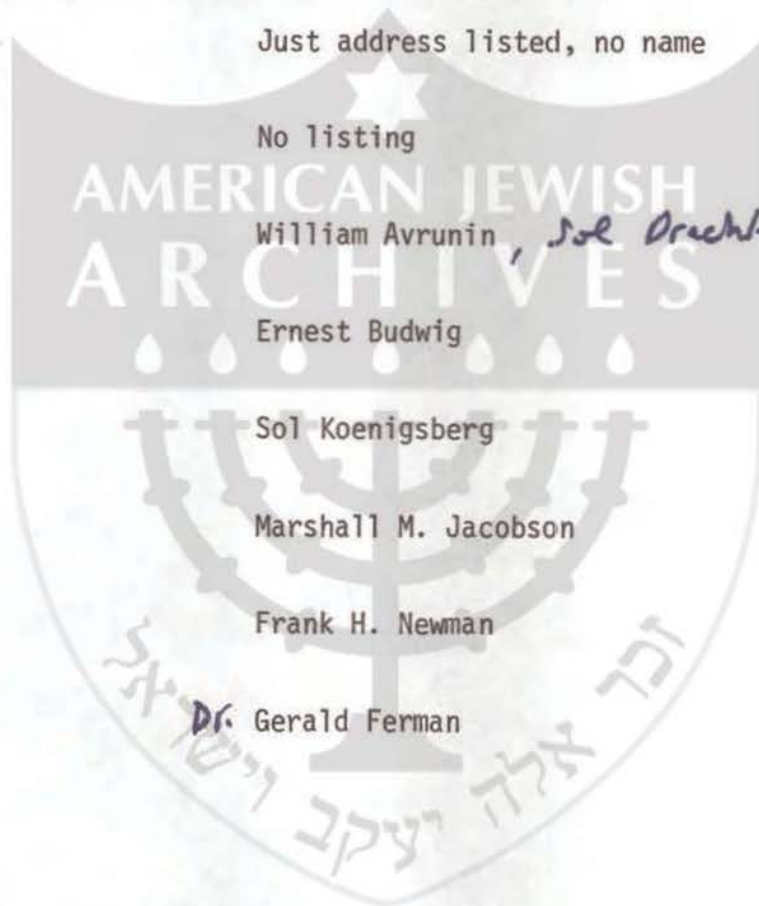
* Madison Ernest Budwig

* Kansas City Sol Koenigsberg

Louisville Marshall M. Jacobson

* Indianapolis Frank H. Newman

Des Moines Dr. Gerald Ferman



make up better second list of cities
than just Chicago-centered

* Hartford, Conn. - Harold Chen
* New Haven, Conn. - Arthur Spiegel

* Miami - Mike Brodie

* New Orleans - Mort Gaba

* Boston - Bernie Olshansky

* Worcester, Mass. - Mel Chen

Central New Jersey - Elton Kerness

Philadelphia - Don Himmelfarb

Dallas - Walter Levy

Norfolk, Virginia - Zvi Almog

EXECUTIVE DIRECTORS

Minneapolis

Dr. Franklin B. Fogelson

St. Paul]

Morris Lapidus

Omaha

Just address listed, no name

Ann Arbor

No listing

Detroit

William Avrunin

Madison

Ernest Budwig

Kansas City

Sol Koenigsberg

Louisville

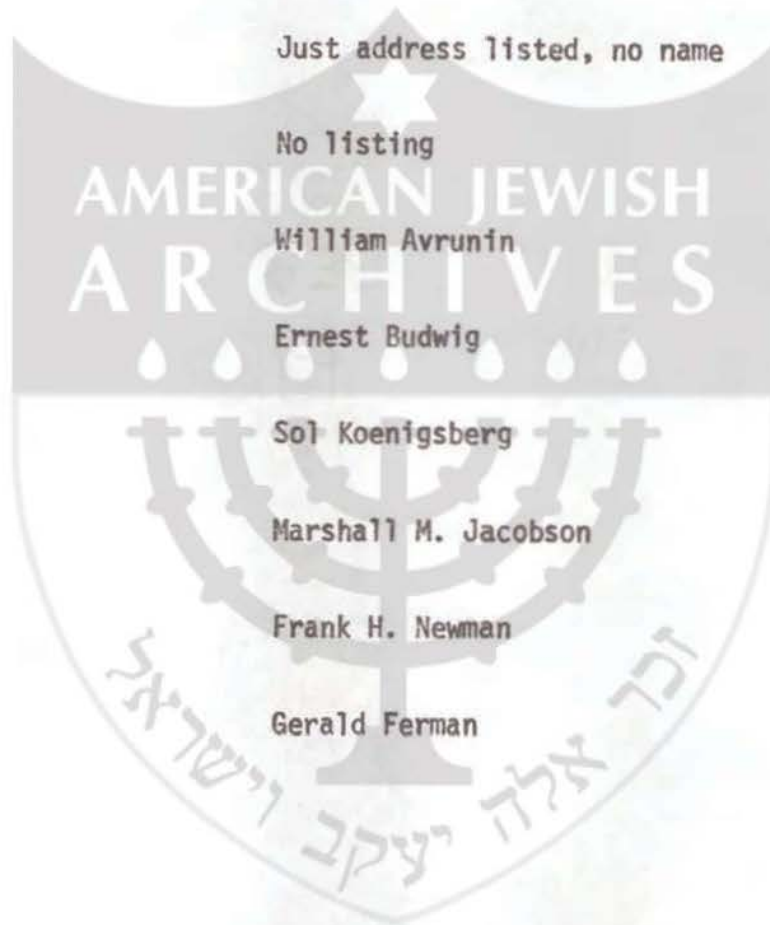
Marshall M. Jacobson

Indianapolis

Frank H. Newman

Des Moines

Gerald Ferman



Date of
next contact Date re

Week

21 March

per vt
27 March

1) make out

Leah

2) call Ronnie

3) Eli Ezed address

Make up
list
of executive directors
of these cities →

4) prepare second leg

Minneapolis, Minnesota

St. Paul, "

Omaha, Nebraska

Ann Arbor, Michigan

Detroit, "

Madison, Wisconsin

Kansas City, Missouri

Covington, Kentucky

Indianapolis, Indiana

Des Moines, Iowa