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National Inaugural Conference [Miami, Fla.]. 1959-1960.

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American Jewish Archives website.

1 UNITED JEWISH APPEAL

2 NATIONAL INAUGURAL CONFERENCE

3 FONTAINEBLEAU HOTEL

4 MIAMI BEACH, FLORIDA

5 SUNDAY, FEBRUARY 7, 1960

6 -----
7 CHAIRMAN JOSEPH MEYERHOFF: We will now have
8 the invocation by Rabbi Irving Lehrman.

9 RABBI LEHRMAN: Conscious now of the ties that
10 bind us to you everywhere, we turn to you, heavenly Father,
11 for prayer, guidance and inspiration as we open this
12 historic conference.

13 Bless our deliberations with wisdom and under-
14 standing, but above all bless us with greatness of vision
15 and purpose so that we may prove ourselves worthy of the
16 great responsibility that history has placed upon our
17 shoulders as American Israel. May our labors in thy
18 vineyard of service gain inspiration from the words of our
19 "sakus."

20 The day is short, the task is great, and destiny
21 beckons. We thank thee for all our blessings and for the
22 food we are about to eat. In the words of our time honored
23 benediction (Benediction in Hebrew for the breaking of
24 bread).

25 THE CHAIRMAN: Friends, thank you all for

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1 coming today. It seems like a shame for each of us to
2 have to impose on each other on a beautiful day like this
3 for a meeting. But I think all of you are here, just as
4 I am here, because we think it is important.

5 I suppose many of you may wonder why we do not
6 have a much larger meeting than you would normally expect
7 on Miami Beach in this kind of a hotel. But actually this
8 was by design.

9 For a number of years I am sure all of you know
10 the United Jewish Appeal had small meetings consisting of
11 the leadership of the various communities in order to set
12 a tone and climate for the campaign, and all of us to have
13 the opportunity to meet the leadership from the other
14 communities and talk about our problems and resolve them
15 and decide just what we ought to do.

16 This year we decided to revert to that type of
17 meeting. We have no fan dancers and no tremendous programs
18 to fill up a hall. The purpose of this meeting is to
19 really round up the leadership of the American Jewish
20 community and let the country know just what the United
21 Jewish Appeal is going to do this year.

22 We have to naturally know the reason we need
23 the kind of money we need, and when you find out the reason
24 and you are willing to do something about it, we know in
25 every community we will have a successful campaign because

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1 what the leadership wills in every community it will do,
2 unquestionably.

3 In this room we have the leadership of most of
4 the large Jewish communities. I think you all know in
5 this kind of inaugural meeting of the United Jewish Appeal
6 the country at large gets a record, and the country is
7 looking to see what kind of meeting we are going to have
8 today, because it does not take very many people in a
9 community or in any city to set the tone and climate of
10 a campaign.

11 Now, we have had earlier meetings this year than
12 we had in many communities because we knew this was the
13 kind of meeting it was going to be. We hae asked every
14 community to start its campaign earlier than it would
15 normally, and you will hear more about that later.

16 The earlier meeting, together with this kind of
17 intimate small group will really set the tone and climate
18 for the campaign for this year.

19 Now, I should like to introduce a man who has
20 done much in helping to make the function a success, a
21 past chairman of the combined Jewish Appeal of Greater
22 Miami, one of this city's outstanding Jewish leaders, the
23 chairman of the National Committee for this inaugural meeting,
24 Mr. Max Orovitz.

25 MR. OROVITZ: Ladies and gentlemen, as the host

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1 city for this inaugural meeting, representative of Greater
 2 Miami Jewry, I am most happy to welcome you here this
 3 afternoon to this most worthwhile cause that we are all
 4 interested in.

5 You people are really the pulse and the conscience
 6 of American Jewry, and when you are willing to give us as
 7 much of your time while you are down here--most of you are
 8 vacationing and are foregoing the sunshine that we did not
 9 have most of the week, but which we do have today in
 10 abundance, when you are willing to give up that to be
 11 here this afternoon to see what we can do in aid of our
 12 fellow Jews, it typifies the spirit in which we are all
 13 gathered here.

14 Of course, Miami is most highly honored in being
 15 selected to be the host and inaugural city. It used to be
 16 when we were the first city in the country to inaugurate
 17 the campaign, but that is a thing of the past.

18 As you will hear later on, a number of cities
 19 start their campaigns with the beginning of the new year.
 20 So we in Miami, we have lost that distinction, but we are
 21 most happy that the conscience of American Jewry realizes
 22 they must commence right from the beginning to plan and
 23 program what is best for aid for our fellow Jews.

24 In that spirit I want to introduce to you, just
 25 for the purpose of taking a bow, the president of the Greater

1 Miami Jewish Federation, our own Mr. Sam Hyman, and then
2 I will turn the meeting back to the chairman. (Applause.)

3 THE CHAIRMAN: Now, our guest of honor is one
4 whose name is a household word in every Jewish home through-
5 out our land. He stirred many an audience when he served
6 Israel in this country as consul general in New York and
7 as embassy director of information. When he returned to
8 Israel to take up new duties, he was missed by all of us.

9 We were overjoyed when it was announced he would
10 return to us as the Israeli ambassador, because we knew the
11 affairs of our country would be in excellent hands of
12 a magnetic personality to represent Israel in a most
13 worthy light.

14 Ambassador Harman is one of Israel's younger
15 generation of leaders. He is one who has given every
16 ounce of energy to his people and to his country, and to
17 us, the Jews of America, he has given over the years not
18 only the vital and compelling story of Israel's people and
19 their problems, but a sense of dignity and honor and pride.

20 We honor him today not only as an ambassador of
21 a great people who are co-religionists, but as a fine
22 human being and a friend for whom we have a great affection
23 and esteem.

24 It is my great pleasure and honor to present to
25 you now his excellency, Avraham Harman. (Applause)

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1 AMBASSADOR HARMAN: Thank you very much, Mr.
 2 Chairman. Ladies and gentlemen, I am very grateful to you
 3 for this kind reception and for the opportunity of being
 4 with you today, which I know is a very big occasion indeed
 5 for the United Jewish Appeal.

6 I stand before you now as a spokesman of about
 7 a million men, women and children, who are today living in
 8 Israel because of what you have been doing consistently for
 9 many years.

10 I would like to speak to you briefly and frankly
 11 in their name. These are men, women and children who,
 12 until 1948, experienced in a direct personal way a question
 13 which ran throughout many centuries of Jewish history, the
 14 question, where to. Where could Jews go?

15 And in 1948 had that question answered for them when
 16 Israel's independence was established and proclaimed. But
 17 they still faced the problem of how physically to get to
 18 this new address which had been established for them and
 19 how, when they got there, to be able to take root in this
 20 country in conditions of human dignity, and these questions
 21 were solved for them by you.

22 There is nothing really that I can say that is
 23 new information for those who are gathered in this room who
 24 are leaders of Jewish communities in all parts of this
 25 country.

1 Most of you, I know, have been to Israel and
2 to Europe, and you studied this question on the spot.
3 Looking around the room I see many people whom I have had
4 the privilege of meeting. There is no aspect of this story
5 which is strange to you. But it is a story that has to be
6 repeated every year as long as this problem is with us, and
7 it is still with us.

8 You Jews of America in the last 15 years since
9 the end of World War II have moved a million and a quarter
10 Jews from countries which they wanted to leave to countries
11 where they wanted to live.

12 There is no parallel throughout Jewish history
13 for what you have done, for the swiftness of the operation
14 and for the magnificence and ability of this outpouring of
15 Jewish generosity which you Jews of America have displayed
16 throughout this period.

17 When the history of our Jewish generation comes to
18 be written, with all its shocks and disasters, but also
19 with all its heroism and all its achievements, this work
20 of yours will occupy a position of central significance.

21 To find the voluntary effort with no coercion
22 and no capacity of coercion, with your only instrumentality
23 being an appeal to human understanding and Jewish solidarity,
24 that you have been able, year by year, to move literally
25 hundreds of thousands of our fellow Jews to live settled

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1 and happy lives, to feel a sense of kinship and responsibility
2 for their fellow Jews who seek this same status of dignity
3 and rootedness, and who could be helped to it only through
4 your action, there is no parallel for this in the history
5 of our people.

6 Of those million and a quarter Jews who you
7 moved from conditions of subjection to conditions of human
8 dignity, a million came to Israel. And that is the great
9 reason for Israel's existence, and that will be the source
10 of Israel's pride when the history of our generation comes
11 to be written.

12 Through the sacrifice of the handful of Jews who
13 were in Israel in 1948, and through the great foresight of
14 three generations of pioneers who struggled and labored
15 for that day that we were able on May 14, 1948, to break
16 open the door through which our people could come, and
17 that since May, 1948, deprived of peace, besieged and
18 beleaguered, we have kept that door open for those who wish
19 to come through. (Applause)

20 So this is a community of pride. On your
21 side, justifiable pride in this unparalleled achievement
22 of yours. On our side, this basis for satisfaction in
23 what we have been doing these last 12 years and the results
24 which have come out of it.

25 These million people have become great assets.

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1 And I am happy to be able to report to you that the vast
2 majority of those million people whom you helped to find
3 refuge in Israel are today settled, and settled well.

4 Most of them are in steady jobs in agriculture
5 and in industry. Many of them are doing jobs for which
6 they brought with them to Israel neither the necessary
7 means nor the necessary skills, and they learned the skills
8 in Israel.

9 There exists today as a result in Israel some-
10 thing which did not exist to anything like this extent
11 12 years ago a labor force with great skill over a growing
12 range of production in agriculture and in industry, in
13 communication and in commerce.

14 By and large most of these million people are
15 moderately well housed. The vast majority of them are
16 taxpayers, which is a good indication of economic progress,
17 however much people grumble at it.

18 And the index of how well they are settled is, I
19 think, to be found in the sense of rootedness that these
20 people of today got in their new country and particularly
21 in the condition of their children, the health condition
22 and the educational condition and the vocational condition
23 of their children who represent an unshakeable foundation
24 for Israel's civic development.

25 But in this generally bright picture, in which

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1 I think we can all of us take the deepest satisfaction,
2 there are some black spots that I would like to talk about
3 just for a few moments.

4 The pace of this movement has been so swift that
5 naturally we have been presented with housing problems which
6 we could not be expected to solve during a period of 12
7 years.

8 And if you look at the thing objectively and
9 philosophically, it is not a particularly bad performance
10 that after nearly 12 years and a million immigrants, only
11 90,000 of them are living in substandard housing. That is
12 a very small percentage.

13 But it is not just a statistic. It is 90,000
14 human beings who after 11 or 12 years are still not living
15 in decent housing conditions. This represents a grave
16 social problem. We in Israel are, of course, very worried
17 about it.

18 If it is a problem which is permitted to persist
19 then it could breed things in our country which, of course,
20 we do not want to see because slum conditions do breed,
21 quite naturally and normally, social diseases that can
22 have very bad consequences.

23 So we are rather desperately concerned at the
24 importance of removing this blight as quickly as we can.
25 It is nine per cent of the total job that remains unfilled.

1 There are other problems in this connection,
2 problems of providing adequate educational opportunity
3 to some elements in this new immigrant population and to
4 their children. There is the job of finally consolidating
5 the economic stability of the agricultural settlements in
6 which about 32,000 families of these new immigrants have
7 been established in the past 12 years, but where they
8 have not been given the total equipment that they need to
9 be able to become fully self-sustained.

10 And there is a further problem among this
11 immigration which is going to be with us until natural
12 causes remove it. I refer to that element of this group
13 of a million immigrants who would never have been permitted
14 entry into any other country in the world because they were
15 carriers of infectious diseases or chronic diseases, un-
16 rehabilitatable for the most part. Large numbers of
17 people, many thousands of the aged and chronically sick who
18 were admitted into Israel for reasons which are so clear to
19 all of us here that they do not have to be mentioned, because
20 they were survivors of this attack on the Jewish people
21 during World War II, because we all felt that the least that
22 we could do for them as to enable them to live out what was
23 left of their broken lives in conditions of some kind of
24 decency.

25 This is a continuous problem that will be with

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1 us as long as this generation, which is the crippled symbol
 2 of Jewish catastrophe is still loose. These are some
 3 aspects of that million.

4 If you review the total job which American
 5 Jewry and the other free Jewish communities of the world
 6 have done toward rehabilitating that million, these black
 7 spots do not assume large proportions. But this urgency
 8 is real and great because you very often can, in an
 9 enterprise like this, spoil the whole picture as long as
 10 spots of this kind are left to blacken it here and there.

11 One of the difficulties of tackling this job
 12 is, of course, that the conditions in this area of life
 13 in Israel are not stable because of the flow of immigration
 14 which has not stopped. Its proportions fluctuate from
 15 year to year, but Jewish migration needs are still with us.

16 The desire to come to Israel continues on the
 17 part of large numbers of Jews. And every year, even
 18 in the last two years when the waves of immigration dipped,
 19 there was a flow into Israel in 1958 of about 26,000, and
 20 much the same kind of thing for 1959.

21 So we are engaged in two parallel operations,
 22 trying to consolidate the gains of the past while at the
 23 same time seeking to satisfy the continuing needs of those
 24 who still come into our country.

25 That is the background, it seems to me, of your

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1 work. And I put it in this way because I know that in
 2 a job which has been as continuous as yours has been
 3 there is, at times, a sense of doubt. People ask themselves
 4 how long will it go on; is this a kind of bottomless pit;
 5 will it ever get filled up; is there any sense of progress
 6 at all.

7 So in my concluding remarks I want to give the
 8 bright side of the picture about which, I think, we all
 9 ought to be very deeply conscious. This is not a
 10 bottomless pit. This is a great instrument of rehabilitation
 11 which you have forged.

12 There are 90,000 people without what you could
 13 call homes, but there are 900,000 with. There are sick and
 14 aged that have got to be cared for until the end of their
 15 lives, but there are hundreds of thousands of vigorous
 16 men and women who have been rehabilitated and who are
 17 working, and who are helping Israel forward economically
 18 and have produced the bouyancy in the economy of Israel
 19 which we have witnessed in the last two years.

20 We are still not out of the woods there, but
 21 there is all the difference in the world between having
 22 in 1949 and 1950 a total export visible and invisible of
 23 forty-seven million dollars, and having in 1959 a visible
 24 and invisible export of two hundred and eighty million
 25 dollars.

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1 This is progress. This is the result of the
 2 creation of a skill. This is the product of discovering
 3 resources and putting them to use.

4 There are underprivileged among these immigrants
 5 that still need to be helped, but the school population of
 6 Israel has climbed since 1948 from about 70,000 children
 7 to over 400,000. This is a core of an instructed
 8 democratic citizenship. Year after year this is a great
 9 human and national asset. This is achievement that does
 10 not have to be reduplicated. The investment is final
 11 and will produce its rewards and its profits for generations
 12 to come.

13 This great effort of yours has been an investment
 14 in human rehabilitation. There are always two ways of
 15 looking at the work of one's hands, and it is always
 16 necessary to look at the work of one's hands in both ways;
 17 never to be blind to the lack of completion because
 18 the lack of completion can spoil everything while there
 19 is on the landscape of Israel this blot, this potential
 20 breeder of social disease.

21 Social disease is infectious and we must be
 22 conscious of it. We must uproot it by destroying the
 23 conditions that could produce it. But at the same time
 24 we must be entirely conscious of the positive aspects
 25 because if we are not we will get discouraged.

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1 We face no problem in Israel that is beyond our
2 capacity to solve. We face no human problem, no social
3 problem in Isreal that it is not entirely within our power
4 to uproot. And the elements of that is in this cohesive
5 people that has been formed within 12 years, out of a
6 mixed multitude of immigrants, gypsies, who have today
7 become a welded nation. This is the basic achievement.
8 This is the index of the capacity that we have to move
9 foward, and I wanted to tell you this.

10 The humanitarian job of the United Jewish Appeal
11 goes to the very heart of the matter. Your job is people.
12 When you go about this work of nagging yourselves and
13 nagging your neighbors it is necessary to keep in mind
14 this great vision, a million and a quarter people is
15 the asset which you have created in the last 15 years,
16 a million and a quarter people who have been transferred
17 from the debit side to the asset side of the Jewish ledger,
18 with all that that means in a source of satisfaction and
19 pride for yourselves and in terms of strengthening the
20 dignity of the Jewish people. That is what you have done.

21 In full consciousness of that, speaking in the
22 name of the milllion in Israel whom you have helped, my
23 prayer is that you will go forward in that strength to add
24 to that achievement to the end that many tens and hundreds
25 of thousands who still look to you and us will have cause

1 to cherish the name of American Jewry, even as those
2 million and a quarter people whom you have helped up to
3 now cherish you and bless you as they rejoice daily in
4 their liberty and freedom of their children. Thank you.

5 (Applause)

6 THE CHAIRMAN: Thank you, Mr. Ambassador, for
7 your inspiring and eloquent message. Now I should like to
8 call on our general chairman, to whom I should say no one in
9 this room needs an introduction. His arduous work and
10 his stinging sincerity have done wonders for U.J.A. in
11 every community. I know I speak for all of us when I say
12 that Morris is an inspiration to all of us, and it gives
13 me great pleasure to present him to you now. Mr. Morris
14 W. Berinstein of Syracuse, New York, our general chairman
15 of the United Jewish Appeal. (Applause)

16 MR. BERINSTEIN: Mr. Ambassador, ladies and
17 gentlemen, I will start off by telling a short story which
18 can very easily backfire on me. I was in the City of
19 Detroit a week ago, and there was a very fine meeting,
20 and I said my words not quite as well as the Ambassador
21 did. The card caller had prepared a few sentences. I
22 know that he had practiced them religiously for a couple
23 of evenings. And when he got up to give them, a gentleman
24 who I think is in the room, said, "Sit down. I am prepared
25 to give one big increase and I don't want you to think you

1 had anything to do with it."

2 Now, actually you sometimes wonder when you hear
3 a story told, as I familiarly call the Ambassador Abe, why
4 is it necessary to follow. And yet, that kind of story
5 has to be transformed in our minds into common ordinary
6 cold dollars.

7 The thing that I like about this meeting--Mr.
8 Meyerhoff, our chairman, referred to the change of meeting.
9 The thing I like about it is that I have a chance to say
10 hello to every one of my dear friends and to every one
11 of the leaders in the United States that happen to be in
12 Miami at the particular time.

13 And I do not think any of us resent giving up
14 the sunshine, when it does appear, because we see the
15 sunshine in each others faces. And we put our arms around
16 one another and we know another year has come, and here
17 we are to be counted.

18 I think there is one thing we must always remember,
19 that it is good for us to get together and sometimes we
20 cannot even ask questions.

21 You perhaps noticed, as well as I did, that the
22 ambassador made no reference to certain incidents that seem
23 to be on the front pages of our newspapers. I take it
24 for granted also there is a good reason, and that it can
25 perhaps be interpreted from an optimistic standpoint.

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1 But the fact is we are not raising money on
 2 those kind of causes any more, and those kind of headlines,
 3 because we Jews in the United States have become of age
 4 and we have matured.

5 Immigration, I predict, at the end of this year
 6 will reach a higher figure than any of you dream of. We
 7 are not going to ask you to raise money for those particular
 8 reasons. Some people are scared because swastikas are
 9 appearing. Surely that is not our cause or reason.

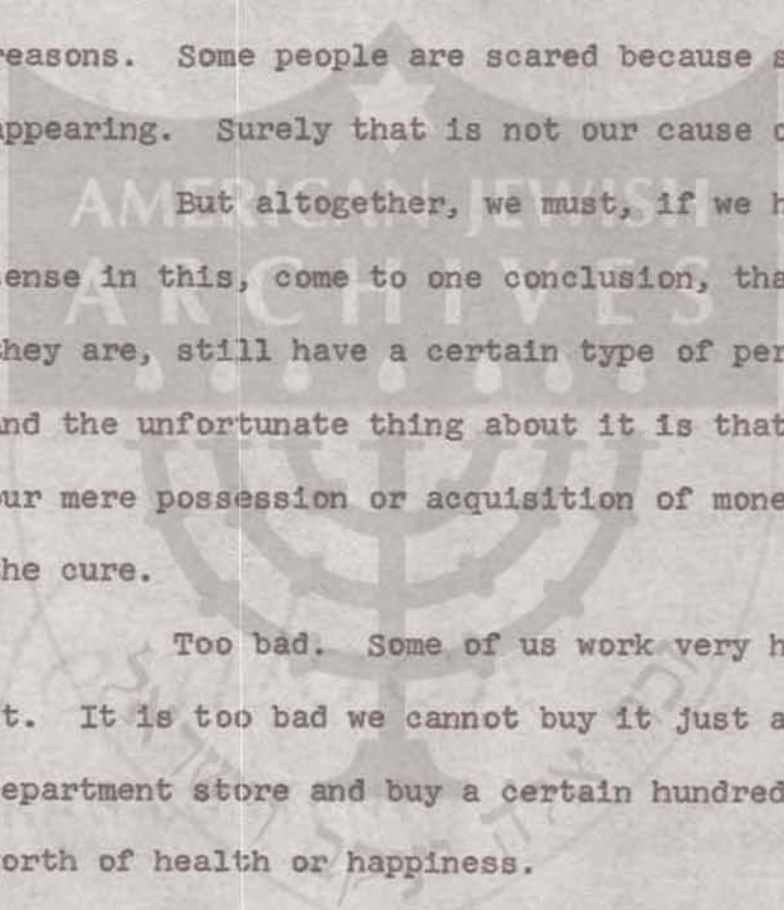
10 But altogether, we must, if we have any common
 11 sense in this, come to one conclusion, that Jews, wherever
 12 they are, still have a certain type of peril that faces them.
 13 And the unfortunate thing about it is that in some cases
 14 our mere possession or acquisition of money does not supply
 15 the cure.

16 Too bad. Some of us work very hard to achieve
 17 it. It is too bad we cannot buy it just as we go into a
 18 department store and buy a certain hundred thousand dollars
 19 worth of health or happiness.

20 But the happiness we are going to get is the
 21 feeling of satisfaction that when we have left here today
 22 we will have started what perhaps could be one of the finest
 23 campaigns in the history of the United Jewish Appeal.

24 This campaign was actually started before today.
 25 It started in several communities. And I just want to take

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1 a minute of your time and give you a short idea of what
2 has happened.

3 New York City has a three million dollar
4 contribution with a ten per cent increase. Detroit has
5 a little over two million dollars with a fifteen per cent
6 increase. Cleveland had one million, one hundred forty-
7 five thousand with an eleven per cent increase. Baltimore,
8 Philadelphia, New Orleans, Bridgeport, Washington, Boston,
9 all of them without any headlines of tragedy at the
10 time.

11 That is why I say it is happy to be with you.
12 It is happy indeed for me to be here because we have come
13 of age. We understand the story that the ambassador told,
14 that this is not a thing you can do overnight, or two
15 nights, or two years, or maybe two decades.

16 But we are getting there all the time, and
17 accomplishing more and more. And we have within us, if
18 we so desire, within our generation, with the help of God,
19 good health for everyone here, to live to see the time
20 when the job can be practically finished.

21 All we have to do is understand it. All we have
22 to do is understand the importance of it. And this can
23 be accomplished. The United Jewish Appeal is a great
24 organization.

25 You will find some familiar faces of leaders

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1 missing today because next week this same kind of meeting
 2 is taking place in Chicago, and the following week in Palm
 3 Springs in California. And so the lay people, the lay
 4 leaders, the men you know so well, and many of the men
 5 sitting right before me here, have split this thing up.
 6 We have distributed everything, all but the ambassador. He
 7 goes to all three places.

8 The fact of the matter is that this is a key
 9 year. This is a year when we must consolidate. This is a
 10 year when we must raise more money. And one of the reasons
 11 we must raise more money is because outside of New York
 12 City we raise money in welfare funds, and your welfare
 13 funds need more money. If we do not raise it together then
 14 all the causes suffer.

15 Before closing I want to tell you it is not
 16 necessary to bring fan dancers in front of you. It is not
 17 necessary to dazzle you with entertainment. It is not
 18 necessary to fill this room to overflowing with human
 19 beings. What is necessary is to fill it with hearts.

20 Believe me, when the results of this meeting
 21 are announced--we know what they are. I can predict within
 22 two per cent of what this entire country will raise because
 23 the leaders of practically every community outside of the
 24 West Coast are in this room. And we are all fund raisers
 25 and we know what the top three men in Bridgeport give. We

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1 know what the Bridgeport campaign will be. And that same
2 thing applies to Chicago or Detroit or any community. So
3 this handful of people, this handful of hearts, can
4 decide everything.

5 The United Jewish Appeal is having again a special
6 fund. It is handled differently in different communities.
7 But we want you to know we are having it because we need it.
8 I am asking you to give more money this year than last
9 year to continue the type of results we have had up to now,
10 to make it possible next year for us to say that not nine
11 per cent live in "marborage", but only six per cent.

12 Finally, I am sure that no one in this room knows
13 how to arrive at a gift, what is the proper gift, except
14 yourselves. And when you leave this room or before you go
15 to bed tonight, only you and you alone will know whether
16 you have done the right thing, the thing that will
17 accomplish what we all pray to God for, and I pray to God
18 you will. (Applause.)

19 (Thereupon announcements of contributions
20 followed.)

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CERTIFICATE

I HEREBY CERTIFY that the foregoing, pages 1 to and including 21, is a true and correct transcription of my stenographic notes of the proceedings of the United Jewish Appeal had at the Fontaineblew Hotel, Miami Beach, Florida, on Sunday, February 7, 1960.

DATED THIS 8th day of February, 1960.

David Stone
Court Reporter



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Hemlock

FREELAND & CHERTOK
COURT REPORTERS
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ANNUAL CAMPAIGN FOR LIFE AND FREEDOM

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TO OVERSEAS VISITORS HELPED BY UJA CONCERNING MIAMI CONFERENCE

Dear Friend:

Certainly somebody like you who has been to Israel has a special interest in the UJA. I am sure, therefore, that you will be glad to know that at the conclusion of the UJA National Inaugural Conference in Miami Beach last Sunday we were able to announce \$12,130,000 in initial gifts. Most significantly, the amount received in contributions for announcement at the conference represented one of the UJA's earliest and most successful campaign launchings. Morris Berinstein announced that the total of these initial gifts was 11% greater than the amount contributed by the same people a year ago.

The meeting this year was somewhat different from the mass type of meeting of the last few years. After careful consideration, it was decided to hold this year's inaugural conference as a luncheon meeting, and only the most important leaders and contributors were invited. The meeting, therefore, was called for the specific purpose of having the leadership of the American Jewish community get the campaign under way and announce their gifts. From a fund-raising standpoint it was one of the most successful affairs we ever held. A very large number of people announced gifts which represented substantial increases over last year, and which in many cases were even increases over and above what was announced earlier this year.

Joseph Meyerhoff of Baltimore acted as Chairman at the conference, while Melvin Dubinsky of St. Louis and I. D. Fink of Minneapolis called cards. We had only one guest speaker -- the Ambassador of Israel, Avraham Harman. He said that the funds raised over the years have helped to make possible "the simplest and most successful refugee absorption program in Jewish history." But he also noted the "exceptions to the generally bright picture of UJA aid." For instance, as a result of Israel's "open door" immigration policy for Jewish refugees, the number of health and social problems among immigrants to Israel is unusually large. In addition, there remains the bottleneck of unsatisfied housing needs for many of Israel's first million refugees, and yet another requirement for full immigration absorption is to provide "greater educational and vocational training opportunities to the newcomers and their children."

February 11, 1960

The amount announced at the conference reflected the successful big gifts meetings already held in a number of communities. Detroit had a perfectly wonderful meeting last month at which there was raised approximately \$1,825,000, against about \$1,600,000 last year -- a rise of 15%; Phoenix has produced \$173,000 from a group which in 1959 contributed \$142,000, for a rise of 22%; Tuscon has raised \$130,000 from a group which gave \$116,000 in 1959, a 12% increase; New Orleans has raised \$229,000 this year from people who gave \$204,000 last year, representing a 12% increase; in Boston there have been gifts totalling \$385,200 against \$345,000 last year, for a 12% increase. And there are so many other communities -- too many to enumerate here -- where early meetings have resulted in heartening increased giving.

All in all, it can be said that the campaign for 1960 is off to an excellent start on a firm basis. There seems to be no doubt that American Jewry appreciates and will respond to the needs overseas.

Kindest personal regards.

Sincerely yours,



Melvin S. Goldstein

INTRODUCTION OF SPEAKERS -- for Mr. Meyerhoff at Luncheon, Sunday, Feb. 7, 1960

1. INTRODUCTION OF RABBI LEHRMAN

The invocation will be made by a distinguished member of the United Jewish Appeal Rabbinical Advisory Council, Rabbi Irving Lehman, of Temple Emanuel in Miami Beach.

2. MEAL

3. INTRODUCTION OF MAX OROVITZ

Now I should like to introduce a man who has done much in helping to make this luncheon a success -- a past Chairman of the Combined Jewish Appeal of Greater Miami, one of this city's outstanding Jewish leaders, the Chairman of the National Committee for this Inaugural Conference of the United Jewish Appeal -- Max Orovitz.

4. INTRODUCTION OF AVRAHAM HARMAN

Our guest of honor is one whose name is a household word in Jewish homes throughout our land. He stirred many an audience in the days when he served Israel in this country as Consul General in New York and as the Embassy Director of Information. And when he returned to Israel to take up new duties as a member of the Executive of the Jewish Agency he was sorely missed by all of us. We were overjoyed when it was announced that he would return to us as Israeli Ambassador, for we knew that the affairs of Israel in our country would be in excellent hands and that the magnetic personality and fiery sincerity of the new Ambassador would represent Israel's people in a worthy light. Ambassador Harman is one of Israel's great younger generation of leaders -- that generation which has helped push Israel forward speedily into modern nationhood. He is one who has given every ounce of his energy to his people and his country. And to us, the Jews of America, he has given over

the years, not only the vital and compelling story of Israel's people and their problems, but a sense of dignity and honor and pride.

We honor him today not only as an Ambassador of a great people who are our co-religionists, but as a fine human being and friend for whom we have great affection and esteem. It is my great pleasure and honor to present to you now -- His Excellency, Avraham Harman.

5. INTRODUCTION OF MORRIS BERINSTEIN

And now I should like to call on our General Chairman to whom, I should say, no one in this room needs an introduction. His arduous work and his stinging sincerity have done wonders for UJA in every community. I know I speak for all of us when I say that Morris is an inspiration to us all, and it gives me great pleasure to present him to you now -- Morris W. Berinstein, of Syracuse and New York, our General Chairman.

6. Helvin Dubinsky will stand up, without introduction, and will call cards.

7. I.D. Fink will stand up, without introduction, and will call cards.

DAIS

Morris W. B. Grinstein

Herbert Friedman

Ambassador Abraham Harman

Moche Leshan

Max Grovitz

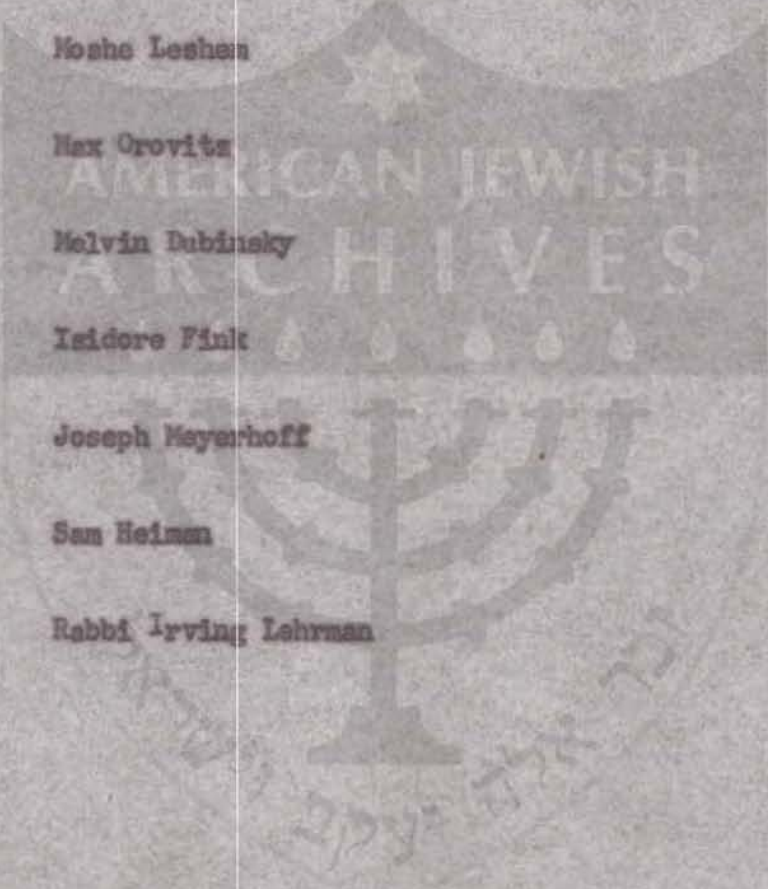
Melvin Dubinsky

Isidore Fink

Joseph Meyerhoff

Sam Heiman

Rabbi Irving Lehrman



		<u>Increase</u>
New York City ²	2,879,112.--	10%
Detroit	2,005,655.--	15%
Cleveland	1,145,450.--	11%
Philadelphia	501,000.--	8%
Dallas	386,000.--	8%
New Orleans	125,000.--	42%
Pittsburgh	300,000.--	13%
Boston	385,000.--	15%
Baltimore	426,000.--	7%
Phoenix	170,000.--	21%
Tucson	130,000.--	12%
Bridgeport	50,000.--	15%
Washington, D.C.	400,000.--	5%

FROM: RAPHAEL LEVY
Director of Publicity
UNITED JEWISH APPEAL
165 West 46th Street
New York, N.Y.

Har

FOR RELEASE: THURSDAY, FEB. 4, 1960
FRIDAY, FEB. 5, 1960

UNITED JEWISH APPEAL FACES GRAVE HUMAN NEEDS

CRISIS AMONG IMMIGRANTS IN ISRAEL AS IT OPENS
1960 Nationwide Campaign

UJA General Chairman Terms Needs Crisis As Urgent
As Any Emergency UJA Has Ever Faced

MIAMI -- Hundreds of delegates from all parts of the United States have been arriving in Miami during the past week to attend the three-day National Inaugural Conference of the United Jewish Appeal, which will formally launch the 1960 UJA campaign, Morris W. Berinstein, UJA General Chairman announced this week.

The National Inaugural Conference opens at the Fontainebleau Hotel, Friday, February 5, and will end February 7. The final session, Sunday, February 7, will be a Campaign Inaugural Luncheon, at which Israel's Ambassador to the United States, Avraham Harman, will be the guest of honor and principal speaker.

A grave crisis in human need is challenging the work of the agencies of the United Jewish Appeal, Mr. Berinstein said, on the eve of the Conference's first session, noting that the situation in 1960 is as critical as any emergency the UJA has ever faced.

"Almost 350,000 men, women and children in Israel are in desperate need of immediate help in order to overcome grave needs which have for years prevented their absorption into Israel's economic and social life as full fledged citizens," Mr. Berinstein declared.

"Tens of thousands of demoralized shanty-town inhabitants, tens of thousands of farm settlers, thousands of youthful immigrants are now struggling to make a better life," he declared.

"There are people who have been living in the ma'abarot shanty-towns for five, six or even seven years," he said. "These shanties were supposed to be temporary shelter. But how can people live year after year without running water, without sanitary facilities, in tin huts or wooden shacks -- whole families in a room, without becoming demoralized?"

"There are 130,000 farm settlers who cannot yet make a living on their farms. They have to eke out their existence with outside day labor in order to begin to make ends meet. For lack of a cow, or a flock of chickens, or a horse, for lack of some farm machinery, for lack of water, these farm settlers are faced with a bleak future, unless UJA comes to their aid," Mr. Berinstein continued.

"Immigrant youth in Israel is badly in need of help," Mr. Berinstein declared. "They need an equal chance with Israel's already-established youth. Vocational guidance and training, secondary education, university scholarships for the talented and promising are all crying needs for those who come from the most poverty-stricken sections of the population."

Mr. Berinstein pointed out that the responsibility of the UJA does not end with the 350,000 immigrants, noting that UJA supports humanitarian programs assisting 245,000 people in 25 countries outside of Israel.

"All of these people must be held in 1960," Mr. Berinstein said.

The 1960 UJA campaign is a two-fold drive. The Special Fund seeks to raise money to pay the costs of speeding the lagging process of absorbing into Israel's social, political and economic life some 350,000 immigrants still unintegrated out of the 1,000,000 who have arrived there since 1948. The regular campaign will seek the funds needed to maintain UJA's world-wide humanitarian programs upon which 600,000 Jewish men, women and children depend for their day-to-day survival.

The UJA finances the work of the United Israel Appeal, the philanthropic organization responsible for the reception and absorption of immigrants to Israel; the Joint Distribution Committee, which aids the aged, ill and handicapped immigrants in Israel and Jews in need in 24 countries abroad, and the New York Association for New Americans, which provides adjustment services for Jewish immigrants in this country. The United HIAS Service shares in the proceeds of the Special Fund, for aid to Jewish immigrants in countries other than Israel.



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

#2

FOR RELEASE: THURSDAY, JANUARY 14, 1960
FRIDAY, JANUARY 15, 1960

AVRAHAM HARMAN, ISRAEL'S AMBASSADOR TO U.S., TO ADDRESS
NATIONAL INAUGURAL CONFERENCE OF UNITED JEWISH APPEAL
TO BE HELD AT MIAMI BEACH FEB. 5 TO FEB. 7

Avraham Harman, Israel's Ambassador to the United States, will be the principal speaker at the National Inaugural Conference of the United Jewish Appeal to be held at Miami Beach, February 5, 6 and 7, Morris H. Berinstein, UJA General Chairman, announced this week.

Ambassador Harman will deliver an address to American Jewish community leaders attending the UJA Inaugural Luncheon at the Fontainebleau Hotel, Sunday, February 7, Mr. Berinstein said.

Several hundred Jewish community leaders from all parts of the country are expected to attend to launch the 22nd nationwide annual life-saving campaign of the United Jewish Appeal at the Miami Conference. The National Inaugural Luncheon will initiate one of the most critical of UJA drives to be conducted in recent years.

"We are most privileged to have Ambassador Harman with us at the Inaugural Luncheon to report on the problems that press on Israel's people," Mr. Berinstein said.

Mr. Berinstein noted that the 1960 campaign opens "when American Jews must take the opportunity that exists to fulfill the promise of a new start in life to immigrants to Israel implied in bringing them there. We must keep that promise by speeding the process of absorption, so that those immigrants not yet integrated into Israel's life, and not yet independent, may achieve these ends."

Pointing out that some 600,000 Jewish men, women and children in 26 countries around the world will be dependent on UJA programs in 1960, Mr. Berinstein said that "the largest group of this total are some 345,000 Jews out of the million brought to Israel since it achieved Statehood in 1948 who are not yet completely absorbed into Israel's social, economic and political life. It staggers the imagination to discover that this group represents one out of every three persons brought to Israel since its establishment."

Mr. Berinstein explained that the persons included in the 345,000 were considered unabsorbed because they are ill-housed, or without adequate means to support themselves or in need of welfare facilities not adequately provided for under existing programs. Many of these immigrants are bedevilled by more than one of these unmet needs, Mr. Berinstein said.

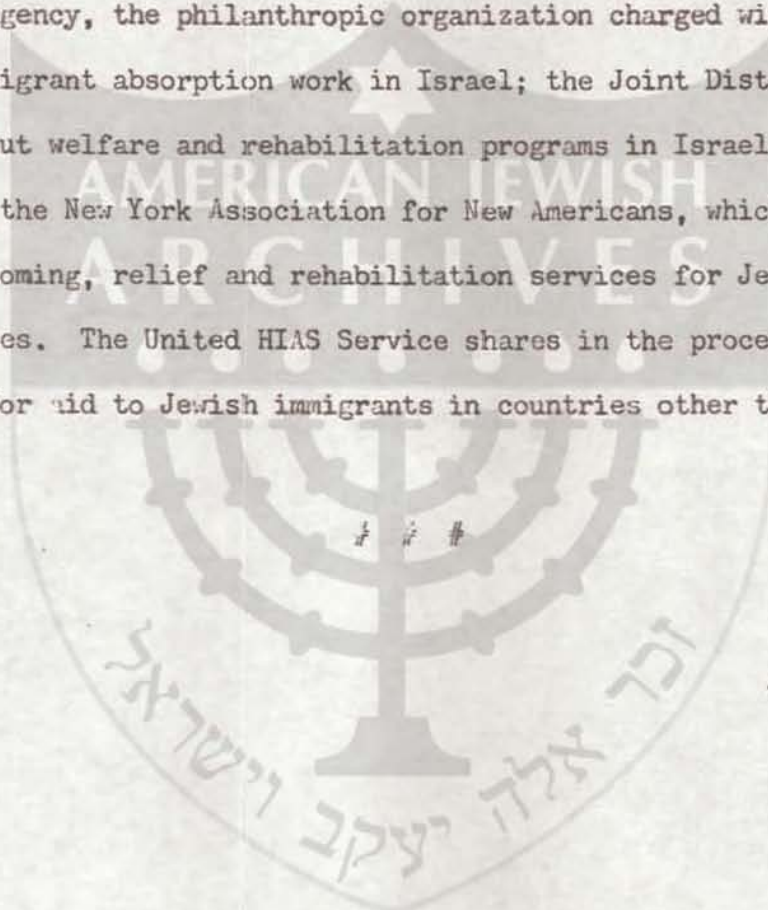
"Some 60,000 people are still living in immigrant shanty towns, some of them for as long as seven years, most of them for at least five," Mr. Berinstein continued. "There are more than 130,000 farmers and their families who lack water, livestock, farm machinery and other essentials necessary for productive, self-sustaining farming. And finally, thousands of aged, handicapped and young people sorely lack the services and the funds for adequate care, rehabilitation and educational opportunity."

He warned that continual neglect "of these very real, human needs can weaken the ability of other sections of Israel's population to move forward into the future, and can dangerously impair their ability to give welcome to future immigrants."

He also called attention to the fact that this year the United Jewish Appeal must maintain life-saving welfare and rehabilitation services to some 205,000 people in 25 countries outside of Israel, including the United States.

The United Jewish Appeal will seek to raise a multi-million dollar Special Fund in 1960 in addition to the regular UJA budgetary needs, in order to help speed up the lagging processes of immigrant integration.

In carrying out its world-wide program, the United Jewish Appeal finances the work of its member agencies: the United Israel Appeal, which remits funds to the Jewish Agency, the philanthropic organization charged with the responsibility of immigrant absorption work in Israel; the Joint Distribution Committee, which carries out welfare and rehabilitation programs in Israel and 24 other countries; and the New York Association for New Americans, which conducts a program of welcoming, relief and rehabilitation services for Jewish newcomers to the United States. The United HIAS Service shares in the proceeds of the Special Fund, for aid to Jewish immigrants in countries other than Israel.



FROM: RAPHAEL LEVY
Director of Publicity
UNITED JEWISH APPEAL
165 West 46th Street
New York, N.Y.

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FOR RELEASE: THURSDAY, JANUARY 7, 1960
FRIDAY, JANUARY 8, 1960

AMERICAN JEWISH LEADERS TO MEET AT MIAMI BEACH FEBRUARY 5 to 7
TO INAUGURATE 1960 NATION WIDE UNITED JEWISH APPEAL CAMPAIGN

Funds Raised to be Used to Clear Up Backlog of Unmet Immigrant Needs
of 345,000 Jewish Men, Women and Children in Israel and to Assist
205,000 Persons in 25 Other Countries Around the Globe

American Jewish leaders from communities across the country will gather in Miami Beach, February 5, 6 and 7 to attend the National Inaugural Conference of the United Jewish Appeal, Morris W. Berinstein, UJA General Chairman, announced this week.

The high-point of the three-day Conference, which will initiate the 22nd UJA campaign, will be the Inaugural Luncheon at the Fontainebleau Hotel, Sunday, February 7.

In 1960 the agencies of the United Jewish Appeal are faced with the necessity of providing aid to 600,000 Jewish men, women and children in need in 26 countries, including the United States and Israel, Mr. Berinstein noted when making the Conference announcement.

The largest group of this total are some 345,000 Jews out of the million brought to Israel since it achieved Statehood who are not yet completely absorbed into Israel's way of life. These men, women and children are unabsorbed because of a vast backlog of very real needs, Mr. Berinstein explained.

"This year's inaugural conference," Mr. Berinstein said, "will mark the beginning of one of the most important UJA drives of recent years. We must use this year's pause in emergency immigration creatively in order to solve the problems of the unmet immigrant needs that have developed in Israel since it achieved Statehood in 1948.

"These men, women, and children, who have been brought to Israel with our help," Mr. Berinstitute continued, "have not achieved a full, independent life in their new homeland because too many of their vital, human needs are unmet. They need decent housing, or adequate tools, animals or water supply to make life on a farm productive, or expanded welfare facilities because they are chronically ill, physically handicapped or aged. Many of them are victims of the effects of more than one of these unmet needs."

The unmet immigrant needs in Israel are the core of our problem in 1960, Mr. Berinstitute said. "It is a tragic situation," Mr. Berinstitute continued, "which should make every American/^{Jew}uncomfortable at the thought that one out of every three immigrants who have come to Israel since its establishment as a free and independent nation should still be in need of help and be unable to stand on his own feet, because there has never been enough money available for him to complete his absorption into Israel's life."

Citing the details of some of the unmet needs, Mr. Berinstitute noted that some 60,000 people are still living in immigrant shanty towns; more than 130,000 farm settlers lack water, livestock, farm machinery and other essentials for self-sufficient farms; thousands of aged, handicapped and youth sorely lack facilities and funds for care, rehabilitation and education. These needs, he continued, constitute a serious impediment in Israel's ability to function as a free haven for future immigrants.

"In addition, we have the continued obligation to maintain life-giving welfare and rehabilitation services to some 205,000 people in 25 countries outside of Israel, including our own," Mr. Berinstitute concluded.

The United Jewish Appeal will seek to raise a multi-million dollar Special Fund in 1960 in addition to the regular UJA budgetary needs, in order to help speed up the lagging processes of immigrant integration.

In carrying out its world-wide program, the United Jewish Appeal finances the work of its member agencies: The United Israel Appeal, which remits funds to the Jewish Agency, the philanthropic organization charged with the responsibility of immigrant absorption work in Israel; the Joint Distribution Committee, which carries out welfare and rehabilitation programs in Israel and 25 other countries; and the New York Association for New Americans, which conducts a program of welcoming, relief and rehabilitation services for Jewish newcomers to the United States. The United HIAS Service shares in the proceeds of the Special Fund, for aid to Jewish immigrants in countries other than Israel.





Conf. Miami

Annual Campaign for Life and Freedom

UNITED JEWISH APPEAL

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

\$100,000,000 UJA SPECIAL FUND

over and above

1959 REGULAR CAMPAIGN GOAL—\$105,065,060

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

PLAZA 7-1500

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- Honorary National Chairman*
JOSEPH HOLTZMAN
- Honorary Special Fund Chairman*
SAMUEL RUBIN



Dec. 31, 1959

For eleven years now, the United Jewish Appeal has formally launched its Annual National Campaign with a meeting in Miami Beach. The United Jewish Appeal National Inaugural Conference this year will be held on Sunday, February 7, 1960 at the Hotel Fontainebleau in Miami Beach.

We are, however, returning to our traditional pattern of this function by limiting invitations to top leaders and contributors. We are, of course, interested in stimulating the attendance of people of this type as well as the announcements of their gifts at the meeting in Miami. At the same time, we are also interested in announcing as many gifts as possible from contributors in other parts of the country. In order to insure the success of this pivotal meeting along these lines we are forming a National Inaugural Conference Committee which will consist of a number of officers, cabinet members and key leaders.

I would greatly appreciate your serving as a member of this important committee. I really am counting very much on your help, and I look forward to receiving your acceptance by return mail.

Many thanks, and with kindest personal regards,

Sincerely,

Morris Bernstein
Morris W. Berinstein

MWB:BIL



Miami Conf.

Annual Campaign for Life and Freedom

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

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Honorary Chairman
EDWARD M. M. WARBURG

Honorary National Chairman
JOSEPH HOLTZMAN

Honorary Special Fund Chairman
SAMUEL RUBIN

Sent to a select list of Miami Beach
& Hollywood Beach Hotels
Dec. 21, 1959

Office: NATIONAL INAUGURAL CONFERENCE
The Sherry Frontenac Hotel
6565 Collins Avenue
Miami Beach, Florida

For eleven years now the United Jewish Appeal has formally launched its annual national campaign with a meeting in Miami Beach, and once again we are scheduling the UJA National Inaugural Conference to be held on Sunday afternoon, February 7, 1960.

Your hotel has always performed an invaluable service for our cause by the cooperation you extend in connection with this traditional affair. It would contribute enormously toward the success of our 1960 Conference, and thereby to the effectiveness of the forthcoming campaign, if you would be good enough to make available your guest list to a representative of the United Jewish Appeal who will call upon you in the near future. This list will be used, as in the past, solely for the purpose of inviting those Jewish community leaders who are on it to attend the Conference.

The United Jewish Appeal is undertaking the task this year, by means of a special fund, of providing better dwellings for some 60,000 immigrants in Israel still miserably housed in shanty towns, and also of providing the kind of assistance needed by many on ill-equipped farms and in the slums of cities to give them some dignity at long last and to make them finally self-sufficient. By the same means the UJA must help to maintain the continued immigration flow to Israel of hundreds weekly. At the same time, through its regular campaign, the UJA must provide for the regular humanitarian programs of its constituent agencies in Israel and in twenty-five other countries throughout the world.

Your assistance in making our Conference a success will be deeply appreciated.

Sincerely,

Morris Berinstein

Morris W. Berinstein

MWB:glw

UJA National Inaugural Conference—Miami Beach—Sunday, February 7, 1960

1. בשל מרכזיותה של ירושלים בחודעתו של העם היהודי, "האגודה הירושלמית לקידום חינוך ותרבות" מתכננת הקמה קרית חינוך ותרבות בסביבות צור הדסה - מבוא ביתר, כ-26 ק"מ מעיר הבירה, שבין מרכיביה יהיו:

א) בית-ספר ופנימיה לנוער יהודי מחונן מישראל ומהגולה, (ו-ב) מרכז תרבות וחברה למבקרים מהארץ ומהתפוצות.

2. מערכת החינוך בקריה תשקף מוסד חינוכי בעל איכות גבוהה ל-480 תלמיד, אשר ייהנה מיוקרה בין-לאומית בשל דגם מוריו ומדריכיו שיגורו במקום, האוירה החינוכית הפתוחה, ותכנית לימודים המדגישה לא רק רמה השכלתית גבוהה בתרבות העולם והיהדות, אלא גם פיתוח סגולות אופייניות בקרב תלמידי בית-הספר. חסר לעם היהודי בית-ספר עיוני כזה אשר ייחודו הוא בטיפוח תודעת שרות מפותחת לעם היהודי הן בישראל והן בגולה. ייחודו של בית-הספר יתבטא גם בגישתו החיובית לערכי המסורת היהודית תוך יחס פלורליסטי ומחדש. כיום התכניות החינוכיות בישראל עבור תלמידי חינוך לרוב אינן עונות על דרישות העם היהודי בתחום הזה. המוסד יכלול כיתות לארבע שנות לימוד חינוכיות, ס' - יב'. כל מחזור שנתי יהווה 120 תלמיד, בנים ובנות, חצייס מישראל וחצייס מהתפוצות. מלבד מבנים מרווחים לצרכי לימוד ופעולות תרבות, ומחקני ספורט למיניהם, ייבנו על הקמפוס מבני פנימיה שבכל אחד מהם יגורו ששים תלמיד. יש לקוות כי התלמידים מחו"ל ילמדו בכל ארבע שנות החינוך, אך במקרים חריגים בית-הספר יהיה מוכן לשלב בתכניהם גם נוער מהתפוצות שיבוא ללמוד פחות מתקופה זו. משפחות הסגל החינוכי במוסד תגורנה בדירות מרווחות, והמורים יעמדו לרשות התלמידים הן במסגרת הלימודים הנורמאליים והן במסגרת פעולות תרבות וחברה.

3. המרכז לתרבות יהווה קמפוס מרהיב עין לחושבי ישראל ולתיירים מחוץ לארץ. במרכז זה יוקם בית הארחה, אך חלק מהמבקרים יהיו אורחים אקסטרניים. המרכז יהיה פתוח כל ימות השנה ואוירתו תהן השראה תרבותית יהודית וציונית, והכוונה אזרחית רצויה, למשתתפים בפעולותיו. במערכת הפעילות התרבותית יתקיימו מיפגשים עם אנשי רוח ואישי ציבור (הן מהארץ והן מחוץ לארץ), פסטיבלים ותערוכות, תכניות פולקלור עדתיות, הופעות של סוליסטים ולהקות חובבים, תיאטרון, מוסיקה, סרטים, חוגי אמנות, ומערכת ענפה של הרצאות וקורסים קצרים בתחומי ההשכלה והחברה. המרכז יהיה בית-יוצר וסדנה ליצירותיהם של סופרים ואמנים יהודים מכל העולם, במה ארצית להופעותיהן של להקות שכונתיות (מקהלות, תזמורות, להקות ריקוד), מקור השראה והדגמה למורי ישראל (ואף לתלמידי סמינריונים למורים), ומסגרת אזרחית חינוכית שבה יטפחו המשתתפים בינם לבין עצמם יותר הבנה הדדית ואהוה יהודית.

המרכז אמור לשמש מקור להזרחה וייעוץ, ולספיגת השראה יהודית ואזרחית, בקרב משפחות צעירות, ובמיוחד לעולים חדשים הזקוקים לעידוד ולסיוע חברתי במהלך התערותם החברתית והתרבותית בישראל.

