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

Series H: United Jewish Appeal, 1945-1995.

Subseries 3: Conferences and Committees, 1947-1978.

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National Conference of the United Jewish Appeal [New York,  
N.Y.]. 1958.

For more information on this collection, please see the finding aid on the  
American Jewish Archives website.

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United Jewish Appeal,  
165 W 46th St,  
New York, NY

ORIGINAL:

COPY:

msg.

LW  
HDB  
FC

November 20, 1958....

Mr. Morris Senderowitz, Jr.  
Royal Mfg. Co.  
645 N. Jordan St,  
Allentown, Pa.

Dear Morris,

I am enclosing herewith a copy of the resolution that was passed by the Fifth UJA Study Mission in Jerusalem.

This resolution, as well as the report of the Study Mission, will be presented at the annual National Conference to be held on December 12, 13 and 14 at the Statler Hotel in New York. I do hope you will attend the Conference and that we can meet again there.

Kindest personal regards.

Sincerely,

Melvin S. Goldstein

msg/fo  
encl. If you come to the conference, I promise to have horseradish with the roast beef....

12/ 5.....

Dear Mel:

Spoke to Biele today. Will be in New York Friday afternoon the 12th, cannot attend Cabinet meeting just arrived the other day, and I have to take things easy as I have plenty to do here, after all I've been away two months. Thanks for the horseradish. Morris, Jr...

ps dec 8

RECEIVED:

COPIED BY:

(initials)

(date)



*ff/fgs*

**FRED FORMAN**

CHAIRMAN, NATIONAL CAMPAIGN CABINET

November 20, 1958.

Mr. Herbert A. Friedman  
Executive Vice Chairman  
United Jewish Appeal  
165 W. 46th St., Suite 1400  
New York, N. Y.

Dear Herb:

I am writing to stress for your attention the fact that there will be a meeting of the National Campaign Cabinet of the United Jewish Appeal at 11:00 a.m. on Thursday, December 11th. It will take place in the Terrace Lounge of the Statler Hotel in New York and continue through luncheon.

I used the word "stress" above advisedly, because it really cannot be urged too strongly that you attend this meeting. Once again this year a UJA Study Mission, on the basis of the vast scope of the needs its members observed abroad, has been impelled to pass a resolution that a UJA Special Fund be continued in the year ahead. The Mission's report will, of course, be a leading item on the agenda of the Cabinet meeting. It is most important that the Cabinet formulate certain plans with regard to the report and resolution, as well as with regard to other matters pertaining to the type of campaign the UJA should conduct in 1959, in advance of the formal sessions of the UJA Annual Conference on December 12th, 13th and 14th.

Your participation is vitally needed. I hope very much indeed you will let me know by means of the enclosed card that you will attend.

Sincerely yours,

*Fred*

Fred Forman.

ff:ggg

Enc.

FC



Conf. files -  
Cabinet mtg.

Annual Campaign for Life and Freedom

# UNITED JEWISH APPEAL

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

\$100,000,000 UJA RESCUE FUND

over and above

1958 REGULAR CAMPAIGN GOAL - \$102,031,800

165 WEST 46TH STREET, N.Y. 36, N.Y.

PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

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MORRIS W. BERINSTEIN

**National Chairman**  
**Representing Agencies**  
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LLOYD W. DINKELSPIEL  
MELVIN DUBINSKY  
I. D. FINK  
MAX FIRESTEIN  
ABRAHAM GOODMAN  
LAZURE L. GOODMAN  
JACOB HIATT  
JEROLD C. HOFFBERGER  
ABE KASLE  
LABEL A. KATZ  
ABE S. KAY  
ADOLPH KIESLER  
PHILIP M. KLUTZNICK  
HARRY LEVINE  
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JACK STERN  
HARRY S. SYLK  
JOSEPH TALAMO  
HERMAN P. TAUBMAN  
MILTON I. TAUBMAN  
SAMUEL A. WEISS

November 20, 1958

**Honorary General Chairman**  
HERBERT H. LEHMAN

**Honorary Chairman**  
EDWARD M. M. WARBURG

**Honorary National Chairman**  
JONAH B. WISE

**Honorary Rescue Fund Chairman**  
SAMUEL RUBIN

## INVITATION TO DECEMBER 11TH CABINET MEETING FOR SELECTED NON-CABINET MEMBERS



Your attention already has been called, I know, to the tremendously important UJA Annual Conference which will be held at the Statler Hotel in New York on December 12th, 13th and 14th. The outstanding importance of this Conference, I believe, is especially indicated by the fact that -- in view of the massive and growing need for help to support the immigration and absorption program which its members observed in Israel -- a UJA Study Mission again has been moved to pass a resolution that a UJA Special Fund be continued in the year ahead.

The resolution, along with the full report of the Mission, will be the leading item on the agenda of the meeting of the National Campaign Cabinet of the United Jewish Appeal which is scheduled for 11:00 a.m. on Thursday, December 11th. It will be held in the Terrace Lounge of the Statler Hotel in New York and continue through luncheon. We would very much like to have you with us on this occasion, and this letter is intended as a formal and most cordial invitation for you to attend.

At the Cabinet meeting, in addition to the observations of the Mission, we will have to consider other vital matters pertaining to the type of campaign the UJA should conduct in 1959, and generally create a proper framework for the Conference. Your participation would be a most valuable asset at this meeting, and in addition would afford us much pleasure. I look forward to receiving word from you on the enclosed card that you will be present.

Sincerely yours,

*Morris W. Berinstein*  
Morris W. Berinstein

mwb:ggs  
Enc.

HAF Files  
Conf - Cabinet etc

November 25, 1958

Mr. Fred Forman  
B. Forman & Co.  
46 Clinton Avenue, South  
Rochester 4, New York

Dear Fred,

With regard to the Cabinet meeting scheduled for 11 A.M. on December 11th at the Statler-Hilton Hotel in New York, I am enclosing herewith a copy of the agenda which we have prepared.

Items 1, 2 and 3 on the Campaign, Cash and Loan Reports are self-explanatory and each report will only take two or three minutes.

Item # 4 - Campaign Problems - will only be brought up in the event that there are problems. If the problems we foresee at the present time, such as our participation in the campaigns in Baltimore and Boston, are solved before the Cabinet meeting then it may be a very good idea to have Morris Berinstein tell the members of the Cabinet about these problems and how they were solved and also to point out that there are a number of other communities where there may very well be problems in the coming weeks and therefore it will be necessary for the members of the Cabinet to do a great deal of work in connection with pre-campaign budgeting and other meetings.

I think it would be a good idea for Shimon Peres to address the group on the security situation in Israel and tell them the kind of story he will not be able to tell them at the main Banquet Session on Saturday night.

For the Study Mission report, we are planning to have David Lowenthal, Max Fisher and Joseph Meyerhoff report on their experiences in Israel with the Study Mission, from their own particular standpoint. Each one, of course, is a different type of person and that is all to the good. We will want Meyerhoff, at the end, to call on the members of the Cabinet to give very careful consideration to the reports and to the Resolution that is going to come up the following day before the Conference because gifts will have to be announced at the Conference or immediately thereafter.

I am sure that we will have a chance to discuss this agenda and other related items before the Conference Session so that any changes you think ought to be made can be made.

Best regards,

Sincerely yours,

Melvin S. Goldstein

NSG:ls  
enclosure

HAF files -

Conf: Cabinet reg

November 25, 1958

Mr. Irving Levick  
701 Seneca Street  
Buffalo 10, N.Y.

Dear Irving:

Your attention already has been called, I know, to the tremendously important UJA Annual Conference which will be held at the Statler Hotel in New York on December 12th, 13th and 14th. The outstanding importance of this Conference, I believe, is especially indicated by the fact that -- in view of the massive and growing need for help to support the immigration and absorption program which its members observed in Israel -- a UJA Study Mission again has been moved to pass a resolution that a UJA Special Fund be continued in the year ahead.

The resolution, along with the full report of the Mission, will be the leading item on the agenda of the meeting of the National Campaign Cabinet of the United Jewish Appeal which is scheduled for 11:00 a.m. on Thursday, December 11th. It will be held in the Terrace Lounge of the Statler Hotel in New York and continue through luncheon. We would very much like to have you with us on this occasion, and this letter is intended as a formal and most cordial invitation for you to attend.

At the Cabinet meeting, in addition to the observations of the Mission, we will have to consider other vital matters pertaining to the type of campaign the UJA should conduct in 1959, and generally create a proper framework for the Conference. Your participation would be a most valuable asset at this meeting, and in addition would afford us much pleasure. I look forward to receiving word from you on the enclosed card that you will be present.

Sincerely yours,

Morris W. Berinstein.

mwb:gg8  
Enc.

HAF file  
Conf. Cabinet

November 26, 1958

Mr. Martin Madelman  
2 Knippe Road  
Houston, Texas

Dear Martin:

Your attention already has been called, I know, to the outstanding importance both of the UJA National Campaign Cabinet Meeting on December 11th, and of the UJA Annual Conference on December 12th, 13th and 14th. I am writing now to underline how very much we want and need you at the Cabinet Meeting and the Conference sessions.

The matters that have to be taken up will be of unusual complexity as well as of tremendous significance. Your kind of thinking and the impact of your leadership would be just as helpful as could be in making the very vital decisions that are required on these matters. There can be no doubt that the general tone of the Conference along with the decisions made at it will importantly influence not only the UJA national campaign as a whole in 1959, but the Houston campaign as well.

In view of all this, and with all due respect to your other concerns, I would like to urge you to make a special effort in the present instance to attend the Cabinet Meeting and the Conference. Please let me know as soon as you conveniently can that you are coming. In addition to everything else, I would love to see you there.

Sincerely yours,

Morris W. Berinstein,

*Reservations card detached  
& sent thru separately.*

LAW OFFICES  
GOTTFRIED, GINSBERG, GUREN & MERRITT  
HIPPODROME BUILDING  
CLEVELAND 14

HENRY S. GOTTFRIED  
EDWARD GINSBERG  
SHELDON B. GUREN  
ROBERT L. MERRITT  
WARREN K. OINSTEIN  
WILLIAM S. LEIZMAN

November 26, 1958

RECEIVED	
NOV 28 1958	
NOTED BY	REFER TO
DATE	DATE
	MWB
	<del>HSS</del>
	TS
ANSWERED	NWS/GGS

*11/28  
CC-LW  
HDB  
GH*

Mr. Morris W. Berinstein  
United Jewish Appeal  
165 West 46th Street  
New York 36, New York

Dear Morrie:

I will be in New York before noon on Thursday, December 11th as I am coming in with Gerry Soroker.

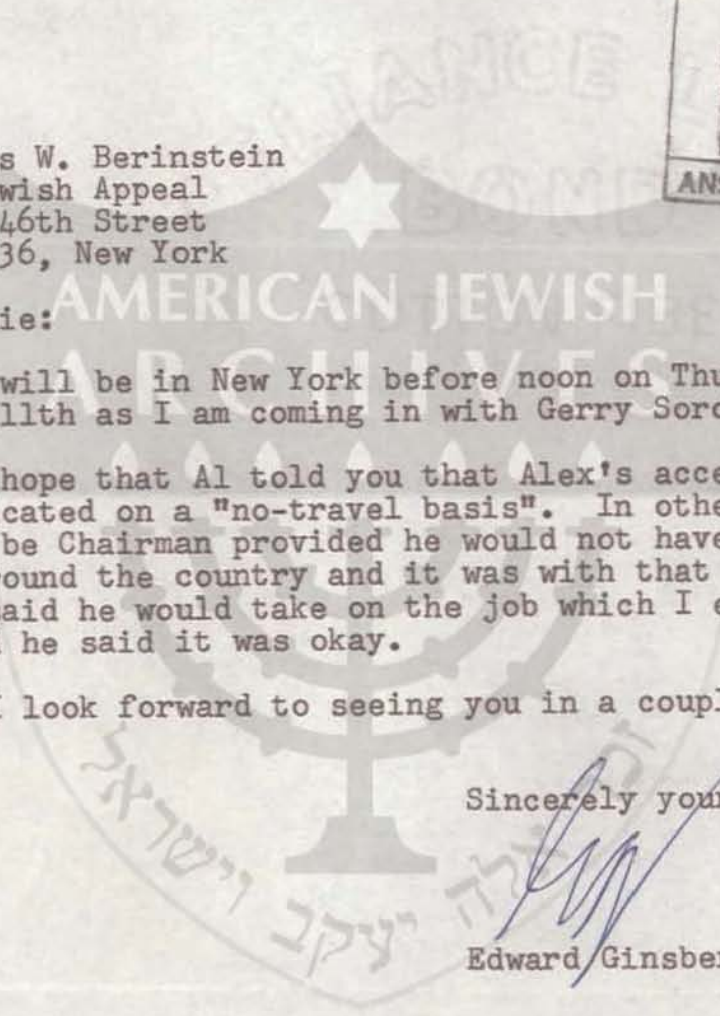
I hope that Al told you that Alex's acceptance was predicated on a "no-travel basis". In other words, he would be Chairman provided he would not have to travel around the country and it was with that reservation that he said he would take on the job which I explained to Al and he said it was okay.

I look forward to seeing you in a couple of weeks.

Sincerely yours,

*[Signature]*  
Edward Ginsberg

EG/bt





cc: FC SG Ref HDB SHA SS

HAF files  
Conf: Cabinet

November 28, 1958

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

Dear Ed:

Thank you very much for your letter of November 26th. It was particularly good to learn from it that you are planning to arrive in New York on Thursday, December 11th. We would like very much to have you with us at the important meeting of the UJA Campaign Cabinet which is scheduled for 11 a.m. on December 11th. It will be held in the Terrace Lounge of the Statler Hotel in New York and continue through luncheon. Several of the men from Cleveland will be there and I hope very much that you'll be able to make it -- even if you're late. The meeting will run through lunch and be over at about 3.30 p.m.

Sincerely,

Morris W. Bernstein.

HAF Files -  
Conf Cabinet  
-ry

December 1, 1958

Mr. Edward Rapsport  
27 Pilgrim Road  
West Hartford, Conn.

Dear Ed:

It was very good indeed to know you will be attending the UJA Annual Conference on December 12th, 13th and 14th. The outstanding importance of this Conference, I believe, is especially indicated by the fact that -- in view of the massive and growing need for help to support the immigration and absorption program which its members observed in Israel -- a UJA Study Mission again has been moved to pass a resolution that a UJA Special Fund be continued in the year ahead.

The resolution, along with the full report of the Mission, will be the leading item on the agenda of the meeting of the National Campaign Cabinet of the United Jewish Appeal which is scheduled for 11 a.m. on Thursday, December 11th. It will be held in the Terrace Lounge of the Statler Hotel in New York and continue through luncheon.

This letter is intended as a formal and most cordial invitation for you to attend this Cabinet meeting. Your participation would be a most valuable asset, and in addition would afford us much pleasure. It would be particularly gratifying, too, to have the Rapsport family, with all that it has come to mean in our cause, represented on this occasion.

At the Cabinet meeting, in addition to the observations of the Mission, we will have to consider other vital matters pertaining to the type of campaign the UJA should conduct in 1959, and generally create a proper framework for the Conference. I very much look forward to receiving word from you that you will be present.

I deeply hope your father finds himself feeling better every day and that he is making great strides towards his recovery. Please be sure to give him my very best wishes and warmest regards.

Sincerely,

Morris W. Berinstein.

December 1, 1958

Mr. Benjamin M. Massell  
The Massell Company  
40 Pryor Street, S.W.  
Atlanta, Georgia

Dear Ben:

It was good talking to you over the telephone on Friday, and I am hoping strongly that you can attend both the UJA Cabinet Meeting and the Conference.

The Cabinet Meeting will start at 11 a.m. on Thursday, December 11th in the Terrace Lounge of the Statler Hotel in New York. It will continue through luncheon and run, I imagine until about 3.30 p.m.

The first session of the Conference itself will start at 9.30 a.m. on Friday, December 12th, continuing through luncheon and into an afternoon session. The sessions that day will be devoted to various aspects of the vitally important question of continuing the Special Fund in 1959.

There will be an Oneg Shabbat on Saturday afternoon at which various representatives of the American Joint Distribution Committee will address the Conference concerning the work of the JDC and the problems now facing it. On Saturday night we will have the banquet session which will start at about 6.30 p.m. We will have Senator Jacob K. Javits and Shimon Peres, Director-General of Israel's Defense Ministry, as guest speakers.

On Sunday morning at 9 a.m. we will have a breakfast session which will include a cash line and a report on cash, followed by a business session to include reports on various aspects of the campaign, as well as the presentation of resolutions and election of officers.

I just can't help telling you again how much I hope you will be with us.

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman.

December 1, 1958

Mr. A.B. Polinsky  
4900 Battery Lane  
Bethesda, Maryland

Dear Mr. Polinsky:

It was good talking to you over the telephone today, and I am hoping strongly that you can attend both the UJA Cabinet Meeting and the Conference.

The Cabinet Meeting will start at 11 a.m. on Thursday, December 11th in the Terrace Lounge of the Statler Hotel in New York. It will continue through luncheon and run, I imagine, until about 3.30 p.m.

The first session of the Conference itself will start at 9.30 a.m. on Friday, December 12th, continuing through luncheon and into an afternoon session. The sessions that day will be devoted to various aspects of the vitally important question of continuing a special fund in 1959.

There will be an Oneg Shabbat on Saturday afternoon at which various representatives of the American Joint Distribution Committee will address the Conference concerning the work of the JDC and the problems now facing it. On Saturday night we will have the banquet session which will start at about 6.30 p.m. We will have Senator Jacob K. Javits and Shimon Peres, Director-General of Israel's Defense Ministry, as guest speakers.

On Sunday morning at 9 a.m. we will have a breakfast session which will include a cash line and a report on cash, followed by a business session to include reports on various aspects of the campaign, as well as the presentation of resolutions and election of officers.

I just can't help telling you again how much I hope you will be with us.

Sincerely,

Morris W. Berinstein.



DEVELOPMENT CORPORATION FOR ISRAEL  
*State of Israel Bonds*

215 FOURTH AVENUE, NEW YORK 3, OREGON 7-9650

From the office of  
 JOSEPH J. SCHWARTZ  
 Vice President

RECEIVED	
DEC 2 - 1958	
NOTED BY DATE	REFER TO DATE
December 1, 1958	FC
ANSWERED	

Mr. Fred Forman  
 Chairman, National Campaign Cabinet  
 United Jewish Appeal  
 165 West 46th Street  
 New York 36, N.Y.

Dear Fred:

Thanks for your letter of November 20th advising me of the meeting of the United Jewish Appeal National Campaign Cabinet on December 11th.

I am planning to attend, and unless some unforeseen problem arises I shall be with you at the meeting. I look forward to the pleasure of seeing you.

Sincerely,

Joseph J. Schwartz  
 Vice President

JJS:mpr

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

# WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

SYMBOLS	
DL	Day Letter
NL	Night Letter
LT	International Letter Telegram

RECEIVED  
 DEC 12 1953  
 DATE  
 ANSWERED  
 FILED  
 MWS  
 12/13  
 12/13  
 12/13

NS045 PD=PITTSBURGH PENN 2 222PME=  
 MORRIS W BERINSTEIN, UNITED JEWISH APPEAL=  
 165 WEST 46 ST=  
 AFTER TELEPHONE CALL DECIDED TO ATTEND CONFERENCE  
 STARTING 11TH MRS HORELICK WILL ACCOMPANY ME. PLEASE  
 RESERVE TWIN BEDROOM ATSTATLER FROM 11TH TO 14TH=  
 SAMUEL HORELICK=

December 3, 1958

Mr. Samuel Horelick  
208 Carlton House  
Pittsburgh 19, Pa.

Dear Mr. Horelick:

I was immensely gratified by your telegram stating that you will attend the Cabinet meeting and the Conference. I very much look forward to seeing you there.

I was advised as I started to dictate this letter that a twin bedroom at the Statler Hotel from December 11th to December 14th has just been reserved for you and Mrs. Horelick.

Kindest regards.

Sincerely,

Morris W. Berinstein.

mwb:ggg

December 3, 1958

Mr. Simcha Pratt  
Consul General  
Consulate General of Israel  
11 East 70th Street  
New York 21, N.Y.

Dear Simcha:

I am writing to tell you we would like very much to have you with us both at the UJA Annual National Conference at the Statler Hilton Hotel here in New York on December 12th, 13th and 14th -- and also at the meeting of the UJA National Campaign Cabinet on Thursday, December 11th.

The Cabinet meeting will start at 11 a.m. on Thursday, December 11th in the Terrace Lounge of the Statler Hilton Hotel. It will continue through luncheon and run, I imagine until about 3.30 p.m.

The first session of the Conference itself will start at 9.30 a.m. on Friday, December 12th, continuing through luncheon and into an afternoon session. The sessions that day will be devoted to various aspects of the vitally important question of continuing the Special Fund in 1959.

There will be an Oneg Shabbat on Saturday afternoon at which various representatives of the American Joint Distribution Committee will address the Conference concerning the work of the JDC and the problems now facing it. On Saturday night we will have the banquet session which will start at about 6.30 p.m.

On Sunday morning at 9 a.m. we will have a breakfast session which will include a cash line and a report on cash, followed by a business session to include reports on various aspects of the campaign, as well as the presentation of resolutions and election of officers.

I do hope you can let us know you will be with us.

Sincerely yours,

Morris W. Berinstein.



*F. Christ*

ORIGINAL: HDB COPY: LW  
MWB GH  
MSG FC

SANDALWOOD  
P.O. BOX 19355  
NUMBER TWO KNIPP ROAD, HOUSTON, TEXAS

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

December 4, 1958

Dear Rabbi Friedman:

During my recent conversation with Mr. Jacobs of your office, I told him that I would be in New York for both the Cabinet meeting and the Convention itself.

A matter has just come up that requires that I stay here in Houston exactly at the time that this meeting takes place, which of course will make it impossible for me to leave Houston.

I regret exceedingly that I can not be with you during ~~this meeting~~ this meeting in New York, but I can assure you that the matter is completely out of my control. Al Goldstein, who will be in New York during this meeting will explain to you the reason why I cannot be there.

With kindest personal regards, and looking forward to seeing you when you get to Houston, I am

Sincerely,

MARTIN  
Martin Hadelman

P.S. I had received a letter from Morris Berinswein stating that he wanted me to be on the Resolution Committee, I will appreciate your telling him I will not be able to attend.

RECEIVED:

COPIED BY: \_\_\_\_\_ km 12/8/58  
(initials) (date)

*HAF files  
Conf - Cabinet  
Mtg*

December 5, 1958

Mr. Philip Zinman  
South Jersey Mortgage Co.  
519 Market Street  
Camden, N.J.

Dear Phil:

It is very good indeed to know you are planning to attend the UJA Annual Conference. The outstanding importance of this Conference, I believe, is especially indicated by the fact that -- in view of the massive and growing need for help to support the immigration and absorption program which its members observed in Israel -- a UJA Study Mission again has been moved to pass a resolution that a UJA Special Fund be continued in the year ahead.

The resolution, along with the full report of the Mission, will be the leading item on the agenda of the meeting of the National Campaign Cabinet of the United Jewish Appeal which is scheduled for 11 a.m. on Thursday, December 11th. It will be held in the Terrace Lounge of the Statler Hotel in New York and continue through luncheon.

This letter is intended as a formal and most cordial invitation for you to attend this Cabinet meeting. Your participation would be a most valuable asset, and in addition would afford us much pleasure.

At the Cabinet meeting, in addition to the observations of the Mission, we will have to consider other vital matters pertaining to the type of campaign the UJA should conduct in 1959, and generally create a proper framework for the Conference. I very much look forward to receiving word from you that you will be present.

Kindest regards,

Sincerely yours,

Morris W. Berinstein.

HAF file -  
Conf - Cabinet mtg

December 5, 1958

Mr. Joseph Meyerhoff  
The Joseph Meyerhoff Company  
10 East Fayette Street  
Baltimore 2, Maryland

Dear Joe:

I am writing to tell you of the manner that has seemed best to us for presenting the observations of the Study Mission at the Cabinet meeting. I want to talk to you over the telephone about this subject, and I will be calling you after you get back this weekend.

However, in the meantime, I want to let you know through this letter that it is thought that the Study Mission report should be made in three parts -- beginning with remarks by David Lowenthal, followed by Max Fisher's and concluding with your own. It seemed that the best way to give you an idea of the division of emphasis would be to let you have the enclosed drafts for each of the three presentations intended actually just as suggested notes. I do hope they will be helpful to you.

Kindest regards,

Sincerely,

Malvin S. Goldstein.

I will speak with you because there are a couple of other things I want to clear with you re the conference.

mg:gas  
Encs.

December 5, 1958

Mr. David Lowenthal  
Apollo Steel Company  
First National Bank Building  
Pittsburgh 22, Pa.

Dear Dave:

I am writing to you in regard to the three-part Study Mission report for the Cabinet meeting about which we spoke over the telephone.

I am enclosing for you herewith three drafts of notes for the presentations to be made at this meeting. You surely realize how much we appreciate your ability as a speaker, and therefore I trust you will not think it presumptuous of me to send along material intended just as suggested notes for your presentation. It really did seem, however, especially in view of the way this report is being divided, that the suggested notes would be of help to you. For this reason, I also am enclosing for you drafts which are being sent to Max Fisher and Joseph Meyerhoff.

With kindest regards,

Sincerely,

Melvin S. Goldstein.

MSG:GSS  
Enc.

HAF Files -  
Conf - Cabinet Mtg

December 5, 1958

Mr. Max M. Fisher  
Aurora Gasoline Company  
15911 Wyoming  
Detroit 21, Michigan

Dear Max:

I have been trying to get you on the telephone, and I hope to do this before today is through. However, just to be on the safe side, I am writing this letter to tell you of the manner that has seemed best to us for presenting the observations of the Study Mission at the Cabinet meeting.

It is thought that this should be done in three parts -- beginning with remarks by David Lowenthal, followed by your own, and concluding with Joseph Meyerhoff's. It seemed that the best way to give you an idea of the division of emphasis would be to let you have the enclosed drafts for each of the three presentations intended actually just as suggested notes. I do hope they will be helpful to you.

Kindest regards.

Sincerely,

Melvin S. Goldstein.

I'll keep trying to reach you!

msg:gss  
Enc.

HAF file  
Cabinet  
Mtg  
DEC 8 1958  
MSG

to: Dallas, Texas

December 5, 1958

Mr. Morris W. Berinstein, General Chairman  
United Jewish Appeal  
165 West 46 Street  
New York City 36

Dear Mr. Berinstein:

After discussing the question of membership in the UJA Cabinet with our local Federation Director Jack Kravitz, I find that there will be no conflict in assuming membership on the Cabinet and my responsibility as Campaign Co-Chairman. Under the circumstances, therefore, I am happy to advise you that I will assume membership on the Cabinet.

Unfortunately, I am not able to attend the UJA Conference next week. I am asking a close friend of mine, Morris Zale, Chairman of the Board, Zale Jewelry Company, to attend the Cabinet meeting in my behalf since he will be in New York City during the time of the meeting. Mr. Zale has been told that the meeting will be in the Statler Hotel on Thursday, 11 A. M. in the Terrace Room and that he should ask for either yourself or Melvin Goldstein the Assistant Vice-Chairman of the UJA upon his arrival. Naturally, I am happy that Mr. Zale can attend and bring back to me a report on the discussions that take place.

With best wishes for a productive meeting, I am

Sincerely yours,

Jacob Feldman

JF:kb

December 8, 1958

Mr. Fred Forman  
B. Forman & Co.  
46 Clinton Avenue, S.  
Rochester 4, New York

Dear Fred:

We have had to make a couple of changes in the order of the meeting for Thursday, December 11th. Enclosed herewith is a copy of the new agenda. I hope you won't mind our having made these changes, but, as you will note, they are rather slight.

Enclosed also is a draft of notes for your remarks at the Cabinet meeting. These, of course, are intended just as suggestions for whatever assistance they may be to you.

No doubt we will have a chance to talk things over before the meeting on Thursday morning.

Best regards.

Sincerely,

Melvin S. Goldstein

MSG:hs  
Enclosures

# SOUTH JERSEY MORTGAGE CO.

XXX MARKET STREET  
500



CAMDEN 1. N. J.

PHONE: EMERSON 5-4550

December 8, 1958

R	
DEC 9 1958	
NOTED BY	REFER TO
DATE	<i>MWB</i> DATE
WHEN ANSWERING	<i>MSSD</i>
PLEASE REFER TO	<i>#08</i>
ANSWERED	

Mr. Morris Berinstein, General Chairman  
United Jewish Appeal  
165 West 46th Street  
New York, New York

*cc - FC*  
*12/9* *(initials)* *LW*

Dear Morris:

I am planning to attend the meeting of the National Campaign Cabinet scheduled for eleven o'clock, Thursday, December 11th, in the Terrace Lounge of The Statler Hotel.

Cordially yours,

Philip Zinman

PZ:ms





cc: FC SG Ref **MM** HDB

December 9, 1958

Mr. Jacob Feldman  
The Jewish Welfare Federation of Dallas  
403 Southland Bldg. Annex  
209 Browder Street  
Dallas 1, Texas

Dear Mr. Feldman:

It was immensely gratifying to learn from your letter of December 5th that you now find you will be able to serve on the UJA National Campaign Cabinet. There is no doubt that by acting in this capacity you will be of very great value to our cause.

I was sorry to learn you will not be able to be with us at the Cabinet meeting and Conference, but it is heartening to know that Morris Zale will attend. I am following up with him about his participation.

Best wishes and kindest regards.

Sincerely yours,

Morris W. Bernstein.

mbiggs

HAF hls  
Conf. Cabinet vltg  
cc: FC SG Ref LW HDB

December 9, 1958

Mr. Morris Zale  
Zale Jewelry Company  
15 West 46th Street  
New York, N.Y.

Dear Mr. Zale:

I was tremendously heartened to learn from Jacob Feldman you plan to attend the UJA Cabinet meeting starting at 11 a.m. on Thursday morning, December 11th, in the Terrace Room of the Statler Hotel. I know your participation will be immensely helpful in the consideration by the Cabinet of vital matters pertaining to the type of campaign the UJA should conduct in 1959 and generally in creating a proper framework for the UJA Annual Conference.

I count with great pleasure on having you with us.

Kindest regards.

Sincerely yours,

Morris W. Berinstein.

mb: ggs

cc: Arthur Fishzohn  
Judith C. Stang  
Samuel H. Abramson  
Edward R. Vajda  
Harry D. Biele

December 10, 1958

Mr. Rse Levy

Melvin S. Goldstein

Please arrange to attend the meeting of the Campaign Cabinet which will be held at 11 A.M. Thursday, December 11th, at the Terrace Lounge, Hotel Statler-Hilton.

MSG:hs1

AMERICAN JEWISH  
ARCHIVES



FC

Conf ---  
Cabinet Meeting

December 19, 1958

SENT TO CABINET MEMBERS

The UJA Cabinet meeting on Thursday, December 11th, which was extremely well attended, addressed itself vigorously to the doubly significant task of reviewing the 1958 campaign and projecting the campaign for 1959. I feel every Cabinet member, whether or not he was there, will welcome having a summary of what took place.

Sol Luckman reported it was estimated that the 1958 UJA campaign raised about \$51,000,000 in the regular campaign as compared with \$54,000,000 in 1957, and \$15,000,000 through the special fund as compared to \$25,000,000 last year. Sol expressed the hope that 1959, with the recession cloud removed, would bring back to the UJA all the losses it took in 1958 and much more. He also pointed out -- and this created quite a stir -- that while communities have raised approximately two percent less in the regular campaign, the allotments to the UJA were six percent less.

In regard to collections, Sam Daroff said it is hoped we will realize a minimum of \$58,000,000 in cash this year. He called attention to the disturbing fact that even if this sum is reached we will still have accounts receivable of \$37,000,000 from the 1957 and 1958 campaigns plus about \$2,000,000 from all previous years campaigns. He urged everyone to start a very intensive collection campaign in his community to liquidate a really substantial amount of the cash outstanding quickly before 1959 pledges are received.

Through the Loan Project, Al Levin reported, a total of \$35,900,000 has been received to date from 74 communities, and an additional amount is anticipated shortly which will bring the grand total to at least \$37,375,000.

The observations of the Fifth UJA Study Mission to Europe and Israel, and all it noted must be done, were presented by Dave Lowenthal, Max Fisher and Joe Meyerhoff. Dave stressed the excitement even for a frequent visitor to Israel of that country's vast achievements. With our help, he indicated, Israel can be depended upon to continue successfully her remarkable struggle for growth -- and the inspiring spectacle of this should and must evoke a special response now from young leaders as well as the veterans in our cause.

Max noted bluntly we've poured a lot of money into Israel, but Israel has an awful lot to show us for it. Yet terrible needs remain -- such as are represented by the 22,000 families still living in miserable maabarot, inadequately stocked farm villages for immigrants, the talents of hundreds of highly qualified professional men from Eastern Europe not yet fully tapped, immigrant children being deprived of urgently needed education and training because of insufficient funds, and much more. A great deal has been accomplished in Israel but the obviously practical thing, Max concluded, is to protect the big investment we have made by assuring the 1959 campaign raises a really substantial sum.

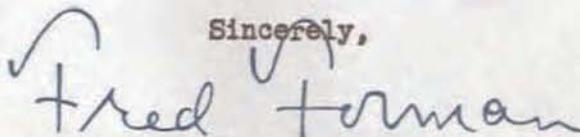
Joe Meyerhoff summed up the reasons for the resolution of the Mission which, based on the needs abroad, called for a special fund in 1959 and a fair consideration of overseas' requirements in Welfare Fund allocations. In addition to the problems cited by Dave and Max, he pointed out that another challenge presents itself in the form of a new wave of immigration from Eastern Europe. Joe called on every Cabinet member to support the resolution by announcing an increased gift for 1959.

The military security of Israel is of course the financial responsibility of Israel alone, but it certainly is of great though indirect concern to us. Israel's security situation could hardly have been presented more authoritatively than it was at the Cabinet meeting by Shimon Peres, Director-General of Israel's Ministry of Defense. Much of what he told us was confidential, but he did make two particularly important general points. One was that Israel has now become a positive factor in the view of the major free world powers rather than a "problem", and her judgments are coming to be regarded with respectful consideration. Partly as a result of this, Israel now for the first time has more political opportunity to buy arms so vitally needed for her security than she has financial means to do so.

I believe that virtually everyone present got up to speak at least once at this point in the meeting to acknowledge that more money just had to be raised in 1959, and it was unanimously resolved that a special fund had to be one of the means for bringing this about. I'm sure that Morris Berinstein expressed the consensus of the meeting when he stated that the adoption of a special fund for 1959 was just a first step, and to make it mean something the UJA National leaders had to set an example in giving that would inspire their communities and their fellow-leaders to follow suit. In addition, it was vital that we see to it that our community Welfare Funds allocate a really fair share of contributions to the UJA for overseas' needs.

A special fund was adopted by the amplified group at the Conference on Friday as a major fund-raising tool for the 1959 campaign. Its effective implementation, and the urgently required general success of the 1959 campaign, now are up to us.

Sincerely,



Fred Forman.

9/3  
1958 Dec. Conf

August 13, 1958

Mr. Herbert Friedman

Melvin S. Goldstein

- JDC Session at National Annual Conference in December

Just before I left on my vacation I spoke with Mr. Warburg about the so-called "Country Directors Conference" at our national annual conference in December. You will recall that we thought it might be possible to hold this "Country Directors Conference" Saturday afternoon.

As Mr. Warburg sees this session, there will be four people representing the JDC; Sam Haber, to speak on North Africa and Poland; Lou Horvitz to speak on Malaya; Moe Leavitt to speak on Persia; and Charlie Jordan to act as chairman.

I just wanted to keep you posted on this and we will discuss it in greater detail when we get together.

NSG:ls

HAF Said this is OK  
re SG  
9/7

U	J	A
המאחדת	היהודית	המגבית

**UNITED JEWISH APPEAL**

ISRAEL OFFICE

המשרד בישראל

JERUSALEM P.O.B. 92 ת.ד. 92

18.9.58

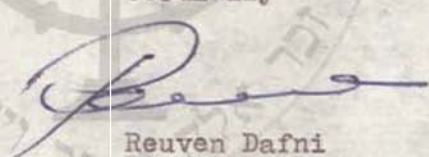
Mr. Melvin S. Goldstein  
United Jewish Appeal  
New York.

Dear Mel,

I wonder if you do already know the  
program of the Annual Conference, December  
12th - 14th.

I am particularly interested to know  
who you are planning to invite from the Gov-  
ernment, Agency and the Army.

Cordially

  
Reuven Dafni

HAF files:  
Conferences  
Dec. 1958

September 25, 1958

Mr. Reuven Dafni  
EJA - Israel Office  
Jerusalem, Israel

Dear Reuven,

I have your letter of September 18th regarding the annual conference to be held in December.

We do not yet have any kind of a program set. We are just beginning to discuss the possibilities for the program and just as soon as I have something down on paper I will, of course, let you know about it.

Sincerely yours,

Melvin S. Goldstein

MSG:ls



HAF files  
Conf Devis

1st October, 1958

Mr. Shimon Peres  
Director General, Ministry of Defense  
Jerusalem, Israel

Dear Shimon,

I shall be seeing you in a few weeks because the UJA Study Mission will be arriving in Israel about 1st November. But I wanted to write you this note before that in order to confirm the arrangements we have made regarding your coming to New York to speak at the Annual Conference in December.

You may recall that I described this particular meeting to you as the most important of the entire year. It is a four-day conference, with the highlight being a large banquet on Saturday night. We want you to speak at the main banquet session, on Saturday evening, 14th December. But I think you would be interested in attending the complete conference which goes from 12th through 15th December.

We are in the process now of lining up other speakers for various other sessions, and when I have a more complete report on the whole program, I will give it to you. Your predecessors at the Saturday night dinner, in previous years, have been Yigal Yadin, Moshe Sharett, Eshkol, Golda, Giora and other such personalities.

I would appreciate your sending me as soon as possible a glossy photograph of yourself, together with a biographical sketch, which we use for publicity purposes.

I recall that you asked me how long you would be expected to remain in the States. I cannot answer that definitely at the moment, but I should have a better idea within a few weeks and I will let you know. I will certainly keep in mind the fact that you said you wanted to be away from home as short a time as possible.

Looking forward to seeing you, I am

As ever,

Herbert A. Friedman  
Executive Vice-Chairman

HAF

HAF/te

## CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

# WESTERN UNION

## TELEGRAM

W. P. MARSHALL, PRESIDENT

## SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

PD126

P WXM054 NL PD=TX WASHINGTON DC 30=

:RABBI HERBERT FREEDMAN=

UNITED JEWISH APPEAL NYK=

NIXON GOING ON EUROPEAN TOUR. DOES NOT EXPECT TO  
RETURN TO UNITED STATES UNTIL DECEMBER FIFTEENTH.  
WHILE HIS PLANS STILL NOT FINAL HIS OFFICE ADVISES  
THAT IT WOULD BE MOST UNWISE TO COUNT ON HIS  
PARTICIPATION=  
KENEN=.

*HAT files*  
*Cont December*  
*Fc/fb*

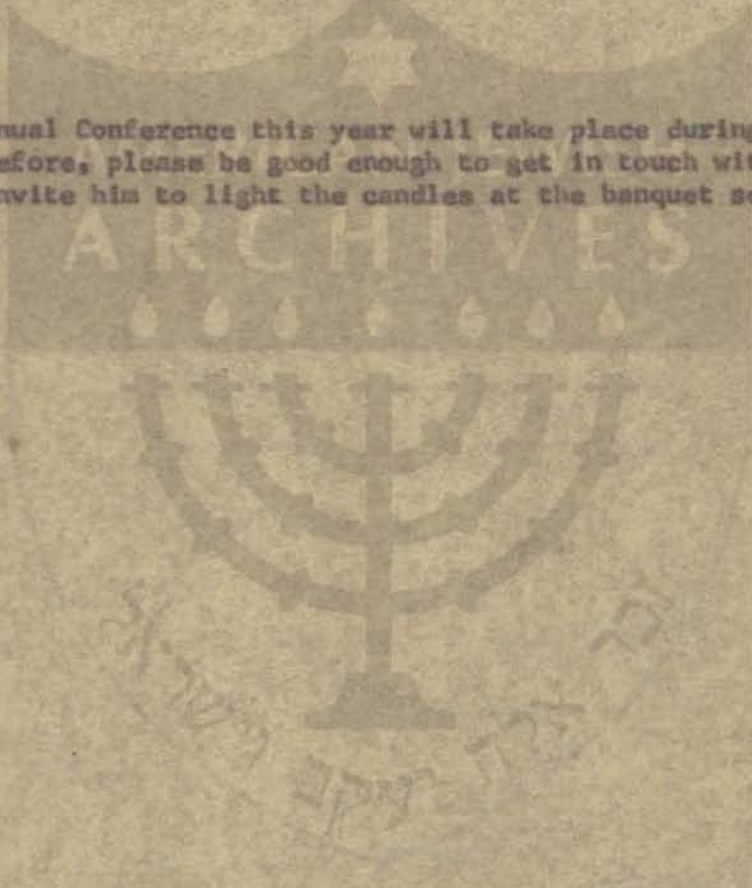
44F Files  
Conf. Dec. 58  
on the 10/13

October 2, 1958

- Mr. Arthur Fishzohn
- Melvin S. Goldstein
- National Annual Conference, December 13th

The National Annual Conference this year will take place during Chanuka. Would you, therefore, please be good enough to get in touch with Cantor Putterman and invite him to light the candles at the banquet session on December 13th.

MSG:ls



HAF Files  
Conf Dec.

October 21, 1958

Mr. Morris Berinstein

Melvin S. Goldstein

It is important that the following named people in Kansas City be called by you and invited to make every effort to attend the National Annual Conference in December:

- 1) Hyman Brand
- 2) Earl Trainin
- 3) Ben Sosland
- 4) Mrs. Michael Katz

MSG:ls

sec. Conf

SENT TO PRESIDENTS AND EXECUTIVE DIRECTORS

October 31, 1958



The 21st Annual Conference of the United Jewish Appeal will be held at the Statler Hotel in New York City on December 12th, 13th and 14th.

This Conference, as all previous Conferences, will be an inspiring event. It cannot fall short of this mark because in the true sense, the Annual Conference of the UJA represents the voice of American Jewry on the issue of help to fellow Jews in need. And that voice, to the everlasting credit of the American Jewish community, has been wonderfully eloquent.

The most important function of the Conference will be to determine the type of campaign the UJA should conduct in 1959. This decision will have to be made in the light of what our three-fold objectives for the coming year must be: (1) to supply long overdue housing to about 100,000 Jews in Israel who have been living under unspeakable conditions in maabaroth and other sub-standard dwellings; (2) to meet the unmet needs of tens of thousands of newcomers in Israel who require a minimum of livestock, tools and equipment to put them on the road to self-sufficiency; and (3) to provide for the absorption of the thousands of immigrants who have been streaming out of Poland, North Africa and Iran and of the new wave of immigrants who several months ago started coming out of Rumania. At this point, we cannot chart the course of the migration from Rumania but as long as the doors of Rumania remain open, we have the responsibility -- more accurately, the opportunity -- to rescue another segment of European Jewry for a life of freedom and dignity.

I should point out to you that on September 8th the officers and Campaign Cabinet of the UJA met and expressed the view that because of the great needs, coupled with the fact that Israel could not be expected to contribute financially to the absorption program, at a time when she needs every cent of her own resources to strengthen her defenses, a special UJA fund for 1959 was imperative. The Cabinet asked the Fifth UJA Study Mission, which is leaving for Europe and

Israel on October 29th, to survey the situation and bring back its findings to the Conference. Ultimately, it will be up to the Conference to decide for the entire American Jewish community whether a special UJA fund for 1959 should be launched.

Within the Conference proper the major decisions are made by the Steering Committee. The decisions of this Committee will command the respect of the American Jewish community and, as such, will be implemented only if the Committee is fully representative of the individual communities throughout the country. For that reason, it is imperative that your community be well represented on this Committee.

Representation on the Steering Committee is according to the following formula:

If your community has a Jewish population up to 15,000, you may designate one delegate and one alternate to represent it on the Steering Committee.

If your Jewish population is from 15,000 to 40,000 your community is entitled to two delegates and two alternates -- while those with Jewish populations in excess of 40,000 are entitled to three delegates and three alternates.

These, together with 15 delegates from the Greater New York areas, 12 delegates representing the 8 regions of the Council of Jewish Federations and Welfare Funds, 25 delegates representing the country at large, and the national officers of the UJA constitute the Conference Steering Committee.

Please act at once to designate your delegates and alternates. As soon as you notify us of their names, we shall send them their credentials as Steering Committee members.

Your high sense of dedication to the work of the UJA gives me reason to believe that you will do everything within your power to help in making the forthcoming conference a great success.

Sincerely,

*Morris Bernstein*

Morris W. Berinstein  
General Chairman

MWB:hgb

W

HA F files  
Conf

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JERUSALEM ISRAEL 30 7 1522

LT CHIAT UJAPPEAL  
NEWYORK

BERINSTEIN ACKNOWLEDGED JAVITZ ACCEPTANCE INVITATION STOP  
SHIMON PERES ALSO ACCEPTED INVITATION SPEAK DECEMBER THIRTEENTH

ADVISE FISHZOHN STOP TRYING ARRANGE ARRIVE NEWYORK TUESDAY

WILL ADVISE REGARDS

GOLDSTEIN




All America Commercial Mackay Radio Cables and Radio Cables

300 67 BROAD STREET, N. Y. • BOWLING GREEN 9-3800 67 BROAD STREET, N. Y. • BOWLING GREEN 9-3800 American Cable & Radio System American Cable & Radio

"TO COMMUNITIES NOT ASSIGNED QUOTAS"

November 3, 1958



AMERICAN JEWISH

On September 12th, our General Chairman, Morris W. Berinstein, wrote you about the great need for cash and asked you to make the maximum effort to help the UJA reach a goal of \$40,000,000 by the time our Annual UJA Conference convenes.

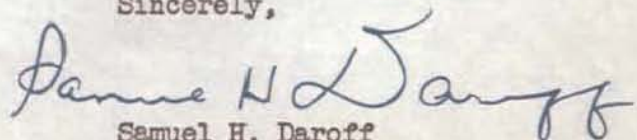
If anything, since Mr. Berinstein wrote you, the situation has become more critical. Added to all the burdens which Mr. Berinstein described -- the reception of the steady stream of new immigrants and the absorption of tens of thousands who still lack housing and other things to make them self-sustaining -- we now have to cope with a completely unanticipated wave of immigration from Rumania. This country, which had not permitted any emigration since 1952, suddenly opened its doors and in September alone permitted 2000 Jews to leave. We do not know how long this migration will continue. All we know is that it is now in full swing and that we would never forgive ourselves if any Jew were left behind because of the lack of funds.

For reasons that have baffled us, the remittances to the UJA have been slower than conditions warrant. We consider it most unfortunate that this should happen at a time when the need for cash is the greatest. We cannot afford to ignore the pleas of the Jewish Agency and the JDC for cash to carry on their work in Israel and elsewhere. And, in my judgment, the American Jewish communities cannot afford to enter another year with substantial portions of 1958 pledges uncollected.

The Annual Conference of the UJA will be held at the Statler Hotel in New York City on December 12th, 13th and 14th. This Conference will serve as a great inspiration to all of us and will have practical meaning to our fellow Jews who need our help NOW only if we can announce that we have met and, if possible, exceeded our \$40,000,000 cash goal.

I appeal to you to make every effort between now and the time the Conference convenes to raise as much cash as possible and to remit these sums to us at once.

Sincerely,



Samuel H. Daroff  
National Cash Chairman

SHD:hgb



*Don*  
*Conf. File*

"To 1956 and 1957 VISITORS TO ISRAEL"

November 5, 1958



AMERICAN JEWISH  
ARCHIVES

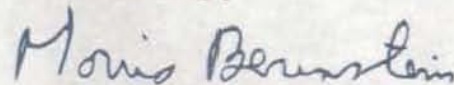
The 21st Annual Conference of the United Jewish Appeal will be held at the Statler Hotel in New York City on December 12th, 13th and 14th.

The Annual UJA Conference is the most important single function in American Jewry's philanthropic calendar for it is at this gathering that the American Jewish community determines the type of campaign which the UJA should conduct in the year ahead. This year, in view of the continuing demand for massive help, to support the immigration and absorption program in Israel, it will devolve upon the Conference to decide whether to authorize a special UJA fund for 1959.

As a recent visitor to Israel and, consequently, as one who, with his own eyes, has seen what UJA funds have accomplished and what remains to be done, you can be of great help in the deliberations on the major issues which will come up at this Conference. I earnestly request that you make every effort to participate in this Conference and give us the benefit of your experience.

Please indicate on the enclosed card whether you will attend. I look forward to the pleasure of seeing you at the Conference.

Sincerely,



Morris W. Berinstein  
General Chairman

MWB:hgb

TO BOSTON YOUNG EXECUTIVE TOUR

November 5, 1958



AMERICAN JEWISH  
ARCHIVES

I have been pleased to learn of the fine work those of you who participated in the Young Leadership Mission to Israel have been doing in your local campaign. As our General Chairman, Morris W. Berinstein, wrote you, we have been stimulating similar missions from other cities on the basis of our experience with your group. To date this effort looks very promising.

I want to call your attention to the fact that the Annual Conference of the United Jewish Appeal will be held at the Statler Hotel in New York City on December 12th, 13th and 14th. The purpose of this Conference is to determine the type of campaign the UJA should conduct in 1959 and to establish the national climate for that campaign. The most important issue with which the Conference will have to come to grips and decide is whether, in view of the unmet and prospective needs, the UJA should launch a special UJA fund for 1959.

As one who has taken the pains to familiarize himself personally with the problems with which the UJA is trying to cope, you can be of great help in the Conference deliberations. For that reason, we would like very much to have you participate in this Conference.

Please indicate on the enclosed card whether you will attend. I hope you can make it.

Sincerely,

*Herbert A. Friedman*  
Herbert A. Friedman  
Executive Vice-Chairman

HAF:hgb



Conf

Annual Campaign for Life and Freedom

# UNITED JEWISH APPEAL

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

\$100,000,000 UJA RESCUE FUND

over and above

1958 REGULAR CAMPAIGN GOAL—\$102,031,800

165 WEST 46TH STREET, N.Y. 36, N.Y.

PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

- General Chairman**  
MORRIS W. BERINSTEIN
- National Chairman**  
WILLIAM ROSENWALD, JDC  
DEWEY D. STONE, UIA
- National Chairmen**  
SAMUEL H. DAROFF  
JOSEPH HOLTZMAN  
SOL LUCKMAN  
JOSEPH MEYERHOFF  
JACK D. WEILER
- Rescue Fund Chairman**  
JOSEPH M. MAZER
- National Co-Treasurers**  
JOSEPH L. LUBIN  
SINCOFF
- Executive Co-Chairman**  
HERBERT A. FRIEDMAN
- Administration Vice-Chairman**  
MELVIN S. GOLDSTEIN
- Assistant Executive Vice-Chairman**  
ABRAHAM S. HYMAN
- National Campaign Director**  
SHOLEM SONTUP
- National Women's Division Chairman**  
MRS. JACK A. GOODMAN
- National Campaign Cabinet Chairman**  
FRED FORMAN
- Big Gifts Chairmen**  
BENJAMIN H. SWIG  
MAX M. FISHER
- Allocations Chairman**  
ISADORE BRESLAU
- Chairmen for Regions**  
ALBERT A. LEVIN  
JOSEPH SHULMAN
- Trade and Industry Chairman**  
ROBERT W. SCHIFF
- Speakers Division Chairman**  
MILTON KAHN
- Cabinet Members**  
HERBERT R. ABELES  
JACOB M. ARVEY  
BARNEY BERRY  
BOROWITZ  
BRACHMAN  
HYMAN BRAND  
MAX BRESSLER  
EDDIE CANTOR  
LLOYD W. DINKELSPIEL  
MELVIN DUBINSKY  
I. D. FINK  
MAX FIRESTEIN  
ABRAHAM GOODMAN  
LAZURE L. GOODMAN  
JACOB HIATT  
JEROLD C. HOFFBERGER  
ABE KASLE  
LABEL A. KATZ  
ABE S. KAY  
ADOLPH KIESLER  
PHILIP M. KLUTZNICK  
HARRY LEVINE  
PHILIP W. LOWN  
JOSEPH MARKEL  
BENJAMIN J. MASSELL  
BARNEY MEDDINTZ  
IRVING MILLER  
EDWARD D. MITCHELL  
ELKAN R. MYERS  
MARTIN NADELMAN  
NORMAN C. NOBIL  
IRVING S. NORRY  
JAMES L. PERMUTT  
A. B. POLINSKY  
SIDNEY R. RABB  
BARNEY RAPAPORT  
LEONARD RATNER  
SAMUEL ROTHBERG  
BERNARD J. SAMPSON  
SOL SATINSKY  
JOSEPH J. SCHWARTZ  
MORRIS SENDEROWITZ, JR.  
JOSEPH D. SHANE  
RUDOLF G. SONNEBORN  
MICHAEL A. STAVITSKY  
JACK STERN  
HARRY S. SYLK  
JOSEPH TALAMO  
HERMAN P. TAUBMAN  
MILTON I. TAUBMAN  
SAMUEL A. WEISS

SENT TO KEY CAMPAIGN PEOPLE IN PHILADELPHIA

(G.B. has list of people)

November 7, 1958

- Honorary General Chairman**  
HERBERT H. LEHMAN
- Honorary Chairman**  
EDWARD M. M. WARBURG
- Honorary National Chairman**  
JONAH B. WISE
- Honorary Rescue Fund Chairman**  
SAMUEL RUBIN



By this time you have received an invitation to attend the 21st Annual Conference of the United Jewish Appeal, to be held in New York City on December 12-14.

At this Conference, the American Jewish community, through its leadership, will make the major decisions affecting the 1959 campaign -- including the all-important decision whether a special UJA fund for the forthcoming year should be authorized.

I feel very strongly that men like you, who have the responsibility for implementing in your own community the decisions reached at the Conference, should help in shaping these decisions. It is for this reason that I especially urge you to attend the Conference.

Unless you have already indicated that you will attend, please fill in the enclosed card and let me know that I can count on your presence.

Sincerely,

*Morris Berinstein*

Morris W. Berinstein  
General Chairman

MWB:hgb

Hof

TO PRE-1958 UJA STUDY MISSION PARTICIPANTS

November 7, 1958



AMERICAN JEWISH  
ARCHIVES

The 21st Annual Conference of the United Jewish Appeal will be held at the Statler Hotel in New York City on December 12th, 13th and 14th.

The Annual UJA Conference is the most important single function in American Jewry's philanthropic calendar, for it is at this gathering that the American Jewish community determines the type of campaign which the UJA should conduct in the year ahead. This year, in view of the continuing demand for massive help, to support the immigration and absorption program in Israel, it will devolve upon the Conference to decide whether to authorize a special UJA fund for 1959.

As one who, on a UJA Study Mission in recent years, saw with his own eyes the things UJA funds have accomplished and what remains to be done, you can help at the Conference to mold the kind of sentiment we need to prepare us for the great tasks that lie ahead. For that reason, we earnestly request that you make every effort to participate in the Conference.

Please indicate on the enclosed card whether you will attend. I hope your reply will be in the affirmative.

Sincerely,

*Morris W. Berinstein*

Morris W. Berinstein  
General Chairman

MWB:hgb

MEMORANDUM

HAF Form  
Letters -  
Conf. Dec.

November 7, 1958

TO: National Field Representatives  
FROM: Sholem Sontup  
SUBJECT: \$40,000,000 Cash Drive

The drive to reach a goal of \$40,000,000 cash by the time of our Annual National Conference is now under way. Attached you will find copies of letters which went out on November 3 over the signature of Mr. Samuel H. Daroff, National Cash Chairman, to communities which have been given quotas and to those which have not been given quotas. A list of the assigned quotas is also attached.

Where you have communities which have been assigned quotas please arrange for the acceptance of these quotas immediately. Where no quotas have been assigned your objective should be to get as much cash as possible or, if you feel that it will be helpful, please assign your own quota.

We have barely five weeks left in which to attain our goal. From this point on we must take every possible step to organize an intensive drive for cash in every community, large and small. Every possible means should be utilized - organize special cash committees with cash chairmen, set up telephone squads, get out special mailings for cash; in other words try to utilize every means available to stimulate the flow of cash immediately.

It is important that we keep one thing in mind - cash is needed now, immediately. Urge your communities to remit cash as it comes in and they will be credited for each dollar for announcement at the conference.

It is important that we know of your day to day progress in mobilizing cash. In every one of your field memoranda from now on please include a paragraph headed "Cash".

We are counting upon you to convey to your community leaders the urgency of UJA's need for cash at this time. We have a big job ahead of us but by giving it everything we have we can achieve our objective.

S

SS:AJB  
Encs.

HAF Files,

Conf Dec 1958

TO EXECUTIVE DIRECTORS OF 60 TOP COMMUNITIES

November 10, 1958



AMERICAN JEWISH  
ARCHIVES

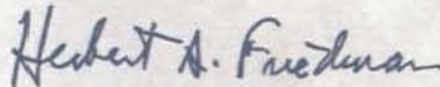
By this time, you have already heard from Morris Berinstein that our 21st Annual Conference will be held at the Statler Hotel in New York City on December 12th, 13th and 14th.

As you well know, the annual UJA Conference derives its importance from the fact that it makes the major decisions regarding the forthcoming campaign and establishes the national climate and pace of that campaign. You also know that one of the principal issues which this year's Conference must decide is whether the UJA should launch a special fund for 1959.

Having the high regard for your counsel, as I do, and knowing how helpful you can be in our deliberations, I am very eager to have you participate in this Conference.

Please indicate on the enclosed card whether you will attend. I hope you can make it.

Sincerely,



Herbert A. Friedman  
Executive Vice-Chairman

HAF:hgb

THOMAS C. HENNING, JR., MO., CHAIRMAN  
CARL HAYDEN, ARIZ. CARL T. CURTIS, NEBR.  
THEODORE FRANCIS GREEN, R. I. JOHN SHERMAN COOPER, KY.  
MIKE MANSFIELD, MONT. JACOB K. JAVITS, N. Y.  
HERMAN E. TALMADGE, GA. CLIFFORD P. CASE, N. J.

GORDON F. HARRISON, CHIEF CLERK AND COUNSEL

*Handwritten: HAF files, Conf Dec. Fcl/fo*

# United States Senate

COMMITTEE ON  
RULES AND ADMINISTRATION

November 11, 1958

*Handwritten: Copy to Ar  
New Nov. 13*

Mr. Morris Berinstein  
c/o United Jewish Appeal  
165 West 46th Street  
New York, New York

Dear Mr. Berinstein:

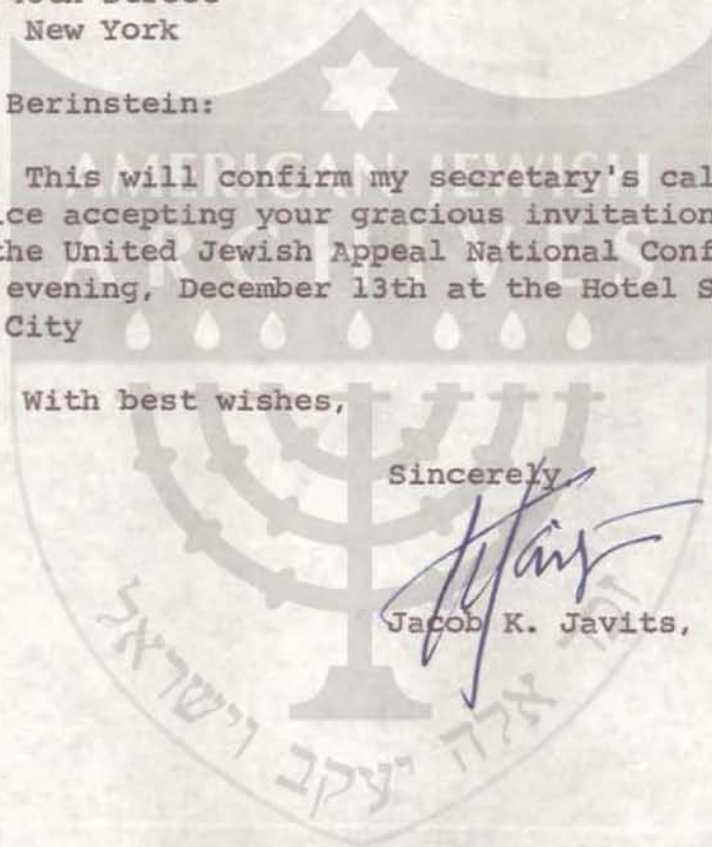
This will confirm my secretary's call to your office accepting your gracious invitation to address the United Jewish Appeal National Conference on Saturday evening, December 13th at the Hotel Statler in New York City

With best wishes,

Sincerely,

*Handwritten signature of Jacob K. Javits*  
Jacob K. Javits, U.S.S.

JKJ:bng



RAF Files  
Conf. Dec

November 12, 1958

NOTE FOR MR. GOLDSTEIN (TIC for Monday, November 17th)

Re: Kansas City

Abe Sudran called me yesterday. He is still most interested in having us do everything possible to have three of his top leaders attend the National Annual Conference in December:

Hyman Brand - Mr. Berinstein should call Mr. Brand and urge him to come to the Cabinet Meeting which will be held in connection with the National Annual Conference in December.

Earl Tranin - Although he is not a member of the Cabinet Meeting he should be invited to it because it is most important.

Benjamin Sosland - The same as for Tranin.

A special effort should be made to invite the following named to the National Annual Conference:

- Morton Brown
- Ira Rosenbloom
- Mr. and Mrs. H. H. Katz

MSG:ls



*Conf file*

"TO 1958 VISITORS TO ISRAEL"

*Also "To June Conference" 1958*

November 14, 1958



The 21st Annual Conference of the United Jewish Appeal will be held at the Statler Hotel in New York City on December 12th, 13th and 14th.

The Annual UJA Conference is the most important single function in American Jewry's philanthropic calendar for it is at this gathering that the American Jewish community determines the type of campaign which the UJA should conduct in the year ahead. This year, in view of the continuing demand for massive help, to support the immigration and absorption program in Israel, it will devolve upon the Conference to decide whether to authorize a special UJA fund for 1959.

As a recent visitor to Israel and, consequently, as one who, with his own eyes, has seen what UJA funds have accomplished and what remains to be done, you can be of great help in the deliberations on the major issues which will come up at this Conference. I earnestly request that you make every effort to participate in this Conference and give us the benefit of your experience.

Please indicate on the enclosed card whether you will attend. I look forward to the pleasure of seeing you at the Conference.

Sincerely,

*Morris Bernstein*

Morris W. Berinstein  
General Chairman

MWB:hgb

*HAF files  
Confidential*

November 18, 1958

Mr. Sholem Sontup  
Mr. Irving Jacobs  
Mr. Abraham Hyman

Melvin S. Goldstein

- Adolph Kiesler

We are planning to present an award to Mr. Adolph Kiesler of Denver in recognition of his service as chairman of the National Campaign Committee. This award will probably be presented at our National Conference on Sunday morning.

MSG:ls

cc: Sholem Sontup  
Abraham Hyman

(note: individual memos to each of the above named parties....)

Had his  
Conf Dec  
with  
11/25

November 18, 1958


Mr. Ray Levy

Melvin S. Goldstein

It is important that we present an award to Adolph Kiesler at our Annual National Conference next month. This will help us to obtain an important delegation from Denver and, in addition, will help us to receive another gift from Mr. Kiesler in 1959.

I believe that the award should be given to Mr. Kiesler in recognition of his service as chairman of the National Campaign Committee. Would you, therefore, be good enough to give some thought to the preparation of a scroll or a plaque -- or something similar -- that will be suitable for presentation to Mr. Kiesler.

MSG:ls



HAF files -  
Conference

CONFIDENTIAL

November 18, 1958

Raphael Levy

Melvin S. Goldstein

Joseph Holtzman

It is likely that Joseph Holtzman will be elected an Honorary National Chairman at the Annual National Conference next month. It is important, of course, that close attention be paid to this honor that may be bestowed on Mr. Holtzman. In this connection we would like to present him with an award worthy of the type of work Mr. Holtzman has performed for the UJA as National Chairman. It cannot be a scroll or a plaque, and I would appreciate it if you would give some thought to the type of thing that might be presented to Mr. Holtzman and taking it up with me at your convenience.

MSG/fc

HAF files  
Conf. Dec

November 19, 1958

Mr. Nathan Rosenberg  
Executive Director  
Allied Jewish Community Council of Denver  
201 Mining Exchange Building  
Denver, Colorado

Dear Nat:

I believe you will want to have for your information the enclosed  
copy of a letter from Mr. Berinstein to Mr. Kiesler which was  
sent today.

Kind regards,

Sincerely,

Melvin S. Goldstein.

msg:gss

Enc.

cc: FC SG Field Ref IB N.Rosenberg  
Exec.Dir.

November 19, 1958

Mr. Adolph Kessler  
Fearless Alloy Company  
1445 Osage Street  
Denver 4, Colorado

Dear Adolph:

There are many reasons for the extreme importance of the UJA Annual National Conference to be held at the Hotel Statler in New York on December 12th, 13th and 14th. That is why we want and need you there to provide the benefit of your good counsel in the discussions and of your inspiring leadership generally.

I am sure you understand the reasons that make the Conference so vital and that there is no need for us to go into details with you about them. There is one particularly happy factor, however, that I must tell you about now. At the Conference session on Sunday, December 14th, we are planning to present an award to a wonderful person named Adolph Kessler. We want to do this in recognition of the vast meaning your leadership in our cause has had, and to show in some measure by this token how tremendously you are respected and appreciated by all of us of the UJA.

So, you see, you just have to come, and I eagerly hope you will let us know as soon as you conveniently can that you will. I look forward very much to the pleasure of seeing you at this Conference.

Warm regards,

Sincerely,

Morris W. Berinsein.

HAF Files -  
Conf. Dec  
on the  
12/1

November 20, 1958

Irving Jacobs

Melvin S. Goldstein

National Annual Conference

With regard to the tentative agenda for the sessions of the National Annual Conference next month, please note that you are to look after the following specific items:

Cabinet Meeting Thursday, December 11:

1. Preparation of Campaign Report
2. Preparation of Cash Report
3. Preparation of Loan Report

Special Fund Session Friday, December 12:

List of members of Resolutions Committee

Nominating Committee Saturday, December 13, 10.00 a.m.:

Preparation of election slate

Business Session Sunday, December 14:

Cash Report for Joe Mazer.

MSG/EC

HAF Files - on the 12/1  
Conf Dec

November 20, 1958

Arthur Fishzohn

Melvin S. Goldstein

Singer for Banquet Session, National Annual Conference

AMERICAN JEWISH ARCHIVES  
This is just a reminder to engage a singer for Hatikvah  
and Star Spangled Banner, for the Banquet Session of the  
Annual Conference.

MSG/fc

RUTH KOBART

of the New York City Opera Co



HAF files  
Conf. Dec.  
12/12

November 20, 1958

Abraham S. Hymen

Melvin S. Goldstein

National Annual Conference

With regard to the tentative agenda for the sessions of the National Annual Conference next month, please note that you are to look after the following specific items:

SPECIAL FUND SESSION, Friday, December 12:

1. Preparation of introductions for Dewey Stone, who will preside.
2. Arrange for Senator Lehman to attend, and prepare remarks.
3. Prepare notes for Wm. Rosenwald's address
4. Prepare resolution for the Resolutions Committee
5. Discuss with Sholem Sontup and prepare questions to be planted for the discussion period.

JDC SESSION December 13, Afternoon:

1. Prepare introductions for Joseph Meyerhoff, who will preside.

Please note that in this connection this program has not yet been worked out and will have to be refined considerably.

BANQUET SESSION, Saturday Evening, December 13:

1. Prepare Remarks and introductions for Edward Warburg.

MORNING SESSION, Sunday, December 14:

1. Prepare Remarks for Sam Daroff
2. Prepare remarks and introductions for Al Levin.
3. Check list and prepare program for nominations and elections.
4. Prepare remarks for Mr. Rosenwald to present award to Mr. Holtzman

MSG/fe

HAF Files  
Conf. Miami 1959  
on file  
11/26

November 20, 1958

Mr. Raphael Levy

Mr. Melvin S. Goldstein

Jack Benny - Miami Conference

Jack Benny, of course, is scheduled to speak at the Conference in Miami on February 7th. It has occurred to us that it is about time the United Jewish Appeal did something to point up Jack Benny's devotion to the cause of the United Jewish Appeal. I don't think he has ever received a real award from us at a National Conference and it is felt that we could utilize his presence and participation in the Miami meeting to present him with a "substantial" award on behalf of the UJA. From your point of view, this might be of assistance in obtaining additional publicity on the Conference.

I'd appreciate it if in due course you would let me have your views on this.

NSG:gm

HAF files  
Conf. Des

November 21, 1958

Mr. Irving Jacobs

Melvin S. Goldstein

Mr. Friedman told me yesterday, after his meeting with Nahum Goldmann, that the allocations being made by the Jewish Agencies to "parties" are not being paid to the parties direct, but, as you know, to certain corporations that have been set up by the parties.

Mr. Friedman wishes to be certain that the budget book published by the UJA for the Annual National Conference will show that these monies paid out by the Jewish Agency to the parties for philanthropic purposes are, as a matter of fact, paid to the new corporations and not to the parties. In other words the name of the party should not be in our book but rather the name of the corporation to which the money is paid.

MSG:mm

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INCOMING CABLE

*AF files  
Confidential*

JERUSALEM ISRAEL 148/147 24 1450

LT

UJAPPEAL LEVY NEWYORK

ONEHUNDREDSIX YOURS ONEFIVESIX COMMERCIALY AVAILABLE SILVER  
BIBLES SMALLER NOT TOP QUALITY EXPERTS AGREE COMPLETE SILVER COVERING  
WHILE ACCEPTABLE CAN NEVER BE PERFECT FIT OVER BINDING STOP GUMPFL  
COMMA LEADING SILVERSMITH WHO RECENTLY DID BIBLE REPRESENTATION  
DUTCH QUEEN EXSTATE ISRAEL COMMA WILLING DO PARCHMENT COVERED BIBLE  
CUMSTYLISED  
SILVER DESIGN OF BURNING BUSH COMMA WORD TACH ETSILVER CLASPS  
FOR TWOHUNDREDFIFTY POUNDS EACH STOP ZAHARA SHATZ WHILE AGREEING  
DIFFICULTIES SILVER COVER CAN DO FULL SILVER COVER CUMSTYLISED SOLOMONIC  
LION OF MEGIDDO FOR BETWEEN TWOHUNDREDFIFTY AND THREEHUNDRED POUNDS  
EACH OR SAME DESIGN PARCHMENT FOR ONEHUNDRED SEVENTYFIVE POUNDS  
STOP ALL PRICES  
SUBJECT TWENTY PERCENT DISCOUNT IF PAID IN DOLLARS STOP WOULD USE  
LARGER EDITION JERUSALEM BIBLE SIZE EIGHTANDHALF  
BY SIX BY TWO AND QUARTER INCHES  
ROUGHLY STOP EYE SUGGEST GUMPFL OFFER PREFERABLE AND BELIEVE WOULD  
HAVE WORK OF ART STOP MUST HAVE ANSWER WITHIN TWENTYFOUR HOURS  
REGARDS

ROSENFELD

COPY  
11/25/58

HNF files - Conf De  
FR  
12/11  
to the end  
P/v

November 25, 1958

Mr. Morris W. Berinstein

Melvin S. Goldstein

This is just to remind you to call Ben Swig on Monday, December 1st regarding the chairmanship of the Nominating Committee.

MSG:ls



AMERICAN JEWISH ARCHIVES

*Handwritten:*  
Hamp Hite.  
Conf Des

November 26, 1958

Mr. Avraham Harman  
Executive of the Jewish Agency  
P. O. B. 92  
Jerusalem, Israel

Dear Abe,

This is in reference to my letter of November 20th about raising money in the special fund in 1959 specifically for wiping out maabarot.

We have been continuing our discussions with regard to this particular project and while there are a number of problems involved in connection with it, we all feel that it is a good project in that a great deal of money can be raised in the communities for it. Incidentally, one of the problems is, are we certain that if a sufficient amount of money is raised in a community to destroy a certain maabara that the maabar will, indeed, be destroyed. This, however, is something that we can go into a little bit later on.

My purpose in writing you at this time is to tell you that we plan to present this project at the National Annual Conference next month. In order to do this, however, we must have the information much more quickly than I may have indicated in my letter of November 20th. We would also like to have an aerial photograph of at least one maabara which we can blow up here and use in connection with our presentation at the conference.

I am sure that you will agree that all of this is very important. If we aren't able to make the presentation at the National Annual Conference on December 12th we will be missing a fine opportunity. Please let me hear from you.

Best regards.

Sincerely yours,

Melvin S. Goldstein

MSG:ls  
cc: Dr. Dov Joseph

UNITED JEWISH APPEAL, INC.  
165 WEST 46th STREET  
NEW YORK 36, N. Y.

## MEMORANDUM

Date November 28, 1958

To Melvin S. Goldstein

From Raphael Levy

Subject Inviting members of Promotional Advisory Committee to Annual Meeting

I think it would be helpful and useful if the following members of the UJA Promotional Advisory Committee were invited to the Annual Meeting:

AMERICAN JEWISH  
LIVES

Jack D. Tarcher  
Lennon & Newell, Inc.  
380 Madison Avenue  
New York 17, New York

Dan Rogers  
Vice President  
Ted Bates & Co., Inc.  
666 Fifth Avenue  
New York 20, N. Y.

Max Dane  
Doyle, Dane & Bernbach  
20 West 43rd Street  
New York 36, N. Y.

Ben Gedalecia  
Batten, Barton, Durstine & Osborn, Inc.  
383 Madison Avenue  
New York, N. Y.

RL:mk

W



# Allied Jewish Community Council of Denver

201 MINING EXCHANGE BUILDING -- DENVER 2, COLORADO -- KEystone 4-6338

**BOARD OF DIRECTORS**

J. L. Berman  
President  
Adolph Kiesler  
Honorary President  
David E. Harlem  
Morris Miller  
Mrs. Louis A. Pollock  
Vice-Presidents  
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Secretary  
Harry Rosenbaum  
Associate Secretary  
Morris Goldberg  
Treasurer  
Jack Bernstone  
Associate Treasurer  
Nathan Rosenberg  
Executive Director

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Norman Davis  
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Hyman Friedman  
David W. Garlett  
Charles Goldberg  
Mrs. David Golden  
Edward Hirschfeld  
Mrs. Sidney S. Jacobs  
John Kamlet  
Moses M. Katz  
Jess Kortz  
Mrs. Benjamin S. Krieger  
Louis C. Loeb  
Mrs. Henry Luby  
Louis Luby  
Harold V. Lustig  
Mrs. Julius Meer  
Mrs. Ben B. Miller  
Israel Miller  
Jake M. Miller  
Dr. J. M. Morris  
Joseph H. Morton  
Joseph Mosko  
Mrs. William Nelson  
Myron D. Neusteter  
Mrs. Max Rifkin  
Judge Charles Rosenbaum  
Jack S. Shapiro  
Mrs. J. A. Sharoff  
Joseph D. Sheftel  
Morris Silver  
Mrs. William E. Stein  
Richard B. Tucker  
Dr. John Zarit  
Joseph Zerobnick

Mrs. Louis A. Pollock, President  
Women's Activities Division

**PAST PRESIDENTS AND  
CAMPAIGN CHAIRMEN:**

J. L. Berman  
Jack Bernstone  
Dave B. Cook  
Henry G. Frankel  
Hyman Friedman  
David W. Garlett  
Hyman H. Goldman  
David E. Harlem  
A. B. Hirschfeld  
Edward Hirschfeld  
Moses M. Katz  
Adolph Kiesler  
Jess Kortz  
Jack H. Levy  
Morris Miller  
Joseph Mosko  
Judge Charles Rosenbaum  
Joseph D. Sheftel  
Jesse Shwayder  
David H. Stein  
Harry A. Zinn

November 28, 1958

1958 CAMPAIGN CHAIRMEN  
Harold V. Lustig  
General Chairman  
Mrs. Wm. E. Stein  
Mrs. Henry Luby  
Co-Chairmen,  
Women's Division

DEC 1 1958

MSG

ANSWERED

cc - LW

Mr. Melvin S. Goldstein  
United Jewish Appeal  
165 West 46th Street  
New York 36, N. Y.

Dear Mel:

Thank you for your letter of November 19th and the copy of a letter from Mr. Berinstein to Adolph Kiesler.

Can you tell me what the nature of the award is and the basis on which it is made to Adolph Kiesler. Is anyone else receiving a similar award? I would like to know a little bit more about it in order to be able to discuss it with some understanding.

I expect to have a fairly good delegation come to the Conference.

Many thanks for your cooperation.

Kindest regards.

Sincerely yours,

NATHAN ROSENBERG  
Executive Director



*HAF files Conf. Dir*  
1738 Wisconsin Avenue, N. W.  
Washington 7, D. C.

HERBERT H. LEHMAN  
41 EAST 57<sup>TH</sup> STREET  
NEW YORK 22, N. Y.

FC

SUITE 2704  
ELDORADO 5-1182

DEC 1 1958

November 29, 1958

Mr. Abe Hyman  
United Jewish Appeal  
165 West 46th Street  
New York, N. Y.

MODEL	
DATE	<i>11/29/58</i>
ANSW	<i>AT</i>

Dear Abe:

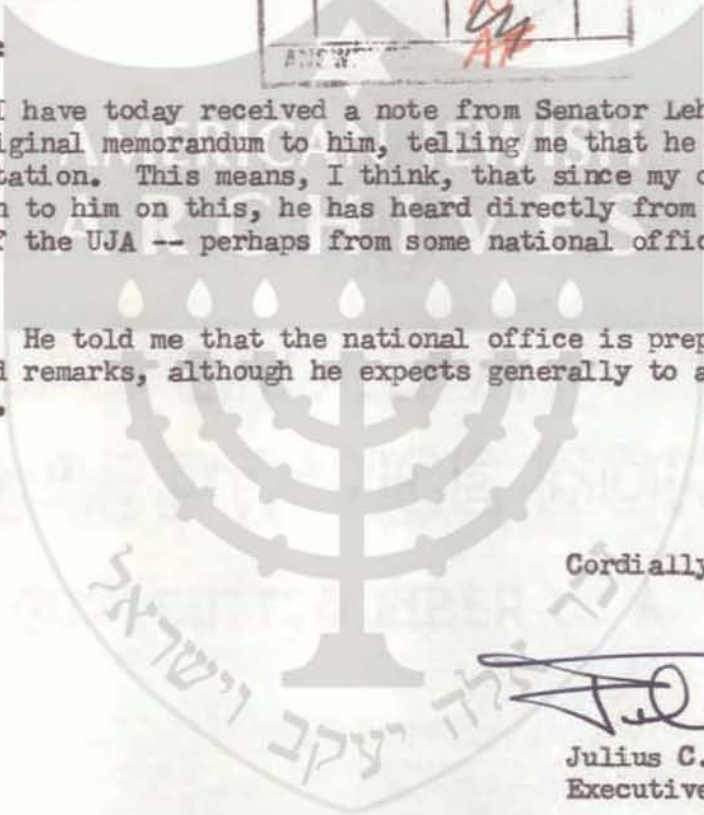
I have today received a note from Senator Lehman, attached to my original memorandum to him, telling me that he has accepted the invitation. This means, I think, that since my original recommendation to him on this, he has heard directly from the national office of the UJA -- perhaps from some national officer -- and has agreed.

He told me that the national office is preparing a draft of suggested remarks, although he expects generally to ad lib on this occasion.

Cordially,



Julius C. C. Edelstein  
Executive Assistant





# THE JEWISH COMMUNITY FEDERATION OF CLEVELAND

1001 HURON ROAD • CLEVELAND 15, OHIO • TOWER 1-4360

President MAX SIMON Vice-Presidents ALEX MILLER LEONARD RATNER LLOYD S. SCHWENGER  
Treasurer EUGENE H. GOODMAN Associate Treasurer JACK LAMPL, SR. Executive Director HENRY L. ZUCKER

DEC 2 - 1958

December 1, 1958

NOTED BY	REFER TO
DATE	DATE
	M56
ANSWERED	
12/2/58	

Mr. Melvin Goldstein  
United Jewish Appeal  
165 W. 46th Street  
New York 36, New York

Dear Mel:

Several of our delegation will be arriving in New York some time on Thursday, the 11th. In previous years you have been kind enough to arrange to have them invited to the JDC Annual Meeting. It will be very helpful if you could arrange to do it again this year.

The following individuals will be in New York on Thursday, the 11th:

- M. David Fredman - 1010 Euclid Avenue (15)
- Mr. and Mrs. Edward Ginsberg - 1114 Hippodrome Building (14)
- Mr. and Mrs. Bernard M. Loewenthal - 3894 Faversham Road (18)
- Dr. and Mrs. Irwin E. Yoelson - 13720 Shaker Boulevard (20)
- Mr. and Mrs. Sidney Zehman - 4391 University Parkway (18)
- Mr. and Mrs. Julius Paris - 700 Marshall Building (13)
- Mr. and Mrs. Robert Levin - 700 Marshall Building (13)
- Richard Ronis - Federation
- Gerald S. Soroker - Federation
- Henry L. Zucker - Federation

I assume that Mr. and Mrs. Al Levin and Mr. and Mrs. Leonard Ratner have already received an invitation from the JDC for Thursday evening.

Cordially,

*Gerald S. Soroker*  
Gerald S. Soroker  
Campaign Director

GSS:cb

P.S. Julius Paris, who is Al Levin's partner and who will be at the Conference, has asked if there is any way of getting hold of a couple of tickets for the professional football game in New York on Sunday, the 14th. I believe the Cleveland Browns are playing the New York Giants. If there is any way of your being of help in this matter we would appreciate it deeply.

*GSS*

MEMORANDUM

December 2, 1958

To: Executive Staff and Department Heads  
From: Melvin S. Goldstein  
Re: Annual National Conference -- Agenda

Herewith is the agenda for the various meetings of the Annual National Conference:

Friday, December 12: SPECIAL FUND SESSION: 9.30 a.m.

1. Address William Rosenwald
2. Address Dr. Dov Joseph
3. Remarks Senator Herbert H. Lehman
4. Address Herbert A. Friedman
5. Luncheon
6. Presentation of Resolution
7. Discussion

Saturday, December 13: JDC SESSION: 2.30 p.m.

Messrs. Samuel Haber, Louis Horowitz, Charles H. Jordan and Moses A. Leavitt will report on various aspects of the JDC program in Europe, Israel and the Near East, as is done at the famous JDC Country Directors conferences in Europe.

Saturday, December 13: BANQUET SESSION: 6.30 p.m.

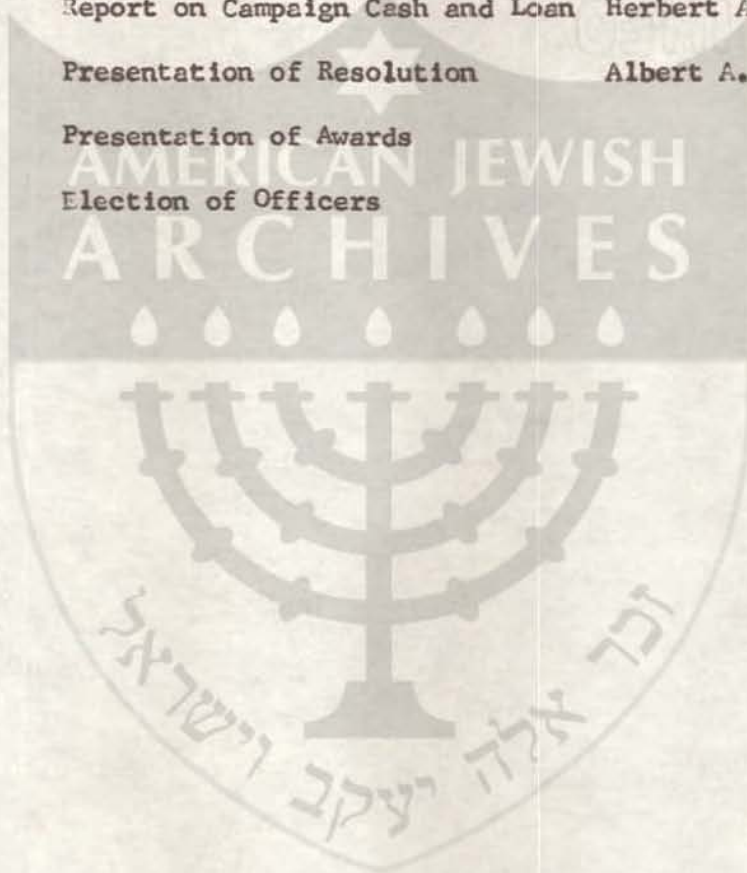
Presiding: Edward M.M. Warburg

1. Lighting of Chanukah Candles Cantor Putterman
2. Dinner
3. Address Senator Jacob Javitz
4. Address Shimon Peres
5. Address Morris Berinstein

~~Saturday~~ <sup>Sunday</sup> December 14: BREAKFAST: 9.00 a.m.

1. Cash Line
2. Presentation of Cash Report
3. Report on Women's Division Mrs. Sarah Goodman
4. Report on Campaign Cash and Loan Herbert A. Friedman
5. Presentation of Resolution Albert A. Levin
6. Presentation of Awards
7. Election of Officers

MSG/fc



HAF Files - Conf Dec  
F4/16

MEMORANDUM

Date December 1, 1958

To Melvin S. Goldstein  
From Maxwell Kern  
Subject 1959 National Conference

In view of the emergency situation that exists on the domestic airlines today, and which situation may still be in existence on December 11, I would suggest that the United Jewish Appeal charter a plane or planes, if necessary, to bring the delegates to New York City. A sample route is as follows:-

<u>City</u>	<u>No. of Persons</u>
Miami	5
Jacksonville	2
Atlanta	7
Newport News	4
Washington	<u>17</u>
Total	35

This sample is based on the attendance list of November 26.

Max Kern

MK:nr



HAF files  
Conf Des.

Annual Campaign for Life and Freedom

# UNITED JEWISH APPEAL

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

\$100,000,000 UJA RESCUE FUND

over and above

1958 REGULAR CAMPAIGN GOAL - \$102,031,800

165 WEST 46TH STREET, N.Y. 36, N.Y.

PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

**General Chairman**  
MORRIS W. BERINSTEIN

**National Chairmen**  
**Representing Agencies**  
WILLIAM ROSENWALD, JDC  
DEWEY D. STONE, UIA

**National Chairmen**  
SAMUEL H. DAROFF  
JOSEPH HOLTZMAN  
SOL LUCKMAN  
JOSEPH MEYERHOFF  
JACK D. WEILER

**Rescue Fund Chairman**  
JOSEPH M. MAZER

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MELVIN S. GOLDSTEIN

**Assistant Executive Vice-Chairman**  
ABRAHAM S. HYMAN

**National Campaign Director**  
SHOLEM SONTUP

**National Women's Division**  
**Chairman**  
MRS. JACK A. GOODMAN

**National Campaign Cabinet**  
**Chairman**  
FRED FORMAN

**Big Gifts Chairman**  
BENJAMIN H. SWIG  
MAX M. FISHER

**Allotments Chairman**  
ISADORE BRESLAU

**Chairmen for Regions**  
ALBERT A. LEVIN  
JOSEPH SHULMAN

**Trade and Industry Chairman**  
ROBERT W. SCHIFF

**Speakers Division Chairman**  
MILTON KAHN

**Cabinet Members**  
HERBERT R. ABELES  
JACOB M. ARVEY  
LOUIS BERRY  
DAVID BOKROWITZ  
LEON BRACHMAN  
HYMAN BRAND  
MAX BRESSLER  
EDDIE CANTOR  
LLOYD W. DINKELSPIEL  
MELVIN DUBINSKY  
I. D. FINK  
MAX FIRESTEIN  
ABRAHAM GOODMAN  
LAZURE L. GOODMAN  
JACOB HIATT  
JEROLD C. HOFFBERGER  
ABE KASLE  
LABEL A. KATZ  
ABE S. KAY  
ADOLPH KIESLER  
PHILIP M. KLUTZNICK  
HARRY LEVINE  
PHILIP W. LOWN  
JOSEPH MARKEL  
BENJAMIN J. MASSELL  
BARNEY MEDINTZ  
IRVING MILLER  
EDWARD D. MITCHELL  
ELKAN R. MYERS  
MARTIN NADELMAN  
NORMAN C. NOBIL  
IRVING S. NORRY  
JAMES L. PERMUTT  
A. B. POLINSKY  
SIDNEY R. RABB  
BARNEY RAPAPORT  
LEONARD RATNER  
SAMUEL ROTHBERG  
BERNARD J. SAMPSON  
SOL SATINSKY  
JOSEPH J. SCHWARTZ  
MORRIS SENDEROWITZ, JR.  
JOSEPH D. SHANE  
RUDOLF G. SONNEBORN  
MICHAEL A. STAVITSKY  
JACK STERN  
HARRY S. SYLK  
JOSEPH TALAMO  
HERMAN P. TAUBMAN  
MILTON I. TAUBMAN  
SAMUEL A. WEISS

December 2, 1958

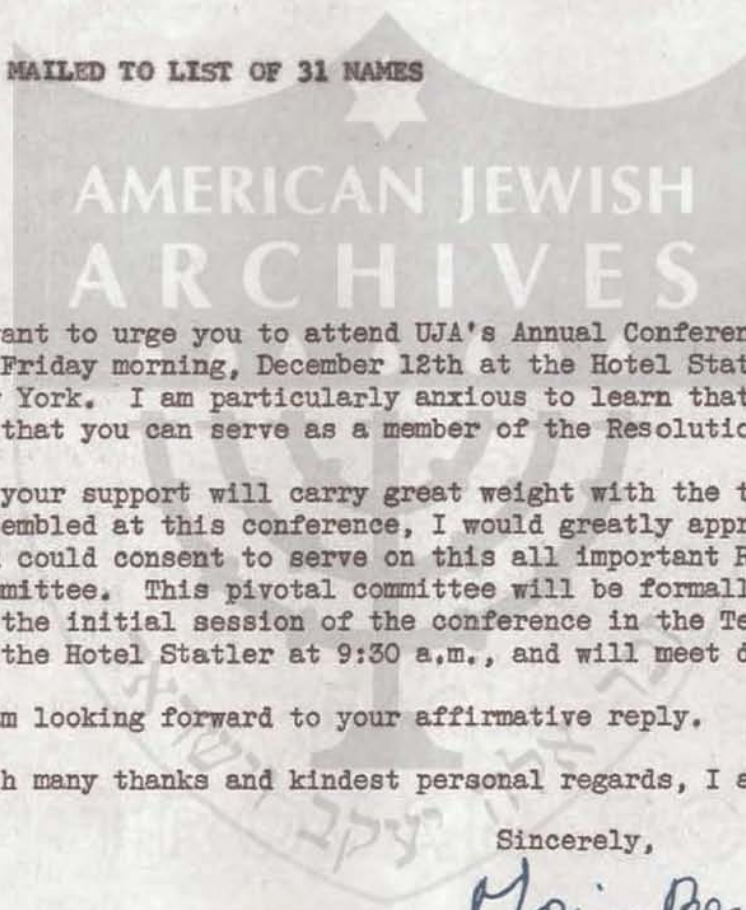
**Honorary General Chairman**  
HERBERT H. LEHMAN

**Honorary Chairman**  
EDWARD M. M. WARBURG

**Honorary National Chairman**  
JONAH B. WISE

**Honorary Rescue Fund Chairman**  
SAMUEL RUBIN

MAILED TO LIST OF 31 NAMES



I want to urge you to attend UJA's Annual Conference which opens on Friday morning, December 12th at the Hotel Statler-Hilton in New York. I am particularly anxious to learn that you are coming so that you can serve as a member of the Resolutions Committee.

As your support will carry great weight with the top leadership assembled at this conference, I would greatly appreciate it if you could consent to serve on this all important Resolutions Committee. This pivotal committee will be formally constituted at the initial session of the conference in the Terrace Ballroom of the Hotel Statler at 9:30 a.m., and will meet during that day.

I am looking forward to your affirmative reply.

With many thanks and kindest personal regards, I am,

Sincerely,

*Morris Bernstein*

Morris W. Berinstein



HAF files  
Conf Dec.

Annual Campaign for Life and Freedom

# UNITED JEWISH APPEAL

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

\$100,000,000 UJA RESCUE FUND

over and above

1958 REGULAR CAMPAIGN GOAL—\$102,031,800

165 WEST 46TH STREET, N.Y. 36, N.Y.

PLAZA 7-1500

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**National Chairmen**  
**Representing Agencies**  
WILLIAM ROSENWALD, JDC  
DEWEY D. STONE, UIA

**National Chairman**  
SAMUEL H. DAROFF  
JOSEPH HOLTZMAN  
SOL LUCKMAN  
JOSEPH MEYERHOFF  
JACK D. WEILER

**Rescue Fund Chairman**  
JOSEPH M. MAZER

**National Co-Treasurers**  
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**Administrative Vice-Chairman**  
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**Assistant Executive Vice-Chairman**  
ABRAHAM S. HYMAN

**National Campaign Director**  
SHOLEM SONTUP

**National Women's Division Chairman**  
MRS. JACK A. GOODMAN

**National Campaign Cabinet Chairman**  
FRED FORMAN

**Big Gifts Chairman**  
BENJAMIN H. SWIG  
MAX M. FISHER

**Allotments Chairman**  
ISADORE BRESLAU

**Chairmen for Regions**  
ALBERT A. LEVIN  
JOSEPH SHULMAN

**Trade and Industry Chairman**  
ROBERT W. SCHIFF

**Speakers Division Chairman**  
MILTON KAHN

**Cabinet Members**  
HERBERT R. ABELES  
JACOB M. ARVEY  
IRVING BERRY  
IRVING BOROWITZ  
IRVING BRACHMAN  
HYMAN BRAND  
MAX BRESSLER  
EDDIE CANTOR  
LLOYD W. DINKELSPIEL  
MELVIN DUBINSKY  
I. D. FINK  
MAX FIRESTEIN  
ABRAHAM GOODMAN  
LAZURE L. GOODMAN  
JACOB HIATT  
JEROLD C. HOFFBERGER  
ABE KASLE  
LABEL A. KATZ  
ABE S. KAY  
ADOLPH KIESLER  
PHILIP M. KLUTZNICK  
HARRY LEVINE  
PHILIP W. LOWN  
JOSEPH MARKEL  
BENJAMIN J. MASSELL  
BARNEY MEDINTZ  
IRVING MILLER  
EDWARD D. MITCHELL  
ELKAN R. MYERS  
MARTIN NADELMAN  
NORMAN C. NOBIL  
IRVING S. NORRY  
JAMES L. PERMUTT  
A. B. POLINSKY  
SIDNEY R. RABB  
BARNEY RAPAPORT  
LEONARD RATNER  
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BERNARD J. SAMPSON  
SOL SATINSKY  
JOSEPH J. SCHWARTZ  
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JOSEPH D. SHANE  
RUDOLF G. SONNEBORN  
MICHAEL A. STAVITSKY  
JACK STERN  
HARRY S. SYLK  
JOSEPH TALAMO  
HERMAN P. TAUBMAN  
MILTON I. TAUBMAN  
SAMUEL A. WEISS

**Honorary General Chairman**  
HERBERT H. LEHMAN

**Honorary Chairman**  
EDWARD M. M. WARBURG

**Honorary National Chairman**  
JONAH B. WISE

**Honorary Rescue Fund Chairman**  
SAMUEL RUBIN

December 2, 1958

SENT TO LIST OF 27 ACCEPTANCES TO CONFERENCE

AMERICAN JEWISH  
ARCHIVES

I was very pleased to learn that you will attend the Annual Conference of the United Jewish Appeal which opens on Friday, December 12th at the Statler-Hilton Hotel in New York.

As your support will carry great weight with the top leadership assembled at this conference, I would greatly appreciate it if you would consent to serve on the all important Resolutions Committee. This pivotal committee will be formally constituted at the initial session of the conference in the Terrace Ballroom of the Hotel Statler at 9:30 a.m., and will meet during that day.

I look forward to your affirmative reply.

With many thanks and kindest personal regards, I am,

Sincerely,

*Morris W. Berinstein*  
Morris W. Berinstein

same letter sent to:

HAF files  
cc: FC SG Ref LW RL  
Conf/Des

Dan Rogers  
Max Dane  
Ben Gedalecia all of New York

December 2, 1958

Mr. Jack D. Tarcher  
Lennon & Newell, Inc.  
380 Madison Avenue  
New York 17, N.Y.

Dear Mr. Tarcher:

I am writing to stress to you how much we would like to have you with us at the UJA Annual National Conference at the Statler Hilton Hotel on December 12th, 13th and 14th.

The opening session of the Conference will be held on the morning of Friday, December 11th. There will be a session on Saturday afternoon, and a banquet starting at about 6.30 p.m. on Saturday. Senator Jacob K. Javits and Shimon Peres, Director-General of Israel's Defense Ministry, will be guest speakers at the banquet. The Conference will conclude with a session beginning at 9 a.m. on Sunday morning.

The Conference will be presented with the special report of the Fifth UJA Overseas Study Mission, and there will be additional first-hand reports on new Jewish emigration from Eastern Europe, as well as on the continuing problems of absorption of thousands of newcomers in Israel and also on the vital aid operations that must sustain underprivileged Jews in various countries overseas.

I do hope you can let us know you will be with us.

Sincerely yours,

Morris W. Berinstein.

mwb:ggg



HAF files -  
Conf Dec

December 2, 1958

Hon. Herbert H. Lehman  
41 East 57th Street  
New York 22, N.Y.

Dear Senator Lehman:

It is deeply gratifying to know that you will participate in the very significant session of the UJA Annual National Conference on Friday, December 12th. The session, as you know, will be devoted to the question of continuing a special fund next year, in the light of the resolution favoring such a fund which was adopted by the 1958 UJA Study Mission.

The matter of continuing a special fund no doubt is the leading item on the agenda of the Conference. Certainly it is vital to have the fund in order to assure the kind of massive results which will be required from the 1959 campaign. For these reasons, the fact that your kind of effectiveness will be exerted on behalf of the special fund is tremendously heartening.

You have my warmest appreciation for agreeing to address this most important session.

Cordially,

(William Rosenwald)

HAF files  
Confidential

December 2, 1958

Mr. Nathan Rosenberg  
Allied Jewish Community Council  
201 Mining Exchange Bldg.  
Denver 2, Colorado

Dear Nat,

I have your note of November 28th regarding Adolph Kiesel.

The award will be made to Mr. Kiesel, not only in view of his outstanding devotion to the cause of the UJA for so many years, but also because of his position as Chairman of the National Campaign Committee of the United Jewish Appeal.

Nobody else is receiving a similar award.

We hope to have Mr. Rosenwald make the presentation to Mr. Kiesel; the presentation to be in the form of a silver bible from Israel inscribed by Mr. Ben-Gurion. I don't know whether we will be able to get all this from Israel in time but we have every expectation that the presentation will take this form and that Mr. Rosenwald, who has not been well, will be able to make the presentation.

Sincerely yours,

Melvin S. Goldstein

NSG:ms

HAF files -  
Conf. Dec.

December 3, 1958

Mr. Edward M. M. Warburg  
Joint Distribution Committee  
3 East 54th Street  
New York City, New York

Dear Mr. Warburg:

I am sending you herewith a tentative agenda for the Cabinet Meeting and for the Conference next week.

We are thinking of having Sam Rubin preside at the session on Friday morning but this, of course, depends on several things and we will not know definitely whether Mr. Rubin will preside until early next week.

We do have to have an "exchange of views" regarding the JDC session on Saturday afternoon, December 13th. I'll call you and perhaps we can have lunch on Thursday and then Irving Jacobs and Morris Berinstein will review this with you and Moe Leavitt enroute down to Baltimore on Friday.

On Sunday you will note there will be an award to Joe Holtzman. Joe is going to become an Honorary National Chairman. Al Levin will be named a National Chairman. This matter of officers and the cabinet is also something I will take up with you.

Best regards.

Sincerely yours,

Malvin S. Goldstein

MSG:um

HAF files  
Conf Dec

December 3, 1958

Mr. William Rosenwald  
122 East 42nd Street  
Room 3400  
New York City, New York

Dear Bill,

I am sending you herewith a tentative agenda for the Cabinet Meeting and for the sessions of the Conference next week.

The Campaign Cash and Loan Reports at the Cabinet Meeting should not take more than fifteen minutes all together. We are planning to have David Lowenthal, Max Fisher and Joe Meyerhoff speak on various aspects of the Study Mission and we are hoping that this will work out well.

We have not yet fixed on the chairman for the morning session on Friday. We want to have Sam Rubin but we will not know definitely about this for a few days. Dewey Stone will chair the afternoon session.

The JDC session on Saturday afternoon will be in the nature of a small Country Directors Conference. These conferences have always been most successful in Europe with our Study Missions as we felt it would be a good idea to do something along those lines at our Conference.

You will note that for Sunday morning, December 14th I have you down for presentation of awards to Joe Holtzman and Aldoph Kiesler. I know that this is not definite and you will let me know about it on Saturday. The award to Joe Holtzman, incidentally, is being made because he is giving up his post of National Chairman and will become Honorary National Chairman in 1959. Al Levin will be named a National Chairman. This and some related items, particularly with regard to the composition of the cabinet and some other changes in the list of officers, is something about which I will speak with you.

Best regards.

Sincerely yours,

Melvin S. Goldstein

MSG:mm

Hand Files  
Conf. Dec.

December 3, 1958

Mr. Dewey D. Stone  
53 Arlington Street  
Brockton, Massachusetts

Dear Dewey,

I am sending you herewith a tentative agenda for the Cabinet Meeting as well as for the sessions of the Annual National Conference next week.

The Campaign Cash and Loan Reports at the Cabinet Meeting should not take more than fifteen minutes all together. Campaign problems under item four relates to any specific problems we may be considering at the time of the Cabinet Meeting that should be brought to the attention of the Cabinet members. There is, of course, no certainty that there will be anything to bring up under this heading and this item is down, therefore, "just in case." We would like to have Shimon Peres speak at the Cabinet Meeting because this will give him an opportunity to speak completely off the record and perhaps he will be able to bring the members of the Cabinet up to date on some of Israel's security problems. We're trying to present the Study Mission report in such a way that David Lowenthal, Max Fisher and Joe Meyerhoff will be able to speak on different aspects of the Study Mission. It is intended, of course, that Joe Meyerhoff will wind up by pointing out to the members of the Cabinet how important it is for them to take positions of leadership the following day when the resolution is presented at the Special Fund Session.

With regard to Friday -- the Special Fund session -- we want very much to have you preside during the afternoon and to handle the discussion. We are thinking of having Sam Rabin chair the morning session but we will not be certain about this until early next week.

The JDC session for Saturday afternoon, December 13th will, in effect, be a miniature JDC Country Directors Conference. These JDC Country Directors Conferences have been very successful with the Study Missions and we thought it would be a good idea to do something along this line at our National Conference as well.

Mr. Dewey D. Stone  
Brockton, Massachusetts

2.

December 3, 1958

With regard to the Sunday morning session, you will note that there will be two awards -- one to Joe Holtzman and the other to Adolph Kiesler. Joe Holtzman is leaving his position as National Chairman and will become Honorary National Chairman. An award will also be given to Adolph Kiesler because of all of his service to the WJA for so many years.

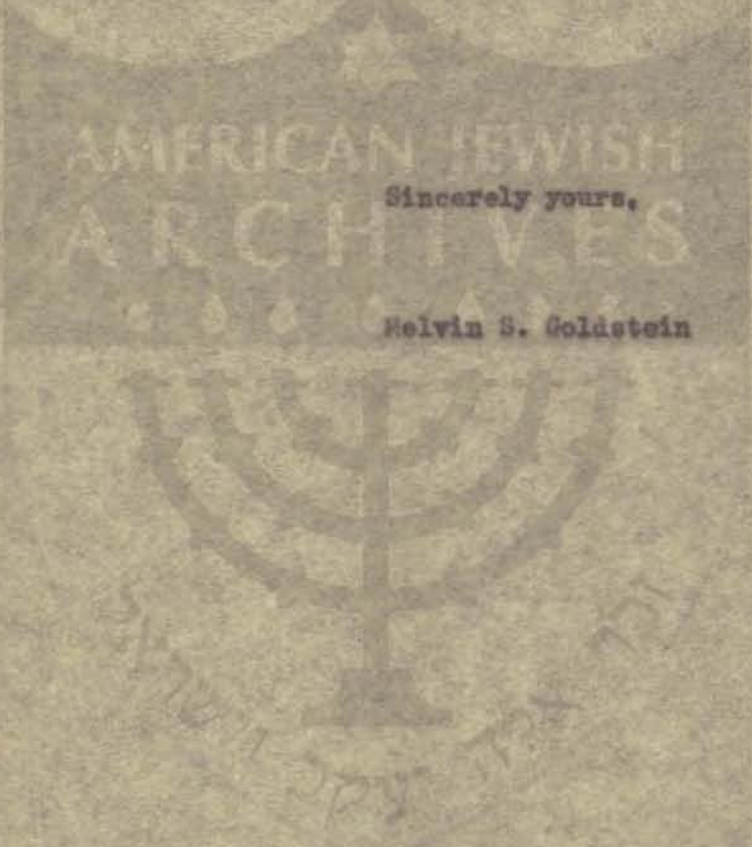
I will try to get together with you some time before the Conference so that we can review some of the details and so that you will be up to date on everything relating to it.

Best regards.

Sincerely yours,

Melvin S. Goldstein

MSG:mm



HAF files  
Conf Dec

- SAME LETTER TO:
- Mr. D. Robert Mullen, Sheboygan, Wisc.
  - Mr. Harold H. Alpert, Phoenix, Ariz.
  - Mr. David Stein, Waterbury, Conn.
  - Mr. Abe S. Kay, Bethesda, Md.
  - Mr. Sam J. Heiman, Miami, Fla.
  - Mr. Paul Kapelow, New Orleans, La.
  - Mr. Louis P. Smith, Boston, Mass.
  - Mr. Jacob L. Barowsky, Holyoke, Mass.
  - Mrs. Henry Newman, Kansas City, Mo.
  - Mr. Philip Zinman, Camden, N. J.
  - Mr. Martin Levin, Livingston, N.J.
  - Mr. & Mrs. Leonard H. Gidding, Plainfield, N.J.
  - Mr. Irving Norry, Rochester, N.Y.
  - Mr. Herbert H. Schiff, Columbus, Ohio
  - Mr. Louis J. Reizenstein, Pittsburgh, Pa.
  - Mr. Alex F. Stanton, Philadelphia, Pa.
  - Mr. Davis Busis, Pittsburgh, Pa.

December 3, 1958

Mr. Barney Medintz  
 Service Uniform Company  
 70-72 Pizza Way, S. W.  
 Atlanta, Georgia

Dear Barney,

All of us here are very happy that you are planning to attend the UJA Annual National Conference next week. Your participation in the Conference deliberations will mean a great deal, particularly because of your personal knowledge of the problems in Israel and of the UJA-supported programs there. In this connection, I am sending you herewith a copy of the resolution that was passed in Israel last month by the Fifth UJA Study Mission. The subject of this resolution will certainly be discussed at the Conference and I thought you would like to know the views expressed by the Mission.

Kindest regards.

Sincerely yours,

Melvin S. Goldstein

MSG:hs  
 Enclosure

December 3, 1958

Mr. Joseph Holtzman  
Holtzman & Silverman  
2120 National Bank Bldg.  
Detroit 26, Michigan

Dear Joe,

I am sending you herewith a tentative agenda for the Cabinet Meeting as well as for the sessions of the Annual National Conference next week.

Campaign problems, under item four of the Cabinet agenda, relates to any specific problems we may be considering at the time of the Cabinet Meeting that should be brought to the attention of the Cabinet. We are also planning to have Simon Peres speak at the Cabinet Meeting because this will give him an opportunity to speak completely off the record and perhaps he will be able to bring the members of the Cabinet up to date on some of Israel's security problems. With regard to presenting the Study Mission report, we are planning to have David Lowenthal, Max Fisher and Joe Meyerhoff do that by speaking on different aspects of the Study Mission.

With regard to Friday -- the Special Fund session -- we are thinking of having Sam Rubin chair the morning session but we will not be certain about that until early next week.

The JDC session for Saturday afternoon, December 13th, will in effect be a miniature JDC Country Directors Conference. These JDC Country Directors Conferences have been very successful with the Study Missions and we thought it would be a good idea to do something along this line at our National Conference as well.

With kindest regards,

Sincerely yours,

Melvin S. Goldstein

MSG:mm



December 3, 1958

Mr. Sol Luckman  
Midwest Coat & Suit Co.  
205 West 4th Street  
Cincinnati 2, Ohio

Dear Sol,

I am sending you herewith a tentative agenda for the Cabinet Meeting as well as for the sessions of the Annual National Conference next week.

Campaign problems, under item four of the Cabinet agenda, relates to any specific problems we may be considering at the time of the Cabinet Meeting that should be brought to the attention of the Cabinet. We are also planning to have Shimon Peres speak at the Cabinet Meeting because this will give him an opportunity to speak completely off the record and perhaps he will be able to bring the members of the Cabinet up to date on some of Israel's security problems. With regard to presenting the Study Mission report, we are planning to have David Lowenthal, Max Fisher and Joe Meyerhoff do that by speaking on different aspects of the Study Mission.

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With regard to the Sunday morning session, you will note that there will be two ~~speakers~~ — one to Joe Moltzman who is becoming Honorary National Chairman and the other to Adolph Kessler in appreciation of his service to the UJA for so many years.

With kindest regards,

Sincerely yours,

Helvin S. Goldstein

HSG:mn  
encl

December 3, 1958

Mr. Joseph Meyerhoff  
The Joseph Meyerhoff Co.  
10 East Fayette Street  
Baltimore 2, Maryland

Dear Joe,

I am sending you herewith a tentative agenda for the Cabinet Meeting as well as for the sessions of the Annual National Conference next week.

Campaign problems, under item four of the Cabinet agenda, relates to any specific problems we may be considering at the time of the Cabinet Meeting that should be brought to the attention of the Cabinet. We are also planning to have Shimon Peres speak at the Cabinet Meeting because this will give him an opportunity to speak completely off the record and perhaps he will be able to bring the members of the Cabinet up to date on some of Israel's security problems. We would like to have you and Dave Lowenthal and Max Fisher speak on different aspects of the Study Mission. I will call you early next week so we can speak about this.

With regard to Friday -- the Special Fund session -- we are thinking of having Sam Rubin chair the morning session but we will not be certain about that until early next week.

The JDC session for Saturday afternoon, December 13th, will in effect be a miniature JDC Country Directors Conference. These JDC Country Directors Conferences have been very successful with the Study Missions and we thought it would be a good idea to do something along this line at our National Conference as well.

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With kindest regards,

Sincerely yours,

MSG:mm  
encl.

Melvin S. Goldstein

December 3, 1958

Mr. Samuel H. Daroff  
H. Daroff & Sons, Inc.  
2320 Walnut Street  
Philadelphia 3, Pennsylvania

Dear Sam,

I am sending you herewith a tentative agenda for the Cabinet Meeting as well as for the sessions of the Annual National Conference next week.

Campaign problems, under item four of the Cabinet agenda, relates to any specific problems we may be considering at the time of the Cabinet Meeting that should be brought to the attention of the Cabinet. We are also planning to have Shimon Peres speak at the Cabinet Meeting because this will give him an opportunity to speak completely off the record and perhaps he will be able to bring the members of the Cabinet up to date on some of Israel's security problems. With regard to presenting the Study Mission report, we are planning to have David Lowenthal, Max Fisher and Joe Meyerhoff do that by speaking on different aspects of the Study Mission.

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With regard to the Sunday morning session, you will note that there will be two awards -- one to Joe Holtzman who is becoming Honorary National Chairman and the other to Adolph Kessler in appreciation of his service to the UJA for so many years.

With kindest regards,

Sincerely yours,

Melvin S. Goldstein

December 3, 1958

Mr. Jack D. Weller  
936 Fifth Avenue  
New York City, N. Y.

Dear Jack,

I am really very glad to hear that all is going well with you and that you'll be going down to Florida in a few days. I'm sure I don't have to tell you how much I'd like to see you but I just do not want to impose on you at this time. I do hope, however, that I'll be able to break out of the meetings for a day while I'm in Florida and run down to see you.

I want to keep you posted on the developments for the Conference. Enclosed herewith, therefore, is a tentative agenda for the Cabinet Meeting as well as for the sessions of the Annual National Conference next week.

Campaign problems, under item four of the Cabinet agenda, relates to any specific problems we may be considering at the time of the Cabinet Meeting that should be brought to the attention of the Cabinet. We are also planning to have Shimon Peres speak at the Cabinet Meeting because this will give him an opportunity to speak completely off the record and perhaps he will be able to bring the members of the Cabinet up to date on some of Israel's security problems. With regard to presenting the Study Mission report, we are planning to have David Lowenthal, Max Fisher and Joe Meyerhoff do that by speaking on different aspects of the Study Mission.

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Mr. Jack D. Weller  
New York, New York

2.

December 3, 1958

With regard to the Sunday morning session, you will note that there will be two awards — one to Joe Holtzman who is becoming Honorary National Chairman and the other to Adolph Kiesler in appreciation of his service to the UJA for so many years.

With kindest regards,

Sincerely yours,

AMERICAN JEWISH  
ARCHIVES  
Melvin S. Goldstein

MSG:mm  
encl.



HAF file  
Conf Des

December 3, 1958

AMERICAN JEWISH  
ARCHIVES

Mr. Moses A. Leavitt  
American Joint Distribution Committee  
3 East 54th Street  
New York, New York

Dear Moe:

I am enclosing a copy of a letter I received from Gerald Soroker in Cleveland.

Kind regards,

Sincerely,

Melvin S. Goldstein

MSG:hs  
Enclosure

December 3, 1958

AMERICAN JEWISH  
UNIVERSITY

Mr. Gerald S. Soroker  
Jewish Community Federation  
of Cleveland  
1001 Huron Road  
Cleveland 15, Ohio

Dear Garry:

I've turned over the names listed in your December 1st letter to Moe Leavitt and I'm sure they'll receive invitations to the JDC meeting on the 11th.

As for the tickets to the Cleveland Browns - New York Giants game on the 14th for Julius Paris, we're working on it and will let you know.

Best regards.

Sincerely,

Melvin S. Goldstein

MSG:hs

P. S. I just found out Harry spoke with you and that the consensus is that you can do better in Cleveland on the football tickets.

HAF files -  
Camp

SAME LETTER SENT TO BAIS LIST...

December 9, 1958

Mr. Fred Forman  
B. Forman & Company  
46 Clinton Avenue, S.  
Rochester 4, New York

Dear Fred:

A seat on the dais has been reserved for you at the Dinner Session of the UJA Annual National Conference Saturday evening, December 13th, in the Grand Ballroom, Statler-Hilton Hotel.

Please join the guests of honor in the East Ballroom at 6 p.m.

Sincerely,

Melvin S. Goldstein

MSG:hs

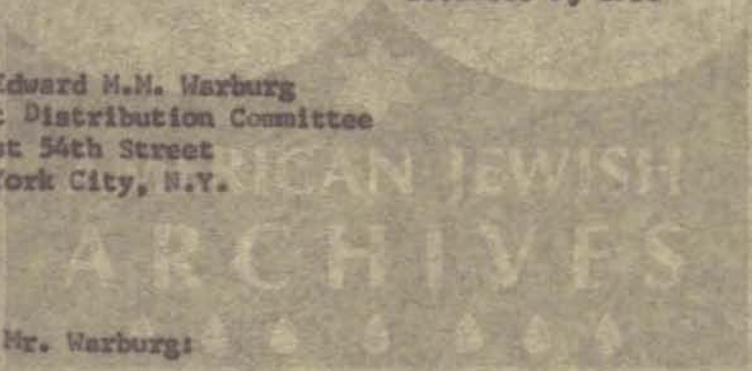


*Has files -  
Conf. Dec*

Also sent to: William Rosenwald  
Dewey D. Stone  
Samuel H. Daroff  
Joseph Holtzman  
Sol Luckman  
Joseph Meyerhoff  
Jack D. Weiler  
Albert A. Levin

December 9, 1958

Mr. Edward M.M. Warburg  
Joint Distribution Committee  
3 East 54th Street  
New York City, N.Y.



Dear Mr. Warburg:

We have been obliged to make some slight changes in the program for the week-end. Attached hereto, for your information, is the program as it looks now.

Kind regards.

Sincerely yours,

Melvin S. Goldstein

HSG/fe

*Dr. Conf. HAF File*

December 10, 1958

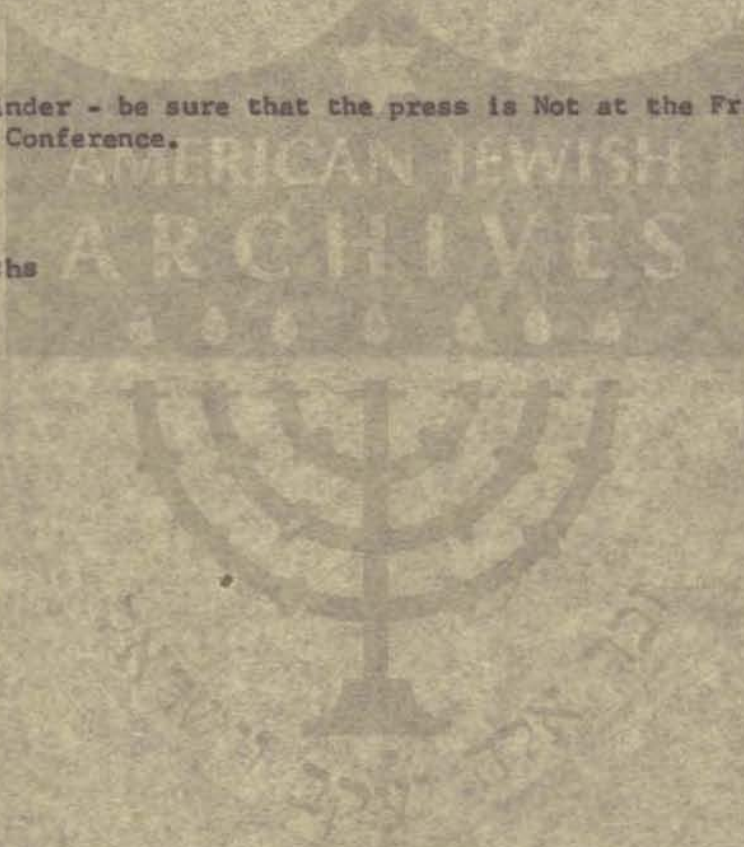
Mr. Raphael Levy

Melvin S. Goldstein

Friday session

Reminder - be sure that the press is Not at the Friday session of the Conference.

MSG:hs



HAF Files  
Cait Mc

Dear Rabbi Friedman,

Leonard  
told me you had called him  
with regard to services for  
this coming convention it was  
so nice of you.

I feel since we  
(Leonard + I) are the elder statesman  
we must hold the line so that  
those coming along seeing how  
important it is to us will  
remember that the work of the  
United Jewish Appeal is  
done just because we are  
Jews.

Thanks again & will  
see you on Thursday

Lillian Ratner

Dec 8-58



L Ratner

15700 Van Allen

Shaker Hills

Ohio

RCA COMMUNICATIONS, INC. A SERVICE OF RADIO CORPORATION OF AMERICA  
25 WEST 43rd STREET, N.Y., TEL. BR. 9-0572

*MWB*

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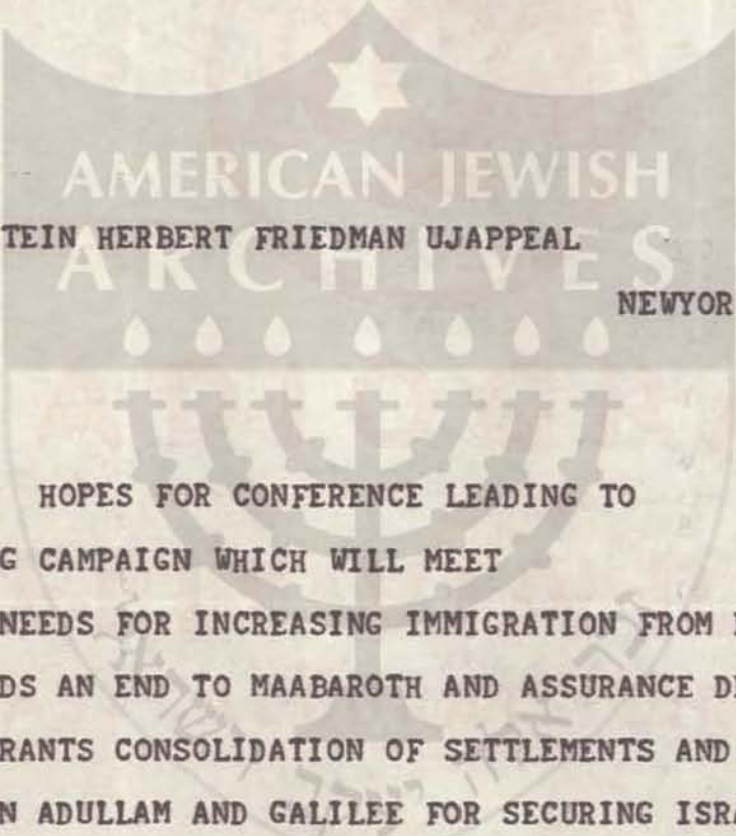
FA163 IU156

JEC 142 X 1016 JERUSALEMISRAEL

72 10 1530 LT

LT

MORRIS BERINSTEIN HERBERT FRIEDMAN UJAPPEAL



OUR SINCEREST HOPES FOR CONFERENCE LEADING TO  
RECORDBREAKING CAMPAIGN WHICH WILL MEET  
OVERWHELMING NEEDS FOR INCREASING IMMIGRATION FROM EASTERN EUROPE  
AND OTHER LANDS AN END TO MAABAROTH AND ASSURANCE DECENT HOUSING  
FOR ALL IMMIGRANTS CONSOLIDATION OF SETTLEMENTS AND ESTABLISHMENT  
OF NEW ONES IN ADULLAM AND GALILEE FOR SECURING ISRAEL BORDERS  
MAY YOUR DELIBERATIONS BE CROWNED WITH MOST FRUITFUL  
ACHIEVEMENTS IN THE UJA TRADITION

*EVAHJ*  
DOBKIN BERMAN

25 WEST 43rd STREET, N.Y., TEL. BR. 9-0572

*MWB*

DEC 11 1958

FA163 IU156

JEC 142 X 1016 JERUSALEMISRAEL

72 10 1530 LT

LT

MORRIS BERINSTEIN HERBERT FRIEDMAN UJAPPEAL



OUR SINCEREST HOPES FOR CONFERENCE LEADING TO  
RECORDBREAKING CAMPAIGN WHICH WILL MEET  
OVERWHELMING NEEDS FOR INCREASING IMMIGRATION FROM EASTERN EUROPE  
AND OTHER LANDS AN END TO MAABAROTH AND ASSURANCE DECENT HOUSING  
FOR ALL IMMIGRANTS CONSOLIDATION OF SETTLEMENTS AND ESTABLISHMENT  
OF NEW ONES IN ADULLAM AND GALILEE FOR SECURING ISRAEL BORDERS  
MAY YOUR DELIBERATIONS BE CROWNED WITH MOST FRUITFUL  
ACHIEVEMENTS IN THE UJA TRADITION

*EWANJ*  
DOBKIN BERMAN

RCA COMMUNICATIONS, INC.  
A SERVICE OF RADIO CORPORATION OF AMERICA  
25 WEST 43rd STREET, N.Y., TEL. BR. 9-0572

RCA COMMUNICATIONS, INC.  
A SERVICE OF RADIO CORPORATION OF AMERICA  
25 WEST 43rd STREET, N.Y., TEL. BR. 9-0572

December 15, 1958

Rabbi Charles E. Shulman  
3850 Hudson Manor Terrace  
Bronx 63, New York

Dear Rabbi Shulman:

I am writing to convey the heartfelt appreciation of everyone here at the UJA for the eloquent way you helped set an appropriately elevated and dedicated mood for the Annual Conference of the United Jewish Appeal. The Sabbath services which you conducted surely touched the spirit of all who joined them, and your invocation on Saturday night was deeply stirring.

With kindest personal regards,

Sincerely yours,

Morris W. Berinstein.

December 15, 1958

Senator Herbert H. Lehman  
820 Park Avenue  
New York 21, N.Y.

Dear Senator Lehman:

I couldn't appreciate anything more than I did your vitally helpful participation in the Business Meeting of the Annual National Conference on Friday. I know that the unprecedentedly large number of delegates who heard you were deeply stirred, and that the impression made will be all the more lasting and stimulating to action because of the source from which it came. Your wonderful address surely was a pivotal factor in bringing about the unanimous adoption during the Conference of the resolution in favor of a Special Fund in 1959.

I want also to express my heartfelt appreciation for the pledge of your most generous gift for the 1959 campaign. The announcement of this pledge at the afternoon session on Friday was greeted with the kind of applause that surely meant it would set a continuing example for others in the year ahead.

May I express again my warmest thanks, and convey my kind regards.

Sincerely yours,

Morris W. Berinstein.



cc: FC SG Ref AF

December 15, 1958

Rev. David J. Putterman  
Park Avenue Synagogue  
50 East 87th Street  
New York, N.Y.

Dear Cantor Putterman:

All of us here at the United Jewish Appeal are most grateful for the beauty and dignity you helped add to the Annual Conference of the UJA. Your participation in the Sabbath services on Saturday morning and in the dinner meeting on Saturday night were deeply stirring.

With all good wishes and kindest regards.

Sincerely yours,

Morris W. Berinstein.

mwb:ggg

cc: FC SG Ref AF

December 15, 1958

Miss Ruth Kobert  
2109 Broadway  
New York, N.Y.

Dear Miss Kobert:

I want to express very warm appreciation on my own behalf and on behalf of all of us at the United Jewish Appeal for the wonderful way you gave of your talent at the dinner meeting of the Annual National Conference of the UJA. I know that all of us who heard you were deeply stirred by your beautiful voice.

With all good wishes,

Sincerely yours,

Morris W. Berinstein.

mwb:ggg

December 15, 1958

Mr. Shimon Peres  
Park Sheraton Hotel  
55th Street and Seventh Avenue  
New York, N.Y.

Dear Shimon:

I am writing to extend the heartfelt appreciation and gratitude of all of us at the United Jewish Appeal for the glorious way you helped to make the UJA Annual National Conference an outstanding success.

I strongly feel, and this is confirmed by <sup>Thursday</sup> everyone who heard you, that your address at the Cabinet meeting on ~~Friday~~ went a long way towards setting a high standard of quality and character for the entire Conference. Your address on Saturday night certainly was one of the Conference's climactical moments, and provided important enlightenment as well as inspiration.

With all good wishes and kindest regards.

Sincerely yours,

Morris W. Berinstein.

mwb:ggg

HAF Files

Conf - Dec

December 16, 1958

Mr. Eliahu Dobkin  
The Jewish Agency  
P.O. Box No. 92  
Jerusalem  
Israel

Dear Mr. Dobkin,

I want to acknowledge with very warm thanks your cable which was received on the eve of the UJA Annual National Conference. I strongly feel the Conference was a most effective one and that a really deep appreciation of the needs came to be felt by all who attended.

I certainly can assure you that I will strive with all my might in the effort to meet these needs during the campaign ahead.

Sincerely yours,

Morris W. Berinstein.

CC: RABBI BERMAN (blind)

*RAF files*  
*Conf Dec 58*

December 17, 1958

Mr. Eliahu Dobkin  
The Jewish Agency  
Jerusalem, Israel

Dear Mr. Dobkin:

I am writing because I know you will want to have some details about the IJA Annual National Conference. It was really a most successful meeting. Not only was the attendance excellent in terms of the numbers involved but the large number of important leaders from all over the country who came to this conference helped make it a success. The pledges of gifts which were made at the Friday afternoon session, many of them representing sizeable increases, were particularly heartening.

We had a Cabinet meeting on Thursday which was attended by some 65 of the top leaders in the country. This was really one of the most successful Cabinet meetings ever held. Here the groundwork for passing the Special Fund resolution was prepared. The session on Friday was devoted to emphasizing the need for a Special Fund in 1959 and during the morning there were addresses by William Rosenwald, Dov Joseph, Senator Herbert Lehman and Morris Berinstein and Herbert Friedman. Dr. Joseph delivered the substantive address of the day on the needs in Israel. During luncheon an important Resolutions Committee met but before the Resolutions Committee adopted a resolution, each of the people there declared the gifts they would make in 1959 in support of it. That afternoon the delegates on the floor had an opportunity to discuss the resolution and to announce their own gifts in support of it.

On Saturday afternoon there was a meeting at which the needs of the JDC were presented. The Saturday night banquet session was attended by about 1,200 people who heard Shimon Peres and Senator Jacob Javits as well as Herbert Friedman. Mr. Warburg and Morris Berinstein also spoke. It was really a brilliant evening. At the concluding session on Sunday morning -- and I was surprised to find some 500 people in the Conference Room at ten o'clock in the morning -- the resolution calling for the Special Fund in 1959 was unanimously adopted. Enclosed herewith, for your information, is a copy of the resolution that was adopted.

I think you should know that all of us here are quite pleased with what happened this weekend. Everyone who attended the conference came away in very high spirits and there is a mood of optimism with regard to the campaign in 1959.

With best wishes and kindest regards,

Sincerely yours,

Melvin S. Goldstein

MSG:ls  
enclosure

Conf Dec

December 17, 1958

Mr. Avraham Harman  
Executive of the Jewish Agency  
Jerusalem, Israel

Dear Abe,

We have all been terribly busy picking up loose ends after the conference and it is therefore only now that I have an opportunity to let you know what happened.

The conference was really one of the most successful we have ever held in terms of attendance. There were more people present and there were better people present than I have ever seen at a UJA conference. I don't know what the reason for this is except that a certain mood of optimism was apparent with regard to the 1959 campaigns and this may have brought a lot of people out. In addition to that, of course, we have been pounding at the leadership throughout the country regarding the needs in Israel, emigration from Rumania and the importance of a special fund for 1959, and this may have had something to do with bringing them to New York. On the other hand, however, I seem to recall that we pounded the leadership for attendance every year. Be that as it may, the fact is that we had a fine group of people at the Statler.

The Cabinet meeting was held on Thursday and was attended by some 65 of the top leaders in the country. Here, once again, we prepared the groundwork for passing the special fund resolution. We had reports on the Study Mission by Dave Lowenthal, Max Fisher and Joe Meyerhoff, and then Shimon Peres spoke on the security situation in Israel.

The session on Friday was, as always, the most important session of the conference because here we presented the whole basis for having a special fund in 1959, passed the resolution and obtained gifts. Bill Rosenwald, Senator Lehman and Herb Friedman spoke Friday morning. Dov Joseph presented the one substantive address and really spelled out why additional funds are needed. At the meeting of the Resolutions Committee at lunch a lot of gifts were announced and during the afternoon session more gifts were announced from the floor. These announcements ran all the way from Sam Rubin's increase to \$350,000 and Joe Meyerhoff's increase to \$75,000, through smaller ones down to 4 and \$5,000. Dewey Stone repeated his gift of \$150,000 and Robert Schiff announced \$200,000 and there were a number of others that were very heartening.

2/.....

Mr. Avraham Harman

December 17, 1958

Saturday afternoon there was a meeting at which the needs of the JDC were presented. It was something of a small JDC country directors conference and was quite well received. The Saturday night Banquet session was attended by about 1200 people who heard Eddie Warburg, Morris Berinstein, Shimon Peres, Jacob Javits and Herb Friedman. Don't think that they all delivered speeches! We were out of the room by 10.45 p.m. It was a very nice affair.

At the concluding session on Sunday morning -- and I was surprised to find some 500 people in the conference room at 10 o'clock in the morning -- the resolution calling for a special fund in 1959 was unanimously adopted. A copy is enclosed herewith and so are copies of the other three resolutions in which you may be interested.

I hope you are well and everything is going along all right at your end. I can imagine the difficulties you are having and we will do all we can at this end to help you.

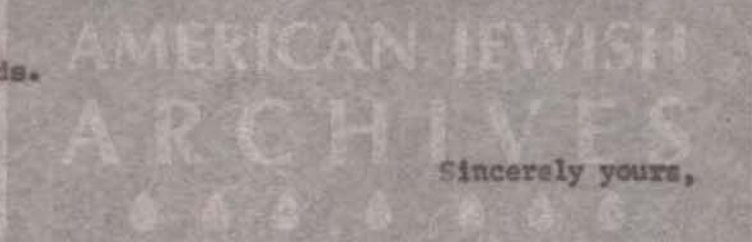
Best regards.

Sincerely yours,

Melvin S. Goldstein

MSG/fc  
Encls: (4)

*(Blind copy)*



HAF Files  
Confidential

December 18, 1958

Mr. Joseph Holtzman  
Holtzman & Silverman  
2120 National Bank Building  
Detroit 26, Michigan

Dear Joe:

I believe you will want to have the enclosed copy, taken from the Conference transcript, of the remarks addressed to you by Joseph Meyerhoff and your response at the Sunday morning session of the UJA Annual National Conference.

Kind regards,

Sincerely,

Melvin S. Goldstein.

msg:gss  
Enc.



HAF files  
Conf Den

December 18, 1958

Mr. Adolph Kiesler  
Fearless Alloy Company  
1445 Osage Street  
Denver 4, Colorado

Dear Adolph:

I believe you will want to have the enclosed copy, taken from the Conference transcript, of the remarks addressed to you by Herbert Friedman and your response at the Sunday morning session of the UJA Annual National Conference.

Kind regards.

Sincerely,

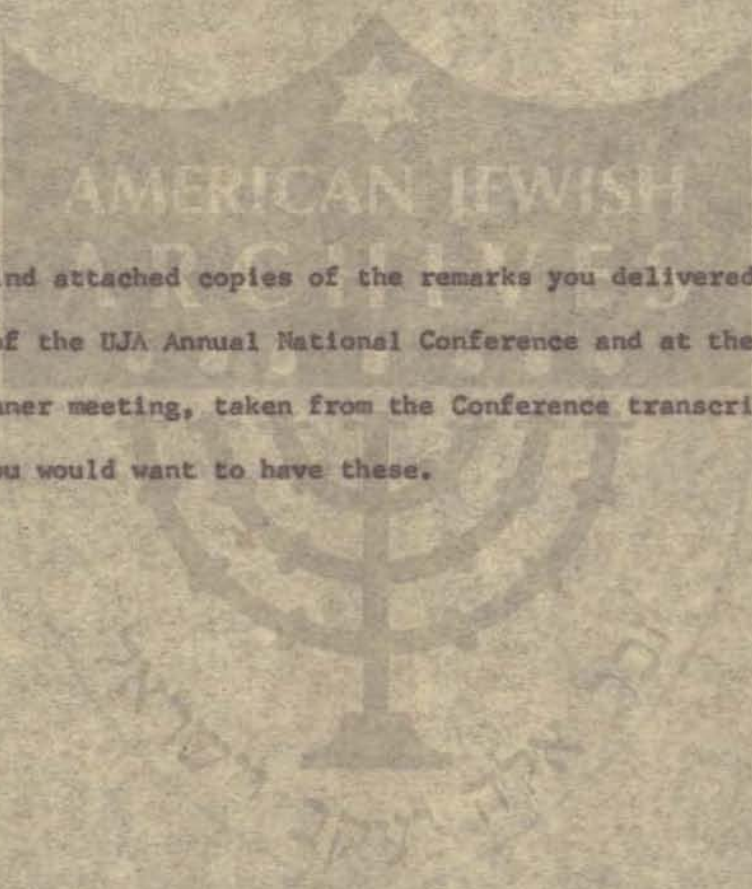
Melvin S. Goldstein.

msg:gss  
Enc.

December 18, 1958

Mr. Edward M.M. Warburg

Melvin S. Goldstein



Please find attached copies of the remarks you delivered at the JDC session of the UJA Annual National Conference and at the Saturday night dinner meeting, taken from the Conference transcript.

I felt you would want to have these.

MSG:GSS  
Encs.

December 18, 1958

Mr. Charles H. Jordan  
American Joint Distribution Committee  
3 East 54th Street  
New York, N.Y.

Dear Charlie:

I believe you will want to have the enclosed copies, taken from the Conference transcript, of the two major sections of the remarks you made at the JDC session of the Annual National Conference.

Kind regards.

Sincerely,

Melvin S. Goldstein.

msg:gs  
Enc.

December 18, 1958

Mr. Louis Horwitz  
c/o American Joint Distribution Committee  
3 East 54th Street  
New York, N.Y.

Dear Lou:

I believe you will want to have the enclosed copy, taken from the Conference transcript, of the remarks you made at the JDC session of the Annual National Conference.

Kind regards.

Sincerely,

Melvin S. Goldstein.

mag:gss  
Enc.

December 18, 1958

Mr. Samuel Haber  
American Joint Distribution Committee  
Rue du Stand 64  
Geneva, Switzerland

Dear Sam:

I believe you will want to have the enclosed copy, taken from the Conference transcript, of the remarks you made at the JDC session of the Annual National Conference.

Kind regards,

Sincerely,

Melvin S. Goldstein.

msg:gs  
Enc.

December 18, 1958

Mr. Shimon Peres  
Director-General  
Ministry of Defense  
Jerusalem, Israel

Dear Mr. Peres:

I felt you would want to have the enclosed copy, taken from the Conference transcript, of the address you delivered at the Saturday night dinner meeting of the Annual National Conference of the United Jewish Appeal.

Kind regards.

Sincerely,

Malvin S. Goldstein.

msg:gss  
Enc.

December 18, 1958

Mr. Dewey D. Stone  
53 Arlington Street  
Brockton, Mass.

Dear Dewey:

I believe you will want to have the enclosed copy, taken from the Conference transcript, of the remarks you made at the Friday afternoon session of the UJA Annual National Conference.

Kind regards.

Sincerely,

Melvin S. Goldstein.

msg:gss  
Enc.

December 18, 1958

Mr. Max M. Fisher  
Aurora Gasoline Company  
15911 Wyoming  
Detroit, Michigan

Dear Max:

I believe you will want to have the enclosed copy, taken from the Conference transcript, of the remarks you made at the Friday afternoon session of the UJA Annual National Conference.

Kind regards.

Sincerely,

Melvin S. Goldstein

msg:gss  
Enc.



December 18, 1958

Mr. Samuel Rubin  
Faberge, Inc.  
5 West 54th Street  
New York, N.Y.

Dear Mr. Rubin:

I believe you will want to have the enclosed copy, taken from the Conference transcript, of the remarks you made at the Friday afternoon session of the UJA Annual National Conference.

Kind regards.

Sincerely,

Melvin S. Goldstein.

msg:gs  
Enc.

December 18, 1958

Mr. William Rosenwald

Melvin S. Goldstein

Attached please find a copy of the address you delivered at the Friday morning session of the Conference, taken from the Conference transcript, along with Sam Rubin's introductory remarks. I felt you would want to have this.

MSG:GSS  
Enc.

December 18, 1958

Dr. Dov Joseph  
Jewish Agency  
~~P.O. Box #92~~  
Jerusalem, Israel

sent to 16 E. 66th St.

Dear Dr. Joseph:

I felt you would want to have the enclosed copy, taken from the Conference transcript, of the address you delivered at the Friday morning session of the UJA Annual National Conference. You will find it is prefaced by Mr. Rubin's introductory remarks.

With kind regards,

Sincerely,

Melvin S. Goldstein.

msg:gs  
Enc.

December 18, 1958

Senator Herbert H. Lehman  
820 Park Avenue  
New York 21, N.Y.

Dear Senator Lehman:

I know you will want to have the enclosed copy, taken from the Conference transcript, of the address you delivered at the Friday morning session of the UJA Annual National Conference. You will find it is prefaced by Mr. Rubin's introductory remarks.

With kind regards.

Sincerely,

Melvin S. Goldstein.

msg:gsa  
Enc.

December 18, 1958

Mr. Morris W. Berinstein

Melvin S. Goldstein

Attached please find copies of the addresses you delivered at the Friday morning session of the Conference, along with the remarks you made at the Saturday night dinner and your presentation on Sunday morning. These are taken from the Conference transcript.

msg:gss  
Enc.

December 18, 1958

Mr. Herbert A. Friedman

Melvin S. Goldstein

Attached please find copies of the presentations you made at the Friday morning session, the Saturday night dinner meeting, and the Sunday morning session of the Conference. These are taken from the Conference transcript.

msgigsa  
Enc.

December 18, 1958

The Hon. Jacob K. Javits  
341 Ninth Avenue  
New York 1, N.Y.

Dear Senator Javits:

I felt you would want to have the enclosed copy, taken from the Conference transcript, of the address you delivered at the Saturday night dinner meeting of the Annual National Conference of the United Jewish Appeal.

Kind regards,

Sincerely,

Melvin S. Goldstein.

msg:gs  
Enc.

December 18, 1958

Mrs. Jack Goodman  
301 West Kessler Boulevard  
Indianapolis, Indiana

Dear Sarah:

I believe you will want to have the enclosed copy, taken from the Conference transcript, of the report you delivered at the Sunday morning session of the Annual National Conference.

Kind regards.

Sincerely,

Melvin S. Goldstein.

msg:gss  
Enc.





Annual Campaign for Life and Freedom

*Has files -  
Confidential*

# UNITED JEWISH APPEAL

FC

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

\$100,000,000 UJA RESCUE FUND

*over and above*

1958 REGULAR CAMPAIGN GOAL - \$102,031,800

165 WEST 46TH STREET, N.Y. 36, N.Y.

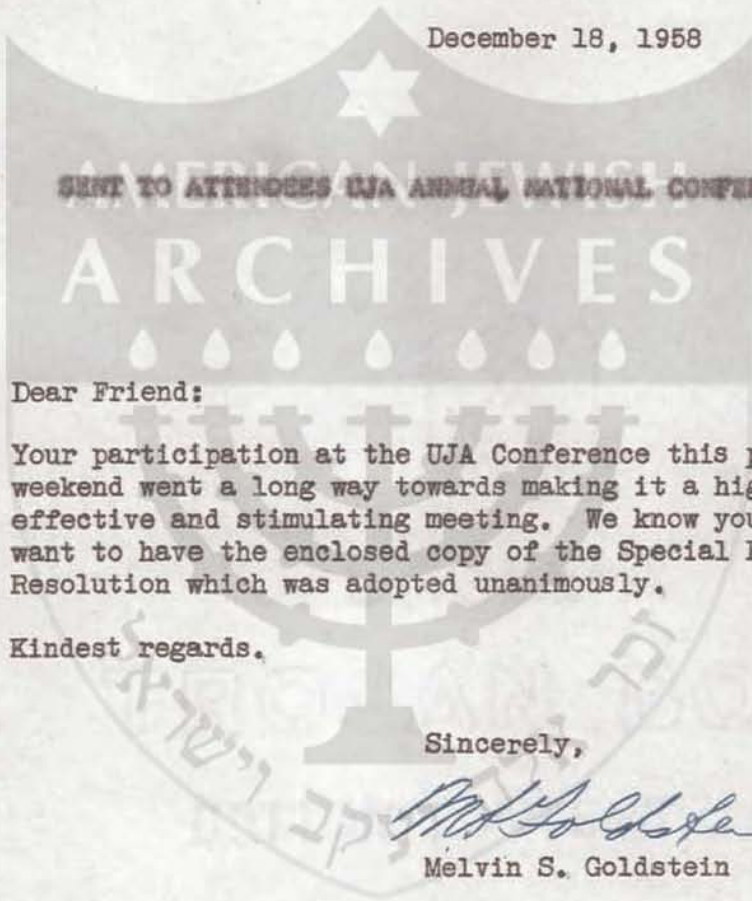
PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

- General Chairman  
MORRIS W. BERINSTEIN
- National Chairman  
Representing Agencies  
WILLIAM ROSENWALD, IDC  
DEWEY D. STONE, UIA
- National Chairman  
SAMUEL H. DAROFF  
JOSEPH HOLTZMAN  
SOL LUCKMAN  
JOSEPH MEYERHOFF  
JACK D. WEILER
- Rescue Fund Chairman  
JOSEPH M. MAZER
- National Co-Treasurers  
JOSEPH L. LUBIN  
JACOB WINCOFF
- Executive Chairman  
HERBERT A. FRIEDMAN
- Administrative Vice-Chairman  
MELVIN S. GOLDSTEIN
- Assistant Executive Vice-Chairman  
ABRAHAM S. HYMAN
- National Campaign Director  
SHOLEM SONTUP
- National Women's Division  
Chairman  
MRS. JACK A. GOODMAN
- National Campaign Cabinet  
Chairman  
FRED FORMAN
- Big Gifts Chairman  
BENJAMIN H. SWIG  
MAX M. FISHER
- Allocations Chairman  
ISADORE BRESLAU
- Chairmen for Regions  
ALBERT A. LEVIN  
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- Trade and Industry Chairman  
ROBERT W. SCHIFF
- Speakers' Division Chairman  
MILTON KAHN
- Cabinet Members  
HERBERT R. ABELES  
JACOB M. ARVEY  
LOUIS BERRY  
DAVID DROWITZ  
LEON E. LACHMAN  
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MAX BRESSLER  
EDDIE CANTOR  
LOYD W. DINKELSPIEL  
MELVIN DUBINSKY  
I. D. FINK  
MAX FIRESTEIN  
ABRAHAM GOODMAN  
LAZURE L. GOODMAN  
JACOB HIATT  
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ABE KASLE  
LABEL A. KATZ  
ABE S. KAY  
ADOLPH KIESLER  
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HARRY LEVINE  
PHILIP W. LOWN  
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BARNEY MEDINTZ  
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EDWARD D. MITCHELL  
ELKAN R. MYERS  
MARTIN NADELMAN  
NORMAN C. NOBIL  
IRVING S. NORRY  
JAMES L. PERMUTT  
A. B. POLINSKY  
SIDNEY R. RABB  
BARNEY RAPAPORT  
LEONARD RATNER  
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BERNARD J. SAMPSON  
SOL SATINSKY  
JOSEPH J. SCHWARTZ  
MORRIS SENDEROWITZ, JR.  
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MICHAEL A. STAVITSKY  
JACK STERN  
HARRY S. SYLK  
JOSEPH TALAMO  
HERMAN F. TAUBMAN  
MILTON I. TAUBMAN  
SAMUEL A. WEISS

- Honorary General Chairman  
HERBERT H. LEHMAN
- Honorary Chairman  
EDWARD M. M. WARBURG
- Honorary National Chairman  
JONAH B. WISE
- Honorary Rescue Fund Chairman  
SAMUEL RUBIN

December 18, 1958



Dear Friend:

Your participation at the UJA Conference this past weekend went a long way towards making it a highly effective and stimulating meeting. We know you will want to have the enclosed copy of the Special Fund Resolution which was adopted unanimously.

Kindest regards,

Sincerely,

Melvin S. Goldstein

MSG/fc  
Encl:

F. J. P. H.

~~HAF~~  
Conf WSA

December 18, 1958

Sent to Presidents and Executive Directors of Welfare Fund  
Communities and Chairmen of Non-Welfare Fund Communities  
with Conference Resolution on Special Fund

## AMERICAN JEWISH ARCHIVES

An unprecedented number of well over one thousand leaders from Jewish communities throughout the United States turned out for the 21st Annual Conference of the United Jewish Appeal this past weekend. This was a remarkable demonstration of widespread dedication to the great tasks which the UJA must carry out. These leaders further demonstrated their understanding and devotion by passing unanimously the enclosed resolution in response to the terribly urgent needs which were discussed at the Conference

In addition to others, the resolution in brief makes the following three main points:

1. That a UJA Special Fund campaign be conducted by American Jewish communities in 1959 to raise a sum of \$100,000,000 beyond that raised in the regular campaign.
2. That community campaigns should be started as early and energetically as possible to assure that maximum sums are raised in the regular campaign and for the Special Fund.
3. That the leaders of each community meet with UJA in order to arrange that it will receive a fair and equitable share of the proceeds of the 1959 regular campaign.

Because the needs we face are so pressing, and the mandate from the great assembly of the leaders at the Conference is so very strong, we know you will agree that action to implement #7 of the resolution must be taken at the earliest possible moment. I believe the natural first step would be a meeting of your community's appropriately authorized leaders to which the UJA could send representatives to work out such matters as a mutually satisfactory pre-campaign budgeting arrangement for regular campaign proceeds.

I would warmly welcome hearing from you soon about a date for such a meeting. Certainly you will recognize with me the necessity for taking this step quickly as a start toward meeting the needs which were considered in detail at the Conference.

With reference to the implementation of #4 of the resolution, the UJA is asking each community to accept for the coming year the same goal as in 1958 as its participation in the \$100,000,000 Special Fund and to implement the other sections of the resolution in the manner and form stated.

From Dr. Dov Joseph, Treasurer of the Jewish Agency, from Senator Herbert H. Lehman, from the Honorable Shimon Peres, Director-General of Israel's Ministry of Defense, from the heads of the Joint Distribution Committee, and many others, the assembled leaders heard about the tremendous scope of the UJA's present responsibilities. They include the tens of thousands of Jews who will be coming to Israel in 1959 principally from Eastern Europe, the several hundred thousand who have not yet been helped to take root fully in Israel partly because of the vast competing cost for the Israel Government of military security requirements, and the JDC programs to alleviate distress among Jews in countries around the world.

In view of all this, I could not appreciate anything more than I would your advising me of the date of your meeting just as soon as you conveniently can. At the same time I want to assure you, on behalf of the UJA, that we shall do everything within our power to assist you with your campaign and help make it as outstandingly successful as it must be next year.

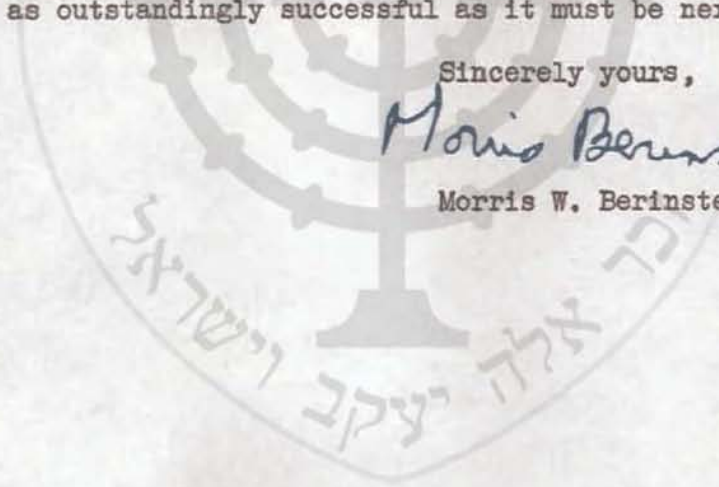
Sincerely yours,



Morris W. Berinstein

Morris W. Berinstein

MWB/GFC  
Encl.



Conf. Dec 1958

CC: HAF

NOTES ON STAFF MEETING HELD THURSDAY, DECEMBER 18th, 1958  
RELATING TO NATIONAL ANNUAL CONFERENCE

The following points were made by various people attending the meeting:

- 1) - The Friday afternoon session could have been much more interesting if the chairmen had called on more people to announce stimulating gifts.
- 2) - Great care should be taken to see to it that the Friday session does not in the future degenerate into a straight fund-raising meeting. It should not be forgotten that this is a national annual conference of the United Jewish Appeal at which the tone for the entire campaign must be set and therefore the UJA should not go too far in attempting to have too many gifts announced at the conference. Only important and stimulating gifts should be announced.
- 3) - It is most important that people attending the conference have a much greater opportunity to participate in the business of the conference. At our conference last week the only opportunity the delegates had to participate in discussion was to a small extent on Friday and for a very short while on Sunday morning. It was suggested, therefore, that next year there definitely be a meeting of the steering committee Saturday afternoon and that great care be taken to permit delegates to discuss matters from the floor at length Sunday morning. This does not mean that the JDC session should be cancelled for Saturday noon but rather that the JDC session be shorter to permit a meeting of the steering committee the same afternoon.
- 4) - The JDC session was considered to be very good. It was felt, however, that there were too many speakers. It was suggested that there be one speaker for the JDC with a panel of three or four people and that at the end of the speech there be questions from the floor to be answered by the panel.
- 5) - It was the consensus of those present that the facilities at the Statler were much better than at the Waldorf and that the Statler should be used again. The microphone system should, however, be improved. The seating situation was much improved at the Statler but it was suggested that this be looked into again for possible further improvements.
- 6) - It was felt that Senator Javits' speech was most impressive and well received.
- 7) - It would be best if cocktails were not served in the guest of honor room because those who are not invited to the guest of honor room become insulted. If any cocktail party is to be run for the guests of honor then it should be done in a room removed from the banquet hall.
- 8) - It is most important that the Friday afternoon session open with a stimulating speaker.
- 9) - The Saturday evening session went off very well but it was the consensus of those present that something be done to break up the line of speeches. Singers or musicians should be introduced to provide some entertain-

Notes on Staff Meeting  
Held Thursday, Dec. 18th  
Relating to National  
Annual Conference

-- 2 --

ment or a pageant should be planned. The entertainment, of course, should be Jewish.

10) - It might be a good idea to show slides during the course of the dinner Saturday evening.



dictated by Melvin S. Goldstein

MSG:ls  
12/19/58

UNITED JEWISH APPEAL, INC.  
165 WEST 46th STREET  
NEW YORK 36, N. Y.

## MEMORANDUM

*Date* December 19, 1958

*To* Melvin S. Goldstein

*From* George Silverman

*Subject* Presentation Bibles for Messrs. Holtzman and Kiesler

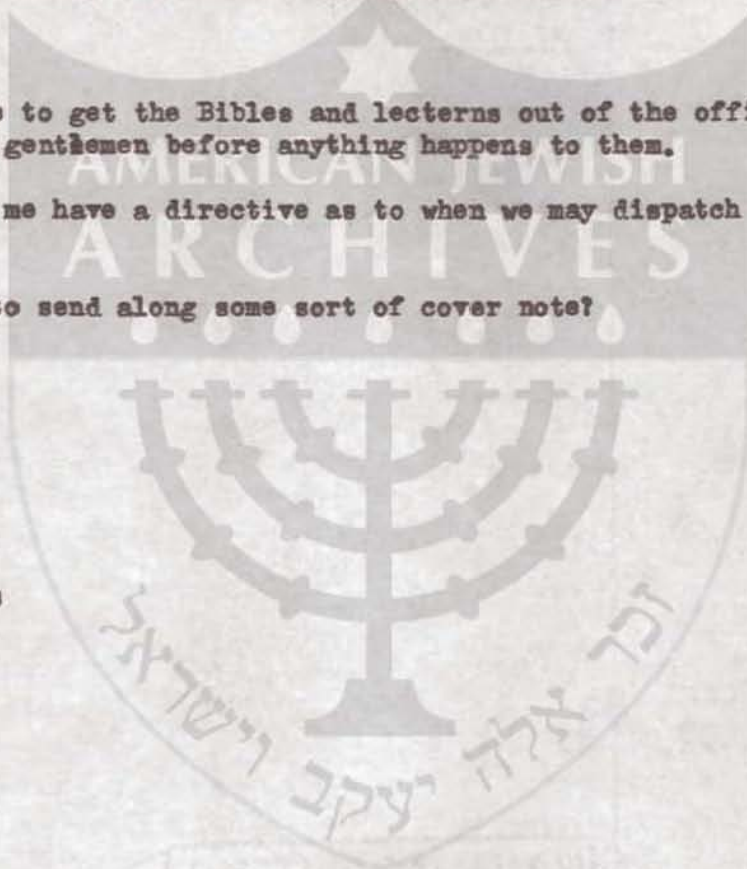
I should like to get the Bibles and lecterns out of the office on the way to the above gentlemen before anything happens to them.

Will you let me have a directive as to when we may dispatch these presentations.

Do you plan to send along some sort of cover note?

GS:

cc: Irving Jacobs





MAIN OFFICE

17903 ST. CLAIR AVE., CLEVELAND 10, OHIO

Telephone: KEnmore 1-6600

Teletype CV-304

"Where Cleveland Buys Its Lumber"

West Side Branch  
14651 LORAIN AVENUE  
Clearwater 1-4470

South-West Branch  
10800 BROOKPARK ROAD  
SHodyside 9-4000

Bedford Branch  
160 BROADWAY  
BEdford 2-6600

December 19, 1958

RECEIVED	
DEC 22 1958	
NOTED BY DATE	REFER TO DATE
	HAF AISC
ANSWERED	

Mr. Herbert A. Friedman  
Executive Vice-Chairman  
United Jewish Appeal  
165 West 46th Street  
New York 36, New York

Dear Herb:

I was certainly glad to see the nice turnout at the UJA Conference. Your talk was good, as usual, and I hope that everyone understands our responsibilities.

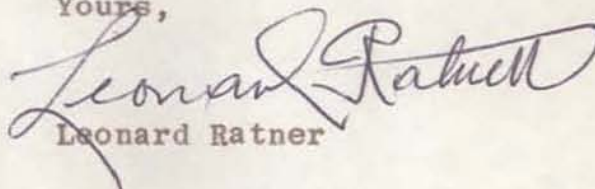
I wish to again express my gratitude to you for the innovation of the Saturday services. I think it was very successful and am sure that, as time goes on, we will really have a big attendance. Thank you for giving the honor of lighting the Hanukkah candles to Mrs. Ratner.

You can depend on us to try to do everything we possibly can to see that the campaign is successful. We won't let you down.

Please accept my belated "thanks" for the nice letter you wrote regarding the testimonial dinner given me.

Best regards to your wife.

Yours,

  
Leonard Ratner

LR:a1

cc: FC SG Field Ref G. Silverman

*Conf Dec*

December 22, 1958

Mr. Adolph Kiesler  
Peerless Alloy Company  
1445 Osage Street  
Denver 4, Colorado

Dear Adolph:

Just to prove we are not Indian givers, I am arranging now to have sent to you under separate cover your bible and your lectern. Seriously, it gives all of us great pleasure for you to have these and the sentiments that went along with them.

With best regards.

Sincerely,

Melvin S. Goldstein.

msg:gas



cc: FC SG Field Ref G.Silverman

December 22, 1958

Mr. Joseph Holtzman  
Holtzman & Silverman  
2120 National Bank Building  
Detroit 26, Michigan

Dear Joe:

Just to prove we are not Indian givers, I am arranging now to have sent to you under separate cover your bible and your lectern. Seriously, it gives all of us great pleasure for you to have these and the sentiments that went along with them.

With best regards,

Sincerely,

Melvin S. Goldstein.

msgigss



Conf Dec

Annual Campaign for Life and Freedom

# UNITED JEWISH APPEAL

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

\$100,000,000 UJA RESCUE FUND

over and above

1958 REGULAR CAMPAIGN GOAL—\$102,031,800

165 WEST 46TH STREET, N.Y. 36, N.Y.

PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

December 22, 1958

**General Chairman**  
MORRIS W. BERNSTEIN

**National Chairman**  
WILLIAM ROSENWALD, JDC  
DEWEY D. STONE, UJA

**National Chairmen**  
SAMUEL H. DAROFF  
JOSEPH HOLTZMAN  
SOL LUCKMAN  
JOSEPH MEYERHOFF  
JACK D. WEILER

**Rescue Fund Chairman**  
JOSEPH M. MAZER

**National Co-Treasurers**  
JOSEPH I. LUBIN  
JAMES SINCOFF

**Executive Chairman**  
HERBERT A. FRIEDMAN

**Administrative Vice-Chairman**  
MELVIN S. GOLDSTEIN

**Assistant Executive Vice-Chairman**  
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**National Campaign Director**  
SHOLEM SONTUP

**National Woman's Division  
Chairman**  
MRS. JACK A. GOODMAN

**National Campaign Cabinet  
Chairman**  
FRED FORMAN

**Big Gifts Chairman**  
BENJAMIN H. SWIG  
MAX M. FISHER

**Allocations Chairman**  
ISADORE BRESLAU

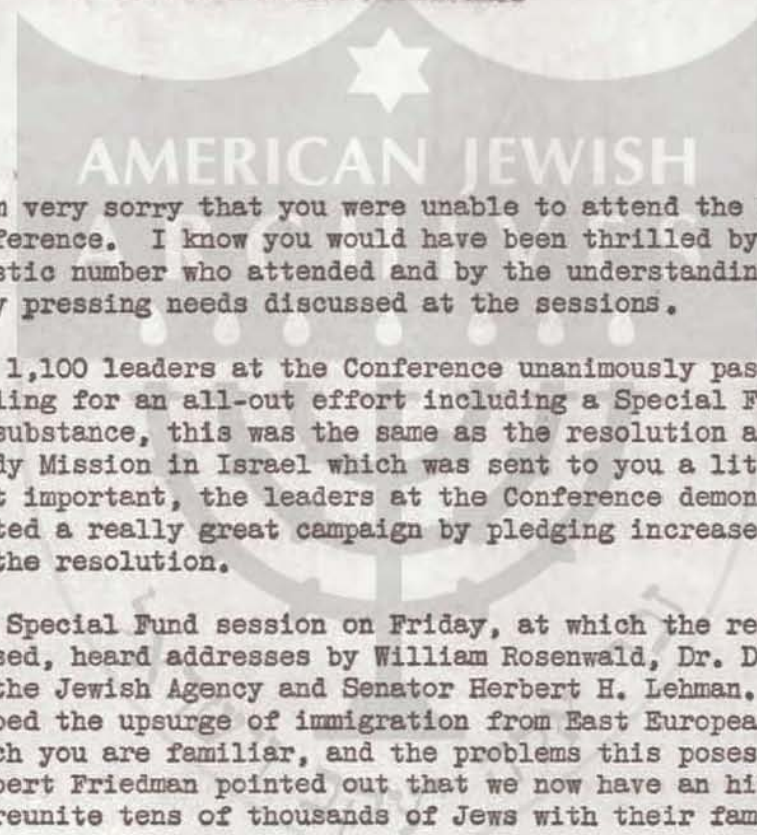
**Chairmen for Regions**  
ALBERT A. LEVIN  
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**Trade and Industry Chairman**  
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PHILIP W. LOWN  
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NORMAN C. NOBIL  
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JOSEPH D. SHANE  
RUDOLF G. SONNEBORN  
MICHAEL A. STAVITSKY  
JACK STERN  
HARRY S. SYLK  
JOSEPH TALAMO  
HERMAN P. TAUBMAN  
MILTON I. TAUBMAN  
SAMUEL A. WEISS

Sent to selected 1958 Israel Visitors who had not attended Annual Conference



**Honorary General Chairman**  
HERBERT H. LEHMAN

**Honorary Chairman**  
EDWARD M. M. WARBURG

**Honorary National Chairman**  
JONAH B. WISE

**Honorary Rescue Fund Chairman**  
SAMUEL RUBIN

I am very sorry that you were unable to attend the UJA Annual National Conference. I know you would have been thrilled by the large and enthusiastic number who attended and by the understanding response to the very pressing needs discussed at the sessions.

The 1,100 leaders at the Conference unanimously passed a resolution calling for an all-out effort including a Special Fund for next year. In substance, this was the same as the resolution adopted by the UJA Study Mission in Israel which was sent to you a little while ago. But most important, the leaders at the Conference demonstrated how much they wanted a really great campaign by pledging increased gifts in support of the resolution.

The Special Fund session on Friday, at which the resolution was discussed, heard addresses by William Rosenwald, Dr. Dov Joseph, Treasurer of the Jewish Agency and Senator Herbert H. Lehman. Dr. Joseph described the upsurge of immigration from East European countries, with which you are familiar, and the problems this poses for Israel. Herbert Friedman pointed out that we now have an historic opportunity to reunite tens of thousands of Jews with their families in Israel.

At an Oneg Shabbat on Saturday afternoon, the needs of the JDC were presented by the JDC Country Directors under the chairmanship of Moses Leavitt. This was a most interesting session because it provided the delegates with an opportunity to become acquainted with JDC's far-flung programs.

Mr. Shimon Peres, the Director-General of Israel's Ministry of Defense, spoke at the Banquet Session Saturday night. He said a series of external and internal changes have improved Israel's position on the international scene and that there are now new opportunities for the future. He presented a vivid picture of a new Israel occupying an important place in the world. Senator Jacob Javits told the delegates that Nasser's movement to take over dictatorial leadership of the Arab world presents the free world with an unparalleled opportunity for taking the initiative in the Middle East. The Banquet Session was

opened by Edward Warburg who later turned the chair over to Morris W. Berinstein, UJA General Chairman.

The business session of the Conference, at which Morris W. Berinstein was re-elected General Chairman for 1959, was held Sunday morning. There was a cash line and the delegates heard reports on the status of the campaign and plans for the future. A large number of delegates participated in the discussions relating to various campaign problems.

This conference was one of the most successful ever held by the UJA. The wonderful spirit and the mood of optimism of those who attended will be carried back by them to their communities throughout the country. We feel confident that this strong determination on the part of these people to do more next year will be reflected in better drives in the communities.

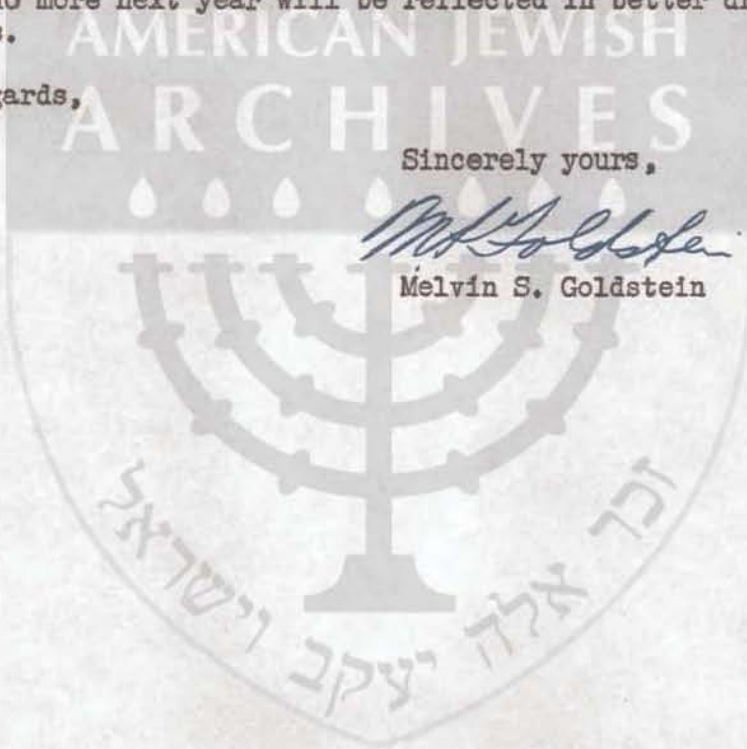
Kindest regards,

Sincerely yours,



Melvin S. Goldstein

MSG:hs



THOMAS C. HENNING, JR., MO., CHAIRMAN  
CARL HAYDEN, ARIZ. CARL T. CURTIS, NEBR.  
THEODORE FRANCIS GREEN, R. I. JOHN SHERMAN COOPER, KY.  
MIKE MANSFIELD, MONT. JACOB K. JAVITS, N. Y.  
HERMAN E. TALMADGE, GA. CLIFFORD P. CASE, N. J.  
GORDON F. HARRISON, CHIEF CLERK AND COUNSEL

United States Senate

COMMITTEE ON  
RULES AND ADMINISTRATION

December 29, 1958

*H3/16*

*Conf -  
Dec 58*

Mr. Melvin S. Goldstein  
United Jewish Appeal  
165 West 46th Street  
New York 36, New York

Dear Mr. Goldstein:

This will acknowledge your letter of December 18.  
Your courtesy in sending me a copy of the address  
I recently delivered before the Annual National  
Conference is appreciated.

Sincerely,

*J. K. Javits*  
Jacob K. Javits

JKJ:s

*Thanks & regards!*

AAK

FROM: Raphael Levy  
Director of Publicity  
United Jewish Appeal  
165 West 46th Street  
New York 36, N.Y.  
Ehaza 7-1500

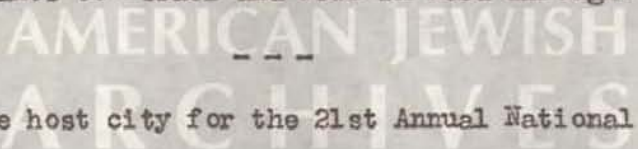
FOR IMMEDIATE RELEASE

21ST ANNUAL NATIONAL CONFERENCE OF UNITED JEWISH APPEAL

TO CONVERGE IN NEW YORK ON DECEMBER 12, 13 AND 14

-- -- --

More Than 1,000 Jewish Communal Leaders Will Plan 1959 Nationwide Campaign  
To Aid Immigrants to Israel and Jews in Need Throughout World



New York will be host city for the 21st Annual National Conference of the nationwide United Jewish Appeal which convenes on December 12-14, to plan the 1959 drive opening the Appeal's third decade of migration, resettlement and welfare aid to refugees, immigrants to Israel and Jews in need throughout the world, it was announced this week by UJA General Chairman Morris W. Berinstein.

More than 1,000 Jewish communal leaders from all parts of the nation are expected to participate in the three-day sessions at the Statler Hilton Hotel to conclude the 1958 campaign, elect officers for the coming year and set the objectives for the 1959 drive.

Marking the final effort for this year, representatives of local community campaigns which support the UJA will bring to the Conference proceeds of the cash collection drive initiated in October to convert local campaign pledges into cash to meet the mounting unmet needs of the vast inflow of newcomers to Israel.

Besides hearing from outstanding figures from Israel and the United States, the Conference delegates will hear the report of the 100-man UJA Fifth Annual Overseas Study Mission which now is completing an on-the-spot survey of the requirements of UJA-financed agencies conducting aid programs in Israel, the Middle East, North Africa and Europe which benefit more than 500,000 Jewish men, women and children who need help.

During 1958, the UJA conducted a two-fold drive -- its regular campaign to finance the humanitarian operations of its member agencies and a simultaneous drive for a multi-million dollar UJA Rescue Fund to meet extraordinary needs of transporting and resettling in Israel and other countries scores of thousands of Jews leaving Eastern Europe, North Africa and other areas.

The UJA finances the work of the United Israel Appeal (UIA), the Joint Distribution Committee (JDC) and the New York Association for New Americans (NYANA).

The UIA provides the major part of the funds for the Jewish Agency for Israel, the philanthropic organization responsible for the transfer, reception, resettlement and integration of Jewish immigrants to Israel.

The JDC provides welfare, rehabilitation, educational and vocational training services for Jews in need in 24 countries in Europe, North Africa and the Middle East and for aged, orphaned, ill and handicapped newcomers to Israel.

NYANA provides adjustment services for Jewish immigrants to the United States.

In addition, allocations from the UJA 1958 Rescue Fund go to United Hias Service, which aids Jewish immigrants to countries other than Israel.

\* \* \* \*

10/31/58

ROM: Raphael Levy  
Director of Publicity  
United Jewish Appeal  
165 West 46th Street  
New York 36, N.Y.  
Plaza 7-1500

FOR RELEASE IN AM's AND PM's OF MONDAY, NOVEMBER 10, 1958

21ST ANNUAL NATIONAL CONFERENCE OF UNITED JEWISH APPEAL

TO COVENE IN NEW YORK ON DECEMBER 12,13 and 14

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FROM: Raphael Levy  
Director of Publicity  
United Jewish Appeal  
165 West 46th Street  
New York 36, N.Y.  
Plaza 7-1500

HAF

FOR RELEASE IN AM'S AND PM'S OF MONDAY, NOVEMBER 10, 1958

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*Comp file*

PRESIDENTS AND EXECUTIVE DIRECTORS OF WELFARE FUNDS

November 10, 1958



AMERICAN JEWISH  
ARCHIVES

Several weeks ago, I wrote you about the 21st Annual Conference which will take place in New York City on December 12-14th, and asked you to select the people from your community who will represent you on the Conference Steering Committee.

For this Conference to have real meaning, it must be representative and, to be that, we need the active participation of the men who provide the main direction to the campaigns in the communities throughout the country. That, in itself, would be a sufficient reason for me to urge you to attend this Conference.

However, there is an additional reason why I feel that you should be there. The unmet needs in Israel and the demands made upon us by the steady stream of new immigrants, including the new flood of immigrants from Rumania, call for the mobilization of our maximum resources in the year ahead. We can communicate this feeling and conviction to the Conference only if the top communal leaders are in evidence at the Conference and express themselves in favor of an all-out effort during the forthcoming year.

I would ask you to indicate on the enclosed card that you will attend this Conference and look forward to the pleasure of seeing you there.

Sincerely,

*Morris W. Berinstein*

Morris W. Berinstein  
General Chairman

MWB:hgb

FROM: Raphael Levy  
Director of Publicity  
UNITED JEWISH APPEAL  
165 West 46th Street  
New York 36, N. Y.

*HAP*  
*Conf file*

FOR RELEASE ON RECEIPT

SENATOR JAVITS AND KEY ISRAEL LEADERS TO ADDRESS UNITED JEWISH APPEAL

21st ANNUAL CONFERENCE TO BE HELD IN NEW YORK, DEC. 12-14

-----

U.S. Senator Jacob K. Javits (R.-N.Y.) and two key leaders from Israel, Shimon Peres, Director-General of Israel's Defense Ministry, and Dr. Dov Joseph, Treasurer of the Jewish Agency for Israel, will be guest speakers at the 21st Annual National Conference of the nationwide United Jewish Appeal to be held at the Statler Hilton Hotel in New York on December 12, 13 and 14, it was announced this week by UJA General Chairman Morris W. Berinstein.

"We are most privileged that these outstanding leaders will be with us at the Conference," the UJA head declared. "Sen. Javits has long been prominent in humanitarian endeavors benefitting people of all faiths, in the rescue of Jewish refugees and in championing the freedom-loving people of Israel.

"Mr. Peres, the dynamic 35-year-old administrative chief of Israel's Defense Ministry, helped mold Israel's defense force as a citizen-army and not a military caste. He has also served in many sensitive diplomatic missions as Prime Minister David Ben-Gurion's special envoy and is known to his countrymen as 'the architect of French-Israeli amity.'

"Dr. Joseph, the distinguished Treasurer of the Jewish Agency, maps the needs of the organization responsible for the transfer, reception and resettlement of immigrants to Israel."

Mr. Berinstitute stressed that the mounting immigrant absorption problem in Israel will be of major concern to the forthcoming UJA Conference, which will conclude the 1958 campaign, elect new officers and set the objectives for the 1959 drive.

The Conference will consider the recommendation of the UJA Overseas Study Mission for a Special Fund drive to be carried out simultaneously with the regular 1959 UJA campaign. The 100-man Mission led by Mr. Berinstitute, UJA Honorary Chairman Edward M. M. Warburg, UJA National Chairman Dewey D. Stone and UJA Executive Vice-Chairman Herbert A. Friedman, recently returned from a survey of UJA-supported aid programs in Europe and Israel and will give their full report to the conferees.

Pointing out that Israel's people cannot maintain their great constructive work and at the same time meet all the needs of the multitudes who found haven in Israel, Mr. Berinstitute declared that the Conference must chart a special effort by the American Jewish community to cope with the mounting immigrant absorption crisis in Israel. He said the crisis stems from a new upsurge of immigration from Eastern Europe, adding to the scores of thousands of newcomers who still lack adequate housing and opportunities for productive livelihoods.

The UJA finances the work of the United Israel Appeal, which remits its funds to the Jewish Agency; the Joint Distribution Committee, which aids the aged, ill and handicapped immigrants in Israel and Jews in need in 24 other countries abroad, and the New York Association for New Americans, which provides adjustment services for Jewish immigrants in this country.

###

FROM: Raphael Levy  
Director of Publicity  
UNITED JEWISH APPEAL  
165 West 46th Street  
New York 36, New York

*HAF files  
Conf.*

FOR RELEASE UPON RECEIPT

MORE THAN 1,000 JEWISH COMMUNITY LEADERS GATHER IN NEW YORK TO ATTEND  
21ST ANNUAL NATIONAL UNITED JEWISH APPEAL CONFERENCE

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More than 1,000 leaders of American Jewish communities from all over the United States assembled in New York this week for the 21st Annual National Conference of the United Jewish Appeal, at the Statler Hilton Hotel on December 12, 13 and 14. They will consider a recommendation for the raising of a special fund over and above the proceeds of the regular 1959 campaign.

The recommendation was made by the Fifth UJA Overseas Study Mission on the soil of Israel last month to deal with the renewed immigration to Israel of thousands of Jews from Eastern Europe and to tackle the dangerous pile-up of unmet needs for scores of thousands of newcomers who found haven in Israel in recent years.

The Conference will also take up the further recommendation that communities supporting the nationwide United Jewish Appeal revise the scale of their allocations to the UJA, so that a just and fair allotment of funds may be made to the Appeal.

At the same time, the delegates will conclude the 1958 UJA campaign, elect officers and set the objectives for the 1959 drive.

Including aid programs in Israel, the UJA must maintain vital services for more than 600,000 Jews who need help in some 25 countries. Tens of thousands of Jews in North Africa could not survive were it not for daily UJA aid; 21,000 Polish Jews recently repatriated Jews from the Soviet Union must receive welfare aid and vocational training; other thousands of uprooted Jews in European centers must receive assistance while they wait for permanent haven in Israel or other free lands.

Guest speakers at the Conference include U.S. Senator Jacob K. Javits (R-NY); Shimon Peres, Director-General of Israel's Defense Ministry; Dr. Nahum Goldmann and Dr. Dov Joseph, respectively Chairman and Treasurer of the Jewish Agency for Israel, the philanthropic body responsible for the transfer, resettlement and initial absorption of immigrants to Israel.

Among national UJA officers who have prominent roles at the Conference are former Senator Herbert H. Lehman, UJA Honorary General Chairman; Edward M.M. Warburg, UJA Honorary Chairman; Morris W. Berinstein, UJA General Chairman; William Rosenwald and Dewey D. Stone, UJA National Chairmen; and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

The United Jewish Appeal finances the work of the United Israel Appeal, which remits funds to the Jewish Agency for Israel; the Joint Distribution Committee, which provides welfare, medical and rehabilitation services for Jews in need in 24 countries other than Israel; and the New York Association for New Americans, which provides adjustment services for Jews in need in 24 countries other than Israel; and the New York Association for New Americans, which provides adjustment services for Jewish immigrants to the United States.

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Jewish Telegraphic Agency

# FEATURES

BETWEEN YOU AND ME

December 12, 1958

BY BORIS SMOLAR  
(Copyright, 1958, Jewish Telegraphic Agency, Inc.)

\* \* \* \* \*

**THE U.J.A. CONFERENCE:** Everybody knows about the American "three R's"-- Readin', 'Ritin', and 'Rithmetic...But few know of the Jewish "three R's" which are now part and parcel of the United Jewish Appeal... These are: Relief, Rescue, Rehabilitation...At the nationwide annual conference of the United Jewish Appeal--which is being held this weekend in New York--the Jewish "three R's" will come to the forefront more forcefully than at any time during the last few years...This is because a new situation is developing which requires urgent action on the part of American Jewry...This situation has been brought about by the sudden flow of immigrants into Israel from countries behind the Iron Curtain...Nobody knows why some of the Iron Curtain countries suddenly decided to permit Jewish emigration to Israel and for how long they will maintain this policy...This is what makes it imperative to take out as many Jews as possible from these countries while the taking out is permitted...But this also means the mobilization of special funds, and they can come only from American Jewry...At the UJA conference this problem will be the center of all discussions...UJA leaders who recently visited Israel on a study mission saw the ships bringing the wave of new immigrants from the Communist countries, and spoke to these immigrants...The conclusion to which these leaders came is, that if all Jews who can now come to Israel are not taken out of the Iron Curtain countries, it will be the fault of American Jewry... This conclusion will be brought to the attention of every Jewish giver in this country...It will be stressed that no American Jew, if he sincerely wants to enable Jewish families to leave the Communist lands now, can continue his giving to the UJA on the same rate as hitherto... The year 1959 starts with opportunities in Jewish rescue work which may not be repeated and which the UJA leaders are anxious to utilize to the fullest extent...The securing of increased contributions in the early part of 1959 is, therefore, a major emergency...

\* \* \* \* \*

**THE TOP LEADER:** The person who spends many restless days and weeks carrying the burden of leadership of the United Jewish Appeal is Morris W. Berinstein, UJA General Chairman...He has been a mainstay of the UJA for many years, serving in top-level capacities before he was elected General Chairman last year...Highly respected by Jewish community leaders all over the country, he will be re-elected to this most responsible post in American Jewish communal life for 1959...His devotion to the

UJA knows no end...He practically neglects his private business affairs giving all his time to UJA efforts...There is no community of importance to the UJA that he has not visited to stimulate greater giving...And if there are some communities which have not yet been visited by him, you can be certain that they will be, sooner or later...He spares no time where UJA interests are involved...As successor to Edward M.M. Warburg and William Rosenwald, who preceded him in the position of General Chairman, Mr. Berinstein keeps the UJA banner high...I have seen him addressing important audiences at all hours of the day and evening, after just a few hours of sleep during the night on an airplane... I have also seen him spending many tiring hours on planes between the United States, Israel and Europe in the cause of the UJA...One of the admiring features about him is that he seeks no "koved"...He always



prefers to give the frontseat to someone else in the UJA, in the hope that this will stimulate the other person to greater activity, or to making a larger contribution...Undertaking top leadership of the UJA in a year of economic "recession," he nevertheless made the 1958 campaign a financial success...His dedication to the cause of needy Jews throughout the world is highly valued not only by Jewish community leaders in this country, but also by the Government of Israel...

\* \* \* \* \*

LABOR OF LOVE: Another principal driving force in the United Jewish Appeal who knows no rest and is busy even on week-ends is Rabbi Herbert A. Friedman, UJA executive vice-chairman...He is the man behind the wheel in the UJA campaign, and he has to his credit a record of fine achievements...Young, energetic, and a gifted speaker, he is today the youngest among the top executive leaders in all the major national Jewish organizations...To him the UJA is a labor of love, since he could, without doubt, get some of the highest positions in the rabbinate for which he was trained...And there are today high positions in the rabbinate which impose fewer responsibilities on a rabbi than those placed by the UJA on Rabbi Friedman...One of Rabbi Friedman's qualities is that he not only is on the alert on the fund-raising front, but is usually on the spot where the UJA funds are spent...Not to speak of Israel, which he visits frequently for consultations, one could have seen him in Poland last year where he studied Jewish emigration from there to Israel...The film of emigrating Jews which he made during his visit to Poland really confirms the old Chinese proverb that one picture speaks more than 1,000 words...He also went to Vienna last month to witness the constant arrival of Jews from countries behind the Iron Curtain en route to Israel, and to hear their tales... To get acquainted with the position of the Jews in Moslem lands who are being aided by the Joint Distribution Committee with UJA funds, he went to Morocco, Tunis, Algeria, Iran and other countries...As a result of such visits, he was able to bring authentic reports to the Jewish communities in this country about the real needs of Jews in troubled areas...His eye-witness impressions are always stimulating and bring home to American Jewry the dramatic actualities faced today by Jews in need of American Jewish aid...

