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Peppercorn, Martin. 1972.

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from MARTIN PEPPERCORN

1.

H.A.F.

Pursuant to our discussion about having Mexicans solicited in Israel the following is the information:

The new Dan-Haifa Hotel opening is set for March 25<sup>th</sup>. The following with their gift information will be present for the opening:

	<u>1962</u>	<u>1963</u>
Mat Orvity	25,000	uncommitted
Sam Blank	25,000	15,000.
Dan Buskin	7,500	uncommitted.
Sam Friedland	75,000	75,000.

*M.P.*



# UNITED JEWISH APPEAL

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS

1290 AVENUE OF THE AMERICAS, N. Y., N. Y. 10019

CABLE ADDRESS: UJAPPEAL, NEW YORK

January 26, 1972.

807L

Solicitation

Rabbi Herbert A. Friedman  
United Jewish Appeal  
Post Office Box 92  
Jerusalem, Israel

Dear Herb:

Charlie Ginsberg and I are together at the moment and we are discussing Sidney Dworkin from Cleveland, President of the Revco Drug Company. Until last year, Mr. Dworkin was a non-contributor. Charles and Eddie solicited him and got his gift up to \$25,000 for the firm plus \$6,500 personal.

It is Charles' feeling that this gentleman has the capacity to give at least \$100,000. Charles would like:

- (1) That Mr. Dworkin be given the red carpet treatment
- (2) That you solicit him for a minimum of \$100,000.

Mr. Dworkin will be at the following hotels:

Hilton	March 16 thru Mar 20
Dan Carmel	March 21 thru Mar 23
King David	March 24 thru Mar 28

He is leaving Israel on March 29th.

*arriving 200 ET AT - 11:45 A.M.*

*faked*  
 HAF - Sun 19  
 SHAPIR - Fri 17<sup>th</sup>  
 GEN. CHOREV ~ 400 - Fri 17<sup>th</sup>  
 SHAROF - ten  
 PINCUS  
 Sat note - immigrant plane  
 SHAPIR

Charles feels that this one is a natural for you. As a matter of fact, he smiled as he listened to me dictate this note.

With warm regards to you and the family,

Cordially,

*Marty*  
Martin Peppercorn

MP:rc

P. S. We do not have his flight schedule as yet but Ruth Cohen will cable this information to you as soon as it is available. The hotels, however, are definite.

02-60487

15 Ibn Gabirol  
Jerusalem  
02-66921

24 February 1972

Mr. Martin Peppercorn  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, N. Y. 10019

Dear Marty:

Since I didn't have a chance to see you before my departure, let me report on several items which I had wanted to discuss with you:

1. In Los Angeles I had a long conversation with Chester Firestein regarding the current campaign, and he gave me his appraisal that, not only would there be no gain, but there might even be a multi-million dollar loss---perhaps as much as two or three million. His reasoning, basically, was that they were losing more at the top than they could hope to make up at the bottom.

I had a brief phone conversation with Paul Zuckerman, in which I reported this and his reply was that he would look into it when he went out to Los Angeles himself.

2. Following that conversation, I talked with Alvin Bronstein about it and suggested that Operation Upgrade might be a help in trying to make up some of the money on the bottom. Alvin, quite frankly, was very interested in the project.

I later spoke to Leonard Ball about it and he said that he had plenty of man power which he could throw into Los Angeles in March or April. I think you should follow that up very carefully.

3. While talking with Bram Goldsmith about the Warner gift, Bram commented that Warner owed a million and a half from 1971 and 1970. I suggested that I would be willing to write him a letter from Jerusalem asking for some cash payment. This opened a whole line of thought with Bronstein that perhaps there were other people I could write to from here asking for cash. This seems a very good idea to me and I will be happy to write, in long hand,

24 February 1972

to any number of people you want me to. And I mean any number. You just give me some background data on each person, and some kind of personal peg on which to hang the letter, and I will sit writing all day long. Edelstein is coming back here in a few days and will be in Israel for the first two weeks in March at least. If you want him to write a bunch of letters from here, he probably would not do it in long hand, but we can supply him the secretarial service.

4. I had a telephone conversation with Joe Kanter, in order to try to nail down exactly what his gift is. He says it is 175,000. The 250,000 is absolutely conditional on whether eleven million is achieved. I tried to talk him out of the conditional gift and failed. He said that Sapir had mumbled something about acknowledging the 250,000 and taking credit for some of it next year. I don't really know what that means. But, I am against any complicated deals. Therefore, I imagine that the gift will be recorded in Miami as 175,000 and that is how we should carry it.

5. Al Gilens talked to me about your conversation with him concerning "coming East." As you know, I like Al and think he has a good future with our organization. I said to him that in order for him to decide what to do, he should have a very exact definition from you, of what you define his job to be. You know me. I am always in favor of precision, because that avoids trouble later. When something is not defined precisely, problems will always develop. So, I want you to know that's what I said to him and if he bugs you for a more exact definition of what job you are offering him, it's my fault.

I hope you are feeling better and that the back no longer bothers you.

As ever,

HAF:SS

Herbert A. Friedman

21 March 1972

Mr. Martin Peppercorn

Herbert A. Friedman

Sidney Dworkin - Cleveland

Enclosed is a copy of your letter to me of last January re Dworkin.

I saw him Sunday, 19 March. I brought him to Eddie Ginsberg's house for lunch. Eddie said that we should not solicit him, because he had been spoken to in Cleveland just a couple of weeks ago, and there was no need to put any further pressure.

Apparently, it is a matter of waiting to see what kind of stock deals take place, and whether he can get his hands on some money. It will be a matter of several months, probably September or October before it is clear. Eddie says we must wait.

HAF:SS