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National Conference of the United Jewish Appeal [New York,
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THE TWENTY-SECOND
ANNUAL NATIONAL CONFERENCE

of the

UNITED JEWISH APPEAL

BANQUET SESSION

AMERICAN JEWISH
ARCHIVES

December 12, 1959
9:00 o'clock p.m.

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The Saturday Evening Banquet Session, December 12, 1959, Twenty-Second Annual National Conference of the United Jewish Appeal convened at 9:00 p. m., Edward M. M. Warburg, Honorary Chairman, United Jewish Appeal, presiding.

* * *

CHAIRMAN WARBURG: I would appreciate it if you would all now please rise for the Hatikvah and the Star Spangled Banner, which will be rendered for us by Mrs. Barbara Lind Baron.

Kindly continue standing after Mrs. Baron concludes, for the invocation which will be delivered by Rabbi Max Schenk of the Temple Shaari Zedek of Brooklyn.

(Whereupon the Hatikvah and the Star Spangled Banner were rendered.)

(Whereupon the invocation was delivered.)

CHAIRMAN WARBURG: Ladies and Gentlemen, we have a very exciting new guest here from Israel who is going to perform for us tonight. He doesn't need me to say very much about him since the many prizes he has won in Israel musical competition speak for themselves.

He has received acclaim for his skill from such authorities as Yehudi Menuhin, Isaac Stern, Zino Francescatti,

Leonard Bernstein, and many others. I understand that he even made Ed Sullivan smile with pleasure on two occasions when he appeared on the Ed Sullivan Show.

I am referring to the extraordinary young man, Itzhak Perlman who, though only fourteen years old, is already a veteran virtuoso. He has been playing the violin since the age of six.

Tonight he will play for us, first of all, Camille Saint-Saens' Introduction and Rondo Capriccioso, and then Rimsky-Korsakov's Flight of the Bumblebee in an arrangement for the violin which was made by Jascha Heifitz.

I give you Itzhak Perlman.

(Applause.)

(Whereupon the selections were rendered.)

CHAIRMAN BERINSTEIN: Thank you very much Itzhak Perlman.

I guess by now we have learned what to expect from Israel.

At this time we ant to start the formal proceedings of the evening. I think we have an excellent program, and before I do anything else I am very happy about the presence here of some of our men who, I believe you could say were on the wounded list.

Joe Holtzman, our Honorary National Chairman, who was in a severe automobile accident in England came here. He said that he would come on hands and knees, but he is here with just one cane and we are all happy to see him.

(Applause.)

The little man who is hiding from me, our good, dear, lovable friend, Jack Weiler.

(Applause.)

I have here a telegram from another temporary casualty. I won't read the telegram. It is from Sam Daroff, Philadelphia, National Chairman.

(Applause.)

He reminds me that this is the first UJA Conference that he has missed. Sam had what he considers a very mild heart attack. He is feeling much better, and the last I heard, he and the nurse were holding hands.

(Applause.)

I realize the possibility that starting off this way may dissuade some of our very good workers from continuing. All I can tell you is that they are all back here in good health working as they were before, and I don't think that should stop any of us from continuing what we are doing. It is mighty wonderful to have these boys back.

I want to tell you that this is a magnificent turnout. I have been trying to figure out the reasons. I am not a Hollywood producer. I don't have any press agents to help me. I just told Leon Uris that I am sure that it wasn't because of him.

(Laughter.)

I am sure it is not because that maybe until now we have been using the wrong first name on certain great family names --

(Laughter.)

-- I just think it is because you people want to continue this kind of work.

(Applause.)

I have been told that the United Jewish Appeal is going to be under more severe attack as time goes on. What worries me about it is, if this is the truth, and if this is the way you respond, I just don't like to hold a meeting in Madison Square Garden to take care of the attendance next year.

(Applause.)

I have no prepared remarks -- but, as usual, I do have a family story.

(Laughter.)

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As usual, I only thought of it a few minutes ago, and as usual, I am going to tell it.

My wife and I just came back from Israel. We were on the Mission. It was her first trip. It was also our thirty-second anniversary.

(Laughter.)

It was also a research trip, and that is the basis of my story, because some 32 years ago, the night before we were to be married, I was visiting, as I guess is usual, in her home, and at eleven o'clock I wanted to leave early. I felt that I should have a good night's rest, and I got in the car. I lived in a town seven miles away. I got in the car and lo and behold, in the seat next to me was her brother, my brother-in-law to be.

I said to him, "I can drive home and I know the way and I will be back tomorrow--"

(Laughter.)

-- and what is the reason?"

He says, "Morris, you know, you don't come from a truly orthodox family, and you don't know that there is an old law that the groom to be shouldn't be alone or should not sleep alone the night before the wedding."

Being very young and being very ignorant, I

didn't say I had never heard of the law, so I had company.

We did come back the next day, and as you know, I was married, and for many, many years wherever I went, whereve I would meet a very fine knowledgeable rabbi, I would ask him if he ever heard --

(Laughter.)

-- of this particular law.

"No."

Not a soul.

You have just had an idea of what happens in Israel. I have always had the greatest of admiration for those people over there, so I thought.

Once for all, let me go where it all started, and let me find out. So I did. As I said, it was a research trip.

I want any young people in the audience, if they are not married yet, if a brother-in-law or sister-in-law accompanies you in the car, just throw him out. There isn't a dam thing to it.

(Laughter.)

Ladies and Gentlemen, I have here a statement. This is a mighty important statement. Some of you who attended the conference yesterday heard most of it. I happen to think that it is the most magnificent statement that

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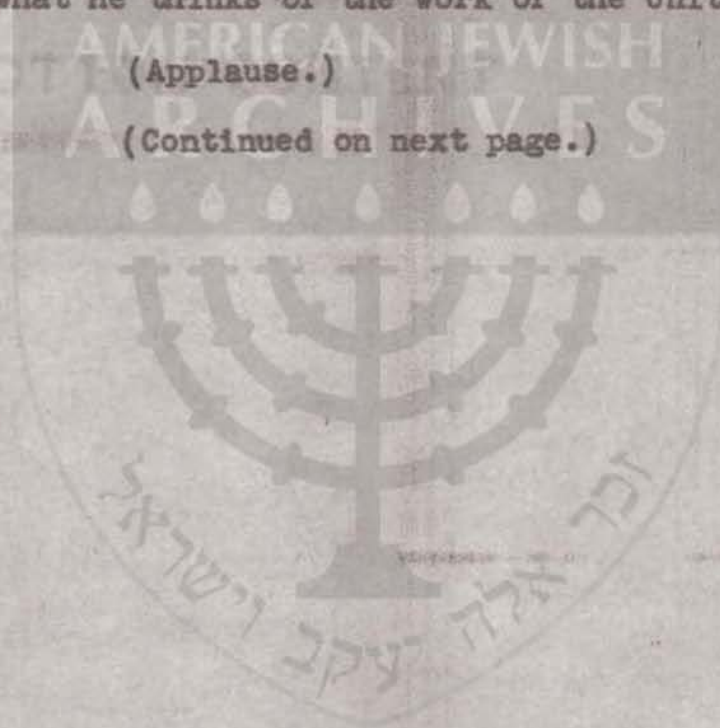
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Senator Lehman has ever made, or that anyone else could have made on a subject that seems to be in the newspapers today.

I am not going to read it. It is going to be in the leading newspapers tomorrow. If you weren't at the meeting yesterday, please read Senator Lehman's statement on what he thinks of the work of the United Jewish Appeal.

(Applause.)

(Continued on next page.)



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b2-1

We are helping 600,000 Jews. Nothing is going to stop us from continuing to help 600,000 Jews (applause), except when the figure becomes 700,000 Jews. I don't know whether it is right to answer or not to answer. I only know one thing: thank God for the kind of Jews that are sitting alongside of me, in back of me and in front of me.

Now, I have two awards that I want to make to two of my fellow workers.

One is to Fred Forman, who has served as Chairman of the Cabinet. One is to Sol Luckman, the youngest grey-haired man in our organization.

I want to read them -- Fred Forman first.

Fred, as a token of the tremendous respect and appreciation we all feel for the dedicated way you have served during two successive years as Chairman of the National Campaign Cabinet, and for all your wonderful work and effort generally for UJA, we, your friends, your fellow officers of the UJA have a presentation to make to you.

This, for me, is a great pleasure. I know, Fred, you are retiring from chairmanship of the Cabinet. But, of course, we certainly don't intend losing your grand and experienced leadership, and we have other things in mind for you. That will happen tomorrow.

b2-2

At this minute though, Fred, we want to present you with this sterling silver Hanukka lamp which was created in Israel.

Fred Forman, I would like you to come up.

(Applause.)

I am not going to read the inscription. I don't know of a city Fred has not been in. So all I can tell you, Fred, use it with your charming wife in good health.

MR. FRED FORMAN: Thank you.

(Applause.)

CHAIRMAN BERINSTEIN: Now, Sol Luckman, it is hard to find something to say about Sol. He has been a UJA National Chairman, I think, as long as I have. He has gone to practically every community. He is a terrific talker. He is a wonderful fellow. He has been one of the solid fixtures and backbone of the UJA.

Sol goes over on the Honoraries. I guess that means you travel more from now on (laughter).

But this evening, Sol, we want to give you an idea of how much we all think of you.

Will you please come up, Sol.

(Applause.)

Tonight we are starting a very significant first.

b2-3

The Conference of the United Jewish Appeal is going to be addressed for the first time by a representative of the great American Jewish college student body. The fact that he is speaking here tonight symbolizes the beginning of a new and intensive program by the United Jewish Appeal to enlist broader and deeper support by college students on behalf of the United Jewish Appeal.

Mr. William S. Goldenberg, a student at the University of Pennsylvania, and a leader in Hillel. There is a fine representative of that group, and there are many, many more like him. I am very pleased at this time to present William Goldenberg.

(Applause.)

MR. WILLIAM S. GOLDENBERG: Mr. Chairman, Ambassador Harman, honored guests, ladies and gentlemen:

Thank you very much for the nice introduction. Back at the University of Pennsylvania, when I am trying to get \$5 from fellow students for our UJA drive, which he has already budgeted for an important date, I assure you that I am not treated that kindly (laughter).

There is a Hebrew expression which is found over the Arks in many of the synagogues which is Sada liv nay mi ya ta o may -- Know before whom you stand.

b2-4

While speaking before you I have not put the felling in this note which actually should be there, but I want you to know that I do know before whom I stand. I stand before men and women, leaders in American Jewry, who have given much of their lives so that other Jews might live.

To many of you it may be news that we, the Jewish student at the universities conduct campaigns among ourselves in behalf of the UJA.

We do this under the auspices of the Hillel Foundation.

Of course, we do not deal in the astronomical figures that you do and that we hear about. For example, to us, \$15 is a pace-setting gift. But that does not matter. What is important is that through these campaigns we succeed in impressing upon our fellow students that they have a responsibility to other Jews, no less deserving than they are.

Many of the Jewish students at the universities do not avail themselves of the rich cultural and religious program provided for us by the Hillel Foundation. You may recall your own rebellious days when you felt that to stay away from religious services was the mark of an emancipated

b2-5

person. But we who conduct the student campaigns do precisely what you do in your community. We pay no attention as to whether a person is observant or non-observant. If he is a Jew, we feel it is our right, if not indeed our obligation to approach him for a gift to the UJA.

We feel that the least a student who calls himself a Jew can do is to show that he has concern for our noble tradition and heritage of caring for our own.

It is not easy to conduct a UJA campaign among students. Jewish students like all other students are pre-occupied with studies and with plans for careers. Moreover, many of us have very limited income.

But even more important than these considerations is the fact that the undergraduates now at the universities are students who have hardly any personal knowledge of the pre-war period, Hitlerism, and all the other things that have shaped your thinking and your reaction.

We have to learn these things through the cold print of books. I must say that Leon Uris' "Exodus" has helped a great deal in filling the gap in our knowledge, both concerning the great tragedy which overtook the Jewish people, and concerning the great opportunities provided by Israel for solving the problem of Jews who are homeless.

b2-6

But even with the help that this great dramatic work has provided, we still have a job on our hands of convincing our fellow students as to the needs the UJA must meet, and as to the importance of the meeting of these needs.

I really came here to tell you that we Jewish students are not living in ivory towers. Many of us are deeply aware of the problems the UJA is trying to solve, and we know that the solution to these problems will take a long time.

I, for one, and I am sure that I speak for all of us who are active in UJA campaigns in the universities, welcome the interest the UJA is displaying in the Jewish students. I interpret the invitation you have extended to me to appear before you not as an invitation to me personally, but as symbolic of your increased interest in us students.

That interest is fully justified because, inevitably, out of today's and tomorrow's campus, will come the future leaders of American Jewry. I am confident that in a few years you will find us among your ranks, pulling our weight in the great mission American Jewry has undertaken.

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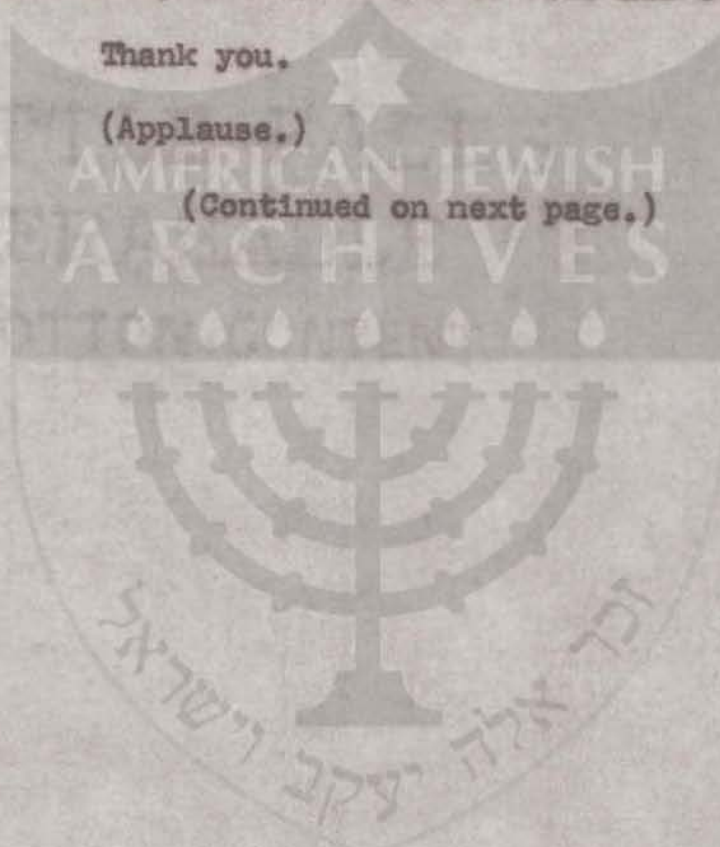
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I feel that basically we on the campus are dedicated to the principal that American Jewry will not only survive, but that the American Jewish community will grow in quality and with an ever deepening sense of responsibility to itself and to Jews all over the world.

Thank you.

(Applause.)

(Continued on next page.)



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CHAIRMAN BERINSTEIN: Thank you very much. That was William Goldenberg. Some of you may have noticed a resemblance. His father is Cokie Goldenberg, whom many of us know very well.

Now, another new program which is being initiated. This concerns with ways and means by which the rabbis of the United States may cooperate more closely with the UJA. And in an even more understanding manner than the helpful way they have cooperated until now. To further this purpose, a rabbinical advisory committee was organized this week. Some of the leading rabbis in the country came to New York and met with us; and here to speak on behalf of the committee tonight is a splendid friend of our cause, a co-founder of the School of Jewish Studies and a member of the Executive Committee of the Rabbinical Council of America, Rabbi Maurice D. Solomon, of Kehillat Israel Synagogue of Kansas City.

(Applause)

DR. SOLOMON: After I am through with my remarks, you will hear what you want to hear, the program that many of us are anxious to actually begin listening to. I am sure that we are more than eager in our anticipation of the talk by Leon Uris and the talk by the Ambassador of Israel,

2ps Avraham Harman.

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But let me say just very briefly that at the request and invitation of the United Jewish Appeal, 21 rabbis representing all shades of Jewish theological opinion, have assembled in New York City prior to the opening of the National Conference of UJA for the purpose of making a deep study, and perhaps finding the answer to some of the vexing problems that seem to perplex the vast American Jewish community with regard to continuing this very sacred and indispensable work of the United Jewish Appeal.

As many of us have heard already in the earlier sessions of the Conference, and as we will probably hear again, there no longer must be this attitude of dramatizing some crisis in Jewish life, and on that basis to exploit opportunities that are indeed harrowing and harassing, and thereby meet with some measure of success in campaign.

Rather, it must be a continuing sort of saving work, because the job is not yet finished. There is so much more that needs to be done. Rather than belabor this problem, I should like to say that I have been requested by my colleagues to make a statement which eventually will be publicized in the press, and it is the will of the rabbis

3ps

who, as I said before, represent the Rabbinical Council of America, the Rabbinical Assembly of America, and the Central Conference of American Rabbis, and who hail from various regions throughout the length and breadth of our land, that I make the following statement at this Conference.

As rabbis concerned with Jewish religious values and commitments, we hold that the spiritual and physical well-being of every segment of the Jewish people is the concern and responsibility of Jews everywhere.

We urge the fullest support of the United Jewish Appeal, for it is through the United Jewish Appeal that the Jews of America express this concern and responsibility in the most constructive and meaningful way.

They enable Israel to continue to serve as a haven for Jews in need of a home. They help in completing the absorption of the million who have come to Israel in the first decade of the life of the country. They sustained the hope of the countless number of Jews who still live in the shadow of fear and the face of spiritual suffocation or under the burden of crucial poverty, and who look to resettlement in Israel and in other free lands as their only hope.

4ps

They provide Jews in many countries with the basic necessities of life.

We further hold that the mission undertaken by American Jewry, through the United Jewish Appeal is a continuing responsibility which will take many years to complete. In order to fulfill their great humanitarian objectives, the Jews of America must continue their work with the same high sense of dedication and enthusiasm which has marked their efforts thus far.

It is our sacred duty as rabbis to communicate to old and young alike the vision and the comprehension of the nature, magnitude and duration of this task so that American Jewry will complete what it has so nobly started.

As you are about to hear the great messages of this evening's session, let us bear this in mind, that the rabbis of America, approximately 4,000 spiritual leaders in number, stand solidly behind the United Jewish Appeal.

Let also this become an inspiration, that while we have, all of us, been thrilled reading "Exodus" by Leon Uris, we must also put into our work the message of exodus by Moses.

I thank you.

(Applause)

5ps

CHAIRMAN BERINSTEIN: Thank you very much, Rabbi.

At this time, a little bit exciting for me, to introduce Leon Uris; but I have just found out that it is also a little bit exciting for Leon, because Leon's mother is here, and this will be the first time that she has ever heard him speak.

(Laughter)

I think in order to give the family a double chance, we ought to introduce Mrs. Anna Abrams, Leon Uris's mother.

(Applause)

Now for the formal words: One of the latest unusual things which the dramatic resurgence of the remarkable country of Israel has done, has been to inspire a book, a very remarkable book by a very remarkable young man.

The book astonished the leaders and the people of Israel by the great knowledge and understanding of their struggle which it contains, as well as by the great upsurge of tourism that has resulted from it.

I have to admit, Leon, that when many people came to me and asked who I thought should play the various parts, I didn't have the answers.

(Laughter)

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But it was asked many times. The book, of course, is "Exodus," the author is Leon Uris.

But before writing the book and since, Mr. Uris looked into every corner of Israel as well as going to many other places, to pick up every thread of the past and continuing Israel story.

He is the kind of man who might be expected to understand and convey well the spirit of Israel.

Leon joined the Marines when he was only 17, and I know now where he got some of his language.

(Laughter)

He fought through the bloody campaigns of the Pacific.

Ladies and Gentlemen, the Marine has landed. I am sure he is going to take the situation well in hand.

Leon Uris.

(Applause)

(Continued on next page.)

lps

MR. LEON URIS: Excellency, distinguished rabbis, friends:

I wish first to give my condolences to the Los Angeles delegation which is compelled to hear me speak again.

(Laughter)

They have got a plaque in one ballroom there right on the door which says "Leon Uris never stopped speaking here."

I may add that the Rams lost again.

(Applause)

I hope Sam Daroff gets well very soon -- he owes me a suit; he has owed me one for quite a while.

I have come up to the platform this past year behind a dazzling array of introductions of which the one tonight was probably the most indistinguished that I have heard. (Laughter)

As a matter of fact, I was moved so deeply at one introduction that I volunteered to be the first man shot into outer space. (Laughter).

Part of the penalty of having created this book called "Exodus" comes in my morning mail.

There is a story that is passed around that

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Chaim Weizmann was having a conversation with Truman, and Weizmann was telling Truman that he, indeed, had the most difficult presidency in the world.

Truman said, "This is nonsense. There is a million, a million and a half people. And I," said Truman, "have a country of 170 million people."

Weizmann said, "Yes, but I have a million and a half presidents."

(Laughter)

Well, I have it worse than Weizmann -- I have 5 million literary critics.

Every morning I open letters.

"Uris, why did you kill Karen?" (Laughter)

"Why don't you tell the world that the Maccabees ^{well} was really the Yetzel?"

"Why are you trying to hide Henrietta ^{Gold} Sele?"

I think the question actually most asked is, Who is Ben ^{Canaan} Kainan?

Tonight I am winding up a year of speeches and someone recently asked me which office I am running for. Being in New York and having a chat with my editor, I thought it would be a grand finale to a year's work to say, "Look, they are getting very hot, they are breathing down

LITTLE FALLS

my neck. Actually, many people who have guessed who Ben ^{Canaan} ~~Kainen~~ is in the book, why don't you let me announce it at this wonderful gathering?" So he sent out the necessary wires and long-distance calls and he had clearances; and I wish to announce for the first time from any platform, tonight, that the character of Ari Ben ^{Canaan} ~~Kainen~~ was actually based on a well-known freedom fighter who has given his life in this sort of thing. And most recently has concluded a successful revolution in Cuba -- (Laughter).

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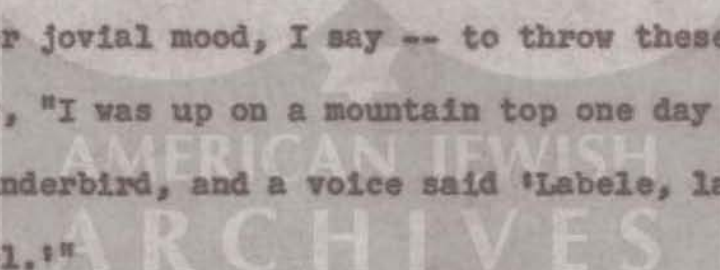
Being here tonight is a rare privilege. There are 1,300 novels published each year. And a few of them are lucky to get on the best-seller list. Almost invariably after a novel is published and has had its short life span, the novelist scratches his head and says, "What did I do wrong?" A glaring omission was made from my introduction tonight.

I actually wrote quite a few other things. I wrote "Battle Cry." That I am very proud of. And I wrote a book called "The Angry Hills," which was so bad that in a recent luncheon I was introduced as the author of "The Hungry Hills." (Laughter)

But with "Exodus," which is now really an old man

LITTLE FALLS

as novels go, and refuses to die gracefully, I have a really rare privilege of reflecting and saying, "Good Lord, what did I do right?"

The first thing that is asked of me is, why did I write this book? Once in a while when I am in a rather jovial mood, I say -- to throw these people off, I say, "I was up on a mountain top one day and there was a thunderbird, and a voice said 'Labele, labele, go to Israel.'" 

(Laughter)

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But in looking back, the various fortunes of life led me away from a Jewish life, a Jewish community life, partly because of my own stubbornness which this young gentleman spoke of today. I would run in and grab a drink of wine on the sabbath and run out the back door.

It is nothing that I am particularly proud of. But I did live my life away from the Jewish community. "Exodus" has proved at least to one person, me, that no matter how far removed you are from your Jewishness, there comes a day of reckoning. Time and again in the history of the Jewish people, so-called assimilated Jews have come out of nowhere to take over the leadership of their people.

Theodore Herzl was one of these men. And I think

Moses was another.

I don't mean to stand up here and classify myself with these people. What I mean to say is that there comes a day when every Jew, no matter how far he has gone astray, must look at himself in the mirror and say, "That is what I am, and this is what I am going to do about it."

There wasn't any one single thing that caused me to write "Exodus." It was a series of many things over many years. I think I was triggered into action when Israel declared itself independent.

Jews for the first time in many thousands of years were taking their destiny into their own hands in a language that the world understood.

As a former member of the Marine Corps, it was a language that I understood, too, and I said to myself then, "This is the kind of Jew that I want to be."

I don't want to spend my life apologizing for being a member of a minority which has contributed far beyond its numbers to this country's greatness.

The second reason I believe "Exodus" has been successful is what I call total commitment to my project. I knew very little of Jewish life, and I had to learn everything. I had to go through a book like "The Hungry

Hills" or "The Angry Hills," or whatever it may be, and
got my lumps as a writer over a period of seven or eight
years before I felt qualified enough to tackle a project as
vast and awesome as "Exodus" would be. When I went into
it, with the help of a very dear friend who sits with us
tonight, I read from one to three books a day for a period
of six months. I got a group of very imposing statistics.
I traveled 50,000 miles, 12,000 miles inside the borders
of Israel. I took three miles of tape notes, and if anyone
has ever gotten sick of listening to their own voice talking
back to them, I am that man.

I took 1,500 pictures, mostly good -- I think.

I think the first lesson I learned in Israel
is this talk of miracles. You know, when you speak of
Israel, you speak of miracles, like Proctor and Gamble
advertising a new detergent. I found practically right away
that the miracle makers of Israel were people with
calloused hands, and the places in Israel which had had
miraculous redemptions were places that had graveyards of
people who died far too young from working far too hard.

I do not believe that dedication and determination
to do a project are enough.

b5-1

I think the final thing that made "Exodus" go was the frame of mind I was in.

The editor-in-chief of the soft book cover, the reprint asked me if I would write a little forward about "Exodus" and why I thought it was so popular.

I said I thought it was popular because I decided I was not going to be one of these young Jewish American authors who psychoanalyze themselves in print, and who berated the Jewish people. They blossom each spring on our best-seller list.

In short, I was determined not to be a Jewish beatnik.

At the end of a year's study in Israel I became a foreign correspondent during the Sinai campaign. This looks very clever on my book jackets, foreign correspondent, I have a beat-up trench coat that goes with it, and the whole works. Actually, I filed only two stories and the war was over (laughter).

As I went into the Sinai Peninsula and saw the havoc that was wrought on the Egyptian army, I was amazed. I stopped a tank commander whom I knew quite well, and I asked him, "Itzhak, what was the hurry?"

(Laughter)

b5-2

He says, "Frankly, we were looking for Mount Sinai. We wanted to give the Ten Commandments back. It just caused us too damn much trouble."

(Laughter)

Each year since Sinai Nasser has had a victory celebration in Cairo. From what I saw I hope he has many more such victories.

(Applause.)

Many terrible things happened out of "Exodus." I am supposed to be a Middle Eastern expert. During this last election, I was getting calls about once or twice a day by the newspapermen who wanted me to dope out the campaign for them. I said how am I supposed to know, they have one party there for every three voters. (Laughter)

My knowledge generally of Middle Eastern politics I would like to summarize in a story of a little scorpion who was trying to cross the Nile River. It was a swift river and deep and he couldn't make it by himself, and he approached a camel who was about to cross, and he asked the camel if he would please take him over on the top of his hump, as he was just a tiny little scorpion and he would drown, and the camel ran back a little feet and he said, I know all about you scorpions, we will get out in the

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middle of the river, you will bite me and I will drown and I will die, and I don't want anything to do with you."

The scorpion said, "Just think about what you said. If I bite you in the middle of the river and you drown and I am on your back, I will drown, too. Does that make sense or doesn't it?"

The camel thought it over and said, "Yes, that is quite logical. All right, hop on."

The scorpion climbed on, climbed to the top of the hump, they got out to the middle of the river, sure enough in the dead center of the stream, the scorpion bit the camel.

As the camel was sinking, he turned around and said, "Now, what did you do that for?"

The scorpion looked rather puzzled and he shrugged and he said, "Well, that is the Middle East for you, brother." (Laughter.)

I have a few pretensions, and one of them is not as a Middle Eastern expert. You are going to hear from a real one in a few minutes. But I do know a feeling I had when I returned to Israel this year, a wonderful sensation.

There was recently a seminar, and some of the countries in attendance, Japan, French Sudan, Nigeria,

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Ivory Coast, Ghana, Burma, Ceylon, Ethiopia, Thailand, Kenya, Liberia, Rhodesia, and they have got some countries down here that I can't even pronounce the name of -- this seminar of cooperation on agriculture, science, politics was held in the Habimah Theatre in Tel Aviv.

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I think that with the peace treaty that must come as these age old African countries are beginning to come out of twenty centuries of darkness, our old Israel, and I say it with affection and not possession, substance to lead the greatest renaissance the world has ever seen.

(Applause.)

Countries which once upon a time had written Israel off the books are now beginning to thumb their nose at Nasserism. I believe, without the day-to-day political struggle that I am unaware of, but aesthetically, a peace treaty has got to come, and we may live long enough to see it.

I recall in my adventures in Israel perhaps the most dramatic moment was when I had to evacuate my family on one hour's notice. The American Embassy told me to be down at the Lydda Airport with my family at such and such time. We packed -- my wife was a Marine, so we packed two "C" bags, hers and mine, threw them in the back of the

b5-5

car, rushed through a blackout and arrived at Lydda air-drome in a scene of chaos that looked like a Chinese refugee station.

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About 4:00 o'clock in the morning, the three children were lying across the "C" bags sleeping, and three flying box cars landed. They had been flown over from Germany from an American air base, and even though I had tremendous misgivings about American policy in the Suez, it was at the same time, I believe, my proudest moment as an American.

When the evacuation started, my boy, who was six years old at the time, began to cry like any normal six-year old boy would do when he found out I was not going to join the family.

I told him, as I took him out to the window and showed him those flying box cars, "Son, I don't want you ever to forget this. Just remember that your country thinks so much of one little guy that they are going to send half-way around the world to bring him home safely."

You know, I have been going to a lot of platforms and I have been talking to a lot of community leaders. Sometimes they get a little tired peeling out every year and they want to duck their chairmanship, and they say, I think

b5-6

that the UJA -- or some of the other organizations -- goes over just in time for the new campaign and creates an aliyah just to get us hepped up. (Laughter.)

Which kind of reminds me when "Exodus" was being written, every time a little Eastern headline would break my publisher would call me and say, gee it's too bad we haven't got the book ready, and I told him, don't worry, whenever the book is printed, the Jews will still be in trouble. (Laughter)

We don't know where the next emergency is going to come from. We don't know when the next time we are going to be called upon to really dig deep and to really work hard, and it is a pleasure to speak to the royalty of American Jewry here. You will understand what I mean when I say that the refugee stations in Vienna are a pretty ghastly sight, and I am not going into a deep description of it. You know what it is like, one suitcase and a leaky boat.

The father of a boy who might begin crying in the middle of the night in Vienna as he is coming out of an Iron Curtain country in confusion is going to have to be comforted by his father.

The father is not going to be able to say, son, I am

b5-7

going to give you a flying box car^x and a jet escort like I gave my son. The ugly ma'abarot which he will be forced to live in in Israel for the time being are not as nice as the refugee camp which my family stayed on in the Via Benneto in Rome, and the ship that takes him to Israel certainly is not going to be an Italian luxury liner that took my family back to America.

I think there is a moral in that. If you are going to be a refugee, by all means, be an American refugee. (Laughter.)

But he has to say one thing that I said to my boy. Your people think so much of one little guy, they are going to move halfway around the world to bring him home.

The great gift of the Jewish people to the world, the Bible, is as powerful today as the day it was written because it is filled with eternal truth, and there is a particular passage that I recall that is slanted to the Jews in free lands who are their brother's keepers, which says that we who have the task of guarding Zion shall neither rest nor sleep.

We have seen one goal in our lifetime. Ours is not a job of UJA this week, bonds next week, Hebrew

LITTLE FALLS
ERASABLE

b5-8

University the week after. Ours is a job of constant re-
dedication to the principle that we are not going to rest
until ever Pharaoh in every land lets our people go.

(Applause.)

(Continued on next page.)



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LITTLE FALLS
ERASABLE

6am1

I had a rather striking refresher course in all this, a trip to Warsaw, the next trip. I walked over the grounds of what was once the largest human stockyard the world has ever seen, the Warsaw ghetto. It was here that five hundred Jews stood up and said, in effect, if you want us, come in and get us, and these five hundred Jews saved the dignity of the entire Jewish people.

At Maiden Eck Extermination Camp when they opened up a warehouse, and I saw 814,000 pairs of shoes -- I think by that time I was slightly detached. You couldn't really believe that these belonged to nearly a million human beings.

But I think what terrified me more than anything in the world is when I stood at the crematorium on the hill, and from this crematorium you could look into the City of Lublin, which is only a mile and a half away, and here at the edge of town the Jews were being unloaded and transported into Maiden Eck Extermination Camp, and when the Germans told the Polish people, "Mind your own business. We have a leather factory out here," not a single voice was raised in protest.

And all I could think of when I looked from that hill was that, God, I am an American.

6am2

Well, these forces are still alive today. I would love to report to you the sudden cessation of anti-Semitism in the world. We have heard some ugly things happening behind the Iron Curtain,

I think the greatest way that we can express our gratitude for what we have in this country is this rededication to our people, this lifetime of service.

This has been a very rough year for me. I have been out on a hundred speeches, and I have heard tapes of some of them, and the good Lord didn't mean me to be an orator.

Even though it has been tiring on me and my family, and I sound a little like Mary Garden making one of her fifty farewell speeches, it has been a very uplifting thing when, in Toronto, we raised a million and a half dollars in one night, and in Boston \$400,000.

I have seen the American Jewish community stand up en masse and say, "Yes, we are going to create a strong Israel, we are going to keep working for our brothers in slavery, and because we have been able to count more and more noses, it is the best deposit in the bank that Jews will never again walk quietly into the gas chambers.

If I learned anything at all about Israel, about

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6am3

being a Jew, I try to summarize it in the last chapters of "Exodus".

There is a young girl in this book who is taken out of Germany on the eve of war, and hidden by a Danish Christian family, and I may add that I am very proud of my Danish-in-laws, one of the only communities in the world who behaved like Christians, who saved their entire Jewish population --

(Applause.)

This child goes to Israel. Her life is reformed in a Youth Aliyah village, and she chooses for herself a life on a border kibbutz, on the Gaza Strip.

I don't know how many of you folks have seen one of these places -- I imagine that a lot of you have, and I don't know what hell is like, but it is not worse than one of these border kibbutzim in the Gaza.

These kids work 18, 20 hours a day. They bury their dead at the age of 19 and 20.

There is an American nurse in the book, a non-Jew, who sees this girl as her daughter, and goes down to the kibbutz and is alarmed by the life that this child has chosen for herself, and she wants to pull her away.

Later the girl is murdered by Arab Fedayin, but

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she answers in this way.

"I asked myself why I was born a Jew. It has brought me nothing but misery. I think that I know the answer now. God did not ask us because we were weak or we would run from danger. We have suffered murder, degradation, humility, and even genocide for thousands of years. Yet we have always kept faith and because we have kept faith we have outlived every one who has sought to destroy us. The Land of Israel was given to us not for its rewards, but because it is at the crossroads of the world. Israel is on the bridge of darkness, and this is where our God wants us to be."

The nurse is alarmed and throws out argument about a person not being able to live with their back to the sea, and there is no peace treaty in Israel with 55,000,000 enemies sworn to destroy them, and the girl answers this way:

"You are very wrong. Israel is not like that at all. You see, Israel is a bridge, Israel is a bridge from darkness to light."

For the faith that you have kept with our glorious brothers, God bless you all.

Thank you, and good night.

(Applause and applause as the Assembly rises.)

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CHAIRMAN BERINSTEIN: Thank you very much, Leon.
I think I am now going to read your book.

(Laughter)

I knew the book was great, Leon, the first time I met you. And I want to thank you from the bottom of my heart for the great good that the book has done our cause, the country in which we are interested, and for your kindness in coming here tonight.

Thank you very much.

(Applause)

Now I have the great pleasure and privilege of introducing an old friend in a new and distinguished capacity.

We have been stirred in hearing from him frequently in the past years. He has been one of the most beloved leaders of Israel.

A good many of us here have come to know him well and affectionately through meeting him in Israel as well as his many visits to the United States.

I am happy to welcome Avraham Harman as Israel's Ambassador to our country.

I find it most difficult to talk about this great young person, frankly, in the role of an ambassador. I have

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2ps loved him from the day I met him. To me he has always represented what I call the conscience of Israel.

He has represented the thought, the heart and the sense of what we are trying to do over there.

He is certainly one of the most informed people. He knows American and Americans well.

I am very proud to present to you the envoy of Israel to the United States, a great human being, Ambassador Avraham Harman.

(Applause, and assemblage rises.)

HIS EXCELLENCY AVRAHAM HARMAN: Thank you very much, indeed, Morris.

Mr. Uris, very good friends:

I recall that we sang the hagada on Pesach -- which means, roughly, the more you talk about the exodus from Egypt, the better it is.

I think that could be said of Leon Uris's speech tonight. It was very moving and full of -- if I may say this -- of the greatest oratorical quality that there is, namely, the capacity to tell the truth in moving terms.

In regard to his own effort, I think we could say, "Cohomal bayness appa bai itsi hopatra dimbish opat" -- people that can dry the tears written about the Exodus of our

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people from Europe, it is particularly important at the present time, when, as we were reminded by William Goldenberg here this evening, there is rising a generation of young Jewish men and women in lands of freedom such as the United States of America and Israel, who fortunately, have not experienced themselves directly in their own lives the scourges of Naziism.

I remember a discussion that took place in Israel shortly after our independence was proclaimed, a discussion among various rabbis as to whether in the recreated Jewish commonwealth it was necessary any longer to commemorate the fast of Tishabov when the first and second Jewish commonwealths were destroyed, and one man who in this discussion said it is entirely necessary to commemorate it, because it is important for us and for our children to remember that just as freedom can be won, so it can be lose, and by reminding themselves of that, to create within themselves the capacity to defend their freedom which is now being rewon.

I think that Mr. Uris has done our generation a great service, which I think has been accalimed because it was so needed a service. To make available to the youth of free Jewish community this gripping and vivid

account of the revolt of the Jewish generation against subjection and oppression and its determined stand in defense of Jewish dignity. I think we all owe him a deep and abiding debt of gratitude.

I feel tonight somewhat in the position of a cantor who was praying Kol Nidre before a congregation made up entirely of cantors. (Laughter)

They had heard it all before, they knew it all by heart. They all thought that they could do it better. (Laughter). And they all knew that it was going to be repeated three times. (Laughter)

I can think of no audience that could conceivably be assembled to hear the story of the United Jewish Appeal that is less in need of a speech from me or anyone about the work of the United Jewish Appeal, and there is really only one or two things that I can possibly say this evening that could be of any interest, and the first, I think, is this:

I hope I won't be misunderstood in saying this. There is an impression abroad at times that the United Jewish Appeal exists for Israel, and speaking now as a Jew, and I think it may perhaps be necessary to make the reminder, that even though we are Israelis, we are Jews.

In fact, we went there because we are Jews, and we have not stopped being Jews because we are Israelis.

If I say I am a Jew, that historically speaking, the State of Israel exists for the United Jewish Appeal, and in order to enable the United Jewish Appeal to attain its human objectives in Jewish life and in meeting Jewish needs, and this I think is the essence of the Jewish history of our generation.

I am very moved to hear this short statement earlier on the program from William Goldenberg of the University of Pennsylvania, because it reminded me very vividly of my own student days and of a meeting of the Jewish society of my university in England, where we had the privilege of being addressed by Albert Einstein in 1933 after he left Germany.

So in my earlier days I had been living in the Hitler period and in the post-Hitler period, as so many of us in this room here tonight have been doing. In this period one of the central processes and facts of Jewish life has been that ideological discussions that rent the Jewish world previously lost their significance and meaning, and that the facts of Jewish life conquered the minds of all those segments of the Jewish people regardless of their

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attitude to religion, regardless of their shades of theological opinion, regardless of their varied and sometimes diametrically opposed attitudes to the ideological movements that have previously divided Jewish life.

We were confronted with the overriding need of making Jewish life physically possible in free conditions, and to me, the central characteristic of the United Jewish Appeal which came into existence during the Nazi period is that there is a towering symbol in the life of all free Jewish communities, of a concentration on this essential, and of a refusal to be dragged into divisive ideological arguments.

If Jews are hungry, they need to be fed.

If they are naked, they need to be clothed.

If they are homeless, they need to be moved to a home, and if they are without freedom, they need to be moved across the bridge of slavery to freedom, and there can be no argument about it, and there is no argument about it.

There could have been an argument had the Jews faced a choice in this period. They faced no choice and they face no choice today.

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I don't know if the State of Israel would have come into existence had the world been open. The world was not open.

Members of the Weizmann had evidence before the partition agreement of the British Government in 1932, when he said the world at that time was divided into two parts, those countries that wanted to throw their Jews out, and those that wouldn't take them in.

This has been the central fact of Jewish history during this generation, and it was in response to this fact that the overriding need for a Jewish home that would always be open to Jews in need of that received this total concentration regardless of ideological approaches.

As far as Israel is concerned, this had imposed upon us a very great responsibility. Our discharge of this responsibility is reflected in our immigration laws, and I would like, with your permission, just to say a word or two about them.

(Continued on next page.)

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Our law says that any Jew who wants to come to Israel is able to do so. This is a most curious immigration policy. There are no health tests normally. There are no economic tests, there are no tests of skill, no tests of occupation.

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Israel has got economic problems. One of the reasons, and perhaps the decisive reason for those economic problems is this: Whereas in the twenty years before the outbreak of World War II, from 1919 to 1938, of all the capital from Jewish sources that flowed into Palestine, 80 per cent was brought in by the immigrants themselves.

In the 15 years or so since the end of World War II, from 1945 until the present time, of all the capital that has flown into the State of Israel, I doubt whether more than three or four per cent was brought in by immigrants. The immigrants who were coming to Israel have been a pauperized and impoverished multitude. This wasn't an immigration at all. It was, as Leon Uris described it, an organized exodus of an entire Jewish community.

There are people who have come to Israel during these past eleven years that could never have qualified for immigration permits to any other country in the world.

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By reasons of health, by reasons of social status, social problems, and by reasons of lack of either means or skill.

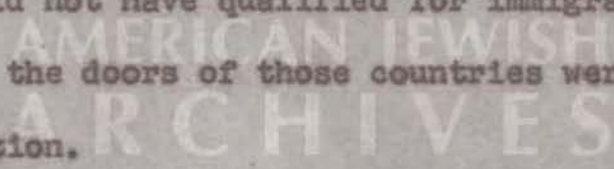
Our estimates are that just about a million immigrants have come into Israel these past eleven years, that at least one out of every ten, and some think that the figure is even a little higher, are represented by people who could not have qualified for immigration anywhere else, even if the doors of those countries were open to immigration.

We have become in the State of Israel a hospital for the Jewish people. We have become a home for the aged of the Jewish people.

We have become a home for rehabilitation of the Jewish people. We have done all this with our eyes wide open because we believe that it was to discharge this purpose that we were brought into existence as an independent state by the Jewish people, and in order to discharge this purpose we defend the liberty of the State of Israel in 1948 and since.

That is why I think it is possible to talk of the State of Israel as existing for the United Jewish Appeal, to enable the United Jewish Appeal to carry out its great humanitarian objectives of shifting Jews from

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conditions of subjection to conditions of human dignity, of converting Jews from rootless people to rooted citizens, of imparting to Jews who lack skills, the dignifying quality of skilled people able to stand on their own feet and work for their own living and support their own children.

This has been our purpose. We shall continue to discharge it as long as there are Jews in need of Israel, who look to Israel to provide them what they are unable to secure where they live at the present time.

The other thing that I wanted to say was this: It has been said before, but it bears repetition; all truths bear repetition, because one of the difficulties and dangers about truths is that they tend to be taken for granted, and are then lost sight of, and then people are not conscious of them and don't remember them and then, therefore, tend not to act in accordance with them.

But this effort of the United Jewish Appeal and its constituent agencies, the Joint Distribution Committee and the United Hias Service, and the United Israel Appeal, all of them sharing in common a concentration on this same process, of helping Jews from subjection to human dignity with everything that this involves. This United Jewish

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Appeal is entirely without parallel in the history of voluntary associations in our time.

In regard to the dimensions of this effort, and in regard to its consistency, and I stress this latter point, it is entirely true that you can't have crises made to order, that there is a continuing crisis in Jewish life as long as there is a problem of Jewish migration that needs to be solved.

I would add in parenthesis that there is a problem of Jewish migration even when it is masked and concealed as to so large an extent as it is at the present time, when there are hundreds of thousands of Jews who want to move, and who feel a driving need to move, but who at this particular moment are deprived of the right to get out. That is still a migration problem.

It may be suppressed and bottled up, but it will find a way out in the course of time, as we have seen in recent years. It is only a question of time until that migration movement finds its way out and explodes.

And so the remarkable quality to me about the United Jewish Appeal are not only its dimensions, but its consistency, the understanding on the part of its leaders or its adherents, that they are tackling not a day-to-day

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situation, but the combination of a broad historical process in Jewish history, and that they must stay with this problem as long as there are Jews in need, as long as there are Jews who require human rehabilitation, as long as there is a Jewish migration movement, either actually moving or desiring to move and awaiting the moment when we will have a chance to move itself out and shift itself into countries of freedom.

I want to assure you that the policy of the government and people of Israel in regard to your work. Mr. Uris is quite right. There were many political parties up before the electorate in the recent Israeli general election to our parliament. Many of those parties were wiped out by the electorate, but we have still got enough. (Laughter)

In the true practice of democratic debate, there was no issue of our domestic or foreign affairs, that was not subjected to the most searching analysis during the course of the election campaign.

I find it the most instructive thing that there was one issue that was remarkably enough not referred to by any of the parties contending for power either in their published statements, their published programs, or from the

7a-b6

the election platform, and that was the issue of immigration.

This is a remarkable thing for a country in which two out of every three citizens are immigrants, to which more than a million immigrants have come in the last eleven years -- for our political debates to be able to pass over this issue completely as though it didn't exist.

That was the reason why it was passed over. Because it is an issue that does not exist in our political life.

It is an issue that is taken for granted. It is an issue that is written into the constitution of our country, and can never be changed, that this land of Israel shall always remain open to Jews who need to come into it and take root in it.

(Applause.)

So I want to be able to assure you, leaders of the free Jewish communities of America, who believe as you do that every Jew in the world is entitled to free citizenship, and the dignities of it, and entitled to human dignity, and entitled, if he is in search of those things, to be helped to find them, I want to be able to assure you tonight and to pledge to you that the open door of the State of Israel will always be at your disposal so that you

7z-b7

may continue to help through it all those Jews that turn to you for help from wherever they come from the East and the south, from wherever they come, that our country is at your disposal, and you are free to send those Jews who want to come to Israel, send them to us and send them to us even if it isn't their first choice but only their second or third or fourth choice.

(Continued on next page.)

AMERICAN JEWISH
ARCHIVES



זכור אלה יעקב ישראל

LITTLE FALLS
ERASABLE
COTTON CONTENT

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After they have scoured the world for another place and turned to us as a last resort in disappointment, the easy kind of citizens they have been, and we have taken them in too the last 11 years, and we believe in the recuperative powers of the equal and uprooted citizenship of Israel, to make those people happy, and to help them to bring up their children in the free atmosphere of our country -- we are at your disposal.

I hope for you, I hope for the Jewish people for whom you are responsible in such large measure that you will stay with this job and maintain this central quality of your consistent application to Jewish duty as you conceive it.

Never at any time in our history, in the history of the Jewish people, has there been at its disposal so vital a force as exists today in American Jewry.

Never at any time in Jewish history in many, many centuries is it possible to look around the Jewish world and to see that the overwhelming majority of the Jewish people consists of rooted citizens.

This is an entirely new experience in Jewish life. It represents a new opportunity for service to the Jewish people of which you have been taking such noble advantage.

8am2

You have this power to help all our people to freedom. You have been using this power during the whole period of your existence as United Jewish Appeal.

You have written into Jewish history after the worst calamity that we ever experienced throughout our entire history, a new and noble and dignified chapter.

This book is not finished yet. We are engaged every day in adding new pages to it.

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I pray for the Jewish people. You, here in America, who enjoy this status, and who seek to share it with the rest of the Jewish people, will stay with your sacred task until you can write finish to the story of Jewish subjection for all time to come.

(Applause; assemblage rises.)

CHAIRMAN BERINSTEIN: Ladies and Gentlemen, just one minute, please. It is now ten-forty-five. It is by all standards an early hour to end a meeting of this kind.

I think I must say that I feel privileged to have been able to chair a most magnificent array of people who, I believe, whether we need it or not, and I choose to believe that we do, will allow us to leave and continue to do even more than what we have done.

Having some experiences with partnerships, I think

8am3

Mr. Harman has given us a very good deal.

(Applause.)

The meeting tomorrow morning is breakfast. It starts at nine-thirty. I suppose you will be fed if you come a little bit late, but don't test me.

There is a cash line, there is a final business session.

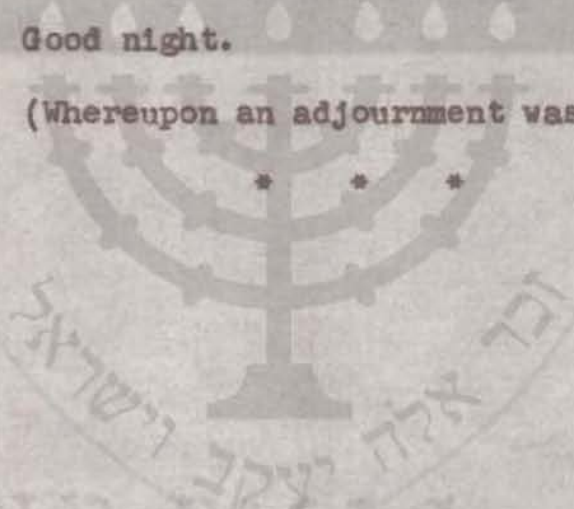
It ends before lunch.

God bless you. Please continue to help us.

Good night.

(Whereupon an adjournment was taken.)

AMERICAN JEWISH
ARCHIVES



LITTLE FALLS

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COTTON CONTENT

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THE TWENTY-SECOND
ANNUAL NATIONAL CONFERENCE

of the

UNITED JEWISH APPEAL

BREAKFAST SESSION and BUSINESS SESSION.

ARCHIVES

December 13, 1959
9:00 o'clock a.m.

Statler Hilton Hotel
New York, New York.

SILLS REPORTING SERVICE, INC.

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The breakfast session, Sunday, December 13, 1959, of the Twenty-Second Annual National Conference of the United Jewish Appeal convened at 9:30 a.m., Melvin Dubinsky, National Cash Chairman, United Jewish Appeal, presiding.

* * *

CHAIRMAN DUBINSKY: Good morning, ladies and gentlemen.

Please continue eating breakfast, but I have one announcement to make.

The people who have checks, please line up along the rear wall facing the stairway and we will start the cash line immediately.

The fast eaters can be the first in line right over here on my left.

It is good to see so many bright and cheery faces so early in the morning, especially with checks.

If you will line up about the rear of the room, that will be fine.

I would like to introduce Mr. J. Stuchen, the Director of the Los Angeles campaign who is now presenting a check for \$100,000.

Mrs. Schiner of New Haven. I am taking a peak

over her shoulder at the check. The check is for \$25,000. \$50,000 is coming between now and December 31st. Let us give her a hand.

(Applause.)

Ralph Silverman of Southern Illinois, my next door neighbor. This is above and beyond their quota. I have a check for an additional \$10,000.

Thank you very much, Ralph.

Nat E. Levy of Scranton, a total of \$38,000, cash since July 1, 1959, they have given us a total of \$46,000.

Thank you very, very much.

Ralph Brandewine of Wilkes-Barre, Pennsylvania, has a check for \$75,000, bringing their total up since July 1 to \$123,000.

Thank you very, very much.

Joe Zissen of Dayton, Ohio.

Since July 1st, we have received \$49,000, and I have an additional check for \$70,000, that almost brings them up to their goal of \$150,000.

We have two weeks to go and I am sure they will make it.

Bernard Green of Trenton, New Jersey. Since

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July 1st we have received \$85,000 -- \$86,500, and I have an additional check for \$15,000, which brings them over their goal.

Thank you very much.

Next, Louis Resnick of Ellenville, New York. I have a check for \$9,000, which is a total of \$26,000 for the year. They are \$5,000 over their goal. Let us give him a hand.

Joseph Gittelman, Fall River, Massachusetts. I have a check for \$10,000. We have received \$22,500 since July 1st. We expect some more between now and the first of the year as the pledges come in.

Thank you very much.

Mr. Louis P. Smith of Boston, with a check for \$600,000.

(Applause.)

We have \$1,469,000 that is already in from Boston, and this \$600,000 will bring them well over two million dollars.

Thank you very, very much.

(Applause.)

Harold Rosen of Meriden, Connecticut, has a check for \$6,000. This is new money. They have a fall

campaign there, and there will be more between now and December 31st.

Thank you very much.

Louis Podolsky, New Jersey, \$10,000 since July 1st. We have received \$41,500 up to date; for the year we have \$270,000, making a little more coming between now and December 31st, and as it comes in Ernie will send it to us.

Thank you very, very much.

I have Eugene Kaminsky of Binghamton, New York. Their six-month quota was \$20,000. I have a check in my hand now for \$7,500. They have done a wonderful job on the cash, and to date we have received \$73,500. They are way over their goal.

Thank you very, very much.

Mrs. Aaron Zacks of Columbus, Ohio. I have a check in hand for \$260,000. Their cash since July 1959 amounts to \$163,000. They are well over their goal.

Some of this money represents advance payments of pledges for next year.

Thank you very, very much.

That is what I call a real effort on their part.

I have Mr. Joseph Einhorn and Louis Muhlfelder

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of Albany, New York. They have accepted a goal of \$100,000. With this check of \$30,000, they are up to \$72,500, and they promise to exceed their quota by December 31st as the pledges come in.

Thank you very, very much.

I would like to introduce Mr. Julius Waldman of Atlantic City, New Jersey. I sent him an extraordinary letter and I asked for extraordinary checks, so \$15,000 we have received in cash to date, \$73,500 since July 1st. They did the best part of their collecting between now and December 31st, and I am sure they will reach their six-months' quota of \$150,000.

Mr. Waldman, thank you.

I have my next door neighbor, Mr. Hyman Brand from Kansas City. He has a check for \$45,000.

We have received cash to date from July 1st of \$156,000, and this brings the total to \$210,000 toward a total goal of \$300,000. I know Mr. Brand will send the funds in as they are collected between now and December 31st.

Saul Singer, New Orleans, with a check for \$81,827.62. This brings the total since July 1st up to

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\$190,000.

They expect some additional funds between now and December 31st. I know that they will be forthcoming.

Thank you very, very much.

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Mr. Ehrlich Schwartz of Akron with a check for \$75,000. Since July 1, we have received \$64,500 toward a total goal of \$150,000. They are \$10,000 short, and they promised me this ten and another ten before December 31 -- at 25, still better; let us give them a hand.

(Applause.)

Mrs. Irving Benjamin of Cincinnati with a check for \$75,000.

\$350,000 is already in. This 75 brings them up to four and a quarter, very close to their goal. There will be more coming by December 31.

MRS. BENJAMIN: Let me say we have been so excited by the proceedings this week end, that you will get another \$25,000 in the mail next week.

(Applause.)

CHAIRMAN DUBINSKY: Our old and good friend, Archibald Silverman from Providence.

MR. SILVERMAN: I have a check for \$150,000. We have already sent \$20,000, and we are almost paid up.

For the last twenty years I have brought a check in nearly every year. Next year in March I am going to be 80 years old, and I hope to bring some more.

CHAIRMAN DUBINSKY: Give Archie a hand.

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(Applause.)

MR. B. SILVERBLATT: Our six months quota was \$25,000 and we already paid that and I have now an additional check for \$5,000.

CHAIRMAN DUBINSKY: Thank you very much.

MR. I. F. TUROVER: (Washington, D. C.) I like to speak for myself, because we are very proud of Washington's record this year.

We have so far committed \$1,078,000. With this check now for \$50,000, it is up to \$1,128,000, and finished more than last year.

Another check will follow before the end of the year.

CHAIRMAN DUBINSKY: Give him a hand. Washington did one of the best jobs in the country on the cash. Let us give him a hand.

MR. CHARLES GOLDBERG: Last year we gave the UJA \$42,000. I have a check here for \$15,000, making a total of \$72,200 for this year so far, and more coming.

CHAIRMAN DUBINSKY: I like that "more coming".

MR. C. BRENZ (Canton, Ohio): We have a little check here for \$15,000, bringing the total to date of \$83,000.

CHAIRMAN DUBINSKY: Mr. Sam Kravitz, Grand Rapids, Michigan.

MR. KRAVITZ: Two weeks ago, \$9,000, and we completed our 58-59 campaign, and we are just now on our 59-60 campaign, and we have an advance payment of \$25,000 against that.

We are proud in Grand Rapids to be in the select few of giving over 80 per cent of our Federation income to the UJA.

CHAIRMAN DUBINSKY: Good for you.

Isidor Rabinowitz, Sheboygan, Wisconsin.

MR. RABINOWITZ: With this check, our total will be \$23,000.

CHAIRMAN DUBINSKY: Thank you very, very much.

Mr. Rabinowitz is going to be the Chairman in Sheboygan next year.

Next, Mr. Harold Alper of Phoenix will make his own announcement.

MR. ALPER: Phoenix, Arizona, had a quota of \$25,000. We have remitted \$42,700.

(Applause.)

CHAIRMAN DUBINSKY: Bill Levin of Louisville, Kentucky, who will speak for his community.

MR. LEVIN: We have a check here in the amount of \$41,000 which gives us a total of \$124,000 since July 1 against a quota of \$100,000.

CHAIRMAN DUBINSKY: Sidney Mosskoff of Toledo, Ohio, who has given us checks today for \$20,000. Their cash since January 1 amounts to \$197,019.

There will be over \$200,000 by December 31.

Thank you very much.

George Feldman of Allentown, Pennsylvania.

We have \$40,000 in since July of this year.

I have a check for another \$60,000 that brings their total up to \$100,000. They expect to have another \$25,000 in by December 31, which they will forward to us.

Sol Zellea of Wilmington, Delaware, who will speak for himself.

MR. SOL ZELLEA: Wilmington borrowed \$100,000 on their outstanding pledges because they have a fall campaign.

CHAIRMAN DUBINSKY:

I have a check in hand here now for \$100,000, which is very, very good.

Let us give them a hand.

Ben Brook of Tucson.

They have a quota of \$25,000. They have raised

their quota of \$25,000 and Mr. Brook was kind enough to bring another \$15,000, which puts them way over their goal.

Let us give them a hand.

(Applause.)

Larry Schacht, New York City.

I have a check in hand for \$1,350,000, which brings them over their goal.

(Applause.)

There is more coming before December 31.

I have Mr. Petersiel, Richmond, Virginia, a good Jewish community, with a check for \$25,000.

Since July, we have received \$23,000. This \$48,000 toward a new goal of \$60,000, with more coming before December 31.

Mr. Mintzer of Richmond is to my right.

Mr. Louis Yaffee of Syracuse with a check for \$25,000, and more to come by December 31.

Thank you very much.

Mr. Charles Goldberg, a refugee from Israel and Denver, and Mr. Ben Bronstine, also of Denver, with a check for \$100,000, which brings them up to \$200,000, which is over and above their goal, with more to come before December 31.

Right, Charlie?

(Applause.)

Sonny Kunian of Nashvill^e, who speaks for himself.

MR. LOUIS KUNIAN: I have a \$25,000 check today making a total of \$97,000 since July 1.

CHAIRMAN DUBINSKY: Thank you; that is a good job.

Are there any more?

Sam Cedar of Worcester. He just made it, let me tell you, Mr. Cedar has a check for \$25,000, in addition to \$80,000, and we have received it a few days ago.

That is a total of \$105,000. He is the last man in line. Let us give him a big hand.

(Applause.)

No, I see we have some more.

Judge Diamond of Buffalo, who will speak for himself.

JUDGE DAVID DIAMOND: We have a check here for \$163,000 from Buffalo.

CHAIRMAN DUBINSKY: Thank you very much, Judge. It is very good.

Mr. Paul Schumer of Bound Brook, New Jersey.

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We have got an odd amount here. I don't know how they figure it, but it is \$4,645.37.

Thank you very, very much.

There is \$6,000 more to come before the end of the year.

Max Cuba of Atlanta, Georgia, with a check for \$100,000.

Let us give him a hand.

(Applause.)

That brings them to over \$200,000.

Mrs. Jeanie Jones of Detroit. We always like to have charming ladies speak for themselves.

MRS. JEANIE JONES: With this check of \$667,000, Detroit brings its payment for the calendar year of 1959 to \$2,991,000, and there is much more to come.

CHAIRMAN DUBINSKY: Did you hear that, much more to come?

Let us give her a nice hand.

Joe Oshansky of Newport News, Virginia, with a check for \$12,000.

(Applause.)

Thank you very much.

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CHAIRMAN DUBINSKY: We will take a minute and a half now for a little peace and quite in the room, please.

Ladies and Gentlemen: We have had a wonderful cash line this morning. I know you will be interested in our totals. I am particularly interested because my job is almost over. To date with the anticipated commitments that we have, positive commitments, with the cash that came in this morning, and the cash that has been sent in the last few days for the year 1959, we have collected in cash a total of \$69,300,000.

(Applause)

Morris Berinstein, our National Chairman, just asked a pertinent question. He wants to know if we are telling the truth. (Laughter)

I will add to it by telling you this. We accepted a goal for the year 1959 of \$70 million. If we attain this goal, our cash figure will exceed last year's figure by somewhat in excess of \$14 million.

(Applause)

It isn't time to clap yet. What I am asking of you is a very simple favor.

Where you have made commitments to us and where you know that your cash will be forthcoming between now and

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2ps December 31, I ask large and small communities alike, it is always good to make a goal. If you will do just a little bit of pushing in your communities through your cash collection committees, and by depleting the treasuries of your federations just a little, we can attain our goal of \$70,000,000.

Do I have your promise?

(Applause)

I only want to say to you who are here today that I want to thank each and every person who worked on the cash effort around the country -- our committee of 50. We only have one slight problem right now, and I see a state of confusion behind me. Abe Kay is supposed to countersign one of the checks, so before we forget about it, Abe Kay from Washington -- if he doesn't countersign this check, then the figures I have given you are not correct.

(Laughter)

I want to thank the people who have made this possible.

In conclusion, I know that always the cash line leads to a certain amount of confusion. I certainly appreciate your participation and your cooperation and your understanding this morning in making this meeting possible.

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At this time I would like to turn the meeting over to Mr. Joseph Meyerhoff of Baltimore, one of the National Chairmen of the United Jewish Appeal, who will preside for the second session which is labeled as a business session from now until somewhere a little after 12 o'clock.

(Mr. Meyerhoff assumed the Chair.)

CHAIRMAN MEYERHOFF: Thank you, Mel, for that swell job you have done.

Mel is indefatigable, he is on the job, on the telephone all the time.

Now, Ladies and Gentlemen, this is labeled a business session. And unfortunately, like all these last wind-up meetings, we are always going to be pressed for time. So let us move along as expeditiously as possible.

Of course, as we reach the end of a session such as this, as inspiring as it has been, and as informative as it has been, I think that all of us are realistic to know that when we go back, when we leave here and go back to our communities, we have a tough job ahead of us. We have a tough job of interpreting the very urgent and stressing needs in Israel and we have to do it in a way to make our own people who were not here and who didn't

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receive this same kind of inspiration and the same kind of lift that these conversations give you -- we have to do that in the same way as this session has done it for us, and it is not an easy job.

I think that, to a very great extent, our personal contact in our own communities will spell the difference between success and not much of a success in our communities for the 1960 campaign.

I think that all of you have heard enough and have seen enough in this meeting to know that if we are going to keep Israel open as a place of refuge and a haven for the homeless and the oppressed and the persecuted, that we must raise the necessary funds to meet the unmet needs, and to continue the great life-saving work of the United Jewish Appeal.

This is not an easy job, and, as anyone who has been campaigning for the last four years, let alone the last fifteen, must know that when you go back to your own communities, you have a tremendous job of interpretation; and I think the greatest kind of interpretation that you can make in your community is your personal conviction that what you are doing is right, your personal conviction that the unmet needs in Israel today are our fault -- if we had

5ps raised the necessary funds in the first place, we wouldn't have unmet needs. We have those unmet needs, we have the tremendous continuing work of the United Jewish Appeal to meet, and by your personal dedication to this job, and your personal contributions to the job, that will make a greater speech and a greater impact on your friends and associates and neighbors than anything else you can say.

It will take a lot of hard work, and I hope we will have a few minutes' time during this conference before we adjourn to give you an opportunity to talk about it, if you would like to.

I would like to introduce a person who needs no introduction, because it is always a great source of inspiration and delight to receive a report on the Women's Division.

The faith and enthusiasm of the Women's Division grows greater all the time. And so do their actual contributions.

But, far and beyond the actual contributions of the Women's Division is the fact that they do a remarkable job in setting the proper climate in every community; the proper climate for a community campaign is most important and the Women's Division does a tremendous job in every

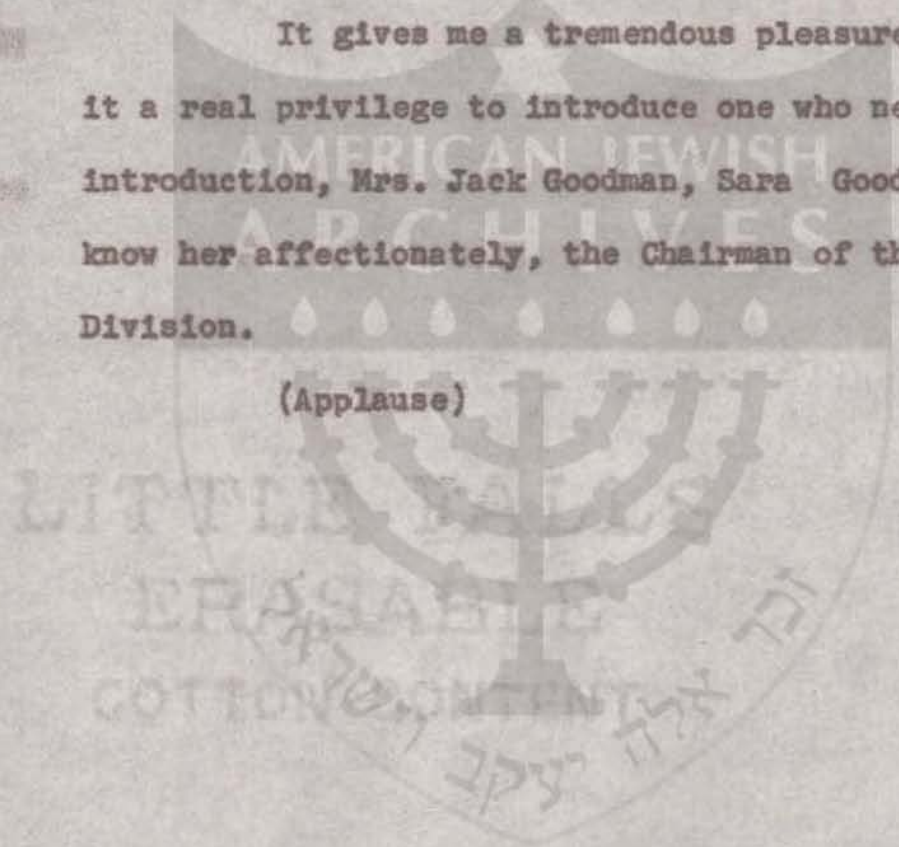
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6ps community of the United States. I am sure that no small part of this really wonderful contribution that the Women's Division makes is due to the energy and devotion and effectiveness of the present Chairman of the Women's Division of the United Jewish Appeal.

It gives me a tremendous pleasure, and I consider it a real privilege to introduce one who needs no introduction, Mrs. Jack Goodman, Sara Goodman, as we all know her affectionately, the Chairman of the Women's Division.

(Applause)

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MRS. GOODMAN: Thank you very much, Joe.

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Mr. Chairman, ladies and gentlemen:

I was delighted with the report that Mel Dubinsky gave you and I want you to remember that some of that money came from the women, don't forget that.

(Laughter and applause.)

That we have grown in strength and in numbers goes without saying. That we have become knowledgeable about everything with regard to United Jewish Appeal goes without saying.

We started yesterday morning, and 30 women met at 8:30 in the morning for breakfast, 30 new chairmen for the 1960 campaign, so it looks as if we are off to a good start.

Tomorrow after you have gone home to tend to your business, we will still be here, and this afternoon, for we have an all-day session with the board, the old members and the new members, to plan the campaign for next year and discuss the problems that are uppermost in all our minds, how to get the most money out of the most people, and that we shall do and that we shall promise you.

We too had a mission, and it was a good mission this year, 24 women went. If you want to know how good it

b4-2

was, just ask Dr. Dov Joseph and the Israelis who met with us. We saw everything from the top to the tip and from side to side. We saw the highlights and we saw the shadows.

We saw the sunlight and we saw the depth of the grey that was there. We know that it isn't a setup for us when we see the highlights, we also know that there is truth in what you have heard all these days that we have been here, that there is great darkness and great need in Israel.

We started with Vienna, we took a chance, hoping that we would meet a train coming in from behind the Iron Curtain. There was none.

I have a companion piece to tell you about what Mel Dubinsky told you about the Polish family. There were some 35 or 40 people in the military barracks outside Vienna, and I would say 90 per cent of them were strong, energetic and beautiful children, but in a corner sat a family, and as I looked at them, the only thing I could think of was misery.

The man, although I couldn't tell how old he was -- I was told he had been a musician, he was paralyzed on one side, an arm that hung and a leg that lagged along, a wife that certainly didn't look normal mentally, and a teenage daughter

who should have been in a mental institution.

b4-3

I said to myself where in the world could these people find refuge, these rejects, but in Israel.

We realized it far more as we entered the plane and saw this family sitting in the plane with us, and being strapped in, and the strap again meant only one thing to them, not what it means to you and to me when we get into a plane, it meant imprisonment, so to speak, and when we were told that the plane had to return to Vienna because we had a little difficulty, these people didn't want to sit in the seat strapped down, and it took the stewardess and the steward to hold them down.

I said, what will happen to these people, what could happen to these people in the world if they weren't going to Israel. For their first step was to Malben and they probably would be there forever, because there was no chance for these people anywhere as they were and as we saw them.

But at least in the Malben Institution they would get some form of dignity, they would become human beings once more and would be treated not as numbers but as human beings.

I am going to make this short because I know it is

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a long day for most of us. But I do want to say this, that I have said right along that the greatest sociological drama in the world is being enacted in Israel.

The first two acts have been played. It started in 1948, seeing Israel and all the Jewry of the free world cry in excitement and exultation.

The second act was played when the gates were open and the refugees came to us by the thousands, and we in America promised that we would be partners with Israel and make for these people a new home, and let them walk freely upon this earth as men should walk if they are created in the image of God.

Many dramas failed because there isn't a third act. They fall flat on their faces -- two acts and that is the end.

But we have a great third act coming up this year, and I want you to think of it as such. It is a fulfillment of what we started. It will be in Israel once more, the time 1960 -- and we don't know when it is going to be finished, but that drama will be finished, and we will live to see the day when those who are there will live as we hope for them to live, and when that day comes we can say with the poet, God's in his heaven, all is well with the world. (Applause.)

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CHAIRMAN MEYERHOFF: This continuing drama Sara Goodman just spoke about so eloquently is really the story of UJA. It is a continuing story, and an ever-inspiring one.

All of us here have helped to write another exciting chapter in that story in 1959, and I think that all of you would like to have that chapter summed up for us as we get ready to move ahead for the exciting chapter of 1960.

So for a report on the 1959 campaign, I would like to call on our Executive Vice-Chairman, Rabbi Herbert Friedman.

(Applause.)

DR. FRIEDMAN: Ladies and gentlemen, there is a time in which oratory and eloquence express themselves not in words but in figures.

I would like just very quickly and very briefly to give you the figures so that you may see on a comparative basis what has been achieved as between 1959 and 1958, and so that you may also see on a comparative basis what can be achieved in 1960.

The figures that I would like to give you are pledge figures, not cash figures. You heard the cash

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figures from Mel Dubinsky. I will interpret those cash figures in a moment, but take these down as pledge figures.

In 1958, so that you may see the comparison, the communities of the country, the welfare funds, the federations, those communities that don't have federation but raise their money in small local committees, and New York City, which raises its money in its own separate UJA campaign, as you know, the total of that was \$105 million. The only thing I am excluding from this is the Federation of Philanthropies of New York, which is a separate figure altogether and has nothing to do with this calculation.

So that all of the cities of the country, all the welfare funds and the New York City UJA raised together \$105 million.

The United Jewish Appeal share of that in allocations that were made to us by the communities was as follows, on the account of the regular campaign, \$50 million, exactly.

On the account of the special fund campaign, \$13 million. For a total of \$63 million in pledges or allotments or allocations which were made to the United Jewish Appeal.

For 1959 all the communities of the country and

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the New York UJA raised a total of \$115 million as compared, you will recall, with \$105 million of the year before. In other words, the campaign of 1959 pledges in all the cities was \$10 million more for all causes, UJA, local, national, the whole thing.

That figure was \$115 million.

The UJA share of that for 1959 was as follows:

On the account of the regular campaign, 51-1/2 million dollars.

On the account of the special fund, 16-1/2 million dollars, making a total of \$69 million in pledges or allotments that were made to the UJA.

Therefore, you see that the increase on the regular fund of allotments to the UJA was 51-1/2 million dollars against 50 million dollars, the regular campaign went up by a million and a half, or three per cent.

The special fund went 16-1/2 million dollars over 13 million dollars, or 27 per cent, and the overall increase to the United Jewish Appeal was from 63 million dollars to 68 million dollars, five million dollars, and that represents almost exactly eight per cent.

Now, let us sit back and think about that for a minute.

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1958 was a year which we called a recession year.

1959 was a year in which at the beginning, while the country was coming out of its recession psychology, that situation occurred in a certain country in eastern Europe which, while it lasted only for a few weeks or a few months at the beginning of 1959, nevertheless was thought to have an impact on the campaign.

Now that the year is finished and we see what happened, we see that 1959 showed an increase in pledges to the UJA of only five million dollars. When I say "only" I am certainly not deprecating the effort that went in, but I am saying that all of the excitement and non-recession of 1959, don't forget that, resulted in what everybody thought would be a very large increase and which was a five million dollar increase. That is large, and yet that is where it stands.

While I don't have all the figures for all the communities of America, I would like to make the comment that while the UJA gained a million and a half dollars on the regular campaign, 51-1/2 million dollars over 50 million dollars, the communities also benefited from an increase in the regular campaign which, ~~to which~~ inured to their

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advantage, and it is fine that it should.

b5-5

There was, therefore, an increase of three per cent on the regular, 27 per cent on the special to the UJA, and an increase of also perhaps three per cent on the regular to the communities, as I said they benefited also.

And yet it is obvious that it could have been a much larger amount in view of the two facts I mentioned, no recession and the East European exodus crisis at least at the beginning of the year.

If the advantage that was obtained was five million dollars worth, I would like to relate that to the cash figures you just heard, because I said that I would then try to interpret Mel Dubinsky's cash figures.

You heard him say that we will have taken in, in cash by the end of this year, hopefully, 70 million dollars. How can you take in 70 million dollars in cash in a year, 1959, when your pledges for 1959 were only 68 million dollars, and your pledges for 1958 were only 63 million dollars? How with pledges of 63 million dollars in one year and 68 million dollars in the succeeding year can you take in 70 million dollars in cash? The reason is that there is not necessarily any relationship between

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the amount that is pledged and the flow of cash -- not necessarily any relationship.

What happened here was that with the most intensified kind of push that Mel Dubinsky and his committee made, they cleaned up large, large amounts of accounts receivable from many previous years. Money came in from the campaigns of 1955 and 1956 and 1957 -- yes, and 1954 and 1953 and 1952.

Large backlogs of accounts receivable that were owing in the communities were collected under the stimulation and the impetus of an intensive cash campaign.

But -- how long can you continue to bring in cash more than you are raising in pledges? Not very long. Once you have begun to dry up the backlog of the accounts receivable, and there is nothing more to draw upon, then what you are going to begin to collect in cash will be less than the pledges of the current year, and it is to that question that I would like to address myself, the cash flow in 1960 cannot be maintained unless the pledge flow of 1960 now goes far beyond the figures that I have given to you.

In other words, the campaign of 1960 must be of such greater magnitude, the pledges that have to go on the

books for the 1960 campaign must not total 63 million dollars to the UJA, or 68 million dollars to the UJA. The pledges that go on the books that the communities must raise and the share of it that must come to the UJA, must go up and up into the eighties and nineties of millions, and more in order for us to enjoy in the year 1960, a cash flow that will permit the work to go on, and that will not throttle it by a whole calendar year of 1960 without money.

Let me be very blunt. If there is a pledge year in 1960 of 70 million dollars, 75 million dollars -- take any figure of that sort, I don't see how there can be 70 million dollars worth of cash coming in in the year 1960, and the cash flow of the future will be jeopardized in 1961. You cannot get cash if you have no pledges. If we do not have a cash flow in 1960 of the dimensions which we had in 1959, then all of the programs and all of the work that was described here since last Thursday evening will necessarily be stultified and crippled and held back, and very, very serious crises -- then different kind of crises will develop, they will be financial crises and banking crises and cash crises.

The cash flow of 1959 was wonderful. What it did was clean up the backlog. Now we have not got those

large amounts of accounts receivable. So we are poor again in terms of what to draw upon, and the new pledges must be replenished on the books in those dimensions.

So I am trying to make an argument for a greater, greater campaign in 1960, not even based on the argumentation of what we are raising the money for. We know that perfectly well. I am trying to make this argument with you on the basis of sound financial reasoning of what the flow must be in an uninterrupted fashion. We can't have cash if we don't have pledges.

I would like simply to say that I think the mood of this conference has been perfectly spectacular. The mood, shtimmung, the feel, the enthusiasm, the devotion, the sense of understanding.

If that mood, that enthusiasm, that which we feel, if that is translated into a great, great campaign in 1960, which we all feel in our bones that we can have, and if the communities of America go on and raise not 115 million dollars, but 130 and 140 and 150 million dollars, and the UJA share of that goes up to from 68 to 70, 80, 90, then, on the basis of that kind of pledge campaign, you could again have the cash flow that we enjoyed this year.

The mood is here, the desire is here, the

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intelligence, the heart, the sustaining power, the
patience, the conviction, they are all here.

I would urge us to go on to the kind of great
campaign in 1960 that will make us feel good when we meet
a year from now to listen to its results.

Thank you very much.

(Applause.)

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CHAIRMAN MEYERHOFF: I would now like to call on the Nominating Committee for a report. That is the next order of business.

In order to make this nomination, I am going to call on a fellow Baltimoreian who is not too difficult to introduce.

Elkan R. Myers of Baltimore is the leader in Baltimore in every cause, including the welfare fund, the United Jewish Appeal and every other Jewish and non-Jewish cause you can name.

It is a real pleasure for me to call on my fellow Baltimoreian, a tireless and wonderful worker and a member of the United Jewish Appeal Campaign Cabinet, Mr. Elkan R. Myers.

(Applause)

MR. ELKAN MYERS: Thank you, Joe.

Well, friends, here I am again at what seems to be my traditional job, that of placing in nomination the names of the campaign officers for the coming year.

I really get a great deal of pleasure out of doing this. It gives me a chance to express the affection and warm regard I feel for these very fine dedicated people with whom I have been associated in the work of the UJA.

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First, I wish to place in nomination the names of a group of men to serve as Honorary Officers of the UJA. All but one of these men served in the same capacity last year.

At the head of this distinguished list to serve you as Honorary General Chairman is the beloved friend of all of us, a great American, a great Jew, and a truly great human being, the Honorable Herbert H. Lehman.

(Applause)

Next to be named for re-election as Honorary Chairman is a man we all love and respect, a man who by his dedicated services has given increased lustre to a name synonymous with humanitarian services, Edward M. M. Warburg.

(Applause)

For the office of Honorary Chairman of the Special Fund, we give you the name of one who served with great distinction as Chairman of the Emergency Rescue Fund for 1957, and Honorary Chairman of the Rescue and Special Funds in 1958 and 1959, he has amply demonstrated by word and deed his dedication to the UJA and all it stands for in Jewish life. He is our friend and fine co-worker, Samuel Rubin.

(Applause)

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For re-election as one of the two Honorary National Chairmen for 1960, I present the name of a tremendous worker for UJA, one who has participated in every major decision right from the beginning. His contributions to the UJA always have shown that he has a big heart; and this year he was sadly called upon to demonstrate the strength of this heart in a new way. Badly injured in a motor accident while abroad early in 1959, he has had to make the great fight of his life to get back on his feet again.

The man I have in mind is the wonderful Joseph Holtzman.

(Applause)

For election as a new Honorary National Chairman, we nominate Sol Luckman.

(Applause)

I was very happy to see him honored last night upon his retirement from the post of National Chairman. Sol certainly has given tirelessly of himself on behalf of the UJA ever since it started. Everything that the UJA has accomplished is marked by his influence and affection. His travels for the UJA have taken him everywhere, and he is universally admired and respected.

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It is a great pleasure to name Sol Luckman for this post.

(Applause)

For the positions of National Chairmen, we place in nomination four men who held this position in 1959, and they are being asked to serve again.

In addition, two other men are being asked to accept positions as National Chairmen for the first time.

First of all, we renominate Samuel H. Daroff, admired throughout the country for his high sense of dedication to Jewish causes, and honored many times in his home community of Philadelphia for all he has done there.

Sam was taken rather ill this year, and we are all glad that we are getting his strength back again.

Next is a man who has given an inestimable amount of his time and energy to the UJA. A couple of years back tribute was paid to him as the man who had traveled the most on UJA's behalf. He has since worked up so much travel momentum that at this very moment he is on his way around the world. I am referring to Albert A. Levin of Cleveland. And we are very sorry that he missed this conference.

(Applause)

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5ps

Thirdly, we renominate Joseph Meyerhoff. He is a great force not only in his own community of Baltimore, but also nationally. His most effective, wholehearted devotion to the UJA and to Israel is very well known.

(Applause)

There is nobody like the next gentleman we want to rename -- and indeed he is famous for his uniqueness. This man is Jack Weiler. And he is especially known for his fine feeling as well as his effectiveness in the service of his fellow Jews in distress.

(Applause)

The first of the two men we want to nominate for election as new National Chairmen, is Fred Forman, who has served so ably for the past two years as Chairman of the UJA National Campaign Cabinet.

It gave us all great pleasure last night to honor him. We have come to love and admire Fred even more as Cabinet Chairman, and we want to continue to benefit from the wisdom and inspiration he exerts.

Fred gives tremendous leadership in his community of Rochester, in addition to the long and immeasurably meaningful service he has given to the UJA nationally.

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(Applause)

The second new National Chairman we are naming is certainly one of America's most distinguished communal leaders. Though still a comparatively young man, he has well earned a great respect we all have for him for his very leadership in Jewish causes. He was president of B'nai B'rith for two terms beginning in 1953 and is currently its Honorary Chairman.

He also is currently a ranking member of the UJA National Campaign Cabinet. I am delighted to submit to you the name of Philip Klutznick.

(Applause)

Now we come to the offices of the National Chairmen representing agencies. For National Chairman representing the United Israel Appeal, we are delighted to name someone who has served for the past five years in this post, a man who has devoted himself to the fullest development of Israel's cultural and economic life, and one of the strongest forces in the UJA.

His name is linked with every great Jewish cause.
Dewey D. Stone.

(Applause)

As National Chairman representing the JDC, we are

7ps very happy to give you the name of the man who helped lay the very foundations of the UJA. He served us in this capacity last year and the year before. And during the three years before that he exerted the most sterling leadership and grandest devotion as our General Chairman. He certainly has earned a permanent place of honor in the hearts of American Jewry.

We are all proud to be associated with him in our common cause. I am referring, of course, to the beloved and distinguished William Rosenwald.

(Applause)

For Chairman of the National Campaign Cabinet, we nominate Melvin Dubinsky. You have just heard the wonderful job he did.

(Applause)

In the past he has been President of the St. Louis Jewish Welfare Federation, and through the years has proved his devotion to the UJA.

This last year he was a dynamic leader of the UJA Cash Collection Campaign, and he did a fine job.

A very much deserved special tribute was paid at our conference last year to our next nominee. An award from Prime Minister Ben-Gurion of Israel was presented to

him at that time. He has shown his vital interest in the upbuilding of Israel in ways too numerous to mention.

Adolph Kiesler is a wonderful human being, and we would like to nominate him once again for Chairman of the United Jewish Appeal National Campaign Committee.

(Applause)

The actress Sarah Bernhardt was known as the Divine Sarah. And our nominee for re-election as Chairman of the National Women's Division is our Divine Sarah.

Mrs. Jack A. Goodman has served spiritedly and tirelessly as the Women's Division National Chairman for the past three years. Sarah is admired and loved most deservedly by the men and women in our cause throughout the country. It is a pleasure to present her name to you.

(Applause)

The position of General Chairman of the UJA is not only a position of honor. It is one of almost terrifying responsibility. The high standards of this office were set by such wonderful and able men as Henry Morgenthau, Eddie Warburg and Bill Rosenwald.

Great as it already was, Morris Berinstein has managed to add further stature to this office during the

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two years he has served in it. Many men in our cause, and in the American Jewish community, are deserving of the highest honors. But few have both the experience of long years of devotion, as well as, frankly, the virtually limitless strength and energy required to bear the burdens of the General Chairmanship.

He has rightly demanded a great deal from others, but has demanded even more from himself.

This year he has led a splendid campaign, and we know that we can count on his giving of his full energies and great talents to do it again.

We are happy and proud to present to you for re-election as General Chairman, that great person, Morris W. Berinstein.

(Applause)

Mr. Chairman, I move that these nominees be accepted by acclamation.

(Cries of "Second.")

CHAIRMAN MEYERHOFF: Are there any other nominations?

(No response.)

Are any opposed to these nominations?

It is unanimous.

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Now may I have your attention, please? As we almost come to the end of this conference, and you are all about ready to go home, I think it is important to say a few words in conclusion and give you all an opportunity to ask a few questions as long as time will permit.

I am sure that all of you have read very carefully and have listened attentively to the needs of the agencies as you saw summarized in this budget book. We all know that we can't raise the kind of money this year that would fill all of these needs. I think the important thing that we have to take back to our communities at this time is a determination that we should raise as much money as we possibly can toward meeting these needs.

(Continued on next page.)

LITTLE FALLS

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NOTION CONTENT

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Last
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I would like all of you ladies and gentlemen to consider really how much each of you can raise in your own communities if you did the ultimate job that can be done.

Suppose you had every person in your community give as generously as the most generous contributors in your community, how much could you really raise?

I think that figure could be staggering, and I think that it is important that all of us try to do that very thing.

I know, as someone remarked yesterday, that I am speaking to the wrong people, as the rabbi does on shabbat at the synagogue and berates the people who are not there. I know that I am speaking to the wrong people in one sense, but in another way I am speaking to the right people and to the only people who can really interpret these needs in their own communities, and try to get the kind of generous contributions from everybody in the community that you get from your very generous good workers and good contributors.

I want to mention just one word about a technique which I think is awfully important, and this is not a gimmick, it is a real technique in raising the kind of

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money that we need in order to meet these needs.

I refer to the Special Fund and the Special Card.

We have found in Baltimore that the technique of having a Special Card, and many other communities have found it too, is important because the contributor himself, in addition to making a generous increase in his normal regular contribution, and in every community of the United States, large and small -- there are people coming up constantly whose contribution should be increased constantly because they are in a much better financial position to give than they were a year or two or three or four years ago -- we must exploit those kinds of contributions to the fullest in order to realize the highest fund-raising potential in every community.

But over and beyond that very generous and highest gift which you can get, you should try to get one more Special Fund pledge and one more Special Fund gift which goes on a Special Card for the very special needs of the United Jewish Appeal over and beyond out normal budget.

I think that if each community does that and takes that Special Fund seriously, as we do in a lot of communities, we can raise considerably more money than we raised

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am3 last year, and considerably more money that we need, than we have raised last year.

That is about the only message that I can give you as to just what is ahead for us in 1960, and just what is the best way for you all to attain it. I am sure that all of you are experienced campaigners, you know as much about all these things as I know, and I can't tell you much.

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But, nevertheless, we have a little while and I would like to hear any questions from the floor that anybody would like to ask about 1959 results, the 1960 campaign, but mainly, how can we go about raising more money in 1960, and substantially more money than we raised in 1959, and what you should do about it as a personal matter and personal involvement in this campaign in 1960.

Does anyone want to ask a question? We have a lot of experts here who can probably help to answer it.

MR. LOWENSTEIN: I would like to refer to the talk by Mr. Rosenwald, which is something that answers the question almost nationwide.

Rather than discard any extra copies of that talk, if you can mail them to every one of our constituent communities, with the thought that they make it avail-

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able to every one of their contributors -- and not printed as a booklet, but keep it in the informal form in which Mr. Rosenwald presented it.

He, I think, because he is accepted by the Jewish community, his statement will reenforce the nation as a whole.

We still have a lot of doubters, and they are constantly increasing, and I believe his answers are really the best we have had in years.

(Applause.)

The mimeographed copies of his answers at the synagogue.

CHAIRMAN MEYERHOFF: Thank you for your suggestion and we will certainly try to do that.

MR. RICHARD KOLB: I have a statement, and you can answer it.

We make a lot of fuss about giving people cards for making pledges. Why don't we emphasize, "Give the check", "Give the cash"?

When you have an annual dinner -- you will eliminate a great deal of letter writing and so on.

If they want to do something good, let them come forward with their checks. You will eliminate a lot of

bad debts.

That is No. 1.

No. 2, I would like to see a few more in here with yamulkes.

The UJA doesn't have to be supported by the reform and conservative Jews, they have a million orthodox. I see very little activity on the part of those people. They seem to be interested in the Yeshivas in Israel. What we need there is housing and food, and the Jews in Israel have a God damn good religion at heart and they are going to have it on their faces -- something more to be emphasized there.

When the rabbis make appeals on Yom Kippur, let them send out personal letters and collect their money from women with fancy hats and we wouldn't have to go out --

(Applause.)

Let us get a little discipline in that collection. Maybe it would be helpful.

(Applause.)

CHAIRMAN MEYERHOFF: Thank you very much.

Does anybody else have any questions from the floor?

It seems from the lack of questions that everybody

is quite satisfied.

MR. HARRY HAFT: This is the young Harry Haft.

I have been given a job by my good friend Jack Weiler. I am the schnurrer for the delinquent accounts, part of which has already been collected. I have got a few still on my list. I say this, we have lacked recently -- I would say in the past maybe two years, the urgency and the emergency that is required for our brethren over in Israel.

We have allowed them to drift away from us.

I am not looking at lists here that I got from Jack, of those who are delinquents from 1953 and 1954 and 1956.

I have one here who made a pledge in 1958, which was cancelled and placed on the 1959 list.

You see, I have the nerve and the guts to see those people. I may be tough, you see. I won't allow anything like that -- personally. I don't think that it will hurt UJA, but I will shame them, or talk them into giving that 1958, and also giving the 1959 pledge.

A pledge is a promise.

CHAIRMAN MEYERHOFF: Right.

MR. HARRY HAFT: And that comes from the heart and so on, and he should live up to his pledges and promises,

and the only way to do it, we all get together -- we have a lot of them in New York City.

It is to go after them and clean them up.

UJA will receive millions of dollars that we need badly.

CHAIRMAN MEYERHOFF: Thank you very much.

May I say just a word about collections?

Let us be sure that we don't get a distorted picture of the situation. I appreciate the importance of collections. We couldn't do any good in Israel or any of our Agencies, or for any of our Agencies unless we collect the cash.

But many times in these collection committees in the various communities, some people do get a distorted view of the situation, and I think that it is important that you all appreciate it.

In Baltimore, and I speak for Baltimore, because I know those figures and I am sure that the UJA figures throughout the country are not much different, we have some unpaid pledges too, but our collection record over the last 15 years has been approximately 97 and a half to 98 per cent.

When you collect that kind of money from your pledges, let us not worry about these few -- I say worry

about them -- we ought to get every dollar we can.

When a man makes a pledge, I agree with Mr. Haft, that is an obligation, a solemn obligation that he makes and he ought to pay it.

But don't let us be deterred from the main job, and the main job is to get those pledges first, and then in the normal course, collect those pledges.

But when you collect 98 per cent of pledges year in and year out, you know that people who make those pledges are sincere, devoted, they mean business and they are not just making pledges to get rid of you.

I say this because I want to stress again the importance of getting your pledges in and getting them for the highest amount that you can when the time is ripe, and the time is also ripe when a generous contributor and a devoted worker goes to get a pledge.

He is the one to get it, and any time you get it is a good time. So let us get toing and do it.

MR. ALPER, Phoenix, Arizona: I wouldn't feel right leaving this afternoon for the West Coast unless I tell you that this is one of the finest conferences that I have ever attended, not only from the standpoint of the attendance, but of the enthusiasm and the heart that I have seen here.

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I, for one, want to say to you, Mr. Chairman, and to the members of the National Cabinet, that I am positive that the year 1960 will turn out to be a banner year, and I think I can speak for everyone who has attended this conference, that they are going away with a tremendous up-lifting and with a real spirit of encouragement.

I don't think that we ought to take this pacifist attitude with these isolated cases that we have, because I know that the Jewry of America can be counted on, and that is the spirit in which we should leave this room today, and I know that is the message I will carry back to the West Coast, and my colleagues here with me will do the same, and I hope that each and every one of us goes back to our communities with that kind of spirit.

Thank you.

(Applause)

CHAIRMAN MEYERHOFF: Thank you very much.

Now, in closing this meeting I would like to call on Mr. Morris Berinstein, our General Chairman, for a few words. Before I do, I just want to add a word of my own.

I agree with Mr. Alpert, I think it has been a very inspiring conference. I think it has been inspiring in

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a way to me because it continues to show the maturity of the American Jewish community, and that is as represented by the men and women at this conference.

Nobody at this conference is asking what kind of gimmick can we use to raise more money, what kind of gimmick do I need in order to solicit, and what kind of gimmick do I need in order to have a big gift meeting and all the other things we have been talking about over the past 20 years at UJA conferences.

I think everybody here, all the men and women were personally serious and mature, to understand that there are needs, and that as long as there are needs the world over for Jews, the United Jewish Appeal is ready to try to meet those needs, and all of us, in all of our communities are prepared to undertake the jobs that we have to do and we know it is not easy, and we have been doing it year after year.

I am sure that all of these tremendously difficult jobs are not unrewarded. I think all of us have grown in stature and in self-respect by doing these kind of things that have to be done, and I know as I look around the room-- and I have talked to enough people -- I know that all of us must feel like I do, that I go back refreshed because of

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my contact with these tremendously good people the country over, and I know that they feel like I do and there must be thousands more like you.

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All you have to do is to go out and find them and all you have to do is to enthuse them and inject this same kind of enthusiasm and the same kind of mature consideration for your fellowman that I see around this audience.

AMERICAN JEWISH ARCHIVES

It is my pleasure, ladies and gentlemen, now, to present Mr. Morris Berinstein, our General Chairman.

(Applause.)

GENERAL CHAIRMAN BERINSTEIN: My words will be brief. I have attended conferences for many, many years. Sometimes I have wondered why you all come to them. To listen to speeches? The speeches can't be that good.

I realize that last night was a banner occasion, though.

LITTLE ENDS

To socialize? I am afraid we don't give you very much time for that -- unless you stay up very late at night.

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To answer attacks? No.

Again I have to come to just one conclusion, that in almost every Jew in the United States is an innate under-

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standing of what has happened to Jews, and it goes far beyond what has happened in this generation, and a great feeling and hope that may be, maybe in the next generation this great problem of Judaism might be solved, and that this is tied in, however good Americans we want to be, and however good Americans I happen to think we are, with what happens in that little country in the Middle East.

And nothing must ever happen, because I shudder to think what we would do with ourselves under those circumstances.

Therefore, just two things. I said last night that I expect further attacks on the United Jewish Appeal, attacks from people whose names I don't think you know very well.

So if they do take place, do me a favor and look at the list of the officers that have been nominated today for the United Jewish Appeal. Look at those names and think of those people.

Who are they? I choose to think they are the finest Jews in the United States, and if I may say so, with perhaps one small exception -- perhaps myself -- they are some of the most successful business people, people who do not act foolishly or give money away foolishly, people

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who are born to lead. This is the cause that they have selected.

Then compare those names with the man who does not give any money and does not want me to give my money. That is No. 1.

No. 2. I think you were right, it is all very welcome here, believe me we love it. It is what we do in the next 90 days that will decide. It is not what Herb Friedman says or what I say or what any great Israeli comes over here and says. I have been in campaigning long enough to know that any man in this room can make one tremendous difference in his own city if he wants to work.

Any man here can dedicate himself. Any ten men in a community can make a city raise 10 per cent more than last year, and any 100 could make them raise 25 per cent more.

Any group of young men like an Eddie Ginsberg or a Dave Lowenthal can accomplish even more than that. Because we are dying and starving for their kind of leadership and their kind of words, because they didn't have to live through quite as realistically as some of the rest of us, the reasons why we are here.

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I wish you all a safe journey home. I think the way this conference is starting to react it might be smart if you leave your reservations for next year.

(Laughter)

God bless you, please help you.

(Applause)

... (Whereupon, at 11:30 a.m., the meeting was adjourned.) ...



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