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National Report Conference [New York, N.Y.]. 1951.

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THE OFFICERS  
OF THE

*United Jewish Appeal*

EARNESTLY INVITE YOU

TO ATTEND A

*National Report Conference*

TO HEAR THE AUTHORITATIVE FINDINGS OF THE SPECIAL

UJA LEADERSHIP MISSION NOW IN ISRAEL

*And to plan the implementation of urgent programs*

*that must be completed through the UJA*

*before the end of December, 1951*



SATURDAY EVENING, OCTOBER 27

6:30 P.M.

SUNDAY, OCTOBER 28

10:00 A.M.

HOTEL COMMODORE

NEW YORK, N. Y.

*Please Respond on the Enclosed Card*

FC  
your file

NATIONAL REPORT CONFERENCE, HOTEL COMMODORE, OCTOBER 28, 1951, 8.30 A.M.

- |          |   |                                    |
|----------|---|------------------------------------|
| PRESENT: | Morris W. Berinstein, Syracuse          | Theodore Racosin, N.Y.C.           |
|          | Henry Bernstein, N.Y.C.                 | Barnett Rapaport, Hartford         |
|          | Rabbi Morton Berman, Chicago            | William Rosenwald, N.Y.C.          |
|          | Hyman Brand, Kansas City                | Arthur S. Rosichan, Buffalo        |
|          | Rabbi Isidore Breslaw, Washington, D.C. | Alfred Shyman, Seattle             |
|          | Sol Edelman, Detroit                    | Joseph J. Schwartz                 |
|          | Milton Fromer, Syracuse                 | Maurice J. Sievers, Cincinnati     |
|          | Ephraim R. Gomberg, Philadelphia        | Louis E. Spiegler, Washington D.C. |
|          | Moritz M. Gottlieb                      | David Stein, Waterbury             |
|          | Harry M. Greenstein, Baltimore          | Dr. Maurice Taylor, Pittsburgh     |
|          | Joseph Holtzman, Detroit                | Paul Uhlmann, Kansas City          |
|          | Abe Kasle, Detroit                      | Edward M.M. Warburg                |
|          | Hyman Lefcowitz, Buffalo                | Jack Weiler, N.Y.C.                |
|          | Judge Abraham Lieberman, No. Hudson     | Henry L. Zucker, Cleveland         |
|          | Norton Mag, New Britain                 | M. M. Nisselson                    |
|          | Joseph Mazer, N.Y.C.                    | M. S. Goldstein                    |
|          | Joseph Meyerhoff, Baltimore             | M. Panzer                          |
|          | Elkan R. Myers, Baltimore               | S. Sontup                          |
|          | Max Osnos, Detroit                      | I. Jacobs                          |
|          | Herman Pekarsky, Newark                 |                                    |

MR. ROSENWALD stressed the importance of exploring every new avenue of raising cash between now and the end of the year and noted that any new ideas that might come out of this meeting could be applied to the smaller communities not represented at the meeting today. He suggested two devices to draw on 1952 money for use in 1951. First, borrowing from banks in anticipation of the 1952 campaigns. Second, undertaking an intensive drive to get individual contributors to make payments in 1951 on account of their 1952 pledges. Mr. Rosenwald called upon those present to suggest other means whereby extra cash could be obtained between now and the end of the year.

MR. WEILER said that in New York he has called on individuals who owe \$5,000 or \$10,000 on their pledges and requested a loan of \$50,000 for a period of six months. This usually induces the contributor to pay the amount due on his pledge. Mr. Weiler also suggested that individuals be approached to make loans and this would result in a sizeable amount for 1952. MR. HENRY BERNSTEIN felt that because of the tax situation and other problems it would be better to borrow money from individuals. MR. BERNSTEIN said that the amounts received in a campaign year



in New York as an advance on the following year vary between \$750,000 and \$1,500,000.

MR. ABE KASLE (Detroit), whilst not against this policy, felt that approaching contributors this year for advances on 1952 contributions would be overdoing it since it is likely that we would have to call again on the same people who always give generously. DR. SCHWARTZ replied it is not intended to approach all big givers, but rather a small group of people and it is left to the judgment of each community to decide where it should be done and with whom. Until the grant-in-aid becomes available it is urgent to get in as much money as possible.

MR. M.M. GOTTLIEB (Allentown) referred to the situation in Baltimore and thought other communities might follow the same pattern. If all communities could pay off their allocations in full for 1951 we would be assured at least \$20 million by the end of the year and if, in addition, communities would make borrowings from their banks against 1952, it would be fruitful to discuss this.

MR. JOSEPH MEYERHOFF (Baltimore) referred to the difficulties he envisages returning to the same people because of the continuing emergency.

MR. JOSEPH HOLTZMAN (Detroit) replied this is a problem that has to be faced until the immigration phase is over. He said he had always said, "This is the last time", but he now said, "This is the first time that I have said that this is not the last time". There are many sympathetic Jews in America and those are the people who will have to carry the load and they must be apprised of the situation.

MR. NISSELSOON suggested that communities borrow from banks to pay up this 1951 allocation.

MR. ABE KASLE (Detroit) said that Detroit is almost paid up and will pay its 1951 balance before the end of the year.

MR. ELKAN MYERS (Baltimore) said that when Baltimore borrowed a million dollars last year twenty men signed notes for the money. This was pledged by these people against the next year's drive.



MR. HARRY GREENSTEIN (Baltimore) said that he had detected a note of urgency in Abba Eban's and Mahum Goldmann's remarks and that this should be played up during the next months; this real crisis should be brought out in more particularized fashion.

MR. HY LEFCOWITZ (Buffalo) said Buffalo borrowed \$700,000 this year. 80% of the 1951 pledge to the UJA has been paid and their campaign is not yet complete. Buffalo owes approximately \$80,000 for 1951 and he is going back to suggest to the sympathetic people that they pay this balance. He felt, however, that trying to do anything in regard to 1952 will be harmful to the UJA. He urged concentration on paying off 1951 balances. MR. ROSENWALD urged that this be brought up at the floor discussion later.

MR. BERINSTEIN, in summing up the discussion, said that he thought Harry Greenstein struck on something very important. The important thing is that the communities must be made aware of why the cash is needed and it is also necessary to realize that each community is different and will raise the cash in a different way. But Mr. Berinstein felt that amounts due for 1951 must be paid and there is no reason why UJA cannot be put on a current basis. In addition to that, however, when a community has paid its 1951 allocation in full it should, wherever possible, borrow at least a small portion of its 1952 allocation for payment to UJA.

MR. MAX OSNOS (Detroit) questioned whether, if the money isn't collected, people will think Israel is going bankrupt and bond purchasers will grow anxious. In Detroit the State of Israel has been borrowing money from individuals so that it isn't possible to borrow money from these people for the UJA.

MR. HENRY ZUCKER (Cleveland) referred to a very successful telephone campaign held in Cleveland and thought others might try it.

MR. ROSKIN (Hartford) said that if Hartford does not have enough money it will borrow on its 1952 campaign.

RABBI ISIDORE ERISLAW (Washington, D.C.) said there are many people in



Washington who have become more and more out of sympathy with the repetitive appeals for Israel. The people must be made to understand, by their leaders, that the campaign is a united effort and not confined to those people who are particularly interested in Israel. The fear of people to invest their money in Israel must be counteracted and there must be a declaration that Israel is a good going concern and that it will succeed. Washington is practically paid up on this year's allocation.

MR. MAURICE SIEVERS (Cincinnati) thought it is safe to promise that Cincinnati will pay its entire allocation by the end of the year.

MR. HERMAN PEKARSKY (Newark) said Newark borrowed from the bank to bring cash today. Newark is in the midst of a collection campaign and will do its best.

DR. MAURICE TAYLOR (Pittsburgh) announced that Pittsburgh will start its 1952 campaign in December.

MR. DAVID STEIN (Waterbury) said that by December 31st Waterbury will have paid up all balances due UJA.

MR. HYMAN BRAND (Kansas City) said he had come to the conference because he felt he was becoming "Cold" toward UJA activities. Although Kansas City has suffered much because of the floods, he said it is not possible to gauge what people might do. Vice-President Barkley spoke at a bond meeting last week and a quarter of a million dollars worth of bonds was sold. The people must be advised of the present emergency.

MR. ALFRED SHYMAN (Seattle) said that borrowing has a bad psychological effect on contributors. Seattle prefers to get the money from the people who owe it.

JUDGE LIEBERMAN (N. Hudson County) said his community has never favored borrowing. He was happy to hear suggestions that contributors should advance funds on 1952 so that people will know there will be a campaign in 1952. The fact should be stressed that the UJA will go on for many years and that people will have to give for many years.

RABBI BERMAN (Chicago) promised that Chicago will do everything possible

to push the campaign.

MR. MORTON MAG (New Britain) said his community will do everything possible to get cash to the UJA before the end of the year.

The meeting adjourned at 10.15 a.m.





*Q*

JMV 290 X 551

JERUSALEM 27 4 1925

LT WARBURG SCHWARTZ UJAPPEAL NEWYORK

CORDIAL THANKS YOUR ENCOURAGING REPORT AND BEST WISHES ULTIMATE  
SUCCESS UJA UNDER YOUR LEADERSHIP

LOCKER ESHKOL

COL JMV 290 LT UJA

VOL BQ BQ CK 21 I RT RPT CK 21 TKS



ACR9/ JMV226/558

1951 NOV 2 AM 8:16

JERUSALEM 23 NOV 2 1951 1330 ETAT DISRAEL

SCHWARTZ UJAPPEAL

NEWYORK SCHWARTZ C/O UNITED JEWISH APPEAL 165

W 46TH ST )

J788 THANKS YOUR CABLE RE RESULTS UJA CASH MEETINGS MOST GRATEFUL  
YOU AND WARBURG YOUR SPLENDID SUPPORT AND COOPERATION

KAPLAN

Telephone MU. 2-4160  
FOR MESSENGER

United Jewish Appeal  
165 West 46th Street, New York 19

WLS

October 31, 1951

LOCKER  
JEWAGENCY  
JERUSALEM (ISRAEL)

GLAD ADVISE UJA CASH MEETING HIGH SUCCESS WITH SIXTYEIGHT MILLION  
FIVEHUNDREDETHOUSAND DOLLARS PAID IN CASH AND ADDITIONAL FOUR MILLION  
IN DEFINITE PROMISES NEXT WEEKS STOP TOTAL CASH COLLECTIONS OCTOBER  
TWENTYMILLION FIFTYFOURTHOUSAND DOLLARS OF WHICH UJA RECEIVED  
SEVENMILLION THREEHUNDREDEIGHTYTHOUSAND DOLLARS STOP TOTAL COLLECTIONS FOR  
YEAR SO FAR SEVENTYSEVENMILLION TWENTYFOURTHOUSAND OF WHICH UJA  
RECEIVED FORTYTWO MILLION FIVEHUNDREDETHOUSAND DOLLARS

SCHWARTZ

JJS/fo  
MSD



Breakfast Meeting, Sunday, October 28, 1951, 8.30 A.M.

*Mr.*  
WILLIAM ROSENWALD stressed the importance of exploring every new avenue of raising cash between now and ~~the end of the year~~ <sup>ad noted that</sup> ~~particularly additional sources to~~ these already existing. ~~Any new ideas that may~~ <sup>might</sup> ~~come out of this meeting may~~ <sup>could</sup> be applied to the small <sup>of</sup> communities not represented at the meeting today.

*He suggested two*  
~~There are two suggested devices~~, *to draw on 1952 money for use in 1951. First,* he said, which are in mind to use '52 money in '51 - firstly, borrowing from banks in anticipation of the '52 campaign. Secondly, <sup>and today</sup> making a <sup>entire</sup> ~~maximum~~ drive to get ~~into~~ individual contributions to pay money in '51 on account of '52 pledge. *He pointed out that Mr. Rosenwald called upon the people to make* of '52 pledge. This not only represents the pledge but can also be significant in <sup>and make payments in 1951 on account of the</sup> terms of campaign margin. *suggest other means whereby extra cash could be obtained between now and the end of the year.* Any other suggestions for getting more cash in '51 between ~~now and the end of the year~~, ~~would be welcomed.~~

In reply to a question by ELKAN MYERS (Baltimore) as to whether UJA borrows money in New York, DR. SCHWARTZ said for the first time New York borrowed money this year to be advanced to National, but National does not borrow.

MR. ROSENWALD called on the communities to tell what they have done.

*He has called on individuals to get over \$5,000 or \$10,000*  
MR. WEILER said that in New York they go to the individual, and if he owes say 5 or *on this pledge and reports a* \$10,000, he is asked to loan \$50,000 for a period of six months. *This usually induces* the contributor to pay the amount due *to his pledge.* This induces him to pay what he owes; it has proved an effective procedure. Mr. Weiler also suggested ~~that~~ that individuals be approached to make loans and this would result in a sizeable amount for '52.

*and the problem*  
*felt that because of the tax situation it would be better to borrow*  
*money from individuals.*  
*one will run into problems.* MR. HENRY BERNSTEIN said that when one talks to people about making advances for '52 one will run into problems. People will say they cannot because of taxes. Also the change in tax laws may make it more profitable to pay in '52. It would be more profitable to borrow from the people and this must be done from individuals.

MR. ROSENWALD said that if a person has a certain amount in '51, when



MR. ROSENWALD said that one of the objections raised to this was that if a person when approached in '52 gives an advance in '51/he will say he gave his gift in '51; but MR. HENRY BERNSTEIN said their experience was the opposite. Getting an advance cash gift

has helped the following year in getting increased gifts. *M. Z.*

*M. Z.*

*Mr. Bernstein said that the amount received in a campaign year as an advance on the following year may vary between \$750,000 and \$1,500,000.*

In reply to DR. SCHWARTZ's question as to how much is collected in one year on account of the following year, HENRY BERNSTEIN said it varies. In 1948 they got close to 1 1/2 million for 1949. It varies between three quarters of a million and a million and a half.

MR. ABE KASLE (Detroit), whilst not against this policy, felt that approaching every contributor <sup>this year</sup> in advance for <sup>advanced in</sup> his 1952 contributions would be overdoing it. <sup>since it is likely</sup> As this is ~~not a short term thing~~, ~~he questioned the wisdom of keeping on the same people who give generously.~~ *that we would have to call again on the same people who always*

DR. SCHWARTZ <sup>replied</sup> said it is not intended <sup>approach</sup> to reach all big givers, but rather a <sup>small group</sup> handful of people ~~are involved~~ and it is left to the judgment of each community to decide where it should be done and with whom. Until the grant-in-aid becomes available it is urgent to get in as much money as possible.

*(allerton)*  
M.M. GOTTLIEB, referred to the situation in ~~Balk~~ Baltimore and thought other communities might follow the same pattern. If all communities could be get to pay off their allocations in full for 1951, we would be assured at least \$20 million by the end of the year and if, in addition, communities would make borrowings from their banks against 1952, it would be fruitful to discuss this.

JOSEPH MEYERHOFF (Baltimore) referred to the difficulties he envisages <sup>returning to the same people</sup> because of the continuing emergency. ~~It becomes difficult to go back to the same people.~~ We have to be sold before we can sell the community, he said. People who have visited Israel have seen the picture, it remains to transmit this to the people who have not been there.

*Joseph*  
JOE HOLTZMAN (Detroit) <sup>is a problem that</sup> said this has to be faced until the immigration phase is over. He said he had always said "This is the last time" <sup>but so now said</sup> and now says "This is the first time I that I have said that this is not the last time". Whilst it is not necessary



~~to blazen that Israel is broke. There are a lot of <sup>many</sup> sympathetic Jews in America and those are the people who will have to carry the load. <sup>and they must be apprised of the</sup> Let us go out on to the ~~situation.~~~~

~~next meeting and say that we will go out and do this job, he said.~~

~~MR. NISSELSO suggested that all allocations should be borrowed.~~ <sup>committee borrow from banks to pay up their 1951 allocations</sup>

~~Mr. ABE KASLE (Detroit) said that Detroit is almost paid up and will pay ~~up~~ <sup>its 1951 balance</sup> for 1951 before the end of the year.~~

~~Mr. ELKAN MYERS (Baltimore) said that the million dollars they borrowed was borrowed beyond what people were owing. <sup>with Baltimore borrowed a million dollars last year</sup> Twenty men signed notes <sup>for the money.</sup> of \$25,000 each on which the borrowing was done. This was pledged by these people against <sup>the</sup> next year's drive.~~

~~Mr. HARRY GREENSTEIN (Baltimore) said that crying wolf has tended to make people feel that this is just the same thing. <sup>He</sup> He said he had detected <sup>a</sup> the note of urgency in Abba Eban's and Nachum Goldmann's remarks and this should be played up during the next months; this real crisis should be brought out in more particularized fashion.~~

~~Mr. HYMAN LEFCOWITZ (Buffalo) said <sup>Buffalo</sup> every gimmick has been used. They have borrowed \$700,000 this year. 80% of the <sup>to UJA</sup> 1951 pledge has been paid and their campaign is not yet complete. <sup>Buffalo</sup> They owe approx. \$80,000 for 1951 and he is going back to suggest to the sympathetic people that they pay <sup>the balance.</sup> up the \$80,000. <sup>He felt, however, that</sup> But trying to do anything in regard to 1952 will be harmful to the UJA. <sup>He used concentration on paying off 1951</sup> It is important to pay off the <sup>balance.</sup> outstanding for 1951.~~

~~Mr. WILLIAM ROSENWALD urged that this be brought up at the floor discussion later.~~

~~Mr. BERINSTEIN, in summing up the discussion, said that he <sup>thought</sup> thinks Harry Greenstein struck on something very important. <sup>The important thing is that the committee</sup> The word emergency will have to be discouraged, <sup>must be made aware of why the cash is needed and it is also necessary to</sup> but surely his perception was not wrong, there has never been a time, even when <sup>realize that each community is different and</sup> ~~realize that each community is different and <sup>must</sup> will <sup>pay</sup> raise the cash in Israel was trying to get money for guns, when they were as desperate as they are a different way. But Mr. Bernstein felt that amounts due for 1951 must be today. It is necessary to be mature enough to bring the reasons to the communities <sup>paid and</sup> but we also have to be mature enough to know that each community is different.~~~~

~~But everyone must know that \$35 million must be collected and the only way is by using all of the gimmicks, and the first to be used is the paying up of 1951.~~

~~There is no reason why UJA cannot be put on a current basis. <sup>In addition to that</sup> But that is not enough. When we have gone to a community and gotten them to pay their 1951 allocations in full <sup>however, when a community has paid its 1951 allocation in full</sup>~~



to blazen that Israel is broke, there are a lot of sympathetic Jews in America and those are the people who will have to carry the load. Let us go out on to the next meeting and say that we will go out and do this job, he said.

MR. HISSHOLSON suggested that all allocations should be borrowed.

ABE KASIN (Detroit) said that Detroit is almost paid up and will pay up for '51 before the end of the year.

ELKAN MYERS (Baltimore) said that the million dollars they borrowed was borrowed beyond what people were owing. Twenty men signed notes of \$25,000 each on which the borrowing was done. This was pledged by these people against next year's drive.

HARRY GREENSTEIN (Baltimore) said that crying wolf has tended to make people feel that this is just the same thing. He said he had detected the note of urgency in Abba Eban's and Nachum Goldmann's remarks and this should be played up during the next months; this real crisis should be brought out in more particularized fashion.

HYMAN LEFCOWITZ (Buffalo) said every gimmick has been used. They have borrowed \$700,000 this year. 80% of the '51 pledge has been paid and their campaign is not yet complete. They owe approx. \$80,000 for '51 and he is going back to suggest to the sympathetic people that they pay up the \$80,000. But trying to do anything in regard to '52 will be harmful to the UJA. It is important to pay off the outstanding for '51.

WILLIAM ROSENWALD urged that this be brought up at the floor discussion later.

MR. HERRNSTEIN, in summing up the discussion said that he thinks Harry Greenstein struck on something very important. The word emergency will have to be discouraged, but surely his perception was not wrong, there has never been a time, even when Israel was trying to get money for guns, when they were as desperate as they are today. It is necessary to be mature enough to bring the reasons to the communities but we also have to be mature enough to know that each community is different.

But everyone must know that \$35 million must be collected and the only way is by using all of the gimmicks, and the first to be used is the paying up of 1951.

There is no reason why UJA cannot be put on a current basis. But that is not enough.

When we have gone to a community and gotten them to pay their '51 allocations in full



~~It should, wherever possible, at least a~~ <sup>its</sup> ~~wherever it is possible, borrow a small portion of their \$52 allocation along with~~ <sup>for payment to UJA.</sup>  
~~the others, that is extremely important. This is an interim period. It is a~~  
~~period which the UJA must solve and you must decide what is applicable to your~~  
~~community. In summing up I can say that you men have done a terrific job in the~~  
~~last three weeks. I don't know of a better time to thank the people here for~~  
~~their cooperation.~~

~~Mr. MAX OSNOS ((Detroit) questioned whether, if the money isn't collected, people will~~  
~~think Israel is going bankrupt.~~ <sup>and bond purchasers</sup> ~~People buying bonds will grow anxious. In Detroit~~  
~~the State of Israel has been~~ <sup>borrowing</sup> ~~loaning money from individuals,~~ <sup>so that</sup> ~~so it isn't possible~~  
~~to loan money from the people for the UJA, on the other hand.~~ <sup>borrow</sup> <sup>has</sup>

~~JACK WEILER pointed out that the cash is to get things now at a price which is~~  
~~beneficial rather than lose opportunities because cash is not available.~~

~~Mr. HENRY ZUCKER (Cleveland) referred to a very successful telephone meeting and thought~~ <sup>campaign held in Cleveland</sup>  
~~others might try it.~~

~~MR. ROSKIN (Hartford) said that he feels the problem is different in each~~  
~~community; if there is not enough money they will go out and borrow on their \$52~~ <sup>Hartford does not have</sup> <sup>it</sup> <sup>its</sup>  
~~campaign.~~

~~RABBI BRESLAW (Washington, D.C.) said they have tried all gimmicks, but sometimes~~  
~~they have back fired; each community must decide on their own methods. He said~~ <sup>(he)</sup>  
~~they have many people, who have become more and more out of sympathy with the~~ <sup>these are</sup> <sup>in Washington</sup>  
~~repetitive appeals for Israel. Israel is.~~ <sup>The people must be made to understand, by their</sup> <sup>leaders, that the campaign is a united effort and not confined to those people who</sup>  
~~would come to their people and make it clear to the people that this is a united~~ <sup>are particularly interested in Israel. For</sup>  
~~effort, not only an effort on the part of the people interested in Israel. They~~  
~~have always borrowed, and he felt the idea of operating on a current basis is the~~  
~~most feasible. The fear of people to invest their money in Israel must be counter-~~  
~~acted.~~ <sup>and</sup> <sup>local</sup> ~~There must be a declaration that this is a good going concern and that it~~  
~~will meet a successful conclusion.~~ <sup>succeed.</sup> <sup>is practically paid up on this</sup> ~~Washington has practically paid up 100% on this~~  
~~year's allocation.~~

~~Mr. MAURICE SIEVERS (Cincinnati) said he~~ <sup>thought</sup> ~~thinks~~ ~~it is safe to promise that they will pay~~ <sup>Cincinnati</sup>  
~~up all the allocations by the end of the year.~~ <sup>its entire allocation</sup>



*Newark*  
# MR. HERMAN PEKARSKY (Newark) said ~~they~~ borrowed money from the bank to bring ~~it~~ <sup>cash</sup> ~~million~~ today. ~~They are in~~ <sup>Newark is in</sup> the midst of a collection campaign and will do ~~their~~ <sup>its</sup> best.

*announced*  
# DR. MAURICE TAYLOR (Pittsburgh) said ~~the only additional gimmick is that they are~~ <sup>Pittsburgh will</sup> ~~go~~ <sup>its</sup> ~~to start~~ their 1952 campaign in December.

*that by Dec. 31 Waterbury will have paid up all balances due UJA*  
# DAVID STEIN (Waterbury) said ~~they will not owe any money to the UJA on 31st Dec.~~

*the conference*  
# HYMAN BRAND (Kansas City) said he had come to ~~this meeting~~ <sup>the conference</sup> because he felt he was becoming "cold" about ~~this whole idea and slack in his UJA activities.~~ <sup>toward UJA activities.</sup> Although

*he said*  
Kansas City has suffered much because of the floods, it is not possible to gauge what people might do. ~~Barkley had spoken at a bond meeting last week and a~~ <sup>via provided</sup> ~~quarter of a million bonds were sold.~~ <sup>mostly people</sup>

*dollar with*  
~~It is necessary to play on the hearts of~~ <sup>the people must be advised of the present emergency.</sup> ~~the people and the people should be told of the emergency that is Israel is right now.~~

*that borrowing has*  
# ALFRED SHYMAN (Seattle) said ~~people did not favor borrowing~~ <sup>Seattle</sup> ~~it had a bad~~ psychological effect on contributors. ~~They prefer to get the money from the people who owe it.~~

*(N. Hudson County)*  
# JUDGE LIEBERMAN (North Hudson) said ~~they are unique - everything they raise goes to~~ <sup>his community for UJA</sup> ~~UJA~~ <sup>They have never favored borrowing.</sup> He was happy to hear suggestions that ~~people advance~~ <sup>contribution should</sup> ~~towards~~ <sup>made in 1952</sup> so that people will know there will be a campaign in 1952.

The fact should be stressed that the UJA will go on for many years and that people will have to give for many years.

*over*  
# EPHRAIM COMBERG (Philadelphia) said that although there are not enough people here for a caucus, he promises that there will be a caucus before the meeting is over.

*Chicago*  
# RABBI BERMAN (Chicago) promised that ~~they will do all they can~~ <sup>Chicago</sup> to push the campaign. ~~to push the campaign.~~ <sup>everything possible</sup>

*his community will*  
# MORTON MAG (New Britain) said ~~they are going to do everything possible to get as~~ <sup>his community will</sup> ~~much~~ cash to the UJA before the end of the year.

The meeting adjourned at 10.15 a.m.



FOLLOWING ARE THE PEOPLE INVITED TO THE BREAKFAST MEETING  
ON SUNDAY, OCTOBER 28th:

- |   |   |   |
|---|---|---|
| ✓ Herbert Abeles<br>Newark, N. J.   | Benjamin Lazrus<br>New York, N. Y.  | Benj. F. Saltzstein<br>Milwaukee, Wisc.                                 |
| ✓ Morris W. Berinsein<br>Syracuse, N. Y.<br><i>HENRY BERNSTEIN-NYC</i>        | ✓ Hymen Lefcowitz<br>Buffalo, N. Y.                                       | Morton Sanger<br>Dallas, Tex.   |
| ✓ Judge Maurice Bernon<br>Cleveland, O.<br><i>RABBI MORTON BERMAN-CHICAGO</i> | Judge Benjamin Lencher<br>Pittsburgh, Pa.                                 | Sol Satinsky<br>Philadelphia, Pa.                                       |
| ✓ Jerome Blickman<br>Indianapolis, Ind.                                       | Maurice Levin<br>New York, N. Y.  | Nathan Shainberg<br>Memphis, Tenn.                                      |
| ✓ Hyman Brand<br>Kansas City, Mo.<br><i>RABBI ISIDORE BRELLAW-WASH, D.C.</i>  | Judge Louis E. Levinthal<br>Philadelphia, Pa.                             | ✓ Alfred Shyman<br>Seattle, Wash.                                       |
| Louis Broide<br>New York, N. Y.   | ✓ Judge Abraham Lieberman<br>No. Hudson, N. J.                            | ✓ Maurice J. Silvers<br>Cincinnati, O.                                  |
| Sidney Cain<br>Indianapolis, Ind.   | Sol Luckman<br>Cincinnati, O.<br><i>MORTON HAG-NEW BRITAIN</i>            | Jacob Sincoff<br>New York, N. Y.  |
| Samuel H. Daroff<br>Philadelphia, Pa.   | ✓ Joseph Mazer<br>New York, N. Y.   | Isidore Sobeloff<br>Detroit, Mich.                                      |
| Myer Dorfman<br>St. Paul, Minn.<br><i>SOL EDELMAN-DETROIT</i>                 | ✓ Joseph Meyerhoff<br>Baltimore, Md.                                      | Rudolf G. Sonneborn<br>New York, N. Y.                                  |
| ✓ Milton Fromer<br>Syracuse, N. Y.  | Fred Monoston<br>Boston, Mass.  | ✓ Louis E. Spiegler<br>Washington, D. C.                                |
| ✓ Ephraim R. Gomborg<br>Philadelphia, Pa.                                     | ✓ Elkan R. Myers<br>Baltimore, Md.  | ✓ <i>David Stein-Waterbury</i><br>Dr. Maurice Taylor<br>Pittsburgh, Pa. |
| ✓ Moritz M. Gottlieb<br>Allentown, Pa.  | ✓ Max Omos<br>Detroit, Mich.  | ✓ Paul Uhlmann<br>Kansas City, Mo.                                      |
| ✓ Harry M. Greenstein<br>Baltimore, Md.                                       | ✓ Herman Pekarasky<br>Newark, N. J.                                       | ✓ Edward M. N. Warburg<br>New York, N. Y.                               |
| Paul Himmelfarb<br>Washington, D. C.  | James L. Permutt<br>Birmingham, Ala.                                      | ✓ Jack Weiler<br>New York, N. Y.  |
| Dr. S. S. Hollender<br>Chicago, Ill.  | ✓ Theodore Racosin<br>New York, N. Y.<br><i>BARNETT RAPAPORT-HARTFORD</i> | Jonah H. Wise<br>New York, N. Y.  |
| ✓ Joseph Holtzman<br>Detroit, Mich.   | Israel Rogosin<br>North Hudson, N. J.                                     | ✓ Henry I. Zucker<br>Cleveland, O.                                      |
| I. S. Joseph<br>Minneapolis, Minn.  | ✓ William Rosenwald<br>New York, N. Y.                                    | Irving S. Horry<br>Rochester, N.Y.                                      |
| ✓ Abe Kasle<br>Detroit, Mich.   | ✓ Arthur S. Rosichan<br>Buffalo, N. Y.                                    | Elmer Louis<br>Rochester, N.Y.  |



October 24, 1951

Dr. Schwartz

Melvin S. Goldstein

Conference

We've been discussing the conference and the following are some points on which you would want to be posted and on which we'd like your advice.

(1) Re Panel for Sunday morning, we have the following:

- (a) Herbert Abeles
- (b) Morris Leub
- (c) Lou Bennett
- (d) Gottlieb Hammer
- (e) Henry Bernstein
- (f) Jack Weiler
- (g) Joe Mayerhoff
- (h) Mike Hisselson
- (i) Moritz Gottlieb

Walter Bieringer is not well and he cannot attend. Neither will the President of NYAMA be able to attend.

It is doubtful, according to Hisselson, whether Sobeloff will be here for the Sunday morning session and, therefore, we have not included his name on the program.

Sol Luckman is attending. You may want him on the panel.

(2) N.Y. UJA advised us that Rudolph Halley and Joseph T. Sharkey will be at the conference Saturday night. We'll have to decide whether they will go on the dais.

(3) Will we want someone to sing the Star Spangled Banner and Hatikvah? Would Sidor Belarski be all right?

(4) After checks are presented and before the total figure is announced, will you want to announce amounts received from cities prior to the conference? In that event, how far down the list will you want to go since we have a couple of hundred communities from which we received \$5,000 and over. We can, of course, break the list down any way you think best. Suggest we take the top 40 communities on the list that have sent money for this conference.

(5) We're planning on having a breakfast meeting Sunday morning and we've checked off names on the list of acceptances received as of last night. They're preceded by a "B". We have not yet done anything about the New York City people.



Dr. Schwartz

October 24, 1951

(6) Plan on having Resolutions Committee named Saturday night and report at end of discussion Sunday morning. Also plan on having resolutions adopted at that time.

We'll have to set up list of names of persons to be on Resolutions Committee.

Note: In view of other breakfast meeting planned for Sunday morning we'll have to work something out on when Resolution Committee is to meet.

Do we need resolutions?

(7) A room is being set up for the Guests of Honor. Tobin will arrive at 2.15 and Fishbein is looking after him. Penzer is looking after Nban.

(8) Attached is a list of Suggested Questions for the Sunday morning session. These were worked up by us and N.Y. UJA. Are they all right? Think that there are too many.

(9) Someone suggested a cable to be sent to Ben Gurion Sunday afternoon giving him the figures. Would you want to have such a cable drafted?

(10) Dais: New York UJA is giving us 15 names for the dais and we'll discuss the list in the morning. Plan on having total of 30 or 32 persons on the dais. We must have the names ready Friday evening and I'll go over them with you some time before then.

(11) I've ticked off with a "C" the names of the people on attached list of acceptances who are Cabinet members.

(12) We'll need four Rabbis. Thus far we know of the following who will attend:

Rabbi Jerome R. Malino of Darburg (Sunday afternoon only)  
Rabbi Morton H. Berman of Chicago  
Rabbi Saul Appelbaum of Rockford, Ill.  
Rabbi Albert M. Shulman of South Bend  
Rabbi Emil W. Leipziger of New Orleans.  
Rabbi J. Rudovsky of Ithaca (Saturday evening only).  
Rabbi Louis J. Cashdan of Charleston, W. Va.

Thus far we haven't a single Rabbi from New York who has indicated that he is attending the conference.

Melvin S. Goldstein

MSC/fo

JJS

September 6, 1951

**LETTER SENT FROM ISRAEL TO WF PRESIDENTS AND EXECUTIVE DIRECTORS AND TO NON-WELFARE FUND CHAIRMAN IN COMMUNITIES WHO GAVE \$25,000 AND OVER IN 1950**

We have been in Israel for several days now and it is already apparent that the inadequacy of cash receipts has created a far more critical situation than we had anticipated, familiar as we were with the general picture.

The amazing thing to us is that the people of Israel can continue to carry the burden of receiving and absorbing one newcomer every two minutes. In the first six months of 1951 alone Israel took in 130,000 immigrants from danger areas in Eastern Europe and the Near East despite unimaginable difficulties.

As officers of the United Jewish Appeal, we feel a responsibility which we share with you to act immediately lest the burden become so great that thousands of Jewish men, women and children will be doomed to despair, instead of restored to hope.

It is our considered estimate that within the next twelve to fifteen weeks the United Jewish Appeal must receive a minimum of \$35,000,000 to prevent what might be a catastrophe for tens of thousands of endangered Jews waiting their chance to come to Israel.



This is not an unrealistic sum to expect and it is the minimum amount necessary to meet the emergency we find here. However, we will not be able to get such a sum together merely by understanding that it is needed and hoping that it will come in. Instead, all of us must begin to do the most intensive job of collection we have ever done, and we must be prepared to borrow from the banks wherever necessary to meet such demands as cannot be taken care of by immediate collections.

You have already been advised of the National Report Conference of the United Jewish Appeal which will take place in New York on Saturday evening, October 27th and Sunday, October 28th.

It is our most earnest hope that you will do everything in your power to bring to this conference the largest possible sum you can gather in your community toward the required \$35,000,000 along with a pledge that, between the date of the conference and the end of 1951, you will continue to devote yourself to the task in hand until it is carried through to success.

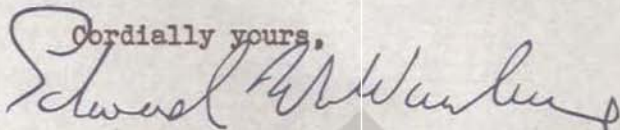
We cannot say it too often or too strongly -- all of us serving in the United Jewish Appeal must bring together \$35,000,000 before the end of the year.

We look forward to reporting our findings to you in detail at the conference in October. In the meantime, we plead with you to mobilize your entire

community in the effort to secure \$35,000,000 in cash by the end of the year.

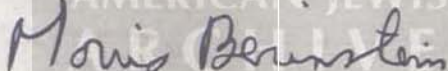
With deepest appreciation, we are

Cordially yours,



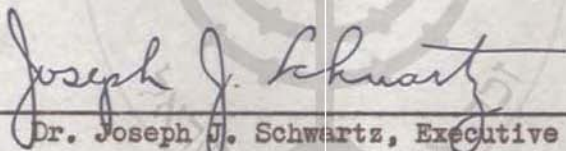
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Edward M.M. Warburg, General Chairman  
United Jewish Appeal



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Morris W. Berinstein, Chairman National  
Campaign Cabinet  
United Jewish Appeal



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Dr. Joseph J. Schwartz, Executive Vice-  
Chairman  
United Jewish Appeal



# UNITED JEWISH APPEAL

on behalf of JOINT DISTRIBUTION COMMITTEE, UNITED PALESTINE APPEAL, UNITED SERVICE FOR NEW AMERICANS

**\$203,684,577—Budget for the "Now or Never" Tasks of 1951**



165 West 46th Street, N. Y. 19, N. Y. PLaza 7-1500

Cable Address, UJAPPEAL, New York

August 21, 1951

*Honorary Chairman*  
HENRY MORGENTHAU, JR.

*General Chairman*  
EDWARD M. M. WARBURG

*National Chairman*  
WILLIAM ROSENWALD  
RUDOLF G. SONNEBORN  
JONAH B. WISE

*National Co-Treasurers*  
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JACOB SINCOFF

*Executive Vice-Chairman*  
JOSEPH J. SCHWARTZ

*Assistant Executive Vice-Chairman*  
MICHAEL M. NISSELSOHN

*National Women's Division*  
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MRS. DAVID M. LEVY  
MRS. FELIX M. WARBURG  
*Honorary Chairmen*  
MRS. S. A. BRAILOVE  
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*National Campaign Cabinet*  
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*Trade and Industry Division*  
HERBERT H. ABELES  
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MORITZ M. GOTTLIEB  
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SAMUEL H. DAROFF  
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HENRY FEFERMAN  
NOLAN GLAZER  
HAROLD A. GOLDMAN  
ISRAEL GOLDSTEIN  
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I. S. JOSEPH  
MILTON KAHN  
STANLEY J. KANN  
A. S. KAY

HYMEN LEFCOWITZ  
JULIUS LIVINGSTON  
PHIL W. LOWN  
SOL LUCKMAN  
JOSEPH MAZER  
BARNEY MEDINTZ  
JOSEPH MEYERHOFF  
LOUIS S. MYERS

CHARLES J. ROSENBLUM  
SAMUEL ROTHBERG  
JOSEPH SHULMAN  
DEWEY D. STONE  
JULIAN B. VENEZKY  
JACK D. WEILER

*National Field Director*  
SHOLEM SONTUP

105  
SENT TO TOP COMMUNITIES, SPRING AND FALL (\$100,000 or over in 1950) — TO PRESIDENTS AND EXECUTIVE DIRECTORS IN WELFARE-FUND COMMUNITIES AND TO CAMPAIGN CHAIRMEN IN NON-WELFARE FUND COMMUNITIES.

Since a number of critical matters make it necessary for me to spend a little time in Israel beginning next week, I want to take the opportunity of advising you before I leave, of some of the plans we have for the United Jewish Appeal in the fall and winter.

We have scheduled a National Report Conference in New York City on the evening of October 27th through October 28th at which time there will be a detailed report of the present situation in Israel. The main purpose of the conference, however, will be to act as a climax to a cash collection effort throughout the country. We have been hard hit by the decrease in the flow of cash in the summer months and since there has been no corresponding let-up in the needs, it is desperately necessary for us to do something to catch up if we expect to keep our programs going. I think that such a conference will be helpful both to the United Jewish Appeal and to you locally in facilitating the flow of cash.

I hope, therefore, that you will set these dates aside and refrain from arranging any other meetings so that a representative delegation from your community can attend with you.

With many thanks for all you have done and are continuing to do for the United Jewish Appeal, I am

Sincerely yours,

Joseph J. Schwartz  
Joseph J. Schwartz

JJS:PFR



# UNITED JEWISH APPEAL

MSG

on behalf of JOINT DISTRIBUTION COMMITTEE, UNITED PALESTINE APPEAL, UNITED SERVICE FOR NEW AMERICANS

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JACK D. WEILER

*National Field Director*  
SHOLEM SONTUP

**SENT TO ALL COMMUNITIES, SPRING AND FALL, WHICH GAVE \$25,000 OR MORE IN 1950 (EXCLUDING TOP 100 COMMUNITIES) — TO PRESIDENTS AND EXECUTIVE DIRECTORS IN WELFARE FUND COMMUNITIES AND TO CAMPAIGN CHAIRMEN IN NON WELFARE FUND COMMUNITIES.**

Since a number of critical matters make it necessary for me to spend a little time in Israel beginning next week, I want to take this opportunity of advising you before I leave, of some of the plans we have for the United Jewish Appeal in the near future.

We have scheduled a National Report Conference in New York City on the evening of October 27th through October 28th at which time it is our hope to be able to make a complete report on the current situation in Israel.

I urge that you set these dates aside and refrain from setting up any other meetings at the time so that a representative delegation from your community can attend the conference with you.

With many thanks for all you have done and are continuing to do for the United Jewish Appeal, I am

Sincerely yours,

*Joseph J. Schwartz*  
Joseph J. Schwartz

JJS:PFR



# UNITED JEWISH APPEAL

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on behalf of JOINT DISTRIBUTION COMMITTEE, UNITED PALESTINE APPEAL, UNITED SERVICE FOR NEW AMERICANS

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JACK D. WEILER

*National Field Director*  
SHOLEM SONTUP

SENT TO EXECUTIVE DIRECTORS, SPRING AND FALL COMMUNITIES

## AMERICAN JEWISH ARCHIVES

The United Jewish Appeal is scheduling two important National Conferences within the next two or three months and in order to bring our conference lists up to date I am enclosing a galley of our present list of invitees from your community to National Conferences.

It would be most helpful if you were to examine this list and make any deletions or additions so that it accurately reflects your present leadership. We are interested, of course, in having on this list the names of your Federation and Welfare Fund Presidents, all campaign officers, community leaders, key workers and givers of \$2,500 and over.

I would appreciate greatly your forwarding to us, at your earliest convenience, a corrected list for use in connection with our forthcoming conferences.

Please accept my thanks in advance for your cooperation, and with kindest regards, I am

Sincerely yours,

*Joseph J. Schwartz*  
Joseph J. Schwartz

JJS:NFR