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National Inaugural Conference [Miami, Fla.]. 1957-1958.

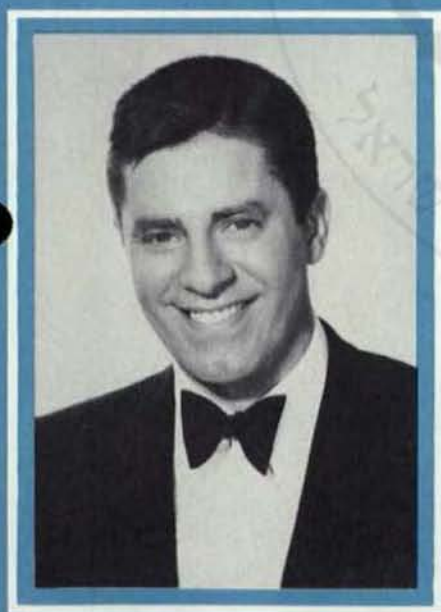
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Join with a distinguished guest from Israel

Feb. 5, '58

GENERAL DAN TOLKOWSKY

DYNAMIC YOUNG COMMANDER
OF ISRAEL'S AIR FORCE



and special guest

JERRY LEWIS

AMERICA'S FUNMASTER...
TOPFLIGHT STAR OF TV AND FILMS

in honoring a great leader and advancing a great cause...

...The man we honor



WILLIAM ROSENWALD

for more than two decades has given devoted service and inspiring leadership to the work of helping Jews in need wherever they require aid. He helped found the United Jewish Appeal in 1939 and as General Chairman for the three years from 1955 through 1957 led the UJA to new heights of humanitarian achievement. He continues to serve UJA in many capacities and as its National Chairman representing the Joint Distribution Committee, which he has helped guide since 1935.

The cause we advance...

THE UNITED JEWISH APPEAL

*since 1939 has provided vital aid to more than
2,600,000 Jewish men, women and children, with
1,300,000 brought to safety in free lands,
1,000,000 of these to Israel.*



AMERICAN JEWISH
ARCHIVES
*You are cordially invited to join
in honoring*

WILLIAM ROSENWALD

and to help launch the

20TH CAMPAIGN FOR LIFE AND FREEDOM

of the

UNITED JEWISH APPEAL

at its

1958 NATIONAL INAUGURAL DINNER

FONTAINEBLEAU HOTEL

MIAMI BEACH, FLORIDA

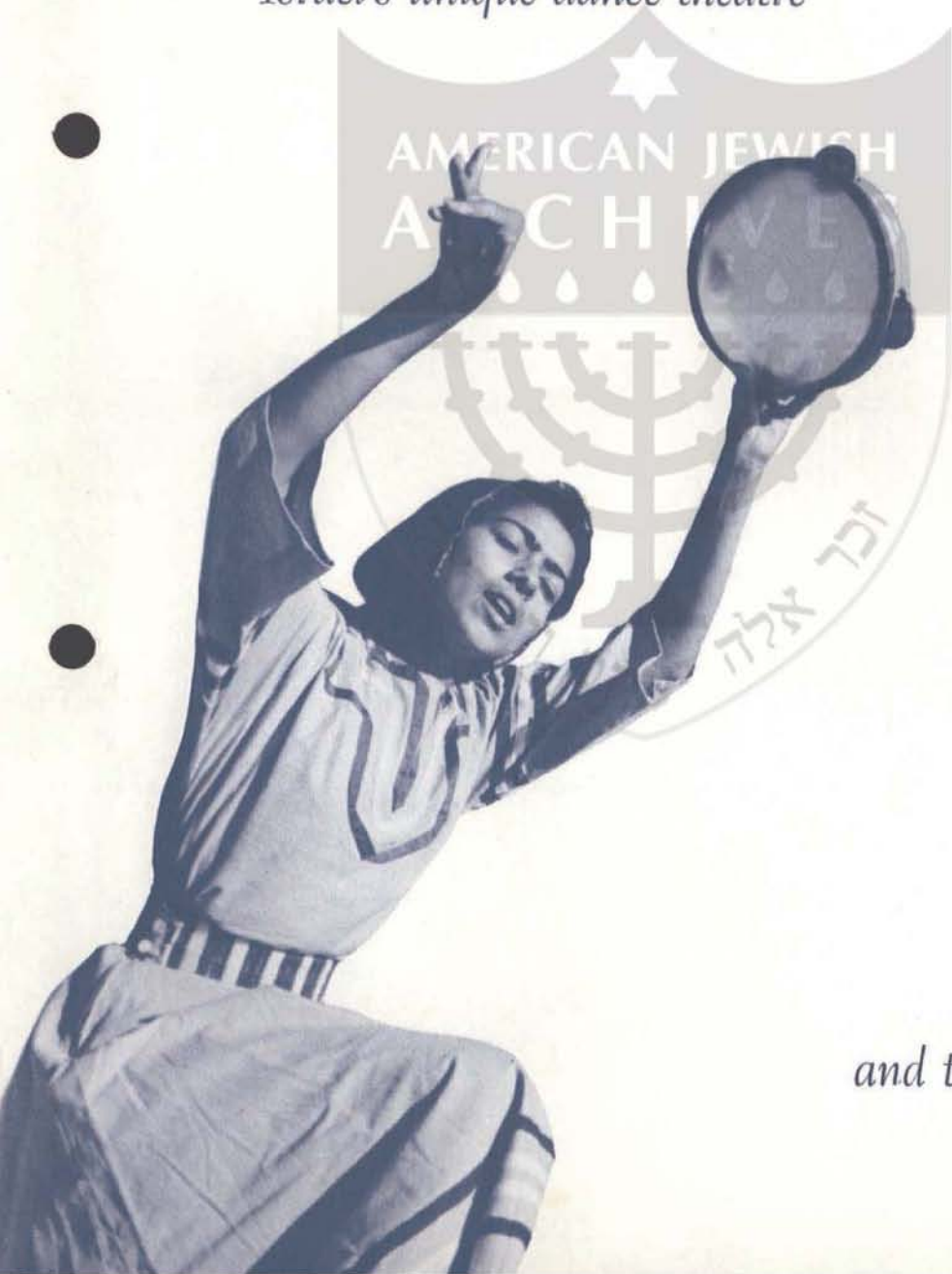
SUNDAY, 6:30 P.M., MARCH 2, 1958

MORRIS W. BERINSTEIN
General Chairman, 1958

*You are cordially invited
to a special performance of*

INBAL

Israel's unique dance theatre



and to attend _____

**HOW AMERICAN JEWS, THROUGH UJA,
HELPED CREATE INBAL**

INBAL, the all-Yemenite dance theatre group of Israel, is made up of Jews restored to the Holy Land after more than 2,000 years of exile and isolation in the obscure Arab country of Yemen. During 1948-49, the United Jewish Appeal financed "Operation Magic Carpet," which airlifted the entire community of 45,000 Yemenite Jews from the tip of the Arabian peninsula to Israel, 1,600 miles to the north. Today, the Yemenites are a vigorous and creative element in the life of modern Israel. INBAL's U.S. tour is sponsored by the America-Israel Cultural Foundation.



INBAL hailed at New York premiere ...

"... a rich and rare treat ...
vital, passionate in the true sense ...
wonderfully creative ..."

New York Times

"... superb contemporary theatre ...
headed by Margalith Oved, a superior artist ...
all of the performers are splendid ...
an exciting evening ..."

New York Herald Tribune



an informal reception of the

UNITED JEWISH APPEAL

AMERICAN JEWISH

TUESDAY, FEBRUARY 25th, 1958

9:30 P.M.

BALLROOM

WHITEHALL HOTEL

PALM BEACH, FLORIDA

EDWARD M. M. WARBURG

UJA Honorary Chairman

MORRIS W. BERINSTEIN

UJA General Chairman

SAMUEL RUBIN

*Honorary Chairman,
UJA Rescue Fund*

JOSEPH M. MAZER

*Chairman,
UJA Rescue Fund*

Attendance by invitation only

Please respond on enclosed card

HAF files - Conf Miami
HAF

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

FOR IMMEDIATE RELEASE

GENERAL DAN TOLKOWSKY AND JERRY LEWIS TO HIGHLIGHT 1958 NATIONAL
INAUGURAL DINNER OF THE UNITED JEWISH APPEAL, MARCH 1 AT MIAMI BEACH

Israel Air Force Commander and Famed Comedy Star to Appear at Dinner
Launching 20th Annual UJA Humanitarian Drive, and Honoring William Rosenwald
* * * * *

Two outstanding personalities -- one from Israel and the other from the
United States-- will highlight the United Jewish Appeal's 1958 National Inaugural
Dinner, Sunday evening, March 2, at the Fontainebleau Hotel, Miami Beach, to
launch the 20th annual life-saving campaign of the nation's largest voluntary
philanthropic organization.

Brigadier General Dan Tolkowsky, dashing young Commander of the Israel Air
Force, and America's sensational comedian, Jerry Lewis, topflight film and
television star, will appear as special guests at the UJA Dinner, it was announced
this week by Morris W. Berinstein UJA General Chairman.

"We are particularly fortunate," Mr. Berinstein declared "that these two
colorful figures, each a leader in his sphere, will be present at our 1958
Inaugural Dinner.

"General Tolkowsky is a foremost member of that brilliant young generation of
top Israel leaders who helped build and defend the young State and on whom the
future of hundreds of thousands of Jewish refugees will depend. Mr. Lewis has
not only created laughter for millions of people throughout the world, but has
given of his time and talent unsparingly to ease suffering among the handicapped
and distressed," the Appeal leader stated.

The man who developed Israel's crack Air Force, that swept the skies during the Sinai campaign, General Tolkowsky comes to this country for the first time, on behalf of the UJA's 1958 life-saving campaign. A World War II RAF Spitfire fighter, the English-educated Air Force Chief was born in Israel and has participated in the struggle for the establishment and defense of the Jewish State since he, as a 15-year-old schoolboy, served with the Haganah during the 1936 Arab riots.

Jerry Lewis, one of America's most popular entertainers and box office attractions, star of innumerable hit films and television shows, is known wherever movies are shown as one of the world's top comics. He is also noted for his strenuous activity on behalf of philanthropic causes, including the memorable all night "Telethons", he has conducted.

The ~~key~~ National Inaugural Dinner of the 1958 UJA campaign will serve at the same time to honor a founder and top leader of the Appeal, William Rosenwald, for his two decades of service climaxed by his leadership as General Chairman of the 1955, 1956 and 1957 ~~Drives~~.

The upcoming Dinner will launch a two-fold campaign of the UJA for 1958.

The UJA seeks to raise a \$100,000,000 Rescue Fund to provide transportation and initial resettlement aid for tens of thousands of Jews who will leave Eastern Europe, North Africa and other areas of tension and uncertainty. Approximately 70,000 homeless immigrants are expected to come into Israel during the coming year. At the same time, the UJA's regular campaign, with a goal of \$102,030,000, must support programs providing welfare, medical and rehabilitation ~~services~~ for an additional 535,000 Jewish men, women and children throughout the world, a majority of them being new immigrants still inadequately housed and not yet absorbed into the Israel economy.

Through both its Rescue Fund and regular drive, the UJA will finance the

work of its member agencies -- the United Israel Appeal which supports the work of the Jewish Agency in integrating newcomers in Israel; the Joint Distribution Committee which provides aid for Jews in need in 24 countries and aged and handicapped immigrants to Israel, and the New York Association for New Americans which provides adjustment services to refugees in this country. The United Hias Service, concerned with migration outside of Israel, will participate in the proceeds of the Rescue Fund.



SUGGESTED REMARKS FOR PERSON MAKING PRESENTATION TO WM. ROSENWALD

I want to state at the outset that I consider it an honor to be chosen to make the presentation to Bill Rosenwald.

As the UJA enters upon its 20th year of service, it is so deeply rooted in the life of the American Jewish community that its existence is taken for granted.

It is well to recall on this occasion that the UJA did not just come about. It took men of vision, great moral and spiritual strength and of a great compassion for fellow Jews in need to bring the UJA into being. Foremost in the ranks of those who helped found the UJA and who have been responsible for its destinies since that date is the man we are honoring this evening.

Bill was there in 1938 among the few who helped forge the decision to form the UJA. And Bill has been in the thick of every campaign since the first in 1939 to keep the UJA strong, as the conscience of American Jewry.

We are deeply indebted to Bill for the great leadership he has provided the UJA and especially for his magnificent achievements as General Chairman in 1955, 1956 and 1957. I think you will agree with me that what has been outstanding of Bill as a leader is that he has never asked any of us to do anything that he was not more than ready to do himself in even a greater measure: whether it be in terms of time, of energy or of means.

It gives me great pleasure at this point to read to you a letter addressed to William Rosenwald:

"I wish to join your many friends and admirers who have gathered to honor you on this occasion in recognition of your devoted and selfless services as Chairman of the U.J.A. in the years 1955 - 1957.

These three years will undoubtedly be recorded as one of the most crucial periods in the history of Israel, when our people triumphed over the most dangerous threat to their existence since the invasion of Israel in May 1948, and when we have had to grapple once more with the task of absorbing many thousands of new immigrants who are streaming again to our shores.

Throughout these critical times we in Israel drew much sustenance, both moral and material, from the Jewish community in America. And the U.J.A., under your leadership, was in the forefront of this life-line of assistance and support without which our progress might well have been jeopardised.

May I therefore express to you, on behalf of the Government of Israel and myself, our sincere appreciation for your invaluable contribution to the State of Israel, and indeed to the entire Jewish people.

With warm regards."

and it is signed -- "David Ben Gurion".

There is nothing we can give Bill this evening which will adequately express our feelings about him. Yet, we would not have him leave this hall without taking with him some small token which, in the days to come, will remind him of this evening and of our expression of gratitude for his great and selfless service.

On the eve of Chanukah, at the Annual Conference in New York, we made an attempt to express our appreciation of Bill's work by presenting him with a menorah. We did this because this menorah is a symbol of light, and, as such, is due a man who had done so much to illuminate the life of people who otherwise would live in darkness and in despair.

This night, on the eve of Purim, we should like in your behalf to present Bill with a megillah. We do this because the megillah tells the story which symbolizes the work of the UJA, the rescue of the Jewish community in grave peril. In the work of rescue of fellow-Jews -- to which we are all dedicated -- Bill Rosenwald has played an unforgettable role.

Let us read the inscription which appears on the base on which the
megillah rests:

PRESENTED BY THE UJA INAUGURAL CONFERENCE

TO

WILLIAM ROSENWALD

IN GRATEFUL ACKNOWLEDGMENT OF THE BRILLIANT LEADERSHIP HE
PROVIDED THE UNITED JEWISH APPEAL, AND OF THE HEART, SOUL
AND HIGH SENSE OF DEDICATION HE BROUGHT TO THIS GREAT CAUSE.

MIAMI, FLORIDA

MARCH 2, 1958

Bill, accept this gift as a token of our esteem and of our affection.

3/1/58

HAF files
Conf. Miami 1958

CONTINUITY FOR MORRIS W. BERINSTEIN
NATIONAL INAUGURAL CONFERENCE

1. Opening of meeting by Mr. Berinstein, as follows:

2. The singing of Hatikvah and the Star Spangled Banner
 will be led by CANTOR ISRAEL REICH of TEMPLE EMANUEL
 accompanied by MRS. JOYCE FARBER. Please remain
 standing for the Invocation which will be given by
 RABBI JOSEPH R. NAROT of TEMPLE ISRAEL of Greater Miami.

3. Introduce Dr. Morris Goodman, the Chairman of the Miami campaign,
 who will welcome the delegates.

4. Morris Berinstein -- Opening Remarks, setting the mood -- for about 3 minutes,
 and introducing GENERAL DAN TOLKOWSKY.

 "Brigadier-General Dan Tolkowsky is the 34 year old Commander
 of the Israel Air Force.

 "He is known to the people of Israel as the "Defender of Israel
 Skies". He is the man who developed and trained Israel's Air
 Force which, only a little while ago, made such a wonderful
 showing.

 "In World War II he was a Spitfire pilot with the Royal Air Force
 in England. He was born in the Holyland and participated in the
 struggle for the establishment and security of Israel since, as
 a 15-year old school boy, he served with the Haganah.

 "General Tolkowsky is a notable member of that brilliant young
 generation of Israel's leadership who helped build and defend
 the young State and on whom the future of hundreds of thousands
 of Jewish refugees will depend."

Continuity for Morris W. Berinstein (cont.)

5. Address by General Dan Tolkowsky
6. Morris Berinstein -- Pitch -- 15 - 17 minutes
7. Al Levin, Chairman for Regions, will be the first card caller
8. Fred Forman or Milton Kahn, will be the next caller
9. Introduce Joseph Mazer, Chairman of the Rescue Fund, who will make
the Presentation to Mr. Rosenwald
10. Presentation to Mr. Rosenwald
11. Mr. Rosenwald's Response
12. Call on Mr. Samuel Daroff to introduce Jerry Lewis.
13. Introduction of Jerry Lewis
14. Jerry Lewis Show

3/1/58

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

HAF file
Conf. Miami

FOR IMMEDIATE RELEASE

UNITED JEWISH APPEAL TO HONOR WILLIAM ROSENWALD
AT 1958 NATIONAL INAUGURAL DINNER IN MIAMI BEACH

Gen. Dan Tolkowsky, Israel Air Force Commander, and Star Comedian Jerry Lewis
To Speak at Dinner Launching 20th Annual Humanitarian Drive of UJA

William Rosenwald, a founder of the United Jewish Appeal who helped weld the UJA into one of the world's greatest voluntary humanitarian organizations, will be honored by the nation's top Jewish communal leaders at the UJA's National Inaugural Dinner which will launch its 1958 nationwide campaign on Sunday evening, March 2, at the Fontainebleau Hotel in Miami Beach, it was announced this week by Morris W. Berinstein, UJA General Chairman.

The tribute to Mr. Rosenwald will mark his two decades of outstanding service to the UJA's life-saving efforts climaxed by his leadership as General Chairman of the magnificent UJA campaigns of 1955, 1956 and 1957.

General Dan Tolkowsky, dynamic young Commander of Israel's Air Force known to his countrymen as "Defender of Israel's Skies", and Jerry Lewis, America's top flight comedian, will participate in the Dinner to honor Mr. Rosenwald and to set in motion the 20th consecutive UJA nationwide drive. The 1958 campaign must meet the grave problems of continued mass Jewish emigration overseas and help stem the mounting immigrant absorption crisis in Israel.

"Nothing could be more fitting," Mr. Berinstein stated, "than to pay tribute to William Rosenwald as the UJA begins its crucial 20th campaign on behalf of the rescue and rehabilitation of Jewish lives. He was one of the small group of far-seeing American Jewish leaders who organized the UJA as the single fund-raising agency to meet overseas needs in the black days of 1938. Ever since, he has devoted

his brilliant leadership and unflagging energy to the success of its campaigns.

"Mr. Rosenwald has played an outstanding role in effecting the rescue and resettlement in freedom of more than a million Jewish men, women and children and has helped sustain hundreds of thousands of Jews in need all over the world. We continue to look to his leadership now, as we have in the past 19 years, to carry forward the great voluntary program of life-saving and life-building that faces American Jewry."

Mr. Rosenwald, who serves with the 1958 campaign as UJA National Chairman representing the Joint Distribution Committee, has been a UJA National Chairman since 1942 and served JDC as Vice-Chairman since 1942 and in other leading posts since 1935. He has been a longtime officer of the United Jewish Appeal of Greater New York, the Federation of Jewish Philanthropies of New York and the United Hias Service and its predecessor agencies. He is also active in guiding the work of the Council of Jewish Federations and Welfare Funds, the American Jewish Committee and the Joint Defense Appeal.

Mr. Rosenwald's civic activities include service on the Boards of the Tuskegee Institute, the Philharmonic Symphony Society of New York, the American Arbitration Association, Council on Foreign Relations, Museum of Science and Industry of Chicago and the National Social Welfare Society. He was a member of the New York State Committee on Displaced Persons throughout its operations from 1948-52.

A two-fold nationwide campaign of the United Jewish Appeal for 1958 gets underway at the Miami Beach Inaugural Dinner honoring Mr. Rosenwald.

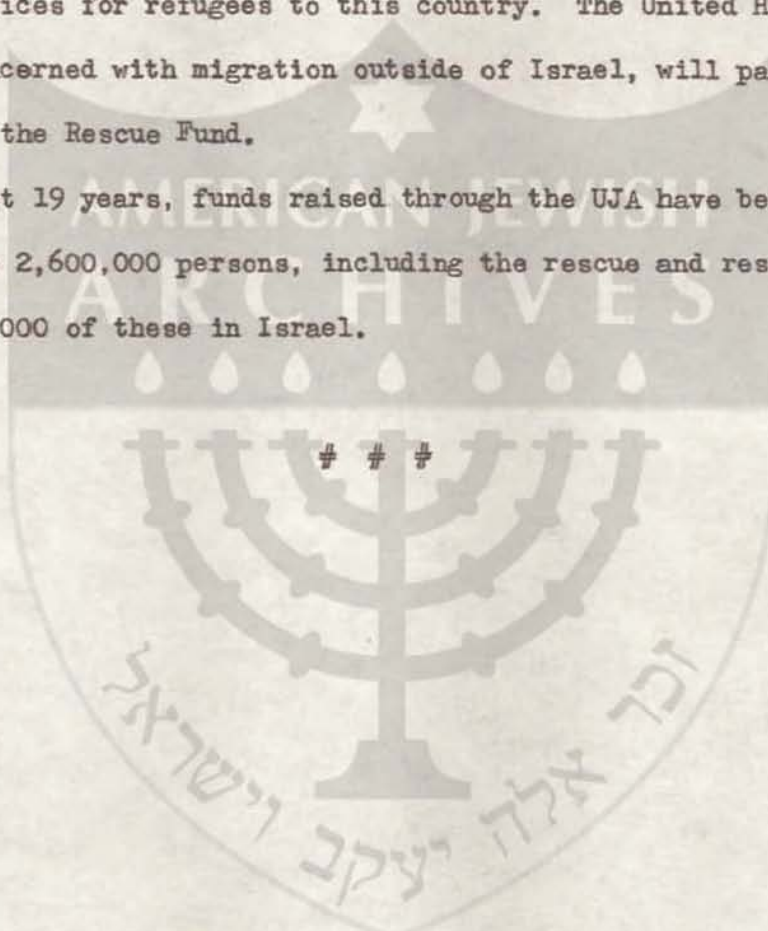
The UJA seeks to raise a \$100,000,000 Rescue Fund to provide transportation and initial resettlement aid for 80,000 Jewish men, women and children expected to leave Eastern Europe, North Africa and other areas of tension and uncertainty. Of these, up to 70,000 are expected to enter Israel, with the remainder going to the United States and other countries. At the same time, the UJA's regular campaign must support programs providing welfare, medical and rehabilitation services for an additional 535,000 persons throughout the world, a majority of them being new

immigrants in Israel.

Through both its Rescue Fund and its regular drive, the UJA will finance the work of its member agencies -- the United Israel Appeal, which provides support to the Jewish Agency's work of integrating newcomers in Israel; the Joint Distribution Committee which provides aid for Jews in need in Israel and in 24 other countries overseas, and the New York Association for New Americans, which provides welfare and adjustment services for refugees to this country. The United Hias Service, an organization concerned with migration outside of Israel, will participate in the proceeds of the Rescue Fund.

During the past 19 years, funds raised through the UJA have been utilized in giving vital aid to 2,600,000 persons, including the rescue and resettlement of 1,300,000 -- 1,000,000 of these in Israel.

1/24/58



FC
#F files -
Conf Miami 58

DRAFT INVITATION TO CABINET MEETING IN MIAMI BEACH ON FEBRUARY 23rd.

Dear

This is to advise you there will be an important meeting of the National Campaign Cabinet of the United Jewish Appeal at the _____ in Miami Beach, Florida at 9:30 A.M. on Sunday, February 23rd. Brunch will be served at the meeting.

Its main purpose is to arrange in proper fashion for the maximum effectiveness of the National Inaugural Conference of the UJA to be held at the Fountainbleau Hotel in Miami Beach on Sunday evening, March 2nd. This traditional and most significant campaign-launching affair will be in a somewhat different form than in the past. It will consist of a banquet session which will honor William Rosenwald for his inspired leadership as General Chairman of the United Jewish Appeal from 1955 through 1957.

I know that you will want to attend the Conference as well as the Cabinet meeting to assure that Bill Rosenwald receives the kind of tribute which he has so well earned. In addition, I am sure you will be very interested in the fact that the Conference will be addressed by comedian Jerry Lewis and by General Dan Tolkowsky, Commander of Israel's Air Force.

The tremendous responsibilities we continue to face this year dictate that the 1958 campaign be officially launched in the most impressive manner possible at the Inaugural Conference. I would like to urge you, therefore, to do everything you can to be present in Miami for the Cabinet Meeting and help plan for the Conference. Please indicate on the enclosed card whether or not you will attend, and return it to me.

Sincerely yours,

Fred Forman

FF/GKB 1/20
encl.

NOTES ON MEETING HELD JANUARY 23, 1958

MISS S/K

HAF

cc: M.W. Berinstein
H.A. Friedman

Present: Morris W. Berinstein
Herbert A. Friedman
Melvin S. Goldstein
Abraham S. Hyman
Irving Jacobs

1. This meeting was called to discuss plans for the Miami Conference.
2. It was decided that no meeting will be held at Hollywood Beach this year unless it is found, after our staff gets to Florida, that there are people in Hollywood who are so important that a special meeting should be held.
3. The National UJA Meeting in the Whitehall Hotel is now set for February 27th.
4. Boston has not yet decided to hold its meeting at Whitehall in 1958 but it was the consensus of those present that Boston be urged to do so. (Mr. Friedman discussed this matter with Davey Stone later and Mr. Stone said that he felt no Whitehall meeting should be held for the Boston group this year.)
5. The UJA will not urge people from communities to run special meetings in Miami in 1958. On the other hand, if a community wishes to hold a meeting then the UJA will be glad to service it.
6. Special telephone calls are to be placed to urge specific members of the Cabinet to attend the meeting of the Cabinet to be held in Miami on February 23rd at the Martinique Hotel. The assignments are on a separate sheet.
7. The Cabinet meeting is to be expanded so that all important leaders in the Miami area are invited to attend. It was also noted that members of the campaign

MISS G

committee are to be invited to attend the meeting of the Cabinet on February 23rd.

8. The Agenda for the Cabinet Meeting is to be as follows:

- A. Morris W. Berinstitute to welcome those present and to turn it over to the Chairman.
- B. Mr. Yascov Herzog will address the group.
- C. Mr. Martin Nadelman will be called upon to speak on the campaign in Houston and the techniques used there.
- D. Mr. Friedman will report on the status of the campaign thus far, particularly with regard to Big Gifts Meetings held in 1958.
- E. The Sample Line for 1958 is to be distributed.
- F. Assignment cards are to be distributed to those present.

9. At the Whitehall Meeting in Palm Beach on February 27th, Mr. Rosenwald is to preside and Mr. Warburg is to speak. Messrs. Jack Weiler and Dewey Stone are to call cards.

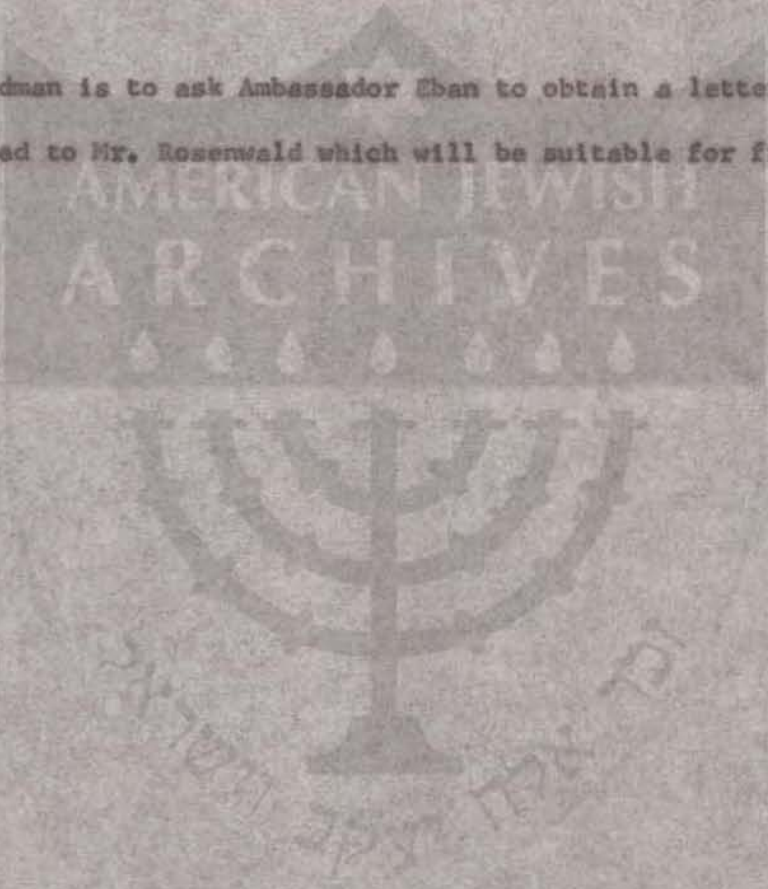
10. The Agenda for the Miami Dinner on March 2nd will be as follows:

- A. Mr. Morris Berinstitute will be the Chairman and will open the meeting by welcoming everyone to this Testimonial Dinner to Mr. Rosenwald.
- B. Presentation to Mr. Rosenwald by Sam Rubin or Max Fisher
- C. Remarks William Rosenwald
- D. Address General Dan Tolokowsky
- E. Pitch Morris W. Berinstitute
- F. Calling of Cards Jack D. Weiler
Dewey D. Stone
Joseph Holtzman

G. Introduction of Jerry Lewis	Samuel Daroff
H. Remarks	Jerry Lewis

MSG
11. Mr. Rosenwald is to be asked to proceed from New York to Palm Beach for the Palm Beach meeting and come to Miami on February 28th.

HAF
12. Mr. Friedman is to ask Ambassador Eban to obtain a letter from Mr. Ben Gurion addressed to Mr. Rosenwald which will be suitable for framing.



MSG:js

1/27/58

FC/feb 1/16 HAF file Conf. Mem

CABINET MEMBERS TO BE CALLED FOR ATTENDANCE AT CABINET MEETING FEBRUARY 23RD

Joe Meyerhoff	by Morris Berinstein
Max Bressler	Melvin Goldstein
Melvin Dubinsky	Irving Jacobs
L. D. Fink	Melvin Goldstein
J. Jerold Hoffberger	Herbert Friedman
Label Katz	Harry Biele
Philip Lown	Morris Berinstein
Joseph Mazer	Henry Bernstein
Barney Medintz	Harry Biele
Martin Nedelman	Herbert Friedman
Irving Norry	Morris Berinstein
Sol Satinsky	Morris Berinstein
Morris Senderowitz, Jr.	Herbert Friedman
Michael Stavitsky	Melvin Goldstein
Jack Stern	Morris Berinstein
Rabbi Breslau	Morris Berinstein
Sam Daroff	Herbert Friedman
Max Fisher	Morris Berinstein
Joseph Holtzman	Morris Berinstein
Al Levin	Irving Jacobs
Samuel Rubin	Herbert Friedman
Dewey Stone	Melvin Goldstein
Jack Wailer	Melvin Goldstein

DAIS LIST -- Miami Beach Inaugural Conference, March 2, 1958

ARVEY, Jacob	MAZER, Joseph
ASTAR, Nahum	MYERS, Stanley
BERINSTEIN, Morris W.	MADELMAN, Martin
BRONFMAN, Abe	NAROT, Rabbi
BRECHER, Morris	PERMUTT, James
BERNSTEIN, Phil BRISKIN, Sam	RATNER, Leonard
COHEN, Nehemiah	ROSENWALD, William
DUBINSKY, Melvin	RAPAPORT, Barney
DAROFF, Samuel H.	ROSENTHAL, David
DIMOND, Phil	RENFIELD, Joseph
EPSTEIN, Nathan	ROCKER, Henry
FORMAN, Fred	SINCOFF, Jacob
FRIEDMAN, Herbert A.	SAPERSTEIN, Jacob
GOODMAN, Dr. Morris	STERN, Jack
GINSBERG, Moses	SCHIFF, Saul
GINSBERG, Harry	SAVIN, A.I.
GOODMAN, Abraham	SAMPSON, Bernard
HOITZMAN, Joseph	SUCHER, Wm.
HEITMAN, Sam	TOLKOWSKY, General Dan
KAHN, Milton	WOLDENBERG, Malcolm
KATZ, Label	YALEM, Charles
KAY, Abe S.	
LEVIN, Albert A.	
LEWIS, Jerry	
LOWENSTEIN, Leon	
LEVITT, Abraham	
LEVINSON, Max	
LINSEY, Joseph	
LEVIN, Maurice	

✓ Col. Jacob M. Arvey
436 W. Rivo Alto Drive
Rivo Alto Island, Miami Beach, Fla.

✓ Joseph Holtzman
Henri Apts., 2300 S. Surf Road
Hollywood, Fla.

✓ Morris Berinstein
Algiers Hotel
Miami Beach, Fla.

✓ Sam Heiman
2600 Segovia Avenue
Coral Gables, Fla.

✓ Rabbi Philip Bernstein
Lombardy Hotel
Miami Beach, Fla.

✓ Milton Kahn
Whitehall Hotel
Palm Beach, Fla.

✓ Nehemiah Cohen
Americana Hotel
Miami Beach, Fla.

✓ Label Katz

✓ Samuel H. Daroff

✓ Abe S. Kay
Lucerne Hotel
Miami Beach, Fla.

✓ Melvin Dubinsky
% Jack Dubinsky, 427 E. San Marino Dr.
San Marino Island, Miami Beach, Fla.

✓ Albert A. Levin
Lucerne Hotel
Miami Beach, Fla.

✓ Phil Dimond
Triton Hotel
Miami Beach, Fla.

✓ Max Levinson
1510 Van Buren
Hollywood, Fla.

✓ Rabbi Herbert A. Friedman
Algiers Hotel
Miami Beach, Fla.

✓ Abraham Levitt
Eden Roc Hotel
Miami Beach, Fla.

✓ Fred Furman

✓ Jerry Lewis
Fontainebleau Hotel
Miami Beach, Fla.

✓ Abraham Goodman

✓ Leon Lowenstein
820 W. DiLido Dr.
DiLido Island, Miami Beach, Fla.

✓ Dr. Morris Goodman
118 W. DiLido Drive
DiLido Island, Miami Beach, Fla.

✓ Joseph M. Linsey
Fontainebleau Hotel
Miami Beach, Fla.

✓ Harry Ginsberg
Battle Creek Sanitarium
Miami Springs, Fla.

✓ Joseph M. Mazer
Fontainebleau Hotel
Miami Beach, Fla.

✓ Stanley Myers
3620 Granada Blvd.
Coral Gables, Fla.

✓ Jack Stern
% David Meyer, 234 Kenlyn Dr.
Palm Beach, Fla.

✓ Martin Nadelman

✓ Saul Schiff
Eden Roc Hotel
Miami Beach, Fla.

✓ Rabbi Joseph H. Narot
1077 N.E. 96th Street
Miami Shores, Miami, Fla.

✓ A.I. Savin
155 Ocean Blvd.
Golden Beach, Fla.

✓ James L. Permutt
% Joseph Smolian, 4102 N. Ocean Dr.
Hollywood, Fla.

✓ Jacob Saperstein
841 S. Shore Dr.
Miami Beach, Fla.

✓ William Rosenwald
Fontainebleau Hotel
Miami Beach, Fla.

✓ William C. Sucher
Fontainebleau Hotel
Miami Beach, Fla.

✓ Barney Rappaport
Algiers Hotel
Miami Beach, Fla.

✓ General Dan Tolkowsky
Algiers Hotel
Miami Beach, Fla.

✓ Leonard Ratner
Deauville Hotel
Miami Beach, Fla.

Jack D. Weiler

✓ Joseph Renfield
Eden Roc Hotel
Miami Beach, Fla.

✓ Charles Yalem
1645 W. 22nd St. - Sunset Island #4
Miami Beach, Fla.

✓ David Rosenthal
Fontainebleau Hotel
Miami Beach, Fla.

✓ Morris Brecher
Miami Battle Creek
Miami Springs

✓ Henry Rucker
Allison Hotel
Miami Beach, Fla.

✓ Nathan Epstein (Detroit)
Martinique Hotel
Miami Beach, Fla.

✓ Jacob Sincoff
Miami Battle Creek Sanitarium
Miami Springs, Miami, Fla.

✓ Moses Ginsberg
3700 Pinetree Drive
Miami Beach, Fla.

✓ Bernard J. Sampson
1585 Cleveland Road
Miami Beach, Fla.

✓ Abe Bronfman
Hotel Fontainebleau
Miami Beach, Fla.

✓ Maurice Levin
Eden Roc Hotel
Miami Beach, Fla.

January 2, 1957

Mr. Joseph Ross
6535 Wilshire Blvd.
Los Angeles, California

Dear Joe:

I have written New York about the fact that Jerry Lewis will be able to make the March 2nd meeting; that he was good enough to change a previous engagement to do so. He will hear from the leadership of the United Jewish Appeal, and detailed plans will be worked out.

Again I want to express my overwhelming gratitude to you for your efforts. You don't know how much this will mean toward making this Conference a success. Thanks again.

Sincerely

Joseph D. Shane

JDS:c

cc - Herbert Friedman ✓
Irving Bernstein

C
O
P
Y



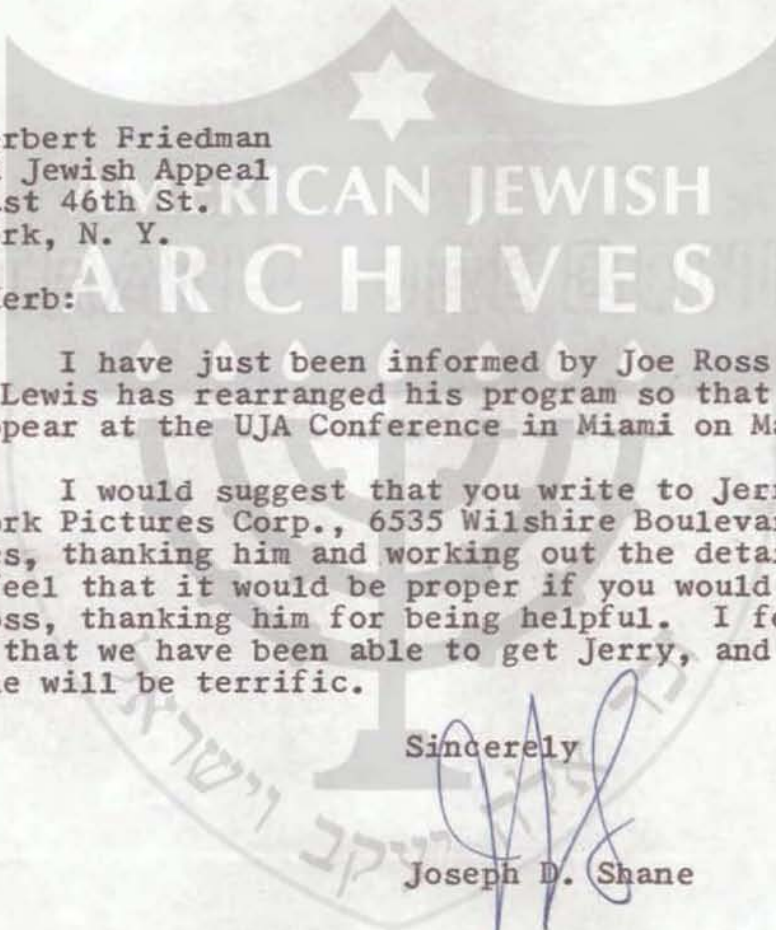
J. D. SHANE AND COMPANY

INVESTMENTS

9862
Wilshire
Boulevard
Beverly
Hills
California
CRestview 4-6393

January 2, 1958

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



Dear Herb:

I have just been informed by Joe Ross that Jerry Lewis has rearranged his program so that he can appear at the UJA Conference in Miami on March 2.

I would suggest that you write to Jerry Lewis c/o York Pictures Corp., 6535 Wilshire Boulevard, Los Angeles, thanking him and working out the details. I also feel that it would be proper if you would write Joe Ross, thanking him for being helpful. I feel very happy that we have been able to get Jerry, and I am sure he will be terrific.

Sincerely

Joseph D. Shane

cc - Irving Bernstein

HA files -
Conf: Miami
58

January 7, 1958

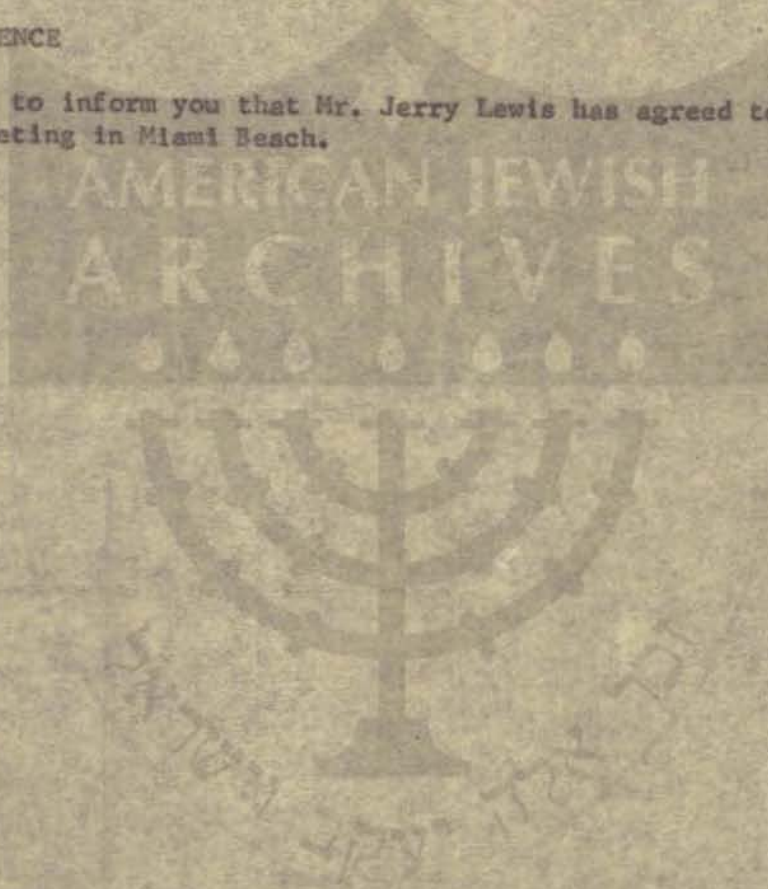
Mr. Arthur Fishzohn

Melvin S. Goldstein

MIAMI CONFERENCE

This is just to inform you that Mr. Jerry Lewis has agreed to speak at the March 2nd Meeting in Miami Beach.

MSG:js



9 January, 1958

Mr. Joseph D. Shane
J. D. Shane and Company
9862 Wilshire Blvd.
Beverly Hills, Calif.

Dear Joe,

I have your letter of 2 January and want to thank you for everything you did in the Jerry Lewis matter. I shall certainly write to him and Joe Ross, as you suggested.

But, most important of all, I wanted to write to you and thank you for all the help you have been so far.

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF/ec

14 January 1958

Mr. Joseph Ross
6535 Wilshire Blvd.
Los Angeles, California

Dear Mr. Ross:

Joe Shane has written me about the extent of the effort you made which succeeded in obtaining the participation of Jerry Lewis in the UJA National Inaugural Conference in Miami on March 2, 1958. I want to let you know that I deeply appreciate all that you did in this regard. We eagerly anticipate that this important conference will have the largest possible attendance, thereby assuring its success, and that this will be due in very large measure to the presence of Mr. Lewis.

Sincerely,

HAF:gsj

Herbert A. Friedman
Executive Vice-Chairman

HAF files
Conf. Miami

14 January 1958

Mr. Jerry Lewis
c/o York Pictures Corp.
6535 Wilshire Boulevard
Los Angeles, California

Dear Mr. Lewis:

This is to express warm appreciation on my part and in the name of the United Jewish Appeal for your agreeing to participate in the important UJA National Inaugural Conference in Miami on March 2nd. I understand that a re-arrangement of your program was necessary in order to enable you to make this appearance, and we are very grateful to you for going to the trouble of making the required rescheduling. I know that your participation on this occasion will contribute immensely toward mobilizing support for the great cause in which we are engaged.

Thank you very much once again for agreeing to be with us in Miami -- and kind regards.

Sincerely,

HAF:ggj

cc AF

Herbert A. Friedman
Executive Vice-Chairman

cc: A.Fishzohn

*Hand file -
Conf Miami
Feb 18*

January 14, 1958

Mr. Jerry Lewis
1048 Amalfi Drive
Pacific Palisades
California

Dear Mr. Lewis:

We thought you might like to see the January issue of the UJA's "Report to Members", which announces your appearance at our March 2nd National Inaugural Dinner in Miami. This bulletin is sent out to about 60,000 UJA workers and contributors throughout the country.

All of us here at the national office of the UJA are delighted that you will be with us on March 2nd and look forward to seeing you then.

Sincerely,

Melvin S. Goldstein

MSG:hs
cc:AF

January 17, 1958

Mr. Yascov Herzog, Minister Plenipotentiary
Embassy of Israel
1621 22nd Street at "R"
Washington, D.C.

Dear Mr. Herzog:

I have tried unsuccessfully to reach you on the telephone during the past several days.

As you may know, we are having our large Inaugural Dinner for the 1958 campaign in Miami on Sunday, March 2. Most of the members of our Cabinet gather in Miami to work on that meeting.

We are calling a Cabinet meeting on Sunday, February 23rd, at 9.30 a.m. (Brunch) at the Hotel Fontainebleau -- one week before the Dinner -- at which our officers assume their responsibilities and their assignments. This Cabinet meeting usually consists of about 50 top level persons from all over the country. One year ago, under identical circumstances, we invited Mr. Emil Najjar to speak to the Cabinet, and he made a wonderful impression.

I should like to extend an invitation to you this year to speak to our Cabinet on 23rd February in Miami. It is an address of approximately 25 or 30 minutes, during which you give them the feeling of the current problems which Israel faces, in the fields of immigration, security, international affairs. I should be happy to discuss further with you in person the detailed nature of the address, if you find it possible to accept the invitation, which I sincerely hope you will.

I would appreciate hearing from you at your very earliest convenience.

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF/fc

HAF

HAF files
Conf Miami

January 19, 1938

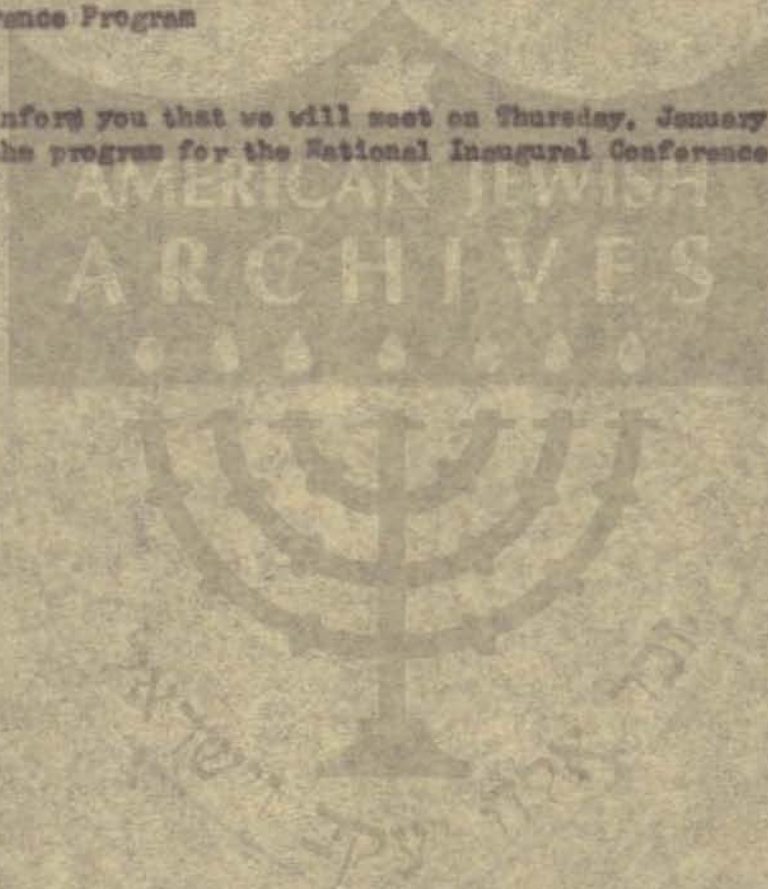
Abraham S. Hyman; Irving Jacobs; Sholem Sontag

Nelvin S. Goldstein

Miami Conference Program

This is to inform you that we will meet on Thursday, January 23rd, at 11.00 a.m.,
to discuss the program for the National Inaugural Conference in Miami.

NSC/fo
cc: HAF



FC



HAF Files
Conf. Miami

FRED FORMAN

CHAIRMAN, NATIONAL CAMPAIGN CABINET

January 21, 1958

INVITATION TO CABINET MEETING IN MIAMI BEACH ON FEBRUARY 23rd.

This is to advise you there will be an important meeting of the National Campaign Cabinet of the United Jewish Appeal in Miami Beach, Florida at 9:30 A.M. on Sunday, February 23rd. Breakfast will be served and the place of the meeting will be communicated to you.

The main purpose of the meeting is to arrange in proper fashion for the maximum effectiveness of the National Inaugural Conference of the UJA to be held at the Fontainebleau Hotel in Miami Beach on Sunday evening, March 2nd. This traditional and most significant campaign-launching affair will be in a somewhat different form than in the past. It will consist of a banquet which will honor William Rosenwald for his inspired leadership as General Chairman of the United Jewish Appeal from 1955 through 1957.

I know that you will want to attend the Conference as well as the Cabinet meeting to assure that Bill Rosenwald receives the kind of tribute which he has so well earned. In addition, I am sure you will be very interested in the fact that the Conference will be addressed by General Dan Tolkowsky, Commander of Israel's Air Force and by comedian Jerry Lewis.

The tremendous responsibilities we continue to face this year dictate that the 1958 campaign be officially launched in the most impressive manner possible at the Inaugural Conference. I would like to urge you, therefore, to do everything you can to be present in Miami for the Cabinet Meeting and help plan for the Conference. Please indicate on the enclosed card whether or not you will attend, and return it to me.

Sincerely yours,

Fred Forman

Fred Forman

FF:GGH
Enc.

HAF files
Conf. Miami
no 1/23

January 21, 1958

Herbert A. Friedman

Melvin S. Goldstein

Cabinet Meeting Miami -- Setting of hotel

Last year, or perhaps two years ago, you said that you thought a cabinet meeting should be held at the Hotel Martinique (the hotel owned by Max Fisher's father) rather than at the Saxony or Fontainebleau. If you still want this to be done, please let me know.

MSG/EC



HAF Files
Conference theme
on the 4th

January 21, 1958

Mr. Martin Nademan
2 Shippe Road
Houston, Texas

Dear Martin,

Herb Friedman told me about the grand success you are having in Houston with your campaign techniques. I think it is just wonderful.

My purpose in writing you now is to tell you how pleased we would be to have you attend the meeting of the Cabinet in Miami on Sunday, February 23rd, and tell the members of the Cabinet just how Houston is handling its campaign. I think this will make a tremendous impact on them, and I hope you will let us know that you will definitely attend.

Best regards.

Sincerely,

Morris W. Bernstein

MSB/gfc

cc: SS
PBC
HMB

UNITED JEWISH APPEAL, INC.

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

MEMORANDUM

Date January 28, 1958

To Mr. Melvin S. Goldstein

From Abraham S. Hyman

Subject Inbal - West Palm Beach

Hotel in Palm

The Inbal group appearance in West Palm Beach has been approved by everyone whose consent is necessary. This was confirmed to me this morning by Mr. Ettinger.

The present plan is to have 14 people fly down to West Palm Beach the morning of the 25th. It would seem that Ettinger has spoken to Herb who has agreed that instead of Ettinger going to the West Coast in behalf of the UJA, he should be with the Inbal group in West Palm Beach as well as in Miami. Consequently, his transportation and hotel accommodations will also have to be taken care of.

Mr. Ettinger requested that we make plane reservations for the 14 members of the group and himself. Apparently, he wants to be in West Palm Beach the day before the affair so that he will be going down on the 24th. In addition, he wants to have some of the musical instruments, etc., sent down by train. I asked him to get in touch with Max Kern to arrange for the requisite transportation for the personnel as well as for the instruments and for the hotel accommodations for the evening of the 24th for himself and for the 14 members of the group for the evening of the 25th.

I again confirmed with Mr. Ettinger that the only expenses that we would have in connection with the appearance of the group in West Palm Beach would be the hotel accommodations of the group the evening of the 25th, and, of course, Ettinger's out-of-pocket expenses. While I did not mention the cost of bringing down the instruments, I assume that we may have to pay for that as well. I would imagine that this would be a negligible sum.

It may be that we will also have to make bookings for the group from West Palm Beach to Miami where the Inbal group performs on the 26th and 27th. In any event, Mr. Ettinger will be discussing transportation and hotel reservations with Max Kern. The only specific suggestion that Ettinger made about hotel reservations for the group is that he wanted to conserve the energy of group and therefore asked that they be put up in a hotel in the center of the city.

January 28, 1958

Mr. Ettinger also informed me that he has spoken with Jennie Grossinger and that she is prepared to throw her home open to a reception for the Inbal group after their performance the evening of February 27th. Mr. Ettinger wants from us a list of the people to be invited to Mrs. Grossinger's home which he might in turn give to Mrs. Grossinger. I told him that to the extent that this list could be ascertained now, we would provide him with the information and would augment it as information reaches us about the presence of people in Miami on the date in question.



ASH:gb

cc: HAF, SS, MSG, LJ, MK

MSG

HAF Files

Conf.

INVITATION TO NATIONAL CAMPAIGN COMMITTEE TO ATTEND MIAMI CABINET MEETING.



There will be a most important meeting of the National Campaign Cabinet of the United Jewish Appeal at the Martinique Hotel in Miami Beach, Florida, at 9:30 A.M. on Sunday, February 23rd. Breakfast will be served at the meeting.

We eagerly seek the participation in this meeting of the members of the UJA National Campaign Committee. In particular, your kind of thinking could make a vital contribution toward its success.

The main purpose of the meeting is to arrange in proper fashion for the maximum effectiveness of the National Inaugural Conference of the UJA to be held at the Fontainebleau Hotel in Miami Beach on Sunday evening, March 2nd. This traditional and most significant campaign-launching affair will be in a somewhat different form than in the past. It will consist of a banquet which will honor William Rosenwald for his inspired leadership as General Chairman of the United Jewish Appeal from 1955 through 1957.

I know that you will want to attend the Conference as well as the Cabinet meeting to assure that Bill Rosenwald receives the kind of tribute which he has so well earned. In addition, I am sure you will be very interested in the fact that the Conference will be addressed by General Dan Tolkowsky, Commander of Israel's Air Force and by comedian Jerry Lewis.

The tremendous responsibilities we continue to face this year dictate that the 1958

campaign be officially launched in the most impressive manner possible at the Inaugural Conference. I would like to urge you, therefore, to do everything you can to be present in Miami for the Cabinet Meeting and help plan for the Conference. Please indicate on the enclosed card whether or not you will attend, and return it to me.

Sincerely yours,

Morris W. Berinstein

MWB:GGL
enc.



HAF files - Cont
2/6 Mean

January 30, 1958

Mr. Sholem Sontup

Melvin S. Goldstein

This is to inform you that Jennie Grossinger has agreed to run a reception at her home in Miami, Thursday evening, February 27th, for the Inbal dancers. These receptions have been very successful when held in private homes in New York and as you know they are being set up in a number of other cities as well. We want to take advantage of Mrs. Grossinger's willingness to hold this reception and we should like to invite about 100 people who will be in Miami on the 27th to attend this reception. The invitations will have to go out in the name of Mrs. Grossinger. Would you, therefore, let me have as soon as you possibly can the names and the addresses of the people in Miami whom you think should be invited. This is very important and I look forward to hearing from you about it.



MSG:js

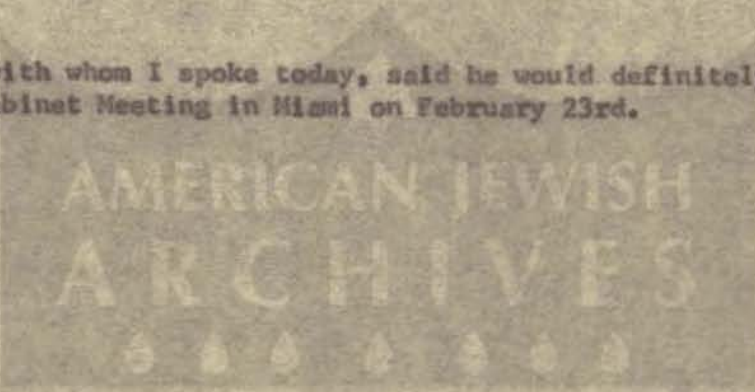
*HAF file
Conf. Thau*

January 30, 1958

Mr. Harry D. Biele

Melvin S. Goldstein

Mr. Daroff, with whom I spoke today, said he would definitely attend the Cabinet Meeting in Miami on February 23rd.



HSG:js

cc: Mr. Sholem Sontup



Handwritten:
Hof Files -
Conf Miami

January 30, 1958

Mr. Sholem Sontup

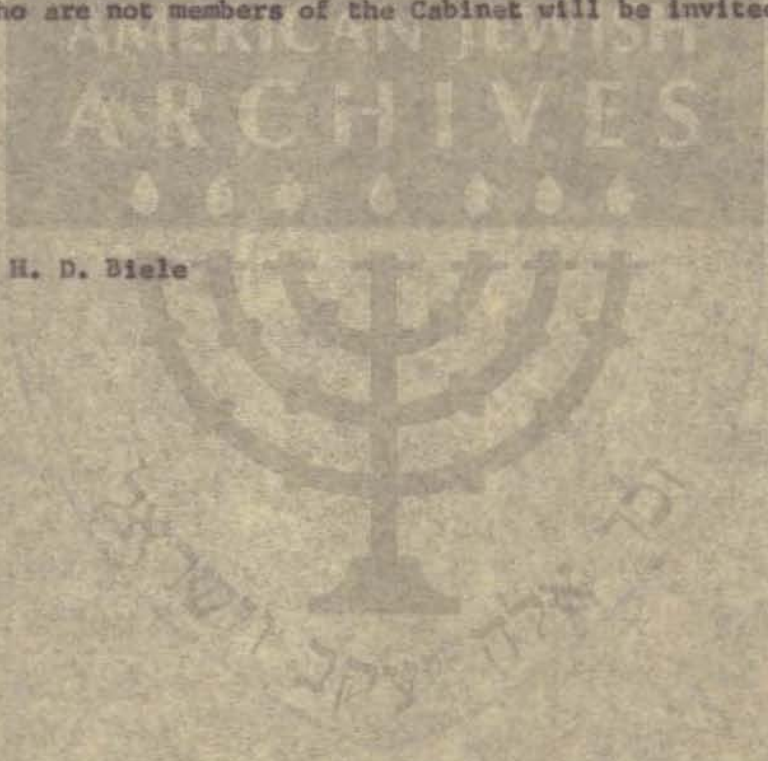
Melvin S. Goldstein

Miami Beach

With regard to the Cabinet Meeting scheduled for February 23rd at the Martinique Hotel I just want you to know definitely that we want this to be an expanded Cabinet Meeting so that top leaders in Miami who are not members of the Cabinet will be invited.

MSG:js

cc: Mr. H. D. Biele



HAF File, Miami Copy

FC



FRED FORMAN

CHAIRMAN, NATIONAL CAMPAIGN CABINET

LETTER TO UJA NATIONAL CAMPAIGN CABINET ON PLACE OF MIAMI XXXXXX CABINET MEETING

January 30, 1958

AMERICAN JEWISH

This is to let you know that the meeting of the National Campaign Cabinet of the United Jewish Appeal in Miami Beach, Florida, at 9:30 A.M. on Sunday, February 23rd, will be held in the Martinique Hotel. Brunch will be served at the meeting.

Because of the unusual significance of this meeting, as pointed out in my letter to you of January 21st, I eagerly look forward to seeing you there. If you have not already done so, it would be very much appreciated if you would now indicate on the enclosed card whether or not you will attend and return it to me.

Sincerely,

Fred Forman

FF:GG1
enc.

2/4

January 30, 1958

Mr. Abraham S. Hymen

Melvin S. Goldstein

Inbal dancers

I know that you have been working on plans to have receptions held for the Inbal dancers arranged in various cities where the Inbal dancers will appear. Would you be good enough to let me have as soon as possible a list of the places where these receptions have been arranged so that the Field Department and others concerned may be informed.

ARCHIVES



MSG:js

FS
~~transferred~~
2/15

MEMORANDUM

Date January 31, 1958

To Mr. Melvin S. Goldstein

From Abraham S. Hyman

Subject Inbal

The following is the situation with respect to the receptions for the Inbal dancers in the various communities in which they will appear.

I have been advised by the America-Israel Cultural Foundation people that receptions are planned for the Inbal group in major communities. Included are Philadelphia, Washington, Boston, Detroit, Pittsburgh, Cleveland and Chicago. Except for Pittsburgh and Cleveland where the group will perform only one day and where, therefore, a function other than the initial reception is not feasible, I have suggested to all of the major communities listed above that they arrange something for the members of the Inbal group for other nights subsequent to the night of the opening performance.

I propose to follow up next week to find out if any plans have been made in line with this recommendation. Incidentally, the recommendation was made after clearance with Ettinger of the Agency and Ratner of the AICF.

No receptions can be held in Hartford, Newark or Syracuse, notwithstanding the fact that formal receptions are not being held for the opening performance, because the group must leave these cities immediately after their performance. In other words, they are one-night stands.

Although the group appears only one night in Rochester and since they do not leave that city until the following morning, I have asked the Executive Director to arrange for them to be invited to a private home the night of March 8th.

The group appears in Princeton on February 13, 14 and 15. Mr. Freeman of Princeton, with whom I discussed this matter just called me and told me that a dinner had been planned for the group in a private home for the evening of February 14th. This is Friday and the group has a matinee, but not an evening engagement. Approximately 40 people have been invited to this dinner. Mr. Freeman could not tell me the name of the host. However, he suggested, in connection with this function, the following person should be contacted:

Mrs. Marver Bernstein
24 College Road
Princeton, N.J.
Tel. Walnut 4-0946

Although no definite plans for Saturday afternoon has taken shape, tentatively the Center is trying to set up a reception for the group at the Community Center. The person to be contacted in this connection is the President of the Center:

Mr. Jess Epstein
7 Littlebrook Road
Princeton, N.J.
Tel. WANut 4-5163

I just checked with Yonah Ettinger and gave him the information on Princeton. He was highly pleased with these arrangements and indicated he would communicate them to the group.



ASH:gb
cc: HAF, SS, LJ

February 6, 1958

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

Dear Mr. Warburg:

I just want to keep you posted on arrangements for the Florida meetings.

I mentioned to you some days ago that we were trying to get the Inbal dancers to appear -- and perform -- at our national Whitehall meeting on February 25th. They have agreed to do so and the plan now is for the dancers to fly down from New York on the 25th and at the Whitehall meeting they will put on two or three numbers. The following day they will go down to Miami where they have engagements for the 26th and 27th.

We hope that the presence of the Inbal group will bring out to the Whitehall meeting a number of people who heretofore have not shown. The meeting at the Whitehall this year, therefore, will be held in the ballroom of the Whitehall Hotel at 9:30 PM. About 300 people can be accommodated.

We have not yet settled on the definite program for the meeting. One of the reasons for that is your uncertainty as to whether or not you will attend. In any event there will be a chairman -- maybe Bill Rosenwald -- and somebody will speak. Cards will then be called and the Inbal group will perform after the card calling. We expect to send out some 600 invitations to the most important "national" people in Palm Beach and will do everything possible to make this the kind of meeting we want it to be; that is a select Big Gifts meeting. This may be difficult but we are going to try.

New York City, incidentally, is running a special New York meeting in Palm Beach on the evening of February 24th. It will probably be held at Charles Frost's home.

The Cabinet meeting will be held this year on Sunday morning, February 23rd at 9:30 AM at the Martinique Hotel. I don't know yet what the attendance will be but if we can go by what we had last year we think it will be pretty good. Naturally we plan to invite some of the important leaders who may be in Miami and who may not be members of the Cabinet. Fred Foxman will not be present -- although he will attend the main Miami meeting on March 2nd -- and we will therefore have to decide on the person who is to chair the meeting. We are tentatively thinking of asking Max Fisher. The agenda for the meeting will be

February 6, 1958

somewhat as follows:

- A. Morris Berinstein will welcome those present and turn the meeting over to the chairman of the meeting.
- B. Yascov Herzog, the new Minister Plenipotentiary in Washington, will address the group.
- C. We asked Martin Nadelman to attend and speak to the group on how Houston has been running its campaign up to now. Nadelman has been doing a very effective job in Houston and they have a system of daily luncheons to which people are invited and gifts are obtained. It seems to be working out very well.
- D. Herb Friedman will report on the status of the campaign thus far, particularly with regard to Big Gifts meetings held in 1958.
- E. A list of Sample Gifts already obtained in 1958 will be distributed together with cards, for solicitation, and for attendance at the Miami meeting on March 2nd.

As regards the dinner to be held on March 2nd we have been working on the program along the following lines:

- A. Morris Berinstein as chairman will open the meeting and welcome everyone.
- B. Address by General Dan Tolkowsky.
- C. A short appeal, probably by Morris Berinstein, for contributions.
- D. Card Calling.
- E. A presentation to Mr. Rosenwald by Sam Rubin or Max Fisher.
- F. Remarks by William Rosenwald.
- G. Introduction of Jerry Lewis by Sam Daroff.
- H. Remarks by Jerry Lewis.

All of the above is so tentative -- because of many unknown factors that I hesitate to pass it on to you but I thought you should know how plans are beginning to line up.

Best regards.

Sincerely yours,

MSG:js

Melvin S. Goldstein

February 7, 1958

Mr. Samuel H. Daroff
H. Daroff & Sons Inc.
Walnut at 23rd Streets
Philadelphia 3, Penna.

Dear Sam,

It was good speaking with you a few days ago, and as I said, I want to keep you posted on arrangements for the Florida meetings.

We have been successful in getting the Inbal dancers to appear -- and perform -- at our national Whitehall meeting on February 25th. They have agreed to do so and the plan now is for the dancers to fly down from New York on the 25th and at the Whitehall meeting they will put on two or three numbers. The following day they will go down to Miami where they have engagements for the 26th and 27th.

We hope that the presence of the Inbal group will bring out to the Whitehall meeting a number of people who heretofore have not shown. The meeting at the Whitehall this year, therefore, will be held in the ballroom of the Whitehall Hotel at 9:30 PM. About 300 people can be accommodated.

We have not settled on the definite program for the meeting but Bill Rosenwald will be there, probably as the chairman, and there will be a speech after that. Cards will then be called and the Inbal group will perform after the card calling. We expect to send out some 600 invitations to the most important people in Palm Beach and will do everything possible to make it the kind of meeting we want it to be; that is a select Big Gifts meeting.

The Cabinet meeting will be held this year on Sunday morning, February 23rd, at 9:30 AM at the Martinique Hotel. I don't know yet what the attendance will be but if we can go by what we had last year we think it will be pretty good. Naturally we plan to invite some of the important leaders who may be in Miami and who may not be members of the Cabinet. Fred Forman will not be present -- although he will attend the main Miami meeting on March 2nd -- and we will therefore have to decide on the person who is to chair the meeting. We are tentatively thinking of asking Max Fisher. The agenda for the meeting will be somewhat as follows:

- A. Morris Berinstein will welcome those present and turn the meeting over to the chairman of the meeting.
- B. Yaacov Harzog, the new Minister Plenipotentiary in Washington, will address the group.

February 7, 1958

- C. We asked Martin Nadelman to attend and speak to the group on how Houston has been running its campaign up to now. Nadelman has been doing a very effective job in Houston and they have a system of daily luncheons to which people are invited and gifts are obtained. It seems to be working out very well.
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Best regards.

Sincerely yours,

MSG:js

Melvin S. Goldstein

February 7, 1958

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

Dear Joe,

I just want to keep you posted on arrangements for the Florida meetings.

We have been successful in getting the Inbal dancers to appear -- and perform -- at our national Whitehall meeting on February 25th. The plan now is for the dancers to fly down from New York on the 25th and at the Whitehall meeting they will put on two or three numbers. The following day they will go down to Miami where they have engagements for the 26th and 27th.

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February 7, 1958

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Best regards.

Sincerely yours,

MSG:js

Melvin S. Goldstein

February 7, 1958

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

Dear Sol,

I just want to keep you posted on arrangements for the Florida meetings.

We have been successful in getting the Inbal dancers to appear -- and perform -- at our national Whitehall meeting on February 25th. The plan now is for the dancers to fly down from New York on the 25th and at the Whitehall meeting they will put on two or three numbers. The following day they will go down to Miami where they have engagements for the 26th and 27th.

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- B. Yancov Herzog, the new Minister Plenipotentiary in Washington, will address the group.

February 7, 1958

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- D. Herb Friedman will report on the status of the campaign thus far, particularly with regard to Big Gifts meetings held in 1958.
- E. A list of Sample Gifts already obtained in 1958 will be distributed together with cards for solicitation and for attendance at the Miami meeting on March 2nd.

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- D. Card Calling.
- E. A presentation to Mr. Rosenwald by Sam Rubin or Max Fisher.
- F. Remarks by William Rosenwald.
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All of the above is so tentative -- because of so many unknown factors that I hesitate to pass it on to you but I thought you should know how plans are beginning to line up.

Best regards.

Sincerely yours,

MSG:js

Melvin S. Goldstein

February 7, 1958

Mr. Jack D. Weiler
711 Third Avenue
New York, New York

Dear Jack,

I just want to keep you posted on arrangements for the Florida meetings.

We have been successful in getting the Inbal dancers to appear -- and perform -- at our national Whitehall meeting on February 25th. The plan now is for the dancers to fly down from New York on the 25th and at the Whitehall meeting they will put on two or three numbers. The following day they will go down to Miami where they have engagements for the 26th and 27th.

We hope that the presence of the Inbal group will bring out to the Whitehall meeting a number of people who heretofore have not shown. The meeting at the Whitehall this year, therefore, will be held in the ballroom of the Whitehall Hotel at 9:30 PM. About 300 people can be accommodated.

We have not settled on the definite program for the meeting but Bill Rosenwald will be there, probably as the chairman, and there will be a speech after that. Cards will then be called and the Inbal group will perform after the card calling. We expect to send out some 600 invitations to the most important people in Palm Beach and will do everything possible to make it the kind of meeting we want it to be; that is a select Big Gifts meeting.

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Best regards,

Sincerely yours,

MSG:js

Melvin S. Goldstein

February 7, 1958

Mr. Fred Forman
B. Forman and Company
46 Clinton Ave., South
Rochester 4, New York

Dear Fred,

I just want to keep you posted on arrangements for the Florida meetings.

We have been successful in getting the Inbal dancers to appear -- and perform -- at our national Whitehall meeting on February 25th. The plan now is for the dancers to fly down from New York on the 25th and at the Whitehall meeting they will put on two or three numbers. The following day they will go down to Miami where they have engagements for the 26th and 27th.

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February 7, 1958

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Sincerely yours,

MSG:js

Melvin S. Goldstein

February 7, 1958

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

Dear Joe,

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MSGfjs

Melvin S. Goldstein

M. Kern
F. file

MEMORANDUM

Date February 7, 1958

To Mr. Melvin S. Goldstein

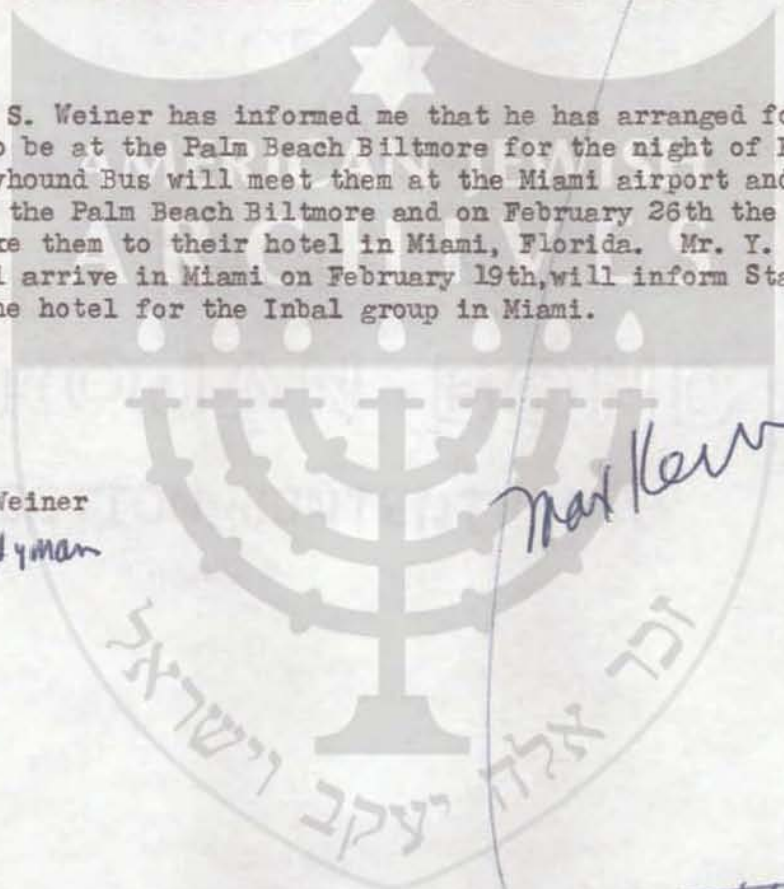
From Max Kern

Subject Hotel Accommodations for Inbal Dancers in Palm Beach

Stanley S. Weiner has informed me that he has arranged for the Inbal group to be at the Palm Beach Biltmore for the night of February 25th. The Greyhound Bus will meet them at the Miami airport and transport them to the Palm Beach Biltmore and on February 26th the Greyhound Bus will take them to their hotel in Miami, Florida. Mr. Y. Ettinger, who will arrive in Miami on February 19th, will inform Stanley Weiner as to the hotel for the Inbal group in Miami.

MK:ss
cc: S. Weiner
A. Hyman

Max Kern



Let the new that they is

FC

February 7, 1958

Max Kern

Stanley F. Weiner

Hotel in Palm Beach for Inbal Dancers

Eureka and Success!!

Believe it or not, Mr. Ripley, plunk in the middle of the height of the season, Mr. James Redden, the Reservation Manager at the PALM BEACH BILTMORE HOTEL in Palm Beach, Florida just called me back to advise that he had finally been able to work out the rooms we wanted for Tuesday, February 25th for overnight use. He is setting aside 7 (seven) doubles and 1 (one) single for the 25th. As if getting us these rooms in the toughest kind of a situation were not sufficient, in addition he is giving us a special discount rate of 25% off on each set of rooms which includes the modified American Plan consisting of dinner that night and breakfast the next morning before departure of the troupe back to Miami Beach.

The rates given us are as follows:

7 double rooms at the regular rate of \$42.00 a day but with our 25% discount, it comes to \$32.50 a day.

1 single room (for Jonah Ettinger) at the regular rate of \$30 a day but with our 25% discount it will come to \$22.50 a day.

Linda has already tied down the Greyhound Bus people for the necessary transportation. This bus will NOT pick up Mr. Ettinger at the Di Lido Hotel in Miami Beach. He will have to get to the airport by himself in time to meet the arrival of the troupe at the Miami Airport that day at 4:16 p.m. on Eastern Airlines Flight No. 649, and all of them will then be driven to the Palm Beach Biltmore Hotel and driven back again to Miami Beach the next morning. The driver of the bus is not our worry as he shifts for himself as far as room and board are concerned and this is all included in the price of the bus deal which is \$96.25 for the round trip.

Now you can do us a favor, if you will please. Kindly call Mr. Ettinger in New York City at Trafalgar 9-1300 and ask him at what hour in the morning the bus will leave Palm Beach for Miami Beach on the 26th. The reason I specify "the morning" is because if they leave in the afternoon the Greyhound Bus Company ups their charges materially, and furthermore, the rooms at the Palm Beach Biltmore Hotel are only being given to us until after breakfast, when the troupe will have to leave. Also, ask Mr. Ettinger at what hotel in Miami Beach the troupe will be staying so the driver (as well as we) can know where to take them back to.

Stanley F. Weiner

HAF files -
Conf. Chairman
2/13

February 10, 1958

Mr. Abraham S. Hyman

Melvin S. Goldstein

Inbal

When you get a chance I'd appreciate it very much if you would note the cities where we have been able to arrange for special receptions at the homes of top leaders for the Inbal group. I know that you have been in touch with practically all of the communities and that a reception will definitely be held in Princeton. Are there any other places where these special receptions will be held?

MSG:js



HAF files - MR. Friedman
Conf. Thiam

MEMORANDUM

Date February 14, 1958

To Mr. Melvin S. Goldstein

From Abraham S. Hyman

Subject Receptions for Inbal Group

It was theoretically possible to arrange for receptions to Inbal only in the following cities: Philadelphia, Washington, Princeton, Boston, Miami, Rochester, Detroit and Chicago.

Of these cities, receptions were arranged in Princeton (Friday, February 14th - dinner at a private home, and city-wide reception Saturday afternoon, February 15th); in Detroit (farewell reception by Women's Division at fund raising luncheon, March 12th); in Miami (reception at Jennie Grossinger's home, February 27th).

Philadelphia is one of the cities where the opening performance was followed by a reception, in Fred Mann's home. The proposal for additional receptions by UJA representatives was originally submitted to Donald Hurwitz who, in turn referred the matter to Sam Melnick. I discussed the matter several times with Sam, who told me it was impossible to arrange anything in Philadelphia inasmuch as the Mann reception included the top leadership, and everyone who is of any importance is occupied with some function in connection with the campaign. In sum and substance, I could not persuade him to arrange for any additional reception during the six days they were in Philadelphia.

The group was in Washington three days (February 10-12). The Ambassador had a reception for everybody who is anybody in the Washington Jewish community after the opening performance on February 10th and, consequently, Spiegler felt that it was futile to have an additional reception during the short period the Inbal group was to stay there.

In Boston, where the group is to appear from February 17th to 22nd, they are likewise having an America-Israel Cultural Foundation-sponsored reception after the opening performance on February 17th. I have been in touch with Sid Cohen, the Executive Director, who takes about the same attitude that Sam takes in Philadelphia. I reported this to Ettinger who, on his own initiative, asked Fred Monosson to have a reception on the day subsequent to the opening date. Fred Monosson consented, but subsequently called Ettinger to the effect that, under community pressure, he was forced to cancel the engagement. I asked Ettinger to make the approaches to leading Bostonians because a call from me directly would be construed by said Sid Cohen as going over his head. I propose to call Ettinger today and suggest other people in Boston whom he might contact ^{with} in the view towards having a reception.

The group appears in Rochester on May 8th. I have yet to hear from Elmer Louis what, if anything, is planned in that city. I have had a call in for Louis, but have received no reply.

The group appears in Chicago from March 18th through the 23rd. The AICF is tendering the group a reception after its opening performance. I am in touch with Sam Goldsmith who tells me that the campaign people are working on our proposal that during the six day period two additional receptions be planned for the group. He promised to report to me as soon as something definitely develops.

In the meantime, Zelda Popkin of the AICF reported to me that she feels that the whole matter of having receptions for the group, in addition to those sponsored by the AICF, is a drain on the energies of the Inbal group and, therefore, in effect, asked me to slow down on this whole matter. I am not taking these words of caution very seriously.



ASH:gb

cc: HAF, SS, MSG, LJ

FC/ld
↑

February 14, 1958

Herbert A. Friedman

Melvin S. Goldstein

Report on items of importance

I. MIAMI MEETING

(a) The first meeting scheduled for Miami is the Cabinet meeting on Sunday morning, February 23rd, at the Martinique Hotel. Brunch will be served. Fred Foxman will not be present. WE HAVE TO SELECT A CHAIRMAN FOR THE MEETING.

The agenda is now set as follows:

Morris Berinstein will welcome those present and turn the meeting over to the chairman.

? Mr. Yaacov Herzog will address the group.

You will report on the status of the campaign thus far.

Sample Line for 1958 is to be distributed.

Assignment cards will be distributed to those present.

Mr. Rosenwald will not attend the Cabinet meeting.

At the moment, we don't have a very good attendance for the Cabinet meeting but we have begun today to call everyone to see what we can come up with.

(b) The Whitehall meeting in Palm Beach, 9.30 p.m., February 25th.

WR
JW
↑

We had originally agreed that Mr. Rosenwald would preside and that Mr. Warburg would speak, with Jack Weiler and Dewey Stone calling cards. Mr. Warburg is quite certain he will not be in Palm Beach for the meeting. I think, therefore, that Rosenwald should preside and either you or Dewey should speak, with Jack Weiler calling cards. Jack will definitely be there.

Everything is set for the Inbal dancers. (New Y)

(New York City is planning a meeting in Palm Beach at the home of Charles Frost -- in honor of Mr. Rosenwald -- for Monday evening, February 24th).

(c) The agenda for the Miami Dinner, March 2nd, is as follows:

Morris Berinstein will be chairman and will open the meeting, welcoming all present to this Testimonial Dinner in honor of Mr. Rosenwald.

Address by General Dan Tolkowsky

Pitch by Morris Berinstein

Card calling by Jack Weiler, Dewey Stone, Joe Holtzman

Presentation to Mr. Rosenwald by Sam Rubin or Max Fisher

Remarks by William Rosenwald

Introduction of Jerry Lewis by Sam Daroff

Jerry Lewis Show

Sam Rubin or Max Fisher must be nailed down for the presentation. In this connection, however, Rosenwald says he is very embarrassed -- and I think he really is -- about receiving another gift and we ought to talk about this a little bit.

The Jerry Lewis show is pretty well set, with orchestra ordered, stage and lighting being arranged, and so on.

(d) The Jennie Grossinger Reception for February 27th:

This is supposed to take place at 4.30 pm. and invitations are going to about 100 people in Miami Beach. This reception, as you know, is in honor of the Inbal dancers who, incidentally, are going to be terribly busy in Miami and at the moment I am not at all sure about the wisdom of the Grossinger reception.

(e) The situation in Miami is not good. The fact is that it is still cold and people are cancelling reservations. The Fontainebleau Hotel today has 300 guests. The other hotels are in worse shape. The Bond Organization's meeting on February 9th was attended by almost 1600 people, but the fact of the matter is that there were very few who were of any importance whatever. We are making careful plans regarding attendance and will go into this more carefully and come to some decisions when we get to Miami.

2. TED FEDER is here and I think you ought to see him. He was in Poland about ten days ago. His news on movement from Poland is not heartening.

3. RACHEL HUBNER arrived this morning.

4. We are pretty well set with Mr. SHARETT. The following dates are booked for Big Gifts meetings:

March 17:	Washington, D.C.	18 Milwaukee
19:	Chicago	
20:	New York City (that's their big meeting, you know)	
23:	Baltimore	
25:	Pittsburg	24 Cincinnati
27:	Boston	

In addition to the above, we will probably book Milwaukee for the 18th and Cincinnati for the 24th. St. Louis did not work out because they just don't have anything worthwhile in March and they won't get anything worthwhile in March.

We do have to decide on whether or not we want a lay leader to accompany Sharett. I am not sure it would be a good idea, but we can go into this more carefully.

5. ARDEN HOUSE PROGRAM

6. Morris Berinstein is anxious to have a meeting with some of the officers of UJA some time after March 2nd to discuss various items, including the following:

- (a) Status of campaigns
- (b) PCB Problems
- (c) Cash
- (d) Refunding Loan

I think that we ought to have a meeting with the officers at some point early in March and I can think of several other items that ought to be discussed with them. I am sure you can too.

7. The 10th Anniversary Committee is running a big affair at the Polo Grounds in New York on April 27. I checked with Ralph Goldman the other day and Dayan is definitely coming. He said he did convey to Teddy Kollek your views that this is a mistake but that you do not want to veto the point. Dayan should be here for at least a week and Goldman thinks that something may be done to have him speak at some fundraising meetings during that time. This is something we ought to follow up.

8. EXECUTIVE DIRECTORS TO MIAMI

Gerald Soroker is going to Miami for the meetings. He called to ask what expenses are covered by UJA. I said I would let him know. As a matter of policy we have not paid for assistant executive directors (except, of course, in one or two cases) and we have to decide about Soroker and also decide what, if anything, we want to do about pressing other executives to go to Miami at our expense.

9. I told you about Fred Mann having spoken with Abe Hyman about Reuven Dafni.

10. ESHKOL VISIT IN CONNECTION WITH REFUNDING LOAN

We are all pretty much agreed that Mr. Eshkol should come on April 14th. Meir Sherman suggested that a letter of invitation be sent to Mr. Eshkol by Mr. Berinstein, with another letter to Dov Joseph telling him that this is being done. I have done nothing on this because I wanted to have your views.

11. HAL LEHRMAN wants to see you. It is very urgent! Actually, he wants to work out some deal for a trip to Europe and Israel.

12. NEW HAVEN

There is a bad situation here that has to be gone into carefully because the Federation leadership and the Bond leadership do not seem to get along. For a number of years the Bond organization has run a meeting in New Haven some time in June, usually about June 10th, with the agreement of the Federation. This year, the Federation itself wishes to run a Victory Dinner on June 22nd when Emanuel Gratenstein is scheduled to return from Israel. The UJA campaign chairman in New Haven, Sonny Goodwin, insists that the Bond Drive leave off any activity in the month of June. The Bond Drive refuses to accede to this request and Cooley and the Bond chairman in New Haven are going ahead with the plans for a Bond dinner on June 8th. Goodwin insists that UJA force the Bond organization to start their campaign in July. We have tried to have the leadership settle the matter in New Haven but Goodwin refuses to talk to the Bond chairman and, perhaps, vice versa. You ought to have Joe Schlessinger in and go over this.

13. JUNE ANNIVERSARY CONFERENCE

We have deposit checks from 171 people as of this writing. Attached hereto is a mimeographed list covering 157, together with the gift information wherever we have it.

to

In addition, this we have a record of 69 individuals (men, women and children) who have reported that they will be in Israel in June and might attend the conference. We are following up on them, of course.

with

Hot prospects -- or at least, warm prospects -- being those/whom we are carrying on correspondence for conference tours -- number 95 individuals, again, men, women and children. I do not, however, have high hopes for more than really a few of these 95.

As I reported to you, Henry Bernstein will not let us do anything about New York City.

We will meet with our people here on Monday at 2.30 p.m. to review this matter.

14. Your visit to Europe in March.

MSG/fc

February 18, 1958

Abraham S. Hymen

Melvin S. Goldstein

Banner for March 2nd Meeting in Miami

Mr. Friedman thinks that it would be a very good idea to have a banner made up displaying the official Tenth Anniversary emblem of the State of Israel, this banner to hang at the Fontainebleu Hotel at our March 2nd meeting. Mr. Friedman thinks that it would be well to have this banner on one side of the dais and the UJA 20th Anniversary banner on the other side of the dais.

Would you, therefore, be good enough to see to having this new banner prepared in time for March 2nd.

MSG/Sc
cc:

Harry Goldstein
Ray Levy

on the refs
HAF files
Conf. Miami

February 19, 1958

Abraham D. Hymen

Melvin S. Goldstein

Presentation to Mr. Rosenwald -- Remarks

This is a reminder about the preparation of the remarks for the person who will be making the presentation to Mr. Rosenwald at the meeting in Miami. At this point we are still uncertain as to who will be making the presentation -- we are still not sure that Mr. Rubin will be at the meeting; in the event that he will not be there, Max. Fisher will do the job.

In any event, you should go ahead and prepare the remarks and we in Florida should have this material in time for the meeting.

MSG/fe

COPY of Cable sent by Prime Minister's Office, Jerusalem,

to Ambassador Eban, Washington, on 26 Feb. 1958

Prime Minister's letter to William Rosenwald sent February 25 inadvertently directly to U.J.A New York. Following is the text of the letter:-

"Dear William Rosenwald:

" I wish to join your many friends and admirers who have gathered to honor you on this occasion in recognition of your devoted and selfless services as Chairman of the U.J.A. in the years 1955-1957.

These ^{two} ~~two~~ years will undoubtedly be recorded as one of the most crucial periods in the history of Israel, when our people triumphed over the most dangerous threat to their existence since the invasion of Israel in May 1948, and when we have had to grapple once more with the task of absorbing many thousands of new immigrants who are streaming again to our shores.

Throughout these critical times we in Israel drew much sustenance, both moral and material, from the Jewish community in America. And the U.J.A., under your leadership, was in the forefront of this life-line of assistance and support without which our progress might well have been jeopardised.

May I therefore express to you, on behalf of the Government of Israel and myself, our sincere appreciation for your invaluable contribution to the State of Israel, and indeed to the entire Jewish people.

With warm regards,"

Yours sincerely,

DAVID BEN-GURION"

EMBASSY OF ISRAEL
WASHINGTON, D. C.

שגרירות ישראל
ושינגטון

AE/1510

February 26, 1958

Dear Miss Chaett:

Attached I am sending you copy of a cable
which reached our Embassy today.

I very much hope that the letter which
was sent out on the 25th will reach here in time.

Should you wish to speak to this office by
phone, our telephone number is HUDSON-3-4100 (Extensions 1,
2 and 3).

Sincerely yours,

Penina Alhariz

Secretary to the Ambassador

Miss Chaett
United Jewish Appeal
Broadripple Hotel
4370 Collins Avenue
Miami Beach, Florida

Telefax

WESTERN UNION

Telefax



SY BUA972 PD=BUFFALO NY 27 752PME=1
MORRIS W BERINSTEIN, GENERAL CHAIRMAN=
UNITED JEWISH APPEAL MIAMI BEACH FLO=1
BEST WISHES FOR RECORD BREAKING MEETING=
HARRY COHEN=1

FC/PL

837P

1958 FEB 27 PM 8:40

CLASS OF SERVICE

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

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

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

FC/feb 1201

(01)

AA064 BA163

B UJA006 DL PD=UJ NEW YORK NY 28 958AME

1958 FEB 28 AM 10 13

=UNITED JEWISH APPEAL, DLR MAR 1=

FONTAINEBLEAU HOTEL MIAMI BEACH FLO:

=HADASSAH EXTENDS ITS WARMEST GREETINGS TO YOUR GREAT LEADER WILLIAM ROSENWALD WHOSE DEDICATION TO THE WELFARE OF PEOPLE IS WITHOUT END. MAY THE 1958 APPEAL NOW BEING INAUGURATED HAVE THE SUCCESS COMMENSURATE WITH THE NEEDS OF OUR TIMES=

: NATIONAL BOARD OF HADASSAH

CLASS OF SERVICE

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

WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

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NL = Night Letter

LT = International Letter Telegram

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

AA058

DEA019 DE CLAO11 NL PD CLEVELAND OHIO 1

TOASTMASTER OF THE WILLIAM ROSENWALD DINNER

FOUNTAINBLEU HOTEL MIAMI BEACH FLO

CONGRATULATIONS TO BILL ROSENWALD AND WITH YOUR PERMISSION

CONGRATULATIONS TO MY BROTHER ALBERT LEVIN WHO IS CELEBRATING

BILLS BIRTHDAY AS WELL AS HIS OWN

WILL AND SARA

1958 MAR 2 AM 2 07

HAF files
Conf. Miami
3/21

March 17, 1958

Mr. Sholess Sontup

Melvin S. Goldstein

MIAMI Conference Attendees

Would you be good enough to let me know whether the lists of gifts announced in Miami have been sent to the Executive Directors in the respective communities.

At the same time it is felt that the Executive Directors in communities throughout the country should be informed of the names of people from their communities who attended the conference in Miami, regardless of whether or not those individuals announced gifts. If this information has not been sent out to the Executive Directors I would suggest that you have one of the Assistant Field Directors take care of it.

NSG:js

April 1, 1957

Mr. William Rosenwald

Melvin S. Goldstein

March 1958 Miami Meeting

At our Staff Meetings on February 18th and March 20th there was some discussion regarding the date for our Miami 1958 meeting. Mr. Friedman spoke to Dr. Schwartz about this and was informed that Bonds had not set a date for Miami. However, Dr. Schwartz said that he could not run the Bond meeting in January in Miami, and suggested that UJA have its Miami meeting on either February 23rd or March 2nd and the Bond organization would have its meeting probably on February 9th. Dr. Schwartz felt that two weeks separation of the Bond and UJA meetings should be sufficient, but a three week separation could be worked out if the UJA would have its meeting on March 2nd.

NSG:js

4/5

March 25, 1957

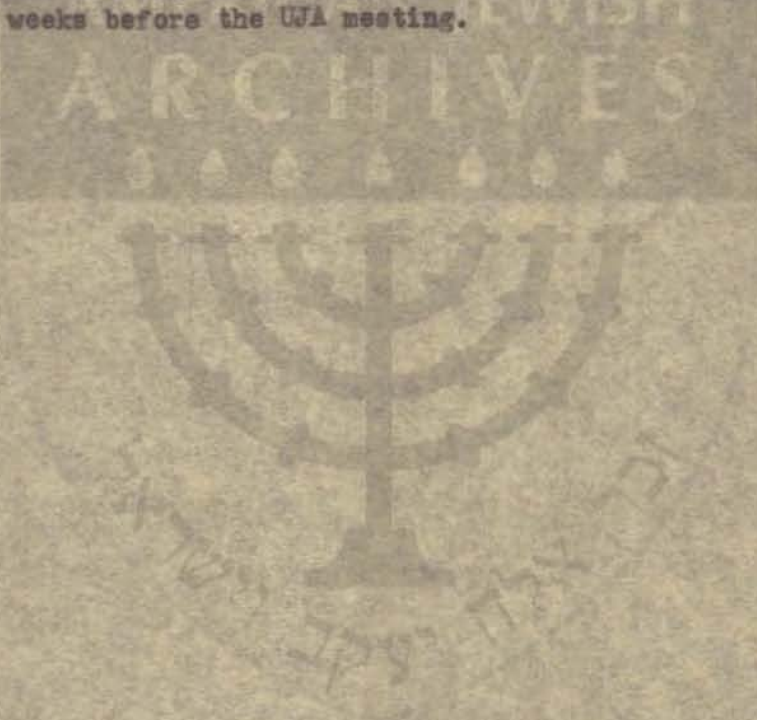
Mr. Herbert A. Friedman

Melvin S. Goldstein

National Insugural Conference - Miami Beach 1958

At the last NR Staff Meeting it was decided that the above meeting will be an evening meeting on February 23rd. This is just a reminder that you will speak with Dr. Schwarts to inform him of the UJA date as well as to request the Bond drive to run its function in Miami Beach not less than four weeks before the UJA meeting.

MSG:js



March 27, 1957

Mr. Arnold Gurin
Council of Jewish Federations
& Welfare Funds, Inc.
729 Seventh Avenue
New York 19, New York

Dear Arnold,

This is just to advise you that the tentative dates for our National Inaugural Conference in Miami Beach in 1958 are:

February 23 - Sunday
or
March 2 - Sunday.

In 1958 this will be an evening meeting and as soon as a definite date is chosen I shall inform you.

Sincerely yours,

MSG:js

Melvin S. Goldstein

May 13, 1957

Mr. Herbert A. Friedman - for Israel File

Melvin S. Goldstein

Giora Josephthal

Reminder -
Zev Baumgold wants Dr. Josephthal for three Labor Zionist conferences
to be held in March 1958 in New York, Chicago and Los Angeles. In
addition, we would want Dr. Josephthal at our Miami meeting.

MSG:js

7/30

Miami City

July 18, 1957

Mr. Theodore Kollek
Office of the Prime Minister
Jerusalem, Israel

Dear Teddy,

Herb has told me about his conversation with General Dayan and the invitation extended to General Dayan to come to the United States to address our national meeting in Miami on March 2nd and important meetings in two or three other cities like Chicago, Los Angeles, and perhaps Philadelphia. I understand that General Dayan could come to the United States if he were invited by the army here and that you undertook to secure an invitation to General Dayan to speak at the Army War College.

This is by way of a reminder on this matter. I do hope that you will be successful in securing an invitation to General Dayan because I don't have to tell you how wonderful it would be to have him address one or two of our most important meetings.

Best regards,

Sincerely yours,

MSG:js

Melvin S. Goldstein

10/20

September 24, 1957

Mr. Arthur Fishzohn

Melvin S. Goldstein

Miami Meeting

We feel it is very important that an attempt be made to get Jack Benny for our meeting in Miami in 1958. Do you think you can start work on this?



MSG:js



10/15

October 9, 1957

Mr. Arthur Fishzohn

Melvin S. Goldstein

Jack Benny

I would appreciate it if you would let me know at this point just where we stand with regard to Jack Benny for Miami. It is very important that steps be taken to get him for the Miami meeting and I should like to know, before I leave, just what our chances are.

MSG:js

P. S. - If you think that Mr. Rosenwald should call Jack Benny then let me know and we will take action in that way.

HS/fab

MEMORANDUM

Date Oct. 22, 1957

To Mr. Melvin S. Goldstein

From Arthur Fishzohn

Subject JACK BENNY

I regret to have to report that Jack Benny is unable to take the Miami March 2nd UJA Conference date. He said that he had forgotten to tell me, when he spoke with me the previous week, that he would be involved in the filming of a number of shows on the West Coast, in late February and throughout March and, under the circumstances, it would be impossible for him to consider our invitation. Despite a lot of pressure that I exerted on him, he continued to maintain that it would be quite impossible for him to consider the date. At the conclusion of our talk, I asked whether I could call him again in five or six weeks — that by then perhaps his schedule for March might be less tight.

Benny said I could call if I wished, but he doubted that there would be any change in his schedule. He wound up by offering to take our Miami Conference date in 1959. I accepted his offer.

I doubt very much that a note from WR to Benny will mean anything. However, if you think such a note should be sent, I believe it would be best to do so after the lapse of several weeks.



AF/s

November 2⁶, 1957

Mr. Barney Balaban
Paramount Pictures, Inc.
1501 Broadway
New York 33, N.Y.

Dear Barney,

This is just to confirm our conversation about securing the participation of Jerry Lewis in the National Inaugural Conference of the United Jewish Appeal, which will be a dinner meeting on Sunday night, March 2nd at the Hotel Fontainebleau in Miami Beach. It is my understanding that you will get in touch with Mr. Lewis about the matter when he comes again to New York, which is expected to be in the near future. *will meet w/ two.*

Thank you very much for your cooperation on this.

Kind regards,

Cordially,

William Rosenwald.

WR:GGS

712: Friday 22 Nov
11/19/57

RE: MIAMI

The following message was given to Miss Berger for Mr. Rosenwald:

Henry Bernstein told Mr. Goldstein that in order to get Jerry Lewis, Mr. Rosenwald should call Barney Balaban and ask Balaban to produce Lewis for the March 3rd meeting in Miami to be held at the Fontainebleau at dinner.

rkis The verified phone numbers :

Siogrenfeld

AMERICAN JEWISH
AR

Office - Bryant 9 - 8700

Res. - Mamaroneck 9-1842

WR advises:

Barney Balaban on ^{hs} West Coast -
● not expected back until Friday

WR would be happy to call Balaban if MSG thinks he should do so rather than wait until he returns --

if call to be placed to coast,
we to give WR verified numbers

Nov. 19.

4:20 p.m.

● HCB says he doesn't think he should be bothered on the Coast -- wait until Friday

HAF File - Conferences
Miami Beach Feb. 58
12/16

November 22, 1957

Mr. Raphael Levy

Melvin S. Goldstein

Miami Conference

I just want to confirm to you that the conference in Miami this year will be held on Sunday, March 2, 1958. This conference will be a Dinner Conference and not a luncheon.

As of this moment General Dan Tolkowsky will be the main attraction.

We should like to have invitations dispatched nationally from New York by January 2nd. I am giving you this information now so that you may begin preparing the first invitation to go from New York and publicity material on General Tolkowsky. I assume that you will also want to plan other items in connection with this conference.

MSG:js
ccASH

/

HAF file
Conf Miami 1958
on the
~~Dec~~ Dec 31

December 20, 1957

Mr. Leonard Bernstein
205 West 57th Street
New York, N.Y.

Dear Mr. Bernstein:

I want to extend to you a very cordial invitation to address the National Inaugural Conference of the United Jewish Appeal in Miami Beach on the evening of Sunday, March 2nd. The Conference will be in the form of a banquet at the Hotel Fontainebleu.

This meeting is a traditional annual affair to launch officially the campaign of the UJA for the forthcoming year. In the 1958 campaign we will have our sights set on high goals that must be attained to meet the pressing immigration needs of the year ahead and to provide for the integration of thousands of newcomers into the economy of Israel. It also will mark a double anniversary -- the tenth of Israel's statehood and the twentieth of UJA campaigning.

Hundreds of dedicated leaders from Jewish communities through^{out} the country are expected to be present at the Conference. I know that they would be tremendously pleased and encouraged by a message from you on this occasion. My associates and I would warmly appreciate hearing from you that you can and will be present to address this most important meeting.

Sincerely,

Morris W. Bernstein.

Mr. Harry Biele

December 22, 1957

Leo Bernstein

Palm Beach Country Club

For the last number of years, we have held a meeting for Palm Beach Country Club members. In this way, we were able to reach winter residents who never came to the Whitehall meeting. As I told you, we have held this function at Nate Spingold's home for three years; and last year, Charlie Frost was good enough to arrange a dinner for us. Some of the top leadership involved in these meetings were Bill Rosenwald, Ed Warburg, Jack Weiler, Sam Hausman and Dewey Stone.

In preparation for such a meeting, we would like to get the giving status of all club members. We are supplying the New York information, and I have given you the out of town cards.

We have brought and are bringing all kinds of pressure on Mr. Morris Brown, President of the Club, in an effort to convince him that the club ought to sponsor an affair on our behalf. One of our best arguments has been that the members of the club, all of whom are wealthy enough to pay \$10,000 for membership, are by and large not doing their share, and that if the club would sponsor a meeting in the relaxed atmosphere of their premises, where members would not plead bad business or inability to give, we would do much better than we have been doing.

Like the good campaigner he is, Morris Brown has asked for the giving history of his club members. This we want to supply, knowing full well that it will be kept in strictest confidence.

c.c. Melvin Goldstein



MEMORANDUM

Date December 20, 1957

To Mr. Melvin S. Goldstein

From Harry D. Biele

Subject

On December 13th, Leo Bernstein of the UJA of Greater New York requested the giving history of approximately 75 contributors from communities all over the country who are members of the Palm Beach Country Club.

Since it was difficult to ascertain the purpose that would be made of this information, I conferred with Mr. Bernstein in his office yesterday and after much prodding, ascertained that it was hoped to hold the Palm Beach meeting at the Country Club for the first time this year; this meeting would include New York and out-of-town members of the Club.

Apparently Mr. Bernstein had made a commitment to Mr. Brown, President and Founder of the Palm Beach Country Club, to furnish him with the giving histories of the members of the Club so that Mr. Brown could judge the adequacy of the giving of each member. Mr. Brown has reservations about using the Club for a UJA meeting and it is my hunch that it was thought that involving him would make it easier to utilize the Club facilities for a meeting.

I emphasized that reciprocity, of course, exists between the NY UJA and National with regard to sharing gift information, leadership and in many other ways. I pointed out however, that I did not consider it constructive to involve Mr. Brown wholesaley in rating out-of-towners. Furthermore, since the Miami meetings are National in scope, the National office had a right, in fact a responsibility, to be consulted in the planning and execution of a fund raising meeting such as is envisaged in the Palm Beach Country Club.

I also learned from Mr. Bernstein that another Palm Beach meeting is being considered to be held at the home of Mr. George Friedland and Mr. Rosenwald has been asked to request Mr. Friedland to open his home in Palm Beach to such a meeting.

The above matter has been reviewed with Sholem Sontup and Irving Jacobs at whose request I asked Leo Bernstein today, to send us a memorandum giving the use to which he wishes to make of the contributing histories of the out-of-town club members. Mr. Bernstein said he would do so. When Mr. Bernstein indicated that he could obtain this giving data elsewhere I told him that this was not the problem at all; that UJA National insisted on being consulted regarding a meeting which involved non-New Yorkers.

HDB:11

cc LJ SS



MEMORANDUM

To Mr. Harry Biele

Date December 22, 1957

From Leo Bernstein

Subject Palm Beach Country Club

For the last number of years, we have held a meeting for Palm Beach Country Club members. In this way, we were able to reach winter residents who never came to the Whitehall meeting. As I told you, we have held this function at Nate Spingold's home for three years; and last year, Charlie Frost was good enough to arrange a dinner for us. Some of the top leadership involved in these meetings were Bill Rosenwald, Ed Warburg, Jack Weiler, Sam Hausman and Dewey Stone.

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Like the good campaigner he is, Morris Brown has asked for the giving history of his club members. This we want to supply, knowing full well that it will be kept in strictest confidence.

Leo

Talked with Leo Bernstein.

Advised him we are not going to set up an additional National Mtg. in Palm Beach. N.Y. Cit can run any Meeting they want. We will help

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

FC / feb →

M. S. G.

MEMORANDUM

Date December 23, 1957

To Mr. Melvin S. Goldstein

From Harry D. Biele

Subject

Attached is a memo from Leo Bernstein in connection with the contemplated Palm Beach Country Club meeting, about which I gave you a memorandum dated December 20th. It is interesting to note that the tone of Mr. Bernstein's memo is the antithesis of that during my conference with him.

Since an answer is required I await word from you regarding the next step.

H

HDB:il ✓

December 25, 1957

Fc/ps

NOTE FOR THE FILES

Mr. Rosenwald called me again this evening regarding Palm Beach.

For some days we have been discussing the advisability of asking George Friedland to open his home in Palm Beach for a meeting. Mr. Rosenwald told me originally that Henry Bernstein had asked him to approach George Friedland about opening his home for a meeting and Mr. Rosenwald said that he thought the best way of getting in touch with George Friedland would be through Jack Arvey of Chicago. I asked Mr. Rosenwald at the time what kind of meeting this was going to be and he said he assumed it was for all residents in Palm Beach. I said that we at National knew nothing about it and I indicated some surprise that action was being taken by New York City through William Rosenwald to approach a Chicago resident to ask a Philadelphia contributor to open his home for a fundraising meeting to which National contributors were being invited, without National knowing anything about it. Mr. Rosenwald felt that National should participate in such a meeting, and after I discussed the matter with the men at the office, it was decided -- and I so informed Mr. Rosenwald -- that we would concentrate on two meetings in Palm Beach, one being the Boston meeting at Whitehall and the other being the National meeting at Whitehall, and we felt that Palm Beach was much too small to scatter our shots with a third meeting.

Mr. Rosenwald, who was evidently in touch with Henry Bernstein regularly on this, then told me that this would be a New York meeting at George Friedland's home. I told Mr. Rosenwald it seemed rather silly to ask a Philadelphian to open his home for a New York meeting; that I was surprised that Philadelphia had not been consulted about this and that I was certain there must be some New Yorker in Palm Beach with a home that could attract other New Yorkers. Mr. Rosenwald said that Henry felt the Friedland home would be best and I replied that I thought it was wrong and that the method of approach to George Friedland by Mr. Rosenwald direct, rather than following consultation with Donald Hurwitz, was wrong but that since this was a private New York matter, I would not attempt to override any decision that had been reached by Mr. Rosenwald and Henry Bernstein.

This evening Mr. Rosenwald said he was about to call Jack Arvey, and Mr. Rosenwald said he would tell Mr. Arvey and later Mr. Friedland as well, that this would be a "meeting for our New York friends". I told Mr. Rosenwald I still felt it was a mistake but as long as National was not involved I had no strong feelings on the matter. Mr. Rosenwald said he was going to ask that the meeting be set up in Friedland's house on February 25th and he asked whether I thought that date was all right. I replied that I was quite sure this would not conflict with our Whitehall meeting.

Mr. Rosenwald called me a second time after he had consulted Mr. Bernstein. This time he informed me that Mr. Friedland had apparently sold his house and is living at the Palm Beach Towers. Mr. Friedland, therefore, would now be asked to "call a meeting" and "chair it". I told Mr. Rosenwald that I thought the original plan to ask Mr. Friedland for the use of his house was a bad one, but was prepared to go along with it because evidently no New Yorker has an adequate house in Palm Beach. But now that the attraction of the house is gone, I could not see any reason whatever for asking a Philadelphian to call a New York City meeting without any consultation with Philadelphia. Mr. Rosenwald said he was inclined to agree and asked me to speak with Henry Bernstein about it. I refused to do so because I said this was not a National matter; that

Note for the file (cont.)

this was a New York City matter and National was not involved. In any event, I told Mr. Rosenwald that Mr. Berinstein was meeting with Don Hurwitz Friday and maybe this ought to be brought up with Hurwitz. At the same time we were having such difficulty with Philadelphia that I didn't want to add this new fuel to the flames. I told Mr. Rosenwald I would discuss the matter with Mr. Friedman and would report back to him by Friday.

MSG/fc
12/25/'57



RAF files *Conf. Miami*
MISS
12/31/58
RAF files
Conf. Miami '58

December 20, 1957

This security called "Secret!"
P. 1/1/58

Mr. Leonard Bernstein
205 West 57th Street
New York, N.Y.

Dear Mr. Bernstein:

I want to extend to you a very cordial invitation to address the National Inaugural Conference of the United Jewish Appeal in Miami Beach on the evening of Sunday, March 2nd. The Conference will be in the form of a banquet at the Hotel Fontainebleau.

This meeting is a traditional annual affair to launch officially the campaign of the UJA for the forthcoming year. In the 1958 campaign we will have our sights set on high goals that must be attained to meet the pressing immigration needs of the year ahead and to provide for the integration of thousands of newcomers into the economy of Israel. It also will mark a double anniversary -- the tenth of Israel's statehood and the twentieth of UJA campaigning.

Hundreds of dedicated leaders from Jewish communities through^{out} the country are expected to be present at the Conference. I know that they would be tremendously pleased and encouraged by a message from you on this occasion. My associates and I would warmly appreciate hearing from you that you can and will be present to address this most important meeting.

Sincerely,

Morris W. Bernstein.



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MIAMI, FLORIDA

1958 NATIONAL INAUGURAL DINNER

of the

UNITED JEWISH APPEAL

to honor

WILLIAM ROSENWALD

a founder of the UJA

and to launch the UJA'S 20th nationwide life-saving campaign.

FONTAINEBLEAU HOTEL

Miami Beach, Florida

Sunday,

March 2nd, 1958

6:30 P. M.

CHAIRMAN MORRIS W. BERINSTEIN: Ladies and gentlemen, I hope that you enjoyed your dinner and are now ready to pay for it a second time. It is with a great deal of pleasure I introduce a very good friend of mine, Doctor Morris Goodman, Chairman of the Miami Campaign, who has a few words of greeting for all of us in Florida.

DOCTOR GOODMAN: Mr. Chairman, distinguished guests and honored guests, it is my privilege as a 1958 Chairman of the Combined Jewish Appeal of Greater Miami to welcome you.

This is the twelfth consecutive year you have honored us by holding your UJA Inaugural Dinner in our fair city. Your appeals here have always met with eminent success and we wish for you that the response tonight will exceed all others.

Ours is the first large city to hold its campaign in 1958 and I have been asked to report on its progress. We have passed the halfway mark toward our goal and I am happy to inform you that, both on the basis of time in the campaign and card for card we are considerably ahead of the 1957 campaign.

(Applause)

The Jewish heart and the Jewish wisdom transcends economics. Our campaign has proven and set the pattern for 1958.

Mr. Chairman, we believe--nay, we predict--the response tonight will be the greatest ever.

(Applause)

CHAIRMAN BERINSTEIN: Thank you, Morris. I wish to make one announcement. There were 1,390 people in this room tonight who were served dinner; 1,390 people. I am very sorry for those that had to be put away off on the side.

Just a few minutes to sort of bring you up-to-date on why we are meeting tonight. I happen to think this is a great occasion in many, many ways. Naturally you realize that we are honoring a great Jew, William Rosenwald. I must before the evening is over with, regardless of what anyone may try to say or find things to say, they won't do half the job. We have received literally thousands of telegrams from top Jews all over the country and I am just going to take the liberty of reading one and then make a little explanation about it.

One came to William Rosenwald and it says, "Join the crowd with loving cheers. Your personal refugee and the three consequences."

This is unsigned but I can tell you who it is from in case you are interested. It is from Mary Rosenwald and when she says "refugee" she knows what she is talking about having fled Russia and Germany both, and that is the only telegram I am going to read although there are very few

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Jews all over the country who haven't sent telegrams.

We have also tonight another young man that I think we can be proud of in this very fine young General that is sitting to my left. I think tonight also marks an occasion where a very fine Jewish entertainer has flown in a complete show from the competition in Las Vegas and those places completely free as his testimonial to the UJA and to Bill Rosenwald.

We start off by announcing the largest attendance we ever had in the National Meeting. We tell you about the great people who are here and then I want to tell you that I think we have tonight a chance to create a little history and, better than to create history, to make history, and before the night is over with I surely hope and pray that some of us can find the words to let you know why we call you together tonight.

Now, it is a great pleasure for me to introduce Brigadier General Daniel Tolkowsky, of the Israeli Air Force. He is thirty-seven years old. He is known to the people of Israel as the "Defender of Israel Skies."

He is the man who developed and trained Israeli's Air Force which only a little while ago made such a successful showing. In World War II he was a spitfire pilot with the Royal Air Force in England. He was born in the Holy Land and participated in the struggle for the establishment

and progress of Israel since he was a fifteen-year-old school boy.

He served with the Haganah.

I think it is safe for me to say that General Tolkowsky is an able member of that brilliant young generation of Israeli leadership who helped build and defend the state and on whom we and the hundreds and thousands of refugees can depend.

General Tolkowsky.

(Applause)

GENERAL DANIEL TOLKOWSKY: Mr. Chairman, Mr. Rosenwald, ladies and gentlemen. Thank you very much indeed for your warm welcome.

This is my first visit to the United States of America. This by rights should be a strange land for me. Well, it isn't as strange as all that because for us in Israel, we who have lived there for many years, have always been aware of the strong bond of kinship that has always existed between us in Israel, between the Jews there, and American Jewry.

I sensed this bond on my arrival here. I sense it tonight. This is a great experience for me. May I begin by paying tribute on behalf of the people of Israel to the magnificent work done by the UJA. This unique organization during the past twenty years, I think that

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every signpost along the way of achievement in Israel could very well serve as a milestone to the UJA as a measure of UJA's achievements there.

(Applause)

GENERAL TOLKOWSKY: May I also say how happy I am to join you all here tonight in paying a richly deserved personal tribute to Mr. William Rosenwald at the conclusion of his very successful term of office.

(Applause)

GENERAL TOLKOWSKY: It has been my rare privilege for the past five years to command the Israeli Air Force, to command a group of men in the air and on the ground who I believe are the finest group anybody could ever wish for.

It is our driving ambition to turn this small Air Force of ours into the best thing for its size in the world. It isn't a vain or selfish ambition. The circumstances warrant it; the circumstances will force us to do so.

That means abiding by our motto of quality. Quality is the one compromise no Air Force in the world can ever afford to make, let alone in Israel. Quality of equipment, air power, weapons, and quality in men. In quality lies the secret of our strength and quality of men--or men, in fact--is what I would like to talk to you about tonight because I believe that UJA's primary function, in

fact UJA's superimposed mission in life is to produce, to provide the resources with which to fashion men and women who arrive in Israel to turn them into free, integrated members of this modern society well known to many of you and I hope to more in future, this society that has grown up in unique circumstances in Israel.

I stress this point because I feel it is a great mistake to think for a minute that UJA's work begins and ends with transporting immigrants to Israel. However important and noble that task, it is only the beginning because the trouble starts and the difficulties begin when they get there and there is an enormous amount of work to be done at the other end.

I shall mention that again later on.

Now, the Israeli Air Force, the Israeli defense forces and UJA are all partners. They are all tools with which we forge men and women in Israel today.

Every year our Air Force turns out large numbers of technicians and trained people who finish their military service--turns them out into industry, into the economy of the country. That means that, although like any other Air Force, our primary mission is the defense of the country, we have a second mission no less important--that of training, of raising the level of technical skill in the country, of doing more than that--of infusing these people, mostly

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newly immigrants, with the understanding of the meaning of the value of this determination and perseverance that is so necessary for our work in Israel.

We teach them; we try to develop the spirit and the skill required.

I might say that the fact that on top of our war-like tasks we have these very peaceful aims is a terrific source of satisfaction to all of us in the armed forces there.

I mentioned the spirit and the skill and I want to tell you a story about the spirit and skill because I think it tells a lot. It shows a lot of Israel in a nutshell for you. It is the story of Benny.

Now, Benny is a Fighter Squadron Commander. During the Battle of Sinai one afternoon I found myself on a fighter base listening to Benny briefing his pilots on attack on enemy targets, enemy positions near the straits that control the approach to Elat, those famous straits you've heard a lot about, the position in which the Egyptians denied our free passage to Elat Straits. I heard him explaining the intricate details of the attack to his men.

An hour later he was shot down. He was shot down about three miles from the same Egyptian positions after a highly successful attack by anti-aircraft fire from

the ground and he bailed out on touchdown in a waste of sand and rock. Now, three hundred miles away when we heard of it, a whole lot of Piper Cubs were sent up into the air to try to find him. Well, they found him. It was a long job; it took two hours, which is a long time by our standards, and they found him.

It was like looking for a needle in a haystack. But the interesting part of the story, the point, as far as I am concerned of it is, that a couple of days later I was talking to this same Benny propped up in bed and he was telling me the story of the affair and what I found was most moving about the whole thing was this, that Benny did not doubt for a minute that he would be found because as far as Benny was concerned the whole Air Force would be out searching for him and they would search for him until he was found, and found he was. It seemed very natural to him.

The needle in the haystack quality of the whole business just didn't dawn on him. His confidence in his pilots was never doubted. That is the type of spirit--the faith in one's comrades--that we seek to infuse, to develop in these youngsters, these new immigrants who join the Air Force today.

It is a spirit that underlies courage and initiative; it derives from faith and dedication, a sense

of dedication. It is a profoundly moving phenomena and yet I think it is typical of many things one sees in Israel.

Would it be stretching the analogy too far to say that in Benny we see Israel? In his friends back there doing all they can to help him and save him, perhaps American Jewry, perhaps this UJA that we are paying tribute to tonight?

I would like to tell you another story of a man, a youngster by the name of Moshe. Moshe is a young electrician. He comes from Iraq. He learned the trade in the Air Force. A few weeks ago I found myself at a unit and they ran a little exhibition of all the gadgets they had invented over the past couple of years to improve and make more efficient the maintenance work of the Air Force.

Now, there Moshe explained to me some gadget he had taken part in inventing. Moshe lives in Maaberah which is a temporary hut dwelling with a widowed mother and two young sisters. His Hebrew bears the accent of one who learned it in recent years. He only came from Iraq a few years ago but his technical skill is satisfaction at having built a better mouse trap and his determination to keep on building better mouse traps was a wonderful thing to see. It was quite obvious to me he had caught onto the spirit of which I am talking about. That spirit that means so much to Israel today.

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Hundreds and thousands of others like him have had to be brought from Iraq, from North Africa, from other countries. They had to be transported to Israel and then they had to be housed, fed, brought up, educated, trained. It is a very long trail of human endeavor that eventually leads to young Moshe as an electrician in the Air Force. In actual fact, the mere job of transporting him to Israel cost about one-tenth of the entire effort of setting him up and educating him, which gives you a measure of the enormous tasks that evolve upon us today.

There are twenty-thousand families like Moshe living in temporary dwellings today. We have used available funds to bring immigrants from North Africa, from Central Europe, from Iraq.

They are hard-pressed immigrants on the run from anti-Semitism, overt, thinly veiled; from persecution, from threat of extermination. We have had to bring them in and the needs of thousands of immigrants already in Israel have naturally suffered.

We have not been able to find the funds necessary to consolidate, to do all we can in order to make them not only live contentedly in Israel, but to produce and help us to do their bit towards the economy of the country.

I want to give you a case in point. There is a village in Galilee called Eli-Peleh. Now, Eli-Peleh

was founded by North African and Iraqui settlers five or six years ago. I found myself sitting in the hut of the Jewish Agency representative there. It was a cold, wet, miserable day. I listened to the Jewish Agency instructors. I saw the traffic of settlers coming in and out of the office complaining, pleading, and I found out the trouble lay in the fact that they did not have livestock.

It had been found possible to build houses for them, to settle them on the land, but the living link with land--the cows, the sheep, the goats, the poultry--they didn't have them. There were no funds for that. The lack of this living link meant that they were unsatisfied; they were dissatisfied, and some of them had already drifted away. Some had left, some who had fought in the Sinai Campaign and beaten the Egyptians in battle had upon their return home left the village to look for another village more liberally endowed, in a better position.

Now this seems a very simple thing to talk about--the livestock of Israeli--but the fact that the funds to get this livestock have not been available means all the difference in the world to the people who live there.

Bringing them was only the beginning, to bring them to Israel. It was the quick, sharp tug that pulls the cart out of the mud but only the long, strong pulling will get it to its destination. It is a matter of effort

and time and money. We have got to house them, to feed them, to educate them.

However willing they are, this takes time. It takes some time to adjust, to grow into our society. You see, Israel is not an experiment. It was an experiment twenty-five years ago. Today it is a growing concern; it is a thriving community; it is a big and living enterprise with one difference--one very important difference. Unlike other nations, we cannot take our hurdles one by one. We have got to take them in one flying leap. We are up against ever present challenges--the challenge of the persecution of the Jew abroad, the challenge--the natural challenge--of the negev that has to be met.

We are up against political and military challenges.

I would like to say a word about these political and military challenges. In the light of recent events no one knows what the chance alliances of the Arab countries mean, what they hold in store for us. But we do know that we are continually on the alert. We must be prepared for anything. This makes it all the more important for American Jewry to take over part of this gigantic burden of absorption of immigrants into the country and bringing more of them in.

The common denominator of these challenges is money, because effort and time mean money and we have very

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little time.

The Jews in North Africa have very little time. Somebody may ring down the curtain in Eastern Europe and then we may be too late and the families of immigrants of settlers waiting for their livestock also have no time. Money will save time. It will shorten the period needed for absorption; it will diminish the hardship. It will save Jews.

We in Israel will provide the effort, the determination and the drive to see it through. You must provide the money and you will find that the way to success will be, as it always has been, through partnership, a partnership of Jews in Israel and of American Jewry and Jews in other lands abroad.

The outstanding leadership and statesmanship that led to the declaration of the State of Israel were inspired by the intuitive faith in this partnership. Now, this faith and partnership continue. Together they make up the strong foundation upon which Israeli's live in pride and integrity.

(Applause)

CHAIRMAN BERINSTEIN: Thank you, General. I am sure you realize now that the first jet wasn't so tough.

If I could have your attention for as brief a time as I would like to put over to you the reason for this

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meeting tonight, I want to talk to you men and women both as a businessman, as a man who believes that what we are doing and trying to do is the most important thing that we can do, and whether we are successful or not will probably determine what dignity and what respect the word Jew will have for generations to come.

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I want to give you a business report of the last two years. In 1956, the United Jewish Appeal ran an emergency fund in addition to its regular drive, and the reason for it was that we knew that there was going to be anywhere from 40,000 to 60,000 refugees coming into Israel from Eastern Europe, from Egypt, from Moslem countries, and we adopted a goal of \$25,000,000.00. We worked very hard, very very hard, and we raised \$19,000,000.00.

In 1957 we had a meeting in New York City. The top Israeli leaders came to this meeting. The top American Jewish leaders came to this meeting and we were told at that particular time that Poland was breaking open, that Hungary was going to break wide open, that Egypt was going to break wide open again and that in the year 1957 there would be a minimum of 100,000 refugees pouring into Israel and into other countries, 100,000 refugees. We were also told that it would take \$100,000,000.00 minimum in order to handle this group of people.

Now, very briefly again I will give you the

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results of 1957. One-half of those goals, the two goals that I mentioned, one out of the two was reached. We did take in 100,000 refugees. 83,000 went into Israel and 19,000 went into other countries. We actually raised \$30,000,000.00 toward the \$100,000,000.00 goal.

Now, I think I have a lot to do with asking people for money along with the other men at this head table, and I think I can honestly say that in the year 1957 there was a fantastic giving that took place, a marvelous giving, but the fact of the matter remains that after we traveled from one end of the country to the other and after we, to the best of our ability, explained the needs and showed the pictures and took you with us to Poland and Hungary and everywhere else, we raised \$30,000,000.00.

Now, as a businessman I must also say to you that \$19,000,000.00 of that was paid in 1957 and \$11,000,000.00 is still owed and will be collected.

Now, I imagine the normal thing that is going through your mind is this: The people came. They are in Israel. They are in South America. They are in every country that would take them. We didn't give them the money. Where did the money come from? I can tell you. I am not ashamed to tell you. From the day that Israel was founded in 1948, in May, that famous month, Israel has never been in such desperate need of money, never.

Now, the United Jewish Appeal has nothing to do with the General's field. We don't buy him airplanes, but in that same year there was a very famous campaign that captured the headlines called the Sinai Campaign. I don't know how much that campaign cost. I haven't the slightest idea, but it must have been expensive.

During the very same year that all these refugees came in, on top of 40,000 the year before and a Sinai campaign, Israel has managed to survive economically and that is what worries me sometimes. Sometimes I think we are fools when we feel nothing can happen to Israel; that in spite of the things that have happened for twenty-five hundred years to us Jews, nothing can happen to Israel and that when two countries get together and decide that they will form a union to wipe out another country, that nothing will happen to Israel. Let's not kid ourselves.

I know that I am going to talk to you in a minute or two about a business recession because everybody is talking about a business recession. I am not a great economist but, you know, what I am worried about more than anything else is security. I am not worried whether this so-called business recession is going on for three months or six months or nine months. I am more worried that when we get up tomorrow morning, we will still be here and I think that that is what Israel has to be worried about too.

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If 70 per cent of the budget of the United States is spent for armament so that this great, big strong country should survive, then it makes sense that Israel has to spend 70 per cent of its income for armament so that that great small country can survive, and that is where it has to spend its money. For the last two years, it has contributed a great deal more to the refugee situation than we have.

Ladies and gentlemen, I don't know how many refugees will come in again in 1958. I don't know if it will be 30,000, 50,000 or 60,000. I know it will be a considerable number. I know that the Jews from Poland, where my mother and father came from, are dear to me. Maybe they are dear to you, and I don't want anything to happen to them. I think we ought to do something about it.

Now, to sum up, I have had many people tell me since the first of the year, "Morris, you are a businessman. Don't you know business is bad?" I wish I knew the Yiddish expression that they use for "You're telling me?" My business isn't good. So what?

Ladies and gentlemen, maybe this remark should be made for the gentleman. I know enough about economics to know that if you are going to try to take in these people that we are talking about and you are going to try to build up Israel with tax deduction money, there aren't those kind

of years. Even when business is real good, you just can't do it with that kind of money. You have got to give your own money. You have got to feel it in the bottom of your heart. You have got to have guts.

What kind of nonsense is it? We put in over a billion dollars. Forget what the General's people have done. We the Jews of the United States have put in one billion dollars, and business is bad for three months so we are not going to give any more or we are going to cut or we are going to kill everything that we worked so hard to build. To me this is nonsense.

Everybody's business isn't bad. I plead with you. I can't create emergencies. I can't create phony emergencies. I can only tell you the truth. I do not know a year where a rescue fund was more necessary, where increase in contributions are more necessary, where the speed of cash is more necessary, where the leadership in this room, you the leadership, is more necessary. I can't think of a year and God bless you and give you the manner to see what we are trying to tell you.

Thank you.

(Applause)

MR. MAZER: I just want to tell you folks that I will be very, very brief. Yet it is my privilege and honor

to make this presentation to a marvelous individual, Bill Rosenwald.

UJA enters the 20th year of service. It is deeply rooted in the life of the American Jewish community. It's existence is already taken for granted. It is well to recall on this occasion that UJA just did not come about accidentally. It took men of vision, great moral and spiritual strength and of a great compassion for fellow Jewish needs to bring UJA into being.

Foremost in the ranks of those who helped form the UJA and who have been responsible for its destinies since that date is the man we are honoring this evening.

Bill was there in 1938 among the few who helped forge the decision to form this UJA and Bill has been in the thick of every campaign since the first of 1939 to keep UJA strong.

We are deeply indebted to Bill for the great leadership he has provided the UJA and especially for his magnificent achievement as General Chairman for the last three years. I think you will agree with me that what has been outstanding of Bill as a leader is that he never asked any of us to do anything that he was not more than ready to do himself in even a greater measure, whether it be in terms of service, time, effort or energy or of means and I can say this, and this is not part of the speech, if Bill

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Rosenwald had never given the UJA one cent he should indeed be honored tonight.

That is the amount of effort and work he has given UJA all these years. I know because I worked with him.

I think you all know that Bill has been about the most generous contributor in the United States in JUA. I don't want you to take me literally and stop giving, Bill, because I know you won't, and that is why I took the liberty of saying this, that there has been no better, devoted individual to the work of rescuing our fellow unfortunate Jews than Bill Rosenwald and it has been a pleasure and a privilege to work with him.

(Applause)

MR. MAZER: I wish to enjoin your many friends and admirers, Bill, who have gathered to honor you on this occasion in the recognition of your devoted and selfless service as Chairman for the UJA in 1955, 1956 and 1957.

These three years will undoubtedly be recorded as one of the most crucial periods in the history of Israel when our people triumphed over the most dangerous threat to their existence since the invasion of Israel in May of 1948 and we have to grapple once more with the task of absorbing many thousands of new immigrants who are streaming again to our shores.

This is a letter written by Ben-Gurion to Bill

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Rosenwald.

(Applause)

MR. MAZER: "Throughout these critical times we in Israel drew much sustenance, both moral and material, from the Jewish community in America and the UJA under your leadership was in the forefront of this life line of existence and support without which our progress might well have been jeopardized.

"May I therefore express to you on behalf of the Government of Israel and myself our sincere appreciation for your invaluable contribution to the State of Israel and, indeed, the entire Jewish people.

"With warm regards. Signed David Ben-Gurion."

(Applause)

MR. MAZER: There is nothing we can give you this evening, Bill, which will adequately express our feeling about you. We could not have him leave this room without taking with him some small token which will remind him in the days to come of this evening, and of our expression of gratitude for a great and selfless service.

On the eve of Hanukah at the annual conference in New York we made an attempt to express our appreciation of Bill's work by presenting him with a Minorah. We did this because the Minorah is the symbol of life and as such is due a man who has done so much to illuminate the life

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of people who would otherwise would live in darkness and despair.

This night on the eve of Purim we should like on your behalf to present Bill with a Migellah. We do this because the Migellah tells the story and symbolizes the work of the UJA which is the rescue of Jews who are in great peril. The work of rescue of fellow Jews to which we all dedicate Bill Rosenwald as playing an unforgettable role.

Let me read the inscription which appears on the base on which the Migellah rests.

"Presented by the UJA Inaugural Conference to Bill Rosenwald in grateful acknowledgement of the brilliant leadership he provided the UJA and the heart and soul and high sense of dedication he brought to this great cause. Miami, Florida, March 2, 1958."

Bill, accept this as a token of our esteem and affection.

(Applause)

MR. WILLIAM ROSENWALD: Joe, that's the first time that I have ever heard of a person being given the Gantze Migellah and welcoming it. I got a Minorah for Hanukah, a Migellah for Purim. Will I get some matzos too?

Ladies and gentlemen, Morris, General Tolokowsky, I want to thank all of you for this beautiful gift. Joe,

I want to thank you for that really touching introduction.

As for those awfully nice words you spoke, much of the credit for what you mentioned, for what has been achieved during the past three years, belongs elsewhere.

When I took over the general chairmanship, I inherited an organization that was built to the heights it attained under the leadership of Eddie Warberg and an organization that included, and still includes, of course, our General Chairman, Morris Berinstein.

During most of the past three years, we have enjoyed the leadership of our able and dynamic Vice-chairman, Herb Friedman, but the real credit for everything that has been accomplished belongs to the Jewish communities of the United States, to the people who have shown great numbers and with great giving, a burning desire to help our suffering fellow Jews overseas. You are the people who have shown true leadership. You have manifested an unconquerable understanding, devotion and generosity. It is because of this that in each of the last three years we were able to give to our beneficiary agencies more than the preceding year, and it is because of this that we have raised during these three years more than \$200,000,000.00.

I am talking only of net figures. More important, we saved more than 200,000 lives, and in addition in each of these years we have helped more than a half a million Jews

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in dire straits in more than a score of countries throughout the world.

What we have done can perhaps be characterized by the words of the stranger long ago in a small Polish town. He was there on a Friday night and, of course, attended Shule. In accordance with time honored custom, he was invited home to dinner by one of the worshipers in the Shule. As the stranger sat down at the family table, he found there a plate that was heaped high with black bread and with chalah, and he started very shortly to gorge himself with the chalah to a point where his hostess was moved to remark tactfully, "Wouldn't you like to taste the black bread?"

"Thank you very much but I prefer the chalah," replied the stranger.

"Chalah is very good but it is so very expensive."

"I know that chalah is expensive," said he, "but I can assure you it is worth every cent that it costs."

I think sometimes we think that the UJA is perhaps a trifle expensive. Isn't it worth every cent that it costs and more?

(Applause)

After all, we can't measure in dollars the value of human lives, and there are still many many thousands of lives still to be saved.

We have heard tonight the needs that are confronting

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us in 1958 most eloquently presented, but the most meaningful words that have been spoken here tonight are those that have been spoken by you when you announced your contributions. These are the words that are spoken from the hearts. These are the words that make it possible for us to launch our campaign on a proper basis, and most important these are the words that stand as a challenge and as an inspiration throughout this country.

Now, we will have to do everything we can in order to take advantage of this inspiration, and in order to do this each and every one of us here tonight must resolve not only to give as generously as possible and to work as hard as possible but also to do everything that we can to implement others to give and work in the same manner. It is only in this way that we can continue to rescue Jews. It is only in this way that we can give to our suffering fellow Jews overseas the ability to attain a life of freedom and a dignity, free of despair.

Because of what we have done working together, I am confident that we shall do this and I am confident that we shall rise to the challenge that lies before us.

Thank you.

(Applause)

CHAIRMAN BERINSTEIN: Thank you, Bill.

I think you might be interested in one figure.

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The amount of money announced here tonight plus the amount of money raised in communities up to tonight in preparation for this meeting, and this is a little on the conservative side, is \$18,400,000.00.

(Applause)

Thank you ladies and gentlemen and now on with the show.

(Whereupon, the meeting was concluded at

10:30 o'clock P. M.)

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