

## Brand, Joel

(1907--1964), Member of the Relief and Rescue Committee of Budapest. Brand and his wife Hansi organized rescue and relief actions for refugees from Germany, Austria, Czechoslovakia, and Poland. When the Relief and Rescue Committee was instituted formally in 1943, Brand was responsible for smuggling Jews into Hungary.

When Germany invaded Hungary in March 1944, Brand was approached by Adolf Eichmann, who offered a deal whereby "one million" Hungarian Jews would be spared in exchange for certain goods, including 10,000 trucks. This deal was termed "Blood for goods." Eichmann sent Brand to Istanbul in May 1944 to consult with Jewish leaders there. The details of his mission were soon revealed to American and British authorities.

On June 7 Brand was arrested by the British in Syria. On June 10 he was allowed to promote the deal to Jewish Agency leader, Moshe Shertok (Sharett), and to Ira Hirschmann of President Roosevelt's War Refugee Board; they were both convinced. However, the British refused to pursue Eichmann's offer and broadcast details to the public, killing any hopes of its success.

Brand was imprisoned in Cairo and finally released to Palestine in October—despondent at losing the chance to save the lives of so many Hungarian Jews.