



Louis Berry Irwin I. Cohn

Irwin Green Joe Holtzman

Louis Hamburger Samuel Hamburger

David Pollack Hyman Safran

Leonard N. Simons



**RABBI HERBERT A.  
FRIEDMAN**

Executive Chairman  
of the United Jewish Appeal



**COL. DAVID SELA**

Israeli Deputy Chief  
of Ordnance



Cordially invite you

to a

## Private Reception

at the

Franklin Hills Country Club

Monday, October nineteenth

Eight o'clock in the evening

to meet and hear

**Rabbi Herbert A. Friedman**

and

**Col. David Sela**

on behalf of the Israel Bond Cause

R.S.V.P. 352-2156





*Marked*



DR. JOSEPH J. SCHWARTZ

H. E. ZALMAN SHAZAR







SCHOLAR, EDUCATOR,  
LEADER, ENGINEER OF  
JEWISH RESCUE, BUILDER  
OF ISRAEL ...

WORLD JEWRY IS INDEBTED TO  
DR. SCHWARTZ FOR FORTY YEARS  
OF HISTORIC SERVICE

*...To inaugurate the historic  
\$400 million campaign...*

State Of Israel Bonds  
Cordially Invites You To Attend  
**The 1971 International  
Inaugural Conference**

Special Guest of Honor  
**THE PRESIDENT OF ISRAEL  
H. E. ZALMAN SHAZAR**

In Tribute To  
**DR. JOSEPH J. SCHWARTZ**

Musical Program  
**JAN PEERCE**

Thursday, March 4  
Through Saturday Evening, March 6

Fontainebleau Hotel  
Miami Beach

Sam Rothberg

Louis H. Boyar

Conference Chairmen

R.S.V.P.

Dietary Laws

1971 INAUGURAL DINNER, SATURDAY EVENING, MARCH 6 AT 7:00  
WOMEN'S DIVISION LUNCHEON PREMIERE OF  
ALL-ISRAEL 1971 FASHION SHOW THURSDAY, MARCH 4 AT 12:00

Admission to the March 6th Inaugural Dinner is Based on a Minimum  
Purchase of \$2,000 per couple in Israel Bonds for 1971, in addition  
to a charge of \$15.00 per person for dinner.



DEVELOPMENT CORPORATION FOR ISRAEL



# State of Israel Bonds

215 PARK AVENUE SOUTH, NEW YORK, N. Y. 10003 OREGON 7-2650



LEO BERNSTEIN  
Vice President

**RECEIVED**  
SEP 30 1970

NOTED BY DATE	SEP 25, 1970	REF TO DATE
	MAF	
<b>ANSWERED</b>		

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

Dear Herb:

Thanks very much for your acceptance of the date in Detroit on October 19.

You will receive further word as to the time we would like you to come in, in order for you to visit with a few people prior to the meeting.

This meeting can be a tremendous break-through for Israel Bonds in a very important community. I am most appreciative that you have made yourself available.

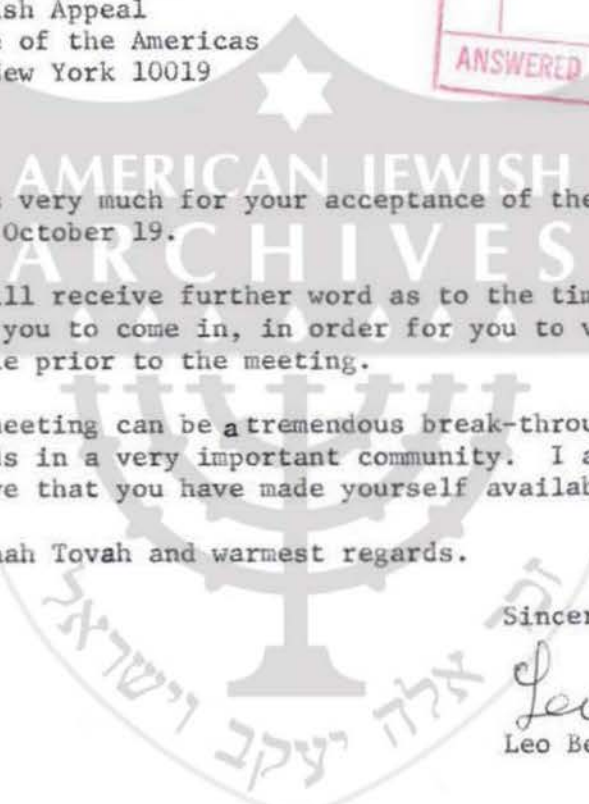
L'Shanah Tovah and warmest regards.

Sincerely,

Leo Bernstein

LB:hej

ce Sh  
MP  
PBC  
9/30



**DEVELOPMENT CORPORATION FOR ISRAEL**  
**STATE OF ISRAEL BONDS**

24611 Greenfield Road - Suite 135

Southfield, Michigan 48075

Phone 352-6770

October 21, 1970

Personal

Rabbi Herbert Friedman  
Executive Chairman  
United Jewish Appeal  
1290 Avenue of the America's  
New York, New York 10019

Dear Rabbi Friedman,

All of us who were present are still "up in the clouds" because of the 100% participation at very high levels, totaling \$750,000, which you inspired Monday night at the Israel Bond Leadership Reception in the Franklin Hills Country Club.

I have enjoyed the good fortune of hearing you speak during the past two decades and while I am not comparing your presentation on Monday evening with some of the major addresses and impassioned appeals which you have made throughout the years, I am certain that, in its own way, Monday's message was a modest but perfect gem.

The continuing effects of your almost unprecedented appearance on behalf of the Israel Bond cause are being evidenced among our leaders and, I hope, will materially assist us in achieving another meaningful breakthrough with Federation top givers at the November 8 Brunch Reception for Evelyn deRothschild at Irwin Green's home. I believe you will be interested and I will let you know how that effort comes out.

Most important of all, your visit to Detroit was personally inspiring to me. Our conversations on the way to and from the airport, even though they concerned themselves with present difficulties and shortcomings, opened up new roads for massive improvement and provided a big boost for my personal morale. Regardless of what may happen in the immediate future, here in Detroit or in the country, I am encouraged by your views and determined to restructure and retool our Detroit Israel Bond Campaign, shifting the emphasis from "more and bigger functions" to "more and better personal solicitations". So, your visit was not only a "beau geste" which produced impressive immediate results but may, hopefully, have much more far reaching effects on the future campaign and on my future.

Cordially,

  
Louis E. Levitan

P.S. I am enclosing your airplane ticket.



DEVELOPMENT CORPORATION FOR ISRAEL



# State of Israel Bonds

215 PARK AVENUE SOUTH, NEW YORK, N. Y. 10003 OREGON 7-9650



LEO BERNSTEIN  
Vice President

**RECEIVED**  
OCT 27 1970

DATE	INITIALS BY	REFER TO	DATE
		MAF IB	

**ANSWERED**

October 26, 1970

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

Dear Herb:

I don't have to tell you how happy I was that you were able to arrange your calendar in order to speak at the Detroit meeting on October 19.

From Lou Levitan's report it is clear that our expectations were well justified and your participation paved the way for the excellent spirit and very substantial results. I hope that you will make it possible for us to tape your next speech at a Bond meeting because we could put such a tape to productive use in many communities.

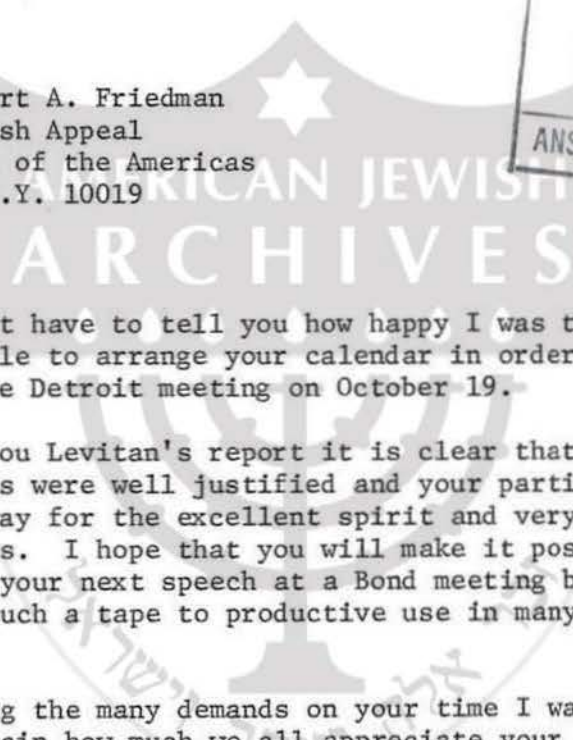
Knowing the many demands on your time I want to tell you again how much we all appreciate your having made the time available.

Sincerely,

Leo Bernstein

LB:amw

MP  
PBC  
HEL  
SL  
4  
10/27



DEVELOPMENT CORPORATION FOR ISRAEL



# State of Israel Bonds

215 PARK AVENUE SOUTH, NEW YORK, N. Y. 10003 OREGON 7-9650



November 20, 1970

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

Dear Rabbi Friedman:

Mr. Leo Bernstein has advised me that you have agreed to be the guest speaker at a State of Israel Bond function sponsored by the Federation in Minneapolis, Minn. on December 16th.

The dinner is scheduled for 6:00 P.M. and will be held at the Radison South Hotel where a reservation will also be made for you. The Chairman of the meeting is Mr. Samuel Kaplan, President of the Federation. It is expected that 300 of the top buyers and leaders of the community will attend. Mr. Arnold Lifson, former campaign chairman will be the honoree. Mr. Harold Goldenberg will address the meeting and do the sales pitch, after your speech.

I assume your office will secure the necessary transportation; and I will be in touch with them to finalized meeting arrangements.

Cordially yours,

*Boral*  
 Borah Shnaider, Director  
 National Speakers Division

BS/fag  
 cc: S. Lesser

Boral