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National Conference of the United Jewish Appeal [New York,
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NATIONAL CONFERENCE
UNITED JEWISH APPEAL

AMERICAN JEWISH
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DECEMBER 12th, 1958
2:30 P. M. SESSION

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CHAIRMAN STONE: I had planned on saying something, but I recognize the size of the gentleman standing alongside of me, and I am not going to try to keep the microphone away from him.

MR. FISHER: I told you that there were two parts to the resolution.

I gave you the first part. As Chairman of the Resolutions Committee, I forgot to implement it.

So my good friend, Sam Rubin, took that privilege away from me. But I want to second the implementation of this by telling you my personal gift last year was \$90,000, and I am going to make it \$100,000 this coming year. (Applause)

CHAIRMAN STONE: The Chair is really a little bit overwhelmed. I will rest a couple of moments and listen to you, and then I will try to make a suitable brief comment about Sam and Max.

Mr. Elias Fife, of New York.

MR. FIFE: I am seconding the motion, and I stress very much the eight clauses, or the eight paragraphs in the resolution which should be adopted unanimously, I hope, and with implementation right here.

I say there are two reasons for it. First, we

believe we must once and for all make up the \$100 million, because they are needed.

Second, while we have lots of excuses in 1958 because of economic conditions, I happen to be a businessman, and though I am not a professional economist, but so far I have never guessed wrong in my business life; and that is a pretty good record. (Laughter)

So I say, 1959 --

CHAIRMAN STONE: When you need a partner, Elias, think of me.

MR. FIFE: 1959 will be a very prosperous year for business and industry in this country, and the need for the \$100 million is there, and it is the year where the \$100 million must, and can, be raised.

As a token of good will and a good example, I have given before my special gift above the regular, \$20,000.

For the year 1959 I am increasing it at this moment by 15 per cent, which is \$23,000. And if everybody will increase it by 15 per cent, some could find it possible to increase it still more, that fund of \$100 million will be raised.

Thank you. (Applause)

CHAIRMAN STONE: Thank you very much, Elias.

(Applause)

I want to tell the New York Committee right now, that odd fish like this they should play around with.

Here is a \$25,000 customer, if I ever saw one. (Laughter)

Just one brief observation. I did not come here to praise Sam Rubin and Max Fisher, because they don't need it.

But what I like about both these two swell guys is the fact that they recognize the priority of the United Jewish Appeal; and what Sam Rubin is doing through the United Jewish Appeal is in addition to hundreds of thousands of dollars that he is giving in direct gifts to the cultural life of Israel, which is perfectly obvious from what you see and hear when you are with Sam Rubin -- it means his whole life.

I can recount hundreds of thousands of dollars.

He mentioned the Academy in Jerusalem. He didn't tell you that he footed the bill for this 100 per cent, and so many other things.

The same with Max. I wish to God we had a dozen like this.

I have a feeling that your Chairman is on the spot.

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I don't mind it, because I have said to too many of you too often that you don't have the right to ask of other unless you are prepared to do yourself.

My giving is not just accidental giving.

I was a C.P.A. in the days when I couldn't afford to give this much, and I feel, and I have felt, right along that we can raise \$100 million. And it is very simple. The welfare funds raise more than \$100 million.

We get roughly 50, 55 per cent of it, which comes eventually to the UJA.

When we started the special fund, my theory was just as simple.

If everybody would give as much to the special fund as they give to the total regular campaign -- and since this would all come to the UJA -- we would automatically have \$100 million -- in fact, \$110 million.

I realize that everybody can't, and everybody won't. Therefore, leaders must do more than their share, and that is why I doubled my gift.

I realize the local community needs keep on rising, and if we don't give more to the regular, they will take it away from us from their allotment to the UJA. And so, instead of 35 as a regular gift, I went to 50, and then

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double that to a total of \$150,000 as a total gift, with no more intention in the world of doing this year in and year out. But God has been good to us in just letting us be alive -- never mind to be able to give.

I must say that I owe a lot of these gifts.

I salve my conscience --- I don't salve my conscience, I live with my conscience about it, because I have forced our banks in Boston, where I come from primarily, to lend the UJA money, because they know my pledge is good.

I know that my pledge is being spent currently because there is a pledge on the books of the United Jewish Appeal from my family.

I am doing the same thing this year as a minimum. It will be \$150,000, and this I think lets me continue to be your Chairman -- who else wants to do some seconding?
(Applause)

MR. LEVIN: Our regular pledge of \$20,000, \$20,000 to emergency, and this year there will be \$25,000 to emergency.

CHAIRMAN STONE: That was Al Levin. There is hardly a community in America that hasn't seen him and heard him and felt the impact of his wonderful service.

Thank you very much.

MR. ROBERT SCHIFF (Columbus): Mr. Chairman, I am glad you asked for pledges first and resolutions later.

For our group, you can put us down for \$200,000 for regular, and for special, we are going to see what we can do better later on.

CHAIRMAN STONE: That you very much, Robert Schiff, for a wonderful family, not only of givers, but wonderful workers.

Who else would like to second this resolution? I see Mr. Gordon Borowsky of Philadelphia.

MR. GORDON BOROWSKY: Thank you, Dewey.

Last year I announced a pledge of \$40,000. It was just my conscience that did it.

This year my conscience is still working, and for the Borowsky family, I wish to announce a pledge of \$45,000.

CHAIRMAN STONE: Thank you, Gordon.

I see a hand there. I don't recognize who it is. Will you announce your name and where you are from, please?

A VOICE: I am speaking for Ida Rosenthal, president of Maidenform Brassiere Company. She has asked

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me to announce in her behalf that Maidenform will increase their \$50,000 by \$5,000, making it \$55,000.

(Applause)

CHAIRMAN STONE: Thank you very much, and I hope that the plug for the business pays off. (Laughter)

I give the same privilege to anyone else that will give me \$55,000 for their campaign pledge.

I see another hand raised in the back. I don't recognize you. Will you identify yourself, please.

Jack Goodman; I see now.

MR. JACK GOODMAN: Dewey, I want to announce for the Goodman family and Foster -- I think you note both -- the pledge of \$60,000 plus \$6,000, total of \$66,000. (Applause)

CHAIRMAN STONE: This extra \$6,000 over last year, we are certainly grateful for, and thank you very much.

Charlie Gutwirth, or is that Irv Levick?

Charlie Gutwirth, you get ready next.

Irv Levick of Buffalo.

MR. IRVING LEVICK: Thanks for remembering, Dewey. I feel that the importance of the increase is much more than many of us think. We are all here because we are interested.

I know that, like many of us here, I don't feel that I can increase my gift. Nevertheless, a gift of any increase in my community may mean many more thousands of dollars from other people, and I think it is important that we all take that responsibility.

I gave \$40,000 last year, and I will increase it to \$45,000 on that premise. (Applause)

CHAIRMAN STONE: Thank you, Irving. I will guarantee you as an old hand at this business that when the leadership of the community holds the line and increases, that there is no single thing that can happen in your campaign that will guarantee you success as that kind of leadership.

Charlie Gutwirth.

MR. CHARLES GUTWIRTH (New York): I have not so much to say. But we started years ago with \$25,000 and before the extra fund came in, they made me give an extra \$25,000.

Then when the special fund came, they said, Well, you gave \$50,000, that has nothing to do with the special fund. So what could I do?

So, to make it short, at this time we will make it \$50,000 plus \$50,000 for the special fund, making

\$100,000. (Applause)

I want to add to this, that I make a lot of mistakes in my business and I neglect it, but I do not regret what we did for the United Jewish Appeal.

I am only jealous of Mr. Sam Rubin; that is all.

(Laughter and applause.)

(Continued on next page.)

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CHAIRMAN STONE: I want to tell you that if you want to get a thrill you will never forget, go to Israel, to go the Weizmann Institute, go to our new Nuclear Physics Building, which is fantastic, and there you will see emblazoned as it should be on the most prominent wing of our building, because they gave us hundreds of thousands of dollars, I don't want to let on, because it is such a terrific, wonderful gift, you will see the name of Charles Gutwirth and Isidore Lipshitz, two wonderful people.

And now Mr. Denver.

MR. DENVER: I have to repeat what I pledged in the Resolutions Committee. I am going to say the same thing that this year, as far as my business was concerned, I lost \$163,000. (Laughter)

But I don't want to take it out on the United Jewish Appeal. I am going to keep on my work with the hope that you will have to assist me. I am going to give \$110,000 to the special fund.

\$60,000 to the regular fund.

(Applause.)

CHAIRMAN STONE: You can see that Adolph and I have the same accounting background. (Laughter)

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I hope there are a lot more, and Adolph, I just hope that for many, many years to come you will continue to be the wonderful giver and wonderful worker you are.

I see somebody else standing up.

Announce your name and where you are from.

SPEAKER: John David Fienberg, Toronto, Canada.

CHAIRMAN STONE: We have taken Canada into the Union now.

MR. FIENEERG: Mr. Chairman, Toronto is in Canada and is considered by this fine representative group here as being one of your poorer suburban neighbors. (Laughter)

Not being one and wishing to act as a rebel, but by the gentlemen in my company from the City of Toronto, told me as being the new 1959 UJA Chairman for the City of Toronto, that I was going to be tremendously impressed by respective increases and the money raised for this great emergency.

I have been more impressed with the banner that is in front of me that I am reading from the back end, which reads "Match courage with courage and giving with giving."

I wish to say, and wish to apologize, that

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we in Toronto, or the Jews in Toronto, are not capable of matching courage with the Jews in our good State of Israel, but I feel that we can do a little in matching our giving.

For the chairmanship of the 1959 UJA campaign, I came down here to increase, or double my pledge from 16 to 32 thousand dollars, and would like to say that we would like to make it four times that to \$64,000.

(Applause)

CHAIRMAN STONE: I would like to take any part of a bet that anybody wants to make me that Toronto is going to have the biggest and the best campaign they have ever had in their history.

(Applause)

With this kind of chairman we really can go places.

When you get through with being chairman in Toronto, let me know, we will give you the chairmanship of any community in America that you are willing to go to work for.

I see two hands up there. Will you let me know who you are and where you are from.

MR. PAUL ZUCKERMAN, Detroit: I don't want to

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say anything because I know there are hundreds of people in this room who are just dying and anxious to get up and make their pledge in a hurry to help us raise this 100 million dollars.

I do want to say this though, that as one of the privileged members of the UJA Mission a few weeks ago in Israel, please take our word that Israel not only needs your money -- and I am just giving you a few words now -- you need Israel, you need Israel. Israel is your future, and your children's future, and your grandchildren's future.

I want to increase my pledge of last year from \$21,000 to \$25,000.

(Applause.)

CHAIRMAN STONE: Thank you very much.

Who is next?

MR. A. A. TAUEMAN from Detroit, Michigan: We have a saying in Detroit, when you have paid your 1958 pledge up, you haven't given enough. I still owe \$1,600 from last year. I gave \$5,500 last year and I will give \$8,000 this year.

CHAIRMAN STONE: That is wonderful. And this is part of the Young Turk group from Detroit that we had so much fun with on the mission.

6-5

MR. EDWARD GINSBERG, Cleveland: I would like to make two observations. One is that Sam Rubin made the most extensive seconding speech, but then I reflected and I think it is probably the most expensive seconding speech I have ever heard. (Laughter).

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The other observation is this. I too was privileged to be on the mission in Israel. I got up on my feet and spoke and said that the thing that bothered me about the mission would be that the people would go back to America, back to the United States and initially they might be pent up and their emotions would dwell in them and then come forth and then a few months later they would dissipate and our job was to go back and tell the story.

I don't think that it can be more vividly told or more accurately told than has been displayed here in this room by these people.

I am not one of the -- I am an American Association player, I am not in the major leagues. Our gift will be from \$11,000 to \$14,000, with \$3,000 in the special fund.

(Applause)

CHAIRMAN STONE: Thank you very much.

May I just make this observation. There are

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100 times more 1,000, 5,000, 10,000, 15,000 dollar contributors than Sam Rubin's type of gift.

Great and wonderful as that is, and inspirational as it is, believe me in the long run it is going to mean a lot more to your campaign if you can go home with every member of your delegation enthusiastically committed to increased giving through his own personal example in 1959.

Don't anyone sitting here, if you can only give \$100 or \$500 or \$1,000 hesitate to stand up and say what you can do and will do, because I am convinced from 30 years of experience that there is no speech more important than talking figures, and I am equally convinced that this afternoon is the most important place in American for the future of this campaign for you to say something.

MR. SAMUEL HORELICK, Pittsburgh: I was at the Resolutions Committee meeting. I raised my total from \$45,000 to \$47,000.

Now I feel that I ought to do a little better.

(Laughter)

So I am raising the \$47,000 to \$50,000.

(Applause)

CHAIRMAN STONE: I love this simplified book-

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keeping. It would have been terrible to put down \$47,000. You are wonderful, Mr. Horelick.

MRS. GOODMAN: This noon I was taken into the Young Turks Group and as a Young Turk I want to say that last year I gave \$4,000 as a base and \$4,000 for the special.

This year I will give \$4,000 as a base and \$5,000 for the special.

CHAIRMAN STONE: And your word, Mrs. Goodman, is worth millions.

MR. JOE LINSEY, Boston: I am going to give \$55,000 this year and I have polled the Boston group and they have all told me that they will give at least as much as they gave last year and a little bit more.

CHAIRMAN STONE: Thank you very much, Joe. I will be back punching and working with you.

Somebody there on the right.

MRS. MILLER: I am announcing for our group, I am privileged to announce \$100,000 regular plus, in memory of my sister, Mrs. the late president of the Foundation, \$50,000 special, making a total of \$150,000.

CHAIRMAN STONE: I want you to know that we are

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extremely grateful for this great generosity but not at all surprised because this is the history of this wonderful family and I am sure you already have the expression of the New York and National UJA as to how much we shall miss your late beloved sister.

MR. HIMMELKOFF, Washington: I was going to give \$50,000 this year, but I will give \$25,000 for the regular and \$35,000 for the other.

CHAIRMAN STONE: Thank you, Paul. I am sure Washington will be very grateful and match what you are doing.

Mel Dubinsky, I noticed you asked for the floor.

MR. DUBINSKY: I first have an announcement to make for Mr. Charles of St. Louis of \$66,000. I contributed \$15,000 last year because he is overseas I will make an announcement of \$17,500.

CHAIRMAN STONE: Thank you very much, Mel.

MR. YENKIN, Columbus: Last year our family gave \$12,500. We have giving \$12,000 plus an increase which I am not quite prepared to say at the present time, but it will be an increase over last year.

CHAIRMAN STONE: Thank you very much.

(Applause)

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Mr. Jacob Sincoff, I know you wanted to say something to us.

MR. JACOB SINCOFF: As you know I am the custodian of the funds that you pledged to UJA for the last 13 years. But just to be a custodian is not enough.

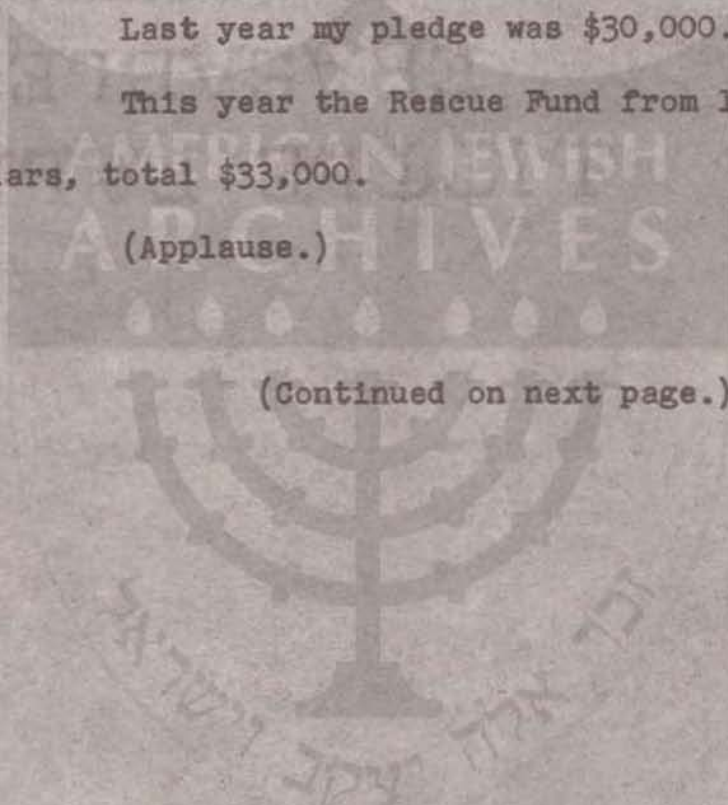
Last year my pledge was \$30,000.

This year the Rescue Fund from 10 to 13 thousand dollars, total \$33,000.

(Applause.)

(Continued on next page.)

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7-1

CHAIRMAN STONE: This resolution could stand a lot more seconds, thirds and fourths.

VOICE FROM THE FLOOR: Charlie Meyer couldn't stay, but he wanted to second the resolution by contributing for the Meyer family, \$150,000 to the regular campaign, \$100,000 to the Special Fund.

(Applause.)

CHAIRMAN STONE: While somebody is making up his mind to say something, Senator Lehman who spoke to us so beautifully this morning, also says it in figures to the tune of \$101,000.

(Applause.)

I understand Mr. Peter Schweitzer has something to say.

He had to leave, I am told.

There is plenty of time for some more thinking.

VOICE FROM THE FLOOR: Schweitzer has increased to \$105,000.

CHAIRMAN STONE: That is wonderful. It is an increased gift, and the total will now be \$105,000.

(Applause.)

I do have Mr. Jerome Levine increasing from \$20,000 to \$25,000. He is not able to be here.

7-2

Baroness de Guinsberg has increased to \$50,000; she also wanted to give us the benefit of this announcement early in the campaign, knowing that this is a very definite inspiration to the others in the New York area.

How about some more of you?

JOSEPH MEYERHOFF (Baltimore): I wish I could be in the same class as Sam Rubin.

I agree with someone back there who said he is a little jealous of Sam Rubin for not being in the same class.

But I do recognize the importance of early gifts, and I particularly recognize the importance of gifts of the leadership in each community.

That is much more important than the amount of money involved, because it usually means five or ten or fifteen or twenty times the amount of increase in the results of the campaign.

My last year's gift was \$45,000 for the regular, and \$25,000 for the Special, and this year I will make it \$45,000 and \$30,000 for the Special; a total of \$75,000.

(Applause.)

CHAIRMAN STONE: Thank you, Joe. I am sure this will help Baltimore.

7-3

CHAIRMAN STONE: Leonard Ratner, I can't chair a meeting without a word from you. I sort of expected that you would come over and say something.

No UJA Conference can ever go home without a word from Leonard Ratner of Cleveland. I am very happy to call on him.

MR. LEONARD RATNER: Well, I was kind of just sitting down and waiting -- maybe they will reach my level. (Laughter.)

But you know, somehow or other, lately I have become an economist. There are so many economists who figure on how we are going to balance the budget, and I was mulling over in my mind how we are going to reach the \$100 million.

I find myself in the same position as my rabbi every morning in shule -- especially the members. He keeps bawling us out. "You are not doing enough. You are not coming to synogogue. There are not enough members."

And he is talking to the wrong people.

(Laughter.)

What I have to say here is probably the same thing. I am talking to the wrong people.

The reason why, you know, as I said, I have become

7-4

an economist.

I started to figure out for myself, going back to 1946 and finally to 1948, and I see the figures.

And I started to figure out at that particular time we raised \$150 million special for the UJA.

I started to figure my figures, and I started to figure a lot of you gentlemen -- the ones they call the names -- and I figure, "By golly, maybe that figure should be \$250 or \$300, and maybe mine will be -- " I can't even discuss -- what is it? Ten to fifteen times as much, actually, in worth. I don't know what it was.

I was just wondering how can we transmit this thing which is going on in here back to our communities, back to the people?

After all, we are all in the same work.

I heard today Dov Joseph's speech. Believe me, first I figured to myself, how privileged I am to be one of them, even to attend the meeting. I think by itself it is really something just to be here, where a man can get up and say he gives \$300,000.

Whoever thought when I landed from the boat, a fellow could work all my lifetime for \$100,000, but I never figured it that much. (Laughter.)

7-5

But believe me, the needs are there, and everyone knows it.

Now we are going to make this whole thing balanced to some extent, to come up with \$100 million. I don't know how.

Years ago there used to come up -- maybe it's the wrong people, but I'm talking to you -- there was one time they used to come up and I see some of my Cleveland people, and some of the people around the table -- \$10,000 -- and a man says he is going to triple it -- \$30,000 -- and the next year double -- \$60,000.

Only that way, to some extent, could we get the money.

There are some young people growing up. I know we are taking as much as we could.

And finally you come up with a few thousand dollars more here and there, but not every year it can happen. Things like that happen to a Sam Rubin or my good friend, Adolph Kiesler.

But to some extent, this money has got to be secured. There is no question. We owe that money.

Somebody made a figure of \$750 million, but I guess we would be satisfied if we only got \$150 million.

7-6

And the only way this money can be gotten -- and in this I am talking against myself because I can take part of it, unfortunately, at this time -- but I can't triple it any more if I have to triple I have to sell my business and mortgage myself. (Laughter.)

You know, there is limitations. An unfortunate limitation comes on the people who are doing things, day by day.

As much as UJA and the Weizmann Institute and the Technion, and it is going on day by day, and these gentlemen here are taking part in it -- this is just the beginning.

And then comes the dessert. How are we going to do it? We must find ourselves. After all, they look at all of us as their leaders.

How can we go back and make our people understand? I think this is the most important thing.

The first and most important thing is where am I in this thing, where are you, where are all of us; what is my share?

It is not a question of a man giving \$100. If that is all he can give, I think that is a pledge which is certainly accepted here. And that is the kind of pledge

we expect to get.

But if a man can give \$150 or \$200 and \$300, we have to get this in order to make that balance.

As I said before, our pledge -- some way or other -- I have to come to myself -- (Laughter) -- and myself, I never intended even to make a pledge.

I thought maybe one year they will give us -- I would save the money for myself.

There are so many things we can do in Israel, believe me. And I say we must give for Israel.

And some way or other -- I don't know if my kids will go there; they've been going back and forth. But to some extent, the greatest investment we can make today, any one of us, -- not today, but for the last years we have made -- there is the place where we can show up ourselves.

Just let me say, I would like to quote you a letter which one of our engineers sent, somebody we sent to our chemical plant -- the vice president of the place.

I would like to show you a letter from a man -- I don't know -- it seems to me our own Jews coming back and they always complain about something here and there.

7-al

It seems to me a goy goes away, he comes back and he sees everything, the plant is terrific, and I had to find it out from a goy, every Jew comes back and complains and from a goy you find it is wonderful.

(Laughter and applause.)

We should have a little more confidence. What we are building if Israel reflects on my children and your children and as long as we have an Israel, there will never be any more pogroms and anything else and that is the kind of investment we have to make.

I say to you, gentlemen, whatever we can do, if there is some way of missing a doubling and tripling -- I am unfortunately not a part of it, I wish I could be, but to some extent, maybe I could give them a lot of Israeli stock in my company -- plenty of it -- (Laughter). But I don't think that will do any good. It does good right today if a man invests 50 or 100 or 200 thousand dollars and they did employ 500 people, that is just as good, we will take on that kind of money.

(Continued on next page.)

8-1

I think this is one of the greatest things we could do, but you must visualize I was once in 1920 just exactly in that position as the people today living in Roumania and any other country, and now our part is to take part in what we can do right now. Our pledge shall be more than last year to what extent I don't know how we are going to pay it, God will take care of that, we always use Him as a partner and I think He will go on with us.

(Laughter.)

It was \$50,000 the special pledge, it will be more this year.

Our regular pledge probably is ten times as much as it was in 1946. You figure it yourself.

(Applause.)

~~CHAIRMAN STONE: I can only tell you that percentage-wise, dollar-wise, any way you want to figure, if ten per cent of the Jews of American match the Ratner family, we wouldn't be talking \$100 million, it would be two or three hundred million.~~

~~It is getting erev shabbat. I plead with you, there is nothing that could happen at this conference, in your individual community campaigns, won't 15, 20 more of you stand up quickly and say something.~~

8-2

MR. JOSEPH KAPLAN, Rochester, New York:

Everybody is seconding this resolution. I think, from the little I know about the people here, and I have always felt and spoken often of them as the most generous, warmest and finest workers in the world, right here in this group, the finest Jews I have ever known, and I don't think you need much of a Resolutions Committee or a Resolution to get these people to give.

But in relation to what Mr. Ratner said, what are we going to do when we go back home?

It sounds according to the Resolution, another Emergency Fund campaign.

This is not true. According to Dr. Joseph and all the remarks made here, we are acting like the man who said it is too tough to make the first million dollars, so I have given up and I am working on the second million.

For three years now we are working to raise an additional \$100 million. We didn't make it the first year and the second year and the third year, so we are getting tired and we are going to try on the fourth, and this has not been done and I say let us be fair to the people of this country. The Jews will get up and give if they are told the truth.

8-s
8-3

I think that the majority of the workers, the leaders of the campaigns of America do not know that what we are trying to do now is to complete at least if we could do that, complete the Emergency Fund.

I say let us amend the Resolution to say not for us here, but for all people in America to know, so that every worker will know when he goes out, to tell people when they say to him, again an emergency, say no, our work hasn't been done in 1956, the \$100 million that was needed was not produced by this country, that these people have had to go without things, that there has been suffering because we didn't or wouldn't raise it, and for three years now we have been trying to complete it, let us complete it this year and say, please, give us the completion of that first \$100,000 this year so we can once and for all give up this Emergency Fund Campaign.

(Applause.)

CHAIRMAN STONE: Did I hear you talking figures, sir?

MR. FEINBER: In Rochester we have an Emergency Fund Campaign. I just pledged last month. However, I am a little giver and I assure you that my Emergency Fund gift next year will at least be increased by fifty per cent --

8-4

my entire gift will be increased by at least fifteen per cent, and I lost money last year too.

CHAIRMAN STONE: I don't want you to lose money, but your whole thought was very --

JACOB BAROWSKY: I pledged \$20,000 last year. My pledge for this year is \$25,000.

CHAIRMAN STONE: Thank you very much, Jake.

Now Louis Reizenstein of Pittsburgh.

LOUIS REIZENSTEIN: David Lowenthal who went on the Study Mission to Israel was not with me on the Resolutions Committee has raised his gift from \$22,000 to \$24,000.

He is one of our new dynamic leaders and as an old wornout one we will raise the gift of the Reizensteins to \$17,000.

(Applause.)

CHAIRMAN STONE: Thank you very much.

While the next one is getting ready, I have the privilege of announcing \$125,000 from the Maser family.

I am also told, and I don't want to raise the cash question, that a check for \$125,000 is coming in Monday morning in a check in addition to the pledge.

MR. ZIMMERMAN: I came here worrying about how

8-5 to pay the pledge, but I am not going to worry this year. I will find out some way, I usually do. I will increase my pledge, maintain the regular at 8500 and the special at 11,500 for a total of \$20,000.

CHAIRMAN STONE: We still have another five or ten minutes.

Do I see any more volunteers? Mr. Fink.

MR. FINK: My associates and I will increase our gift in the coming year to \$23,000.

(Applause)

CHAIRMAN STONE: Thank you very much.

May I just make this brief observation before we bring the meeting to a close? We are going to be together for the rest of the week end.

It is not customary. We did not plan. If we had we would have had cards here and we would have really done a card-palming job.

Believe me, when I tell you that what has happened today happened because some of us felt keenly that we must create an atmosphere for the launching of our 1959 effort. We must not do it simply in words, but we must do it by action. That is the reason why some of us have insisted on using this forum to make our announcements for the 1959

8-6

effort.

And that is why as one of your Chairmen, I plead with you as the best thing you can do in your communities for your campaign, to be the first person in your community to make his gift, to make the necessary sacrifice, if sacrifice it really is, to set the proper example.

You have all week end to be thinking about this.

As you come to a conclusion, will you communicate what you have decided to do if you decide to do it here this week end?

(Continued on next page.)

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Communicate this to one of the national officers so this can be integrated into the framework of the planning which we will be doing for the campaign in your respective communities.

I think that you will agree with me that what we have heard this afternoon is a sufficient sample of the tempo and the willingness of your leaders and your community leaders for 1959 so that the optimism I expressed at the beginning that this was truly going to be a great campaign has every justification in fact, and that it will be such if we do not let ourselves down, as I am sure we won't.

I would like to call for a closing word.

Morris Berinstein, our General Chairman.

MR. BERINSTEIN: I will only take two minutes, if that much.

First, I want to thank everybody that came here today, and I realize that many of you have changed your minds as to what you were originally thinking of giving, and we can wait a few days or a few weeks until you get home to your communities.

Also, I want very seriously to thank the officers of the United Jewish Appeal who have worked with me, and whom I think you have seen get up on their feet and make

the kind of announcement that they have made.

The only problem is that I am sure you realize it is a very expensive thing to be an officer of the United Jewish Appeal.

Thirdly, Mr. Meyerhoff said something about he wished he was in Sam Rubin's class, and I say I wish I was in Joe Meyerhoff's class. (Laughter)

For myself, I want to announce a gift of \$14,000 regular and \$16,000 special that I hope can be made in Syracuse, and an additional \$3,000 to the special fund in New York City.

(Applause)

CHAIRMAN STONE: Just one moment. You heard a resolution read in substance.

You have heard many seconds.

For the record, I would like a show of hands. All those in favor of adopting this resolution and presenting it to the American Jewish community as the platform on which the United Jewish Appeal will campaign in 1959, please raise your hands.

(There was a show of hands.)

Are there any opposed?

(No response.)

9-3

I declare it a unanimous decision, and I pray
for your good health and your ability to implement completely.

Thank you very much.

The meeting stands adjourned.

(Whereupon, at 4:15 p.m., the afternoon session
was adjourned.)



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NATIONAL CONFERENCE

UNITED JEWISH APPEAL



Breakfast-Business Session

December 14, 1958.

Statler Hilton Hotel

SILLS REPORTING SERVICE, INC.

38 Park Row New York 38, N. Y.

REctor 2 -1780

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FRAGILE

CONTENT

The Breakfast--Business Session of the National Conference of the United Jewish Appeal was held on Sunday, December 14, 1958, at 9:00 a.m.

CHAIRMAN SAMUEL H. DAROFF: Ladies and Gentlemen, good morning.

I am very happy to see this wonderful turnout for this morning's session. I am sure all of you must have gone to bed early last night so that you wouldn't miss this Dixie breakfast, which we hope you all enjoyed.

I want to make one announcement.

This session, which I know is going to be a very interesting one, will adjourn right before lunch. There will be no lunch served.

Therefore, I hope that all of you will stay to before lunch. Then you will be able to make all the arrangements you will have to, to make your trains and to make the planes you have to, to get back to your various communities.

On Friday's session we unanimously adopted a resolution -- and we were stirred by the addresses -- a resolution that does honor to the Jewish community.

CONTENT

Quite a few of you, in announcing your 1959 gifts, demonstrated that we felt bound by that resolution and showed the way for others to follow.

Saturday afternoon, you were inspired by a detailed roundup of the global work of the JDC in 25 countries where the Joint Distribution Committee with the funds we provide helps the handicapped, the aged and the needy.

Saturday night we joined in a festive occasion and we were again inspired by a program which I believe we shall long remember.

I have spoken to any number of people who are attending this conference, who expressed their opinion that this has been a wonderful conference thus far.

I, too, have enjoyed this conference. I think that I can be moved as easily as the next man, but I labored under the disadvantage of having served as National Chairman during the past year. This experience, together with other work I have done in the UJA, has taught me the obvious lesson that the amount of cash we produce for the UJA, and the speed with which we produce it and turn it over to the UJA, are, in the final analysis, the only measures of success in our efforts.

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ERASABLE
COTTON CONTENT

I know of no other standard by which this success can be judged.

It is because of this, my friends, that I am going to suspend my final judgment on this conference and all our campaign efforts in the year ahead until I have some idea of the amount of cash this total effort will produce for the UJA in 1959.

In every athletic game in which a ball is involved, we have the expression, "keep your eye on the ball."

The participant is told that he can't succeed unless he keeps his eye on the ball.

Keeping our eye on the ball is also good counsel for all of us working on behalf of the UJA, for it would mean that we would consider everything subordinate to the necessity of producing for the UJA the maximum amount of cash with the greatest speed.

If you don't like the athletic jargon, you can use the Jewish word "tachlis."

When we get the best cash result for the UJA that is real tachlis.

It is because of this that what we are about to take on to do, takes on significance and importance.

ERASABLE
COTTON CONTENT

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You men and women who form the cash line are in the truest sense the living chain between us, the Jews of America, and our fellow Jews in Israel, and in other lands to whom we bring help and hope.

I am going to ask the cash line to form on my right, and as each of you reaches the microphone, please state the name, the community that you represent, and the amount of cash that you are turning over.

Joe Mazer or Fred Forman will be there, or Joe Holtzman.

(Continued on next page.)

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One other announcement I want to make. I don't know how many of you have really understood the regular significance of this home you see here that was built. This home represented a typical home in Israel. What we are trying to do with our cash is to get the people out of the Ma'Abarots and to bring them into the home (indicating).

South Bend has brought a check for \$35,000.

Spring Valley, New York, Jack Mendelsohn and Irving Shatz.

MR. MENDELSON: Ladies and gentlemen, Mr. Shatz and I represent a community which is located in the smallest county of this State. I believe, however, that the hearts and minds of our community are in contrast to its size.

Our Jewish communal leaders were pleased to go to commercial sources and bore in anticipation of the opening of the campaign \$40,000 which I now extend.

(Applause)

CHAIRMAN DAROFF: Herman Weiner of Toledo, Ohio.

MR. WEINER: \$25,000.

CHAIRMAN DAROFF: That is \$25,000 from Toledo,

2-2

Ohio.

I think you all know this next gentleman,
Archie Silverman of Providence.

(Applause)

MR. SILVERMAN: I have the pleasure of present-
ing a check for \$100,000 which is partly paying back and
partly paying in advance. I hope everybody comes across.

(Applause)

CHAIRMAN DAROFF: Go through the house and out
the door, Mr. Silverman.

Next is J. L. Berman of Denver.

MR. BERMAN: I am from Denver, Colorado, the
greatest city west of New York.

(Applause)

We have a part payment of \$100,000 on our
pledge.

(Applause)

CHAIRMAN DAROFF: Morris Klinge, Kentucky.

MR. KLINGLE: Louisville which has a small Jewish
community is happy to present \$37,000 and hope it will
be doubled next year.

(Applause)

CHAIRMAN DAROFF: David Stein of Waterbury.

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MR. STEIN: \$25,580 is the total for this year.

CHAIRMAN DAROFF: David Darwin, New Brunswick, New Jersey.

Mr. Issac Seniban from the playground of the world, Atlantic City.

MR. HERMAN LEVY: \$20,000, bringing up the total to \$350,000.

CHAIRMAN DAROFF: Robert Levin of Madison, Wisconsin.

MR. LEVIN: Ladies and gentlemen, Madison, Wisconsin, is pleased to present a check which brings our total for this year to \$38,000.

(Applause)

CHAIRMAN DAROFF: Dr. John Maisel, Buffalo, New York.

DR. MAISEL: Presenting a check for \$180,000.

CHAIRMAN DAROFF: That is \$180,000.

(Applause)

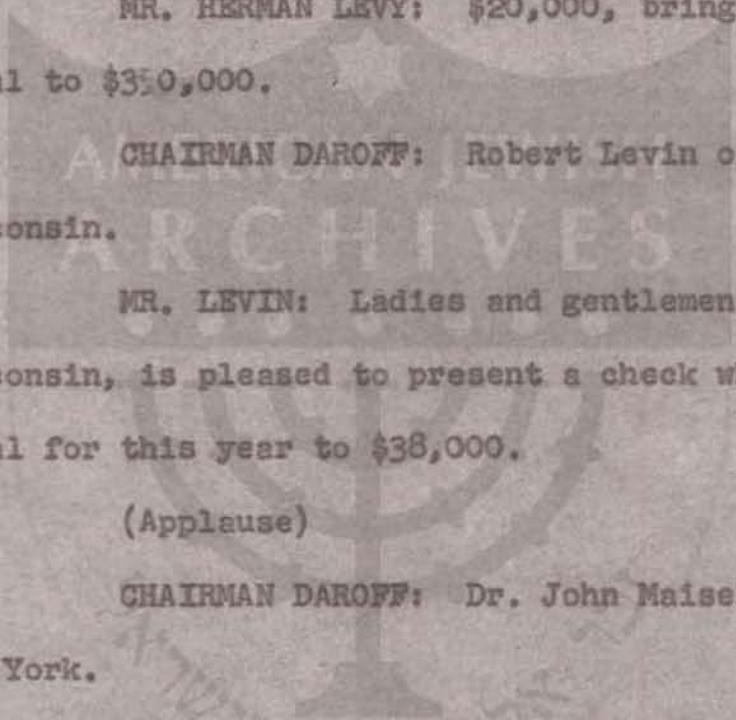
Harry Lipsman of Davenport, Iowa.

MR. LIPSMAN: We just sent in \$12,000 and now we have another \$5,000.

CHAIRMAN DAROFF: In case you couldn't hear that, that was a total of \$27,000.

(Applause)

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Now, Kansas City.

KANSAS CITY: Kansas City is pleased to present \$70,000 at this time which brings our total up to \$175,000.

CHAIRMAN DAROFF: Total of \$170,000 from Kansas City -- \$175,000.

Nat Goldman of West Palm Beach, Florida, a member of the Commission.

MR. GOLDMAN: Check for 9,000 --

CHAIRMAN DAROFF: That makes a total of \$40,000.

(Continued on next page.)

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Robert Green, Brockton, Massachusetts, Chairman
of the Brockton Campaign, one of the Young Turks.

MR. GREEN: \$16,400 partial payment.

CHAIRMAN DAROFF: \$16,000 in partial payment.

I think these people deserve a nice round of applause.

(Applause.)

Morton P. Weiss of Wilkes-Barre, Pennsylvania.

MR. WEISS: \$50,000 in part payment.

(Applause.)

CHAIRMAN DAROFF: Mrs. Miller and Mrs. Kaplan --

it is good to have a feminine touch in the meeting -- of
Akron, Ohio.

MRS. MILLER: \$110,000 from Akron, Ohio.

CHAIRMAN DAROFF: An additional \$2,000 check
from Norwalk, Connecticut.

Thank you, ladies, very much.

(Applause.)

CHAIRMAN DAROFF: The leader of the Philadelphia
Allied Campaign.

PHILADELPHIA: Philadelphia is very proud to pre-
sent a check for \$250,000 in partial payment of its gift.

(Applause.)

The City of Brotherly Love is going to give a lot

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more.

CHAIRMAN DAROFF: Paul Kulick of San Antonio.

SAN ANTONIO: San Antonio gives \$30,000.

CHAIRMAN DAROFF: Isidor Elman of Syracuse.

MR. ELMAN: Syracuse, the snow belt --

CHAIRMAN DAROFF: The homd of Berinstein.

MR. ELMAN: We have already given some and there is going to be a lot more.

(Applause.)

CHAIRMAN DAROFF: Henry H. Wiener of St. Paul, Minnesota.

MR. WIENER: St. Paul, \$75,000.

ASBURY PARK: This makes a total of \$18,000, \$3000 now.

(Applause.)

CHAIRMAN DAROFF: Mrs. Arthur Schindler of Hurleyville, New York, between Grossinger and Concord.

(Laughter.)

MRS. SCHINDLER: Ladies and gentlemen, we work backwards, our little hamlet raises our money in the summertime and this makes \$10,000.

(Applause.)

CHAIRMAN DAROFF: Morris Friedman and Joseph Aren-

horn of Albany, New York.

MR. FRIEDMAN: From Albany, New York, in addition to \$100,000 previously forwarded, \$50,000 at this time.

CHAIRMAN DAROFF: That is \$50,000.

Thank you.

(Applause.)

CHAIRMAN DAROFF: Al Hirsch from Harrisburg.

MR. HIRSCH: We sent our check in last week for \$39,500, Harrisburg, Pennsylvania.

(Applause.)

CHAIRMAN DAROFF: Max Hershkowitz of Schenectady, New York.

MR. HERSHKOWITZ: \$50,000.

CHAIRMAN DAROFF: Nat Levy of Scranton, Pennsylvania.

MR. LEVY: We are pleased to present a check for \$50,000 being a partial payment on 1958 allocation to \$106,000

(Applause.)

CHAIRMAN DAROFF: Mrs. Finsterwald of Nashville, and Mrs. Fox, both of Nashville.

MRS. FINSTERWALD: \$25,000, and a very beautiful chairman of next year's campaign, Mrs. Fox.

(Applause.)

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CHAIRMAN DAROFF: Jack Carman, Miami Beach, the Chairman for 1959.

MIAMI: This is part payment, with much more coming if we have plenty of sunshine, \$230,000.

(Applause.)

CHAIRMAN DAROFF: Mr. Label Katz, one of the great leaders of this U. J. A. and of the B'nai B'rith.

MR. KATZ: On behalf of New Orleans I present you with a check for \$20,000, making a total of \$148,000.

CHAIRMAN DAROFF: Goodwin of New Haven, Connecticut.

MR. GOODWIN: \$52,000.

CHAIRMAN DAROFF: Boris Sokol of Dayton.

MR. SOKOL: \$85,000.

ROCHESTER, NEW YORK: \$80,000.

(Applause.)

CHAIRMAN DAROFF: A very good and dear friend, Sam Schacht.

MR. SCHACHT: We sent our check in two weeks ago, and our girl was going on vacation and that was a check for \$40,000.

MR. GINSBURG: (Cleveland, Ohio) I have here a check for \$173,000.

CHAIRMAN DAROFF: Harold Alper, Phoenix, Arizona.

MR. ALPER, Phoenix: This is the last of the Special Fund money that we owe of \$6,000.

CHAIRMAN DAROFF: Herman Lubow, Portland, Maine.

MR. LUBOW: Portland, Maine, \$16,000.

CHAIRMAN DAROFF: Mrs. William Diamondstein or Newport News, Virginia.

MRS. DIAMONDSTEIN: \$1697, making a total of \$10,000 in the past two weeks.

CHAIRMAN DAROFF: Paul Himmelcoff of Washington.

MR. HIMMELCOFF: Washington, D. C., has already made available this year \$911,000. Before the end of the year we will bring it up to \$1,000,000.

(Applause.)

CHAIRMAN DAROFF: Next is Louis Tergen, Jersey City.

MR. TERGEN: We are very happy to announce that we have pledged \$110,000 from Jersey City up to this point.

CHAIRMAN DAROFF: Judge Abraham Lieberman, Union City-Hudson. This is Judge Lieberman.

JUDGE LIEBERMAN: North Hudson usually sends in its money as it gets it, so over a period of a year we

have sent in checks monthly or weekly.

I am now giving a check of \$6500 which brings our total up this year to \$118,500.

(Applause.)

CHAIRMAN DAROFF: Aaron Naboicheck from Hartford, Connecticut.

MR. NABOICHECK: Sam, ladies and gentlemen, usually at this time and on this spot you always see me accompanied by one of the finest gentlemen that we have both in our community and that this country has. Unfortunately, Mr. Barney Rappaport is not able to be here today, but we certainly hope that we can look forward to seeing him many times in the future among all of you.

Thank you.

(Applause.)

CHAIRMAN DAROFF: That check was in the amount of \$25,000.

Now Max Tarnoff of Plainfield, New Jersey.

MR. TARNOFF: We just sent in a check for \$21,500 which makes a total of \$78,000, and more to come.

CHAIRMAN DAROFF: Thank you.

Mrs. Hopper, Detroit.

The home of Joe Holtzman.

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MRS. HOPPER: Detroit is presenting a check for \$300,000.

CHAIRMAN DAROFF: Did you hear that? Detroit is presenting a check for \$300,000.

(Applause.)

CHAIRMAN DAROFF: Bernie Dubin of Camden, New Jersey.

MR. DUBIN: \$25,000.

CHAIRMAN DAROFF: And now the last one.

MR. STANLEY WEINER: The delegation from Richmond, Virginia, gave me a check for \$10,000, and another \$10,000 will be remitted to the office by the end of December.

CHAIRMAN MEYERHOFF: Thank you very much, Sammy.

You can all appreciate how important this is.

Completing the transaction is getting the cash and transmitting it to the United Jewish Appeal so they can do the job that is necessary.

Before we go into the business session, I want to call on Mr. Morris Berinstein for two short announcements.

MR. BERINSTEIN: Unfortunately Jack Weiner of New York is not able to be with us today, and I am glad to announce to all his many, many friends that he is feeling much better and getting along all right and I think with

God's help we will be seeing him around pretty soon again.

Mr. Henry Bernstein, who is trying his best to make a New Yorker out of me has asked me to make the following announcement.

For this conference alone, in cash, from New York City, \$2,750,000.

(Applause.)

And for the conference as a whole, which means for the last six weeks when we have all been preparing for it, \$5,600,000.

(Applause.)

One more word, an announcement in the rush of Friday afternoon, an announcement of a gift was made for the Mazer family, the announcement, I believe, said the Mazer family was presenting a check for \$125,000, and it gave the impression, I am sure, that this was the total gift of the Mazer family. I wish to correct that impression at this time.

The total gift of the Mazer family for the year 1959 is \$250,000.

(Applause.)

A check for \$125,000 is down payment on same and is being given Monday because Mr. Mazer, Mr. Joe Mazer, knows the great need for cash and I must say, being in the

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installment business, I do envy \$125,000 down payment.

(Continued on next page.)

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CHAIRMAN MEYERHOFF: Thank you.

And now we start the business session.

The only way to gauge the success of this conference is in the kind of campaign it will inspire and ultimately the amount of cash we raise. I am confident that from this conference will emerge the will and the determination to make the 1959 campaign a great success. I am sure that if we will it to make it so, we can make it so.

The balance of this morning and the final session of this conference will be devoted to very important business, including a number of significant reports, the adoption of resolutions, the presentation of several awards, and the all-important business of electing our officers for the coming year.

However, there will also be an opportunity for discussion of any problems related to the UJA that any of you would like to raise; and I hope that when the conference is finally over, which will be before 12:30, that all of you will leave fully inspired and prepared to do the job that has to be done, because I think that all of us know that we have a difficult job ahead; and none of us are kidding ourselves, we are all

experienced campaigners, but the job must be done.

To start off the business session, as you see by your program, we have a report from the Women's Division.

I think that it is important just to repeat, perhaps what all of you know, as far as the Women's Division is concerned.

We are very prone to begin to take things for granted. We haven't had a Women's Division for too many years. And sometimes we forget the real value and importance of this Women's Division among the men in the group.

I think a word along that line is justified.

When we started the Women's Division in Baltimore a while back, we had some doubts about it -- we would give the girls something to do, you know (laughter); maybe they would raise a few per cent.

But, actually and practically, it is not only the 10 per cent, which is a very large sum of money, that the Women's Division raises naturally, but most of it is really plus money that we would not get any other way.

Far and beyond the 10 per cent that is raised, the real importance to me of the Women's Division in our community -- and I am sure it is truer everywhere in the

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United States -- is the fact that they set a climate for the campaign, they encourage the men in the families to do the work.

The establish the primacy and importance of the UJA campaign in every community in the United States, and that is a tremendously important task that the Women's Division does very graciously and very gracefully, and to the credit of each community and to the credit of the United Jewish Appeal. (Applause)

So I want to give a little special salute to the Women's Division. (Applause)

The United Jewish Appeal has been very fortunate in its leadership in the Women's Division. We always have the most energetic, the youngest -- they are just tremendous -- I don't know where they get all the energy and all the pep to continue the work that they do.

Last year Mrs. Goodman was the chairman, but unfortunately she wasn't able to be here, and Mrs. Brailove made the report for her.

But this year she is here, and she undertook the job of Women's Division Chairman again this year, to everybody's surprise, provided she didn't have to do any

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traveling.

Well, any of you who have seen anything of Mrs. Goodman knows that immediately after everybody made that deal, she started traveling and has been traveling ever since.

I saw her and was very fortunate to be with her on this last mission in Israel.

She had just gotten through a week or ten-day mission with the Women's Division, and then she continued on with the Men's Division, and, of course, in between time she went to Tehran for a little mission of a week or so.

How she gets all this pep and all this energy is really -- I can't understand it.

I understand that the Women's Division, when they left Israel, said, "We are so glad to go home, so we can take a rest now; all of us were tired but we were afraid to say anything, because if you can do these things, there is no reason why all of us who are so much younger can't keep up with you."

But, believe me, they said, "We are very happy the mission is over so we can go home and take a rest."

So this will give you some idea of the kind of

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Chairman we have of the Women's Division for 1958, and, I hope, for 1959.

I can't reveal any secrets on the Nominating Committee; that will come a little later.

I am very happy to call on Mrs. Jack Goodman,-- Sara Goodman, as she is affectionately known to all of us -- for a report on the Women's Division.

(Applause)

MRS. GOODMAN: Mr. Chairman, Dr. Joseph, Morris Berinstein, Rabbi Friedman, Ladies and Gentlemen:

All I can say at this moment is: "der lebt."

That we have been so signally honored this morning by Joe Meyerhoff.

You have all had -- you men -- your moment in the sun this morning. All we ask for is just a half moment to tell you what we have accomplished.

The year's report is not as yet in, but I think we have had the largest and the best group because of the leadership that preceded me.

I would be less than human if I didn't publicly acknowledge my gratitude that I was selected by the powers that be to chair this group of wonderful women, and that this reward in the service has been given to me in the

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twilight of my life, because Joe has already indicated that I am old -- (laughter)

I don't recall saying I wouldn't travel, because my bag is always packed (Laughter).

I am happy that he has said what he has about the Women's Division, although he has stolen some of my thunder and it makes my talk much shorter.

But we are already in business for 1959. Most of your communities have already selected their chairmen, there co-chairmen, their big gifts chairmen, whatever they call them, and tomorrow morning we start out.

(Continued on next page.)

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You men go home to bed today -- we remain for another day.

For this afternoon immediately after this meeting we have the indoctrination of the new members of the board.

Tomorrow morning a meeting of the board, tomorrow afternoon a luncheon with the national chairmen of the important National Jewish Women's organizations and then a continuation of our board meeting, so that we may be sure that when the women go home they will know what it is all about.

We have not done so badly. We have had to buck recession -- although I didn't see it -- and we have had to buck another thing, a Mr. and Mrs. giving, and I am sure that no man in this room is guilty of making his pledge a Mr. and Mrs. -- but there are men that do that.

That contribution should go to the Women's Committee for every woman must stand up as an individual and demand her rights, whether it is \$100 or \$50 or \$25; she must be counted. There must be a togetherness in the women's group in these great United States.

In 13 years we have collected or turned over to the United Jewish Appeal, over \$161 million in plus

5-2 giving.

(Applause)

I want to say no more about that. But we women too had a mission, not as large but as young -- no Young Turks, we haven't found a name for them yet, but we will (laughter).

We left for Europe and Israel on October 1st, and landed in Geneva and prior to going we were briefed. We were briefed by Herb Friedman, by Mr. Aaron and the man from the agency.

We knew what we were about and we were excited,, and none of us slept. We arrived in Geneva after a sleepless, but night full of talk to meet with the men who lead the JDC in the other lands of this world in which Jews need help.

From there we went to the ORT and saw the young men from all over the world being trained in automotive mechanism so they might go back to their countries -- and strangely enough when I was in Iran I saw one of these young men back in Teheran teaching other young people.

From there we went to Israel, and I take it that it was a signal of good omen to us that when we arrived

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Rubin said that in a half hour the boat lands in Haifa. We had not eaten, we had not slept, it was 5:30 in the morning but there we went.

There we saw the people coming from all over the world and we talked to them. At first they were frightened because it was a group of strangers and a photographer that scared them most of all.

We had the opportunity of seeing these people and we knew that those who stood up at the edge of the deck and looked were East Europeans, and those who squatted were from the Moslem countries in North Africa.

We talked to these people and got their stories, fantastic stories that I have not the time to tell you about at the moment.

From there we proceeded to see Israel. For among the 19 women that went, only three of us had been in that part of the world before. One who had been there before Israel was a state, one before and one since, and the rest of them except myself and Judy had never been there before.

It was a great adventure and we acted as if it were a great adventure.

We saw Israel from every standpoint. We saw

5-4 the beauty of her hills covered with fruit trees and vineyards; we saw her valleys green; we saw the sand transported into green lands; we saw the beautiful new homes -- I say beautiful in comparison; we saw the ugly ma'arabot, all this, and we saw the institutions of learning and we realized that at the same time there were children who needed schooling for which we hadn't had enough money and we knew we had to come back to this country and tell the story.

We went to Eilat and in that little boat, that little crude boat with plateglass, we saw the marine beauty of that land.

Then we went to Solomon's Copper Mines and saw the two pillars that stand there that are called Solomon's Pillars that have been standing there for generations upon generations, and nature had done a thing of beauty to those two pillars. It had created a shaft through which the light came, and to me it spelled the light of hope to all that came to Israel, for there in the hardness of that stone there was light.

We saw all of these things, and we came back with a promise that we should do all in our power, and those girls have.

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Some of them have made as many as a dozen talks in their community to their families, to their friends, to their social groups, and to organizations.

I feel that in this year of 1959, I feel it as earnestly and seriously as you all feel it, that this is going to be a great year that may approximate 1948. Please God that it does.

I just want to say here again what I said yesterday, that simple, gentle, generous woman, but so astute and so clever, Mrs. Ben-Zvi, said to us that when you see two Jews standing together, there is always the shadow of the third Jew who was lost in the Hitler holocaust. Let it not rest upon our conscience that we leave this year with the fourth Jew, the shadow of the fourth Jew.

I know there shall be no such shadow and the women of America will go out and do their share.

(Applause)

CHAIRMAN MEYERHOFF: Thank you.

If I said we didn't have a young chairman of the Women's Division I made a mistake. I didn't intend to say it.

Now that you have heard the report of the Women's Division, I would now like to have a report of

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what we will call the Men's Division has done in the past year, a report on the progress, or a report on the results of the 1958 campaign to date.

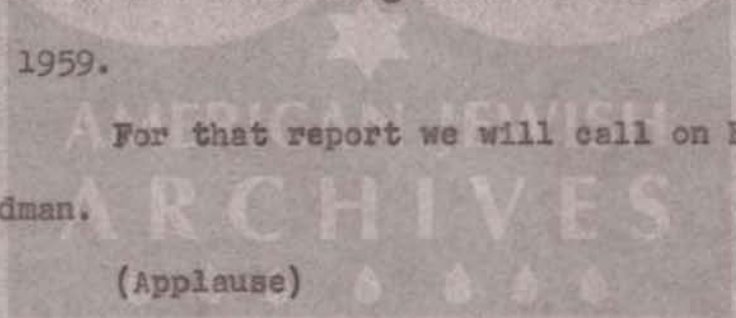
In talking about 1959 I think it is well to have the background of what was accomplished in 1958 to give us the benefit of knowing where we start from as we go into 1959.

For that report we will call on Rabbi Herbert Friedman.

(Applause)

(Continued on next page.)

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MR. FRIEDMAN: Joe, Ladies and Gentlemen:

I would like very much to give a great report on what was accomplished in 1958. But this report will rather be one to indicate what was not accomplished in 1958. I think that you and I have to understand it in that sense.

Let me give you the figures as accurately as we are able to make them up, realizing, of course, that we are not yet at the end of the year, and that we are approximating a certain amount. But the approximate represents a very narrow margin; so that for all intents and purposes, these are as close to what the actual figures would be as if I were making this report to you next January 20 or 30, when they would all finally be in.

I would like to make a report on three items. The pledges that were made to the 1958 campaign, the cash collections that were achieved during 1958, and the matter of the loan which was renewed in 1958, which was also a financial operation of the UJA.

As far as pledges are concerned, the UJA will receive in pledges from all the communities and New York City a total of \$51,000,000 in the regular campaign.

We received in the regular campaign of 1957, a year ago, \$54,000,000 in pledges from all the communities.

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This, therefore, represents a decrease in the pledged amount of \$3,000,000 on the regular campaign.

For the Special Fund of 1958, we will receive pledges from all the communities and New York of somewhere between 15 and 16 million dollars. This compares with a figure of 1957 of approximately \$25,000,000. Therefore, there has been a decrease in pledges to the Special Fund of \$10,000,000.

We are, in summation, \$13,000,000 short in pledges on a total of \$80,000,000, using the 1957 figure.

If we received \$80,000,000 worth of pledges in both campaigns in 1957, we received 66 or 67 million dollars of pledges on both campaigns in 1958.

So that it means \$13,000,000 less on \$80,000,000, which, as you know, is about 15 or 16 per cent decrease, adding both together.

It is very clear, therefore, that if we want to do better in 1959, and it certainly is everyone's determination to do better, and almost every community has expressed to us an indication that they feel that they will do better, there is a good mood of optimism prevailing. It is clear, then, that if we want to get back only to 1957 we have got to restore at least 15

per cent, and there is no reason for us to say that that should be the goal and the highest possible achievement we can make. So that if we want to go beyond 1957, we have got to do 20 and 25 and 30 per cent better, and every single community has to translate that into its own community goals, and every contributor has to translate that into his own individual giving.

We have fallen down 15 per cent in 1958 simply as a matter of everyone's conscience as to how much better than that we want to do in 1959.

We didn't put up that little house (indicating) as the locus and the focus at which you would present checks, just to make a design.

If you want to help bring them in from any country from which they must come, and if you want to help take them out of those ma'abarot and put them into houses like this, then getting the same gift next year is not going to do that truck.

And getting even a 15 per cent increase isn't going to do the trick because that will only restore us to 1957.

We have got to go beyond that to dig into those problems.

That is the report as far as pledges to the campaign are concerned.

Secondly, as far as cash which was received during 1958. I would like to take a moment to thank Sam Daroff and his Cash Committee for the hard work they did in the midst of a tough year.

(Applause)

Now let me give you some comparative figures here.

Up to the 30th of November -- I am giving you the figures as of two weeks ago, not today, the 14th of December -- up to the 30th of November 1957, last year's campaign, we received in the Regular, and all the Special Funds, \$65,700,000.

When I say the regular and all the special, you know that cash comes in from many previous years' campaigns.

Many of you collect cash from the campaign of 1957, 1956 -- even 1955. Money keeps coming in. You keep getting it, you keep sending it to us, we never close the books.

We may some day close the books on the 1948 campaign and say that is over -- (laughter)

On the 1949 campaign, one of these years we will close the books.

So remember these cash figures represent money coming in regardless of what year they are credited to.

1957 for the first 11 months we had 65.7 million dollars.

1958, this year, for the first 11 months up to the 30th of November, we have had only \$48,700,000. We are \$17,000,000 short in cash in 1958, the same date, compared with 1957.

That is just simply tragic. I don't know how in the world anybody can expect Dr. Joseph to go on with his work in the face of that kind of situation.

As a partial reason, we had less pledges in 1958. I reported that to you.

But we have had more "less cash" than less pledges.

\$13 million less pledges in the 1958 campaign, but \$17 million less cash from all back campaigns.

The money is owed. The money is good. The Jews of America pay the debts.

The question is, when?

We entered 1958. We entered 1958 with \$30 million worth of receivables on the books. We are

going to enter 1959 with \$38,000,000 of receivables on the books.

From one point of view, you can say that is wonderful. All those accounts receivable, that puts you in a very good business position. We wish we had accounts receivable in our own private businesses; fine.

Accounts receivable are a great thing to have; but you and I know the business of campaigning very well. When you have accounts receivable on the books, it is very hard to get new pledges.

When a man owes you money from his last pledge, he is more disinclined to make a new one.

So this vast amount of receivables on the books is terrible -- not just from the current cash position, but from the future campaigning position.

I would like to say that we have got a couple of weeks left, or actually, more than that. We have got a couple of weeks in December, we have a few weeks in January, before the big push gets started for collecting new pledges in 1959.

I would most urgently wish that the maximum kind of cash push could be made to clean up some of these receivables.

At the end of 1957 we received large amounts of appreciated securities which were turned in.

The stock market is up. There are people who bought when it was down. There are appreciated securities in the United States which could be turned in for tax advantage before the 31st of December. You are an old experienced bunch of campaigners, and I simply beg of you to go out and try to rectify that cash position as hard and as quickly as you can.

They just passed me a note that the collections today -- don't forget, I was giving you figures up to the 30th of November, two weeks ago -- the collections today will reduce the \$17,000,000 shortage by two to two-and-a-half million dollars.

Good.

Two to two-and-a-half million dollars that came in yesterday and today, that will reduce it; fine.

So that means 14 and a half million dollars less than last year.

But there still is all this huge backlog of accounts receivable.

The third and last report I would like to give you is on the loan. We have given it so many names, I

don't remember any more -- the consolidation loan, the renegotiation loan, the refunding loan, the renewal loan (laughter).

You know the business, and I won't recite the history going back to 1954, when we first got into this.

We borrowed and paid back and reborrowed and paid back, and pyramided -- and let me take you just now from the current moment.

In March of this year we owed \$35,000,000. When I say we owed, the United Jewish Appeal is countersigned on all the notes in all the banks in all the communities of the country from which the welfare funds borrowed; and when I say we owed, it is simply because we have countersigned those notes and we feel that collectively the United Jewish Appeal stands behind those notes; and if you borrowed one million dollars in this community and a half million dollars in this and two million dollars in that, you have our notes.

So that -- God forbid -- if an earthquake occurred and wiped a city off the map so that the Jews of that city couldn't redeem their notes in their local bank, the UJA will naturally redeem those notes. And so every city knows that it is protected.

Therefore, we owed in March \$35,000,000. We were not providing cash, as you can see.

We had to do something about this, so we were asked by the Agency to reborrow. We could only go to a limit of \$40,000,000 more, because our allowable limit is \$75,000,000, which is a fairly sizable amount.

Beginning in April we started to work on that thing, and up to date we have obtained \$35,900,000 from 74 communities.

Right now ten more communities are completing the formalities of signatures and all of that stuff for another million and a half, which will bring it to a total of about 37½ million that will have been obtained out of a possible maximum of forty.

While that is a little bit short, I think in the face of everything else that we went through this year, it is about as good as we could do. And I want to take a special moment now to give a deep and sincere word of thanks to Al Levin of Cleveland, -- (Applause) who masterminded that thing and carried it out by the only way that any project can be carried out, leg work. But in this case, leg work meant airplane work, and he flew scores of thousands of miles around this country to get that thing done.

I would simply like to add as a footnote, that it is quite obvious that the credit of the American Jewish community was so good, even in a recession year, that the banks of America were willing to make this money available.

I would like to leave you with the thought that we could have one great campaign in 1959 if we would have as much faith in ourselves as the Gentile bankers have in us, because they have tremendous faith in us as witness this program, and if we will have that much faith in ourselves, we will go out and raise the kind of money that will get us through this problem and that will maybe make more and more borrowing unnecessary, because we borrow only when there isn't enough raised.

We would rather raise it than borrow it, and so would you.

That is the report, therefore, on these three items for 1958, Mr. Chairman.

(Applause.)

(Continued on next page.)

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CHAIRMAN MEYERHOFF: Thank you very much, ^{Herb,} ~~Irv.~~

I overlooked calling on the gentlemen up here on the dais for a bow and I think perhaps it was a little fortunate that I did, because at this point it might be a little bit more impressive for you to remember some of the things he told us on Friday, and I refer to Dr. Dov Joseph, the Treasurer of the Jewish Agency whom I would like to ask to take a bow.

(Applause)

After this report that Herb Friedman made, I think this is perhaps a more opportune time to introduce Dr. Joseph, because you can appreciate the problems that he has in trying to solve the necessities and the needs of the Jewish Agency with less and less money coming in during the year 1958.

Let us see if we can't reverse that trend in 1959 and help him to do the kind of job that has to be done.

For the first of our resolutions, which are to be presented for action today, I would like to call on Mr. Sol Luckman.

As you know, Sol is one of the National Chairmen of the United Jewish Appeal. He has been one of the National Chairmen as long as I think we have had National

7-2 Chairmen, and certainly as long as I have ever been in the work of the United Jewish Appeal he was always there. As a matter of fact, he was there before I was.

So I hardly remember a time in the United Jewish Appeal that Sol Luckman was not one of its stalwarts. He has been all over the United States. I am sure many of you know him from his visits in your own communities.

It is a pleasure for me to call on Sol Luckman, one of the National Chairmen, for resolutions.

(Applause)

MR. LUCKMAN: I have three resolutions to put before this body this morning. No. 1, the resolution on Israel.

We the representatives of the Jewish communities throughout the United States assembled at the 21st Annual Conference of the UJA at the Statler Hilton Hotel in New York City on December 12 to 14, 1958, extend greetings to the people of Israel on the occasion of the 10th Anniversary of their statehood.

Their achievements during the first decade as a nation have been such as to excite the admiration of people throughout the world. These achievements have included the establishment of a dynamic and vibrant

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democracy, the reclamation of vast areas of lands from the ravages of nature, the revitalization of a distinct Jewish culture, and the successful defense of their territorial integrity against the attacks and threats of the nations that surround them, which to this day remain unreconciled to Israel's existence.

Israel's crowing achievement during its first decade is the reception and absorption of nearly one million Jews who came from an aggregate of 72 lands. This feat is without precedent in the annals of man.

To absorb these people has called for great sacrifices on the part of the people of Israel, which they willingly made in fulfillment of their historic pledge to keep their doors open to Jews in all countries of their dispersion.

We are proud of our association with the people of Israel, and pledge that through the United Jewish Appeal, American Jewry will continue to support the efforts of the people of Israel in providing a haven for Jews in search of freedom and human dignity.

Mr. Chairman, I move for the adoption of this resolution.

CHAIRMAN MEYERHOFF: Do I hear a second?

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(Cries of second)

CHAIRMAN MEYERHOFF: All in favor of the adoption of this resolution say "aye." all opposed.

(Chorus of "Ayes.")

CHAIRMAN MEYERHOFF: It is unanimous. Thank you.

MR. LUCKMAN: No. 2, resolution on cash.

The 21st Annual Conference of the United Jewish Appeal convened at the Statler Hilton Hotel, New York City, December 12 to 14, 1958, expresses its profound appreciation for the efforts made by the Jewish communities throughout the United States in remitting to the United Jewish Appeal the maximum amount of cash.

At the same time the Conference notes that in this past year the amount of cash turned over to the UJA to date is proportionately far less than it has been in previous years, and is such as to imperil the relief, rescue and rehabilitation of the Jewish Agency for Israel, and of the American Jewish Joint Distribution Committee, the major constituent agencies of the United Jewish Appeal.

The Conference called upon the Jewish communities throughout the United States to make concerted efforts to convert all outstanding pledges into cash, and to make the maximum remittances to the United Jewish Appeal within the

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shortest possible time.

The Conference feels that this is essential not only to assure the continuance of the vital work of the constituent agencies of the UJA, but is equally important from the standpoint of assuring a successful campaign in 1959.

Mr. Chairman, I move the adoption of this resolution.

CHAIRMAN MEYERHOFF: Is there a second to that?

(Cries of second.)

CHAIRMAN MEYERHOFF: I am not asking for any particular comments, because I think it is pretty unanimous as to our sentiments along these lines. We will have some time for some discussion on the general program for 1959.

All in favor of the adoption of the resolution say "aye." Opposed, no.

(Chorus of "Ayes.")

CHAIRMAN MEYERHOFF: It is carried.

MR. LUCKMAN: The third and last resolution.

The 21st Annual Conference of the United Jewish Appeal convened at the Statler Hilton Hotel, New York City, on December 12 to 14, 1958. It takes this occasion to recommend to the Jewish communities throughout the United

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7-6 States that they conduct vigorous and early campaigns in behalf of the United Jewish Appeal in 1959. Both are essential to meet the challenge confronting the UJA and its constituent agencies during 1959.

The great need that must be met in 1959 demand a campaign as successful as any in the past decade and it is axiomatic that a campaign to be successful must be prosecuted with vigor.

It is also axiomatic that in bringing relief to the needy and assistance to the oppressed, the time element is one of the most important factors.

It has been truly said that he who gives quickly gives doubly.

It is for that reason that this Conference urges upon the Jewish communities throughout the country that they conduct early campaigns, and wind them up within the shortest possible time.

The Conference expresses the fervent hope that this resolution will serve as a guiding principle to all the Jewish communities in the country in the year ahead.

Mr. Chairman, I urge the adoption of this resolution.

CHAIRMAN MEYERHOFF: Any second to that?

(Applause and cries of second.)

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CHAIRMAN MEYERHOFF: All in favor please
say "aye." Opposed, no.

(Chorus of "Ayes.")

CHAIRMAN MEYERHOFF: It is carried.

Thank you very much, Sol.

(Applause)

A very fine report.

The next resolution presented will refer to
the Special Fund and the campaign for 1959 and we will have
some discussion on that. I want to make sure that every-
body leaving this Conference is unanimous in appreciating
just what that is.

On this resolution of the Special Fund and
related matters which were discussed in Friday's session,
two days ago -- it seems like a long time ago but it was
only on Friday -- I want to call on Mr. Al Levin. You
have heard tribute paid to him by Herbert Friedman. He is
the UJA Chairman for Regions -- they all have a lot of
titles here, they don't mean much. All it means is that
you have extra license to do more work so they give you an
extra title.

He is UJA Chairman for Regions. In addition
to this refunding lobby which his is responsibility, he

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also participated in the good-will tours and helping to raise money and a few other things and it is my pleasure, therefore, to call on Mr. Al Levin of Cleveland for this resolution.

(Applause)

MR. LEVIN: Joe, ladies and gentlemen, Dr. Joseph: Herb Friedman talked about a mood in this Conference. It is a mood which started and changed last March and April and May and June and July, and become something real.

We began to feel it at the pre-conference meeting Thursday morning, of the cabinet.

It was the kind of mood that was felt Friday morning.

It was the kind of mood that showed itself in the Resolutions Committee on Friday at noon, when the resolution was presented.

It began to be implemented before it was acted upon. The same thing happened Friday afternoon.

But ladies and gentlemen, with all of the speeches that have been made in the past three days, with all of the votes that have been taken, unless this particular resolution is acted upon and implemented not only by the people in this room, but by the votes back home, unless we can transmit this mood to our fellow-workers,

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far and wide, in these United States, until we have done that, we have failed.

I should like to read the resolution.

We, the representatives of the Jewish communities throughout the United States assembled at the 21st Annual Conference of the United Jewish Appeal at the Statler Hotel in New York City on December 12, 1958, recall with profound gratitude that through the United Jewish Appeal American Jewry has been able to help in the rescue of more than 1,300,000 fellow Jews and in bringing relief to twice that number within the past two decades.

We shall be faithful to our heritage as Jews and worthy of our blessings as citizens of a great democracy only if we seize the historic opportunity to continue our mission of relief and rescue, by dedicating ourselves to the tasks which lie ahead.

On the eve of 1959 we find ourselves confronted with a challenge unsurpassed by any which has faced us in recent years. Thousands of our fellow Jews are streaming into Israel monthly, principally from Eastern Europe, and there is every likelihood that this migration will increase in volume during the forthcoming year.

Moreover, the funds heretofore provided for the absorption of the 920,000 immigrants who have come to Israel in the past decade have been far short of the amount required to achieve this objective.

This has caused the accumulation of a huge backlog of unmet needs which in turn has resulted in postponing the full integration of several hundred thousand newcomers into the life of the country.

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Foremost among these needs is adequate housing for more than 110,000 immigrants who have been forced to live in hovels and temporary shelters which are shockingly unfit for human habitation, indispensable social service for many people, livestock and equipment which Israel's 480 new agricultural settlements require to gain economic self-sufficiency.

Inspired by the example of the great sacrifices being made by the people of Israel in the absorption of the new immigrants, while taxing themselves to the limit to keep their country secure against the threat of their hostile neighbors, convinced that the American Jewish community must assume the major financial responsibility to maintain the life line to Israel, and other free lands, for those in search of a life denied them in the lands

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where they now live, and must assume the further responsibility to eliminate the backlog of unmet needs and thus accelerate the full absorption of all newcomers in Israel, and certain that to achieve these objectives the Jews of America must make an extraordinary effort in behalf of the United Jewish Appeal during 1959, we hereby resolve that the 1959 campaigns of America's Jewish communities be so conducted as to raise more money and to yield greatly increased results to the United Jewish Appeal so that the work of its beneficiary agency may go forward with full support.

Be it further resolved that in keeping with this resolution there can be constituted for 1959 a United Jewish Appeal Special Fund to carry out the foregoing, and be it further resolved, that the United Jewish Appeal Special Fund campaign be conducted by the Jewish communities of the United States corollary to the regular campaign for 1959.

2. That in addition to their contribution to the regular campaign, the Jews of America be called on to contribute the sum of 100 million dollars to this Special Fund.

3. That contributions to this fund be obtained through the fund-raising facilities of the local Jewish

Welfare Fund and the Welfare Funds be called upon to provide a clear and distinct channel for such contribution.

4. That each Jewish community agrees to accept for itself a fair share of this sum of 100 million dollars and make every possible effort to raise its local quota.

5. That the responsibility of participating in the Special Fund be placed on each and every contributor.

6. That contributions by individuals to the Special Fund be made without reduction of their respective contributions to the regular campaign to be conducted in 1959.

7. That the leaders of the Community Federations and Welfare Funds confer with the leaders of the United Jewish Appeal to the end that the United Jewish Appeal shall receive a fair and equitable share, shall receive a fair and equitable share of the proceeds of the community's 1959 regular campaign.

8. That each Jewish community of the country agrees that the Special Fund be over and above the United Jewish Appeal's fair share from the regular annual campaign in 1959.

Mr. Chairman, I move the adoption of the

resolution.

CHAIRMAN MEYERHOFF: Thank you very much, Al.

Do I hear a second?

(Cries of second.)

CHAIRMAN MEYERHOFF: Ladies and gentlemen, you all heard on Friday -- and you didn't have to be thold this because you all know it, that the adoption of a resolution or a dozen resolutions is the easiest thing we could do. We could all leave here after today and adopt this resolution and say, well, it is another job well done now. We have had a nice conference, we have passed a lot of resolutions.

It won't mean a thing, believe me it won't mean a thing unless you leave here with the determination and the will to do something about the 1959 campaign.

What this long lengthy resolution means, and we have to do it in a formal way because this is the general session of this conference, which adopts this resolution -- so we will call for a vote in due time, and I am sure, based on the sentiment on Friday it will be approved, if not unanimously, almost unanimously -- but that is only part of the story.

I would like to have some discussion and some expression from you ladies and gentlemen.

No. 1, I think it is important to know that the gist -- and I will try to sum it up in a few words, the gist of this resolution.

The gist of the resolution is that there are a lot of unmet needs in Israel that resulted from our determination and willingness to continue to keep the gates of Israel open, because we did encourage the immigration of several hundred thousand people into Israel only in recent years, who have not been totally absorbed into the community, not because the Israeli people and the Israeli Government have not been willing to make sacrifices, but only because we have not provided adequate funds to do the total job.

That must be clear. If we are going to provide the necessary funds to integrate these people in the communities, the Ma'Abarot is just one illustration of it.

Dr. Dov Joseph gave you a very clear and unemotional but very forthright story of what the unmet needs in Israel are as far as new immigrants are concerned.

They do need new implements in their agricultural settlements and other phases of life in Israel, besides social services. Those things are necessary.

The gist of this resolution is that in order to meet those unmet needs, more money must be raised in 1959 than was raised in 1958.

That is a No. 1 premise.

The No. 2 premise that in the collective judgment of this group that met in the cabinet meeting and which met all day Friday, we don't feel that that additional money can be raised without a special fund.

So we need two things, to raise more money for our regular campaign in 1959 than we have raised in 1958, and second, we must have a special fund which will raise more money in 1959 than it did in 1958.

That is the gist of the resolution, and that resolution is meaningless unless it is implemented by our will and our desire and our determined effort not only to work hard for the accomplishments of this thing, but to begin with, that we ourselves demonstrate our belief in it and our desire to do the job and our will to do the job by making our contribution ourselves to the greatest extent that we can afford to do it.

Because, all of you know that when you go back to your communities, the early gifts, the pre-campaign gifts will mean five and ten times the amount of your own contribution in every instance.

I can guarantee it, there isn't a community in the United States that won't raise money, more money if their leadership are willing to do something about increased gifts, both to the regular campaign and to the Special Fund.

That is the gist of the resolution.

It took two pages, and I hope I can say it in five minutes.

But after all, we can't read resolutions to our prospects. We have got to have the determination. When we go to talk to a prospect, you have to tell him the story very quickly and briefly. What you can't put over in a few minutes you can't accomplish by a half hour's conversation.

I will be very happy to call on anyone who would like the floor to discuss this resolution.

I recognize Judge Lieberman.

JUDGE LIEBERMAN: That is for pronouncing it correctly.

CHAIRMAN MEYERHOFF: Pass up your names and

I will call on you.

JUDGE LIBBERMAN: Mr. Chairman, I was worried for a moment that by the time you got through explaining what the resolution was about, we would have no time for discussion, but I am glad --

CHAIRMAN MEYERHOFF: I am sorry I am so long-winded, go ahead. (Laughter)

JUDGE LIBBERMAN: First of all, ladies and gentlemen, I want you to understand that there is nothing in this room or anyone in the United States that is more interested in raising as much money for the United Jewish Appeal as I am, so let me start with that premise.

I fully agree with the part in the resolution that states we want to raise more money in 1958 than we did in 1957.

I would like to see the United Jewish Appeal raise more money in 1958 than it did in 1948. I am sure we all agree with that.

What I may say now may not meet with the approval of the Resolutions Committee. It may not meet with the approval of the cabinet.

I am only sorry, Mr. Chairman, that this matter was not brought up for discussion in a democratic way on

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Friday when I think we had twice as many people, leaders of the communities, many of whom have left, and who now must hear what was accomplished.

Now, in raising the sum in 1959, rather in 1958 -- we must decide how we are going to do it. I have been at conferences for many, many years. We are all looking for gimmicks.

I think a great gimmick was the Emergency Fund that was started four years ago.

But there is such a thing as gimmicks outdating themselves. I tell you that when we asked for 100 million dollars and one year we raised, I believe, 26 million dollars, and then another year we raised 25 million dollars, and then we suddenly go down to 15 million dollars, there is something radically wrong, probably in our approach.

I know the argument is going to be that if we should think of eliminating -- Joe, I am going to speak for some time so if you rush me on this I will sit down now.

CHAIRMAN MEYERHOFF: We can't give you more than a few minutes.

JUDGE LIEBERMAN: Then I will sit down. If you want this thing railroaded through I will sit down, and I

am going to speak my mind.

(Applause)

We are the ones who go out and ring doorbells and we are the ones who will give you the answer. I don't care if the cabinet decided by a thousand per cent what to do.

Here is what we have done in the American communities. We have gotten people accustomed to saying no to the United Jewish Appeal this past year, and that is a dangerous precedent.

The no has been on the Emergency Fund. We meet people and they say the emergency is over.

Of course we argue with them all we want, but I tell you it is wrong. I tell you if the United Jewish Appeal needs 238 million dollars, for God's sake go out and tell the people you need it and out out your gimmicks. You raised \$65 million dollars? Go out and tell the American community we need four times as much as we raised last year.

Now you are going to be worried about the Welfare Fund taking money? Whose fault is that? I put the blame on the cabinet of the United Jewish Appeal.

I have been asking for years for this group to

to into communities that deduct 70 and 80 per cent for their local purposes and run a campaign of their own.

These communities were riding on the backs of the United Jewish Appeal for many years.

(Applause)

I think you are taking the easy way out. You are worried about that 10 million dollars going down the drain. Let me tell you something.

I was here Friday. Nobody had a chance to talk. Who is going to get up after a resolution is read and a gentleman gets up and says I give \$300,000, and another man gets up and says I give \$150,000?

A damn fool would get up and oppose that resolution at that time. (Laughter)

That is the way to do it. You brought delegates here from all over the United States. You tell them they are representatives, that they are going to decide what this Convention is going to do. What did they have to say?

Nothing.

I remember the time you had a steering committee. You argued these matters pro and con. Then you introduced a resolution, then you get a unanimous discussion or vote, whatever it may be.

I say to you, although it is late now-- and I

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know it is going to pass,, and believe me I am the last one to throw a monkeywrench into it, but I just want it to be made known, that there are many, many people sitting in this room, many people I have spoken to, and I daresay men on your cabinet, men on our cabinet who are opposed to this emergency fund, and you know it, as well as I.

But you are just worried about that money going down the drain.

Look. Some of these men who have given you some of these substantial sums will give it to you anyway. They won't refuse to give it to you.

The Welfare Fund puts teeth into your rules. You can pass a thousand resolutions here, it doesn't mean a thing.

Do you think, Joe, it is good for the morale of this country, when these people even when they heard Rabbi Friedman say that we have got 10 million dollars less on the emergency and four million dollars less -- I tell you it is wrong. I say the smarter thing to have done would be to say that we need once and for all the amount that I stated before, and for God's sake, let us go out and get it. Thank you.

(Applause)

9-1 CHAIRMAN MEYERHOFF: Give your name and the city you come from.

MR. KISLAK: Julius Kislak, Jersey City.

I usually disagree with Abe Lieberman. This time I am in full agreement with him, and I just want to ask one question. What is the Emergency Fund?

CHAIRMAN MEYERHOFF: Is that all you want to know?

MR. KISLAK: Yes.

CHAIRMAN MEYERHOFF: I will be glad to answer that.

In the first place, let me say a word about this mysterious cabinet you heard something about.

The campaign cabinet of the United Jewish Appeal is representative of the various communities of the United States, not every city of the United States has a member of that cabinet, but if you read over that list you will find it is a pretty representative group of people, all of whom are leaders in their own communities and all of whom are good contributors and good workers for the United Jewish Appeal for a long time.

I want to tell you there was a lot of sentiment in the cabinet about a wish and a hope that we wouldn't have

9-2 to have a special fund, and the special campaign for 1959.

Briefly, I sympathize with what you said. I would rather not have one myself.

But my contribution to the campaign and the contribution of many other people in the campaign is "X" dollars for the regular campaign, because I think that is my fair share.

On the other hand, when I started to give for the Special Fund in 1956, I had no idea that I would be giving in 1959. I don't like it any more than any of you do, but, nevertheless, I think it is important for all of you to know that the campaign cabinet and the officers, not to railroad anything or not make up your mind, because I told you before that we can pass any resolution, that does not mean a thing -- you have to believe in it as much as we do.

After a lot of discussion that lasted a whole day and lasted for several months during the summer, we came to the conclusion that we couldn't get that extra \$15,000,000; we would lose maybe not all of the \$15,000,000 -- we could get back three, four, or five million, but we would lose ten or twelve million dollars in this very crucial year when the United Jewish Appeal is faced with the

9-3

tremendous sum needed in Israel, when the Jewish Agency says that it simply has to have this money.

That is what this Emergency Fund or Special Fund, or call it by any other name, that over and above the normal needs of the United Jewish Appeal, and they include 40 or 50 thousand more people going into Israel next year, and in addition to the normal resettlement and integration problems that are confronted in Israel, in addition to that, we have this backlog of unmet needs, and that is the purpose of the Special Fund. It is to raise that money.

The campaign cabinet and the officers of the United Jewish Appeal are the same people you are.

I will be very glad to change places with any of you and sit over there, because I told you before, all the extra title does is that you give more money and work a little harder.

So, if you want to move up here, I will be delighted to move down there.

All I can tell you is that we have worked on it, we have made this recommendation and the only recommendation we have made is for the Special Fund in addition to increased giving in the Regular Fund, is because the money is needed.

9-44 That is the purpose of the Special Fund.

Does anybody else want to discuss it?

MR. MORRIS BATZER: I don't know how many of you caught Judge Lieberman's specific statement relating primarily to welfare funds. I believe the Special Fund is needed from the aspect that we have in every community a predetermined need on the local level.

In addition, we have the needs that are shuttled into every community for various other American and overseas undertakings.

We have in every community a number of people who feel that they give their share to local needs as they have been giving in the past.

But they feel that if they lump their giving and include what is now the Special Fund in regular giving, that a greater proportion of their contribution will be channeled into non-Israel needs, and you therefore, by the Special Fund, give those people an opportunity to give money that they know is specifically earmarked for Israel, and if they are so moved, they will give you sometimes two and three times as much as they will give you to the fund of your community.

This is not all inclusive. This applies only in

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some cities.

But I believe that you as a national cabinet must take cognizance of these millions of dollars, even though you speak of this being a gesture -- it is \$15,000,000 we can ill-afford to lose any part of.

You must leave one avenue for all our people, including some non-Jews who would like an additional amount to contribute to Israel, without feeling some of that extra money is being channeled into local needs, or United States national needs, which, in their estimation, can be better met and should be better met on a local level.

I feel that the Special Fund is needed as an added avenue for giving to Israel by those who do not want their dollars diminished by other means.

My name is Morris Batzer, Atlantic City.

MR. HARRY FRANK, ubiquitous: I agree when what was said in reference to the Special Fund, but I think there is one thing that ought to be brought home to this group and that is this:

In community after community that I have visited, I have found that when the normal giving didn't come up to expectations of the chairman of the group within the community, they didn't hesitate to take the Special Funds to

9-6

bring up their quota to what they thought they needed in the community, and then gave the balance.

In other words, the communities themselves -- and I am going to use the harsh word of -- cheated the Special Funds by taking Special Fund money, by taking Special Fund money, putting it into the Regular Fund and giving the balance to the Special Fund.

CHAIRMAN MEYERHOFF: The gentleman right next to you.

MR. JOE OPPENSTEIN: Joe Oppenstein, Washington, D. C. I have been given the chore of Chairmanship for 1959. I want to call attention to the figures that Herb Friedman quoted a while ago.

On the basis of those figures, \$100,000,000 of the Special Fund is unrealistic. I think we ought to get down to a basis where we can at least see a goal, not dream of it.

(Applause.)

CHAIRMAN MEYERHOFF: Does anybody else want the floor?

MR. ELKAN MYERS: The statement that was just made reminds me so much of the meeting that we had in Atlantic City some years ago when a Mr. Henry Mont⁺for proposed that

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we go out after \$100,000,000.

I have never seen such resentment to the fabulous sum that he proposed. Every one said how unrealistic it was.

If you go back, I think you will find it was either '46 or '47 --

(Cries of "'46".)

MR. ELKAN MYERS: -- the previous year, the entire U. J. A. had raised \$30,000,000, and the talk of \$100,000,000 was fantastic.

I don't believe conditions in 1946 are too much better than they will be in 1959. I believe that the men in this room will look at their financial statements, and they will find that they are worth more money today than they were in 1946, and the thing is, the needs are \$100,000,000. Why should we compromise with the needs and pick out an amount of 50, 60 -- even though we only raised \$17,000,000 last year? Why shouldn't we fight for the needs?

If we want to settle the 112,000 people that are now in ma-abarots, it will take more than \$100,000,000 to provide homes for them.

I wanted to mention a little percentage figure. The rabbi isn't particularly familiar^{IV} with costs and selling price percentages. We fell off 15 per cent of \$80,000,000

9-8

down to 66 or 67. It will take a minimum of a 20 per cent increase on the 66 or 67 to reach the \$80,000,000 that we had in 1957. Don't leave here with any thoughts of 15 per cent.

Then you have to talk larger percentages if we want to get a larger amount towards our \$100,000,000. It is possible. There isn't any question that people are satisfied to give out of their wealth, as some of the people who announced here the other day.

People can't give \$350,000 out of their allocation to the government which the government allows for charities, the five per cent or twenty per cent -- they are giving of their wealth.

If other people of the country would do likewise, I am positive that we could raise a large part of the \$100,000,000 for the Special Fund.

In my book we must have a Special Fund.

There are people like Joe Meyerhoff and like myself who are giving what we feel is our fair share of the annual campaign, and we don't want to be down on the card for any more than that, because we feel that that we never want to cut, and if we give extra this year hoping it is the last and next year and last year to the Special Fund --

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9-9 that is extra money that you wouldn't get if you didn't have a Special Fund card.

(Applause.)

MR. ELKAN MYERS: I neglected to add that in that year we raised \$107,000,000 for U. J. A., what everybody said was impossible. We went over the \$100,000,000 that was proposed. That is the most important part.

(Applause.)

MR. ROBERT LEVINE: I am representing Madison, Wisconsin. We are not a large community, but I suspect that we are quite typical of many hundreds like us. We have some 600 Jewish families.

In 1948 we raised \$150,000, which was out top.

Three years ago we were down to \$100,000.

Two years ago we were at 85, and last year to 72, and, as the Chairman for 1959, I dread the prospect that we will slip further down, rather than back up to where we ought to be.

The thought just came to me in reading this program, on the last two pages are listed the names of many people who traveled last year to Israel as a study mission.

In communities like Madison it is simply not possible for the local leadership to discuss our contributions

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among ourselves.

My friend works on me and I work on some one else, and we simply are not able to produce the kind of giving that we ought to get.

Would it not be possible for the national leadership to organize, not a mission to Israel, but for 1959 a mission to the hundreds of communities around this country, of which Madison, Wisconsin, is typical?

I want you to know that I have had the unmitigated gall to ask Mr. Edward M. M. Warburg personally to come to Madison next year because I know that we need help, and if we are going to get help, naturally, I want the best help that it is possible to get, and, in my estimation, he is the man who represents it.

I am not kidding myself. He gave me a very positive "Maybe I will come to Madison" --

(Laughter.)

There is certainly no room for him, because I know that he won't get there, and still we need that kind of help. We are not alone.

Many of you represent communities just like Madison, and I feel that if for one year these people did not go to Israel because they have been there and they know the con-

ditions there, come to us instead and maybe then we can raise the kind of money we need whether you call it a Special Fund or a Regular Fund or whatever label you put to it.

But let us get the money.

(Applause.)

CHAIRMAN MEYERHOFF: Thank you very much.

(Continued on next page.)

AMERICAN JEWISH
ARCHIVES



10-1

A VOICE: One big bug-s-boo afloat in the world and the United States and Israel have not heard mentioned this morning and that is the word inflation.

When you compare 1948 to 1958 when a carpenter was getting \$2.00, and the manufacturer whose basic markup was based on a \$1.00 has a basic markup based on a gross of \$2 and \$2.50 and the wage earner similarly apportioned and we are still dealing in units of dollars, are not we missing some of the basic needs which are making inadequate even the money we do raise? Should we not emphasize to some of our contributors that in Israel a dollar equally buys fewer bricks and a carpenter and merchant is getting more and let us get some of that in numbers, because they are not actually always working things out.

CHAIRMAN MEYERHOFF: Ladies and gentlemen, there was one thing I did not stress in my quick summation of the resolution.

There are two parts to this business of the United Jewish Appeal. One part is raising the money, and usually it is raised through the welfare funds. I did not mean to gloss over that angle of it. As the resolution said, that after the money is raised, a proper allocation of these funds of the United Jewish Appeal is most important, and that we urge every local community to consult with the

10-2

leadership of the United Jewish Appeal for a proper allocation of these funds.

The concept of the special fund, as has been said very well by this gentleman from Atlantic City, is that in addition to a proper and fair distribution of the monies raised in the regular campaign of your welfare fund, that the U. J. A. gets a certain percentage of that fund, but in addition to that, that the special fund all goes to the United Jewish Appeal, if's and no but's.

That is the whole concept, so that we give every person in every community an opportunity to contribute to the special fund for Israel and for the United Jewish Appeal.

I want to be sure that was covered and you should not think that in any way we have glossed over the problem of the allocation. We have a serious problem of allocation.

MR. SAMUEL SPERLING: I am a local man, I come from Brooklyn.

I devote a great deal of time to raising funds. Mr. Henry Bernstein who is right here can vouch for what I tell you. I am not looking for any credit, but the reason I say it is that I have a lot of experience because of that.

I heartily endorse the resolutions. I say this, that if we did not have the special funds you would raise so much less money.

I personally give as much as I can, and because of the special fund, I give extra money.

I wouldn't ordinarily give as much if it weren't for the special fund. If there were no necessity for the special fund I would give only to the regular end if we did away with the special fund we would lose that much money. Others, as well as I, would not give as much if it were not for the special fund, so why not have what you call a gimmick.

It makes no particle of difference how you raise money as long as the money is raised. (Applause)

CHAIRMAN MEYERHOFF: Thank you very much.

There is a gentlemen here who wants the floor.

MR. SOLOMON: I come from a small community, Waterbury, Connecticut.

I am not going to make any speeches. I am in favor of the special fund for one reason. Waterbury is just another community. I think if you once have the special fund -- people who have been giving to the special fund campaign will definitely not increase their regular monies for the U. J. A. Waterbury is considered to be a

10-4

very nice city, so I say you should have the special campaign, if you don't, you will have so much less dollars.

CHAIRMAN MEYERHOFF: Ladies and gentlemen, the time is running short. I would like to call on as many as we can. I will call on this gentleman as the last one.

A VOICE: I come here from the Bronx and I am chairman of my community up there. It has been my experience in the past few years since we started these special funds that every time we call upon a person who gave \$50, he also added \$10 to the special fund. If we did not have that we would lose that.

Another significant part of raising additional money is that through the High Holidays, and I was one of the people in my Center for the High Holidays, and we stressed a special fund.

In thousands of Synagogues throughout the country, if you did not have that special fund, you probably would not raise any money through the High Holidays.

I know in my community we raised close to \$1,500. through the special fund and I believe we should continue that.

CHAIRMAN MEYERHOFF: Thank you.

Ladies and gentlemen, we want to adjourn at 12:30.

10-5

We have the report of the Nominating Committee for officers coming up after this resolution is voted on, so that I ask you now to vote on the resolution.

Have you all heard the resolution?

All in favor of the resolution as read by Mr. Levin of Cleveland, say aye; opposed, no.

The motion is carried.

There are one or two nays, I am sorry to say.

JUDGE LIEBERMAN: I move that the resolution be passed unanimously, Mr. Chairman.

(applause)

CHAIRMAN MEYERHOFF: Do those who said no agree to that being passed unanimously?

(cries of "yes")

CHAIRMAN MEYERHOFF: They say yes, from what I hear, so the motion is passed unanimously, ladies and gentlemen.

Now may I say just two words before I call on the chairman of the Nominating Committee for the officers for 1959.

11-1

May I just repeat again a few words of what I said before, that the resolution as it was adopted is merely an expression by you ladies and gentlemen, and through you, for your communities, that you want to help take advantage of the historic opportunity that we have, and it is a tremendous historic opportunity.

It hasn't been given to many generations.

I think that we have come a long way. We have matured in the consideration of what is our responsibility as American Jews.

I think we have all come to the conclusion, some of us over a period of years and some of us much more quickly than others, that as long as there are Jews in need anywhere, whether they are in Iran or Morocco, Poland or whether they are in Rumania, Russia or in Israel -- wherever there are Jews in need, we want to help them, and we want to help them to live lives of self-respect, as becomes decent Jewish people.

We also are determined that we are going to help keep the gates of Israel open, never forgetting that the major responsibility for that job is taken by Israel and by the Israel people.

They are doing the major part of the job. The

little bit that we can do in helping to provide some of the funds is little enough to discharge our responsibility and to salve our consciences.

I think that is a fair statement for the kind of men and women we see around this room. The big job that you have to do, when you go back to your communities, is not to be afraid to express yourselves in exactly that way.

Yes, you don't have to be ashamed of the fact that you are not a cold, calculating businessman.

You have a little bit of heart, and you also have an appreciation of this historic opportunity that does not come too often.

We don't want to see a time again when six millions Jews or 100,000 Jews have no place to go, or 3,000 or 1,500. We want to provide a place for them to go, and we want to provide a better life for them.

That is the job we have as leaders in our community.

I have said before when I have gone to some communities, I have said there is only one problem and one responsibility of leadership, and that is to lead.

You are hereat this conference because you are leaders in your communities. You cannot discharge that responsibility by going back home and saying that, well,

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so-and-so does not give enough money, that it is just too bad, and so-and-so doesn't give enough money, and that is too bad.

You have to work at it, work awfully hard, and harder than you ever did before, to accomplish that objective.

I know we can have a good campaign in 1959 if you want a good campaign, and it is up to you to really work at it in order to accomplish it.

I would like to call on the next business part of this session, and that is a report of the Nominating Committee, and that will be the finish of this conference.

In introducing the Chairman of the Nominating Committee, he has already spoken, he happens to come from Baltimore, and actually he is one of my mentors in Baltimore in fund-raising. He has been in it many, many years.

He not only raises money for the United Jewish Appeal. I wanted to let you know that whether he raises it for the Red Cross or the Community Chest, or for any other cause, Jewish or non-Jewish, in Baltimore, Elkan Myers is in the forefront.

It is my pleasure to call on Elkan Myers, the Chairman of the Nominating Committee.

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MR. ELKAN R. MYERS: Thank you, Chairman Joe, and friends, all of you.

Like every human being, I like to be associated with success. That, frankly, is the reason I have enjoyed serving as Chairman of the Nominating Committee this year, as I have in the past few years.

The Nominating Committee feels the slate it is about to present to you is a winning one, not in the sense of winning the election, but in the sense of promising the kind of leadership that will win for us the important campaign, the UJA campaign of 1959.

The Nominating Committee wishes to place in nomination first the names of a group of men to serve as honorary officers of the UJA.

All but one of these men served last year in the same capacity.

The Nominating Committee feels that by electing them, you will be honoring the UJA no less than you will be honoring them.

Heading this distinguished list is a man whose compassion for his fellow man, outstanding record of public service and embodiment of the highest ideals of our faith make him one of the outstanding men of our day.

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We admire him as a great American and as a great Jew, and we love him as a great human being.

All of you know the man I have been describing, the Honorable Herbert H. Lehman, whom the Committee nominates for re-election to the office of Honorary General Chairman.

(Applause)

I am sorry he is not here to hear your applause.

Next, the Committee wishes to place in nomination for re-election as Honorary Chairman, a man who is among the few to help bring our organization into being, who as head of the UJA awakened the American Jewish community to its moral obligation to our fellow Jews in need, and who continued to serve our organization and other great causes with distinction.

In so doing, he has continued the tradition of an illustrious name long identified with great service to humanity.

He is, of course, the man we all love and respect, Edward M. M. Warburg.

(Applause)

For the office of Honorary Chairman of the Special Fund, we wish to offer you the name of a man whom you have heard a great deal about during this conference.

12-3

His philanthropies have enriched the cultural life of Israel, and his example in the UJA has provided an inspiration to all of us.

In 1957 he served with distinction as Emergency Rescue Fund Chairman, and he is now Honorary Rescue Fund Chairman. Our friend and wonderful colleague, San Rubin.

(Applause)

For election as Honorary National Chairman, we recommend one of the most colorful men it has been my privilege to know. He has been an indefatigable worker in the UJA right from the beginning, has participated in every major mission of the UJA, and his contributions to the UJA have shown that he has a big heart.

He has filled the office of National Chairman with distinction, and the Committee feels that he richly merits to be elected to the post of Honorary National Chairman.

Our fine friend and associate, Joseph Holtzman.

(Applause)

CHAIRMAN MEYERHOFF: Mr. Joseph Holtzman, these remarks are to you.

I want to be the first to congratulate you after this applause you received on your election as National Honorary Chairman.

Aside from everything else, it certainly is an honor to get on the right side of the UJA letterhead instead of the left side. You are in much more distinguished company.

Joe, I know you like to be direct, so I will tell you that I have taken the rostrum to present you with something from the UJA. That, in itself, is a rare occasion. You are getting something from the UJA instead of giving to the UJA.

Remember, Joe, this Bible which I want to present is not a reward for your wonderful work in the UJA. It is simply beyond our capacity to reward you for all you have done. Your good deeds are their own record and their own reward.

We give this merely as a token of our esteem and affection.

I would like to read this inscription that is in this Bible, this beautiful silver Bible.

This inscription in the Bible is signed by David Ben-Gurion, and reads as follows:

"Presented to Joseph Holtzman, National Chairman of the United Jewish Appeal, an inspiring and vigorous leader, in mobilizing the American

Jewish community to advance the progress of Israel's people and the cause of Jewish life and freedom all over the world. He has given the highest leadership to the programs of united Jewish people. A builder in his daily workers, he is also a builder in Israel through his tireless dedication. It is with profound gratitude that this Holy Bible is given, a living history of the people he has so ably preserved."

In presenting this Bible to you, Joe, I want to add our good wishes for long life and good health to you and your dear wife and your entire family, and for many years of continued service for your fellow man.

(The assemblage rose and applauded.)

MR. HOLTZMAN: Thank you, Joe Meyerhoff; and thank you, my friends.

But getting a Bible -- it is thrilling to receive this Bible, really.

But immediately to my practical mind comes the thought that I am not quitting the United Jewish Appeal, and maybe I should have a pair of new shoes to replace the ones I am going to wear out next season for the UJA (laughter and applause).

Instead, I get a Bible; and I can't learn (laughter).

Yes, now I will have to go to Hebrew school, and I hope there is a rabbi here to whom I can put in an application for a new pupil, because I am determined that I am going to read this from end to end (applause).

I think that the people of the UJA are entitled to know one or two of my reasons for resigning as a National Chairman.

They are four- or fivefold; but I think I will just be very brief. I will say this:

In my younger days, trying to get ahead in the world, I used to be fond of saying that when people asked me what I did, what kind of job, and so forth, I would always say I work on the drop watch. That is, hours mean nothing to me; I work until I drop.

That was in my younger days.

However, as a national chairman, you are a boss. You pick your own time. You work when you feel like it.

I feel that the work of the United Jewish Appeal should be a little more demanding than that. I am resolved that I am going to give more time to the work of the United Jewish Appeal (Applause).

Another very simple reason, and I think you people are entitled to it: from time to time over the

years I have visited your communities, and I am not telling any secret, I am known a little bit as a screamer.

In other words, I have had no hesitancy in telling the people that I am addressing what I have expected of them, and I always meant it.

There is no doubt in my mind that in a lot of instances over these years I have stepped on a lot of toes.

As a National Chairman those people in those communities, and some of you are here today, you couldn't come back at me. ~~I maintain~~ I maintain that I have been unfair to a lot of people in a lot of communities.

However, I am not scared of you. I am going to go back to those communities, and this time you have the power to yell back at me. (laughter)

Let me close. I have received a lot of honors. I have not earned most of them. The honors, and the only honors, that are lasting are the ones that you give to yourselves. And they will only last when you know that the work that you are participating in demands sacrifice.

You, yourselves, are the only criterion of what that means.

Most of us are wonderful, we always think it is the other fellow that should do the sacrificing. We

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always think it is the other fellow that doesn't do enough.

We all of us think that when, for instance, I was doing the yelling, the fellow I was yelling at collectively was not the guy I was looking at, it was somebody else in the room.

Wonderful.

But let me tell you that all these signs and all these pictures and everything that we have gone through the last three days mean that in 1959 there has got to be a change. We have got to resolve once and for all that creating the State of Israel is not a bargain.

We have got to stop buying bargains. If you want value received, give value. Don't show interest; it is capital that we need, not interest.

I think I have said enough. I am going to save some of my strength for the years to come, starting in 1959.

Thank you.

(Applause)

(Continued on next page.)

13-1

MR. ELKAN MYERS: For the distinguished position of National Chairmen, the committee recommends the reelection of four men, and the election of a fifth.

One of the men we recommend for renomination is Samuel H. Daroff. Sam is an outstanding leader in the community in Philadelphia. He was recently honored as Jewish Man of the Decade in Philadelphia, by the Jewish community of that city, and is admired throughout the country for his dedication to every great Jewish cause.

He has served this year with great effectiveness as National Cash Chairman.

Sam Daroff, will you please rise?

(applause)

Another man we recommend for reelection is Sol Luckman. Sol has worked tirelessly in the cause of the UJA since its very beginning. He has participated and made his influence felt in every important mission of the UJA, and is admired everywhere for the effectiveness

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with which he pleads the cause of the UJA.

Sol Luckman, please.

(applause)

The third man we recommend for reelection is Joseph Meyerhoff. Joe has to his credit a record of distinguished service as chairman of the national campaign cabinet. He is a man ever ready with wise counsel

He is a tremendous constructive force in his own community of Baltimore, and is demonstrating his interest and his faith in Israel by serving as president of the Palestine Economic Corporation.

I want to add that we in Baltimore are very proud of Joe.

(applause)

The fourth gentlemen for reelection, Jack Weiler. Jack has for years been referred to as the inimitable Jack Weiler. This is a title he richly deserves. It is hard to find a equal for intensity of feeling when it comes to things Jewish and helping fellow Jews in need.

13-3

His heart is warm, his speech is fiery, and his enthusiasm is contagious. As you heard earlier in the conference, unfortunately for reasons of health, Jack could not be with us. We fervently wish him a speedy and full recovery from his present illness, and look forward to many years of association with him in our great cause.

(applause)

For election as a new national chairman, the committee proposes a man who has given his heart and soul to the UJA.

Last year he was honored as the man who had traveled the most in behalf of UJA. The fruits of that labor which has continued to this day without any letup, have been clearly evident.

This past year, in addition to his duties as chairman for regions, he assumed the responsibilities for the promotion of the UJA refunding loan.

The phenomenal success of this project, so vital to our work in Israel, was due primarily to the vigor with which he discharged this responsibility./

The nominating committee considers it an honor to recommend for election to the office of

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national chairman, that terrific worker, that wonderful person, Albert A. Levin. (applause)

The chairman of the national campaign cabinet, we recommend for reelection the present occupant of that office.

I recall what I said in proposing his name for election last year, and would not change a word of it in recommending him to you again. He has continued to prove his devotion to the UJA. He has continued to be a commuter to Israel, and he has continued to respond to every call on his time and energy in the services of the UJA and other Jewish causes.

His past year of service as chairman of the cabinet has served only to increase our love and our respect and admiration for him.

Of course I refer to our good friend, Fred Forman. (applause)

We come next to the offices of national chairmen representing agencies.

For national chairman representing the United Israel Appeal, we are happy to give you the name of one who for four successive years has served in that capacity, whose name is linked with every

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great Jewish cause. He has devoted himself to the upbuilding of Israel's cultural and economic life, and has been one of the strongest forces in the UJA. He has the profound respect, love and affection of all of us. I refer to our wonderful friend, Dewey D. Stone. (applause).

It is too bad many of these men had to leave.

For national chairmen representing the JDC, we are happy to give you the name of one who helped bring the UJA into being, and then helped to make it the great humanitarian force which it is.

For three years he served faithfully and most effectively as our general chairman, and in countless ways he has been an inspiration to all of us.

I refer to our wonderful friend and beloved colleague, William Rosenwald. (applause)

I think most of them have already gone out to their communities to start their UJA 1959 campaign. (applause)

The UJA has a national campaign committee which is composed of men whose devotion to the UJA and readiness

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to serve it are vital in the success of the UJA. To serve as national chairman of this important committee, the nominating committee recommends a man who has been a great force in his own community, and a pace-setter in the country at large.

He has made the cause of the UJA his own cause, and in many ways has shown his vital interest in the upbuilding of Israel. In every respect he is a wonderful human being, our beloved friend Adolph Kiesler. (applause).

RABBI FRIEDMAN: Ladies and gentlemen, Adolph Kiesler is not retiring from one position to another as Joe Holtzman didn't retire. Nevertheless, Adolph Kiesler has received an award from Prime Minister Ben Gurion of Israel. I would like to give it to him now. I have the privilege and the honor of giving it to him on the basis of fifteen long years of friendship between us.

Out in the far west, one of the noblest of all figures was the buffalo. The buffalo roamed the plains of the west, and was great in this country.

This is an old craggy, shaggy buffalo.

(applause)

13-7

You have heard him at many a meeting. He is one of the most lovable people we have.

Adolph, I would like to have the honor of giving you this bible which was sent to you by Mr. Ben Gurion, and I would like to read to you the inscription which is in it.

"Presented to Adolph Kiesler, chairman of the national campaign committee of the United Jewish Appeal, in grateful recognition of his dedication to Jewish life here and abroad. A pioneering industrialist of the American West, he has brought a deeply human understanding to the needs of the pioneering people of Israel. Justly honored both in his own country and in Israel through the years, may he continue to lead the American Jewish community in outstanding and inspired service."

(applause and assemblage rises)

MR. KIESLER: I wish to thank you very much for the honor you have done me in presenting me with this bible.

Mr. Ben Gurion has already given me a bible with an inscription in it. That bible is in my library. However, I appreciate that he has remembered me again.

13-8

I wish to say this to you people, tat I am
a plain G.I.

(laughter)

I know that it has been my ideal to increase
our faith in the United States, and to do ourselves
honor in helping to develop the State of Israel, which
is the nucleus of our safety in the United States and
in all the world. (applause)

It was my duty to say one thing to the people,
and that is: Never stop giving, because the more you
give the more you will make.

I am glad that I received this bible. In this
bible, in the last sentence of the eleventh chapter,
there is a sentence which I would like to say to you
now. I will say it in Hebrew.

(Mr. Kiesler then quoted the bible, as
referred to above).

There was a lman in Denver who was very
far from Judaism and I approached him one day for money.
I told him that I would guarenty^{le} that he would make
one hundred thousand dollars that year. The next year
he came to me and told me that he made more than than

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figure by following my prescription, that is, the instruction obtained in that biblical quotation.

I want you people here to remember that. It is the best cure. Do what it says there and you will see that you will make money for yourselves, you will make money for somebody else, and we will create a great nation.

Thank you. (applause)



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MR. ELKAN MYERS: For Chairman of the National Women's Division, the Nominating Committee proposes the re-election of Mrs. Jack A. Goodman.

(Applause)

Mrs. Goodman, known to all of us as Sarah, has served as National Chairman of the Women's Division for the past two years.

You got an intimation of the spirit of this gem of a woman as she delivered her report this morning. Sarah has demonstrated her phenomenal capacity for work in behalf of the UJA, and the result of her own labors and the confidence and loyalty which she inspires has added greatly to the stature and effectiveness of the Women's Division.

Sarah is admired and loved by the women throughout the country and has the affection of all of them.

The Committee is happy to present her name to you as Chairman of the National Women's Division.

(Applause)

Now to the most important office within the gift of the United Jewish Appeal, as well as within the gift of American Jewry. That of General Chairman of the United Jewish Appeal for 1959, the Nominating Committee

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does not expect a single person in this room to be surprised by the Committee's recommendation with respect to this office.

The man whom we propose for this office has more than proved everything that was said about him just a year ago when you elevated him to that office.

Under normal circumstances, the responsibilities of that office are staggering.

They are much more so during a year such as 1958, which saw major business reverses.

However, the man you elected last year has been guided by the principle that difficult times make the challenge the greater and require harder work if the disadvantages are to be overcome.

He demanded no less of himself than he did of others, and applied to the problems confronting the UJA his full energies and great talents, convinced that the cause in which we are engaged is worthy of that effort on his part and on the part of all of us.

In brief, in the past year he continued the great tradition of the office of General Chairman, established by his distinguished predecessor.

The Nominating Committee is proud to present

to you for re-election as General Chairman, a man of vision, a man of force, a man of great ideals, a man who lives and breathes our great cause, our beloved friend and the friend of the people to whose welfare the UJA is dedicated -- guess who -- Morris W. Berinstein.

(Assemblage rose and applauded.)

CHAIRMAN MEYERHOFF: Now, while you are all standing, may I have a vote on the election of all these men nominated.

The motion has been made and seconded. All in favor say "aye"; opposed, "no."

It is unanimous.

Now, Mr. Berinstein, in order to close this meeting, I would like you to say -- and I am sure all the rest of these delegates would like you to say -- a few words.

In addition to all the sterling qualities that Mr. Berinstein has, we discovered last night that he is also something of a wit and a humorist.

I didn't know that. I always took him to be so serious.

So that is just another attribute for which we love him in addition to the tremendous respect we have for the kind of job he does.

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Mr. Morris Berinstein.

MR. BERINSTEIN: For those of you who stayed here to the bitter end, I have very little to say. One of the things I am not going to say is what Herb Friedman said last night, because I think he started to dig a grave, climbed in, and then had a hell of a time climbing out.

I have three brief sentences.

I want to thank all, each and every one individually for coming to what I think was one of our great conferences. I hope that when you go home you will be as enriched by your attending as we have been by your coming.

Secondly. I know of no better place to thank a wonderful group of officers that worked with me in 1958. It surely was a hard, difficult year.

If you will notice, the one man who chose to retire, gave as the reason that he feels he can do more work that way.

So that in 1959 the same great men who worked so hard, are going to work even harder, so that if, God willing, we all meet here a year from today, we can be talking about a 15 to 50 per cent increase and not the decrease that we had to listen to this morning.

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To all of you, including you, Sarah, I think you know how much I appreciate men like Bill Rosenwald and Eddie Warburg, whether he manages to get to Madison or not -- and my grandfather would argue with his grandfather as to whether he is the right man for Madison -- I will promise you this. These men retired as General Chairman and are working harder than ever before, and they are a great group of officers. Thank you for giving them to me.

Finally, there was a great deal of discussion on resolutions this morning.

Judge, I want to hear you for another 25 years. I never get tired, and I am sure you are not going to get tired. I admit there should be more time to discuss these things.

From the bottom of my heart I want to make an impression upon you with one final statement. These resolutions are going to be adhered to by your officers. It isn't necessary to repeat what they said.

We are going in the United Jewish Appeal in 1959, the same as was said here Saturday night in a great speech, to lead from strength and not from weakness.

We have a just and great cause, and as officers,

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we are going to carry it out to see to it that the agencies that we represent get everything for them that is fair for them in every field that raises money for them.

So please take it, as I say, as the final word for this conference, because I have had so many people come to me and say, "How are you going to implement these resolutions?"

Will you please take my word for it, Ladies and Gentlemen, we intend to implement these resolutions.

We expect everyone to help us.

God bless you for coming, and a safe trip home.

(Whereupon, at 12:50 p.m., the Conference was adjourned.)

* * *

ADDRESS OF RABBI HERBERT A. FRIEDMAN

Executive Vice-Chairman of the United Jewish Appeal

at the

21st Annual Conference of the United Jewish Appeal

Friday, December 12, 1958

at the Statler Hilton Hotel, New York, N. Y.

Ladies and Gentlemen:

In the past few months, immigrants have been coming from the country of Rumania to Israel.

There has been much conversation among us, and many have asked questions about this new phenomenon, and many have wondered why there has been so little, if anything, in the public press about this matter.

There will be very little, if anything, in the public press about this matter, and information concerning it must circulate among us by word of mouth from leader to leader, from leader to follower.

What you will hear from new speakers about Rumania must remain in the realm of the spoken word and not the written; anyone who does talk to us about this must understand that he does not speak for the record or for publication; anyone who hears this story must understand that he may spread it among ourselves, but not for the press.

Having said that, let me attempt to try to make concrete for you some of the salient facts about this — which grips our imagination so strongly and which thrills our hearts so very much, because it represents a break-through, and because it represents the opening of a new door of rescue.

Many have come to me and asked with a great emotional sense of identification, if they might know more about this emigration.

There may very well be half of us in this room whose origin was in that part of Eastern Europe, and yet as close as that sense of origin may be, nevertheless, it is today a part of the world far away, very hard for us to visualize concretely.

We must learn this story in order to have the facts reinforce our emotional desire to help.

We have grown so accustomed in the years to listening to figures, that they tend to blend into obscurity and anonymity. We are almost not sure of what country we are talking about, or what kind of Jew we are talking about.

Let me, therefore, focus the light of precision, for a few moments, upon this episode.

I don't know if every one realizes that Rumania emerged from the war with the largest Jewish population on the continent of Europe -- the largest, outside of the Soviet Union.

This fact imposes upon us a special burden.

This community emerged in the largest numbers from the Hitler period and we must not fail to take advantage of the opportunity to assist this largest community to remake their lives, if the chances are here to do so.

They were the largest population outside of Russia for a simple reason: Rumania broke with the Axis in 1944 before the war ended, and Hitler had no chance to finish his evil work.

Secondly, the Soviet Union came into Rumania -- and in those days, and in those circumstances, it did represent a great protective cloak.

Nevertheless, of the 850,000 Jews who lived there before the war there were only 320,000 left. So this great victory of ours -- by which we say they were the largest surviving population -- in statistical figures is not so great.

A half million were killed.

The poverty and the demoralization after the war were simply awful. We forget.

In 1946 the Joint Distribution Committee was keeping 200,000 Jews of Rumania literally alive with food and other relief supplies. That was the extent to which you and I had to support the population.

More than half were our wards.

In 1947 when Dr. Joseph Schwartz went to Rumania to talk about rebuilding the communal institutions and the Jewish community life, we saw that the mind of the Rumanian Jews were already oriented toward going to Palestine; because, when you spoke to them about rebuilding their lives they were thinking already in those terms.

You remember the big pogrom in Poland in 1946, in Kielce, on the fourth of July.

That big pogrom in Poland sent the Jews of Europe streaming westward in order to get to Palestine, which was in the East.

Those were the days of the so-called "illegal immigration" into the D. P. camps of Germany and Austria, and those were the days when I first saw Rumanian Jews who told me that in 1944, when the relationship with the Nazis was over, there was already a group of 30,000 Rumanian Jews who wanted to go to Palestine. They couldn't do so because of the restrictions of the British White Paper which then prevailed.

So when the chance came in 1945 and 1946 and 1947, they streamed westward into the camps — into Germany, and Austria, and Italy — to try to get into that stream of so-called "illegal" blockade-running to Palestine that was taking place in those hectic days.

In that very first year, 40,000 of them went. Another 150,000 were registered to go.

The JDC continued its work for two blessed years and then, in 1949, there was a blackout.

On March 8, 1949, the office of the JDC in Rumania was closed.

Not you, or I, or all our money was able to help a single person. Not only was the office of the JDC closed in Rumania in that March of 1949, but immigration was closed. All during 1949, for the first ten months of that year, only 1,300 left.

All during that spring of 1949 there were protests in Israel. Mr. Ben-Gurion protested. Delegations went to see Anna Pauker. Jews demonstrated on the street in Tel Aviv in front of the Tel Aviv Consulate of the Rumanian Government.

By November, 1949, suddenly the doors opened.

In all of 1950 and in 1951, about 100,000 Jews from Rumania went to Israel.

Do you remember those years?

I saw Bill Rosenwald sitting on the dock in Haifa watching the boat, the TRANSYLVANIA, coming in every Monday morning. Like clock-work, she came in to Haifa, with 1,700, 1,800, 1,900 Jews on board.

Two thousand a week for two years. --

Just as suddenly as it had opened at the end of 1949 the door closed toward the end of 1951.

From that year to this, it has remained closed. It has been closed during all of the seven long, cruel years during which fathers were separated from children and mothers were separated from sons, brothers and sisters were rent asunder, families were split.

Because everyone expected the boat would continue to go every week, whole families did not always go together. When the boat didn't go one week, and stopped going for seven years, the heartache and the pain and the anguish and the tensions were left unresolved. If the portion of the Torah of this week tells the story of the seven lean years, the seven fat cows and the seven lean cows, then we have gone through the seven lean years with Rumanian Jews.

Therefore, you get a sense of the glory and joy and eagerness and hope renewed which came a few short months ago, when again, without forewarning, without knowledge of background, with many guesses, but no sure information as to motive, Rumanian Jews began getting exit visas.

Dr. Dov Joseph gave us some figures on Rumanian immigration to Israel: 1,200 a month, 1,300 a month, 1,200, 1,300, September, October, November - and for December, perhaps three times that number.

Some of the members of the UJA Study Mission who went abroad just a few weeks ago saw some of these people in Vienna. We talked to them, we came to know them, we listened to their stories, we tried to find out what was going on behind the outer wall of flesh and blood, and what was going on inside the spirit.

The circumstances of their departure are really in a sense awful for us to understand. A man who has registered and been listed for seven or eight years and wants to go, suddenly receives a permit and the permit has got six or seven or eight or ten days before it expires, and in the course of that time he must fight his way through the legal and bureaucratic jungle of paper work.

No one of us in this room has ever experienced the feeling of having a piece of paper stand between himself and freedom.

We don't know what that means. But in those circumstances — where the stamp must be put on the bottom of the document by the proper clerk in the proper office — the pain, the sweat, the fear that maybe the comma will be misplaced, maybe the application will be mislaid, maybe something will go wrong — that pall hangs over the Jew day after day as he tries to arrange his exit.

Large sums of money are required, a thousand lei and a lei is worth 17 cents.

A thousand lei for this document, 315 lei for that document, 500 for this, three months' rent to be paid in advance on the apartment, or the room, which he is leaving—

He must clear the tax offices, he must pay the tax on the radio that he might have had in his room.

How does he do this?

He sells down to the bone every article of merchandisable property which he can liquidate.

A television set costs 4,000 lei. A Jew can sell it on the street for 400.

And so he goes, day-by-day, attempting to buy his way through all of these papers and documents until that blessed moment arrives when he puts out the last few hundred lei for the railroad ticket.

And during all this time we have not seen him yet. We see him first when he sets his foot off the railroad train in the station in Vienna. And, oh then, how good he feels, because there he sees you, symbolically.

I tell you that the officials of the Jewish Agency in Vienna who meet the people there, social service workers, men who have worked for many years watching migration—

I tell you that I was amazed at the tenderness, the softness of which they are capable. You would think they would be jaded after all these years of handling trainloads of immigrants.

No, no; the old Jew, the young Jew, the baby, whoever comes off that train, is gathered in a loving embrace, of which there are few counterparts, and taken to a hospital and given a place to wash up and something to eat, and a parcel packed for the next train ride from Vienna down to Naples; and then again in Naples he is received with loving care and attention. He sits there and he walks up and down the side of the harbor in Naples, which many of you have seen, and he waits for that boat to come in, and he looks at two things. He looks at the Hebrew letters of the name on the prow, and he looks for the Israeli flag flying off the stern; and when he sees those two things, and he is escorted on board, he knows he is home.

They want to go. The reasons are many. They think of the children, of the future. They think of the pogroms of the past.

They think of the economic adjustment which they have not been able to make to that society.

But most of all, there is that yearning to re-identify with the people. You see it in two small stories, and with this I am through.

We are told the story by one of them of the time that the Israeli diplomat went to the town of Yosic, where there was a frightful pogrom in 1941, and on a commemorative occasion there was a memorial celebration.

The diplomat came in the company of many Rumanian officials. Flying from the fender of his car, as from many diplomatic vehicles, was the small flag of Israel.

Hundreds of Jews in Yosic gathered around the car. The children came over to touch the flag. Some of the parents said, "Stop; don't go near it, don't touch it."

They were afraid.

Others of the parents said, "What is the sense? Let the children have the pleasure."

That line tells everything: "Let the children have the pleasure."

There is one other thing. I heard the story from a friend. You know that in all of our services in every country in which we live we have a prayer for the government, for the success and welfare of the government. There is a prayer for the queen in the English prayer book; there is a prayer for the president in the American prayer book.

One Sabbath morning in one synagogue in Rumania, -- and this story spread through the whole country -- the rabbi said the prayer in Hebrew, which I shall translate into English, with one crucial word in it different from the text in the prayer book.

He said, "We pray for the success of our country and the People's Republic of Rumania."

"and" is the crucial word in that sentence, which he interpolated. It is not in the text.

This is the clue to how they feel. This is the insight into their emotional structure.

This is why they are going. We may anticipate that they will be our wards and charges so long as the opportunity exists for them to continue to come.

The duration is unknown. But all I can say to you is this. If we think it is worthwhile to save a life, then we shall count ourselves very lucky to be able to do that so long as the opportunity prevails.

We hope it will continue. We hope we will have to continue to spend much money on it. We hope you will continue to give a great deal of money for it.

If the door is closed and then open, both suddenly, and one never knows what it will be next week, or month, or year -- then those who fail now to seize the opportunity of the open door are guilty.

We have never been guilty of backing away from a historic opportunity at any point. I would pray that we will not be guilty now, and that we will rise to seize this moment, this chance in all our glory, in all our power, with all our money.

Then again, we will have the pleasure of knowing that we have done something great and noble, as another chapter of Jewish rescue opportunity unfolds before us.



Law

CHAIRMAN RUBIN: We appreciate more than we can say the presence and the words of wisdom of Senator Herbert Lehman.

Should he leave before this meeting closes, you must understand that it is only due to a very tight schedule that he is operating under.

At this moment, I think it might be appropriate to spend just a half minute to restate one of the planks in the resolution which was declared at the time of the birth of the State.

The State of Israel will be open to the immigration of Jews from all countries of their dispersion, will promote the development of the country for the benefit of all its inhabitants, will be based on the principles of liberty, justice and peace as conceived by the prophets of Israel, will uphold the full social and political equality of all its citizens, without distinction of religion, race or sex, will guarantee freedom of religion, conscience, education and culture, will safeguard the holy places of all religions, and will loyally uphold the principles of the United Nations Charter.

It was at this moment that I was passed a note that if you Ladies and Gentlemen will forgive our breaking

into the prepared program of the morning, that our Executive Vice Chairman of the UJA would like to say a few words to us, Rabbi Herbert Friedman. (Applause)

RABBI FRIEDMAN: Senator Lehman, Dr. Joseph, Ladies and Gentlemen:

First of all, since Mr. Rubin introduced me with my title, let me take advantage of that opportunity to make an announcement consonant with it.

Religious services will be held tomorrow morning on the Sabbath at 9:30, here in the hotel, in the Ivy Room, for all those who wish to attend.

Rabbi Schulman, of the Riverdale Temple here in New York, will conduct the services, which I hope as many of you as care to, or will be able to, will participate.

In his remarks, Senator Lehman referred to the fact that in the past few months immigrants have been coming from the country of Rumania.

There has been much conversation among us, and many have asked questions about this new phenomenon, and many have wondered why there has been so little, if anything, in the public press about this matter.

There will be very little, if anything, in the public press about this matter, and information concerning

it must circulate among us by word of mouth from leader to leader, from leader to follower.

What you will hear from new speakers about Rumania must remain in the realm of the spoken word and not the written, and anyone who does talk to us about this must understand that he speaks not for the record or for publication, and anyone who hears this story must understand that he may spread it among hourselves, but not for the press.

Having said that, let me attempt to try to make concrete for you some of the salient facts about this, which grips our imagination so strongly and which thrills our hearts so very much, because it represents a breakthrough, and because it represents the opening of a new door of rescue.

Many have come to me and asked with a great emotional sense of identification, if they might know more about this.

(Continued on next page.)

14-1

There may very well be half of us in this room whose origin was in that part of Eastern Europe, and yet as close as that sense of Origin and original birth may be, nevertheless it is a part of the world far away, very hard for us to visualize concretely.

We must learn this story in order to have the facts undergird our emotional desire to help in it.

We have grown so accustomed in the years to listen to figures, that they tend to blend into obscurity and anonymity and we are almost not sure of what country we are talking about or what kind of Jew we are talking about.

Let me therefore focus the light of precision, for a few moments, upon this episode.

I don't know if every one realizes that Roumania emerged from the war with the largest Jewish population on the continent of Europe -- the largest, outside of the Soviet Union.

This fact imposes upon us a special burden.

It would not be befitting for this community to have emerged in the largest numbers from the Hitler Period for us now not to take advantage of the opportunity to assist the largest numbers ^{ready} really to remake their lives if the chances is here so to do.

14-2

They were the largest population outside of Russia for a simple reason; Roumania broke with the Axis in 1944 before the war ended and therefore, in a certain sense, Hitler had no chance to finish his evil work.

Secondly, the Soviet Union came into Roumania, and in those days and in those circumstances it did represent a great protective cloak.

Nevertheless, 850,000 Jews who lived there before the war, this great victory of ours by which we say they were the largest population, nevertheless in statistical figures, there were only 320,000 of them.

A half billion were done in.

The poverty and the demoralization after the war were simply awful. We forget.

In 1946 the Joint Distribution Committee was keeping 200,000 Jews of Roumania literally alive with food. That was the extent to which you and I had to undergird that population.

More than half were our wards.

In 1947 when Dr. Joseph Schwartz went to Roumania to talk about rebuilding the communal institutions and the Jewish community life, at that very time we saw that the mind of the Roumanian Jews were already oriented toward going to Palestine; because, when you spoke to them about

14-3 rebuilding their lives they were thinking already on those terms.

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That big pogrom in Poland in 1946 sent the Jews of Europe streaming westward in order to get to Palestine, which was in the East.

Those were the days of the so-called illegal immigration into the D. P. camps of Germany and Austria and those were the days when I first saw Roumanian Jews who told me that in 1944 when the relationship with the Nazis was over, there were already a group of 30,000 Roumanian Jews in 1944 who wanted to go to Palestine and couldn't do so because of the restrictions of the White Paper which then prevailed.

So when the chance came in 1945 and 1946 and 1947, they streamed westward into the camps, Germany, and Austria, and Italy to try to get into that stream of so-called illegal blockade running that was taking place in those hectic days.

In that very first year 40,000 of them went and another 150,000 of them were registered to go.

The J. D. C. continued its work for two blessed

14-4

years and then 1949 saw a blackout.

On March 8, 1949 the office of the J. D. C. in Roumania was closed.

Not you or I or all our money was available to help a one, and not only was the office of the J. D. C. closed in Roumania in that March of 1949 but immigration was closed and all during 1949 for the first ten months of that year, only 1300 people left.

AMERICAN JEWISH
ARCHIVES



AMERICAN JEWISH ARCHIVES

b-15-1

All during that spring of 1949 there were protests in Israel. Mr. Ben-Gurion protested. Delegations went to see Anna Pauker. Jews demonstrated on the street in Tel Aviv in front of the Tel Aviv Consulate of the Roumanian Government.

By November, 1949, suddenly it opened.

In all of 1950 and in 1951, the 100,000 Jews from Roumania went to Israel.

Do you remember those years?

I saw Bill Rosenwald sitting on the dock in Haifa watching the boat, the TRANSYLVANIA coming in every Monday morning, like clock-work she came in to Haifa. 1,700, 1,800, 1,900 Jews on board.

2,000 a week for ^{over a year} ~~two years~~.

Just as suddenly as it opened at the end of 1949 it closed ^{in the middle of} ~~toward the end of~~ 1951.

From that day to this it has been closed. It has been closed during all of the seven long cruel years during which fathers were separated from children and mothers were separated from sons, brothers and sisters were sent asunder, families were split.

Because everyone expected the boat would continue to go every week, and when the boat didn't go one

15-2

week and stopped going for seven years, the heartache and the pain and the anguish and the tensions were left unresolved, and if the portion of the Torah of this week tells the story of the seven lean years, the seven fat cows and the seven lean cows, then we have gone through the seven lean years with Roumanian Jews.

Therefore, you get a sense of feeling of glory and joy and eagerness and hope renewed which came a few short months ago, when again, without forewarning, without knowledge of background, with many guesses, but no sure information as to the motive, the facts were presented to us as Dr. Joseph gave some figures, 1,200 a month, 1,300 a month, 1,200, 1,300, September, October, November, and for December perhaps three times that number.

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The circumstances of their departure are really in a sense awful for us to understand. A man who has registered and been listed for seven or eight years and

15-3

wants to go suddenly receives a permit and the permit has got six or seven or eight or ten days before it expires, and in the course of that time he must fight his way through the legal and bureaucratic jungle of all of the paper work.

No one of us in this room has ever experienced the feeling of having a piece of paper stand between himself and freedom.

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15-4 How does he do this?

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 And during all this time we have not seen him yet. We see him first when he sets his foot off the railroad train in the station in Vienna. And oh then how good he feels, because there he sees you, symbolically.

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(Continued on next page.)

No, no; the old Jew, the young Jew, the baby, whoever comes off that train, is gathered in a loving embrace, of which there are few counterparts, and taken to a ^{hotel} hospital and given a place to wash up and something to eat, and a parcel packed for the next train ride from Vienna down to Naples; and then again in Naples he is received with loving care and attention, and he sits there and he walks up and down the side of the harbor in Naples, which many of you have seen, and he waits for that boat to come in, and he looks at two things. He looks at the Hebrew letters of the name on the ^{bow} prow, and he looks for the Israeli flag flying off the stern; and when he sees those two things, and he is escorted on board, he knows he is home.

They want to go. The reasons are many. They think of the children, of the future. They think of the pogroms of the past.

They think of the economic adjustment which they have not been able to make to that society.

But most of all, there is that yearning to re-identify with the people. You see it in two small stories, and with this I am through.

We are told the story by one of them of the time

that the diplomat of Israel went to the town of ^{Jassy} ~~Yosie~~, where there was a frightful pogrom in 1941, and on a commemorative occasion there was a memorial celebration.

The diplomat came in the company of many Rumanian officials and flying from the fender of his car, as from many diplomatic vehicles, was the small flag of Israel.

Hundreds of Jews in ^{Jassy} ~~Yosie~~ gathered around the car. The children came over to touch the flag. Some of the parents said, "Stop; don't go near it, don't touch it."

They were afraid.

Others of the parents said, "What is the sense? Let the children have the pleasure."

That line tells everything: "Let the children have the pleasure."

There is one other thing. I heard the story from a friend. You know that in all of our services in every country in which we live we have a prayer for the government, for the success and welfare of the government. There is a prayer for the queen in the English prayer book; there is a prayer for the president in the American prayer book.

One Sabbath morning in one synagogue in Rumania, -- and this story spread through the whole country -- the rabbi

said the prayer in Hebrew, which I shall translate into English, with one crucial word in it different from the text in the prayer book.

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This is the clue to how they feel. This is the insight into their emotional structure.

This is why they are going. We may anticipate that they will be our wards and charges so long as the opportunity exists for them to continue to come.

The duration is unknown. But all I can say to you is this. If we think it is worthwhile to save a life, then we shall count ourselves very lucky to be able to do that so long as the opportunity prevails.

We hope it will continue. We hope we will have to continue to spend much money on it. We hope you will continue to give very much money for it. Because we hope you see that if it is closed and it is open, 1949-1951, 1958 -- 19 what?

If it is closed and it is open and it is not always available, then those who fail now to seize the

opportunity are guilty.

We have never been guilty of backing away from a historic opportunity at any point. I would pray we will not be guilty now, and that we will rise to seize this moment, this chance in all our glory, in all our power in all our money.

Then again, we will have the pleasure of knowing that we have done something great and noble as another chapter of Jewish rescue opportunity unfolds before us.

(Applause)

~~(Continued on next page.)~~

ANNUAL NATIONAL CONFERENCE
December, 1958
New York City

ADDRESS OF RABBI HERBERT A. FRIEDMAN:

Senator Lehman, Dr. Joseph, Ladies and Gentlemen:

First of all, since Mr. Rubin introduced me with my title, let me take advantage of that opportunity to make an announcement consonant with it.

Religious services will be held tomorrow morning on the Sabbath at 9.30, here in the hotel, in the Ivy Room, for all those who wish to attend.

Rabbi Shulman of the Riverdale Temple here in New York, will conduct the services, which I hope as many of you as care to, or will be able to, will participate.

In his remarks, Senator Lehman referred to the fact that in the past few months immigrants have been coming from the country of Rumania.

There has been much conversation among us, and many have asked questions about this new phenomenon, and many have wondered why there has been so little, if anything, in the public press about this matter.

There will be very little, if anything, in the public press about this matter, and information concerning it must circulate among us by word of mouth from leader to leader, from leader to follower.

What you will hear from new speakers about Rumania must remain in the realm of the spoken word and not the written, and anyone who does talk to us about this must understand that he speaks not for the record or for publication, and anyone who hears this story must understand that he may spread it among ourselves, but not for the press.

Having said that, let me attempt to try to make concrete for you some of the salient facts about this, which grips our imagination so strongly and which thrills our hearts so very much, because it represents a break-through and because it represents the opening of a new door of rescue.

Many have come to me and asked with a great emotional sense of identification, if they might now more about this.

Dec. 1958

2.

There may very well be half of us in this room whose origin was in that part of Eastern Europe, and yet as close as that sense of origin and original birth may be, nevertheless it is a part of the world far away, very hard for us to visualize concretely.

We must learn this story in order to have the facts undergird our emotional desire to help in it.

We have grown so accustomed in the years to listen to figures, that they tend to blend into obscurity and anonymity and we are almost not sure of what country we are talking about or what kind of Jew we are talking about.

Let me therefore focus the light of precision, for a few moments, upon this episode.

I don't know if every one realizes that Roumania emerged from the war with the largest Jewish population on the continent of Europe -- the largest, outside of the Soviet Union.

This fact imposes upon us a special burden.

It would not be befitting for this community to have emerged in the largest numbers from the Hitler Period for us now not to take advantage of the opportunity to assist the largest numbers ready to remake their lives if the chances is here to do so.

They were the largest population outside of Russia for a simple reason; Roumania broke with the Axis in 1944 before the war ended and therefore, in a certain sense, Hitler had no chance to finish his evil work.

Secondly, the Soviet Union came into Roumania, and in those days and in those circumstances it did represent a great protective cloak.

Nevertheless, 850,000 Jews who lived there before the war, this great victory of ours by which we say they were the largest population, nevertheless in statistical figures, there were only 320,000 of them.

A half million were done in.

The poverty and the demoralization after the war was simply awful. We forget.

Dec. 1958

3.

In 1946 the Joint Distribution Committee was keeping 200,000 Jews of Roumania literally alive with food. That was the extent to which you and I had to undergird that population.

More than half were our wards.

In 1947 when Dr. Joseph Schwartz went to Roumania to talk about rebuilding the communal institutions and the Jewish community life, at that very time we saw that the mind of the Roumanian Jews were already oriented toward going to Palestine; because, when you spoke to them about rebuilding their lives they were thinking already on those terms.

You remember the big pogrom in Poland in 1946 in Kielce on the fourth of July.

That big pogrom in Poland in 1946 sent the Jews of Europe streaming westward in order to get to Palestine, which was in the East.

Those were the days of the so-called illegal immigration into the D. P. camps of Germany and Austria and those were the days when I first saw Roumanian Jews in 1944 when the relationship with the Nazis was over, there were already a group of 30,000 Roumanian Jews in 1944 who wanted to go to Palestine and couldn't do so because of the restrictions of the White Paper which then prevailed.

So when the chance came in 1945 and 1946 and 1947, they streamed westward into the camps, Germany, and Austria, and Italy to try to get into that stream of so-called illegal blockade running that was taking place in those hectic days.

In that very first year 40,000 of them went and another 150,000 of them were registered to go.

The J. D. C. continued its work for two blessed years and then 1949 saw a blackout.

On March 8, 1949 the office of the J.D.C. in Roumania was closed.

Not you or I or all our money was available to help a one, and not only was the office of the J.D.C. closed in Roumania that March of 1949 but immigration was closed and all during 1949 for the first ten months of that year, only 1300 people left.

Dec. 1958

4.

All during that spring of 1949 there were protests in Israel. Mr. Ben-Gurion protested. Delegations went to see Anna Pauker. Jews demonstrated on the street in Tel Aviv in front of the Tel Aviv Consulate of the Roumanian Government.

By November, 1949, suddenly it opened.

In all of 1950 and in 1951, the 100,000 Jews from Roumania went to Israel.

Do you remember those years?

I saw Bill Rosenwald sitting on the dock in Haifa watching the boat, the TRANSYLVANIA coming in every Monday morning like clock-work she came in to Haifa. 1,700, 1,800, 1,900 Jews on board.

2,000 a week for over a year.

Just as suddenly as it opened at the end of 1949, it closed in the middle of 1951.

From that day to this it has been closed. It has been closed during all of the seven long cruel years during which fathers were separated from children and mothers were separated from sons, borthers and sisters were sent assunder, families were split.

Because everyone expected the boat would continue to go every week, and when the boat didn't go one week and stopped going for seven years, the heartache and the pain and the anguish and the tensions were left unresolved, and if the portion of the Torah of this week tells the story of the seven lean years, the seven fat cows and the seven lean cows, then we have gone through the seven lean years with Roumanian Jews.

Therefore, you get a sense of feeling of glory and joy and eagerness and hope renewed which came a few short months ago, when again, without forewarning, without knowledge of background, with many guesses, but no sure information as to the motive, the facts were presented to us as Dr. Joseph gave some figures, 1,200 a month, 1,300 a month, 1,200, 1,300, September, October, November, and for December perhaps three times that number.

Dec. 1958

5.

Some of the members of the UJA Study Mission that went abroad just a few weeks ago saw some of these people in Vienna. We talked to them, we came to know them, we listened to their stories, we tried to find out what was going on behind the outer wall of flesh and blood, and what was going on inside the spirit.

The circumstances of their departure are really in a sense awful for us to understand. A man who has registered and been listed for seven or eight years and wants to go suddenly receives a permit and the permit has got six or seven or eight or ten days before it expires, and in the course of that time he must fight his way through the legal and bureaucratic jungle of all of the paper work.

No one of us in this room has ever experienced the feeling of having a piece of paper stand between himself and freedom.

We don't know what that means. But in those circumstances where the stamp must be put on the bottom of the document by the proper clerk in the proper office, the pain, the sweat, the fear that maybe the comma will be misplaced, maybe the application will be mis-made, maybe something will go wrong, that pall hangs over the Jew day after day as he tries to arrange his exit.

Large sums of money are required, a thousand lei and a lei is 17 cents.

A thousand lei for this document, ^{lei} 315/for that document, 500 for this, three months' rent must be paid in advance on the apartment or the room which he is leaving.

He must clear the tax offices, he must pay the tax on the radio that he might have had in his room.

How does he do this.

He sells down to the bone every article of merchandisable property which he can liquidate.

A television set cost 4,000 lei. A Jew can sell it on the street for 400.

And so he goes day by day attempting to buy his way through all of these papers and documents until that blessed moment arrives when he puts out the last few hundred lei for the railroad ticket.

6.

And during all this time we have not seen him yet. We see him first when he sets his foot off the railroad train in the station in Vienna. And oh then how good he feels, because there he sees you, symbolically.

I tell you that the officials of the Jewish Agency in Vienna who meet ^{the} /people there, social service workers, men who have worked for many years watching migration, I tell you that I was amazed at the tenderness, the softness of which they are capable. You would think they would be jaded after all these years of handling trainloads of immigrants

No, no; the old Jew, the young Jew, the baby, whoever comes off that train, is gathered in a loving embrace, of which there are few counterparts, and taken to a hotel and given a place to wash up and something to eat, and a parcel packed for the next train ride from Vienna down to Naples; and then again in Naples he is received with loving care and attention, and he sits there and he walks up and down the side of the harbor in Naples, which many of you have seen, and he waits for that boat to come in, and he looks at two things. He looks at the Hebrew letters of the name of the bow, and he looks for the Israeli flag flying off the stern; and when he sees those two things, he is escorted on board, he knows he is home.

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Dec. 1958

7.

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Sunday Morning, December 14, 1958

6-1

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MR. FRIEDMAN: Joe, Ladies and Gentlemen:

I would like very much to give a great report on what was accomplished in 1958. But this report will rather be one to indicate what was not accomplished in 1958. I think that you and I have to understand it in that sense.

Let me give you the figures as accurately as we are able to make them up, realizing, of course, that we are not yet at the end of the year, and that we are approximating a certain amount. But the approximate represents a very narrow margin; so that for all intents and purposes, these are as close to what the actual figures would be as if I were making this report to you next January 20 or 30, when they would all finally be in.

I would like to make a report on three items. The pledges that were made to the 1958 campaign, the cash collections that were achieved during 1958, and the matter of the loan which was renewed in 1958, which was also a financial operation of the UJA.

As far as pledges are concerned, the UJA will receive in pledges from all the communities and New York City a total of \$51,000,000 in the regular campaign.

We received in the regular campaign of 1957, a year ago, \$54,000,000 in pledges from all the communities.

This, therefore, represents a decrease in the pledged amount of \$3,000,000 on the regular campaign.

For the Special Fund of 1958, we will receive pledges from all the communities and New York of somewhere between 15 and 16 million dollars. This compares with a figure of 1957 of approximately \$25,000,000. Therefore, there has been a decrease in pledges to the Special Fund of \$10,000,000.

We are, in summation, \$13,000,000 short in pledges on a total of \$80,000,000, using the 1957 figure.

If we received \$80,000,000 worth of pledges in both campaigns in 1957, we received 66 or 67 million dollars of pledges on both campaigns in 1958.

So that it means \$13,000,000 less on \$80,000,000, which, as you know, is about 15 or 16 per cent decrease, adding both together.

It is very clear, therefore, that if we want to do better in 1959, and it certainly is everyone's determination to do better, and almost every community has expressed to us an indication that they feel that they will do better, there is a good mood of optimism prevailing. It is clear, then, that if we want to get back only to 1957 we have got to restore at least 15

per cent, and there is no reason for us to say that that should be the goal and the highest possible achievement we can make. So that if we want to go beyond 1957, we have got to do 20 and 25 and 30 per cent better, and every single community has to translate that into its own community goals, and every contributor has to translate that into his own individual giving.

We have fallen down 15 per cent in 1958 simply as a matter of everyone's conscience as to how much better than that we want to do in 1959.

We didn't put up that little house (indicating) as the locus and the focus at which you would present checks, just to make a design.

If you want to help bring them in from any country from which they must come, and if you want to help take them out of those ma'abarot and put them into houses like this, then getting the same gift next year is not going to do that truck.

And getting even a 15 per cent increase isn't going to do the trick because that will only restore us to 1957.

We have got to go beyond that to dig into those problems.

That is the report as far as pledges to the campaign are concerned.

Secondly, as far as cash which was received during 1958. I would like to take a moment to thank Sam Daroff and his Cash Committee for the hard work they did in the midst of a tough year.

(Applause)

Now let me give you some comparative figures here.

Up to the 30th of November -- I am giving you the figures as of two weeks ago, not today, the 14th of December -- up to the 30th of November 1957, last year's campaign, we received in the Regular, and all the Special Funds, \$65,700,000.

When I say the regular and all the special, you know that cash comes in from many previous years' campaigns.

Many of you collect cash from the campaign of 1957, 1956 -- even 1955. Money keeps coming in. You keep getting it, you keep sending it to us, we never close the books.

We may some day close the books on the 1948 campaign and say that is over -- (laughter)

On the 1949 campaign, one of these years we will close the books.

So remember these cash figures represent money coming in regardless of what year they are credited to.

1957 for the first 11 months we had 65.7 million dollars.

1958, this year, for the first 11 months up to the 30th of November, we have had only \$48,700,000. We are \$17,000,000 short in cash in 1958, the same date, compared with 1957.

That is just simply tragic. I don't know how in the world anybody can expect Dr. Joseph to go on with his work in the face of that kind of situation.

As a partial reason, we had less pledges in 1958. I reported that to you.

But we have had more "less cash" than less pledges. \$13 million less pledges in the 1958 campaign, but \$17 million less cash from all back campaigns.

The money is owed. The money is good. The Jews of America pay the debts.

The question is, when?

~~We entered 1958.~~ We entered 1958 with \$30 million worth of receivables on the books. We are

going to enter 1959 with \$38,000,000 of receivables on the books.

From one point of view, you can say that is wonderful. All those accounts receivable, that puts you in a very good business position. We wish we had accounts receivable in our own private businesses; fine.

Accounts receivable are a great thing to have; but you and I know the business of campaigning very well. When you have accounts receivable on the books, it is very hard to get new pledges.

When a man owes you money from his last pledge, he is more disinclined to make a new one.

So this vast amount of receivables on the books is terrible -- not just from the current cash position, but from the future campaigning position.

I would like to say that we have got a couple of weeks left, or actually, more than that. We have got a couple of weeks in December, we have a few weeks in January, before the big push gets started for collecting new pledges in 1959.

I would most urgently wish that the maximum kind of cash push could be made to clean up some of these receivables.

At the end of 1957 we received large amounts of appreciated securities which were turned in.

The stock market is up. There are people who bought when it was down. There are appreciated securities in the United States which could be turned in for tax advantage before the 31st of December. You are an old experienced bunch of campaigners, and I simply beg of you to go out and try to rectify that cash position as hard and as quickly as you can.

They just passed me a note that the collections today -- don't forget, I was giving you figures up to the 30th of November, two weeks ago -- the collections today will reduce the \$17,000,000 shortage by two to two-and-a-half million dollars.

Good.

Two to two-and-a-half million dollars that came in yesterday and today, that will reduce it; fine.

So that means 14 and a half million dollars less than last year.

But there still is all this huge backlog of accounts receivable.

The third and last report I would like to give you is on the loan. We have given it so many names, I

don't remember any more -- the consolidation loan, the renegotiation loan, the refunding loan, the renewal loan (laughter).

You know the business, and I won't recite the history going back to 1954, when we first got into this.

We borrowed and paid back and reborrowed and paid back, and pyramided -- and let me take you just now from the current moment.

In March of this year we owed \$35,000,000. When I say we owed, the United Jewish Appeal is countersigned on all the notes in all the banks in all the communities of the country from which the welfare funds borrowed; and when I say we owed, it is simply because we have countersigned those notes and we feel that collectively the United Jewish Appeal stands behind those notes; and if you borrowed one million dollars in this community and a half million dollars in this and two million dollars in that, you have our notes.

So that -- God forbid -- if an earthquake occurred and wiped a city off the map so that the Jews of that city couldn't redeem their notes in their local bank, the UJA will naturally redeem those notes. And so every city knows that it is protected.

Therefore, we owed in March \$35,000,000. We were not providing cash, as you can see.

We had to do something about this, so we were asked by the Agency to reborrow. We could only go to a limit of \$40,000,000 more, because our allowable limit is \$75,000,000, which is a fairly sizable amount.

Beginning in April we started to work on that thing, and up to date we have obtained \$35,900,000 from 74 communities.

Right now ten more communities are completing the formalities of signatures and all of that stuff for another million and a half, which will bring it to a total of about $37\frac{1}{2}$ million that will have been obtained out of a possible maximum of forty.

While that is a little bit short, I think in the face of everything else that we went through this year, it is about as good as we could do. And I want to take a special moment now to give a deep and sincere word of thanks to Al Levin of Cleveland, -- (Applause) who masterminded that thing and carried it out by the only way that any project can be carried out, leg work. But in this case, leg work meant airplane work, and he flew scores of thousands of miles around this country to get that thing done.

I would simply like to add as a footnote, that it is quite obvious that the credit of the American Jewish community was so good, even in a recession year, that the banks of America were willing to make this money available.

I would like to leave you with the thought that we could have one great campaign in 1959 if we would have as much faith in ourselves as the Gentile bankers have in us, because they have tremendous faith in us as witness this program, and if we will have that much faith in ourselves, we will go out and raise the kind of money that will get us through this problem and that will maybe make more and more borrowing unnecessary, because we borrow only when there isn't enough raised.

We would rather raise it than borrow it, and so would you.

That is the report, therefore, on these three items for 1958, Mr. Chairman.

(Applause.)

~~(Continued on next page.)~~

CHAIRMAN BERINSTEIN: Thank you very much
Senator.

It is not necessary for me to give a lengthy
introduction to our next and final speaker.

He is a man with whom I work every day. He is
known, I am sure, to every one in this room, and I am sure
he knows of the great respect which I have for him.

I now take great pleasure in introducing to you
the executive vice chairman of the United Jewish Appeal,
Rabbi Herbert A. Friedman.

RABBI HERBERT A. FRIEDMAN: Mr. Chairman,
Senator Javits, Mr. Peres, and good friends.

The wisest of men sometimes in planning programs
make the greatest mistakes. We have had two perfectly
magnificent speeches here tonight, the finest that I can
recall having had at many a conference in many a year.
And two perfectly and charming and lovely opening remarks
in the inimitable way in which Mr. Warburg, and now in the
same style, Mr. Berinstein conducted themselves.

So that the evening is really full, as it turns
out. If we had known that the day before yesterday, we
would not have printed the program as we did -- and if I
were smart now, I would adjourn the meeting.

There is only one idea that I would like to try

to add to tonight's meeting, and that is to take the two things that we have heard, the two great and practical things, the one about Israel, and the one about America and the world, and set them into the framework of the question which we ask ourselves all the time, and which we need to answer, the framework of the larger perspective of why we do this, and what this UJA really is. Because in addition to the practical and hardhitting and the topical, and the daily, and the matters of the moment, we must have for the sustaining and the undergirding of our work the long historic eternal transcendent conviction, and reaffirmation to enable us to go on year after year, as we shall go on.

The U. J. A., as you know perfectly well, down deep in your innermost hearts is not simply a fund raising machine. Eddie opening the meeting by saying that we come here every year to make a statement of what we believe in. And, if we know clearly what we believe in, then we are further encouraged and strengthened to go on and on.

That is the long range look within which each year's campaign is important, and each year's political objectives are important, and each year's additional strengthening of Israel is important. But only within

that framework.

Today is the 13th of December. On the 16th of December, 1941, almost 17 years ago tonight, a small ship, just 180 tons, by the name of STRUMA broke down off the Port of Istanbul, while she was on the way from Constanza, a port in Rumania, on the way to Haifa. She carried on board 769 refugees, including 70 children, and 281 women. Not a person on board that ship was in possession of an immigration certificate to enter Palestine.

And when the vessel broke down, the fate of the people became an object of international attention.

~~The fate of the people became an object of international attention.~~ The British would issue no navicerts to proceed.

And the Turkish authorities would issue no permission for the people to land. That little motorship lay helpless in the Bosphorus for ten weeks, and the people were kept on board. They were supported by the Istanbul Jewish Community, and so that you may have some pride in that Istanbul incident also with funds of the JDC. For the JDC was in Turkey in 1941.

After ten weeks, on the 24th day of February 1942 the Turks towed the STRUMA out to sea and when she was six miles out to sea that ridiculous and foolish little

hulk of a vessel broke in two and sank. Of 769 people on board, two saved their lives by swimming. No place to which to turn back, no place to which to go forward, not permitted to stay where they were. What utter helplessness. What wasteful tragedy.

This was the entering of the period of the Dark Ages. Europe's Jews entered the Dark Ages, and no one knew what hammer blows were yet to come.

We know now. Senator Javits used the word in the beautiful peroration that the UJA means hope.

I would like us all to remember a sentence from ^{Mishle} Mishle, the Proverbs in the Bible, "hope deferred makes the heart sick. Desire fulfilled is the tree of life." Hope deferred casts people into the slough of despair. If you want courage to triumph over despair, then hope cannot be deferred forever and ever, but hope must require some action in order to be sustained.

Within the limitations and the possibilities of what that dark period permitted, there was some action. There was Aliyah Beth, you all remember it. Beth is the second letter of the Hebrew alphabet. Aliyah, means immigration to Israel.

If you can't get to Israel the first way, which is the legal way, you get to Israel the second way, which is the illegal way. And a formation of a policy of Aliyah Beth was an action designed to sustain hope in the darkest days.

There were Jews working in Lisbon, in Portugal, and in Turkey, the two places on the globe which were the outset of the "beth" to Haifa, and from those two places, there were brave and courageous -- some in the

room tonight, who gave their lives and their strength to inject hope into the stream of darkness.

The story of the old man, Leo Beck from Berlin, in the Camp in ^{Theresienstadt} Teressenstadt, holding lectures on Jewish philosophy while people were dying of hunger in the camp is a fantastic expression of hope sustained by action, and action was intellectual action at that moment.

This was the only answer to physical brutality, Jews parachuting into the Balkans in '43, when ~~Rubin~~ ^{Rouven} ~~Dafni~~ ^{Hannah Senesh} Bakme, and Gehen and the others took an action which some people said was quixotic, and whimsical -- how do you breach Hitler's Europe by dropping a few boys in the Balkans.

But a ripple went all through Europe when the Jews heard that story, they knew they weren't being forgotten. That was the value of that episode.

Down in the bunkers in the Warsaw Ghetto, when they did the same thing, which everybody said is so crazy, and fighting the blockade on the Mediterranean, when the war was finally over, and then that enormous culmination where the strongest kind of action made hope come alive for the first time, where people took the faith of Jewish destiny into their own hands, and created the State of Israel, out of almost nothing, in the face

of odds that people said they were ridiculous to challenge.

Slowly, in tempo over years of history, action built, and built, and built, all designed to sustain hope, and all designed to reach the changing point in modern times, where the Jews would no longer be the object of someone else's decision, but where they would be the subjects in control of their own fate.

And that is the turning point.

If the past has been haunted, and dark, then the future is bright and glorious, because our own destiny lies now in our own hands. That is the change, so that hope need no longer be deferred, and the heart need no longer be sick, but desire fulfilled can become the ["]ets chain["], the tree of life, that will nourish and sustain the future.

If we put this in the broadest sense, and we look to this future, we see that there are three great tasks which ~~lie~~^{lie} ahead of us. Perfectly within our power to achieve, and we have the will to do it, and we have the means to do it.

The first thing that we must do is to maintain our support of all less favored Jewish communities in the world, wherever they be.

And I should like to remind us that this is a phenomenon on a continuous basis. We all are aware of

our ancient tradition of caring for our own, and we are very proud of that, in every single individual Jewish family, and in every individual Jewish settlement.

But I should like to say that in all of the millenia of our history there has never been anything like this, where for more than four decades now, one Jewish community, the American, through one organization, the JDC, has assumed the burden of continuous support of less favored communities, wherever they are.

This just never occurred, even in our magnificent ancient tradition of caring for our own. No Jewish community, whether in Poland, or whether in Germany, or whether in France, ever undertook the responsibility of caring for the whole Jewish world. This is something new. And this is something brilliant.

This phenomenon, therefore, which is recreated and done daily, imposes upon us the responsibility of maintaining that new tradition, and I suggest that this task for the future is one which will go on until the limits of support are reached, and those limits will be reached as the less favored communities are slowly and thoroughly helped to standards of self-sufficiency.

The second thing that we must continue to do is to maintain the Mission of Rescue, for there are places where

self-development is not possible, and Jews ^{Want} have to go
from one place to the new great focus, ^{of Israel -} the old new focus.

And again I would like to remind us that this Mission of Rescue which we have undertaken also represents something totally new in Jewish life. For never did it have to be performed in the face of all of the pogroms, and all of the migrations of the past, never did it have to be performed by one community for so long a time as we have undertaken it.

(Continued on next page.)

When the Jews from Spain were expelled in 1492, they went to Turkey, and they went to Holland, and they went to Italy, and they went to Morocco, and they went to many places, but they went quickly, and they were absorbed quickly, and there was a burden on no one country for this -- and in a year or two it was done.

We have seen the transplantation of local Jewish populations, in a great operation of rescue, from country after country, for year after year, for decade after decade, and this, too, shall continue, until this is done.

The third thing that I should like to suggest as our task is, perhaps, less tangible than these first two, but, in a way, more important. Our job, together with Shimon, and all of the Shimons of the glorious, shining place, is to help develop the kind of civilization in Israel of which we shall be superbly proud for all successive Jewish history; ~~It is a very poor word.~~

We are, you and I, terribly absorbed now with the immediate things of immigrant absorption, and economic self-sufficiency, and security, and industrial progress, and all of the concrete material things; and good that we are -- good that we look at a specific

solution and about people coming from Eastern Europe, good that we look at a specific solution and about tearing down ma'abarot.

But I think our view must go far beyond that -- far beyond that. All of this effort to secure the material basis in Israel is only the springboard for we want out of that material basis to flower the Israel of the spirit for which everything else makes sense. We want culture, and we want ethics, and we want social justice, and we want the ideal society there. We think it is achievable. We want Israel to contribute to the world in the future, as vastly as she did in the past.

Shimon referred to two previous commonwealths -- you remember what they achieved. The first commonwealth in Palestine gave the ^{prophets} profits to the world. Who has ever surpassed that? ^{Isaiah} ~~Isaiah~~ in Jeremiah, the magnificent words of the brotherhood of man. And after that was destroyed, we thought it was all at an end. And out of the ashes the second commonwealth was born and gave to the world the Bible -- not just the ^{prophets} profits; great fantastic vision and dreams -- of what it would be like at the end of the days when the Messiah would come and create a society on earth; it would be blessed and lovely and

peaceful and happy. Now that the third commonwealth is here, we think that the third commonwealth can do no less than rise above its two predecessors, as visionary as that might sound, and that this third commonwealth can come forward and bring the whole world of mankind forward to the thing it wants more than bread, namely, the vision and the dream of peace on earth.

And from Israel this will come, I am convinced of it. And it is your task, and my task, to help develop the highest civilization there. That is why all the material things are worthwhile, and why we want to get past them, so we can go on to the big, great, and eternal.

Fourth, if I am talking about supporting less-favored communities where, ^{ever they are} if I am talking about maintaining the mission of rescue, if I am talking about building the civilization in Israel, you may say to me what about America? There is a very simple proposition with which I operate in my view of Jewish history. In serving these three goals, we all strengthen the American Jewish community.

Doing something apparently very far off, we will in reality be stimulating something quite near at home. We cannot entice the next generation and the next to

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strengthen their Jewishness simply by words. When you require from someone the commitment of deed, when you ask from him service, when you ask from him loyalty, when you ask from him performance, then you obtain from him commitment. You will obtain from him his commitment to stronger Jewish life in America when you require from him service to the highest Jewish ideal.

When we put to ourselves the question what is the UJA really, ~~what is it?~~ It is a machinery, it is a technique, it is a methodology of raising money. But it is so much more than that; that anyone who sells it short for that just doesn't understand it. This is an ideology, this is an assertion, this is a statement of faith in Jews and Judaism, and in mankind. That is what this is. This is an instrument of action, so that hope should not be deferred. This is an instrument of action by which Jews will cast an image of themselves at their best. The shadow of the American Jew on the wall of history will go down in all the generations as a shadow of the Jew at his best. That means the shadow of man at his best. And we want to be no less than that.

Every man who opens the treasury of his purse in generosity opens first the treasury of his heart in

compassionate understanding, or else he doesn't open his
parse.

Every man who works and gives can truly sing a
great song of victory, as did the Maccabees, whose triumph
over despair we celebrated tonight.

I should like to give you, in closing, these
words from the Book of Maccabees:

"When his men saw the expedition coming to meet
them, they said to Judah, how can we, so few in
number, be able to fight against so great a multitude?
Then, too, we are faint, for we have had nothing to
eat today. Judah replied, it is an easy thing for
the many to be hemmed in by the hands of a few.
There is no difference in the sight of heaven to save
by many or by few. Victory in battle does not
depend on the size of an army but rather from strength
that comes from heaven. They are advancing against
us full of violence and lawlessness to destroy us,
our wives, our children and to plunder us. We are
fighting for our lives and our law. God will shackle
them before us. But as for you, be not afraid of
them. Be not afraid of them."

Thank you very much. (Applause)

CHAIRMAN JORDAN: The meeting stands adjourned.
Good night, everybody.

(Whereupon, the dinner meeting was adjourned.)

ANNUAL NATIONAL CONFERENCE
December, 1958
Address of Rabbi Herbert A. Friedman

Mr. Chairman, Senator Javits, Mr. Peres, and good friends,

The wisest of men sometimes in planning programs make the greatest mistakes. We have had two perfectly magnificent speeches here tonight, the finest that I can recall having had at many a conference in many a year. And two perfectly and charming and lovely opening remarks in the inimitable way in which Mr. Warburg, and now in the same style, Mr. Berinstein conducted themselves.

So that the evening is really full, as it turns out. If we had known that the day before yesterday, we would not have printed the program as we did -- and if I were smart now, I would adjourn the meeting.

There is only one idea that I would like to try to add to tonight's meeting, and that is to take the two things that we have heard, the two great and practical things, the one about Israel, and the one about America and the world, and set them into the framework of the question which we ask ourselves all the time, and which we need to answer, the framework of the larger perspective of why we do this, and what this UJA really is. Because in addition to the practical and hardhitting and the topical, and the daily, and the matters of the moment, we must have for the sustaining and the undergirding of our work the long historic eternal transcendent conviction, and reaffirmation to enable us to go on year after year, as we shall go on.

The U. J. A., as you know perfectly well, down deep in your innermost hearts is not simply a fund raising machine. Eddie opened the meeting by saying that we come here every year to make a statement of what we believe in. And, if we know clearly what we believe in, then we are further encouraged and strengthened to go on and on.

That is the long range look within each year's campaign is important, and each year's political objectives are important, and each year's additional strengthening of Israel is important. But only within that framework.

Today is the 13th of December. On the 16th of December, 1941, almost 17 years ago tonight, a small ship, just 180 tons, by the name of STRUMA broke down off the Port of Istanbul, while she was on the way from Constanza, a port in Rumania, on the way to Haifa. She carried on board 769 refugees, including 70 children, and 281 women. Not a person on board that ship was in possession of an immigration certificate to enter Palestine.

And when the vessel broke down, the fate of the people became an object of international attention.

The British would issue no navicerts to proceed.

And the Turkish authorities would issue no permission for the people to land. That little motorship lay helpless in the Bosphorous for ten weeks, and the people were kept on board. They were supported by the Istanbul Jewish Community, and so that you may have some pride in the Istanbul incident, also with funds of the JDC. For JDC was in Turkey in 1941.

After ten weeks, on the 24th day of February 1942 the Turks towed the Struma out to sea and when she was six miles out to sea that ridiculous and foolish little hulk of a vessel broke in two and sank. Of 769 people on board, two saved their lives by swimming. No place to which to turn back, no place to which to go forward, not permitted to stay where they were. What utter helplessness. What wasteful tragedy.

This was the entering of the period of the Dark Ages. Europe's Jews entered the Dark Ages, and no one knew what hammer blows were yet to come.

We know now. Senator Javits used the word in the beautiful peroration that the UJA means hope.

I would like us all to remember a sentence from Mishle, the Proverbs in the Bible, - "hope deferred makes the heart sick. Desire fulfilled is the tree of life." Hope deferred casts people into the slough of despair. If you want courage to triumph over despair, then hope cannot be deferred forever and ever, but hope must require some action in order to be sustained.

Within the limitations and the possibilities of what that dark period permitted, there was some action. There was Aliyah Beth, you all remember it! Beth is the second letter of the Hebrew alphabet. Aliyah means immigration to Israel.

If you can't get to Israel the first way, which is the legal way, you get to Israel the second way, which is the illegal way. And a formation of a policy of Aliyah Beth was an action designed to sustain hope in the darkest days.

There were Jews working in Lisbon, in Portugal, and in Turkey, the two places on the globe which were the outset of the "Beth" to Haifa, and from those two places, there were brave and courageous men -- some in the room tonight, who gave their lives and their strength to inject hope into the streams of darkness.

The story of the old man, Leo Beck from Berlin, in the Camp in Theresienstadt, holding lectures on Jewish philosophy while people were dying of hunger in the camp is a fantastic expression of hope sustained by action, and action was intellectual action at that moment.

This was the only answer to physical brutality, Jews parachuting into the Balkans in '43, when Reuven Dafni and Hannah Senesh and the others took an action which some people said was quixotic, and whimsical -- how do you breach Hitler's Europe by dropping a few boys in the Balkans.

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Every man who works and gives can truly sing a great song of victory, as did the Maccabees, whose triumph over despair we celebrated tonight.

I should like to give you, in closing, these words from the Book of Maccabees:

"When his men saw the expedition coming to meet them, they said to Judah, how can we, so few in number, be able to fight against so great a multitude? Then, too, we are faint, for we have had nothing to eat today. Judah replied, it is an easy thing for the many to be hemmed in by the hands of a few. There is no difference in the sight of heaven to save by many or by few. Victory in battle does not depend on the size of an army but rather from strength that comes from heaven. They are advancing against us full of violence and lawlessness to destroy us, our wives, our children and to plunder us. We are fighting for our lives and our law. ~~Make~~ God will shackle them. Be not afraid of them."

Thank you very much.

-6 And the only way this money can be gotten -- and in this I am talking against myself because I can take part of it, unfortunately, at this time -- but I can't triple it any more if I have to triple I have to sell my business and mortgage myself. (Laughter.)

 You know, there is limitations. An unfortunate limitation comes on the people who are doing things, day by day.

 As much as UJA and the Weizmann Institute and the Technion, and it is going on day by day, and these gentlemen here are taking part in it -- this is just the beginning.

 And then comes the dessert. How are we going to do it? We must find ourselves. After all, they look at all of us as their leaders.

 How can we go back and make our people understand? I think this is the most important thing.

 The first and most important thing is where am I in this thing, where are you, where are all of us; what is my share?

 It is not a question of a man giving \$100. If that is all he can give, I think that is a pledge which is certainly accepted here. And that is the kind of pledge

I declare it a unanimous decision, and I pray
for your good health and your ability to implement completely.

Thank you very much.

The meeting stands adjourned.

(Whereupon, at 4:15 p.m., the afternoon session
was adjourned.)

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