

FROM THE DESK OF

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To: G. Fisher
From: E. Raab

Because of Dan Koshland's death yesterday, it becomes essential to include him in the column, which involves the changes attached.

Thanks,

Earl

Two JEWISH BUSINESSMEN

More often than not
~~in recent decades~~ the heart of the San Francisco Jewish community was ~~often~~
 to be found wherever Walter Haas and Dan Koshland had their adjoining offices.

It has been fashionable to attack businessmen as a class, or at least to place special social responsibility on them because of their power.

Justice Louis Brandeis said: "In the field of modern business, so rich in opportunity for the exercise of man's finest and most varied mental faculties and moral qualities, mere money-making cannot be regarded as the legitimate end ... since with the conduct of business, human happiness or misery is inextricably woven."

and Dan Koshland were
 Walter Haas ~~was~~ *one* who accepted ~~his~~ *their* special responsibility. ~~They~~ *They* ~~was~~ *are* always engaged in the public good -- and that involvement began with ~~his~~ *their* own business.

Levi-Strauss was the first significant equal-opportunity and affirmative-action employer in San Francisco. Before the federal laws and bureaucrats got into the act, Levi-Strauss began an active search for qualified and qualifiable employees in the city's racial and ethnic minorities. That was only the tip of ~~Walter Haas's~~ *the Haas/Koshland* involvement with the general community, the many details of which have been related all week long.

and Dan Koshland were
 But no matter how involved in the general community, Walter Haas ~~was~~ *was* always ~~a~~ *one* Jew. That was a constant, conscious and vigorous frame of reference for ~~him~~ *them*. ~~They~~ *They* ~~was~~ *are* always there when needed, and ~~was~~ *are* often way ahead of us. We are *not* now talking about philanthropy, although ~~their~~ *their* contributions to the Jewish community and to Israel were legendary.

and Dan Koshland were among
 Walter Haas ~~was one of~~ the early ones who knew that philanthropy would never be enough to sustain the well-being of Jews or of Israel. ~~With the sharp clarity~~

~~that never abandoned him,~~ They knew that Jews needed a *kind* of San Francisco, and a *kind* of America: compassionate, sound and free. That was ~~his~~ ^{their} public enterprise, and towards that end ~~was he~~ ^{were they} deeply involved in the general institutions and politics of the city and of the nation.

It is important to note that ~~They was~~ effective in that public enterprise not only because of ~~his~~ ^{their} personal qualities, but because ~~They was~~ ^{they were} influential businessmen, in the mainstream of our society. ~~They was~~ of the generations of businessmen who built our society with their special intelligence, courage and inventiveness. Other occupations and professions, just as worthy in themselves, were nevertheless dependent on the productivity of the businessmen. Therein lay their power.

Walter Haas ^{and Dan Koshland} thus personified an important part of our history. Jews entered the mainstream of America mainly through the portals of business; risk-business which was open to them. They built personal enterprises, stamped with their personalities, heavily shaping the status of the American Jewish community. They became influential in American life, more often than not using that influence in the service of broader social values. And notably they used their influence crucially on behalf of fellow-Jews, here and abroad. ~~Walter Haas~~ ^{and Koshland} represented and epitomized those generations of Jewish businessmen.

But it must be noted with sorrow that ~~his~~ ^{their} kind of personal businessman is no longer the prevailing mode. There are now corporations, with managers -- but those managers are not as personally significant or influential in the scheme of things as were the family businessmen. Nor are the growing ranks of professionals.

Earl Raab
"TWA Jewish Businessman"
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One must believe that the ~~Walter Haas~~^{Haas/Koshland} tradition will be somehow translated into whatever new mode develops for Jewish leadership in the American society. But beyond the fact that we will miss ~~the~~^{their} kind presence and lively intelligence, the loss of Walter Haas^{and Dan Koshland} does signify the gradual closing of an important chapter in American Jewish history.

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