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**AMERICAN JEWISH ARCHIVES**

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

Series H: United Jewish Appeal, 1945-1995.

Subseries 2: Correspondence, 1947-1982.

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Box	Folder
25	11

G, General. 1955-1972.

For more information on this collection, please see the finding aid on the  
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*B'nai B'rith*  
**HILLEL FOUNDATION**  
SAN FRANCISCO

Director  
Roger E. Herst, Rabbi

ECUMENICAL HOUSE  
190 Denslow Drive  
San Francisco, California 94132  
415 333-4922

<b>RECEIVED</b>	
DEC 31 1969	
NOTED BY DATE	REFER TO DATE
	HAT
ANSWERED	

December 29, 1969

Rabbi Herbert Friedman  
1290 Avenue of the Americans  
New York, New York 10019

Dear Rabbi Friedman:

When I picked up our San Francisco Jewish Community Bulletin on Friday, December 26 a very familiar face was on the front page, Rabbi Herbert Friedman. I read the article and noted that you would be speaking in San Francisco on January 8.

I was wondering if you would have any time while you are here to speak at an informal gathering at Hillel.

If you can find the time to speak to our Hillel group, because of the short time left before your arrival, I would appreciate it if you will let me know as soon as possible. So that we will not draw away possible attendance at your scheduled appearance, our publicity will be very minor and limited to Hillel members. The group will be quite small, possibly 15 or 20.

Even if you cannot arrange the time to speak to us I would still like to see you while you are in San Francisco, my phone number is 564-5311.

Hope your family is well and best wishes for 1970 to you all.

Sincerely,

*Keith*

Keith Gabriel  
Hillel President

P.S. Please write to my home address so there will be no delay.  
Keith Gabriel  
1826 18<sup>th</sup> Ave.  
San Francisco, Calif. 94122

cc Davidson  
SL  
Gilem  
MP  
PBC  
ENS  
HER  
12/31

LA

24 December 1963

Mr. Louis Galen  
Great Western Title Co.  
1101 S. Robertson  
Los Angeles, California

Dear Lou,

It was very good seeing you again the other day when Nate Cramer, Eddie Ginsberg of Cleveland and I visited with you in your office. It was particularly good to receive the encouragement of your affirmative response. You were kind and generous with your time, as well as with your promise of greater support. I hope that when you come to think of the number of shares you can contribute to the Special Fund you will do the maximum.

Support from fellows like you makes it easier for fellows like me to do the job of trying to mobilize a whole nation. There must always be those who are willing to start. They give encouragement to others. Thank you for your understanding and friendship.

Sincerely,

HAF:gb

Herbert A. Friedman



*Mine*

17 September 1964

Mr. Heinz Galinsky  
Fasanenstr. 79/80  
West Berlin, Germany

Dear Heinz:

One of the most important leaders of the United Jewish Appeal, Edward Ginsberg of Cleveland, is planning to visit Berlin for five days between October 23rd and 28th. I will find out the exact flight number and arrival time as well as hotel and will let you know these details.

I would appreciate your arranging for him a very complete schedule. I would like him to meet the leaders of the Jewish community. I would like him to have a chance to go into East Berlin for a day. I would like you to find someone who can tell him what it was like in the old days of 1945-47 when the city was filled with DPs. And then, of course, I would like you to arrange for him to see the sights of Jewish and general political interest. Can he make a tour of the Schöneberg Rathaus? Can he be shown through the Kommandatura building? I do not have to spell out for you all the details. I am sure you will know what to show him. Another good idea might be to introduce him to interesting American Jewish military officers. In other words, I want him to see the importance of Berlin from a political and Jewish point of view.

For your own private information, I would like you to know that he contributes about \$40,000 each year to the UJA, is one of our half dozen top chairmen, as you can see from where his name is placed on the letterhead, and that he travels around the United States to many meetings making speeches. His wife will be with him and they are both very interesting and friendly people. They have travelled all over the ~~country~~ *world*, but this will be their first trip to Berlin.

I will write you again when I have the exact details about their arrival. All the best for the New Year from myself and my wife.

Sincerely yours,

HAF:gb

Herbert A. Friedman



28 September 1964

Dr. Heinz Galinski  
Fasanenstr. 79/80  
W. Berlin, Germany

Dear Heinz:

Mr. and Mrs. Edward Ginsberg, about whom I wrote you last week, will be arriving in W. Berlin on October 23rd and will stay until the 28th. They will be staying at the Kempinski Hotel.

Would you be good enough to call them ? I do appreciate it.

Sincerely,

Herbert A. Friedman

29 February 1968

Mr. Robert Gamzey  
4 Shir Street  
Tel Aviv, Israel

Dear Bob:

You have not heard from me for months, because I have been very busy with the campaign, and while it may be hard to believe, this is the very first opportunity I have had to sit down and write some letters which are long overdue.

I want you to know how pleased I am with your daily telex messages. As you know, these form the basis of our daily TWX transmissions, and these, in turn, are really the single, most valuable publicity device we have.

I, myself, look for the message on the telex machine first thing every morning. When I am out-of-town, I call in and ask someone to read it to me. Please feel that your efforts are really extremely valuable. Keep sending, as you have been, covering all sorts of items. Let us do the editorial selection here and do not be unhappy, ~~for~~ from time to time, something that you send is not used. By and large, this whole operation is really running beautifully and I am very pleased with it.

As ever,

HAF:gb

Herbert A. Friedman



✓  
28 April 1969

Mr. Robert Gamzey  
Jewish Agency  
17 Kaplan Street  
Tel Aviv, Israel

Dear Bob:

Many thanks for your letter of 20 April, received today, regarding David Goldstein's feature film, "The War After the War."

I have read the letter carefully and will look forward to hearing from him, or from Rabin, or from anyone who contacts me. I will take the time to see it, as you suggested. Then we will know if there is anything worth talking about or not.

With all good wishes and thanks for a very informative letter, I am,

As ever,

Herbert A. Friedman



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MITCHEL W. GARBER  
ANTHONY G. APICELLA

TEL. 787-5717

P.O. Box 617

SUITE 303-307

March 22, 1972

Rabbi Herbert Friedman  
Director, UJA  
Jewish Agency  
Jerusalem

Dear Herb:

As much as we hated to rush back, we had no choice, and it was fortunate that we did. My mother-in-law failed very rapidly, and passed away recently.

You had indicated to Larry that you would be happy to help in any way, if necessary. I appreciate your offer, but I doubt that there is a great deal that can be done. I have been in touch with the travel agency about cancellations and reimbursement, but have not heard anything as yet. Larry advised that they were very reluctant to do anything, but agreed that they would try. Arkia Airlines and American Colony both agreed that they would make reimbursement to our agent, but we do not know as yet whether they have done so. We doubt that the Shulamit in Haifa and the Avia Motel in Lod will cooperate because there is apparently some rule that there must be at least a week's notice of cancellation.

I assume that there is a bureau of tourism or some department which controls rates and policies concerning these matters, but I hate to bother anyone unless I feel that there is some chance of doing something. If so, of course, my feeling that under emergency conditions such as ours, there should be some consideration, if possible. Incidentally, there was nothing we could do with TWA and we simply had to tear up our return tickets and purchase new one-way tickets, which was rather costly. We had no choice, and, under the circumstances, money, of course, could not be a consideration. We are thrilled that we were able to get back in time to at least communicate with my mother-in-law and report on our trip, which, of course, gave her considerable pleasure in the midst of her pain and agony.

If it is not too much bother for your office to check on the



Rabbi Herbert Friedman

-2-

March 22, 1972

above for me, and advise, I would be deeply appreciative.

Thanks again for everything!

Sincerely,

MWG:ema

*Mitch*  
MITCHEL W. GARBER

P.S.

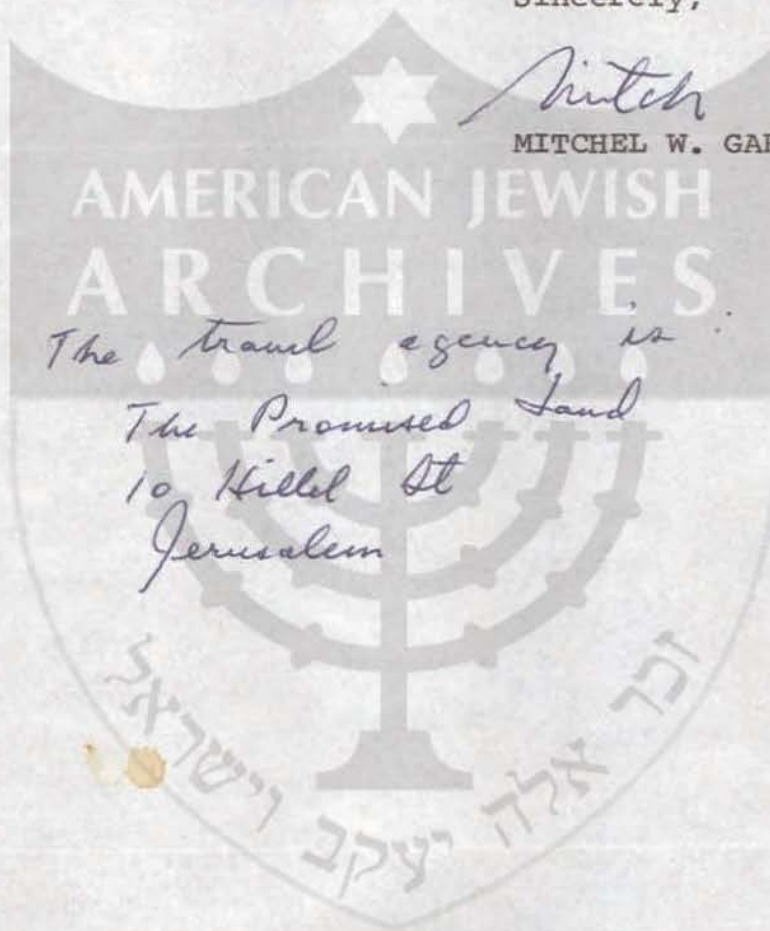
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April 21, 1972.-

Ms. Shirley Stellman  
c/o UJA  
Jewish Agency  
JERUSALEM

*on advice of Mr. Roded - did nothing about this 4/4/72*

Dear Ms. Stellman:

In reply to your note of April 12, we are pleased to inform you that, as a gesture of goodwill, we shall be pleased to reimburse Mr. Garber for the money paid to us for the cancelled arrangements in the American Colony Hotel and Arkia Airlines, even though we have yet to be credited by them.

We shall do this on a basis of their verbal agreement; not to charge cancellation fees. However, both the Shulamith Hotel in Haifa and the Avia Hotel in Savyon are adamant in their insistence in charging cancellation fees. If you have any influence with them, we would most welcome your intervention in this case.

We are enclosing photocopies of the invoices from the above hotels charging us with cancellation fees.

Thanking you for your interest, we remain,

Sincerely yours,  
THE PROMISED LAND LTD.

*P. Roded*  
Perry Roded

Encs.  
gm



HAF

16 April, 1965

Mr. Morris Garber  
1265 - 45th Street  
Brooklyn 19, New York

Dear Mr. Garber:

I read your thoughtful letter addressed to Dr. Ormond Drake concerning the program THE WAY TO GO. The statement that you learned a great deal about the important work of the United Jewish Appeal as a result of watching the program on Sunday morning, April 4th, is most gratifying.

The Columbia Broadcasting System and the New York Board of Rabbis render a great service to the television audience through such educational programs as THE WAY TO GO.

My best wishes for a very happy Passover.

Sincerely yours,

Herbert A. Friedman  
Executive Vice-Chairman

HAF/cis

cc: Dr. Ormond Drake

cc: HAF, IB



הסוכנות היהודית לארץ ישראל  
THE JEWISH AGENCY FOR ISRAEL

*Miss  
File*

In reply please quote: בתשובה נא להזכיר:

המשרדים בחיפה  
HAIFA OFFICES

ת.ד. 50 פ.ו.ב.

טלפון 66311

HAIFA April 1st, 1964 חיפה

Herbert A. Friedman,  
Executive Vice-Chairman,  
United Jewish Appeal,  
1290 Ave. of the Americas,  
New-York 19, N.Y.

Dear Herb:

AMERICAN JEWISH

It is quite a time I have not written to you. Knowing how busy you are I did not want to bother you with reading my letters. But as today is Pessah and you have more time on your hands, I decided to drop you a note.

As you surely know, movement has started again with fantastic numbers and whenever a boat comes in, like the S/S "Flaminia", which has 900 persons on board, my thoughts always go back to you, who is making the fantastic event possible.

You probably heard that I am with the Agency's Immigration Department, in Haifa, meeting the in-coming boats and, by arrangement made by Mr. Pincus, I am helping the U.J.A. by giving the right pitch to the V.I.Fs. who come to meet the boats. I have the feeling that the results are good.

Last night I ran into Mr. Fredric R. Mann of Philadelphia, whom I met in Vienna, and was introduced by him to Mr. and Mrs. Gering, Chairman of the Board, Suburban Bank of Livingston,  
60 East Mt. Pleasant Ave.,  
Livingston, New Jersey.

*Herman*

Naturally the matter under discussion was our activities. Mr. Gering gave me quite a tough time in accusing and arguing against the need for the U.J.A.. The arguments went on for quite a long time, but by the end of the night Mr. Gering gave in and told me that he realised that it is the U.J.A. who is the source which enables to carry out the tremendous rescue operation.

As he made the point that he lives in Newark and knows Alan Sagner very well and, of course, knows you very well too, I thought that it would be only proper to let you know about our recent discussions and let's hope that when he will be back in the U.S. his high feelings will be translated into a decent pledge.



I would very much appreciate it if in due course you will let me know of any developments.

Dear Herb, I do hope that things are fine at your home and that everything is perfect.

Zvia joins me in wishing Mrs. Friedman and you the very best, a very pleasant Pessah and hope to hear from you soon.

Once again, as I do whenever I am writing to you, I will not miss the occasion to express my deepest gratitude for all you have done for me and especially for Zvia, a matter which will always be the high-light of her life.

With the warmest personal regards,

AMERICAN JEWISH  
ARCHIVES

Sincerely Yours,

*Zvi*

Zvi Garcy



HAF

April 8, 1964

Mr. Sheldon B. Guren  
Gottfried, Ginsberg, Guren & Merritt  
Hippodrome Building  
Cleveland 14, Ohio

Dear Shelly:

Many thanks for your note of April 3 and the copy of Robert Mannheim's letter of April 1. As you must know, we are indebted to you for the effort and energy that you devoted toward bettering our budgeting position in Des Moines. Dave Lang was most complimentary about your participation in the discussion.

We are staying in touch with Des Moines. I have exchanged correspondence with Robert Mannheim and so has Ed Vajda who knew him in the old days before Ed came to New York. Because of a staff resignation, we are going to have to assign a new field representative to Des Moines who, however, will have careful briefing.

Franny and I appreciate your congratulations. David is doing very well. Although he is not a Sabra, we are confident that he will be as devoted to Israel as are we. Please give our best to Faith.

Most sincerely,

HAF:VSH

Herbert A. Friedman

cc: IB  
ERV  
MP  
LJW  
DLL



## DAVID GARCY

One of the Israeli soldiers who was killed by enemy action over the weekend was Sergeant David Garcy, the only son of Zvi Garcy, director of the Jewish Agency's Haifa office. David, aged 24, was killed during an Egyptian artillery barrage over the Suez Canal. He had only recently returned to the Canal after convalescing from injuries received there a few months ago. Zvi Garcy, his youthful looking father, is known to countless immigrants who have entered Israel through Haifa port in recent years.

He is also known and deeply liked by many people in Britain, where he has become a popular speaker in the annual Joint Palestine Appeal campaigns. He was one of the most recent speakers in the 1969-70 campaign. A Youth Aliyah ward from Nazi Germany, Zvi himself saw service in the Hagana, the British Army, and in the War of Independence and the Sinai Campaign. We extend our heartfelt sympathies to Zvi, his wife Zivia and to their 15 year-old daughter Yael in their hour of sorrow. The leaders of the JPA and of the Zionist Federation have cabled to the Garcy family expressing their condolences.

*Jonah Sheffer-London, May 22, 1970*

cc: HAP

10 April, 1964

Mr. Evi Garoy  
29 Stela Maris Road  
Haifa, Israel

Dear Evi:

I was delighted to hear from you, and I am especially pleased that you are finding your work in the Immigration Department of the Jewish Agency so interesting and gratifying. Your assignment is certainly an important and exacting one, and I know that you are fulfilling it with your customary skill and efficiency.

Thank you for your thoughtfulness in apprising me of your discussion with Mr. Gering. We shall, of course, follow through and will keep you informed.

Mrs. Friedman joins me in sending warm regards and every good wish to you and Mrs. Garoy.

Cordially,

Herbert A. Friedman

HAF:MMK



The Defence Army of Israel  
Unit D.Z. ~~308~~  
May 17th, 1970

My dear Family Garcy,

We are in mourning full of sorrow and pain in memory of your son and comrade, David - of blessed memory, who fell in the Suez Canal area - south of Firdan - on the 16th of May 1970 during heavy bombardement on a patrol under his command.

I knew your son intimately through direct contact in our daily work together during his service in our unit.

Your son became known as an excellent commander, possessing qualities, which each of us would wish to be blessed with, bravery, perseverance in his duties, a personal example in devotion to his soldiers.

I remember when he was wounded last month - the end of April 1970, and he stubbornly insisted on returning to his unit and once again in the line of fire at the Canal. This act reflects the fighting qualities which were rooted in him and the clear knowledge that ZAHAL (the Israeli Army) needed him.

There are no words that can console the parents and family whose dear son was taken from them, but perhaps there is some consolation in the knowledge that your son did not fall in vain but for the honour and defence of his country.

Dear parents - your son was a hero and be a symbol to his comrades in arms.

Yours sincerely

Colonel Yanosh Ben Gal  
Commander of the Unit.



Translation from the daily newspaper "Lamerhav", May 18th, 1970

Sergeant David Garcy

Sergeant David Garcy was 21, when he was killed last weekend at the midsector of the Suez canal. Yesterday he was brought to burial at the military section of the Carmel beach cemetery. The burial was attended by his family and a large crowd, consisting of relatives, comrades-in-arms, officials and also teachers, students and undergraduates of Ziv school and secondary school "Aleph", which the deceased had previously attended. Present among others were the Director of the Aliya Dept. of the Jewish Agency Gen. (rtd) Uzi Narkiss, the Police Commissioner of the Haifa area Chief Inspector Mordecai Ron and the Townmajor of the Haifa district Lt. Col. Tepler.

The funeral procession left Rambam Hospital, led by an army command car, bearing the flag bedecked coffin and being flanked by a Guard of Honour. Lt. Col. Gad Navon, the army chaplain of the Northern Command, stressed in his eulogy of the deceased, that "Sergeant David Garcy was a symbol of our homeland's soldiers, having been ready to make the supreme sacrifice for his country." The Rabbi added, that "the deceased had been wounded a few weeks ago in the canal area. He, however, reported back on active service to his fighting unit, before he had completely recovered, not heeding the advice of his attending army physicians.

Lt. Col. Navon continued, that "in his father's home Sergeant David had learnt the meaning of Heroism as well as a deep love for his country." (His father had previously fought in the Carmeli Division).

The army cantor chanted the prayer for the deceased after which three rifle volleys were fired over the grave by the Guard of Honour. He left a father, mother and sister. His father, Zvi Garcy, is one of the senior officials of the Jewish Agency and was for many years Director of the Vienna office.



Montreal, 27th of May 1970

Dear Family Garcy,

In the worst of my dreams I did not imagine that I would have to write you - you of all the people! - a letter like this. But it was the bitter fate - and David fell.

To no Jewish family I could wish such a tragedy, but you were the last who deserved a blow like this. David was a centre of your life. You lived from one phone-call to another and from one leave to the second one he got. You always tried to appear self-constrained, contrary to the other hysterical and crying parents, but your eyes could not conceal the extreme worry and your deep anxiety for David's wellbeing. You were always proud of him and of his deeds.

I had the opportunity to serve together with David on some "lines" and came into close contact with him especially during the night-patrols. How much satisfaction and self-confidence he got out of it! It was the centre of his world! I watched his movements when he lead the armoured vehicle on the road of patrols, every step in full self-confidence and each order without hesitation - his only aim to bring the patrol to its successful finish. Each night he got enthusiastic again about everything he did, with energy and joy.

The maintenance of weapons and the platoon-vehicles was for him above everything, and he frequently "dictated" his soldiers to bring their arms to perfection. He found satisfaction in everything, even in a cold cup of tea we had in one of the strongholds at three o'clock before morning; and in addition to the tea there were always the sweets which his mother never forgot to send with one of the soldiers who were on leave.

He was always proud of his parents and sister and knew that he had a safe home and family who never let him down. And suddenly, in a split of second everything ended and only the emptiness remained with the deep sorrow. I know, this wound will never heal - even when peace will come, which seems so far away. Nothing whatsoever will bring David back.

May his memory be blessed !

Yours

Zwika



May 31th, 1970

Dear Jaëli,

A few days ago I returned to the army and slowly I am getting used again to the whole military routine.

In the meantime I managed to meet one of the officers of David's unit and asked him to tell me about David and his behaviour as a soldier. I also met some of my soldiers, who spent several days with David in the stronghold during the heavy shellings, prior to his short and last vacation.

Jaëli, you had a brother who was a hero! And I don't say it just of politeness, but in the full sense of the word. Even I, who was his closest friend, did not know it.

I was told that David was moving about between the posts during all the bombardement. He was running from one to another to encourage the soldiers holding out there while the shelling lasted. He brought them at the same time food and supplies. When one of the soldiers asked him if he was not afraid and why he does not take shelter in the bunker, he replied: " I passed already so many shellings and got away with it, so I don't believe that anything will happen to me". And David fell from a bomb's splinter which hit directly his heart - as he was carrying supplies to a position.

Jaëli! I appreciated very much your strength to overcome the sorrow and pain, so as not to cause still greater pain to your parents.

Please, let me know how are your mother and father and write me if I can help with something your parents and you to ease this awful feeling.

Jaëli, I'll finish now with hope that I and the others who remained alive, will get over the grief and pain. You'll have to be now everything for your parents at your home to fill out the empty space left there and I'm sure you will do it well.

Regards to your parents

Uri Schöngross



Zvi Garsy  
23 Friend Street  
HAIFA - ISRAEL

Haifa, June 8 1970

Mr. Herbert A. Friedman,  
Executive Chairman  
U. J. A.  
New-York.

Dear Herb,

On behalf of Zvia, Yael and myself I am thanking you and Francine for your warm words of sympathy you cabled us at the saddest hour in our life.

The pain is so great, I cannot find words. Are there any words for it?

We visited yesterday David and I counted that there are already by now fourteen new graves and

Today the fifteenth will be brought to eternal rest.

David and all the other young boys (18-21 years old) fought because the Knesset, "that the Canal is Israel's border line. Once it's overrun by the enemy army (Zoria) and Yael will be murdered and who knows what else by the barbarous Arabs" - those were David's words.

He had to go there, he had to fight, he had to go back to the "KAV" - the frontline, despite the fact that he was injured some days before, because the others - his comrades - whom he left behind, were so tired and had to be relieved.

So he returned - the doctors wanted him to go to hospital and



2- he took a patrol unit.

He volunteered for this mission and led the patrol under great risk, of heavy gunfire and mines on the road to the destination - "the MAOS" - the stronghold near the CANAL.

They left on Shabat, May 16th at 8 a.m., fought their way through the dangers till 1:30 p.m. and reached the "MAOS"

His soldiers were under cover, inside the SACHLAM (tank), but he - the commander - was standing erect, looking out for mines and leading the courageous patrol and then ..... a direct hit - DAVID WAS GONE FOREVER.

The supply, the food, the ammunition, the letters from home, the food parcels from parents and friends to the soldiers in the bunkers were delivered, but to Zvia, Yael and me the next day the dead body of our David was returned.

My heart is bleeding, my hands tremble, but I want you to know the mere facts. You are so influential all over in our Jewish world.

By knowing that we are sacrificing the very dearest, you will be stronger to go ahead with your difficult and tiring duty. By knowing that one of those



3 who were killed for the survival of Israel was one little boy you know personally for years, - ~~this~~ since his childhood - this surely will strengthen you.

David is gone forever - he has given his life. More and more are killed here everyday - soldiers, civilians, children. There are the many poor heartbroken mothers, fathers, sisters left behind...

All those sacrifices should not be in vain. Israel is bleeding. Israel must survive and today more than ever before, WE NEED YOU.

Please forgive my handwriting and as well the style of writing. It's not yet 4 o'clock in

the morning. I just cannot sleep. I am sitting in the room and face David's empty room which will be forever without him.

On the coming Monday, June 15<sup>th</sup> 5 p.m. a memorial service will be held at the Haifa Military Cemetery.

Should you be in Israel please come. If not, please be in your thoughts with us. Believe me it helps a lot to know, that at this terrible time one is not alone.

We have received hundreds of hundreds of cables, letters from the General Chairman, Ed, the



4

the National Chairmen, the U.J.A. Cabinet members, the Women's Division, the U.J.A. staff, the many friends we made throughout the past years in Vienna, in the States, in Europe and in Israel.

Please find a way to thank them in our name. Later, I'll be stronger, then I'll write to everyone personally. Thank you.

Zosia, Yael join me in thanking you and wishing you, Francine and the children the very best.

Yours  
Zvi.

P.S. Enclosed by some copies of letters concerning David. David the good boy, Refine Jar, the brave human being.

האוניברסיטה העברית בירושלים  
THE HEBREW UNIVERSITY OF JERUSALEM

MAY 2, 1971

Mr. Isador Lubin  
United Israel Appeal  
515 Park Avenue  
New York, New York 10022  
U. S. A.

Dear Mr. Lubin:

The president, Mr. Avraham Harman, has asked me to take care of the David Garoy Scholarship, and I would like to advise you now concerning the recipient. The scholarship was recently awarded to Nissim Zarihan.

Mr. Zarihan was born in Morocco in 1948. He came on Aliyah to Israel together with his family in 1962. He is the second of eight children in the family and there are eleven members of the household. Nissim's father is a "shochet" working for the Religious Council of Nahariya. Nissim received his secondary education at the Religious Youth Village, Kfar Hasidim from which he graduated in 1967. He served in the Israel Defense Forces and completed the preacademic course in September 1970. He is currently enrolled in the faculty of the humanities, majoring in history of Islamic countries.

Mr. Zvi Garoy has been advised of the above and we have been in communication with him to arrange the appropriate time for a small ceremony for the official allocation of this scholarship. Mr. Garoy now proposes that it take place in June when you and most of the other contributors toward the scholarship will be in Israel. As soon as he sets the exact date we will of course let you know.

I would be grateful if you could pass this information on to the other donors.

Sincerely yours,

Yehuda Kavish





## AMERICAN FRIENDS OF THE HEBREW UNIVERSITY

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May 14, 1971

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Executive Vice President

Rabbi Herbert A. Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, New York

Dear Rabbi Friedman:

I am very pleased to enclose report of the recipient of the David Garcy Scholarship at the Hebrew University of Jerusalem. I know you will be pleased with the student selected, Mr. Nissim Zarihan.

In behalf of the American Friends of the Hebrew University, please accept our grateful appreciation for your participation in this scholarship which is enabling Mr. Zarihan to continue his university training.

With best wishes,

Cordially,

(Mrs.) Janet Listro  
Scholarship Department

Enc.



23 April 1972

Dear Mr. Garber:

With respect to your letter to Rabbi Friedman of March 22, please be advised that we have been in touch with the Promised Land agency and today they told us that they have gotten your refund.

They also told us that they are awaiting a visit from Larry to receive the check.

Kind regards.

Sincerely,

AMERICAN JEWISH  
ARCHIVES





12 February 1965

*man*

Dear Herb:

I have just received a report on the job you did in Oklahoma City and hasten to send you deepest thanks and congratulations. Apparently you were terrific at both meetings. This does not surprise me, since you are always terrific.

Best regards,

Cordially,

Mr. Herbert J. Garon  
1304 National Bank of Commerce Bldg.  
New Orleans, La. 70112

AMERICAN JEWISH  
LIVES





10 April, 1962

Mr. Aba Gefen  
Hamvasdi'm 11  
Beth-Hakerem  
Jerusalem, Israel

Dear Aba:

I have received the copy of your book which was sent to me by Stan Nowinski. It is like a voice from the far past. I have not had a chance to read it as yet, because I sent it to Dr. Solomon Grayzel at the Jewish Publication Society.

I had written to Grayzel telling him that I thought they should publish the book. He answered by saying that they did not have a complete copy, but only had some excerpts. From these short excerpts they could not get a total impression. He asked if I had the complete text. So I mailed him mine and asked him to be careful, to return it to me because I cherish the inscription which you wrote in it.

As soon as I have some news from him I will let you know. I intend to be in Israel in July and will certainly meet with you then for a good reunion.

Best regards,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:fb



'Saadia Gelb  
KFAR BLUM  
UPPER GALILEE, ISRAEL

סעדיה גלב  
כפר בלום  
ישראל

105-10 66TH AVENUE  
FOREST HILLS, N. Y.  
TWINING 6-9435

March 18, 1960

Rabbi Herbert Friedman  
United Jewish Appeal  
165 W. 46th St.  
New York 36, N. Y.

Dear Herb:

The next informal session in our series of discussions on Labor Zionism (including our new Federation) will take place on Tuesday, April 5, at 12:30 p.m., in the Histadrut House, 33 E. 67th St., New York City.

If you will confirm your presence by return mail, we can have lunch prepared for us. Otherwise, we shall order sandwiches upon your arrival.

Please allow at least two hours for the meeting. We expect to have some written statements available for consideration.

L'hitraot

*Saadia*  
Saadia Gelb

*I am taking advantage  
of your general interest -  
Can you come?*



HAF file -  
7.52

March 24, 1960

Mr. Saadia Gelb  
105-10 66th Avenue  
Forest Hills, N.Y.

Dear Saadia,

Thank you for your note of 18 March. I am sorry I'll not be able to attend the discussion group on 5 April. I will be out of the city, and this will be the normal state of affairs from now until the end of the campaign.

I have been doing a tremendous amount of travelling and see no relief in sight.

As ever,

Herbert A. Friedman

HAF/fc



HAF file  
Misc

APT. 5-E

135 EAST 50th STREET  
NEW YORK CITY, N. Y.

3rd February, 1960

Dear Rabbi:

Morton Wishengrad has his heart set on writing a new play. And I, for one, have become exceedingly interested in this piece he proposes to write. First of all, because Mr. Wishengrad, in having done yeoman's work for the Jews of America as the author of scores of Eternal Light programmes and of the Broadway play, "The Rope Dancers" has proven himself to be a highly skilled playwright. And secondly, because the theme he has chosen for his play is a dramatically important one, which can have a wide beneficial influence on the audiences of this country.

His theme is the beautiful and inspiring story of Rabbi Levi Yitzchok of Berdichev, a tale which sheds interesting light on many of the nooks of faith, as well as on the crannies of frustration. Levi Yitzchok's life is a personal history which peers with gentleness and clarity into the problems of reconciling critical intelligence with religious conviction, and it is relevant, therefore, to these, our troubled times. It seems to me that a play about the rabbi of Berdichev could be popular both on Broadway and on the road, both at home and abroad.

As yet, the play has not been written, although much of it has been thought out. But in order to make it possible for Mr. Wishengrad to write the play, to give the composition his single-minded concentration, and to set it down with artistic order, I am organizing a group of rabbis. One may well ask why exclusively rabbis?

Since Levi Yitzchok was a rabbi whose life characterized the rabbinical calling at its best, it is only fitting that a play about him should be given birth through the efforts of his successor colleagues and spiritual descendants. There is a poetic justice, if you will, to the spectacle of to-day's rabbis making it possible for a play to be written about a saintly rabbi of yesteryear, so that the message of his life can be brought to the laymen of our time.



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With this idea in mind I am inviting a group of rabbis to join in a limited partnership, the same kind of arrangement that is made for any Broadway production, and to invest \$100.00 apiece in Mr. Wishengrad's proposed play. The immediate proceeds will be used to advance Mr. Wishengrad enough funds to make it possible for him to devote his full working time to the writing of the play. This advance will be held against royalties when the play is in production.

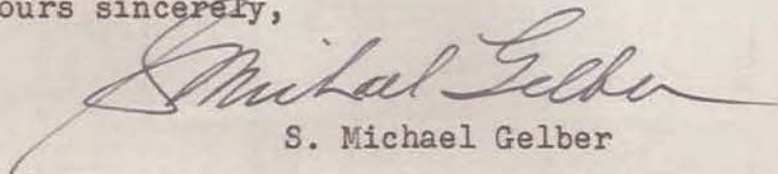
In order to facilitate the arrangement, because I am a private business man and not a theatre person, it has been agreed that in this initial stage no investor will be invited to invest more or less than \$100.00, and for this advance that will bring the play into being, all the investors will be rabbis.

For your \$100.00 investment there are three possibilities. First, if our group produces the play, you will have equity in it, or have a piece of it, as they say, or "angel" it to the extent of this participation. And although you will share in the profits, you will have no personal liability, because it is a limited partnership arrangement. Secondly, if some other group produces the play, then the playwright has undertaken to pay back your investment from his royalties. And thirdly, if the play is never produced, you lose your \$100.00.

Since Morton Wishengrad is a highly successful writer whose dramatic works have been capturing the imagination of audiences on radio, TV and stage, I, for one, anticipate that his play on the moving episodes of Levi Yitzchok's life will be produced for the enlightenment and entertainment of large audiences. And I urge you to sign the enclosed cheque made out to "Asher Lans Special" which is our attorney's escrow account, and send it in the enclosed envelope.

Should you wish to talk to me about this proposal, or to ask questions about it, please feel free to telephone me. My office is 30th Floor, 52 Wall Street, New York City (WHitehall 3-2160), and my home is 135 East 50th Street, New York City (PLaza 3-2600).

Yours sincerely,



S. Michael Gelber



AMERICAN JEWISH  
ARCHIVES  
\*\*\*\*\*

Rabbi Herbert A. Friedman  
165 West 46th Street  
New York 36, N. Y.



S. Michael Gelber - 135 East 50th Street, New York City, N. Y.

Office: WHitehall 3-2160

Home : PLaza 3-2600

Dear Rabbi: Pursuant to the letter I sent you the other day about Morton Wishengrad's proposed play on Levi Yitzchok of Berdichev, I mentioned that you might call me if you wanted to talk about it. I would just like to say that I am going to speak for the UJA in Alabama, and I will be out of town from the time you receive this card until February 10th, which is Wednesday.

I hope that you can participate and that you will be good enough to send me the enclosure that I mailed to you very soon. Many thanks.

HERBERT A. FRIEDMAN

MSG

Fc/fub

AMERICAN JEWISH  
ARCHIVES

what do you  
think of Mike  
Geller as a  
Roger Stevens?

and



# GIANT MARKETS

## EXECUTIVE OFFICES AND DISTRIBUTION CENTER

501 SOUTH WASHINGTON AVENUE  
SCRANTON, PENNSYLVANIA 18505

February 4, 1971

JACK M. HODIN, Partner

Rabbi Herbert Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, New York 10019

Dear Herb:

You'll recall our conversation re Morris Gelb (Gelb Foundation) and the advisability of a personal call from you pertaining to his 1971 pledge.

His previous figures are:

1969.....\$57,000

1970.....\$25,000

Needless to say, I don't want him to know in any way that any discussion of ours prompted your call.

His address and telephone number in Scranton is:

Scranton Life Building

Scranton, Pa.

717-342-8316 (Home telephone: 717-344-2621)

We're well underway with our campaign here in Scranton but the sledding is very rough, to say the least. A shot in the arm from Morris Gelb could well turn the entire campaign around! To this date he has been totally non-committal.

I would appreciate your calling me at my office number (above) just as soon as you have talked with Morris. Thanks much for whatever you can do.

With every best wish,

*Jack*  
Jack M. Hodin

JMH:my

12 February 1971

Mr. Jack M. Hodin  
Giant Market  
501 S. Washington Avenue  
Scranton, Pa. 18505

Dear Jack:

I have written twice to Morris Gelb. You know how difficult he sometimes is, therefore I am sending this copy to you blind.

If I hear anything from him, I will, of course, let you know.

As ever,

Herbert A. Friedman



12 February 1971

Mr. Morris Selb  
501 Monroe Avenue  
Scranton, Pa. 18510

Dear Morris:

Some time ago I sent you a note containing a fact sheet with all the figures relevant to the 1971 campaign. Those figures were intended to demonstrate the fact that there was an enormous need in 1971. I know you are a person who is interested in specific data, and I hoped that you would read that fact sheet with a fine eye.

Because of the huge defense problem of Israel, which is taking almost 25% of the GNP, over 40% of the total budget, and 92% of the revenue from taxation of the people of Israel, there has never been a more stringent financial situation.

Besides this defense burden there is a humanitarian burden of bringing in approximately 50,000 immigrants during this year of 1971.

The defense burden of about \$1 1/2 billion has been somewhat eased by the granting of \$500 million of credits by the United States Government to Israel. That still leaves a defense burden of over \$1 billion.

The humanitarian burden has not diminished at all. It will run close to \$600 million for 1971.

The purpose of this letter is to ask you if it is possible for you to give \$100,000 to the campaign in 1971. You have often been accustomed to give out of capital and I would hope you are prepared to do so again. You gave \$57,000 in 1969 and \$25,000 in 1970. The market has turned upward again and I hope that you will make it easier for you to meet the request I am making.

Mr. Morris Gelb

-2-

12 February 1971

Israel is moving through a very dangerous period. The slogan of the campaign this year is "Survival Means Sacrifice." I think that \$100,000 would require a genuine sacrifice on your part. I hope you would be willing to consider it.

As ever,

Herbert A. Friedman





15 February 1965

Mrs. Morris Glesby  
2405 Bellefontaine  
Houston, Texas

Dear Mrs. Glesby:

I should like to express my personal and official thanks to you for the fine manner in which you participated in making Mrs. Brailove's recent visit to Houston such an outstanding success.

I know you had but little time to prepare for this project, and yet you handled it beautifully.

With thanks and sincere appreciation, I am,

Cordially yours,

HAF:gb

Herbert A. Friedman  
Executive Vice-Chairman

June 4, 1970

Mr. Al Gilens

Herbert A. Friedman

I have just listened to the tape and looked at the slides prepared by Neil Weinberg. I think this is a remarkable presentation. I want to keep the tape and slides, so that if there was any financial cost to him, please reimburse him. I want to keep them because I think they should be permanently here and I intend to show them to as many people as possible.

I am writing a personal note to him which I am enclosing and would appreciate your seeing to it that it is delivered to him. I do not have his address.

As far as using him, I would think that you should push him into every single temple and college group to which you can possibly get access. I really think this is a remarkable job. As a matter of fact, as a final thought, I intend to take it to Williamsburg with me tomorrow and show to the Executive Committee.

Hunter  
Omori Skin



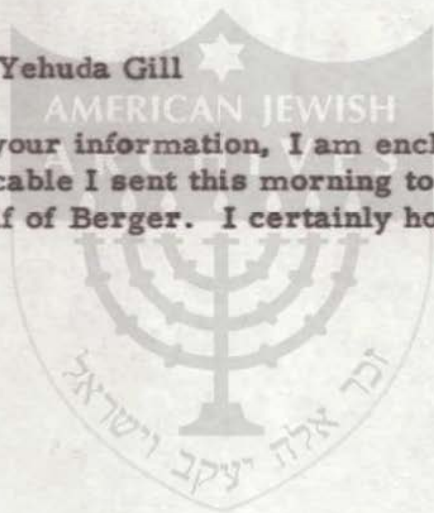
from Herbert A. Friedman

7 December 1965

To: Yehuda Gill

AMERICAN JEWISH

For your information, I am enclosing copy  
of a cable I sent this morning to Zadok on  
behalf of Berger. I certainly hope it helps.



2 December 1969

Mr. Charles Ginsberg  
Aetna Cleaning Contractors  
1801 St. Clair Avenue  
Cleveland, Ohio 44114

Dear Charlie:

I just heard what a beautiful job you did in Canton and want to express my deepest thanks to you.

What are you trying to do -- take your brother's job?

All the best,

Herbert A. Friedman



02-60487

15 Ibn Gabirol  
Jerusalem  
02-66921

10 November 1971

Mr. Zvi Ginsburg  
30 Hovevei Zion  
Petah Tikva

Dear Zvi:

I was in Washington last week and was visiting with Charles Smith and his son-in-law, Bob Kogod. Kogod said that he was planning a trip to Israel some time in the future and would appreciate it if I would help him with his itinerary. Naturally, I said I would be happy to do so.

Whenever you hear from him, I would appreciate your calling me, so that we can get together and discuss where you should take him and what you should show him. I am sure you know perfectly well yourself, but, since he asked me, I do not wish to ignore his request.

Sincerely,

HAF:SS

Herbert A. Friedman

*United Jewish Appeal*

*National Women's Division*



10 Tevet 5742  
January 5, 1982

Rabbi Herbert A. Friedman  
75 East 55th St.  
New York, NY 10022

Dear Rabbi Friedman,

Thank you for agreeing to speak with the participants on the Women's Division Chazon Mission. This group is comprised of approximately thirty "young" aspiring community leaders.

Your session is scheduled from 3:00 p.m. - 6:00 p.m. on Thursday, January 21, at the King David Hotel. As we discussed, you will focus in on the issue of leadership. I will arrange to have seating set up around a large square, as you requested.

I look forward to seeing you in Jerusalem. Please call me if any questions or problems arise.

Again, thank you.

Sincerely,

*Fran*

Fran Ginsburg  
Associate Director

FG:ms



*United Jewish Appeal*

*National Women's Division*



8 Shevat 5742  
February 1, 1982

Rabbi Herbert Friedman  
75 East 55th St.  
New York, NY 10022

Dear Rabbi Friedman,

Your presentation to the women on the National Chazon Mission was an inspiration! Throughout the remainder of the mission reference was made to your words. Thank you for taking the time to address this group.

I look forward to our next encounter.

Again, thank you.

Sincerely,

Fran Ginsburg  
Associate Director

FG:ms

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Jan 26  
The Shamrock Hilton

CONRAD N. HILTON, PRESIDENT

MAIN AT HOLCOMBE BOULEVARD - HOUSTON, TEXAS 77001 - TELEPHONE MADISON 3-9211  
TELETYPE HO-533 - AREA CODE 713

~~HAF~~  
~~HAF~~  
HAF

Dear Herb -

Who do you believe

- Make the talk that more than all others combined would help achieve the purpose of your Conference here?

That's right! The

- monkey who became a man. )  
What did he say

THE LEADER KNOWS  
THE LEADER SHOWS  
THE LEADER GOES

I made it  
plain that any of them could

over



five more and some  
could go from \$2500 to  
\$50,000 without betting on  
explan.

Contrast the difference in  
spirit and frame of mind in your  
reading my book and Gerald  
Ravich or Harding Frankel.

They do not know it  
all. They are in their robe and  
red slippers and what do they  
fear?

EVERYTHING that

Levi Eshtol wants them to fear.

A Ja stands to lose most  
by ignoring my plea.

A. J. stands to gain most  
if you have vision and guts.  
Sam



# CENTRAL CONFERENCE OF AMERICAN RABBIS

790 MADISON AVENUE

NEW YORK, N. Y. 10021

(212) AG 9-2811

August 25, 1971

*Shirley  
file*

Rabbi Herbert A. Friedman  
United Jewish Appeal  
P. O. Box 92  
Jerusalem, Israel

Dear Herb:

Thank you very much for your letter of August 9th and your congratulations and good wishes on my assuming the Executive Vice Presidency of the CCAR.

I think you know my devotion to Israel and to the UJA and want you to know that I stand ready to support both with everything I've got.

I am giving instructions to change your address to the above and to note that your residence address is the Villa section of Caesarea, Israel. I am jotting down your phone number and appreciate your invitation which I may take up in October when I think I'm going to be in Israel on a number of matters.

I also deeply appreciate your offer to do "anything" for me in Israel. You have really set yourself up for exploitation and I'm going to take full advantage of it.

I'll look forward to seeing you in Israel, then, in October and think you are as lucky a fellow as ever lived to have an office in Jerusalem and a Villa in Caesarea. That is what I call having it made. Some day...

Warm good wishes.

Shalom,

*Joe*

Rabbi Joseph B. Glaser  
Executive Vice President

JBG:sb

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\*Ex-officio



22 March 1967

Dear Alex,

Just a quick note to thank you very much for the tremendous hospitality you gave me the other evening. I wish I had you here today. I have to go to Boston and nothing is flying. But you would get me there.

Looking forward to seeing you again, and once more with my deepest thanks, I am,

Sincerely yours,

Herbert A. Friedman

Mr. Alex Glass  
Trindel Road & Railroad Ave.  
Shiremanstown, Pa.



file

TELEPHONE 236 9500

ALTSCHULER, MELVOIN AND GLASSER

CERTIFIED PUBLIC ACCOUNTANTS

69 WEST WASHINGTON STREET

CHICAGO, ILLINOIS 60602

January 4, 1972

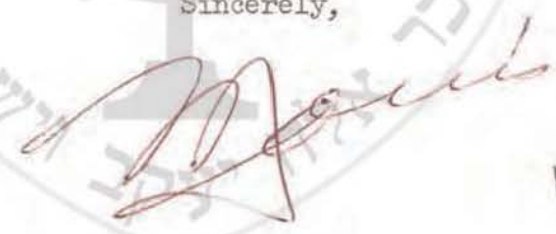
Rabbi Herbert Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, New York 10019

Dear Herb:

Not knowing whether some friends of yours in Omaha may have sent you a clipping from their December 18th newspaper, I am sending one on to you.

With kindest of personal regards and best wishes for the new year, I am

Sincerely,



MORRIS GLASSER

MG:fv  
Enc.

15 June 1965

Mr. Nolan Glazed  
508 Park Avenue  
Dallas, Texas 75201

Dear Nolan:

This is just a brief note to ask whether your plans for this Fall have become definite enough so that you know whether you can join us on the overseas Study Mission. I certainly hope that you will be able to make it.

The trip has been carefully prepared by a committee of knowledgeable lay leaders who have themselves been to Israel many times before, and who know what things to avoid and what to include in preparing an itinerary.

It will really be a great experience, in the company of a wonderful group of people. We begin in Rome on 12 October and finish in Tel Aviv on the night of the 28th with the Prime Minister's dinner. I am leaving for Israel myself in a couple of weeks to make the arrangements for the October trip.

I would appreciate hearing from you as to whether you are making plans to join us.

Sincerely yours,

HAF:gb

Herbert A. Friedman



J  
2 November 1966

Dear Nelson:

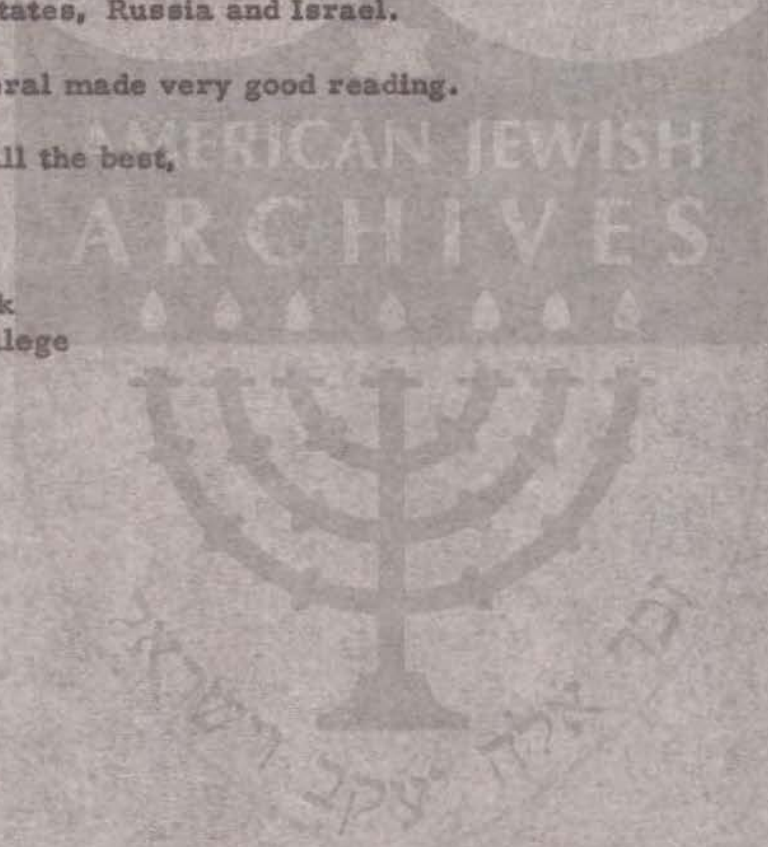
I certainly have no desire to be pedantic, but I know that accuracy is something which the scholar cherishes.

The accurate figure for Jews in France is 500,000, and it is the fourth largest Jewry in the world, after the United States, Russia and Israel.

The letter in general made very good reading.

All the best,

Dr. Nelson Glueck  
Hebrew Union College  
Cincinnati, Ohio



Supreme Court of the United States  
Washington, D. C. 20543

CHAMBERS OF  
JUSTICE ARTHUR J. GOLDBERG

September 25, 1964

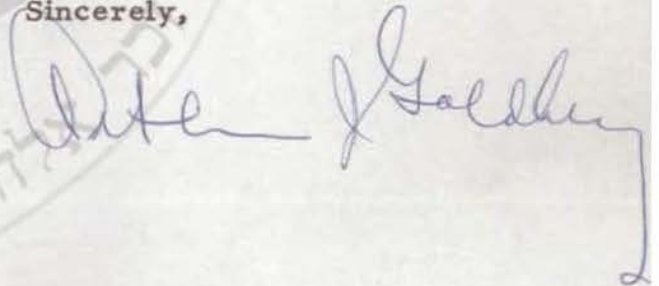
Dear Mr. Friedman:

I apologize for my delay in answering your letter of September 18 but I have just today returned to Washington from an extended trip abroad.

I shall be most pleased to talk with you prior to your departure for Israel and Europe on October 8th and suggest that you call my secretary, Mrs. Guilbert, to arrange a mutually convenient time for an appointment. The telephone number at the Court is Executive 3-1640.

With kindest regards, I am

Sincerely,



Mr. Herbert A. Friedman  
Executive Vice-Chairman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, New York



*Miss  
re L A  
Ingram*

6 October 1964

Honorable Arthur J. Goldberg  
Justice  
Supreme Court of the United States  
Washington 25, D. C.

Dear Justice Goldberg:

There is no way for me to express my gratitude for the warmth and friendliness which you displayed at our luncheon the other day. It is so enheartening to know that persons of your stature stand so solidly behind our cause.

Los Angeles is delighted with your acceptance of the invitation to be the principal speaker at the 1965 Inaugural Dinner on February 16th. They anticipate that your visit will inspire great enthusiasm throughout the entire community.

As we draw closer in time to the actual day, I will be in touch with you regarding the specifics of your travel plans as well as the details of the program out there.

Again, my deepest thanks for the understanding you displayed and the immediacy of your support.

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:gb

ENCLOSURE  
OCT 21 1964  
HITWIS

Supreme Court of the United States  
Washington, D. C. 20543

CHAMBERS OF  
JUSTICE ARTHUR J. GOLDBERG

October 9, 1964

Dear Rabbi Friedman:

This is in reply to your more than kind note of October 6 and will also serve to confirm my acceptance of the speaking engagement in Los Angeles on February 16. In arranging my travel plans I should let you know that my wife will be accompanying me.

Sincerely,

Rabbi Herbert A. Friedman  
Executive Vice-President  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, New York

*Arthur J. Goldberg*



8 March 1965

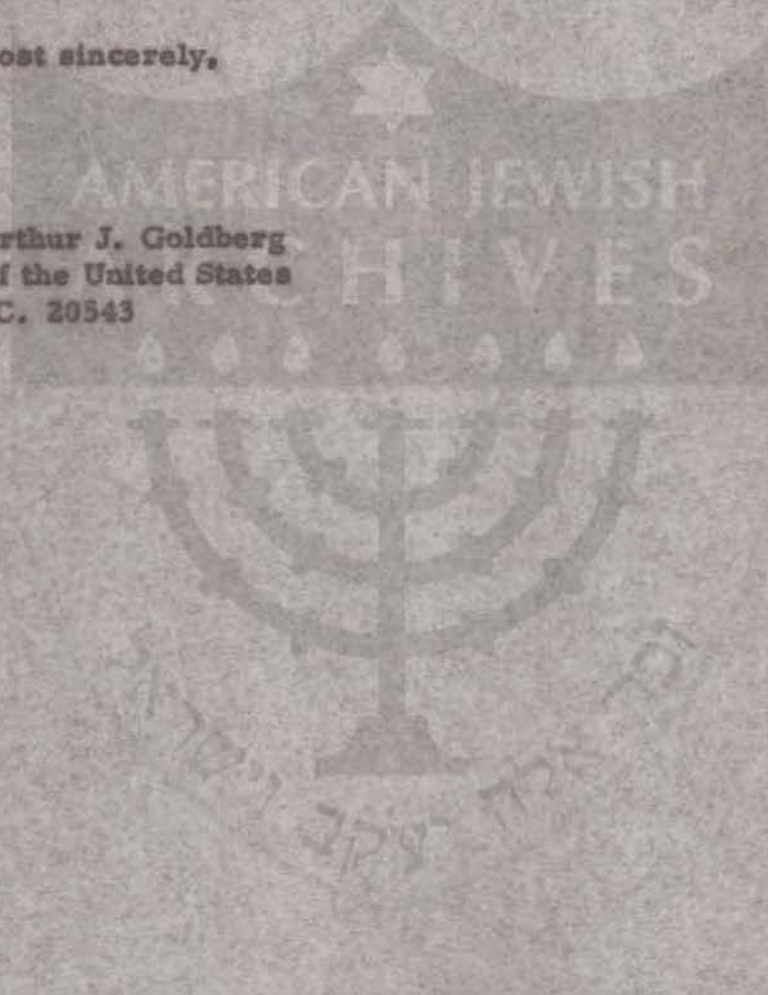
*Miss*

My dear Mr. Justice:

Please accept my deepest personal thanks for the excellent help you gave us at the Los Angeles campaign opening. It is very encouraging to know that you are so wholeheartedly with us in this UJA enterprise.

Most sincerely,

The Honorable Arthur J. Goldberg  
Supreme Court of the United States  
Washington, D. C. 20543







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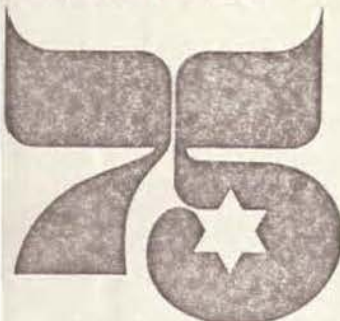
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Campaign Director

RUTH BARNEIS  
Director of Social Planning

REMEMBER OUR PAST  
PLAN OUR FUTURE



November 4, 1971

Rabbi Herbert Friedman  
Jewish Agency  
Jerusalem, Israel

Dear Herb:

You may recall that a Cincinnati, Dr. Schneider, has organized a very inexpensive tour of Israel which has attracted, and continues to attract, substantial numbers of Cincinnatians-to the point, in fact, that it is by far and away our biggest competition (regardless of our own perceptions) for Operation Israel.

We have had intensive discussions about the best way to use this tourist experience as an aid in the Welfare Fund campaign. We have tried to set up something on the tour for a UJA orientation but this has not been successful.

We now think that the most effective indoctrination method would be to have the tour guide-they use the same person for each trip-include in his spiel some of the same material as we use in Operation Israel concerning the social needs. On this last trip which just returned to Cincinnati last Monday, the guide talked extensively about Hadassah and ORT. A member of the group with whom we had discussed this problem prior to the trip finally pulled the guide aside and gave him some of our UJA orientation material, which he then did use.

The guide's name is Jacob Taxon, 31 Reney Street, Tel Aviv, 440513. The tours are sponsored regularly by the Amberley Swin Club group. Each tour, which flies Swiss Air, includes about 20 couples.

Can somebody be given the responsibility for meeting with the guide on this basis?

I would appreciate knowing what happens so that we can make best possible use of the situation for campaign purposes.

Thank you for your assistance.

Sincerely,

*Harold Goldberg*

Harold Goldberg  
Executive Director

HG/sm



02-60487

15 Ibn Gabirol  
Jerusalem  
02-66921

12 November 1971

Mr. Harold Goldberg  
Executive Director  
Jewish Federation of Cincinnati  
200 West Fourth Street  
Cincinnati, Ohio 45202

Dear Harold:

I received your letter of 4 November, and feel you have a very good idea.

You ask whether someone can be given the responsibility for meeting with the guide. Chaim Vinitzky will assume that responsibility and so will I. Chaim will meet with the guide first, and then I will see him myself as well. Between the two of us I hope we can impress upon him the fact that the UJA serves the cause of Israel, and if he serves the cause of the UJA, he will be doing his country a service.

After I have seen him, I will write to you again with a further report.

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:SS



26th Year



# 1964 Allied Jewish Appeal

OF THE FEDERATION OF JEWISH AGENCIES OF GREATER PHILADELPHIA

1511 WALNUT STREET / PHILADELPHIA / 19102 / PA. / LOCUST 3-0200

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Campaign Director  
SAMUEL MELNICK

March 16, 1964

Rabbi Herbert Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York 19, N. Y.

Dear Rabbi Friedman:

I am calling upon you to use your good offices to obtain for us the appearance of Myer Feldman, special assistant counsel to President Johnson, at our closing campaign dinner on Wednesday, May 20th in the ballroom of the Warwick Hotel.

As you probably are aware, the AJA closing dinner event is one of great psychological importance as well as a campaign event. Not only do we announce the results of our 1964 drive, but we lay important groundwork for the 1965 campaign.

The community regards the closing affair as one of great tradition and we generally have an overflow audience. It is important that our speaker be of major calibre and we think that Mr. Feldman would be a most happy choice.

For all of these reasons, we ask your help in contacting Mr. Feldman on our behalf. We would, of course, be in direct touch with Mr. Feldman after you lay the groundwork.

With great appreciation and all best personal wishes.

Sincerely,

Leonard Goldfine

LG/eg

RECEIVED	
MAR 17 1964	
NOTED BY	REFER TO
DATE	DATE
	HB AF GB
ANSWERED / HAF / GB	

3/23/64  
HB  
AF  
3/17

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23 March 1964

Mr. Myer Feldman  
White House  
Washington, D. C.

Dear Mike:

I am writing on behalf of the Jewish community of Philadelphia to invite you to speak at the closing dinner on Wednesday, May 20 in the ballroom of the Warwick Hotel.

Honorable Abba Eban addressed the opening dinner some weeks ago, and the community unanimously desires you for the closing dinner. This will not be a fund raising dinner. There will be approximately 250 persons present. The meeting serves as a target for concluding the campaign and there are final announcements made.

The chairman of the campaign this year is Leonard Goldfine who went to law school with you. Another chap whom you might remember is Sylvan Cohen. He is serving in a very important post in the campaign. The leaders feel that you will see lots of old friends there, and that it can be a pleasant evening for you.

Let me quote just one paragraph from Lenny Goldfine's letter:

"The community regards the closing affair as one of great tradition and we generally have an overflow audience. It is important that our speaker be of major calibre and we think that Mr. Feldman would be a most happy choice."

If at all possible, I would urge that you accept this, Mike. It is not so far from Washington, and it is entirely possible that you could get back the same night. In other words, we could have you driven from Washington to Philadelphia in the late afternoon, have the car wait for you, and drive you home again at the conclusion of the meeting.

Mr. Myer Feldman

-2-

23 March 1964

I am also certain that the frequent train connections between the two cities would permit you to return the same evening.

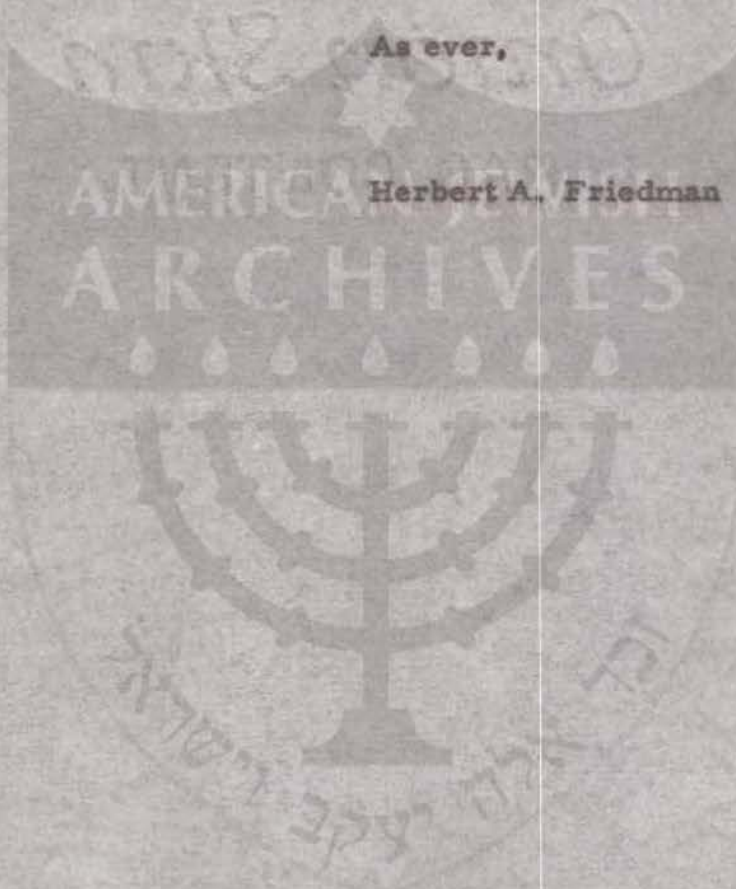
I know you are leaving for Israel in a few days but if it would be at all possible for you to give me an answer before you leave, that would give the community maximum time in which to publicize the event.

If you have any questions please do not hesitate to call me at the office. I have been away for the last couple of days, paying attention to the birth of a new son, but now I am back at my desk.

As ever,

HAF:gb

Herbert A. Friedman





THE WHITE HOUSE  
WASHINGTON

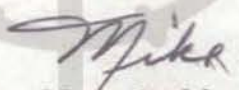
March 25, 1964

Dear Herb:

I am flattered by the invitation to address the UJA closing dinner in Philadelphia. As you know, Philadelphia is my home town and I like to get back as often as possible. However, I cannot make any commitment for that time. I am leaving tomorrow for a trip abroad and I am reserving any plans for speeches and other activities until I return sometime toward the end of April. I guess, under these circumstances, you had better count me out.

Best regards.

Sincerely,



Myer Feldman  
Deputy Special Counsel  
to the President

Mr. Herbert A. Friedman  
Executive Vice-Chairman  
1964 United Jewish Appeal  
1290 Avenue of the Americas  
New York, New York 10019

30 March 1964

Mr. Leonard Goldfine  
Allied Jewish Appeal  
1511 Walnut Street  
Philadelphia, Pa.

Dear Lenny:

I just received the enclosed letter from Myer Feldman. I don't know whether there is any sense in pursuing this further. What do you think.

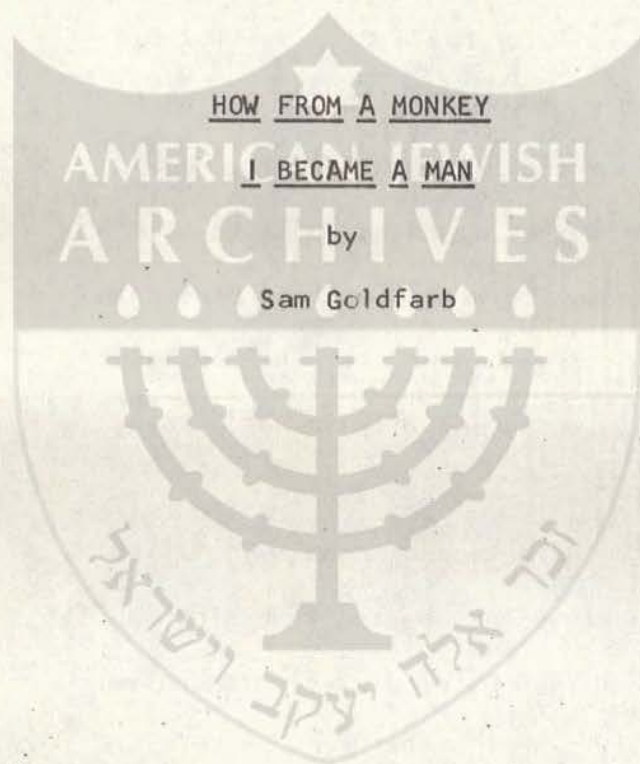
All the best.

Cordially,

HAF:gb

Herbert A. Friedman





### ABOUT THE AUTHOR

Sam Goldfarb was born in a Ukranian village in 1902. Three years later his family settled in the ghetto of St. Louis, Mo. After his father's death in 1912, he and his mother wandered about to live for awhile with a married sister in Chicago, then another in Galesburg, Ill. and eventually in Des Moines, Iowa.

He attended schools in Illinois and Iowa, graduating from high school in 1919. Entered Washington University School of Commerce in 1920 and after three years entered the Law School of the University of Chicago, where he spent a year.



He went into the dress business in 1922 and by 1955 was America's largest producer of women's and children's dresses.

Obsessed by Hitlerism he set new and higher standards of giving for Hitler's victims. He expended himself in a war against hate and reaction resulting in two heart attacks.

In his attempt to continue the battle against hate he has written this book.

HIGHLIGHTS FROM THE STORY

He stole and gambled at 14.

At 18 he was obsessed with sex.

He was a classmate of Nathan Leopold.

It cost him a fortune to "Do business on Monday in the spirit of Sunday."

Dorothy Thompson told him, "I have in my time met fanatical Communists and Fascists, but you are the first fanatical democrat I have ever met."

It cost him \$7,000.00 to speak seven minutes.

Henry Montor, well qualified to judge, wrote to him on his 50th birthday, "You more than any other man in America established the principle that we owe a tithe of our possessions to our brothers."

At one time he was America's largest producer of women's and children's apparel.

He has made a million dollars in a year.

He has lost a million dollars in a year.

He has worn himself out in pursuit of worthy, even though unattainable ends, but in so doing has discovered ecstasy in living.



404 East Royal Flamingo Drive  
Sarasota, Florida  
January 14, 1964

Dear Friend:

You can help me create good will among men and do tremendous good for the Jewish people.

How? By doing everything in your power to further the sale of a book soon to be published. The title is:

HOW FROM A MONKEY I BECAME A MAN

Ever since Hitlerism I have tried to figure out who are the people who follow mad-men. They are men and women physically, but spiritually are monkeys. I know, because at thirty I was still a monkey.

This is the story of my ceaseless, never-ending search for growth, maturity and reaching out to God. I believe the book will do on the positive side for Jewry what other books have done negatively--such as "What Makes Sammy Run," "The Hard Sell," "I Can Get It for You Wholesale," "Jews Without Money," etc.

It is the story of a boy who became fatherless at nine and thereafter led an unsheltered life. At 14, employed after school, he was stealing, forging, gambling and running wild. At 16, he was operating a crooked business. At 18, he became sexually obsessed. At 30, he first began to think for himself and at 34, under the spell of a Messianic complex, coined the slogan, "Do business on Monday in the spirit of Sunday."

Determined never to become rich, Sam Goldfarb nevertheless became a millionaire and world's largest dress manufacturer. Why? Because he was motivated to set the highest standards of giving ever known in private philanthropy.

Aside from business and philanthropy, the book reveals his phenomenal service to the cause of democracy during the critical 1944 campaign when Hitler was still alive.

Ed Pauley, treasurer of the Democratic National Committee, said, "Sam, you might have had an ambassadorship had you given your all to us," and I replied that satisfaction of conscience was reward enough.

Dorothy Thompson said at that time, "I've met fanatical Communists and fanatical Fascists, but you are the first fanatical democrat I have ever met."

I know you will read and enjoy the book. The question is, how many others will you get to read it? Your friends? Business associates? Employees? Clergymen? How many books do you feel you could distribute to libraries, college presidents or opinion molders?

Every dollar will go to my charity foundation, which in turn will contribute the proceeds to worthy causes.

Please let me know by return mail about how many books you can distribute.

You have my word that you will be creating good will among men and doing tremendous good for the Jewish people.

Sincerely yours,

Sam Goldfarb



*Misc*

1st May 1964

Mr. Samuel A. Goldsmith  
Jewish Welfare Fund  
One South Franklin Street  
Chicago 6, Illinois

Dear Sam:

Is Fink has asked me to reply to your letter of 22 April addressed to him. My reaction to your thought that there are two factors which might inhibit the flow of cash this year is that you are possibly correct on one, but I do not think you are right about the second.

As far as the matter of bonds is concerned, the fact that we will not take these new Third Development Issue Bonds might cause a delay in some contributors' rate of payment. I would think it would be important to inform the larger contributors immediately that these bonds are not acceptable for at least two years, and that they must begin to think of other ways of meeting current pledges. As you know, we will continue to take earlier issues. You indicated the hope, in your letter, that the UJA might develop some plan for the utilisation of these bonds. We have tried, but have not succeeded. Our beneficiary agencies cannot operate with frozen bonds. They need cash - either pounds or dollars. Since these bonds will yield neither pounds nor dollars for two years, they are unusable.

And so, it seems to me, some intensive explanation is required for the larger contributors, to enable them to understand that they must pay current pledges with cash or older bonds. If we cannot so educate them jointly, then you are right in suggesting that there might be a diminution of the cash flow on this account.



1st May 1964

As far as your analysis of the effect of the proposed education fund, I would like to make the following comments:

1. The Education project is not to be viewed as a Special Fund. It is an independent campaign addressed (as you point out) "to a limited number of potentially or actually more important contributors to the various campaigns." To be more specific, the Executive Committee of the UJA has ruled that only gifts of \$100,000 and above will be accepted by the Israel Education Fund.
2. A gift will not be acceptable to the Education Fund if it is made by a contributor at the expense of the regular campaign gift.
3. All solicitations for the Education Fund will be handled on an individual basis. No public meetings will be held. The nature of the campaign is such that all solicitations will have to be individual and private.
4. We are fully aware of the fact that "all beginnings are difficult." The specific purpose of the Inaugural Education Conference is to establish the validity of the secondary education project as a responsibility, separate and apart, from the ongoing needs of immigration and absorption presently assumed by the UJA.

You are right, of course, when you say that your comments on the Education Fund are conjectural. Frankly, all of our opinions on this are of the same nature. A year or two of experience will show us whether we are correct or not. Let us hope that we can find support for this new project without harm to the central campaign. At any rate, that is the intention.

I know you will do your best to maintain a flow of cash, which was the original reason for Is Fink's letter, for you do appreciate the needs. For your private information, the figures for immigration for the first 3-1/2 months of this year are 14,555. This is as high as it has been any time during the past four years.

Cordially,

HAF:gb

Herbert A. Friedman



8 December 1970

Mr. Sam Goldfarb  
2100 S. Ocean Lane  
Fort Lauderdale, Florida

Dear Sam:

I have just finished reading your proposed letter entitled "At 68 - Healthier, Wealthier, Happier than Ever." You asked me my advice as to whether you should send the piece out. I think you should. I like it. I think it is direct and straightforward and might serve to show people the dimensions of the need.

The second thing you can do is really help Joe Kanter, who has lots of friends in Miami, but not too many people who are willing to go out on the street with him and pound the pavements in personal solicitations.

The best way you can serve the UJA in 1971 is not to go running all over the United States, but to try to achieve the \$10 million goal which has been set in Miami. That would be a tremendous breakthrough, and it can only be done by seeing individuals face to face, not writing letters and asking them for huge sums of money.

You sound so healthy and frisky that if you were able to see 100 individuals in Miami, you could really make that campaign a success.

With all best wishes, I am,

Sincerely yours,

Herbert A. Friedman



HERBERT A. FRIEDMAN  
1290 AVENUE OF THE AMERICAS  
NEW YORK 19, N.Y.

16 Jan 71

Dear Sam -

I just received your letter, with enclosures, and hasten to reply, even in this brief fashion, because I am leaving for Israel in three hours, and didn't want you to wait till my return.

My honest reactions are as follows:

- ① I would not use the phrase "one-time gift" because it might come back to plague us in future years. It's not even necessary, because if a fellow would give a large gift out of his capital, he can't repeat it too many times anyhow. So we don't have to use the phrase "one-time" - practice will determine that.
- ② "GIVING TOO LITTLE" is a wonderful piece. It is really effective.
- ③ "MORE PLAIN TALK" has a built-in problem. You are attacking individuals, by name, publicly to hundreds of your readers. The Thesis behind the letter is correct, and you should certainly push it - namely, a portion of capital to be given - but the specificity of saying that one man is good (Banne) and another is

HERBERT A. FRIEDMAN  
1290 AVENUE OF THE AMERICAS  
NEW YORK 19, N. Y.

derelict, will be counter-productive,  
because your readers will then start to  
squabble as to who is adequate and who  
not. Many inadequate givers have friends who  
will rise to defend them against your attack,  
and then your point has been lost.

I would suggest that one gently  
approach you use is good — don't be  
afraid. You are wrong if you think that  
big givers must all be made to feel great.  
No — they can be checked, but the trick  
is in doing it without putting any one  
particular man on the spot, in public.

The approach of your letter could be  
that great wealth exists — nothing wrong with  
naming a long list of people who have it —  
and pleading with them to give it.

God bless you for what you are doing.  
I hope my comments are useful — and will  
always be available to you for consultation — must run  
now or will miss plane.

Herb



JAN 18 1971

DEAR HERB,

IN MY OPINION THE PROBLEMS CONFRONTING US  
IN OUR ASPIRATIONS FOR 1971 FUND RAISING ARE

- ① THE "PAUPER" COMPLEX THAT RICH MEN GET  
WHEN AFTER A SUSTAINED PERIOD OF GREAT  
PROSPERITY THEY HIT A SNAG LIKE WHAT  
OCCURRED IN 1969-1970. THEIR COMPANY  
SHOULD INCREASED EARNINGS ANNUALLY AND  
SUDDENLY THEY REPORT LOWER EARNINGS.
- ② GETTING THE LARRY TISCOS AND THE OVER  
100 HEADS OF CORPORATIONS ON THE N.Y.  
STOCK EXCHANGE -- ALA WITCO - ~~XEROX~~,  
ZALG - ZAYRES TO GO FROM HUNDREDS OF  
THOUSANDS TO 5 + 10 MILLION DOLLAR  
GIFTS.

HERE, IN CONFIDENCE, IS THE ZAYRES  
STORY.

15 YEARS AGO IN THE COFFEE SHOP OF  
THE WARWICK I MET MORRIS FELDBERG (NOW  
DECEASED) WHO TELLS ME THEY ARE READY  
TO LIQUIDATE THEIR BUSINESS OF ALMOST 50  
YEARS --- NOW BEGINNING TRAINING.

6 MONTHS LATER YOUNG STANLEY  
FELDBERG (NEPHEW) CONCEIVES OF A NEW  
IDEA ZAYRES. THEY EXPERIMENT!  
12 1/2 YEARS LATER 1968 ZAYRES  
EARNS \$ 8,000,000 AFTER TAXES.  
THE FELDBERG FAMILY INSTEAD OF BEING  
OUT OF BUSINESS ARE WORTH IN EXCESS  
OF \$ 50,000,000.

2 YEARS LATER (1970) THEIR  
EARNINGS DROPPED TO A MEAS 6,000,000  
AFTER TAXES.

NOW THEY ARE OVERRUN WITH  
THE "PAUPER" COMPLEX AND SO IN



(2)

1971 THEY GIVE <sup>\$</sup> 400,000 TO BOSTON'S  
C.J.P.

C.J.P. THINKS ITS GREAT!  
HERB FRIGHMAN AND HIS ASSOCIATES  
THINK ITS GREAT!

SAM GOLDFARB THINKS IT  
STINKS!

How ~~WHAT~~ WOULD BARON MAURICE  
DEHIRSCH, SHOMAYA LEVIN, STEPHEN  
WISE EVALUATE SUCH GIVING  
CONSIDERING WHATS AT STAKE?

WHO IN THE FENBERG  
FAMILY WOULD BE DEPRIVED OF  
ANYTHING IF THEY DECIDED FOR  
THE YEAR 1971 TO GIVE A ONE  
TIME GIFT OF 5,000,000 TO  
THE EMERGENCY FUND?

I UNDERSTAND C.J.P.'S  
AND YOUR POSITION. YOU MUST MAKE  
EVERYONE FEEL THEY ARE HEROES.

BUT

YOU MUST LOCATE SEVERAL SUPER  
CHARLIE BANNINGS WHO CAN MAKE  
APPEALS FOR 10% OF THEIR NET  
WORTH FOR A ONE TIME GIFT  
IN 1971.

ALL I CAN DO IS TO  
REACH THEM BY MY OPERATION  
TRUTH MESSAGES. REALISTICALLY I  
EXPECT NONE TO HEED MY APPEALS  
BUT OVER A PERIOD OF TIME I  
DO BELIEVE I MAKE SOME HEADWAY.



(3)

I CONTACTED BOTH JOE KANTOR AND MIKE BRODIE THE SAME DAY I RECEIVED YOUR SUGGESTION BUT THEY NEVER CALLED BACK. I AM NOT AT ALL OFFENDED THAT THEY DO NOT FEEL I CAN BE OF SERVICE TO THEM. THEY DID NOT SAY SO BUT I INFER THAT IS WHAT THEIR SILENCE SIGNIFIES.

HERE PLEASE READ ENCLOSURES.

(1) GIVING TOO LITTLE --- I am mailing this out to reach Operation Trust early in February.

(2) Went to bed thinking I was pauper --- sending this to Leo Berntson as I believe he can send it to all Board Officers for them to use at Board functions.

(3) Wrote plain talk ---

THIS I AM HOLDING UP FOR YOUR REVIEW.

IF YOU THINK IT IS REPETITIVE --- TOO PRESSURE --- I WILL ABANDON.

IF YOU APPROVE I WOULD SEND IT OUT MID FEBRUARY AS MY LAST PITCH FOR 1971 SPRING CAMPAIGN.

YOUR CRITICISM HOWEVER BLUNT WILL NOT OFFEND ME.

I WILL BE OFFENDED IF YOU IGNORE ME.

AS EVER Sam



Samuel J. Goldfarb  
2100 South Ocean Lane  
Fort Lauderdale, Florida 33316

January 20 1971

Dear Herb-

Your analysis of

my several Enclosures strikes  
me as being meticulously  
correct.

If you will be kind  
enough to edit my writings in the  
area of U. S. A. I am certain  
it will be of value to our cause.

Appreciatively

Sam



Survival  
means  
sacrifice

## United Jewish Appeal

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS.  
1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019  
PLAZA 7-1500, CABLE ADDRESS: UJAPPEAL, NEW YORK.

26 January 1971

Mr. Samuel J. Goldfarb  
2100 South Ocean Lane  
Fort Lauderdale, Florida 33316

Dear Sam:

I am now replying to your letter of 18 January, and find that I have really given you all of my reactions in my previous letter. Let me repeat:

1. I would never use the phrase "One Time Gift."
2. "GIVING TOO LITTLE" is a fine piece.
3. "MORE PLAIN TALK" is no good, as I explained. With the necessary alterations, it could be very helpful.
4. "PAUPER AND PRINCE", which you sent to Leo Bernstein, is very good.

Now regarding your description of the Feldberg-Zayres story, let me again try to disabuse you of certain fixed ideas you seem to have. You seem to think that the UJA and I, personally, must smile politely and accept every gift made with loud applause. That is simply not so. I do not think that the Feldberg gift is great. I went to solicit Max Feldberg myself. I spent a whole day with him in November. I am convinced I worked as hard as any man can work. I asked him for \$1 million. I could not get it. I do not even think you could have gotten it. I tried every argument and every appeal I knew. Nothing succeeded. So that's the story. I am not happy with it, but there is nothing I can do about it.

Keep up your good work.

As ever,

Herbert A. Friedman



## United Jewish Appeal

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Keep up your good work.

As ever,

Herbert A. Friedman



Dear Friend:

You would favor me if you would write and tell me your opinion of the enclosed mailing - - - GIVING TOO LITTLE AND TOO LATE: THE TRAGIC ROLE OF THE JEWISH PEOPLE.

Also I want to clarify a point in my last mailing to you when I wrote I was happier than ever.

You must understand that I meant it only insofar as it concerned my personal affairs.

Happiness like all adjectives describing one's feelings is a "relative" term.

I am grieved by the trials in Russia and far more by the situation in the Mid East. Only the other day Golda Meir in an interview with Mr. Reston, Editor of the New York Times, said she saw little hope for peace.

In another feature story in the Sunday Times it is stated that when the cease fire is ended in February we may expect Russian pilots and missile operators to actually fight against us.

One feels like wearing "sack cloth and ashes" in considering the nightmarish tragedy our people are undergoing.

I may ask, therefore, that you forgive me for such happiness as personal circumstances warrant. It can only be in a philosophical sense.

May God speed the day when it becomes possible for us to be happy in the full, unadulterated sense of the word.

Sincerely yours,

Sam Goldfarb

SG/jh  
Enclosed



## GIVING TOO LITTLE AND TOO LATE: THE TRAGIC ROLE OF THE JEWISH PEOPLE

It would be amusing were it not so tragic to witness how the Jews throughout history fail to give nearly enough to meet the needs of their stricken brethren. With many exceptions they have given hand outs or tips instead of adequate sums.

There hasn't been a single year since Hitler's holocaust when the Jews have given sufficiently. There have been cases of hundreds of German refugees who came to England, South Africa and in larger numbers to the U.S.A., who've made great financial successes, who have given pennies instead of dollars to help Hitler's survivors.

The most striking case of world wide Jewish delinquency took place just before the 20th century when Herzl embarked on his quest to create a Jewish state in Palestine.

In Paris he met with Baron Maurice Baron de Hirsch who told it to him "The way it was" that he would meet with failure in trying to raise money.

The Baron said "The Rothschilds will subscribe five hundred francs. The rich Jews give nothing. The rich are bad - they don't interest themselves in the sufferings of the poor."

Baron Maurice de Hirsch only four years earlier -- 1891 wrote out a single check for 10,000,000 pounds (\$50,000,000) to help colonize the Jews in Argentina. The Rothschilds with far greater wealth and prestige were pygmies by comparison with this man of super vision, magnanimity and largesse.

Sometime after this one and only meeting with Baron de Hirsch Herzl wrote to him telling of his failure in getting funds. All the tycoons failed him as the Baron predicted. Herzl wrote by way of explanation "The Jews are at present not to be helped. If one showed them the Promised Land they would scoff at him. Yet I know where the cause lies; in ourselves - - - we must sink still deeper, be abused still more, spat at, despised, flogged, plundered and beaten until we are ripe for this idea - - - we are not desperate enough".

Let that prophecy of Herzl's sink into your minds indelibly.

Was it not tragically fulfilled by the pogroms in eastern Europe early in the twentieth century and ending in the holocaust in the forties?

Think! Never, never forget this!

HAD THE RICH JEWS HAVE LISTENED TO HERZL IN 1895 WE COULD HAVE PURCHASED IN 1896 FROM THE SULTAN OF TURKEY A JEWISH HOMELAND IN PALESTINE AT LEAST FIVE TIMES THE SIZE OF THE PRESENT STATE OF ISRAEL AT AN INFINITESIMAL COST COMPARED TO OUR INVESTMENT IN THE PRESENT STATE. WE COULD HAVE HAD THAT VAST AREA FOR PENNIES INSTEAD OF DOLLARS.

FAR MORE IMPORTANT IS THE FACT THAT THE MILLIONS OF JEWS TORTURED AND SLAIN DURING THE POGROMS AND THE HOLOCAUST MAY HAVE BEEN SAVED. IN FACT THE HOLOCAUST WOULD HAVE NEVER TAKEN PLACE.

In the New York Times Sunday, December 27th, Mr. Reston, Chief Editor told of his interview with Golda Meir. THE OUTLOOK FOR PEACE IS MOST IMPROBABLE.

What appears to be a certainty is that when the cease fire is ended and hostilities are resumed Israel will be facing for the first time Russian militarists using the planes, tanks and missiles given to Egypt by the Soviet Russia.

The man who gave \$50,000,000 in 1891 to help his brethren - - - what would he give were he reincarnated and alive in 1971 to save the State of Israel?



What would he think of men richer than he ever was who are content to give \$1,000,000 or even less?

There are many Jews who were reared in poverty who have founded companies now listed on the New York Stock Exchange.

I say to them "think not of lower earnings of your corporation in the past year or two. Think rather of the fact that you started with next to zero and that you are worth from ten to over one hundred million dollars".

Who would question or doubt that if Israel were to perish it could be traced to the fact that the rich Jews of the world and America in particular fail to emulate Baron Maurice de Hirsch? By token giving they fail to inspire the masses.

I appeal to the super rich (net worth ten million and up) to give at least 10% of their net worth to insure Israel's survival and also their own peace of mind.

May it be God's will that never again in Jewish history will it be recorded that when danger confronted us WE GAVE TOO LITTLE AND TOO LATE.

There are a few with mud in their blood who can read or hear such an appeal as I have made and mutter to themselves "Too late - - I've already made my customary gift before the New Year 1971 came into being".

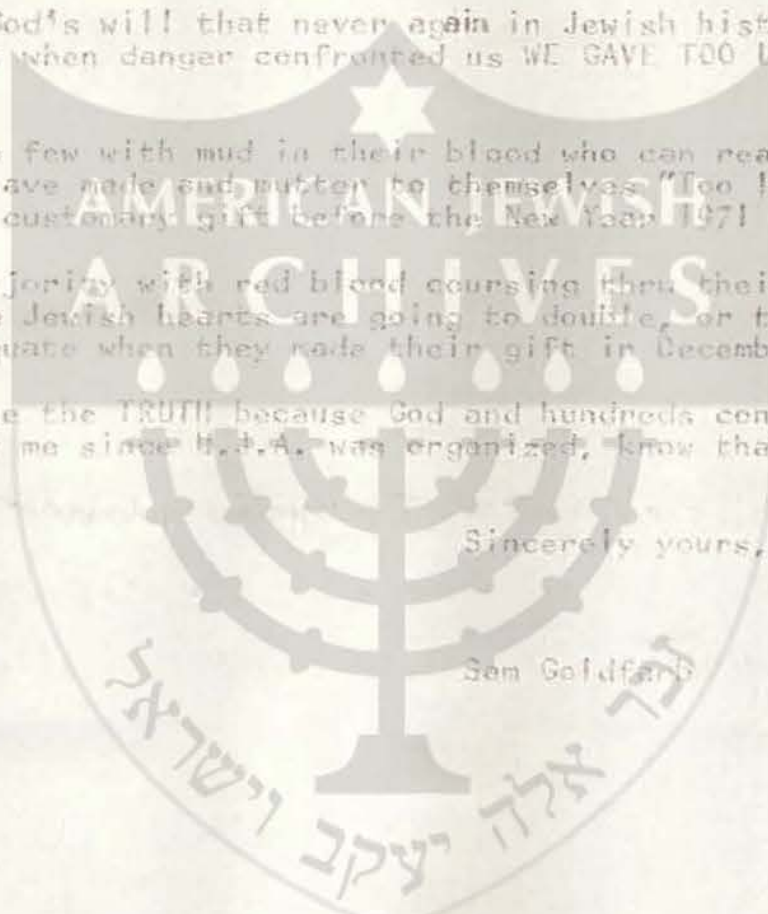
The vast majority with red blood coursing thru their veins that reach their warm Jewish hearts are going to double, or triple what they thought was adequate when they made their gift in December 1970.

I dare write the TRUTH because God and hundreds consecrated to Israel that know me since H.J.A. was organized, know that I practice what I preach.

Sincerely yours,

Sam Goldfarb

SG/jh





I WENT TO BED THINKING I  
WAS A "PAUPER" AND AWAKENED  
REALIZING I WAS A "PRINCE"

It was in 1952 at the Shoreham Hotel in Washington. 1700 among America's foremost friends of Israel were in attendance for the Bond Drive.

The night before the last day of the conference it was past midnight when Charlie Gutwirth and one or two others were pressuring me to buy \$25,000 bonds. I was adamant and told them my business prospects were cloudy and \$10,000 was my limit. Sam Rothberg passing by soon learned of the matter and pointing his index finger at Charlie said "It's not right to pressure men like Sam Goldfarb. He is a self starter. He pressures himself."

I told Sam he was wrong! No one should have a special dispensation to avoid being pressured. We should all pressure one another so as to keep from getting out of practice so long as the need in Israel exists.

While shaving the following morning I had a brain storm! I recalled that when I gave \$50,000 to U.S.A. in 1946 it was mostly out of capital and my net worth was about \$210,000.

Now just because business didn't look so good I failed to consider that my net worth was close to a million dollars.

When after breakfast I entered the grand ballroom where the final meeting of the Conference was held I sent a note up to Henry Montor Founder and Head of Bonds for Israel. I told him a three minute talk by me might help the conference.

At a propitious moment he called on me to come to the dais.

I told the 1700 guests how I went to bed thinking I was a "pauper" and awakened realizing I was a "prince".

The audience was electrified. Montor who founded U.J.A. in 1939 told me he had never before experienced such remarkable response as that which followed my remarks.

In 1970 God willed it that I made a solid recovery from a cancer operation and that our business which lost money for the decade 1960 thru 1969 also had a recovery.

In the decade when our business was "sick" our giving to Israel had to be nominal. Hence in 1970 we could only give \$7,500 to U.J.A and buy \$5,000 Bonds. For 1971 we will give \$50,000 to U.J.A. and buy \$100,000 Bonds.

Now I sympathize and understand those who lost almost everything in stocks and their business too. "You can't squeeze blood out of a turnip". I hope and pray for them to recover.

However, to the great majority who have been slightly dented or mildly bruised and have reason to expect a comeback I ask that they consider what was their net worth in 1933? 1953? and compare it with their present net worth.

This kind of thinking brought me to my senses and gave me the proper perspective back in 1952 to make my first \$100,000 bond purchase.

This is the only sane, mature approach to make one realize the absurdity of not having a heart filled with gratitude for one's great, good fortune.



On top of that consider our luxurious mode of living in contrast to what inmates of Auschwitz and Treblinka had to endure. What kind of living have our brethren in Israel with three wars in 20 years and the bleak, dark uncertainty of the future?

When we realize how fantastically well off we are is it not our moral duty to share some of our fortune to help Israel survive?

The greatest insurance for the survival of the U.S.A. and the free world is that Israel eventually live in peace and security.

Sincerely yours,





## MORE PLAIN TALK ON THE SUBJECT OF GIVING

Rabbi Stephen Wise, writing to Ludwig Lewisohn on April 1, 1938 had this to say "I am not hopeful at all that there is such a thing as a Christian conscience to be aroused. That prostitute (Cardinal Innitzer) sold himself into the arms of Hitler.

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The mass of Jewish entrepreneurs are in the needle trades and in retailing. Not even during the depression have there been so many failures in these fields as have occurred in the past 9 months and seem likely to occur in the year 1971.

That is why I direct my plea to those with entrenched wealth among us. The giants in the food business - - - Consolidated, Food Fair, Stop and Shop and dozens of others - - - real estate moguls and builders - - - - Uris, Minskoff, Meyerhoff, Weiler & Swig, and hundreds of others. Conglomerate heads - - - Norton Simon, Bludhorn, the Tisch Brothers, the many department store owners and discounters - - - excepting the extraordinary Charlie Bassine and his associates. There are many in the toy business - - - Mattel, Ideal and others.

Just take the time to look over the names in the N.Y. Stock Exchange - - - - Crown Zellerbach, Fishbach and Moore (good givers) Witco Chemical. Even in the hard hit garment field while hundreds such as Botany, Villager are losing money there remain, thank God, such dazzling successes as Hart, Schaffner and Marx, Kayser Roth, Jonathan Logan, Russ Togs, Aileen, Bond Clothing, Meyer of Norwich, and still 100 others, United merchants and Lowenstein and 50 others in textiles are doing nicely - - -Don't you agree?

If those I mention together with the hundreds I failed to mention -- with Bronfman and the rest of the distillers thrown into the pot gave at least 10% of their net worth in this one year 1971 it would inspire the masses and those comfortably well off "poor millionaires" to bring about the \$1,000,000,000 so desperately needed.

I will never agree with the deceased giant Rabbi Wise that he would get satisfaction in seeing rich Jews have their fortunes taken from them. Heaven forbid!

I am truly grateful that we have many great successes in commerce and finance as well as in all professions. May it ever be so.



Only my experience of a lifetime causes me to share Baron de Hirsch's opinion in 1895 that "The rich Jews give nothing" also Shmarma Levin's opinion back in 1910 "The rich Jews in America believe in tithing. Only 10% of those who can give --- Give --- and they give 10% of what they can and should give".

From 1895 to 1970 - - - after the holocaust there has been improvement.

Before I die I'd like to see it improve that in such a critical time as 1971 the super rich give 10% of their net worth to insure Israel's survival, the betterment of the U.S.A.'s position vs. the Soviets and their own peace of mind.

I'd like to go to my grave saying "Alas - -about the rich Jews it can no longer be said that "Riches make men sons of bitches".





Herbert Friedman

of UNITED JEWISH APPEAL  
1290 AV. OF AMERICAS  
N.Y.C.

PLEASE HERB --

Do read every  
word of what I  
enclose. I want  
your advice.

DEAR HERB,

At your suggestion 3000 weeks  
ago I called Joe KATZ who turned me over to  
MIKE BRODIE - ROISCHMAN'S ASSOCIATE. I OFFERED  
MY SERVICES. I'M STILL WAITING FOR AN ANSWER.  
OBVIOUSLY THEY DO NOT FEEL I CAN HELP THEM.

I AM NOT OFFENDED AS I BELIEVE  
THEY KNOW WHAT THEY ARE DOING.

NEVERTHELESS I KNOW I CAN  
SERVE BY REACHING THE PUBLISHERS OF THE  
AMERICAN JEWISH ARCHIVES AND FEDERATION EXEC-DIRECTORS

YOU SEE HERB -- IT IS MY  
THOUGHT THAT THERE ARE TWO SUPER-MAJOR  
NUTS WE HAVE TO CRACK -

(1) THE "PAUPER" COMPLEX THAT ACTIVE  
RICH MEN GET WHEN AFTER A LONG  
STRETCH OF PROSPERITY THEY HIT  
A SNAG AS HAS OCCURRED SINCE  
1969-1970.

(2) GETTING THE LARRY TISCHES AND THE  
MANY OTHER HEADS OF CORPORATIONS  
LISTED ON THE N.Y. STOCK EXCHANGE  
TO RAISE THEIR SIGHTS FROM  
HUNDREDS OF THOUSAND DOLLAR GIFTS  
-- TO OVER A MILLION --  
EMULATING A 1981 ONE TIME GIFT  
OF 10% OF THEIR CAPITAL

not good to  
use this  
phrase



(2)

I AM REALISTIC ENOUGH TO  
KNOW I MAY NOT GET A SINGLE ONE  
TO COPE THRU WITH WHAT I SUGGEST.  
IT IS MY BELIEF, HOWEVER, THAT  
REPEATED APPEALS WILL GET A SMALL  
PERCENTAGE TO BREAK THRU THE  
BARRIER AND DO SOMEWAT BETTER.

I'VE BEEN MOVED AS  
SELDOM BEFORE BY THE HORRENDOUS  
SLINGING OF JEWRY — ESPECIALLY  
THE RICH, IN COMPLETELY IGNORING  
HERZL, WITKOWSKY, I WROTE "THE  
PIECE" "GIVING TOO LITTLE + TOO LATE"  
WHILE THE LETTER  
SERVICE HAD PRINTED IT I READ A  
NEW BOOK BY VOIS — RE STEPHEN  
WISE. WHEN I READ WHAT HE WROTE  
TO LOUIE LEWINER I WAS GONE.  
AGAIN SET ON FIRE --- ANGUISHED  
AT THE KNOWLEDGE THAT THE VERY  
RICH SUFFER WITH MONOPOLIES AND  
DO NOT EVER REMEMBER THE NEED OF  
THEIR STRICKEN BRETHREN.

SO -- I WROTE  
"MORE PLAIN TALK"

HERE IS WHERE I NEED  
YOUR ADVICE: I KNOW THE COPIES  
30 DAYS ARE THE PEAK OF  
THE YEAR'S DRIVE. THEY WILL  
GET (MY FRIENDS MAILING LIST  
ABOUT 250 TOP U.S.A. GIVERS) MY  
PIECE ON "GIVING TOO LITTLE".

WOULD IT BE UNWISE  
TO SEND THEM "MORE PLAIN TALK"



(3)

✓ or 3 weeks later >> IF YOU  
THINK IT IS O.K. I WOULD SEND  
IT OUT AND THAT WOULD BE THE  
LAST PITCH IN 1971 — TO THE  
GIANT EAGLES.

IF YOU DO NOT APPROVE  
OF MY SENDING IT OUT — HOW  
ABOUT SENDING IT TO FED. EXEC.  
DIRECTORS. ~~OR EVEN BETTER~~  
~~WOULD BE YOUR SENDING IT~~  
~~OUT~~

NO — YOU CANNOT SEND  
IT OUT AS IT WOULD LEAK OUT AND  
HEAVEN FORBID THAT IT EVER  
BECOME KNOWN THAT YOU ARE  
IN THE REQUEST WAY  
INSPIRING OR DIRECTING THE  
RADICAL, FANATICAL S.V.E.

I UNDERSTAND THAT U.N.A.  
MUST LEAD THE BIG EAGLES TO  
FEEL THAT THEY ARE DOING  
CHEAT.

I THINK I SERVE A  
PURPOSE IN BEING A GRADY —  
THE "CRAZY BASTARD" WHO  
KEEPS HAMMERING AWAY ON THE  
THESIS — — — THE RICH DON'T GIVE  
NEARLY WHAT THEY SHOULD.

LOVING JOE MEYERHOFF  
AS I DO I STILL THINK HE SHOULD GIVE  
\$ 10,000.00 TO ISRAEL IN 1971.

YOU'VE NEVER EFFORD ME  
BY DOING YOUR NEGATIVE REACTION TO  
MY ACTIVITIES. AS EVER Sam



Dear Friends:

You would favor me if you would write and tell me your opinion of the enclosed mailing - - - GIVING TOO LITTLE AND TOO LATE: THE TRAGIC ROLE OF THE JEWISH PEOPLE.

Also I want to clarify a point in my last mailing to you when I wrote I was happier than ever.

You must understand that I meant it only insofar as it concerned my personal affairs.

Happiness like all adjectives describing one's feelings is a "relative" term.

I am grieved by the trials in Russia and far more by the situation in the Mid East. Only the other day Golda Meir in an interview with Mr. Reston, Editor of the New York Times, said she saw little hope for peace.

In another feature story in the Sunday Times it is stated that when the cease fire is ended in February we may expect Russian pilots and missile operators to actually fight against us.

One feels like wearing "sack cloth and ashes" in considering the nightmarish tragedy our people are undergoing.

I may ask, therefore, that you forgive me for such happiness as personal circumstances warrant. It can only be in a philosophical sense.

May God speed the day when it becomes possible for us to be happy in the full, unadulterated sense of the word.

Sincerely yours,

Sam Goldfarb

SG/jh  
Enclosed

Heb -  
This mailing is  
going out to  
reach very much  
first - mostly Givers  
Top U.S.A.  
End of January  
Early in February



## GIVING TOO LITTLE AND TOO LATE:

## THE TRAGIC ROLE OF THE JEWISH PEOPLE

It would be amusing were it not so tragic to witness how the Jews throughout history fail to give nearly enough to meet the needs of their stricken brethren. With many exceptions they have given hand outs or tips instead of adequate sums.

There hasn't been a single year since Hitler's holocaust when the Jews have given sufficiently. There have been cases of hundreds of German refugees who came to England, South Africa and in larger numbers to the U.S.A. who've made great financial successes, who have given pennies instead of dollars to help Hitler's survivors.

The most striking case of world wide Jewish delinquency took place just before the 20th century when Herzl embarked on his quest to create a Jewish state in Palestine.

In Paris he met with Baron Maurice ~~Saron~~ de Hirsch who told it to him "The way it was" that he would meet with failure in trying to raise money.

The Baron said "The Rothschilds will subscribe five hundred francs. The rich Jews give nothing. The rich are bad - they don't interest themselves in the sufferings of the poor."

Baron Maurice de Hirsch only four years earlier -- 1891 wrote out a single check for 10,000,000 pounds (\$50,000,000) to help colonize the Jews in Argentina. The Rothschilds with far greater wealth and prestige were pygmies by comparison with this man of super vision, magnanimity and largesse.

Sometime after this one and only meeting with Baron de Hirsch Herzl wrote to him telling of his failure in getting funds. All the tycoons failed him as the Baron predicted. Herzl wrote by way of explanation "The Jews are at present not to be helped. If one showed them the Promised Land they would scoff at him. Yet I know where the cause lies; in ourselves - - - we must sink still deeper, be abused still more, spat at, despised, flogged, plundered and beaten until we are ripe for this idea - - - we are not desperate enough".

Let that prophecy of Herzl's sink into your minds indelibly.

Was it not tragically fulfilled by the pogroms in eastern Europe early in the twentieth century and ending in the holocaust in the forties?

Think! Never, never forget this!

HAD THE RICH JEWS HAVE LISTENED TO HERZL IN 1895 WE COULD HAVE PURCHASED IN 1896 FROM THE SULTAN OF TURKEY A JEWISH HOMELAND IN PALESTINE AT LEAST FIVE TIMES THE SITE OF THE PRESENT STATE OF ISRAEL AT AN INFINITESIMAL COST COMPARED TO OUR INVESTMENT IN THE PRESENT STATE. WE COULD HAVE HAD THAT VAST AREA FOR PENNIES INSTEAD OF DOLLARS.

FAR MORE IMPORTANT IS THE FACT THAT THE MILLIONS OF JEWS TORTURED AND SLAIN DURING THE POGROMS AND THE HOLOCAUST MAY HAVE BEEN SAVED. IN FACT THE HOLOCAUST WOULD HAVE NEVER TAKEN PLACE.

In the New York Times Sunday, December 27th, Mr. Reston, Chief Editor told of his interview with Golda Meir. THE OUTLOOK FOR PEACE IS MOST IMPROBABLE.

What appears to be a certainty is that when the cease fire is ended and hostilities are resumed Israel will be facing for the first time Russian militarists using the planes, tanks and missiles given to Egypt by the Soviet Russia.

The man who gave \$50,000,000 in 1891 to help his brethren - - - what would he give were he reincarnated and alive in 1971 to save the State of Israel?



What would he think of men richer than he ever was who are content to give \$1,000,000 or even less?

There are many Jews who were reared in poverty who have founded companies now listed on the New York Stock Exchange.

I say to them "think not of lower earnings of your corporation in the past year or two. Think rather of the fact that you started with next to zero and that you are worth from ten to over one hundred million dollars".

Who would question or doubt that if Israel were to perish it could be traced to the fact that the rich Jews of the world and America in particular fail to emulate Baron Maurice de Hirsch? By token giving they fail to inspire the masses.

I appeal to the super rich (net worth ten million and up) to give at least 10% of their net worth to insure Israel's survival and also their own peace of mind.

May it be God's will that never again in Jewish history will it be recorded that when danger confronted us WE GAVE TOO LITTLE AND TOO LATE.

There are a few with mud in their blood who can read or hear such an appeal as I have made and mutter to themselves "Too late - - I've already made my customary gift before the New Year 1971 came into being".

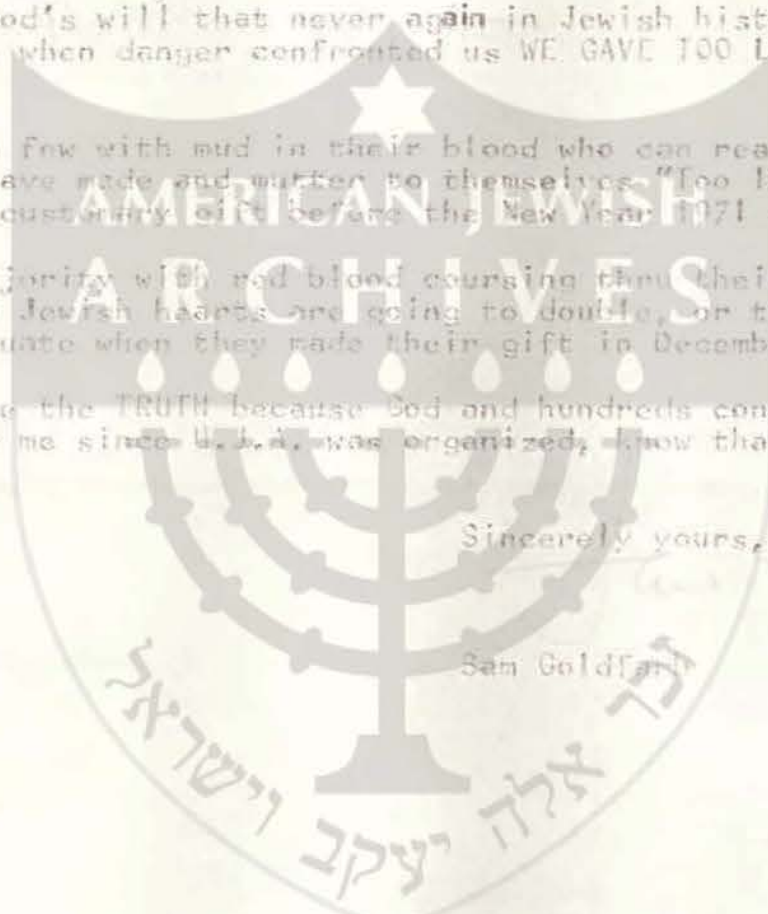
The vast majority with red blood coursing thru their veins that reach their warm Jewish hearts are going to double, or triple what they thought was adequate when they made their gift in December 1970.

I dare write the TRUTH because God and hundreds consecrated to Israel that know me since U. J. A. was organized, know that I practice what I preach.

Sincerely yours,

Sam Goldfarb

SG/jh





## MORE PLAIN TALK ON THE SUBJECT OF GIVING

Rabbi Stephen Wise, writing to Ludwig Lewisohn on April 1, 1938 had this to say "I am not hopeful at all that there is such a thing as a Christian conscience to be aroused. That prostitute (Cardinal Innitzer) sold himself into the arms of Hitler.

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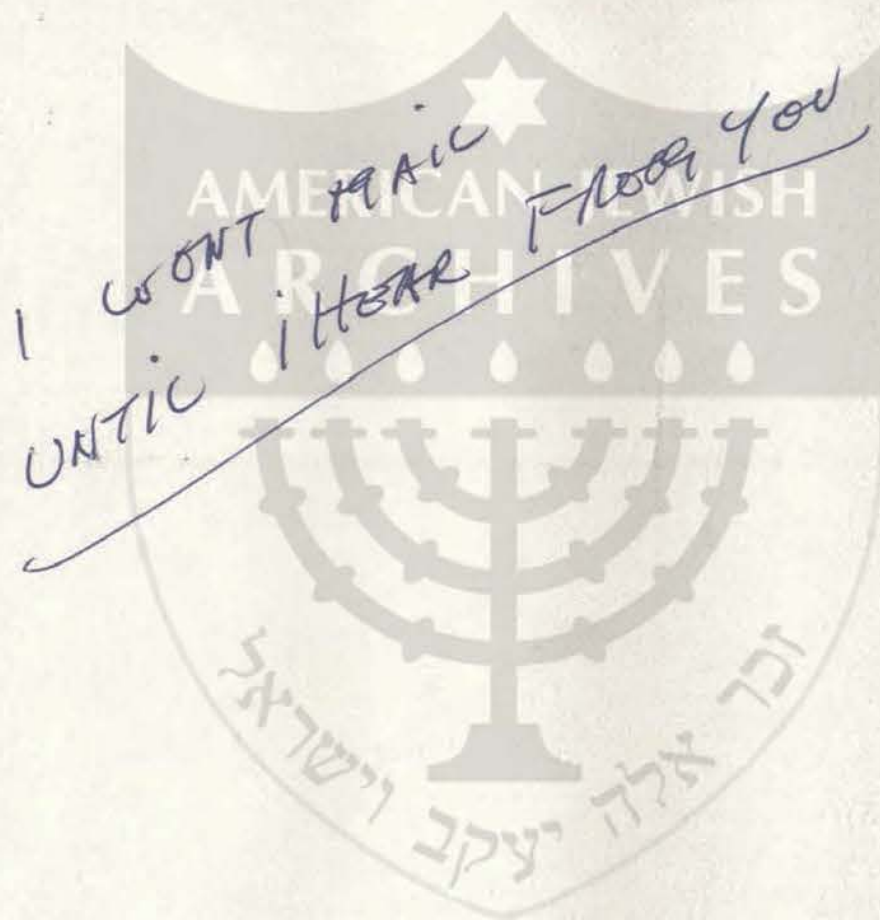


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**GOLDMAN, BOGIN & FOX**  
ATTORNEYS AT LAW

LOUIS S. GOLDMAN  
ASHER BOGIN  
CHARLES B. FOX  
DENNIS L. PATTERSON  
GAILE D. MOORE  
JOEL S. SHAPIRO

GRANT-DENEAU TOWER  
40 WEST FOURTH STREET  
DAYTON, OHIO 45402

TELEPHONE 222-7467  
AREA CODE 513

February 29, 1972

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

Dear Herb:

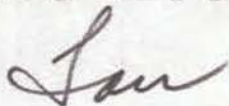
I am in receipt of your note of February 6th having just returned from a vacation in Florida. It was funny missing you on three different trips, but it shows what great world travelers we must be today.

I am glad you are enjoying the After-Eights and if you start running low, let me know and I will bring you some from New York on the next trip.

I would very much like to sit down and have a long talk with you about many things. There are many things on my mind and I am sure you have many things on your mind that ought to be discussed.

Hoping to see you soon. The best to you and your family.

Very truly yours,



Louis S. Goldman

lsg/mb



HAF - Musil

FIVE HUNDRED FIFTEEN PARK AVENUE  
NEW YORK 22, N. Y.

PLAZA 2-0600

*pl/fb*

November 22, 1961

Dear Friend,

It gives me great pleasure to invite you to be my guest at an intimate luncheon to celebrate the 85th birthday of our distinguished friend and veteran Zionist leader, Louis Lipsky.

This luncheon will take place on Thursday, November 30th, at 12:30 P.M., on the 13th floor of 515 Park Avenue.

I know that you will wish to attend and would appreciate your advising me promptly that you will be there.

With warm regards,

Sincerely yours,

*Nahum Goldmann*  
Nahum Goldmann

*Regrets  
out of town -  
Los Angeles  
Advised  
Nov. 27*

R.S.V.P.  
PL 2-0600, Ext. 14

*ITAF N.Y.C. 9/19*

*XC*

THE JEWISH AGENCY FOR ISRAEL

515 PARK AVENUE, NEW YORK 22, N. Y.

St. Moritz, August 18th, 1960  
Suvretta House

PLAZA 2-0600

CABLE ADDRESS: JEVAGENCY

Mr. Herb Friedman  
Rehov Keren Hayesod 4  
Herzlia-Pituach  
ISRAEL

Dear Herb:

I received your letter of August 10th. I will be back in New York on September 17th and stay till mid October so that we could easily meet in the second half of September in New York.

With best regards,

Very sincerely yours,

*Nahum*

Dr. Nahum Goldmann

*affl Set 9/26*



XXX

June 2nd, 1955

NAHUM GOLIMANN  
JEVAGENCY  
JERUSALEM (ISRAEL)

YOUR FRIENDLY GREETINGS MEAN MORE TO ME THAN I CAN SAY STOP WANT YOU TO KNOW  
THAT I WILL ~~REMARK~~ CERTAINLY DEVOTE ALL MY ENERGIES IN SUPPORT OF ISRAEL AND  
LOOK FORWARD TO WORKING TOGETHER WITH YOU WARM REGARDS

HERBERT FRIEDMAN





LA

23 December 1963

Mr. Bram Goldsmith  
924 N. Beverly Drive  
Beverly Hills, California

Dear Bram:

I want you to know, quite seriously, how much I appreciated the straightforward frankness with which you spoke the other morning. If you think we were a little rough and I pushed too hard, perhaps I did. On the other hand, I feel close enough to you so that I was talking as though you were a member of the inside family, which I really consider you to be. I know you are in this for the long haul and that we can count on working together for many years. I know what you mean when you sometimes have the feeling that too much is happening too fast and that you need a breathing spell. Take it. This is not a one shot proposition and we are not in this for the short pull. It is good to know that there are guys like you who are behind this cause. I only wish we had the chance to meet more often.

As ever,

HAF:gb

Herbert A. Friedman





JEWISH FEDERATION COUNCIL  
OF GREATER LOS ANGELES

590 NORTH VERMONT AVENUE • NO. 3-8484 • LOS ANGELES, CALIFORNIA 90004

Office of the President  
BRAM GOLDSMITH

<b>RECEIVED</b> April 10, 1970 APR 15 1970	
NOTED BY DATE	REFER TO DATE
	HAF
ANSWERED	

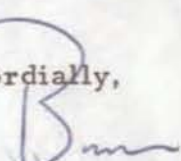
Rabbi Herbert A. Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, N.Y. 10019

Dear Herb:

Thanks for your letter of April 1, 1970. I hope we do not have anymore mail strikes. It certainly inhibits our correspondence.

Apparently you are not cognizant of the fact that last year Rabbi Dolgin's congregation did in fact what you have asked Sinai and other temples to do this year. The community provided a team of solicitors after he took the position and I understand as a result of his resolution and action they only lost two members of their temple in 1969, which is very enlightening. I am surprised you were not cognizant of that accomplishment which was heralded by our community last year as a great step.

Cordially,

  
Bram Goldsmith

BG:bm

*cc Jordan  
Gilels  
2  
H/S*

*no reply  
required*

file

BRAM GOLDSMITH

THE BUCKEYE BUILDING • 8500 WILSHIRE BOULEVARD  
OLYMPIA 2-1411 • BEVERLY HILLS, CALIFORNIA 90211

March 14, 1972

Dear Herb:

Thank you very much for your note of February 24th. I am pleased that you liked the film. I certainly hope that proper use is made of the message.

Another item has arisen that needs your fine touch. About a year ago one of the most eminent physicians in Los Angeles, Bill Bachrach, decided, after many trips to Israel, to give up his lucrative practice and move to Israel. He has a magnificent site for a Youth Camp overlooking the Sea of Galilee. He showed Harold Price, whom you know is a very generous, concerned Jew, his dream. Harold agreed to give him a grant from his Foundation; that together with a loan through the Ministry of Tourism would create the facility. It will provide excellent facilities and also function as a guest house during the holiday seasons. I helped analyze the deal, made many suggestions and firmly believe that the project is most worthwhile.

Bill has made a few wrong moves, such as innocently trying to set it up as a profit making operation with the intent of pouring all profits back into expansion. He did not realize the difficulties he would encounter from a funding point of view.

Harold Price had funded his grant through the American Friends of the Hebrew University since Sam Rothberg had told them it could be handled easily through them. Apparently there still is some hang-up although Sam said they would work it out shortly.

In any event, I had promised Harold that I would do my utmost to see that Bill received the necessary assistance. He happens to live a few doors away from your Jerusalem address. He and his wife are delightful people. I have asked him to contact you



Page Two

March 14, 1972

next week on his return to Israel. He will go over the whole deal. I am certain you will be as enthused as we are with his accomplishments to date. With your "fine hand" I am sure the wheels will move even faster.

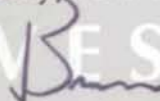
Keep in touch and "keep the faith, baby"---you are doing great.

Bill Bachrach's address is:

Dr. Ben-Yosef  
Abravanel 2  
Jerusalem 63501

AMERICAN JEWISH  
ARCHIVES

Fondly,



Bram Goldsmith

BG:bm

cc: Dr. William Bachrach  
cc: Mr. Harold Price

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





## JACKSONVILLE JEWISH FEDERATION

5846 Mt. Carmel Terrace  
Jacksonville, Florida 32216  
904/733-7613

April 16, 1981

Mr. Herbert A. Friedman  
The American Friends of the Jerusalem Academy  
75 East 55th Street, Ste. 501  
New York, N. Y. 10022

Dear Herb:

Thanks for the information on ELSCINT. They are among a number of important contacts that have been given to me to correspond with and I shall be dropping them a note soon.

Sincerely,

*Gerry*  
Gerald L. Goldsmith  
Executive Director

GIG:rfs

Year of Renewal



# UNITED JEWISH APPEAL

on behalf of JOINT DISTRIBUTION COMMITTEE, UNITED PALESTINE APPEAL  
UNITED SERVICE FOR NEW AMERICANS



165 West 46th Street, N. Y. 19, N. Y. PLaza 7-1500

Cable Address, USAPPEAL, New York

December 30, 1949

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Honorary Chairman  
HERBERT H. LEHMAN  
MRS. DAVID M. LEVY  
MRS. FELIX M. WARBURG

National Chairman  
WILLIAM ROSENWALD  
MORRIS ROTHENBERG  
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HENRY MONTOR

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Rabbi Herbert A. Friedman  
Temple Emanuel  
1595 Pearl St.  
Denver, Colo.

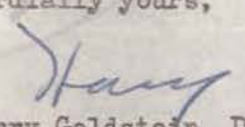
Dear Herb:

It was nice talking to you this morning and I am glad to know that every one is feeling okay. I certainly hope that you will be able to work something out in order to attend the Chicago leadership meeting. Attached is the list of people invited, not only from Denver, but from the west of the State, and anything that you can do to get a good representative group to this meeting would certainly be appreciated.

I had the opportunity of speaking with some of the Waco, Texas, leaders, and believe me you are the continued "toast" of that community, because the results of that particular meeting set the pattern for the whole community, and is the main reason for its success.

Thanks again for your fine efforts and with kindest personal regards and looking forward to seeing you in Chicago, I remain

Cordially yours,

  
Harry Goldstein, Director  
Conference and Regional Department

HG:LST

Save our  
ten year  
achievement  
with CASH  
TODAY!

COLORADO

Alamosa

\*Sam Gardenswartz  
616 Main St.

Colorado Springs \*Nathan Bain  
440 E. Pikes Peak

Denver

Dave Cook  
1601 Larimer St.

Rabbi Herbert A. Friedman  
Temple Emanuel  
1595 Pearl St.

Hyman Friedman  
Friedman & Son, Inc.  
2345 Walnut St.

Hyman Goldman  
1595 Perry St.

Adolph Kiesler  
Peerless Alloy Co.  
1445 Osage St.

Louis Luby  
1123 Oneida St.

\*Joseph Mosko  
530 University Bldg.

Charles Rosenbaum  
930 University Bldg.

Joel Rosenblum  
858 S. Josephine St.

Joseph D. Sheftel  
636 Ivy St.

David H. Stein  
607 Colorado Bldg.

Fort Collins

\*Julian Siegel  
c/o Julian's  
Main St.

Grand Junction

\*Rudolph Susman  
Gordon's Dept. Store  
412 Main St.

Greeley

\*Louis Dinner  
1814 - 14th Ave.

Pueblo

\*Ira M. Fine  
2128 Court St.

\*Morris Levy  
529 West 18th St.

Trinidad

\*Sanford Alpert  
M. Alpert & Sons



January 4, 1950

Mr. Harry Goldstein  
Conference and Regional Department  
United Jewish Appeal  
165 West 46th Street  
New York, New York

Dear Harry:

Many thanks for your note of December 30th. I am making gigantic efforts to clear the calendar so that I can be in Chicago on Sunday the 15th. Right now it looks as if I will be successful, so that we may anticipate seeing each other there.

Also it appears that there will be two others coming from Denver, Hyman Goldman and Joseph Sheftel. These two boys will be enormously important in the leadership of the 1950 campaign, and if both of them will come, I think that would be a representative group from Denver.

As far as getting people outside of Denver is concerned, I am afraid that I cannot be of much help. I am simply up to my ears in work and do not have the time to develop these out-of-town communities. Perhaps Adolph Kiesler, who is the regional chairman for the Rocky Mountain States, will be able to do this job for you. At any rate, I will see you in Chicago a week from Sunday.

As ever,

Rabbi Herbert A. Friedman

F/s



NLT

United Jewish Appeal  
165 West 46th St., N.Y. 36, N.Y.

HERBERT FRIEDMAN  
HOTEL CASTIGLIONE  
RUE D'AUDEMOIN ST HONORE  
PARIS (FRANCE)

June 28, 60

~~RECEIVED~~

Ex Tokyo

DUDMAN CABLES YOU SFOLLOWS QUOTE CONFIDENTIALLY ASSIGNED INVESTIGATION FINANCIAL  
ACTIVITIES OF FRANKJ PRINCE IN ISTANBUL STOP RE UNIVERSAL MATCH EXECUTIVE STLOUIS STOP  
POSSIBLY YOU HAVE HELPFUL CONNECTIONS TURKEY STOP ARRIVING PARKHOTEL ISTANBUL FRIDAY  
UNQUOTE

GOLDSTEIN



HB603/JM418 SF K890 SX242

TOKYO 36 28 1300

HERBERT FRIEDMAN UNITED JEWISH APPEAL NEWYORK

CONFIDENTIALLY ASSIGNED INVESTIGATION FINANCIAL ACTIVITIES

OF FRANK J PRINCE IN ISTANBUL STOP HE UNIVERSAL MATCH EXECUTIVE

STLOUIS STOP POSSIBLY YOU HAVE HELPFUL CONNECTIONS TURKEY STOP

ARRIVING PARKHOTEL ISTANBUL FRIDAY

DUDMAN

AMERICAN JEWISH  
ARCHIVES

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All America Cables and Radio  
Commercial Cables

American Cable & Radio System  
67 BROAD STREET, N. Y.  
BOWLING GREEN 9-3800

קרן היסוד · המגבית המאוחדת לישראל  
KEREN HAYESOD · UNITED ISRAEL APPEAL

ההנהלה ירושלים · HEAD OFFICE JERUSALEM

ת.ד. 583 · פ.ו.ב. · טלפון 24691 · טלגרמות: KERYESOD JERUSALEM · CABLES

OFFICE OF THE CHAIRMAN

לשכת היושב ראש

6th December, 1962.

Rabbi Herbert Friedman  
United Jewish Appeal  
165 West 46th Street  
New York City  
U.S.A.

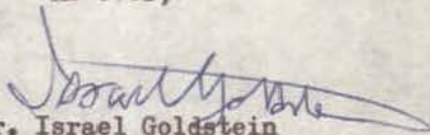
Dear Herbert,

Mr. Moshe Yuval, who is Israel's Ambassador to Australia, is bringing his term of office there to a close in April and will be spending April 17th to May 2nd in Montreal with his wife's family. He mentioned to me when he was on a brief visit to Jerusalem the other day, that he would be willing to take a few U.J.A. engagements in the eastern part of the United States during this period.

When I conducted a campaign in Australia over four years ago I had occasion to observe Mr. Yuval in action. He is personable and makes a fine presentation.

Incidentally, I should mention to you that I am planning to be in New York for a meeting of the Claims Conference and other meetings collateral with it from the 1st March up to about 12th March. If I can be useful to the U.J.A. I might consider one or two assignments if they are not far from New York. The dates of March 2nd, 3rd, 4th and 10th are already pre-empted.

As ever,

  
Dr. Israel Goldstein



1963

12 December 1962

Dear Israel Goldstein  
Jewish Agency  
P.O.B. 92  
Jerusalem, Israel

Dear Israel:

I have received your volume and look forward eagerly to reading it. It looks interesting and exciting and I shall have the opportunity to enjoy it next week when I will be taking a few days rest.

It was kind of you to think of me and I appreciate particularly the personal inscription.

The Anniversary Conference was a tremendous success. From the point of view of sh'timmung and tachlis, the results left nothing to be desired. We obtained more than 100 very large gifts and I think the campaign is launched with a feeling of optimism. The objective difficulties for the year ahead are very great and I would not minimize in the least the fact that we have a very, very hard campaign ahead of us. The start is encouraging. There were over 2000 people present at the banquet Saturday night and Truman said to our man who escorted him to the airport the following morning that it was the best organized meeting he had ever attended in his life.

At the Anniversary Service on Friday night there were 1800 persons present and at all of the business sessions there were somewhere between 1000 and 1500 delegates. It was really most remarkable. Morton Berman sat through most of it and I think you could get a very clear eye-witness report from him.

With reference to your letter of 6 December concerning dates that you will be in New York, I have noted those dates which are already pre-empted. May I ask you please to save the dates of March 5, 6 and 7. We will see what the campaign calendar produces and whether there are one or two profitable assignments, which would warrant your time. We will not know this for several weeks, but please reserve those dates for the UJA and as we come closer we will be able to give you more definite and precise information.

With all good wishes, I am,

As ever,



קרן היסוד · המגבית המאוחדת לישראל  
KEREN HAYESOD · UNITED ISRAEL APPEAL

ההנהלה ירושלים · HEAD OFFICE JERUSALEM

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OFFICE OF THE CHAIRMAN

לשכת היושב ראש

15th October 1965

Rabbi Herbert A. Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
NEW YORK, N.Y. 10019

Dear Herbert,

I am writing you to New York even though I realise that you might be arriving in Israel in the next day or two with the Mission. According to our last conversation, however, it seemed a bit problematic as to whether you would be coming. Hence I am taking this means of communicating with you.

We have been discussing in our office the opening phases of our campaigns in various parts of Europe. I threw out the thought that perhaps Eddie Warburg could be persuaded to be the "opener" in Geneva, Paris or Brussels, or in all three, or two of them, sometime at the end of January and the beginning of February. I am a great believer in "cross-fertilisation" of leadership talent. The experience that the JPA in England has had with you has been a source of great stimulation and encouragement, so we would like to try something now with Eddie.

If you think there is a chance of his responding favourably I would be glad to write to him.

I trust that by the time this letter reaches you the addition to your family will have arrived. Whenever it happens let it be "b'sha'a tova" both for the new arrival and for the mother.

Cordially,

  
Dr. Israel Goldstein

P.S. Bert and I are having a Tea at our home this Monday for some 40 of your Mission.

IG/TC



26 October 1965

Dr. Israel Goldstein  
Keren Hayesod  
P.O.B. ~~2583~~ 583  
Jerusalem, Israel

Dear Israel:

I never did get to Israel for the Mission because the birth has not yet taken place. From everything I can gather it has been going very successfully and I have shattered the theory of indispensability once and for all.

In response to your letter of 15 October, I discussed with Eddie Waeburg the request for Geneva, Paris or Brussels for next year.

He has refused, offering two reasons: general fatigue after a quarter century, which motivated his resignation as president of the JDC; and specific fatigue, due to the recent death of his brother. This has left him upset, with many family responsibilities to unravel which, he says, will pre-occupy him for several months ahead.

I am sorry I have failed. Do you have any other candidates with whom you might want me to be helpful?

Looking forward to seeing you in December and with many thanks for your hospitality to the members of our Mission, I am,

Cordially yours,

HAF:gb

Herbert A. Friedman



02-60487

15 Ibn Gavirol  
Jerusalem  
02/66921

27 September 1971

Dr. Israel Goldstein  
Congregation B'nai Jeshurun  
88th Street, West of Broadway  
New York, N. Y.

Dear Israel:

I have just received the beautiful notice of the Sabbath Service honoring you on your 75th birthday and the naming of the community center in your honor.

It must have been a very pleasing day for you, as well as for the congregation. I know from conversations from many members how proud they were that, though you had moved to Israel, you kept your connections with them.

I should like to add my humble congratulations to the many warm plaudits you received that day.

Sincerely yours,

HAF:SS

Herbert A. Friedman



Office of the Rabbi Emeritus  
270 WEST 89TH STREET

Phone: SU 7-7600



CONGREGATION B'NAI JESHURUN

NEW YORK, N. Y. 10024

FOUNDED 1825

file  
Temple  
257 WEST 88TH STREET

October 18, 1971

Rabbi Herbert A. Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, N.Y. 10019

Dear Herbert:

Thanks for your kind note of September 27th. It meant much to me to have your good wishes.

Bert and I are leaving tomorrow for San Francisco to visit our son and his family and to participate in the dinner to be tendered to my brother Morris on his retirement after 40 years of service. (So now there will be two Goldstein pastors out to pasture .)

Then we proceed to Hawaii and the Far East,- my first vacation in 11 years.

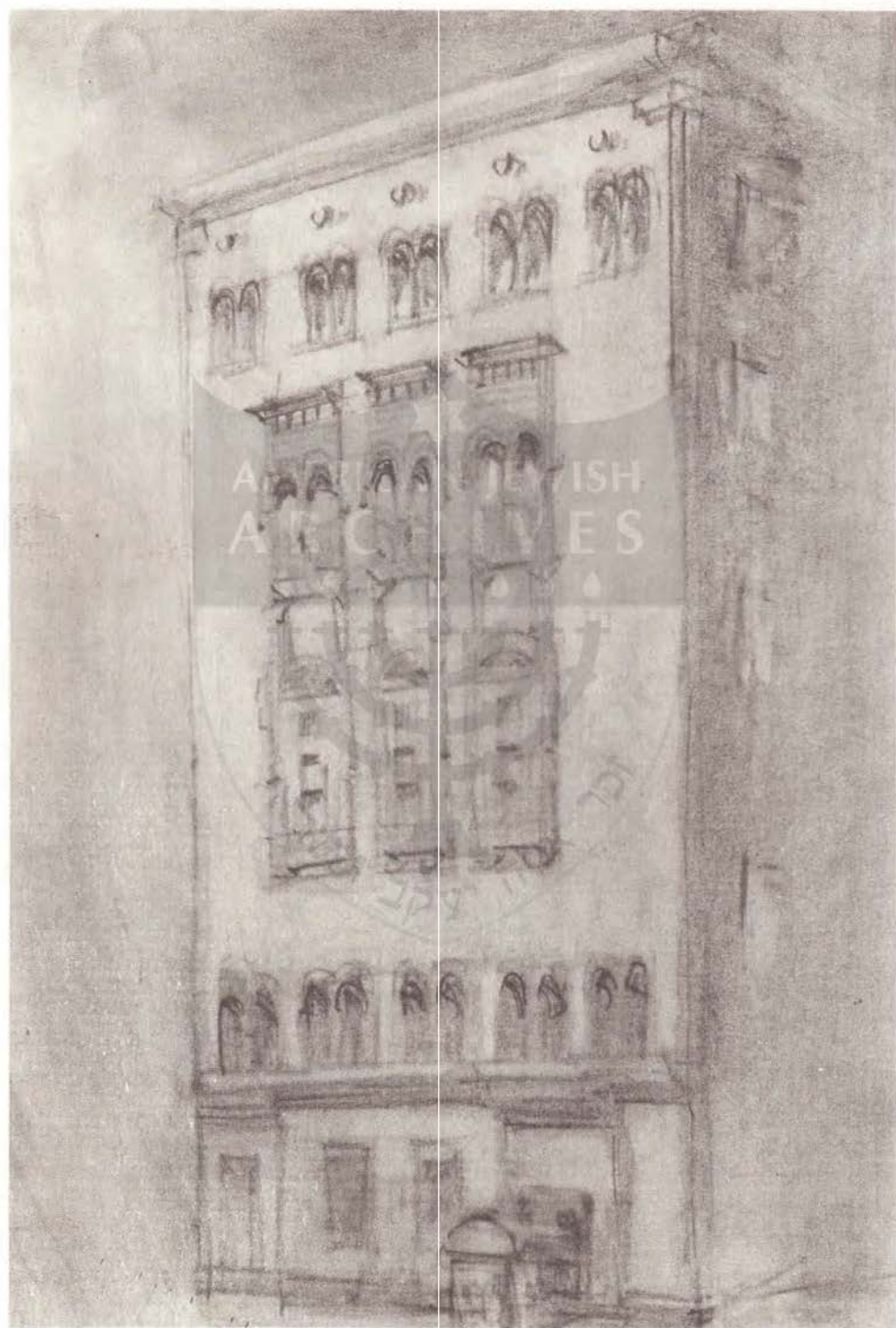
We shall be back home for Chanukah and look forward to seeing you and your lovely wife.

As ever,

A handwritten signature in dark ink, appearing to read 'Israel'.

DR. ISRAEL GOLDSTEIN

/mms





SABBATH SERVICE

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AMERICAN JEWISH  
ARCHIVES

ADDRESSES

RABBI WILLIAM BERKOWITZ

RABBI

CONGREGATION B'NAI JESHURUN

HON. CHARLES H. SILVER

PRESIDENT

CONGREGATION B'NAI JESHURUN



RESPONSE

DR. ISRAEL GOLDSTEIN

RABBI EMERITUS

CONGREGATION B'NAI JESHURUN

*The Officers  
and  
The Board of Trustees  
of  
Congregation B'nai Jeshurun*

*Invite you to attend the*

*Sabbath Service*  
AMERICAN JEWISH  
ARCHIVES  
*Honoring*

*Dr. Israel Goldstein*

*In celebration of his Seventy-fifth birthday  
and the*

*Naming of the Community Center in his honor*

*Saturday morning, September twenty-fifth  
One thousand nine hundred and seventy-one  
at nine o'clock*

*Congregation B'nai Jeshurun  
88th Street, West of Broadway  
New York City*

*A Kiddush Reception will follow the Service*



*Muse*

November 5, 1964

Mr. Marek Goldstein  
2904 203rd Street  
Bayside, New York

Dear Mr. Goldstein:

This letter is to advise you that on receipt of information from Mr. Israel Beker, we are to complete payment for the rights of the film "LONG IS THE ROAD" in accordance with the terms set forth in our agreement with him (copy attached). We will forward to you a check in the amount of \$700 upon receipt of advice from our representative that the 35 mm. fine grain print of the film has been handed over to them. This sum will be compensation in full for such interests as you have in the rights to the film we are purchasing.

May we advise you that when the United Jewish Appeal has completed making use of the original 35 mm. English print of "LONG IS THE ROAD", which has been turned over to us for production purposes, we will return the print to you.

It should be understood, however, that in order to produce the copies which we propose to make of the picture, it will be necessary for us to retain the above print for at least one year. Naturally, during that time -- if you wish to borrow the film for showing, at a time which is mutually convenient to both of us -- we will be glad to accommodate you.

Sincerely yours,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:mk  
Att.



X

UNITED JEWISH APPEAL

GOLDSTEIN

Oct. 13

65

KERYESOD  
JERUSALEM (ISRAEL)

W.U. CABLES

TOLD PHIL CHASIN PERFECTLY AGREEABLE FROM UJA STANDPOINT  
YOU ACCEPT BOND INVITATION ADDRESS CANTOR SEGAL DINNER DECEMBER  
SEVEN STOP HOPE IT WILL BE BIG SUCCESS REGARDS

FRIEDMAN





MONROE GOLDWATER  
NORMAN B. KUKLIN  
JAMES L. GOLDWATER  
RICHARD M. GOLDWATER  
LOUIS R. COLMAN  
MILTON SMALL  
GEORGE KOSSOY  
ROBERT CONRAD  
RICHARD M. FLYNN  
BERNARD KATZ  
LEON LINER  
GRACE L. BRODSKY  
DAVID J. BERSHAD

CABLE - GOFLYN, N. Y.  
TELEPHONE MURRAY HILL 2-1411

**GOLDWATER & FLYNN**  
COUNSELLORS AT LAW  
60 EAST 42ND STREET  
NEW YORK, N. Y. 10017

EDWARD J. FLYNN (1913-1953)

January 12, 1968

Rabbi Herbert A. Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, N.Y. 10019

Dear Herbert:

In the course of the dinner last night, Irving Bernstein handed me the printed and bound copy of the speech which you delivered at the United Jewish Appeal National Conference on December 8th, with a comment that there had been some changes, and indicated that he would be glad to have me call him this morning after I had again read it. I had read the mimeographed copy which he was good enough to send me, at my request, two days ago.

As you undoubtedly know, I have been involved in the matter of exercising every possible caution and care in preserving the rights of our related agencies to their tax exempt status and have participated in a number of conferences on this subject when the Madison Square Garden Rally was held last summer, and both before June and since, when Washington inquiries into our activities, inspired, we think, by well known critics of our organizations, led to consultations with Ed Goodell, Maurice Boukstein, Mr. Rapp of Simpson, Thacher & Bartlett, and Mr. DeWind concerning matters which warranted most careful consideration. It was because of this relationship that Louis Broido suggested that you might clear with me with respect to material that would undoubtedly find its way into the hands of representatives of the Internal Revenue Service when there was as broad a distribution of the material as is now proposed with your address.

The speech breathes fire, as it was undoubtedly intended to, and does it excellently, but I feel that it does it so fully and effectively that there should be more definite references to the purposes to which the funds for which you are appealing are devoted.

So large a portion of the speech is devoted to war threats, the re-arming of Arab countries, the continuance of hostilities, the



Rabbi Herbert A. Friedman

-2-

1/12/68

acquisition of Arab land, the Jews' determination for survival and, in general, the deliberate effort to persuade your listeners or readers that the end is not in sight because of the Arab determination to wipe out Israel by a continuance or renewal of war that, as I have indicated above, it is my opinion that more definite references to the purposes to which the funds you ask for are to be devoted should be more clearly stated, and this notwithstanding the section entitled "Priorities In Israel's Human Needs", and particularly the last two sentences in the first paragraph of the section headed "Humanitarian Needs Are Our Responsibility".

I have asked for and Ed Goodell has shown me a number of changes which he suggested on what is now the last page of the print of your speech. I think that they were important enough to warrant their adoption, especially in view of my comment above with respect to the failure to state in clear and explicit terms the purposes to which U.J.A. contributions are devoted and the area of responsibility for immigrants brought to Israel by our organizations.

In short, I would recommend that there is sufficient question with respect to a possible misconstruction of certain portions of the speech and the absence of a clear definition of the purposes to which the funds which are appealed for, both emergency and increases in the regular annual contributions, to warrant the submission of the speech to Mr. DeWind for his comments. I suggest Mr. DeWind since, as you know, he has not only been previously consulted on the general subject, but we have all looked to him to represent and advise our organizations when appearances are necessary at the Internal Revenue office, as well as in connection with inquiries made by committees of the Congress.

I am sending a copy of this letter to Edward Goodell and Louis Broido. Lou has solicited my opinion, and Ed is entitled to it.

Finally, I would repeat what I told you at Charlie's house a few nights ago so that there may be no misunderstanding. There is no need of direct clearance with me of material for advertising or general circulation because of J.D.C.'s interest in the matter. I have suggested to Lou Broido that we may well rely on Ed Goodell's judgment, but would request that where his advice is not taken in a matter which he deems of sufficient importance, he refer the subject to Lou Broido, who will consult with me or Mr. DeWind, or both of us, as he may wish.

Sincerely yours,

*Thomas Goldwater*

MG/b



✓  
15 January 1968

Mr. Monroe Goldwater  
Goldwater & Flynn  
60 East 42nd Street  
New York, N. Y. 10017

Dear Monroe:

I have your letter of 12 January and want you to know that I have read it very carefully and do understand the point you are trying to make.

Today I had a long conference with Ed Goodell and we made changes in the speech which he has suggested, so that he is now satisfied with the revised text, which, I am sure, is in harmony with your thinking.

We have delayed distribution so that we shall now reprint and issue only the revised manuscript.

Sincerely yours,

HAF:gb

Herbert A. Friedman

✓  
13 December 1966

Mr. Jerry Goodman  
The American Jewish Committee  
Institute of Human Relations  
165 East 56th Street  
New York, N.Y. 10022

Dear Mr. Goodman:

I read the November 29th memorandum concerning the Jewish population of the Tunisian island of Djerba with great interest. Thank you for sending it to me.

With all good wishes,

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:hdw



*True*

8 March 1965

Mr. Laasure L. Goodman  
801 East North Street  
Indianapolis, Indiana 46207

Dear Laasure:

I have your letter of 23 February, which I have not had a chance to answer until now because I have been on the road almost constantly with campaign conferences and openings.

Let me give you my personal reactions, as follows:

1. I think your analysis of the campaign is correct. The greatest bulk of the money must come from the smallest number of top contributors. I think it is absolutely splendid that you are willing to try to stimulate these top contributors by matching their increases with a 1/3 increase of your own. I think what you did in the 1964 campaign was marvelous when you said you would increase your pledge to the extent of 10% of all pledges made and paid above \$405,000. As you pointed out, this increased your liability by \$6000 above your basic pledge of \$25,000, which you were happy and willing to do. This year you are making an even more generous offer, and I think you are greatly to be commended for it.
2. I do not think you are correct in saying that if you increase your basic pledge of \$25,000 it will not affect the giving by others. I would strongly urge and recommend that you do make some increase, as a definite commitment. You know, and you hope very much that it will come to pass, that your offer to match will result in costing you more money. Last year, it cost you an extra \$6000. We do not know what it will cost you this year, but you are obviously willing to give something more in order to stimulate others. Therefore, my recommendation is that you take a fixed amount, let us say \$5000 and increase your gift by that definite commitment from \$25,000 to \$30,000. This might serve to inspire some of the other top 25 or 50 contributors, which is exactly what you want to see happen. I think you will help it to happen by making a small definite commitment increase.



8 March 1965

3. The 1965 campaign has started out with some increases, but I do not see this campaign spurring ahead of last year's in the same proportion that last year's went ahead of the year before. In other words, 1964 showed almost a \$60,000 increase over 1963. I do not see a \$60,000 increase in 1965 over 1964. There will be some increase but I do not see it in the same dimensions. It might be that your plan has not been fully communicated to the top 25 or 50 individuals.

4. Therefore, I would like to make another suggestion, namely, that you write a personal letter to the top 25 or 50 men, explaining your willingness to match them, and urging them to increase their gifts. I think it is entirely possible for the Welfare Fund to reach a figure of \$500,000 if you spur the men forward. I realize that you cannot be active in the campaign because you are adhering to your doctor's advice. On the other hand, writing a letter such as I am suggesting would not be too strenuous a task. I am sure that Frank Newman at the Welfare Fund office would be glad to have the typing done individually (it should not be a form letter by any means) and all you would have to do would be to sign your name 25 times. That you could do at your leisure in the evenings.

It is just wonderful to think that there are people like you who care so much about raising the level of the campaign. The thought you gave to these various plans and schemes makes of you more than just a contributor -- you are really a creator of ideas.

Please let me know what you think of my suggestions. Meanwhile, keep in good health.

As ever,

HAF:gb

Herbert A. Friedman



J  
6 March 1964

Mr. Morris Goodman  
Anthracite News  
935 North Washington Avenue  
Scranton, Pa.

Dear Morris:

It was a joy and pleasure to meet the other day with Morey Myers.  
Your warm response and jovial friendship made me feel very good.

I know you will do your best to add color, vividness and dramatic  
imagination to the campaign this year.

Many thanks for everything and best wishes.

Sincerely yours,

HAF:gb

Herbert A. Friedman  
Executive Vice-Chairman

20 November 1967

Mr. Fred Goodstein  
P.O. B. 1689  
Casper, Wyoming

Dear Fred:

There just came across my desk copies of the recent correspondence you have had with the Israel Education Fund. Looking at this correspondence, I was reminded that you had planned to visit Israel with Mrs. Goodstein last spring.

Our offer to be of assistance to you in Israel, of course, is still open. I would certainly encourage you to make the trip, for Israel has never been more exciting than it is now. This was the consensus of the hundreds who participated in this year's UJA Study Mission, including men and women who have been in Israel countless times.

Please let me hear from you.

With warmest regards, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman



# CONGREGATION SHAARE EMETH

SAINT LOUIS

JULIUS GORDON, RABBI

OFFICE OF THE RABBI  
860 TRINITY  
SAINT LOUIS (5)

March 24, 1948

Rabbi Herbert Friedman  
Congregation Emanuel  
16th and Pearl Streets  
Denver, Colorado

Dear Rabbi Friedman:

We are all very happy that you will be with us on April 11th. This will be the opening rally of the United Jewish Appeal campaign in St. Louis and will be held at the St. Louis University Stadium, Walsh Stadium. Our service is limited to one hour. The whole community, including children, will be represented. We expect about 10,000 people.

We would ask you to give us a brief message for about fifteen minutes touching on your personal experiences overseas. We have made reservations for you at the Chase Hotel. Please send us your picture (a cut or glossy print) and some biographical material, which we need for immediate publicity purposes.

Thanking you again,

Sincerely,

*Julius Gordon*

JG/zg

May 6, 1961

Friedman

Dear Herb,

I am deeply moved by  
your consideration and concern  
for me.

I am well-recovered from  
my illness and shall return  
to work Monday. The warmth  
bestowed on me by so many  
dear people enriches and elevates  
me and has assuredly aided  
greatly in my restoration to  
health. Your graciousness shall  
be long remembered and cherished.  
With deep gratitude

Cordially yours  
Lin Lindner



5  
6 April, 1965

Rabbi Harold Gordon  
Executive Vice-President  
New York Board of Rabbis  
10 East 73rd Street  
New York, New York 10021

Dear Harold:

Please convey my personal thanks to our colleagues for the invitation extended to me by the New York Board of Rabbis to appear on "THE WAY TO GO" on Sunday, April 4, 1965.

I enjoyed working with Dr. Ormond Drake who, in my judgment, did a magnificent job in covering the significant achievements and salient points of the UJA story.

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman

HAF/cag

cc: IB, RL



# Hebrew Union College Jewish Institute of Religion

3077 UNIVERSITY AVENUE  
LOS ANGELES, CALIFORNIA 90007  
TELEPHONE (213) 749-3424

OFFICE OF THE PRESIDENT

April 10, 1972

## CONFIDENTIAL

Mr. Herbert Friedman  
Executive Vice President  
United Jewish Appeal  
Jewish Agency Building  
Jerusalem, Israel

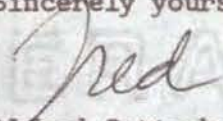
Dear Herb:

I am sorry to trouble you again, but I am in the market for a first-rate planner and fund-raiser. This would be a national position in the College-Institute.

I wonder whether I might have your confidential expression and a reference if one comes to mind.

With all best wishes and with thanks,  
I remain

Sincerely yours,

  
Alfred Gottschalk  
President

AG:rh



CINCINNATI LOS ANGELES NEW YORK JERUSALEM

*file  
personal  
no reply  
needed*



HAF files  
Misc. Com

September 14, 1960

Mrs. Ray Gottesfeld  
4050 Mont View Blvd.  
Denver 7, Colo.

Dear Marion,

I received a lovely note from Joan "somebody", whose last name I could not decipher, telling me that she and Kenneth were planning to be married 24th December.

Elaine and I send our fondest love and congratulations at this wonderful news. Youth and weddings and happiness are very attractive to an old buck like myself. Tell Joan that nothing would have delighted me more than to be able to say yes quickly and unequivocally.

I am afraid that it would be risky for you to count on me. There is every likelihood that I will be out of the country at that time. Frankly, I hope not to have to go, because we have just come back after spending July and August in Israel, and I must leave again to be abroad most of October, so that I do not look forward to traveling again at the end of December. There are, however, two important international conferences in Israel the last two weeks in December, and I might have to go again. My plans will not be decided, really, until middle November.

I think the best and safest procedure would be for Joan and Kenneth to find someone else to perform the ceremony and, if by good chance, I am in the country, then Elaine and I would love to come to the wedding as guests.

Please give our best to Kenny and the whole family. We wish you all a wonderful happy New Year, hope that Ray stays in good health and hope that it will bring you all much joy.

As ever,

Herbert A. Friedman

HAF/fc



August 25, 1972

Dear Rafi,

This lady was once a member of my congregation in Milwaukee. I don't have a clue as to your needs, but please write to her for courtesy's sake, even if you are not interested.

Thanks.

Ann & Gordon (Bowie)  
(HP)



August 25, 1972

Mrs. Jean E. Gordon  
3909 N. Murray Apt. 805  
Milwaukee, Wisc. 53211  
U. S. A.

Dear Jean,

I have your letter and I really have no specific immediate answer on the tip of my tongue as to who needs Public Relations people and writers.

I will send a copy of your resumé, together with a covering note from myself, to the local office of the UJA in Jerusalem, the Jerusalem Post, and the Israel Bonds office. These are the three things you mentioned. If they respond with any interest I will, of course, be in touch.

You might try something else. All the Universities in Israel have Public Relations Departments. I am enclosing a list of all the names and addresses of the Universities, if you feel that ambitious.

I sure hope you find something. Israel is a lovely country in which to live.

With all good wishes.

Sincerely,

Herbert A. Friedman



JEAN E. GORDON:

~~XXX~~ Born January 2, 1925

Height, 5'7"

Divorcing

Weight, 115 pounds

I have 4 grown children

Address: 3909 N. Murray #805  
Milwaukee, Wisc. 53211

EDUCATION:

B.A., U.W.\*Madison

Major, Political Science; Minor, Economics. I wrote for the Daily Cardinal.

EMPLOYMENT

AMERICAN JEWISH  
ARCHIVES

- 1) I was a reporter for the Waukegan News-Sun during the year after I graduated from the University. I wrote Woman's Page and handled run-of-the-paper assignments. ~~XX~~
- 2) Copy writer for Milwaukee Boston Store. I wrote for every department in the store for newspaper, radio and direct mail. I quit after a year-and-half when I was married and moved to Philadelphia.
- 3) Al Paul Lefton Co., Inc., Philadelphia. I wrote copy for beer, liquor, food accounts and for Philadelphia Electric. I wrote a house organ for one of the food accounts. I left there after a year when we moved to Minnesota.
- 4) Copy writer, Milwaukee Gimbel's. I served as vacation replacement during the summer and fall of 1970.
- 5) I have been involved with others in preparation of a book which tells the plight of the Menominee Indians since termination of their ~~Indian~~ reservation ~~of~~ status. I wrote the sections on PreTermination History and Industrial Development.

This project is being written under the auspices of Judicare, the State Bar Association's Agency which provides legal services for indigents



Dear Rebbe:

After beating the bushes for six months to find out where to write to find out who needs a public relations type in Jerusalem I decided to go right to the lion's mouth.

UJA?, Israel Bonds, Jerusalem Post? The enclosed resume tells my story, except that I am in the process of a divorce, from my husband Norvan, who else? Please, no tears.

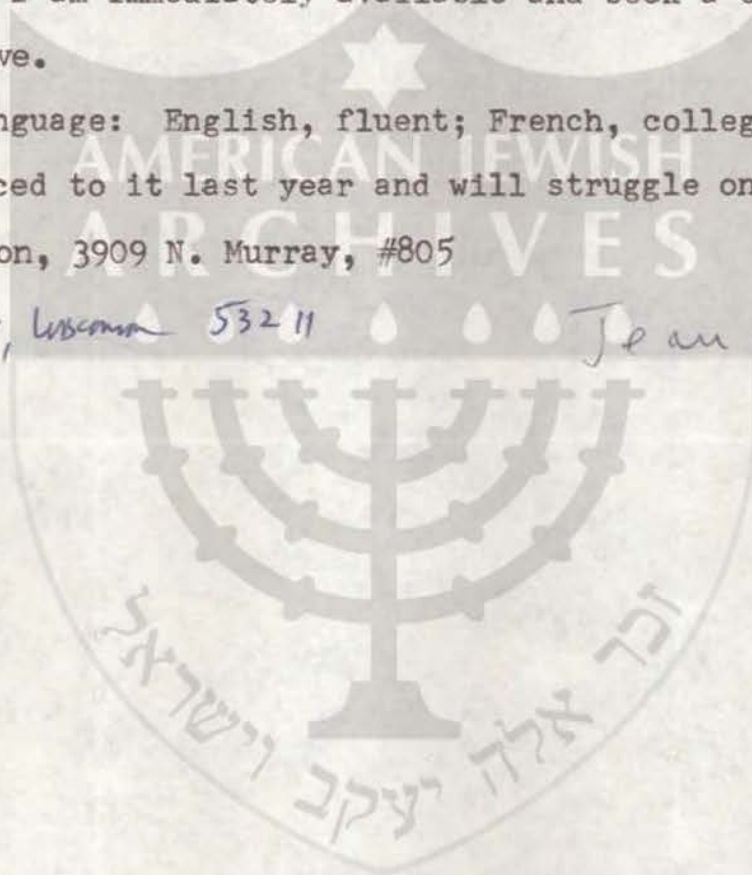
I am immediately available and seek a corner where I can serve.

Language: English, fluent; French, college; Hebrew I was introduced to it last year and will struggle on.

Jean E. Gordon, 3909 N. Murray, #805

Milwaukee, Wisconsin 53211

Jean E. Gordon



ZIONIST ORGANIZATION OF CANADA

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JULIA LEIBERMAN  
LEVINE  
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HARRY ROSENTHAL  
SAMUEL ROTHSTEIN  
A. D. SAMUELS  
PHILIP SHEPS  
MORRIS STOCHINSKY

November 24th 1961.

airmail

Rabbi Herbert Freidman,  
Executive Vice President,  
United Jewish Appeal,  
165 West 46th Street,  
New York 36, N.Y.

Dear Rabbi Freidman:

Dr. Israel Goldstein was kind enough to send me a copy of his letter to you, dated November 8th. In line with the suggestion contained in his letter I would appreciate it very much if you would advise me when it would be most convenient to meet with you in New York. As I am moving constantly across the country in preparation for our spring campaigns, it would be extremely helpful if you could suggest one or two alternate dates for this meeting.

I am, Looking forward to hearing from you,

Cordially yours,

Sol D. Granek, Director  
United Israel Appeal

PRESIDENT  
LAWRENCE FREIDMAN  
NATIONAL VICE-PRESIDENT  
SAMUEL J. DRACHE, Q.C.  
NATIONAL TREASURER  
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HONORARY SECRETARY  
NATHAN GABIN

EXECUTIVE VICE-PRESIDENT  
A. M. MELAMET

NATIONAL DIRECTOR,  
UNITED ISRAEL APPEAL  
SOL D. GRANKE

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NOV 27 1961  
NOTED BY  
REFER TO  
DATE  
HAF  
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FC  
ANSWERED

SG:g



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UNITED ISRAEL APPEAL  
Sol D. GRANER

GENERAL SECRETARY  
RABBI JESSE SCHWARTZ

December 7th, 1961.

Rabbi Herbert A. Friedman,  
Executive Vice-Chairman,  
United Jewish Appeal,  
165 West 40th Street,  
New York 30, N.Y.

Dear Rabbi Friedman,

Thank you for your letter of December 2nd, and for kindly agreeing to meet with me in New York in spite of a heavy schedule. However, the week of December 18th is one in which I cannot avail myself of your offer and I will phone you shortly to arrange a mutually satisfactory date.

Looking forward to meeting with you, I am,

Sincerely yours,

Sol D. Granek, Director  
United Israel Appeal

SG:g

December 2, 1961

Mr. Sol D. Granek, Director  
United Israel Appeal  
Zionist Organization of Canada  
2025 University Street  
Montreal, Canada

Dear Mr. Granek:

I would be delighted to meet with you in New York, but I am sure you realize that I am in the midst of a tremendously heavy schedule right now, travelling constantly, in preparation for our National Conference one week hence.

As of this moment, I fully expect to be in New York the week beginning Monday, 18 December, and would be happy to see you anytime during that week.

My suggestion is that we speak to each other on the telephone and arrange a mutually convenient day.

Looking forward to meeting you, I am

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman

HAF/fe



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NATIONAL DIRECTOR,  
UNITED ISRAEL APPEAL  
SOL D. GRANEK

GENERAL SECRETARY  
RABBI JESSE SCHWARTZ

December 22nd, 1961.

airmail

RECEIVED

DEC 26 1961

NOTED BY		REFER TO	
DATE		DATE	
		HAF	
ANSWERED 12/28		HAF	

Rabbi Herbert A. Friedman,  
Executive Vice-Chairman,  
United Jewish Appeal,  
165 West 40th Street,  
New York 36, N.Y.

Dear Rabbi Friedman,

Further to our telephone conversation, would you be kind enough to arrange for the meeting we discussed to take place on February 1st at lunch, to be held at the U.J.A. offices in New York. I will appreciate confirmation of this arrangement.

I want to thank you for taking time out from a busy schedule, and look forward to meeting you.

Sincerely yours,

*Sol D. Granek*  
Sol D. Granek, Director  
United Israel Appeal

SG:g

2 x 1 2 1 2 1 2



December 28, 1961

Mr. Sol D. Granek, Director  
United Israel Appeal  
2025 University Street  
Montreal, Canada

Dear Mr. Granek:

This is to confirm our luncheon appointment at the UJA  
office on Thursday, February 1st, in accordance with your  
letter to me of December 22nd.

I look forward to greeting you at that time.

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman

HAF/fc



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SOL D. GRANER

GENERAL SECRETARY  
RABBI JESSE SCHWARTZ

February 8th, 1962.

RECEIVED

FEB 12 1962

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DATE		DATE	
ANSWERED			

Rabbi Herbert Friedman,  
Executive Vice-President,  
United Jewish Appeal,  
165 West 46th Street,  
New York 36, N.Y.

Dear Rabbi Friedman,

I should like to take this opportunity to express to you and your colleagues, my sincere thanks, for taking time out from a very busy schedule to meet with Mr. Melamet and me during our recent visit to New York.

The meeting was most interesting, and from my point of view a very productive one.

With kindest personal regards,

Sincerely yours,

Sol D. Granek,  
National Director  
United Israel Appeal

SDG:g



29 March, 1962

Dr. Solomon Grayzel  
Jewish Publication Society  
222 N. 15 Street  
Philadelphia 2, Pa.

Dear Dr. Grayzel:

I have received a copy of a book written in Hebrew by Mr. Abba Gefen, entitled "The Barrier Breakers", dealing with the period of the underground immigration of Jewish refugees to Palestine immediately following World War II.

I understand that you have the volume under consideration for possible publication in English.

It would seem to me that there would be a good deal of interest in this subject, particularly since there appears to be a new slant in this book. Gefen deals with the role which the American Army played in that whole period. There are not many books available in English on the bricha, and there is none I know of which pays proper tribute to the compassion and understanding displayed by the American Army, particularly its top echelon.

I served as a Chaplain for two years in Germany at that time, of which one year was spent as Deputy to Rabbi Philip Bernstein. I do not think Phil has seen this book as yet, but I am certain he would be interested in doing so.

I would not know, of course, the criteria by which your publication policy is operated. Nor do I wish to be presumptuous in any way. I simply thought that I would bring to your attention the fact that the book seems to me to deal with a subject in which there is perennial interest.

Very truly yours,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:fb





April 6, 1962

SOLOMON GRAYZEL  
EDITOR

Mr. Herbert Friedman  
United Jewish Appeal  
165 W. 46th Street,  
New York, N. Y.

Dear Mr. Friedman:

I delayed answering your letter for a few days because I wanted to investigate the mystery of the few pages of the book you wrote about. I saw those pages and I sent them on to a reader---as our regulations require---received his report, and apparently sent them on to another reader who still has them without having given me his impressions. At least this is the only way I can account for my inability to locate the brief portion of the book which came into my hands.

My readers report, and my own impression, was that, while there are differences between Mr. Gefen's approach and those of others (Leo Schwartz, for example, in the "Redeemers"), the differences would not strike us as sufficiently clear cut and important. But, as I say, my own impression is based on only a cursory examination. It would be most helpful, if the book has already been published in Hebrew, if we could receive a copy so that the total approach could be gaged. We have enough Hebrew readers on our Publication Committee for no one to fear that it is a foreign language for us.

If you will be good enough to transmit this to Mr. Gefen or his Hebrew Publisher I shall be most grateful. Moreover, I want to thank you for your interest in us and our work.

Sincerely,

SG:dm



April 12, 1962

Dr. Solomon Grayzel  
The Jewish Publication Society of America  
222 N. Fifteenth Street  
Philadelphia 2, Pa.

Dear Dr. Grayzel:

Rabbi Friedman is presently out of town, and has asked me to send you a copy of Aba Gefen's "The Barrier Breakers". I have done so under separate cover. I am sure you will notice the inscription in the front of the book. Because of this inscription, Rabbi Friedman would appreciate your returning the book to him.

Thank you very much.

Sincerely,

Secretary to  
Herbert A. Friedman



*Misc*

26 August, 1963

Theodore J. Greene, Esq.  
Finley & Gore, Esqs.  
516 Fifth Avenue  
New York 36, New York

Re: Charles Gutwirth, Dec'd  
New York County

Dear Mr. Greene:

Please be advised that the reference contained in the Last Will and Testament of the above named decedent to the "United Jewish Appeal" is considered by us and by The United Jewish Appeal of Greater New York, Inc. as referring to The United Jewish Appeal of Greater New York, Inc.

Please be further advised that the United Jewish Appeal of Greater New York, Inc. is authorized to receive service of citation in matters relating to said decedent's estate without service upon United Jewish Appeal, Inc. and that the United Jewish Appeal of Greater New York, Inc. is authorized to receive any and all distribution or distributions to be made by the Executors of the decedent's estate to the "United Jewish Appeal."

Very truly yours,

UNITED JEWISH APPEAL, INC.

Herbert A. Friedman  
Executive Vice-Chairman



✓  
October 5, 1966

Mr. Joseph W. Greenleaf, Chairman  
National Convention Committee  
Zionist Organization of America  
145 East 32nd Street  
New York, New York

Dear Mr. Greenleaf:

May I acknowledge your letter of September 19th to Rabbi Herbert Friedman who is overseas in behalf of the UJA campaign.

I am confident that Rabbi Friedman would like nothing better than to participate in your Convention especially since the banquet honors Rudolf Sonneborn, one of the organizers of the United Jewish Appeal. However, it is not expected that UJA's overseas Study Mission will conclude in time for Rabbi Friedman to return to the United States.

Since I know that Rabbi Friedman would be appreciative of your gracious invitation, I am taking the liberty of forwarding it to him in Israel. In the meanwhile, may I express the hope that the convention will be one of great meaning.

Very sincerely yours,

ERV:gb

Edward R. Vajda  
National Field Director



Mrs. Merrill D. Gross

2565 Warwick Road, Shaker Heights 20, Ohio

March 4, 1965

Dear Rabbi Friedman -

I am sure you have had many odd requests before. May I add another?

When in Scotland in January you told us the wonderful story about the chicken and <sup>the</sup> pig and 'total commitment.' As usual, it got scrambled (no pun intended) somewhat and I would like your version so that I can use it in speaking. Will you be so kind as to send it on?

Sincerely,  
Martha Gross

*Misc*

8 March 1965

Mrs. Merrill D. Gross  
2565 Warwick Road  
Shaker Heights 20, Ohio

Dear Mrs. Gross:

I feel like one of Jack Benny's joke writers. The story goes as follows:

A chicken and a pig were walking down the street when they saw a sign on a restaurant window advertising ham and eggs. The chicken got very enthusiastic and said to the pig that this was great publicity for the two of them and they should go over and have their pictures taken in front of the sign. The pig said, rather ruefully, "Well, it is all right for you, because all you do is make a contribution. For me, it represents total commitment."

The story is not copyrighted and I wish you good luck in using it.

Sincerely yours,

HAF:gb

Herbert A. Friedman



J

4 November 1965

Mr. Bernard D. Grossman  
L. Grossman & Sons, Inc.  
30 Union Street  
Braintree, Massachusetts

Dear Bernie:

It was very good seeing you again - we simply don't get together often enough. I suddenly realized by the end of the day that you had bought both lunch and dinner. I think picking up two checks in one day is too much. Better you should give the money to the C.J.P.

Seriously speaking, thanks very much for your hospitality. It was warm and gracious as usual.

As ever,

HAF:gb

Herbert A. Friedman

NATIONAL REGIONAL DIVISION  
UNITED JEWISH APPEAL



January 17, 1948

IOWA, SOUTH DAKOTA REGION  
E. N. GRUESKIN, CHAIRMAN  
108 LIVE STOCK EXCHANGE BLDG.  
SIOUX CITY 11, IOWA

Rabbi H. A. Freidman  
Denver, Colorado

Dear Rabbi:

Thanks for your letter and suggestions for the Colorado area chairmanship. I have written Rosenbaum to accept the appointment and will appreciate if you would contact him and help him to make up his mind to accept. It is very important that we have men of his caliber and ability to accept the posts of State and Regional Chairmen.

The campaigns will not be easy this year, and we will have to muster the best in all of us if we are to succeed. I am counting on your help during the spring months to help us in "conditioning" groups in the middle west. I know we can count on you.

With kindest personal regards, I am,

Yours very truly,

ENG:JJB



USA-48

NATIONAL REGIONAL DIVISION  
UNITED JEWISH APPEAL



IOWA, SOUTH DAKOTA REGION  
E. N. GHUESKIN, CHAIRMAN  
108 LIVE STOCK EXCHANGE BLDG.  
SIOUX CITY 11, IOWA

January 28, 1948

Mr. Rabbi Herbert Freidman  
Denver, Colorado

Dear Rabbi:

I had written Rosenbaum to accept the chairmanship, and I received a letter from his office last week, saying Mr. Rosenbaum would be out of town until the 28th. I hope to hear from him yet this week.

While at the Council Meeting in Chicago this last weekend, I met David Stein of your city, and was impressed with his enthusiasm. I think he would accept the chairmanship if Rosenbaum does not, so I will wait until the end of the week to hear from Rosenbaum. In the meantime, if you see Rosenbaum, I would appreciate your asking him if he has answered me, and possibly get his answer.

I hope to get the Mountain Region set up by next week.

With kindest personal regards, I am,

Sincerely yours,

ENG: JJB

Richard Lee Goodman  
Carnegie-Mellon University  
Pittsburgh, Penn. 15213

1069 NORTWOOD AVE  
APRIL 20, 1971

Dear Herb

The trip you described sounded great -- except for cost. There must be something a bit more toned-down. The only thing in particular I don't think I'd like is an extended kibbutz stay. Almost anything else goes.

Things are getting close to the finish here. Seven more days of classes and I'm no longer an undergrad.

Another thing on the trip -- it ought to leave no earlier than June 14th

Sincerely,  
Dick

5/3/71  
Sent "Guide to  
Israel Programs"  
JS



*Misc*

29 October 1964

Mr. Sheldon Guren  
Gottfried, Ginsberg, Guren & Merritt  
1114 Hippodrome Building  
Cleveland, Ohio 44114

Dear Shelley:

I have a report on the meeting you attended in Sharon, Pa., and want to thank you very much for your efforts on behalf of the UJA.

Just so you will get some of the flavor of this report, let me quote a few sentences:

"His delivery was precise, not dramatic, soft spoken, organized in a smooth, pleasant fashion, keeping his audience attentive to what he was saying."

Our field representatives are pretty hard-boiled and do not pass compliments around. Therefore, you should be as pleased about this as I am.

Again, with best wishes, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman