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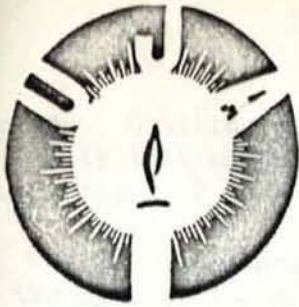
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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME I
1946





A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 1

NOT FOR PUBLICATION

February 28, 1946

NATIONAL CAMPAIGN COUNCIL

With this bulletin, the United Jewish Appeal begins to send information at regular intervals to the members of the National Campaign Council, comprising outstanding men and women in the United States who, in their communities and areas, make possible the success of the historic campaign to raise \$100,000,000 in 1946. Reports on the progress of national and local campaigns, information on campaign procedures and data on the work of the Joint Distribution Committee, United Palestine Appeal and National Refugee Service, which compose the U.J.A., will be forwarded as occasion warrants.

NEW STANDARDS OF GIVING

History was made at Washington, D. C. on February 24 when several hundred men and women gathered at the 2400 Hotel from every part of the nation to participate in and insure the success of the first National Big Gifts meeting ever held. The purpose of the meeting, at which it was announced the lowest eligible gift would be \$10,000, was to create in the minds of American Jews everywhere a full recognition of the fact that \$100,000,000 can be raised in 1946 for the survival of European Jewry only if every Jew in the land gives with unprecedented generosity. Those who gathered at Washington voluntarily set a standard of giving that revolutionized all previous conceptions of Jewish generosity and sounded a note that is sure to be reflected in every community in the land. Gifts ranged from four to seventeen times the amount given by the various contributors in 1945.

There were spectacular gifts: of \$1,000,000, \$500,000 and \$250,000. But there were also gifts by average middle class contributors which showed what can be done in most communities. Men who had given \$2,500 in 1945 went to \$10,000 and more. A man from Philadelphia who gave \$1,500 in 1945 gave \$15,000 at the Washington meeting. A contributor from Newark went from \$2,000 to \$25,000. A contributor of \$5,000 in Maine in 1945 went to \$50,000. Two persons from New York City, a man and a woman, who had each given \$3,000 last year raised to \$50,000 each. A citizen of one of the smaller Eastern Pennsylvania communities went from \$7,500 to \$50,000. Two citizens of a medium sized city in Illinois in attendance at the Washington gathering went from \$5,500 to \$50,000 and from \$9,000 to \$45,000 minimum, respectively.

It was the greatest outpouring of generosity ever witnessed in the history of American Jewry, perhaps of America. Edmund I. Kaufmann, who for himself and his corporation pledged \$250,000, read the cards of the men and women present following the announcement of his own outstanding contribution. The response was such as to encourage Mr. Kaufmann as the National Chairman for Initial Gifts to anticipate the complete success of the \$100,000,000

campaign. Contributions of \$25,000, \$50,000 and \$75,000 were announced with such striking regularity that as one of the distinguished speakers put it: "It was the most thrilling demonstration of Jewish compassion I have ever witnessed."

The men and women who announced these gifts were those who were responsible in 1945 for the bulk of the money that produced \$35,000,000 for the United Jewish Appeal. They recognized that the one-time gifts called for by the 1946 goal warranted digging into other resources than income in order to meet the challenge of this crucial year.

The occasion was brilliant in its assemblage of some of the most distinguished figures in American Jewry. Henry Morgenthau, Jr., former Secretary of the Treasury, spoke with the great authority of the man under whose administration a 375 billion dollar war had been fought successfully by the United States. Having examined the budgets of the U.J.A. agencies, he said: "These are authentic and justified. They must be met." Herbert H. Lehman, Director General of UNRRA, disposed for all time of the misunderstandings about the relation of the U.J.A. agencies to UNRRA. He made it clear that an indispensable, unduplicated job was being done by U.J.A. agencies. Robert R. Nathan, whom President Roosevelt had once described as his "thinking committee," analyzed the economic picture and showed that 1946 would be the peak peace-time year in American history. Jews can afford to give as never before, he pointed out.

The grand figure of Bernard M. Baruch, adviser to Presidents, was one of the highlights of the meeting. Identifying himself with the \$100,000,000 campaign, Mr. Baruch delivered an address which made the front page of most of the newspapers in the country. Another distinguished participant was Herbert Bayard Swope, famous editor and civilian consultant to the Secretary of War, who presided at the afternoon session, as Edward M. M. Warburg did at the morning session. Mr. Warburg's own address prepared the mood for the occasion and the atmosphere was brought to a pitch of highest intensity by the brief, moving words of Mrs. David M. Levy, National Chairman of the Women's Division of the U.J.A., who, with other members of the family of the late Julius Rosenwald, including William Rosenwald, one of the U.J.A. National Chairmen, had shared in the \$1,000,000 gift.

Keynote for Big Gifts: Members of the National Campaign Council of the United Jewish Appeal will undoubtedly extend to their local communities the spirit established at the February 24 meeting at Washington.

MEETING THE PRESIDENT

The day following the National Big Gifts meeting, a group invited by the White House met with the President. The twenty-five men and one woman (Mrs. David M. Levy) were deeply impressed by the warmth with which President Truman met the delegation and expressed his support of the \$100,000,000 campaign of the United Jewish Appeal. Describing the unprecedented campaign as "a magnificent job," the President told the group that "I endorse the campaign wholeheartedly. If there is anything I can do to ensure its success, do not hesitate to call upon me."

It was in no stereotyped fashion that the President responded to the words of Sylvan Gotshal, New York U.J.A. President, and William Rosenwald, U.J.A. National Chairman, who led the delegation. Expressing his horror at what had happened in Germany and under German domination, the President made it clear that it was a first claim upon humanity that the Jewish survivors should be aided through the United Jewish Appeal. The President read no prepared address. He spoke from the heart and with great feeling completely extemporaneously. Subsequently an official statement was issued by the White House summarizing his support of the U.J.A.

In addition to Charles J. Rosenbloom, William Rosenwald and Rabbi Jonah B. Wise, National Chairmen of the United Jewish Appeal, and Edmund I. Kaufmann, National Chairman for Initial Gifts, the delegation included Honorable Herbert H. Lehman, Director General of UNRRA; Honorable Henry Morgenthau, Jr., former Secretary of the Treasury; Leon Sunstein, President, Allied Jewish Appeal of Philadelphia; Jerome H. Kohn, Chairman, Hartford Jewish Welfare Fund Campaign; George Farber, former President, Jewish Welfare Fund of Worcester, Mass.; Major B. Einstein, President, St. Louis Jewish Welfare Fund; Harold J. Goldenberg, Minneapolis, Chairman, U.J.A. National Trades and Industry Division; Max Firestein, Chairman, Los Angeles Jewish Welfare Fund Campaign; George Alpert, Boston, Vice-Chairman, United Jewish Campaign of Boston; Edward M. M. Warburg, Chairman, New York City U.J.A.; Paul Baerwald, Honorary Chairman, Joint Distribution Committee; Rabbi James G. Heller; Cincinnati, former National Chairman, U.J.A.; Edwin Rosenberg, First Vice-President, National Refugee Service; Rudolf G. Sonneborn, Associate Chairman, United Palestine Appeal; Samuel Schneierson, Board of Directors, New York City U.J.A.; and Isidor Coons and Henry Montor, Executive Vice-Chairmen, U.J.A.

GENERAL EISENHOWER APPROVES

No American knows more of the conditions in Europe than General Dwight D. Eisenhower, former Supreme Commander and now Chief of Staff of the United States Army. The great military figure is one of the many outstanding Americans who have made clear their sympathy with the all-out effort to raise \$100,000,000 in 1946.

In a letter to Rabbi Jonah B. Wise, a National Chairman, General Eisenhower says:

"Because I have personal knowledge of the plight of the great number of Jewish people who were victims of the ravages of war and of hate and intolerance, I have every desire to aid your great humanitarian effort for their relief... I assure you that I wish you every success in attaining the high objectives which you have set."

NEWSPAPER ADVERTISING

Expert opinion now points to the value of advertising in local dailies in communities with substantial Jewish population. New York City has taken the lead with a series of well-prepared advertisements that have captured the interest of hundreds of thousands of readers of the metropolitan press. The ads are full-page size. The first, entitled "Who Shall Live and Who Shall Die?" is dramatically illustrated by a pair of appealing hands. It recites the story of Jewish misery and the need for urgent action. The second, headed "Dear Children: We Shall Not Let You Die" is poignantly illustrated by the figures of three pitiful children. It recounts the plight of the 150,000 Jewish children who survive out of 1,500,000. Others will be in similar vein. There is great dignity about the advertisements which have been approved by Jews and Christians alike. The advertisements are not directed at Christian contributions, even though such a response might be forthcoming. They are intended, rather, to reach the prospective Jewish contributors with a force and impressiveness not considered possible through any other medium.

KAPLAN ASKS U.J.A. PRIORITY

The gratitude of the Yishuv (Jewish community of Palestine) for America's undertaking the \$100,000,000 campaign was expressed by Eliezer Kaplan, Treasurer of the Jewish Agency for Palestine, as he departed for Jerusalem after seeing the U.J.A. campaign in its early stages. Saying that the success of the campaign was vital for the survival of European Jewry and for the rescue of a maximum number through settlement in Palestine, Mr. Kaplan pointed out that for Zionists and all Jews devoted to Palestine the United Jewish Appeal

campaign must take priority above all causes. He said, in part:

"In my view, the United Jewish Appeal should have priority and primacy in the life of American Jewry in 1946. Zionist and non-Zionist alike must recognize in the United Jewish Appeal, which includes the United Palestine Appeal as well as the Joint Distribution Committee and National Refugee Service, the boldest attempt of responsible Jewish leadership to put the feet of our surviving people on the pathway to a free, peaceful life. Insofar as Jewish Palestine is concerned, it will hope and pray that, however meritorious and important other enterprises for Palestine are, the overwhelming bulk of our financial and human assets, in generosity, labor and leadership, will be made available to the United Jewish Appeal.

"If American Jewry will raise \$100,000,000 in 1946, it will have proved its maturity to assume that great role in world Jewish affairs which history has fashioned for it."

QUOTA ACCEPTANCES FOR U.J.A.

American Jewry now recognizes that the \$100,000,000 goal of the U.J.A. is not only desirable but attainable. Hundreds of communities have geared their campaigns accordingly and have accepted the quotas recommended by the U.J.A. Worthy of special mention at this time are:

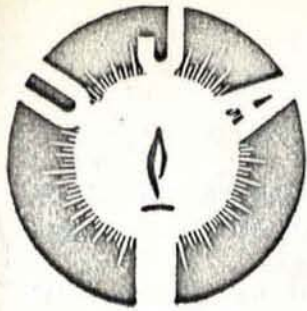
Los Angeles, which was asked to allot a minimum of \$3,500,000 to the United Jewish Appeal, has undertaken a record-breaking campaign for a minimum of \$5,000,000. Max Firestein, who did so well as 1945 Chairman, is back at the helm.

Trenton, N. J., with 8,000 Jews, has accepted the quota of \$300,000. This is some four times the amount allotted to the U.J.A. in 1945. Other communities which have reported acceptance of quotas include Waterbury, Conn., \$180,000, almost four times the 1945 allotment. Samuel Greenberg, who attended the Washington meeting and who will lead the Waterbury campaign, reflected his determination to reach the quota by the increase in his own gift.

St. Louis, whose Welfare Fund participated in the War Chest Campaign in the fall of 1945, will conduct a supplementary campaign this spring for the United Jewish Appeal in order that the quota of \$1,000,000 may be reached. I. E. Goldstein is Chairman and Howard Baer is Chairman for Big Gifts. Similarly, the Jewish Welfare Fund of Cincinnati will supplement the funds received from the War Chest through a campaign to be conducted this spring in order that the full quota of \$700,000 may be allotted to the United Jewish Appeal. Jeffrey L. Lazarus is General Chairman.

Among the other key cities, Washington, D. C. has accepted a quota of \$800,000; New Haven, Conn., \$600,000; and Buffalo, N. Y., \$500,000.

Other communities ranging in Jewish population from some 2,000 to 3,600 have accepted quotas for the United Jewish Appeal as follows: New London, Conn., \$150,000; Southern Illinois, \$250,000; and Des Moines, Iowa, \$200,000.



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From: Isidor Coons }
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United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 2

NOT FOR PUBLICATION

March 12, 1946

\$100,000 FROM JOHN D. ROCKEFELLER, JR.

John D. Rockefeller, Jr., deeply moved by the purposes of the 1946 UJA campaign, has contributed \$100,000 in securities to the United Jewish Appeal. The announcement of Mr. Rockefeller's gift came in the form of a letter to William Rosenwald, a National Chairman of the United Jewish Appeal. The noted American philanthropist emphasized that no elaborate arguments were necessary to convince any American of the urgency of the effort to raise \$100,000,000 this year. Mr. Rockefeller indicated that he was very much impressed by the exemplary gift of the family of the late Julius Rosenwald, who had been one of his friends.

In the course of his letter to Mr. Rosenwald, Mr. Rockefeller said: "The plight of the Jewish survivors abroad makes an appeal that needs no argument or reinforcement. The generous way in which your family has started the campaign is beyond praise. It is a fitting tribute to your revered father, my warm friend.

"I shall count it a privilege to have a part in this campaign...May the campaign meet with the success which it so richly deserves."

\$6,000,000 GOAL IN PHILADELPHIA

The second largest campaign to be held this spring in the United States for the United Jewish Appeal will be in Philadelphia. The Board of Directors of the Allied Jewish Appeal has approved the adoption of an over-all goal of \$6,000,000, with \$5,000,000 intended for the \$100,000,000 campaign of the UJA. The most intensive campaign in the city's history is now under way, with Leonard B. Geis as Chairman. Samuel Daroff is Chairman of the Big Gifts Committee. Leon C. Sunstein is President of the Allied Jewish Appeal.

NEWARK ACCEPTS ITS QUOTA

Another metropolitan community to notify the United Jewish Appeal that it intends to share fully in American Jewry's historic 1946 campaign is Newark. An over-all goal of \$2,637,000 was adopted, with the sum of \$2,000,000 earmarked for the United Jewish Appeal. Newark's example should be greatly encouraging to the entire country, as is that of Philadelphia. In 1945 Newark was able to allot to the UJA \$500,000. It is now endeavoring to provide four times as much in 1946. Herbert R. Abeles is the Chairman of the Essex County campaign and Harry Cooper is Chairman for Big Gifts. Daniel Shiman is President of the Essex County Jewish Community Council, which sponsors the drive.

ADDITIONAL COMMUNITIES ADOPT QUOTAS

With its characteristic understanding of the needs, Worcester has accepted the UJA suggested quota of \$500,000 minimum and has set a campaign goal of \$600,000.

The announcement was made a few days ago by the Seattle Jewish Welfare Fund that it had adopted an over-all goal of \$500,000 with \$400,000 minimum intended for the UJA. Harold Barde is Campaign Chairman.

Portland, Oregon accepted the UJA recommendation for a quota of \$300,000 with an over-all goal of the Welfare Fund for \$355,000. Frank M. Fink is Campaign Chairman.

Lancaster, Pennsylvania has accepted an over-all goal of \$163,000 with \$150,000 earmarked for the UJA. Jack Trilling is Campaign Chairman and Harry Yaffe is Chairman of Big Gifts Committee.

El Paso, Texas has accepted the UJA quota of \$125,000. J. B. Blaugrund is Chairman, and Elias G. Krupp is Chairman of the outlying communities.

Tucson, Arizona, is already under way with its campaign for a total goal of \$75,000 with a minimum of \$60,000 for the UJA. Aaron Levy, Elmer Present and Leo Rich are Co-Chairmen.

Troy, New York has accepted a quota of \$150,000 for the UJA and has set its campaign goal at \$165,000.

Omaha has accepted the UJA quota of \$300,000.

Lincoln, Nebraska has set a goal of \$90,000, with the UJA included for \$75,000.

In many of these cases the amount intended for the \$100,000,000 UJA campaign is three, four and more times the sum made available in 1945.

GENERAL DONOVAN AIDS UJA

The extraordinary interest aroused among all Americans in the \$100,000,000 campaign is reflected in the enthusiasm with which outstanding personalities associate themselves with the United Jewish Appeal effort. Latest addition to this group is Brigadier General William J. Donovan, brilliant officer of two wars and internationally famous as the director of the Office of Strategic Service. General Donovan will be one of the featured speakers at the Northern Ohio Regional Conference at the Hollenden Hotel, Cleveland on March 24.

The Regional Conferences arranged by the UJA in various areas are producing uniformly impressive results in terms of community acceptance of quotas and in creation of the atmosphere for extraordinarily increased giving.

Other Regional Conferences in the near future include the Massachusetts zone at the Sheraton Hotel, Worcester on March 17; the Central States zone at the Hotel Coronado, St. Louis on the same day; the Southeastern States zone at the Hotel Ansley, Atlanta, Ga. on March 17; the Southwestern States zone at the Hotel Baker, Dallas, Texas on March 24. On the same day there will also be a Virginia State conference at the John Marshall Hotel, Richmond. On the following Sunday, March 31, there will be a Regional meeting for the Central Ohio zone at the Deshler-Wallick, Columbus, Ohio.

NATIONAL TRADE AND INDUSTRY DIVISION

Extension of the trade and industrial setup in campaigning from the local to the national level is being undertaken for the first time by the United Jewish Appeal. Harold J. Goldenberg of Minneapolis, has accepted the post of National Chairman of the United Jewish Appeal Trade and Industry Division. Mr. Goldenberg has taken a leave of absence from his own business in order to aid the \$100,000,000 campaign in this new enterprise. A number of groups have already been organized. The aim is to get leaders in the various industries to stimulate giving within local communities on the basis of national standards related to the 1946 needs.

Walter Annenberg, publisher of the Philadelphia Inquirer, has accepted the National Chairmanship for Publishers and Newsdealers. Associated with him in this important division are S. O. Shapiro, Harry Donnenfeld, Paul Sampliner and Ivan Annenberg.

The shoe industry is also being organized on a national basis, with Philip W. Lown of Auburn, Maine working with Mr. Goldenberg in the development of this field.

Mr. Samuel S. Schneierson of New York, prominent figure in his industry, has accepted the National Chairmanship for the Ladies Underwear group. The poultry industry is to be organized under the leadership of Michael Pack of Cranbury, N. J.

MRS. LEVY TOURS COUNTRY

Mrs. David M. Levy, National Chairman of the Women's Division of the United Jewish Appeal, is setting an outstanding example to the country of devotion and service on behalf of the \$100,000,000 campaign.

Beginning with her address on the evening of February 9th in Detroit to the general assembly of the Council of Jewish Federations and Welfare Funds, Mrs. Levy has scheduled a cross-country trip which will not bring her back to New York until the end of this month.

The formal launching of the National Women's Division occurred on March 4th in St. Louis at the Midwest Regional Conference of this division. Participating with Mrs. Levy in the program of this first conference called by the National Women's Division of the UJA were Mrs. Edward Greensfelder, Chairman of the Women's Division of the 1946 St. Louis Jewish Welfare Fund Campaign, Mrs. Leo Greenwald, General Chairman of the St. Louis Conference Committee, Mrs. J. A. Goodman of Indianapolis, and other noted speakers. Some 300 women from all parts of the Midwest attended the March 4th meeting and undertook, through personal gifts and community stimulation, to make the women of that area a more important factor than ever before in the raising of funds for the UJA in order that the increased aid so desperately needed for the survival of our people might be made available in this critical year.

Following visits to several communities in Texas, Mrs. Levy will be in Los Angeles from March 14th through March 18th for a series of important campaign functions in addition to the West Coast Regional Conference of the Women's Division.

A visit to San Francisco will include an area meeting of the Women's Division and then Mrs. Levy will return East for meetings in Newark, Pittsburgh, Detroit and New York.

WOMEN'S GIFTS

A legend that Women's Divisions of campaigns are limited in their usefulness to comparatively small gifts was blasted years ago in many major cities. Its fallaciousness

is being demonstrated universally in the 1946 campaign. Under the dynamic leadership of Mrs. David M. Levy, National Chairman of the Women's Division of the UJA, and with the cooperation of a host of her associates throughout the nation, women are contributing personal gifts that compare favorably with the giving of any man. New York City has set an example through its own Women's Division headed by Mrs. Benjamin Lazrus and Mrs. Abraham Geller. Mrs. Lazrus who attended the Washington meeting on February 24th raised her own gift from \$1,500 to \$10,000. Another outstanding woman's gift was that of Mrs. Udo Reinach of New York who went from \$3,000 to \$50,000.

GOVERNORS SUPPORT UJA

Governor Sidney P. Osborn of Arizona has issued a proclamation establishing the period from March 11th through March 18th as Arizona United Jewish Welfare Fund week, in support of "the task of raising funds for the material aid and sustenance of surviving Jews in Europe and the upbuilding of their Homeland."

Governor Mon C. Wallgren of Washington will meet Senator Alben W. Barkley, Majority Leader, when the latter arrives in Seattle to open that community's campaign on April 1st. Seattle has undertaken a \$500,000 goal, with a minimum of \$400,000 earmarked for the United Jewish Appeal. Senator Barkley will also open the campaign in Portland, Oregon on March 31st.

INFORMATION FIRST

Henry C. Bernstein, Executive Vice-Chairman of the United Jewish Appeal of Greater New York, reports extraordinary results in the early stages of the \$35,000,000 campaign in the metropolis. According to Mr. Bernstein, one of the most important factors in the results thus far achieved is "Information First." Instead of bringing contributors together and asking them first for money, New York is meeting with them and giving them the facts. Then, when they know why such large sums are needed so desperately and what will be done with the money, they are called together to actual fund raising meetings. Mr. Bernstein says "Information First" pays large campaign dividends.

MRS. ROOSEVELT AIDS

Mrs. Eleanor Roosevelt, who returned from her overseas visit deeply moved by the plight of the displaced Jewish survivors of the recent years of horror, has offered her wholehearted aid to the United Jewish Appeal in its effort to raise \$100,000,000 to alleviate their need. Mrs. Roosevelt will speak, at the invitation of the United Jewish Appeal, at a great meeting to be held in San Francisco on March 26. She will also speak in Philadelphia on April 5.

In an address delivered one day after her return from Europe at the opening campaign rally of the Women's Division of the United Jewish Appeal of Greater New York, Mrs. Roosevelt declared: "... I can assure you that you cannot be in any one of the displaced persons camps without feeling that you can hardly bear it, that you can just hardly bear to witness what human beings have endured...Charity is a wonderful thing, but it does not give one that sense of security. What is important is rehabilitation. The sooner those people can be taken where they can become citizens and feel they are actually building a new life, the better it will be for the rest of the world...I think the most important thing for us to realize is the great responsibility that lies upon our shoulders and the fact that we must give something beyond what we have ever given before."



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THE \$100,000,000 CAMPAIGN

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New York City

Vol. I No. 3

NOT FOR PUBLICATION

March 22, 1946

MR. MORGENTHAU ADDS HIS LEADERSHIP

Henry Morgenthau, Jr., for twelve years Secretary of the Treasury of the United States, and one of the greatest administrative and financial experts of our generation, has given his wholehearted endorsement to the \$100,000,000 campaign of the UJA. This he is expressing by participation in a number of major functions intended to accelerate response to this year's extraordinary fund-raising effort. Mr. Morgenthau administered the program to finance the United States share of \$350,000,000,000 in the cost of the war. He may be counted upon to add to the eagerness with which American Jews are responding generously to the UJA campaign for the programs of relief and rehabilitation of our suffering people overseas, of Palestine upbuilding and refugee readjustment in this country.

Mr. Morgenthau will speak at the Initial Gifts dinner of the Newark United Jewish Appeal on March 27th. He will also participate in the Initial Gifts dinner launching Philadelphia's campaign to raise \$6,000,000 on April 8th.

MIAMI GOES OVER THE TOP

Having contributed \$170,000 to the UJA in 1945, the Greater Miami Jewish Federation this week pridefully reported that it had not only achieved but surpassed its unprecedented total over-all goal of \$783,000, which had included the UJA for a minimum of \$500,000. Miami is the first half-million dollar campaign in behalf of the UJA of 1946 to report that what had seemed, originally a most difficult objective had been completely fulfilled. Miami has already gone over the \$800,000 mark. The solicitors, continuing to be filled with enthusiasm by the very generous response, will not halt until every available dollar from the Miami community is in. Wm. D. Singer is Chairman of the campaign and devoted practically all of his time for almost three months to insure the success of the drive.

One of the outstanding records in the campaign was established by the Hotel Division headed by Nat Hankoff. This group raised in excess of \$200,000 as against a total of \$20,000 in 1945. Another division showing large increases is the liquor division headed by Ned Sall.

Chairman of Women's Special Gifts Division is Mrs. Monte Selig. This was a new division for 1946. Its quota was \$40,000 and was very substantially surpassed. Mr. Max Orovitz is President of the Greater Miami Jewish Federation. Morris Klass is Executive Director.

TREASURY DEPARTMENT AIDS CAMPAIGNS

The Treasury Department of the United States Government has issued a ruling which makes possible increased contributions to the UJA at large savings to contributors. This relates to the capital gains tax on stocks.

In a letter to Louis E. Spiegler, Executive Director of the Washington, D.C. United Jewish Appeal, Charles P. Suman, of the Office of the Commissioner of Internal Revenue, wrote in a formal statement: "The Bureau holds that when a contribution of securities is made to an exempt charitable organization, the amount of the contribution is measured by the fair market value of the securities at the time of the contribution. No gain would accrue by reason of the fact that the value of the securities had increased from the date of acquisition to the date of the gift."

This decision was in reply to the request of Mr. Spiegler "to be advised whether a donor who contributes stock which has increased in value from the date of acquisition to the date of the gift to an exempt charitable organization is required to report the difference in value as a capital gain on his Federal income tax return."

Mr. Spiegler illustrates the significance of the decision. "A has 100 shares of stock costing \$5,000. The current market value is \$10,000. He makes a gift to the UJA of the stock. A can deduct \$10,000 as a contribution within the 15% limitation for contributions. UJA sells the stock. A avoids payment of a tax on a profit of \$5,000. The sale must be made by the agency receiving the gift in securities."

The ruling issued by the Commissioner of Internal Revenue under date of February 28, 1946, "dispels any doubts which may have existed as to whether the contributor is required to report the accrued but unrealized profit in the securities which he gives as a contribution."

SMALL COMMUNITIES REPORT

Small communities which inaugurated their campaigns early are beginning to report the fulfillment of their goals. New highs in per capita giving are reported by these towns: Crawfordsville, Ind. (Jewish population 18) accepted a quota of \$8,500, and the success of the campaign insures this allotment to the UJA. The small community of Marion, Ind. has advised the UJA that its requested quota of \$13,500 has been granted for 1946. Oskaloosa, Iowa was assigned a quota of \$7,000 but has already informed the UJA that it will receive a minimum of \$7,500.

YORK INSISTS ON HIGHER QUOTA

Impressed with the need for extraordinary generosity for 1946, the committee of thirty planning the campaign for the United Jewish Appeal of York, Penna. took the attitude that any amount raised this year would be too small. On considering the quota of \$70,000 that had been suggested to York by the National Quota Committee of the UJA, the York committee unanimously decided to raise 50% more money than had been requested, it was announced by Richard Grumbacher, Chairman for York. A campaign goal of \$108,000 has been set. In 1945 York allotted \$25,000 to the UJA.

MORE CITIES ACCEPT QUOTAS

The uniformity with which communities throughout the United States have realized that each must accept its proportionate responsibility if the \$100,000,000 campaign

is to be successful has been most enheartening to the National Chairmen of the UJA. The following is a list of a few typical communities in several states in various parts of the country showing UJA assigned quotas, quotas accepted by local communities and 1945 allotment to UJA from the same community.

| <u>Community</u> | <u>1945 UJA Allotment</u> | <u>1946 Assigned UJA Quota</u> | <u>1946 Accepted UJA Quota</u> |
|------------------|---------------------------|--------------------------------|--------------------------------|
| California | | | |
| Sacramento | \$ 15,000 | \$ 75,000 | \$ 75,000 |
| San Pedro | 9,000 | 25,000 | 25,000 |
| Salinas | 6,250 | 20,000 | 20,000 |
| Santa Cruz | 1,235 | 5,000 | 5,000 |
| Georgia | | | |
| Columbus | 17,000 | 50,000 | 50,000 |
| Macon | 13,000 | 35,000 | 35,000 |
| New York | | | |
| Albany | 110,000 | 300,000 | 300,000 |
| Buffalo | 125,550 | 500,000 | 500,000 |
| Hudson | 11,704 | 35,000 | 35,000 |
| Troy | 25,000 | 150,000 | 150,000 |
| Nebraska | | | |
| Lincoln | 25,000 | 75,000 | 75,000 |
| Omaha | 97,500 | 300,000 | 300,000 |

PENSACOLA CHRISTIAN SOLICITATION

A Pensacola "Citizens Committee" composed of representatives of the three faiths has been organized in this Florida community to aid the UJA campaign. Members of the Committee include Hunter Brown, Tom S. Kennedy, Max L. Baer, Dr. M. A. Lischkoff and C. A. Weis. This is the first time in the history of the Jewish community of Pensacola that a non-sectarian community-wide campaign for the United Jewish Appeal has been launched, it was reported by Dr. Lischkoff, President of the Pensacola Federation of Jewish Charities. Tom Kennedy, former Chairman of the Escambia War Price and Rationing Board is Treasurer. The Rev. W. G. Stracener, President of the Pensacola Ministerial Association, has called upon all members to devote a Sunday Service to the Pensacola campaign. A number of Christian ministers have gone on the air to add their support to the drive which is being very generously supported by the Pensacola newspapers. The community as a whole is treating the UJA campaign with the same degree of wide interest given to the Community Chest and Red Cross drives.

ACTIVITY IN WOMEN'S DIVISION

The extraordinary response generated by the effective leadership of Mrs. David M. Levy, as National Chairman of the Women's Division, is reflected in major communities throughout the nation. This week it was announced that four outstanding women in their area have accepted National Vice-Chairmanship of the Women's Division. These include Mrs. Hugo Dalsheimer of Baltimore, Mrs. Walter E. Heller, Chicago, Mrs. George Kahn, Boston and Mrs. Ernest G. Wadel, Dallas.

NATIONAL TRADE AND INDUSTRY DIVISION

Harold J. Goldenberg, National Chairman of the Trade and Industry Division announces real progress in the program of this division.

Mr. Walter Annenberg, Publisher of the Philadelphia Inquirer, National Chairman of the Publishers and News Dealers Division of the UJA, has issued an invitation to a number of newspaper and magazine publishers all over the country for a luncheon meeting on April 9th to discuss the \$100,000,000 national effort and its relation to local community campaigns.

Louis Salvage, generally regarded as one of the most dynamic community campaign chairmen in the United States, who headed the extraordinarily successful Boston campaign of the last two years, has agreed to accept the National Chairmanship of the Shoe Industry Division of the UJA, Mr. Goldenberg reported. Mr. Salvage is sponsoring a dinner for the Shoe Industry in Boston on April 9th.

Mr. Goldenberg also announced that S. Ralph Lazrus, Treasurer of the Benrus Watch Co., will be National Chairman of the Jewelry Division. Mr. Lazrus, known throughout the country as one of the top figures of the jewelry industry, has long been active in the UJA and sees in the development of the National Trade and Industry Division the means of providing an opportunity to members of trades and industries to identify themselves more effectively with this urgent cause.

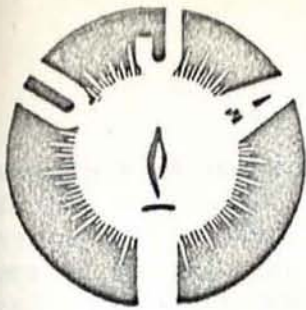
Edward Suisman of Hartford, one of the leading contributors in America to the 1946 United Jewish Appeal campaign, is also aiding in the setting up of a National Scrap Iron and Metal Division. Mr. Suisman is President of the Hartford Jewish Welfare Federation.

UNITED JEWISH APPEAL FILMS

As part of the extensive program of assistance to local communities the United Jewish Appeal is making available two new films. One, black and white, is entitled "Battle for Survival". It is built around the historic Atlantic City Conference which launched the \$100,000,000 UJA campaign. With that as a base, the story of the Joint Distribution Committee, the United Palestine Appeal and National Refugee Service needs is told in quick, vivid fashion. Orson Welles, distinguished stage, screen and radio star, is one of the many outstanding Americans aiding the United Jewish Appeal campaign. He did the very moving narration for this film. Running time is 18 minutes.

The second film, designed entirely to instruct workers on how to solicit funds in this year's extraordinary campaign, is entitled "Check and Double Check". It is in technicolor and is built around the cartoon technique which Walt Disney, among others, made famous. Running time is 15 minutes. Both films are available in 16 mm prints.

Through the cooperation of Al Paul Lefton, of Philadelphia, the UJA is also making available a slide series which gives a comprehensive account of the needs and activities of the UJA agencies. The slides take 25 minutes to show and can be run on any slide film projector. No narrator is necessary but if one is deemed desirable any member of a local community can assume the role of narrator to read the vivid captions which are interspersed among the scenes showing activities of the UJA agencies.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 4

NOT FOR PUBLICATION

April 5, 1946

BIG GIFTS ARE KEY TO CAMPAIGN SUCCESS

To raise \$100,000,000 for the United Jewish Appeal, the leaders in each community must set the standard on a level to provide stimulation for all others. With the big gift phase in important community campaigns now under way, a preliminary survey shows that the leadership understands its responsibility. In many instances, even big gifts are being revised upward still further as contributors vie with each other to assure their community's attainment of its extraordinary goal.

Hartford, Conn.: This community has, for years, had one of the highest standards of giving in the nation to the UJA. It has not, however, said that "in 1946, let other communities do their share." Hartford continues to set standards. On March 31st the community held a Big Gifts meeting which brought in \$634,978 in advance of the formal opening of the campaign. It is expected that the campaign goal will be substantially exceeded. As the Hartford Jewish Federation will give all excess above the goal to the UJA, this assures to the UJA a far greater sum than it had officially requested. Leading gifts in Hartford include: Mrs. Beatrice F. Auerbach, \$60,000; Morris Joseloff, \$50,000; the Suisman family, \$50,000; Jerome H. and Sol Kohn, \$50,000; Barney Rapaport, \$35,000; Abraham I. Savin, \$25,000; the Rosenstein family, \$20,000. Edward A. Suisman is President of the Federation and Jerome H. Kohn is Campaign Chairman.

Pittsburgh, Pa.: The United Jewish Fund predicts the full attainment of its UJA quota as a result of standards set at its Big Gifts dinner. A group which contributed \$182,000 in 1945 went to \$457,000. Leading contributors include: Charles J. Rosenbloom, \$75,000; the Kaufmanns, \$60,000; the Falks, \$50,000. Big Givers in Pittsburgh are still competing with each other to increase their top contributions. Hon. Benjamin Lencher is Campaign Chairman, and Oliver Kaufmann and Leon Falk, Jr. are Big Gifts Co-Chairmen.

Baltimore, Md.: The Welfare Fund, stimulated by the National Big Gifts meeting held in Washington on February 24th, has not yet officially launched its campaign, but pre-campaign solicitation reveals increases ranging to as much as 900%. Increases over contributions to the last campaign in Baltimore include: one gift from \$11,000 to \$50,000; one from \$12,000 to \$40,000; one from \$5,000 to \$35,000; one from \$3,000 to \$30,000; five from \$5,000 to \$25,000; one from \$6,000 to \$25,000; one from \$1,500 to \$17,500 and one from \$4,400 to \$15,000.

Los Angeles, Cal.: The United Jewish Welfare Fund of Los Angeles, under the leadership of Max Firestein, is seeking the unprecedented total of \$5,000,000. The Los Angeles community has in the past few years been among the outstanding large cities of the country in establishing per capita standards of giving. Toward the 1946

campaign goal the Max Factor Foundation has contributed \$75,000; Julian Sieroty, \$30,000; Ben Solmitt, \$15,000; Arthur Glesby, \$15,000; Julius Fligelman, \$15,000; Charles Brown, \$13,000; J. B. Jacobs, \$25,500 and Morris Landau, \$25,500. Indicating some of the increases which the community has been experiencing are the following examples: David Watusow, \$3,000 to \$15,000; Samuel Berch, \$5,000 to \$15,000; Nat Halpern, \$2,000 to \$10,000; Anatol Josepho, \$700 to \$7,000; Phillip Raffin, \$250 to \$5,000; Alfred Silasni, \$500 to \$5,000; Bauman Bros., \$1,500 to \$5,000.

Dallas, Texas: In the most successful campaign in its history, the Jewish Welfare Federation of Dallas is setting a pace for the entire country. The Big Gifts meeting held last week revealed that ten top givers included five at \$25,000 each and five at \$10,000 each. During the last independent Jewish Welfare Federation campaign in Dallas prior to the affiliation of the Welfare Fund with the War Chest, the same ten persons contributed a total of \$21,380. Their total for the UJA alone this year is \$175,000. In advance of the opening of its campaign, Dallas has already substantially exceeded the quota requested of it by the UJA and is hoping to be the largest per capita contributor to the UJA in the entire southern area this year. Julius Schepps and Lawrence S. Pollock are Campaign Co-Chairmen.

The national officers of the UJA are deeply appreciative of the leadership of Leslie L. Jacobs of Dallas who undertook the responsibility of Regional Chairman for the Southwest. Under his dynamic leadership unprecedented standards are being set in every community in the area including Texas, Oklahoma, Arkansas and a section of Louisiana.

Washington, D.C.: A record gift of \$50,000 was announced at the Big Gifts dinner in Washington on April 4th. Increases reported include five gifts of \$5,000 each from contributors who last year had given \$1,000, a number of gifts that went from \$2,500 up to \$15,000 and from \$2,000 to \$12,000. The Washington campaign is under the leadership of Milton W. King and Rabbi Isadore Breslau, Co-Chairmen.

Cleveland, Ohio: The Board of Directors last week adopted the extraordinary over all goal of \$2,654,000 with the UJA included for a minimum of \$2,000,000. The campaign is being conducted under the leadership of Rabbi Barnett R. Brickner, General Chairman, Harry J. Fisher, Eugene H. Goodman, Mrs. Emory Klineman and Leonard Ratner, Campaign Co-Chairmen. At the Big Gifts meeting held on April 3rd the contributions were in keeping with the unprecedented goal. Increases include one gift which went from \$3,000 last year to \$25,000 this year; one from \$7,000 to \$25,000; one from \$3,750 to \$12,500 and others in proportion.

San Antonio, Texas: The San Antonio Jewish Federation is conducting a United Jewish Appeal emergency campaign. Among the increases announced are the following: one gift from \$7,000 in 1945 to \$28,000 this year; one from \$4,000 to \$14,000; one from \$3,120 to \$11,025; one from \$2,600 to \$10,500; one from \$3,000 to \$9,500; one from \$750.00 to \$8,250; one from \$245.00 to \$6,000 and other gifts showing increases of as much as 4,300%. Dr. F. G. Oppenheimer is Chairman of the Executive Committee.

A CASE OF SACRIFICIAL GIVING

One of the most active figures in the New York campaign is Samuel Goldfarb, a dress manufacturer, who is conducting a personal crusade. When the \$100,000,000 campaign for the survival of our people was first announced, Mr. Goldfarb sat down with his wife and children to discuss the problem. They all agreed to the basic principle

that the welfare of the Jews overseas was as vital to them as the welfare of their own immediate family. They then figured their entire expected income for the year 1946, deducted enough to cover taxes and living expenses and contributed the remainder, \$50,000, to the United Jewish Appeal. This gift of \$50,000 represents more than 10% of the family's entire capital.

Through letters and printed material, published at his own expense, Mr. Goldfarb tells all his friends and business acquaintances: "This is the formula which enabled me to give the utmost possible to the United Jewish Appeal campaign. Sit down and work out your own formula which will achieve the same end, a great heroic and sacrificial gift to the UJA."

LESTER JACOBI HEADS LIQUOR DIVISION

The New York City United Jewish Appeal, which is receiving unprecedented support from the entire Metropolitan Jewish community, has announced that Lester Jacobi, President of Schenley's, has become Chairman of the Liquor Industry Division in New York City. Mr. Lewis Rosenstiel, Chairman of the Board of Schenley's, has encouraged the new chairman with a generous contribution.

ADVERTISING THE UJA STORY

The United Jewish Appeal is recommending to all communities, after full consideration of local aspects of the problem, the use of advertising in the public press to bring to the attention of the community the extraordinary nature of the \$100,000,000 campaign. It is recognized that direct mail and other literature have a place of value in providing an understanding of this year's urgent needs. The experts have concluded, however, that the daily papers, read by every literate person, offer a most effective means of telling the UJA story quickly, forcefully and simultaneously to the whole group being solicited.

The Philadelphia Allied Jewish Appeal, engaged in the greatest campaign of its history to reach \$6,000,000, last week inserted the first of a series of full-page advertisements prepared by the national UJA. Every newspaper in the city is being used, with an insertion in a different paper every day in order to spread the effect over a few days for each theme. The Philadelphia officers report a gratifying response in terms of enlarged interest in the campaign and in appreciation of the effectiveness with which the Jewish story has been told.

The Cleveland Jewish Welfare Fund is also planning to use advertisements in the daily press.

WHY UJA NEEDS CASH FUNDS PROMPTLY

How urgently needed are the funds being raised for the United Jewish Appeal is illustrated in the experience of Abraham Keller, Comptroller of the National UJA, with the UJA depository in New York City. He relates a typical situation:

"This morning we received a total of \$912,000 from a number of communities in payment toward allotments for the United Jewish Appeal. I deposited the funds immediately and drew checks for the JDC, UPA and NRS. Later the bank called and said: 'Mr. Keller, you can't do that. You can't deposit \$912,000 in checks from Los Angeles, Detroit, Dallas and other distant cities in the morning and draw on the funds the same

day, leaving only a few dollars as balance. You have to wait until these funds clear through the issuing banks.'

"I told the cashier that I understood the bank's point of view, but that I could not ask the starving survivors overseas to wait an extra minute. I could not tell them that the bank in New York insists on delaying assistance until checks are cleared. The man from the bank was stumped. He had nothing further to say."

And so Mr. Keller concludes: "I have had many such calls from the banks. I guess we'll continue to have them. But when the JDC, UPA and NRS demand checks to keep their services going, there is nothing I can do but issue them whether our deposits have cleared or not. After all, we're raising this money to get to the most people the fastest and not to lie in the banks."

OTHER AGENCIES STOP CAMPAIGNING

The campaign for the \$3,000,000 Weizmann Institute of Science in Palestine has been halted this Spring in order not to interfere with the UJA drive. Mr. Edmund I. Kaufmann, who is head of that project to honor the President of the Jewish Agency for Palestine, has just issued a memorandum to all contributors and members of the National Council of the Institute, saying:

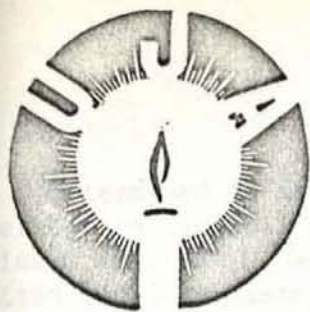
"Inquiries have been received by the Committee as to the progress of its fund raising campaign While we were in the midst of the campaign for the current year, American Jewry received the call of the United Jewish Appeal for the raising of \$100,000,000 during 1946. Appreciating the urgency of the UJA call, and recognizing that to assure a maximum response the UJA must have the right of way during this winter and spring, and aware of the views of Dr. Weizmann with regard to this matter, our Committee decided not to engage upon any fund raising activities which would in any way affect the activities of the UJA."

The United Jewish Laymen's Committee, which sponsors the weekly Jewish religious services of the National Broadcasting Company and the Columbia Broadcasting System has also suspended its fund raising activities at this time. The Committee advised its sponsors throughout the country "For the time being we have decided to get along as best we can financially. We do not wish our solicitation of funds to interfere with the United Jewish Appeal's hundred million dollar goal for the support of the Joint Distribution Committee, the United Palestine Appeal, and the National Refugee Service."

CARDINAL SPELLMAN MAKES UJA CONTRIBUTION

Francois Cardinal Spellman, one of America's most distinguished Catholic prelates, has contributed \$1,000 to the UJA. His gift was addressed to Mr. Edward M. M. Warburg, Chairman of the United Jewish Appeal of Greater New York. The Cardinal declared that "It gives me great satisfaction to be a participant in the work of your organization."

The New York City UJA has adopted as its local policy solicitation of non-Jewish gifts. In acknowledging the gift of Cardinal Spellman, Mr. Warburg said "It is heartening at such a time to know that men and women of good will of every faith share our concern over the welfare of the stricken Jews overseas, who were the first victims of Nazi fury."



A REPORT TO MEMBERS

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NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 5

NOT FOR PUBLICATION

April 15, 1946

WALTER ANNENBERG CONTRIBUTES \$150,000

Walter Annenberg, Editor and Publisher of the Philadelphia *Inquirer*, announced a gift for the United Jewish Appeal of \$150,000 at a luncheon in New York of the National Publishers and Distributors Division of the United Jewish Appeal, of which he is Chairman. The great value of the National Trade and Industry Division of the United Jewish Appeal fund-raising activity was demonstrated in the striking increases registered by 75 men from communities throughout the country in the news distribution field who met at the invitation of Mr. Annenberg. This was the first unit of the new national division to hold a national meeting.

Among the significant increases announced at the trade luncheon were: E. M. Budner, Wilmington, Del., from \$200.00 in 1945 to \$5,600; H. Garfinkle, Boston, \$500.00 to \$6,500; Samuel F. Gingold, New Haven, \$4,000 to \$10,600; Saul Glaser & Nate Scheur, Buffalo, \$600.00 to \$3,500; Max L. Katze, Lowell, Mass., \$350.00 to \$3,500; Leon Mohill, Pittsfield, Mass. \$6,000 to \$15,000; William Molasky, St. Louis, \$200.00 to \$15,000; Ben Morton, Pittsburgh \$50.00 to \$700.00; J. H. Morton, Denver, \$150.00 to \$700.00; Joseph Ottenstein, Washington, D.C., \$4,000 to \$13,300; Jack Peba & Aaron Trosch, Baltimore, \$100.00 to \$2,000; Abe M. Pierson, Binghamton, \$400.00 to \$1,800; Harry Rosenblatt, Elizabeth, N.J., \$150.00 to \$5,300; Martin Rottman, Bridgeport, Conn., \$1,200 to \$8,000; Louis Rubin, Troy, N.Y., \$750.00 to \$2,500; Maurice Sadick, Salisbury, Md., \$250.00 to \$1,000; George Seidler, Rockford, Ill., for Seidler News Agency only, \$1,850 to \$5,000; S. & F. Slaff, Wilkes-Barre, Pa. \$300.00 to \$1,800.

One of the outstanding personalities in the publishing industry, Mr. Annenberg has been a source of great strength to the 1946 UJA campaign nationally and locally. He and his associates plan to continue to develop local giving through national contacts on an industrial basis. All gifts announced at such central meetings are referred back to the community from which the contributor comes. There will be a meeting convened by Mr. Annenberg in Chicago on May 16 of the Get-Together Club, a group of newsdealers and distributors from the Middle Western area.

ADDITIONAL OUTSTANDING GIFTS FROM BALTIMORE

In addition to gifts representing substantial increases already announced by the officers of the Jewish Welfare Fund of Baltimore, the campaign this week received a contribution of \$100,000 from the Morris Schapiro Family Fund. This outstanding gift compares with a contribution of \$15,000 to the last campaign in Baltimore. Mr. Sidney Lansburgh, Chairman of the Baltimore campaign, announced for himself and Mrs. Lansburgh a contribution of \$50,000.

ACCEPTING THE LARGER RESPONSIBILITIES

Determined to maintain its proper place among American Jewish communities meeting overseas responsibilities, the Indianapolis Jewish Welfare Fund last week decided to raise a minimum of \$500,000 for the United Jewish Appeal 1946 drive. When the UJA submitted quota requests early last January, the sum of \$400,000 was asked of the Indiana city. But in the subsequent months it has become clear that American Jews can be counted upon to meet generously the obligations of the \$100,000,000 campaign; and, in many instances, the minimum requests of the UJA are being substantially exceeded. It was in keeping with that spirit that Indianapolis, with its entire leadership participating, voted to accept the larger task. Mr. G. A. Efroymsen, one of Indiana's leading citizens and one of the nation's most generous supporters of the UJA, struck the keynote. Mr. Lazure L. Goodman is Chairman of the Indianapolis Special Gifts Committee; Messrs. Morris Goodman and Julian Freeman are Co-Chairmen of the general campaign.

In Milwaukee, where the Welfare Fund is undertaking its first independent campaign since the war years when it was a participant in the local War Chest, a goal of \$1,000,000 has been set. Irving G. Rhodes is Campaign Chairman. In the pre-campaign solicitation gifts have already been received which are setting the pace for increases as follows: Two at \$20,000 each, compared with \$2,500 in the last Welfare Fund campaign; one at \$17,500, compared with \$1,250; one at \$15,000 compared with \$200.00; one at \$15,000 compared with \$1,100; one at \$10,000 compared with \$1,500; one at \$10,000 compared with \$1,100; one at \$10,000 compared with \$1,000; one at \$8,000 compared with \$500.00 and so on.

New Orleans has accepted the requested minimum quota of \$300,000 for the UJA. The New Orleans Jewish Welfare Fund has been a participant in the local War Chest in recent years and the campaign to be projected in the immediate future for the UJA will be a supplementary appeal. William Rosenwald, National Chairman of the UJA, visited New Orleans on April 5th to meet with campaign officers and community leaders.

NOTABLES GIVE AND TALK

Governor Earl Warren of California is one of many leading Americans giving strong support to the UJA drive. At the campaign opening in Sacramento early this month, Governor Warren made a personal contribution of \$600.00 as the climax of his glowing endorsement of American Jewry's greatest effort to assure our people's survival.

Mrs. Eleanor Roosevelt has been responsible for the raising of very large additional sums for the UJA by the addresses she has made during the past month in New York, San Francisco, Philadelphia, Hartford and Waterbury. In addition to this splendid personal service, the former First Lady made a generous contribution to the national campaign.

NELSON ROCKEFELLER HEADS NEW YORK COMMUNITY COMMITTEE

Nelson Rockefeller, former Assistant Secretary of State and son of John D. Rockefeller, Jr., has assumed the Chairmanship of a non-sectarian Community Committee in New York City, Edward M. M. Warburg, Chairman of the New York UJA, has announced. Mr. Rockefeller's committee will seek support for the \$100,000,000 campaign from non-Jews and from corporations. Mr. John D. Rockefeller, Jr. was the first to encourage formation of such a non-sectarian group with his contribution of \$100,000.

NATE S. SHAPERO LEADS DETROIT DRIVE

Nate S. Shapero, one of the leading figures in the nation's drug industry, last week assumed Chairmanship of the Detroit Jewish Federation campaign, which will provide

a minimum of \$2,000,000 for the UJA. Mr. Shapero earned one of the highest citations from the Treasury Department during the war by his extraordinary national service in stimulating the sale of war bonds in the drug industry.

CHICAGO PLANNING FOR FALL CAMPAIGN

While the majority of the Welfare Funds hold campaigns in the Spring, the nation's second largest city normally conducts its fund-raising effort in the Fall. This year, the Chicago Jewish Welfare Fund plans to take full advantage of the enormous interest in the \$100,000,000 campaign. To condition the thinking of Chicago Jewry for the unparalleled financial responsibilities that will fall to it in the Autumn, the Welfare Fund, in combination with the national UJA, is planning a great conference in Chicago on May 16th. Some of the foremost personalities in American Jewry are expected to attend. Mr. Samuel A. Goldsmith is director of the Welfare Fund which will take on the largest obligation in the community's history.

COMMUNITIES MOVE SWIFTLY TOWARD GOALS

New Haven, Conn. reports that at a preliminary Big Gifts meeting, 33 people who gave \$88,000 in 1945 contributed \$225,000 in 1946. The results have been so encouraging that New Haven feels confident that its unprecedented goal will be reached. Top gift in the community was one of \$30,500 from the Botwinik family. Other notable increased gifts include Emanuel H. Gratenstein, from \$6,000 to \$23,000; Theodore Schaffer, \$4,000 to \$15,000; I. J. & B. E. Hoffman, \$6,500 to \$16,200; and David H. & Edward Levine, \$8,600 to \$16,500.

From the other end of the country, Portland, Ore., similarly encouraging news has been received. One family group which last year contributed \$6,700 went to \$40,000; another group from \$2,000 to \$11,750. Other substantial increases include one from \$500.00 to \$2,500; another from \$300.00 to \$1,600 and similar rises in the small, medium and top gifts brackets. Frank M. Fink is Campaign Chairman in Portland. Mr. S. Mason Ehrman is chairman of a special sub-committee to interest non-Jews in the drive. Mr. Edward C. Sammons, President of the U.S. National Bank of Portland, and Mr. E. B. Mac Naughton, President of the First National Bank of that city, are co-sponsors of a dinner at which leading non-Jews of Portland will be enlisted for the \$100,000,000 campaign.

In Cincinnati, at a Big Gifts meeting at which Dr. Joseph C. Hyman, Executive Vice-Chairman of the Joint Distribution Committee, was a guest speaker, announcement was made by Campaign Chairman Jeffrey L. Lazarus that pre-campaign gifts from sixteen contributors total \$181,000. Cincinnati has accepted \$700,000 minimum as its quota for the UJA.

Richmond, Va. leaders are greatly encouraged by the several Big Gifts parlor meetings that have been held prior to the official launching of the campaign. At the first of these sessions a group of 36 men who had contributed \$7,232 in 1945 went to \$33,525. The 363% increase is intended as a guide for the community. Notable gifts in the Richmond campaign to date include Hilbert J. Bernstein, from \$880.00 to \$5,000, and a new gift of \$10,000 from Harry Gretske.

Col. William Salman, who plunged into the Chairmanship of the Houston, Tex. campaign immediately on demobilization from four years of notable Army service, has been given very firm support by his community. Advance gifts in Houston include one at \$26,450, others at \$16,000, \$15,000, \$12,500 etc., with substantial increases forthcoming. Like other communities, Houston has also had notable jumps from the lower brackets, i.e., a \$500.00 gift in 1945 going to \$12,650 and another at \$2,600 rising to \$11,600.

LOUISVILLE GUARANTEES ITS SHARE

Louisville, Ky., pursuant to its annual procedure, had started its 1946 drive in December, before the impetus of the Atlantic City meeting and the other developments connected with the \$100,000,000 UJA effort had been fully absorbed by the community. Although Louisville raised the largest sum in its history the amount was not sufficient, by a very substantial sum, to meet the quota request of the UJA. Last week, the Conference of Jewish Organizations, which sponsors the Welfare Fund drive, determined that Louisville would join the parade of American Jewry in full support of the extraordinary goal. Charles W. Morris, Chairman of the Conference, notified the UJA that unanimous action had been taken to assure the UJA a minimum sum of \$300,000 for 1946. The 1945 regular allotment was \$105,000.

WOMEN IN THE NEWS

Mrs. David M. Levy, Chairman of the National Women's Division of the UJA, announces that her office has already received reports of 102 Women's Divisions throughout the country. Of this number 81 are involved in Spring campaigns.

The Women's Division of the Dallas campaign, of which Mrs. Ernest G. Wadel and Mrs. Sam Segal are Co-Chairmen, offers the outstanding success story of the Spring campaign period to date. An original goal of \$40,000 was increased to \$50,000 before the campaign was launched. A Big Gifts Luncheon, with \$100.00 set as the floor of giving, was so phenomenal in its results that the goal was again increased -- to \$75,000. The present total raised, with a number of prospects still to be covered, is \$80,011.00. Dallas was one of the communities visited by Mrs. Levy during her tour in March.

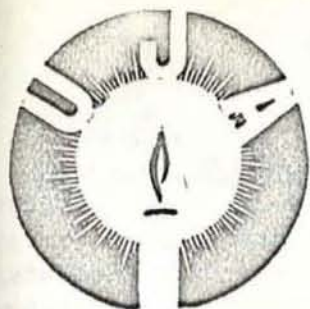
AMONG THE THOUSANDS WHO WORK HARD

Eddie Cantor, one of the most stalwart Jews in America, is not permitting a heavy Hollywood and broadcasting schedule to interfere with doing his share for the UJA. Long Beach and Sacramento, Calif. have already been substantial beneficiaries in their campaigns of his eloquent appeals. Oakland and Stockton are also in his schedule.

Edmund I. Kaufmann, National Chairman for Initial Gifts of the UJA, has a desk at the national office in New York so that he may give full time to the leadership of the \$100,000,000 campaign. By personal visits, telephone and mail he is in touch with communities and leaders throughout the nation. Mr. Kaufmann announced his gift of \$250,000 at the national Big Gifts meeting held in Washington on February 24th.

Harold J. Goldenberg, National Chairman for Trade and Industries, is proving that this novel approach to national campaigning can bring big dividends to the local communities and to the \$100,000,000 drive. After setting up many important branches of the industrial effort in New York headquarters, for which he had left his own business affairs for months, Mr. Goldenberg has visited local communities to meet with industrial leaders. Mr. Goldenberg has addressed a variety of functions in Detroit, Cleveland, St. Paul, Omaha, Trenton, Reading and Philadelphia. He will also visit Los Angeles.

Leonard A. Chudacoff, Chairman of the Advance Gifts Committee of the Los Angeles Jewish Welfare Fund drive, has been encouraged by the generosity forthcoming from his key division. Geared to high pitch to achieve its minimum \$5,000,000 goal, Los Angeles will play host on April 25 to Federal Judge Simon H. Rifkind, who just returned from six months in Germany as Special Adviser, first to General Eisenhower and then to General MacNarney. On April 30, Los Angeles will stage the formal opening of its campaign at the Shrine Auditorium with the guest of honor being Dean Earl Harrison, who last year went to Europe on a special mission for President Truman.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: *Isidor Coons* }
Henry Montor } *Executive Vice-Chairmen*

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 6

NOT FOR PUBLICATION

May 1, 1946

REPORT FROM NATION ON MAY 16TH

How each community in the nation is progressing in its local campaign toward the \$100,000,000 national goal of the United Jewish Appeal will be reported when the recently established National Campaign Executive Committee holds its first meeting in Chicago on Thursday morning, May 16th, at the Standard Club. It is hoped that local campaign officers will make available to national headquarters, in time for the meeting, a formal report on each community's campaign status: First, because the reports will provide the basis for continued expenditures of funds on the part of the constituent agencies of the UJA and secondly, because the reports will furnish additional stimulation for other communities in the midst of their drives or about to begin their fund raising. Members of the National Campaign Executive Committee, who are active in their communities and regions, will present firsthand reports at the Chicago meeting.

This meeting of the Executive Committee is expected to coincide with momentous developments affecting the Jews of Europe and Palestine which will place heavy responsibilities on the United Palestine Appeal and Joint Distribution Committee.

DALLAS SHOWS NATION THE WAY

Dallas, Texas will be one of the communities whose achievement the Executive Committee will hail with pride. In 1945 that community contributed \$125,000 to the United Jewish Appeal. When quotas were assigned some four months ago, Dallas was asked to raise a minimum of \$400,000 for the United Jewish Appeal. The leaders of Dallas, including Leslie L. Jacobs, Chairman of the United Jewish Appeal for the Southwest Region, emphasized the word minimum. The officers of the UJA have now been advised that a minimum of \$750,000 will be allotted to it for 1946.

There was no field of solicitation that Dallas did not cover energetically and successfully. Christians gave a magnificent demonstration of cooperation. Monsignor W. J. Bender, dignitary of the Catholic Church, Dr. Marshal Steel, Methodist minister, and Fred Lange, Vice-President and General Manager of the Southwestern Medical Foundation, conceived of the idea of an intensive Christian campaign to aid the United Jewish Appeal. They pointed out that Dallas has done very well by other important non-local relief causes. Tom C. Gooch, President of the Dallas Times-Herald, and Ted Dealey, President of the Dallas News, undertook to lead the drive. A check for \$70,000 as the proceeds of this effort has been turned over to Julius Schepps, Campaign Co-Chairman. Mr. Schepps, through his own gift and labors, helped insure the total phenomenal result.

HARTFORD IGNORES ITS QUOTA

Hartford, Connecticut many months ago adopted a total campaign goal for 1946 of \$875,000, with a minimum of \$700,000 earmarked for the United Jewish Appeal. But Hartford, like other communities in the nation, recognizes that it is the givers who determine what a community should raise. Since the needs of the United Jewish Appeal require every dollar that can be raised in this critical year, Hartford is going forward, ignoring the fact that the original total goal of \$875,000 was reached and generously passed last week. All sums above that figure go to the United Jewish Appeal.

ST. LOUIS SMASHES ALL RECORDS

The St. Louis Jewish Welfare Fund, under the Presidency of Major B. Einstein and the Campaign Chairmanship of Irving E. Goldstein, is also demonstrating that energetic leadership makes it possible to surpass even the record quotas associated with the \$100,000,000 1946 campaign.

On April 23rd, Louis Salvage of Boston, Chairman of the National Shoe Division of the United Jewish Appeal, took time from his own business to journey to St. Louis to address the Shoe Division dinner in that city. The quota for the group had been fixed at \$73,000. Sixty persons were present and contributed \$150,000. Indications are that the final total of the division will be in excess of \$200,000.

Irvin Bettmann, Jr., Chairman of the Trades Campaign in St. Louis, reports that on the following day there was a meeting of the Ready-to-Wear group. The quota for that division too was \$73,000. At the meeting itself the sum of \$100,000 was raised. Completed solicitation is expected to bring the figure to \$140,000 or more.

BIG GIFTS MEETING FOR STATE OF MAINE

With 109 contributors from all parts of Maine in attendance, the campaign in that State was launched with a big gifts meeting at which \$225,000 was raised. Among the outstanding gifts reported at this unique type of gathering were the following: Philip W. Lown, Chairman of the Maine Jewish Committee, from \$8,500 to \$25,000; Allen L. and Rose Goldfine, from \$7,500 to \$50,000; James Striar, from \$7,500 to \$25,000; Joseph Wilner, from \$2,000 to \$16,000; Moses Byer, from \$4,000 to \$10,000; George I. Lewis, from \$3,500 to \$10,000; Chernowsky Brothers, from \$600.00 to \$5,000. Further increases of this type were made by other citizens of Lewiston, Bangor, Portland, Augusta and other communities.

\$50,000 GIFT LEADS INDIANAPOLIS

Having adopted a quota to raise a minimum of \$500,000 for the UJA, Indianapolis Jewry is giving in that proportion. The leading gift in the current campaign was made by G. A. Efroymsen, veteran philanthropist of the community, and his sons Robert and Clarence. They contributed \$50,000. Another substantial gift was one of \$25,000 from Jack and Lazure L. Goodman. The latter is Big Gifts Chairman of the drive.

A preliminary report showed that \$193,000 was raised from one group which contributed \$52,495 in the last year in which the Welfare Fund, prior to its association with the War Chest, conducted an independent campaign. Julian Freeman and Morris Goodman are Co-Chairmen of the Welfare Fund drive.

The first parlor meeting produced phenomenal results, not included in the previous figure, when a group which had last year given \$4,933 went to \$40,350. Thus,

Edward H. Dayan went from \$800.00 to \$5,000; Max Katz and family, from \$1,000 to \$5,000; Marshall Sherman, from \$150.00 to \$1,500; Bert Sicanoff, \$175.00 to \$2,000; Jacob Solotken and Harry Alpert, from \$675.00 to \$4,000; Unger family, from \$500.00 to \$3,000; Leo Talesnick, from \$125.00 to \$1,000. There were many other gifts that went from \$10.00 to \$1,000.

THEY MAKE SUCCESS POSSIBLE

S. Ralph Lazrus, of New York City, a partner in the Benrus Watch Company, and Chairman of the National Jewelers Division of the UJA, is among the outstanding leaders who are taking time away from busy offices to insure the success of the \$100,000,000 drive. In addition to the labor he is giving to the New York UJA, Mr. Lazrus has already visited Philadelphia, Detroit and Syracuse and will visit Buffalo and other cities. Wherever he has addressed groups, increases in excess of 300% have been uniformly reported.

George Alpert, of Boston, one of the National Co-Chairmen of the United Jewish Appeal, has spoken more extensively in the 1946 campaign than any other volunteer leader in the nation. From coast to coast, he has helped to inspire a new understanding of this year's unique responsibilities. He helped open the St. Louis campaign on April 14th. Taking months off from his Boston law office, he has addressed every type of meeting in every part of the nation. The Southwestern region is among the many crediting him with a high share in its results.

Walter Wanger, distinguished Hollywood producer, has accepted the Chairmanship of the Motion Picture Industry campaign in Los Angeles. Joseph M. Schenck, of Twentieth Century-Fox, has accepted the Presidency of the Los Angeles Jewish Welfare Fund.

William S. Paley, formerly President of the Columbia Broadcasting System, has contributed \$75,000 to the United Jewish Appeal, it is reported by the New York UJA.

Five of the nation's leading women will meet in New York on May 14th to analyze women's participation in the spring campaign period and to plan for subsequent service to local women's divisions. Mrs. David M. Levy, Chairman of the National Women's Division of the UJA, will be joined by her four Vice-Chairmen for this purpose: Mrs. Hugo Dalsheimer, Chairman of the Women's Division of Baltimore, Mrs. Walter E. Heller, Chicago, Mrs. George M. Kahn, Brookline, Mass., and Mrs. Ernest G. Wadel, Co-Chairman of the recently concluded remarkable campaign of the Women's Division of Dallas, Texas.

A SMALL TOWN OFFERS A MODEL REPORT

Tyler, Texas feels that the kind of campaign it has conducted can well be emulated in other communities of similar size. Tyler boasts of about 300 Jewish men, women and children. Its campaign for the UJA was vigorously conducted among both men and women. The drive among the women was headed by Mrs. Phillip H. Lipstate and Mrs. Max Krumholtz. The women have already surpassed \$8,500, making an average of about \$100.00 for each Jewish woman in the community. The Men's Division, headed by Mr. I. G. Futor, will raise in excess of \$42,000. This means that every adult male Jew of Tyler will have contributed an average of \$500.00. It will be interesting to hear how many other towns of that size can equal or surpass Tyler's record.

NOTES ON CAMPAIGN PROGRESS

Newark, New Jersey, whose campaign is headed by Herbert R. Abeles as Chairman, reported a total of \$1,050,000 in Advance Gifts at the opening campaign dinner on April 29th. This compares with \$370,000 received from the same group of givers in 1945.

Paterson, New Jersey, with a gift of \$35,000 from Samuel M. Schwartz and \$30,000 from Irving Brawer, the Campaign Co-Chairmen, reported a total of \$123,000 at its initial gifts meeting, as against \$38,000 from the same givers last year.

Dayton, Ohio, which was in the local War Chest until this year, reports that 50 contributors gave \$122,200 as against a previous total of \$35,690. Mr. Sidney G. Kusworm is Chairman.

Milwaukee, Wisconsin, which was also in a War Chest during the past three years, has received in advance gifts to date the sum of over \$500,000 representing 5½ times the contributions from the same givers in the last independent campaign. Mr. Irving G. Rhodes is Chairman.

Elizabeth, New Jersey was greatly stimulated by a contribution of \$30,000 from Col. William P. Schweitzer, who for the past four years rendered distinguished Army service. Some \$87,000 was contributed at the initial gifts meeting from a group giving \$22,000 in 1945. Mr. Rudolph E. Lifson is Chairman.

Danville, Virginia received from 14 givers at the initial meeting the sum of \$15,210, compared with \$3,730 from the same group in 1945. Adolph Kingoff and Henry Lowenstein are Co-Chairmen.

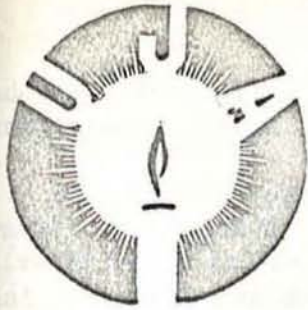
Oakland, California has already raised \$215,000, representing 3½ times the amount received from the same givers last year. Attainment of the goal seems certain to the campaign officers, headed by Philip Berger as Chairman.

In 1945, San Antonio, Texas contributed \$70,000 to the United Jewish Appeal. Its record in 1946 is one of the most gratifying in the nation. The quota for the UJA is \$300,000. The results of the campaign are such that it seems likely that this allotment will be substantially exceeded. The Chairman of this campaign is Frank H. Lichtenstein.

GIVING BY CHRISTIANS

There are 37 communities in the United States which have thus far reported to the United Jewish Appeal that they are conducting active solicitation among Christians for the \$100,000,000 campaign. The successful campaign in Dallas is reported on Page 1. Portland, Oregon believes it will raise \$25,000. The non-sectarian Citizens Committee in Pensacola, Florida has raised \$6,000. In the State of Washington, five non-Jewish leaders, headed by the Mayor of Spokane, spearhead a committee conducting a State-wide drive.

The Methodist Church, through Bishop Herbert Welch, Chairman of the Committee for Overseas Relief, has sent directly to the UJA a check for \$10,000. In the course of the letter covering the check, Bishop Welch referred to the aid given in 1939 by the UJA to the non-Jewish refugees. "We feel with you a profound concern over the peculiar losses and hardships and agonies which your people, especially in Europe, have undergone. Accordingly, our Committee instructed me to forward to you \$10,000 as a slight contribution to your great undertaking. We are not able to measure up to your generous standard, but at least this will serve as a token of the spirit in which we join with you in the common task of bringing relief to the suffering and hope to the oppressed and despairing."



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

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AGENCIES READY TO AID 100,000

The United Palestine Appeal, fund raising instrument in the United States of the Jewish Agency for Palestine, and the American Jewish Joint Distribution Committee have the needed machinery to assume the heavy responsibilities that will fall to them in connection with the admission of 100,000 Jewish refugees into Palestine, it has been made clear by these bodies.

The report of the Anglo-American Committee of Inquiry urging the immediate entry of 100,000 Jews was preceded by assurances from the appropriate bodies that the private agencies were ready to assume such tasks in connection with transportation, immigration, reception and integration as might be assigned to them. It is hoped that the governments will carry their full share of the responsibility for this extraordinary undertaking, which will involve vast sums of money. The response being made by American Jewry to the \$100,000,000 campaign of the United Jewish Appeal indicates that it is prepared for whatever responsibilities will ultimately fall to it, in relation to the tasks that must be assumed by the Joint Distribution Committee, United Palestine Appeal and National Refugee Service in behalf of the surviving Jews of Europe.

PHILADELPHIA PASSES HALF-WAY MARK

The Allied Jewish Appeal of Philadelphia, seeking \$6,000,000, has passed the half-way mark, it was announced at a report luncheon this week. The campaign was officially opened on April 29th. With only one-third of the Special Gifts prospects thus far covered, pledges amount to \$3,250,000. Gifts are running at a ratio of approximately three times the average amount in 1945. However, there are many divisions and brackets in which the average is much higher.

Some of the top gifts thus far announced include Mr. Walter H. Annenberg, Publisher of the Philadelphia Inquirer, from \$25,000 to \$150,000; Harry and Rose Publicker Foundation, \$100,000; Mr. William Portner and Mr. Arthur Lichtenstein of Franklin Sweater Mills, from \$9,000 to \$50,000; Mr. and Mrs. Leon C. Sunstein, from \$7,700 to \$42,000. Mr. Sunstein is President of the Allied Jewish Appeal. Other notable increases include one from \$3,300 to \$20,000, from \$4,000 to \$20,000, from \$5,000 to \$20,000, from \$1,500 to \$15,000, from \$5,000 to \$33,500, from \$3,000 to \$25,000.

The spirit in which the entire community is participating in the campaign is reflected in the fact that for the first time in campaign history, the country clubs of Philadelphia have taken the initiative in sponsoring fund raising luncheons of their own to aid the drive. The Philmont Country Club, with Mr. Ellis Gimbel as President,

and the Green Valley Club, with Mr. Nathan I. Miller as President, staged fund raising functions this week.

Blanketing every section of the city, the Allied Jewish Appeal, guided by the dynamic Mr. Leonard B. Geis as Chairman of the campaign, with Mr. Kurt Peiser as Executive Director and Mr. Ephraim R. Gomberg as Assistant Executive Director, is determined that the whole Jewish population should have an opportunity to share in the unprecedented effort. An analysis of the campaign procedures shows that private, individual solicitation, formerly used in campaigning, is frowned upon. Every effort is made to get the givers to hear the story of this year's needs in a group. Every meeting called by the Allied Jewish Appeal is used for fund raising purposes. At each such meeting the card of every person present is read and gifts are publicly announced. The use of advertising in the general press has been among the helpful factors in creating a proper spirit of responsibility in Philadelphia to the \$100,000,000 campaign of the United Jewish Appeal. The labor groups have been among the many proving themselves effective in campaigning.

Mrs. Louis Gerstley, Jr. is Chairman of the Women's Division which, too, has been sharing in the general upswing of giving.

NEW YORK OPENS CAMPAIGN WITH \$15,000,000

The New York United Jewish Appeal this week formally launched its public campaign to reach \$35,000,000 and announced that pledges thus far in hand from a third of the Big Gifts group that has been reached exceed \$15,000,000. This represents an average of three times in excess of the giving of 1945. Mr. Edward M. M. Warburg, Chairman of the New York campaign, has symbolized the earnestness and consecration with which scores of American Jewish leaders throughout the nation are giving of themselves without stint to insure the success of the \$100,000,000 national drive.

Mr. Benjamin Lazrus, Chairman of Special Gifts, Mr. Samuel Hausman, Mr. Edwin Rosenberg, Mr. Samuel S. Schneierson and Mr. Frank L. Weil, Co-Chairmen of the New York campaign, and Mr. Jerome I. Udell, Executive Chairman, are among the many others who have been responsible for the unprecedented results reported to date.

Typical of the spirit with which the campaign is being conducted was a Big Gifts dinner of the Entertainment Division last week. Mr. Billy Rose, Chairman of that Division, presided at a meeting of some 80 contributors who gave a total of \$501,000. Mrs. Eleanor Roosevelt and Mr. Robert E. Sherwood, the dramatist, were the principal speakers. Mr. Rose himself gave \$20,000.

Mr. Henry C. Bernstein and Mr. Samuel Blitz are directing the New York UJA.

BALTIMORE PASSES \$1,000,000 MARK

The conviction that the Jewish Welfare Fund of Baltimore will generously over-subscribe its United Jewish Appeal quota was increased this week as it was reported that the \$1,000,000 mark has already been passed. Through 42 dinners conducted by the Division of Trades, Industries and Professions, the sum of \$800,000 has been raised thus far, as compared with \$158,000 from the same group of contributors in 1945.

ST. PAUL LEADS NORTHWEST GIVING

Setting new standards for the St. Paul community, the United Jewish Fund of that city reported a total of \$267,000 at the Special Gifts Dinner last week. The eighty

persons present had contributed \$99,000 in 1945. This year's total from that group is \$15,000 more than the proceeds of the entire St. Paul campaign last year. Among the leading contributions were those from \$6,500 to \$21,000, from \$2,500 to \$12,500, from \$1,500 to \$8,000, from \$2,000 to \$17,500, from \$150.00 to \$1,200, from \$175.00 to \$1,000, from \$4,500 to \$17,000, from \$5,000 to \$13,000, from \$500.00 to \$2,500, from \$300.00 to \$2,000.

Chairman of the St. Paul campaign is Mr. Harold Field, with Mr. K. S. Goldenberg as Chairman for Big Gifts. Mr. Dan S. Rosenberg is the Executive Secretary.

\$50,000 GIFT MARKS NORWICH, CONNECTICUT DRIVE

Intent on having Norwich, Conn. equal and surpass the record of other Jewish communities of its size, Mr. Daniel Polsky and associates this week announced a gift of \$50,000 for the United Jewish Appeal. This compares with a \$10,000 contribution in 1945.

At the campaign opening in Norwich, \$115,000 was pledged, a sum almost three times the total raised in the entire community last year. With this start, Norwich looms as one of the competitors for top honors in the record \$100,000,000 national campaign.

BORROWS \$25,000 TO SPARK CAMPAIGN

Long one of the outstanding figures in communal work in that part of the country, Miss Mary Sachs of Harrisburg, Pa. showed the way for that community to achieve its \$250,000 minimum quota for the UJA alone, when she borrowed \$25,000 in order to make that gift (subsequently increased to \$25,500) to the Harrisburg campaign. Her 1945 contribution was \$3,000.

Dr. Philip D. Bookstaber is Chairman of the drive which last year gave \$60,000 to the UJA. In sending her check to Dr. Bookstaber, Miss Sachs said that "this humane investment will yield me a far greater income in happiness than clipping coupons ever could." At the meeting launching the campaign, a group which last year contributed some \$49,000, pledged over \$162,000. Other substantial gifts included the Henry Brenner family, from \$7,500 to \$25,000; Mr. Charles Feller, from \$4,600 to \$18,000; Mr. Jacob Miller, from \$6,000 to \$15,000.

ANOTHER WOMAN LEADS THE WAY

That the Jewish women of America are playing an extraordinary role in insuring the success of the \$100,000,000 campaign was further illustrated this week in Stockton, Calif. when Miss Tillie Weisberg announced a contribution of \$25,000 for the United Jewish Appeal. Her 1945 gift was \$3,000. The minimum quota of \$85,000 for the UJA in this community was assured as a result of the successful Big Gifts meeting which launched the campaign. Mr. Eddie Cantor, who has been doing outstanding work on the West Coast, was the speaker.

ALLENTOWN INCREASES ITS QUOTA

Having accepted the UJA quota of \$200,000, Allentown, Pa. worked hard to reach it and this week announced that the official goal was only a minimum. The overall goal was originally \$240,000 but, with the community as a whole responding to the needs rather than to any mathematical formula, the Chairman of the campaign, Mr. Moritz M. Gottlieb, advised that Allentown is reaching out for \$300,000. The largest gift in the campaign was one for \$30,000 from Mr. Morris Senderowitz. Mr. Charles Kline announced that he would contribute ten percent of everything that the community would raise.

EVERY TOWN DOES IT

Reports received daily by telegraph, telephone and correspondence indicate that the momentum necessary to achieve \$100,000,000 is being maintained, with individuals giving greater amounts than their total communities raised in 1945 in some cases.

Syracuse, N. Y., at its first Big Gifts meeting, had a total of \$166,000 from a group which last year gave \$54,000. Mr. Philip Roth is Campaign Chairman.

Troy, N. Y., with Mr. Edwin Rosenberg of New York as speaker, launched its Big Gifts campaign as 17 contributors gave \$31,000 as compared with \$6,250 in 1945. Subsequently a campaign report showed that contributions totalling \$12,600 in 1945 had increased to \$57,000. Mr. Herman Katz is head of the drive in Troy.

Seattle, Wash., is now engaged in the preliminary phase of its campaign and is aiming at \$400,000 for the UJA alone. The first response has been encouraging. Among the good gifts was one of \$10,000 increased from \$500.00 and three \$5,000 gifts which had previously been \$750.00 and \$1,500. There were also substantial increases of three to five times as much in the lower brackets. Mr. Harold Barde is General Chairman.

Utica, N. Y., at first anxious about the prospect of reaching its unprecedented goal, was greatly encouraged when its first Big Gifts meeting, which was addressed by Mr. Jacob Sincoff, UJA Co-Treasurer, showed pledges of \$60,000 from a group which last year gave \$20,000. The head of Utica's campaign is Mr. Sam Fink.

Clinton, Mass., which raised a total of \$4,200 for the United Jewish Appeal in 1945, this week was spurred to new heights of giving when Mr. Edmund Stone, Honorary Chairman, made a contribution of \$10,000, as compared with a gift of \$625.00 in 1945. The Chairman of the Clinton drive is Mr. David Brody.

STUDENTS CONTRIBUTE TO UJA

Students of Harvard University and Radcliffe, have undertaken to canvass these colleges as well as M.I.T., and the first check was acknowledged this week by Mr. I. Edwin Goldwasser, UJA Co-Treasurer. The drive is sponsored by the B'nai B'rith Hillel Foundations at all three schools. Miss Janice Josephson and Miss Suzanne Carter are the Chairmen of the drive at Radcliffe and Mr. Sumner Milender is the Chairman of the Harvard fund raising group.

NATIONAL BROADCAST FOR CHRISTIAN DINNER FOR UJA

On Tuesday evening, May 21st, 10:00 to 10:30 P.M. (E.D.S.T.) the Columbia Broadcasting System will transmit some of the principal speeches from the dinner in New York City which will mark the opening of the Christian solicitation for the United Jewish Appeal sponsored by the New York City Community Committee which Mr. Nelson Rockefeller heads. Mr. Henry Ford II, Mayor William O'Dwyer of New York and Governor Thomas E. Dewey will be among the participants. Messrs. O'Dwyer and Dewey, together with Bishop William T. Manning, have accepted the post of Honorary Chairmen of the Community Committee of New York.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

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BALTIMORE INCREASES QUOTA TO \$2,000,000

Establishing a tempo of campaigning that has had the community excited from the beginning, the Baltimore Jewish Welfare Fund this week challenged other major communities to follow its lead when it oversubscribed its original goal and decided to disregard the previously established quota and to raise every dollar that the Jewish community could give to the urgent needs of the United Jewish Appeal. The first general report meeting was held on May 9th, when Sidney Lansburgh, Chairman of the drive, and Harry Greenstein, Executive Director, reported subscriptions of \$1,718,000. This was \$200,000 in excess of the campaign goal. The campaign officers are going right ahead to roll up the largest possible oversubscription.

MINNEAPOLIS REPORTS A \$175,000 GIFT

One of the outstanding gifts in the national campaign has been made to the Minneapolis Jewish Welfare Federation by Jay Phillips, whose total contribution seems headed for the amount of \$175,000. Mr. Phillips made an outright gift of \$100,000 while Mrs. Phillips contributed \$25,000. In addition, Mr. Phillips will give 10% for every dollar raised over \$500,000. Inasmuch as Minneapolis has a goal of \$1,000,000 and there is every likelihood that the sum will be reached, the Phillips' participation is counted upon by the community as a minimum of \$175,000.

I. S. Joseph, veteran leader of the Minneapolis community, is President of the Federation and is serving as Chairman of the drive. Minneapolis was one of the first communities in the United States to set the tone for the \$100,000,000 national effort, having adopted its goal in December after the UJA meeting at Atlantic City. Mr. Joseph's own contribution was \$27,000 as compared with \$8,500 in 1945. Among other gifts in Minneapolis not hitherto reported are: Salkin & Linoff, \$20,000 as against \$5,000 in 1945; Louis S. Grossman, \$10,000 against \$3,000; and Benjamin N. Berger, \$15,000 as against \$6,000.

BUFFALO FINDS SURPASSING GOALS EASY

Buffalo, New York has just given to any community that may hesitate about quotas a demonstration that givers are as prepared for giving as leaders are courageous to ask. In 1945, as in several previous years, the Buffalo Welfare Fund was included in a War Chest and due to this participation the UJA allotment was limited to \$125,550 from War Chest funds. When the UJA this year asked for \$500,000 it seemed an almost unattainable figure, but the leaders, recognizing the extraordinary needs, were prepared to make every effort to realize that sum. Under the Chairmanship of Maurice S. Tabor,

with Sidney B. Maisel as Big Gifts Chairman, Buffalo started a supplementary campaign to give the UJA \$500,000. When the community dinner was held on May 8th, it was announced that the quota of \$500,000 had been reached. Immediately, someone introduced a resolution suggesting the quota be made \$635,000, and gifts were promptly asked to reach this new goal. Within a very short time that new goal was oversubscribed. Thereupon a new resolution was submitted and approved to increase the goal to \$750,000. It appears that even this higher goal will be overtopped. Arthur S. Rosichan is Executive Director.

BOSTON STARTS CAMPAIGN PLANS

Although normally conducting its United Jewish Campaign in the fall, Boston has already launched its preparations. To take advantage of the spirit which has swept the country, Boston will initiate its drive with a special Big Gifts dinner on June 16th. First official discussion of the campaign program took place at a meeting of the Business Men's Council on May 10th. Participating in the discussion were Edmund I. Kaufmann, National Chairman for Initial Gifts, Rudolf G. Sonneborn, a National Co-Chairman, and Henry Montor, Executive Vice-Chairman of the UJA. Herman Gilman is the Chairman of Boston's 1946 campaign and Sidney S. Cohen, Executive Director.

OVERSUBSCRIPTION OF QUOTAS BECOMES NORMAL

Hartford, Conn. is typical of the communities which have oversubscribed their goals. The campaign was formally opened on April 14th for a total goal of \$875,000. With the drive in its closing stages, \$1,000,000 was actually raised. Jerome H. Kohn is Chairman of the successful Jewish Welfare Fund effort. Edward A. Suisman is Big Gifts Chairman and A. I. Savin, Big Gifts Co-Chairman. Bernard L. Gottlieb is Executive Director.

Peoria, Ill. has been a source of great stimulation to the entire country. At first reaching out for a total goal of \$250,000, then increasing the quota to \$275,000, the community now has in hand \$295,500, with more to come. The two men whose own gifts were an inspiration at the National Big Gifts meeting at Washington on February 24th who lead the campaign are Julian B. Venezky, Chairman, and Samuel Rothberg, Big Gifts Chairman. The outstanding nature of the results is best understood when it is recalled that Peoria has a Jewish population of 1,400. In 1945 the UJA received from this community some \$76,785. In 1946, it is expected that the allotment will substantially exceed \$250,000.

Oversubscription of quotas is not restricted to any one type of community or any section of the country. Las Vegas, Nev. is another outstanding example. Moe Sedway is Chairman of the campaign which oversubscribed its goal at the very opening. Last year this little community gave the UJA \$15,000. With \$57,000 contributed as the drive started, the UJA is assured of an amount in excess of \$50,000 for 1946.

San Angelo, Tex. has a Jewish population of 73. Last year it gave the UJA \$3,500. Spurred on to new standards by Nathan Donsky as Chairman, the community will this year contribute to the UJA in excess of \$17,000. Among the contributors was Houston Harte, publisher of the local newspaper, who gave \$500.00 to show his Jewish friends his sympathy for the cause.

New Castle, Ind. has the benefit of the leadership of A. E. Schuffman. This year the community raised \$11,200, as against \$3,900 in 1945. The United Jewish Appeal itself will receive \$10,500 as against \$3,300. New Castle has 50 Jews.

ROTHBERG SUPERVISES INDUSTRIAL GROUPS

Having shared in the leadership of one of the nation's most successful drives in his own community of Peoria, Samuel Rothberg this week came to New York to serve as Acting National Chairman of the Trade and Industry Division of the United Jewish Appeal. He had already taken extensive time off from his business interests to aid the UJA in other communities. During the coming weeks he will be stationed at New York headquarters, visiting communities as the occasion arises. His first trip, in his new capacity, was a flight to Jacksonville, Fla., where the Welfare Fund leaders, headed by Benjamin Stein, undertook to launch an immediate supplementary campaign to bring Jacksonville up to the amount requested by the UJA.

HEADS NATIONAL FOOD DIVISION

Sidney R. Rabb, of Boston, has accepted the Chairmanship of the National Food Division of the United Jewish Appeal, it was announced this week by Harold J. Goldenberg, National Chairman for Trades and Industries. Mr. Rabb, associated with the Economy Grocery Stores, is Vice-President of the Super-Market Institute of America and of the National Association of Food Chains. The effort will be made by this new Division to serve local communities in their campaigns by helping to create standards of giving based on the national responsibility.

WOMEN SHARE IN EXTRAORDINARY GIVING

That the unprecedented giving of 1946 comes from women as well as from men is reflected in figures compiled by the National Women's Division of the United Jewish Appeal, whose Chairman is Mrs. David M. Levy of New York City. Pointing with pride to the results being rolled up by various local women's divisions, Mrs. Levy cites the following statistics:

Newark, N. J. raised \$81,000 among its women in 1945. Under the leadership of Mrs. Irving E. Blum, the women are going forward to raise their 1946 quota of \$250,000. Los Angeles, Calif. obtained \$57,831 from women in 1945. This year an intensive campaign is being conducted under the leadership of Mrs. Samuel Berch, Mrs. David Tannenbaum and Mrs. Bertram Allenberg. The 1946 quota is \$200,000. Baltimore, Md., whose unprecedented results in the community as a whole are among the best in the country, is finding a splendid response from its Women's Division, headed by Mrs. Hugo Dalsheimer. As against \$21,000 raised in 1945, the women seek \$70,000 this year. Elizabeth, N. J. decided on a quota of \$15,000 for its women this year, as against \$5,285 raised in 1945. Mrs. S. A. Brailove, Mrs. Samuel Fishman and Mrs. Rudolph Lifson head this effort. Utica, N. Y., with Mrs. Joseph Berson as leader, is seeking \$15,000 from its women this year as against \$4,500 in 1945.

Results reported in various other communities show the oversubscription of goals by women's divisions. The following are included: Allentown, Pa. had a Women's Division quota of \$20,000 and raised \$24,175. Mrs. Benjamin Phillips is Chairman. Mrs. Ernest G. Wadel and Mrs. Sam Ségel, Co-Chairmen in Dallas, Tex., reported \$81,129 raised by the Women's Division as against a quota of \$50,000. In Fayetteville, N. C., led by Mrs. H. L. Rulnick, the women raised \$3,605 as against a \$2,000 quota. The Women's Division in Trenton, N. J. headed by Mrs. Alex Budson and Mrs. Louis S. Kaplan, has submitted a first report showing \$14,000 already raised against a \$10,000 quota. The Wilmington, N. C. Women's Division, with Mrs. Charles Finkelstein as Chairman, raised \$3,195 - the quota was \$2,000. The Women's Division in Lafayette, Ind., led by

Mrs. Bella A. Stein, has reported \$4,400 and that in Manchester, N. H., headed by Mrs. Saul Sidore, has \$4,055 at its first reports.

Washington, D. C. has reported one of the most unique gifts in the nation. Miss Mary Scherr, a government employee with a very limited income, has contributed \$1,100. Her extraordinary giving was based on her contention that no American "can do enough" for the relief of suffering Jewry." The Women's Division in Washington is hopeful of raising \$100,000. Mrs. Leopold V. Freudberg is Chairman.

COMMUNITIES FORMING CHRISTIAN COMMITTEES

General Robert W. Johnson, head of Johnson & Johnson, surgical supply company, has accepted the Chairmanship of the Citizens' Committee of New Brunswick, N. J., launching the solicitation of the Christian community on behalf of the United Jewish Appeal with his own substantial gift. The New Brunswick Times expressed the editorial hope that General Johnson's action would "inspire many people, Jewish and Gentile alike, to be a little more generous than they had intended to be. The entire community values this demonstration of solidarity and tolerance and sympathy."

An interesting contribution was received this week by the national United Jewish Appeal from Rev. Joseph F. King, Minister of The First Church of Oberlin, Ohio. He reported that the Oberlin Municipal Light Plant decided to cancel the bills for the month of March. A group of citizens, headed by Dr. King, voted that the money be turned over instead to four great relief causes, including the United Jewish Appeal.

Albany, N. Y. has formed a non-Jewish committee, headed by Mr. Norton McKeon, President of the American Meter Company. Mr. McKeon and his associates will solicit Christian contributors independently of the Jewish Welfare Fund drive. The committee hopes to be able to reach \$50,000.

ECONOMIC FORECASTS ENCOURAGING

With many communities now swinging into their general campaigns for the Spring and others preparing at an early date for Fall drives, authoritative forecasts of continuing or improved economic conditions are encouraging campaign leaders. "Business Week," one of the outstanding publications in its field, declares that retailers "are in for another supercolossal year. The \$90,000,000,000-a-year rate attained in the first three months of this year contrasts with \$75,000,000,000 actual sales for 1945 and a record pre-war total of a measly \$55,500,000,000 in 1941. It portends another year of record-breaking profits and the chance to sell merchandise of any type." Discussing the current situation and the upward economic trend, "Business Week" declares that both durable and non-durable goods will find expanding markets. "Economists hesitate to guess how long this boom will last. But 1946 most assuredly will not see the end of it."

UJA LEADERS ON WAY ABROAD

Charles J. Rosenbloom, a National Chairman of the United Jewish Appeal and National Chairman of the United Palestine Appeal, this week sailed for Palestine, where he is to spend several months, together with Mrs. Rosenbloom, to examine at first hand the expenditure of funds raised by the United Jewish Appeal.

Harold J. Goldenberg, National Chairman for Trades and Industries of the UJA, this week flew to Europe, where he is to spend several weeks in first-hand observation of the conditions in which Jews find themselves. Thereafter, he will go to Palestine to make a study of developments there.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 9

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May 22, 1946

DETROIT ASSURES UJA OF AT LEAST \$500,000 OVER QUOTA

The long record of sturdy support of the United Jewish Appeal which has been maintained by the Detroit Jewish Welfare Fund was brought to a new climax this week with the assurance that a minimum of \$500,000 in excess of the original minimum quota of \$2,000,000 would be made available to the \$100,000,000 campaign. That means that at least \$2,500,000 will be the contribution of Detroit to the UJA. In 1945 the UJA received \$750,000 from Detroit.

The leadership of Nate S. Shapero as Campaign Chairman has been one of the outstanding features of the drive, with other dynamic factors including the high rate of middle-bracket giving and the work of the Women's Division, under Mrs. Joseph H. Ehrlich, year-round Chairman, and Mrs. Robert J. Newman, Campaign Chairman. The women passed the \$300,000 goal and are trying for new records, in comparison with some \$80,000 raised by women in the last independent campaign. Vice Chairmen of the campaign include Mrs. Ehrlich, Maurice Aronsson, Chairman of Special Gifts, and Sidney J. Allen, with Irving W. Blumberg, President of the Detroit Service Group, as Chairman of Trades and Professions, and Meyer L. Prentis as Treasurer. Julian H. Krolik is President of the Detroit Federation. The able work of Isidore Sobeloff, Executive Director of the Federation, was another element in the community's success cited by the leaders.

CHICAGO AIMS AT \$9,000,000 UJA QUOTA

Taking its proper place as the second largest Jewish community in the country, Chicago last week adopted a quota of \$9,000,000 for the United Jewish Appeal in one of the most impressive meetings ever held in that city. Although normally conducting its campaign in the Fall, Chicago determined to go along with the rest of the country in giving early assurance to the United Jewish Appeal that full-hearted cooperation would be given to the \$100,000,000 drive.

On May 16th many of the outstanding leaders of the UJA, including William Rosenwald, Rabbi Jonah B. Wise, Edmund I. Kaufmann, Edward M. M. Warkurg, Isaac H. Levy, Rudolf G. Sonneborn and Mrs. David M. Levy, went to Chicago to meet with the leaders of the community. In addition the sessions were marked by addresses by Henry Morgenthau, Jr., former Secretary of the Treasury, and James G. McDonald, member of the Anglo-American Committee of Inquiry. Chicagoans were represented in the formal proceedings by Judge Ulysses S. Schwartz, President of the Jewish Welfare Fund, who presided at the afternoon session, Harris Perlstein, prominent Chicago leader and former Welfare Fund President, who presided in the evening, and Samuel A. Goldsmith, Executive Director of the Fund. Alan Gelman presented the resolution on behalf of the community, pledging Chicago's determined effort to reach a minimum of \$9,000,000 as its share of the national UJA goal.

EXECUTIVE COMMITTEE HEARS STIRRING REPORTS

The meeting of the National Campaign Executive Committee of the UJA, held in Chicago on May 16th, was undoubtedly one of the most stimulating sessions American Jewish fund raising history has ever recorded. Leaders from all parts of the country brought first-hand reports of the phenomenal achievements of their communities and also furnished the highlights of their campaign experience. In addition, leaders of community campaigns throughout the nation had sent special reports to William Rosenwald, National Chairman of the UJA, who had asked for this information in order that the most comprehensive report on the status of the \$100,000,000 national campaign might be made to the National Campaign Executive Committee. Mrs. David M. Levy gave a report on the National Women's Division; Edmund I. Kaufmann on Initial Gifts; Samuel Rothberg on the National Trade and Industry Division; and Isidor Coons on the status of the campaign. Rudolf G. Sonneborn presented a statement on the Report of the Anglo-American Committee of Inquiry. The overall report together with the first-hand accounts gave evidence to the Executive Committee that the Jewish community of America understands the necessity this year for a maximum effort. Some 3,500 communities are participating in the Spring program and almost 1,500 additional cities and towns are scheduled to hold their campaigns before the end of the year.

Buffalo was given an ovation when Maurice S. Tabor, its Chairman, reported that within a period of ten days the community had surpassed its quota of \$500,000, which it had adopted, he confessed frankly, only with the greatest of reluctance and anxiety; gone on to \$650,000; then adopted a new resolution to raise \$750,000. The latest report is \$862,000 raised, with \$900,000 in sight.

St. Louis presented its report through William S. Cohen, who announced that as of that date a minimum of \$1,511,000 was available for the United Jewish Appeal, in comparison with an original minimum quota of \$1,000,000. St. Louis women had raised \$116,000. The campaign is still under way.

Southern Illinois, a far-flung area with some 3,000 Jews, will give the United Jewish Appeal \$250,000 and possibly more, Benjamin Frankel, Chairman of its Federation, told the Executive Committee.

Atlanta, Ga. is exceeding a total of \$600,000, with an original all-over goal of \$540,000, it was reported by Frank Garson, Chairman of its campaign. He described the methods that had been used to stimulate the community to new standards of giving.

Peoria, Ill., which has already given the nation Samuel Rothberg, Acting National Chairman of the Trade and Industry Division, and Julian B. Venezky, one of the first contributors to set a new pattern of 1946 giving, had its campaign reported on by Mr. Venezky. To date, the community total is \$296,000, very substantially in excess of the original quota.

Milwaukee, Wis., it was reported by Ben E. Nickoll, had already reached \$725,000 toward its \$1,000,000 goal. The campaign is led by Irving G. Rhodes as Chairman and Elkan C. Voorsanger as Executive Director.

Other accounts, many of them previously appearing in substantial part in this Report to Members, were given by Eugene M. Solow, on Dallas' and the Southwest's dramatic campaign and extraordinary results; by Walter H. Annenberg, on Philadelphia; by William Rosenwald, on New York City; by Oliver M. Kaufmann, on Pittsburgh; by Lazure L. Goodman, on Indianapolis; by William Singer, on Miami; by Jeffrey Lazarus, on Cincinnati; by Joseph H. Epstein, on New Orleans; and by Louis J. Novitsky on Fort Wayne.

GUSMAN LAUNCHES AKRON CAMPAIGN WITH \$60,000 GIFT

Maurice Gusman, who in recent years has brought the Akron, Ohio Jewish community to new levels of generosity, insured the success of its 1946 campaign when he announced his \$60,000 gift at the opening meeting. Pledges from 170 contributors totalled \$343,860 at the Big Gifts function which launched the drive. The Women's Division, led by Mrs. David C. Holub, which has a quota of \$30,000, announced at the opening that it had already raised \$34,000. Mr. Gusman is Chairman of the Akron Jewish Welfare Fund.

IT LOOKED HARD TO WATERBURY, BUT WASN'T

Waterbury, Conn., is one of the best illustrations in the country of the readiness of a Jewish community to follow aggressive leadership. Last February the UJA suggested that the Welfare Fund take a UJA quota of \$200,000. This seemed and was described as "fantastic" in the light of the fact that \$50,000 was the UJA allotment in 1945. But a responsive Jewish leadership undertook the unprecedented quota, with Samuel Greenberg, local department store head, as Big Gifts Chairman. Mr. Greenberg applied every technique of modern industry to the campaign. Last week Waterbury voluntarily increased its own quota to \$250,000 and showed the State of Connecticut the way. Dr. Joseph J. Gaber is Chairman of the campaign.

BRIDGEPORT MEETING CHALLENGE

One of the most remarkable comebacks in community fund raising has been made in the 1946 campaign by Bridgeport, Conn., under the leadership of Isaac E. Schine as Chairman, A. O. Samuel as Co-Chairman and Philip Sagarin as Chairman of Special Gifts. In 1945 the United Jewish Appeal received some \$50,000 from this community. The leaders recognized that participation during the past few years in the local War Chest made necessary a complete rebuilding of the Welfare Fund campaign structure. They decided to present the city with the greatest challenge it had ever been given. An overall quota of \$250,000 was originally established and new forms of campaigning, providing for more intensive personal solicitation, with primary emphasis on the big givers, were set up. But as the campaign proceeded, it was apparent that Bridgeport was ready for these new standards. The quota was then raised to \$300,000. That has been passed. Now the community is working to surpass a goal of \$325,000 and there is every indication that this will be accomplished. Mrs. Clara M. Stern is Executive Director of the Fund.

OTHER PROGRESS REPORTS FROM NATION

Portland, Ore. leads the Northwest "over the top" in reporting that its Welfare Fund has already reached its goal of \$355,000, assuring the UJA of at least \$300,000, as against \$105,000 last year. Approximately \$24,000 was obtained through the non-Jewish Committee headed by Edward Sammons and L. McNaughton. Frank M. Fink is President of the Welfare Fund.

Baltimore, Md., with an original goal of \$1,500,000, has already passed the \$2,000,000 mark, Harry Greenstein, Executive Director of its Welfare Fund, reports. The campaign will be continued until every prospect in the community has been approached.

Tampa, Fla. accepted a UJA quota of \$100,000 and this week passed the mark needed for that minimum amount. In 1945 the allotment was \$22,500. Charles J. Adler is Chairman of Tampa's most successful campaign.

Dayton, O. last week had passed the \$275,000 mark and was well on the way to the \$300,000 figure, as against a campaign goal of \$225,000. Sidney G. Kusworm is Chairman

of the Dayton Welfare Fund drive and Benjamin B. Rosenberg is Executive Director. The allocation to the UJA will be somewhere close to the \$275,000 figure. This compares with a 1945 allocation of about \$65,000.

SMALL TOWNS WITH BIG HEARTS

At the same time that the metropolitan communities are this year extending themselves to meet their full share of the \$100,000,000 campaign, the small towns continue to prove their great-hearted interest in the UJA by the magnificence of their response. Minimum quotas recommended by the UJA as a base for action are regarded merely as the starting points. Illustrative are these:

Isidore D. Blumenthal, Chairman of the Charlotte, N. C. Federation of Jewish Charities, reports that "we have already raised our quota of \$50,000 and hope to raise an additional five to ten thousand during this year." Tallahassee, Fla. has a little over 100 Jews. Hyman Myers, Chairman of its Federation of Jewish Charities, reports that his community will contribute the \$25,000 requested by the UJA "and perhaps will oversubscribe by a good margin. At least that is my earnest desire." Terre Haute, Ind., whose campaign is headed by Morris Blumberg, is contributing at least \$95,000 this year to the UJA. Amarillo, Tex. has 180 Jews. Ben Altman of the UJA there, reports that the UJA quota of \$45,000 is assured. From every part of the nation, from every State, the reports are the same. Fresno, Calif. had a total goal of \$73,000, with \$60,000 originally intended for the UJA, as compared with \$20,000 for the UJA in 1945. The response of the community was so strong that a total of \$95,000 has been raised to date. Dr. H. M. Ginsburg is Chairman of the Fresno Welfare Fund drive. Knoxville, Tenn., with some 500 Jews, has assured the UJA of a minimum of \$50,000 as compared with \$16,500 in 1945. S. Harry Busch is Chairman. San Angelo, Tex. has 73 Jews and has assured the UJA of at least \$16,500 as a result of an intensive campaign headed by Nathan Donsky. In 1945 the amount was \$3,500. Danville, Va. gave the UJA \$4,750 in 1945. In 1946 its allotment will be in excess of \$20,400 as a result of an outstanding campaign led by Henry Lowenstein and Adolph Kingoff, Co-Chairmen. Longview, Wash., with 88 Jews, is giving the UJA at least \$15,100 this year. Its fund raising effort is led by Cy Goldberg. Wilmington, N.C., with its 375 Jews, undertook a UJA quota of \$30,000 and last week the pledge was redeemed. Sam Berger is Chairman of the campaign and Harry M. Solomon is Big Gifts Chairman. Dothan, Ala. has 49 Jews. This little town accepted a UJA quota of \$15,000 and, according to the latest report from Meyer Blumberg, Chairman, the allotment is likely to end up as \$20,000. The Blumberg family led off with a gift of \$5,300.

AS MAINE GOES

Conscious of the political slogan that "as Maine goes . . .," the leaders of the Maine Jewish Council, headed by Philip W. Lown, are coming down the final stages to assure the full success of their unprecedented minimum quota of \$492,000 for the State with a meager Jewish population. Typical of the results in each community are these: Augusta, assigned a quota of \$7,500, has already raised \$12,000. Aroostook County, with 30 Jewish families scattered over a wide area, has already reached \$21,000. Its quota was \$20,000. Lewiston-Auburn, with 1,000 Jews, started with a quota of \$125,000 but will end with a total of \$160,000. Waterville has already oversubscribed its quota of \$20,000. The other Maine communities, including Portland, are well on their way to surpass their scheduled quotas.



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THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

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CLEVELAND GOES BEYOND ITS GOAL

Confronted with the largest goal in its history, the Cleveland Jewish Welfare Fund last week topped its objective of \$2,677,000 by \$122,000 at its final report meeting and is likely to come close to \$200,000 above goal, when the returns are all in. In addition to the allotment of \$2,000,000 for the United Jewish Appeal which was part of the original quota, all funds above the goal will accrue to the \$100,000,000 campaign.

Rabbi Barnett R. Brickner is General Chairman of the successful drive, with the following as his associates: Eugene M. Klein, Pre-Campaign Gifts Committee Chairman; Harry J. Fisher, Eugene H. Goodman and Leonard Ratner, Campaign Co-Chairmen; Mrs. Emery E. Klineman, Campaign Co-Chairman and Women's Division Chairman and Samuel Goldhamer, Executive Director of the Jewish Welfare Federation. Commenting on the achievements of the community, Mr. Goldhamer declared that "the by-products have been a more firmly welded community and the development of much new material for future leadership." Rabbi Brickner reported that more than 3,800 workers participated in the drive. The Women's Division activity was especially notable, exceeding the accepted goal of \$250,000 by over \$36,000.

CHRISTIAN SOLICITATION LAUNCHED IN NEW YORK CITY

Under the slogan that "aid from America is a symbol of our determination to wipe from the face of the earth every trace of the poison of Hitlerism," the Community Committee of New York City last week inaugurated a campaign to obtain funds for the United Jewish Appeal from Christians. Among the first notable responses was a gift from J. P. Stevens Co. of \$50,000. A similar gift was made by the American Woolen Co.

The inauguration dinner was addressed by Nelson A. Rockefeller, Chairman of the Committee, Henry Ford II, Governor Thomas E. Dewey, Mayor William O'Dwyer and Edward M. M. Warburg, Chairman of the Greater New York UJA Campaign. Leaders in every walk of life, Catholic and Protestant, filled the great ballroom of the Waldorf-Astoria Hotel. Among those present were Mrs. Wendell Willkie, James A. Farley, Winthrop W. Aldrich, John D. Rockefeller, Jr., Juan Trippe, John Hay Whitney, John A. Colman, Thomas H. McInnerney, Mrs. Oswald Lord and Spyros Skouras. Other sponsors of the Community Committee include John Jacob Astor, James G. Blaine, S. Sloan Colt, J. Cheever Cowdin, Marshall Field, Dr. Harry Emerson Fosdick, Harvey D. Gibson, E. Roland Harriman, George L. Harrison, Frank K. Houston, Quincy Howe, John Kieran, Dr. Frank Kingdon, Henry R. Luce, Jeremiah Milbank, Floyd Odlum, Benjamin O'Shea, Thomas I. Parkinson, Joseph E. Ridder, R. J. Schaefer, Emil Schram, Martin Sweeny, Lowell Thomas, Elisha Walker and Allen Wardwell.

The keynote of the meeting was set by Mr. Rockefeller when, after appealing to his nation-wide audience -- the proceedings were broadcast -- to "make democracy a dynamic force -- a force which can help restore the welfare and dignity of mankind throughout the world," he said: "No people needs more the help of this dynamic democracy to restore their welfare and dignity, to save their very existence, than the people whom Hitler made the symbol of his conquest. Hitler made of these people a tortured symbol of his ambitions to conquer and enslave the world. Today our aid will make them a living symbol of our continuing faith in justice and human dignity -- in the freedom of all people of all races and of all faiths."

With the general New York campaign for the United Jewish Appeal in its first week of public solicitation, the \$20,000,000 figure was quickly passed. All divisions were gearing themselves to reach unprecedented quotas. Much attention is being centered on a dinner on June 6th in honor of Harry Scherman, President of the Book of the Month Club, with Henry R. Luce, noted publisher, as one of the principal speakers. Richard L. Simon of Simon & Schuster and Harold K. Guinzburg of Viking Press, Inc., head the publishers section.

Among additional gifts reported this week to the New York UJA was one of \$100,000 from Albert D. Lasker and one of \$30,000 from Edward Lasker.

LEOMINSTER MAINTAINS ITS RECORD

For a number of years, Leominster, Mass., which, with its sister community, Fitchburg, has a total of 985 Jews, has been among the first-rank communities in supporting the United Jewish Appeal. This year the UJA requested a minimum amount of \$150,000. At the opening meeting of the campaign the total goal of \$178,000 was very substantially exceeded. The campaign workers are now in the midst of finishing up the campaign so that the highest possible total may be recorded for the United Jewish Appeal.

The lead-off gift was \$50,000 from Harry and Louis Levine, who last year contributed \$12,000. Other gifts included: Joseph Foster, from \$10,000 to \$25,000; John Meyer, \$1,750 to \$5,000; Irwin Cohn, \$5,000 to \$20,000; Samuel Salny, \$2,500 to \$7,500; Mendel Selig, \$2,500 to \$7,500; Felix Rosenbaum, \$5,000 to \$15,000; Jack Margolin, \$1,800 to \$5,400.

Louis Levine is Chairman of the drive and Mendel Selig is Vice-Chairman. It is expected that the allotment for the UJA will approach, if not exceed, the \$200,000 figure.

LABOR LEADERS ASK MAXIMUM AID TO UJA

The laboring men and women of the nation have been called upon by William Green, President of the American Federation of Labor, and Philip Murray, President of the Congress of Industrial Organizations, to give with utmost generosity to the \$100,000,000 campaign of the United Jewish Appeal. Avoiding sectarian lines, the two top-ranking labor leaders of the nation called upon Jewish and non-Jewish workers affiliated with the A. F. of L. and the C.I.O. to contribute in their various communities to the needs of the JDC, UPA and NRS.

After reciting the background of events which led to the extraordinary appeal, Mr. Green's statement, issued from Washington, said: "Now it becomes the duty of all classes of people to respond to the call of the moment for help, succor and assistance for the persecuted Jewish people who have miraculously survived the suffering, punishment and brutal treatment which has been imposed upon them. Let all respond wholeheartedly and in full measure to this great and humanitarian appeal."

The message from the C.I.O. was signed by Philip Murray, President, and James B. Carey, Secretary-Treasurer. "The question posed for all of us is," says the statement, "shall the destruction started by Hitler, Mussolini and their collaborators be carried on to its conclusion through the indifference to those who escaped torture, degradation and death?" The labor leaders say: "The American people can give a decisive answer to this question by supporting with their money the \$100,000,000 United Jewish Appeal to save Jewish survivors."

THEY HELP TO REACH \$100,000,000

The limitations of space in this Report prevent the full expression of appreciation due to the leaders, workers and contributors of hundreds of community campaigns whose extraordinary achievements are adding up to the \$100,000,000 goal of the United Jewish Appeal.

Lafayette, Ind. has 368 Jews. Setting a total goal of \$60,000, the Jewish Welfare Fund exceeded it. When the results are totalled the allotment to the UJA will be some \$53,000. Chairman of the campaign is Samuel Loeb. Mrs. Belle A. Stein is Secretary.

Akron, O., which enjoys the vigorous Campaign Chairmanship of Maurice Gusman, quickly exceeded its established goal of \$431,000 and, at its final report meeting, announced pledges totalling \$466,000, with several thousand more expected.

Reading, Pa. Jewish Welfare Fund reported this week through Morris N. Blumberg, its Campaign Chairman, that the \$180,000 total has already been passed, assuring the UJA of its minimum request of \$150,000.

Lorain, O., led by Edward J. Gould, this week passed its total goal of \$55,000, which assures the United Jewish Appeal of \$50,000, as compared with \$15,000 in 1945. The Women's Division, established for the first time in this community, raised \$5,500 and was led by Miss Jean Braunstin. A new division of war veterans was also created.

Manchester, N. H. exceeded its goal and is expected to close with some \$118,000. This would give the UJA its requested \$100,000 as compared with \$31,500 in 1945. Harold Cohen was Chairman of the successful drive.

Milford is one of the smallest Jewish communities in Connecticut. This week Edward B. Bloch, Chairman, reported that the campaign had gone over the top with \$10,787, with additional sums still expected.

Utica, N. Y. was another community which hesitated about accepting the greatly enlarged UJA quota. Originally the goal was \$150,000. It was subsequently enlarged to \$165,000. At the last report over \$175,000 was in hand. Sam Fink is Chairman of the vigorous campaign. Louis Kowalsky and Hyman Ribyat are Big Gifts Co-Chairmen.

Steubenville, O. boasts the leadership of one of the youngest Campaign Chairmen in the country. Nathan Stern, 33 year old Assistant Prosecuting Attorney of Jefferson County, led the community to its quota of \$75,000 and the goal is now to surpass this as much as possible, according to Samuel Reiner, President of the Jewish Community Council. The UJA allotment this year will be a minimum of \$60,000 as compared with \$18,000 in 1945. Largest contributor is Mone Anathan, with \$16,500. Samuel Freifield is Big Gifts Chairman.

Columbus, Miss. is an exceedingly small town which last year raised \$1,765 for the UJA. To date the UJA has already received \$5,110. Irvine I. Weitzenhoffer is Chairman of the drive.

Tyler, Tex., one of the first of the small communities to accept the challenge of this year's needs with a minimum quota of \$30,000 for the UJA, is continuing its campaign for a maximum total under the leadership of Alex S. Genecov, General Chairman.

Rome, N. Y., led by George Goldstone as Chairman, is another small community with successful results. As against last year's UJA allotment of \$5,350, the amount for 1946 already stands at \$15,610, with more expected.

Woonsocket, R. I. enjoyed the campaign leadership of Arthur I. Darman and Abraham E. Goldstein. As against a UJA allotment of \$15,000 in 1945, the sum for 1946 stands at \$50,000.

Austin, Tex., with Louis Laves as Chairman, had an unprecedented campaign, assuring the UJA of at least \$30,000 as against \$10,000 in 1945.

HARRISBURG PASSES \$330,000 FIGURE

With its over-all goal set at \$329,339, the Harrisburg, Pa. Jewish Welfare Fund had this week already exceeded its target by several thousand dollars. Under the Campaign Chairmanship of Rabbi Philip D. Bookstaber, this community of some 3,000 Jews responded with new standards of giving to assure the UJA its minimum request of \$250,000. The Chairman of Big Gifts was Gus Kaplan. The Chairman of the Planning Committee was Miss Mary Sachs, whose own gift of \$25,500 helped establish new levels.

MORE CHRISTIAN CAMPAIGNS ORGANIZED

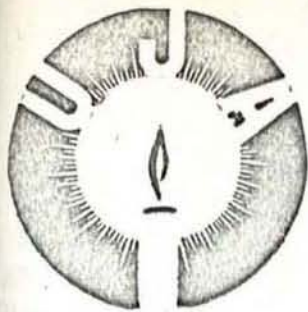
The organization of local committees to solicit Christians has been increasing in recent weeks, as communities, completing their Jewish solicitation, have sought to give other neighbors the opportunity to share in the UJA campaign. In Stamford, Conn. Christian Associates for the UJA was organized, with Walter H. Wheeler, President of Pitney-Bowes, as Chairman. Dr. Loyd Worley of the Methodist Church and Father Francis P. Coleman are Vice-Chairmen. Christian Associates comprises 45 sponsors and is soliciting a select group in Stamford.

In Buffalo, N. Y. Charles B. Sears is Chairman of the Citizens' Committee. Distinguished Catholic and Protestant laymen and clergymen are included in the Committee.

ROCKEFELLER OPENS MOTION PICTURE INDUSTRY DRIVE

Nelson A. Rockefeller, Chairman of the Community Committee of New York, was the principal speaker at the launching on May 27th of the campaign of the Motion Picture Industry in Los Angeles for the UJA. Walter F. Wanger, outstanding producer and leader in civic causes, is Chairman of the Industry drive, and Joseph M. Schenck, of Twentieth Century-Fox, who has been of inestimable value to the national campaign, is President of the Jewish Welfare Fund of Los Angeles. Louis B. Mayer, head of M-G-M, also spoke at the inaugural meeting.

Eric Johnston, President of the Motion Picture Association, issued a statement endorsing the UJA saying: "The civilized world has a duty to provide succor and relief for the pitiful victims who survived the awful fury of Nazi malice and madness. They have endured ten years of agonizing suffering and privation. And yet, for them, the end of the road is not in sight. The coming of peace has not brought with it the blessings of new life and hope; on the contrary, it has simply made more acute their helplessness and hopelessness. There is only one life-giving power which can save them from a fate of complete extinction — the magnanimous heart of the American people."



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June 4, 1946

NEED FOR CASH MOST URGENT

Officers of the United Jewish Appeal have been sending pleas to all communities to forward the largest possible sums of cash at once. The needs which prompted the \$100,000,000 campaign are increasingly urgent; and, although the agencies of the United Jewish Appeal have been able to keep going during recent months pending the completion of spring community campaigns because of large cash borrowings, the amounts required far exceed temporary bank loans. The communities which have established such magnificent records of generosity in terms of pledges are now pressing their contributors to redeem those pledges so that the saving of life and hope may not be delayed. Treasurers of campaigns are urged to remit promptly all money available.

CHECK FOR FOUR TIMES 1945

Responding to the plea of the United Jewish Appeal for immediate cash, Arthur I. Darman this week forwarded a check for \$60,000, representing four times the amount his community of Woonsocket, R. I. was able to raise for the UJA in 1945. The quota of the UJA for Woonsocket was \$50,000, but the community went forward and raised an additional \$10,000. The full amount was made available to the UJA. Mr. Darman, veteran Jewish leader of that area, is Co-Chairman of the campaign, together with Abraham E. Goldstein.

MEMPHIS PASSES HALF MILLION MARK

Even though Memphis, Tenn. was a community which started its campaign late in the spring, it was still hesitant about the possibility of its welfare fund raising \$375,000, which included \$300,000 for the UJA. As in other communities, Memphis' leadership was perfectly willing to make the try. But the Jews were prepared to be as generous as the leadership was eager and militant. Due to the fact that Memphis had been in a War Chest for years, the campaign structure had to be completely revamped. This was done under the direction of William Gerber, Attorney General for Shelby County, who is Campaign Chairman, Abe Wurzburg, President of the Welfare Fund, and Abe D. Waldauer, Chairman for Initial Gifts. Miss Stella Loewenstein is Executive Secretary.

A whirlwind campaign is coming to a close and already the \$500,000 mark has been passed and a very substantial additional sum beyond that is expected. Every dollar surpassing the \$375,000 goal also goes to the United Jewish Appeal. Thus, Memphis looks forward to giving the UJA a minimum sum of \$425,000 to \$450,000, as compared with \$90,000 in 1945.

BALTIMORE REACHES RECORD \$2,300,000

Goals meant nothing to the Baltimore leadership, which was determined to solicit the maximum generosity of the Jewish community. Setting itself a quota of \$1,517,000, The Baltimore Welfare Fund has this week passed the sum of \$2,300,000. Its last campaign raised \$622,000. The official family directing the splendid campaign included Sidney Lansburgh, Chairman, J. Benjamin Katzner and Elkan R. Myers, Co-Chairmen of Initial Gifts, and Harry Greenstein, Executive Director.

\$250,000 FROM 470 SOULS

When communities pride themselves on their per capita fund raising achievement for the United Jewish Appeal, even in 1946, they must acknowledge the unique position of Greensboro, N. C. which, with 470 men, women and children in all in its Jewish population, had set itself a goal of \$250,000. The last report from Philip M. Segal, Chairman of the drive, indicated that the goal had already been exceeded and the campaign was being continued to raise the largest amount possible. Benjamin Cone is Co-Chairman of the campaign and Walter J. Bernstein is President of the United Jewish Charities which sponsors the campaign. Mrs. Raymond Farber is Chairman of the Women's Division.

SAN FRANCISCO PASSES ITS GOAL

Lloyd W. Dinkelspiel, Chairman of the San Francisco campaign, this week had the satisfaction of seeing the community go beyond its accepted all-over goal of \$1,305,000 by \$50,000 and continue to solicit those who had not yet had an opportunity to contribute. Robert J. Koshland and Albert Samuels are Co-Chairmen of the Trades Division. Walter A. Haas is President of the Jewish National Welfare Fund of San Francisco and Mrs. Annette R. Saber is Executive Secretary.

RECORD GIVING FROM SMALL POPULATIONS

When the history of the 1946 UJA records the share of the various communities in its \$100,000,000 campaign, a special place will be reserved for communities like Eau Claire, Wis. This week the United Jewish Appeal received a check for \$25,000 as a contribution from its 55 souls comprising the Jewish population. Last year they gave \$7,500. Lewis E. Phillips was Chairman of the campaign. The results this spring are especially interesting since the 1945 campaign was conducted in November.

Other of the smaller communities that went over the top this week included Gadsden, Ala. which estimates that a minimum of \$15,000 will go to the UJA this year. Merlin Hagedorn and Isidore Zemurray are Chairman and Vice-Chairman respectively. A minimum sum of \$8,550 will be available from Hanover, Pa., whose Chairman is Norman Morrison. Irving E. Cantor, Chairman in Hampton, Va., estimates that his small community will contribute a minimum of \$15,000 to the UJA, the goal having been surpassed and collections still continuing. Charlottesville, Va. already has a minimum of \$8,300 for the UJA, with M. Kaufman as Chairman. This includes \$800.00 raised in an appeal at the University of Virginia, with Felix Bronner as Chairman of the student appeal.

Greenwich, Conn. will substantially exceed its accepted quota of \$40,000 for the UJA as a result of an energetic campaign led by Harry Jurman as Chairman and Sidney Eder, Big Gifts Chairman. Chicago Heights, Ill. looks forward to giving the UJA some \$40,000 following a campaign under the leadership of Francis Clamitz and Bernard Seifer, Co-Chairmen. Concord, N. H., with Harry Freedman and Edward Sanel as Co-Chairmen, will give the UJA some \$9,000 for 1946. Auburn, N. Y., which contributed \$6,000

in 1945 indicates that a minimum of \$20,000 will be available in 1946, following the successful campaign led by Mrs. Louise Lieberman. Massena, N. Y., with Jacob Shulkin as Chairman, will make available a minimum of \$10,000. The Piqua, O. Jewish community responded to the campaign led by Raphael D. Louis so that a minimum of \$15,000 will go to the UJA this year. A substantial amount beyond the accepted quota of \$10,000 for the UJA will be forthcoming from Duquesne, Pa., which is still in the midst of its campaign, having greatly exceeded its goal at its opening meeting. Joseph Gellman is Chairman.

JERSEY COMMUNITIES SET NEW RECORDS

The State of New Jersey, in which the \$100,000,000 campaign was initiated last December, is establishing patterns of giving similar to those recorded in other parts of the country. This is reflected in the results announced in five different Jersey communities this week.

Paterson, N. J. exceeded its over-all goal of \$610,000 under the General Chairmanship of Sam Schwartz and proceeded to collect all additional sums available. Other officers of the campaign include Joseph Shulman, Chairman for Initial Gifts, George Abrash, President of the Jewish Community Council and Philip Dimond, Honorary Chairman. Dr. Solomon Geld is Executive Director.

Having accepted the UJA assigned quota of \$300,000, Elizabeth, under the Chairmanship of Rudolph E. Lifson, proceeded in systematic fashion to oversubscribe that amount. This week its objective was reached and passed. One of the significant features of the campaign was the Women's Division which, in comparison with \$5,300 raised in 1945, obtained over \$40,000. Lt. Col. William P. Schweitzer and Rubin Uslander were Chairmen for Initial Gifts; Harry Lebau, Executive Director.

Its goal of \$378,000 very substantially surpassed, Trenton continued to appeal for funds. Bernard Alexander is President of the Welfare Fund, Harry Freedman, Chairman of the successful campaign and Samuel Swern, Chairman for Initial Gifts. Paul Goldblatt is Executive Director.

The Atlantic City Federation reflected the determination of the community to meet the challenge set by the UJA at the conference there which launched the national campaign. The UJA quota was more than assured as a total of some \$350,000 raised was announced this week. Joseph L. Soloff is Chairman of the campaign, Dr. Harry Saul, Chairman for Special Gifts. Harry Cassman is President of the Federation, Judge Joseph B. Perskie, Chairman of Budget Committee and Irving T. Spivack, Executive Director.

Perth Amboy, N. J. also had its qualms when the UJA quota was first proposed. Under the vigorous leadership of Morris Goldfarb and Morris Margaretten as Co-Chairmen the goal of \$200,000 was last week passed and it is considered likely that an additional \$25,000 will be realized. Increases in contributions from \$750.00 to \$6,000 and \$5,000 respectively; from \$8,725 to \$20,000; from \$500.00 to \$1,500 were among those that helped the community set standards of 1946 giving. The women, who last year raised \$7,350, are now headed for \$25,000 under the leadership of Mrs. Samuel S. Cohen, Mrs. Isidore Jacobson and Mrs. Albert Klein, Co-Chairmen. David Bonder is Executive Secretary.

WOMEN CAPTURE OVER-GOAL RECORDS

It was in Elizabeth, N. J. that an incident occurred reflecting the new relationship of women to campaign giving and leadership. At a meeting addressed by

Mrs. David M. Levy, Chairman of the National Women's Division of the UJA, one woman pledged \$250.00. In the evening of the same day she called Mrs. Rudolph E. Lifson, Co-Chairman of the Elizabeth Women's Division, and raised her pledge to \$1,300. It was her response to Mrs. Levy's appeal for sacrificial giving. That may help explain why the Elizabeth women raised \$40,215 this year under the Co-Chairmanship of Mrs. Lifson, Mrs. S. A. Brailove and Mrs. Jean Fishman.

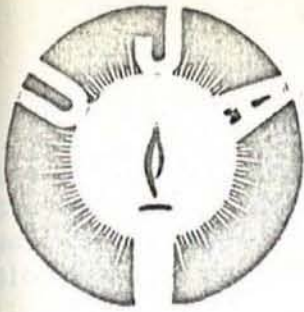
In 1945 Akron, O. women raised \$12,000. This year it was \$34,000, under the leadership of Mrs. David C. Holub. Mrs. Joseph Berson, Chairman of Women in Utica, N. Y., was able to announce \$20,000, compared with \$4,500 last year. The successful Buffalo, N. Y. campaign had its counterpart among the women who, under the leadership of Mrs. Eugene Warner, were able to raise \$93,400 overtopping a goal of \$60,000. Mrs. Edward Greensfelder is Chairman of the Women's Division in St. Louis, which raised \$116,000. A newly organized Women's Division in Fitchburg, Mass. was led by Mrs. Mary Kahn and raised \$7,000, after having accepted a quota of \$2,500. In Savannah, Ga., Mrs. A. J. Garfunkel led the women to raise \$19,239. Mrs. Joseph Wohl was Chairman of women in Tampa, Fla., raising \$15,150, as against a goal of \$10,000. The women of Baltimore matched the men's record. To date the sum of \$137,000 has been reported by the Women's Division, headed by Mrs. Hugo Dalsheimer.

\$90,000 BEYOND QUOTA FOR UJA

Allentown, Pa. has been mentioned several times in this Report to Members. It appears once again because its fund raising campaign continues week after week to add new sums to the UJA exchequer. Originally Allentown had aimed at a total of \$240,000 to assure the UJA of its minimum request of \$200,000. Within a short while after the launching of the drive that objective was reached. The community continued to campaign as vigorously as ever. At the moment the total hovers close to \$330,000. That means that the UJA would receive some \$90,000 beyond the originally accepted minimum quota of \$200,000. Moritz M. Gottlieb is General Chairman; Morris Senderowitz, Chairman Initial Gifts; Mrs. Benjamin Phillips, Chairman Women's Division; George Feldman, Executive Director.

FALL CAMPAIGNS BEGIN IN SPRING

With Chicago and Boston taking the lead, scores of communities which normally plan and conduct their campaigns in the Fall are this year not only beginning their preparations in the Spring for their fund raising efforts but are even conducting solicitations at this time. Boston will hold an important function on June 20th. Similar activities are now under way in Chicago. South Bend, Ind. which conducted its last campaign in October 1945 had a successful advance gifts fund raising luncheon last week at which 130% more was raised from this small group than in the entire campaign of 1945. Solicitation in the community will continue through the balance of the Spring and into the Fall. The communities of the Calumet district, Hammond, Gary, Whiting, East Chicago and Indiana Harbor, Ind. which also normally conduct their campaigns in the Fall had an area meeting recently at which a resolution recommending a combined quota of \$500,000 for the UJA was unanimously accepted. Activity to realize this quota started immediately. Taking account of the fact that the High Holy Days period begins on September 26th, many other communities are now setting up their official campaign personnel, laying out plans of solicitation and arranging meetings so that campaigns can be initiated and perhaps even completed during the month of September. The organization of the UJA in its headquarters and through its field staff has arranged to give maximum cooperation to communities for this advance planning and activity. Fall campaign communities which are thinking along these lines are urged to communicate promptly with the United Jewish Appeal, 342 Madison Ave., New York 17, N. Y.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

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June 12, 1946

SPRING DRIVE SYMBOL OF CREATIVE IMAGINATION

As Spring draws to a close, several thousand communities throughout the United States will have completed or are just finishing the greatest campaign in history, initiated by the United Jewish Appeal to raise \$100,000,000 for the Joint Distribution Committee, United Palestine Appeal and National Refugee Service and the needs they represent.

When the \$100,000,000 national quota was projected at Atlantic City on December 17, 1945 there was conviction that the money was urgently needed; there was certainty that supreme efforts had to be exerted to attain the goal; but, confessedly, there was concern whether so unprecedented an amount could be raised. But the fire kindled in the hearts of the hundreds of Jewish community representatives who attended the Atlantic City session to meet with Jewish leaders of Europe and Palestine turned into a conflagration which swept every section of the country. The spark for the campaign received new strength at the Big Gifts meeting, the first national enterprise of its kind ever conducted, at Washington, D. C. on February 24th. From that moment on it was recognized that to save the remnant of the Jewish people it would be necessary for American Jews to follow a new concept of brotherly generosity.

Many things have been learned as a result of this campaign, both by the United Jewish Appeal nationally and the local leaders who are the backbone of its strength. Primarily the 1946 campaign has been successful — in the Spring phase of it (emphasis needs to be placed on the fact that many important campaigns are still to be held in the fall) — because creative imagination has been basic to the leaders responsible for the results. Old methods of fund raising, outworn slogans, established procedures were not regarded as sacrosanct merely because they were part of the past. It was recognized that a new kind of job had to be done and, therefore, imagination of the highest order had to be used; the imagination which is the key to constructive statesmanship, whether for the world as a whole or for Jews.

In the main, Jews of America did not think of themselves only as residents of particular communities who had to make good on their local quotas. They thought of themselves as part of a Jewish people greatly in need, as members of an American Jewish community desperately eager to raise a minimum of \$100,000,000. It was the resources of the individual rather than his geographical location which largely determined the giving of most American Jews this year. That is why too-low quotas did not always impose an unyielding ceiling on communities. It explains why communities with quotas of \$400,000 raised \$750,000; why those who feared they could not reach \$500,000 easily attained \$900,000; and why sums like \$6,000,000, heartbreakingly unreal at first glance, could be raised in other communities.

The Greater New York UJA is now reaching its peak. Chicago is scheduled to hold its campaign in the Fall. In line with the success of campaigns throughout the United States to date and with the expected achievement of their goals by these two cities as well as the other cities which still have to campaign this Fall, the attainment of the \$100,000,000 goal may be regarded as certain.

WHAT HAPPENS TO OVERAGES?

Inquiries have reached the United Jewish Appeal from several smaller communities as to the disposition of the amounts raised by them "over their announced goals." A careful reading of this Report to Members over the months will disclose that every responsible community realizes that the overwhelming generosity that was forthcoming this year was the direct response to the \$100,000,000 campaign of the United Jewish Appeal. In recommending quotas earlier in the year, the UJA recognized that to many communities, in the light of past experience, they would seem at first glance almost unattainable. Therefore, minimum quotas were requested, with the understanding that all excess sums would go without question to the \$100,000,000 campaign. This has been reflected in the action already taken by hundreds of communities. Detroit is perhaps one of the best examples. The UJA requested a minimum of \$2,000,000. Recently this Report to Members advised that the successful campaign of the Jewish Welfare Federation of Detroit would permit an allotment of some \$2,500,000 to the United Jewish Appeal. This can now be revised to "at least \$2,750,000." The 1946 figure compares with \$750,000 contributed to the UJA in 1945. St. Louis was asked for \$1,000,000 minimum. Its actual allotment will be in excess of \$1,500,000. Cleveland had a request for \$2,000,000 minimum. Its award will be a substantially larger sum, because of the amount raised above the announced goal. Buffalo will give the UJA about \$300,000 more than the formal minimum request of \$500,000 or a total of about \$800,000. Dallas has allotted a minimum of \$350,000 above the original request of \$400,000 to the UJA or a total of \$750,000. Allentown because of overage, will be able to give some \$90,000 more. The examples are available at random throughout the land. Community leaders and Budget Committees fully understand the overseas needs and are determined that every additional dollar available must be given to the UJA to help meet these life saving requirements.

COMMISSION OF INQUIRY

An American Jewish Commission of Inquiry, to study at first hand the problems for which the United Jewish Appeal is raising \$100,000,000, was decided upon this week. The Administrative Committee of the United Jewish Appeal voted to carry forward a project which had been considered earlier this year but which had been set aside since it would have removed too many of the key leaders from community campaigns during the Spring season.

The Commission will consist of some twenty-five or thirty persons, to represent the major, medium and smaller Jewish communities of the United States. The selection will be by joint consultation between the UJA and the particular communities. It is hoped that the Commission may be able to leave the United States around the first part of September and visit key centers in Europe and Palestine.

Essentially the aim of the Commission will be to see the purposes to which the \$100,000,000 being contributed by American Jews in 1946 are being put, so that an authoritative report by many of those responsible for the raising of these funds may be brought back to the contributing public. Negotiations have already been initiated with air lines with the hope of chartering one of the new transatlantic transports

which will be able to carry the Commission as a unit to the selected spots. The members of the Commission, none of whom has been selected as of this date, will bear their share of the cost.

INDIANAPOLIS SETS NEW STANDARDS

While the pattern of Indianapolis has become widely familiar in 1946, because it is the pattern of the Jewish communities of America, it is still a fascinating story of fund raising achievement. Early in January, the United Jewish Appeal suggested a quota of \$400,000 for Indianapolis. But as time went on and the results in other communities demonstrated the eagerness of Jews to give in unprecedented proportions, the Indianapolis leadership decided that the UJA had been too conservative. Therefore, a quota of \$500,000 was voluntarily adopted. It is true that some members of the community felt it was perhaps unattainable but they were willing to try it. The fact that the Welfare Fund had been included for some years in the War Chest was felt to offer serious problems in reorganization. But devoted leadership went to work. Phenomenal percentages of increase in the previously low and middle brackets marked the drive from the beginning. The top givers also met their responsibilities. The campaign is still under way but the results to date indicate that the community will reach over \$600,000, all for the UJA. This compares with an allotment to the United Jewish Appeal in 1945 of some \$120,000.

Samuel Mueller is President of the Welfare Fund and Lazure L. Goodman is Chairman of Big Gifts, while Morris Goodman and Julian Freeman are Co-Chairmen of the campaign. Sidney Cahn is Executive Director. Mrs. Jack A. Goodman is Chairman of the Women's Division.

MOURN THE DEAD BY SUSTAINING THE LIVING

Samuel Winer is dead. The Haverhill Jewish community and the United Jewish Appeal mourn him. The 48-year old leader had for years served his people and his country. It is tragic that he should be removed in the prime of life. But the spirit which he instilled in his community was reflected in the solemnity with which his passing was marked.

For Samuel Winer, Chairman of the United Jewish Appeal of Haverhill, Mass., died on June 3rd at the very beginning of the meeting to open the 1946 campaign. He had just greeted Senator Alben W. Barkley, principal speaker of the occasion, and returned to his seat at the dais when he collapsed. Within a few minutes he was dead. The 300 persons present were profoundly shocked. The dinner was dispensed with but they decided not to disband the meeting but rather to pay tribute to Mr. Winer's memory and to his Jewish leadership by insuring the success of the campaign which he had led. The quota for Haverhill was \$150,000. By the end of the evening, the sum of \$162,000 had been contributed. As Rabbi Abraham I. Jacobson said in his address of the evening: "Sam Winer literally gave his life for this campaign."

The United Jewish Appeal extends its condolences to the community and to Mrs. Elsie Jaffe Winer and her children, Arthur L., Melvin and Sylvia.

SUCCESS IS A NATIONAL PATTERN

The formula of: (1) "UJA quota much too big" and (2) substantial oversubscription of same — is not restricted to any State or any part of the country. This Report to Members is not sufficiently voluminous to permit detailed reporting of every single community where this happened.

Dayton, O. has just passed the \$301,000 mark, having started with an over-all quota of \$225,000. As against a 1945 UJA allotment of \$65,000, it is hoped that the 1946 grant may be closer to \$275,000. Sidney G. Kusworm is Chairman of the campaign and Dr. Benjamin Rosenberg, Executive Director. Among the important factors in the success of the drive are the untiring efforts of Lawrence Nathan, Chairman of Special Gifts who helped to bring in striking increases. His own pledge went from \$2,500 to \$10,000.

Kansas City, Mo. looks as though it may register one of the most successful results in the nation. After years of inclusion in the War Chest, the Welfare Fund, led by Louis S. Myers, undertook an aggressive campaign which, at last week's report, stood at \$633,000, with general solicitation just started. One of the notable aspects of the campaign is the progress in the Women's Division, which was at the point of its \$70,000 goal before going into general solicitation. Mrs. E. B. Berkowitz and Mrs. Milton Feld are Co-Chairmen. Kansas City is so thoroughly organized for this campaign that, for the first time in its history, it may surpass the \$1,000,000 mark. Louis S. Rothschild is Special Gifts Chairman. Maurice Bernstein is Executive Director.

Sioux Falls, S. D. accepted the UJA quota of \$30,000 "with some hesitation and reservations." But the response to the campaign has been so generous that the community looks forward to the opportunity of allocating at least \$40,000 to the UJA. Joel Silverton is President of the Welfare Fund, and Louis R. Hurwitz, Executive Secretary.

Butte, Mont. accepted a quota of \$10,000 for the UJA with a goal of \$13,000. But the results were more than \$5,000 beyond that sum and a minimum of \$15,000 has been allotted to the UJA. Sigmund O. Meyer is Chairman of the drive.

Millville, N. J. is another community reflecting vigorous leadership. An all-over goal of \$10,000 was adopted, but some \$4,000 beyond that was raised. All sums over the goal, as well as \$8,500 were earmarked for the UJA. Samuel E. Prince is Chairman of the drive.

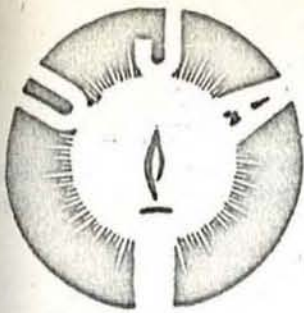
Hazleton, Pa. gave the UJA \$15,000 in 1945. Having passed the original goal of \$66,000 the community has determined not to stop until they have reached a minimum of \$75,000. Hyman Davidowitz is Chairman and Sam Klapper is Secretary.

POLISH JEWISH LEADERS PLEAD FOR MORE AID

Ten leading, representative Jews of Poland are now in this country to plead with American Jews to enlarge their aid to the Jews of Poland, whose numbers are increasing by scores of thousands as they return from Asiatic Russia. Dr. Emil Sommerstein, venerable leader of Polish Jewry and member of Parliament, heads the delegation. The delegation recognizes that the Joint Distribution Committee, one of the agencies of the United Jewish Appeal, is the bridge between life and death for those in Poland and the thousands of new arrivals.

The United Jewish Appeal has arranged with several of the major communities to meet with the delegation or its members. The Jewish Community Council of Essex County is sponsoring a meeting in Newark on June 12th. The Allied Jewish Appeal of Philadelphia has arranged for the delegation to spend June 16th in that community. The Jewish Welfare Federation of Detroit will be sponsors of the delegation on June 23rd.

Other members of the delegation include Marek Bitter, Miss Chaja Grosman, Isaak Gerson, Dr. Szlomo Herszenhorn, Prof. Joseph Sack, Mrs. Helena Gertner, Anatol Wertheim, Michal Mirski and Henryk Wasser.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 13

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June 20, 1946

BOSTON SEEKS TO HOLD ITS PREMIER PLACE

Boston has occupied a unique position for many years as a metropolitan community sustaining a high standard of giving to the UJA. In its intensive preparation for its Fall campaign at this early date, it is determined to hold fast to its tradition in maintaining its enviable place. Boston has accepted the challenge to raise a minimum of \$3,750,000 for the 1946 UJA. Boston is one of the few Jewish communities in the United States in which its local needs are not part of the Community Chest, so that all local requirements are included in the drive of the Combined Jewish Campaign, which raises funds for the United Jewish Appeal and the Associated Jewish Philanthropies. To insure the UJA minimum request, the Boston leadership has agreed to an historic total goal of \$5,425,000. All sums raised above that amount also accrue to the United Jewish Appeal.

Although the drive is held in the Fall, the Boston campaign is being initiated on June 20th with a Big Gifts dinner attended by contributors of \$5,000 and over. A number of other divisional dinners will also be held this month so that when the drive resumes in full swing in September, it may have a supporting foundation of large initial gifts. Herman Gilman, who succeeded to the General Chairmanship of the Boston campaign after a number of years of dynamic leadership and service in many other posts, heads a group of experienced campaigners, the nucleus of which are the seven immediate past chairmen of Boston campaigns. Other officers of the campaign include Fred Monosson, Business Men's Council Chairman, Albert M. Slater, Metropolitan Division Chairman, Max Cohen, Districts Division Chairman and Mrs. E. Geoffrey Nathan, Women's Division Chairman. Sidney S. Cohen is Executive Director.

DULUTH AMONG FIRST-RANKING CITIES OF ITS SIZE

The Jewish community of Duluth did not in 1946 content itself with the record of generosity it established in previous years, though the record was one of the highest. This week this Jewish community of 2800 persons concluded its drive for \$325,000, assuring the United Jewish Appeal of a minimum allotment of approximately \$275,000. Thus, Duluth continues to be among the first-ranking cities of its size.

Abe B. Polinsky, President of the Jewish Welfare Federation, has for a number of years helped create new standards of giving in the community. He and his brother, Nat, announcing \$33,000 at the February 24th Big Gifts meeting at Washington, finally concluded with a gift some \$10,000 in excess of that amount, one of the outstanding contributions of its kind in the country.

Officers of the campaign include: Arnold R. Nides, Campaign Chairman, Alex Cowan and David Goldenberg, Co-Chairmen, Harry K. Goldenberg, Chairman Initial Gifts, and Mrs. Julius L. Siegel, Chairman Women's Division.

CHRISTIAN CAMPAIGN IN NEW YORK IN FULL SWING

Nelson Rockefeller, Chairman of the Community Committee of New York, began demonstrating publicly this week that the organization which he heads to solicit non-Jewish gifts for the United Jewish Appeal is determined to make a major contribution to the \$100,000,000 drive. At a meeting of the Executive Committee of his group, attended by such distinguished personalities as John McCloy, former Assistant Secretary of War, Adolf A. Berle, Jr., former Assistant Secretary of State, and various other civic leaders, announcement was made of a series of new gifts, including John Hay Whitney for \$20,000, Henry Luce, publisher of Life-Time, \$20,000, Marshall Field, \$25,000, Simmons & Co., \$15,000, Lord & Taylor, \$8,000, Bonwit Teller, \$5,000. Scores of department stores in New York City have undertaken to sponsor advertisements appealing to the general public for contributions to the Community Committee. Radio stations, large and small, have made available radio time to the Community Committee so that its message might reach a maximum number of New Yorkers.

Saying that he has been receiving encouraging numbers of contributions from Christians in all walks of life, Mr. Rockefeller announced: "Letters accompanying the gifts in many instances said the writers were worried over the distress of their Jewish friends about their kinfolk and the writers wanted to help relieve that distress. It is good to know that there are so many people who realize that the problem of helping them to rebuild their lives is of concern to all of us."

MOMENTUM FOR CHRISTIAN SOLICITATION INCREASING

Although many communities took months to explore the question of solicitation of Christians for the United Jewish Appeal, the movement to undertake such campaigning in various cities is constantly acquiring greater force. In the great majority of the cases, the campaign for such solicitation is organized by Christians themselves and they are the only ones who approach contributors. It is also noteworthy that in most instances, the approach to non-Jews is made when the Jewish community's campaign is completed or almost completed.

One of the most noteworthy undertakings in this field was inaugurated last week in Worcester, Mass. when a group of the outstanding Christian citizens of the town launched their own campaign for \$100,000, the total sum to be used exclusively for the United Jewish Appeal. Carl Brownell is Chairman and William Ireland is Treasurer. Mr. Brownell is President of the G. L. Brownell Co., President of the local Chamber of Commerce, President of the local Y.M.C.A., and formerly was President of the Board of Aldermen. Mr. Ireland is President of the Worcester County Trust Company, the largest bank in Worcester. At the initial luncheon to explain the broad nature of the work of the UJA, Dr. Joseph C. Hyman, Executive Vice-Chairman of the Joint Distribution Committee, was guest speaker.

An equally distinguished group is sponsoring the non-Jewish solicitation in New Haven, Conn., whose Jewish community has been establishing an outstanding record in 1946 giving. Officers of the Christian campaign include as Honorary Chairmen former Governor Wilbur Cross, celebrated scholar and teacher, Charles Seymour, President of Yale University and Mayor William C. Celentano. The Chairmen of the Non-Sectarian group are Col. John Q. Tilson, Frank Kenna, President of the Marlin Fire Arms Company

and Rev. C. Lawson Willard, Jr., President of the New Haven Council of Churches. A dinner for educational purposes will be sponsored by this committee on June 27th in the ballroom of the Hotel Taft.

In Benton Harbor, Michigan a Christian Committee was organized to solicit the community. An advertisement was inserted in the local daily, "The News Palladium" through the courtesy of its publisher, Stanley R. Banyon. The Berrien County Christian Committee made arrangements so that "Every bank in Berrien County will accept any contribution, however large or small." In appealing for contributions the Committee, headed by E. A. Westin, declared, "Whatever you give as a Christian citizen of the American community will help meet this challenge to world-wide Christianity - the greatest mass massacre of a helpless people in all the world's history." Stanley R. Banyon is Treasurer of the Committee, and other officers, representing business, industry and the professions, include: Benton Harbor - Mayor Leon P. Gideon, Dr. Howard A. Blanning, the Rev. Father G. A. Witteman, H. B. Ross, J. E. Carver, Vere Beckwith, D. M. Ruth, E. C. Edmunds, Walter Miller, Supt. of Schools, Sidney Mitchell, Howard Anthony; St. Joseph - Mayor Waldo V. Tiscornia, the Rev. L. W. Manning, Delmar Sproull, Louis C. Upton; Watervliet - George K. Ferguson; Bridgman - O. A. D. Baldwin; Eau Claire - Harry Hogue.

In Seattle, Washington, Sunday, June 16th, was denominated as United Jewish Appeal Day by the Council of Churches and Christian Education. Ministers of the churches spoke from their pulpits on the UJA that day. During church services, congregants were asked to contribute to the campaign, and an envelope containing pertinent information on the UJA was placed at every seat in the church.

A special Christian Committee was organized in Durham, North Carolina with Mr. C. C. Council as Chairman. Some 350 members of the Durham community received a letter of appeal signed by Messrs. Council, Steed Rollins and J. Frank Jarman, who called upon their fellow citizens to participate in "a civic effort that is evidencing practical friendship in our best American tradition."

NEW YORK PASSES \$25,000,000 MARK

The United Jewish Appeal of Greater New York has already raised a greater sum than has been obtained by any other campaign in the history of the metropolis, it was indicated this week as it was revealed that New York has passed the \$25,000,000 mark. The wide public campaign was formally initiated on June 18th, which was proclaimed by Mayor William O'Dwyer as United Jewish Appeal Day for all New Yorkers. Thousands of workers went to homes, offices and factories in an unprecedented effort to try to raise a minimum of \$1,000,000 a day in six continuous days of mass campaigning. Under the inspiring, unstinting leadership of Edward M. M. Warburg, New York Jewry hopes to be able to justify the confidence that it will achieve its \$35,000,000 goal for the UJA.

In addition to the broad mass campaign, a series of Big Gifts functions are still on the calendar. One of the largest of these is being held on June 20th, in the form of a tribute to William Rosenwald, a National Chairman of the UJA and Treasurer of the New York UJA, with former Governor Herbert H. Lehman as principal speaker.

WOMEN REPORT LARGE GAINS IN COMMUNITY DRIVES

About \$3,000,000 has already been raised by the Women's Division of the Greater New York UJA, it was revealed this week by Mrs. Abraham N. Geller and Mrs. Benjamin Lazrus, Chairmen of the Women's participation in the drive in New York. This represents

a better than 3 to 1 ratio over 1945. One of the sub-divisions of the campaign is the International Committee comprising women who came to the United States in the past few years. This group has already produced \$200,000.

Keeping pace with the men, the Women's Division of the Boston Combined Jewish Appeal campaign has already arranged its first campaign function for October 8th. This will be in the form of a luncheon with a minimum gift of \$100.00 as the price of admission. Mrs. E. Geoffrey Nathan is Chairman of the Division. Mrs. Nehemiah H. Whitman and Mrs. Mortimer C. Gryzmish are Co-Chairmen. Their aim is to obtain an attendance of at least 1,000 women. Workers in the Women's Division were organized at a luncheon on June 7th with Mrs. Marcia B. Cohen as guest speaker. The workers decided that their own effectiveness would be enhanced if they would announce their gifts at once. 73 women present pledged \$27,650.

In Atlanta, Georgia, the Women's Division reported a final total of \$104,245 from 2,032 contributors. The Special Gifts bracket of the Division, numbering 384, gave \$87,925. The Co-Chairmen of the Women's Division in Atlanta are Mrs. S. J. Steinbach and Mrs. Ralph K. Uhry.

AMERICAN JEWISH ARCHIVES

NIAGARA FALLS AND OTHER NEW YORK STATE COMMUNITIES RAISE RECORD SUMS

Niagara Falls is one of a group of New York State communities which this week reported substantial over-the-top attainments. Under the Chairmanship of Arthur M. Silberberg, Niagara Falls reached a final total of approximately \$92,000 which will mean that the UJA will receive approximately \$72,000 as compared with the original quota for the UJA of \$65,000. In 1945 the UJA allotment was about \$18,000.

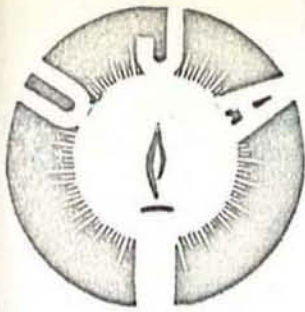
Herkimer, New York will give the UJA approximately \$7,000 as against a \$6,000 quota. The successful campaign was under the Co-Chairmanship of Bernard Elow and Sim Aberson. Lake Placid, New York had a campaign headed by Louis Bishop. As compared with \$2,043 in 1945, the UJA will receive some \$6,000 in 1946. The small community of Lockport, New York had an assigned quota of \$4,000. As a result of the intensified campaign conducted by David D. Greenfield the final sum will be at least \$6,525. Meyer Ballotin was Chairman of the campaign in Dunkirk, New York which will give the UJA at least \$7,500.

OMAHA PASSES 1946 QUOTA

Morris E. Jacobs, President of the Omaha Jewish Welfare Fund, undertook the Chairmanship of the 1946 campaign which had an over-all goal of \$418,000, with \$300,000 allotted to the UJA. During the past week Omaha was able to announce that the \$425,000 mark had been passed and that the community was still going forward to raise every additional dollar available. Bernard Fleisher is Chairman of the Big Gifts Division and Paul Veret is Executive Director.

HEAD CAMPAIGN IN MEMPHIS

The Welfare Fund Drive in Memphis which had an original goal of \$375,000 and expects to go beyond the \$500,000 mark has three Co-Chairmen for Initial Gifts, Colonel William W. Goodman, who recently returned from a long tour of duty with the U. S. Army, Nathan Shainberg and Abe D. Waldauer. William Gerber is Campaign Chairman and Abe Wurzburg is President of the Welfare Fund.



A REPORT TO MEMBERS

of the
NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 14

NOT FOR PUBLICATION

July 1, 1946

PHILADELPHIA OVERTOPS \$6,000,000 GOAL

On the same day that the season's first heat wave struck Philadelphia, with the mercury dancing around 90 degrees, the spirits of some thousand workers in the Allied Jewish Appeal rose with the thermometer as they heard Leonard B. Geis, Campaign Chairman, announce the \$6,000,000 goal overtopped by more than \$51,000. This assures the United Jewish Appeal its requested quota of \$5,000,000, and, as Kurt Peiser, Executive Director, stated, all the surplus above the \$1,000,000 allotted to other agencies in the Welfare Fund. With enthusiasm, the workers who gathered to celebrate Philadelphia's greatest victory signed cards to volunteer for the completion of the job when it was pointed out to them that approximately 10,000 prospects have not been reached although 74,433 contributions are recorded. Of the \$6,051,187 raised in Philadelphia to date the Trade Council, of which Isadore Sabel is Chairman, accounted for \$5,229,646 and the Women's Division with Mrs. Louis Gerstley, Jr., as Chairman, for \$479,704. Leon C. Sunstein is President of the Allied Jewish Appeal.

The occasion of the Victory Dinner was tinged with solemnity as speaker after speaker emphasized the overseas needs that evoked the most generous response in the long and enlightened history of Philadelphia philanthropy. Benjamin Franklin, himself a Philadelphian, originated community fund-raising as it is basically practiced today. Both he and William Penn could well be proud of the manifestation of "Brotherly Love." Christian leaders joined with those of the Jewish community for the success of the 1946 campaign.

METROPOLITAN COMMUNITIES MEET CHALLENGE

As the second largest city to participate in the Spring fund-raising program, Philadelphia did indeed through its extraordinary achievement "issue a challenge," as Mr. Peiser stated publicly, "to other cities to try to equal our record." Chicago and Boston will unquestionably meet the challenge in the Fall. New York City rallied its army of workers to raise \$1,000,000 a day to enable it to reach its goal of \$35,000,000 and announced \$28,000,000 as raised before the end of June. Pittsburgh is on its last lap with the attainment of its \$1,500,000 goal completely assured. Los Angeles, with its campaign in full swing, has just passed the \$4,500,000 mark and "will definitely go over-the-top" in its \$5,000,000 historic undertaking.

The so-called metropolitan communities have given an excellent accounting of their understanding and generosity for the UJA. The national Honor Roll of Spring over-the-top communities will proudly proclaim Detroit, Cleveland, Baltimore, San Francisco and St. Louis as having achieved distinction in their record-breaking fund-raising

results. Like Philadelphia, these cities have not considered their campaigns completed with the achievement of the established goals of unprecedented magnitude.

BARNEY BALABAN HEADS NATIONAL MOTION PICTURE DIVISION

Barney Balaban, President of Paramount Pictures, has accepted the Chairmanship of the National Motion Picture Division of the UJA. Well-known for his devoted interest in all worthwhile philanthropies, Mr. Balaban has given a great deal of time and effort to the \$100,000,000 UJA 1946 campaign, particularly in New York City where he is Co-Chairman of the Amusement Division. Mr. Balaban's leadership in the national effort is eagerly welcomed. The esteem in which he is held by every branch of the movie industry and his deep understanding of the needs of the surviving Jews of Europe uniquely qualify him for this national post.

ANOTHER \$1,000,000 CAMPAIGN GOES OVER

Through a spirited campaign, Milwaukee, Wis., under the Chairmanship of Irving G. Rhodes, entered the \$1,000,000 category, with this high mark overtopped. The UJA requested quota of \$800,000 is assured, representing an allotment four times that of last year. Ben Lewenauer served as Co-Chairman and Mrs. Charles T. Cohen as Chairman of the Women's Division. Ben E. Nickoll is President of the Milwaukee Jewish Welfare Fund and Elkan C. Voorsanger, Executive Director.

"NEITHER SNOW NOR RAIN NOR HEAT"

"Neither snow nor rain nor heat nor gloom of night stays these couriers in the swift completion of their appointed rounds" and Tuesday, July 2nd, will find Edwin Rosenberg, Vice Chairman of the United Jewish Appeal and 1st Vice President of the National Refugee Service, in Norfolk, Va., to confer with leaders there on their plans and program for their participation in the Fall in the 1946 United Jewish Appeal. Archie J. Harris is President of the Norfolk Jewish Community Council and Dr. Dudley Cooper, Campaign Chairman. Samuel Rothberg, Acting National Chairman of the Trade and Industry Division, met with leaders in Camden, N. J. to discuss the Fall campaign. By unanimous vote the 93 leaders present adopted a goal of \$375,000, including the UJA for a minimum of \$300,000. A. David Epstein is President of the Federation of Jewish Charities.

Edmund I. Kaufmann, National Chairman for Initial Gifts, and Dr. Joseph C. Hyman, Vice Chairman, participated in a pre-campaign Big Gifts meeting in Boston that resulted in more than one-fifth of the total goal of \$5,425,000 being contributed by a group of pace setters. The Boston campaign, with Herman Gilman as Chairman, will be inaugurated in October. In all parts of the country, the UJA continues to enjoy the devoted cooperation of its officers, the members of its Campaign Executive Committee and the members of its National Council, without whose understanding and help this greatest of all national Jewish campaigns could not hope to succeed.

CASH IS FUNNELED OUT AS QUICKLY AS RECEIVED

As promptly as remittances from communities reach the UJA Treasury, the cash is funneled out to the JDC, UPA and NRS. In response to the urgent plea for immediate cash which the UJA sent to communities, the sum of \$11,635,328 on account of 1946 allotments reached national headquarters in the month of June. Helpful as these substantial remittances are, it must be borne in mind that the agencies of the UJA are currently spending monthly sums almost double this total, and that since the beginning of the year the agencies have been borrowing in order to keep going until cash from

pledges was made available by the various communities. Now that most of the Spring campaigns have been completed and community collection programs are being intensively followed up, it is hoped that the daily volume of cash receipts will increase.

THEY CANNOT WAIT

In recognition of the fact that the hungry, the sick and the homeless cannot wait for help to come "in due course," the Quota Committee of the United Jewish Fund of Toledo, which holds its annual campaign in the Fall, held a special meeting on June 17th in order to authorize an advance allocation of \$50,000 to the UJA to apply against the ultimate allocation to be made later. Harry Levison, Chairman of the Quota Committee, immediately forwarded a check on account. The United Jewish Fund of Toledo, in order to assure a successful campaign, has already started its preparations. The UJA quota of \$350,000 has been accepted. Rabbi Morton Goldberg is President of the Jewish Community Council and Abe J. Levine is Campaign Chairman.

Throughout the country, in communities of every size which conduct their Welfare Fund campaigns in the Fall, intensive planning is being put under way at this early date. Among the cities not previously mentioned which have already held meetings to determine their quotas for the UJA and to make thorough preparations in order that nothing may be left undone to ensure a maximum achievement when the campaign is held are North Hudson County, N. J. which has accepted the UJA quota of \$350,000 compared with \$116,500 allotted in 1945; the small community of Springfield, O. which gave the UJA \$21,000 in 1945, and which has undertaken to make available \$65,000 to the UJA this year; Shreveport, La. which has accepted the UJA quota of \$150,000; and Wilmington, Del. which will include the UJA for \$300,000 in its forthcoming Welfare Fund campaign.

Rochester, N. Y., Providence, R. I. and Denver, Col. as the largest communities next to the metropolitan cities which hold their campaigns in the Fall, are already well started on their preparations.

UNDERSTANDING OVERCOMES DOUBTS

In reporting on the success of the Cincinnati campaign, Jeffrey L. Lazarus, Chairman, said, "The drive here finished up with \$783,000....As you know, at the beginning of our campaign we had little hope of raising this amount." In 1945, the Cincinnati Welfare Fund, a participant in the War Chest, contributed \$220,000 to the UJA. Faced with the necessity of rebuilding its independent campaign structure, the 1946 UJA quota of \$700,000 loomed large to Cincinnati. Community understanding of the needs and determination to do its best led inevitably to success. Edward A. Jacobs, Alfred J. Friedlander and Sol Luckman served as Campaign Co-Chairmen. Robert P. Goldman is President and Maurice J. Sievers, Executive Secretary.

THE HEART OF TEXAS

The State of Texas, among the first to establish new standards to make possible the realization of the \$100,000,000 national goal, is maintaining its magnificent record of achievement. Seventeen Texas communities have already made allotments to the UJA in amounts substantially exceeding the minimum quotas requested. The results in a few of these campaigns have already been mentioned in Reports to Members. Typical of the others are: Corpus Christi, with only 500 Jews, set a goal of \$65,000 for its UJA drive. This was speedily overtopped and under the leadership of Albert A. Lightenstein, Chairman, the community set a new goal of \$100,000. UJA is already assured of a minimum allocation of \$94,400. Approximately 10% of this amount has been raised by a special non-sectarian committee. San-Antonio which overtopped its campaign goal.

under the effective leadership of its Chairman, Dr. Frederic G. Oppenheimer, added \$25,000 to the \$300,000 quota requested of it. Brownsville has allocated a minimum of \$25,000 against the \$17,500 requested. J. M. Stein is Chairman. Overton with only 32 members in its Jewish community has contributed \$3,760 to UJA in place of the \$3,500 quota requested. The Chairman is Harry Golden.

Just as this Report was to go to press, word came in from Sol Brachman, one of the leading contributors, that his community of Fort Worth had officially allotted \$150,000 to the UJA for 1946. The successful campaign was conducted under the Chairmanship of I. E. Horwitz. Houston, with its campaign still incomplete, also took official action on allotments and based on the amount now on hand, voted \$400,000 to the UJA. Col. William Salman on his return from Army service, took the Chairmanship of the campaign. Mose M. Feld heads the Special Gifts Division. A. I. Lack is President of the Jewish Community Council and Donald B. Hurwitz, Executive Director.

OMAHA IN THE HEADLINES

Under the inspiring leadership of David Blacker, Chairman of the Omaha Jewish Welfare Fund Campaign, all records are being broken. An original total goal of \$375,000 was increased to \$418,000. Compared with an allotment of \$97,500 in 1945, the UJA was included for the minimum \$300,000 quota requested. However, a new report just received records \$461,000 raised with the solicitation still continuing. Chairman Blacker, Bernard Fleisher, Big Gifts Chairman, Mrs. David Cohn, Women's Division Chairman, Morris E. Jacobs, President of the Fund, and their associates are determined that Omaha show to the utmost that it cares "who shall live and who shall die." Paul Veret, Executive Director, reports generous support from Christians.

ADDITIONAL DOLLARS FOR ADDITIONAL LIVES

An increasing number of communities are converting into reality the slogan "additional dollars for the saving of additional lives." A unique feature of the 1946 campaign has been the widespread understanding that the \$100,000,000 goal represents the barest minimum requirement and that every dollar that can be raised beyond a community's campaign goal and added to the UJA allotment will contribute toward the rescue of more of the men, women and children who still face death through hunger, disease, destitution and homelessness.

Taking a cross-section of these "over-quota" communities in various parts of the country, which have not been reported previously, there are the following which are representative of many more that should be mentioned: New Orleans, La., is contributing \$531,000 to this year's crucial campaign, an amount more than five times its 1945 allocation and \$231,000 more than the requested quota. Frank Friedler chaired this highly successful effort. Joseph H. Epstein is President of the Welfare Fund and Dr. David Fichman, Executive Secretary. Wichita, Kan., where the campaign is still forging ahead under the energetic direction of its Chairman, Henry Levitt, has overtopped its campaign goal and is expecting to obtain another \$5,000 for UJA in addition to its \$100,000 quota. In considering UJA's request of \$70,000 York, Pa., with only 950 Jewish inhabitants, voluntarily set itself a UJA quota of \$100,000. At this writing, York has raised \$90,000 and under the dynamic leadership of Richard Grumbacher, its Chairman, is going forward confidently to meet the responsibility York accepted for itself.

At its opening campaign meeting, Asheville, N. C. oversubscribed its \$55,000 goal by \$5,000. It then revised that goal upward to \$85,000. Everything over \$10,000 will accrue to UJA in place of the \$45,000 requested. Dr. Leon H. Feldman is the Chairman.

Spurred on by Asheville's zeal, six other North Carolina communities have already given assurance that they will provide additional dollars beyond the minimum quotas. With an intensive campaign effort still under way, Red Bank, N. J., has already assured the UJA of \$11,500 more than the requested quota of \$35,000 and is expecting to provide a further substantial contribution beyond that. Dr. Henry A. Ritterman, Chairman, and the Gifts Chairmen, Percy Sherman, Herman Komar and Henry Hurwitz, are leading the community in this highly successful effort. The Mayor of Red Bank, Charles R. English, is chairing the Christian Campaign. Saginaw, Mich. estimates a minimum contribution of \$3,000 more than the \$20,000 requested by the UJA and Pontiac, Mich., has allotted \$2,500 over its \$30,000 quota. John Merdler heads the Saginaw campaign and Irving Steinman the Pontiac drive.

Santa Barbara, Cal., with a requested quota of \$15,000, has already advised the UJA of a minimum allocation of \$18,300, with an indication that several thousand additional dollars may be expected. Here the campaign Chairman is Harry Sugerman. Morristown, Tenn., with a Jewish population of 30, has made a commitment to the UJA of \$4,565, whereas the quota requested was \$3,000. The Chairman is Lester Popkin. Daytona Beach, Fla., which was asked for \$9,000, an amount more than three times its 1945 contribution of \$2,860, has assured the UJA a minimum allocation of \$10,000. The Chairman is Sol Schott.

In Lewiston, Pa., Dr. George A. Shiller, the Chairman, led the community sufficiently beyond its goal to assure the UJA of a minimum allocation of \$18,885. In 1945 Lewiston's contribution to the UJA was \$5,500. Quincy, Ill., under the leadership of Rabbi Louis Kuppin, has allocated \$9,000 in place of the \$7,500 requested by the UJA, an amount almost four times its 1945 allocation. In Harrisonburg, Va., \$4,008 has been raised for the UJA in place of the \$3,000 requested and in contrast with the 1945 contribution of \$1,070. The Chairman of the 1946 campaign is Joseph Mintzer. Elkhart, Ind., which contributed \$2,000 last year, granted the UJA \$8,575 in place of the requested \$6,000. Sam Pliskin is the Chairman. Aberdeen, Wash., with only 70 Jewish inhabitants, has contributed \$6,750 as against a requested quota of \$4,000 and a 1945 allocation of \$1,725. Joel Wolff is the Chairman. Asked for a quota of \$10,000, Marshalltown, Ia., is allocating \$13,030 to the UJA. The Chairman is Joseph Krantman.

NO COMMUNITY TOO FAR DISTANT

The Honolulu Jewish community is launching its campaign for the UJA in July. Seymour Fishman, Territorial Director, writes: "We all appreciate the critical importance of this year's goal and will strive to do our share in the line-up of American Jews." Gaskell S. Jacobs is Chairman of the Hawaii Jewish Community Council.

In every section where there are United States Possessions, Jewish communities, no matter how small, are participating in this year's historic \$100,000,000 campaign. In Alaska and in Puerto Rico, fund-raising appeals have already been inaugurated. The Virgin Islands will join with all other American Jewish communities in supporting the UJA.

DECENTRALIZED REGIONAL PROGRAM

In a campaign of magnitude, the UJA has found the program of decentralization, spearheaded by Regional Conferences, of great value. Community leaders during the Spring sponsored conferences in 23 areas. Through these meetings the message of overseas needs and campaign objectives was brought to large numbers of contributors from coast to coast. Distinguished speakers and informed representatives from Europe and Palestine presented authentic facts. The latest Regional Conference was held on June 16th at Grossingers in Ferndale, N. Y. for the Catskill Mountain area including

25 communities. Without losing any time, and in conformity with quotas accepted at the conference, the communities in this area have inaugurated their fund-raising activities. Gratifying pace setting gifts assure a continuation of the high spirit of enthusiasm in these summer campaigns. A number of Regional Conferences are scheduled for the fall. Among those for which definite dates have been set are the New England States Regional Conference in Boston on September 15th, Mountain States in Denver on September 15th, Eastern Ohio in Youngstown on September 22nd, Maryland State in Baltimore on September 8th. Others planned are the Tri-State Area, Michigan State and Southern New Jersey & Eastern Pa.

ASSUMING A GENEROUS MEASURE OF RESPONSIBILITY

In the nation's capital, the campaign for the UJA under the leadership of Milton W. King and Rabbi Isadore Breslau approaches a peak achievement. With over \$976,000 raised at the last report, Washington, D. C. is certain to pass its \$1,000,000 goal. The Special Gifts Committee under the leadership of A. S. Kay, Chairman, and Hymen Goldman, Associate Chairman, raised \$600,000 from 625 contributors. Nearly \$50,000 has already come in through the Government Division from Federal workers, including many contributions from Christians. Under the leadership of Mrs. Leopold V. Freudberg, the Women's Division has been very active. Louis E. Spiegler is Director of the Washington campaign.

Starting its 1946 campaign before the \$100,000,000 goal of the UJA was established for this year, the Jewish Federation of Montgomery, Ala. raised \$57,000 of which \$40,000 was allocated to the UJA. As soon as the national responsibility became known, Montgomery was determined to accept its full share and launched a supplementary campaign which is now reaching its goal and which will assure the UJA its requested allotment of \$150,000. Roman Weil is Chairman of the supplementary campaign. Simon Wampold is President of the Welfare Fund.

Spurred on by the eye witness report of Leon Mohill, President of the Pittsfield Jewish Welfare Fund, recently returned from a visit to Europe and Palestine, the Pittsfield, Mass. Jewish community overtopped its campaign goal of \$150,000, under the leadership of Mrs. Elizabeth K. Rosenfeld. Apart from the allotment the UJA will receive from the Welfare Fund, generous contributions from Christians are being collected for the UJA by a Cooperating Committee headed by Lawrence K. Miller.

Syracuse, N. Y. has oversubscribed its \$500,000 goal, including the UJA's minimum request for \$400,000, by \$27,400. Philip Roth, Chairman, and Paul D. Flah, Big Gifts Chairman, gave inspiring leadership to the campaign. Canton, Ohio has reached its \$200,830 goal which included the UJA for \$150,000, and is continuing to campaign until every available dollar is obtained. Paul Heller is Campaign Chairman and Arthur Gale is Chairman of the Pacemakers Division.

Cleveland, Miss., has not only reached its campaign goal but has already remitted in full its \$30,000 allocation to the UJA. Mose Hyman is Chairman of this victorious effort. Carbondale, Pa., raised more than \$2,000 beyond its goal of \$15,000. The UJA will receive \$15,000 of this amount. Samuel Letzic is the General Chairman and Ben L. Stone, Campaign Chairman. Cliffside Park, N. J., has overtopped its 1946 total goal of \$15,700 and the UJA will receive \$15,200, an amount seven times greater than its 1945 contribution. Arthur P. Grossman is the Chairman. Wallingford, Conn., with an original goal of \$10,500, has raised \$11,000, of which \$10,000 will go to the UJA. This compares with Wallingford's 1945 allotment of \$2,700. Meyer Sussman is the Chairman. Westerly, R. I. exceeded its campaign goal of \$7,500 and the UJA will receive \$7,800, the full amount raised. Samuel Hirsch led this campaign.

The Waupaca Jewish Welfare Society in the Fox River area of Wisconsin accepted a quota of \$4,500 for the UJA. The members decided to make pledges at the quota setting meeting. Twenty-three contributions were immediately announced totaling \$4,000. With approximately an equal number of members still to be solicited, the Welfare Society confidently expects to oversubscribe substantially its quota for the UJA. Samuel Robock is Chairman. Lewistown, Mont., with about 20 Jewish men, women and children, has paid in full its 1946 quota of \$1,500 requested by the UJA, an amount approximately five times its 1945 contribution. Lester Alweis led this successful campaign.

SPEAKERS WHO KNOW TELL BEST STORY

Experience this Spring in communities throughout the nation underlines what all good campaigners know: that men and women who are familiar with the facts are the best speakers for any occasion, regardless of their fame or name. More and more communities are abiding by the suggestion of the UJA which, through its knowledge of hundreds of available speakers, is in the best position to appraise the effectiveness of any particular speaker requested. The assumption in some communities that a "drawing card" name is essential to stimulate proper attendance at a meeting has not been sustained in scores of communities where it has been proved that only good organization and follow-up can produce maximum attendance at a meeting, no matter who the speaker is. Communities frequently find that after insisting upon a "name" speaker, regardless of qualifications, the audience is left unmoved and uninformed. This makes for poor response in fund-raising. The Speakers Bureau of the UJA has been urging all communities to make their choice of speakers on the basis of knowledge of events in Europe and Palestine, familiarity with the needs of the agencies of the UJA and knowledge of fund-raising problems. Where these criteria are followed, there is inevitable improvement in campaign results. Some of the most remarkable results in the Spring campaign in terms of stimulation are the product of men and women whose names may not have national or international fame, but who are singularly eloquent because of their knowledge of the facts and their speaking ability. Communities now planning their fall campaigns are urged to keep these cautions in mind.

THE ALL-AMERICAN RESPONSE

As a cause with a deep humanitarian basis, the United Jewish Appeal is receiving spontaneous support from men and women of all faiths and all walks of life. Reports coming to UJA headquarters indicate that in community after community outstanding Christian leaders have approached the officers of the local campaigns for the UJA and volunteered to undertake solicitations through non-sectarian community committees.

Profoundly stirred by the words of the Most Reverend Bishop Edwin V. O'Hara, Catholic Bishop of Kansas City, and the Right Reverend Bishop Robert N. Spencer, Bishop of the Episcopalian Diocese of West Missouri, 125 civic leaders met to inaugurate the community UJA Week sponsored by the Non-Sectarian Community Committee of Greater Kansas City. Joining with Bishop O'Hara and Bishop Spencer, Mayor William E. Kemp, Carl W. Allendoerfer, J. Clare Hanna, Earl T. McCollum and Elmer F. Pierson, stated: "Because we believe this problem to be one that transcends any racial or religious ties, we are joining this most worthy cause in the American and neighborly tradition of humanitarianism." The Kansas City campaign, under the dynamic leadership of Louis S. Myers as Chairman, and Louis S. Rothschild as Special Gifts Chairman, which had a goal of \$825,000, will have available for distribution over \$1,058,000. The Women's Division, with Mrs. E. B. Berkowitz and Mrs. Milton Feld as Co-Chairmen, exceeded its goal of \$70,000 and set a new goal of \$80,000, winding up with \$97,599.

Wilkes-Barre, Pa., which enjoys a tradition of cooperation by Christians for

overseas Jewish relief, has received close to \$30,000 through the activities of the Community Cooperation Committee. Mr. Charles Weissman, Chairman of the Cooperation Committee, reports that no one approached refused to contribute, and he feels that the entire community was greatly benefited by this cooperative effort.

In Tallahassee, Fla., a special campaign was launched under the leadership of Sam E. Teague, Chairman of the Board of the Capital City National Bank, to raise funds to supplement the contribution made by the Jewish people in Tallahassee. The Federation of Jewish Charities of Tallahassee, of which Hyman Myers is Chairman, had speedily completed its effort to raise \$25,000 for the UJA from the Jewish community of about 35 families.

In South Carolina, Governor Ransome J. Williams made a contribution to the Columbia campaign, of which Max Citron is General Chairman. Columbia's Hyman Rubin is State Chairman for the UJA.

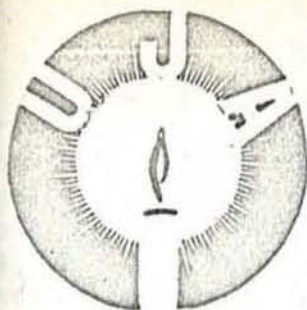
Among the other top gifts made by Christians to the UJA is the contribution of \$1,000 presented by the Right Reverend William L. Essex, Bishop of the Quincy Diocese of the Episcopal Church, to the Jewish Welfare Fund of Peoria.

REPORT ON FIRST SIX MONTHS TO BE ISSUED

Recognizing that many friends of the UJA will be on vacation during the mid-summer weeks, the UJA will suspend its Report to Members of the National Campaign Council until about the middle of August. During the next month or so we at national headquarters will have time to take stock and, believing that there is widespread interest in the progress and results of this \$100,000,000 campaign, we are preparing a summary which will give the completest possible high spot news on the campaign for the first six months. This will be issued in the form of a "UJA Campaigner" and all Council members as well as others participating in the campaign will receive a copy in due course.

APPRECIATION

In wishing the members of the National Campaign Council a pleasant summer, the officers of the United Jewish Appeal earnestly thank you for the part which all have played to date in this great humanitarian undertaking. Outstanding in the fine philanthropic history of the American Jewish community is the unity that has characterized this 1946 effort. There has been manifest a warmth of feeling and a generosity of understanding that has been boundless. We are confident that the achievements of this Spring have been but harbingers of the Fall and beyond. By-products in goodwill and neighborliness developed in this campaign have inestimable values. The cause is great and the response has been in keeping with it. Perhaps this great experience in solidarity and brotherly love might better be designated as a "crusade" rather than a "cause". Whatever the name, the officers of the national campaign pledge themselves to the same unremitting devotion for the remainder of the year as they appreciatively acknowledge on the part of the members of the National Campaign Council, the army of community leaders and workers and the legion of contributors who have rallied to the clarion call to insure the survival of the remnant of Israel overseas. These tragic sufferers have looked and must continue to look to this great American Jewish community for the blessed right to live as decent and dignified human beings.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 15

NOT FOR PUBLICATION

September 24, 1946

NEW YEAR'S GREETINGS

To the men and women who are making possible new life and hope for hundreds of thousands of Jews abroad through the \$100,000,000 campaign of the United Jewish Appeal, the officers send their most cordial thanks and best wishes for the New Year.

\$75,000,000 IN SIGHT TOWARD \$100,000,000

As a result of the campaigns conducted during the spring months, it is now estimated that some \$75,000,000 has been made available toward the goal of \$100,000,000 which American Jewry undertook to raise for the United Jewish Appeal in 1946. The exact figure is not official since a number of communities have not yet notified the United Jewish Appeal formally of the allotment it may expect. Other cities which are now engaged in fall campaigns have it in their power, by meeting and oversubscribing the minimum requests of the UJA, to attain the \$100,000,000 objective. The achievement of this result is a tribute to the leadership and the generosity of the American Jewish community.

FALL HIGHLIGHTS

Early reports from the fall campaigns indicate that the mood of seriousness and devotion which marked the previous phase of the campaign is being continued at the same high level. Events abroad adversely affecting the Jewish position have even served to evoke greater generosity, in accordance with the requirements. Chicago and Boston, the first with a total goal of \$9,750,000 for its Welfare Fund and the second with an all-over goal of \$5,425,000 have the two largest campaigns, while many more millions of dollars are being sought in such cities as Rochester, Providence, Denver, Youngstown, Wilmington, Toledo, and others from coast to coast.

Quotas adopted by communities for fall campaigns range from three to eight and more times the contributions made by the same communities to the UJA in 1945. Minimum quotas for the United Jewish Appeal adopted by some of the major communities include the following: Rochester, N. Y., \$800,000, with Jack H. Rubens as Chairman; Toledo, Ohio, \$350,000, with A. J. Levine as Chairman; North Hudson County, N. J., \$350,000, under the leadership of Alexander Grodnick. Gary, Ind. and Schenectady, N. Y. are each aiming at a UJA figure of \$200,000 minimum. Cyrus Wechsler is President of the Gary Jewish Welfare Federation and Abraham Cohen is Campaign Chairman in Schenectady. Three cities have minimum UJA goals of \$300,000. These are Wilmington, Del., where Milton Kutz is Chairman; Camden, N. J., whose Campaign Chairman is Lester Abrahamer; and Norfolk, Va., led by Dr. Dudley Cooper, Campaign Chairman.

As in the spring campaigns, the smaller communities are again giving evidence of great understanding of the purposes of the drive. With small numbers of families, they are assuming unprecedented quotas for the UJA. Bakersfield, Cal., under the Chairmanship of Malcolm Brock, set its quota at \$42,500 as compared with \$9,000 contributed in 1945. Monticello, N. Y., is seeking \$35,000, as against last year's \$8,188. The Chairman of the drive is Dr. Nathan Nemerson. In Warren, Pa., Ned I. Shulman is leading a campaign for \$11,400, as compared with \$3,765 in 1945. Among other communities demonstrating their eagerness to share adequately in the support of their people is Shreveport, La., where Joseph J. Levy is President of the Jewish Federation, which has accepted a \$150,000 quota. Grand Rapids, Mich., and Rock Island, Ill. have each accepted a \$100,000 quota. The Chairmen of these two campaigns are A. H. Kollenberg, Grand Rapids; Albert K. Livingston, Rock Island.

Indiana communities represent one of the most important fall campaign areas. Evansville, with a Jewish population of 1,300, which has always given national leadership in its campaigns, has accepted a minimum quota of \$150,000 for the UJA. Hubert De Jong is President of the Jewish Community Council. Hammond, which contributed \$22,000 in 1945 is going after \$100,000 now for the UJA, under the leadership of James H. Brown. In East Chicago, where Harry Tarler is President of the Welfare Fund, the campaign goal is \$90,000. With a Jewish population of some 200, Michigan City has raised its sights from \$8,500 to \$35,000. The campaign leader is Irving Salomon. Whiting, is seeking a quota of \$20,000, five times that of 1945.

CHICAGO INTRODUCES MILLION-DOLLAR-A-MEETING IDEA

The most ambitious campaign idea devised by any city in the country in connection with the \$100,000,000 UJA drive has been introduced in Chicago where an attempt is being made to raise \$1,000,000 at every single major meeting that is conducted. Already three meetings have been held and over \$3,000,000 was raised. These meetings are built either around a trade or one of the clubs in Chicago. Under the leadership of Harris Perlstein, one of the city's and nation's outstanding communal figures, the Chicago Jewish Welfare Fund is now engaged in achieving its unprecedented goal of \$9,750,000 of which a minimum of \$9,000,000 is intended for the United Jewish Appeal. Samuel A. Goldsmith is Executive Director of Chicago's history-making campaign which will be formally launched in the middle of October. The great interest which the National UJA has in the Chicago campaign was reflected in the two-day visit of Edward M. M. Warburg, National Co-Chairman and Chairman of the JDC.

Mr. and Mrs. Harris Perlstein announced a contribution of \$125,000 which includes \$50,000 from the Pabst Foundation. The Pick Family contribution is in the amount of \$125,000. Other notable gifts thus far announced include Ben Maltz and Louis Weiss of the Pioneer Atlas Company, \$61,000, Nathan Cummings \$50,000, Henry and Robert Klein \$50,000, Mr. and Mrs. L. E. Block, \$40,000.

One of the most stimulating gifts in the campaign has come from Mrs. Hulda Rothschild, widow of M. L. Rothschild, who spurred the Women's Division campaign with her gift of \$100,000. The Women's Division is under the Chairmanship of Mrs. Walter E. Heller who is also Vice-Chairman of the National Women's Division of the UJA. Mrs. David M. Levy, National Chairman of the Women's Division, spent a week in Chicago to aid its drive.

With Mr. Perlstein as Chairman, Richard Frank is serving as Chairman of Special Gifts, and Ben Maltz as Chairman of the Liquor Division. In addition to Mrs. Heller as Chairman, the leaders of the Women's Division include: Mrs. Benjamin F. Goldstein as Co-Chairman, and Mrs. Jerome Friedman and Mrs. Jack Spachner as Co-Chairmen of Special Gifts.

BOSTON AGAIN SETS STANDARDS

The question whether the extraordinary enthusiasm marking the spring phase of the United Jewish Appeal could be continued in the fall has been answered affirmatively in hundreds of communities but in none more decisively than in Boston. Under the dynamic leadership of Herman Gilman, the Combined Jewish Appeal is moving forward vigorously to one of the largest goals undertaken by any city in the country. A report on the first 400 pledges received shows a total of \$2,109,000. This compares with gifts from the same contributors last year of \$806,000.

Typical of the methods used to achieve this result was the response at a meeting of 35 rainwear and leatherwear leaders who increased their gifts from \$46,000 to \$159,550. Fred Monosson, who sponsored the meeting, is National Chairman of the Rainwear Division of the United Jewish Appeal. The Women's Wear Division of the Boston campaign tendered a testimonial dinner to Mr. Gilman himself. Subscribers who last year contributed \$208,000 pledged \$500,775 toward the \$500,000 goal. A substantial number of contributors of 1945 in this division have not yet made their contribution.

EXCESS OVER GOAL TO UJA

Overwhelmingly the Jewish communities of America have felt that all sums raised in excess of the announced goal belong to the United Jewish Appeal. It is such generous oversubscriptions which have made it possible for the UJA to reach the present figures in the campaign. Since contributors have been asked for unprecedented gifts in response to the pleas of the United Jewish Appeal agencies, campaign trustees have concluded that the only way in which to meet the wishes of contributors is to see that over-goal receipts are automatically earmarked for the UJA. Cleveland, O. is another of the major communities which responded in that way. Having undertaken an extraordinary quota of \$2,000,000 for the UJA, the Jewish Welfare Fund officers added another \$150,000 to that amount, at the close of the drive. Indianapolis, Ind. was originally asked for \$400,000. It raised its UJA quota to \$500,000. Its final allotment to the UJA will be some \$600,000. Leominster-Fitchburg, Mass. had an assigned quota of \$150,000, but an allotment of \$185,000 has already been made from this community of 985 persons. With a UJA quota of \$200,000 assigned to it, Allentown, Pa. will have available for the UJA over \$275,000. Dayton, O., whose campaign was sparked by many unprecedented gifts, including one of \$10,000 from the Metropolitan Company, David Margolis, President, was asked for \$200,000. Its allotment to UJA is in excess of \$250,000. This compares with \$65,000 the previous year. There were scores of other communities which thus helped make possible the greatest achievement in American fund-raising history.

COMPLETE DRIVES BY SENDING CASH IN FULL

Recognizing that the \$100,000,000 United Jewish Appeal campaign is the result of pressing requirements which can be met only with resources, scores of communities throughout the nation have not only achieved record totals in their 1946 campaigns but have remitted the full amount of their pledge in cash. Already some 140 cities in the United States are among the roll of those making their contributions doubly valuable: raising up to five and ten times as much as last year and making the whole immediately available for use by the UJA. Officers of the JDC and the UPA have emphasized to the UJA that heavy bank borrowings have had to be made to keep up with the extraordinary pressure of their requirements. To eliminate substantial interest payments and to meet bank limitations, they have appealed to the leaders of campaigns to forward all money locally available and also to remind generous contributors who have not yet completed their payments to act as promptly as is possible.

MONTOR SEES JEWISH POSITION DETERIORATING

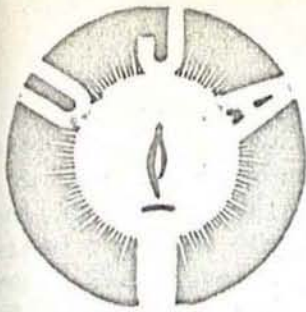
"The post-war world is not keeping faith with the Jews," Henry Montor, Executive Vice-Chairman of the UJA, reported on his return from a ten-week trip through Germany, Poland, Palestine, England and France. "The chief emotion that seems to mark many of the countries is regret that so many Jews survived, not that so many Jews perished."

Commenting on the work of the JDC in the countries he visited, Mr. Montor said: "It is hard for an American to realize the representative character the JDC has wherever Jews are in need, until it is seen at first hand. The JDC is viewed by Jews abroad not merely as a relief agency but as a symbol of the deep interest which Jews of the United States have in their maintenance and survival. Whether I was in Poland or Germany, there was a common plea for more generous funds. One needs to see the meager life of the Jews of Poland to realize how inadequate is the support we are making available. The problems of the Jewish DPs in Germany are multiplying steadily. Their restlessness is being intensified by their continued confinement, by the primitive physical resources to sustain them and, more recently, by the open competition of the great powers for the affection of the Germans who brought about the death of six million Jews. The role which the JDC has been called upon to play will have to be increased in the period ahead, rather than reduced, as had been generally hoped. "In Poland the JDC is concerned with the two programs of emigration and productivization. The first is the inevitable result of a mass hatred of Jews as primitive and brutal as history records. The second is the expression of the desire of Jews to equip themselves for some self-sustaining place in the post-war economy. With some 50,000 Jews having fled from Poland in the last two months, the desire for large-scale remainder is not too strong.

"The desire for wholesale emigration from Europe is intense. The largest number of Jews continue to hope and pray for settlement in Palestine. Others would like to come to the United States," Mr. Montor declared. "In Palestine itself the dominant emotion of the Jewish community is the desire for more Jews.

"Ignoring the fundamental of ordinary journalism, which is that the sensational and extraordinary are newsworthy, some American Jews seem to feel that the recent headlines on Palestine in the American press are a complete reflection of life in Palestine. They are not. Every phase of upbuilding the country continues. People go about their daily business in exactly the same way as Americans do, regardless of temporary interruptions. Activities sponsored by UPA funds are actually in excess of the funds being received. The building of agricultural settlements, the acquisition of large areas of land, the development of those areas, the strengthening of industrial possibilities, whether through promotion of fishing or artisanry, are part of an unending process of growth. Provision for the new refugees is the most serious consideration in the program of the Jewish Agency. Large-scale housing developments in city and town have been completed and are under way. Far more will have to be done if the tens of thousands of Jews who are to go to Palestine are to be accommodated decently and integrated quickly. Jewish Palestine has undergone many trials. But one thing a first-hand view of the desperation of the Jews in many countries in Europe reveals: Palestine is for them the last frontier of hope. To abandon that is to abandon hope itself.

"I saw endless misery in Europe. But I also saw fortitude in Jews. It gave me a great sense of pride, as an American Jew, to know how many Jews in the United States, through the United Jewish Appeal, were strengthening the determination of the Jews of Europe to live. Truly, if American Jews cut their support, they would murder the will to live of Europe's Jews."



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

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October 8, 1946

LEADERS TO MEET AT ATLANTIC CITY ON NOVEMBER 30TH

Leaders of Jewish communities throughout the nation have been invited by the National Chairmen to set aside the week-end of November 30th to December 2nd and to plan to come to Atlantic City for the National Conference of the United Jewish Appeal, which will have historic importance for the Jews of America as well as for Jews abroad. The meeting will be held at the Hotel Ambassador. Representatives of Jewish communities from abroad are being invited as well, so that there may be an interchange of views on the responsibilities which face the Jewish people in the year ahead.

It was at Atlantic City on December 15-17 that representatives of American Jewry met in 1945 to launch the campaign for \$100,000,000 in the greatest expression of Jewish solidarity that this country has ever witnessed. It is recognized that the men and women who bear the heavy responsibility for this great enterprise in their local communities will not only wish to have a review of their own splendid efforts but share in the determination of the 1947 program.

S.E.P. STORY TELLS TRAGEDY OF EUROPE

In its October 5th issue, the Saturday Evening Post brings to the American people a synopsis of the post-war agony of European Jewry that is bound to shock the complacency of its millions of readers. In a story entitled, "The Second Exodus of the Jews," the Post concentrates everything that the Jewish people has been trying to say to the world in 1946 and does it with a force and conviction unparalleled in any major American magazine. "The Second Exodus of the Jews" might well be required reading for every American, Jew and Christian, to understand what has happened to the surviving Jews of Europe and what needs to be done on their behalf.

DENVER PASSES GOAL IN MID-STRIDE

Achieving its originally scheduled goal of \$500,000 in the midst of its campaign, the Allied Jewish Council of Denver voluntarily decided to increase its objective so that it might reach a maximum sum for the United Jewish Appeal. In 1945 the community allotted \$130,000 to the UJA. Never in its history has a campaign excited such interest and response in every section of the community. Each group reflected the new standards being set. The campaign started with a meeting of the Liquor Division which yielded \$42,000 as against \$9,000 from the same group in 1945. The firm of Reuler & Lewin paced this meeting with a gift of \$15,000 as against \$3,000 in 1945. The Building Trades Division raised \$6,000 in 1945. But at the very opening of its sectional effort this year announcement was made, to the accompaniment of cheering, that the group present had contributed \$40,000. Many more remain to be solicited, with at least half as much more expected.

Among the most spectacular results were those obtained in the Mercantile Division, which at an opening meeting raised \$105,000 as against a total last year of \$19,000, with tens of thousands of dollars still expected from this group. Pace-setting contribution of this meeting was that of Meyer Neusteter. The Food Division opening raised over \$62,000 as against \$9,500 in 1945. And the campaign in the group is not over. The Livestock group gave \$18,000 as against \$2,500 last year. The Automotive and Manufacturing Division opening dinner resulted in pledges of \$126,000, as compared with \$25,000 last year. The Lawyers and Accountants' group produced \$17,500 at the opening function, as compared with \$3,000.

A. B. Hirschfeld is Chairman of the campaign and associated with him are Joseph S. Alpert, Chairman of Trade and Industries; Jesse Shwayder and Adolph Kiesler, Honorary Chairmen. Charles Rosenbaum is President of the Allied Jewish Council of Denver.

BOSTON RESPONDS TO BARNEY BALABAN

Boston, now engaged in the most triumphant campaign in its Jewish history, appreciates the service which Barney Balaban is rendering to the Jewish community and showed it with an unusual turn out of theatrical people last week. After the address of Mr. Balaban, President of Paramount Pictures and National Chairman of the Motion Picture Division of the United Jewish Appeal, over \$125,000 was contributed to open the campaign of the Big Gifts team of the Theatre Division. Last year the entire division raised \$46,000. Mr. Balaban, who has been one of the most tireless forces behind the \$100,000,000 drive, made a special trip to Boston to emphasize his deep concern with the success of the campaign.

NORTH HUDSON COUNTY PRODUCES RESULTS

Under the vigorous leadership of Alexander Grodnick as Chairman, the United Jewish Appeal campaign in North Hudson County, N. J. is matching the results obtained in other Eastern cities several months ago. Having given the UJA \$116,500 in 1945, the community aims at providing a minimum of \$350,000 this year. Israel Rogosin, also one of the largest contributors in the New York City drive, led off the campaign with a \$20,000 gift, as against \$4,000 in this community last year. Other outstanding gifts include those of Mr. Grodnick, \$10,500, David Kahn, \$15,900, Harry Liberman, \$7,500, Charles Sprayragen, \$4,500, Louis Goldwyn, \$3,500. Honorary Chairmen of the campaign are David Kahn and Israel Rogosin. Advisory Chairman is Judge Abraham Lieberman. With the campaign officially opening on October 20th, the big gifts have set a standard for the community which should continue North Hudson County's fund-raising record.

ADDED TO OVER-THE-TOP LIST

With final reports of spring campaigns now reaching UJA headquarters, the records disclose scores of additional communities which not only met but exceeded the minimum goal set to help raise \$100,000,000 this year.

Alexandria, La. allotted \$90,000 to the UJA as against \$30,000 in 1945, in each case showing the willingness of the community to meet responsibility. Abe Caplan was Chairman of the phenomenally successful campaign.

Kittaning, Pa. is in the midst of an area designated as Tri-State, with scores of Jewish communities competing with each other in standards of giving for the UJA. Already this little town has assured the UJA of an amount in excess of \$25,000. This compares with \$7,500 allotted in 1945. Morris Harris is Chairman, Harry M. Pollock, Chairman of Big Gifts and Mrs. Harry Lurie is Chairman of the Women's Division.

Leavenworth, Kans., under the leadership of Julius R. Waldstein, conducted a campaign that gave \$7,500 to the UJA, three times the 1945 contribution.

Jackson, Mich. has also established a fine level of giving, having contributed \$30,000 to the UJA as against \$10,000 in 1945. The campaign was under the successful leadership of Nathan Rosenfeld.

Iron Mountain, Mich. has set a standard for the entire Upper Peninsula area. Last year this little community raised \$1,015. The UJA requested a minimum of \$3,000 in 1946. Already over \$6,000 has been made available and more is on the way. Esau Cohodes is the leader of this intensive solicitation.

VINELAND ACCEPTS \$90,000 UJA GOAL

Having contributed some \$21,000 to the UJA in 1945, Vineland, N. J. is meeting the challenge of the \$100,000,000 campaign by adopting a quota of \$90,000 for the 1946 UJA. The over-all objective of the community will be \$100,000. Vineland will have the benefit of the leadership, as Chairman, of Dr. Arthur D. Goldhaft.

AMERICAN JEWISH ARCHIVES STANDARDS SET IN SMALL COMMUNITIES

Faced with the competition of many larger Connecticut communities which had established high records of giving this spring, the small community of Colchester is continuing its fund-raising effort in order to give the UJA a minimum of \$35,000, as against \$8,500 allotted in 1945. The bulk of this amount has already been forwarded in cash. In addition to the intensive solicitation conducted under the leadership of Hyman Schwartz as Chairman, the community staged a supplementary appeal on Yom Kippur.

72 people in Danville, Pa. have thus far raised \$6,223 for the UJA. Last year the UJA received \$900.00 from this town. Dr. Benjamin Schneider is the dynamic Chairman.

CAMPUS CAMPAIGNS

The high sense of responsibility of Jewish youth in the American colleges of 1946 is reflected in figures now disclosed, showing that some \$75,000 was raised on 45 campuses to aid the United Jewish Appeal. B'nai B'rith Hillel Foundations and their directors played an outstanding role in organizing the college men and women to do their share in the \$100,000,000 campaign. In making the report public, Dr. A. L. Sachar, National Director of the Foundations, pointed out that the students organized the campaigns themselves and made earnest efforts to study the purposes for which their money was being given. In some cases the college groups remitted their funds directly to the United Jewish Appeal. In other areas, the campus drives were part of the local community campaign.

Highest ranking school in its receipts was the University of California at Los Angeles Hillel Foundation which raised a total of \$10,860. The students at the University of Pennsylvania gave \$6,600, University of Michigan, \$5,249 and Ohio State, \$5,000. Each campus campaign attempted to use the best techniques devised by communities.

Perhaps the highest per capita record of giving among students was achieved on another campus, that of the Hebrew Union College, Cincinnati. The small number of students at the theological school and the faculty raised a total of \$5,343. In addition to their own giving, the students, with the aid of Dr. Abraham Cronbach, Professor of Social Studies, solicited off-campus, chiefly in the neighborhood of the College.

CHRISTIANS MATCH JEWS TO RAISE GOAL

In Kinston, N. C., the Christian community has undertaken to raise dollar for dollar what the Jews will raise for the United Jewish Appeal. A suggestion that the Christians might raise a smaller amount was emphatically rejected by a committee of distinguished citizens headed by J. E. Peterson, local banker, as Chairman, with H. Galt Braxton, Editor of the Kinston Free Press, J. C. Hood, C. K. Smith and Rev. R. B. Hurt as members of the committee. The Christian and Jewish campaigns will be conducted simultaneously from October 5th to 15th, with a goal of \$20,000 as the minimum objective. The Kinston UJA Committee consists of Sidney Kanter, Chairman, Leo Brody, Co-Chairman, Maurice D. Foxman, Co-Chairman, A. Louis Pearson, Vice-Chairman, Harry Pearson, Treasurer and Dr. Ben Foxman, Secretary.

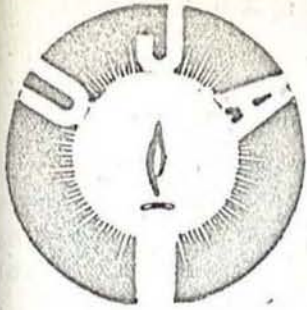
NEW NAME FOR U.J.A. AGENCY

In an effort to enlarge its services to Jews coming to the United States, the National Refugee Service, one of the three beneficiaries of the United Jewish Appeal, has been merged with the National Service to Foreign Born of the National Council of Jewish Women. The new, joint enterprise has been named the United Service for New Americans, Inc. (USNA). Edwin Rosenberg, also a member of the Administrative Committee of the United Jewish Appeal, is President of the organization. William Rosenwald, a National Chairman of the UJA, is also Honorary President of USNA. The rising needs of USNA (NRS), due to increased Jewish immigration to the United States, are reflected in the fact that an allotment of \$925,000 was given to it from UJA funds at the beginning of the year. Then the sum of \$500,000 was added, as additional thousands of refugees began entering. This month an additional contingent sum of \$700,000 was added as emphasis was given to American Jewish determination to welcome every Jewish refugee who could find admission to the United States.

WOMEN'S EXECUTIVE COMMITTEE TO MEET IN NEW YORK

Women Leaders From All Parts of the Nation are Expected to Attend

The first meeting of the Executive Committee of the National Women's Division of the United Jewish Appeal will be held at the Waldorf-Astoria Hotel in New York City on October 14th and 15th. Mrs. David M. Levy, National Chairman, and the five Vice-Chairmen of the Division will meet with their associates to review the first year's activity of the group and to plan for expanded service to the Jewish communities of America and to the UJA. The Vice-Chairmen of the Women's Division are Mrs. Hugo Dalsheimer, Baltimore, Md., Mrs. Mortimer Fleishhacker, Jr., San Francisco, Calif., Mrs. Walter E. Heller, Chicago, Ill., Mrs. George Kahn, Brookline, Mass., Mrs. Ernest Wadel, Dallas, Tex. The Executive Committee includes the following: Mrs. Bertram Allenberg, Beverly Hills, Calif., Mrs. Herman Baerwald, New York, N. Y., Mrs. B. N. Berger, Minneapolis, Minn., Mrs. Irving Blum, South Orange, N. J., Mrs. Leon Falk, Jr., Pittsburgh, Pa., Mrs. Louis Gerstley, Jr., Philadelphia, Pa., Mrs. Jack Goodman, Indianapolis, Ind., Mrs. Leo Greenwald, St. Louis, Mo., Mrs. Irwin Isaacson, New Orleans, La., Mrs. Emery E. Klineman, Cleveland, Ohio, Mrs. Monte Selig, Miami Beach, Fla., Mrs. Edward F. Stern, Seattle, Wash., Mrs. Eugene Warner, Buffalo, N. Y., Mrs. I. M. Weinstein, Atlanta, Ga., Mrs. Henry Wineman, Detroit, Mich.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Special Issue

NOT FOR PUBLICATION

October 16, 1946

EXECUTIVE COMMITTEE MEETS

With members from 37 States present, the Executive Committee of the United Jewish Appeal met on October 12th and 13th in New York: to hear reports on 1946 and to explore the needs and prospects for 1947. The culmination of the sessions was the adoption of a resolution urging attendance by representative leadership of all American communities at the National Conference of the United Jewish Appeal at the Ambassador Hotel, Atlantic City from November 30th to December 2nd. The resolution urged "that every community be represented at Atlantic City by a group of its outstanding leaders who will come prepared to hear the facts and to deliberate in the spirit which those facts require, with a solemn realization that the fate of hundreds of thousands is "dependent on the outcome."

1946 RESULTS CONSIDERED

The first session on Saturday evening, October 12th, heard a presentation by the experts of the facts of 1946. Following Rudolf G. Sonneborn, who presided in the absence, because of illness, of Charles J. Rosenbloom, a National Chairman, Isidor Coons reported that "the United Jewish Appeal can safely announce that not less than \$80,000,000 was raised in Spring campaigns," with some 3,500 communities participating. He added, after analyzing the Fall campaigns now in progress that "it now seems reasonable to anticipate that the \$100,000,000 goal will be realized for 1946. The complete success of the 1946 effort will be achieved only if all communities, regardless of size, do their full share. A factor of the greatest significance in the calculations to date is that the UJA has been the principal and, in most cases, the exclusive beneficiary of unallotted overages in the communities that generously exceeded their unprecedented goals." He placed stress on the campaigns now in progress in Chicago and Boston, the two major efforts of the Fall and reported on the high standards being sustained in Fall campaigns in communities of all sizes. He emphasized the pressure on the agencies for immediate cash funds and expressed gratification that as of October 11th, a total of \$48,752,110 had been received by the UJA on account of pledges. He underlined, however, that the agencies had had to borrow heavily in further anticipation of cash remittances.

Special credit was given to the newly organized Women's Division of the UJA, headed by Mrs. David M. Levy. Mr. Coons reported that women had contributed to date to their communities in excess of \$8,750,000 in one of the most remarkable demonstrations of effective leadership this country has witnessed.

TELL OF WORK OF AGENCIES

The Executive Committee heard factual reports from Joseph E. Beck, Executive Director of the United Service for New Americans; Dr. Martin Rosenbluth, Director of Information of the United Palestine Appeal; and Moses A. Leavitt, Secretary of the Joint Distribution Committee.

UNITED SERVICE

Mr. Beck reported that from 13-15,000 Jews have come into the United States as immigrants since January 1st. Of this number 3,600 have been from the American Zones of Occupation in Europe; the others from France, Italy, Sweden and Shanghai. In December, 1945, the budget of the NRS was estimated at \$1,000,000. But, as a result of the rise in immigration and necessary expenditures, the NRS (which has since merged with the National Service to Foreign Born of the National Council for Jewish Women in the United Service for New Americans), received from the UJA an additional \$500,000 in June, to which a further contingent sum of \$700,000 was allotted in September. Mr. Beck reported that over 8,600 displaced persons and refugees were aided by the organization since January 1st. At the present time, he said, United Service is spending at a rate of approximately \$350,000 a month, or \$4,000,000 a year. He predicted that the rate of immigration into the United States would speed upward in 1947.

THE UPA

Having recently returned from Palestine, Dr. Rosenbluth reported at first hand on the expenditures being incurred in Palestine with United Jewish Appeal funds. He stated that a sum in excess of \$49,000,000 will have been spent in 1946 by the Jewish Agency, the Keren Hayesod and the Jewish National Fund. Of that sum \$9,000,000 will go for immigration of refugees and housing and relief. One of the crucial problems arises out of the housing shortage. Great efforts are being made to provide temporary accommodations in the form of tents and barracks. But what American Jewry wants us to do for the survivors of European Jewry is not only to provide temporary settlement for them in Palestine but to give them homes and create for them conditions of life where they can live and work in a decent way and gradually become integrated within the structure of the country.

He referred to the recent occupation in one night of 12 plots of land in the Negev by some 1,000 young Jewish settler-pioneers, among them 300 girls, as indicative of the spirit in which the agricultural colonization program is being advanced. The cost of that operation alone, including the original purchase price of the land, was \$2,800,000 contributed jointly by the Keren Hayesod and the Keren Kayemeth, partners of the UPA. The total agricultural program involves \$8,234,000.

The Jewish National Fund also carried out a large-scale land acquisition program which is the very foundation of the rebuilding of the Jewish Homeland. These land purchases included land for the housing of refugees. It also participates in the colonization activities of the Jewish Agency, particularly in the field of land development and irrigation.

Reviewing the prospects for 1947, he pointed out that "should President Truman's plan for the immediate transfer of 100,000 DP's become a reality the overall cost of the absorption in Palestine has been estimated at about \$215,000,000. Of this amount some \$120,000,000 would be required in the first year. The execution of this plan would call for unparalleled generosity on the part of American Jewry." Estimating

what would happen if there were no conspicuous change in the present rate and 1,500 immigrants a month should continue in 1947, Dr. Rosenbluth cited budgetary requirements that have been submitted to the Jewish Agency for Palestine in Jerusalem for the current year. Insofar as the Jewish Agency is concerned this totals \$56,902,000 which includes \$18,488,000 for immigration and housing, \$13,417,000 for agricultural settlements, among the major items. He pointed out, however, that the final budget is now being developed but ultimately the framework of activities in Palestine will be determined by the extent of American Jewish generosity.

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THE JDC

The network of JDC expenditures and problems was outlined by Mr. Leavitt, who emphasized that although the needs were great, the constructive work accomplished is visible in large areas. Many problems have been solved. Tens of thousands of people have been kept alive because of the funds supplied by American Jewry in 1946. But problems of new magnitude have arisen. By the end of 1946 some 40,000 or more Jews will have been emigrated from Europe. That is a substantial job. But at the time of the Truman directive in December, 1945 it had been hoped that the doors of the United States and other countries in the Western hemisphere would have been opened wider for many more refugees. In the meantime, the phenomenon of dislocated people on a scale never before seen has been going on in Europe. It is estimated that every night in Europe 3,000 to 3,500 Jews are on the move. Between 90 and 100,000 Jews moved out of Poland in three to four months. They had to be met on the road, fed and taken care of. These people moved, and others are moving, because of a compelling necessity, because they felt their lives were in danger. That creates a problem which the JDC had never counted on in 1946. Early in the year the JDC spent \$5,000 a month for relief in transit. It is now \$200,000 a month. That is but one illustration of the new, unpredictable problems.

Substantial rehabilitation work has been done in Belgium, Czechoslovakia, France and Holland. But for every man set on his feet in those countries with JDC funds, two or three infirmities constitute a new responsibility. In 1946 the JDC will spend, if it has no other unforeseen emergencies, some \$58,000,000 Mr. Leavitt reported. Even with that extraordinary sum, Jews in some countries have had to be taken off relief because not enough money is available to meet the requirements in full. The bulk of the funds are being spent in Hungary, where 120,000 out of 190,000 Jews, are receiving relief from the JDC; in the American Zones of Occupation in Germany and Austria - with the demands growing daily; in Poland, where there are still 90 - 100,000 Jews in desperate need; in Rumania. In addition to funds sent into countries, there were purchases of supplies totalling \$9,500,000, and \$4,000,000 spent on emigration.

Mr. Leavitt foresaw the possibility of the removal of 100,000 Jews out of Europe in 1947. That would offer great relief from the pressure. However, it would not solve the problem, in 1947, of the displaced Jews, although it would mean for the remaining Jews a reassurance that their turn to be moved will come. He pointed out that the moving of 100,000 people involved a huge expenditure. The existence of the Jewish community in America and the one in Palestine represents the greatest asset to assure the survival of the Jews of Europe.

WARBURG ON ONE-TIME GIVING

Commenting on the factual reports, Edward M. M. Warburg, Chairman of the Joint Distribution Committee, concluded the evening's session with impromptu remarks. The review of 1947 prospects indicated that the Jewish position abroad would continue to

require substantial support from American Jewry. He pointed out that in public statements he had made through the year, he had referred to "one-time giving" as basic to the 1946 campaign. That has also been true of other men throughout the country. He had no apology to offer, he said, for he had not misstated the facts. But the world had merely reversed itself, creating conditions which could not have been anticipated earlier in the year. In considering the decision that it would want to make in regard to 1947 fund-raising, American Jewry might well ponder the feeling of the Jews in the DP camps whom we had anticipated releasing this year and who now find, instead, that they will be sitting there two years after "liberation." The promises made to them have not been fulfilled.

The United Jewish Appeal, he said, had become a keystone of American Jewish life. The fact was that, regardless of all other differences, American Jews find a common identity in it and find themselves united in their determination to keep their people alive. "We are very small people, facing historic and cataclysmic events. We try to maintain our honesty. We don't make statements unless we mean them; and if history makes liars of us, it just shows up the smallness of our perspective. What is needed now is the best thinking in this country. We will be determining the fate of European, of world Jewry. Every word we utter, every action we take should be viewed extremely seriously. There is a terrifying problem ahead. We have heard the needs described. Anyone must reach the conclusion that much needs to be done. How? Which way? What methods? The Jewish community of America - not a small group of agencies or individuals from those agencies - must deal with that problem at Atlantic City on November 30th. Only America can say, with authority: 'We want this done. We want to play this role in history.'"

UJA RENEWED FOR 1947

The morning session on October 13th was presided over by William Rosenwald, National Chairman. A highlight of the day was the announcement, on behalf of the Joint Distribution Committee and United Palestine Appeal, that the United Jewish Appeal had been renewed for 1947. Isaac H. Levy read the statement:

"Deeply gratified by the generous response of American Jewry in 1946 to the United Jewish Appeal; profoundly convinced that the problem of relief and rehabilitation in Europe and the upbuilding of the Jewish National Home in Palestine represent indivisible phases of the same problem; believing that the sorrow and need of our people require of American Jewry greater dedication and unity than ever before, if the mounting problems are to be met with any adequacy, the Joint Distribution Committee and the United Palestine Appeal have agreed that there shall be under all circumstances a United Jewish Appeal for 1947.

"This agreement was arrived at on the basis of principle and was reached promptly in the recognition that such a decision would be welcomed and approved by the Jews of the United States and by the hundreds of thousands of Jews abroad who depend upon our united action for their physical maintenance and spiritual revival.

"It is understood that the United Service for New Americans will also be included in the 1947 United Jewish Appeal."

The announcement was greeted with warm applause by the Executive Committee.

ROBERT R. NATHAN ON ECONOMIC PROSPECTS

Robert R. Nathan, noted economist and formerly Assistant Director of the Office of Reconversion, reviewed the economic situation for the background it might offer in considering 1947 fund-raising plans. He pointed out that American profits, after taxes, will run something like 30% to 40% above the war peak. "As far as we can see the economic picture now, at least through the first half of 1947, we are going to have very good conditions. It now looks as though during the first quarter and probably through the second quarter of 1947 the profit situation that prevails in the second half of this year will continue and perhaps become even more favorable."

In addition to his economic analysis, Mr. Nathan tried to estimate the significance of giving this year in terms of the capacity of American Jewry. He estimated that some \$100,000,000 that will be given to the United Jewish Appeal this year represents about 6% of the savings of American Jewry in 1946. In analyzing the tax factor applied to contributions, he estimated that probably \$60,000,000 to \$65,000,000 of that sum was permissible under tax deductions, with some \$40,000,000 coming out of funds that people might have retained for themselves. He estimated that the sum which the UJA received in 1939 was also 6% of the savings that year. In the years between 1939 and 1946 there had been a steady drop in the ratio of giving to savings, with the result, according to his figures, that there was a backlog of some \$280,000,000 if the 6% ratio had been regularly maintained. Mr. Nathan also asserted that amounts contributed out of capital in 1946 were very small.

Prior to the discussion that followed, Harry Greenstein, Executive Director of the Baltimore Jewish Welfare Fund, presented an effective summary of the reports of the previous evening.

COMMUNITY LEADERS DISCUSS PROBLEMS

The balance of the day was occupied with a discussion of the major factors that must be considered in arriving at a 1947 goal for the United Jewish Appeal.

Morris E. Jacobs of Omaha, Neb. led off with the observation that he considered the Executive Committee meeting a fine refresher course. He felt the information given had provided an additional story to tell in connection with the 1947 campaign. The reports had showed to him, as they must have to others, that the needs were there. Although he, together with others, had made declarations about a one-time gift, he felt no apologies were owed or needed to be made in going out again for a similar amount or more in 1947. "The need is apparent and, therefore, we have no other road to travel."

Sol M. Reiter of Newburgh, N. Y. said that the leaders of the UJA have no apologies to make to the Jews of America, for the Jews of Europe who are being helped belong to all the Jews of America. Whether the sum to be asked for is \$100,000,000 or \$150,000,000 the task need not be approached with apologies. He analyzed some of Mr. Nathan's statistics on the basis of his own community experience. He urged maximum action by the national UJA in advising all potential givers of the true range of the needs.

Leon C. Sunstein of Philadelphia, said that all recognized the needs that exist. He had no opinion to offer on the goal that the UJA should set. He recalled the meeting at Atlantic City, when the \$100,000,000 goal had been adopted. Many had not dreamed the money would be raised. Although optimistic, he, like others, had not dreamed that Philadelphia would raise what it did (over \$6,000,000). At the Big Gifts meeting at Washington in February and subsequently, all the stress had been placed on

the fact that 1946 was the crucial year and that the basis of achieving the goal was the one-time gift. As the situation was developing, the problem abroad was no longer a one-time affair; no longer even two-time but a problem whose ending could not be predicted. He wondered whether it was a distinctly Jewish problem and whether when Jews did as they were doing they were not militating against getting support from other sources and governments that ought to be obtained. The people in Philadelphia had worked hard to achieve what seemed at first hopeless. This had been done, not entirely on account of the need, but because the leaders were able to go to the people and ask for an additional amount, as compared with 1945, as a one-time gift. Two subscription cards were used. In our approach to the future, Mr. Sunstein continued, we have no apologies to make, but we do have a practical situation to meet. That practical situation is our word. Secondly, as a result of the \$100,000,000 campaign of the UJA, American institutions had been frozen. He has as great interest in the Jews of Europe, Palestine and elsewhere as any other Jew, but there are other institutions of Jewish life in America, some of these related to overseas, others to our domestic problems. He was fearful that there might be a tendency to disrupt the Jewish community and break up what had been built so carefully over the years. Another problem involves the relationship of the Jewish community in Philadelphia to the general community and the ratio between what a whole city gives for the community chest and what the Jews give for their welfare fund. He wondered what would be the effect between Jew and Gentile if the community chest failed and if the Jews went out once again on a campaign of the magnitude of 1946 or even larger. He thought it would be a mistake and he urged the exploration of other means of obtaining the required funds.

Mr. Leavitt dealt with the efforts that had been made to obtain governmental and intergovernmental support. He reviewed the very fractional help Jews had obtained from UNRRA. He asked what governments were meant. Was it likely that a Congressional appropriation could be obtained to take care of the Jews in Europe? Was the Polish Government or the Hungarian Government meant? What government could be relied upon to step into a situation involving purely Jewish needs? It might be asked why American Jews should send \$750,000 a month to take care of the Hungarian Jews. It might be said that the task should be turned over to the Hungarian Government. But the Hungarian Government would not do a thing in the situation. If American Jews, after years of indifference on the part of governments and intergovernmental agencies, can still declare that it is a governmental responsibility and let the problem rest there, there is nothing further to be said. But at least they should recognize that the Jews in whom they are interested would not be helped, regardless of the moral or legal responsibilities that rested on governments. Mr. Leavitt also reviewed the efforts that have been made to obtain another source of income, that is heirless and communal property. Every attempt at restitution is being made but progress is slow and in some countries fruitless. The task of getting such funds is so complicated by legal red-tape that even if the sums are ever forthcoming, they cannot be relied upon as a means of sustaining Jewish life now. Mr. Leavitt disagreed with the position that the problem of maintaining Jews in Europe would continue "forever." Progress, he said, is definitely being made. As the effects of the war recede and the general economies of Europe improve, more and more money will be going into rehabilitation and resettlement and less into pure relief. Every Jew taken out of Europe represents part of the problem solved, and to look forward to the emigration of 100,000 in 1947 represents a very substantial contribution to the stabilization of the problem. The question before American Jews, he said, is a simple one: "Do we want the process of rehabilitation in Europe and in Palestine to be one of prolonged agony over a period of many, many years or do we want to save as many people as we can and put them on their feet quickly? The more money we can spend today and tomorrow and the next day, the quicker the problem will be solved."

In the subsequent discussion, serious consideration was given to the questions raised. Frank Garson of Atlanta pointed out that he had taken the 1946 campaign seriously. In Atlanta one had the same problems as arose in other cities in raising funds. Like others, he too had spoken of one-time giving. But what could one do if one was born a Jew; and if the Jewish misfortune was not solved even though all of us thought it was on the way to being solved? He felt that the UJA should go frankly to the Jewish communities of America, tell them exactly how the funds had been spent, point out that the full job could not be done and that in order to continue the work the giving must be continued.

Edmund I. Kaufmann of Washington, D. C. also referred to his experiences: in relation to his own gift and to the statements that had, in turn, been made by him on the subject of one-time giving. He did not like broken promises. But for whom had he made the promise? It was on behalf of the Jews of Europe, who had never asked him to make a promise, any more than they asked to be kept in DP centers. He had made a promise that he felt he could keep. But that promise cannot be kept because the whole path of European Jewry is strewn with broken promises. Governments, one after another, and individuals highly placed, had made promises to the Jews. These were broken. And now there were 250,000 DP's instead of only 85,000. Were American Jews to say to them: "We made a promise for one-time giving and we will have to keep it. As for you, you will have to do the best you can." After analyzing the great extent of needs, he felt that \$150,000,000 was the amount which American Jewry should try to raise. That should be our answer to the world, which has treated our people worse than we treat animals in this country. The Jews of America will not fail, as they have never failed, when, without timidity and fear, leadership has frankly said: "This is the need; this is what we must do."

Samuel J. Goldfarb of New York felt it essential to keep faith with the Jews of Europe. What we need to consider is what we shall say to those whose lives wait on our action.

Mrs. Abraham N. Geller of New York felt she was speaking for the entire Women's Division of the New York UJA (of which she is Co-Chairman), in saying that while they had also referred constantly to one-time giving, it was more important to determine what is the right thing to do than to consider last year's promise. She had been listening to the economic arguments pro and con about campaigning but felt that fundamentally we were faced with a moral responsibility, and we who hold the leadership should understand the needs and meet them on that basis.

Archibald Silverman of Providence, R. I. took the position that the Jews continued to be in need. The hopes that America, Palestine and other countries would be opened for mass immigration were not realized. Despite any promises of one-time giving, we could not let the Jews of Europe down, even if the world has.

George W. Farber of Worcester, Mass. felt that the Jews of America would respond and that, in addition to their maintenance of necessary American institutions, they would be prepared to do their share for the survival of Jews abroad. As to adequate Jewish participation in community chests, he pointed out that in Worcester, Jews give far in excess of their proportion of the population. Special efforts are made in that direction.

Leonard B. Geis of Philadelphia stressed that all were aware of the needs. It was essential that such views as those presented by Mr. Sunstein should be sympathetically approached in arriving at a cross-section of opinion. He hoped that the most careful consideration would be given to the adoption of a quota and that it would not be a haphazard choice.

Mrs. David M. Levy of New York, Chairman of the National Women's Division, closed the morning session. She pointed out that it was not intended at the Executive Committee meeting to arrive at a 1947 quota. That would be done at the National Conference in Atlantic City on November 30th, December 1st and 2nd, and the decision would have to come from the communities. All pros and cons should be considered. In approaching the question, it might be useful also to ask people whether any one of them feels any poorer because of his gift to the United Jewish Appeal this year. She closed with a plea for each community to make more effective use of the enthusiasm and inspiration of women in campaign leadership.

RESOLUTIONS COMMITTEE

A Resolutions Committee was then announced consisting of Judge Maurice Bernon, Cleveland, Chairman; George Abrash, Paterson; Max H. Block, Seattle; Louis Caplan, Pittsburgh; Eli A. Cohen, Lynn; Frank Garson, Atlanta; Leonard B. Geis, Philadelphia; Samuel J. Goldfarb, New York; Joseph C. Hyman, New York; Carlos L. Israels, New York; Leslie L. Jacobs, Dallas; Morris E. Jacobs, Omaha; Isaac H. Levy, New York; William Singer, Miami; Maurice S. Tabor, Buffalo; Julian B. Venezky, Peoria.

COMMUNITY LEADERSHIP PRAISED

The afternoon session on October 13th was presided over by Rabbi Jonah B. Wise, a National Chairman. He called on Henry Montor for comments in connection with his recent trip to Europe and Palestine. The entire session was then devoted to discussion. The meeting was closed with remarks by Dr. Stephen S. Wise and the adoption of a resolution referring to the National Conference of the UJA in Atlantic City.

Rabbi Jonah B. Wise praised the community leaders for the magnificent job they had done to help attain the successful results of 1946. The communities and individuals, he believed, gave this support because of a conviction that the money was needed. However, despite the great liberality of the Jews of the United States, despite the consecrated services of the leaders in community fund-raising and the promptness with which funds were remitted, the agencies were at no time in a position to have sufficient funds to keep up with the needs. He felt that the facts presented should be relayed by the members of the Executive Committee to their communities, so that they could be further studied prior to the Atlantic City Conference.

Jacob Sincoff of New York spoke of his recent experiences in France, the DP camps in Germany and in Palestine. The governments have shown no concern for the Jews. It is the Jews primarily who must be concerned with Jewish survival. He felt that American Jewry, the sole reliance of hundreds of thousands of Jews in Europe, would not let them down.

Leon Falk, Jr. of Pittsburgh discussed the methods to be used in 1947. He felt an effort ought to be made to get the understanding of other national agencies seeking funds, so that divisiveness would not be introduced into the local community thus disrupting maximum fund-raising efforts.

Samuel Rothberg of Peoria, Vice-Chairman of the National Trade and Industry Division, felt that most of the big givers of 1946 would be able to go along in 1947. As to relations with the non-Jewish community, he felt that the more liberal Jews are made, the better citizens and Americans they become. Once they have opened their hearts to a Jewish cause, then they are more understanding of general causes as well.

William Singer of Miami discussed the experience of his community, where, he said, Jewish giving to the community chest was more than adequate. Miami is a great and expanding Jewish community and every effort is being made to develop it soundly. At the same time, he was sure whatever is decided upon at Atlantic City as the obligation of American Jewry, Miami would take care of its fair share of that amount.

Bernard Alexander of Trenton dealt with the problems of other national agencies. He felt that American Jewry could raise whatever the leaders willed to raise, in relationship to the needs.

Samuel Kappel of New York described his experiences in the clothing industry, which paced all over division of the New York campaign. He felt that if at Atlantic City the figure decided on was \$100,000,000 or \$150,000,000, American Jewry would raise it.

Alexander E. Holstein of Syracuse agreed that the Jewish communities of America would and could raise any amount they wished within reason. What was involved now was to get the inspiration into the communities to do the job and to the leaders who did not have the benefit of such meetings.

Leslie L. Jacobs of Dallas said he was impressed with the optimism which he had heard expressed, which he felt justified. But to buttress that optimism it was necessary to get early organization.

Julian B. Venezky of Peoria also referring to the one-time promises made, said that he would go back to his communities to say that he had been misled, not by the United Jewish Appeal, but by history. No one could foresee what would happen. He would further tell his community that we did not save our people overseas in 1946 to have them perish in 1947.

Max H. Block of Seattle stated that while he had not been delegated to make commitments for his community he felt that he could give assurance that Seattle is anxious and eager at all times to accept its share of the national responsibility whatever the final determination for 1947 would be.

Mrs. Joseph M. Welt of Detroit said that the women of the National Council of Jewish Women (of which she is President) recognize that when there is a need, one does not start a job and then quit. She felt that the suffering of the Jews in Europe came far ahead of organizations in this country. If we have to stand still here, we have plenty of security left.

Mrs. Leon Falk, Jr. of Pittsburgh spoke of the need for thinking in terms of total community planning. How should Jews dispose of social services affecting their communities at home in relation to their consciousness about their fellow-Jews abroad?

Rabbi Barnett R. Brickner of Cleveland observed that statistics have shown that Jewish giving in community chests is in greater proportion than, for the most part, Jewish agencies take out of the community chest. The Christians understand that the Jews have a special problem and they expect the Jews to meet it in a special way. He did not think that there was any public relations problem involved. The problem is one in the minds of some Jews and not in the mind of the larger community.

Monte Selig of Miami felt it essential to begin educating Jews in long-range terms in dealing with the problems of Jewish survival. The problem may take one year,

it may take five years for solution. He thought we ought to go on record as telling the Jews of the world, and the non-Jews as well, that we will see the job through to a conclusion. He suggested the possibility of making representations to the British Government and to the American Government to the effect that American Jews were prepared to provide the necessary sums for the transfer of refugees and for their maintenance, for however long the time required. This might help affect immigration decisions. He felt that more Jews would have to realize that they would have to start giving out of capital. No matter if it took years, the job would have to be done.

Isidore Sobeloff of Detroit felt it was unwise to restrict the discussion to United Jewish Appeal requirements. There was the problem of other non-local agencies. However unimportant they may seem percentage-wise, they do represent local community problems. There are also the local social service programs. To what extent should they be affected? He felt that between now and the Atlantic City Conference the UJA agencies ought to have some kind of formal conference with the organized Welfare Funds of the country, so that they and their problems could be considered more directly. He thought there should be policy discussions on a national level.

Daniel Shiman of Newark also said that it would be desirable to have a cooperative working organization with the Welfare Funds helping to plan with the national United Jewish Appeal on a national level. He suggested that room should be made in the United Jewish Appeal for representation on an administrative level of the Jewish Welfare Funds of the country.

RESOLUTION ON ATLANTIC CITY MEETING

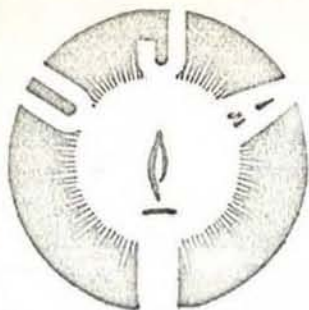
In the course of the resolution, submitted by the Committee and unanimously endorsed by the Executive Committee, these paragraphs appear:

"We note with pride that American community support of the United Jewish Appeal and of the agencies which it finances, the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans in the year 1946 has been and continues to be outstanding. Largely thanks to that support, hundreds of thousands are alive today in Europe, in Palestine, in the United States and in other countries who but for the American community's awareness and willingness to assume responsibility would long since have perished. But there is no peace for those who suffered most at the hands of our oppressors. The crucial plight of our people abroad, and the staggering responsibilities confronting the agencies of the United Jewish Appeal have been reported to us in detail.

"We are profoundly convinced that the problem of relief and rehabilitation in Europe, the upbuilding of the Jewish National Home in Palestine and the integration of newcomers to our own country represent indivisible phases of the same problem.

"We leave this meeting convinced that what we have heard, required that American Jewry fulfill, as in every previous crisis, the role that history has assigned to it as the bulwark of our distressed people. Fulfillment of that role requires the selfless devotion of every Jewish community in the United States.

"We are confident of the result of the Atlantic City Conference. American Jewry will have the courage and the foresight to meet the needs whatever they may be so that we may preserve our gains and press forward unswervingly in 1947 toward our consecrated purpose: - the continued preservation and the ultimate reconstruction of the battered lives of our brethren."



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Vol. I No. 17

NOT FOR PUBLICATION

October 24, 1946

BOSTON OPENS WITH 34 GIFTS ABOVE \$25,000

With top gifts, the range of which is said to be more extensive than that of any other community in the United States, the Combined Jewish Appeal of Boston opened its campaign last week with \$4,400,000 raised toward the announced goal of \$5,425,000. 34 gifts of \$25,000 and over were reported by Chairman Herman Gilman as compared with two in this category last year. Leading gifts included the following increases:

| | | | |
|--------------------------|-----------------------|-----------------------|------------------|
| Markson Bros. | \$42,000 to \$100,000 | David A. Stoneman | 3,500 to 25,000 |
| Bennett Rockman | 10,000 to 50,000 | Dick Harry and | 3,800 to 25,000 |
| Max and Morris Feldberg | 12,000 to 50,000 | Lawrence Singal | |
| Trimount Clothing Co. | 13,000 to 50,000 | S. H. Knopf Mfg. Co. | 4,000 to 25,000 |
| Robert P. Cable | 15,000 to 50,000 | Arthur Rosen & Sons | 5,000 to 25,000 |
| Reuben B. Gryzmish and | 16,500 to 50,000 | Anonymous | 7,000 to 25,000 |
| Mortimer C. Gryzmish | | S. Robert Stone | 7,000 to 25,000 |
| Panther Panco Rubber Co. | 17,000 to 50,000 | Jacob S. Gordon | 7,000 to 25,000 |
| Rabinovitz Trust | 22,000 to 50,000 | Morris Madfis and | 7,200 to 25,000 |
| Anonymous | 29,000 to 50,000 | Associates | |
| Suffolk Knitting Mills | 15,500 to 41,000 | Boston Maid Co. | 7,500 to 25,000 |
| George Sherman | 17,000 to 40,000 | (Herman Gilman and | |
| Louis Salvage | 18,000 to 35,000 | Samuel Skwinik) | |
| Irving Usen | 10,000 to 30,000 | Casper M. Grosberg | 8,000 to 25,000 |
| Enterprise Dept. Stores | 14,000 to 30,000 | Security Knitting | 9,600 to 25,000 |
| Israel Friedlander | 15,000 to 30,000 | Mills | |
| A. Shapiro | 18,500 to 30,000 | Fred Monosson | 11,000 to 25,000 |
| International Fabric Co. | 8,000 to 27,000 | Consolidated National | |
| Ginsburg Bros. | 11,000 to 27,000 | Shoe Co. | 12,000 to 25,000 |
| A. Pritzker & Sons | 2,000 to 25,000 | Joseph Ford | 12,000 to 25,000 |
| David Sportswear Co. | 3,500 to 25,000 | | |

20,000 persons - the largest Jewish assembly in the history of Boston - jammed into the Boston Garden on October 13th to help launch Boston's campaign. Other thousands attended an overflow meeting at the Boston Opera House in a significant demonstration of the Jewish community's determination to mobilize its total resources. Hon. Henry Morgenthau, Jr., former Secretary of the Treasury, as the guest speaker, emphasized that "if ever there was a time in the history of the Jewish people when their utmost brotherhood was necessary, it is now, right now." The Jewish community was stirred to new peaks of enthusiasm when Herman Gilman, indefatigable Chairman of

the Boston drive, announced the results of two months of intensive pre-campaign activity, averaging from six to ten trade and community fund raising meetings each night..

Of the total attained prior to the campaign opening, the Trades and Professional Divisions, under the leadership of Fred Monosson, contributed \$3,396,581 as against a total of \$2,392,408 turned in by this group in 1945. The Women's Wear Division, headed by Oscar Cohen and Joseph Warshauer, has already reached \$534,709 as compared with a total of \$250,929 last year. The Rainwear group directed by Mr. Monosson, Robert Cable and Samuel Knopf, has chalked up to date \$207,130 as against a final figure of \$80,752 in 1945. The Knit Goods Division, under the joint Chairmanship of Sam Berger, Sam Gold, Leon Rubenstein and Rudolph Wyner, shows \$164,701 as against \$64,666 with reports still incomplete; the Paper Division, headed by George Sherman, already has on hand \$142,350 as against last year's total of \$66,586. The substantial increases scored by the above-mentioned groups are representative of Boston's general upward trend. Sidney Cohen is the Executive Director of the Combined Jewish Appeal.

ROCHESTER OFF TO GOOD START

Rochester, N. Y., now in the midst of preparations for the first \$1,000,000 campaign in its history, is exuding the confidence of a community that knows its own strength. With Jack H. Rubens serving as Chairman of the drive, Rochester is making rapid strides in lining up its big gifts, reporting to date pledges totalling \$302,000 from 40 persons who gave a total of \$120,000 last year. Three gifts of \$25,000 to date each have stimulated the community into new channels of thinking and giving. The contributions came from Arthur Lowenthal, Big Gifts Chairman, who gave \$10,000 last year; Charles Marcus, who pledged \$12,000 in 1945, and the Hart Food Stores which contributed \$9,000 last year. The Rochester campaign, from which the UJA will receive a minimum of 800,000, officially gets underway on November 14th.

SHARP INCREASES IN BIG GIFTS REPORTED EVERYWHERE

Sharp increases in Big Gifts everywhere in the nation, in many instances 200% and 300% over last year's figures, deserve the lion's share of the credit for the hundreds of successful Fall campaigns, just as Big Gifts increases paced the record-breaking Spring drives. Wilmington, Del., for example, where the campaign will soon be formally launched, reported \$168,000 raised from a group of big givers who last year produced \$44,000 - an increase of 282%. Milton Kutz, Chairman, who gave \$6,000 last year, contributed \$25,000; Harry Cohen went from \$3,500 to \$25,000. Wilmington is out for \$375,000 of which at least \$300,000 will be earmarked for the UJA.

At its campaign opening, Fall River, Mass., recorded \$251,000 raised, including \$168,000 from 30 persons who last year turned in a total of \$55,150. Heading the Fall River drive is Benjamin Green as Chairman and Meyer Jaffe as Initial Gifts Chairman. The community was paced by Jacob Ziskind who went from \$3,000 to \$50,000; Joseph and William List from \$2,750 to \$15,000; Meyer and Hyman Sobiloff from \$3,000 to \$12,500. North Adams, Mass., witnessed an increase of 302% in big gifts - 15 persons going from \$4,800 in 1945 to \$19,300 this year. Harry Kalker, Big Gifts Chairman, upped his gift from \$2,000 to \$6,000; Samuel Shapiro went from \$1,000 to \$5,000. Nyack, N. Y., was spurred by a Big Gifts boost of 300%, receiving \$5,600 from a group of 12 persons who contributed \$1,400 in 1945. The amount raised this year from the Big Gifts group approximated Nyack's total allotment to the UJA last year. Samuel Wagshall is Chairman of the Nyack campaign which will seek \$20,000 minimum for the UJA.

FALL DRIVES SWELL OVER-THE-TOP COMMUNITIES

Reports from communities across the country now nearing completion or in the midst of their Fall campaigns on behalf of the United Jewish Appeal indicate that the standards of giving established last Spring are not only being continued but in many cases are even being exceeded. Grand Rapids, Mich., under the leadership of Chairman A. H. Kollenberg and Big Gifts Chairman Bernard Baum, set out to assure the UJA of \$100,000 as against \$23,635 to the UJA last year. Grand Rapids has already reached \$134,000 and the UJA will receive a large share of the overage. Kenosha, Wis., which raised a total of \$18,750 in 1945, has passed the \$53,200 mark, assuring the UJA of at least \$50,000 as against a UJA allotment of \$15,750 last year. The Kenosha campaign is headed by Sam Block. Bogalusa, La., which produced \$1,234 for the UJA last year, embarked on a campaign to raise \$4,000 for the UJA from the 72 Jewish persons in the community. With Morris Bressler at the helm, Bogalusa has already exceeded its goal and expects to raise \$5,600. Michigan City, Ind., which undertook to raise \$35,000 for the UJA this year as against \$8,500 a year ago, climaxed the most triumphant campaign in its history with \$41,900. The Michigan City drive was headed by Col. Irving Salomon. Warren, Pa., directed by Chairman Ned I. Shulman, which opened its campaign with a UJA goal of \$11,400 or three times the amount this community of 88 Jews raised last year, went on to register a total of \$14,000 for the UJA. Non-Jews in the community contributed \$5,500. William Glassman headed the non-sectarian drive in addition to his duties as Big Gifts Chairman. Hyman Levenson served as Treasurer and Raymond Stein as Secretary.

FALL PROGRESS REPORTS

Glowing reports of progress are also beginning to filter in from Fall campaigns which opened within the past few weeks. Springfield, Mass., with an overall goal of \$401,000, has passed the \$350,000 mark and expects to reach its objective by the end of the month. Simon J. Katz is Chairman of the drive with Benjamin Swirsky as Initial Gifts Chairman. Providence, R. I., campaigning for \$800,000, has raised to date \$575,000 and is confident of surpassing its goal. Heading the Providence drive are Archibald Silverman, Honorary Chairman; Alvin A. Sopkin, Chairman; and Benjamin A. Brier and Samuel Rapaporte, Jr., Big Gifts Chairmen. Word has come that Poughkeepsie, N. Y., headed by Chairman Joseph L. Weisman, has accepted a UJA quota of \$150,000. This community raised \$35,000 for the UJA last year. Williamsport, Pa., which produced \$19,000 for the UJA in 1945, has accepted a UJA quota of \$100,000 in 1946, the campaign to begin Nov. 7th.

The effects of the unprecedented \$100,000,000 drive are being felt in U.S. Possessions as well as in the States. Drives are underway in Honolulu, Alaska, Puerto Rico and the Virgin Islands. San Juan, P.R., with a population of 60 Jews, has already sent \$8,520 to the UJA, and the campaign there is still in progress. Isidor Topp is Chairman of the campaign. Last year this community forwarded \$2,525. The neighboring Virgin Islands, in their first campaign for the UJA under the Co-Chairmanship of Benjamin Bayne and Jerome Solomon, as of this date, have remitted \$1,300.

DENVER UPS GOAL BY \$250,000

The national office of the UJA this week received two checks totalling \$131,000 constituting the first payment on Denver's 1946 allocation. This down payment exceeds Denver's total allocation in 1945. Denver has already surpassed its over-all campaign goal of \$500,000 and has set a new goal of \$750,000, reports Chairman A. B. Hirschfeld.

FLINT INITIATIVE PAYS BIG DIVIDENDS

Paced by a 272% increase in Initial Gifts, Flint, Mich., campaigning for \$140,000, of which a minimum of \$125,000 is for the UJA, has already soared over the top with \$155,000 with many pledges still outstanding. Last year Flint allotted \$40,000 to the UJA. A group of about 125 big givers who contributed \$22,110 in 1945 showed the way for the rest of the community by upping their contributions this year to \$88,355. Leading the successful Flint campaign are Chairman Max Gealer and his aides including Ellis Warren, Edward Rosenberg and Louis Rudner. Not to be outdone by the men, the Jewish women of Flint are demonstrating their ingenuity. To insure the largest possible attendance, the Women's Division, headed by Mrs. I. Sendler, set up a nursery school under the supervision of a trained nurse to care for the children of the community on the day of their major fund-raising function. The latest report of \$23,000 raised by the Women's Division indicates that the investment was worthwhile.

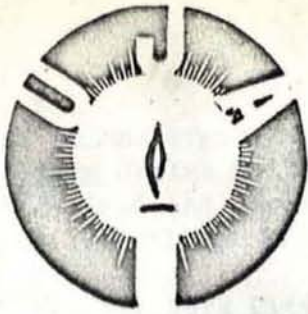
ADDITIONAL SPRING DRIVES MEET CHALLENGE

To the constantly growing list of "over-the-top" Spring drives must be added Des Moines, Ia., which has attained its \$250,000 goal, assuring the UJA of a minimum of \$200,000. Joseph Zox was Chairman of the successful drive. Last year this community contributed \$85,000 to the UJA. Notably successful was the Chattanooga, Tenn. drive, under the effective leadership of Sidney Perlberg, which adjusted its sights from \$49,615 in 1945 to \$150,000 for the UJA in 1946, raising a total of \$184,577. Another Tennessee community, Knoxville, led by Chairmen S. Harry Busch and Jacob B. Corkland, set out to raise \$65,000, of which the UJA was to receive \$50,000. An energetic drive produced \$78,000 and Knoxville leaders have assured the UJA of a minimum of \$56,880. Last year this community allotted \$16,500 to the UJA. Beaumont, Tex., which last year contributed \$20,000 to the UJA, has sent word that it will this year meet its obligations fully with \$60,000. Ludwig Baer is Chairman of the drive. Butler, Pa., under the able leadership of Chairman M. A. Berman, has similarly assured the UJA of a minimum of \$60,000 as against an allotment of \$20,000 last year.

WOMEN CONTRIBUTED \$8,725,000 TO DATE TOWARDS \$100,000,000 GOAL

American Jewish women contributed a total of \$8,725,583 in the first nine months of 1946 towards the \$100,000,000 goal of the UJA, Mrs. David M. Levy, Chairman of the National Women's Division, reported at the special two-day meeting of Officers and Executive Committee Members of the Women's Division held on Oct. 14 - 15 in New York. Of the funds raised by women to date, the sum of \$3,560,000 represents the contribution of the women of Greater New York. Actively participating in the nation-wide campaign, Mrs. Levy reported, were 195 Women's Divisions, of which 50 had been newly established since the beginning of the year. Mrs. Levy stressed that the statistics now available represent only a partial picture "of the overwhelming cooperation" given by Jewish women from coast to coast to "restore hope and life to the first victims of war and oppression whose continued existence is threatened by homelessness, hunger and misery." The conference, which was addressed by national UJA leaders and representatives of the JDC, UPA and United Service, voted to work for the widest possible representation of women in the forthcoming UJA National Conference to be held in Atlantic City, N. J., from November 30th to December 2nd.

Prior to the Women's Division meeting in New York, Mrs. Levy made a special trip to Boston to address 1,500 Greater Boston women who had each paid a minimum of \$100.00 to attend a special Sacrifice Luncheon which raised a total of \$235,000 towards the Women's Division goal. Mrs. E. Geoffrey Nathan is Chairman of the Women's Division. Mrs. Nehemiah Whitman and Mrs. Mortimer C. Gryzmish were Co-Chairmen of the luncheon.



A REPORT TO MEMBERS

of the
NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

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November 5, 1946

NATION'S LEADERS TO CONVERGE ON ATLANTIC CITY

The outstanding Jewish leadership of the United States will be present in Atlantic City on November 30th, December 1st and 2nd to consider the program of responsibility for the United Jewish Appeal for 1947, it is becoming evident from the reservations now being sent to the National Chairmen of the United Jewish Appeal in response to their invitations for the National Conference of the UJA.

Edward M. M. Warburg, Chairman of the Joint Distribution Committee and Chairman of the United Jewish Appeal of Greater New York, this week left by plane for Europe. He plans to visit England, France, Germany, Poland, Austria and Italy, studying at first hand current conditions abroad and the work being done by the JDC on the continent. He is using the airplane to go and return so that he might attend and address the National Conference of the UJA.

Incomplete lists as of this early date based on partial responses recorded indicate that among other outstanding community leaders the Los Angeles delegation will include Charles Brown, President of its Jewish Community Council, Max Firestein, Chairman of the successful 1946 campaign, and Leonard A. Chudacoff, Chairman of the Advanced Gifts Committee. The incomplete lists show that others who will attend include I. S. Joseph, President of the Minneapolis Jewish Welfare Fund, Harold J. Goldenberg and Louis S. Grossman; Leslie L. Jacobs, Advance Gifts Chairman of the pace setting Dallas campaign and Southwestern Regional Chairman of the UJA; Irvin Bettmann, veteran leader of St. Louis Jewry; Louis S. Myers, President of the phenomenally successful Kansas City Welfare Fund and Millard Mayer; Rabbi Barnett R. Brickner, Chairman of the unprecedented 1946 Cleveland Welfare Fund campaign, and his associates Eugene H. Goodman, Leonard Ratner, Eugene M. Klein, Judge Maurice Bernon and Samuel Goldhamer; Bernard P. Kopkind, Chairman of the record-breaking New Haven Welfare Fund campaign, and Samuel Botwinik, President; Harry Cohen and Max Keil, among the leaders of the unusual Wilmington, Del. Welfare Fund campaign; Benjamin Frankel and Avery Carp, backbones of the standard-setting Southern Illinois Jewish Federation; Samuel Rothberg and Julian B. Venezky, of Peoria, Ill., a key campaign of 1946; Lazure L. Goodman, Chairman of Big Gifts of Indianapolis, Ind., which conducted an outstanding campaign for its size of city in the country; Bernard Alexander, President of the successful Trenton, N. J. Welfare Fund; Dr. Philip David Bookstaber, head of the Harrisburg, Pa. triumphant drive; Samuel H. Daroff, Chairman of Big Gifts of the sensational campaign conducted by the Philadelphia Allied Jewish Appeal, together with Kurt Peiser, William H. Sytk, Albert H. Lieberman, Lionel Friedmann and other leaders; A. I. Lack, head of the Houston Jewish Welfare Fund; Louis J. Novitsky, Co-Chairman of the Fort Wayne, Ind. campaign; Robert W. Schiff of Columbus, Ohio; Dr. David Fichman of New Orleans; Allen A. Goldfine, Pinchos E. Medwed and James Striar, of Maine; J. Benjamin Katzner, Isaac Potts, Mose I. Speert,

Adolf L. Hamburger, Harry Greenstein, among others, leaders of the record-breaking Baltimore Jewish Welfare Fund effort; Sol Brachman, Fort Worth, Tex.; David J. Ross, President of the Jewish Community Council of Benton Harbor, Mich., and scores of others from all parts of the country, as well as Morris Storyk of San Juan, Puerto Rico.

The New York City delegation already includes, among others, Sylvan Gotshal, President of the UJA of Greater New York; Dr. and Mrs. Max Ascoli, Paul Baerwald, Mrs. Irving Engel, Harry Fischel, Mrs. Abraham Geller, Mrs. H. A. Guinzburg, Samuel Hausman, Carlos L. Israels, Joseph Kolodny, Mrs. David M. Levy, Isaac H. Levy, Edwin Rosenberg, Lewis S. Rosenstiel, William Rosenwald, Jacob Sincoff, Rudolf G. Sonneborn and Dr. Jonah B. Wise.

To insure hotel reservations and to make all necessary arrangements for the meeting sessions, it is urged that all National Council members and community leaders planning to attend send in their acceptances as promptly as possible.

BOSTON TOPS NATION'S BIG CITIES

Boston emerged this week with the largest comparative total of any big city when the Combined Jewish Appeal reached a figure in excess of \$6,800,000. In a whirlwind campaign led by Herman Gilman, extraordinary dynamo of energy and leadership, and a group of outstanding associates, the Boston community far outdistanced its original goal of \$5,425,000, which some people said could not be attained when it was first adopted.

The results in Boston were regarded by national officers of the United Jewish Appeal as a gratifying climax to the nation's \$100,000,000 drive in which one city after another, setting up an unprecedented quota, broke all previous records and surpassed established goals. Last week Boston raised its first quota and then, by unanimous decision, voted to increase the amount to \$6,000,000. But the generosity of an aroused community, moved by the needs of the United Jewish Appeal agencies, far exceeded even that ambitious target.

Many reasons are being cited to explain Boston's success, the chief of them being the indefatigable zeal of Chairman Herman Gilman, who left his business for months and devoted himself day-in and day-out to a mobilization of the interest and resources of the entire community. The solicitation of big givers in private meetings rather than in large gatherings exclusively; the dramatization of the campaign through the imaginative use of every medium of public contact; the intensification of trade and industrial divisions -- all of these were cited by Executive Director Sidney Cohen as among the factors in the final achievement. It is believed that the generous use of full-page advertising in the daily press over a period of weeks served to focus the attention of the entire city and its Jewish population on the urgency of the cause. Thousands of gifts, large and small, from Christians in the community, in response to the ads, were also reported.

Fred Monosson was Chairman of the Trades and Professional Divisions which accounted for some \$5,000,000 of the money raised.

MRS. LEVY NAMED CONFERENCE CHAIRMAN

Mrs. David M. Levy, Chairman of the National Women's Division of the United Jewish Appeal, this week accepted the post of Chairman of the National Conference of the United Jewish Appeal to be held in Atlantic City on November 30th, December 1st

and 2nd. The invitation extended to Mrs. Levy by the Administrative Committee of the UJA coincided with the award to her, by the Triennial Convention of the National Council of Jewish Women, of the designation as "Outstanding Jewish Woman of the Year."

During the course of the 1946 campaign, Mrs. Levy has travelled to all parts of the country, not only to mobilize women for assuming greater responsibilities, but in stimulating general community response. Mrs. Levy will be leaving the United States immediately after the Atlantic City Conference to make a tour of Europe and Palestine so that she might further equip herself for responsibilities which she has assumed in connection with the UJA campaign.

ON-THE-GROUND STUDY OF CONDITIONS ABROAD

Herbert R. Abeles, who was Chairman of the UJA of Newark in 1946 and led that community to an unprecedented total for the campaign, also left this week for an extended tour of Europe and Palestine. Mr. Abeles is one of a group of outstanding lay leaders giving of their time to study Jewish conditions abroad at first hand. It is hoped that he may be available to meet with Jewish communities following his return, to convey his impressions.

Harold J. Goldenberg, National Chairman of the Trade and Industry Division of the UJA, returned last week from a 5 month tour of Europe and Palestine. He has agreed to give the UJA the month of November so that he might meet with groups of leaders in various communities to describe his experiences abroad.

URGENT NEED FOR CASH

Dr. Jonah B. Wise, National Chairman of the UJA, this week made an earnest plea to every Jewish contributor in America and to every Jewish community to forward to the UJA every dollar that can be mobilized. He said: "The officers of the UJA are grateful not alone for the magnificent campaigns which have been conducted by Jewish communities everywhere, but also for the splendid manner in which cash on account of pledges is being forwarded. But the mounting pressure of the requirements abroad is so great that we are compelled to plead with every contributor and with every community to do even better than the fine job they have been doing.

"Illustrative of the position of the agencies is that which confronts the JDC. Since sufficient cash on account of pledges has not been available, the JDC has had to borrow to date \$10,000,000 from the banks in New York City. These banks have used as collateral the good faith of the Jews of America. At the same time, we find it deeply distressing that substantial sums should have to be paid out in interest on bank loans. We plead, therefore, with every community in the United States to undertake a special effort at this time to advise contributors that the problems with which we are faced can be dealt with only with cash resources. In some cases there may be a special effort required to make available the total amount of pledges for 1946. To do so would give double value to the support extended to the agencies of the UJA this year. Everyone is familiar, from reading the newspapers, with the extraordinary manner in which our problems have multiplied abroad. I feel confident that every Jewish community which conducted a splendid campaign in the Spring will now undertake a campaign of similar effectiveness to round up all the cash that can be obtained within the community on account of pledges.

"It is especially urged that communities conducting Fall campaigns remit all cash available for the UJA with the complete understanding on the part of the UJA that

these remittances will be credited to the allotments for the UJA when determined upon. The very lives of our people overseas depend on a continuous flow of cash. Every new emergency must be met and increased borrowings for 1946 are not feasible."

SHREVEPORT REACHES UNPRECEDENTED GOAL

For years having had a position of leadership in fund-raising for the UJA, Shreveport, La. has once again demonstrated its high sense of responsibility by completing its campaign to enable it to give the UJA its requested quota of \$150,000. This compares with the amount of \$50,000 allotted in 1945. Its Jewish population is 2,000. Abry S. Cahn is Chairman of the Shreveport campaign; Joseph J. Levy is President of the Shreveport Jewish Federation, and Sidney L. Herold is Honorary President. Among the many outstanding gifts in the community were contributions of \$10,000 from E. Bernard Weiss as compared with \$3,000 in 1945, Sidney L. Herold \$8,000 as against \$3,000, and J. Greenberg and N. Maisel \$5,000 as compared with \$1,000. There are many gifts of similar standard-setting character.

The non-Jewish community is conducting its own fund-raising effort on behalf of the UJA under the leadership of John D. Ewing, Editor of the Shreveport Times, who started off the campaign with a contribution of \$2,000. It is hoped by this group that it will be able to raise in excess of \$20,000.

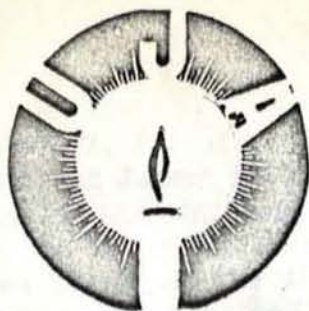
CHARLESTON, WEST VIRGINIA SETS NEW STANDARDS

Charleston, West Virginia sets new standards under the leadership of Samuel D. Lopinsky as Chairman of the campaign. The Charleston, W. Va. Federated Jewish Charities is now bringing to a close its extraordinary campaign to reach its 1946 goal of \$225,000. In 1945 the UJA received \$71,956 from the Charleston Federated Jewish Charities which is headed by Alvin Lindenberg as President.

The opening of the campaign was marked with a dinner which had the largest attendance of any function in the history of the community. In addition to Quentin Reynolds, a principal speaker was Hayes Picklesimer, Chairman of the Charleston Christian Committee on behalf of the UJA. Mr. Picklesimer, one of the leading citizens of the Charleston community, spoke on the inescapable responsibility of all American Jews to save the remnants overseas. He felt that every Jew and every Christian owed an obligation to humanity to dig deep and to rescue the Jewish survivors. The Christian Committee has been using local newspaper advertising to present its appeal to the entire community. The Christian leaders took the position that even though a Community Chest Campaign was in progress, it was important that public emphasis be placed on the UJA drive and that all citizens share it.

NATION MOURNS GUSTAVE A. EFROYMSON

Officers of the United Jewish Appeal this week expressed deep sorrow on learning of the death of Gustave A. Efroymsen of Indianapolis, Ind., Honorary Chairman, and one of the most distinguished members of the American Jewish community. His devoted leadership and support for all causes and especially for the agencies of the UJA marked him as one of the most generous and understanding of men. In 1946 it was his example which served as a beacon to the Indianapolis community to rise to new heights. His death at the age of 76 in Indianapolis is an irreparable loss to the Jewish community of America.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

THE \$100,000,000 CAMPAIGN

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

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WORLD LEADERS TO BE HEARD AT ATLANTIC CITY

When leaders of American Jewry gather at the Ambassador Hotel, Atlantic City on November 30th, December 1st and 2nd to consider with the United Jewish Appeal the Jewish situation for 1947, they will have the benefit of the counsel of world leaders as background for their own vital decisions.

Among the scheduled participants are Hon. Robert P. Patterson, Secretary of War of the United States, and Assistant Secretary of State, General John H. Hilldring. Interest in their messages is especially high because of the role of the United States Army in the American Zones of Occupation in Europe in accepting Jewish Displaced Persons and persecutees. The extraordinary rise in the number of Jewish DP's during the year is one of the key problems facing Jewish leadership in 1947.

Jan Masaryk, Foreign Minister of Czechoslovakia, one of Europe's foremost leaders attending the United Nations General Assembly, is also among the notable participants. He is expected to discuss the role of governments in meeting Jewish needs. Hon. Henry Morgenthau, Jr., former Secretary of the Treasury, is another of the outstanding personalities to take part in the three-day sessions.

Distinguished visitors from abroad are also anticipated. Leon Retter, Boris Pliskin and Schmucl Shlomovitch, representing the Jewish Central Committee of Displaced Persons of Germany, this week had their exit visas from the American Zone and their entry visas into the United States approved by the State Department. Chief Rabbi Alexander Safran of Rumania is expected from Bucharest. Dr. Frigyes Goeroeg, Chairman of the Jewish Relief Committee of Hungary, is expected from Budapest. It is confidently hoped that airplane transportation, currently entangled, will be available to bring all five men to the Atlantic City gathering so that American Jewry may hear the story of European Jewry directly from their representative leaders. This would be the first time since 1939 that Hungarian and Rumanian Jewry will have the opportunity to be heard in the United States in this direct manner, the war years and the Nazi occupation having prevented personal contact all this time.

It is hoped that spokesmen of Palestine Jewry will also be in attendance. Their participation has been made more difficult because the opening of the World Zionist Congress at Basle has been fixed for the first part of December.

Preliminary lists of leaders from communities across the country attending, first published last week, now include Frank Garson, Chairman of the Atlanta, Ga. campaign; E. N. Grueskin, Initial Gifts Chairman in Sioux City, Ia.; Fred M. Butzel, Chairman of the Executive Committee of the Detroit Jewish Federation, Max Osnos and Isidore

Sobeloff, Executive Director; Philip Dimond, Honorary Chairman, George Abrash, President and Joseph Shulman, Vice-President of the Welfare Fund of Paterson, N. J.; Charles Dautch, President of the United Jewish Fund of Buffalo; Barney Balaban, Chairman of the UJA's National Motion Picture Division, Isidore Fine, Col. Harry D. Henshel, Co-Chairman of the UJA's National Jewelry Division, Benjamin Lazrus, Dr. David M. Levy, Harold F. Linder and Joseph M. Mazer of New York, N. Y.; J. H. Rubens, President of the Rochester Welfare Fund, and his associates, Arthur M. Lowenthal, Big Gifts Chairman, Joseph Goldstein, Chairman of the Budget Committee and Mrs. Samuel M. Weil; Herman Katz, Chairman of the Troy, N. Y. campaign and Joseph Goodman; Malcolm Woldenberg, one of the outstanding leaders of Madison, Wis.; Mark Sugarman, Chairman of the Coatesville, Pa. campaign; and other distinguished leaders:

ROCHESTER'S \$1,000,000 DRIVE IN HIGH GEAR

Initial reports from Rochester, N. Y., where the Jewish community opened on November 14th the first \$1,000,000 campaign in its history, reflect the pattern of success that marked the spectacular Boston and other Fall drives in behalf of the 1946 United Jewish Appeal. On the basis of present returns which are three and four times over last year's figures it appears likely that Rochester will soon join the nation's growing list of "over-the-top" communities. As this bulletin went to press, Rochester had reached the \$435,000 mark, a figure substantially above the community's total result in 1945. Sharp increases in big gifts, including three contributions of \$25,000 each, provided the pre-campaign momentum. J. H. Rubens is Chairman of the Rochester drive, which is seeking a minimum of \$800,000 for the UJA, and Arthur M. Lowenthal is Big Gifts Chairman.

In addition to the three \$25,000 gifts, which were previously listed, the following increases in big gifts were reported: Abe Feinbloom from \$1,500 to \$5,000; William Feinbloom from \$1,500 to \$5,000; Saul S. Frankel and Rochester Iron & Metal from \$700.00 to \$11,000; Isaac Gordon from \$4,000 to \$12,000; Hyman Kolko from \$2,000 to \$5,000; Arthur E. Lowenthal (a returned veteran) from \$1,000 to \$5,000; Mrs. Abraham H. Neisner from \$2,000 to \$10,000; Melvin B. Neisner from \$2,000 to \$12,500; Mrs. Joseph M. Neisner from \$3,000 to \$10,000; Fred Neisner from \$2,000 to \$6,000; Norman Pelton and Morris H. Lipsky from \$1,500 to \$4,000; Mrs. Samuel M. Weil from \$4,000 to \$8,000.

Mrs. David M. Levy, Chairman of the UJA National Women's Division, took time off her new duties as National Conference Chairman to make a flying trip to Rochester where she addressed a Special Gifts luncheon of Rochester's newly-organized Women's Division. The luncheon, attended by 460 women, produced \$100,000. Heading the new Women's Division is Mrs. Joseph M. Neisner as Chairman and Mrs. Sol Aiole, Mrs. Lester J. Berlove and Mrs. Myer Braiman as Co-Chairmen.

SPRINGFIELD GOES TO TOWN

The victory spotlight moved to Springfield, Mass. this week where the Jewish community, aiming at \$401,000 in behalf of the UJA and other causes, wound up its exciting drive, under the Chairmanship of Simon J. Katz, by surpassing its objective. This community last year allotted \$86,000 to the UJA. Helping to make the 1946 drive the most successful in the annals of Springfield - the total raised in 1945 was \$159,000 - were Joseph B. Cowett, Welfare Fund President, Benjamin Swirsky, Big Gifts Chairman, and Maurice Elion, Vice-Chairman of the campaign.

Typical of the generous response to the needs served by the UJA agencies was the record achieved by the Springfield Women's Division, under the leadership of Mrs. Nathan Goldstein, which raised close to \$28,000 as against \$3,500 last year.

FALL PROGRESS REPORTS

Campaigning against a background of rising needs in Europe, increased upbuilding and settlement activities in Palestine, and expanded services to newcomers in this country, communities now in the midst of their Fall drives are reflecting with the sensitivity of a seismograph American Jewry's concern over the fate of Europe's 1,400,000 homeless Jewish survivors. Fall River, Mass., bypassing its \$275,000 goal, has reached \$310,000 and the campaign is still forging ahead. Last year this community contributed \$106,000 to the UJA. The average Fall River gift to date has been three times last year's contribution. Holding down the key positions in the Fall River drive are Benjamin Green, Chairman, and Meyer Jaffe, Special Gifts Chairman.

Norfolk, Va., under the Chairmanship of Dr. Dudley Cooper, is rapidly closing in on its new \$400,000 goal after passing its original \$350,000 objective. Attainment of the full goal would assure the UJA of a minimum of \$300,000 as against \$117,000 last year.

Paced by a 200% increase in big gifts, Camden, N. J. is making an all-out attempt to reach its \$375,000 goal in which the UJA is included for a minimum of \$300,000. Last year Camden allotted \$70,000 to the UJA. Early reports credit this community with \$190,000 thus far, an increase of 78% over last year's total figure, with general solicitation not yet begun. At the helm of the campaign are Lester Abrahamer, Campaign Chairman, Benjamin Z. Steinberg, Big Gifts Chairman, and A. David Epstein, Welfare Fund President. M. William Weinberg is Executive Director.

LOUISVILLE CONDUCTS SUPPLEMENTARY DRIVE

Louisville, Ky., conducting a supplementary campaign to assure the UJA a minimum of \$300,000 for 1946, reports favorable results. Louisville held its regular drive for the UJA last December and achieved its goal, but as that drive was conducted before the Atlantic City national conference had set the nation-wide 1946 goal at \$100,000,000, the result was not on a par with totals being raised elsewhere in 1946. Louisville therefore pledged to bring its 1946 contribution to the UJA into line with the rest of the country. Heading the Louisville drive are Samuel Beierfield, Campaign Chairman, Harry J. Klein, Co-Chairman, Lewis W. Cole, Special Gifts Chairman, and Charles W. Morris, Welfare Fund President.

CHARLESTON HOLDS TO HIGH RECORD

Charleston, S. C., seeking \$225,000, of which the UJA has been assured a minimum of \$175,000, has passed the midway point with substantial increases reported in all giving categories. This community gave \$60,750 to the UJA in 1945. Pacing the current drive is Edward Kronsberg, Welfare Fund President, who went from \$3,000 to \$7,500 with the provision that he would increase to \$10,000 if the remainder of the community met its obligation in full. Edwin S. Pearlstine is Chairman of the campaign, George C. Birlant is Vice-Chairman and Hyman Rephan, Big Gifts Chairman, Mrs. Fred Steiner, Chairman, Women's Division and Sam Berlin, Chairman of Christian Solicitation.

OTHER TOWNS SET UNPRECEDENTED PACE

Cedar Rapids, Ia., headed by Rabbi Herman E. Schaalman, reporting impressive initial gift increases, is within reach of its \$55,000 goal, which would guarantee the UJA \$50,000 as against \$16,000 in 1945. Pace-setting gifts were made by A. L. Smulekoff, who went from \$2,000 to \$7,500; Alex N. Gelb who increased from \$1,500 to \$4,000; B. J. Newburger, who went from \$1,000 to \$3,500, and Jack Yager who went from \$300.00 to \$1,750. Spurred by appreciable big gifts increases, Elmira, N. Y., has raised to date \$89,163 towards its \$100,000 goal. Last year Elmira contributed \$30,000 to the UJA. Among the

outstanding contributions were the following: Sidney H. Hersch, Campaign Chairman, from \$2,600 to \$8,000; Benjamin Fidelman and his brother, A. I. Fidelman, from \$3,000 to \$12,500; George Nathenson and Isidor Featherman from \$2,000 to \$6,000, and Milton Spiegel from \$2,000 to \$5,000.

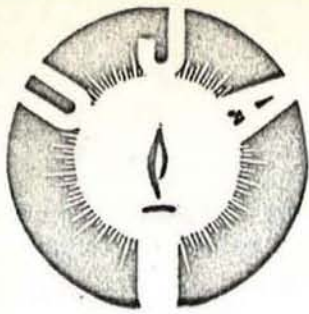
PENNSYLVANIA COMMUNITIES HIT NEW HIGHS

Williamsport, campaigning for \$100,000 for the UJA, reports \$82,000 raised to date, \$60,000 of which was received from a group of contributors which turned in a total of \$16,500 last year when the UJA received \$19,000 from the community. Harry Schwab is Campaign Chairman. Sunbury, headed by Chairman Leo Friedman, has achieved thus far \$33,000 in its drive to assure the UJA a minimum of \$45,000 as against a total of \$10,900 last year. A non-sectarian committee under the leadership of Paul St. Clair of the St. Clair Corporation and Harry Hadden, Editor of the Sunbury Daily Item, has set a minimum goal of \$5,000 for the UJA and has high hopes of doubling that amount. Johnstown, which set its sights at \$165,000, raised \$76,000 at its opening Big Gifts meeting, and is now hopeful of raising substantially more than its original goal. Isadore Klatzkin is Campaign Chairman. Under the leadership of Harry Lehrman, Chairman, Morris Kaplan, Honorary Chairman and Victor Smith, Treasurer, the small Jewish community of Frackville, has completed its campaign for the UJA with notable results. Compared with \$800.00 contributed to the UJA in 1945, Frackville is this year giving the UJA \$5,000.

OVER-THE-TOP HONOR ROLL STEADILY MOUNTS

Bridgeton, N. J. which had contributed \$10,000 to the UJA last year was determined that it would meet its quota of \$35,000 for 1946. Following an extended campaign under the Chairmanship of Max C. Schrank, Bridgeton succeeded in meeting this unprecedented mark. Suffolk, Va., which late last month undertook to raise a minimum of \$10,000 for the UJA, has realized its goal. Chairman of the drive is Louis Friedlander. Salisbury, N. C., is the latest North Carolina community to go over the top, assuring the UJA of a minimum of \$5,000 as against \$1,710 last year. Philip Levenson headed the drive. Paragould, Ark., has allotted \$3,335 to the UJA as against \$675.00 in 1945. Leading the drive are Ewing Friedman, Chairman and William Samuels, Co-Chairman.

Reports have been received from several communities in New York State reflecting unusual campaign achievements. Malone with a Jewish population of 66 exceeded its quota of \$10,000 by allotting the UJA \$10,350. Benjamin B. Bregman is Chairman. Suffern has assured the UJA of an allotment of \$19,160 exceeding its quota of \$17,500 and almost quadrupling its last year's contribution to the UJA. The successful campaign was led by Irving Maidman, Chairman, Rabbi Moses Rosenthal and Samuel Greenstein, Treasurer. In Hoosick Falls, under the leadership of Simon J. Milberg, the campaign exceeded its goal of \$5,000 and has already assured the UJA of \$6,600 minimum. In 1945 Hoosick Falls contributed \$1,510 to the UJA. Mountaindale, under the leadership of Albert H. Paris, likewise has exceeded its \$5,000 quota and hopes to reach the \$7,000 mark. Last year Mountaindale gave the UJA \$1,815. In Oswego, the campaign headed by Samuel Rosenberg has surpassed its \$4,600 goal in which the UJA was included for a minimum of \$4,000. The UJA is assured of all overage. Ellenville is busy winding up its 1946 UJA campaign and by all indications expects to remit to the UJA three times its 1945 sum which was \$5,735. The President is William Ewigkeit, with Joseph Slutsky, Chairman of Initial Gifts Committee. Other officers are Mrs. Harry Ladenheim and Isidore Hoffman, Vice-Presidents; Abraham Rothkopf, Treasurer and Louis N. Zipperman, Secretary. Catskill, which last year allotted \$2,100 to the UJA, has guaranteed a minimum of \$10,000 to the UJA this year on the basis of its \$12,000 campaign which has already reached its goal. Additional funds are expected from Christians in the community. Harold Miller is Campaign Chairman. Seneca Falls, headed by Albert Towers, has raised to date \$5,340 as against \$1,310 last year.



A REPORT TO MEMBERS

of the
NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Special Issue

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"AMERICAN JEWRY'S CAMPAIGN OF SACRIFICE"

The 1947 campaign of the United Jewish Appeal may go down in history as "American Jewry's campaign of sacrifice." It is in these terms that observers interpret the action that may be expected of Jewish communities throughout the United States in responding to the challenge laid down at the National Conference of the United Jewish Appeal at Atlantic City. It is realized that only through sacrificial generosity, that will take account of the desperate needs and the great opportunities that face the Jewish people — in terms of relief, reconstruction and resettlement — will American Jewry be able to provide "hope, home and a future" for the hundreds of thousands who were kept alive in the transition year of 1946.

\$170,000,000 GOAL FOR 1947

On Sunday afternoon, December 1, 1946, representatives of American Jewish communities gathered at Atlantic City endorsed a resolution whose climax read: "To fulfill American Jewry's responsibility toward this program of positive salvation for the surviving remnants of Israel, this National Conference of representatives of American Jewry resolves that for the year 1947 a campaign shall be undertaken to provide for the United Jewish Appeal the sum of \$170,000,000. The Conference solemnly calls upon every Jewish community in the United States and upon every member of such community to summon with renewed strength and consecration all the forces of energy, devotion and resource so that American Jewry may live up to the destiny that history has entrusted to it."

The adoption of the resolution had been preceded by many hours of debate which examined into every possible affirmative and negative aspect of the decision.

NATION-WIDE ATTENDANCE

Some seventeen hundred delegates from every section of the nation registered for the sessions which shuttled between the Ambassador Hotel on the Boardwalk and the Convention Hall six blocks distant. During the proceedings, the delegates heard from such Government dignitaries as Secretary of War Patterson and Assistant Secretary of State General Hilldring, and Jan Masaryk, Foreign Minister of Czechoslovakia. All these emphasized that forces which no one could have predicted had been at work in 1946 and these forces called for complete revision of calculations for 1947. They underscored the continuing and rising responsibilities of American Jews in relation to that deteriorated situation. Representatives of Jewish communities abroad and

American spokesmen who had just returned from personal inspection of the situation in Europe presented detailed reports.

OVER \$102,000,000 IN 1946

The National Conference was preceded by a meeting of the Executive Committee on Friday, November 29. So intense was the interest in the deliberations that several hundred leaders of American Jewry crowded into the meeting room. William Rosenwald, National UJA Chairman, opened the session and reviewed the remarkable history of the 1946 campaign and commended the men and women who had made possible the 1946 achievement. Harold J. Goldenberg of Minneapolis, presided at the Executive Committee sessions, which opened with a report of the Executive Vice-Chairmen, Isidor Coons and Henry Montor. They reported that the \$100,000,000 goal will have been exceeded by the end of 1946. If communities now engaged in their campaigns meet their responsibilities on the same level as communities which campaigned in the spring, it is possible that the final total may be between \$102,000,000 and \$105,000,000, they stated.

The discussion of 1947 responsibilities was based on factual data submitted by the agencies. The reports showed that for 1946 the Joint Distribution Committee will have spent in excess of \$58,000,000; the agencies represented in the United Palestine Appeal, over \$52,000,000; the United Service for New Americans, some \$2,800,000. It was emphasized that the JDC and the Palestine agencies were able to carry on with their work only with the aid of very heavy bank borrowings, in view of the fact that only a part of the pledges of the 1946 campaign have been redeemed to date. Throughout the Conference, emphasis was continually placed on the need of communities forwarding maximum cash to the United Jewish Appeal to reduce the very substantial bank loans and to enable the agencies to operate on the resources intended for them.

1947 NEEDS

In a detailed statement, country by country, the JDC estimated for 1947 that "on the basis of full and careful consideration of the problems facing it, it will require \$122,250,000." The graphic data presented by the JDC contained these highlight points:

"One Jew in every six was on the move in Europe in 1946, tearing up old roots, casting about for a place to put down new. This condition followed mainly out of the return of 175,000 destitute Jews from the Soviet Union to Poland and Rumania, and the almost simultaneous westward flight of more than 100,000 Jews from anti-Semitism and economic hopelessness in Poland, Rumania and Hungary. This wholesale shifting of Jewish populations, added to the failure of governments to make possible truly large-scale emigration of Jews to Palestine and other countries had a drastic effect on JDC planning. The need for outright relief dominated JDC's activities in 1946. Now the necessity for full-scale reconstructive help has grown to be an equally urgent need."

In Germany and Austria, where there were 85,000 Jewish DPs in December, 1945, there will be closer to 250,000 in December, 1946. These represent grave problems in supplementary feeding and supplies, vocational, medical, educational and similar needs. Italy has over 15,000 DPs. Vast expenditures are required for Poland, Hungary and Rumania, where the bulk of the surviving Jewish population of Europe is to be found. For supplies alone, on which the JDC spent \$13,000,000 in 1946, at least \$20,000,000 will be required in 1947.

On the basis of the budgets of the Palestine Foundation Fund, Jewish Agency for Palestine, and Jewish National Fund, the United Palestine Appeal showed total requirements for 1947 in excess of \$85,000,000. It was pointed out that some 26,000 Jews will have entered Palestine during 1946.

"The true test of Palestine Jewry's capacity was not alone its hardihood in meeting difficulties but in maintaining and expanding the tempo of construction. The largest number of immigrants to come into Palestine since 1937 was brought into this land in 1946. A greater number of settlements than was built in any comparable period in its modern history was established in 1946. Peak achievements in land acquisition were recorded in this year 1946. All the while a powerful miscellany of other projects, from the training of mariners and fishermen to the stimulation of world-wide trade schemes for Palestine industry, was being hammered out on the anvil of experience."

The United Service for New Americans pointed to rising expenditures with the increase of immigration to the United States. It estimated its December, 1946 expenditures at \$510,520 and stated that if the rate of immigration should be maintained it would require \$8,000,000 in 1947.

DEBATE NEEDS AND CAPACITY

The Executive Committee gave prolonged consideration to the capacity of American Jewry to meet the needs. Considerable attention was paid to the one-time aspect of the 1946 campaign. There seemed to be general agreement, however, that the one-time character of the campaign had been justified by the course of events at the time the campaign was launched because the Jews of the world had been given every reason to hope that with the peace would come a reexamination of the situation of the Jews and an effective effort on the part of governments to alleviate the Jewish position. Inasmuch as these hopes had not been fulfilled and, further, since Jewish need had increased rather than decreased the majority of the members of the Executive Committee felt that the needs themselves would have to determine American Jewry's assumption of responsibility. The Resolutions Committee, to which was entrusted the task of recommending a quota to the Conference, was named at the Executive Committee meeting. This was headed by Henry Morgenthau, Jr., former Secretary of the Treasury, Jerome H. Kohn, Hartford, and Judge Louis E. Levinthal, Philadelphia.

Note was taken of the fact that Mr. Morgenthau, whose father had died the same week, felt that his pledge to attend the Conference needed to be kept despite his bereavement, in view of the urgent decisions to be made at the national gathering.

The keynote of the Executive Committee meeting was struck by William Rosenwald, who said:

"We did much with our money in 1946. The great campaign of 1946 had these effects, among others: (1) it made it clear to the entire world that we were perfectly willing to assume the responsibilities accompanying constructive measures to help the Jewish people; (2) it was accompanied by increased representations to all governments and governmental agencies that they have a great and continuing responsibility as the chief instruments for deciding the fate of peoples; (3) above all, the 1946 campaign gave assurance to the surviving Jews that we in America wanted to share their fate and to improve it. This contribution to their moral as well as physical well-being was of inestimable value, we have been told by the leaders abroad.

"Ours is a solemn responsibility. We will determine how Jews shall live in 1947 and — for many — whether they shall live. Their chance for a new life, either in the lands where they are, or in Palestine or in the United States — will be decided by us here.

"We have, in effect, undertaken to speak for the conscience of five million Jews in this country. We are estimating their compassion and their generosity.

"Shall we be worthy of the leadership which they have entrusted to us?

"In 1946 they paid high tribute to your leadership. American Jews worked with zeal and devotion to live up to the estimate placed upon their character at the National Conference a year ago.

"Can we similarly, this year, gauge the response they are willing to make? Are we equipped to interpret the deep stirrings of their heart and their dream of a time when Jews, with all men, will be able to live freely in dignity wherever they choose?"

FOREIGN VISITORS TELL OF PLIGHT

The National Conference was formally opened on Saturday afternoon, November 30, with a "Mesibat Shabbat" and heard Charles J. Rosenbloom, presiding officer, Harry Cassman, President of the Federation of Atlantic City, who extended the city's welcome, Mrs. David M. Levy, National Conference Chairman, Dr. Frederic Goeroeg, representing the Jews of Hungary, Leon Bernstein, representing the Jewish refugees in Italy, Rivka Yoffe of Palestine and Leo Rosskamm, Buchenwald survivor and hero of Okinawa.

Hungary today is the greatest area of Jewish distress in the entire world, Dr. Goeroeg told the tightly packed audience at the Ambassador Hotel. More than two-thirds of the 180,000 who remained alive in that country are completely dependent for their basic needs on the Joint Distribution Committee, the Hungarian leader declared. He reported that at least fifty percent of the survivors regard emigration to Palestine as their "sole hope for a future of peace and happiness." The remaining fifty percent, he said, are confident that with the financial assistance of American Jews they could rebuild their lives and restore their communities in Hungary.

Dr. Leon Bernstein, who had flown from Rome for the Conference, reported on the plight of the Jewish DPs in Italy. "There is no obstacle that will keep us from resettling in Palestine. In spite of any barrier, we are resolved to find a permanent haven in the land of our ancestors, where we look forward to forgetting the horrors of the past and the anxieties of the present," he declared.

SECRETARY OF WAR URGES MAXIMUM UJA AID

The vast spaces of Convention Hall were crowded on Saturday night, November 30, with tables at which delegates were seated for dinner. It was an impressive assemblage, highlighted by the presence of Secretary of War Robert P. Patterson, accompanied by aides. Mr. Patterson referred to the problems confronting the United States Army as a result of the unexpected influx of DPs into the American Zones of Occupation. He said that as a result the Army was asking Congress for a substantial deficiency appropriation. No one could have foreseen, he said, that the problem of maintaining the refugees in Germany and Austria would be of long duration or of such increased extent.

Mr. Patterson took the occasion to support in full measure President Truman's request for the speedy admission into Palestine of 100,000 Jewish DPs and the admission of larger numbers of displaced persons to the United States. Urging maximum aid to the United Jewish Appeal, Mr. Patterson said that the faith of the DPs "must be justified by making them feel that they are no longer outcasts."

The Secretary of War was introduced by his former Cabinet colleague, Henry Morgenthau, Jr. The Secretary emphasized that the military authorities could provide only elementary needs for the DPs and that the funds of the agencies of the United Jewish Appeal were required for the supplementary programs to raise the level of living to a fair standard and to buoy up the spirit of the inhabitants of the DP camps. Mr. Patterson supplied the campaign slogan for the 1947 UJA campaign in urging the Conference to adopt the slogan used by the Fifteenth Infantry of the Regular Army. That slogan is: "Can Do."

During the proceedings on Saturday night, when Rabbi Jonah B. Wise presided, the bright Klieg lights reminded the audience that the session was being filmed for history. Speakers during the evening included Dr. Joseph J. Schwartz, Chairman of the European Council of the JDC, Judge Morris Rothenberg, National Co-Chairman of the UPA, Edwin Rosenberg, President of USNA, and Isidor Coons, Executive Vice-Chairman of the UJA.

A three-point program was presented by Dr. Schwartz in a moving address: (1) full relief, even beyond the scale of 1946; (2) full opportunity for emigration and resettlement for those who wish to go to Palestine, the United States and other lands; and (3) full reconstructive aid for those who will continue to dwell in Europe's more democratic lands.

GENERAL HILLDRING STRESSES UJA ROLE

On Sunday morning and afternoon, the delegates again assembled at Convention Hall. But, at the same time, beginning at 8 A.M., the Resolutions Committee went into session and continued, with short interruption, until 4 P.M., working out a recommendation for a goal that would have the considered backing of the leadership represented in the Committee.

The Sunday morning Conference session heard from Jan Masaryk; Assistant Secretary of State General John Hilldring; Edward M.M. Warburg, who had just returned from a month's visit in Jewish communities in Europe; William Rosenwald, who presided, and Mrs. Irving M. Engel, Chairman of the Board of USNA.

"Let no one build false illusions that effective assistance can be given to the DPs by the military authorities and by the international organizations, without considerable outside assistance," General Hilldring warned. He stressed that maximum resources from every available source will have to be mobilized to deal with the great needs of the Jewish DPs. Calling for a constructive approach to their problems, he said these problems could not be solved permanently "simply by providing them with enough to wear and eat and do" but that they would have to be given "the opportunities for normal creative living." He said that both the American Government, which supplies elementary needs, and the United Jewish Appeal agencies were confronted "with a gigantic task, a task even more gigantic than envisaged a year ago."

MASARYK DISCUSSES GOVERNMENTAL AID

Jan Masaryk, Foreign Minister of Czechoslovakia, noted as one of the greatest

friends of the Jewish people, spoke of his experiences in the General Assembly of the United Nations.

"The general situation in the world is so unsettled and the peace parleys are progressing rather slowly," he pointed out. "Hence it is definitely unwise for American Jews to rely exclusively, or even to a large extent, on governmental and inter-governmental agencies. The reasons are explicit in the varying points of view with which the countries gathered at the United Nations contribute to the discussion of this essential problem in which you have so keen an interest. The closing down of UNRRA and the lack of decision as to who is to be responsible for further relief and where it is to come from adds a certain ominousness to the human welfare needs for Europe for 1947," Mr. Masaryk said.

WARBURG BRINGS MESSAGE FROM SURVIVORS

A hopeful message of the spirit of Europe's Jews was brought back by Mr. Warburg. "Despite their bitter suffering, they are exhibiting an amazing vitality, and indestructible determination to survive, and a will to build again," the Chairman of the JDC reported. Commenting on the results achieved in 1946, he said: "Everywhere we have enabled Europe's Jews to hold on, to make the start of the beginning of real living. They have matched our dollars with sheer courage, with amazing ability. For them, and for ourselves, we must continue to help to the full capacity of our ability to do so."

NATHAN COMMENTS ON ECONOMIC PROSPECTS

An analysis of economic prospects in relation to the campaign was given to the Conference by Robert R. Nathan, former Deputy Director of War Reconversion. "The first half of 1947 is likely to be a very active one. Profits and total income may proceed upward and establish new records," the distinguished economist predicted. "Supplies of raw materials and of critical components are increasing rapidly and therefore total production and efficiency of operation will improve further. With the backlog of demand still very large for most goods, the volume of total sales will be higher. Unless there are a series of long drawn-out disputes in basic industries, we should enjoy record prosperity for the first half of next year."

The Conference also heard from Stanley C. Myers, President of the National Council of Jewish Federations and Welfare Funds, who surveyed the world Jewish scene. He was sure American Jewry could meet the tasks it set for itself if "we can demonstrate the needs, develop a recognition of the needs on the part of the contributor and apply effective campaign methods after careful study and planning of all conditions." He paid tribute to the Jewish welfare funds throughout the country whose organization and planning had helped make possible the results of the 1946 UJA campaign.

The Sunday afternoon speakers also included Reuven Dafni, one of the founders of Ein Geb, Palestine, who stirred the audience with his description of the vigor with which the Jews of Palestine are building the country and struggling for the admission of a maximum number of Jews; Nathan Straus, who spoke of the role of Palestine in the reconstruction of the life of the Jews of Europe; and Chief Rabbi Ferenc Hevesi of Hungary, who recounted with painful vividness his memories of the death march from Budapest and, with great emotion, paid homage to the Jews of America for having restored his faith in humanity.

MORGENTHAU PRESENTS \$170,000,000 RESOLUTION

It was appropriate that the man who read to the National Conference the resolution to launch the \$170,000,000 campaign for 1947 should have been Henry Morgenthau, Jr., who, as Secretary of the Treasury, was responsible for the financing of the 300 billion dollar American war effort.

It was late afternoon when he entered the Convention Hall at the close of the two long sessions of the Resolutions Committee. Leaders from Philadelphia, Chicago, New York, Los Angeles, Minneapolis, Cleveland, St. Louis and scores of other communities participated in the debate. All those who attended the Resolutions Committee sessions felt that the level of discussion was historically high, whether on the part of those who felt that the quota should be \$125,000,000 or those who urged the larger quotas, ranging from \$150,000,000 all the way to \$215,000,000 representing the total of the budgets of the JDC, UPA, and USNA. It was Judge Levinthal of Philadelphia who first proposed the \$170,000,000 figure, taking into account the \$22,000,000 reparations account and some \$23,000,000, double the receipts of 1946, which it was felt other Jewish communities of the world, conducting their own campaigns, might wish to raise to match the American increase. It was pointed out during the debate that the reparations account had not yet been released and was, in addition, bound by certain restrictive time clauses.

The members of the Resolutions Committee also gave consideration to the fact that increased costs of food, medical supplies, shelter and transportation throughout the world made it necessary to increase the amounts available for these services. A less favorable currency exchange situation in several countries of Europe, too, has made it necessary for the Joint Distribution Committee to enlarge its budgets in these countries. In Palestine as well, building costs for desperately needed shelter and other costs have increased very substantially. Such enlarged costs, it was agreed, called for greater generosity in this country even apart from the greater scope and area of need.

Mr. Morgenthau, who presided at the Resolutions Committee sessions, made it clear throughout that his own sympathies were in the direction of a maximum assumption of responsibility by American Jews. Samuel Hausman, Big Gifts Chairman of the New York UJA, urged that the country should be presented with the total needs. Edmund I. Kaufmann, 1946 National Chairman for Initial Gifts, whose \$250,000 contribution had helped to spark the 1946 campaign, expressed his own strong endorsement of the \$170,000,000 quota. There were others who urged that more money could be raised with a lesser quota and, among some delegates, there was a strong feeling for a \$125,000,000 quota. But by the time the two long sessions had ended, the vote disclosed that the great majority favored the \$170,000,000 quota as giving American Jewry the full opportunity to meet the increased requirements.

TEXT OF RESOLUTION

This resolution was then presented and acted upon by the Conference as a whole. The resolution read as follows:

"Representatives of American Jewry, gathered at Atlantic City, on November 30, December 1 and 2, 1946, are resolved that the Jews of Europe who survived shall continue to have our comradeship and our substance until they may be restored to the dignity and security which is their natural right.

"For the year 1946 we undertook to dedicate our supreme efforts so that the remnant which remained after the extermination of six million might be assisted through the transition period with measures of relief, rehabilitation and reconstruction. With unparalleled generosity the Jews of America responded to this challenge. As a result of their compassion, hundreds of thousands of men, women and children were kept alive. Tens of thousands were put on the road to self-recovery. Scores of thousands were transported to Palestine, the United States and elsewhere to begin life anew. But in this year of great achievement new problems arose to afflict our sorely tried people. The forces of hate did not perish with the enemy vanquished by the Allies. These forces propelled an exodus through Europe which is today one of the most urgent concerns of Jewry and one of the greatest sources of instability in Europe. The number of displaced Jews has more than doubled. The essential needs of hundreds of thousands of Jews have remained or have increased as these first and worst victims of the Hitler era have been awaiting the opportunity of resuming their normal lives. Their major chance for betterment lies in the constructive help and planning that we can assure them during 1947.

"Recognizing its role as the great source of strength and hope for the helpless and despairing among our people, the American Jewish community dedicates itself to these tasks for the year 1947.

"It will, on behalf of the Joint Distribution Committee, provide the resources that will assure physical survival to hundreds of thousands of Jews in Europe; that will, through reconstruction measures, assist a maximum number to regain their self-respect and self-support through economic restoration; that will, through resettlement assistance, enable a maximum number who wish to do so to find their way out of the misery and hopelessness to which they are doomed on the Continent that is still haunted with terrible memories; that will strengthen all in need with the assurance of our brotherhood and concern.

"It will, on behalf of the United Palestine Appeal, and in association with the great Jewish community of Palestine, furnish the means to establish a maximum number in the Jewish National Home so that, together with the hundreds of thousands of others who have found permanent haven in this ancestral homeland, they may expand the civilization that will be a source of benefit and pride to Jews and all mankind; to give the assurance to the governments entrusted with such power that their willingness to meet their legal and moral responsibilities to the Jewish people will be fully matched with the resources required to achieve a large-scale resettlement program.

"It will, on behalf of the United Service for New Americans, provide the hospitable assistance which newcomers to our shores require to reestablish themselves and to rebuild their lives in peace and security; to make full use of our Government's humanitarian leadership illustrated by the President's directive on immigration and by the expressed desires of eminent Americans of all faiths that we receive our share of the homeless and dispossessed; pledging our united community effort to maintain our historic tradition of asylum.

"To meet these needs a total sum of \$215,000,000 is required. To fulfill American Jewry's responsibility toward this program of positive salvation for the surviving remnant of Israel, this National Conference of representatives of American Jewry resolves that for the year 1947 a campaign shall be undertaken to provide for the United Jewish Appeal the sum of \$170,000,000.

"This Conference solemnly calls upon every Jewish community in the United States and upon every member of such community to summon with renewed strength and consecration all the forces of energy, devotion and resource so that American Jewry may live up to the destiny that history has entrusted to it."

RESOLUTIONS COMMITTEE

Members of the Resolutions Committee who attended the sessions included the following:

CO-CHAIRMEN, Hon. Henry Morgenthau, Jr., New York, N.Y.; Jerome H. Kohn, Hartford, Conn. and Judge Louis E. Levinthal, Philadelphia, Pa.; also George Abrash, Paterson, N.J.; Bernard Alexander, Trenton, N.J.; Day J. Apte, Tampa, Florida; Barney Balaban, New York, N.Y.; Joseph E. Beck, New York, N.Y.; James H. Becker, Chicago, Ill.; Judge Maurice Bernon, Cleveland, Ohio; Isidore D. Blumenthal, Charlotte, N.C.; Rabbi Philip David Bookstaber, Harrisburg, Pa.; Samuel Botwinik, New Haven, Conn.; Sol Brachman, Fort Worth, Tex.; Rabbi Isadore Breslau, Washington, D.C.; Rabbi Barnett R. Brickner, Cleveland, O.; Charles Brown, Los Angeles, Calif.; Fred M. Butzel, Detroit, Mich.; Isadore Cohen, Bluefield, W. Va.; William S. Cohen, St. Louis, Mo.; Isidor Coons, New York, N.Y.; Nathan Cummings, Chicago, Ill.; Samuel Daroff, Philadelphia, Pa.; Charles Dautch, Buffalo, N.Y.; Joseph H. Epstein, New Orleans, La.; Leon Falk, Jr., Pittsburgh, Pa.; Mrs. Leon Falk, Jr., Pittsburgh, Pa.; George W. Farber, Worcester, Mass.; Isidor Fine, New York, N.Y.; Benjamin Frankel, Fairfield, Ill.; Israel Friedlander, Boston, Mass.; Mrs. Abraham N. Geller, New York, N.Y.; Herman Gilman, Boston, Mass.; Harold J. Goldenberg, Minneapolis, Minn.; Irving E. Goldstein, St. Louis, Mo.; Eugene H. Goodman, Cleveland, Ohio; Lazure L. Goodman, Indianapolis, Ind.; Sylvan Gotshal, New York, N.Y.; Moritz M. Gottlieb, Allentown, Pa.; E. N. Grueskin, Sioux City, Iowa; Benjamin R. Harris, Chicago, Ill.; Samuel Hausman, New York, N.Y.; Albert H. Heller, Jr., St. Paul, Minn.; Robert A. Hess, Milwaukee, Wisconsin; Alexander E. Holstein, Syracuse, N.Y.; Dr. Joseph C. Hyman, New York, N.Y.; Carlos L. Israels, New York, N.Y.; Leslie L. Jacobs, Dallas, Texas; I. S. Joseph, Minneapolis, Minn.; Milton Kahn, Boston, Mass., represented by Reuben Gryzmish; Samuel Kappel, New York, N.Y.; Morris Katz, Manchester, N.H.; J. Benjamin Katzner, Baltimore, Md.; Edmund I. Kaufmann, Washington, D.C.; Bernard P. Kopkind, New Haven, Conn.; Mrs. Benjamin Lazrus, New York, N.Y.; Moses A. Leavitt, New York, N.Y.; Mrs. David M. Levy, New York, N.Y.; Dr. David M. Levy, New York, N.Y.; Isaac H. Levy, New York, N.Y.; Frank H. Lichtenstein, San Antonio, Texas; Albert H. Lieberman, Philadelphia, Pa.; Harold F. Linder, New York, N.Y.; Alex Lowenthal, Pittsburgh, Pa.; Arthur M. Lowenthal, Rochester, N.Y.; Samuel Markewich, New York, N.Y.; Yoland D. Markson, Boston, Mass.; Joseph M. Mazer, New York, N.Y.; Leon H. Mohill, Pittsfield, Mass.; Henry Montor, New York, N.Y.; Elkan R. Myers, Baltimore, Md.; Louis S. Myers, Kansas City, Mo.; Louis J. Novitsky, Fort Wayne, Ind.; Mortimer J. Propp, New York, N.Y.; Leonard Ratner, Cleveland, Ohio; Irving G. Rhodes, Milwaukee, Wisc.; Edwin Rosenberg, New York, N.Y.; Charles J. Rosenbloom, Pittsburgh, Pa.; William Rosenwald, New York, N.Y.; Samuel Rothberg, Peoria, Ill.; Hon. Morris Rothenberg, New York, N.Y.; Isadore Sabel, Philadelphia, Pa.; A. O. Samuels, Bridgeport, Conn.; Robert W. Schiff, Columbus, Ohio; Isaac E. Schine, Bridgeport, Conn., represented by Philip Sagarin; A. J. Schuel, New York, N.Y.; John D. Schapiro, Baltimore, Md.; Daniel Shiman, Newark, N.J.; Archibald Silverman, Providence, R.I.; Jacob Sincoff, New York, N.Y.; William D. Singer, Miami, Fla.; Eugene M. Solow, Dallas, Tex.; Rudolf G. Sonneborn, New York, N.Y.; Emanuel Spector, Pittsburgh, Pa.; Mose I. Speert, Baltimore, Md.; Judge Irvin Stalmaster, Los Angeles, Calif.; Jesse H. Steinhart, San Francisco, Calif.; Mark Sugarman, Coatesville, Pa.; Samuel Suisman, Hartford, Conn.; Leon C. Sunstein, Philadelphia, Pa.; William H. Sylk, Philadelphia, Pa.; Samuel Z. Troy, Richmond, Va.; Julian B. Venezky, Peoria, Ill.; Edward M. M. Warburg, New York, N.Y.;

Ralph Wechsler, Newark, N.J.; Dr. Harold M. Weinberg, New York, N.Y.; David Wertheim, New York, N.Y.; Rabbi Jonah B. Wise, New York, N. Y.

GILMAN STIRS CONFERENCE WITH BIG GIFTS TALK

At the Sunday night session, which returned to the Ambassador Hotel, the outstanding event, by common consent, was the address by Herman Gilman, 1946 Campaign Chairman in Boston, on Big Gifts Solicitation. It was packed with humor and with the type of advice that had enabled Boston in 1946 to run a campaign for \$5,425,000 that ended up much closer to \$7,000,000. When he was finished, Mr. Gilman received an ovation from the audience.

The session also heard from Julian B. Venezky, Peoria, and William Sinkin, San Antonio, on regional organization, Mrs. Leon Falk, Jr., Pittsburgh, on women's divisions, Lazure L. Goodman, Indianapolis, on Christian solicitation, Harold J. Goldenberg Minneapolis, who reported on the meetings of the Executive Committee and the Resolutions Committee, and Rabbi Jonah B. Wise, who closed the session.

Mr. Goodman introduced the idea, which he also presented to the Resolutions Committee, urging an "all-American" campaign in 1947. He suggested that a national campaign be fostered which would have a composite Jewish and Christian leadership and which would, on a national basis, appeal to all Americans for the United Jewish Appeal. Each individual community could decide for itself whether it wished to conduct such a campaign locally. He felt that the idea would be valuable from the public relations point of view as well as from the aspect of facilitating the possibility of raising \$170,000,000. It was decided by the Conference to refer the proposal to the Administrative Committee of the UJA. However, it was evident in the Conference that there was a great deal of support for Mr. Goodman's recommendation.

TRADE AND INDUSTRY LEADERS MEET

On Sunday night, a dinner was held for leaders in the National Trade and Industry Division of the UJA. Harold J. Goldenberg, its 1946 National Chairman, reported on results achieved and outlined the campaign that would be conducted in 1947. He declared that this division could be most productive in establishing new national standards of giving and in enabling communities to develop new sources of contributions. It was announced that a number of leaders have already accepted chairmanship for their industries in 1947. These include: Sidney R. Rabb, Boston, and Nathan Cummings, Chicago, as Co-Chairmen of the Grocery Division; Louis H. Salvage, Boston, Shoe Division; Barney Balaban, New York, Motion Picture Division; John D. Schapiro, Baltimore, Scrap Metal Division; Joseph Kolodny, New York, Tobacco Division; Fred Monosson, Boston, Rainwear Division; Harry Henshel and S. Ralph Lazrus, New York, Co-Chairmen Jewelry Division; Fredric R. Mann, Philadelphia, Paper Division; I. M. Cohen, New York, Men's Clothing Division. Lewis S. Rosenstiel has agreed to head the National Liquor Division.

WOMEN'S DIVISION BREAKFAST

An informal breakfast session for women delegates at 8:15 on Sunday morning attracted 130 women. Mrs. Ernest G. Wadel of Dallas, a Vice Chairman of the National Women's Division, presided. Mrs. David M. Levy, National Chairman, greeted the women and thanked them for their wonderful participation in the 1946 campaign. Mrs. Walter E. Heller, of Chicago, another Vice Chairman, spoke on behalf of the National Women's Division, reporting the more than \$10,000,000 raised by women so far in 1946, the

208 active women's divisions (64 new in 1946), the value of women's participation, and urging organization of new divisions in 1947. Mrs. William Rosenwald was a guest at the breakfast and extended a message of greeting and encouragement. Members of the Executive Committee of the National Women's Division present were Mrs. B. N. Berger, Minneapolis; Mrs. Irving Blum, South Orange, N.J. and Mrs. Leon Falk, Jr. Pittsburgh.

COMMUNITY QUOTA COMMITTEE

To assure the equitable distribution of quotas among the communities, a committee of representatives was set up at the National Conference at Atlantic City. It is called the Committee on Community Quotas. Its purpose is to lay down procedures for determining fair quotas for each community in the United States. This Committee had a preliminary meeting at Atlantic City on December 2. Another meeting has been called for New York on December 14-15. The members of this Committee are:

George Abrash, Paterson, N.J.; Bernard Alexander, Trenton, N.J.; Walter H. Annenberg, Philadelphia, Pa.; Barney Balaban, New York, N.Y.; Morris Berinstein, Syracuse, N.Y.; Samuel Botwinik, New Haven, Conn.; Sol Brachman, Forth Worth, Texas; Isadore Breslau, Washington, D.C.; Charles Brown, Los Angeles, Calif.; Fred M. Butzel, Detroit, Mich.; I. M. Cohen, New York, N.Y.; Alex Colodny, Burlington, Vt.; Benjamin Cone, Greensboro, N.C.; Dr. Dudley Cooper, Norfolk, Va.; Nathan Cummings, Chicago, Ill.; Samuel Daroff, Philadelphia, Pa.; Charles Dautch, Buffalo, N.Y.; Lloyd W. Dinkelspiel, San Francisco, Cal.; William P. Engel, Birmingham, Ala.; Joseph H. Epstein, New Orleans, La.; Leon Falk, Jr., Pittsburgh, Pa.; George W. Farber, Worcester, Mass.; Frank M. Fink, Portland, Oregon; Benjamin Frankel, Southern Illinois; Joseph J. Gaber, Waterbury, Conn.; Frank Garson, Atlanta, Ga.; Mrs. Abraham N. Geller, New York, N.Y.; William Gerber, Memphis, Tenn.; Herman Gilman, Boston, Mass.; Kalman S. Goldenberg, St. Paul, Minn.; Irving E. Goldstein, St. Louis, Mo.; Eugene H. Goodman, Cleveland, Ohio.; Lazure L. Goodman, Indianapolis, Ind.; Moritz M. Gottlieb, Allentown, Pa.; E. N. Grueskin Sioux City, Iowa; Maurice Gusman, Akron, Ohio; Samuel Hausman, New York, N.Y.; Leslie L. Jacobs, Dallas, Texas; Morris E. Jacobs, Omaha, Neb.; I. S. Joseph, Minneapolis, Minn.; Samuel Kappel, New York, N.Y.; Simon J. Katz, Springfield, Mass.; Morris Katz, Manchester, N.H.; Jerome H. Kohn, Hartford, Conn.; A. I. Lack, Houston, Tex.; Jeffrey Lazarus, Cincinnati, Ohio; Harry Levine, Leominster, Mass.; Samuel D. Lopinsky, Charleston, W. Va.; Arthur M. Lowenthal, Rochester, N.Y.; Philip W. Lown, Auburn, Maine; Keeve Marks, Richmond, Va.; Joseph M. Mazer, New York, N.Y.; Leon Mohill, Pittsfield, Mass.; Charles W. Morris, Louisville, Ky.; Elkan R. Myers, Baltimore, Md.; Louis S. Myers, Kansas City, Mo.; Stanley C. Myers, Miami, Fla.; Ben E. Nickoll, Milwaukee, Wis.; Dr. Frederic G. Oppenheimer, San Antonio, Tex.; Harris Perlstein, Chicago, Ill.; A. B. Polinsky, Duluth, Minn.; Sidney R. Rabb, Boston, Mass.; Charles Rosenbaum, Denver, Colo.; Edwin Rosenberg, New York, N. Y.; Joseph Rosenfield, Des Moines, Iowa; A. O. Samuels, Bridgeport, Conn.; Robert W. Schiff, Columbus, Ohio; William P. Schweitzer, Elizabeth, N.J.; Alfred Shyman, Seattle, Washington; Edgar B. Stern, New Orleans, La.; Mark Sugarman, Coatesville, Pa.; Samuel H. Thal, Dayton, O.; Dr. Harold Trimble, Oakland, Calif.; Julian B. Venezky, Peoria, Ill.; Edward M. M. Warburg, New York, N.Y.; Ralph Wechsler, Newark, N.J.; Aaron Weiss, Wilkes-Barre, Pa.; and Officers of the United Jewish Appeal, Ex-Officio.

COMMUNITIES BEGIN PLANNING 1947 CAMPAIGNS

With the National Conference having established the national goal, communities throughout the nation are already beginning preparations for successful 1947 campaigns. Many have already selected chairmen. Among the bigger cities these include Leonard A. Chudacoff, Los Angeles, Harry A. Cooper, Newark, and Rabbi Barnett R. Brickner, Cleveland.

It was emphasized at the National Conference that the communities and the United Jewish Appeal should jointly establish quotas, in order to avoid unilateral action on the part of the communities themselves or of the UJA. It is, therefore, urged that no community should establish its 1947 quota without prior consultation with the UJA.

In the meantime, preparations are being made (1) for community-wide discussion and acceptance of quotas; (2) thorough planning of Big Gifts solicitation, with rating and establishment of bell-wethers taking place long in advance of the formal launching of the campaign; (3) impressive local meetings to emphasize the needs of 1947 and to obtain the greatest public understanding of the great 1947 responsibilities; (4) examination of all the techniques of campaigning with a view toward their strengthening and improvement, in line with the enhanced requirements of 1947.

A few communities have already received encouraging assurance from pace setting contributors that their 1947 gifts will be on the new level required by the \$170,000,000 national goal.

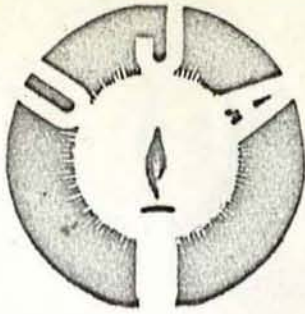
AMERICAN JEWISH
ARCHIVES

WITH YOUR HELP

1,500,000 SURVIVED.

NOW GIVE THEM

HOPE, HOME AND FUTURE.



A REPORT TO MEMBERS

of the

NATIONAL CAMPAIGN COUNCIL

United Jewish Appeal for Refugees, Overseas Needs and Palestine

From: Isidor Coons }
Henry Montor } Executive Vice-Chairmen

United Jewish Appeal
342 Madison Avenue
New York City

Extra

NOT FOR PUBLICATION

December 16, 1946

FLASH!

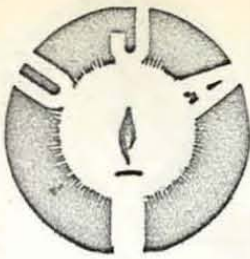
\$65,000,000 GOAL FOR 1947 ADOPTED BY NEW YORK CITY

AN EPOCH-MAKING DECISION, SETTING AN EXEMPLARY LEAD IN COURAGE AND GENEROSITY FOR ALL OF AMERICAN JEWRY, WAS REACHED BY THE LEADERS OF THE NEW YORK JEWISH COMMUNITY, WHEN THEY ADOPTED A GOAL OF \$65,000,000 FOR THE NEW YORK CITY UNITED JEWISH APPEAL IN 1947.

NEW YORK THUS BECAME THE FIRST CITY IN THE NATION TO RESPOND TO THE CHALLENGE LAID DOWN TO AMERICAN JEWRY AT THE ATLANTIC CITY CONFERENCE WHICH DETERMINED THAT THE NEEDS OF THE UNITED JEWISH APPEAL REQUIRED \$170,000,000 IN 1947.

IT WAS REPORTED THAT UP TO THE TIME OF THE MEETING, NEW YORK HAD RAISED \$32,000,000 IN THE 1946 CAMPAIGN.

THE OCCASION FOR THE DECISION WAS A MEETING OF THE BOARD OF DIRECTORS OF THE UNITED JEWISH APPEAL OF GREATER NEW YORK, INC., ATTENDED BY ONE HUNDRED AND SIXTY OUTSTANDING CONTRIBUTORS TO AND LEADERS OF THE NEW YORK CAMPAIGN. PRESIDING OFFICERS INCLUDED SYLVAN GOTSHAL, PRESIDENT OF THE UNITED JEWISH APPEAL OF GREATER NEW YORK, INC. AND WILLIAM ROSENWALD, SECRETARY. DR. JOSEPH J. SCHWARTZ, CHAIRMAN, EUROPEAN EXECUTIVE COUNCIL OF THE JDC, WAS PRINCIPAL SPEAKER. SAMUEL HAUSMAN, INDUSTRIAL LEADER, DELIVERED A REPORT ON THE ATLANTIC CITY CONFERENCE AND READ THE RESOLUTION CALLING FOR \$170,000,000 IN 1947. MONROE GOLDWATER, PROMINENT ATTORNEY, OUTLINED NEW METHODS THAT WOULD BE INVOKED TO RAISE THE LARGER SUMS NEEDED. A LENGTHY DISCUSSION THEN FOLLOWED



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AMONG THOSE ATTENDING THE MEETING WERE HENRY MORGENTHAU, JR., FORMER SECRETARY OF THE TREASURY, AND EDWARD M. M. WARBURG, CHAIRMAN OF THE NEW YORK UJA IN 1946.

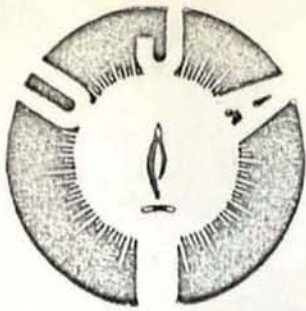
MESSAGES TO THE DECISIVE MEETING WERE READ FROM FORMER GOVERNOR HERBERT H. LEHMAN, FORMER DIRECTOR GENERAL OF UNRRA, AND BERNARD M. BARUCH.

GOVERNOR LEHMAN'S MESSAGE, COMMENTING ON THE "COURAGEOUS AND NECESSARY" ACTION TAKEN AT ATLANTIC CITY TO RAISE \$170,000,000 FOR THE UNITED JEWISH APPEAL, WAS SENT FROM CALIFORNIA AND READ:

"PLEASE CONVEY MY REGRETS TO THE MEMBERS OF THE NEW YORK UJA BOARD AT MY INABILITY TO BE WITH THEM TO DISCUSS THE 1947 CAMPAIGN. IT IS MY CONSIDERED OPINION THAT THE ACTION TAKEN AT ATLANTIC CITY TO ATTEMPT TO MEET THE NEEDS ~~IN 1947 WAS COURAGEOUS AND NECESSARY~~ AS SOON AS I KNOW HOW I HOPE THE ~~PIED~~ ENDORSEMENT OF THE ATLANTIC CITY PROGRAM AND BY ORGANIZING IMMEDIATELY TO RAISE THE CITY'S FULL SHARE OF THE \$170,000,000 GOAL. GOD SPEED TO YOU IN YOUR DELIBERATIONS AND BE ASSURED OF MY FULL PARTICIPATION AND COOPERATION."

BERNARD M. BARUCH, NOW BUSILY ENGAGED IN HIS GREAT LABORS AS UNITED STATES MEMBER OF THE UNITED NATIONS ATOMIC ENERGY COMMISSION, SENT A TELEGRAM DEALING WITH THE NEED OF SPIRITUAL SOLIDARITY. IT READ:

"I BELIEVE THE WORK YOU ARE DOING IS OF SUPREME IMPORTANCE. WE SHALL NOT BE ABLE TO LIVE WITH OURSELVES IF WE LET OTHERS DIE. FOR AGES THE JEW HAS BEEN GIVEN OVER TO SUCCOR HIS LESS FORTUNATE BROTHERS. NEVER IN HISTORY HAVE THEY BEEN IN GREATER NEED THAN NOW. THE SOLIDARITY OF OUR PEOPLE WILL AFFECT THE FUTURE STANDING OF THE PITIFUL REMNANT LEFT BY THE WAR."



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Special Issue

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December 20, 1946

QUOTA COMMITTEE ASSIGNS SHARE TO EACH COMMUNITY

Recommendations as to the share which each community should accept if American Jewry is to raise \$170,000,000 for the United Jewish Appeal in 1947 were adopted by the National Committee on Community Quotas, meeting at the Hotel Biltmore, New York City, on Saturday evening, December 14 and all day Sunday, December 15. Every community conducting a Spring campaign will shortly receive a formal statement from the Quota Committee regarding the recommendation for its quota.

The National Committee on Community Quotas was named at the Atlantic City Conference of the United Jewish Appeal and consists of outstanding representatives of communities of all sizes across the country. This Committee held a preliminary organizing meeting at Atlantic City and continued its sessions in New York City.

One note was recurrent through the three sessions of the Quota Committee: The recommendation to all communities to give the most extended community-wide consideration to the factors that led to the adoption of the \$170,000,000 goal, and to delay the final adoption of the local goal for the United Jewish Appeal until after a thorough process of community education in the extraordinary needs of our people abroad and in improved techniques of campaigning to achieve the necessary results. At the same time, it was emphasized that the national atmosphere which would be developed through the coming weeks to aid local communities in their campaign preparations must be given full opportunity to condition the thinking of givers.

The problems that face big cities, in terms of local considerations, and those that confront smaller communities, in terms of previous exploration of community resources, were fully considered, as every earnest effort was made to insure an equitable distribution of the total responsibility of raising \$170,000,000 to meet the needs of our people in Europe, in Palestine and of those reaching these shores.

CRITERIA FOR ESTABLISHING COMMUNITY QUOTAS

Louis S. Myers, President of the Kansas City Jewish Federation, presided at the opening session Saturday evening. Julian B. Venezky, Chairman of the Peoria Jewish Community Council presided at the Sunday morning meeting; and Isadore Breslau, Co-Chairman of the Washington, D. C. campaign, guided the concluding afternoon session.

On behalf of the United Jewish Appeal, an introductory statement was made indicating the responsibilities of the members of the Committee on Community Quotas and analyzing the factors which must be considered in determining the fair assignment of local quotas. Only quotas for Spring campaigns were acted upon. The Committee will be called into session again to act upon quotas for Fall campaigns.

"It is understood," the introductory statement respecting the powers of the Quota Committee read, "that (1) they are serving as members of a national Committee and in recommending community quotas they are not personally obligating their own communities, (2) the quotas that they are suggesting represent only recommendations that will be made to the individual communities and (3) every community is asked to withhold its decision for its 1947 quota for the UJA until there has been an opportunity for consultation between the UJA and the community."

The members of the Committee acted on the basis of extensive material placed at their disposal. In determining the 1947 quota for each community consideration was given to many factors, including "Jewish population, economic resources, giving history, community organization, leadership and social vision." The necessity of making allowances for different conditions in each community was underlined. "It should be emphasized," it was stated, "that in setting up community quotas for 1947 there is recognition of the fact that probably many of the communities will exceed their goals which include these quotas and as these quotas are minimum we, therefore, suggest that the Committee on Community Quotas recommend to the country that all the excess above the total established community goal should automatically go to the United Jewish Appeal."

NATIONAL ATMOSPHERE TO BE DEVELOPED

The success of the United Jewish Appeal campaign, it was pointed out, depends on the recognition by every community that it is sharing in a common, national enterprise involving the raising of \$170,000,000 and not merely the local quota. Referring to some of the plans being laid for the development of this "national atmosphere," it was reported:

"(1) The UJA is considering one or more national big gifts meetings to be held during February. At that time top giving standards are to be publicly announced. This will enable local communities to take advantage of the spirit thus created and to relate local standards to the new national standards to be adopted. (2) In many communities the total resources of potential big givers or middle bracket givers have not yet been explored or realized. Part of the answer lies in the internal organization of the community. The UJA hopes to be of some value to the local community both by way of the national big gifts meetings and also through the aid of the National Trade and Industry Division which it is hoped in 1947 will be more national and effective in scope. The UJA is asking local communities to consult with the National UJA Trade and Industry Division as part of the organization of the whole campaign. (3) A regional organization of the UJA is being projected with the aim in view of giving greater help on a decentralized basis to the local communities. (4) The National Women's Division, it is felt, will be even more effective in stimulating this phase of the campaign in 1947. (5) As part of the process of creating national understanding of the responsibilities that rest upon America in relation to the overseas situation, advertising in national magazines as well as a continuation and expansion of local advertising through local communities is being projected. (6) The organization of a National Christian Committee is being explored. Local communities would have the option of availing themselves of this cooperation."

PROPER NATIONAL STANDARDS STRESSED

The meeting of the Committee was opened with an introduction of the presiding officer by William Rosenwald, a National Chairman of the UJA. In the discussion that followed the presentation of the material, statements were made by George Abrash, Paterson, N. J., Isadore Breslau, Washington, D. C., Isidor Fine, New York, N. Y., Samuel Goldhamer, Cleveland, O., Eugene H. Goodman, Cleveland, O., Carlos L. Israels,

New York, N. Y., Isaac H. Levy, New York, N. Y., Albert H. Lieberman, Philadelphia, Pa., Samuel D. Lopinsky, Charleston, W. Va., Louis S. Myers, Kansas City, Mo., Herman M. Pekarsky, Newark, N. J., Edwin Rosenberg, New York, N. Y., A. O. Samuels, Bridgeport, Conn., Isidore Sobeloff, Detroit, Mich., and Ralph Wechsler, Newark, N. J. Isidor Coons and Henry Montor also participated in the discussion.

The necessity of establishing uniform standards of giving as between communities was stressed by Eugene H. Goodman. There are great inequities, he said, in the giving of a trade group in one city as compared with a similar trade group in another city. He felt there should be much more intensive effort to create common standards among persons of similar resources.

The first community discussed at length by the Committee was New York City which was asked to take a \$60,000,000 quota for the UJA. As Chairman of the Executive Committee of the New York campaign, Monroe Goldwater described the action of his community in accepting this high responsibility through a total goal of \$65,000,000. There then followed a discussion of the major cities such as Philadelphia, Cleveland, Detroit, Newark, Los Angeles and others which will have to carry so great a measure of the responsibility. In each case there was an analysis of the factors justifying the recommended quota. A statistical summary showing that a genuine effort had been made to be fair in the assignment of quotas was offered by Isidore Sobeloff.

WARBURG: "THE OLD JEWISH HEART WILL COME THROUGH"

The Committee was stirred by impromptu remarks of Edward M. M. Warburg, who led the 1946 campaign in New York, in addition to his responsibilities as Chairman of the JDC. He spoke at the conclusion of a session that heard from such men as Barney Balaban, President of Paramount Pictures, National Chairman of the Motion Picture Division; Herman Gilman, who led the phenomenal 1946 campaign in Boston; Samuel Rothberg of Peoria, Vice-Chairman of the National Trade and Industry Division, and others who had distinguished themselves in the 1946 national drive.

"The old Jewish heart will come through," the youthful American Jewish leader declared, as he summarized the prospects of the campaign. But that will come, he said, not because of statistics or budget clinics, although he emphasized that he was satisfied with the budgets as minimum needs. "What will make this campaign a success is if every Jew understands what is really involved and steeps himself in the problem. We must realize that wherever we are, in New York, Florida, California or anywhere else in which we enjoy our fantastic comfort, we cannot stomach the pleasures of our life if we have any real conception of what is happening to our people in Europe. If we understand it, we will do something about it." The terrible earnestness of our people's plight must not be lost in debates about quotas and about the techniques of campaigning, Mr. Warburg warned. The deep impact of the recent visit he made to Europe, from which he had just returned, was felt by all who heard him.

"I was one of those who said," he reminded his listeners, "and I said it in perfectly good faith: 'one-time giving.' I believed it myself and I acted accordingly. It was a terrible shock to me when I suddenly realized that that promise could not be fulfilled. I am not apologizing for it. There are factors in history over which I certainly have no control. But I think the thing we must get across to the Jews of America is that we have a situation unparalleled in history. I am not talking only about the situation abroad. I am talking about the fact that governments have become deadlocked. The instrumentalities which rightfully should be taking over this job are incapable of functioning. We have the choice of saying: 'Let them rot until the governments take over and until governmental action takes place' or of saying,

'We happen to feel that these people have a contribution to make. We have a debt to them, for more than just what they are, and even more for what they represent for our development in the future.'

"I hope that in our communities we will not divide this campaign as between big gifts and smaller gifts and let it go at that. These are essential mechanics, but only mechanics. Someone at this meeting said it was essential we introduce an 'hysterical' note into the 1947 campaign. We are living in hysterical as well as historical times. What we need to do every time we gather in our communities is to bring into the room the feeling that with us at the time is the spirit that hovers over Europe, the spirit of a group of Jews who have managed to survive. If you ever saw these people, if you ever had dealings with them, you would say 'Thank God,' because they have the greatest vitality I have ever seen. Their survival depends upon a small group in America -- upon us -- as the only source of their hope."

Others who participated in the sessions included: Louis A. Barrett, Lynn, Mass.; Henry C. Bernstein, New York; Sidney S. Cohen, Boston, Mass.; Alex Colodny, Burlington, Vt.; Joseph H. Epstein, New Orleans, La.; Benjamin Frankel, Southern Illinois; Joseph J. Gaber, Waterbury, Conn.; Mrs. Abraham N. Geller, New York; Jacob Gross, Worcester, Mass.; Morris Katz, Manchester, N. H.; Dr. Alexander S. Kohanski, Lewiston, Me.; A. B. and Nat G. Polinsky, Duluth, Minn.; Jack S. Ressler, Columbus, O.; William P. Schweitzer, Elizabeth, N. J.; Samuel Z. Troy, Richmond, Va.; and Rabbi Jonah B. Wise, New York.

RESOLUTION CALLS ON U. S. JEWRY TO MEET CHALLENGE

The discussion of the various sessions was summarized in a resolution carefully devised and submitted by a Sub-Committee consisting of Herman Gilman, Boston, Chairman, Barney Balaban, New York, Eugene H. Goodman, Cleveland and Louis S. Myers, Kansas City. The resolution, unanimously adopted by the Committee, read as follows:

"In accordance with the mandate of the National Conference held at Atlantic City, the National Committee on Community Quotas met for two-day sessions in New York City on December 14 and 15, 1946 to consider quota assignments among the Jewish communities of the United States in order to realize the total American responsibility of raising \$170,000,000 for the United Jewish Appeal in 1947. The Committee was moved, as was the National Conference, by the urgent necessity of mobilizing the resources of American Jewry to meet the basic requirements of our surviving people for relief, rehabilitation and resettlement.

"After examining material relative to the assignment of community quotas, the Committee assured itself that the criteria and principles guiding the assignment of quotas are sound, uniform and equitable. In their discussion the Committee took note of the fact that the assignment of community quotas involves recognition of these factors among others: 1. Jewish population, 2. Economic resources, 3. Giving history, 4. Community organization, 5. Leadership, and 6. Social vision. The experience of the United Jewish Appeal and of the local communities in attaining the 1946 goal was considered of the utmost value as one of the bases for determining the fair distribution of responsibility. Within the framework outlined, every effort has been made to apportion the national responsibility in a manner that takes into account the factors which prevail as between the communities.

"American Jewry is asked to assume responsibilities of new magnitude. Therefore, the Committee on Community Quotas recommends to each community its proposed quota for sympathetic consideration and adoption. Only through the acceptance by each community of its full measure of responsibility, can American Jewry be enabled to meet the great challenge that the needs of our people abroad has placed upon us."