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**AMERICAN JEWISH ARCHIVES**

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Series H: United Jewish Appeal, 1945-1995.

Subseries 3: Conferences and Committees, 1947-1978.

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National Conference of the United Jewish Appeal [New York,  
N.Y.]. 1962.

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# *Program*

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*for the historic*

*25th*

*United Jewish Appeal  
Annual National Conference*

*launching the UJA  
1963 Nationwide Campaign*



*Thursday, December 6  
through  
Sunday, December 9, 1962*

*The Americana Hotel*

*New York City*

# PROGRAM

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*for the historic*

*25th*



*United Jewish Appeal*  
AMERICAN JEWISH  
APPEAL  
*Annual National Conference*

*Launching the American Jewish Community's  
twenty-fifth year of consecrated service  
in the saving and rehabilitation of Jewish lives*

*And opening the  
1963 UJA Nationwide Campaign*

*On behalf of the United Israel Appeal—Jewish Agency, Inc.,  
Joint Distribution Committee, and New York Association for New Americans*

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*Thursday, December 6 through Sunday, December 9, 1962*

*The Americana Hotel*

*New York City*

*Dietary laws observed*

THURSDAY, DECEMBER 6

12:30 P.M.

REGENCY BALLROOM

LUNCHEON

UNITED JEWISH APPEAL  
NATIONAL CAMPAIGN CABINET

MELVIN DUBINSKY  
Chairman, National Campaign Cabinet

6 P.M.

AMERICAN JEWISH  
ARCHIVES  
OPENING SESSION, 48TH ANNUAL MEETING

GEORGIAN BALLROOM B

Joint Distribution Committee

7:30 P.M.

BANQUET MEETING  
Joint Distribution Committee

GEORGIAN BALLROOM A

Reports by

MOSES A. LEAVITT  
Executive Vice-Chairman  
Joint Distribution Committee

DR. ASTORRE MAYER  
Chairman

Standing Conference on European Jewish Communal Services

FRIDAY, DECEMBER 7

9 A.M.

GEORGIAN BALLROOM SUITE

OPENING PLENARY SESSION  
UNITED JEWISH APPEAL  
25TH ANNUAL NATIONAL CONFERENCE

WILLIAM ROSENWALD

National Chairman, United Jewish Appeal, Representing JDC

PRESIDING

Presentation of 1963 Needs

Film Premiere: "THE LONG HARD DAYS"

CHARLES JORDAN

Overseas Director General, Joint Distribution Committee

ARYEH L. PINCUS

Treasurer, Jewish Agency for Israel

Presentation of 1963 Goal

JOSEPH MEYERHOFF

General Chairman, United Jewish Appeal

QUESTIONS AND DISCUSSION

PANEL DISCUSSANTS

MOSES A. LEAVITT

Executive Vice-Chairman  
Joint Distribution Committee

GOTTLIEB HAMMER

Executive Vice-Chairman  
Jewish Agency for Israel, Inc.

DR. ISADOR LUBIN

Consultant  
Jewish Agency for Israel, Inc.

JAMES P. RICE

Executive Director  
United Hias Service

PHILIP SOSKIS

Executive Director  
New York Association for New Americans

FRIDAY, DECEMBER 7 (continued)

12:15 P.M.

ROYAL BALLROOM SUITE  
LUNCHEON, CONFERENCE DELEGATES

12:15 P.M.

REGENCY BALLROOM  
LUNCHEON, RESOLUTIONS COMMITTEE

DEWEY D. STONE

National Chairman, United Jewish Appeal, Representing UIA

PRESIDING

2:15 P.M.

AMERICAN JEWISH  
ARCHIVES

GEORGIAN BALLROOM SUITE

PLENARY SESSION

JACK D. WEILER

National Chairman, United Jewish Appeal

PRESIDING

ADDRESS

AVRAHAM HARMAN

Ambassador of Israel to the U.S.

QUESTIONS AND GENERAL DISCUSSION

8:30 P.M.

GEORGIAN BALLROOM SUITE

SABBATH EVE SERVICE

Conducted by

RABBI IRVING MILLER

Congregation Sons of Israel, Woodmere, N. Y.

CANTOR

MOSHE KOUSSEVITZKY

BEN FRIEDMAN CHOIR

SERMON

DR. ABBA HILLEL SILVER

Rabbi, The Temple, Cleveland, O.

SATURDAY, DECEMBER 8

8:30 A.M.

GEORGIAN BALLROOM SUITE

SABBATH SERVICE

Conducted by  
RABBI MAURICE D. SOLOMON  
Kehilath Israel Synagogue  
Kansas City, Missouri

CANTOR  
IRVING SCHRAUB  
New York, N. Y.

10:30 A.M.

ROYAL BOX

BRUNCH, UJA NATIONAL WOMEN'S DIVISION

MRS. ISRAEL D. FINK  
National Chairman, Women's Division  
PRESIDING

Panel: "Where Were You in 1939"

Narrator  
MRS. JACK A. GOODMAN

Participants

MRS. KURT KLEIN    MRS. I. D. FINK  
MRS. S. ALEXANDER BRAILOVE

Presentation of Awards

WILLIAM ROSENWALD  
National Chairman, United Jewish Appeal, Representing JDC

SATURDAY, DECEMBER 8 (continued)

12:30 P.M.

BIARRITZ AND PROVENCE SUITES

LUNCHEON, UJA YOUNG LEADERSHIP CABINET

ALAN SAGNER

Chairman, UJA Young Leadership Cabinet

PRESIDING

12:30 P.M.

ST. JAMES SUITE

LUNCHEON, COMMUNITY ACTIVITIES COMMITTEE

AMERICAN JEWISH  
ARCHIVES

WILLIAM ROSENWALD

Chairman, Community Activities Committee

PRESIDING

3:00 P.M.

GEORGIAN BALLROOM SUITE

ONEG SHABBAT

The Meaning of UJA  
—A Historical Review—

MAX M. FISHER

National Chairman, United Jewish Appeal

PRESIDING

ADDRESSES

MOSHE SHARETT, M.K.

Chairman, Jewish Agency for Israel

RABBI HERBERT A. FRIEDMAN

Executive Vice-Chairman, United Jewish Appeal



SATURDAY, DECEMBER 8 (continued)

6:30 P.M.

IMPERIAL BALLROOM

UJA 25TH ANNIVERSARY BANQUET

JOSEPH MEYERHOFF

General Chairman, United Jewish Appeal  
PRESIDING

Hatikvah

Star Spangled Banner

INVOCATION

RABBI SAMUEL THURMAN  
Rabbi Emeritus, United Hebrew Temple  
St. Louis, Missouri

AMERICAN JEWISH  
ARCHIVES

SPEAKERS

HERBERT H. LEHMAN

Honorary General Chairman  
UJA 25th Anniversary Year Committee

EDWARD M. M. WARBURG

Chairman, Joint Distribution Committee

THE UJA STORY

An Audio-Visual Presentation

Narrator: CHET HUNTLEY, News Commentator, NBC

Featuring messages from David Ben-Gurion, Prime Minister of Israel; Trygve Lie, Former Secretary General of the UN, and Dr. Joseph J. Schwartz, Executive Vice-President, Israel Bonds and former Executive Vice-Chairman, United Jewish Appeal.

HARRY S. TRUMAN

Former President, United States of America

MRS. GOLDA MEIR

Foreign Minister, State of Israel

SUNDAY, DECEMBER 9

9:30 A.M.

GEORGIAN BALLROOM SUITE

BREAKFAST  
CONCLUDING PLENARY SESSION

ISADORE BRESLAU

National Chairman, United Jewish Appeal

PRESIDING

Community Cash Presentations

AMERICAN JEWISH  
ARIVES

ISRAEL D. FINK

National Chairman for Cash

Report on National Women's Division

MRS. ISRAEL D. FINK

National Chairman, Women's Division

Presentation of Anniversary Honors and Awards

Nomination of  
United Jewish Appeal Officers for 1963

FRED FORMAN

National Chairman, United Jewish Appeal

CLOSING ADDRESS

DR. NAHUM GOLDMANN

President, Jewish Agency for Israel

UNITED JEWISH APPEAL 25th ANNIVERSARY HONORS AND AWARDS  
TO BE BESTOWED AT VARIOUS SESSIONS



AMERICAN JEWISH  
UNITED JEWISH APPEAL NATIONAL WOMEN'S DIVISION  
ARCHIVES

SATURDAY, DECEMBER 8

10:30 A.M.

ROYAL BOX

MRS. HERBERT H. LEHMAN  
Honorary Chairman, Women's Committee  
25th Anniversary Year Committee

MRS. S. ALEXANDER BRAILOVE  
National Chairman  
UJA Women's Division, 1950-52

MRS. WALTER HIRSCH  
Honorary Chairman  
Women's Division 25th Anniversary Year Committee  
UJA of Greater New York

MRS. ALBERT PILAVIN  
National Chairman  
UJA Women's Division, 1953

MRS. ABRAHAM GELLER  
Chairman, Women's Division, 1946-47  
UJA of Greater New York

MRS. HAL HORNE  
National Chairman  
UJA Women's Division, 1954-55

MRS. BENJAMIN LAZARUS  
Chairman, Women's Division, 1946-47  
UJA of Greater New York

MRS. HENRY NEWMAN  
National Chairman  
UJA Women's Division, 1956

MRS. A. LOUIS ORESMAN  
Chairman, Women's Division, 1951-53  
UJA of Greater New York

MRS. JACK A. GOODMAN  
National Chairman  
UJA Women's Division, 1957-60

MRS. JAKOB MICHAEL  
Chairman, Women's Division, 1956-57  
UJA of Greater New York

MRS. ISRAEL D. FINK  
National Chairman  
UJA Women's Division, 1961-62

## UJA 25th ANNIVERSARY BANQUET

SATURDAY, DECEMBER 8

6:30 P.M.

IMPERIAL BALLROOM

**HARRY S. TRUMAN**

*Former President, United States of America*

**HERBERT H. LEHMAN**

*Honorary General Chairman  
UJA 25th Anniversary Year Committee*

### CONCLUDING PLENARY SESSION

SUNDAY, DECEMBER 9

9:30 A.M.

GEORGIAN BALLROOM SUITE

**RABBI ABBA HILLEL SILVER**  
*National Chairman, UJA, 1939-43*

**RABBI JAMES G. HELLER**  
*National Chairman, UJA, 1944-45*

**RABBI ISRAEL GOLDSTEIN**  
*National Chairman, UJA, 1947-48*

**HENRY MORGENTHAU, JR.**  
*General Chairman, UJA, 1947-50*

**RUDOLF G. SONNEBORN**  
*National Chairman, UJA, 1950-54*

**EDWARD M. M. WARBURG**  
*General Chairman, UJA, 1951-54*

**WILLIAM ROSENWALD**  
*General Chairman, UJA, 1955-57*

**MORRIS W. BERINSTEIN**  
*General Chairman, UJA, 1958-60*

**PHILIP M. KLUTZNICK**  
*General Chairman, UJA, 1961*

**JOSEPH MEYERHOFF**  
*General Chairman, UJA, 1961-62*

**DEWEY D. STONE**  
*National Chairman, UJA, 1955-62*

**ISIDOR COONS**  
*Executive Vice-Chairman, UJA, 1939-48*

**HENRY MONTOR**  
*Executive Vice-Chairman, Director, UJA, 1939-50*

**DR. JOSEPH J. SCHWARTZ**  
*Executive Vice-Chairman, UJA, 1951-54*

**RABBI HERBERT A. FRIEDMAN**  
*Executive Vice-Chairman, UJA, 1955-62*

**MOSES A. LEAVITT**  
*Executive Vice-Chairman, JDC*

**GOTTLIEB HAMMER**  
*Executive Vice-Chairman,  
Jewish Agency for Israel, Inc.*

### UJA Staff Serving Since 1939

MRS. HILDA BALTER  
ETHEL BANTIT  
JESSIE BURNS  
SYLVIA COHEN

MRS. CHARLOTTE HARTFORD  
HELEN HOFFMAN  
DOROTHY MANSON  
MEYER S. MINTZ

MRS. ETTA NAFTELL  
JACK RASKIN  
LINA S. TEPPER  
STANLEY F. WEINER

## SERVICE GUIDE FOR DELEGATES

For the convenience of delegates, representatives of various departments of the national office of the United Jewish Appeal are available for consultation regarding aspects of local or national campaign activity.

*Headquarters*  
*LA LOIRE SUITE*  
*ROOMS 2, 3, 4, 5*

### FIELD DEPARTMENT

*Edward R. Vajda, National Director*  
*Martin Peppercorn, Associate National Director*

### AMERICAN JEWISH ARCHIVES

#### SPEAKERS DIVISION

*Arthur Fishzohn, Director*

#### WOMEN'S DIVISION

*Mrs. Marvin Stang, Director*

#### ALLOCATIONS DIVISION

*Leonard J. Wechsler, Director*

#### TRANSPORTATION BUREAU

*Maxwell Kern, Manager*

#### TRADE AND INDUSTRY DIVISION

*Harry D. Biele, Director*

### PUBLIC RELATIONS DEPARTMENT

*Raphael Levy, Director*

Registration of delegates will take place at the respective sessions

1939-1963  
 UNITED JEWISH APPEAL  
 25TH ANNIVERSARY YEAR COMMITTEE

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 HON. HERBERT H. LEHMAN

*Honorary Chairmen*  
 JACK BENNY  
 JACOB BLAUSTEIN  
 SAMUEL BRONFMAN  
 EDDIE CANTOR  
 GEN. LUCIUS D. CLAY  
 HON. THOMAS E. DEWEY  
 DAVID DUBINSKY  
 JUSTICE FELIX FRANKFURTER  
 JUSTICE ARTHUR GOLDBERG  
 DR. NAHUM GOLDMANN

MONROE GOLDWATER  
 SEN. ERNEST GRUENING  
 MRS. SAMUEL W. HALPRIN  
 HON. W. AVERELL HARRIMAN  
 SEN. JACOB K. JAVITS  
 HON. PHILIP M. KLUTZNICK  
 SAMUEL LEIDESDORF  
 JACOB S. POTOFSKY  
 HON. ABRAHAM RIBICOFF  
 GOV. NELSON A. ROCKEFELLER

MRS. FRANKLIN D. ROOSEVELT

DR. ABBA HILLEL SILVER  
*Honorary Vice-Chairmen*  
 DR. MAURICE N. EISENDRATH  
 MOSES I. FEUERSTEIN  
 GEORGE MAISLEN

*Honorary Chairman, Women's Committee*  
 MRS. HERBERT H. LEHMAN

*Chairman*  
 JOSEPH MEYERHOFF

*Co-Chairmen*  
 MORRIS W. BERINSTEIN    WILLIAM ROSENWALD    DEWEY D. STONE    EDWARD M. M. WARBURG

*Committee for Community Activities*  
 WILLIAM ROSENWALD  
*Chairman*

*Committee on National Organizations*  
 IRVING KANE    RABBI IRVING MILLER    LOUIS SEGAL  
*Chairman*    *Co-Chairmen*

*Israel National Committee*  
 HON. MOSHE SHARETT, M.K.  
*Chairman*

*Rabbinical Advisory Committee*  
 RABBI MORRIS ADLER  
*Chairman*

MRS. S. ALEXANDER BRAILOVE  
 MRS. ISRAEL D. FINK

*Women's Committee*  
 MRS. JACK A. GOODMAN  
 MRS. HAL HORNE  
*Co-Chairmen*

MRS. HENRY NEWMAN  
 MRS. ALBERT PILAVIN

*Executive Committee*  
 HENRY C. BERNSTEIN    MAX M. FISHER    MOSES A. LEAVITT    ROBERT W. SCHIFF  
 ISADORE BRESLAU    FRED FORMAN    ALBERT A. LEVIN    JACOB SINCOFF  
 SAMUEL H. DAROFF    EDWARD GINSBERG    JOSEPH I. LUBIN    BENJAMIN H. SWIG  
 MELVIN DUBINSKY    GOTTLIEB HAMMER    SOL LUCKMAN    JACK D. WEILER  
 ISRAEL D. FINK    JOSEPH HOLTZMAN    JOSEPH M. MAZER    PHILIP ZINMAN  
 ADOLPH KIESLER    SAMUEL RUBIN

*Executive Vice-Chairman*  
 HERBERT A. FRIEDMAN

NATIONAL CAMPAIGN CABINET  
1962 UNITED JEWISH APPEAL

Chairman  
MELVIN DUBINSKY

MORRIS ADLER  
ALBERT B. ADELMAN  
JACOB M. ARVEY  
BERNARD H. BARNETT  
JACOB L. BAROWSKY  
PHILIP BELZ  
HENRY C. BERNSTEIN  
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HYMAN BRAND  
MAX BRESSLER  
VICTOR M. CARTER  
NEHEMIAH M. COHEN  
SOL ESFELD  
ALLAN FARBER  
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MORRIS M. GLASSER  
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DAVID W. GOLDMAN  
ABRAHAM GOODMAN  
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MILTON KAHN  
DAVID KANE  
IRVING KANE  
PAUL KAPELOW  
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SAMUEL ROTHBERG  
ALAN SAGNER  
MAURICE H. SALTZMAN  
BERNARD J. SAMPSON  
SOL SATINSKY  
HERBERT H. SCHIFF  
JOSEPH J. SCHWARTZ  
MORRIS SENDEROWITZ, JR.  
JOSEPH D. SHANE  
GEORGE SHAPIRO  
DAVID SILBERT  
LOUIS P. SMITH  
RUDOLF G. SONNEBORN  
PHILLIP STOLLMAN  
JOSEPH TALAMO  
EARL J. TRANIN  
BERNARD WEINBERG  
SAMUEL A. WEISS  
CHARLES H. YALEM  
SOL ZALLEA  
PHILIP ZINMAN  
PAUL ZUCKERMAN

OFFICERS OF THE  
1962 UNITED JEWISH APPEAL

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*Honorary Chairmen*  
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EDWARD M. M. WARBURG

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JOSEPH HOLTZMAN  
SOL LUCKMAN

*Honorary Special Fund Chairmen*  
JOSEPH M. MAZER  
SAMUEL RUBIN

*General Chairman*  
JOSEPH MEYERHOFF

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

*National Chairmen, 1962 Campaign*  
ISADORE BRESLAU FRED FORMAN ALBERT A. LEVIN  
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*Executive Vice-Chairman*  
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*Chairman, National Campaign Cabinet* MELVIN DUBINSKY  
*Chairman, National Campaign Committee* ADOLPH KIESLER

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ROBERT W. SCHIFF BENJAMIN H. SWIG

*Special Fund Chairman* JOSEPH M. MAZER  
*Cash Chairman* ISRAEL D. FINK

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

*Secretaries*  
GOTTLIEB HAMMER MOSES A. LEAVITT

NATIONAL WOMEN'S DIVISION

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*Chairman*  
MRS. ISRAEL D. FINK

*Honorary Vice-Chairmen*  
MRS. S. ALEXANDER BRAILOVE MRS. JACK A. GOODMAN  
MRS. HAL HORNE  
MRS. HENRY NEWMAN MRS. ALBERT PILAVIN



*"The GREAT JOY  
OF GIVING"*

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WHAT  
**JULIUS ROSENWALD**  
FELT AND BELIEVED ABOUT  
HUMANITARIAN SHARING

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EXCERPTS FROM AN ADDRESS BY  
**WILLIAM ROSENWALD**  
BEFORE THE  
JEWISH FEDERATION OF METROPOLITAN CHICAGO  
OCTOBER 14, 1962



**J**ULIUS ROSENWALD (1862-1932) was an outstanding American merchant, philanthropist and Jewish leader. In 1917, as American Jewry struggled to raise \$10,000,000 for the relief of Eastern Europe's war-stricken Jews, he announced that he would give one dollar for every nine dollars given by contributors throughout the country. The challenge was effective, and the campaign goal was reached, with Mr. Rosenwald contributing \$1,000,000.

Julius Rosenwald gave millions to many educational and humanitarian causes. But his chief humanitarian interests were in Negro education and the welfare of his fellow Jews. He was a particularly active supporter of the Joint Distribution Committee, as it rebuilt shattered Jewish life in Europe after the First World War.

On October 14, 1962, commemorating the 100th anniversary of Julius Rosenwald's birth, the Jewish Federation of Metropolitan Chicago established the Julius Rosenwald Memorial Award, and made the first annual presentation to Frank L. Sulzberger. Presented here are excerpts from the speech by William Rosenwald, National Chairman of the United Jewish Appeal and former General Chairman, speaking on that occasion for the Rosenwald family.

# *"The GREAT JOY OF GIVING"*

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EXCERPTS FROM AN ADDRESS BY

**WILLIAM ROSENWALD**

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THOSE OF YOU who knew my father will certainly remember him as an alert, warm, unassuming man with a wonderful, gentle sense of humor.

Dad had a genuine and spontaneous love and respect for people. While he had a very strong sense of right and wrong, he was an extremely broad-minded person. Dad always had a sincere respect for the other person's viewpoint, even when he disagreed with it, if Dad, in his own mind, was persuaded that the person was honest and sincere and that the cause he represented was well administered.

It would seem that Father developed his basic idea of giving early in life. Thus, while still a young man he said that his ambition was to have \$15,000 a year so that he could have one-third for living, save one-third and give one-third away. Later, when he achieved success in business, he made a statement which was widely publicized: that large fortunes that men made were due primarily to their good luck.

Dad had the conviction that because the fortune, large or small, that one made was due to luck, it carried the obligation to share it with those who were less fortunate.

But Dad believed that giving was more than just an obligation. He felt very strongly the *great joy of giving*. Those of you who knew him well will remember the tremendous pleasure he got out of his philanthropic activities — and out of the giving by others, knowing that the others had similar pleasure. Often, when he would come down to breakfast in the morning, he would read in the newspapers about some big philanthropic gift and would speak about it as enthusiastically as though he had made it himself.

I think that, in Dad's mind, the most important motivation for giving was his belief that giving does at least as much for the giver as it does for the person whom the gift is aimed to benefit. I know that, in my life, what Dad said has been more than true, because these activities have enriched my life in many ways: they have developed abilities I never knew I possessed, they have immeasurably broadened my horizons, and have resulted in wonderful friendships with some of the finest people I know.

On one occasion, Dad included these thoughts when he spoke to your organization, then the Associated Jewish Charities, as its President. At that time he said: *Shall we devote the few precious days of our existence only to buying and selling . . . only to shuffling our feet in the dance . . . only to matching little picture cards so as to group together three jacks, or aces or kings . . . and, when the end comes, to leave an estate that is as little taxable as possible as the final triumph and achievement of our lives? Surely, there is something finer and better in life,*

*something that dignifies it and stamps it with a touch of the divine.*

*My friends, it is unselfish efforts, helpfulness to others that ennoble life, not because of what it does for others, but more because of what it does for ourselves. In this spirit, we should give not grudgingly, not niggardly, but gladly, generously, eagerly, lovingly, joyfully, indeed with the most supreme pleasure that life can furnish.*

But Dad was not only interested in giving in terms of dollars. He often used to say that he, and others similarly situated, found it much harder to give away a million dollars wisely than it had been to make that million in the first place. He gave a great deal of thought to the problems of philanthropy. I believe that many of his conclusions are as valid today as they were during his lifetime.

Dad felt — and the idea has gained widespread acceptance — that the best kind of philanthropy makes it possible for people to help themselves. I saw one example of that — an example that Dad never could have experienced.

It was in 1951, when Mary and I spent our first day in Israel. We were at a reception center for newly arrived immigrants. When Mary saw the pitiful state of the immigrants, she burst into tears. I asked what the matter was, and she said, "Don't they break your heart?" I told her, "Mary, the conditions from which they had to flee broke my heart. But these people have been rescued. They are no longer in jeopardy. Their state is pitiful but they are being cared for. Best of all, they are now going to have a chance to start their lives anew. I feel proud and happy that we have been able to play some little role in helping to make this possible."

I think that perhaps the best remembered idea at the time and, perhaps, even today, the most influential of Dad's thoughts on philanthropy, was his opposition to long-term philanthropic trusts. I remember when his articles on this subject came out in the Saturday Evening Post and the Atlantic Monthly. One of those articles mentioned the case of that wise American, Benjamin Franklin, who left a small trust to be invested for a period of 200 years. It recommended that at the end of 100 years, part of the accumulated income was to be used for building a water works for Philadelphia. Needless to say, before a small fraction of the first 100 years had passed, Philadelphia had built all the water works it needed.

True, that is a rather extreme case, but the articles pointed out a great many other cases where long term philanthropic trusts had proven to be ineffectual, if not ludicrous. Dad acted on his convictions. Thus, in order to avoid the effect of the dead hand of philanthropy, he directed that the total assets of the Julius Rosenwald Fund should be distributed within twenty-five years after his death.

The charter of the Julius Rosenwald Fund embodied another principle in which Dad believed strongly. It provided that the Fund was for the welfare of mankind, for Dad believed that philanthropy should recognize no bounds, neither of race nor space. His work for the Negro is very well known. Father was as concerned about the plight of Jews overseas, as he was about the needs of the Jews in this country. He gave to both, and the amounts of his generosity were related to the size of the needs. It never would have occurred to him to distinguish

between local and overseas needs as though one were in opposition to the other.

Dad was a founder of the American Jewish Committee, an organization that even today is expanding its efforts to secure the rights and to improve the position of Jews in this country and overseas. He also played a leading role in the early campaigns of the Joint Distribution Committee, which helps Jews in need in all parts of the world, and which is today one of the two constituents of the United Jewish Appeal. And, although not a Zionist, Dad also gave generously to many projects in Palestine.

#### AMERICAN JEWISH

Dad got a big kick out of stimulating others to give. He was proud of the fact that, in every campaign he took cards and "pounded the pavements"; he referred to himself as "King of the Schnorrers." He also liked to give in amounts and in ways that would encourage others to participate. Thus, during the First World War, Dad offered to give one dollar for every nine dollars raised from others to help the Jewish victims. That offer helped to make a success of the Joint Distribution Committee's \$10,000,000 campaign, the first large and successful campaign for Jews overseas. Following his example, the members of my family have, on occasion, made leadership gifts. I am happy to say that when these leadership gifts have been made to the United Jewish Appeal they have, similarly, resulted in large successful campaigns for Jews overseas. . . . It is our hope that the award that you are establishing tonight may similarly inspire others — to serve your Federation, Jews in need wherever they may be, and the welfare of mankind.



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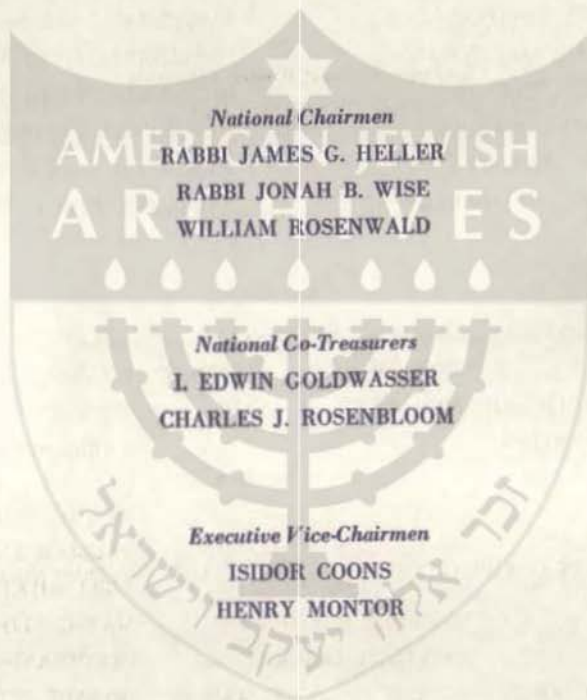
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MAURICE WERTHEIM  
JAMES L. WHITE  
MORTIMER WILK  
MORRIS WOLF

*and officers*

# UNITED JEWISH APPEAL

— 1947 —

## *General Chairman*

HENRY MORGENTHAU, JR.

## *National Chairmen*

RABBI ISRAEL GOLDSTEIN

WILLIAM ROSENWALD

RABBI JONAH B. WISE

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## *Trades and Industries Chairman*

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JULIAN B. VENEZKY

## *Co-Treasurers*

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JACOB SINCOFF

## *Speakers Committee Chairman*

LOUIS NIZER

## *Executive Vice-Chairmen*

ISIDOR COONS

HENRY MONTOR

# UNITED JEWISH APPEAL

— 1947 —

(continued)

## *Campaign Executive Committee*

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BERNARD ALEXANDER	MILTON KAHN
PAUL BAERWALD	J. BENJAMIN KATZNER
JOSEPH E. BECK	EDMUND I. KAUFMANN
JAMES H. BECKER	JEROME H. KOHN
HON. MAURICE BERNON	ROBERT J. KOSHLAND
SOL BRACHMAN	MOSES A. LEAVITT
LOUIS BROIDO	HON. HERBERT H. LEHMAN
MRS. IRVING M. ENGEL	HON. LOUIS E. LEVINTHAL
LEON FALK, JR.	ISAAC H. LEVY
ISIDOR FINE	ABRAHAM L. LIEBOVITZ
MRS. ABRAHAM N. GELLER	HAROLD F. LINDER
HAROLD J. GOLDENBERG	BORIS MARGOLIN
BENJAMIN B. GOLDMAN	JOSEPH M. MAZER
RABBI ISRAEL GOLDSTEIN	HENRY MONTOR
I. EDWIN GOLDWASSER	LOUIS S. MYERS
MONROE GOLDWATER	EDWIN ROSENBERG
ABRAHAM GOODMAN	HON. MORRIS ROTHENBERG
SYLVAN GOTSHAL	ERWIN SCHWARZ
MORITZ M. GOTTLIEB	JACOB SINCOFF
JOEL GROSS	RUDOLF G. SONNEBORN
E. N. GRUESKIN	ABRAHAM SRERE
SAMUEL HAUSMAN	MARK SUGARMAN
ISAAC S. HELLER	MAURICE S. TABOR
MRS. WALTER A. HIRSCH	EDWARD M. M. WARBURG
DR. JOSEPH C. HYMAN	HERMAN L. WEISMAN
CARLOS L. ISRAELS	MRS. JOSEPH M. WELT

UNITED JEWISH APPEAL

— 1948 —

*General Chairman*

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*National Chairmen*

RABBI ISRAEL GOLDSTEIN

WILLIAM ROSENWALD

RABBI JONAH B. WISE

*Advisory Committee Chairman*

EDMUND I. KAUFMANN

*Initial Gifts Chairman*

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AMERICAN JEWISH  
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*Associate Chairman*

HERMAN GILMAN

*National Women's Division*

*Honorary Chairman*

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*Chairman*

MRS. ERNEST G. WADEL

*National Trades and Industries Chairman*

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*Regional Division Chairman*

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*Speakers Committee Chairman*

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*Interim Committee Chairman*

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JACOB SINCOFF

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ISIDOR COONS

HENRY MONTOR



# UNITED JEWISH APPEAL

— 1948 —

## *Campaign Executive Committee*

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BERNARD ALEXANDER	J. BENJAMIN KATZNER
PAUL BAERWALD	EDMUND I. KAUFMANN
JOSEPH E. BECK	ROBERT J. KOSHLAND
JAMES H. BECKER	MOSES A. LEAVITT
HON. MAURICE BERNON	HON. HERBERT H. LEHMAN
SOL BRACHMAN	HON. LOUIS E. LEVINthal
LOUIS BROIDO	MRS. DAVID M. LEVY
MRS. IRVING M. ENGEL	ABRAHAM L. LIEBOVITZ
LEON FALK, JR.	HAROLD F. LINDER
ISIDOR FINE	BORIS MARGOLIN
MRS. ABRAHAM N. GELLER	JOSEPH M. MAZER
HAROLD J. GOLDENBERG	LOUIS S. MYERS
BENJAMIN B. GOLDMAN	CHARLES RESS
RABBI ISRAEL GOLDSTEIN	EDWIN ROSENBERG
I. EDWIN GOLDWASSER	SAMUEL ROTHBERG
MONROE GOLDWATER	HON. MORRIS ROTHENBERG
ABRAHAM GOODMAN	ERWIN SCHWARZ
SYLVAN GOTSHAL	JACOB SINCOFF
MORITZ M. GOTTLIEB	RUDOLF G. SONNEBORN
JOEL GROSS	ABRAHAM SRERE
E. N. GRUESKIN	MARK SUGARMAN
ISAAC S. HELLER	MAURICE S. TABOR
MRS. WALTER A. HIRSCH	JEROME I. UDELL
DR. JOSEPH C. HYMAN	EDWARD M. M. WARBURG
CARLOS L. ISRAELS	HERMAN L. WEISMAN
ALEXANDER KAHN	MRS. JOSEPH M. WELT

# UNITED JEWISH APPEAL

— 1949 —

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*Honorary Chairmen*

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MRS. DAVID M. LEVY

MRS. FELIX WARBURG

*National Chairmen*

WILLIAM ROSENWALD

MORRIS ROTHENBERG

JONAH B. WISE

*Director*

HENRY MONTOR

*National Campaign Cabinet Chairman*

HAROLD J. GOLDENBERG

*Initial Gifts Chairman*

SAMUEL ROTHBERG

*Initial Gifts Associate Chairmen*

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SAMUEL H. DAROFF

JOSEPH CHERNER

CHARLES FRUCHTMAN

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*Hon. Chairman*

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*Chairman*

*National Trades and Industries Chairman*

HERMAN GILMAN

*Regional Division Chairman*

JULIAN B. VENEZKY

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CHARLES BROWN

E. N. GRUESKIN  
MILTON KAHN

EUGENE M. SOLOW

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RUDOLF G. SONNEBORN

*National Caravans Chairman*

MORRIS W. BERINSTEIN

*Metropolitan Cities Division Chairman*

ABRAHAM FEINBERG

*National Co-Treasurers*

I. EDWIN GOLDWASSER

JACOB SINCOFF

# UNITED JEWISH APPEAL

— 1949 —

(continued)

## *Campaign Executive Committee*

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BERNARD ALEXANDER	EDMUND I. KAUFMANN
PAUL BAERWALD	ROBERT J. KOSHLAND
JOSEPH E. BECK	MOSES A. LEAVITT
JAMES H. BECKER	HON. HERBERT H. LEHMAN
MORRIS W. BERINSTEIN	HON. LOUIS E. LEVINTHAL
HON. MAURICE BERNON	MRS. DAVID M. LEVY
SOL BRACHMAN	ABRAHAM L. LIEBOVITZ
LOUIS BROIDO	HAROLD F. LINDER
LEON FALK, JR.	DR. ISADOR LUBIN
ISIDOR FINE	BORIS MARGOLIN
ABRAHAM N. GELLER	JOSEPH M. MAZER
HAROLD J. GOLDENBERG	LOUIS S. MYERS
BENJAMIN B. GOLDMAN	CHARLES RESS
RABBI ISRAEL GOLDSTEIN	EDWIN ROSENBERG
I. E. GOLDSTEIN	SAMUEL ROTHBERG
I. EDWIN GOLDWASSER	HON. MORRIS ROTHENBERG
MONROE GOLDWATER	ERWIN SCHWARZ
ABRAHAM GOODMAN	MRS. DAVID SHER
SYLVAN GOTSHAL	JACOB SINCOFF
MORITZ M. GOTTLIEB	RUDOLF G. SONNEBORN
JOEL GROSS	ABRAHAM SRERE
ISAAC S. HELLER	DEWEY D. STONE
MRS. WALTER A. HIRSCH	JEROME I. UDELL
CARLOS L. ISRAELS	EDWARD M. M. WARBURG
J. BENJAMIN KATZNER	HERMAN L. WEISMAN
ALEXANDER KAHN	MRS. JOSEPH M. WELT

# UNITED JEWISH APPEAL

— 1950 —

## *General Chairman*

HENRY MORGENTHAU, JR.

## *National Chairmen*

WILLIAM ROSENWALD

MORRIS ROTHENBERG

JONAH B. WISE

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JACOB SINCOFF

## *Director*

HENRY MONTOR

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MRS. HERBERT H. LEHMAN

### *Chairman*

MRS. S. A. BRAILOVE

## *National Christian Committee Chairman*

FRANKLIN D. ROOSEVELT, JR.

## *National Campaign Cabinet*

### *Chairman*

JULIAN B. VENEZKY

## *Initial Gifts Division Chairman*

SAMUEL ROTHBERG

## *Trades and Industries Division Chairman*

ABRAHAM FEINBERG

## *Regional Division Chairman*

E. N. GRUESKIN

## *Metropolitan Division Chairman*

JOSEPH SHULMAN

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EDDIE CANTOR

SOL LUCKMAN

MORRIS W. BERINSTEIN

JOSEPH CHERNER

JOSEPH M. MAZER

LOUIS BERRY

SAMUEL H. DAROFF

CHARLES J. ROSENBLOOM

CHARLES BROWN

MELVIN DUBINSKY

RUDOLF G. SONNEBORN

## *Speakers Division Chairman*

AVIS SHULMAN

# UNITED JEWISH APPEAL

— 1951 —

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*Honorary Chairman*

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*National Chairmen*

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RUDOLF G. SONNEBORN

JONAH B. WISE

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JACOB SINCOFF

*Executive Vice-Chairman*

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*Honorary Chairmen*

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MRS. DAVID M. LEVY

MRS. FELIX M. WARBURG

*Chairman*

MRS. S. A. BRAILOVE

*National Campaign Cabinet*

*Chairman*

MORRIS W. BERINSTEIN

*Chairman Trade and Industry Division*

HERBERT R. ABELES

*Chairman Regional Division*

MORITZ M. GOTTLIEB

*Chairman Speakers Division*

ALEX LOWENTHAL

*National Campaign Cabinet*

MAURICE BERNON

LOUIS BERRY

BENJAMIN G. BROWDY

CHARLES BROWN

EDDIE CANTOR

JOSEPH CHERNER

SAMUEL H. DAROFF

LLOYD W. DINKELSPIEL

HENRY FEFERMAN

NOLAN GLAZER

HAROLD A. GOLDMAN

ISRAEL GOLDSTEIN

E. N. GRUESKIN

JOSEPH HOLTZMAN

I. S. JOSEPH

MILTON KAHN

STANLEY J. KAHN

A. S. KAY

HYMEN LEFCOWITZ

JULIUS LIVINGSTON

PHIL W. LOWN

SOL LUCKMAN

JOSEPH MAZER

BARNEY MEDINTZ

JOSEPH MEYERHOFF

LOUIS S. MYERS

CHARLES J. ROSENBLUM

SAMUEL ROTHBERG

JOSEPH SHULMAN

DEWEY D. STONE

JULIAN B. VENEZKY

JACK D. WEILER

# UNITED JEWISH APPEAL

— 1952 —

## *General Chairman*

EDWARD M. M. WARBURG

## *Honorary Chairman*

HENRY MORGENTHAU, JR.

## *National Chairmen*

WILLIAM ROSENWALD

RUDOLF G. SONNEBORN

JONAH B. WISE

## *National Co-Treasurers*

I. EDWIN GOLDWASSER

JACOB SINCOFF

## *Executive Vice-Chairman*

JOSEPH J. SCHWARTZ

## *National Women's Division*

### *Honorary Chairmen*

MRS. HERBERT H. LEHMAN

MRS. DAVID M. LEVY

MRS. FELIX M. WARBURG

### *Chairman*

MRS. S. A. BRAILOVE

## *National Campaign Cabinet*

### *Chairman*

MORRIS W. BERINSTEIN

## *Chairman Regional Division*

MORITZ M. GOTTLIEB

## *Chairman Trade and Industry Council*

JOSEPH SCHAPIRO

## *Chairman Speakers Division*

HERBERT A. FRIEDMAN

## *National Campaign Cabinet*

HERBERT R. ABELES

HAROLD A. GOLDMAN

PHIL W. LOWN

MAURICE BERNON

ISRAEL GOLDSTEIN

SOL LUCKMAN

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E. N. GRUESKIN

JOSEPH MAZER

BENJAMIN G. BROWDY

JOSEPH HOLTZMAN

BARNEY MEDINTZ

CHARLES BROWN

MARVIN H. ITTS

JOSEPH MEYERHOFF

EDDIE CANTOR

I. S. JOSEPH

IRVING S. NORRY

JOSEPH CHERNER

MILTON KAHN

CHARLES J. ROSENBLOOM

SAMUEL H. DAROFF

ABE KASLE

SAMUEL ROTHBERG

LLOYD W. DINKELSPIEL

A. S. KAY

JOSEPH SHULMAN

HENRY FEFERMAN

HYMEN LEFCOWITZ

DEWEY D. STONE

NOLAN GLAZER

JULIUS C. LIVINGSTON

JACK D. WEILER

ALEX LOWENTHAL

# UNITED JEWISH APPEAL

— 1953 —

## *General Chairman*

EDWARD M. M. WARBURG

## *Honorary Chairman*

HENRY MORGENTHAU, JR.

## *National Chairmen Representing Agencies*

WALTER H. BIERINGER, USNA    RUDOLF G. SONNEBORN, UIA    JONAH B. WISE, JDC

## *National Campaign Chairmen*

MORRIS W. BERINSTEIN    SOL LUCKMAN  
JOSEPH HOLTZMAN    WILLIAM ROSENWALD  
JACK D. WEILER

## *National Co-Treasurers*

I. EDWIN GOLDWASSER    JACOB SINCOFF

## *Executive Vice-Chairman*

JOSEPH J. SCHWARTZ

## *National Women's Division*

### *Honorary Chairmen*

MRS. HERBERT H. LEHMAN    MRS. DAVID M. LEVY    MRS. FELIX M. WARBURG

### *Chairman*

MRS. ALBERT PILAVIN

## *National Campaign Cabinet Chairman*

SAMUEL H. DAROFF

## *Chairman Regional Division*

MAURICE BERNON


## *Chairman Trade and Industry Division*

ROBERT W. SCHIFF

## *Chairman Speakers Division*

HERBERT A. FRIEDMAN

*National Campaign Cabinet*



HERBERT R. ABELES	JULIUS C. LIVINGSTON
LOUIS BERRY	PHIL W. LOWN
HYMAN BRAND	HENRY MASLANSKY
CHARLES BROWN	JOSEPH M. MAZER
EDDIE CANTOR	BARNEY MEDINTZ
JOSEPH CHERNER	JOSEPH MEYERHOFF
ELI A. COHEN	IRVING MILLER
LLOYD W. DINKELSPIEL	EDWARD D. MITCHELL
SIMON H. FABIAN	IRVING S. NORRY
HENRY FEFERMAN	JAMES L. PERMUTT
REUBEN L. FREEMAN	BARNEY RAPAPORT
KALMAN S. GOLDENBERG	LEONARD RATNER
HAROLD A. GOLDMAN	CHARLES J. ROSENBLoom
I. E. GOLDSTEIN	SAMUEL ROTHBERG
ISRAEL GOLDSTEIN	SOL SATINSKY
E. N. GRUESKIN	MORRIS SENDEROWITZ, JR.
MARVIN H. ITTS	JOSEPH SHULMAN
I. S. JOSEPH	DEWEY D. STONE
MILTON KAHN	BENJAMIN H. SWIG
ABE KASLE	HERMAN P. TAUBMAN
ABE S. KAY	JACOB M. VIENER
ADOLPH KIESLER	ROBERT I. WISHNICK



# UNITED JEWISH APPEAL

— 1954 —

## *General Chairman*

EDWARD M. M. WARBURG

## *National Chairmen Representing Agencies*

WALTER H. BEIRINGER, USNA    RUDOLF G. SONNEBORN, UIA    JONAH B. WISE, JDC

## *National Campaign Chairmen*

MORRIS W. BERINSTEIN

SOL LUCKMAN

JOSEPH HOLTZMAN

WILLIAM ROSENWALD

JACK D. WEILER

## *National Co-Treasurers*

I. EDWIN GOLDWASSER

JACOB SINCOFF

## *Executive Vice-Chairman*

JOSEPH J. SCHWARTZ

## *National Women's Division*

### *Honorary Chairmen*

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MRS. DAVID M. LEVY

MRS. HERBERT H. LEHMAN

MRS. ALBERT PILAVIN

MRS. FELIX M. WARBURG

## *Chairman*

MRS. HAL HORNE

## *National Campaign Cabinet*

### *Chairman*

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## *Regional Division Chairman*

MAURICE BERNON

## *Trade and Industry Chairman*

ROBERT W. SCHIFF

## *Speakers Division Chairman*

HERBERT A. FRIEDMAN

*National Campaign Cabinet*

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LOUIS BERRY	PHIL W. LOWN
HYMAN BRAND	HENRY MASLANSKY
CHARLES BROWN	JOSEPH M. MAZER
EDDIE CANTOR	BARNEY MEDINTZ
JOSEPH CHERNER	JOSEPH MEYERHOFF
ELI A. COHEN	IRVING MILLER
LLOYD W. DINKELSPIEL	EDWARD D. MITCHELL
SIMON H. FABIAN	IRVING S. NORRY
HENRY FEFERMAN	JAMES L. PERMUTT
REUBEN L. FREEMAN	BARNEY RAPAPORT
KALMAN S. GOLDENBERG	LEONARD RATNER
HAROLD A. GOLDMAN	CHARLES J. ROSENBLOOM
I. E. GOLDSTEIN	SAMUEL ROTHBERG
ISRAEL GOLDSTEIN	SOL SATINSKY
E. N. GRUESKIN	MORRIS SENDEROWITZ, JR.
MARVIN H. ITTS	JOSEPH SHULMAN
MILTON KAHN	DEWEY D. STONE
ABE KASLE	BENJAMIN H. SWIG
ABE S. KAY	HERMAN P. TAUBMAN
ADOLPH KIESLER	JACOB M. VIENER

ROBERT I. WISHNICK

# UNITED JEWISH APPEAL

— 1955 —

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*National Chairmen Representing Agencies*  
DEWEY D. STONE, UIA                      JONAH B. WISE, JDC

*National Chairmen*  
MORRIS W. BERINSTEIN                      SOL LUCKMAN  
JOSEPH HOLTZMAN                              JACK D. WEILER

*National Co-Treasurers*  
I. EDWIN GOLDWASSER                      JACOB SINCOFF

*Executive Vice-Chairman*  
JOSEPH J. SCHWARTZ to April, 1955

*Executive Vice-Chairman*  
HERBERT A. FRIEDMAN from May, 1955

*National Women's Division  
Honorary Chairmen*  
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MRS. HERBERT H. LEHMAN                  MRS. ALBERT PILAVIN  
MRS. FELIX M. WARBURG

*Chairman*  
MRS. HAL HORNE

*National Campaign Cabinet  
Chairman*  
SAMUEL H. DAROFF

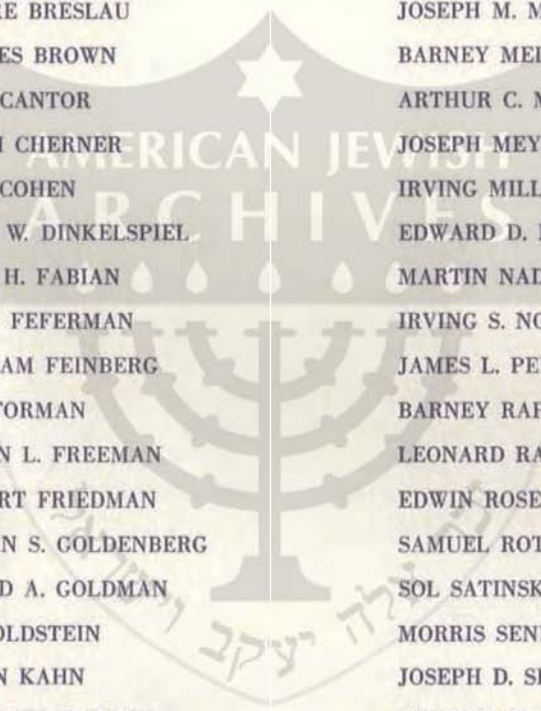
*Chairman for Regions*  
JOSEPH HOLTZMAN

*Trade and Industry Chairman*  
ROBERT W. SCHIFF

*Big Gifts Chairman*  
BENJAMIN H. SWIG

*Speakers Division Chairman*  
LOUIS NIZER

*Cabinet Members*



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HERBERT R. ABELES	HARRY LEVINE
NORMAN BERLIN	JULIUS LIVINGSTON
LOUIS BERRY	PHILIP W. LOWN
HYMAN BRAND	HENRY MASLANSKY
ISADORE BRESLAU	JOSEPH M. MAZER
CHARLES BROWN	BARNEY MEDINTZ
EDDIE CANTOR	ARTHUR C. MELAMED
JOSEPH CHERNER	JOSEPH MEYERHOFF
ELI A. COHEN	IRVING MILLER
LLOYD W. DINKELSPIEL	EDWARD D. MITCHELL
SIMON H. FABIAN	MARTIN NADELMAN
HENRY FEFERMAN	IRVING S. NORRY
ABRAHAM FEINBERG	JAMES L. PERMUTT
FRED FORMAN	BARNEY RAPAPORT
REUBEN L. FREEMAN	LEONARD RATNER
NORBERT FRIEDMAN	EDWIN ROSENBERG
KALMAN S. GOLDENBERG	SAMUEL ROTHBERG
HAROLD A. GOLDMAN	SOL SATINSKY
I. E. GOLDSTEIN	MORRIS SENDEROWITZ, JR.
MILTON KAHN	JOSEPH D. SHANE
NATHANIEL P. KANN	WILLIAM M. SHIPLEY
ABE KASLE	JOSEPH SHULMAN
ABE S. KAY	RUDOLF G. SONNEBORN
ADOLPH KIESLER	JACK STERN
PHILIP M. KLUTZNICK	JOSEPH TALAMO
HERMAN P. TAUBMAN	

UNITED JEWISH APPEAL

— 1956 —

*General Chairman*

WILLIAM ROSENWALD

*President*

EDWARD M. M. WARBURG

*National Chairmen Representing Agencies*

DEWEY D. STONE, UIA

JONAH B. WISE, JDC

*National Chairmen*

MORRIS W. BERINSTEIN

JOSEPH HOLTZMAN

SAMUEL H. DAROFF

SOL LUCKMAN

JACK D. WEILER

*National Chairman Special Fund*

JOSEPH M. MAZER

*National Cash Chairman*

SAMUEL H. DAROFF

*National Cash Co-Chairmen*

SAMUEL ROTHBERG

MICHAEL A. STAVITSKY

*National Co-Treasurers*

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JACOB SINCOFF

*Executive Vice-Chairman*

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*National Women's Division*

*Honorary Chairmen*

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MRS. DAVID M. LEVY

MRS. HAL HORNE

MRS. ALBERT PILAVIN

MRS. HERBERT H. LEHMAN

MRS. FELIX M. WARBURG

*Chairman*

MRS. HENRY NEWMAN

*National Campaign Cabinet*

*Chairman*

JOSEPH MEYERHOFF

*Vice-Chairman*

FRED FORMAN

*Chairman for Regions*

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*Trade and Industry Chairman*

ROBERT W. SCHIFF

*Allocations Chairman*

ISADORE BRESLAU

*Big Gifts Chairman*

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*Speakers Division Chairman*

MILTON KAHN

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RICHARD J. ABEL

HERBERT R. ABELES

JACOB M. ARVEY

NORMAN BERLIN

LOUIS BERRY

DAVID BOROWITZ

HYMAN BRAND

CHARLES BROWN

EDDIE CANTOR

JOSEPH CHERNER

JOSEPH COHAN

ELI A. COHEN

LLOYD W. DINKELSPIEL

WILLIAM P. ENGEL

HENRY FEFERMAN

ABRAHAM FEINBERG

MAX M. FISHER

KALMAN S. GOLDENBERG

I. E. GOLDSTEIN

LAZURE L. GOODMAN

SAMUEL HAUSMAN

SAMUEL J. HEIMAN

NATHANIEL P. KANN

ABE KASLE

LABEL A. KATZ

ABE S. KAY

ADOLPH KIESLER

PHILIP M. KLUTZNICK

BENJAMIN LAZRUS

ALBERT A. LEVIN

HARRY LEVINE

JULIUS LIVINGSTON

PHILIP W. LOWN

HENRY MASLANSKY

BENJAMIN J. MASSELL

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BARNEY MEDINTZ

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IRVING S. NORRY

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BARNEY RAPAPORT

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SAMUEL ROTHBERG

SOL SATINSKY

JOSEPH J. SCHWARTZ

MORRIS SENDEROWITZ, JR.

JOSEPH D. SHANE

WILLIAM M. SHIPLEY

RUDOLF G. SONNEBORN

MICHAEL A. STAVITSKY

JACK STERN

JOSEPH TALAMO

HERMAN P. TAUBMAN

SAMUEL A. WEISS

UNITED JEWISH APPEAL

— 1957 —

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WILLIAM ROSENWALD

*Honorary General Chairman*

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*Honorary Chairman*

EDWARD M. M. WARBURG

*President*

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*National Chairmen Representing Agencies*

DEWEY D. STONE, UIA

JONAH B. WISE, JDC

*National Chairmen*

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JOSEPH HOLTZMAN

SOL LUCKMAN  
JACK D. WEILER

*Emergency Rescue Fund Chairman*

SAMUEL RUBIN

*Co-Chairman*

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

HAR



*an  
invitation  
for a date  
you  
must  
keep!*



**FRIDAY, SATURDAY, SUNDAY—DECEMBER 7, 8, and 9, 1962**

Fill out now

Dear Mr. Meyerhoff:

I shall attend the 25th UJA Annual National Conference at the Americana Hotel in New York City, starting Friday at 9:00 A. M., December 7, and ending Sunday, December 9, at 1:00 P. M.

I shall require hotel reservations starting with the night of \_\_\_\_\_

Reserve \_\_\_\_\_ Single Room(s)

\_\_\_\_\_ Double Room(s), (double bedded, twin bedded)

\_\_\_\_\_ Suite (one bedroom, two bedrooms)

I estimate my time of arrival will be \_\_\_\_\_  
DAY HOUR

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Please reserve \_\_\_\_\_ plates for the Luncheon at 12:15 P. M., Friday, Dec. 7.

Please reserve \_\_\_\_\_ plates for the Banquet at 6:30 P.M., Saturday, Dec. 8.

Please reserve \_\_\_\_\_ plates for the Breakfast at 9:30 A. M., Sunday, Dec. 9.

There will be no solicitation of funds.

Dietary laws observed.

*You are invited to attend  
the historic*

*United Jewish Appeal  
25th Annual National Conference*

*To usher in American Jewry's twenty-five years of life-saving  
and to set the objectives of the 1963 nationwide campaign*

*Americana Hotel  
New York City*

*December 7-9, 1962*

*Dietary Laws Observed*

## Greet... Hear... Join With



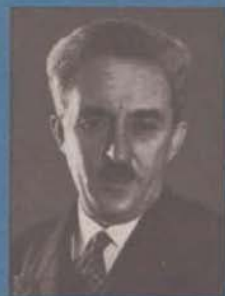
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**MRS. GOLDA MEIR**  
Israel Foreign Minister



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Relive the thrilling story of American Jewry's quarter of a century of unparalleled life-saving service and life-building achievement

Participate with these great Jewish leaders in setting the goals and objectives of UJA's historic 25th Annual Campaign

Take your rightful place at this stirring Anniversary Conference for yourself and your community

**FILL IN THE ABOVE RESERVATION CARD AND RETURN IT TODAY**

Also at the Americana Hotel: Joint Distribution Committee, 48th Annual Meeting, Thursday, December 6



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Three days of unforgettable sessions, personalities, reports on achievements



A Filmed Message  
from  
**DAVID BEN-GURION**  
Israel Prime Minister



Address by  
**AVRAHAM HARMAN**  
Israel Ambassador to U.S.



Sabbath Service  
led by  
**RABBI ABBA HILLEL SILVER**



Address by  
**ARYEH L. PINCUS**  
Treasurer, Jewish Agency



Report by  
**CHARLES JORDAN**  
Overseas Director-General, IDC



A Message from  
**DR. JOSEPH J. SCHWARTZ**  
Executive Vice-President  
Bonds for Israel



A Report by  
**MRS. ISRAEL D. FINK**  
National Chairman  
UJA Women's Division



Report by  
**HERBERT A. FRIEDMAN**  
Executive Vice-Chairman, UJA



A Stirring Audio  
Visual Presentation  
Narrated in Person by  
**CHET HUNTLEY**  
NBC News

Hear the on-the-spot report of UJA's 8th Overseas Study Mission  
on needs today in Israel and of Jewish communities in Europe, North Africa and other areas.

ALL SESSIONS AT THE AMERICANA HOTEL, 7th AVENUE AND 52nd STREET, NEW YORK CITY

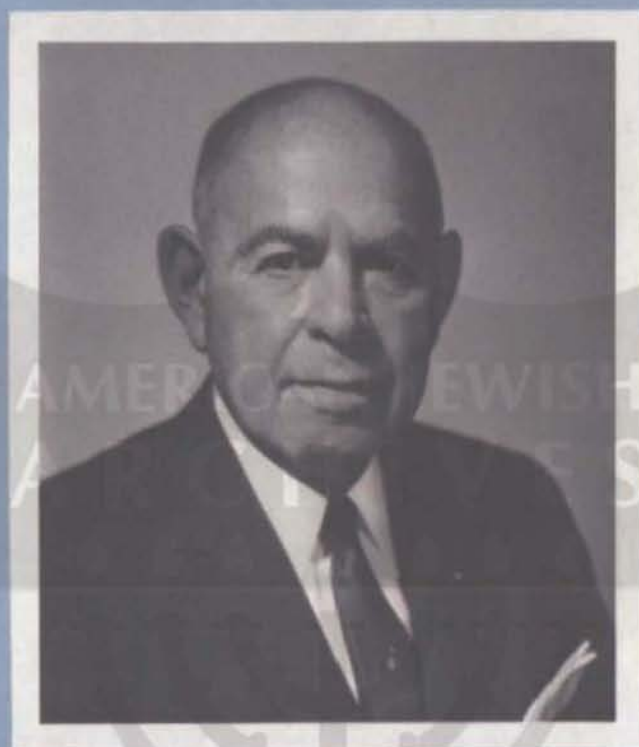


YOU HAVE PERFORMED  
DEEDS OF GLORY  
THROUGH THE  
**UNITED JEWISH APPEAL**  
IN SUSTAINING, SAVING  
AND REBUILDING THE LIVES  
OF ANGUISHED MILLIONS!

A MESSAGE FROM

**HON. HERBERT H. LEHMAN**

*Honorary General Chairman, UJA 25th Anniversary Year Committee*



I consider myself personally privileged to be able to participate in the observance of the 25th Anniversary of the UJA. Necessity brought the UJA into being, but heart, compassion and warmth of soul have nurtured and sustained it and made it the great cause it has become. The UJA has brought out the best in each of us.

I am confident that, as we observe the 25th Anniversary, we shall not only take pride in the record of our achievements but shall find inspiration in that record to go forward with our great mission of rescue and reconstruction.

*The Officers  
of the  
United Jewish Appeal  
take greatest pleasure in inviting you  
to attend and participate in  
the historic*

*25th  
UJA Annual National Conference*

*to usher in the American Jewish Community's  
twenty-fifth year of consecrated service  
in the saving and rehabilitation of Jewish lives  
and to set the great objectives of the*

*1963 Nationwide Campaign*

*on behalf of the United Israel Appeal - Jewish Agency, Inc.,  
Joint Distribution Committee and New York Association for New Americans*

*Friday, December 7  
through  
Sunday, December 9, 1962*

*The Americana Hotel*

*New York City*

*Dietary laws observed*

*Please respond on the enclosed card*

PROGRAM

THURSDAY, DECEMBER 6, 1962

12:30 P.M. LUNCHEON, UJA NATIONAL CAMPAIGN CABINET

MELVIN DUBINSKY  
Chairman, National Campaign Cabinet

PRESIDING

4:00 P.M. OPENING SESSION, 48th ANNUAL MEETING  
JOINT DISTRIBUTION COMMITTEE

7:00 P.M. BANQUET MEETING, JOINT DISTRIBUTION COMMITTEE



MOSES A. LEAVITT  
Executive Vice-Chairman, JDC

SPEAKERS



DR. ASTORRE MAYER  
Chairman  
Standing Conference on European  
Jewish Community Services

FRIDAY, DECEMBER 7

9:00 A.M. OPENING CONFERENCE PLENARY SESSION

Presentation of Needs

WILLIAM ROSENWALD  
National Chairman, UJA, Representing JDC

PRESIDING



ARYEH L. PINCUS  
Treasurer, Jewish Agency for Israel

REPORTS



CHARLES JORDAN  
Overseas Director-General, JDC

12:15 P.M.

LUNCHEON, CONFERENCE DELEGATES

12:15 P.M.

LUNCHEON, RESOLUTIONS COMMITTEE

DEWEY D. STONE

National Chairman, UJA, Representing UIA

PRESIDING

2:15 P.M.

PLENARY SESSION

JACK D. WEILER

National Chairman, UJA

PRESIDING

AMERICAN JEWISH  
ADDRESS  
ARCHIVES



AVRAHAM HARMAN

Ambassador of Israel to the United States

DISCUSSION

FRIDAY EVENING

8:30 P.M.

SABBATH SERVICE

Music Composed by HEINRICH SCHALIT



DR. ABBA HILLEL SILVER

Rabbi, The Temple  
Cleveland, Ohio



CANTOR MOSHE KOUSSEVITZKY

Temple Beth-El  
Brooklyn, N. Y.

SATURDAY, DECEMBER 8

10:30 A.M.

BRUNCH, UJA NATIONAL WOMEN'S DIVISION

MRS. ISRAEL D. FINK  
National Chairman, Women's Division  
PRESIDING

12:30 P.M.

LUNCHEON, UJA YOUNG LEADERSHIP CABINET

ALAN SAGNER  
Chairman, UJA Young Leadership Cabinet  
PRESIDING

3:00 P.M.

AMERICAN JEWISH  
ONEG SHABBAT  
ARCHIVES

*The Meaning of UJA—A Historical Review*

MAX M. FISHER  
National Chairman, UJA  
PRESIDING

SPEAKERS



MOSHE SHARETT, M.K.  
Chairman, Jewish Agency for Israel



RABBI HERBERT A. FRIEDMAN  
Executive Vice-Chairman, UJA

6:30 P.M.

UJA 25th ANNIVERSARY BANQUET

INVOCATION  
RABBI SAMUEL THURMAN  
Rabbi Emeritus, United Hebrew Temple  
St. Louis, Missouri



ADDRESSES



**HARRY S. TRUMAN**  
*Former President  
United States of America*



**HERBERT H. LEHMAN**  
*Honorary General Chairman  
UJA 25th Anniversary Year Committee*



**JOSEPH MEYERHOFF**  
*General Chairman  
United Jewish Appeal*



**MRS. GOLDA MEIR**  
*Foreign Minister  
State of Israel*



**EDWARD M. M. WARBURG**  
*Chairman  
Joint Distribution Committee*



.....

THE UJA STORY—an audio-visual presentation of UJA's history since 1939, featuring messages from David Ben-Gurion, Prime Minister of Israel; Trygve Lie, former Secretary General of the UN; and Dr. Joseph J. Schwartz, Executive Vice-President of Israel Bonds, and former Executive Vice-Chairman, UJA. Narrated in person by CHET HUNTLEY, noted news commentator, National Broadcasting Company.

SUNDAY, DECEMBER 9

9:30 A.M.

*Breakfast*

CONCLUDING PLENARY SESSION

ISADORE BRESLAU  
National Chairman, UJA  
PRESIDING

*Community Cash Presentations*

ISRAEL D. FINK  
National Chairman for Cash

REPORTS

*National Women's Division*

*Eighth UJA Study Mission*



MRS. ISRAEL D. FINK  
National Chairman, Women's Division



MERRILL L. HASSENFELD  
General Campaign Chairman,  
General Jewish Committee of Providence, R. I.

*Presentation of Anniversary Honors and Awards*

*Nominations, 1963 National Officers*

FRED FORMAN  
National Chairman, UJA

CLOSING ADDRESS



DR. NAHUM GOLDMANN  
President, Jewish Agency for Israel

## 1963—*A Year for Greatness*



A MESSAGE FROM

### JOSEPH MEYERHOFF

*General Chairman, United Jewish Appeal*

The 25th Anniversary Year of the United Jewish Appeal is an event in which the Jews of America can rightfully take tremendous pride. Since the time it was brought into being in January 1939, the UJA has raised more than \$1,435,000,000 that has enabled its member agencies to save, resettle and rehabilitate nearly 3,000,000 men, women and children. These figures stand as dramatic testimony to the compassionate humanitarianism of American Jews.

It would be a mistake, however, to believe that serious problems no longer confront us. Israel's immigration is its greatest in 10 years. Europe teems with Jewish refugees in the wake of upheavals in North Africa. Jewish refugees are still arriving in the United States.

Great needs still face us. The greatest means, therefore, must be assured for the United Israel Appeal-Jewish Agency, Inc., the Joint Distribution Committee and the New York Association for New Americans. It is my fervent hope and belief that in 1963 the Jews of America will join again in giving full support to the great tasks before us.



A MESSAGE FROM

### HON. MOSHE SHARETT, M. K.

*Chairman, Israel Committee*

*UJA's 25th Anniversary*

The Anniversary is an impressive landmark along the road which United States Jewry has traveled towards the effective assumption of ever-increasing responsibilities for the future of our people in Israel and elsewhere. It is in the State of Israel that the UJA has performed and continues to perform its most imaginative and historically decisive task. Every aspect of our people's new life here bears eloquent witness to its spectacular achievements.

We all confidently expect that the 25th Anniversary will serve as a stirring occasion for the rededication of the Jews of America to the great cause of our people's redemption.



**UJA FOUNDERS:** U.S. Jewish leaders moved swiftly to create first UJA within days following Nazi Kristall Nacht pogrom of November 1938. Left to right, above: William Rosenwald acting for National Coordinating Committee (later National Refugee Service), Rabbi Abba Hillel Silver for United Palestine Appeal (now United Israel Appeal), and the late Rabbi Jonah B. Wise for Joint Distribution Committee, sign agreement establishing united campaign for 1939.

THE NEW YORK TIMES, WEDNESDAY, JANUARY 11, 1939.

## THREE GROUPS JOIN TO AID PERSECUTED

Jewish Federation to Direct  
Fund-Raising Campaign of  
Two Major Agencies

GOAL MAY BE \$9,000,000

Plan Is Revealed at Clothing  
Men's Tribute to Hillman—  
Mayor Assails Oppressors

An unprecedented campaign for the victims of European oppression, which will unite for the first time the three major Jewish fund-raising organizations in the United States, has been decided upon and will soon be announced in detail, it was learned last night.

The decision became known at a dinner of the clothing industry to Sidney Hillman, president of the Amalgamated Clothing Workers of America, at the Hotel Commodore. It was mentioned in a telegram to Abraham Landau, the chairman, from Edward M. M. Warburg, which read:

"Regret that at last minute can-

not be with you. I am sure your group realizes that it is the first in the field, since it is the first Jewish Joint Distribution Committee, the United Palestine Appeal and the National Coordinating Committee for Aid to Refugees and Emigrants Coming from Germany have unified their campaign.

"Therefore the results of your efforts tonight and in the next few weeks will set the pace for the whole campaign. We must all forget past standards of giving and realize that in the effort to raise \$9,000,000 in Greater New York to meet the terrific demands that have fallen upon the shoulders of these three organizations, we are not asking for contributions but rather for the investment of money toward maintaining those standards which we, not only as Jews but as Americans, hold indispensable."

### Federation to Aid Drive

Mr. Warburg was chairman of the Greater New York drive of the Joint Distribution Committee last year. The committee and the United Palestine Appeal conducted a single drive three years ago, but the experiment was not repeated and the "rivalry" between the two has frequently been discussed.

The Joint Distribution Committee conducts relief work for the persecuted in all Central and Eastern Europe. The United Palestine Appeal has been primarily concerned with the settlement of refugees from those countries. The third major group to figure in the new

set-up was not the coordinating committee mentioned in the telegram—it is a comparatively new body. The third participant will be the Federation for the Support of Jewish Philanthropic Societies, regarded as one of the most efficient fund-raising bodies for purely local relief in the United States.

But the federation, it was explained, will not share in the proceeds of the joint drive. They will be divided among the J. D. C., the U. P. A. and the Coordinating Committee, according to a scale to be set up. The federation will only supply the fund-raising machinery.

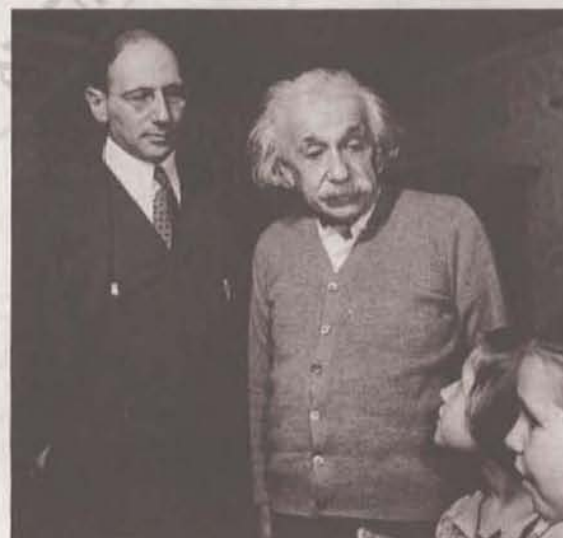
Leading personalities in Jewish life, including leaders who have differed on various questions, will be brought together by the great need that led to the decision to unite. Rabbi Abba Hillel Silver and Rabbi Stephen S. Wise are high in the leadership of the U. P. A., Rabbi Jonah B. Wise is national campaign chairman of the J. D. C.

### Mayor Denounces Reich

Another strongly worded attack on the Hitler regime by Mayor La Guardia, a disavowal of communism by Mr. Hillman, often referred to as a "Red," and the pledging of funds by those present were other features of the dinner.

"Perhaps I have mislearned the entire lesson of history," the Mayor said, "but I am convinced that children who, under compulsion of governments, are separated from their parents, will live to see the day when that government is totally destroyed."

# GREAT MOMENTS IN UJA'S HISTORY



TOP LEFT: 1949—The late Dr. Chaim Weizmann, Israel's first President, visiting U.S. for UJA, presents Torah to President Harry S. Truman at White House. TOP RIGHT: 1947—President Truman receives UJA delegation of Hon. Herbert H. Lehman, the late Mrs. David M. Levy, first Chairman of National Women's Division, and Henry Morgenthau, Jr., UJA General Chairman, 1947-50, expressing thanks for U.S. help in DP crisis. CENTER LEFT: 1955—President Dwight D. Eisenhower admires ancient Israel clay lamp presented by William Rosenwald, General Chairman, 1955-57, in appreciation of his compassionate treatment of

Jewish DP's as Allied Supreme Commander. CENTER RIGHT: 1962—President John F. Kennedy, honored for overseas aid efforts, receives General Chairman Joseph Meyerhoff (center) and Executive Vice-Chairman Herbert A. Friedman. BOTTOM LEFT: 1951—Israel Prime Minister David Ben-Gurion, Edward M. M. Warburg, General Chairman, 1951-54, Dewey D. Stone, National Chairman, and Dr. Joseph J. Schwartz (center) Executive Vice-Chairman, 1951-55, are pleased with Chicago meeting. BOTTOM RIGHT: 1948—Albert Einstein, UJA Honorary Chairman, receives William Rosenwald and young refugees.

# LEADERS OF THE UJA TODAY—YESTERDAY



**A. WORLD WAR II LEADERSHIP.** Left to right, seated: Rudolf G. Sonneborn, Sidney Lansburgh, Alexander E. Arnstein, Rabbi James G. Heller, Rabbi Jonah B. Wise. Standing: Moses A. Leavitt, Joseph E. Beck, Charles A. Riegelman, Paul Baerwald, Abraham L. Liebowitz, Isidor Coons, Henry Montor. **B. 1950 UJA MISSION TO ISRAEL:** Left to right: Joseph M. Mazer, Melvin Dubinsky, Henry C. Bernstein, Henry Montor, Samuel H. Daroff, Sol Luckman, Julian B. Venezky, Samuel Rothberg. **C. 1951 LEADERS:** Dr. Joseph J. Schwartz (left), UJA Executive Vice-Chairman (1951-55) and Morris W. Berinstein (UJA General Chairman, 1958-60). **1962 LEADERS:** **D.** Left to right: Front row: Samuel H. Daroff, Jack D. Weiler, Fred Forman, N. Y. State Attorney General Louis J. Lefkowitz, Philip M. Klutznick, Joseph Meyerhoff. Back row: Albert A. Levin, Melvin Dubinsky, William Rosenwald, Joseph Holtzman, Morris W. Berinstein, Edward M. M. Warburg, Rabbi Herbert A. Friedman. **E.** Isadore Breslau (left), and Israel D. Fink. **F.** Max M. Fisher. **G.** Robert W. Schiff. **H.** Samuel Rubin. **I.** Benjamin H. Swig. **J.** Joseph I. Lubin. **K.** Adolph Kiesler. **L.** Gottlieb Hammer. **M.** Jacob Sincoff. **N. WOMEN'S DIVISION LEADERS:** Former National Chairmen (now Honorary Chairmen) shown with Mrs. Israel D. Fink, 1962 National Chairman, left to right: Mrs. Henry Newman (1956); Mrs. Hal Horne (1954-55); Mrs. Albert Pilavin (1953); Mrs. Fink (1961-62); Mrs. Jack A. Goodman (1957-60); Mrs. S. Alexander Brailove (1950-52).



1939-1963

25TH ANNIVERSARY YEAR COMMITTEE  
OF THE UNITED JEWISH APPEAL

*Honorary General Chairman*

HON. HERBERT H. LEHMAN

*Honorary Chairmen*

JACK BENNY  
JACOB BLAUSTEIN  
SAMUEL BRONFMAN  
EDDIE CANTOR  
GEN. LUCIUS D. CLAY  
HON. THOMAS E. DEWEY

DAVID DUBINSKY  
JUSTICE FELIX FRANKFURTER  
JUSTICE ARTHUR GOLDBERG  
DR. NAHUM GOLDMANN  
MONROE GOLDWATER  
SEN. ERNEST GRUENING  
MRS. SAMUEL W. HALPRIN

HON. W. AVERELL HARRIMAN  
SEN. JACOB K. JAVITS  
HON. PHILIP M. KLUTZNICK  
SAMUEL LEIDESDORF  
JACOB S. POTOFKY  
HON. ABRAHAM RIBICOFF  
GOV. NELSON A. ROCKEFELLER

MRS. FRANKLIN D. ROOSEVELT  
DR. ABBA HILLEL SILVER

*Honorary Vice-Chairmen*

DR. MAURICE N. EISENDRATH  
MOSES I. FEUERSTEIN  
GEORGE MAISLEN

*Honorary Chairman, Women's Committee*

MRS. HERBERT H. LEHMAN

*Chairman*

JOSEPH MEYERHOFF

*Co-Chairmen*

MORRIS W. BERINSTEIN

WILLIAM ROSENWALD

DEWEY D. STONE

EDWARD M. M. WARBURG

*Committee for Community Activities*

WILLIAM ROSENWALD

*Chairman*

*Committee on National Organizations*

IRVING KANE

*Chairman*

RABBI IRVING MILLER

*Co-Chairmen*

*Israel Committee*

HON. MOSHE SHARETT, M.K.

*Chairman*

*Rabbinical Advisory Committee*

RABBI MORRIS ADLER

*Chairman*

*Women's Committee*

MRS. S. ALEXANDER BRAILOVE  
MRS. ISRAEL D. FINK

MRS. JACK A. GOODMAN  
MRS. HAL HORNE

*Co-Chairmen*

MRS. HENRY NEWMAN  
MRS. ALBERT PILAVIN

*Executive Committee*

HENRY C. BERNSTEIN  
ISADORE BRESLAU  
SAMUEL H. DAROFF  
MELVIN DUBINSKY  
ISRAEL D. FINK

MAX M. FISHER  
FRED FORMAN  
EDWARD GINSBERG  
GOTTLIEB HAMMER  
JOSEPH HOLTZMAN  
ADOLPH KIESLER

MOSES A. LEAVITT  
ALBERT A. LEVIN  
JOSEPH I. LUBIN  
SOL LUCKMAN  
JOSEPH M. MAZER  
SAMUEL RUBIN

ROBERT W. SCHIFF  
JACOB SINCOFF  
BENJAMIN H. SWIG  
JACK D. WEILER  
PHILIP ZINMAN

*Executive Vice-Chairman*

HERBERT A. FRIEDMAN

OFFICERS OF THE  
1962 UNITED JEWISH APPEAL

*Honorary General Chairman*  
HERBERT H. LEHMAN

*Honorary Chairmen*  
MORRIS W. BERINSTEIN  
EDWARD M. M. WARBURG

*Honorary National Chairmen*  
SAMUEL H. DAROFF    SOL LUCKMAN  
JOSEPH HOLTZMAN

*Honorary Special Fund Chairmen*  
JOSEPH M. MAZER    SAMUEL RUBIN

*General Chairman*  
JOSEPH MEYERHOFF

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

*National Chairmen, 1962 Campaign*  
ISADORE BRESLAU    FRED FORMAN  
MAX M. FISHER    ALBERT A. LEVIN  
JACK D. WEILER

*Executive Vice-Chairman*  
HERBERT A. FRIEDMAN

*Chairman  
National Campaign Cabinet*  
MELVIN DUBINSKY

*Chairman  
National Campaign Committee*  
ADOLPH KIESLER

*Big Gifts Chairmen*  
ROBERT W. SCHIFF    BENJAMIN H. SWIG

*National Cash Chairman*  
ISRAEL D. FINK

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

*Secretaries*  
GOTTLIEB HAMMER    MOSES A. LEAVITT

*National Women's Division Honorary Chairman*  
MRS. HERBERT H. LEHMAN

*Chairman*  
MRS. ISRAEL D. FINK

*Honorary Chairmen*  
MRS. S. ALEXANDER BRAILOVE    MRS. HAL HORNE  
MRS. JACK A. GOODMAN    MRS. HENRY NEWMAN  
MRS. ALBERT PILAVIN

NATIONAL CAMPAIGN CABINET  
1962 UNITED JEWISH APPEAL

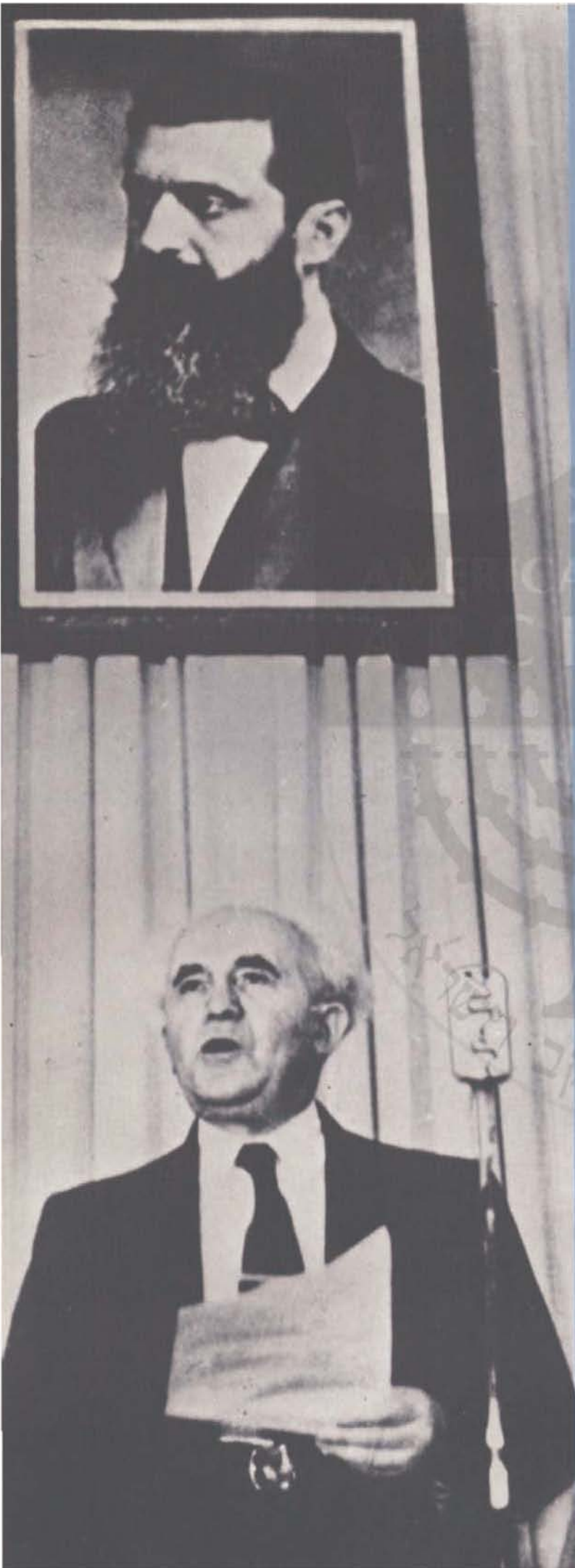
*Chairman*  
MELVIN DUBINSKY

MORRIS ADLER  
ALBERT B. ADELMAN  
JACOB M. ARVEY  
BERNARD H. BARNETT  
JACOB L. BAROWSKY  
PHILIP BELZ  
HENRY C. BERNSTEIN  
LOUIS BERRY  
SAM BLANK  
LOUIS H. BOYAR  
LEON H. BRACHMAN  
HYMAN BRAND  
MAX BRESSLER  
VICTOR M. CARTER  
NEHEMIAH M. COHEN  
SOL ESFELD

ALLAN FARBER  
MYER FEINSTEIN  
JACOB FELDMAN  
HERMAN FINEBERG  
MAX FIRESTEIN  
LOUIS J. FOX  
LEOPOLD V. FREUDBERG  
CHARLES FROST  
SAMUEL F. GINGOLD  
EDWARD GINSBERG  
JOSHUA B. GLASSER  
MORRIS M. GLASSER  
NOLAN GLAZER  
DAVID A. GLOSSER  
CHARLES GOLDBERG  
DAVID W. GOLDMAN  
ABRAHAM GOODMAN  
MRS. JACK A. GOODMAN  
WALTER A. HAAS  
MERRILL L. HASSENFELD  
JEROLD C. HOFFBERGER  
MILTON KAHN  
DAVID KANE  
IRVING KANE  
PAUL KAPELOW  
ABE KASLE

LABEL A. KATZ  
ABE S. KAY  
IRVING LEVICK  
HARRY LEVINE  
JOSEPH M. LINSEY  
DAVID LOWENTHAL  
PHILIP W. LOWN  
BENJAMIN J. MASSELL  
IRVING MILLER  
JOSEPH N. MITCHELL  
ELKAN R. MYERS  
N. AARON NABOICHECK  
NORMAN C. NOBIL  
IRVING S. NORRY  
MAX OROVITZ  
JOSEPH OTTENSTEIN  
JAMES L. PERMUTT  
SIDNEY R. RABB  
LEONARD RATNER  
EDWIN ROSENBERG  
SAMUEL ROTHBERG  
ALAN SAGNER  
MAURICE H. SALTZMAN  
BERNARD J. SAMPSON  
SOL SATINSKY  
HERBERT H. SCHIFF  
JOSEPH J. SCHWARTZ  
MORRIS SENDEROWITZ, JR.  
JOSEPH D. SHANE  
GEORGE SHAPIRO  
DAVID SILBERT  
LOUIS P. SMITH  
RUDOLF G. SONNEBORN  
PHILLIP STOLLMAN  
JOSEPH TALAMO  
EARL J. TRANIN  
BERNARD WEINBERG  
SAMUEL A. WEISS  
CHARLES H. YALEM  
SOL ZALLEA  
PHILIP ZINMAN  
PAUL ZUCKERMAN





A MESSAGE FROM  
**DAVID BEN-GURION**

*Prime Minister, State of Israel*

My heartiest good wishes to the United Jewish Appeal, its leaders and workers and to the hundreds of thousands of its supporters on the Silver Jubilee of its creation. During the past 25 years the UJA has served as a mighty machine that has set in motion great programs of rescue, *Aliyah*, absorption, housing and agricultural settlement in Israel.

The sum-total of UJA's work is the epitome of Jewish volunteering and brotherhood and a supreme expression of Jewish solidarity.

But the work is far from completed. Hundreds of thousands of Jews are now knocking at the gates of Israel and tremendous nation-building tasks including full absorption, newcomer education and settling vast desert regions still lie ahead.

On this important anniversary you are called upon to persevere in your efforts so that we may receive and swiftly integrate the large waves of immigration which continue to reach the country.

*D. Ben-Gurion*

MAY 14, 1948,

David Ben-Gurion proclaims the State of Israel



*"...adhering to the finest humanitarian traditions of our country."*

THE WHITE HOUSE  
WASHINGTON

September 17, 1962

Dear Governor Lehman:

I was delighted to learn that the United Jewish Appeal is about to observe its 25th Anniversary.

In the continuing effort to fulfill its primary aims of rescue, relief, and rehabilitation, the UJA is adhering to the finest humanitarian traditions of our country. This warm spirit of compassion to assist the less fortunate has inspired the people of UJA from its very beginnings. I understand that during the UJA's quarter century of operations its funds have been utilized to rescue more than one and a half million persons and to provide direct relief and rehabilitation for more than twice that number. This is an impressive record.

I extend personal good wishes to you and my gratitude for the leadership and inspiration you have given to the UJA and to so many other community efforts.

Sincerely,

Honorable Herbert H. Lehman  
Honorary General Chairman  
United Jewish Appeal  
165 West 46th Street  
New York 36, New York

G. S. L.

25th Anniversary Conference  
Americana Hotel  
December, 1962

Time	Meeting and Agenda	Room	Assignments
Thursday, December 6, 1962			
10.00 a.m.	Executive Committee Meeting Joseph Meyerhoff, Presiding	Malmaison #6	IB
12.30 p.m.	Luncheon, UJA National Campaign Cabinet Joseph Meyerhoff, Presiding	Regency Ballroom	HDB
Friday, December 7, 1962			
9.00 a.m.	Opening Plenary Session William Rosenwald, Presiding	Georgian Ballroom Suite	ASH ASH to prepare agenda
	JDC Film		RL & HG
	Charles H. Jordan Aryeh L. Pincus		HAF to speak to Jordan and Pincus re contents of speeches
	Joseph Meyerhoff		RL to prepare JM comments
			ASH to prepare questions ERV to have questions distributed
			HDB to have notices to Reso- lutions Committee members available for distribution Thursday night so that ERV can arrange for their personal distribution by Field Friday morning
			HDB to have mimeographed lists of the Resolutions Committee distributed on tables at Friday morning session
12.15 p.m.	Luncheon, Conference Delegates	Royal Ballroom Suite	HG
12.15 p.m.	Luncheon, Resolutions Committee Dewey D. Stone, Presiding	Regency Ballroom	MP responsible for fundraising HDB responsible for attendance
2.15 p.m.	Plenary Session Jack D. Weiler, Presiding	Georgian Ballroom	MP RL to prepare introductory remarks for Weiler
	Address - Avraham Harman		HAF to speak to Harman
	Discussion		

8.30 p.m.	Sabbath Service Rabbi -	Georgian Ballroom Suite	ASH ASH to obtain Rabbi
	Sermon - Dr. Abba Hillel Silver		ASH
	Cantor - Cantor Moshe Koussevitsky		ASH

Saturday, December 8, 1962

8.30 a.m.	Sabbath Services	Regency Ballroom Suite	ASH
10.30 a.m.	Brunch, UJA National Women's Division Mrs. Israel D. Fink, Presiding	Royal Box	JCS
	Presentation of Awards William Rosenwald		ASH
12.30 p.m.	Luncheon, UJA Young Leadership Cabinet Alan Sagner, Presiding	Biarritz & Provence Suites	ERV
12.30 p.m.	Community Activities Meeting William Rosenwald, Presiding	St. James Suite	MP & ASH
3.00 p.m.	Oneg Shabbat Max M. Fisher, Presiding	Georgian Ballroom Suite	RL to prepare introductory notes
	Speakers - Herbert A. Friedman Moshe Sharett		HAF to speak to Sharett
6.30 p.m.	UJA 25th Anniversary Banquet	Imperial Ballroom	
	Leadership Dais Reception	Chambord & Vendome Suites	HDB People in dais to be notified personally by Field Notes to be prepared by HDB and be given to ERV on Friday
	Singer for National Anthem		AF
	Invocation Rabbi Samuel Thurman		ASH
	Opening Remarks Joseph Meyerhoff		RL to prepare agenda for JM
	Governor Lehman		ASH
	Chet Huntley		RL
	Edward M. M. Warburg		HAF
	President Truman		HAF

Golda Meir

HAF

Benediction ??

Sunday, December 9, 1962

9.30 a.m.	Breakfast	Georgian Ballroom Suite	MP
	Concluding Plenary Session		
	Isadore Breslau, Presiding		
	Israel D. Fink, Cash Presentation (during breakfast)		MP, SFW, RL
	Presentation of Anniversary Honors and Awards		RL
	Isadore Breslau		
	Reports - Mrs. Israel D. Fink		JCS
	Nominations of 1963 National Officers		IB
	Fred Forman		
	Closing Address - Dr. Nahum Goldmann		HAF

General Conference responsibilities are as follows:

- RL - Preparation of registration kit: Conference program, budget report, Study Mission report, WR speech, publicity release forms
- HDB - Dais lists all sessions
- FS - Office equipment, office personnel, steno-typists
- HG - Physical arrangements
- LG - Registration
- AF - Arrangements for speakers
- HR - Ticket control

IB:mn  
11/28/62

25th UJA ANNUAL NATIONAL CONFERENCE  
 Americana Hotel - New York City  
 December 7, 8, 9, 1962

National - 1242  
 NYC - 506  
 Total - 1748

ATTENDANCEALABAMAANNISTON

Mr. & Mrs. Harry Held

BIRMINGHAM

Mrs. Benjamin A. Roth, Ex. Secy.  
 Harry Sokol  
 Mrs. Leon E. Weinstein

ARIZONAPHOENIX

Harold H. Alpert

CALIFORNIALOS ANGELES

Dr. & Mrs. Max W. Bay  
 Julius Bisno, Ex. Dir.  
 Mr. & Mrs. Joseph N. Mitchell  
 Julius Ratner, Asst. Camp. Dir.  
 Albert Silver  
 Mrs. Arthur S. Wolpe

SAN DIEGO

Louis Lieblich, Ex. Dir.  
 Maury B. Novak  
 Leonard Zlotoff

SAN FRANCISCO

Edward Harris  
 Mr. & Mrs. Norman Narin

COLORADODENVER

Michael J. Baum, Jr.  
 Adolph Kiesler  
 Nathan Rosenberg, Ex. Dir.

CONNECTICUTBRIDGEPORT

Mrs. Evelyn C. Belinky, Asst. Ex. Dir.  
 Mr. & Mrs. Samuel Eisenberg  
 Mr. & Mrs. Donald Harrison  
 Judge & Mrs. Samuel Mellitz  
 Milton Rottman

BRISTOL

Dr. & Mrs. Maurice H. Mack  
 Dr. & Mrs. Oscar Reiss

HARTFORD

Mrs. Gerald Berson  
 Bernard L. Gottlieb, Ex. Dir.  
 Mr. & Mrs. Aaron Naboichuk  
 Mrs. Anna Cahane Neiditz  
 Rabbi & Mrs. Morris Silverman

NEW BRITAIN

Mr. & Mrs. Robert N. Eisner  
 Ben Stark, Ex. Dir.

NEW HAVEN

Miss Esther I. Bober  
 Mr. & Mrs. Joel Cohn  
 Mr. & Mrs. John J. Fox  
 Mr. & Mrs. Samuel F. Gingold  
 Mr. & Mrs. Samuel I. Hershman  
 Mrs. Rose Jacobs Levine, Ex. Secy.  
 Benjamin N. Levy, Ex. Dir.  
 Paul Rudnick  
 Mrs. Edward Shiner

CONNECTICUT - continuedNEW LONDON

Mr. & Mrs. Louis Detz  
 Mr. & Mrs. William Mahlman  
 Mr. & Mrs. Sigmund Strochlitz

NORWICH

Samuel Raucher

NORWALK

Mrs. Sol Dietz

STAMFORD

Mrs. Joseph Ackerman  
 Mrs. Max Epstein  
 Mrs. Leon Kahn, Ex. Secy.

WATERBURY

Mr. & Mrs. William Cohen, Ex. Dir.  
 Ben Krinsky  
 Mr. & Mrs. Louis Posen  
 Dr. & Mrs. Charles Schiffman  
 Mrs. David Stein  
 Mr. & Mrs. Morris Stein  
 Mr. & Mrs. Beryle Weinstein

WESTPORT

Mrs. Paul Fink

WILLIMANTIC

Judge Ben Eisenberg

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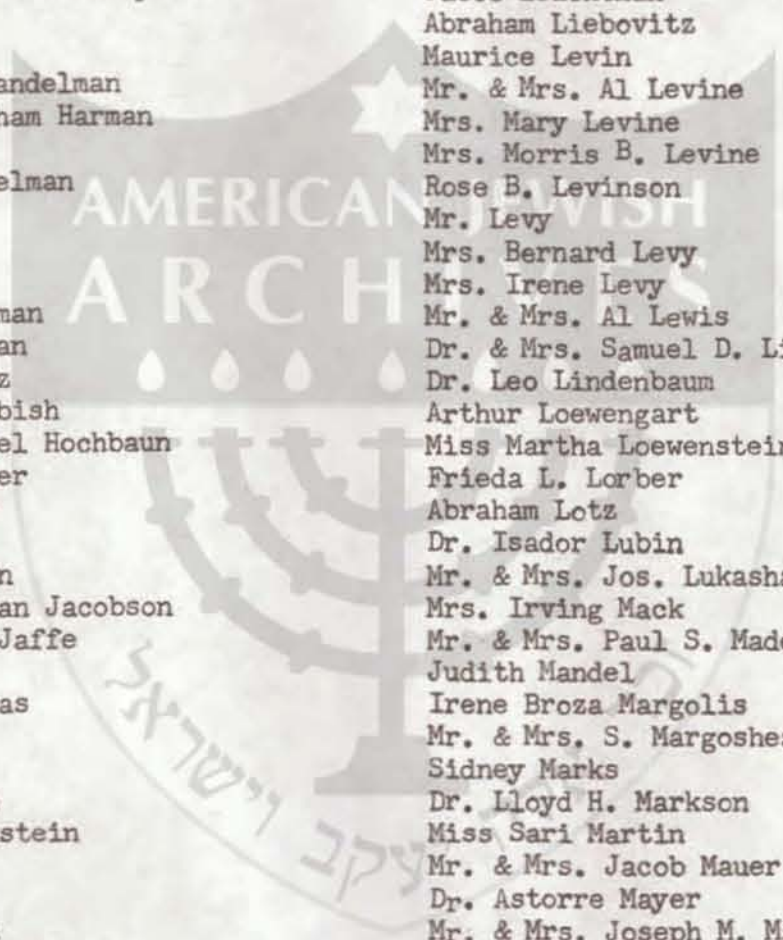
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# 1962 United Jewish Appeal

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

**\$35,000,000 UJA SPECIAL FUND in addition to \$60,000,000 REGULAR CAMPAIGN**

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

PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

SEP 26 1962

21 September, 1962

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Mr. Abraham Feinberg  
Kayser-Roth Corporation  
425 Fifth Avenue  
New York, New York

Dear Abe: **AMERICAN JEWISH**

I spoke with you last evening about the invitation to President Truman to speak at the 25th Anniversary Conference of the United Jewish Appeal. The date is Saturday night, December 8, 1962. The place is the new Americana Hotel. On the program with him that evening will be Golda Meir, Eddie Warburg, and a filmed narration by Chet Huntley.

This is a very historic conference, marking a quarter of a century of effort, and we wish to have the important people who shaped history during that period. Ben Gurion and Trygve Lie are sending filmed messages.

Governor Lehman wrote a letter to Truman asking him to accept this date; Jack Arvey spoke to him twice about it; and his old friend, Rabbi Thurman of St. Louis, also spoke to him. To all of these people he expressed a willingness to be present, but gave no firm commitment.

The invitations for this conference must go out now, and the date is important for the reasons we discussed. If you could get me an affirmative answer immediately, we have the invitation brochure at the printer and it could go out immediately. Please try at once.

I thought the meeting last night was very good and that Mike, Phil and you handled it beautifully.

As ever,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:gb

*Handwritten notes:*  
I got Truman in St Louis - he will address himself on his return to his region. I suggest you write him referring to Lehman's letter & the conference. AX

*File*

5 October 1962

The Honorable Harry S Truman  
Independence  
Missouri

Dear Mr. Truman:

I cannot tell you how delighted we are to have received word through Rabbi Thurman that you have accepted our invitation for December 8th in New York City at the 25th Anniversary UJA Conference. All of us are thrilled and look forward to a most historic evening. As we come closer to the event, I shall be in touch with your office regarding all the technical matters of transportation and hotel arrangements. Obviously, we shall be pleased to be guided completely by your wishes in these matters.

At a United Nations reception last evening, I saw Mrs. Golda Meir and told her of your acceptance. She asked me to thank you warmly and to tell you how much she was looking forward to being with you on that occasion.

You might be interested to know that we have invited Rabbi Thurman to give the invocation at the banquet at which you are speaking, and so he will be in New York for that weekend.

Again with our warmest appreciation, I am,

Sincerely yours,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:gb

EXV  
HARRY S. TRUMAN  
INDEPENDENCE, MISSOURI

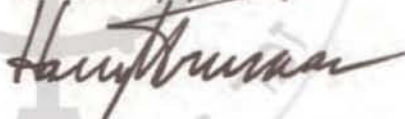
October 12, 1962

Dear Rabbi Friedman:

I am as sorry as I can be to tell you it will not be possible for me to attend the 25th Anniversary of the United Jewish Appeal Conference on December 8th, in New York.

I wish I could accept but things have arisen here at home due to the campaign situation, so that I can't possibly do it as much as I would like to. I regret it more than I can tell you.

Sincerely yours,



Harry S. Truman

Rabbi Herbert A. Friedman  
Executive Vice-Chairman  
1962 United Jewish Appeal  
165 West 46th Street  
New York 36, New York

HARRY S. TRUMAN  
INDEPENDENCE, MISSOURI

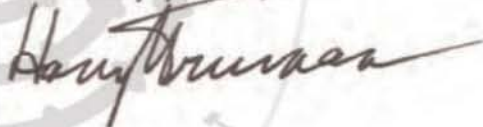
October 12, 1962

Dear Governor:

I am enclosing you copy of the letter which I have sent to Rabbi Herbert A. Friedman, regarding the 25th Anniversary of the United Jewish Appeal Conference in New York on December 8th.

I am as sorry as I can be that I will not be able to be there.

Sincerely yours,



Harry Truman

Honorable Herbert H. Lehman  
1962 United Jewish Appeal  
165 West 46th Street  
New York 36, New York

ISRAEL GOLDSTEIN • ישראל גולדשטיין

JERUSALEM P.O.B. 583

ירושלים

6th November, 1962.

Rabbi Herbert Friedman  
United Jewish Appeal  
165 West 46th Street  
New York City  
U.S.A.


Dear Herb,

I am sending you this personal note because I do not like to carry grievances without expressing them.

You had a wonderful "show" with your mission here. Did it ever occur to you that one of the founders of the U.J.A. when the U.P.A. was merged with the U.J.A. and one who served as co-chairman in the year that the U.J.A. income was at the peak of its history, and who served as Treasurer of the Jewish Agency in the first year of Israel's statehood, succeeding the late Eliezer Kaplan when he became Finance Minister of Israel, and who is the only former co-chairman who has moved to Israel, was completely ignored in these various proceedings, events, etc.

I trust that when you are much older than you are today and are no longer in the position you hold today, you may be a bit more sensitive than you seem to be on a point of this kind.

Cordially,

  
Dr. Israel Goldstein

*File*

HERBERT H. LEHMAN  
155 EAST 76<sup>TH</sup> STREET  
NEW YORK 21, N. Y.

SUITE 1-A  
YUKON 8-3883

November 12, 1962.

*Return to [Signature]*

Mr. Joseph Meyerhoff  
United Jewish Appeal  
165 West 46th Street  
New York 36, N. Y.

Dear Mr. Meyerhoff:

I am leaving within the hour for a two week rest in Florida, but I wish to lose no time in acknowledging your letter of November 7th.

I have taken note of the arrangements for the Conference on December 7th-9th at the Americana Hotel. I look forward to attending the banquet session on Saturday evening, December 8th. I am sure it will be a most interesting occasion. I hope that President Truman will also participate in this session.

I would be glad to open the session with a brief statement. However, since I am leaving for Florida and have no means of preparing a statement there, I would appreciate it if you would have one drafted for me setting forth the matters which you wish me to particularly emphasize. I will make such changes in the draft as I believe to be desirable and will return it to you as promptly as possible.

I shall of course be honored to receive the distinguished award which you wish to present to me.

My address in Florida will be the Colony Hotel at Palm Beach. I can be reached there, but I would suggest that you telephone my home, BUtterfield 8-9367, where my secretary Mrs. Germann will spend most of her time, or my office, YUKon 8-3883. They will at all times know my exact whereabouts and any plans which I may make during my absence.

With kind personal regards, I am

Yours very sincerely,

*Herbert H. Lehman*

November 28, 1962

Mr. Chet Huntley  
National Broadcasting Company  
30 Rockefeller Plaza, Room 520  
New York, New York

Dear Chet:

I have heard about your difficulty in clearing time for a run-through of THE UJA STORY prior to its presentation at our 25th Annual Conference on Saturday, December 8th.

Believe me, I can well understand the pressures you are operating under these news-loaded days and can appreciate how limited and valuable your time is. May I suggest, however, that to do justice to yourself as well as to the material, some prior familiarization with the pictures being used and with the pace of the presentation seems essential.

The presentation will be in final shape this weekend. A single run-through would take a maximum of one hour of your time next week. Both our staff and the producers at Cellomatic are prepared to hold the run-through any evening, after your 7 o'clock broadcast, Monday through Thursday, at whatever time is most convenient for you. Can you clear the time? I shall phone you about this shortly.

As you can see from the enclosed invitation, which was sent to 100,000 people, our conference has been organized for major impact. In addition to the outstanding line-up of speakers we are presenting, including former President Truman, your appearance as narrator of THE UJA STORY has generated a tremendous amount of enthusiasm. I know we can count on your cooperation in making THE UJA STORY a memorable highlight of the Conference.

The dinner session at which you will appear on Saturday, December 8, will begin at 7 P.M., with a reception at 6:30 P.M. All of us would be very happy if you could make it to the reception. We would like to make this as pleasant and relaxed an experience for you as we can, as a small measure of our appreciation for your cooperation.

Very sincerely yours,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:lmk  
Enc.



HAF

December 10, 1962

Mr. Raphael Levy

Herbert A. Friedman

25th UJA Annual Conference

In addition to the memorandum I have sent to the entire staff thanking them for their all-out efforts at the recent Conference, I want to especially thank you and the members of your staff for their very productive work before and during the Conference.

HAF:il

UNITED JEWISH APPEAL, INC.

165 WEST 46th STREET  
NEW YORK 36, N. Y.

## MEMORANDUM

Date December 11, 1962

To Mr. Herbert A. Friedman

From S. G. Naparstek

Subject

Thought you would want to know that Mr. Truman said to me on the way to the airport on Sunday morning: (and this is an almost exact quotation) "Young man, I have been to more than 2,000 meetings in my life (here he turned to Tom Gavin for corroboration. Mr. Gavin definitely corroborated the number of meetings) and I have never been to a meeting that was more perfectly run. Please tell everyone involved that, although, I don't know what they think of my participation nor how much good I did -- I can consider the meeting the most perfectly run that I have ever attended. I did not believe that it was possible to achieve such technical perfection in running a meeting."

Mr. Gavin also agreed that of all the many meetings he has been to with Mr. Truman, he also was slightly flabbergasted by the ease and excellence in which the entire proceedings took place. He wished that a great many politicians he knew could have been at the meeting to see how a meeting should be run.

*Map*

SGN/is

cc: ERV, IB, MP

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PRESIDENT

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December 11, 1962

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

Dear Rabbi:

Your address and report at the United Jewish Appeal Conference, pinch-hitting for Mr. Sharett, was one of the most outstanding reports--documents--which I have ever listened to in my forty odd years of attending different kinds of meetings.

The history which you gave was so accurate, so direct to the point, in excellent language which anyone could understand--language which did not require a dictionary or phrases.

You know that I need nothing from the United Jewish Appeal or from you, that I do not need any favors. I am only taking time out to write to you how much I--and hundreds of us--I believe all of us--enjoyed listening to you. It is a great credit to you--a most beautiful, up-to-date, report on the activities of our people and of our organizations.

As I stated, it brought back to me many memories since the year 1914. At that time, I was already a married man, with one child, and my life, my interest, was quite active on all fronts.

Being a labor man at that time, Vice-President of the International Ladies Garment Workers Union until 1925, I knew well the activities and participated with thousands of others.

If there is any chance of my getting a couple of copies, one for my own records and one for the Jewish Archives of New England, which we have at Zionist House, Boston, and of which I am president, it would be highly appreciated.

With all good wishes and hoping you keep up your good work, I remain

Yours very sincerely,

Fred Monosson

fm:l



cc: AF  
③  
12/12

12th December, 1962

Dr. Israel Goldstein  
P.O.B. 583  
Jerusalem

Dear Israel:

In reply to your letter I want to say first of all that you are perfectly right. This should not have happened and I can offer no excuse - only an explanation.

In the confusion occasioned by my illness, and the necessity for delegating to others many matters which normally would have received my personal attention, this grievous oversight occurred.

I am sorry you could not be with us at the 25th Anniversary Conference of the UJA which was the greatest in its history. Attached is a program and also a copy of the Honor Roll.

The following citation which was planned long before your letter arrived, was read at the Conference, as you will note in the program:

"TO RABBI ISRAEL GOLDSTEIN

A distinguished world leader of the Zionist Movement; for half a century the Rabbi of Congregation B'nai Jeshurun - the oldest Jewish congregation in New York...he is now residing in Jerusalem where he holds the high post of President of the Keren Hayesod... Dr. Goldstein is the former President of the Zionist Organization of America, the American Jewish Congress, and the Honorary President of the Jewish National Fund...Dr. Goldstein is a pioneer UJA leader - having served from 1939 to 1944 as Co-Chairman; as Honorary Chairman in 1946 and as a National Chairman in 1947 and 1948."

I trust, Israel, that there is no doubt in your mind that all of us at the UJA hold you in high esteem, and are profoundly appreciative of your significant role as a founding father and leader in the history of the United Jewish Appeal.

With warmest personal regards and good wishes,

Cordially,

Herbert A. Friedman

HAF:MBB  
Encls.

12 December 1962

Dear Sam:

Many thanks for your postcard. It was thoughtful of you to take the time to write. I appreciate the sentiments and the compliments and I shall pass them on to the members of my staff who worked very hard to make this conference the success it was.

As ever,

Rabbi Samuel Wohl  
The Isaac M. Wise Temple  
Reading Road at N. Crescent  
Cincinnati 29, Ohio

AMERICAN JEWISH  
ARCHIVES





AMERICAN JEWISH  
ARCHIVES

Rabbi Herbert Friedman  
The World Jewish Appeal  
165 W. 46th  
New York  
N.Y.

DR. SAMUEL WOHL, RABBI  
THE ISAAC M. WISE TEMPLE

READING ROAD AT NORTH CRESCENT AVE. • CINCINNATI 29, OHIO

1/10/62

Dear Herbert: - The U. T. F. Conference  
was the best in my memory which goes  
back to the first & early ones.

Your address on Sat. afternoon was  
superb. I wish we could somehow  
transmit that spirit to our local  
community.

My best & warmest  
Sincerely,  
Sam

TO: HAF

12

December 17, 1962

Mr. Fred Monosson  
Cosmopolitan Manufacturing Company  
Great Dane Building  
712 Beacon Street  
Boston 15, Mass.

Dear Fred:

Let me thank you for your heartwarming letter of December 11th. One of the finest things about the United Jewish Appeal are the people who have devoted themselves to it. When an old-timer like yourself, who has done so much for UJA and for Israel, takes time out to write me the sort of note of warm appreciation which you sent me, it makes up for much of the disappointments, difficulties and "tzuros" which are inevitably a part of campaigning.

Our Publicity Department will be sending on copies of the speeches to you in a few days. Meanwhile, let me express the hope that we will see a great deal of you on many fronts in behalf of UJA in this historic 25th year.

Kindest personal regards.

Cordially,

Herbert A. Friedman

HAF:lmk





# 1962 United Jewish Appeal

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

**\$35,000,000 UJA SPECIAL FUND in addition to \$60,000,000 REGULAR CAMPAIGN**

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

PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

20 December, 1962

Mr. Herbert A. Friedman  
United Jewish Appeal, Inc.  
165 W. 46th St.  
New York, N. Y.

Dear Mr. Friedman:

A record number of more than 2,000 leaders from Jewish communities throughout the United States attended the historic 25th Annual National Conference of the United Jewish Appeal the weekend of December 7th through 9th. By virtue of their enthusiasm as well as their numbers, they provided a remarkable demonstration of deep and widespread rededication to the massive tasks that again confront the UJA in our Twenty-fifth Anniversary Year.

These leaders further demonstrated their continued understanding and devotion by passing unanimously the enclosed resolution calling upon the United Jewish Appeal in 1963 to conduct a Special Fund to raise a sum of \$36,000,000 beyond the goal of \$60,000,000 sought through the regular campaign.

Responding as they did to extremely compelling needs, the assembly of leaders at the Conference issued a very strong mandate. Therefore, we know you will agree that action to implement this resolution must be taken at the earliest possible moment. As a first step, representatives of the UJA are establishing contact with leaders such as yourself in every organized American Jewish community concerning the Special Fund for 1963 and the requirements that make it so essential to realize an additional \$36,000,000 for the UJA by this means. You can count on hearing from our people shortly, if in fact you have not already. They will be prepared to discuss and work out with you the participation of your community in the Special Fund.

The burden on us in the year ahead has rarely been paralleled in the past 24 years. There is every indication that the high rate of immigration to Israel will continue. This influx makes even more critical the Jewish Agency's urgent need for funds to meet two most urgent problems -- housing and the economic absorption of scores of thousands of newcomers. At the same time the Joint Distribution Committee must maintain its regular programs in 26 countries, and needs more money to provide assistance for some 150,000 recent Jewish refugees now in France. These people, who generally must start their lives all over again, come from Algeria, other North African countries and Hungary.

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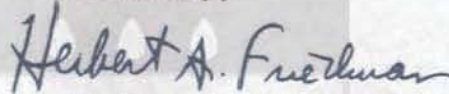
**Secretaries**  
\* GOTTLIEB HAMMER  
\* MOSES A. LEAVITT

Your community surely will want to meet 1963's challenges in the great tradition of help and redemption set by American Jewry over virtually a quarter of a century. Of course, you will want to budget a genuinely just portion for the regular campaign. However, it is of pressing immediate necessity to obtain quickly your community leaderships' endorsement of the Special Fund resolution, and to have determined your local portion of the Special Fund goal.

To undertake a fair and proportionate share of the 1963 burden, we urge that your community seek to raise as its portion of the \$36,000,000 Special Fund the sum of \$000.

I am confident that we can depend upon your thorough cooperation in seeing to it that the task before us is met in the most responsible way. At the same time, I want to assure you on the UJA's behalf that we will do everything within our power to assist you with the campaign and help make it the outstanding success that the needs require.

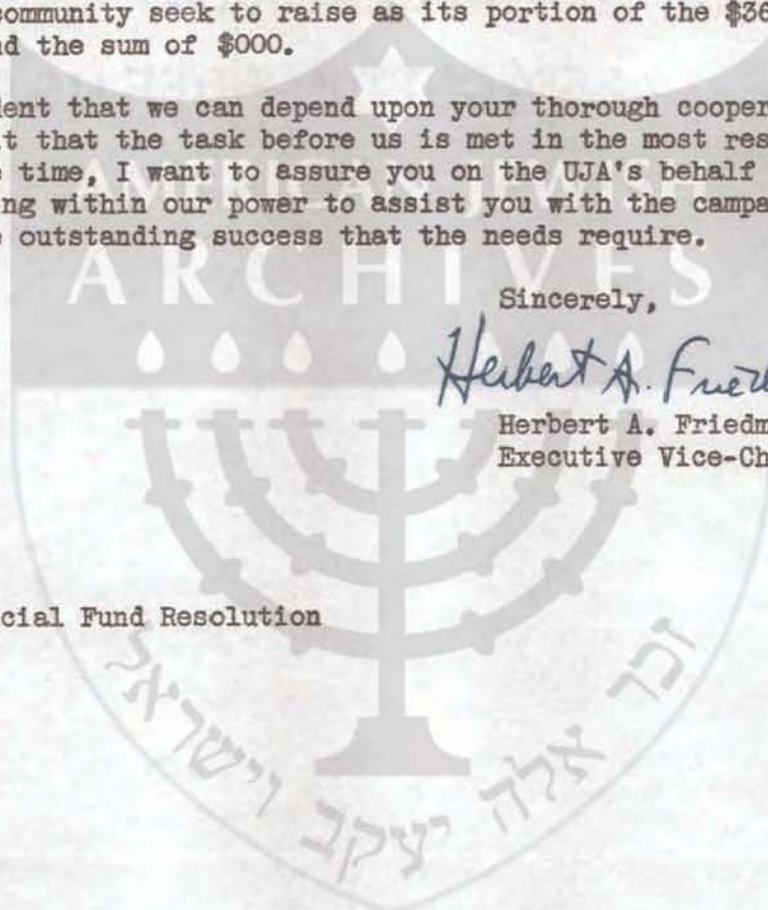
Sincerely,



Herbert A. Friedman

Herbert A. Friedman  
Executive Vice-Chairman

HAF:gf  
enc. --- Special Fund Resolution



RESOLUTION  
UNITED JEWISH APPEAL 25TH ANNUAL CONFERENCE

AMERICANA HOTEL

NEW YORK CITY

DECEMBER 9, 1962

We, the delegates to the United Jewish Appeal's historic 25th Annual Conference, constituting one of the largest bodies of American Jewish leaders ever to come together in a meeting of the UJA, and representing almost every American Jewish community in the land, have just completed three days of study of the overseas needs of the agencies of the United Jewish Appeal.

The frame of reference of our inquiry was provided by two focal points of Jewish needs today - France and Israel.

In the former country we have learned of the tragic problems created by the very rapid influx of 160,000 refugees from North Africa; the shortage of housing, the thousands of penniless families struggling to stay together, the undernourished children, the disillusioned youth, and the new Jewish ghettos that are springing up at an alarming rate in the slums of Paris, Marseilles and Toulons.

All of these represent tremendously increased responsibilities for the Joint Distribution Committee.

We have learned, too, the facts concerning the great upsurge of Jewish immigration into Israel, and of the heroic measures the government and the people there are taking to absorb these thousands of newcomers as quickly as they arrive.

Of the ma'abarot that have been almost totally liquidated - replaced by dynamic new towns in development areas where the immigrant can be swiftly absorbed.

How Israel is not only providing each new immigrant with a home within hours of his arrival, but also with a job, free elementary school education for his children, and the medical and rehabilitation care his family might need.

But we have learned, too, that as great as our contributions have been during this period, we are today meeting only one third of the costs of this immigrant absorption; that the government and the people of Israel are being forced to shoulder more than we morally have the right to expect of them.

Also, that neither they nor us, can expect any respite. Rather, as a result of the upheavals that are taking place in many parts of the world, thousands more Jews are being forced to seek their way to Israel.

The most important conclusions that we have drawn from our deliberations, and from the briefings by the leaders of the Government of Israel, the Jewish Agency and the Joint Distribution Committee, is that the range of UJA's work must continue with renewed vigor in 1963 on behalf of the countless thousands who are forced to flee their homes, and for

(more)

the vital work of reconstruction and immigrant absorption in Israel, France and other free lands that are providing permanent havens for them.

It is our conviction, therefore, that the only realistic and moral course of action open to American Jewry at this critical juncture in UJA's 25-year history of overseas aid lies in the adoption of a national campaign goal that will reflect -- fully and accurately -- American Jewry's economic capabilities and potential for generous giving.

Therefore, we earnestly and wholeheartedly endorse and ratify the following goals for the United Jewish Appeal in 1963:

\$60,000,000 to cover the regular budgets of the Joint Distribution Committee, the United Israel Appeal - the Jewish Agency for Israel, New York, Inc.; NYANA and the UNITED HIAS SERVICE which will enable these agencies to meet the foreseeable and ongoing needs that are within their areas of Jewish responsibilities;

\$36,000,000 as a SPECIAL FUND to meet the emergencies and crises in all the areas of Jewish rescue and lifesaving. While these cannot be foreseen, they can surely be anticipated as our experiences over the past six years have shown.

Having taken this step, we must assure the UJA agencies that our Jewish communities will do all in their power to mobilize their utmost support on behalf of this 1963 national UJA goal of \$96,000,000 - the irreducible minimum they must have to give maximum meaningfulness to their life-saving efforts on behalf of nearly 600,000 Jews in need or in danger in 28 countries.

Therefore, to assure the assumption by each Jewish community of its fair and proportionate share in this national responsibility, we urge the Jewish communities of America to RESOLVE to increase their regular allocations to the UJA; and

FURTHER RESOLVE to accept the individual quotas which the United Jewish Appeal will set forth as their reasonable responsibility toward the achievement, nationally, of the SPECIAL FUND of \$36,000,000.

And in support of their community efforts on behalf of this \$96,000,000 objective, we call upon every Jewish contributor to

RESOLVE to raise his own standard of giving to that part of his local campaign from which the UJA receives its regular allocation;

FURTHER, to give an EXTRA GIFT toward the realization of his community's SPECIAL FUND quota.

Also, we, the delegates to this historic 25th Anniversary Conference, DO FIRMLY PLEDGE AND RESOLVE to set an example for our fellow Jews by raising our own standards of giving, and by working diligently for the fulfillment of the established goals in each of our respective communities.

UNITED JEWISH APPEAL, INC.

165 WEST 46th STREET  
NEW YORK 36, N. Y.

MEMORANDUM

*(Put this in my speech file)*  
Date January 11, 1963

To Rabbi Herbert A. Friedman

From Raphael Levy

Subject YOUR ADDRESS TO THE UJA CONFERENCE

Attached herewith is an edited version of your address to the United Jewish Appeal Conference. Mr. Bernstein has advised me that the speech is to be printed. Accordingly, I would like to make the following suggestions:

If we do this pamphlet properly it can become a very effective and a very useful capsule history of the story of Jewish giving, and the role of the UJA. There is a real place for such a pamphlet. Therefore, I would like to recommend that you look this over very carefully -- seeing areas where it can be added to and improved.

I think it will be useful, too, if both Mark Tabatchnik and Abe Hyman were asked to look it over -- from the standpoint of history -- emphasis, etc.

On my part -- I want to go over it again carefully with the same objectives in mind.

Additionally, I would like to prepare a layout for the pamphlet (and check out the costs of printing additions of 25,000 or 50,000).

I believe this should be an illustrated pamphlet -- and I would like to incorporate in the layout pictures of key figures such as Louis Marshall, Felix Warburg, etc. Also, the group picture of the founding of the JDC -- the classic picture of the first shipment of foodstuffs to Palestine -- perhaps a Vishniak photograph or two showing life in Eastern Europe -- and then certain UJA pictures of similar interest.

When we have completed the layout and a text which meets our common satisfaction perhaps you would then want to let the JDC and the Jewish Agency people check over the manuscript before it is actually put in type. It is the sort of job that ought not be done in the heat of a campaign. It is the sort of job that must take time -- because it must be done right.

*Raphael Levy*

In 1963 the United Jewish Appeal observes its 25th anniversary year. It seems fitting then to ascertain what has been the role and significance of the United Jewish Appeal in the growth of the American Jewish community.

Strange as it may seem, the answers can best be presented against the background of the past fifty years of American Jewish life, rather than a twenty-five year period.

We must go back fifty years so that we can understand something of the forerunners of the UJA - particularly the Joint Distribution Committee, one of the prime forces in bringing the UJA into existence.

My review of the Joint Distribution Committee will be made in the context of what happened in American Jewish life over the past half a century. By doing so, we will come logically, I think, to the subject that interests us all, namely: the form, structure and growth of the American Jewish community as it is today in all of its strength, wealth and profusion of population.

In 1939, the year of the first UJA campaign, the then Executive Director of the JDC, Joseph C. Hyman, wrote a book called "JDC: Twenty-Five Years of American Aid to Jews Overseas." I think it would be very interesting to hear how the JDC was started, nearly 50 years ago.

In August 1914, just before World War I, American Jews received a first plea for help from their co-religionists abroad. This was of great historical significance because although Jews had been in trouble in Europe in the 1880's, 1890's and 1900's, they never had an address in the United States to which they could send their pleas for help.

The first request for help that was received by the Jewish community in this country came in 1914. For whom? It came on behalf of 60,000 Jews in the then Turkish Province of Palestine. And it came in the form of a cablegram which Henry Morgenthau, Sr., then U.S. Ambassador to Turkey, sent to Louis Marshall and to Jacob H. Schiff. In it, he pleaded for \$50,000 to be sent at once to save the 60,000 Jews of Palestine -- who had been cut off by the warring armies -- from starvation.

The first attempt to form a committee to meet the emergency was made by the Union of Orthodox Hebrew Congregations which, on October 4, 1914, organized the Central Relief Committee. The Chairman was a man by the name of Leon Kamaiky.

A few days later, the American Jewish Committee, then only in its eighth year, called a conference of major Jewish organizations to see what could be done. This resulted in the

formation of the American Jewish Relief Committee, with Louis Marshall as President, Felix Warburg, Treasurer; Cyrus Sulzberger, Secretary, and David Bressler, Assistant Secretary.

It issued a statement of policy, urging Jews of all shades of thought and opinion to join in giving relief abroad. There was then a "depression" in the United States, and the statement took cognizance of this in a sentence that we always should remember:

"The Committee recognizes the economic distress which now bears heavily on all. That only emphasizes the obligation of making sacrifices and ennobles every gift the more."

A few days later the American Jewish Committee gave the American Jewish Relief Committee a first gift of \$100,000. The Relief Committee then decided to form a new organization to "distribute" the money, which they were gathering. They created the Joint Distribution Committee.

Some months later, the Jewish labor groups formed the People's Relief Committee, with Meyer London as Chairman.

A very extraordinary thing was happening. The rich, integrated German Jews had formed the American Jewish Relief Committee; the Orthodox Jews had set up the Central Relief Committee,



while the Jewish Labor unions had established the Peoples' Relief Committee. Now the three groups get together.

Outwardly they were three disparate elements, but they all spoke out in one strong voice for the purpose of overseas aid.

In 1915 they had their first campaign. They collected a million and a half dollars. Nathan Straus made a contribution of \$100,000. Think of what that meant in those days!

They held a mass meeting in Carnegie Hall on December 21, 1915. President Wilson issued a proclamation designating January 27, 1916 as "Jewish Relief Day." The Senate of the United States also passed a similar resolution.

On that day alone more than one million dollars was collected.

But the war went on and by 1917 -- one year later -- the situation overseas had worsened considerably. The JDC's fund-raising activities were now organized on a community basis, nationally, with every community accepting a quota. The 1917 campaign had a goal of \$10 million.

The director of that campaign was Jacob Billikopf. His name is worthy of recall because it was he who went to see Julius Rosenwald. The result was historic, because,

Mr. Rosenwald, in 1917, changed the entire character of fund-raising in this country by giving a million dollars toward the goal. The gift was given with a proviso: that nine million dollars would be raised by the Jewish community of the United States. And it was!

New York City assumed half of the \$10 million dollar goal. The campaign, headed by Felix M. Warburg, David Bressler and I. Edwin Goldwasser, raised its quota in ten days.

That was the first period in the life of JDC.

The second, according to Mr. Hyman's book, was the emergency relief period following the end of World War I. This encompassed the years 1919 - 1921 -- years of famine in Poland, Russia, Rumania, Hungary and the Baltic countries; and of pogroms in the Russian Ukraine.

More than 200,000 Jews were killed in the year 1920 in the Ukraine alone. On one day of November, 1918, "The London Times" reported pogroms in 110 towns and villages, including the city of Bukovina in the province of Bessarabia, which today is part of Rumania. In the Estonian city of \_\_\_\_\_, the Jewish community was pillaged, Jews were robbed, Jewish women were assaulted, Jewish

homes burned to the ground, and many Jews were murdered.

In 1919 and 1920 -- in two years alone -- the JDC raised 27,000,000 dollars! There was no income tax deduction for charitable contributions then. There was barely an income tax; it was only introduced in 1913. This was money out of the pockets of people who gave it because of compassion, emotion and feeling, not on the basis of what their auditors advised them they could give.

Following that difficult post-World War I period, the JDC thought it might wind up its activities. But the situation in Eastern Europe had deteriorated so badly that the JDC had no other alternative but to undertake the work of helping in the rebuilding and reconstruction of the Jewish communities in that part of Europe.

Five committees were appointed to carry out the work, and these are functioning to this day.

One was the Emergency Relief Committee, with David Bressler as its Chairman.

The second was the Cultural Committee, of which Dr. Cyrus Adler was Chairman. The task of this committee was to build schools and synagogues and restore Jewish cultural life.

The third was the Medical and Sanitary Committee, with Dr. Bernard Flexner as Chairman.

The fourth was the Child Care Committee, of which Dr. Solomon Lowenstein was Chairman.

Fifth and last was the Reconstruction Committee. This Committee set up the machinery to help a Jewish breadwinner start life anew by teaching him a trade or giving him a loan to start a new business. It offered not just palliative help, but aid which could serve to set him on his feet permanently. The first chairman of the Reconstruction Committee was Herbert H. Lehman.

This was the third period in the life of the JDC, a period devoted to the rebuilding and reconstruction of Jewish life in Eastern Europe.

There is an interesting tangential story connected with this period. It is the story of an operation called Agro-Joint, which was established by the JDC on behalf of Jews in the Soviet Union, who were declared declassé by the new rulers because they had been peddlers, storekeepers or merchants - instead of laborers, peasants or factory workers - before the Revolution.

Now, after the Revolution, they had to find new ways to make a living. Somebody had to retrain them.

The JDC decided that the way to rebuild the lives of Jewish "luftmensch" was by training them in agriculture and placing them on the land - a conclusion similar to that which the Zionist Movement had reached.

And yet in those days the Joint Distribution Committee and the Zionists were in serious opposition -- ideologically speaking -- notwithstanding the fact that they had come to the same conclusion as to how to rehabilitate Jews.

In the course of fourteen years, before the JDC had to end its work in the Soviet Union, it placed a quarter of a million Jews on three million acres of land in the Crimea, in the south of Russia, in the same way that the Zionists were placing Jewish farmers in the northern Galilee of Palestine.

The JDC spent \$16 million on that one project alone. Five million dollars of that amount was given by Julius Rosenwald.

But the major development during the post war years was the rise of Nazism. For the JDC it began in 1933, when Hitler came to power, and Dr. Jonah B. Wise, its Chairman for fund-raising made a trip to Germany.

Dr. Wise spent the summer and fall of 1933 in Germany. With his help the German Jews created an organization called the Centrale Altschuss Fur Hilfe Und Aufbau. The Centrale Altschuss formed structures by which money could be channeled to help Jews who were beginning to be ground up by the Nazi machine.

When the League of Nations appointed James G. McDonald -- who later became the first United States Ambassador to Israel -- High Commissioner for Refugees in December, 1933, the JDC went to him and said: "Do you need money? Do you need personnel? Do you need facilities? We are willing to help." And they subsidized the work of the League of Nations High Commission heavily.

At the same time they had their eyes on the Jews in Germany, they also had their eyes on the Jews in Poland, and elsewhere in Eastern Europe. In Poland in 1934, one year after Hitler came to power, more than a million Jews were living in dire poverty. They were starving. Disease was taking a terrible toll.

Except for a few simple things, you couldn't do much for people <sup>in</sup> those days. When people could emigrate, you helped. If you could retrain people for new jobs, if you could just give Jewish businessmen loans to

keep their heads above water, if you could get those who had some means to lend you their money, so that in case they left or were killed their money at least could be used by other Jews -- these were the only measures available in the years as the darkening clouds of Nazism gathered.

Then the war came. I won't try to report what happened during World War II. Most of this is covered in a very fine chapter in Herbert Agar's history of the JDC, "A Saving Remnant": There you can read about Saly Mayer and the five million dollars he used in the attempt to bribe the Gestapo, to save Jewish lives. The funds were blocked, and he could not have spent them, but the Nazis did not know this. The JDC office was then in Lisbon, and there was another office in Constantinople -- then the only "open" ports on the whole continent of Europe.

There are five chapters covering as many periods in Joseph Hyman's book, written in 1939. If some were to bring Mr. Hyman's book up to date he could add five more chapters to the history of the JDC.

One of them would cover the immediate post-war period, the Displaced Persons period.

It is interesting to read a formulation that Moses Leavitt, JDC's Executive Vice-Chairman, since 1947 gave about the work of the JDC.

He gave it in 1947, the second year after World War II ended -- the year in which I and many others in this audience were in uniform in Europe, spending the money which you were raising here.

Although I was then in Europe, working closely with the JDC and the Aliyah Beth, I did not have the faintest notion what the UJA was, or who was raising the money here. All I knew was that we were spending huge amounts of it and that there were certain addresses where one could go to get money; and that somebody in the United States was giving it.

Moe Leavitt described what your money bought in 1947. He summed it up in a neat formulation. The JDC was spending much more money raised in the UJA campaigns in those years than the Jewish Agency.

Moe Leavitt said, "We spent \$75 million in 1947," and he added: "I have divided the business activities of the JDC into six kinds of businesses.

"The first is the supply business. We run a department that purchases \$20 million worth of supplies a year: food, clothing,



medical supplies, religious articles, some 250 different items, not counting drugs, of which there are another several hundred.

"We purchase shoes, clothing, underwear, bread, wheat, milk, butter, cheese, eggs -- everything from talcum to lattes, from aspirin to streptomycin.

"We purchased \$20 million worth of such articles -- enough to stock a good-sized department store.

"We have a second business -- the warehouse business. We have 68 warehouses in Europe, and 10 in the United States. This business has more than a million square feet of storage space.

"We are also in a third business, the transportation business. We have 536 motor vehicles in Europe -- jeeps, trucks, passenger cars, ambulances, weapon carriers, and all the garages and repair depots necessary to maintain them, because if your transportation breaks down, your supply distribution breaks down.

"Fourth, we are in the travel business. We had 30,000 customers in the past year -- people we put on planes, trains, ships, buses; people for whom we had to get hotel accommodations. Our travel business runs to five million dollars yearly, a very respectable amount.

"Fifth, we are in the banking business, and the foreign exchange business. We are probably as large a buyer of foreign exchange as any firm in the world.

"We have many problems in foreign exchange because most of the currencies of Europe are soft, not hard. Our problem is to get a dollar's worth of currency for the dollar we put out. Many methods are used. I will give you one.

"The official rate of the Greek drachma is 5,000 to the dollar. That's even worse than the Italian lira. The unofficial rate is 9,000 drachmas to the dollar but it fluctuates, and can be 7,000 or 8,000 or 9,000.

"Well, how do we try to get close to 9,000 drachmas for our dollar? We buy Swiss francs with our dollars. With the Swiss francs we buy gold coins - Napoleons, or gold francs. These gold francs are shipped to the Bank of Greece. They are sold by the Bank of Greece at the open market rate. As a result, counting the exchange premiums, the cost of transportation, even the insurance for the gold, we still come out at the end with a transaction that gives us somewhere between 7,500 and 9,000 drachmas to the dollar. We

are able this way to get close to the unofficial rate."

The process Mr. Leavitt described was done with dozens of currencies for scores of millions of dollars. Nothing illegal was done. It was a question of trying to be as effective as possible with your money, stretching it as far as possible.

Then Mr. Leavitt said, "We now come to one which is a business in itself -- the business of social and communal welfare. In this business we call ourselves the largest "federation" of Jewish philanthropies in existence, a federation that supports 328 children's homes, 53 aged homes, and 380 hospitals. We have on our overseas staff 2,500 employees, of whom 250 are Americans, and the balance -- the local employees - are Jews of the countries in which we operate.

"We have technical people, clerical people, professional people, doctors, nurses -- every variety of every category."

Mr. Leavitt closed with this important statement:

"I want to pay tribute," he said, "to the staff of the JDC in the United States and in Europe for their devotion, for their sacri-

face, and for the work they do for Jews. To them JDC's work is a religion also -- the religion of service to the Jews of Europe."

I won't go beyond those words of Mr. Leavitt, because the rest of the JDC story is well known.

A chapter could be written about the Malben period in Israel and another about the broken and decimated communities in Western Europe where the JDC did a magnificent job of reconstruction. These communities have been brought back to life, and today are flourishing, and beginning to learn how to raise money for themselves and for others.

Still another chapter could be written about the JDC program in the Moslem countries.

A very special chapter could be written on aid in Eastern Europe.

That is the JDC story - a great story of almost fifty years.

A parallel story of fifty years of development in Palestine and later, Israel, by the Jewish Agency, provide us with a fresh reminder of what it was that occurred over there which moved us to do what we did here.

I think it is pertinent in connection with this fifty year history that we take note of the fact that in the early days a

keen rivalry existed on the fund-raising front between the JDC and the Jewish Agency's instrument in the United States, the United Palestine Appeal, one that stemmed from ideological differences.

Louis Marshall tried to achieve harmony at an extraordinary Zionist Conference that took place in Baltimore in November, 1925.

"At the request of the JDC," he said, "I have come here today to this Zionist Conference to act as a symbol for peace and unity in Israel. We are confronted with problems which pertain to the Jews all over the world, not the least of these being those which pertain to Jews in Eretz Yisrael.

"I say with all the fervor at my command that we of the JDC, speaking as we do for thousands of Jews in the United States who have but one feeling in their hearts and souls, and that is unity and harmony -- that what we have tried to do has been to go steadily forward, shoulder to shoulder, to accomplish results. We of the JDC believed that the time had happily come a few years ago when it would no longer be necessary to appeal to the Jews of America for assistance.

"We believed and rejoiced, because we felt we could then bend our energies in other

directions; that we could develop Jewish education in America." (Louis Marshall noted this in 1925; people are excited about it today. They think it is something new.) "And we had hoped that we could turn and give assistance to the Jews of Palestine. We did not know and could not foresee what was taking place in the various parts of Russia, Poland, and Rumania, and our hearts are again smitten with cries that come from every part of Eastern Europe, so we are compelled once more to embark upon a campaign.

"Yes, the cry for Palestine is an important one. It cannot be minimized, it must not be minimized. The duty for caring for it, for aiding in its regeneration, is a duty which rests on non-Zionists just as much as on Zionists. The JDC helped Palestine before the Balfour Declaration. We contributed \$7 million of our money in that early period, and later when the Keren Hayesod was organized, I answered your noble leader, whom I consider to be our friend, Dr. Weizmann, and we participated in a meeting where we raised funds and urged others to raise funds who were not interested in this cause.

"Therefore, I feel when I come here and look you in the face and say to you that the

Joint Distribution Committee has undergone no change of heart in the last few years, or the last few days; that the Joint Distribution Committee is carrying to a logical conclusion the decisions which it reached at a meeting on September 13th that it would aid in the work of Palestine, it meant what it said, and it will do what it said.

"It seems to me, therefore, that the spirit of the hour should be one of mutual rejoicing and mutual satisfaction; that we should stand together or fall together for the cause of Jews all over the world; that while there is a duty on the part of the non-Zionists to help Palestine, there is an equal duty on the part of the Zionists to help their brethren in Eastern Europe."

Doesn't this sound fantastic today? Doesn't this sound antiquated? Doesn't it sound as though all this is something that occurred on another planet? It is so strange that Louis Marshall should go and attend a Zionist Conference to plead that the Zionists be concerned about the Jews of Eastern Europe, when it was the Jews of Eastern Europe who gave birth to the Zionist move-

ment, gave impetus to it, gave it the first pioneers, and who broke the first rocks in Palestine for it. Yet in those days it was a very real issue.

It is not an issue any longer - nor if one could be permitted a prophecy, will it ever again be, in the evolution and growth of the American Jewish community.

Today the Jews of America are not plagued by this schism for a very simple reason. That reason is the UJA. Once the UJA was born, you were given surcease from all the fighting and the wrangling. You were given peace and quiet, at least organizationally, in which you could express your will to help. You wanted to help, and no one blocked you by wrangling and internecine organizational warfare.

A few days ago the leaders of the Joint Distribution Committee and the United Israel Appeal - Jewish Agency, Inc. quietly sat down and agreed on another contract to work together and continue a United Jewish Appeal for the next six years. Yes, your instrument is available to you, and peace and harmony, for which Louis Marshall once pleaded, prevails.



What I have just said is the bridge to the second half of my remarks on the benefits which the United Jewish Appeal has brought to the American Jewish community.

The first of those benefits is ideological peace - as I have just outlined. The competition and the quarreling among broad segments of the American Jewish community is over. Instead, it has been supplanted by a powerful sense of national strength and purpose.

UJA helped American Jewry overcome any feeling of frustration and impotence they might have felt. It gave the American Jewish community a sense of power and direction. We are now, to use Mr. Sharett's phrase, "His Majesty, the Jewish people."

We are sovereign and independent. We determine our own future. We accomplish what we want. No more, no less.

I should like to give you six headings, six definitions, six words, six things the UJA is, in my judgment.

First of all: The UJA is the great unifier of the American Jewish community. It has brought together under one banner all Jewish segments - religious and non-religious, Zionist and non-Zionist, labor and capital. We have transcended ideological differences which legitimately exist in other

spheres of Jewish life but which should not exist in the sphere of communal philanthropy.

We have created a common will. Often in history opportunities for help are lost and great causes are defeated by internal dissension. We do not think this is a danger any longer.

Secondly: The UJA has been the great standard setter. We have set standards for giving which have resulted in enormous benefits for the entire American Jewish community in every field, not merely in our cause.

We have taught people how to give very large amounts of money. I would not wish to count the country clubs that have been built in the United States on the basis of UJA methodology and impetus in fundraising, and the newly-won acknowledgement that somebody has the right to ask for you for a very large amount of money.

We have acclimated people. People are not shocked when other people come to them now and ask them for \$50,000 gifts, or \$100,000 gifts, or one million dollar gifts. We have made it possible for other imaginative enterprises to acquire momentum and come to fruition because men now dare to ask for large sums.

I offer the premise that UJA broke the

ground. Hospitals, synagogues, schools, universities, centers, old-age homes and other institutions were built because people learned ~~to~~ - through UJA - how to give.

I should like to tell you that in the past seventeen years -- and I take that figure, since it is seventeen years since the first great UJA campaign, in 1946-- \$570 million has been raised and spent for Jewish capital plant expansion in this country, to speak nothing of what has been spent for the maintenance for these institutions. Yes, \$570 million worth of plant has been built in seventeen years, and so, I think, when we say that the UJA has been the standard setter, that is a fair designation.

Third: The UJA has been the great teacher.

We have really been, I think, a huge educational instrument by which thousands of leaders in the U.S. have learned contemporary Jewish history and geography. In helping our fellow Jews, naive idealism is not enough. A more sophisticated understanding and knowledge is required.

We literally have directed thousands of Jews overseas to our work and explained to them what they were seeing. All our overseas leadership missions, which other organizations now emulate -- and properly so -- are designed to teach current events. Our overall approach has been pedagogical. We have bombarded people with millions of speeches, deluged them

with slogans and films and pamphlets, but no matter how repetitious these may have seemed, they were tools in a teaching process.

Americans as a whole were provincial and isolationist before World War II -- so were Jews, though perhaps less so. Someone had to broaden the horizons of American Jews, orient their sights beyond American shores and give them a sense of Jewish history. And so, today, we think that any fairly intelligent UJA leader is aware of such esoteric things as population shifts in the Jewish world, internal affairs in Eastern Europe, and where Morocco is on the map. Also he has probably been through Beersheba at least once.

The UJA as a teacher has taken the self-made men of this generation, men who might otherwise have concentrated on purely materialistic pursuits, and directed them into a great social enterprise. In this sense the UJA has been a teacher to many men on a personal level. It has given them a cause to which they can relate life's nobler aims. The UJA could probably be called the University of Jewish Activists.

Fourth: The UJA has been a great "engineer" of philanthropy. It has drawn from American Jews emotionalism and solidarity and dollars.

But it then has rationalized this giving, taking this generosity in the form of dollars and engi-  
neering it into a rational distribution, as far as the never sufficient funds could be apportioned to meet great historic needs.

It would not be accurate to say that the UJA itself distributes the funds, because UJA's agencies distribute what they receive from it by a pre-arranged formula. But the existence of UJA is predicated on the fact that its constituent agencies — the UIA and the JDC — meet and agree on how to spend the funds you give.

Where the most funds raised by UJA are spent has shifted over the years. UJA funds have tended to follow Jewish need. I should like to illustrate this with one significant fact:

The 1948 campaign was the greatest in all UJA's history. That was the year the State of Israel was established, the year that Israel's War of Liberation was fought. You will be interested to know, if you don't already, that in 1948 the JDC received more money out of the campaign than the Jewish Agency. Why? — because in the year 1948, some 200,000 people — were brought into Israel primarily from the DP camps of Europe. In those days the JDC was

meeting the costs of the DP operation. And it was moving the people to Israel and paying the costs; so JDC got the money to do all this.

But UJA aid is a total package - it meets Jewish refugee need the world over, where it exists. This is what is meant by the statement that philanthropy has been engineered to produce the results you would want.

Faith: The UJA has been the great stimulator of other creative, energetic enterprises in American Jewish life, related to world Jewish life. Over the years the UJA has developed a leadership that is generous, sensitive, and imaginative, so that this leadership has always been at the center of, or the progenitor of, many other worthwhile efforts:

I should like to name some.

Out of the UJA came two other great movements to aid Israel, namely; Bonds for Israel, and private investment. The new instrument of Bonds was forged by UJA lay and professional leaders, and they carried it through its first hesitant years. They gave it credibility and status by taking on Bond chairmanships in local communities. They helped to make it the stable, accepted enterprise that it is today.

The same occurred in the field of private investment. The early investors in Israel were mainly, though not exclusively, UJA stalwarts. They opened the plants; they took the risks; they set the examples. Now they are to be found in the various stock enterprises, investment companies and public offerings through which new capital is constantly being mobilized for Israel's development. It is fair to state that both Bonds and private investment in Israel have been heavily catalyzed by the presence and the view point of the top UJA leadership.

A third effort that I think comes out of this stimulation is the creation of the "Twenty-one" - new form of Jewish Agency management in the United States -- the twenty-one members of the Board of Directors of the Jewish Agency for Israel, Inc.,. The UJA leadership was not only helpfully involved in the creation of the "Twenty-one", it also constitutes a majority of that group today.

I think it was a logical step that the UJA should provide the manpower and the ideas that were required to create a new instrument to meet the needs of changing times.

Sixth - and last: The UJA has been the great "continuator" -- if I may invent the noun.

Let me explain what I mean:

There are people who say that the UJA is a movement which operates in fits and starts, jerkily, spasmodically, shrilly, without and indication of stability or permanence or maturity. They say that each year the campaign is begun as if it were the first and only campaign. They say that there is a great synthetic excitement and pressure generated, through slogans of crisis and emergency. They say that UJA never takes a long view; we do not develop five-year plans or ten-year plans; we don't give people credit for being mature, but come at them and hammer at them as though life or death depended on the campaign — as by the way, it does.

In these accusations there seems to me to be a confusion between philosophy and method. It might be true that each year we seem to crank up the machinery with a lot of fuss. We organize a great conference; we write lots of letters; we make lots of phone calls to get people to come. We subject our audience to an endless battery of speeches — this one included. We seek you out in the corridors and in the corners, and we push you against the walls and solicit you for your gifts, and we urge you to make them



bigger than last year and to make them earlier. In general, we work our heads off as though we had never done any of this before and as if the fate of the whole world depended on it.

But all of this has reference to method, and only to method — technique, if you will. And there is nobody who gets himself more excited each year than I do, when I seek to regenerate massive enthusiasm for what we are trying to do and try to communicate it, because this is a big campaign and it is one that involves millions of square miles that must be covered. Before you know it, the year is over, and you've got to crank the motor up again and get it started for next year. So whole UJA process appears, superficially, to take on a shrill and staccato quality, which sometimes causes people to accuse us of having a "one-time-only" philosophy.

In the deepest sense, the truth is the exact opposite. UJA attempts to eliminate sporadic giving and pass - by the one-time giver. He is the person we do not want. You know, and we know, that we have many years of work before us. This cause cannot depend upon fair-weather friends who come and go according to whim, fancy, fashion or headline. We need people who understand Jewish history and who are willing to make

a long-term commitment.

It is our belief that a whole new generation of leadership must be trained, and we are doing that systematically. Earlier today, there was a meeting in this hotel which I feel had a historic significance. The Young Leadership Cabinet of the United Jewish Appeal, a brand-new instrument, was called into being by Governor Herbert H. Lehman. That eighty-four-year-old gentlemen walked into the meeting room and in his remarks placed the mantle of responsibility upon some forty young men all under the age of forty years.

Following Governor Lehman, the UJA General Chairman, Mr. Meyerhoff, said that he hoped that ten years from now a General Chairman of the UJA would emerge from those at that meeting.

If that isn't continuity, I don't know what it is.

The phrase that all of you have heard me use ad nauseum is, "the task of a generation." Anybody who thinks we will finish UJA's work in less than a generation is foolish. So we are not going in for the one-year campaign, for the fast buck, for grab as you can. This philosophy doesn't serve.

There is a long agenda of Jewish building and rebuilding a head of us, and I would like

to tell you what I think are the main points.

The very next five years in the immediate future hold the following in store for us.

First: The problem of Russian Jewry will be at our table in one form or another. We think about that every day. We yearn for it. We want it. We will find the organizational forms to meet the flood, if the flood will only come. And I am convinced that, in one form or another, that great section of the Jewish people cannot remain permanently closed off from us.

Second: In the next five years, we will witness the liquidation of North Africa's Jewish communities. North African Jewry is oriented toward Israel. They will go there — the Moroccans and the Tunisians, and — I predict — large numbers of the Algerian Jews now in France.

Third: There will be an explosion the Jewish situation in Latin America with in the next five years, if not sooner. A half million Jews in Argentina are sitting on a powder keg. There are some who predict that nothing will happen. There are some who predict that democratic, parliamentary forms will somehow be instituted — and prevail — in that part of the world and the the current upsurge of the Tacuara, and other neo-Nazi movements, will pass.

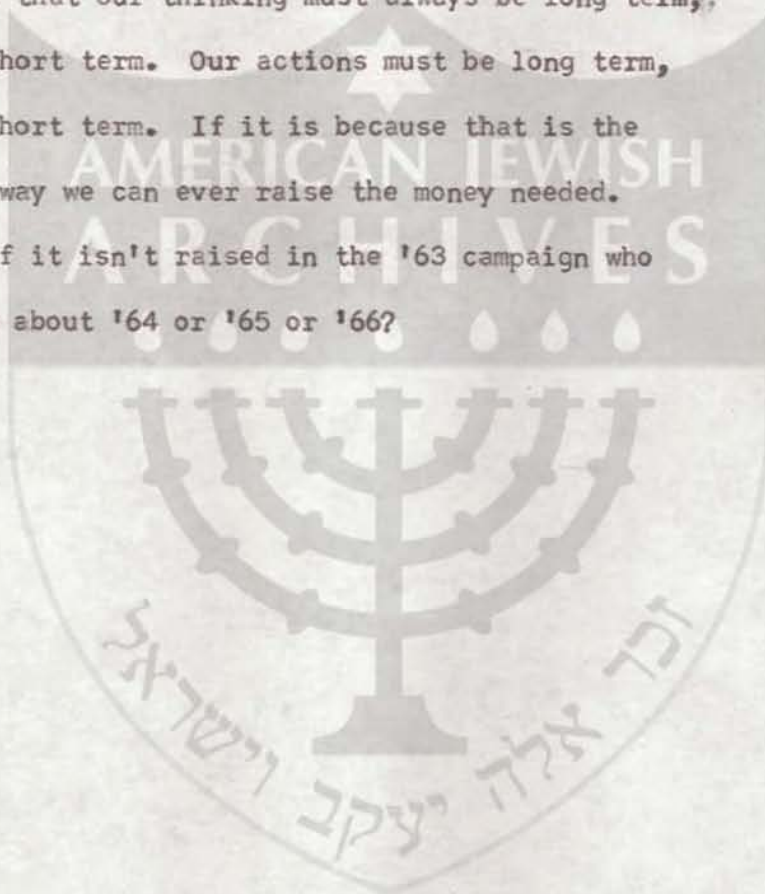
I do not believe it. I hope I am wrong, but I think that the Jews of Argentina, if not other Jewish communities in Latin America, will be very much on our agenda in the next five years.

Fourth: There are a hundred thousand Jews in South Africa, and before five years we may be dealing with large numbers of them as refugees. I may be wrong. But there is a social revolution underway in Africa which, in my judgement, will reach violent, explosive proportions in South Africa. The mentality of the Government there is one of beleaguerment. People feel the inevitability of a clash between black and white. Should that occur, should a social revolution of massive proportions develop, the future of the Jewish community, existing between two extremes, will be very much in doubt, and the Jews of South Africa know it.

Fifth and last: In the next five years, Israel will be on our agenda every minute of every day - whether it is a question of security, or water, or the Negev, or of another quarter of a million population, or of another fifteen thousand houses a year, or another three hundred farm settlements, or another twenty-five settlement towns or another fifty Ulpanim. Whatever

it is, ever-increasing amounts of money will be needed in Israel to satisfy ever-increasing human problems.

Therefore, when I say that the UJA is the great "continuator", I am trying to make the point that our thinking must always be long term, not short term. Our actions must be long term, not short term. If it is because that is the only way we can ever raise the money needed. And if it isn't raised in the '63 campaign who cares about '64 or '65 or '66?



At the same time, we each must understand that we will need to give great amounts of money and create a sense of full mobilization, for a long time to come.

All this then is what I think the UJA is: the great unifier in the American Jewish community; the great teacher; the great stimulator; the great engineer; the great continuator; the great standard setter. And this is not to boast, but simply to record what UJA has been.

You cannot record what UJA is and has been without paying tribute to the people who have made it that way, and I would like to pay tribute to my predecessors: There were three: Henry Montor; Isidor Coons, and Dr. Joseph J. Schwartz.

Isidor Coons I did not know very well, and so let me do no more than speak his name with respect. Henry Montor I knew well. Dr. Schwartz I also know well.

Henry Montor was brilliant, daring and imaginative. He had a tremendous driving quality. He was capable of engendering unbelievable loyalty from the people who were close to him. Some found him cold and machine-like, but I will say simply that if it had not been for Henry Montor, there would not have been the history-making, successful 100 million dollar UJA campaign of 1946. It is one thing to say, "I want a 100 million dollars

campaign. It is another thing to make it. Great tribute should be paid Henry Montor, because he broke the ground. He gave everything he had to this cause. He had a great genius and we owe him great thanks.

Dr. Schwartz was a different kind of a person; a very deliberate, compassionate, soulful man, deeply steeped in Jewish knowledge, who made an imperishable contribution to the welfare of Jewry in the years that he worked overseas as Director-General of JDC's great post-war operations. Then, like a good soldier, certainly not for love of the flamboyance which goes with the public and platform appearances that by necessity are part of this job, he left his work overseas to take up the post of UJA Executive Vice-Chairman when Mr. Montor moved over to the Israel Bonds organization.

It requires a peculiar psychological stamina to enable a man to stand up in public day after day and strip down his emotions and flay himself in the course of the public speaking that is demanded of the professional head of this organization -- and I am now being autobiographical.

Joe Schwartz was a shy and tender man, and he probably leathed that aspect of his job. Yet, he did it, and does it still, as the present head of Israel Bonds, which to me is the greatest index I have to his sense of devotion to the Jewish people.

I would like the record to show, and I would like this conference to know, that I feel strongly indebted to these two predecessors of mine in this office, from whom I learned much and whose lustrous record I hope I do nothing to diminish.

I would like to pay tribute as well to UJA's General Chairmen, without whom UJA could not have functioned. I have described to you what I think the UJA is. It is what it is because it has drafted the lay leaders to make it what it is. It has requisitioned these men, and the men who have been the top leadership of this organization are men without whom it could not have functioned.

UJA's strength derives from a mixing and blending of powers. There are two heads of the UJA. There is the lay head and the professional head, and when these two heads work well together, everything is fine, and thank God the two heads always have worked well together.

In the instance of the current administration, I have introduced Joseph Meyerhoff, as the head of the UJA on many occasions. And he has turned around and introduced me as the head of the UJA on just as many.

In the ultimate sense, while this organization could not function without the kind of professionalism which is required to keep it going -- in the ultimate sense, the lay leader is the one who de-



termines the fate of this movement. For the secret of the fantastic successes of the UJA -- and its predecessor organizations in the period before it -- lies in the massive voluntarism which has been the hallmark of all of our campaigns.

The most skillful, dedicated and brilliant professionals have the power to function only through equally endowed lay leaders who have been UJA's General Chairman.

You know their names: Henry Morgenthau, Jr., Edward M.M. Warburg, William Rosenwald, Morris Berinstein, Philip Klutznick for a brief period, and the present General Chairman, Joseph Meyerhoff.

We have printed a Roll of Honor for this Conference. It does not have simply the names of the General Chairmen. It has the name of every person who was an officer in any capacity of the United Jewish Appeal since 1939, and there is a page for each year. This is the UJA, this Roll of Honor.

There are undoubtedly millions of names that should be printed in such a roll. But we couldn't. We don't know all of them -- and no one will. But we knew the formal officers.

I would like to finish by giving you my credo. These are the things I believe in. These are the things I think you believe in.

These are our articles of faith. This is what inspires us. This is what motivates us. This is what keeps us going, and is what will make the decades ahead as glorious as the decades behind have been.

First: I believe we are united. We are all together, Jews from the Old World of Europe and the New World of the Western Hemisphere, and the Old-New World of Israel. The only ones missing are the Jews of the world of the East. They are missing physically. They are in our hearts. They will be with us physically. History will not leave them cut off. This unity is the very secret of our survival, the strength, the great capacity we have to fight back when the time requires it, and to accomplish dreams and historic objectives. Unity.

Second: we are strong now. We are relieved of the humiliation of helplessness and impotence. We are sovereign masters of our own fate, and we decide our own destiny. Strength -- we have it now.

Third: we are eager to survive and to expand. We are a survivalist community. We want to believe, and we do believe in the values of Judaism for ourselves, for the world, and so we will create and create and create with an endless explosion of ideas. Of course, we shall create some bad in-

stitutions and do some unfortunate things. But when you are in an explosive, creative, energetic time of development, the good will far outweighs the bad. We are through with the dark half of the 20th Century. That is behind us. We are going into the bright, big, creative half with an eagerness.

Fourth: we have learned a little from history, and we have learned that the solution to "the Jewish problem", where it exists, is immigration, and we have Israel as an instrument to implement that solution.

We have learned a lesson of history, and we will apply it in every situation in which it needs to be applied.

Fifth, and last, we believe in Israel. It makes us proud. It gives us a vision for the future. It is a focal point for the whole Jewish people.

So we are united, we are strong, we are eager to survive, we have learned something from history, and we have Israel as an instrument, a vehicle by which to carry out many of the things we want to do.

Well, these are the things I believe in; these are the things you believe in, and these are the things we are.

The UJA is an organism American Jews created

to express these articles of faith.

Far beyond the saving of lives and the building of a state, the UJA has fashioned the soul and the spirit of the American Jew. And, perhaps for that he should be genuinely grateful.



TWENTY-SIXTH  
UNITED JEWISH APPEAL  
ANNUAL NATIONAL CONFERENCE



Banquet Meeting  
December 7, 1963

New York Hilton Hotel  
New York

(The Banquet Meeting of the 26th Annual Conference of the United Jewish Appeal convened in the Grand Ballroom of the New York Hilton Hotel, on December 7, 1963, at 6:30 p.m., Mr. Edward M. M. Warburg presiding.)

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MR. WARBURG: Ladies and gentlemen, can we settle down, please? Let us quiet down.

Ladies and gentlemen, I think you can understand if I ask for your sympathetic understanding. The task I have, particularly at this podium here, is unbelievably difficult, and I know all of you want to have it in good taste and in the dignity that it deserves, because since our last annual meeting we have suffered unbelievable losses amongst our colleagues and our friends. Blow upon blow has come upon us. In the last few days, first the death of Rabbi Abba Hillel Silver; and then, in the last hours, our beloved Herbert H. Lehman.

All this seems especially cruel when all of us are still reeling under the tragic assassination of President Kennedy.

In keeping with this overwhelming sense of mourning, I would like to ask you to rise and join me in a moment of silent tribute.

(All rose.)

MR. WARBURG: Will you please be seated.

As you know, the distinguished Chief Justice of the United States, Earl Warren, was to have addressed us tonight, but because of the thirty-day period of mourning proclaimed by President Lyndon Johnson, he, together with all government officials, has canceled his special engagements. But in a sense we shall have the Chief Justice with us after all, because all of you, I am sure, recall the superb tribute which he delivered at the bier of the late President Kennedy in the great rotunda of our nation's Capitol in those terrible hours of Sunday, November 24th.

With his permission, we at this point, in tribute, wish to play a taping of the eulogy he delivered for John F. Kennedy, the thirty-fifth President of the United States.

(A recording of the Chief Justice's tribute to the late President was heard.)

MR. WARBURG: Ladies and gentlemen, in the words that you have just heard, ours is the task of carrying on in the spirit of those who have shown us the way. And so, my friends, it is my pleasant duty to formally

welcome you to the twenty-sixth Annual National Conference of the United Jewish Appeal.

Tonight, too, we formally bring to a close the one-year-long observation of the UJA's 25th Anniversary.

I am glad to say that during the course of this evening we shall honor a number of our leaders for what they have done to focus world attention on the UJA and its first twenty-five years of humanitarian activity.

Let us look back a minute. Twenty-five years ago, a great burden of grief lay on the hearts of millions of Jews. As you recall, we in the United States had the choice of two courses of action. Of course, the easiest one would have been to sit quiet in our sorrow, mourning the great misfortune that had befallen ten million Jews in the heartland of Europe.

I don't suppose that any rational person would have blamed us for doing that. We represented only a remnant of the Jewish people. We were separated by too many thousands of miles from the sense of horror to do anything to save the others. Also, there were the barriers of war, the great armies in conflict. But thanks to our Jewish tradition, thanks to the profound feelings of human one-ness that have been nurtured in us by some seventy generations of dispersion, we took



the course that we did.

Of course, we had two great instruments of succor to do our will: the Joint Distribution Committee and the Jewish Agency for Israel. But they were not then in the powerful and strategic positions that they enjoy today.

You will recall that at that time the Joint Distribution Committee had been forced to retreat from the heart of Europe, from Warsaw, Poland, from Berlin, from Paris, to Lisbon, on the outermost edge of the continent. But they had somehow managed to keep the channels open to European Jewry, to share their ordeals, their difficulties and, more importantly than anything else, probably, to buoy up their hopes.

Well, credit that to the dedication, the ingenuity and the bravery of the JDC's European staff.

Now, the great other arm of the Jewish people, the Jewish Agency, was hardly better off, for this was the period of the infamous white paper. In Jerusalem, amidst the mounting hostility of Palestine and the almost complete indifference of the mandatory power to the fate and future of the Jewish community, the Jewish Agency was as beleaguered as any Jewish community in the war zone.

Credit that to the deeply rooted idealism and

determination and fanaticism and the courage of Palestine's leaders.

That was all the mechanism we had available to meet the great challenge posed to Jewish survival in our five thousand year history.

What made it move? What made it go? Well, credit that to the zeal and determination of the Jewish community of the United States, for when we were confronted with the issues involving the destiny not only of the victims of war and totalitarianism of that day but also the destiny of the next generation, we went forward with unflinching resolve. We fought long and hard and with unremitting dedication until 1948, when we virtually stood alone, and then, with the establishment of Israel, there began the process of creative interaction between the Jewry of America and the people of Israel that finally turned the tide.

Well, where do we stand today? Despite the tremendous achievement, the challenge to Jewish survival still exists. True, there is a remarkable resurgence of Jewish community life in many parts of Europe, and, true, Israel is on the rise. But notwithstanding this, the road to freedom is choked with an unremitting stream made up of tens of thousands of Jewish refugees.

We know that degradation and poverty still beset thousands of Jews in a score of countries overseas and that it is only a matter of time and opportunity before they, too, will seek freedom through emigration. And exacerbating the situation in the vast task of absorbing the multitudes that have come to Israel, every vital necessity is in short supply: money, housing facilities, vocational training and retraining, schools and medical services; and this, I may add, is also the situation in France and other parts of the continent, for national interest and human interest go together, and we can count upon Israel bleeding itself white, and, fortunately, we can count, too, in the European communities of their unwavering sacrifice.

But all the efforts may go for naught if we do not pick up our part, which is the largest part of this burden.

And so, my friends, we who refuse to sit quiet in our sorrow come now to the end of an epoch but not to a halt. We come to it with the knowledge that we are entering a new era in which the battle for Jewish survival is as crucial, the needs as urgent and the dangers as ominous as in any period in the past. We come into it girded, I am sure, to meet the challenge of the years

ahead at least as well as the period just ended.

Well, if we remember that time is the cradle of hope, that in the great tasks of life and of life-saving and rebuilding that lie ahead of us we shall never have any time to lose, that we dare not dally with time when we are dealing with such momentous issues as human suffering, the frailty of human life and the future of the present and the unborn generations of Jews the world over, we shall have a real appreciation of the tasks that lie just ahead.

Thank you. (Applause.)

It is now my great pleasure to introduce -- and I don't know why we go through the formalities of introduction. We all know each other pretty well after these years of working together. But for those who don't know, one of our staunchest friends and hardest workers is Rabbi Isadore Breslau of Washington, D. C., who is the National Chairman of the United Jewish Appeal, representing the United Jewish Appeal.

Now, Rabbi Breslau is a very special person, and he has a very special and I think pleasant function to perform at this time. As I mentioned earlier, this conference marks the formal close of our year-long observation and commemoration of the UJA's 25th Anniver-

sary. I think it is only fitting, therefore, that we should take this occasion to present awards to several of our leaders who have done so much to make this one of the most memorable years in our history.

Rabbi Breslau will act for the officers and the Cabinet of the United Jewish Appeal in making these awards. And now, ladies and gentlemen, it is my great pleasure to call upon Isdaore Breslau.

(Applause)

RABBI BRESLAU: To be very formal: Mr. Chairman, Mr. Ambassador, ladies and gentlemen:

Periodically, at this time of the year, when we meet in New York, certain members of our United Jewish Appeal family are selected for special honor and distinction, and, in addition to these selections, I must, with some measure of conceit, arrogate to myself some special quality, for mine is the privilege, mine is the special privilege to make these presentations to three of the finest people I have ever known and who have ever worked in the ranks of the United Jewish Appeal, to Mrs. Israel D. Fink -- Paulette -- (applause) to Alan Sagner and to Mr. William Rosenwald -- Bill. (Applause)

In listening to Eddie's introductory speech, I heard him say something that revealed in some measure

what is the secret, what is the mechanism that made all this possible, that made our accomplishments possible these past twenty-five years. What is this secret mechanism? And you and I often have been asked that question: How did you do it all in these twenty-five years? One and a half million people you saved; a billion and a half dollars you raised, year in and year out, these millions of dollars. Where did you Jews find the resources for that?

Well, the mechanism that Eddie referred to, this secret weapon we possessed is simply this: the human resources that we possess, the human resources, the professional leadership in our campaigns and the lay leaders who, day in and day out, give their time and their strength and their substance, to articulate to our American Jewish community the needs we all face and to stimulate the proper response.

It is for these reasons that we selected these three members of our family this year for distinction.

Paulette, the National Women's Division Chairman. The National Women's Division of the United Jewish Appeal has enjoyed the benefit and the privilege of the national chairmanship of Mrs. Israel D. Fink for the past three years.

I doubt if we have ever had anyone in the top leadership of the United Jewish Appeal who spoke more authentically than Mrs. Fink of what it meant to be a victim of the Nazis, what it meant to be a survivor of the Nazis, and, finally, what it meant to become a newcomer and a citizen of these United States, and to have the privilege, after all these experiences, of working so constructively to heal up these wounds and to bring home the homeless and to write perhaps the final chapter of that tragic experience she first met in France.

Mrs. Fink had all these three experiences. To begin with, during World War II -- and I am only saying it for the record, because you are well aware of it -- she was a member of the French Resistance during the period of Nazi occupation. She established a home for children during that period of the occupation so that many of the homeless children could be sheltered and hidden and saved for us.

And after the war she worked for Alabeth, the organization which conducted the unofficial immigration to Palestine of the surviving remnant of European Jewry. And eventually she came to America and won another victory: She won the heart of Israel D. Fink, and together they

made for the first time the finest team of husband and wife working within the ranks of the United Jewish Appeal. (Applause)

She has proved not only an energetic and zealous teammate of her husband in the work of building up the Minneapolis community and aiding our brothers in Israel and other parts of the world, and the honor we bestow on Mrs. Fink is only a token, believe me, because no citation, no medal, no scroll can ever properly convey to her our profound and everlasting indebtedness for her countless personal sacrifices of heart, mind and energy in the rescue and in the reconstruction of the Jewish people.

So, ladies and gentlemen, it is my privilege to give and to present this Bible to a true heroine of our time, one of the really great ladies of the American Jewish community, Mrs. Israel D. Fink.

(Applause)

MRS. FINK: Thank you, with all the love from my heart.

RABBI BRESLAU: Alan Sagner: Just one year ago, at our 25th Annual Conference, we created a National Young Leadership Cabinet and a national young leadership development program as a permanent part of the United Jewish Appeal. We also made at the time a most



felicitous selection in appointing Alan Sagner of Newark, New Jersey, to be the Young Leadership Cabinet's first National Chairman, and, in fact, to be the National Chairman of this whole national program of young leadership development.

Earlier today there was a meeting of the young leadership cabinet at which Mr. Sagner took the greatest pleasure in reporting to his nearly seventy-five colleagues that the program to date encompasses more than 6,500 young men in every part of the country, young men between the ages of twenty-five and forty, who are being trained for positions of leadership in both their respective communities and in the National United Jewish Appeal.

All of us -- Eddie made reference to it -- are mourning the passing of Senator Lehman, but one year ago he gave life to the Young Leaders' Conference by attending its first meeting and encouraging these young men. At that meeting, Governor Lehman said:

"Today you are needed more than I can tell you. The older generation is gradually dying out. It would be a tragedy if this great cause died with us."

And that is why the United Jewish Appeal has this great new program. Its greatest work today is in preparing itself for the great tasks that still lie

ahead of the Jewish people.

We are privileged that in this first year this program was headed by Alan Sagner. He has attained leadership in his own right, in his own community.

And so, it is a privilege for me, Alan, to present you with this cup, this token, with this inscription, in appreciation of what you are doing in UJA. (Applause)

I find it difficult to say "William Rosenwald". All right. Bill. Of the three men who served officially as founders of the United Jewish Appeal, only Bill Rosenwald is still with us. Just some ten days ago, the second of the great leaders who founded the United Jewish Appeal, Rabbi Abba Hillel Silver, was taken from us.

But as one goes back to the first group of men who served as leaders of the United Jewish Appeal in the year 1939, only a very few remain, and only a very few are here tonight, and they are here because in a way they were then the young leadership group of the American Jewish Community.

Eddie Warburg was a young leader in 1939, and William Rosenwald was another -- I said, young -- and we have been blessed for twenty-five years by their

uninterrupted service, devotion and consecration to our great cause.

How appropriate it was, then, that a year ago we asked Bill Rosenwald to be the Chairman of the Committee for Community Activities, to lead the observance of the United Jewish Appeal's 25th Anniversary. How fitting, indeed, Bill.

Altogether too often, the sons of illustrious fathers are content to bask in the glory and in the sunshine of their fathers' accomplishment; but in all the years of your adult life, Bill, you have so lived and so involved your life with all that is meaningful in the Jewish scene, that you have brought even greater luster and greater glory to the name Rosenwald.

(Applause)

And so I have here, Bill, for presentation to you three special albums that record what you and the members of your committee have achieved in bringing the story of the United Jewish Appeal and its agencies, what they have been able to do over a quarter of a century.

I hate to give them to you. I would treasure them, myself. They are just wonderful, Bill. There is a record here of everything that you have done. There

is a record here of everything that has happened in all these twenty-five years, and just to go through these pictures and to see you with these leaders of the American Jewish community -- Whoa -- I must pass that one up. I'm in it. I think it is wonderful.

There are three such volumes, and some day they will be a treasure -- I can't lift all three -- a treasure in your archives. And this goes with our love, our affection and our high regard.

MR. ROSENWALD: Thank you for the much too kind words. Thank you for the marvelous albums, that are really a surprise. Nothing could move me more. But most of all, I want to thank each and everyone of you because you are the people who made of the Anniversary Committee's observations the successes that they were, and they were successful in every community throughout the country.

So for what you did, because you are the ones that deserve the recognition rather than anyone else, and because nevertheless you gave it to me, I wish to thank you, not doubly but triply.

Thank you very, very, very much. (Applause)

MR. WARBURG: I've got to tell a story. I can't desist.

At one time, after a meeting in which I was fascinated by the fact that a lady sat in the middle of the audience -- Every time I took the positive side of anything, she nodded approval, and every time I took the negative, she nodded approval, and I couldn't figure out which side she was on.

Finally, she came up to me and said, "Excuse me, Mr. Rosenwald. Why is it that I always confuse you with Mr. Morgenthau?" (Laughter)

And on behalf of Bill and myself, we are terribly grateful for this honor.

Ladies and gentlemen, it is now my pleasant privilege to introduce our Executive Vice Chairman. Herb Friedman has been involved in almost every aspect of Jewish life since World War II and probably before. But I think he has been more completely involved, more than anything else, in the UJA as the executive head for the past nine years.

I know from my long association with him that it commands every resource of his intellect and every fibre of his being, and I am sure that by the time the 1964 campaign is over, he will probably have traveled another hundred thousand miles across the length and breadth of the United States, attempting to tell the

story of the UJA and its agencies, pleading the cause of Israel and the immigrants, of the Jewish refugees in France, of the impoverished Jews in the Moslem world, whether they be in Morocco or Iran. But what he has to say to us tonight is of rather special importance, because tonight he will speak not so much of the budgets and of the goals that we discussed and adopted in our sessions yesterday. Tonight he will speak of something that is perennial, something that is never-ending: our role in saving and in renewing the lives of Jews throughout the world.

Ladies and gentlemen, one of our generation's most extraordinary spokesmen, Rabbi Herbert A. Friedman. (Applause)

RABBI FRIEDMAN: Mr. Chairman, Mr. Ambassador, ladies and gentlemen:

There is no one in this incredibly thronged room more nervous than are we here on this platform. This is the most magnificent crowd which has ever assembled for a UJA Annual Conference. (Applause)

There are more people here tonight than at any meeting that any of us can remember in all of the quarter of a century of the UJA, more people here tonight than there were last year, when Harry Truman was here, more

people than when we celebrated the 25th Anniversary.

This is not just a vast throng of people in terms of quantity, but in terms of quality this is the most magnificent recording from city after city, from coast to coast of this nation that we have ever been privileged to greet and to witness.

This places upon us a very awesome responsibility. There are so many things that are surging through our hearts to try to tell you, and there is such a paucity of words with which to express them. We love you for your constancy and your generosity and your willingness to travel thousands of miles, at your own expense, to come here. We admire and respect the dedication that brings you here. We salute you for the perennial diligence which causes you to feel that this is an important thing for you to do, and we try to find the words with which to tell you: Thank you, thank you for the effort, for the leaving of homes and family and business and all other responsibilities, for the ringing affirmation which you give to the cause that we poor mortals intend to lead.

This cause is so great, so much bigger than all of us put together, that we understand that. And so every year one of us comes before you, and it makes

no difference which one of us it is, at this season, when we gather to tell you the needs of this hour, to supply the facts and the figures which will detail the story of next year's campaign.

This was done beautifully and brilliantly and with great heart by our General Chairman, Joe Meyerhoff -- (applause) -- and those of you who were here to hear him responded in a way which thrilled all of us when it was understood that there were scores and scores of men who, listening to his words, decided that they would then translate their action into dollars, and within a few moments after he finished speaking there was a meeting in which more than a hundred men, a hundred of the top men of America stood up and poured forth tens and scores and millions of dollars to start the next campaign.

By this process of stating the needs to you, telling you what the solutions are that we think are possible, if there is enough money to manage those solutions, we launch the Annual Campaign.

That was to be my duty tonight, to have come to you and to have told you the details of what we are faced with in 1964, to make the prognosis of what would be possible of accomplishment, to ask you to pour out



more money in order to enable that to be fulfilled; and then to have felt that in this vast multitude, the campaign would have been launched; and you would have gone home and taken that message to the tens and hundreds of thousands who are waiting to hear from you what the story is.

Tonight I am not going to follow that pattern of outlining the story, because I think you know the details; you know about the steadily rising immigration into Israel for the fourth year in a row. 1964, for the fourth year in a row will be a year of a double than normal immigration into Israel. 1964 will see by the end of it the packing into Israel of perhaps a quarter of a million more people during that year than during the previous few years.

You have heard from him the story of the tens of thousands of our people who are on the road now during 1964, moving from plane to port to ship to truck, moving through transit camps and through cities of Europe from East to West as they try to get to the place which is called finally and peacefully Home.

You know without my saying it which countries are surrendering their Jews and permitting them to re-join the main body of the Jewish people, and you know

without my spelling them out in detail what are the difficulties in Israel to digest this constant stream which lands each day at Haifa and at Lydda without let or Hindrance, hundreds and hundreds and hundreds every week.

You know the problems of economy without my going into the details. You know the problems of defense and the encirclement of the land, and you know perfectly well the attitude of the people and the government of Israel in regard to the open-door policy on this immigration, so that all may be saved who can come.

You know the story in Europe. You know what is happening in Africa, North and South; in Asia, in those countries in which there are still Jewish remnants; in the Latin American countries, where unrest during the year gone by has caused large Jewish communities there to think of what their future should be.

You know the story everywhere on this planet, everywhere that there are Jews, for almost everywhere is their need.

I think you know these things, because you have heard many speeches. You have read many articles. You have attended many meetings. You already have the feeling of the details of the 1964 story, which in

briefest essence is simply this:

1964 will be the year which will involve the rescue of the largest number of Jews in a dozen years. And there is no need, I think, for me to belabor this any further. Simply rejoice, rejoice in the knowledge that more individual Jews, more men, more women, more children can be brought out next year from the countries of their unhappiness than at any time in the past dozen years, and know that this will cost more money. Rejoice further in the fact and in the thought that we in America are free enough and prosperous enough to provide that more money if we wish to. And accept the fact -- accept the fact in every city in America, large and small, that we must.

Thus I have the feeling that there is no need for me to spell out for you or to speak to you tonight about the details of the movements, the details of who is coming from where, and what it costs to bring who from whom, and rejoin who with whom, and the details of what it will cost to build the houses and handle the absorption and take the people in and give them the employment and teach them the language. I have the feeling that this is no longer necessary for an audience as sophisticated as this.

Rather, I would speak to you tonight of duty and honor and challenge and history, for I believe very deeply that the most serious thing to concern us is our philosophy: What is the UJA? What does it seek to do? What is its vision? What is the strong and shining faith it holds?

Any man who asks these questions and finds no satisfactory answer, "What do you want? What is your purpose? What is your duty? What is your sense of vision?" -- if he finds no satisfactory answers to these questions, he will soon drift away, for there will be nothing to hold him.

And, on the contrary, every man who is imbued and filled with a clear and definite sense of purpose will remain locked and linked to this cause, and he shall serve it as it shall serve him and enrich his life.

I search often in my own mind, good friends, for a definition of the purpose of the UJA. What are we trying to do? And I come up with this three-fold definition which thrills me, stimulates me, ennobles and elevates me, causes me to sing inside of myself, to soar and believe that I am linked with something fantastic and transcendental and great; and only when I

feel that can I work beyond the limit of human capacity; and that is what every man has a right to ask, and it is not hard for me to provide the answer.

There is a three-fold sense of purpose which inervates and motivates us:

No. 1. The purpose of any nation or people is, first of all, to survive. That is No. 1.

Do you know what today is? Today is December the 7th. Do you know what December the 7th is? Twenty-two years ago today we were attacked, and our enemies believed we wouldn't survive, and we had to recover from that shock.

We were a nation groaning in anguish, in frustration, in incredulity. We could not believe that this could have happened to us. That battleship, the Arizona, half sunk, half visible -- that was America twenty-two years ago.

And we fought first simply to survive. We had no other thought in mind. Not to win, not to conquer. First, live. Only when we overcame that could we think of going further and progressing towards victory.

Two weeks ago, not twenty-two years ago, this nation shuddered under another shock, and you know, again, our first instinct was then simply to survive.

How to get along was the first question everybody asked everybody else on the street. What will happen to us? And then gradually we settled back. Gradually, when we realized the ship was steady, that Johnson was the President, that the nation would endure. But survival was our first thought.

Well, we Jews understand this very well, for so much of our history has been concerned with merely trying to stay alive. The solemn majesty of many centuries marching by in cadence, dealing out death and destruction is the first lesson of every Jewish school child. His second lesson is that his people sought to survive by whatever means possible.

And so today we stay true to this first principle, the physical survival of every Jew. We give bread and blankets and babies' milk. We have the JDC, which works in all of this score of countries and more to protect the physical survival of those people of flesh and blood whom we call Jews.

The second purpose of a nation or people is to survive in freedom, because survival is not enough. You can survive in a camp or in a prison or in Siberia. That is not enough.

Almost, not twenty-two years ago or two weeks

ago, but almost twenty centuries ago come next Tuesday night of Chanuka, we fought a fight to survive in freedom. (Applause)

And we won that fight, which was a very hazardous enterprise conducted against superior odds.

Over the course of, to these many centuries, we have come today in this twentieth century to understand that the fight for the freedom of the Jewish people has at its disposal a new technique. The technique for this is migration. Migration is a tool by which we seek to achieve freedom for those Jews who live in places where they are not free, and where they must be brought from those places to a condition of freedom.

Our purpose is very simple: to have every Jew living in freedom before very many more decades have passed. (Applause)

We have, friends, migrated more than a million and a half. Those are not large figures in terms of the three billion people swarming on this planet; but those are very large terms when we think of the number that we have of ours, our family.

Everybody in this room is a member of one family. It does not make any difference if you live in Pittsburgh or in Cleveland or in San Francisco.

Baltimore Jews are brothers of Philadelphia Jews. And in the three billion people swarming on this planet, American Jews are brothers of Israeli Jews, and New Zealand Jews, and there are only a few millions of us -- thirteen, we think -- so that when we say that we have transmigrated from slavery or oppression into freedom one and a half million, that is a very large proportion indeed.

We set this as our challenge. We set this as our goal. We set this as our purpose.

No. 2, that we shall not only survive, but we shall survive in freedom, and that we shall achieve freedom by migrating Jews from places where they are not free to places where they are free, and the main place where they are free is, of course, Israel. Israel has placed itself at the disposal of the Jewish people in order that they may use her to achieve freedom for those Jews whom we have helped to survive.

The third purpose of a nation or of a people is not merely to survive and not merely to survive in freedom but to survive with growth. There must be growth. Growth means development. Development means health and homes and education and prosperity and peace. It is, therefore, our third duty or our third purpose



to achieve the fullest measure of growth particularly in Israel, which is the heart and the core of Jewish independence for those who find freedom there.

There must be a desert tamed. There must be water purified. There must be opportunities made available equally for all, and there must be no social problems left behind so that there are some people whom we call unabsorbed.

Growth means that you do not have people who are underhoused or underemployed or under-cared for in terms of health or social services or education or anything else.

And so this is our three-fold purpose: that Jews shall survive, shall be free and shall grow, and for this purpose we Americans have created this instrument called the UJA, and we shall continue this work into the years ahead for as long as shall be needed.

Let all who seek to understand this miracle know that the strength for it is drawn from the traditions of our faith and the examples of our ancestors. The noblest and the most idealistic actions occur when man pursues dreams born out of his sense of God and out of his historic memory.

We are conservative people. We conserve the

traditions which stem from our religion, and we conserve the traditions which stem from our historic experience. That is the belief that we are responsible for one another's welfare.

Religion and history have made us what we are.

Now, if all the work cannot be completed by the generation that started it a quarter of a century ago, let there be no sadness or despair, for there is already the beginning of a new generation of leadership which is moving into the forward ranks of action. The new generation of leadership has been inspired by those who came before. The tradition of Rabbi Abba Hillel Silver, of blessed memory, has left its mark on the City of Cleveland, and there are tens of young men who are working with fantastic success because they revere and respect what he taught them, and he has left his mark not only upon that one city but upon this nation.

The generation that came before teaches the new generation.

This noon, a group of young men, leaders in the United Jewish Appeal, left this hotel and went to pay their respect to the remains of Senator Herbert Lehman. One year ago he came into this hotel, placed

the mantle of his blessing and his leadership on this group of young men, told them that he had given his life to this cause and urged them to give theirs. And one year later, when he is no longer here, they marched across 52nd Street in a body to sign their names to that book of memory and in so doing they thanked him, and they promised him that they would keep going what he had started.

Let there be no sadness or despair if the work cannot be completed, for it shall be completed by the young, new leaders who rise to take their places in the ranks, inspired by those who have gone.

I should just like to say one last thing: to remind us that the attainment of our loftiest aims, encased in the longest historical perspective drawn from our people's deepest sense of destiny, are nonetheless determined by finite terms of measurement. We do not possess aeons of time to achieve our goals. We speak in long-range terms. All Jews to be free. All Jews to be moved to freedom. All Jews to be absorbed in Israel or anywhere else -- primarily there.

But even at the same time that we speak in long-range terms, we must also understand that there is a sense of immediacy about what we do.

That man was young, and he thought that he had many years ahead of him in which to work toward the great vision he had for America; and suddenly he was no more. His death gave us a very sharp sense of the urgency of life. We must seize every moment to do our utmost to make that moment meaningful.

Human life is fragile and precious. It must be lived as though every day were the last.

Now, some will twist this statement and take it to recommend a frenzied search for pleasure or riches or personal glory. No, no. No, it means simply this, that since the sword hangs over every head, every minute of every day and every night, we should simply be alert to realize our dreams at once, without delay, for there might be no opportunity tomorrow.

He was fair and beautiful and gallant, as are our dreams, and then he was gone. So may they be if we postpone them to an indefinite future.

What we can do now we must do now.

Some call us a nation. Some call us a race. Some call us a people. Some call us a religion. We are all of these and more. But one thing we are: We are proud. Pride is the hallmark of our existence, and when we lose that we have lost all sense of purpose or

reason for living. Pride has sustained us through all the centuries of torture and degradation. Pride has provided us with a posture of grace and elegance.

Sometimes we have acted cheaply or sharply, without manners, boorishly and boastfully. Sometimes all of us have been guilty of that. But more often than not, good friends, we have lived or tried to in quietness and in dignity, close to our books, close to our ideals, our heads filled with an ancient vision, and when attacked, our pride has carried us through so that we could raise our heads again and painfully struggle forward to new eras of creativity.

So we stand today, past the mid-point already of this twentieth century, proud, enriched, ennobled by the new and real opportunity to refashion all our people everywhere on earth in freedom's image -- more so, I am convinced, than we enjoyed twenty centuries ago before our defeat and our dispersion.

How bright, now noble the prospect. How exalted we shall be when we have really done it. Let us pledge that long before this century ends, the attainment of total Jewish Freedom in the world, freedom for the people of Israel; and the land of Israel will show to all men that if we can achieve it, such can be

the heritage of the entire human race.

(Applause)

MR. WARBURG: Ladies and gentlemen, I think there is one little ceremonial which still is to be performed.

I am greatly honored to have the privilege of performing it. That is the presentation of a special award to a man who has led us through the past three years as our General Chairman of the United Jewish Appeal.

As one who has served as a general chairman, I think I can say safely that the sacrifices that Joe Meyerhoff has made and the hard work that he has performed are nothing compared to the sacrifices that his wife has made in knowing that he had to be away from home so often in order to carry the message to your and my communities.

I don't think that there is anything that I can say that is more meaningful than that.

Joe has headed the team, and the team has produced results, and that I am sure is the greatest award that he could receive.

But on behalf of the UJA officers and the Executive Committee, the National Campaign Cabinet -- and I think I can speak for you, on behalf of a grateful

American Jewish Community -- I would like to make this presentation both to Joe Meyerhoff and to Rebecca, as a measure of our respect, our affection and our sincere appreciation.

(Applause)

MR. MEYERHOFF: Thank you, Friend Eddie.

And, dear friends, I just wanted you to know that this beautiful menorah is inscribed to Joseph and Rebecca Meyerhoff by the United Jewish Appeal, so that Eddie meant exactly what he said.

(Applause)

MR. WAREBURG: Stand up and take a bow.

MR. MEYERHOFF: In the few minutes that are allotted to me, I don't have the command of the English language to begin to tell you how I feel about an award such as this. All I can tell you is that all of us who work in the UJA don't need awards and don't need plaques and don't need a lot of other tangible evidence of the good wishes of our friends in this work. I hope all of us who have been in this work and have seen fellow Jews coming off the planes in Lydda or from the ships in Haifa and have seen the reunions of families feel rewarded enough; and all of us who have seen men and women in far-away countries who can only look to the

United Jewish Appeal for hope for a better life in the future are rewarded enough when we know that we help to give them that hope and that possible better future.

And then, when you compare this to the nightmare of the Hitler era and compare this to the heartaches that attended all of this illegal immigration, and know that we can really help our fellow Jews only if we provide the work and the money, it seemsto me all of us have been really reaping rich rewards over these years.

My dear friends, as I look around the room, I can tell you this: that one of the real rewards that I have gotten out of this work is knowing so many wonderful people around these great United States, men and women who devote themselves so generously for so many years to this wonderful cause that we all believe in. And all I can wish for you and for myself is that for the years ahead we and our children, and particularly we and our children, should continue to do the jobs that have to be done in order to fulfil the great promise that the future holds for all of us.

I can tell you that we will always treasure this beautiful menorah. We will really treasure it in every kind of way, because there is nothing, I think,



that will remind me more of the wonderful years that I have spent with the UJA.

This will have a special place not only in our home but in our hearts, and I thank you all for it.

(Applause)

MR. WARBURG: Ladies and gentlemen, there are certain people who literally need no introduction, and a chairman who says that should shut up.

So I will simply say: Israel's Ambassador to the United States, his Excellency, Abraham Harman.

AMBASSADOR HARMAN: Thank you very much.

Eddie, Joe Meyerhoff, ladies and gentlemen:

When I was thinking about my talk here tonight, I reminded myself of the story of the young boy who asked his Hebrew teacher, "Rabbi, why does the siddah have to print the Schma Yisroel? Every Jew knows that by heart."

And I couldn't conceivably think of anything that I could say to you that would be in any sense new. There is nothing new to be said to you of all people about the cause on which you have been engaged for more than a quarter of a century -- actually, much longer than that, but for a quarter of a century in your present form of organization.

Looking around this great audience and recalling many meetings with all of you in your communities and in Israel on several occasions, there is really nothing for me to add to what has been said, or, especially more importantly, to what you have been doing and are continuing to do.

And so I just want to say a few little things.

First, I want to express to you a message of very deep appreciation, which I know you don't need, appreciation not only on behalf of Israel as a country, of course -- that, too -- but on behalf of hundreds of thousands of people who are today citizens of Israel and who would not be had it not been for you, and who would not be free people and creative Jews and human beings if it had not been for you.

I think you should hear this message of appreciation because of the next two things that I want to say.

The problem of the United Jewish Appeal is two-fold, and everybody is aware of this, but I think it is good to speak it out in the open. The first problem is that the United Jewish Appeal calls for persistence and determination, and that is not a natural human characteristic. Unfortunately, the natural human tendency is to relax, and we are living in an age where

we cannot permit ourselves very much in the way of relaxation, and, in that sense, the United Jewish Appeal is swimming against the tide. It always has been since the hour of its foundation and the beginning of its operations.

I have lived this problem with many of you across this country, and I am awfully grateful to be given the opportunity by your communities to be present year after year when you embark on your annual campaigns. Your function is to stimulate action, concentrate attention on this broad purpose, on this great historic function, and to mobilize annually this new determination and to maintain an annual persistence until the job is done, and the job will not be done for a very long time.

And your second problem is that you are an organization which from its very beginning has been engaged exclusively in the building of human beings, of people. It is much easier at times to work for buildings, for monuments of bronze, with which people like to feel that they will achieve immortality.

You have avoided this path because your concern has been and is with people.

I convey this message of appreciation to you because I want to get across the point that the United

Jewish Appeal is piling up annual assets, that it is not asking money each year for the same people, that it is asking money for development, for building new people and for consolidating the freedom of the people who have already crossed the bridge to freedom.

And I believe that these two problems which you face are not uniquely yours. We have them in Israel, and they are problems which are common to the whole of the free world.

We are living in a time when persistence and determination are vital for the survival of humanity and of freedom.

The real development that has occurred since the end of World War II, it seems to me, through all the world as a whole, is that the classic concept of armistice, which was conceived of as a very temporary, almost non-existent transition from war to peace, has come to be regrettably expanded almost into a continuous and unending way of life.

The whole world lives today in a time which is neither peace nor war, and it is seeking to fend off the explosion of war and to work its way forward, grope its way forward in anguish, at times, and at the cost of great nerve power, great anxiety, to grope its

way forward out of this twilight into the dawn of a day of peace.

And it will be able to do that only if it does not seek clearcut solutions, only if it understands that there is no easy way; only if it grasps the fact that the dawn of this new day will be attained only by an unrelenting determination to preserve the gains of freedom and on them to build a stronger structure and an unshakable structure that will persist.

Now, this is your problem, too. It is our problem in Israel.

I can think back to a quarter of a century of life in Israel. There has never been during this period a moment of what you could really call normalcy in Israel. It has been a continuing struggle, and the struggle continues and it will have to continue, because although we have lived in peace, we are surrounded by hostility, and there can be no let-up to the effort that we have to call upon every one of our citizens to make.

Your country is carrying colossal burdens and has been since the end of the war, rising burdens of defense and of aid to peoples across the world who want to be free, helping them to be free and retain their freedom, and this is a burden that will go on year after

year, without let-up, until the dawn of peace is attained.

And this problem that you face and that we face in Israel of building people, not monuments, not memorials of cement and of bronze, but building people -- that, too, is not a problem which is uniquely yours or ours.

Many countries reach independence with huge resources and find that they cannot utilize these resources on the part of their peoples and that they cannot induce skills in their people unless they give the people vision; not just education, but education with vision, vision based on the philosophy that the individual human being is both the source and origin of organized human society and the objective, the only legitimate objective of organized human society. This is the beginning and the end, the origin and the purpose.

But I would like to encourage all of us to persist in this course. Freedom needs no building except the hearts and minds of man, and freedom will not survive in the hearts and minds of man if we lay down these burdens.

A couple of weeks ago, some Israelis were digging in the ashes of the ruins of a city on the dead sea, where the Jews, according to the history books,

made their last stand against the Roman Empire, about 70 A.D., and they dug up two or three scrolls, or two and the fragments of a third. One of the scrolls that has been opened contained a few of the Psalms written in Hebrew and read by Hebrew-speaking people, who apparently were not conquered by the Romans but survived them and survived the Romans for many, many centuries, without a country and without a building.

And the living example of the truth of Achman's famous phrase of fifty years ago is this, that if a country is destroyed its people can rebuild it, but if a people is destroyed, nothing can be done.

(Applause)

This is the temple of freedom. This is the building of freedom in the hearts and minds of people who are determined to be free, and that is what the United Jewish Appeal has done and is doing and I have no doubt will continue to do.

It is a very encouraging thing to me that on the beginning of your twenty-sixth year you should have this record attendance, this great demonstration not just of renewed determination but of even greater determination. It is a matter of the greatest encouragement to me that during your twenty-five years you gave form

and substance and organization to this great concept of young leadership, the people who are interested, to persist and to carry on, and because of all this, I leave this great gathering here tonight greatly uplifted and with renewed conviction that these two great liberating forces in the Jewish world, the Jews of the United States of America and the Jews of Israel, which in the past quarter of a century have lifted our people out of the depths of degradation to a new life --that this partnership will persist and that it will be strengthened and that year after year we shall learn anew our responsibilities and face them as practical men and women, that if the needs are greater, the wherewithall to meet those needs must be greater, and that nothing is more significant in human life than the creation of human life and that just as in our individual family lives we seek immortality by building our children, so these two great free Jewish communities will seek their immortality and the immortality of the Jewish people by building the next generation of free Jews.

Thank you.

(Following the benediction, the Banquet Meeting adjourned at 11 o'clock p.m.)

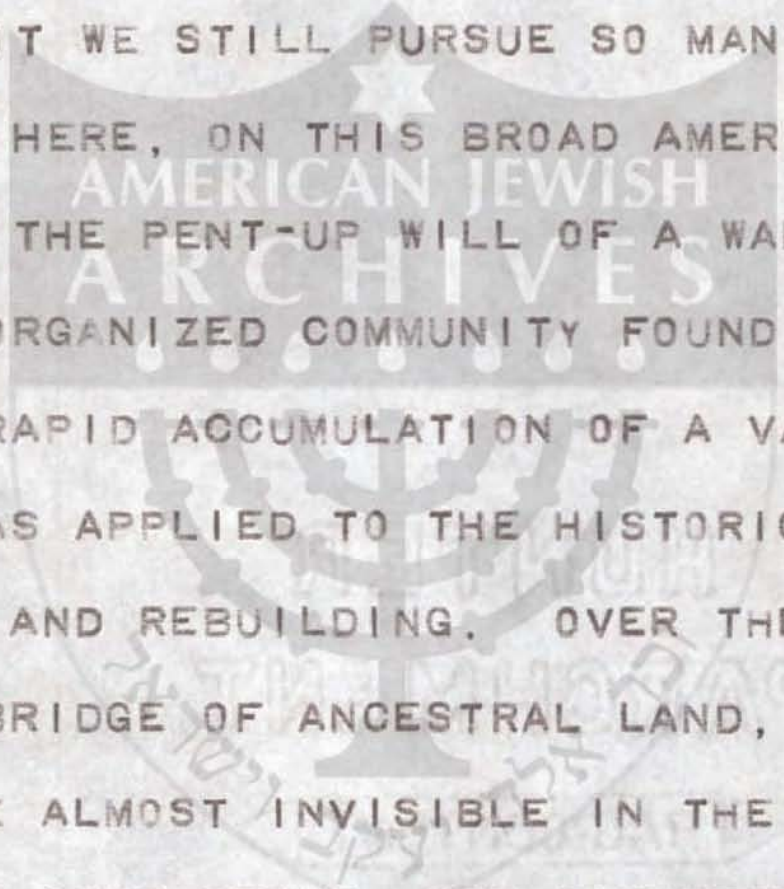


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YOURS HAS BEEN ELECTED BY THOSE WHO  
 SUFFERED MALARIA, BROKE ROCK AND SHED  
 BLOOD. OURS HAS BEEN ELECTED BY THOSE WHO  
 HAVE RETAINED JEWISH IDENTITY AND HAVE  
 JOINED THE COMMON STRUGGLE, EVEN THOUGH  
 THEY MIGHT HAVE BEEN LURED AWAY BY THE  
 TEMPTATIONS OF A FREELY PERMISSIVE  
 ENVIRONMENT. WHATEVER THE ROLE AND WHATEVER  
 THE CASTING OF THE LOTS WHICH HAS PLACED  
 EACH OF US WHERE HE IS - OF SUPERLATIVE  
 IMPORT IS THAT WE ARE JOINED NOT SUNDERED -  
 THAT WE SEEK EVER TO IMPROVE THE COMMON  
 BRIDGE OF UNDERSTANDING AND TO BE LINKED  
 NOT MERELY BY DESTINY BUT ALSO BY WILL  
 AND MUTUAL DESIRE. ONLY THIS WILL SUSTAIN  
 US IN STRENGTH AS THE FUTURE UNFOLDS.

OF ONE THING LET US BE REMINDED - THAT  
 THE ATTAINMENT OF THE LOFTIEST AIMS, ENCASED

IN THE LONGEST HISTORICAL PERSPECTIVE, DRAWN FROM A PEOPLE'S DEEPEST SENSE OF DESTINY, ARE NONETHELESS DETERMINED BY MORE FINITE TERMS OF MEASUREMENT. WE DO NOT POSSESS ALL THE AEONS OF TIME TO ACHIEVE OUR TWIN GOALS. THOUGH WE SPEAK IN LONG-RANGE TERMS, THERE MUST BE A SENSE OF IMMEDIACY IN WHAT WE DO.

HE WAS YOUNG AND SEEMED TO HAVE MANY YEARS AHEAD OF HIM IN WHICH TO WORK TOWARD THE GREAT VISION HE HAD FOR AMERICA. SUDDENLY HE WAS NO MORE. HIS DEATH GAVE US A SHARP SENSE OF THE URGENCY OF LIFE. WE MUST SEIZE EVERY MOMENT AND DO OUR UTMOST TO MAKE THAT MOMENT MEANINGFUL. HUMAN LIFE IS FRAGILE AND PRECIOUS. IT MUST BE LIVED AS THOUGH EACH DAY WERE THE LAST. SOME WOULD TWIST THIS STATEMENT AND TAKE IT TO RECOMMEND A FRENZIED SEARCH FOR PLEASURE OR



RICHES OR PERSONAL GLORY. NO - RATHER DOES IT MEAN THAT SINCE THE SWORD HANGS OVER EACH HEAD EVERY MINUTE OF EVERY DAY AND NIGHT, WE SHOULD BE EVER ALERT TO REALIZE OUR DREAMS AT ONCE, WITHOUT DELAY, FOR THERE MIGHT BE NO OPPORTUNITY TOMORROW. HE WAS FAIR AND BEAUTIFUL AND GALLANT, AS ARE OUR DREAMS, AND THEN HE WAS GONE. SO MAY THEY BE IF WE POSTPONE THEM TO SOME INDEFINITE FUTURE.

SOME <sup>MEN</sup> CALL US NATION, SOME RACE OR PEOPLE OR RELIGION - WE ARE ALL THESE, OR NOT, OR EVEN MORE - BUT ONE THING WE SURELY ARE - PROUD. PRIDE IS THE HALLMARK OF OUR EXISTENCE. WHEN WE LOSE THAT, WE HAVE LOST ALL SENSE OF PURPOSE OR REASON FOR LIVING. PRIDE, A SENSE OF OUR WORTHINESS, HAS SUSTAINED US THROUGH ALL THE CENTURIES OF TORTURE AND DEGRADATION. PRIDE, AN ELEMENT IN

OUR COVENANT WITH OUR GOD, HAS PROVIDED US WITH A POSTURE OF GRACE AND ELEGANCE. SOMETIMES WE HAVE BLASPHEMED BY ACTING CHEAPLY OR SHARPLY, WITHOUT MANNERS, BOORISHLY AND BOASTFULLY. BUT MORE OFTEN THAN NOT WE HAVE LIVED IN QUIETNESS AND DIGNITY, CLOSE TO OUR BOOKS AND OUR IDEALS, OUR HEADS FILLED WITH AN ANCIENT VISION. AND WHEN ATTACKED OUR PRIDE HAS CARRIED US THROUGH SO THAT WE COULD RAISE OUR HEADS AGAIN AND PAINFULLY STRUGGLE FORWARD TO NEW ERAS OF CREATIVITY.

SO WE STAND TODAY, PAST THE MIDPOINT OF THE TWENTIETH CENTURY, ENRICHED AND ENNOBLED BY THE NEW AND REAL OPPORTUNITY TO REFASHION ALL OUR PEOPLE, EVERYWHERE ON EARTH, IN FREEDOM'S IMAGE, EVEN MORE SO, I AM CONVINCED, THAN WE ENJOYED TWENTY CENTURIES AGO BEFORE OUR DEFEAT AND DISPERSION. HOW HEROIC AND NOBLE THE PROSPECT!

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AMERICAN JEWISH ARCHIVES  
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CONSTANT EDUCATION, UTMOST SACRIFICE WHICH EVERY HIGH AND MIGHTY GOAL AS THIS MUST ALWAYS DEMAND OF DEVOTED ADHERENTS. WE PROMISE NO EASY PATH TO THIS END - ONLY THE PURE JOY WHICH COMES FROM ULTIMATE ACHIEVEMENT.

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YOURS HAS BEEN ELECTED BY THOSE WHO SUFFERED MALARIA, BROKE ROCK AND SHED BLOOD. OUR HAS BEEN ELECTED BY THOSE WHO HAVE RETAINED JEWISH IDENTITY AND HAVE JOINED THE COMMON STRUGGLE, EVEN THOUGH THEY MIGHT HAVE BEEN LURED AWAY BY THE TEMPTATIONS OF A FREELY PERMISSIVE ENVIRONMENT. WHATEVER THE ROLE AND WHATEVER THE CASTING OF THE LOTS WHICH HAS PLACED EACH OF US WHERE HE IS - OF SUPERLATIVE IMPORT IS THAT WE ARE JOINED NOT SUNDERED - THAT WE SEEK EVER TO IMPROVE THE COMMON BRIDGE OF UNDERSTANDING AND TO BE LINKED NOT MERELY BY DESTINY BUT ALSO BY WILL AND MUTUAL DESIRE. ONLY THIS WILL SUSTAIN US IN STRENGTH AS THE FUTURE UNFOLDS.

<sup>LAST</sup>  
 OF ONE <sub>A</sub> THING LET US BE REMINDED - THAT THE ATTAINMENT OF THE LOFTIEST AIMS, ENCASED

IN THE LONGEST HISTORICAL PERSPECTIVE,  
 DRAWN FROM A PEOPLE'S DEEPEST SENSE OF  
 DESTINY, ARE NONETHELESS DETERMINED BY  
 MORE FINITE TERMS OF MEASUREMENT. WE DO  
 NOT POSSESS ALL THE AEONS OF TIME TO  
 ACHIEVE OUR ~~FIN~~ GOALS. THOUGH WE SPEAK  
 IN LONG-RANGE TERMS, THERE MUST BE A SENSE  
 OF IMMEDIACY IN WHAT WE DO.

<sup>THE MAN</sup>  
 HE WAS YOUNG AND SEEMED TO HAVE MANY  
 YEARS AHEAD OF HIM IN WHICH TO WORK TOWARD  
 THE GREAT VISION HE HAD FOR AMERICA.  
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 WE MUST SEIZE EVERY MOMENT AND DO OUR UTMOST  
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SOME CALL US NATION, SOME RACE OR PEOPLE OR RELIGION - WE ARE ALL THESE, OR NOT, OR EVEN MORE - BUT ONE THING WE SURELY ARE - PROUD. PRIDE IS THE HALLMARK OF OUR EXISTENCE. WHEN WE LOSE THAT, WE HAVE LOST ALL SENSE OF PURPOSE OR REASON FOR LIVING. PRIDE, A SENSE OF OUR WORTHINESS, HAS SUSTAINED US THROUGH ALL THE CENTURIES OF TORTURE AND DEGRADATION. <sup>R</sup>PRIDE, AN ELEMENT IN

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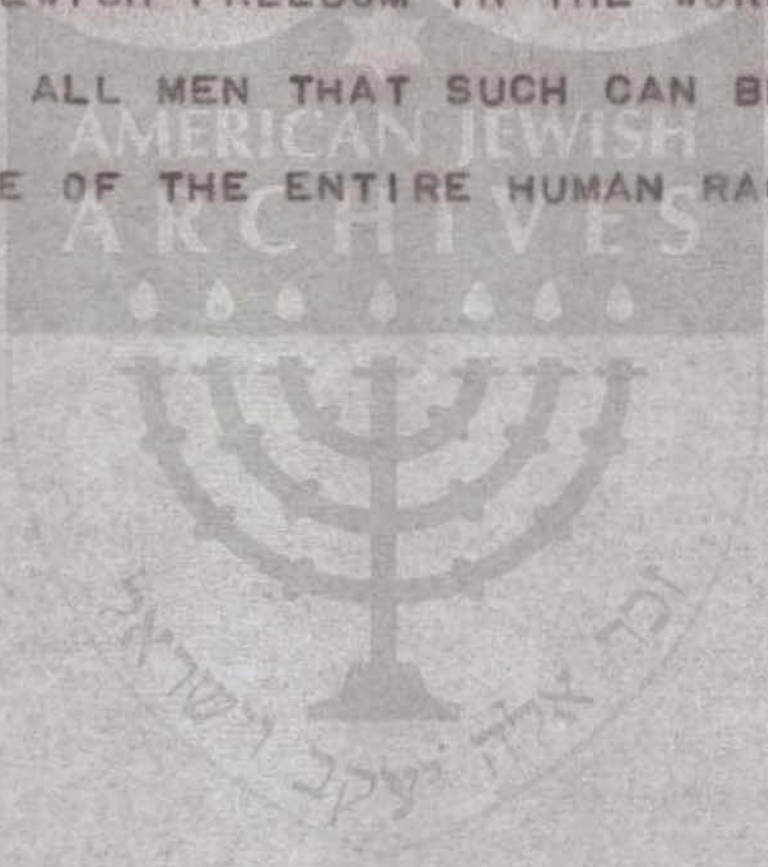
OUR COVENANT WITH OUR GOD, HAS PROVIDED US WITH A POSTURE OF GRACE AND ELEGANCE. SOMETIMES WE HAVE BLASPHEMED BY ACTING CHEAPLY OR SHARPLY, WITHOUT MANNERS, BOORISHLY AND BOASTFULLY. BUT MORE OFTEN THAN NOT WE HAVE LIVED IN QUIETNESS AND DIGNITY, CLOSE TO OUR BOOKS AND OUR IDEALS, OUR HEADS FILLED WITH AN ANCIENT VISION, AND WHEN ATTACKED OUR PRIDE HAS CARRIED US THROUGH SO THAT WE COULD RAISE OUR HEADS AGAIN AND PAINFULLY STRUGGLE FORWARD TO NEW ERAS OF CREATIVITY.

SO WE STAND TODAY, PAST THE MIDPOINT OF THE TWENTIETH CENTURY, ENRICHED AND ENNOBLED BY THE NEW AND REAL OPPORTUNITY TO REFASHION ALL OUR PEOPLE, EVERYWHERE ON EARTH, IN FREEDOM'S IMAGE, EVEN MORE SO, I AM CONVINCED, THAN WE ENJOYED TWENTY CENTURIES AGO BEFORE OUR DEFEAT AND DISPERSION. HOW HEROIC AND NOBLE THE PROSPECT!

7/11/58

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HOW EXALTED WE SHALL BE WHEN WE HAVE  
 REALLY DONE IT. LET US PLEDGE THAT LONG  
 BEFORE THIS CENTURY ENDS, THE ATTAINMENT OF  
 TOTAL JEWISH FREEDOM IN THE WORLD-WILL <sup>FREEDOM FOR THE PEOPLE OF ISRAEL</sup>  
 SHOW TO ALL MEN THAT SUCH CAN BE THE <sup>AND THE LAND OF ISRAEL -</sup>  
 HERITAGE OF THE ENTIRE HUMAN RACE.



NEW YORK  
 5470 1/2 BAY ST.

*original*

*Annual Conference  
Dec 7, 1963*

INTRODUCTION

EVERY YEAR I COME BEFORE YOU AT THIS SEASON TO TELL THE NEEDS OF THE HOUR, TO SUPPLY THE FACTS AND FIGURES WHICH WILL DETAIL THE STORY OF NEXT YEAR'S CAMPAIGN, TO DISCUSS THE NEEDS AND PROBLEMS, TO SPEAK OF WHATEVER THE CURRENT CRISIS IS. AFTER THAT WE TALK ABOUT THE SOLUTIONS, THE PROGRES THAT CAN BE MADE - AND THIS IS THEN TRANSLATE INTO DOLLARS. WHAT WILL IT COST TO ACCOMPLISH THIS OR THAT PROGRAM - AND WHO SHALL SUPPLY THESE DOLLARS. THE ANNUAL CAMPAIGN IS ON.

TONIGHT I AM NOT GOING TO FOLLOW THIS PATTERN OF OUTLINING THE STORY, BECAUSE I THINK YOU KNOW THE DETAILS. YOU KNOW ABOUT THE STEADILY RISING IMMIGRATION INTO ISRAEL, FOR THE FOURTH YEAR IN A ROW - THE TENS OF



THOUSANDS OF OUR PEOPLE MOVING FROM PLANE TO PORT TO SHIP TO TRUCK. YOU KNOW WHICH COUNTRIES ARE SURRENDERING THEIR JEWS AND PERMITTING THEM OUT TO RETURN TO THE MAIN BODY. YOU KNOW WHAT THE PROBLEMS ARE IN ISRAEL TO DIGEST THIS CONSTANT STREAM. YOU KNOW THE PROBLEMS OF ECONOMY AND DEFENSE AND ENCIRCLEMENT. YOU KNOW THE ATTITUDE TOWARD AN OPEN DOOR POLICY SO THAT ALL MAY BE SAVED WHO CAN COME. YOU KNOW THE STORY IN EUROPE, BOTH EAST AND WEST. AND YOU KNOW WHAT IS HAPPENING IN AFRICA AND ASIA AND LATIN AMERICA --FOR EVERYWHERE ON THIS PLANET THERE ARE JEWS AND ALMOST EVERYWHERE IS THERE NEED.

I THINK YOU KNOW THESE THINGS BECAUSE YOU HAVE HEARD MANY SPEECHES, READ MANY ARTICLES, ATTENDED MANY MEETINGS. MORE OR LESS YOU ALREADY HAVE SOME FEELING FOR THE

DETAILS OF THE 1964 STORY - WHICH IS ONE INVOLVING THE LARGEST RESCUE OPERATION IN MORE THAN A DECADE. THERE IS NO NEED TO BELABOR THIS ANY FURTHER. SIMPLY REJOICE IN THE KNOWLEDGE THAT MORE INDIVIDUAL JEWS - MORE MEN, MORE WOMEN, MORE CHILDREN - CAN BE BROUGHT OUT NEXT YEAR FROM THE DUNGEON-HOUSE THAN ANY TIME IN THE PAST DOZEN YEARS - AND THAT THIS WILL COST MORE MONEY. REJOICE FURTHER IN THE THOUGHT THAT WE ARE FREE ENOUGH AND PROSPEROUS ENOUGH TO PROVIDE THAT MONEY IF WE WISH TO.

INSTEAD OF SPEAKING IN DETAILS TONIGHT, I PREFER TO SPEAK IN GENERALS - TO SPEAK OF DUTY AND HONOR AND CHALLENGE AND HISTORY. FOR I BELIEVE VERY DEEPLY THAT THE MOST SERIOUS THING TO CONCERN US IS OUR PHILOSOPHY. WHAT IS THE UJA? - WHAT DOES IT SEEK TO DO - WHAT IS ITS VISION - WHAT IS THE STRONG AND

SHINING FAITH IT HOLDS. ANY MAN WHO ASKS THESE QUESTIONS AND FINDS NO SATISFACTORY ANSWER WILL SOON DRIFT AWAY, FOR THERE WILL BE NOTHING TO HOLD HIM. EVERY MAN WHO IS FILLED WITH A CLEAR AND DEFINITE SENSE OF PURPOSE WILL REMAIN LOCKED TO THIS CAUSE, AND HE SHALL SERVE IT, AS IT SHALL SERVE HIM AND ENRICH HIS LIFE. I WOULD LIKE TONIGHT TO OFFER A THREE-FOLD DEFINITION OF PURPOSE, IN THE HOPE THAT IT WILL ELEVATE AND ENNOBLE, THRILL AND STIMULATE, SATISFY THE MIND AND NOURISH THE HEART.

1. THE PURPOSE OF A NATION IS TO SURVIVE

A. DECEMBER 7, 1941 - 22 YEARS AGO - WE WERE ATTACKED AND OUR ENEMIES BELIEVED WE WOULDN'T SURVIVE. WE HAD TO RECOVER FROM THAT SHOCK. WE WERE A NATION GROANING IN ANGUISH, FRUSTRATION, INCREDULITY THE BATTLESHIP ARIZONA, HALF-SUNK, HALF-VISIBLE, WAS AMERICA.

B. TWO WEEKS AGO THE NATION REELED UNDER ANOTHER SHOCK - AND AGAIN OUR FIRST INSTINCT WAS SIMPLY TO SURVIVE.

C. HOW WELL WE JEWS UNDERSTAND THIS - FOR SO MUCH OF OUR HISTORY HAS BEEN CONCERNED WITH SIMPLY TRYING TO STAY ALIVE. THE SOLEMN MAJESTY OF CENTURIES MARCHING BY IN CADENCE DEALING OUT DEATH AND DESTRUCTION IS THE FIRST LESSON OF EVERY JEWISH SCHOOL CHILD. HIS SECOND LESSON IS THAT HIS PEOPLE SOUGHT TO SURVIVE BY WHATEVER MEANS POSSIBLE.

D. SO TODAY WE SEEK FIRST THE PHYSICAL SURVIVAL OF EVERY JEW. WE GIVE BREAD AND BLANKETS AND BABIES MILK.

2. THE PURPOSE OF A NATION IS TO SURVIVE IN FREEDOM.

A. SURVIVAL IS NOT ENOUGH - IN A CAMP, OR A PRISON, OR A SIBERIA. ALMOST 20 CENTURIES AGO, COME NEXT TUESDAY CHANUKAH NIGHT, WE WON OUR BID FOR FREEDOM IN A

HAZARDOUS ENDEAVOR AGAINST SUPERIOR ODDS.  
THIS WE MUST AND WILL ALWAYS DO.

B. SO WE SEEK, SECONDLY, THE SURVIVAL  
IN FREEDOM OF EVERY JEW. THE TOOL FOR THIS  
TODAY IS MIGRATION AND OUR PURPOSE IS TO  
HAVE EVERY JEW LIVING IN FREEDOM BEFORE MANY  
MORE DECADES HAVE PASSED. WE TRANSMIGRATE  
IN THE MILLIONS.

C. FREEDOM AND LIBERTY ARE NOT  
STATIC CONDITIONS - BUT MUST BE CONSTANTLY  
PURSUED, IMPROVED, GUARANTEED, DEFENDED -  
BY THE CREATION OF AN EVER IMPROVED SOCIETY,  
EVEN IN ISRAEL AND AMERICA WHICH WE PROUDLY  
CALL FREE COMMUNITIES, BUT EVEN THEY ARE NOT  
FULLY SO - FOR THERE IS NOT EQUALITY OF  
OPPORTUNITY FOR ALL.

3. THE PURPOSE OF A NATION IS TO SURVIVE  
IN FREEDOM AND GROWTH

A. SURVIVAL IS NOT ENOUGH, NOR IS FREEDOM, THERE MUST BE GROWTH, HEALTH, HOMES, EDUCATION, PROSPERITY, AND PEACE MUST ALL BE SOUGHT.

B. SO IT IS OUR THIRD DUTY OR PURPOSE TO ACHIEVE THE FULLEST MEASURE OF GROWTH, PARTICULARLY IN ISRAEL, WHICH IS THE HEART AND CORE OF JEWISH INDEPENDENCE.

C. DESERT TAMED, WATER PURIFIED, BORDER SECURED, KNOWLEDGE AND SCIENCE AND ETHICAL MORALITY.

THIS IS OUR THREE-FOLD PURPOSE - THAT JEWS SHALL SURVIVE, BE FREE AND GROW. AND FOR THIS PURPOSE WE AMERICANS HAVE CREATED AN INSTRUMENT. WHAT IS THE UJA? IT IS OUR TOOL TO ACHIEVE THIS TRIPLE GOAL. WE SHALL CONTINUE THIS WORK INTO THE YEARS AHEAD.

FOR SO LONG AS SHALL BE NEEDED.

LET ALL WHO WOULD SEEK TO UNDERSTAND THIS MIRACLE KNOW THAT THE STRENGTH FOR IT IS DRAWN FROM THE TRADITIONS OF OUR FAITH AND THE EXAMPLES OF OUR ANCESTORS. THE NOBLEST AND MOST IDEALISTIC ACTIONS OCCUR WHEN MAN PURSUES DREAMS BORN OUT OF HIS SENSE OF GOD AND HIS HISTORIC MEMORY. WE ARE A CONSERVATIVE PEOPLE. WE CONSERVE THE TRADITIONS WHICH STEM FROM OUR RELIGION, AND WE CONSERVE THE TRADITIONS WHICH STEM FROM OUR HISTORIC EXPERIENCE - THE BELIEF THAT WE ARE RESPONSIBLE FOR ONE ANOTHER'S WELFARE. RELIGION AND HISTORY HAVE MADE US WHAT WE ARE.

IF ALL THE WORK CANNOT BE COMPLETED BY THE GENERATION THAT STARTED IT A QUARTER-CENTURY AGO, LET THERE BE NO SADNESS OR DESPAIR, FOR THERE IS ALREADY THE BEGINNING

OF A NEW GENERATION OF LEADERSHIP WHICH IS  
MOVING INTO THE FORWARD RANKS OF ACTION.

(REFER TO LEHMAN AND SILVER)

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