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AMERICAN JEWISH ARCHIVES

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

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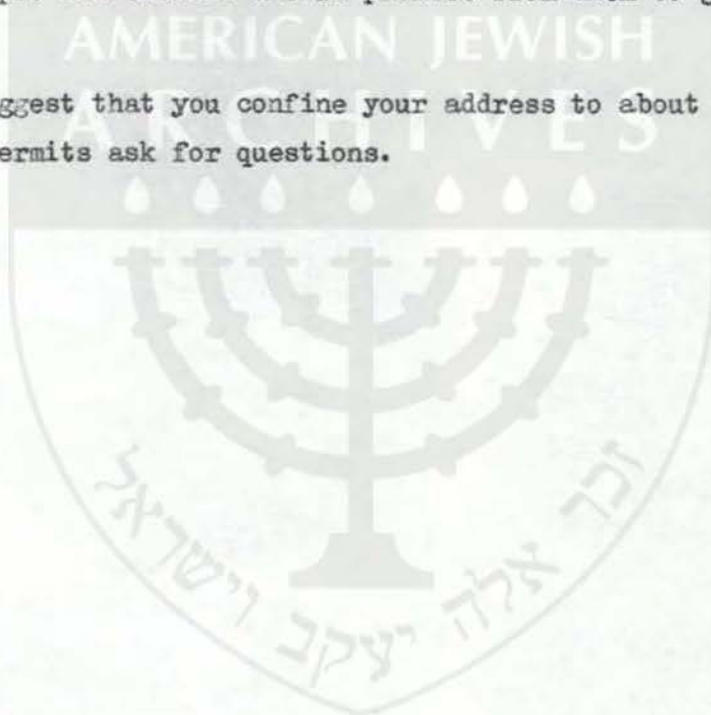
Joint Palestine Appeal. Meetings. 1972-1973.

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

the potential of the Trade Committees in London could easily be doubled if we utilized the maximum effort of our existing committees. The facts are, and this is common to most committees, that apart from half a dozen members the majority of committee members are content to have their name on the notepaper and making their contribution is the sum total of their effort. It seems to me that today, when we are looking for new workers, here is a field that we have not explored to the full, and Chairmen and members present should make it their duty to visit these people and extract a firm promise from them to give up one day for JPA.

*potential
within
committee
membership.*

I suggest that you confine your address to about 20 minutes and if time permits ask for questions.



February 19, 1973

Mr. Trevor Chinn
Lex Service Group
18 Great Marlborough Street
London W.1

Dear Trevor -

It was really lovely spending a long evening at home with you and Susan. We certainly covered lots of ground, in a quiet and relaxed atmosphere. The dinner was damn good too - just the kind I like.

We spoke about The Jewish Agency, and I'm enclosing a list to show you there is no difference between the status of Hymie and Michael. Both are members of The Board of Governors - neither is a member of The Executive. I think you are right in saying that you should take Hymie's seat on The Board of Governors next year. Whenever Michael comes to speak to you about The Deputy Chairmanship, take up the point with him.

Concerning the planning for Women's Division, I would suggest the following calendar:

1. Preliminary meeting with Wizo leadership, to neutralize their opposition, explain to them the benefits, solicit their support.
2. Preliminary meeting with Hon. officers of Women's Division, to discuss over-all campaign concepts and policies, to make sure they understand and agree; also to decide on 1974 strategy.
3. Full meeting - Hon. officers plus all women who can hopefully be enlisted as workers - for a day-long conference on methods. This is like a workshop, and the methods to be employed must be related to the specific calendar of events agreed upon in meeting No. 2 above.

The above can be accomplished in two days - meetings No. 1 and 2 on one day; and No. 3 the next day. I agree this should be early in the year (i.e. May or June 1973 to plan for 1974).

I would be pleased to be helpful. Discuss all this with Mike Barzilai - and let's stay in touch regarding dates.

As ever,

Leon Bagrit - automation
 Daniel Prens - engineering
 Adolph Likeman -
 Sam. Messer - Jack Cotton firm
 Pierre Gillemane -

Jack - home
 727 - 2750

Denise Krolit

203-4845

Klein home

RABBI HERBERT FRIEDMAN

Tuesday, February 6th - Friday, February 16th

Accommodation reserved at:

The Dorchester Hotel,
 Park Lane,
 London, W.1.

Tel: 629:8888

DATE

COMMITTEE/HOST

ORGANISER

WED. 7TH
all day +
evening

MICHAEL M. SACHER (CANVASSING) +
 RECEPTION (at the home of Mr. and
 Mrs. Michael M. Sacher, 15, Upper
 Phillimore Gardens, London, W.8.

A. Klein

5.30

no appointments

5 new gifts
 + mission members

THURSDAY 8TH
(all day)

YARN AND FABRIC (CANVASSING)
 (L. Goodman) 8.50 - L. Goodman - Michael House L. Rosen -

FRIDAY 9TH
(evening)

DINNER AT THE HOME OF MR. AND
 MRS. TREVOR CHINN, 48 PHILLIMORE
 GARDENS, LONDON, W.8.

9.30 - Leo Brank College - 11

SATURDAY 10TH

Security 4

SUNDAY 11TH

MONDAY 12TH
(evening)

MEETING AT THE HOME OF MR. I. JACK LYONS, A. Klein
 2 CAMPDEN HILL, LONDON, W.8.

TUESDAY 13TH
(Lunch+)

WOMENS DIVISION
 (Information Meeting) Weizmann Room
 Rex House, London, S.W.1.

Mrs. C. Torrance

(evening) 8.30

~~Hampstead~~ Garden Suburb (Information)

L. Rosen

Harry
 Candy,
 Chmn.
 Michael
 Phillips

WEDNESDAY 14TH

5.30 - City & Finance (M. Richman)

THURSDAY 15TH

Eban - Dinner (300) - Furniture + Electrical

FRIDAY 16TH

*MONDAY 12TH

YARN AND FABRIC (CANVASSING)
 (H. Knobil)

L. Rosen

Eban dinner 14 }
 lunch 16 }

D. Abner
F.M.

H-04-535211
Ruth James

N. T. Chenn

Let Service go to

18 Essex Street W.1
London W.1

Dear Trevor -

It was really lovely spending a long evening at home with you and Susan. We certainly covered lots of ground, ~~in enclosing a copy of a list~~ in a quiet and relaxed atmosphere. The dinner was damn good too - just the kind I like.

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- (3) Full meeting ^{- Hon. Officers plus} ~~with~~ all women who can hopefully be enlisted as voters - for a day-long conference on

methods. This is like a workshop. And the methods to be employed must be related to the ^{specific} calendar of events agreed upon in meeting # 1 above.

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I would be pleased to be helpful. Discuss all this with Mike Barzilai - and let's stay in touch regarding dates.

~~As ever,~~
As ever,
Hahn

Draft of Proposed Letter

Mr. Adolph Likierman
140 Piccadilly
London W.1.
ENGLAND

My dear Mr. Likierman:

Although you and I have not met personally, I am writing to you at the suggestion of Mr. Lewis Goodman of Marks and Spencer, who is a loyal friend of Israel, and upon whose advice I would rely.

The City of Jerusalem is growing rapidly, taking in large numbers of new immigrants and developing large new housing estates to accommodate them; and must, at the same time, develop industrially and commercially in order to provide employment.

We need people to help us with advice on industrial and commercial development. I have no idea whether you would be interested in coming over for a week or ten days to look at what we are doing and to offer us any suggestions which might come to mind, out of your own long and successful experience.

Unfortunately the Municipality is not in the position to offer any honoraria or even to defray expenses of travel and maintenance. I wish it were otherwise but we struggle just to keep our head above water.

Looking forward to your reaction and hoping that you would find it possible to come over, I am,

Sincerely yours,

Teddy Kollek

המנכ"ח הישראלי המאוחדת

JPA. MG/KS

KEREN HAYESOD.
JEWISH NATIONAL FUND.
JEWISH PHILANTHROPIC ASSOCIATION
FOR ISRAEL AND THE MIDDLE EAST.
THE SOCIETY OF
FRIENDS OF JEWISH REFUGEES.
J.N.F. CHARITABLE TRUST.

JPA

REX HOUSE · 4-12 REGENT STREET · LONDON · SW1Y 4PG

FOUNDER:

THE LATE LORD MARKS OF BROUGHTON

Hon. Presidents:

THE VERY REV. THE CHIEF RABBI,

DR. IMMANUEL JAKOBOVITS, B.A.

THE VERY REV. DR. S. GAON, B.A.

SIR ISAAC WOLFSON, Bart.

President:

J. EDWARD SIEFF

Vice-President:

HYAM MORRISON

Chairman:

MICHAEL M. SACHER, M.A.

Deputy Chairman:

I. JACK LYONS, C.B.E.

Vice-Chairmen:

ROSSER CHINN

TREVOR CHINN

HAROLD H. POSTER

JOHN B. RUBENS

CYRIL STEIN

Hon. Treasurer:

STUART YOUNG, F.C.A.

Executive Vice-Chairman for

Israel and Director

MICHAEL BARZILAY, B. Comm.

Executive Director:

A. A. KLEIN

Telephone: 01-930 5152

Telegrams: Zioniburo, London

Miss Andrea Golstein,
Secretary,
United Jewish Appeal,
48 King George Street,
JERUSALEM 94269,
Israel.

20th December, 1972

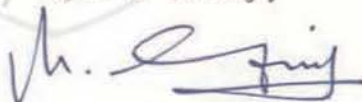
Dear Miss Golstein,

Mr. Barzilay has passed to me your letter of the 11th December and I am writing to apologise for the oversight.

The bill for Rabbi Friedman has been settled as you know direct in Israel and we sincerely hope that the problem of tax will eventually be overcome.

With regard to the bill for Mrs. Friedman, we are in negotiation for its settlement in sterling. Please advise us if you hear of any further problem in this connection.

Yours truly,



M. Garfield
Chief Accountant

December 11, 1972

Mr. Michael Barzilay, B.Comm.,
Director, Joint Palestine Appeal,
Rex House
4-12 Regent Street
London SW1Y 4PG
ENGLAND

Dear Mr. Barzilay,

Rabbi Friedman has asked me to write to you in connection with payment for the fare for Mrs. Friedman's recent trip to London, the bill for which was given to you by Rabbi Friedman himself.

We have received notification from the Ophir Travel Agency in Jerusalem, who arranged the ticket from this end, that the bill has not yet been paid. Although I am sure that this is some oversight on their part or that of the Israeli postal system, I would be very grateful if you could have this checked in your accounts department.

Ophir have received payment for Rabbi Friedman's own ticket, however, there is a small problem there also. Since Rabbi Friedman is a Temporary Resident in Israel his ticket had to be paid for in foreign currency to exempt him from travel tax. The check received by Ophir was in Israeli pounds, and obviously they would prefer to be reimbursed in the currency which they expended for the ticket. Though they are not pressing the point with the ticket that has already been paid for, they request that, if Mrs. Friedman's ticket has not yet been paid, the check be in foreign currency, either Sterling or dollars.

I hope that this will not cause you too much inconvenience.
Many thanks.

Yours sincerely,

Andrea Golstein, Secretary

Alf Klein
Sara Rosen
Shmuel Weissov
Michael Richman
Mrs. Garfield
Stephen Horne

RABBI HERB FRIEDMAN

SUNDAY, OCTOBER 15TH - SUNDAY, OCTOBER 29TH

SUNDAY, OCTOBER 15TH

12.05 Arrival in London on Flight No. LY 015
No. 3. Building.

You will be met at the Airport by
Mr. M. Garfield together with Mr. M.
Richman.

Proceed to the Grosvenor House, Park Lane,
London, W.1., where accommodation has been
reserved for you.

Tel: 499-6363.

Evening Private arrangements with Mr. M. Barzilay.

MONDAY, OCTOBER 16TH

09.00 MANAGEMENT MEETING, Room 307, Rex House,
Regent Street, London, S.W.1.

11.00 PRESS CONFERENCE in your Suite at the Hotel.
(M. Barzilay).

TUESDAY, OCTOBER 17TH

13.00 SENIOR STAFF, AREA DIRECTORS AND ORGANISERS
TEACH-IN - Weizmann Room, Rex House.

*16.00 MEETING WITH MR. HAROLD WATERMAN, Chairman
of the Building Professions Committee -
Grosvenor House.

*18.00 A car will call for you at the Hotel and
take you to Mr. D. Gestetner's home for
Dinner. Rabbi Dr. Louis Jacobs will also
be present at the Dinner. After Dinner
there is a meeting of the NEW LONDON
COMMITTEE at 17 Danes Court, St. Edmund's
Terrace, London, N.W.8.

WEDNESDAY, OCTOBER 18TH

*12.45 LUNCHEON AT SIDNEY COROB'S OFFICE -
Corob Holdings Limited, 7 Hill Street,
London, W.1. with the Property Committee and
potential contributors and workers.

3.30 - Management Meeting - Rex House

20.30 CHEMISTS AND PHOTOGRAPHIC PRE-FUNCTION
MEETING. - Rex House.

for 1972

* Motivation

10-30 Jack Lyons

THURSDAY, OCTOBER 19TH 12.45 LUNCH WITH MR. MICHAEL M. SACHER at Michael House. 57 Baker St.
after - Michael Barclay
* 17.00 J.P.A. TRADE COMMITTEE MEETING, Michael House. - headed by Porter (short)
Raymond Curtis 5.00 price 1/2 * 20.15 HENDON DRAWING-ROOM MEETING, 14 Edinburgh House, Parson Street, London, N.W.4. Thank-you

FRIDAY, OCTOBER 20TH 12.45 ESTATE AGENTS MEETING at 79a Park Street, London, W.1. young in age; negotiators - broken
8.30 - Morris Gordon Garfield
Norman Arnold 12.50
11.30 - Michael 15.30 MEETING WITH MR. TREVOR CHINN at 18 Gt. Marlborough Street, London, W.1.
Rex House

SATURDAY, OCTOBER 21ST 21.00 'THANK-YOU' FUNCTION FOOD TRADE COMMITTEE
Royal Lancaster Hotel. led by Mr. Simon - Goldenberg
Morris Wick
Tessa - John Chen + 2 sons in law

SUNDAY, OCTOBER 22ND F R E E

7 MONDAY, OCTOBER 23RD 12.45 YARN AND FABRIC MEETING, at Marks and Spencer Limited.
Lion Rosen

15.00 MEETING WITH MR. T. JACK LYONS at his office United Drapery Stores, Marble Arch House, Seymour Street, London, W.1.

TUESDAY, OCTOBER 24TH

20.30 Finchley Committee meeting
MANCHESTER - Lunch with individuals and meetings. (Fuller details to follow).

WEDNESDAY, OCTOBER 25TH 13.00 1973 JPA CAMPAIGN EXECUTIVE COMMITTEE at Michael House.

Jack Lyons - from the station (Joan Lewis - secy)

18.00 LAWYERS AND ACCOUNTANTS MEETING at the Carlton Towers Hotel, Lowndes Suite, Cadogan Place, London, S.W.1.

Royal Garden Hotel - Kensington - Osborne

20.15 EDGWARE MEETING at the Grosvenor House, Park Lane, London, W.1.

THURSDAY, OCTOBER 26TH

12.30 SHOW BUSINESS LUNCH - Cafe Royal Hotel.

16.00 J.P.A. FURNITURE TRADE - ANNUAL GENERAL MEETING - Marks and Spencer, Michael House, 47 Baker Street, London, W.1.
headed by Porter

call Doris Morrison
636-1566, Mrs. Wood

- 3 -

THURSDAY, OCTOBER 26TH

8.00 - *Gutman*

20.15 DOCTORS AND DENTISTS MEETING, Rex House.

FRIDAY, OCTOBER 27TH

6 pm - conference call from *Gutman/Esendahl*

~~13.00 SHOE TRADE COMMITTEE (tentative)~~

8 - *Morrison - dinner*

SATURDAY, OCTOBER 28TH

~~19.00 DINNER AT THE HOME OF MR. I. JACK~~

brunch Cyril + Fran
9.00 - *Mike B. breakfast*
Deliss - in suite boots.

1 P.M. LYONS, Blundell House, Campden Hill, London, W.8.

lunch - Trem Chinn - Carlton Tower River Room

SUNDAY, OCTOBER 29TH

Departure for Vienna

AMERICAN JEWISH
ARCHIVES



FURNITURE, TIMBER & ALLIED TRADES AID FOR ISRAEL COMMITTEE A.G.M. AT MARKS & SPENCER
MICHAEL HOUSE, BAKER STREET, LONDON W.1. THURSDAY, 26th OCTOBER 1972.

BRIEF FOR RABBI HERBERT A FRIEDMAN.

We expect about 30 people for this Annual General Meeting and they will consist mainly of Committee Members. Mr. David Hyman, one of the Co-Chairmen will be taking the Chair, and the Agenda and details of the 1973 Campaign will be found in the Book which I am enclosing.

For your information the Furniture Trade Committee is probably the best organised Trade Committee in London, and was one of the first Committees to be created in 1947. Mr Harold H. Poster, the President, was the original founder of the Committee, and you can see from our records that we have, since the inception of the Committee, raised almost £7 million, and the chart shows the steady progress throughout the years. Although they exceeded their National Target of £ $\frac{1}{2}$ million, they did not reach their own assessed target of £1 million; their total was just over £ $\frac{3}{4}$ million.

This Committee was the first Committee to do proper assessment, and although we were not able to follow through completely, wherever the approach was made we did find a good response and well within reach of the assessment figure.

The Furniture Trade Committee was also the first Committee to pioneer Trade Projects and individual Projects in Israel, and we have adopted the town of Migdal Ha'Emek, and 77 projects totalling almost £900,000. Each year Mr. Harold H. Poster has led a trade mission to Israel which has been most successful in bringing in new people and a new sense of Commitment to those who participated.

The point I would like you to emphasise is the one which you laboured at the Trades Meeting last Thursday and that was for the Committee to try and enlarge the scope of its efforts by bringing in those who do not attend Committee Meetings although they do give substantial contributions. We have a Committee on paper, of some 60 people of which 25% are really effective workers. If we can bring in, say another 25%, or even 50% to give up one day next year for the JPA we can effectively cover the whole Trade.

M E M O R A N D U M

To: Mr. Herb Friedman

From: Mr. M. Richman

23 October 1972

LAWYERS & ACCOUNTANTS RECEPTION, WEDNESDAY 25TH OCTOBER,
THE CARLTON TOWERS HOTEL (LOWNBES SUITE) AT 6.00 P.M.

This is an informal reception. Some 12 people will be present. Mr. Abe Kramer is the Chairman of the Committee which calls itself the Society of Lawyers and Accountants for Aid to Israel.

Prior to 1967 there were plans for launching this group, but it was not until 1967 that the Committee came into operation.

The Committee raised: 1967: £150,000 (183 contributors)
 1971: £93,605 (109 contributors)
Realists 1972: £140,527 (129 contributors)

I would ask you to speak on the "Why and How" of fund-raising and give special encouragement in the noble art of "face to face".

It has always been difficult in this Committee to get people to make their personal appointments and complete their cards. Please endeavour to show them that they must not wait for their annual Dinner and that everyone of them is capable of completing 6 cards, and then a further 6 and 6 cards. If each member of the Lawyers and Accountants Committee will attend to 18 people we shall have put the Campaign into a new dimension.

MR

MEMORANDUM



TO: Mr. Herb Friedman
FROM: Mr. Stephen M. Horne.

25th October, 1972.

RE: WEMBLEY

2000 Low Earl 2

This is an 'A' Committee with a membership of twelve good canvassers. The chairman is Mr. Charles Margolis and you may recall at the meeting of the organisers last week that Mr. Klein said that if we had ten such chairman our campaign would benefit considerably. Mr. Margolis has also just become a member of the newly formed executive committee. Wembley raised:-

AMERICAN JEWISH
ARCHIVES

1971	17,500
1972	30,000 + 8000 K. Nidre

This remarkable increase was due to the fact that Mr. Charles Margolis systematically sifted through the cards from last year and planned carefully his campaign with the committee. They had a public hall meeting just after the beginning of the campaign this proved to be a wasted effort financially as it did not utilise the energies of the committee in the correct manner.

500

This year (1973) no public hall meeting is scheduled to take place until after the 180 significant cards i.e. £20 and above have been personally canvassed to a successful end. The total number of donors in the community of 2,500 is approximately 500.

As you can see it is a question of manpower plus time available.

I think that it is necessary to advise them how to improve their technique of face to face canvassing, and how to obtain the increases that they are looking for. The 'why' is especially important for people so physically distant from the cause.

RATING -
works?

OK - try
calling for
appointments

GO TO ISRAEL

DECLINE ABSURD OFFERS

NOTES on meeting to be held at The Royal Garden Hotel,
on Wednesday evening, 25th October, 1972 at
8.45 for 9.00 p.m.

PRESENT representatives from the Golders Green and
Edgware J.P.A. Committees

GOLDERS GREEN

The committee comprises ten members, only four of whom are productive/active. The committee canvasses 253 donors per year and have raised £39,700 in 1972 as against £28,000. last year. This substantial increase is due to a greater emphasis having been placed on the Middle Range Donors.

The committee will be represented by the Co-chairmen, Mr. Gus Coren and Mr. Cecil Oberman and four prospective good workers.

EDGWARE

The committee comprises fourteen members all of whom are active in one way or another throughout the year. The committee canvasses 450 donors per year - the Edgware community is a large but not a wealthy one - and their £20,000. 1972 total is slightly up on that of last year.

Seven - ten prospective good workers will be present at this meeting: these people have never before attended an organised J.P.A. workers meeting.

I, therefore, suggest that the "Why's" and "How's" be emphasised and that the "One day a year" theme be presented to these newcomers. These factors should be especially brought home to the Golders Green representatives as this committee is badly in need of new and younger elements.

Both committees, in fact, will greatly benefit by an injection of enthusiasm that new and younger workers bring with them.

Meeting of the 1973 JPA CAMPAIGN EXECUTIVE COMMITTEE,
Wednesday, 25th October 1972 at 1 p.m. at Michael House

A G E N D A

1. Minutes
2. 1973 Chairmanship Fashion Trade JPA Committee - Henry Lewis
3. 1973 West End JPA set-up
 - Central Synagogue - Alec Colman
 - Marble Arch Synagogue - David Glass
4. JPA Edgware Reform Committee - Walter Landau
5. Show business committee function and 1973 Campaign - Jarvis Astaire
6. JPA Leadership Mission, 9th - 14th November 1972
 - Committees weakly represented
 - Organisation
7. 1973 Campaign Platform - *No one plank -*
 - WAR
 - immigration
 - RANsom
 - social welfare
 - growth of debt
8. Any other business
9. Date of next meeting, Wednesday, 8th November 1972 at 1 p.m. at Michael House.

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MINUTES OF THE FIRST MEETING OF THE 1973 JPA CAMPAIGN
EXECUTIVE COMMITTEE, HELD ON WEDNESDAY, 11TH OCTOBER 1972
AT 12.45 P.M. AT MICHAEL HOUSE, 57 BAKER STREET, W. 1.

There were present: Mr. Michael M. Sacher in the Chair; Messrs. Jarvis Astaire, Michael Barzilay, Rosser Chinn, Trevor Chinn, Alec Colman, Sidney Davidson, Ralph Ehrmann, Stafford Fertleman, David Glass, David Hyman, Alfred Klein, Walter Landau, Henry Lewis, Leslie Lavy, Charles Margolis, Michael Phillips, Harold Poster, John Rubens, Sax Romer, Clinton Silver, Philip Steinberg, Cyril Stein, Tom Whyte and Stuart Young.

Guests: Minister Chaim Barlev, Minister Y. Katz.

Apologies were received from: Messrs. S. W. Gold, Nat Goldenberg, I. Jack Lyons, Hyam Morrison, J. Edward Sieff.

MINUTE 1 Minister Chaim Barlev

The Chairman welcomed Chaim Barlev, Israel's Minister for Commerce and Industry, to the first meeting of the C.E.C. The Minister gave an in-depth briefing on the achievements of the past, the problems of the present and opportunities for the future, putting the accent on immigration and absorption. A question and answer period followed.

MINUTE 2 Membership

The Chairman outlined the responsibilities of the newly created committee and expressed his hope that this new Body will strengthen the Leadership of the JPA in the United Kingdom. He stressed the fact that this committee was appointed for one year and its membership may change for each Campaign.

MINUTE 3 1973 JPA Campaign Plan

- Keyworkers Training: the subject of keyworkers training at a committee level was raised. (Mr. C. Margolis)

Resolved to use Rabbi Herb Friedman's visit for this purpose.

Suggested that the JPA Leadership should conduct training sessions, so as not to depend entirely on visiting speakers.

Emphasised that the Speaker should visit the Committee on its home ground. (Mr. D. Glass)

/Cont...

- Meetings of groups of committees: Suggested that meetings of several committees should be called, centred around one successful committee, in order to emulate its example. (Mr. C. Stein)
- Moratorium: Suggested that moratorium imposed on the other Jewish Fund Raising Organisations in the United Kingdom for six months is too long. (T. Chinn and C. Margolis)

The Chairman pointed out that the present procedure has already been accepted and he has received undertakings from all Organisations that they will respect the six months set aside for the JPA.

- Campaign Platform: The apathy of a section of the Jewish Community who feel that Israel has received enough help over the years, was expressed by Mr. D. Hyman.

Mr. C. Stein's opinion is that this is and always has been the state of mind of non-givers, and that it is up to the JPA Leadership to convince them and make them play their part in the partnership between Israel and World Jewry.

Russian Jewry immigration, poverty and the social gap in Israel, coupled with the staggering expenses for security, which is the burden of every Israeli tax payer must be this year's theme for the Campaign. (Mr. T. Chinn)

Mr. S. Young raised the point of the source of the 1973 contributions. He indicated that whilst the top contributors give from capital, the middle range donors contribute mainly from income. He indicated that a Paper is now being prepared, based on the latest Finance Act, to make contributors aware of the various ways of donating.

Mr. M. Sacher stated that a Paper on "The Challenges of 1973" has been prepared by M. Barzilay and will be circularised to the members of the Executive. He also asked that a one page digest should be made of this Paper and that the Platform of the 1973 Campaign should be included in the Agenda of the next meeting of the C.E.C.

MINUTE 4 Strengthening of weak committees

- Fashion: It was decided that Mr. H. Poster will convene a meeting, to include Messrs. J. Astaire, H. Lewis (members of the C.E.C.) and Alan Beckman and Maurice Lawson, who were invited by Mr. J.E. Sieff to become joint Chairmen of the Fashion Trade. After discussion on the papers tabled, Messrs. Poster, Lewis and Astaire were asked to report back at the next meeting, on the results of their endeavours to form a 1973 JPA Fashion Trade Committee.

/Cont...

- Marble Arch and Central Synagogue: It was suggested that rather than having two or four synagogue committees in the West End, based on the four West End Synagogues, there should be one JPA Committee. Messrs. Colman, Poster and Glass were nominated to bring their suggestions to the next meeting of the Executive.

MINUTE 5 Date of next meeting

The next meeting of the 1973 Campaign Executive Committee will take place on Wednesday, 25th October 1972 at 1 p.m. at Michael House, 57 Baker Street, W.1.



ORGANISATION CHART
JPA LEADERSHIP MISSION 1973
9 - 14.11.1972

LEADER OF MISSION: ROSSER CHINN

GENERAL COORDINATOR: A. KLEIN

ASSISTANTS :  B. BANDET - Speakers & Functions
Y. ESHEL - Tours
Y. ROGOW - P.R.
S. ROMER - Canvass

HONORARY OFFICERS IN CHARGE:

1. TREVOR CHINN
2. CYRIL STEIN
3. STUART YOUNG

SECRETARIES:

1. JUDITH ABRAHAMS (Tel Aviv)
2. PNINA VINITSKY (Jerusalem)

GROUP A (WHITE)

- | | | |
|----|----------------|--------------------|
| 1. | LOUIS HARRIS | Chairman Leeds JPA |
| 2. | I. HOFFMAN | Brighton JPA |
| 1. | ALAN FOX | Organiser |
| 2. | MARTIN GILMOUR | " |
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GROUP B (BLUE)

- | | | |
|----|--------------------|---------------|
| 1. | STAFFORD FERTLEMAN | Member C.E.C. |
| 2. | HENRY LEWIS | " " |
| 1. | MORTON CREEGER | Organiser |
| 2. | JEFFREY MARLOWE | " |
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GROUP C (GREEN)

- | | | |
|----|------------------|---------------|
| 1. | WALTER LANDAU | Member C.E.C. |
| 2. | CHARLES MARGOLIS | " " |
| 1. | STEVEN HORNE | Organiser |
| 2. | RAYMOND CURTIS | " |
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19.10.1972

FROM: M. BARZILAY

PLANNING THE 1973 JPA CAMPAIGN

"The Challenges of 1973"

Extracts from briefings by

A.L. PINCUS, P. SAPIR, MAX FISHER

and

AMERICAN JEWISH
ARCHIVES

M. M. SACHER

at the Jewish Agency Executive, Jerusalem and

at the H.O. and A.C. meetings in London

We left Israel just a few days before the murders at Munich. Nothing that has happened in a long time has shocked us more. The murders at Munich have made even more clear the issues and problems before us today - and in the years ahead. While eleven young Israelis were being held hostage and then killed, the nations meeting in New York were refusing to take even the simplest measures to isolate those countries that receive and give sanctuary to hi-jackers.

The United States brought to the Security Council a Resolution that - I quote - "Condemned the senseless and unprovoked terrorist attack at Munich" - and that called upon "Those states harboring and supporting such terrorists and their activities to cease their encouragement and support of terrorists, and to take all necessary measures to bring about the immediate end of such senseless acts." The Security Council did not even put that Resolution to a vote.

We were in Israel for the meetings of the Jewish Agency. The Agency operates the programmes for which we and the Jews of the world provide the funds for Israel's human needs, so that Israel's people can put their own resources into assuring their security. The Agency was reconstituted last year to involve the leaders of world Jewry in setting the policies, programmes, priorities and costs. Our role is no longer limited to fund raising, while others do the spending.

A year ago when we met in Jerusalem, we were dealing with massive needs adding up to £266 million. When the Agency's Board met in February of this year, we had to add another £54 million, because of the larger immigration of Soviet Jews; that brought the total to £320 million. The responsibility in the United States was to provide two-thirds of that sum. Other Jewish communities undertook to raise the other third.

We are raising £13 million this year. It is the second largest amount we have ever raised. It is doing untold good. It's a great achievement. But it isn't nearly enough. The cash we sent to Israel, together with the income from other countries and from all sources, made it possible for the Agency to budget no more than £192 million this year. That included £20 million which the United Israel Appeal borrowed in the U.S.A. and £15 million which other countries borrowed and £4 million which we borrowed. And it included £10 million in contributions from the people of Israel themselves.

What happened to the needs that the other £128 million were to meet? The needs were real - they just couldn't be erased by lack of funds. They had to be met. Who paid for what we didn't do? The people of Israel through their government - this generation and future generations. They paid for the

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balance of the houses for the immigrants. They made the welfare payments that just had to be made - to the handicapped, the aged, the widowed. They made payments for the sick in the hospitals. When there was no longer room for beds in the corridors, let alone in the rooms, they paid for enlarging the hospitals.

But many critical needs were not met. There is tragic suffering. 250,000 people in Israel are in poverty. Families of ten are crowded into two tiny rooms. Everyone of us who sees it comes away with a sense of shame. 20,000 of Israel's youth are drop-outs from school and from work - are idle in the streets - because we're not doing what we should to bring them back into society. There is social dynamite in that neglect. Many welfare payments are too low for decency. Many aged are not getting the care they need. Neither are many of the mentally ill. Neither are many of the young children who should be in pre-kindergartens but are not - because we haven't provided schools and the support.

The people of Israel - this and future generations - are making up part of the gap we've left. That's because the people of Israel do not have the money now. So the Israel government borrowed. It borrowed another £200 million this year for their human needs and for their security needs. They pushed their foreign debt up to £1,600 million. That's the highest per capita foreign debt of any country in the world. That takes another £100 million out of the country each year just to service the debt. They are already paying the highest taxes of any people in the world - three times what they paid in 1966. The security costs have gone up six times since 1966. In those six years they have cost Israel £2,500 million.

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85 to 90 per cent of their taxes go for defence and debt payment. Even if there were a peace treaty - the paper would be worth no more than Israel's strength to enforce it. With these realities, Israel estimates that it will need £4,000 million in the next six years for its security.

In this setting the world Jewish leaders at the Jewish Agency meeting assessed the human needs we must meet in the year ahead. They add up to £325 million.

These are not just figures...they are people. They are the 65,000 to 75,000 immigrants who will be coming to Israel in 1973. They include 35,000 more Jews from the Soviet Union. More immigrants are expected from Morocco where the security of the Jews is tied to the well-being of the king. More immigrants are expected from Uruguay and Argentina - with its rampant inflation and dangerous anti-semitism from the left and right.

We must provide much more housing than we did this year. It affects every major human need in Israel - £120 million of housing instead of the £33 million we committed this year. We must make £30 million of welfare payments for Israel's most depressed families - but by no means all of the families in need. Health payments for poor patients in hospitals and for the mentally ill will require £35 million. Pre-kindergarten education - payments for high school scholarships and other special education - £27 million. Support of agricultural settlements - £18 million.

If everyone could only see the people who need and get our help - and if everyone whom you solicit could only see them -

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there wouldn't be any question about providing the £15-£16 million which is our share of the £325 million global need. And if they could see what our help does for the strength and for the morale of all Jews in Israel - not just those who get our help, but their entire Jewish populations - there would be no question either about getting the full amount. We know that we can give them strength from our strength - that we can meet these responsibilities. That is £2.5 million more than the £13 million we are raising this year. No one in Jewish leadership underrates the stake we have in making sure that they are met. No one who has raised funds doubts that there are many people in our communities - of substantial means - who can give far more than they have. On us falls the responsibility of bringing to them our understanding and the example of your generosity - to be matched by theirs.

I know how complete is your dedication to the future of our people and I am confident we will succeed!

THE 1973 JPA TARGET - I am speaking of quotas not as set by others but as demands that we make on ourselves. I am speaking of the fund raising goals that we must set for ourselves, because we know that if we do not care for our people no one else in the world will. In 1972 we set a campaign goal of £15 million. That was not just a target, it was our share of an actual and true budget of needs. We will raise £13 million. In other words, we will raise more than ever before, except '67, in the history of the British Jewish Community. We did it in a time of relative peace in Israel and despite economic problems in this country. We have proven that this community doesn't need war and blood and horror to care about other Jews. We can be proud of our achievement and of our communities. Nonetheless, the fact remains that we did not raise enough this year to meet the needs, and as a result, people suffered.

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If we do not raise our share of the world target, the suffering will be compounded. It's as simple as that.

The Executive of the Jewish Agency have a heart-breaking job when they have to adjust priorities, to cut budgets, to say no to people desperately in need.

So the first question before us is this...Will we be satisfied simply to conduct another great campaign in 1973...Or are we determined enough to resolve that we will not set our sights any lower than the full amount that is needed?

I know that your love for your people is deep and true. I know your anger and your anguish when Jews suffer. So, I know that we stand together in unswerving determination to raise our full share of what is needed - and our share is £15.5 million, the U.S.A. £200 million, the rest of the world £85 million and Israel - £10 million.

But the second question then, is...can it be done? Is it really possible to raise so much more than last year, or are we simply deluding ourselves?

In all honesty I am thoroughly and firmly convinced that we can do it...that we can raise not just more...but that we can provide the full amount our people need.

Beyond any doubt, the British Jewish community is wealthy enough to support a campaign twice that size. We did a sample study of 100 men worth £1 million and more. Less than 30 per cent were giving what any of us would consider a decent contribution. And 40 per cent - I repeat, 40 per cent - were non givers. They were people we simply had not reached.

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To cite another example, in our largest cities, London Districts, Trades and Professions, there are far more prospects than gifts received. I believe that we could double our campaigns without altering the life-style of a single family. The money is there. There can be no question about it.

Not only is the money there, but we have the leadership, the techniques, the creativity, to motivate our communities to give it. All we need now is will power and manpower. I mean more commitment, more dedication, we have that.

I ask you to endorse the national target of £15.5 million. I ask you not merely to endorse it, but to strive for it, to achieve it. When you return to your committees, I urge you to recommend goals that reflect your full share of this amount. I urge you not to accept goals which are "safe"...which you know you can reach, or to set a figure on paper just for the sake of putting it on paper.

And, after you have set your quota - then do not settle for anything less. Because the ultimate target is not a financial goal. It is the dream that we all share, that motivates us and inspires us...the creative survival of the Jewish people - in Israel.

ISRAEL'S FISCAL COSTS

Figures represent millions sterling

	1) <u>1967/68</u>	2) <u>1970/71</u>	3) <u>1972/73</u>
	Fiscal Year which included Six Day War	Fiscal Year which included height of war of attrition and cease fire	Present Fiscal Year
	<u>Expenditures</u>	<u>Expenditures</u>	<u>Estimated</u>
1. Defence Costs (Direct & Indirect)	£ 220 m.	£ 520 m.	£ 550 m.
2. Jewish Agency Costs for Immigra- tion, Absorption, Housing, Health, Education, Social Welfare	£ 103 m.	£ 120 m.	£ 200 m.
3. Total Income from Taxes	£ 308 m.	£ 740 m.	£ 1,000 m.
4. Debt:			
Foreign Currency	£ 618 m.		£ 1,600 m.
+ Local Currency	IL 4,700 m.		IL 14,000 m.

המנכ"ת הישראלית המאוחדת

KEREN HAYESOD.
JEWISH NATIONAL FUND.
JEWISH PHILANTHROPIC ASSOCIATION
FOR ISRAEL AND THE MIDDLE EAST.
THE SOCIETY OF
FRIENDS OF JEWISH REFUGEES.
J.N.F. CHARITABLE TRUST.

JPA

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Telegrams: Zioniburo, London

SURVEYORS AND ESTATE AGENTS
COMMITTEE OF THE J.P.A.

NA/IC

20th October, 1972.

Rabbi Herb A. Friedman,
The Grosvenor House,
Park Lane,
W.1.

Dear Rabbi Friedman,

I am very sorry about the unnecessary excitement at the meeting this afternoon. Thank you for dealing with the situation so well and managing to put over your message so successfully.

Mr. Harvey Sonning (who was incidentally the subject of a discussion between you and Michael Richman) has pledged £12,500 for a Kindergarten Project over five years. This was promised at the end of 1971 to commence in 1972, but Michael has not been successful in obtaining the first instalment.

With very best wishes,

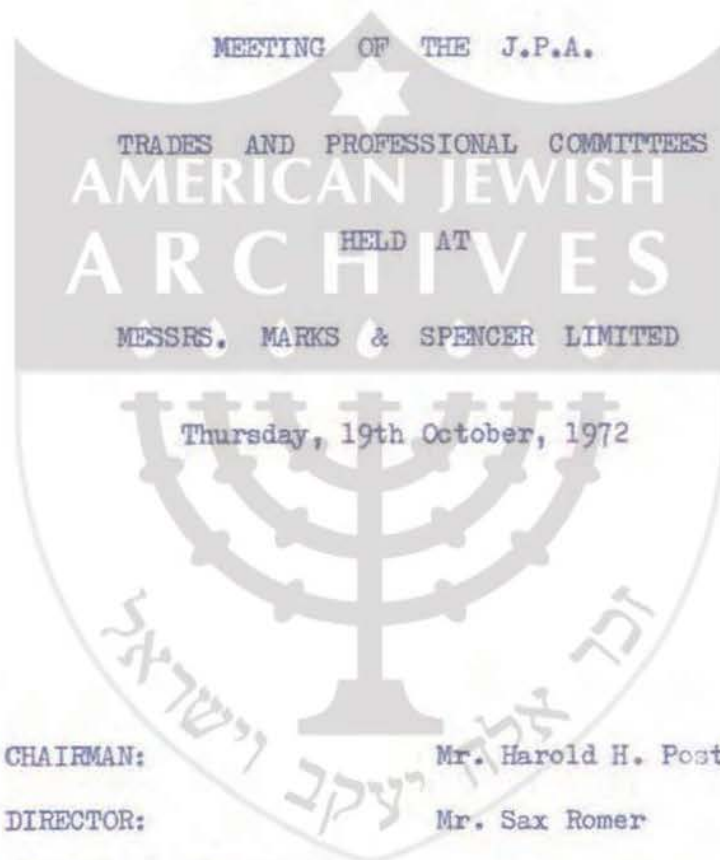
B'Shalom,

Norman Arnold
Norman Arnold,
Organiser.

ISRAEL'S FISCAL COSTS

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CHAIRMAN: Mr. Harold H. Poster
DIRECTOR: Mr. Sax Romer
DIRECTOR PROFESSIONAL COMMITTEE: Mr. Michael Richman

PRIVATE AND CONFIDENT

MEETING OF THE EXECUTIVE OFFICERS OF THE TRADES &
PROFESSIONAL COMMITTEES BEING HELD ON 19th OCTOBER
1972, AT 5.00 P.M. AT MESSRS. MARKS & SPENCER LTD.,
MICHAEL HOUSE, BAKER STREET, LONDON W.1.

A G E N D A

1. Welcome by Mr. Harold H. Poster, The Chairman of
Trades & Professional Committees.
2. Opening address by Mr. Michael M. Sacher,
National Chairman of the J.P.A.
3. Reports on the 1972 Campaign.
4. Outline and Discussion on the 1973 Campaign.
5. Improved methods of Campaigning by Mr.
Herbert A. Friedman, National Executive,
Vice Chairman of the U.J.A.
6. Missions to Israel
7. Any other Business

"A" COMMITTEES £50,000 & ABOVE

2.

<u>COMMITTEE</u>	<u>CHAIRMAN</u>	<u>ORGANISER</u>	<u>1971 TOTAL</u>	<u>1972 TARGET</u>
CITY & FINANCE	S. BERWIN	M. RICHMAN	322,700	300,000
DIAMOND	M. LACK A. MARK	MRS. TORRANCE	95,600	150,000
FASHION	C. MORRIS	L. ROSEN	450,642	600,000
FUR	M. TAGER	L. GRABMAN	83,000	100,000
FURN. TIMBER & ALLIED	D. HYMAN & P. STEINBERG	S. ROMER	451,000	500,000
FOOD, PKG & PLASTIC	L. PORTER	S. HORNE	320,000	400,000
LAWYERS & ACCOUNTANTS	A. KRAMER	M. RICHMAN	97,200	125,000
LINGERIE & KNITWEAR	P. GILDESGAME	L. ROSEN	112,000	180,000
METAL	N. MAGNUS	L. GRABMAN	80,500	100,000
MENSWEAR	D. CODRON	L. ROSEN	30,019	50,000
OFFICE EQUIP.	A. ARENSEN	N. ARNOLD	13,500	15,000
PROPERTY	J. RUBENS	M. RICHMAN	492,900	600,000
SHOE & LEATHER	M. MENDOZA	N. ARNOLD	98,000	100,000
SHOW BUSINESS	H. ZALTSMAN	L. ROSEN	239,800	300,000
YARN & FABRIC	H. KNOBIL L. GOODMAN	L. ROSEN	63,400	80,000

1972

C.o.C. = Credited to other Committees. Br. = Brochure

TOTAL	TOP RANGE	NO OF DON.	MIDDLE RANGE	NO OF DON.	LOWER RANGE	NO OF DON.
269,707	196,902	(11)	71,942	54	863	9
+ 180,936 C.o.C.	+ 171,400	+ 10	9,486	13	50	1
		21		67		
98,400	51,000	4	39,211	6	8,189	13
421,583	320,413	15	93,638	61	7,532	52
44,750 C.o.C.	31,000	3	13,250	12	500	2
80,072	22,500	3	34,850	38	22,722	166
522,247	389,500	29	110,880	77	11,367	117
231,171 C.o.C.	213,619	4	12,428	36	4,624	29
7,330 Br. expectation £15/20,000						
362,836	284,423	17	61,798	45	16,617	122
10,209 C.o.C.			8,740	10	1,469	7
20,000 Brochure						
140,998	85,000	8	50,734	57	5,264	57
19,461 C.o.C.	15,000	3	4,111	6	350	3
114,693	75,561	8	17,133	11	1,999	18
46,500 C.o.C.	31,000	4	14,750	5	750	3
6,030 Brochure						
111,626	91,153	7	20,483	12	1,090	8
56,279	16,580	2	33,52	30	6,626	40
64,558	56,300	4	3,799	4	2,451	19
2,008 C.o.C.	-	-	1,600	3	408	1
1,065,041	1,035,990	24	28,213	10	838	6
241,400 C.o.C.	237,000	11	14,250	10	150	1
53,512	18,000	3	28,068	25	7,444	38
33,076 C.o.C.	29,000	7	3,750	2	326	1
10,231 Brochure						
102,900	100,000	4	2,500	1	400	1
	Appeal Luncheon October, 26th					
83,910	53,163	5	29,147	15	1,600	10
74,750 C.o.C.	60,000	5	14,350	8	400	2

191

625

=

816

"B" COMMITTEES BELOW £50,000

<u>COMMITTEE</u>	<u>CHAIRMAN</u>	<u>ORGANISER</u>	<u>1971</u> <u>TOTAL</u>	<u>1972</u> <u>TARGET</u>
ANTIQUE ART	E. GRAUS	L. GRABMAN	13,300	20,000
CHEM. AUDIO & PHOTOGRAPHIC	H. WOOLF S. CYNA	J. MARLOWE	62,100	50,000
COSTUME JEWELLERY	M. ARNOLD	MRS. TORRANCE, C.	5,700	10,000
DOCTORS & DENTISTS	DR. S. COHEN	L. GRABMAN	28,000	35,000
ESTATE AGENTS	S. SCHAMA	N. ARNOLD	10,500	15,000
FRUIT	E. SAPHIR	S. HORNE	29,000	35,000
HOTEL & RESTAURANT	W. LANDAU	S. HORNE	26,000	50,000
MILLINERY	A. HEYMANN (Possible)	MRS. TORRANCE, C. No Committee as yet	6,200	10,000
M. & S. STAFF	-	L. ROSEN	11,600	12,500
TOY TRADE	I. WILLIAMS	A. FELL	12,400	25,000
TRAVEL AGENTS	J. SMILG	L. GRABMAN	12,000	12,000
<u>New Committees</u>				
RADIO, ELECTRICAL & ALLIED TRADES	P. G. BELAK	S. ROMER J. MARLOWE		
BUILDING PROFESSION	H. WATERMAN C. FISHER	A. FELL		
ESTATE AGENTS NEGOTIATORS	R. COHEN S. MYERS	N. ARNOLD		
JEWELLERY & WATCH	-	MRS. TORRANCE, C.		

1972

N.B.C.o.C. = Credited to Other Committees

TOTAL	TOP RANGE	NO. OF DON.	MIDDLE RANGE	NO. OF DON.	LOWER RANGE	NO. OF DON.
6,803	-	-	6,203	10	600	4
26,300 6,000 RR.	25,000	1	1,300 APPEAL DINNER, OCTOBER, 21st.	2	-	-
5,300	-	-	2,800	2	2,500	38
33,131 15,000 Estimated Other Comm.	15,000	2	14,012 40% Total of Doctors & Dentists in London Area Contribute	21	4,119	89
19,456 10,000 Brochure Expectations	-	-	16,093	15	3,363	42
28,970 5,000 Brochure Expectations	13,210	2	11,226	12	4,534	51
25,212 6,800 C.o.C.	-	-	15,859 6,500	9 3	9,353 300	82 1
5,000	5,000	1	-	-	-	-
14,026	-	-	9,400	7	4,626	131
4,100 5,500	-	-	2,250 5,500	4 3	1,350	16
9,300 1,000 C.o.C.	5,000	1 1	3,700 1,000	11 -	600	11

8

99

OUTLINE OF 1973 CAMPAIGN

The coming year's plan has a few basic changes, but has retained the best features which proved effective fund-raisers in the past. No targets have been allocated, but Committee Chairmen are requested to raise this point at the earliest opportunity with their Committees, and based on realistic assessment and past achievement, set their own figure.

CAMPAIGN CALENDAR

- October 19th. Meeting of Trades and Professional Divisions. Chairman Harold H Poster, addressed by Mr Michael M Sacher, National Chairman of JPA, & Mr Herbert A Friedman, Vice Chairman of UJA.
- October 29th/5th Nov. One week cash campaign for 1972 outstandings.
- November 6th/13th. Special visit to London of Mr A L Pincus, Chairman of Jewish Agency, for special canvass of £100,000 and above.
- November 9th/14th. JPA Leadership Mission to Israel with fact-finding group to Vienna 7/9th November.
- November 30th/4th Dec. Israel's 25th Anniversary JPA Knesset Dinner for £10,000 and above contributions.
- December 13th. Preliminary Dinner, Dorchester Hotel for £5,000 and above contributors. Speaker Professor Yigal Yadin.
- December 15th/22nd. Special visit by Israel's Finance Minister Pinhas Sapir for individual and small functions for £10,000 and £5,000 donors follow-up.
- January 14th 1973 . JPA National Conference Royal Garden Hotel. Speakers Leon Dultzin Treasurer Jewish Agency, and General N Kain Economic Advisor to Chief of Staff and Defence.
- January 15th/28th Feb. Commence operation "A Day a year for JPA". The following Israeli emissaries have been invited for personal ~~canvass~~ and pace-setting meetings.

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Ambassador I Keenan (Norway)	14.1.73 - 4.2.73
Yitzhak Mann former Paymaster Israel Air Force	14.1.73 - 4.2.73
Commander Y Igra. (Retired) Israel Navy	4.2.73 - 25.2.73
Ralph Rurka. Director Israel Industries Ltd	4.2.73 - 18.2.73
Matti Golan. Journalist "Haaretz"	18.2.73 - 4.3.73
Ambassador N Astan. Senior Official Foreign Office , Israel.	25.2.73 - 18.3.73
Ernst Michel. Director UJA, New York	27.4.73 - 2.5.73

Committee Chairmen are asked to take advantage of this help and utilise their time to the fullest advantage, morning, noon and evening. Spread responsibility amongst members by appointing Chairmen and sub-committees for canvassing, programming and follow-up.

February 15th/28th. Culminating Dinners, Luncheons and Meetings for Trades and Professions with following Speakers - General Haim Herzog, Barrister, ex-Chief of Staff Israel, Mr Y Navon, Deputy Speaker Israel Knesset.

March 2nd/15th April. Residue of B Trades and Professions. Speaker Col. M Bar On, Executive member Jewish Agency.

April 29th. JPA National Leadership Conference. Guest Speakers Mr E Shapiro, Director World K. Hayesod, Mr M Rivlin, Director-General Jewish Agency, and Mr E Michel, Director UJA New York.

April 29th/6th May. National Canvassing week for winding up of Middle Range Donors.

6th May. 25th Independence Day. Organise special functions for Show Business, Fur and Chemist Committees to which non-givers of £1,000 and over. From other committees should be invited. Committees should also organise selected house parties for 1973 non-givers.

June. Cash drive for outstandings.

October/November. Committees should be encouraged to organise "Thank you functions" with the aim of strengthening and recruitment.

1973 PRELIMINARY LIST OF TRADE & PROFESSIONAL APPEAL MEETINGS

N.B.*MEETING CONFIRMED

<u>COMMITTEE</u>	<u>ORGANISER</u>	<u>DATE</u>	<u>SPEAKER</u>	<u>VENUE</u>	<u>TYPE</u>
ESTATE AGENTS	N.ARNOLD	SERIES OF DINNER PARTIES COMMENCING JAN. 16th.			
CITY & FINANCE*	M.RICHMAN	MON. JAN 22	AMB.I.KEENAN	SAVOY	LUNCH. Host:P.Kleeman
CITY & PROPERTY* (Combined)	"	TUE.JAN 23	"	"	LUNCH
LINGERIE & KNITWEAR*	L. ROSEN	MON.FEB 19	GEN.H.HERZOG	DORCHESTER	LUNCH
SHOE*	N.ARNOLD	MON.FEB 19	GEN.H.HERZOG	SAVOY	DINNER
JEWELLERY* & WATCH	MRS.C.TORRANCE	TUE.FEB 20	GEN.H.HERZOG	VENUE ?	LUNCH
OFFICE EQUIPMENT*	N.ARNOLD	THUR.FEB 22	GEN.H.HERZOG	J.GESTETNER'S HOME	SUPPER
FURNITURE*	S.ROMER	SUN.FEB 25	GEN.H.HERZOG	SAVOY	DINNER
RADIO,ELECTRICAL* & ALLIED(Combined)	S.ROMER J.MARLOWE	SUN.FEB.25	GEN.H.HERZOG	SAVOY	DINNER
FASHION	L.ROSEN	SUN.FEB.25	To be arranged about this date		
METAL	L.GRABMAN	MON.FEB.26	" " "	WITH TOM WHYTE	LUNCH
FOOD,PACKAGING & PLASTIC*	S.HORNE	WED.FEB.28	MR.Y. NAVON	ROYAL LANCASTER	DINNER
LAWYERS & ACCOUNTANTS	M.RICHMAN	WED.FEB.28	- *	DORCHESTER	DINNER
CITY & FINANCE*	M.RICHMAN	WED.FEB.28	-	-	DINNER
DIAMOND*	MRS.C.TORRANCE	THUR.MAR.1	MR.Y.NAVON	BOURSE	MEETING
BUILDING PROFESSION	M.RICHMAN	TO BE ARRANGED ABOUT THIS DATE			RECEPTION
YARN & FABRIC*	L.ROSEN	MON.MAR.5	MR.Y.NAVON	DORCHESTER	LUNCH.
PROPERTY*	M.RICHMAN	MON.MAR.5	MR.Y.NAVON	DORCHESTER	DINNER
ANTIQUE & ART	L.GRABMAN	MID MARCH MEETING TO BE ARRANGED			
FRUIT *	S. HORNE	THUR. MAR.29	-	ROYAL GARDEN	DINNER
TRAVEL AGENTS	L.GRABMAN	POSSIBLE MISSION TO ISRAEL			APPEAL IN ISRAEL
HOTEL & REST.*	S. HORNE	TUE.APR.3	COL.M.BAR-ON	KIND DAVID	DINNER
M & S STAFF *	L. ROSEN	THUR.APR.5	COL.M.BAR-ON	M & S.	MEETING
MENSWEAR *	L. ROSEN	TUE.APR.10	COL.M.BAR-ON	DORCHESTER or M & S	LUNCH RECEPTION

Cont...../.....

List of 1973 Appeal Meetings Continued...

<u>COMMITTEE</u>	<u>ORGANISER</u>	<u>DATE</u>	<u>SPEAKER</u>	<u>VENUE</u>	<u>TYPE</u>
CHEMISTS & AUDIO	J. MARLOWE	MID-APRIL	SERIES OF COCKTAIL PARTIES		
SHOW BUSINESS	L. ROSEN	WED. MAY 9		INN ON PARK	LUNCH
FUR	L. GRABMAN	WED/THUR MAY 30/31		SAVOY	LUNCH
DOCTORS & DENTISTS	L. GRABMAN	DINNER PARTIES BEING ARRANGED AT COMMITTEE MEETING OCT. 26, 1972.			
ESTATE AGENTS NEGOTIATORS	N. ARNOLD	COMMITTEE JUST FORMED APPEAL MEETINGS TO BE ARRANGED			
MILINERY	MRS. C. TORRANCE	NO COMMITTEE AS YET. MR. A. L. HEYMAN OF LUTON BEING APPROACHED FOR CHAIRMAN			
TOY TRADE	A. FELL	NO COMMITTEE - ONLY CHAIRMAN-AWAY TO END OF YEAR			

TRADE MISSIONS TO ISRAEL

The following Missions to Israel have been arranged. N.B.* = Confirmed.

CHEMISTS, AUDIO & PHOTOGRAPHIC	2nd Week Feb.
TRAVEL AGENTS	March
* FURNITURE, TIMBER & ALLIED	April 29th/May 13th
* ESTATE AGENTS	May 6th/20th
* BENCH & BAR	June 10th/17th
LAWYERS & ACCOUNTANTS	August
FOOD & PLASTIC)	
FRUIT & HOTEL)	Nov 1st/11th

J.P.A. TRADES AND PROFESSIONAL COMMITTEES

The following Organisers are responsible for the committees indicated below, under the overall direction of Mr S. Romer, Trades Director. Mr M. Richman is responsible for the Professional committees.

Those marked with an asterisk are also responsible for various District committees.

MR. S. ROMER	FURNITURE, TIMBER & ALLIED TRADES
MR. M. RICHMAN	CITY & FINANCE LAWYERS & ACCOUNTANTS PROPERTY
* MR. L. ROSEN	SHOW BUSINESS FASHION LINGERIE & KNITWEAR YARN & FABRIC MENSWEAR MARKS & SPENCER STAFF
* MR. L. GRABMAN	ANTIQUA & ART DOCTORS & DENTISTS FUR TRADE METAL RESEARCH DEPARTMENT TRAVEL AGENTS
* MR. N. ARNOLD	SHOE TRADE ESTATE AGENTS (NEW) ESTATE AGENTS NEGOTIATORS OFFICE EQUIPMENT
* MR. S. HORNE	FOOD & PACKAGING & PLASTICS HOTEL & RESTAURANTS FRUIT TRADE
* MR. J. MARLOWE	CHEMISTS, AUDIO & PHOTOGRAPHIC (NEW) RADIO, ELECTRICAL & ALLIED TRADES
* MRS. C. TORRANCE	DIAMOND TRADE COSTUME JEWELLERY MILLINERY (NEW) WATCH & JEWELLERY
* MR. A. FELL	TOY TRADE (NEW) BUILDING PROFESSION

RATE
+
CANVASS }
↓

MANPOWER
+
CONVICTION
↓
KNOWLEDGE

→ LOOK WITHIN YOUR COMMITTEES
FORCE OF 300 400 IN LETTERHEADS
PROBABLY ONLY HALF WORKING
MOBILIZE OTHER HALF - 150



"ONE DAY WORK PER YEAR"

6 personal visits - 900

TARGETS

"REALISTIC ASSESSMENT"

no committee

weakness on committee

HERB FRIEDMAN CHART

Figures represent millions sterling

	1) 1967/68 Fiscal Year which included Six Day War	1) 1970/71 Fiscal Year which included height of war of attrition and cease fire	2) 1972/73 Present Fiscal Year
	Expenditures	Expenditures	Estimated
1. Defence Costs (Direct & Indirect)	£ 220 m.	£ 520 m.	£ 550 m.
2. Jewish Agency Costs for Immigration, Absorption, Housing, Health, Education, Social Welfare	£ 103 m.	£ 120 m.	£ 200 m.
3. Total Income from Taxes	£ 308 m.	£ 740 m.	£1,000 m.
4. Debt:			
Foreign Currency	£ 618 m.		£1,600 m.
+ Local Currency	IL 4.700 m.		IL 14.000 m.

19th October, 1972.

NOTES TO RABBI FRIEDMAN FOR THE HENDON
J.P.A. COMMITTEE MEETING AT THE HOME OF:-
MR. & MRS. ALIC NATHAN, 14, EDINBURGH HSE.,
TENTERDEN GROVE, NW4

The Chairman of the Committee is Mr. David Pomson, who will be in the Chair for this evening. He is in the wholesale packaging business. The host for the evening, Mr. Alic Nathan, is a retired civil servant. There should be approximately 15 people present. I have arranged to have a car call for you from the meeting at 10-30 p.m. to take you back to your Hotel. Mr. Pomson has asked that first of all you should briefly outline just why funds are needed so urgently, i.e., "the Needs".

We would then like you to dwell at length on canvassing techniques. Although the Committee have obtained no fewer than 530 separate donations for 1972, in many cases the gift obtained is not what it should be. This is mainly due to an exaggerated reticence on the part of the canvasser over a period of many years. In a small proportion of cases, assessments have been attempted for the first time, and with considerable success. We hope to enlarge upon this in the coming Campaign.

The Chairman has suggested that the meeting should conclude with a question and answer session on the principles of running a Campaign, with particular emphasis on the merits or otherwise of Parlour Meetings, Public Meetings, or continuing canvassing without meetings, or a combination of all three.

The Synagogue has at present 1,337 male members and 661 lady members. The total gross amount realised for 1972 was £38,278 from 530 donors. The programme for 1973 is as yet undecided.

Perhaps I should point out that this is merely the effort of the Hendon United Synagogue. The Hendon Reform Synagogue have independently raised £21,000 from nearly 300 donors. Also the special Kol Nidre Appeal is expected to raise in the region of £16,000 from the area.


RAYMOND CURTIS

1200
8
5

BRIEF FOR RABBI HERBERT FRIEDMAN FOR THE MEETING OF THE
EXECUTIVE OFFICERS OF THE TRADES AND PROFESSIONAL COMMITTEES
ON THURSDAY, 19TH OCTOBER 1972 AT MESSRS. MARKS & SPENCER LIMITED

Attached herewith is a summary of the Trades and Professional Committees 1972 Campaign with the figures and breakup and comparisons for 1971. Also contained in their booklet is the Agenda, the outline and calendar for 1973, a preliminary list of all meetings or dinners arranged, a list of Trade Missions to Israel and finally a breakup of the Committees and their respective organisers.

Mr. Harold H. Poster will be in the Chair and for your information he is the national Chairman of all the Trades and Professional Committees and also Vice-Chairman of the National JPA Committee and President and Founder of the Furniture Trade Committee. Not only is he a most generous donor - his contribution is £5 0,000 a year - but he has devoted heart and soul to JPA.

I had a long discussion with Mr. Poster yesterday and gave him a complete brief on the meeting. He will review the 1972 effort, pointing out that 9 of the 26 active trade committees have surpassed their target, 9 were just below and the remainder well below. He will deal briefly with assessment and its need and also with strengthening of committee. When he has finished reviewing the 1973 Campaign he will call upon you to give your views on the improved methods of campaigning. With the exception of the representatives of 2 new trade committees, which will be present, the remainder are all people who have been working for JPA for many years and who will no doubt tell you that they "know all the answers." The main point for you to get across is that

look
within

work for one day
force of 300-400 who could work -
now have 150 who are
working -

RABBI FRIEDMAN: please see p. 2 + good luck! Regards,
(Ms.) Karen Gelbart



daily news bulletin

JEWISH TELEGRAPHIC AGENCY

150 FLEET STREET LONDON EC4

Telegrams: JEWCORRAU LONDON EC4

Telephone: 01-353 7107/8 Telex: LONDON 22887 & 27788

Vol. 53.

Tuesday, October 17th, 1972.

No. 192.

WAR ON TERRORISTS CONTINUES: ATTACK ON SYRIA AND LEBANON BASES

TEL AVIV, Oct. 16th. (JTA)

The Israeli Air Force attacked five terrorist bases in Syria and the Lebanon on Sunday night. All Israeli aircraft returned safely to base. Of the five, four were in the southern Lebanon region and the fifth in northern Syria. A military spokesman stated that the targets in the Lebanon had been a terrorist command post; an El Fatah headquarters; a terrorist naval base in the mouth of the River Litany; a repair depot for vehicles. In Syria the target was a training camp. There was no resistance. It is assumed that the Syrians did not want to risk any aircraft to defend a terrorist base, even though Syrian regular soldiers have been seconded to serve with the terrorists.

It was stated by the military spokesman that the cease-fire agreement between Israel and her neighbors could not possibly cover terrorist activity. The terrorists had placed themselves outside the rules of war.

According to reports coming from the Lebanon, the main power of the attack was concentrated on the maritime base of the terrorists.

KAHANE CANNOT LEAVE ISRAEL AFTER ALL

TEL AVIV, Oct. 16th. (JTA)

Although the District Court ordered the police to give Rabbi Meir Kahane back his passport, the Rabbi cannot leave Israel after all. The Attorney General appealed against this part of the District Court's verdict, and Mr. Justice Chaim Cohen of the High Court of Justice allowed the appeal.

SOLIDARITY OF MAYORS

JERUSALEM, Oct. 16th. (JTA)

Mayor Teddy Kollek cancelled a reception for 200 surgeons attending an international congress here. He explained that he did it because of an insult meted out by the congress participants to the Mayor of Bethlehem, Elias Freij. Only a few of the 200 turned up at a reception given in their honour by the Mayor of Bethlehem, despite the trouble taken by the Mayor and municipality to make the guests welcome. It was reported that many of them had actually been in Bethlehem but went bargain-hunting and sightseeing rather than attend the reception. The Mayor delivered his prepared speech to an embarrassed few in a large empty hall.

FORCED LANDING BY ARAVA PLANE

TEL AVIV, Oct. 16th. (JTA)

An Israeli-made Arava aircraft made this morning a forced landing not far from Lod Airport. One wing was slightly damaged. The test pilot flying the machine was unhurt. An investigation is in progress. The Arava is one of Israel's export items, and its reputation as a safe aircraft is jealously guarded.

152,000 Arabs from neighbouring countries and overseas visited Israel and the held territories under the summer Visit scheme now concluded.

THE SOVIET MUSIC FESTIVAL AND BRITISH JEWS

LONDON, Oct. 16th. (JTA)

Mr. Harold Sebag-Montefiore, Chairman of the Greater London Council Arts and Recreation Committee, stated here that he will not be attending any of the concerts of the Russian Music Festival "because of the inhuman treatment of Soviet Jews."

The Greater London Council are one of the sponsors of the Festival, which takes place between 7 and 30 November.

It will be recalled that Sir Louis Gluckstein, President of the Albert Hall, also stated that he would not attend any of the concerts, not even those which are scheduled to take place at the Albert Hall itself.

A spokesman for the University's Committee on Soviet Jewry told the JTA:

"We don't see how any Jew could find it in his heart to support or patronise these concerts while the Jews of the Soviet Union are subject to severe harassment and unrelenting discrimination. We have seen the explanations of Victor Hochhauser, the impresario. We would expect him, however, to dissociate himself publicly and unequivocally from these concerts; and also to state clearly that he will not bring other Soviet artists here until the harassment of Soviet Jews ceases." The spokesman also said that a number of non-Jews in show business have identified themselves with the movement of protest against the treatment of Soviet Jews.

A spokesman for the "35 Committee" told the JTA that their groups in various provincial centres have appealed to the owners of public halls to refrain from letting their halls for the Soviet concerts as a sign of protest against the treatment of Soviet Jews, and of identification with the innocent victims.

The British Section of the World Jewish Congress has asked Victor Hochhauser to withdraw his sponsorship of some of the Soviet concerts "while his fellow-Jews in Russia are being subjected to harassment."

The British Section is also to ask Sir Alec Douglas-Home, the Foreign Secretary, to cancel the proposed Festival of Russian Music "while the iniquitous ransom tax on Jewish graduates is being applied."

Speaking for the Zionist Federation, Sidney Shipton, the General Secretary, said: "We find it most disturbing that Jews should be associated with the Russian Music Festival at a time like this."

JPA: THE 1973 CAMPAIGN

LONDON, Oct. 16th. (JTA)

Heightening motivation and broadening recruitment is the dual purpose of the 1973 JPA Campaign in this country. This was stated by Rabbi Herb A. Friedman, current National Executive Vice-President of the United Jewish Appeal, now a resident of Israel, when he addressed a press conference on his arrival for a fortnight's visit.

Rabbi Friedman was introduced by Michael Barzilay, Executive Vice-Chairman for Israel and Director of the JPA. He said that Rabbi Friedman was scheduled to spend his fortnight here addressing leaders and keyworkers of the JPA in London and Manchester.

Rabbi Friedman said that some of the reports about the present military, political, and economic situation in Israel might lead to a relaxation of fund-raising efforts in the Diaspora. It should be remembered that the war is not over yet, and furthermore, that the war against terrorism is actually part of the overall war, and this campaign has only just begun. He went on to say that Aliyah continues with thousands of Soviet Jews pouring into the country, and that social welfare remains a large burden on Israel, what with 10% of the population still forced to subsist below the poverty line. Finally, he praised British Jews for their fund-raising achievements in the past.

EUROPEAN COMMUNITY FORUM

LONDON, Oct. 16th. (JTA)

The Second European Community Forum, sponsored by the European Council of Jewish Community Services, will be held in Paris in the first week of November. It will open on the 4th of November in the evening and continue through the 5th and 6th. The Forum is a result of the European Council's policy of promoting meetings of European Jewish leaders, both lay and professional, for the purpose of exchanging views and learning from each other's experiences.

The Forum will be divided into nine workshops which will be devoted to recruitment, training, and replacement of communal leaders; European Jewry and Israel; the resources of European Jewry; Jewish social service; Jewish youth; and cognate subjects.

There will also be a meeting of the European Council of Jewish Community Services. The participants will visit Jewish communal institutions in Paris, and have the opportunity to view a traveling exhibition depicting European Jewry in 1972.

The following Anglo Jewish organisations will be represented at the Forum: The Central British Fund, the Jewish Welfare Board, the Jewish Blind Society, the Association of Jewish Youth, the Birmingham Jewish Benevolent Board, the Norwood Jewish Orphanage, the Central Council for Jewish Social Services, the Association of Professional Workers in Jewish Social Service, and the Anglo-Jewish Association.

The European Executive of the World Jewish Congress will be represented by Dr. S.J. Roth of London. The International Council of Jewish Women will be represented by Mrs. Max Braynis.

GABRIEL SHAPIRO IN DANGER OF IMPRISONMENT

NEW YORK, Oct. 16th. (JTA)

The American wife of Gabriel Shapiro, the Soviet Jewish activist reported:

Gabriel Shapiro, who is serving a one-year "corrective labour" sentence for alleged evasion of military duty, was dismissed from his job to which he had been assigned by the authorities after one week. If he is not given another job, he faces a charge of "parasitism," which carries a prison sentence.

Mrs. Judy Shapiro stated that she was given the news by her husband over the telephone from Moscow.

THE U.N. AND TERRORISM

UNITED NATIONS, Oct. 16th. (JTA)

Ambassador George Bush, the Chief American representative to the United Nations, stated here that he thought the U.N. was "off to a good start" at the level of combatting international terrorism. He explained that the very fact that such a discussion will take place was a sign of awareness of the gravity of the problem. He added: "Still, we shall have a difficult selling job."

The Egyptian Foreign Minister, Mohammed el-Zayyad, has not even hinted at the possibility of any kind of dialogue with Israel in his speech to the United Nations Assembly. If anything, he showed more intransigence than on previous occasions.

The Israeli Ambassador to the U.N., Yosef Tekoah, said after Zayyad's speech: "Things remain where they were."

The Israeli Foreign Minister Abba Eban left for home. On the way, he will visit his mother in London.

NEW YORK SYNAGOGUE ROBBED

NEW YORK, Oct. 16th. (JTA)

The Ezrath Israel Synagogue, a house of prayer frequented by actors, was burgled. Ornaments of the Torah were stolen. A police spokesman said that they will in future take steps to provide an extra guard for the place. The Rabbi of the synagogue stated that the thieves used a fire escape to enter the building.

DANES HONOURED BY NEW YORK JEWS

NEW YORK, Oct. 16th. (JTA)

A group of Danes who helped Jews during the Nazi Era were honoured here by New York Jews, and the Mayor of New York. Mayor Lindsay proclaimed last Friday as "Danish Resistance Day." A reception was held in the City Hall under the sponsorship of the Bnai Brith Anti-Defamation League and addressed by Dore Schary, Honorary Chairman of the League, who said: "We repaid the death in prayer, thanks, and affection. On behalf of the Danes responded Dr. Joergen Gersefelt. It was revealed during the meeting that the Doctor himself saved many Jewish children by giving them an injection to put them to sleep while they were smuggled across the water into Sweden. Altogether, over 8,000 Danish Jews were saved in October, 1943, and the names of 198 of their rescuers are known.

CHAMBERS CORRECT DICTIONARY

LONDON, Oct. 16th. (JTA)

In connection with the court case between Marcus Shloimovitz of Manchester and the Clarendon Press, publishers of the Oxford English Dictionary, over the term "Jew", still pending, W. and R. Chambers, the publishers, stated that they had agreed to modify their own entry of "Jew" in their Twentieth Century Dictionary. It now reads "Jew: a person of Hebrew descent or religion: an Israelite: (offensively) a usurer, miser, etc." The introduction of the word "offensively" was a compromise, and Mr. Shloimovitz said that, as far as he was concerned, it met the point.

TERRORISTS AND GUERILLAS

LONDON, Oct. 16th. (JTA)

The Bnai Brith, over the signature of their Executive Director, Hayim Pinner, have written to Lord Hill, Chairman of the BBC, protesting against the use by the BBC of the term "guerillas," when speaking of the Arab terrorists. The letter points out that in no way could the perpetrators of the Munich tragedy be equated with Tito's partisans and the French Maquis, who scrupulously avoided the spilling of innocent blood.

Lord Hill replied, repeating his argument in a letter to Greville Janner, MP, on the same subject, which we quoted in a previous Bulletin. His main point is that a state of war between Israel and her neighbours exists. Mr. Pinner wrote a rejoinder to Lord Hill pointing out that such a state of war did not exist in fact, and that there was no possible justification for treating murderers as freedom fighters.

AMBULANCE FOR SHAARE ZEDEK

LONDON, Oct. 16th. (JTA)

An ambulance for the Shaare Zedek Hospital in Jerusalem was given by the Englander Family. It was dedicated at the St. John's Wood Synagogue in the presence of the Israeli Consul, Chaim Gomma, and Professor David Maeir, the Director of the Shaare Zedek Hospital on a visit to this country.

Professor Maeir addressed a group of doctors at the Royal College of Physicians. Among those present were a number of eminent medical practitioners, and they agreed to establish a medical fellowship for professional links with the medical staff of the Shaare Zedek Hospital. Victor Mishcon, Chairman of the British Council of the Shaare Zedek Hospital, was in the Chair.

MEMORANDUM

TO: Rabbi Herb A. Friedman

JPM/JT/172

FROM: Mr. J. P. Marlowe

18th October, 1972.

RE: CHEMISTS, AUDIO & PHOTOGRAPHIC JPA COMMITTEE

1972 was the 17th year of the existence of this Committee. A few of the present members have been on the Committee since its inception.

In the 1967 Emergency, the Committee raised £38,500. In 1971 they raised £62,100, of this, however, there were two large donations of £20,000 and £25,000.

The amount raised for 1972 to date is £32,800 of which £25,000 is from one donor, £6,500 being donations given through advertising via a Brochure.

The Committee's annual function which takes place in October/November is being held this coming Saturday at the Dorchester Hotel and the bulk of donations will be secured at this function.

I have enclosed a list of previous contributions of the Committee together with an assessment. As you will note their donations are not at a satisfactory level. I must state that this assessment is my own personal one and therefore will not be 100% accurate, it is, therefore, merely guidance and has not been discussed with the Committee.

The Committee are not aware that they will be asked for donations this evening but I suggest you should meet with the Co. Chairmen prior to the meeting to obtain their agreement to the procedure and also the ratings.

In previous years the Committee have canvassed each other at the final meeting before the function. So as this is that meeting they would have stated their donations anyway.

On the subject of canvassing, the Committee are rather reluctant to make face to face contacts and prefer to use other methods i.e. functions, advertising and brochures.

As I mentioned, this is the last meeting before the function and Committee affairs i.e. table plan, guest lists etc. will have to be discussed immediately following your address. I would, therefore, be most grateful if you would confine your address to not more than 30 minutes.

I look forward to meeting you once again,

Many thanks and kind regards,


JPM.

Mr. Harold Waterman is to be the Chairman of our new Building Professions Committee. He is a regular contributor and works on our Property Committee (Donation 1972: £3,500)

He is an engineer with a large, important practice.

The Building Professions Committee is to embrace architects, building engineers, building contractors and sub-contractors and plant contractors.

Harold Waterman has recently visited Israel.

He would benefit considerably from your points of "why and how".

I would like you to tell him your views on motivating his new Committee.

4.00 pm TODAY.
GROSVENOR HOUSE

NEW LONDON SYNAGOGUE JPA COMMITTEE

President

Rabbi Dr. L. Jacobs	10 Hanover House, St. John's Wood High Street, NW8 7DX	722 2728
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Chairman

Mr. D. Gestetner	13 Loudoun Road, NW8 OLP	624 2757 (b) 808 1050
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Committee

F. Austin, O.B.E., J.P.	10 York Terrace West, NW1 4QA	
Mrs. I. Brown	39 Chester Terrace, NW1 4ND	
Mr. & Mrs. M. Durst	44A Bilton Towers, Gt. Cumberland Pl., W1H 7LD	402 4700
Mrs. B. M. Freidman	17 Danes Court, St. Edmunds Terrace, NW8 7QH	722 2178
S. I. Goldman	66 Wellington Court, NW8 9TD	586 0803 (b) 734 9665
Mrs. N. Goldenberg	128 Bickenhall Mansions, W1H 3LB	935 9466
Mr. A. M. Jacob	5 Hendon Hall Court, Parson Street, NW4 1QY	203 2831
J. Kleeman	46 Cumberland Terrace, NW1 4HP	486 2918 (b) 253 5201
C. Korn	30 Harman Drive, NW2 2ED	452 4657 (b) 584 8682
Gerald V. Owen, Q.C.	47 Cranbourne Gardens, NW11 OHU	455 6655
Mr. & Mrs. R. Schryber	23 Viceroy Court, Prince Albert Road, NW8 7PR	

New London JPA Committee

The New London JPA Committee is based on the New London Synagogue community, which was founded in 1964. It is an independent Synagogue which broke away from the United Synagogue Organisation after the controversy which took place between Rabbi Dr. Louis Jacobs and the Chief Rabbi. The bulk of its members are professionals and it is an extremely wealthy community. The JPA Committee last year raised some £57,000. -210 + £1,20-30 through trades

500 families

The Chairman of the Committee is David Gestetner, son of Sigmund Gestetner who was a President of the JPA and Treasurer of the JNF. Gestetner is a famous name in this country because they are one of the largest manufacturers of duplicating machines, the business being founded by David Gestetner's Grandfather. David is joint Chairman together with his brother, Jonathan.

Rabbi Jacobs is very much the leader of his community and it is due to his intellectual drive and personality that the New London community exists.

The main method by which funds are raised within this community is an annual Dinner which, for the 1973 campaign, will be held in February. It has been very difficult to encourage members of the Committee to participate in active canvassing and even the appeal at the Dinner is a closed one. They are a conservative community and attempts to force them to have an open appeal have been met with great resistance which has ended with blank refusal on their part to have anything to do with such a "barbarian" method of encouraging people to give money. They are however, very sincere in their interest in Israel and last year achieved between 50% and 100% increases in the level of giving by members of the Committee.

I would like you, therefore, to treat them with kid gloves. You will find that David Gestetner and Rabbi Jacobs will give you the feel of the community very well and by the time you come to address the committee I am sure you will have decided which way you want to tackle them.

I will brief you further in the car on the way to Mr. Gestetner's house.

I will collect you from your hotel at 6.00 p.m.





GROSVENOR HOUSE

LONDON

PRESS CONFERENCE~~My Purpose is to remove~~

Should there be any feeling
that the situation in Israel is
less acute - or the need for
costly support less critical,
my main purpose will be to remove
those misapprehensions.

People have tendency to relax -
I will try to explain why they
may not yet do so.

Motivation - will power - must
remain at a peak



War
Immigration

Foreign Agency

GROSVENOR HOUSE - LONDON

1. War has simply taken another turn - terrorism.
2. ~~There~~ steady raids
3. Renewal of war of attrition is a possibility. Sadat is being urged to do so.

~~Immigration in~~

Costs of ^{defense} ~~war~~ - Soper's figures of last 5 years vs. next 5 6 v. 10 bill. US

4. Immigration is up ^{US support will continue, but costs money.}
5. Social welfare problems must receive increasing attention.
6. Israelis have doubled their tax contribution.



GROSVENOR HOUSE - LONDON

7. National debt has jumped
incredibly.

8. We ~~will~~ may walk our way
toward peace by closing off other

options:

1. close off war by being strong
2. close off economic collapse by growth
3. close off Arab hopes for some magic
outside solution by waiting for
direct negotiations.

~~Meanwhile we grow~~

De facto peace will slowly grow

1. Jordan
2. West bank
3. Gaza
4. Lebanon

Meanwhile we grow.

Housing - Poverty





GROSVENOR HOUSE - LONDON

MANAGEMENT

1. Compliment on growth and professionalism
2. Give essence of message
3. Tables of figures
4. Motivation depends on you, largely

Discussion.

Ransom

RABBI HERB FRIEDMAN

SUNDAY, OCTOBER 15TH - SUNDAY, OCTOBER 29TH

ARRIVAL: SUNDAY - 15.10.72. on Flight NO.
at

DEPARTURE: SUNDAY - 29.10.72. on Flight NO
at

ACCOMMODATION: - DORCHESTER HOTEL

OBJECTIVES

1. Strengthen and motivate committees for the 1973 Appeal.
2. Mobilise the existing voluntary leadership (Keyworkers) for defined tasks in the Campaign.
3. Recruit new manpower for limited assignments. "One day a year for the J.P.A."
4. Selected contributors - and committees - for their 1972 or 1973 pledge.
5. Senior Staff training.

Don't Say - You must - say - it's a good idea if

RABBI HERB FRIEDMAN

SUNDAY, OCTOBER 15TH - SUNDAY, OCTOBER 29TH

ASSIGNMENTS:-

1. Strengthen and motivate committees for the 1973 Appeal.
2. Mobilise the existing voluntary leadership (Keyworkers) for defined tasks in the Campaign.
3. Recruit new manpower for limited assignments.
"One day a year for the J.P.A."
4. Selected contributors - and committees - for their 1972 or 1973 pledge.
5. Senior Staff training

to: Rabbi H. Friedman
from: A. B.
15th September 1972

PLAN FOR THE 1973 JPA CAMPAIGN APPROVED BY
THE HONORARY OFFICERS AT THEIR MEETING ON
14TH JUNE 1972 AND THE ADMINISTRATIVE COMMITTEE
ON 19TH JUNE 1972

This year's plan has some basic changes and departures from the patterns used in previous years. At the same time we are maintaining in this year's plan all the features of the last years which proved themselves effective fundraisers.

1. Mr. L. A. Pincus, Chairman, Jewish Agency, will meet the £100,000 and over donors, to secure their 1973 contributions, in the second week of November 1972.

NEW 2. The £10,000 and over donors to participate in Israel's 25th Anniversary JPA Knesset Dinner in Jerusalem. An impressive preliminary list which includes all Honorary Officers and Presidents, was secured.

3. The Key Workers Mission - JPA 1973 Leadership Mission - is aimed this year to reach 200 participants, the major theme being the problems of Soviet immigration. We are sending to Vienna a small fact-finding group to join up with the main body of the Mission in Israel.

4. The Pre Campaign Functions will be maintained for the Provinces and two new towns will be included.

NEW 5. In London the Pre Campaign Functions will be substituted by a maximum 100 donor dinner of £5,000 and over, at the Dorchester on the 13th December, to include a selected number of donors who might give £5,000.

6. Under no circumstances should we have more than two National Conferences, one in January and one a week after Pesach.

7. The length of campaign time allocated for each category of Committees is lengthened from 4 weeks to 6 weeks as experience shows that there is no possibility of finishing the Campaign with the lay and professional manpower at our disposal in 4 weeks.

8. A redeployment of the Organisers according to each phase of the campaign will be maintained and rationalised.

NEW 9. The teach-ins started this year will continue and precede by a week the arrival of the Israeli Emissaries for personal canvass.

NEW 10. Israeli Emissaries invited - "A day a year for the JPA" operation - for personal canvass and Pace Setters Meetings for 'A' and 'B' Committees.

Accepted:

all dates 73

Ambassador N. Astar	-	25.2.72	-	18.3.72
Commander (R) Y. Igra	-	4.2.72	-	25.2.72
Ambassador I. Keenan	-	14.1.72	-	4.2.72
Yitzhak Mann	-	14.1.72	-	4.2.72
Ernst Michel	-	27.4.72	-	2.5.72
Ralph Rurka	-	4.2.72	-	18.2.72
Matti Golan	-	18.2.72	-	4.3.72
Aviad Yafeh, M.K.	-			

11. Committees should be encouraged to organise 'thank you' functions at the end of the 1972 campaign with the aim of strengthening the committee and recruiting new committee members.

CAMPAIGN CALENDAR

JUNE 1972

- Discussions and approval of the plan by the Honorary Officers
- Circularise Administrative Committee with the approved plan
- Discussions in Jerusalem for logistical support of the plan, Speakers, Missions, Platform, Embargo, etc. etc.
- A letter by the Chairman advising the invitees to the Knesset Dinner of the date of the Dinner
- Compiling a preliminary list of acceptances for the Knesset Dinner
- Invitations to JPA Committee Chairmen for the Leadership Mission and requesting them to nominate their candidates for the Mission
- Booking of venues for functions 1973

AUGUST 1972

NEW

- Meetings of the Jewish Agency Executive and of the World Wide Fund-Raising Committee in Jerusalem
- Checking of computer lists for accuracy
- Computer partly operative in Rex House

SEPTEMBER 1972

NEW

- Circularise Chairmen of 'A' and 'B' Committees with the approved plan to enable them to plan their own campaigns in the time allocated
- Letters for outstanding cash the week before Rosh Hashanah (for the 1972 donation)
- Assessment session of the £5,000 and over donors
- Reorganising and strengthening of Committees by individual soliciting campaign for workers and soliciting for hosts for Pace Setters meetings
- 'Thank you' functions

OCTOBER 1972 19th October

- Meeting of the Trades Division - Chaired by:
Mr. Harold Poster

OCTOBER 1972

28th or 29th
October

- ACHDUT National Conference - speaker
Mr. Gad Jacobi

NOVEMBER 1972

1st November '72
to 30th April '73

- Moratorium for all fund-raising organisations
in Britain. Additional letter to be written by
the Chairman on his return from the meetings of
the Jewish Agency Executive

29th October to
5th November '72

- One week Cash Campaign for outstanding donations 1972

2nd - 9th
November '72

- Young Leadership Mission

6th November

- Pre Campaign Function - Liverpool -
H.E. Ambassador Michael Comay

9th - 14th
November

- JPA Leadership Mission to Israel

9th - 16th
November '72

- Mr. A.L. Pincus visit to London for canvassing
the £100,000 and over and prospects

DECEMBER 1972

30th November to NEW
4th December '72
(Chanuka)

- "Israel 25th Anniversary" JPA Knesset Dinner
for £10,000 and over contributors

13th December

- NEW Preliminary Dinner London Dorchester for top
contributors £5,000 and over

Speaker: Professor Yigal Yadin

15th - 22nd
December

- Minister Pinhas Sapir - individual and small
functions for £10,000 and £5,000 and over follow-up

17th December

- Young Leadership Conference

JANUARY &
FEBRUARY '73

14th January

JPA National Conference - Royal Garden Hotel,
Kensington. Speakers: Mr. Leon Dultzin and
General Kain

15th January

Preliminary Functions - Provinces:

	MONDAY	15.1.73	-	Glasgow
	TUESDAY	16.1.73	-	Manchester (& Dinner)
	WEDNESDAY	17.1.73	-	Leeds - Liverpool
<u>NEW</u>	THURSDAY	18.1.73	-	Birmingham
<u>NEW</u>	FRIDAY	19.1.73	-	Young Leadership
	SUNDAY	21.1.73	-	Brighton - a.m. Sephardim p.m.

Hosts:

Michael M. Sacher
The Hon. Michael D. Sieff
J. Edward Sieff

Cyril Stein - the Honorary Officer responsible
for the Provinces, accompanied by: Trevor Chinn and Harold Poster and
any other Honorary Officers available, to be in the respective towns for
canvassing, if possible the day before the function.

Speaker: Minister Shlomo Hillel

15th January to
28th February

'A' Trades, 'A' Provinces and 'A' selected London
Districts.

To be conducted according to the break-through in
new techniques of the "MIDDLE RANGE" and
"A DAY A YEAR FOR THE JPA" operation

Assessment

Pre Campaign Function

NEW Canvassing Teach-in

NEW Soliciting for Committee Members and

Pace Setters

NEW Pace Setters Meetings

Canvassing

15th January to
28th February contd.

NEW

Israel Emissaries' Days

Functions or Dinner -- this year too the Function should take place at the end of this period, meaning the last two weeks of February.

Speakers:

Gen. (R) H. Hertzog and

Yitzhak Navon M.K., Deputy Speaker of
the Knesset

Spread responsibility among members of committees by instituting such positions as: Chairman of Middle Range Canvass, Chairman of Functions, etc. etc.

MARCH & APRIL

2nd - 13th March

- Minister Nathan Peled to visit Provincial Towns. Itinerary on the pattern of Minister Sapir's tour last year

2nd March -
15th April
(Pesach)

- 'B' London Districts and residue of 'A' London
- 'B' Trades and 'B' Provinces - same blue-print as above.

Speaker: Ambassador Max Varon

15th April

- Launching meeting of the combined 'C' Committees of London districts and towns with the same blue-print as for the 'A' and 'B' Committees

Speaker:

29th April

- JPA National Leadership Conference

Guest Speakers:

Mr. Ezra Shapiro

Mr. Moshe Rivlin

Mr. Ernest Michel

MAY 1973

29th April to
6th May

- National Canvassing week for winding up Middle Range

29th April to
6th May

- JPA Trades Mission

6th - 20th May

- Estate Agents JPA Fact Finding Israel Tour

6th - 20th May

- Achdut Fact Finding Israel Tour

6th May

25TH INDEPENDENCE DAY

NEW

- Organise for the Show Business, Fur, Chemists and Women's Division, separate Independence Day functions, inviting the non givers of £1,000 and over of other committees to the appropriate function

AND

NEW

- Organise selected house parties all over Britain aimed at the non givers for 1973

JUNE 1973

- Cash Drive for outstandings

AUGUST 1973

- Second Achdut Tour to Israel

SEPTEMBER 1973

- Meetings of Rabbis and Wardens for the Kol Nidre Appeal
- 'Thank you' Functions

OCTOBER 1973
6th October

- Kol Nidre Appeal

המנכ"ל הישראלי המאוחדת

KEREN HAYESOD.
JEWISH NATIONAL FUND.
JEWISH PHILANTHROPIC ASSOCIATION
FOR ISRAEL AND THE MIDDLE EAST.
THE SOCIETY OF
FRIENDS OF JEWISH REFUGEES.
J.N.F. CHARITABLE TRUST.

JPA

JOINT PALESTINE APPEAL REX HOUSE · 4-12 REGENT STREET · LONDON · SW1Y 4PG

FOUNDER:

THE LATE LORD MARKS OF BROUGHTON

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THE VERY REV. THE CHIEF RABBI,
DR. IMMANUEL JAKOBOVITS, B.A.
THE VERY REV. DR. S. GAON, B.A.
SIR ISAAC WOLFSON, Bart.

President:

J. EDWARD SIEFF

Vice-President:

HYAM MORRISON

Chairman:

MICHAEL M. SACHER, M.A.

Deputy Chairman:

I. JACK LYONS, C.B.E.

Vice-Chairmen:

ROSSER CHINN
TREVOR CHINN
HAROLD H. POSTER
JOHN B. RUBENS
CYRIL STEIN

Hon. Treasurer:

STUART YOUNG, F.C.A.

Executive Vice-Chairman for

Israel and Director
MICHAEL BARZILAY, B. Comm.

Executive Director:

A. A. KLEIN

Telephone: 01-930 5152

Telegrams: Zioniburo, London
28th September, 1972.

Dear Mr.

I have much pleasure in inviting you to attend your J.P.A.
Trades & Professional Meeting on Thursday, 19th October
at 5.00 p.m. at:- Marks & Spencer Ltd.,
Michael House,
Baker St., No. 57 ENTRANCE ONLY
London W.1.

Unfortunately we were only able to reach 80% of our National
J.P.A. target which resulted in further cuts in the social
needs in Israel, and as the Trades & Professional Committees
play a major part by raising some 33 $\frac{1}{3}$ % of the total it is
incumbent upon us to see that the 1973 Campaign receives
our fullest attention. I am sure you are fully aware that
the situation has grown more serious, and with this in view
it is imperative that we have a good attendance.

Rabbi Herbert A. Friedman, the National Executive Vice-
Chairman of the U.J.A. will be present and will submit
suggestions on how to improve our fund raising methods.

Once again, as this Meeting is of the greatest importance
Mr. Michael Sacher, the National Chairman, will be attending,
and both he and I look forward to seeing you.

Yours sincerely,

Harold H. Poster,
Chairman, Trades & Professional Committees.

P.S. For security reasons it is imperative you complete and return
the enclosed form.

PLEASE BRING THIS LETTER WITH YOU.

MEETING OF THE EXECUTIVE OFFICERS OF THE TRADES &
PROFESSIONAL COMMITTEES BEING HELD ON 19th OCTOBER
1972 AT 5.00 P.M. AT MARKS & SPENCER LIMITED,
MICHAEL HOUSE, BAKER STREET, LONDON W.1,

A G E N D A

1. Welcome by Mr. Harold H. Poster, The Chairman of Trades & Professional Committees.
2. Opening address by Mr. Michael M. Sacher, National Chairman of the J.P.A.
3. Reports on the 1972 Campaign.
4. Outline and Discussion on the 1973 Campaign.
5. Improved methods of Campaigning by Rabbi Herbert A. Friedman, National Executive, Vice Chairman of the U.J.A.
6. Missions to Israel.
7. Any other business.

*new works
assessments*

REPLY FORM

J.P.A. TRADES & PROFESSIONAL MEETING

THURSDAY, 19TH OCTOBER, 1972 AT 5.00 P.M.

TO: Mr. Harold H. Poster,
Chairman of Trades & Professional Committees.

Dear Mr. Poster,

I shall be able/unable to attend the above Meeting

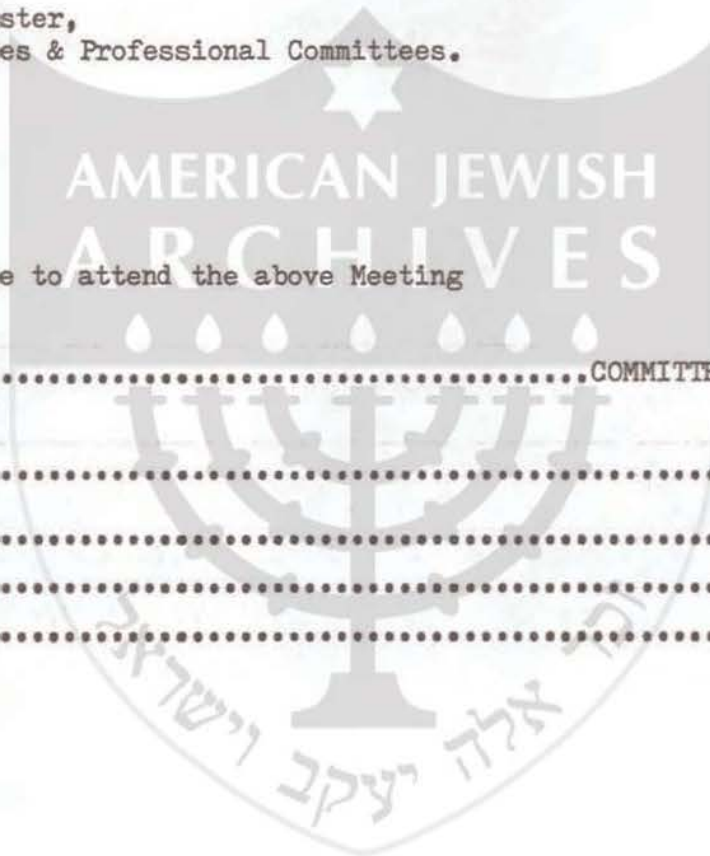
NAME.....COMMITTEE.....

FIRM.....

ADDRESS.....

.....

.....



JACK JONES

RABBI HERB FRIEDMAN

SUNDAY, OCTOBER 15TH - SUNDAY, OCTOBER 29TH

ASSIGNMENTS:-

1. Strengthen and motivate committees for the 1973 Appeal.
2. Mobilise the existing voluntary leadership (Keyworkers) for defined tasks in the Campaign.
3. Recruit new manpower for limited assignments.
"One day a year for the J.P.A."
4. Selected contributors - and committees - for their 1972 or 1973 pledge.
5. Senior Staff training

RABBI HERB FRIEDMAN

SUNDAY, OCTOBER 15TH - SUNDAY, OCTOBER 29TH

SUNDAY, OCTOBER 15TH

Arrival in London.

Proceed to the Grosvenor House, Park Lane, London, W.1., where accommodation has been reserved for you.

Tel: 499-6363.

Evening

Private arrangements with Mr. M. Barzilay

MONDAY, OCTOBER 16TH

09.00

MANAGEMENT MEETING, Room 307, Rex House.

11.00

PRESS CONFERENCE in your Suite at the Hotel.

TUESDAY, OCTOBER 17TH

13.00

SENIOR STAFF, AREA DIRECTORS AND ORGANISERS TEACH-IN - Weizmann Room, Rex House.

16.00

MEETING WITH MR. HAROLD WATERMAN, Chairman of the Building Professions Committee - Grosvenor House.

~~18.00~~

~~SEPHARDI MEETING - MR. J. O'HANA, at the Jacques O'Hana Gallery, 13 Carlos Place, W.1.~~

20.30

NEW LONDON COMMITTEE MEETING at 17 Danes Court, St. Edmund's Terrace, London, N.W.8.

WEDNESDAY, OCTOBER 18TH 12.45

LUNCHEON AT SIDNEY COROB'S OFFICE -

Corob Holdings Limited, 7 Hill Street, London, W. 1., with the Property Committee and potential contributors and workers.

20.30

CHEMISTS AND PHOTOGRAPHIC PRE-FUNCTION MEETING, - Rex House.

.../...

THURSDAY, OCTOBER 19TH 12.45 LUNCH WITH MR. MICHAEL M. SACHER at Michael House.

17.00 J.P.A. TRADE COMMITTEES MEETING, Michael House.

20.15 HENDON DRAWING-ROOM MEETING, 14 Edinburgh House, Parson Street, London, N.W.4.

FRIDAY, OCTOBER 20TH 12.45 ESTATE AGENTS MEETING at 79a Park Street, London, W.1.

15.30 MEETING WITH MR. TREVOR CHINN at 18 Gt. Marlborough Street, London, W. 1.

SATURDAY, OCTOBER 21ST 21.00 'THANK-YOU' function Food Trade Committee. Royal Lancaster Hotel.

SUNDAY, OCTOBER 22ND F R E E

MONDAY, OCTOBER 23RD 12.45 YARN AND FABRIC MEETING, at Marks and Spencer Limited.

15.00 MEETING WITH MR. JACK LYONS, Marble Arch House, Seymour St, W.1.

20.30 FINCHLEY COMMITTEE MEETING (venue to be decided upon).

TUESDAY, OCTOBER 24TH MANCHESTER - Lunch with individuals and Meetings.
(Fuller details to follow).

WEDNESDAY, OCTOBER 25TH 13.00 1973 J.P.A. CAMPAIGN EXECUTIVE COMMITTEE at Michael House.

18.00 LAWYERS AND ACCOUNTANTS MEETING at the Carlton Towers Hotel, Lowndes Suite, Cadogan Place, London, S.W.1.

20.15 EDGWARE MEETING at the Grosvenor House, Park Lane, London, W.1.

THURSDAY, OCTOBER 26TH 12.30 SHOW BUSINESS LUNCH - Cafe Royal Hotel.

16.00 J.P.A. FURNITURE TRADE - ANNUAL GENERAL MEETING - Marks and Spencer, Michael House, 47 Baker Street, London, W. 1.

20.15 DOCTORS AND DENTISTS MEETING, Rex House.

FRIDAY, OCTOBER 27TH 13.00 SHOE TRADE COMMITTEE (tentative)

SATURDAY, OCTOBER 28TH 19.00 DINNER AT THE HOME OF MR. I. JACK LYONS with selected prospective donors.

SUNDAY, OCTOBER 29TH Departure for Vienna

