



THE JACOB RADER MARCUS CENTER OF THE  
**AMERICAN JEWISH ARCHIVES**

**MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.**

Series H: United Jewish Appeal, 1945-1995.

Subseries 1: Sermons, Speeches and Writings, 1949-1982.

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Box  
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Folder  
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Speech notes. South Africa. 9 August 1966.

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

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ESHAEL  
EBAN

9 Aug 66 - OPENING  
BANQUET

~~EDER~~ - N.Y.

CASPAR - SUPER

DR. SCHUCHTMAN

HARRY TROPE - HARRY COHEN

MAISELS -

MONBAZ

MANION  
LEVINE

I. PEACE + DEFENSE

GLORIES -

II. IMMIGRATION

PROBLEMS

III. ABSORPTION

IV. ECONOMIC READJUSTMENT

V. OUR DUTY

# I. PEACE + DEFENCE

EBAN analysis

MOVEMENT FOR FIRST TIME, IN AREA OF  
PEACE WITH ARABS

There are Three Thermometers of peace :

1. Balance of power
2. Influence of big nations
3. internal conditions in Arab world

As far as these are concerned :

1. There is Arab recognition of Israeli strength
2. Attitude of great powers today, including Russia, is for territorial status quo
3. Never was Arab world less united  
(no Arab summit in Algiers in Sept.)

Israel strength must be kept high

Mirage-III < - 1 1/4 million

W.W. II Spitfire or Messerschmidt - 10 thousand



on 24 July 66 - military parade in Cairo  
marked 14<sup>th</sup> anniversary of Rev. 1952

Vice-President + Field Marshal Abdul Hakim Amer said:

"The armed forces must be ready at all times  
to deter Israel aggression, then advance and  
liquidate Israel in a battle every Arab is  
preparing for.

Shown were:

Russian MiG-21-D (all-weather version - 36 obtained <sup>six months ago</sup>)

T-55 tanks (modified T-54 with <sup>fighting equipment</sup> infra-red night <sup>vision</sup>)

3 types of Egyptian made ground-to-air ~~rockets~~ <sup>+ ground-to-ground</sup> missiles

TU-16 long range bomber with Kennel air-to-ground <sup>missiles</sup>  
with range of 125 Kms

Komer boat missiles

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ALMAGOR - AIR ATTACK ON WATER INSTALLATIONS-

morale high - we went along border

Biranit - new settlements

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## II. IMMIGRATION

- last five years - quarter million
- reservoir next five years - same Russia?
- 1966 slightly off this average - but still extraordinary task to take in 25 or 30,000 per year. Notion that immigrants has stopped is completely false.

11,000 in  
first seven  
months

## III. ABSORPTION

21 towns - 1/4 million people

- Housing - overcrowded (Read case history)
- Illiteracy - 30-60%
- Cultural deprivation - { no theater more library or cinema nothing for youth - no club
- Hunger - grocery debt
- No contact with established Israel
- Feeling of discrimination - Two ISRAELS



CASE #157024 - BLITH SHENOSH - L. - MOROCCO

Family of ten - 8 children - 3 school age  
Works as social worker - earns \$150 per month - "absorbed."  
Lives in 40 sqm. (440 sq. ft.) - two small rooms,  
hall, kitchen, lavatory. One room serves as salon -  
sofa, bookshelves, table, two armchairs. Kids do homework -  
family eats. Second room has six beds, of which three  
are placed under others. Hall has double bed + frig. chair  
Ten folding chairs and two wardrobes. Ready-eating -  
all problems. Recent families of 6 or more being given  
64 sqm (700 sq. ft.)

IV. Economic Crisis - Readjustment 30,000  
3.5% labor force

1. industrial lay-off - Water Project, Dead Sea works, Ashdod port, Negev projects
2. construction lay-off - houses caught up
3. Export crisis - re productivity + competitiveness -
4. Wage increase - meaningless - inflationary
5. Civil servants in Govt & Agency being retrenched.

More austerity ahead

How much can you tax this already overburdened people. They give 2 to 1 now for new immigration - and all for defence

V. Our role has been inadequate, however generous. We have raised money, and borrowed all over world. Borrowing keeps cash flowing when expenditures outstrip collections. We are all in debt.

**WE ARE ALL LINKED. I, AMERICAN, COME TO YOU, SOUTH AFRICAN, ON BEHALF OF HIM, THE MOROCCAN. BUT WE ARE ALL JEWS.**

LAST  
CAMPAIGN



Adversity once linked Jews  
Joyous creativity should now join us.

LAST CAMPAIGN

Israel shifting from under developed  
to developing country - but not yet  
fully developed. WE CAN & MUST DO MORE

Have to prove warmth - by deeds - not words.  
25% <sup>average</sup> increase - in money & contribution.

CASPAR - "A land without people was waiting  
for a people without a land"

REPUTATION OF THIS JEWRY ON TESTING BLOCK AGAIN

PRIDE, HONOR - (CURSED) & BLESSED  
generation

NO RIGHT TO  
STAND ON  
SIDELINES

BUBER





To lunch time figures

$$\begin{array}{r} \text{of } 63 \\ \text{and } 5 \\ \hline 69,253 \end{array}$$



By lunch time 11/8/66

Total \$ R63,533

from 77 Contributions

from same Contributions

1964

R54,151

54  $\overline{) 19,382}$

14750



CAPE TOWN

| <u>YEAR</u> | <u>NO. OF CONTRIBUTORS</u> | <u>AMOUNT</u> |
|-------------|----------------------------|---------------|
| 1948        | 3,659                      | 1260,200      |
| 1950        | 3,440                      | 826,508       |
| 1952        | 3,496                      | 670,878       |
| 1954        | 3,500                      | 607,892       |
| 1956        | 3,478                      | 712,540       |
| 1958        | 3,337                      | 641,156       |
| 1960        | 3,042                      | 569,100       |
| 1962        | 3,067                      | 507,467       |
| 1964        |                            | 475,358       |



## GOALS

(workers meet) - 9 Aug 66  
Tunch

25% average increase as standard of contribution

25% increase in number of contributors

## METHODS

1. worker contributes first
2. see prospect in person - no phone soliciting
3. tell story - take nothing for granted
4. suggest a figure - don't be vague
5. close - don't leave it hanging

## GENERAL OBSERVATIONS

1. Speed is important - don't drag out the campaign
2. Believe in the ~~st~~ goals
3. Success breeds success - 1964 was 15% better than 1962 in money, and almost 18% better in number of contributors (JHB); 17% better nationally (adjusting for Rhodesia) in money and 16% better in number of contributors
4. Prove your warmth by deeds