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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME I I
1947



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

Vol. II No. 1

NOT FOR PUBLICATION

January 2, 1947

HENRY MORGENTHAU, JR. LEADS \$170,000,000 CAMPAIGN

Hon. Henry Morgenthau, Jr., for twelve years Secretary of the Treasury, is now General Chairman of the United Jewish Appeal, a post created for the first time since the UJA was organized. The financial administrator who mobilized over three hundred billion dollars for the great war effort of America is now the active, full-time leader of the \$170,000,000 campaign, largest undertaking for relief, rehabilitation and resettlement in the history of the Jewish people.

The stimulating announcement was made as the new year began by the National Chairmen, Rabbi Jonah B. Wise, Charles J. Rosenbloom and William Rosenwald, speaking on behalf of the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans, whose fund-raising efforts are combined in the United Jewish Appeal.

In accepting the invitation for leadership extended to him by the Administrative Committee of the United Jewish Appeal, Mr. Morgenthau made it clear that he plans to be in the most intimate contact with every phase of the great campaign and will be in close touch with the Jewish communities of America and their leaders.

Mr. Morgenthau's first plea was to ask communities to defer decisions on the adoption of their quotas until he and his associates have had the opportunity of conferring with them on all aspects of their campaign plans.

In announcing that, for the first time in its history, the United Jewish Appeal had created the post of General Chairman, which was proffered to Mr. Morgenthau, the three National Chairmen said:

"It is with great pride and satisfaction that we announce that Hon. Henry Morgenthau, Jr. has accepted the invitation of the Administrative Committee to become General Chairman of the United Jewish Appeal. He brings to this office administrative skill, social vision and a unique understanding of the international problems which underlie the emergency tasks that fall to the agencies financed by the United Jewish Appeal.

"An obligation of heroic proportions has been undertaken by the United Jewish Appeal in an endeavor to raise \$170,000,000 in 1947 for the minimum needs of the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans. We recognize that sacrificial generosity will be required if this great sum of money is to be realized. But we recognize also that there is broad awareness of the extraordinary suffering that has befallen the Jews abroad. Greatest sufferers of the Hitler era, they find themselves today, in large part, a forgotten, friendless people, except for those who remember that they are the symbols of the peace and dignity for which the world fought a great war.

"It is fitting that Mr. Morgenthau should provide the leadership for this humanitarian task of unique magnitude. Under his leadership as Secretary of the Treasury, the American people mobilized their resources to an unprecedented degree so that the war obligation we had undertaken could be met fully and quickly. We feel confident that under his leadership once again America will rally generously and promptly so that a war against fear and want that haunts the surviving remnants of the Jewish people may be won."

UJA "THE MORAL OBLIGATION OF EVERY AMERICAN:" MORGENTHAU

In a statement accompanying his acceptance of the leadership of the 1947 campaign, Mr. Morgenthau said:

"The officers of the United Jewish Appeal have tendered me a high honor and a grave responsibility. It is in that spirit that I have agreed to become General Chairman of the United Jewish Appeal. It is the spirit which, I know, marks the participation in this great humanitarian enterprise of every one of its workers and supporters from coast to coast.

"The American people dedicated their resources and manpower to the destruction of the menace that Hitler represented to our security and freedom. It is now equally their will that those who were the first and most tragic victims of Hitler shall have our fullest sympathy and support until they are able to stand on their own feet, to make their own way.

"I have accepted the General Chairmanship of the United Jewish Appeal because I regard it as the moral obligation of every American — man, woman and child — to save from despair and destruction the pitiful remnant of Jews who remain alive in Europe.

"The officers of the United Jewish Appeal have said that the post of General Chairman will symbolize the unity of American Jewry in their desire to bring relief, reconstruction and resettlement assistance. That unity was manifested in stirring manner in 1946 when five thousand communities throughout the United States acted with selflessness and high enterprise to demonstrate their compassion and their comradeship by oversubscribing the \$100,000,000 goal of the United Jewish Appeal.

"Now in 1947 a task of far greater magnitude is before us. The United Jewish Appeal has been asked to raise \$170,000,000. It is a goal which can and will be reached by a united community, resolved that those whom we saved from destruction in 1946 shall be kept alive, physically and spiritually, until the world rekindles hope for them and gives them the opportunity, with all men, to live lives of their own choosing in lands of their own choice.

"Before accepting the General Chairmanship, which I do with the firm resolve to be in active leadership, I satisfied myself completely that the needs that have been stated are valid and urgent. Being acquainted with the responsibilities and functions of governments and intergovernmental agencies, knowing what is contemplated in the year ahead by way of assistance from public sources, I cannot too emphatically state that humanity and brotherhood require that the program of raising \$170,000,000 for the United Jewish Appeal must be met. America has never failed the unfortunate. It may be counted upon to show its great, generous heart in 1947."

Leaders in all parts of the United States have flooded the United Jewish Appeal with congratulations on the announcement of the news that Mr. Morgenthau will lead the unprecedented "campaign of sacrifice" of 1947. The universal comment was that every community and American Jewry in general has been strengthened by this accession.

ROSENSTIEL HEADS TRADE AND INDUSTRY DIVISION

Lewis S. Rosenstiel, one of the outstanding industrialists of America, has accepted the post of National Chairman for Trades and Industries, it was announced this week by the United Jewish Appeal. Chairman of the Board of Schenley Distillers Corporation, Mr. Rosenstiel is recognized as one of the foremost figures on the American economic scene today.

The acceptance by Mr. Rosenstiel of the top-ranking post in the Trade and Industry Division is regarded as evidence of the important role that this enterprise will play in helping to create a new national standard of community and individual participation in the United Jewish Appeal.

KAUFMANN LEADS INITIAL GIFTS DIVISION

Edmund I. Kaufmann of Washington, D. C., who played so vital a role in the success of the 1946 United Jewish Appeal campaign, has again consented to serve as National Chairman for Initial Gifts, it was announced this week. One of the leading Jews in the United States, Mr. Kaufmann is already engaged in plans for 1947. At the Atlantic City meeting, Mr. Kaufmann played an outstanding part in emphasizing the necessity of vigorous action to meet the needs of our people abroad. Mr. Kaufmann's own gift in 1946 helped to establish a new understanding of American Jewish responsibilities. Mr. Kaufmann has a wide circle of friends throughout the country and enjoys the esteem of community leaders everywhere. During 1946 he personally visited many communities and through his presence contributed to the success of their local campaigns.

GROCERY DIVISION NATIONALLY ORGANIZED

The grocery industries are one of the important groups already organized so that standards of giving to the \$170,000,000 campaign may be uniform throughout the country, regardless of the size of the community.

Details of the organizational structure were announced this week by the Chairmen of the National Grocery Division: Sidney R. Rabb, head of Stop & Shop, Inc., Boston, and Nathan Cummings, President of Consolidated Groceries, Chicago.

Regional Chairmen will be as follows: Day J. Apte, Tampa, Fla.; Samuel Cooke, Penn Fruit Co., Philadelphia; Adrien J. Falk, Sussman, Wormser Co., San Francisco; S. N. Goldman, Humpty Dumpty Food Stores, Oklahoma City, Okla.; Jac Lehrman, Giant Food Shopping Center, Washington, D. C.; John E. Lurie, Wrigley's Super Markets, Detroit; Nat Milgram, Milgram Food Stores, Kansas City, Mo.; J. H. Rubens, Hartt Food Store, Rochester, N. Y.; Abe G. Tenenbom, Tenenbom's, Inc., Davenport, Ia.; Joseph Weingarten, J. Weingarten, Inc., Houston, Tex.; Carl Weinkle, Miami Beach, Fla. and M. M. Zimmerman, Super Market Institute, New York.

LEADERS IN METAL INDUSTRY BACK \$170,000,000 DRIVE

John D. Schapiro, Boston Metal Company, Baltimore, Chairman of the National Scrap-Metal Division of the United Jewish Appeal, announced this week that the industry is now in the process of being organized on a regional basis, to render maximum aid to the UJA nationally and within the local communities.

The organization now has the following Regional Chairmen: A. R. Cohen, Ft. Pitt Steel Corporation, Pittsburgh, Pa.; William M. Daniel, Joseph Behr & Sons, Rockford, Ill.; Jacob Feldman, Commercial Metals Co., Dallas, Texas.; Abe Kasle, A. Kasle & Co.

Detroit, Mich.; Marvin S. Plant, H. Plant & Co., Baltimore, and Alex Miller, Universal Steel Co., Cleveland, O.

CHRISTIANS CONTRIBUTE OVER \$100,000 IN ROCHESTER

In one of the most successful campaigns of its type ever conducted, Rochester has already received over \$103,000 in contributions from Christians, it was disclosed this week as the United Jewish Welfare Fund of Rochester came to the close of its 1946 campaign. Frank Gannett, prominent publisher, served as Honorary Chairman of the Citizens Committee which mobilized the community at large to share with Jewish friends in reaching Rochester's unprecedented goal.

J. H. Rubens, President of the Welfare Fund, is Chairman of the campaign, and Arthur M. Lowenthal, Big Gifts Chairman. Elmer Louis is Executive Director. As of this date, Rochester has exceeded \$922,000 in solicitation among Jews which is still continuing, while over \$103,000, in addition to this amount, has been received from Christian sources. Co-Chairmen of the Citizens Committee are Raymond J. Ball, Bernard E. Finucane and Sol Heumann. Chairman of the Special Gifts Committee in this Division is Elmer B. Milliman. Chairman of General Solicitation is Mark Ellingson; Chairman of Publicity, John D. Roche, and Secretary-Treasurer, Herbert P. Lansdale, Jr.

OTHER COMMUNITIES JOIN 1946 OVER-THE-TOP LIST

The intervention of the holidays and reference to the Atlantic City Conference prevented more adequate tribute to many more communities which, in recent weeks, have joined the honor list of American Jewry in oversubscribing goals adopted for the 1946 United Jewish Appeal campaign.

Louisville, Ky. continued to maintain its place as one of the leaders in national giving. Having initiated its 1946 campaign before the UJA goal was announced, Louisville did not in its original campaign have the advantage of national stimulation. Therefore, it inaugurated a supplementary campaign in order to meet in full the quota recommended to it by the UJA. Samuel J. Beierfield was Chairman, Lewis W. Cole, Special Gifts Chairman, and Harry J. Klein, Co-Chairman, of the successful drive. Charles Morris is the United Jewish Campaign President.

Wilmington, Del. also completed its campaign to give \$300,000 to the UJA as compared with \$75,000 in 1945. Milton Kutz was Chairman, Morris Leibowitz, Big Gifts Chairman. Philip Cohen is President of the Jewish Federation of Delaware.

Typical of the achievements of the smaller communities of America were the records of the following communities:

Pottsville, Pa., with Phillip Rosenkrantz as Chairman, went over its adopted goal, and will give the UJA in excess of \$60,000 as compared with \$21,000 the year before.

Racine, Wis. demonstrated that the achievement of American Jewry was universal. Led by Sidney H. Milch as Chairman and Sam Feldman as Big Gifts Chairman, the campaign reached heights beyond the large quota so that the UJA will receive in excess of \$50,000 as compared with \$8,600 in 1945.

The Lebanon, Pa. campaign which was auspiciously started with a contribution of \$10,000 from Hyman S. and Julius H. Caplan, overtopped its \$50,000 goal by \$2,000 and has made an allotment of \$47,000 to the UJA compared with \$12,000 in 1945. Milton Koenigsberg was Campaign Chairman, Jack Ely, Chairman of Initial Gifts and Hyman S. Caplan, Treasurer.

A REPORT

to Members of the
National Campaign Council



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From Isidor Coons, Henry Montor, Executive Vice Chairmen

Vol II No. 2

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January 17, 1947

BUFFALO SETS NEW PACE WITH TOTAL \$1,253,750 GOAL

Buffalo, N. Y. one of the top communities which stirred the entire nation with its phenomenal fund-raising performance in 1946, has again taken the leadership to spark the 1947 campaign by adopting a total over-all goal of \$1,253,750, out of which a net of \$1,100,000 is to go to the United Jewish Appeal.

Joseph Markel, Chairman of the Buffalo campaign, in a telegram to Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, said: "We are accepting the quota realizing the extent of the need. We are pledging our utmost effort toward its realization." Charles Dautch is President of the United Jewish Fund of Buffalo and Arthur S. Rosichan, Executive Director. Maurice S. Tabor, who did so much to ensure the success of the 1946 campaign, is Campaign Vice Chairman and Chairman of the Publicity Committee which is entrusted with the task of informing the community of the urgency and validity of the \$170,000,000 campaign of the United Jewish Appeal.

In 1946 Buffalo, through a supplementary campaign and funds from the war chest, made an allotment of \$808,221 to the UJA. In 1945 Buffalo's contribution to the UJA was \$125,550.

ST. PAUL ADOPTS \$725,000 QUOTA FOR UJA

Always one of the leaders in establishing standards of giving, the St. Paul Jewish community this week adopted a total campaign goal of \$920,000 which includes the UJA for a minimum of \$725,000. In 1946 the UJA received from St. Paul an allotment of \$400,000. Myer Dorfman is Chairman of the 1947 campaign; Charles Bronstien, Chairman of Big Gifts; Kalman S. Goldenberg, Co-Chairman of Big Gifts. Albert H. Heller, Jr. is President of the United Jewish Fund and Council, and Dan S. Rosenberg, Executive Director.

LYNN UNANIMOUSLY ADOPTS \$450,000 UJA QUOTA

Responding as one man to the recommendation submitted by the National Committee on Community Quotas, the leaders of the United Jewish Appeal of Lynn last week unanimously adopted the quota of \$450,000 for the United Jewish Appeal. Present for the decisive meeting of the Board of Directors were the principal givers of the community who at once indicated that their own gifts will match the increase. Over one hundred community leaders were present for the session. The total goal for Lynn will be slightly enlarged for the addition of other included agencies.

Herman Gilman, dynamic leader of Boston's extraordinary 1946 campaign, and Chairman of the Permanent Sub-Committee of the National Committee on Community Quotas in 1947, visited with the Lynn community for the quota-setting meeting. His own experiences in Boston helped to fire the zeal of the Lynn leadership to strike out for new standards.

In 1946 Lynn conducted a campaign which will net the United Jewish Appeal \$185,000. The 1947 objective for the UJA is some two and a half times that figure. Simon Shamroth is Chairman of the Lynn 1947 campaign. Co-Chairmen of Big Gifts are Abraham S. Burg and Harry Remis. William M. Pruss is Executive Director of the United Jewish Appeal of Lynn.

MIAMI LAUNCHES CAMPAIGN FOR \$1,309,000

Stanley C. Myers, Federation Chairman, has announced the action of the Board of Directors of the Greater Miami Jewish Federation in adopting an overall goal of \$1,309,000, which includes the allotment for the United Jewish Appeal, as well as various local and additional causes. Basic in the decision for the greatly increased quota was the desire of Miami to share in the national effort to raise \$170,000,000 for the United Jewish Appeal. Included in the campaign goal is a minimum of \$900,000 for the United Jewish Appeal, representing an allotment 80% higher than the sum made available to the UJA in the 1946 campaign.

Mr. Myers, who is also President of the National Council of Jewish Federations and Welfare Funds, is joined in his leadership by outstanding members of the Miami community. William D. Singer is General Chairman. Morris Klass is Executive Director. Mrs. Stanley C. Myers has accepted the Chairmanship of the Women's Division of the campaign and Mrs. Monte Selig is Chairman for Big Gifts of the Women's Division.

REGIONAL ORGANIZATION TO COVER COUNTRY

As part of the program to decentralize leadership of the United Jewish Appeal, and to enjoy the fullest cooperation of the many outstanding American Jews whose devotion to the needs of the Jewish people has earned them wide recognition, a regional organization is being set up on a geographic basis. A comprehensive program of operation is now being formulated in connection with the spring fund-raising activities of communities from coast to coast.

Julian B. Venezky of Peoria and Leslie L. Jacobs of Dallas have been named National Co-Chairmen of this Regional Division. Serving with them either as State or area chairmen will be other important lay leaders. An announcement made this week includes the names of those who have thus far accepted leadership in this new framework.

Charles Brown of Los Angeles has been named Chairman for Southern California, Arizona and Southern Nevada. William P. Engel of Birmingham has accepted the Chairmanship for the State of Alabama. Henry L. Kotkins of Seattle will serve as Chairman for the States of Washington, Idaho and Montana. Day J. Apte of Tampa has accepted Chairmanship for the State of Florida. Samuel Beierfield of Louisville has consented to serve as Chairman for the State of Kentucky. Isaac H. Heller of New Orleans is Chairman for the Louisiana-Mississippi Region.

Milton Kahn of Boston will serve as Regional Chairman for Massachusetts, New Hampshire, Rhode Island and Vermont. Philip W. Lown of Auburn has accepted Chairmanship for the State of Maine. Herbert R. Abeles of Newark will serve as Chairman for

the State of New Jersey and Moritz M. Gottlieb of Allentown, for Eastern Pennsylvania. Judge Benjamin Lencher of Pittsburgh is Chairman for the Tri-State area which includes Western Pennsylvania, Eastern Ohio and Northern West Virginia. Benjamin Cone of Greensboro will serve as Chairman for the State of North Carolina.

I. S. Joseph of Minneapolis has accepted Chairmanship for Minnesota and North Dakota and E. N. Grueskin of Sioux City will serve as Chairman for Iowa and South Dakota. Louis S. Myers of Kansas City has accepted Chairmanship for Kansas and Western Missouri. Morris E. Jacobs of Omaha will serve as Chairman for the State of Nebraska. Mr. Venezky, in addition to his duties as National Co-Chairman, will also head up the Illinois and Eastern Missouri region. Irving G. Rhodes of Milwaukee will serve as Chairman for the State of Wisconsin.

Additional Chairmen for States and areas are to be announced shortly.

SMALL COMMUNITIES AGAIN SHOW WAY TO NATION

Under the inspiration of leaders who understand the continuing and desperate need of the Jews abroad, the small communities of America are again showing the way to the nation in the responsibility they are accepting for the success of the \$170,000,000 campaign.

Tucson, Ariz. is this month inaugurating a campaign for a total goal of \$125,000, with the United Jewish Appeal included for an amount in excess of \$100,000. This compares with an amount of about \$55,000 which the UJA received in 1946. Morris Shanhouse is Chairman of the campaign. Saul Greenman and Elmer E. Present are Vice-Chairmen.

Hollywood, Fla. which has a permanent Jewish population of 350, has accepted the recommended UJA quota of \$80,000 and has inaugurated a campaign under the leadership of Albert Einstein as Chairman. In 1946, the UJA received \$45,000 from this community.

Fayetteville, N. C. is being led in an unprecedented 1947 campaign by J. Bernard Stein as Chairman. The recommended quota of \$35,000 for the United Jewish Appeal has been accepted. This compares with the allotment of \$20,000 to the UJA in 1946.

LEADERS MEET TO DISCUSS 1947 PROGRAM

An informal discussion of campaign plans for the \$170,000,000 campaign was held in New York City on January 13th at the invitation of Henry Morgenthau, Jr., with key leaders from New York and surrounding communities participating. It was the first meeting called by Mr. Morgenthau since his acceptance of the General Chairmanship of the United Jewish Appeal.

The keynote of the meeting was struck by former Governor Herbert H. Lehman, former Director General of UNRRA, who, in reviewing the problems facing the world today, declared: "Nothing do I consider more worthwhile than the work in which we are engaged. I am going to help all I possibly can, because I consider this about as important a piece of work as any of which I know."

As he analyzed the task of raising \$170,000,000 for the United Jewish Appeal, Governor Lehman said: "I am not deceiving myself at all. I know that to raise the sum which we have set as a goal is going to be a difficult task, one that can be accomplished only with the cooperation of every public-spirited, good man and woman.

"But I am convinced that it can be done, great as the task now looms. I believe that if we can show the American Jewish public -- and I think some Gentiles will help us, too -- what the need is, what the fate of these people will be without our help, how we must help those who want to go to Palestine to get there, how we must help those that remain in the devastated lands of Europe and who have dug in and are willing again to set down new roots, I believe, if we are able and clever and earnest enough, with sufficient heart to show that to the people, we can raise the money which we have set as our goal."

In a simple, extemporaneous, moving address that showed how deeply impressed Governor Lehman was with the urgency of the tasks ahead, the Jewish leader told the group: "I can assure you from my own observation and from an observation which I have had of Jewish affairs abroad for the past thirty years, that the need today is so vastly greater than it has ever been before in the history of our people that there is absolutely no comparison."

Other participants in the discussion included William Rosenwald and Rabbi Jonah B. Wise, National Chairmen, Edwin Rosenberg, Herbert Bayard Swope, Joseph Shulman, Chairman of the Paterson 1947 campaign, Harry A. Cooper, Chairman of the 1947 Newark campaign, Elkan R. Myers, Chairman of the Baltimore drive, Ira Hirschmann, who had just returned from an UNRRA mission to Europe, Rudolf G. Sonneborn, Allen L. Goldfine, William P. Schweitzer of Elizabeth, George W. Farber, Worcester; Philip G. Whitman, Ira Shorin, Edward Norman, Samuel Schwartz, Paul Baerwald, Barney Balaban, Mrs. Abraham N. Geller, all of New York, Harry Remis, Lynn and Sylvan Gotshal, President of the New York UJA.

RECORD ACHIEVEMENTS MARK 1946 CLOSING DRIVES

The campaigns held by communities in the closing months of 1946 continue to give great incentive to cities now planning their 1947 fund-raising efforts.

With its record-breaking drive ended, the Allied Jewish Council of Denver has allotted \$547,000 to the UJA, as compared with \$130,000 the previous year. A. B. Hirschfeld was Chairman of the unusual campaign, with Jesse Shwayder and Adolph Kiesler as Honorary Chairmen. Charles Rosenbaum is President of the Allied Jewish Council of Denver.

Huntington, W. Va., led by Maurice D. Friedman, whose own generous gift sparked the campaign, has allotted over \$111,000 to the UJA. Samuel Samson, Walter Lewis, Joseph Goudek, Dr. L. M. Polan, Dez C. Schonthal, S. H. Glick, I. T. and David Gross were among the other leaders who achieved the outstanding result in this community. The Women's Division was led by Mrs. Jack Cuttler and Mrs. Hy Rubin.

Norfolk, Va. was able to meet in full the request of the UJA for \$300,000 as a result of a campaign led by Dr. Dudley Cooper as Chairman. Ben Simon is President of the United Jewish Fund. This represented about a tripling of the previous year's result.

KUTZ HEADS JEWISH FEDERATION OF DELAWARE

In a previous Report to Members there was an error in referring to the President of the Jewish Federation of Delaware, whose remarkable 1946 campaign achievement was lauded. The President is Milton Kutz.

A REPORT

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MILWAUKEE MOVES FORWARD WITH \$1,700,000 GOAL

Having achieved an unprecedented result in 1946, Milwaukee last week joined the parade of communities determined to reach the national goal of \$170,000,000 for the United Jewish Appeal, by adopting an over-all goal of \$1,700,000. The Board of Directors of the Milwaukee Jewish Welfare Fund, at a meeting presided over by President Ben E. Nickoll, unanimously agreed to a 1947 campaign that provides \$1,400,000 for the UJA and earmarks in addition all sums over the goal for the UJA. In 1946 Milwaukee provided some \$775,000 to the United Jewish Appeal.

Irving G. Rhodes, dynamic leader of the 1946 fund-raising effort, is again the Chairman of the 1947 campaign. With him as Co-Chairmen are David B. Eisendrath, Leonard A. Glen and Sam Pokrass. Elkan C. Voorsanger is Executive Director.

CINCINNATI VOTES \$1,125,000 UJA QUOTA

With more than one hundred of the leaders of the Cincinnati Jewish community in attendance, a decision to accept the recommendation of \$1,125,000 for the United Jewish Appeal was reached at a meeting last week. Long one of the leading American cities in its fund-raising records, Cincinnati is the first major Ohio community to meet with UJA officers to consider quota acceptance.

In 1946, the Jewish Welfare Fund of Cincinnati conducted a campaign that provided a minimum of \$700,000 for the UJA. Jeffrey L. Lazarus was Chairman of the successful campaign.

Rudolf G. Sonneborn, a National Co-Chairman of the UJA, represented the \$170,000,000 campaign at the eventful meeting. Phil Meyers, one of the leading figures in the 1946 campaign, is Chairman of the Quota Committee, and also the incoming President of the Welfare Fund.

SAN ANTONIO ACCEPTS \$600,000 UJA QUOTA

San Antonio, which achieved one of the nation's outstanding records in 1946, has again demonstrated its forward-looking leadership. The Texas community this week accepted the quota of \$600,000 recommended for the UJA by the National Committee on Community Quotas. In 1946 San Antonio allotted \$325,000 to the United Jewish Appeal.

William R. Sinkin is Chairman of the 1947 campaign effort and Frank H. Lichtenstein is President of the Jewish Social Service Federation, under whose auspices the campaign is conducted. Miss Hannah Hirshberg is Executive Director.

In adopting its program for 1947, the Board of Directors of the Federation voted an over-all goal of \$650,000.

OTHER COMMUNITIES ACCEPT FULL SHARE IN CAMPAIGN

From coast to coast word continues to come to the United Jewish Appeal headquarters of community acceptance of goals that will make possible the raising of \$170,000,000.

Albuquerque, N. M. has voted to campaign for the UJA request of \$45,000, as compared with the allotment of \$25,000 last year. Leopold Meyer is President of the Albuquerque Federation of Jewish Charities.

High Point, N. C., under the Chairmanship of Robert A. Silver, has agreed to a campaign to give \$35,000 to the United Jewish Appeal in 1947. This compares with about half that sum in the previous year's drive.

Greenville, S. C., whose campaign made great progress in 1946, has undertaken to raise \$25,000 for the UJA in 1947, as compared with an allotment to the UJA of \$15,450 in the previous year. Harry L. Fay is President of the Federated Jewish Charities of Greenville and Chairman of the drive.

EASTON ACHIEVES PHENOMENAL RECORD IN 1946

That what seems impossible is attainable, where good leadership and community organization exist has been proved to the hilt in Easton, Pa., which just closed its 1946 campaign report. The Easton experience can be instructive to all communities in 1947 as they plan campaigns that require funds in excess of the 1946 attainments.

In 1945 the UJA received \$18,500 from Easton. When the community heard of the quota request of the United Jewish Appeal in 1946, its leaders said they were startled. They said that the amount was so far beyond the possibilities that workers and givers would be discouraged.

But under the impetus of community determination, the campaign was initiated under the Chairmanship of Meyer Feinberg and the Big Gifts leadership of Samuel Goodman. Now that the campaign has been finally completed, this community hopes to allot to the UJA in excess of \$132,000 or more than seven times the amount contributed to the UJA in the previous year.

JOHNSTOWN SETS NEW MILESTONE IN GIVING HISTORY

The Jewish community of Johnstown, Pa., always among the leaders in the Tri-State area, again has made history in its own fund-giving career. Its 1946 campaign books have just been closed and an amount in excess of \$155,000 has been made available to the UJA. This compares with \$60,000 allotted in the previous year. Isadore Klatzkin was Chairman of the campaign and Solomon Glosser and David Glosser, among the leading contributors in the country, the Honorary Chairmen. David Slutzker is President of the Jewish Community Council.

HEAD REGIONAL UJA UNITS

Eugene M. Solow, who has given devoted leadership to the United Jewish Appeal not only in Dallas but throughout the Southwest, has agreed to head the Southwestern Region for the UJA for 1947, it has been announced by Julian B. Venezky, a National Chairman for Regions of the UJA, and also that Fred F. Florence of Dallas, a leading banker of the Southwest, has accepted Co-Chairmanship with Mr. Solow. Eugene H. Goodman, Campaign Co-Chairman of Cleveland, has accepted the Chairmanship of the UJA for the State of Ohio, Mr. Venezky reported. Samuel E. Aronovitz, Albany leader, has taken the helm as Chairman for the Southern New York Region. Dr. Dudley Cooper, active leader in the Norfolk community, has agreed to serve as UJA Chairman for the State of Virginia.

Mr. Venezky reported that all sections of the United States are being organized in the intensive program to decentralize leadership and to enlarge the aid given to communities in their 1947 campaign efforts.

NATION HAILS LEADERSHIP OF HENRY MORGENTHAU, JR.

The announcement that Henry Morgenthau, Jr., former Secretary of the Treasury, has become General Chairman of the United Jewish Appeal, has met with universal acclaim. Community leaders in all parts of the nation describe his accession to leadership as a certain token of the success which the \$170,000,000 campaign may expect. Into the offices of the United Jewish Appeal, as well as the personal office of Mr. Morgenthau, have flowed telegrams and letters assuring the utmost support and pledging renewed dedication to the campaign.

Julian H. Krolik, President of the Detroit Jewish Welfare Federation, expressed typical sentiments in a telegram saying that the Detroit community is "elated" with Mr. Morgenthau's acceptance. "We are proud to have you affiliated so prominently in this work that binds us all and we wish to assure you that our community will cooperate with you in every possible way."

Frank M. Fink, head of the Oregon Jewish Welfare Fund, said that the "news has electrified our community." Philip W. Lown, President of the Maine Jewish Council, declared that "Maine Jewry is heartened and stimulated." Major B. Einstein, President of the Jewish Federation of St. Louis, is confident that Mr. Morgenthau's leadership "will raise American Jewry to new heights of courage, responsibility and generosity."

Small and large communities responded alike. Milton Oppenheimer, President of the Jewish Welfare Federation of Central Louisiana, took pride that Alexandria, La. "as the country's smallest federated community" could "extend complete cooperation in achieving the tremendous task before us."

I. M. Weinstein, President of the Atlanta Jewish Welfare Fund, felt that Mr. Morgenthau's "acceptance of General Chairmanship of United Jewish Appeal for 1947 is a welcome indication of the mobilization of outstanding leadership of American Jewry. Our suffering brethren overseas need all the help we can give them. In your assuming this great task we pledge you our wholehearted cooperation and support."

Daniel Shiman, President of the Essex County Community Council, Harry A. Cooper, Campaign Chairman, and Herman M. Pekarsky, Executive Director, were "confident that your statesmanlike leadership and your honored position in American and Jewish life will aid tremendously in spelling success of 1947 campaign."

Louis S. Myers, President of the Kansas City Jewish Federation, Jules Glant, President of the Seattle Federated Jewish Fund; Israel Friedlander, President of the Combined Jewish Appeal of Boston; Walter A. Haas, President of the Jewish National Welfare Fund of San Francisco; Joseph H. Epstein, President of the New Orleans Jewish Welfare Fund; Charles Brown, President of the Los Angeles Jewish Community Council; A. I. Lack, President of the Houston Jewish Community Council; A. B. Polinsky, President of the Jewish Welfare Federation of Duluth; Simon Shamroth, President of the United Jewish Appeal of Lynn and Samuel H. Daroff, President of the Philadelphia Allied Jewish Appeal were among the hundreds of community leaders whose warm messages and assurances of support reflected the stimulation throughout American Jewry as a result of Mr. Morgenthau's leadership in the 1947 United Jewish Appeal.

WOMEN PLAN FULL ROLE IN 1947 CAMPAIGN

The enthusiasm generated at the Atlantic City Conference for women's participation in the campaign is reflected in the progress already going forward for Women's Division activity in 1947. The National Women's Division reports that spring campaign cities are already organizing their forces for intensive campaigning by the women. Two new Women's Divisions in Fort Worth, Texas and Pensacola, Florida are reported for 1947 with many others in view.

1947 plans are now going forward in some 15 cities including Cleveland, Dallas, Detroit, Essex County, New Jersey, Houston, Los Angeles, Miami, New York, Philadelphia and Pittsburgh.

A luncheon meeting for Women's Division leadership in the 1946 campaign under the sponsorship of Mrs. Irving E. Blum, National Executive Committee member from South Orange, is being held on January 28th in Newark to enlist their aid in organizing Women's Divisions in every New Jersey community for the 1947 campaign. It is hoped that this program of expansion will serve as a pattern for other areas of the country.

Women all over the United States are anticipating a first-hand report of the Chairman of the National Women's Division, Mrs. David M. Levy, who is expected to return from a ten week tour of Europe and Palestine early in February.

UJA SESSION AT GENERAL ASSEMBLY OF COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS

The United Jewish Appeal has been allotted a period during the General Assembly of the Council of Jewish Federations and Welfare Funds at the Ambassador Hotel, Atlantic City, next weekend. Experts on the programs of the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans, and friends who have been in Europe and Palestine within recent weeks, will be with us to answer questions and to give us the very latest first-hand information on problems that make the 1947 campaign the greatest undertaking in our history.

All delegates who will be in attendance at the General Assembly are cordially invited to join with us at this session.

A REPORT
to Members of the
National Campaign Council



United Jewish Appeal
for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue, New York 17

L. II No. 4

NOT FOR PUBLICATION

February 4, 1947

UNITED JEWISH APPEAL CONDEMNS TERRORIST ACTIVITIES IN PALESTINE

The Administrative Committee of the United Jewish Appeal, at a session this week, adopted a resolution condemning the activity of the two terrorist organizations in Palestine and reemphasizing that none of the funds raised by the United Jewish Appeal or expended by any of its agencies is used in furtherance of any terrorist activity.

The resolution which was adopted by the Administrative Committee was issued to the press over the signature of Henry Morgenthau, Jr., General Chairman, United Jewish Appeal; Edward M. M. Warburg, Chairman, Joint Distribution Committee; Rabbi Israel Goldstein, National Chairman, United Palestine Appeal; and Edwin Rosenberg, President, United Service for New Americans.

The resolution read as follows:

"In response to inquiries that have been made, the Administrative Committee of the United Jewish Appeal, in which are included officers and representatives of the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans, takes the opportunity of reemphasizing that in conformity with the very nature of its purpose of using its funds for humanitarian relief and reconstruction, none of the funds raised by the United Jewish Appeal or expended by any of its agencies is utilized in furtherance of any terrorist activity.

"The Administrative Committee records its abhorrence of the terrorism that has been launched in Palestine by the two terrorist organizations whose activities have been unequivocally condemned by the Jewish Agency for Palestine and all other responsible Jewish bodies. It condemns the acts that have been perpetrated as injurious to the best interests of the Jewish community of Palestine. In the interests of Jewry, it joins with the Jewish Agency in calling upon these misguided few to desist from all terrorist activities."

DETROIT ADOPTS RECORD COMMUNITY QUOTA OF \$5,335,000

As the climax of a series of meetings attended by leaders in every aspect of Jewish community life, the Detroit Jewish Welfare Federation last week adopted an

over-all quota for 1947 of \$5,335,000, a record sum in the history of the city. Thus, Detroit again exhibited leadership in assuming responsibility for the great Jewish needs of this year, by accepting in full the recommendation to provide a minimum sum of \$4,000,000 toward the \$170,000,000 being sought by the United Jewish Appeal.

The Honorable Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, was the head of a delegation that met with Detroit leaders to consider the unprecedented requirements of 1947. William Rosenwald, a National Chairman of the UJA, joined him, together with Norbert Wollheim, Vice-Chairman, Central Committee of Liberated Jews in Germany, British Zone, and Henry Montor.

Functions arranged in the community to take advantage of the visit of Mr. Morgenthau, Mr. Rosenwald and their associates included a luncheon sponsored by Nate S. Shapero, Chairman of the 1946 campaign, a dinner of the Federation Executive Committee presided over by Fred M. Butzel, Chairman of the Executive Committee, and an evening meeting, at which Julian H. Krolik, Federation President, presided. Isidore Sobeloff is Executive Director.

The fairness of the minimum \$4,000,000 UJA figure recommended by the National Committee on Community Quotas for the UJA was emphasized by all the Detroit spokesmen, as they urged acceptance of the responsibility. The presence of Mr. Morgenthau, Mr. Rosenwald and others of the delegation attracted the attendance of all the community leaders who wished to emphasize, by their endorsement of the campaign, support of the UJA and appreciation of the leadership being given by Mr. Morgenthau.

MORGENTHAU VISITS WEST COAST CITIES

To urge acceptance by community leaders of fair shares of the national task to raise \$170,000,000, Henry Morgenthau, Jr. visited a series of West Coast cities last week. He met with representatives of Los Angeles, San Francisco, Oakland, San Diego and Long Beach in sessions that assured the United Jewish Appeal that the West Coast communities could be counted upon to play their part in a successful 1947 campaign.

Chief function arranged in Los Angeles was a dinner meeting of heads of the Jewish Community Council and leaders of the Welfare Fund, with Mr. Morgenthau and Barney Balaban, National Chairman of the Motion Picture Division of the UJA, as principal speakers. Charles Brown, President of the Community Council, Leonard A. Chudacoff, Chairman of the 1947 campaign, and Julius Fligelman, Chairman of the Trades Council of Los Angeles, were community spokesmen. By unanimous vote, the dinner meeting recommended to the Board of Directors of the Council, which is to meet subsequently, the adoption of the quota request of the UJA.

A similar result followed in Oakland, where a luncheon meeting, presided over by Leonard Meltzer, former Federation President, adopted a unanimous resolution recommending the acceptance of the quota suggested for Oakland. The Executive Committee, which met in informal session later, with Mendel Friedman, Federation President, presiding, also took similar action. The quota recommended to Oakland for 1947 is a minimum of \$600,000 for UJA, which would necessitate for the community an over-all quota, it was estimated, of some \$750,000. The 1946 temporary allotment from Oakland was \$250,000, although it is anticipated that this will be increased as shrinkage allowances revert to the UJA.

It was announced that Irving and Maury Malnick have assumed Co-Chairmanship of the 1947 Oakland campaign and that they are taking a leave of absence from their business for three months in order to conduct the extraordinary drive.

A series of meetings was arranged in San Francisco in honor of Mr. Morgenthau, including a luncheon attended by the outstanding leaders of the city, with Walter A. Haas, President of the Welfare Fund, presiding. Jesse H. Steinhart, who attended the Atlantic City Conference of the UJA and participated in the Resolutions Committee deliberations, assured his community associates of the seriousness with which the discussions on quota were conducted and emphasized the responsibility of each city to match the earnestness of that decision with a proportionate acceptance of the obligation.

San Francisco also sponsored a question-and-answer period to deal with specific questions in the minds of contributors. Lloyd W. Dinkelspiel, 1946 Campaign Chairman, presided. A formal session of the Executive Committee is to be held shortly to make an authoritative decision on San Francisco's UJA quota, but before his departure, Mr. Morgenthau was assured by the leaders that their support could be counted on.

It was announced that Walter S. Heller had been named Campaign Director for 1947.

LONG BEACH CAMPAIGN HEADED BY SUKMAN

Isaac Sukman, prominent business leader of Long Beach, Calif., was drafted for Chairmanship of the 1947 campaign, at a luncheon meeting arranged in honor of Henry Morgenthau, Jr. The action on the campaign Chairmanship followed a moving address by Mr. Morgenthau, in which he emphasized the obligation of every American to make the United Jewish Appeal of 1947 a primary responsibility.

The meeting of leaders was turned into a session of the Board of Directors of the Welfare Fund and a resolution was offered and unanimously adopted that the quota suggested by the United Jewish Appeal be accepted in full. The resolution provided for an over-all goal of \$300,000, with a minimum of \$225,000 marked for the UJA. In 1946, Long Beach allotted \$60,000 to the UJA.

Irving Schneider, President of the Community Council and last year's Campaign Chairman, presided. Hirsh Kaplan is the new Executive Director.

SAN DIEGO HEADS TOWARD RECORD CAMPAIGN

With Nathan F. Baranov as Honorary Chairman, and Louis Steinman and Max Rabinowitz as Co-Chairmen, San Diego, Calif., is preparing for the most successful campaign in its community history, Henry Morgenthau, Jr. was told at a dinner which he attended for San Diego leaders during his visit to Los Angeles. Journeying from their own city to meet with the General Chairman of the UJA, the San Diego spokesmen assured Mr. Morgenthau that their community could be counted on to consider favorably the quota request of the UJA. This would provide for a minimum allotment to the UJA of \$300,000 and an over-all goal of \$350,000. In 1946, the UJA received \$100,000 from San Diego. Albert A. Hutler is the new Executive Director in the community.

OTHER COMMUNITIES RESPOND TO 1947 UJA APPEAL

Rockford, Ill., which distinguished itself in the 1946 campaign, has again taken leadership in assuring the raising of the national goal of the United Jewish Appeal. The Welfare Fund, whose President is Phillip Behr, has agreed to the acceptance of the UJA quota of \$100,000 for 1947. This compares with the allotment of some \$60,000 in 1946. Alexander Shmitt has assumed the Chairmanship of the campaign.

Mr. Morgenthau, to whom the information on the decision was sent, commented:

"It has been gratifying to me as General Chairman to observe the soberness with which American Jewish communities take their responsibilities of leadership. As the weeks go by, the needs of our people become steadily more acute. Whether it is towns like Rockford, Ill., with a small Jewish population, or metropolitan cities like Detroit, it is perfectly clear that American Jews will measure up to their full obligations."

Pensacola, Fla., has notified the UJA that the quota recommendation of \$60,000 has been accepted. In 1946 the allotment was \$29,000. Dr. Mozart A. Lischkoff, President of the Welfare Fund, is also Chairman of the campaign. Joseph Levy is Big Gifts Chairman.

Tupelo, Miss., under the Chairmanship of Sol Weiner, has agreed to campaign for the UJA quota request of \$13,500. In 1946 the allotment to UJA was \$8,681.

Hattiesburg, Miss., which raised \$8,500 for the UJA in 1946, will campaign for a minimum of \$13,500 for the UJA in 1947 under the leadership of Sam B. Eisman, who is also President of the Welfare Fund.

Meridian, Miss., under the Chairmanship of Henry S. Loeb, Welfare Fund President, has accepted the UJA quota request for 1947 of \$25,000. The allotment in 1946 was \$15,000.

MAGAZINE ADVERTISING TO AID LOCAL DRIVES

To inform the entire American community of the urgent requirements of the surviving Jews overseas, the UJA has inaugurated a program of advertising in widely read national magazines. The first advertisement appeared in the February 3 issue of Time Magazine. Headed "Please Don't Let the Light Go Out," it points up the theme that in 1946 the Jews of America kept alive the light of hope in the life of the Jews abroad. The year 1947 must see that hope undimmed. This advertisement will also be featured in the February 17 issue of Life, in the February 22 issue of the Saturday Evening Post, and in the March 1 issue of Collier's.



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HENRY MONTOR }

342 Madison Avenue, New York 17

Special Issue

NOT FOR PUBLICATION

February 11, 1947

\$500,000 GIFT HELPS LAUNCH 1947 UJA GIVING PATTERN

With a gift of \$500,000, double that from the same source in 1946, as a dramatic beginning, the 1947 national pattern of giving to the United Jewish Appeal was fixed on Sunday, February 9th at a Conference at Hollywood Beach, Florida.

The gathering was convened by Hon. Henry Morgenthau, Jr., General Chairman, for visitors to Florida at this time of the year. Its purpose was to establish a better understanding of the obligations arising out of the \$170,000,000 campaign and to stress the new levels of generosity that are necessary to insure the realization of the needs.

The all-day meeting, attended by some three hundred persons from all parts of the country, reached a thrilling climax in the late afternoon as men and women rose to their feet and announced their 1947 gifts, which are credited to the local community of which they are members.

EDMUND I. KAUFMANN GETS CHEERING OVATION

The largest gift of the occasion was announced by Edmund I. Kaufmann, National Chairman for Initial Gifts of the United Jewish Appeal. There had been great expectancy as to his decision, in view of the fact that the contribution of \$250,000 had been one of the most striking of the previous year. After introductory remarks describing his active association of many years with the Joint Distribution Committee and United Palestine Appeal and his strong convictions as a Zionist, Mr. Kaufmann announced a gift of \$500,000 from the Kay Associated Stores and the E. I. Kaufmann family. The tightly-packed audience in the Sun Room of the Hollywood Beach Hotel spontaneously rose to its feet with cheers and applause for this magnificent indication of the kind of giving required in 1947.

It was a day packed with stirring moments, provided by speakers who described their personal experiences and by those who announced their generous contributions in response.

SAW EUROPE, DOUBLES HIS GIFT

Samuel Rothberg of Peoria, Ill. had made a contribution of \$50,000 in 1946, ten

times his gift in 1945. Before making up his mind about 1947, Mr. Rothberg took a flying trip to Europe and after spending four weeks in Germany, Poland, Italy, Czechoslovakia and France, Mr. Rothberg flew back to America just for the purpose of attending the Hollywood Beach Big Gifts meeting. His youthful eyes obviously still clouded by the misery he had seen among the Jews he had visited, Mr. Rothberg told in simple prose of the people who need our help. He concluded by saying that the only way in which he could show his admiration of the spirit of the Jews of Europe and emphasize to American Jews the validity of the needs was to contribute for 1947 the sum of \$100,000, double his extraordinary gift in 1946.

SUMMARY OF THOSE WHO PARTICIPATED

Leaders from Cleveland, Detroit, Philadelphia, Newark, Pittsburgh and many other communities, now in Florida, joined at the Hollywood Beach Hotel and gave up a vacation Sunday for the United Jewish Appeal to show their interest in it.

Edmund I. Kaufmann presided at the morning session. Rabbi Judah Nadich, former Jewish adviser to General Eisenhower in Europe, described in detail the programs of the agencies of the United Jewish Appeal. He was followed by Reuven Dafni, leader of the Ein Geb settlement in Palestine, who spoke of the hopes and achievements of Palestine Jewry. At the last moment, Mr. Morgenthau, who only recently had recovered from pneumonia, was prevented from attending because of a head cold and, from his bedside, he spoke to the meeting by telephone.

Barney Balaban, President of Paramount Pictures, presided in the afternoon. He told of his own knowledge of European conditions. Harold J. Goldenberg of Minneapolis, gave a stirring description of his impressions of Europe and Palestine during a 5½ month visit. He was followed by Samuel Rothberg. Mr. Balaban then called on Louis H. Salvage of Boston, to read the cards. The first one to be called on, following Mr. Rothberg's own announcement, was Mr. Kaufmann, whose great gift swept the audience into a high emotional moment.

\$100,000 GIFT FROM MARK SUGARMAN

As the cards were read, applause followed each announcement, for each of the gifts showed how much the success of the 1947 campaign meant to the contributor. It was emphasized by Mr. Salvage that all gifts are, as in the past, subject to the usual income tax allowances. This applies also to corporate gifts. The point was made since some persons have misinterpreted President Truman's recent declaration of the end of hostilities as applied to corporation gifts for the UJA overseas program.

Mark Sugarman of Coatesville, Pa., recently named Associate Chairman of the United Palestine Appeal, increased his gift to \$100,000 from \$50,000 in 1946.

GOLDFARB GIVES OVER 10% OF WORTH

Samuel J. Goldfarb of New York provided another of the exciting moments of the meeting when he came to the rostrum to announce his gift. It had been widely known in 1946 that his gift of \$50,000 then represented more than ten percent of his family's

net worth. He outlined his present financial condition and announced a gift of \$75,000 for 1947, which is in excess of 10% of all the resources of his family, and hoped, before the end of the year, to bring it up to the amount he would like to give - \$100,000.

PHILADELPHIA LEADER MAKES STIRRING GIFT

Fredric R. Mann, one of the officers of the Philadelphia Allied Jewish Appeal, represented another of the highlights of a thrill-crowded afternoon. As he came forward, he said he had intended to increase his gift from \$12,500 in 1946 to \$25,000. But, after hearing Samuel Rothberg, he felt he could do no less than contribute \$50,000 for 1947. That was the mood of the entire meeting.

LOCAL CAMPAIGN HEADS SET EXAMPLES

Harry A. Cooper, Campaign Chairman of the Essex County United Jewish Appeal for 1947, was one of a number of campaign leaders at the meeting who shared in the pace-setting demonstration. Mr. Cooper increased his 1946 gift of \$10,000 to \$25,000.

Jack Augenblick, Chairman for Special Gifts, announced an increase from \$5,000 to \$15,000.

Ben E. Nickoll, President of the Milwaukee Jewish Welfare Fund, increased his contribution from \$10,000 to \$20,000. Joseph Markel, Chairman of the Buffalo campaign, announced an increase to \$20,000 from \$11,000.

MRS. ALTSCHUL CONTINUES GIVING TRADITION

All those who remembered the philanthropy of the late Louis Altschul of New York were impressed with the dignity and modesty with which his widow carries on that tradition. Mrs. Altschul arose to announce that her \$35,000 gift to the New York UJA was being increased to \$60,000 and that she was adding \$3,500 for Miami.

Isidor Fine, one of the leaders of the Brooklyn community, on behalf of his family, announced a gift of \$51,000 to the 1947 campaign. This compares with \$30,000 in 1946.

Barney Balaban went from \$45,000 to \$75,000. Abraham S. Persky, Worcester, Mass., went from \$20,000 to \$40,000. Other leading gifts announced at the meeting included Meyer H. Cohen, Greenwich, Conn., \$14,000 to \$25,000; Dave and Sam Grundfest, Little Rock, Ark., \$10,000 to \$15,000; Abraham Goodman, Miami, \$17,500 to \$25,000; Sam Brody, Detroit, \$5,000 to \$10,000; Jacob Morrison, Buffalo, \$8,000 to \$12,500.

GOLDENBERG GIFT AT \$75,000

The gift of Harold J. Goldenberg and his brothers, apart from the gifts of other members of the family, went from \$37,500 in 1946 to \$75,000. Abraham S. Burg and Harry Remis, Co-Chairmen of the Lynn campaign, each increased from \$14,000 to \$25,000.

Other gifts included: Arthur Siegman, New York, \$5,000 to \$10,000; Morris Simons, New York, \$5,000 to \$10,000; Morris Asinof, New York, \$6,000 to \$10,000; Ivan Levenson, Newark, \$5,500 to \$10,000; Paul Zitron, Milwaukee, \$4,000 to \$10,000; Moses Ginsberg, Miami, \$25,000 to \$35,000; Charles Sanford Raizen, New Rochelle, \$6,000 to \$10,000.

Leo M. Levy, Memphis, announced a total gift of \$20,000, including \$5,000 for his wife, as against a \$10,000 gift in 1946.

PLAN ANNOUNCEMENTS AT WASHINGTON MEETING

There were a number of leaders from various communities who indicated that they were withholding their announcements since they would also be present at the Big Gifts meeting for national pace-setting standards to be held at Washington, D. C. on February 23rd.





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HENRY MONTOR }

342 Madison Avenue; New York 17

Vol. II No. 6 - Special Issue

NOT FOR PUBLICATION

February 25, 1947

PRESIDENT CALLS ON NATION TO BACK UNITED JEWISH APPEAL

The campaign to raise \$170,000,000 for the United Jewish Appeal in 1947 should have the backing of all Americans, President Truman told a delegation that met with him at the White House on February 24th. His wholehearted endorsement of the extraordinary fund-raising effort was a stirring climax to a week-end at Washington, D. C., that showed in practical form that \$170,000,000 can and will be raised by American Jews. The President's warm words of approval followed the day after General of the Army Dwight D. Eisenhower, Army Chief of Staff, had declared that "there is no word that can exaggerate the urgency," as he aligned himself four-square with the program of the United Jewish Appeal.

"In your effort to alleviate the plight of the victims of Hitler and to place them on the road to recovery, you are performing tasks which will contribute to the reconstruction of the countries and people shattered by war and to the establishment of a greater sense of comradeship and cooperation among all men," the President said to the delegation headed by Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, and including other principal officers and workers.

NOTABLE GIFTS ECHO ARMY SLOGAN: "CAN DO"

Remembering what Secretary of War Robert P. Patterson had given to the United Jewish Appeal as its 1947 slogan, "Can Do," representatives of Jewish communities from all parts of the country gathered at the Shoreham Hotel, Washington, Saturday evening, February 22nd, and Sunday, February 23rd, to indicate to the nation the pace that must be set to raise the larger sums necessary this year. Gifts were doubled and trebled, even though the standards that had been set by the same people last year had been record-breaking and based on the belief that unique giving was essential. Other of the very largest gifts, despite their heavy capital nature, were renewed.

Following a reception the previous evening, over 300 community leaders gathered on February 23rd to hear a current account of the requirements of the Jewish people for relief, rehabilitation and resettlement. The story was told at the morning session by Rabbi Israel Goldstein, Mr. Morgenthau, William Rosenwald, Former Governor Herbert H. Lehman, Rabbi Francis Hevesi of Budapest and General Eisenhower. In the afternoon, Reuven Dafni of Palestine, Mrs. David M. Levy, Harold J. Goldenberg and Samuel Rothberg brought first-hand accounts of the conditions they had observed in Europe and Palestine. Rabbi Jonah B. Wise closed the historic meeting.

GENERAL EISENHOWER GETS STORMY OVATION

To a morning charged with the sincerity and deep conviction of the spokesmen for the United Jewish Appeal, General Eisenhower brought a message that won him a stormy ovation from an audience which he had shaken with the unreserved vigor of his plea for extraordinary generosity from American Jews.

"Every person everywhere who holds in his heart a respect for human values and who venerates right and justice will wish you well, and will draw from your success renewed inspiration in the fight to insure that the humblest and the weakest may forever stand in confidence and equality in the presence of the proudest and the strongest," the Army Chief of Staff declared.

Fully aware of the magnitude of the campaign for \$170,000,000, General Eisenhower made it clear, in his firm, ringing tones, that the job was a great American contribution to the reconstruction of the world.

"Although the task you have undertaken is vast in terms of material values, even the greatness of your goal and the depth of compassion it evidences, do not stand as the most significant feature of your concerted effort. Its deepest implication is in its eloquent protest against man's inhumanity to man.

"When you seek by material sacrifice to rescue the innocent victims of savagery, you give much more than the contents of your purse. You give a demonstration of men united in mercy toward the stricken, an example that invites the world to renew with increased zeal the struggle against injustice, persecution and slavery. Your success will add impetus to the moral regeneration needed to banish from the world these evils that have darkened the way to peace among men."

Presiding at the morning session, Mr. Morgenthau reviewed the critical needs of the agencies of the United Jewish Appeal. "Obviously, words such as 'quotas' and 'budgets' pale into insignificance when we are faced with the possible death of human beings. We must think in terms of the job ahead, not in terms of goals and appropriations."

Governor Lehman, who presided in the afternoon, developed this theme in his closing words: "We will, we must achieve our goal, for the very life of the Jewish people depends on it. We did not save them in 1946 to let them down in 1947. We cannot take away this year the hope that we gave them a year ago. Those whom the world has forgotten, we must remember. Let us together erase from their memory the trials and horrors of the era of Hitler. Let us together build for them the road to a new life. Let us together give them their share of freedom and security. They have earned the right to call upon us for sacrifice. I know that our answer will give them the resources, the courage and the faith to find long delayed redemption and salvation."

CONTRIBUTIONS SET PACE FOR 1947

In the pillared spaces of the Blue Room of the Shoreham there was tense expectancy as Harold J. Goldenberg of Minneapolis, was introduced by Governor Lehman to preside at the fund-raising section of the meeting. "Let's come to tachlis" was his appeal.

J. S. Resler of Columbus, Ohio was among the first to respond. In 1946 he had contributed \$10,000, one of the largest gifts in his community. Moved by the occasion and recognizing the responsibility that rests on leadership to provide an example to

others, Mr. Resler came to the podium at the invitation of Mr. Goldenberg. "I announce my 1947 gift as a minimum of \$40,000." And it was clear from the applause that all present recognized the pace-setting value of the gift.

He had followed Fredric R. Mann of Philadelphia. Mr. Mann's own example of increasing his gift from \$12,500 to \$50,000 brought from his community the invitation to become Special Gifts Chairman of the 1947 campaign. Mr. Mann recognized that work as well as giving is necessary, and accepted.

DULUTH LEADER GIVES \$50,000

The sacrificial nature of the giving required in 1947 was demonstrated by A. B. Polinsky of Duluth who announced for himself and Nat G. Polinsky a contribution of \$50,000. In words of simple eloquence, he declared that it was the responsibility of American Jews to ponder on their standard of living and to remember that lives were at stake.

From the "middle givers," the men and women who constitute the backbone of the nation's philanthropy, came a flow of generosity that demonstrated how in each community examples can be set. Julian B. Venezky of Peoria, went from a record gift of \$20,000 in 1946 to \$40,000. Joseph Markel of Buffalo, moved forward from \$11,000 to \$33,000. Joseph Cherner of Washington, advanced from \$15,000 to \$30,000. J. Benjamin Katzner of Baltimore, increased from \$10,000 to \$20,000. Boris Margolin of New York, jumped from \$20,000 to \$40,000. Saul O. Sidore of Manchester, N. H., jumped from \$7,500 to \$16,500. It was a country-wide phenomenon, not restricted to any one city.

The spirit of the people who gave was summarized in the words of Mrs. David M. Levy when she said: "You gave generously last year; you gave beyond any thought of what you would give. Were you any poorer for it? I think perhaps we all felt richer for it. We worked last year harder than we ever thought we could work; and I think we were refreshed, rather than tired. We reached for a goal that we thought was unattainable. In reaching for that goal, I think we all grew a little taller."

WASHINGTON GROUP SHOWS IT CAN BE DONE

The gift of \$500,000, in comparison with \$250,000 in 1946, announced by Edmund I. Kaufmann for the Kay Associated Stores and the Kaufmann family, made the Washington community, Mr. Kaufmann's home city, especially proud. Accompanying Benjamin Ourisman to the meeting was his young son, who told his father that he was proud of what he was seeing of Jewish giving. Mr. Ourisman then rose to increase his 1946 gift of \$10,000 to \$30,000. Rudolph B. Behrend followed with an increase from \$5,000 to \$10,000; N. M. Cohen went from \$4,000 to \$10,000. Meyer Mazor joined in the procession as he went from \$5,000 to \$10,000, while I. S. Turover moved from \$10,000 to \$15,000.

TOP GIFTS SHOW SPIRIT

Unable to be present in person, Lewis S. Rosenstiel sent a message of encouragement accompanied by an interim check "as an evidence of my deep belief in the need of the rescue work that is being done by constituents of the United Jewish Appeal and of the need of being ready for the refugees that will seek asylum in Palestine once this present tragic situation has been cured." The Chairman announced that the check of

\$200,000 from the Dorothy H. and Lewis S. Rosenstiel Foundation that accompanied the message would later be supplemented. In 1946, Mr. Rosenstiel contributed \$100,000.

Edwin Rosenberg, President of the United Service for New Americans, announced that the Glensder Textile Corp. would raise their 1946 gift of \$65,000 to \$100,000 for 1947. Mark Sugarman, Associate Chairman of the United Palestine Appeal, unable to be present, sent a telegram to the meeting announcing his gift of \$100,000, double his contribution of 1946.

One of the highlights of the rapidly moving period in which Harold J. Goldenberg read cards of those present were the remarks of Samuel Rothberg of Peoria, who told of his recent visit to Europe. "I feel that I am contributing to the respect which my two little children will have for me when they grow up and that I am strengthening the foundations on which they must live as Jews, when I give \$100,000," the youthful Peorian said, doubling his 1946 "one-time" gift.

The gift of Morris Schapiro of Baltimore, in the amount of \$100,000 was announced by his son, John D. Schapiro, Chairman of the Scrap Metal Industry.

FOUR ROSENWALD CHILDREN GIVE \$1,000,000

A reassurance to those who had given heavily out of capital in 1946 was contained in the modest announcement of Mrs. David M. Levy who said that in a "spirit of gratitude and thanksgiving," she was happy to be able to announce for her brother and sister-in-law, William and Mary Rosenwald; her sister, Mrs. Max Ascoli; and her sister and brother-in-law, Mrs. and Mr. Edgar B. Stern of New Orleans, and for herself a gift of \$1,000,000.

Mr. Goldenberg, following the applause that greeted the announcement, pointed out that "it has never happened before that any one family for two successive years has contributed the sum of \$1,000,000. In fact, only once before, was \$1,000,000 contributed and that was by Mrs. Levy's father, Julius Rosenwald. We here are privileged to witness a repetition of the very generous contribution of \$1,000,000."

SON ANNOUNCES FATHER'S GIFT

The spirit in which Samuel J. Goldfarb of New York has trained his family was eloquently demonstrated as Gene, his 22-year old son, rose to his feet on the floor. "Last year," said Gene, "Dad gave \$50,000, which was ten percent of my entire family's net worth — 17 times his 1945 gift. He realized it was to be a one-time proposition and that the understanding was that this year he might revert to his old gift. But when he heard of the things of which (Fred) Mann has spoken, he realized that he could not adhere to that decision. He knew he had to change his mind. The need this year was more urgent and more desperate than ever before. That is why my dad has instructed me to come here today and to announce that his gift for this year is equal to over 15% of my family's entire possession — that gift will be a minimum of \$80,000." As the applause subsided, Gene added: "It is given with the fervent hope that he may soon be able to announce a gift of \$100,000."

OTHER GIFTS HELP SET EXAMPLE

Each new card that was read produced new assurance that the country was ready to

back the \$170,000,000 campaign. Harry A. Cooper, leader of the Newark delegation, went from \$10,000 to \$25,000. Jack Augenblick, another member of the same delegation, raised from \$5,000 to \$15,000; Ralph Wechsler, from \$6,000 to \$10,000; Louis W. Grotta, from \$5,500 to \$10,000; Abraham H. Krinzman, from \$7,000 to \$15,000. The Newark table also heard an announcement from Richard S. Kaltenbacher, Jr., who went from \$10,000 to \$22,000. Samuel Wildstein, who gave \$6,500 in 1946 said he had not yet determined his 1947 gift but it would be at least \$10,000. Daniel Shiman's was \$20,000.

In addition to Boris Margolin and Edwin Rosenberg of New York, there was a gift of \$50,000 from Joseph M. Mazer, of \$45,000 from former Governor Lehman, of \$35,000 from Henry Rothman. In each case it was indicated that the substantial increases were of an interim character, subject to upward revision back in New York. Other New Yorkers included Arthur L. Witty, from \$9,500 to \$16,150, Milton Lukashok, from \$5,000 to \$10,000, Dave Levine, \$7,500 to \$15,000; Morris Sendar, \$10,000 to \$15,000; Mrs. Louis Altschul, from \$37,500 to \$63,750; Charles Cohen, of the Lamport Co., an initial gift of \$50,000; Louis M. Cohen, \$10,000 to \$15,000; M. Fine & Sons Manufacturing Co., Inc., from \$30,000 to \$51,000; Samuel Frankel, from \$4,300 to \$10,000; Jack A. Goldfarb, from \$10,000 to \$25,000; Albert List, from \$25,000 to \$42,500; Allen L. Goldfine, from \$50,000 to \$75,000; Barney Balaban, from \$45,000 to \$75,000.

SPEERT GIFT HELPS BALTIMORE PACE

On behalf of his family, Herman Speert arose to announce a gift of \$60,000. This compared with a contribution of \$35,000 from the Baltimoreans in 1946. Elkan R. Myers, Chairman of the 1947 Baltimore campaign, announced a raise to \$20,000 from \$10,000.

Leon H. Mohill of Pittsfield, Mass., who announced a \$10,000 contribution at the 1946 meeting at Washington, indicated a 1947 gift of \$25,000. On behalf of Krekstein-Laventhol of Philadelphia, Mr. Krekstein announced that the \$12,000 gift of 1946 would be \$20,000. Mr. Goldenberg paid special tribute to the generous gift in 1946 of \$10,000 from Arnold R. Nides, Chairman of the 1947 Duluth campaign. "In keeping with the standards of our small community of Duluth," Mr. Nides announced \$15,000. Mr. Goldenberg announced that his brothers and himself who last year gave \$37,500 were raising to \$75,000.

J. H. Rubens, Chairman of the Rochester campaign, whose 1946 effort is now in the process of completion, came to hear the 1947 story and, although his campaign will not be held until next fall, announced that the gift would be at least \$35,000, with the amount larger as their campaign began in November.

"IT'S NOT IMPOSSIBLE," SAYS BUTLER LEADER

The spirit of confidence that surged through the meeting was expressed by Harry N. Cohn of Butler, Pa., when he said: "Butler being a small community, we have always thought that we had done very well in our campaigns each year. This year we received a letter asking for \$90,000. I replied to that letter, saying it was impossible. After hearing what went on here today, I want to apologize for having written that letter. Butler will get \$90,000."

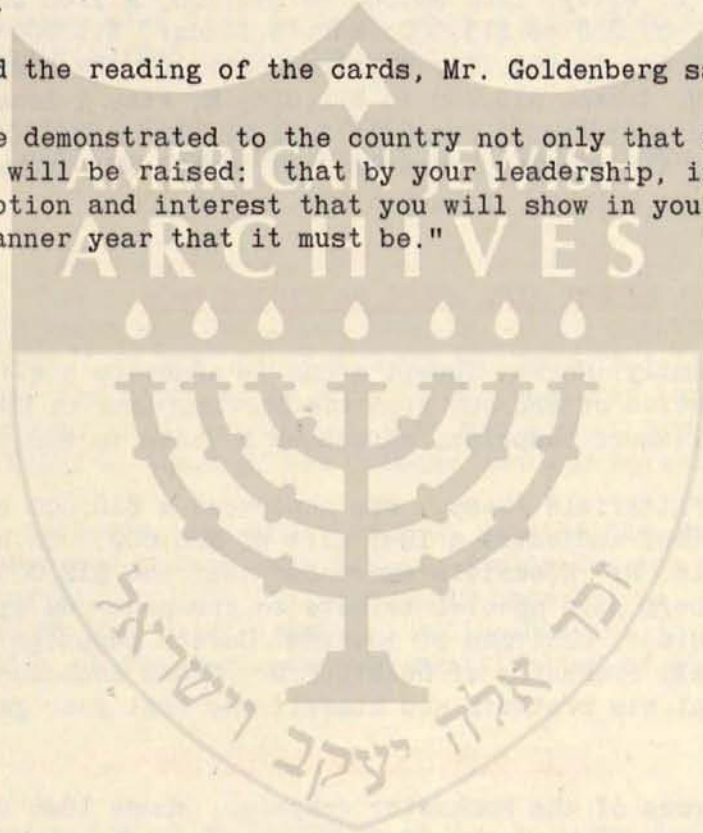
That was also the sentiment of Joseph Mansbach of Ashland, Ky. They never thought the town could raise the 1946 quota. He had felt the 1947 objective was unattainable. But he wanted to announce at least \$8,000, double of last year, to be increased later.

Max M. Yellen of Buffalo voiced the feelings of others in the room when he said he wanted to think much more thoroughly about his gift. He had thought that he would announce a subscription of \$10,000, double the 1946 gift. But now he wanted to go back to Buffalo and think it over in the light of what he had learned at the meeting. "I know it will be more."

In 1946 the gift of J. Herman Leder in Whiteville, N. C., was \$1,250. He announced a contribution of \$10,000. Rudy Lipkowitz of Davenport, Iowa was another of those attending who felt he would have to revise his whole conception of giving. He had contributed \$6,000 in 1946. He knew it would be "\$10,000 for sure" in 1947 but he wanted to go back to think in maximum terms. E. P. Adler, newspaper publisher, wanted to assure the meeting that his town of 200 families would raise over \$100,000, the assigned UJA quota.

As he finished the reading of the cards, Mr. Goldenberg said:

"Today we have demonstrated to the country not only that \$170,000,000 can be raised but that it will be raised: that by your leadership, in terms of giving, as well as in the devotion and interest that you will show in your own local campaigns, 1947 will be the banner year that it must be."





United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COOMS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue, New York 17

A REPORT
to Members of the
National Campaign Council

Vol. II No. 7

NOT FOR PUBLICATION

March 3, 1947

PHILADELPHIA SETS GOAL AT \$10,350,000

Taking second place only to New York City in the 1947 campaign for the United Jewish Appeal, Philadelphia has adopted an over-all goal of \$10,350,000, it was announced a few days ago following a meeting of the Board of Directors of the Allied Jewish Appeal. The record-breaking decision, which will inevitably encourage communities throughout the country, includes the request of the United Jewish Appeal for \$8,300,000.

With Leonard B. Geis, Co-Chairman of the 1947 campaign, now on his way back from Europe in order to bring a first-hand report of Jewish conditions to the community, Samuel H. Daroff, President of the Allied Jewish Appeal, will be departing within a few days to follow the same route. The trips of both men are part of a systematic effort to stimulate Philadelphia Jewry for the unprecedented responsibility that has been assumed.

Together with Mr. Geis, Isadore Sabel is Co-Chairman of the 1947 drive. Fredric R. Mann, National Chairman of the UJA Paper Division, is Chairman of Big Gifts. Bernard Weinberg is Chairman of the Trade Council, Joseph J. Gabel, Treasurer, Louis A. Hirsch, Secretary, Mrs. Louis E. Levinthal, Chairman, Women's Division, Mrs. Fredric R. Mann, Chairman of Women's Special Gifts, Mrs. Frank Felzer, Chairman, Executive Committee of Women's Division, Harold Diamond, Chairman, Youth Council. Kurt Peiser is Executive Director and Ephraim R. Gomberg his aide.

BALTIMORE DOES IT AGAIN

Having conducted the most successful campaign in its history in 1946, the Baltimore Jewish Welfare Fund demonstrated last week, at its first Big Gifts meeting of 1947, that it has the leadership and generosity to meet the challenge of the \$170,000,000 United Jewish Appeal drive. With Henry Morgenthau, Jr., General Chairman of the UJA, Mrs. David M. Levy, Chairman of the National Women's Division, and Samuel Rothberg, Vice-Chairman of the National Trade and Industry Division, as the guests of the occasion, Elkan R. Myers, Campaign Chairman, heard participants in the meeting announce contributions that will enable Baltimore to meet its far greater responsibilities this year.

The total of \$529,775 for the evening included the following: Winer Foundation, \$30,000 to \$60,000; Speert Foundation, \$35,000 to \$60,000; Marcelle Fleischmann Foundation, \$25,000 to \$50,000; Miss Etta Cone, \$8,000 to \$15,000; Myers and Rieses

Foundation, \$10,000 to \$20,000; H. Klaff & Co., \$15,000 to \$25,000; S. Schapiro and Sons Foundation, \$15,000 to \$25,000; Marcus Foundation, \$12,000 to \$20,000; Burke, Lansberg & Gerber, \$1,500 to \$3,500; Katzner Foundation, \$10,000 to \$20,000; Samuel & Sidney Epstein, \$25,000 to \$35,000; K. Hettleman Fund, \$5,000 to \$10,000; E. Kahn & Co., \$4,000 to \$8,000; Rymland Foundation, \$1,000 to \$5,000; Taubman Family, \$1,000 to \$2,500; Maryland Paper Box Co., \$5,000 to \$8,500; Walter Hollander, \$2,500 to \$4,000; Hoffberger Bros. Fund, \$25,000 to \$35,000; Samuel Asrael, \$1,000 to \$4,000; Ray and Sidney C. Blumenthal Fund, \$3,500 to \$6,000.

Morris Schapiro, who was among the leaders present at the meeting, together with his son, John D. Schapiro, Chairman of the National Scrap Metal Division, announced a contribution of \$100,000. Miss C. Lavinia Bamberger contributed \$10,000.

J. Benjamin Katzner is Co-Chairman of the Baltimore campaign together with Elkan R. Myers. Harry Greenstein is Executive Director.

PITTSBURGH CAMPAIGN OPENS WITH 87% INCREASE

On the night of March 2nd, the Pittsburgh United Jewish Fund opened its 1947 campaign with a roster of gifts that reassured the Chairman, Leon Falk, Jr., that if this pace is kept up, Pittsburgh will conduct the greatest campaign in its history. Urged on by the presence of Dr. Joseph J. Schwartz, Chairman of the European Executive Council of the JDC, and of Harold J. Goldenberg, Vice-Chairman of the National Trade and Industry Division, several hundred of the top givers of the community announced their gifts in open session. A total of \$751,450 was raised during the evening, compared with \$400,250 from the same group last year, representing an increase of 87%.

Pittsburgh's over-all goal is \$2,265,000. Oliver M. Kaufmann is Chairman of the Advance Gifts Division and Gustave H. Kann and Joseph R. Silberstein are Co-Chairmen. Associate Chairmen are: Mrs. Leon Falk, Jr., Stanley J. Kann, Frank R. S. Kaplan, Leo Lehman, Judge Benjamin Lencher, Charles J. Rosenbloom and Emanuel Spector. Herman Fineberg is Chairman of the Men's Division and Mrs. J. H. Marcus, Chairman of the Women's Division. Dr. Maurice Taylor is Executive Secretary and Harry Rosen, Assistant Director.

FLORIDA TOWN CLAIMS CREDIT AS FIRST "OVER-TOP" CITY

Hollywood, Fla. claims that it is the first city in the nation to go "over-the-top" in the 1947 campaign. The United Jewish Appeal will welcome all competitive claims in that field. Assigned a quota of \$80,000 by the United Jewish Appeal, this little community of some 350 residents was over the \$102,000 mark at the last count, with a number of cards still outstanding. Since some \$5,000 is all that is needed for other purposes, the UJA may expect to receive about \$100,000 from Hollywood. In its record-breaking campaign of last year, this town contributed \$45,000 to the UJA. In its swift completion of its assigned task, Hollywood has set a gratifying pattern for the whole country. Hollywood was also the first community in the nation to accept its share of the \$170,000,000 goal.

The Chairman of the Hollywood Jewish Welfare Federation drive is Albert E. Einstein. David Crystal is Big Gifts Chairman. A. J. Dimond is Welfare Federation President.

WEST COAST COMMUNITIES TAKE LEADING ROLES IN 1947 DRIVE

Oakland, Cal. is one of a series of West Coast communities that have accepted

the challenge of the 1947 UJA. At a dinner meeting last week, the Board of Directors of the Jewish Welfare Federation unanimously adopted an over-all goal of \$750,000, accepting the UJA quota recommendation of \$600,000. This recommendation was similarly accepted unanimously by the subsequent annual meeting of the Federation. In 1946, the UJA received over \$250,000 from the Oakland campaign, which raised a total of \$378,000.

Typical of the enterprise with which Oakland is planning its campaign, Maury and Irving Malnick, brothers, have taken a leave of absence from their business, with the blessing of their mother, head of the organization, so that they could devote full time to the drive. Mendel H. Friedman is President of the Jewish Welfare Federation of Alameda and Contra Costa Counties. Harry J. Sapper is Executive Director.

LOS ANGELES STARTS \$8,500,000 CAMPAIGN

Los Angeles, having assumed an over-all goal of \$8,500,000, is now in the midst of planning for a successful culmination of its historic campaign. Leonard A. Chudacoff is Chairman of the drive and Julius Fligelman and Pinches Karl Co-Chairmen. Mrs. Bertram Allenberg is Chairman of the Women's Division. Morris Kudler is Chairman of the Metropolitan Communities; Paul Benjamin, Chairman of the Geographic Division. The record-breaking drive of the Los Angeles Jewish Welfare Fund is under the sponsorship of the Jewish Community Council. Charles Brown is President of the Council and Leo Gallin, Executive Director of the campaign as well as of the Council. At least \$6,000,000 is intended for the United Jewish Appeal, the final total depending on the outcome of the campaign. In 1946 Los Angeles allotted \$3,500,000 to the UJA.

SAN DIEGO DRIVES TOWARD \$350,000

Accepting the quota recommendation of the UJA, San Diego is another of the California communities challenging Eastern cities for philanthropic leadership. With Nathan F. Baranov as President of the United Jewish Fund of San Diego and Honorary Chairman of the campaign, and Louis Steinman and Max Rabinowitz as Co-Chairmen, the United Jewish Fund of San Diego is aiming at an over-all goal of \$350,000, with \$300,000 set aside for the United Jewish Appeal. In 1946, the UJA received \$100,000 from San Diego.

NEW JERSEY CITIES SET PACE IN LEADERSHIP

Trenton, N. J., one of the leaders in 1946 campaign records, again set the pace for the State in accepting the UJA quota request for \$500,000 and establishing an over-all goal of \$625,000. Leon L. Levy is President of the Jewish Federation of Trenton. Abner A. Rednor is the vigorous Chairman of the 1947 campaign. Paul Goldblatt is Executive Director. The Big Gifts meeting of the community will be held on March 24th with Henry Morgenthau, Jr., as guest of honor. In 1946 Trenton contributed \$300,000 to the United Jewish Appeal.

Plainfield, N. J., which enjoyed the leadership of Harry E. Bronston in its 1946 campaign, will again have him as Chairman in 1947. As against a 1946 contribution of \$130,000 to the UJA, Plainfield has set a \$289,000 over-all goal, with \$250,000 assigned to the UJA. Henry Rosenbaum is President of the Council of Jewish Organizations.

NEWARK AIMS AT \$4,047,000

Under the leadership of Harry A. Cooper as Chairman and Jack Augenblick as Chairman of Special Gifts, the Essex County United Jewish Appeal, centered at Newark, has

undertaken a campaign for \$4,047,000, which includes the acceptance of the UJA quota recommendation of a minimum of \$3,000,000. Herbert R. Abeles is President of the Jewish Community Council of Essex County, which sponsors the drive, and Herman M. Pekarsky is Executive Director.

Other officers include: Ralph Wechsler as General Chairman, Suburban Division and Mrs. Arthur L. Stern as Chairman, Women's Division.

TROY UNANIMOUS IN ACCEPTING RECORD QUOTA

In a spirit that is certain to inspire other communities in the State of New York, Troy last week adopted an over-all goal of \$250,000, accepting the UJA quota request of \$225,000. The final decision of the quota-setting meeting, after full discussion, was unanimous. Louis Rubin, 1947 Chairman of the Troy campaign, was among the other leaders who felt that American Jewry and each community must accept in full the grave responsibilities of this year. In 1946 Troy gave \$105,725 to the UJA. David Lipsky is President of the community's Welfare Fund.

TEXAS TOWNS AGAIN SHOW THE WAY

Having distinguished themselves in 1946, Texas communities are again setting an example for the entire Southwest.

Amarillo, with a Jewish population of 180, has accepted the UJA quota recommendation of \$60,000 and will campaign under the Chairmanship of Bert Levy. Louis Weksler, Honorary Chairman, is President of the Amarillo Jewish Welfare Fund. In 1946 the UJA received \$37,500 from the community.

Corpus Christi, under the Chairmanship of Sam Susser, with A. A. Lichtenstein and Herbert Train as Co-Chairmen, is now vigorously engaged in raising a minimum of \$125,000 for the UJA, with an over-all goal of \$150,000. Abe Lewis is Big Gifts Chairman and Mr. Lichtenstein is associated with him in that responsibility.

Galveston has accepted the UJA quota request of \$150,000. I. H. Kempner is President of the Galveston United Jewish Fund. \$54,930 was contributed to the UJA last year.

Other Texas towns engaged in similarly active drives include Abilene, led by J. S. Belsky as Chairman; Borger, with Frank Seliger as Chairman; Denison, headed by Harry Weingarten; Eagle Pass, which has accepted the UJA quota request of \$10,000 for its 40 inhabitants; Goose Creek, which is seeking a minimum of \$15,000 for the UJA under the leadership of Mose Sumner as Chairman; Pampa, whose campaign has Leonard Gilberg as Chairman; Bernard N. Behrman and Dave A. Finkelstein as Co-Chairmen; Paris, with Robert B. Slaton as Chairman and Morris J. Siegel as Co-Chairman; Rosenberg, which is aiming at \$15,000 for the UJA, under the leadership of Morris J. Schechter.

Eugene M. Solow of Dallas is United Jewish Appeal Regional Chairman for the Southwest and Fred F. Florence of Dallas, Co-Chairman.

HELLER HEADS SAN FRANCISCO CAMPAIGN

Walter D. Heller is Campaign Director of the 1947 Jewish National Welfare Fund of San Francisco. A previous Report referred erroneously to the name of the fund-raising leader.

ADDITIONAL QUOTA ADOPTIONS BY COMMUNITIES

In addition to communities more formally listed in this and previous issues of the Report to Members, the following quick record shows at a glance comparative quotas for 1946 and 1947. Over-all results are not indicated, only amounts directly intended for United Jewish Appeal, both in 1946 and 1947.

<u>Community</u>	<u>1947 Chairman</u>	<u>1946 UJA Allotment</u>	<u>1947 UJA</u>
Tucson, Ariz.	Morris Shanhouse	\$ 59,000	\$100,000 minimum
Long Beach, Cal.	Ike Sukman	\$ 60,000	\$225,000
Daytona Beach, Fla.	Sol Schott	\$ 9,000	\$ 17,500
Orlando, Fla.	Abe Bornstein	\$ 35,000	\$ 60,000
Rockford, Ill.	Alexander Shmitt	\$ 60,000	\$100,000 minimum
Lynn, Mass.	Abraham S. Burg and Harry Remis	\$185,000	\$450,000
San Antonio, Tex.	William Sinkin	\$325,000	\$600,000
Milwaukee, Wis.	Irving G. Rhodes	\$785,000	\$1,400,000 minimum
Newport News, Va.		\$ 90,000	\$150,000
Portsmouth, Va.		\$ 90,000	\$150,000
Pensacola, Fla.	Dr. M. A. Lischkoff	\$ 29,000	\$ 60,000

More detailed reports on these and other communities may be expected subsequently.

ASSUME POSTS AS REGIONAL CHAIRMEN

The strengthening of United Jewish Appeal leadership through decentralization was further aided during the past few weeks with the assumption of Regional Chairmanship by additional key personalities. Manuel M. Eskind of Nashville, is Chairman for the United Jewish Appeal for the State of Tennessee. He is also Chairman of Nashville's 1947 campaign. Sam E. Reevin of Sumter, S. C., is Chairman for South Carolina.

Maurice S. Tabor, whose leadership contributed greatly to the success of Buffalo's 1946 campaign and also a principal in the 1947 effort, is Chairman for the Western New York Region. Armand May of Atlanta, has taken the Chairmanship for the State of Georgia.

Eugene M. Klein of Cleveland, is Co-Chairman with Eugene H. Goodman, for the State of Ohio.

Fred M. Butzel, veteran leader of the Detroit Jewish community, is giving the benefit of his prestige to the UJA campaign in Michigan, having accepted the State Chairmanship.

MISUNDERSTANDING ON INCOME TAX DEDUCTIONS CLARIFIED

Due to an inaccurate interpretation as to the effect on income tax deductions in relation to UJA contributions following President Truman's declaration of the cessation of hostilities, the United Jewish Appeal was in receipt for a brief period of queries on that score. The UJA has checked thoroughly on this and can state authoritatively that there is no change whatever in the tax deductibility of contributions to the United Jewish Appeal through local Welfare Funds or campaigns raising money on its behalf.

Typical of clarifying statements on this subject was the one issued by the Commerce Clearing House, publishers of topical law reports, of Chicago, which expressed

regret that its first incomplete statement caused "inconvenience and concern." The termination of hostilities has a bearing on contributions by corporations to an unincorporated trust, chest, fund or foundation.

"This does not apply," it is pointed out, "to contributions to corporations which are not affected by the termination of hostilities. Since most relief organizations are incorporated, contributions to them by corporations will not be affected. And termination of hostilities does not affect contributions by individuals."

In further comment, Mr. Robert C. Bartlett of Commerce Clearing House says:

"There is no question but what contributions by corporations to domestic corporations which qualify for exemption from federal tax and to which contributions generally are deductible, would not be denied deduction by reason of the fact that the funds of the charitable corporations are used outside of the United States."

COMMUNITY CROSS-CREDITS

The United Jewish Appeal has for some years been confronted with the problem of community cross-credits which create a great deal of confusion and misunderstanding. We are, therefore, taking this means of calling to the attention of the communities the necessity for bringing about a solution of the problem.

Often a contributor who has business connections in more than one community, or who resides in one city and has his business in another, will make an over-all contribution as his total contribution for the year, intending that each community with which he is associated shall share in the credit of his over-all pledge.

There is no question as to the contributor's right to divide the credit of his over-all contribution among any number of communities he may desire.

Unfortunately, however, it frequently happens that the contributor will announce his over-all pledge in connection with the campaigns in more than one community and each community considers that the total pledge applies to it.

Payment of the total over-all pledge is then usually made in one city which, having recorded the pledge as its own, does not feel it necessary or proper to turn over any of the amount for credit in another community. This results in an inflated pledge figure. Thus, a man contributing \$5,000, which is claimed by three cities, is credited with a contribution of \$15,000.

The problem of the UJA is that usually communities confronted with such paper credits attempt to deduct them from allotments to the UJA. If this is done, a contribution of \$5,000 credited to three cities can mean an actual loss of \$10,000 to the UJA.

It is practically impossible to correct cross-credit conflicts when they occur and the only solution is to prevent their occurrence. The UJA calls upon contributors to make it definitely known at the time of pledging what proportion of the pledge is to be credited to each community involved and to arrange with each community so credited the method by which the contributor's intent is to be effectuated. Communities are urged to become aware of the fact that the UJA cannot control the matter of cross-credits by the communities, and that these cross-credits must be resolved by the communities without reference to the UJA and, it is hoped, without loss to the UJA.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue, New York 17

ol. II No. 8

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March 12, 1947

MORGENTHAU VISITS SEVEN CITIES IN SEVEN DAYS

In a gruelling seven-day grind, Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, visited seven cities scattered over half the country. In each city, the community leaders accepted the full quota requested by the UJA and, in several instances, voluntarily increased the amount intended for the \$170,000,000 campaign.

Flying in specially chartered planes, when all other air transportation was grounded because of heavily overcast skies; spending large parts of the night in flying from city to city in order to be available on time in the morning for programs arranged by the local communities, Mr. Morgenthau gave a stirring demonstration to the country of the personal exertion that is required if the great task of the United Jewish Appeal is to be accomplished. Everywhere communities responded, either in quota acceptances or in giving, in the same spirit.

To six of these cities, Mr. Morgenthau was accompanied by Samuel Rothberg of Peoria, National Vice-Chairman of the Trade and Industry Division. In addition to increasing his personal contribution from \$50,000 to \$100,000 this year, Mr. Rothberg is giving extensively of his time to tell other leaders of his recent intensive visit to Europe in close observation of the work of the JDC and of the needs of Europe's Jews. The cities were: Paterson, N. J., Richmond, Va., Atlanta, Ga., New Orleans, La., Houston and Dallas, Tex., and St. Louis, Mo.

ST. LOUIS SHOWS LEADERSHIP WITH \$2,500,000 UJA QUOTA

Responding unanimously and dramatically to the earnest plea of Henry Morgenthau, Jr. to assert its traditional national leadership, St. Louis accepted in full the quota of \$2,500,000 for the United Jewish Appeal at the close of a series of meetings marking Mr. Morgenthau's intensive day in the Midwestern metropolis.

As the UJA General Chairman stepped off the airplane that brought him from Dallas to St. Louis to end his seven-day stint, he was greeted by a delegation of St. Louis leaders headed by Alfred Fleishman, 1947 Campaign Chairman, I. E. Goldstein, 1946 Campaign Chairman, William S. Cohen, trades leader, and others. From that moment on the St. Louis Jewish Welfare Fund had arranged a series of functions, beginning with a luncheon, a press conference, a buffet supper for several hundred and finally a formal meeting of the Board of Directors and Budget Committee of the Fund.

Major B. Einstein, outgoing President of the Welfare Fund, Benjamin L. Shifrin, who was elected his successor, Irvin Bettman, veteran leader of the St. Louis community and Chairman of the Fund Budget Committee, Benjamin M. Loeb, Co-Chairman of the campaign, Irvin Bettman, Jr., another Co-Chairman together with Eli Goldstein, were among those who led in the various sessions.

In 1946 St. Louis had conducted a supplementary campaign which brought in \$1,349,000. To this was added a sum from the 1945 War Chest campaign to bring the total for the UJA to \$1,450,000.

At a luncheon meeting during the day arranged by the Welfare Fund, presided over by William S. Cohen, a small group of middle-bracket givers undertook to raise funds as an indication to the community that far larger resources could be obtained in 1947 to justify St. Louis' assumption of the larger quota. A handful of men in the lower middle contributing group who had last year contributed \$24,000 to the Welfare Fund gave some \$57,000. As a token of what could be expected it gratified the leaders, especially since fund-raising had definitely not been the purpose of the small luncheon meeting.

At another luncheon the same day, at the supper meeting and at the session with the Board, Mr. Morgenthau dwelt on the needs of the Jews abroad, urged the necessity of overlooking ideological differences so that a great task for the survival of Jews could be accomplished with a united community. The depth of feeling with which he spoke brought forth from those who heard him a warm-hearted and sympathetic response. This resulted in the proposal that St. Louis accept the \$2,500,000 quota and the motion was adopted unanimously. It is anticipated that the Welfare Fund campaign overall goal will be about \$3,000,000.

DALLAS SPARKS NATION TO GIVE \$1,000,000 TO UJA

Dallas, Tex., which last year did one of the outstanding jobs to help raise \$100,000,000, is not resting on its laurels but is seeking to give the UJA a minimum of \$1,000,000. Dallas, which has only 9,000 Jews, demonstrated to the nation that the job can be done when, on March 10th, it held a Big Gifts meeting, with Messrs. Morgenthau and Rothberg as the principal speakers. That day over \$650,000 was raised with increases averaging 87% in excess of the phenomenal giving of 1946. Some 3,400 contributors still remain to be solicited.

Julius Schepps, one of the General Chairmen of the Dallas campaign, who gave \$25,000 in 1946 announced a minimum gift of \$60,000, with the indication that it would be substantially larger before the year is out. Max Glazer, Regional Chairman for the National UJA Liquor Division, and Nolan Glazer, Dallas Chairman for the Liquor Division raised their 1946 gift of \$25,000 to \$60,000.

Other leading gifts included the following: Jacob Feldman, Regional Chairman for the National UJA Scrap Metal Division, went from \$25,000 to \$50,000; Herman P. Taubman \$10,000 to \$20,000; Zale Brothers, \$5,000 to \$25,000; Lawrence S. Pollock, \$30,000; Henry S. Jacobus, \$5,000 to \$10,000; Leslie L. Jacobs, \$10,000 to \$15,000; Bernard Gold \$5,000 to \$10,000; Sidney Siegel, \$3,500 to \$7,000; Albert Myers, \$3,000 to \$6,000; Albert Sussman, \$2,500 to \$6,000; Jack Shapiro, \$2,500 to \$5,000; A. Weinberger, \$2,500 to \$6,000; Louis Bovis, \$2,500 to \$5,500; Sherman Kaplan, \$2,500 to \$5,000; Baron, Jaffe and Kaplan, \$10,000 to \$17,000; Fred F. Florence, \$5,000 to \$8,500; Ben Aron, \$2,000 to \$5,000; Arthur L. Kramer, \$10,000; Stanley H. Marcus, \$25,000 to \$30,000.

The Liquor Division is doing an outstanding job in the Dallas campaign, with the expectation that its contribution to the total will be greatly in excess of \$200,000.

The Women's Division, under the leadership of Mrs. Bernard Schaenen, Co-Chairman and Acting Chairman during the illness of Mrs. Laurence S. Kahn, Chairman, is also doing a magnificent job. At a Big Gifts Women's Luncheon to take advantage of Mr. Morgenthau's presence, the women gave \$93,000 as compared with under \$45,000 from the same group last year.

Sam R. Bloom is Chairman and William Zale and S. I. Zesmer, Co-Chairmen of the Dallas campaign, with General Chairmen: Leslie L. Jacobs, Lawrence S. Pollock, Julius Schepps, Mrs. Ernest G. Wadel.

HOUSTON OPENS WITH 87% INCREASE

Following a request by Mr. Morgenthau for a quota of \$800,000 for the UJA, the Board of Directors of the Houston Jewish Community Council voted an over-all goal of \$1,000,000, with the UJA included for \$850,000. In 1946, Houston contributed \$400,000 to the UJA.

That same day Houston initiated its campaign with a Big Gifts meeting, at which \$325,000 was raised, representing an 87% increase over last year from the same group.

With A. I. Lack, President of the Jewish Community Council, providing dynamic leadership both as Chairman of the campaign and as a pace-setter, Houston was well started on the way to success. Mr. Lack raised his contribution to \$25,000 from \$11,000 in 1946. Mr. Lack presided and Mose M. Feld read the cards at the Big Gifts dinner. Mr. Feld increased his own gift from \$12,000 to \$25,000; Pulaski and Rauch went from \$7,500 to \$25,000; M. M. Gordon, from \$9,000 to \$20,000; F. Julius Fohs, from \$6,000 to \$14,000; Finger Brothers, from \$5,500 to \$10,000; I. S. Deutser, \$6,250 to \$12,000; Joe Weingarten, \$25,000 to \$35,000; W. B. Samuelson, \$11,500 to \$15,000; A. M. Battlestein, \$10,000 to \$20,000. As the names were read, gifts went from \$500.00 to \$1,000; from \$1,000 to \$2,000 and \$2,500; from \$2,500 to \$5,000. Extra rounds of applause went to those who tripled.

Jesse Jones, former Secretary of Commerce, encouraged the meeting by sending a check for \$5,000 to the United Jewish Appeal. Mr. Morgenthau visited with his former Cabinet associate while in Houston.

NEW ORLEANS SEEKS \$825,000 FOR UJA

With 7,000 Jewish souls, New Orleans pledged to Mr. Morgenthau that it would undertake to raise \$825,000 for the UJA, in an over-all campaign for \$925,000. With a gift of \$250,000 from Mr. and Mrs. Edgar B. Stern for a start, the community leaders, headed by Joseph H. Epstein, President of the Welfare Fund, were confident that they would do their part for the \$170,000,000 drive. New Orleans voluntarily increased its quota to \$825,000 from \$800,000.

In a meeting at lunch with the members of the Board of the Welfare Fund, Messrs. Morgenthau and Rothberg, as they had done in other cities, described the needs and urged sacrificial generosity on the part of the community and individual givers.

As in other cities on his route, Mr. Morgenthau's visit in New Orleans was the occasion for unusually generous space accorded to the United Jewish Appeal in the local press. Editorials as well as front-page news stories called the attention of the entire community to the all-American aspect of the UJA campaign.

ATLANTA JOINS THE MILLION-DOLLAR CITIES

Atlanta, Ga. formally adopted an over-all goal of \$1,000,000, with a minimum of \$800,000 for the UJA during the day Mr. Morgenthau visited the city. With I. M. Weinstein, President of the Atlanta Jewish Welfare Fund, showing his usual vigorous concern for the needs of our people abroad, and with the support of the other community leaders, it was decided to accept the UJA quota in full. Atlanta had contributed \$460,000 to the UJA in 1946, going over its assigned quota.

RICHMOND TAKES \$550,000 UJA QUOTA

Richmond, Va. proved to be one of the greatest sources of encouragement to Mr. Morgenthau in his tour. During a series of meetings throughout the day, Mr. Morgenthau emphasized the supremacy of the needs as overshadowing any ideological differences. That spirit was reflected in the determination of leaders of all points of view to go along wholeheartedly with the 1947 campaign.

At a formal dinner meeting, the Richmond Jewish Community Council accepted the UJA assigned quota of \$550,000. This compares with \$236,700 allotted by Richmond to the UJA last year. Samuel Z. Troy, President of the Jewish Community Council, presided.

One of the functions of the day was a private meeting at the home of Morton G. Thalhimer, veteran leader of the community, with some 45 others who had certain questions in respect to Palestine. After hearing a moving statement by Mr. Morgenthau on his own philosophy of communal responsibility, those present pledged that despite their ideological reservations in certain areas they would go along with the \$170,000,000 drive. This was climaxed by a spirited statement to that effect by Mr. Thalhimer.

NASHVILLE EXCEEDS UJA REQUESTED QUOTA

Nashville, Tennessee, which has for many years been one of the bellwethers of the nation's philanthropy for overseas relief and rehabilitation, again set a high standard for 1947 when the leaders of the Nashville Jewish Welfare Fund exceeded the recommended quota of the UJA and took a commitment for the UJA of \$384,000 as compared with the recommendation for \$350,000 submitted by the National Committee on Community Quotas. The over-all goal will be larger to take into account other requirements. The motion for the enlarged quota was made by Mr. Bernard Werthan, one of the leading figures in the Nashville campaign. Manuel M. Eskind, who is also UJA Chairman for the State of Tennessee, is Chairman of the Nashville campaign.

The guest of the meeting at which this decision was adopted was Dr. Israel Goldstein, National Chairman of the UPA and a National Chairman of the UJA. Dr. Goldstein is also visiting a number of other communities for the campaign.

The day previously Dr. Goldstein met with the leaders of the Savannah Jewish

Welfare Fund which adopted an over-all goal of \$350,000 with \$300,000 for the UJA and all sums above the goal to go to the UJA. Last year Savannah contributed \$175,000 to the UJA. The General Chairman of the Savannah campaign is Joseph Lesser. Herbert L. Kayton and Jack M. Levy are Co-Chairmen.

Dr. Goldstein is meeting with the Board of Directors of the Chattanooga Welfare Fund on March 13th and will meet with the leaders of the Portland, Maine Jewish Community on March 20th for quota-setting purposes.

ISAAC LEVY ON TOUR OF CITIES

Isaac H. Levy, Vice-Chairman of the JDC and of the UJA, has been visiting a series of communities to describe the urgent requirements abroad and American Jewish responsibility for them. The cities which Mr. Levy visited include Dallas, Texas, prior to the visit of Mr. Morgenthau, Kansas City, Missouri and Houston, Texas.

At a meeting in Kansas City at which Louis S. Myers, President of the Jewish Federation presided, campaign officers for 1947 were announced. They include: Hyman Brand and Sam Oppenstein, Co-Chairmen with Mr. Myers; Millard Mayer, Co-Chairman of Special Gifts; Mrs. Chester K. Litman and Mrs. Clarence Kivett, Co-Chairmen, Women's Division. Maurice Bernstein is Executive Director.

Mr. Levy will return to the Southwest for a Regional Conference at San Antonio on March 22-23 which promises to be one of the most widely attended to be held this Spring. Other participants in the San Antonio Conference will include Julian B. Venezky of Peoria and Leslie L. Jacobs, National Chairmen for Regions, Bartley Crum, Member of the Anglo-American Commission of Inquiry, Rabbi Barnett R. Brickner, who just returned from Europe and Palestine, and General Jonathan Wainwright.

In his tour of cities Mr. Levy was accompanied by Isidor Coons, Executive Vice-Chairman of the UJA.

JOSEPH H. CONE LEADS BRIDGEPORT CAMPAIGN WITH \$40,000

Joseph H. Cone launched the Bridgeport 1947 campaign with unprecedented stimulation when he announced a gift of \$40,000. This compared with a \$20,000 contribution in 1946. Bridgeport which contributed \$225,000 to the UJA in 1946 has indicated that it will provide a minimum of \$450,000 to the 1947 goal. The over-all quota of Bridgeport is \$575,000. That Mr. Cone's gift is a base on which all other contributions will be used as a minimum was indicated at a meeting of smaller contributors who are members of the Probus Club. A small group of these increased from \$16,000 in 1946 to \$32,000 in 1947.

The Chairman of the Bridgeport campaign is Isaac E. Schine. The Associate Chairmen are Joseph H. Cone and Leo G. Federman. A. O. Samuels is Executive Chairman. Mrs. Clara M. Stern is Executive Director of the Jewish Community Council.

SMALLER COMMUNITIES GIVE STIRRING EXAMPLE OF GENEROSITY

When the history of the 1947 campaign is written, special tribute will be due to

the smaller Jewish communities of America which are extending themselves to provide an example to the rest of the country.

Harrisburg, Pa. is one of the most striking of these examples. Miss Mary Sachs, devoted first woman of the community, has accepted the Chairmanship of the 1947 campaign. At the same time she announced a contribution of \$50,000. This compares with \$25,000 in 1946. The Harrisburg United Jewish Community accepted a quota of \$350,000, with an over-all goal of \$450,000. The 1946 allotment to the UJA was \$248,000.

Southern Illinois Jewish Federation, which contributed \$190,000 to the UJA in 1946, has accepted a 1947 quota for the UJA of \$300,000. Benjamin Frankel is Chairman of the campaign and Herman E. Morton, President of the Federation. In a message to Mr. Morgenthau on acceptance of the quota, the officers telegraphed: "We approach the task before us with confidence and with the determination to meet in full our responsibility to our brethren overseas."

Lakewood, N. J., which gave the UJA \$36,800 in 1946, has accepted the UJA quota of \$100,000. Chairman of the campaign is Sidney Grossman.

Cleveland, Miss., with 368 souls, has undertaken to raise a minimum of \$50,000 for the UJA, with Mose Hyman as Campaign Chairman. In 1946 the community gave \$30,000.

WHEREVER JEWS LIVE THEY ARE RESPONDING

How national and comprehensive is the United Jewish Appeal campaign is reflected in the reports that flow in from the smallest villages and towns to the great metropolitan centers. The quotas that are being adopted are in line with the \$170,000,000 campaign. There may be doubt and anxiety at first, but as the needs are thoroughly discussed, the leaders respond, both in community quota acceptance and in personal, unprecedented giving.

Dunkirk, N.Y. is now seeking \$12,500 under the leadership of Theodore Rubinstein as Campaign Chairman. Hyman Lippman is President of the Jewish Relief Fund.

Spartanburg, S.C., another of the small Jewish communities, will campaign for \$17,500 under the leadership of Harold Cohen.

Bennington, Vt. has 120 Jewish souls. Charles Fienberg is Chairman of the campaign that is raising \$25,000 for UJA as compared with \$12,250 in 1946.

Newport, Vt. is led by Louis J. Needleman in an effort to raise at least \$3,750 for UJA.

Culpeper, Va. has Monroe Schecter as Chairman to raise a minimum of \$4,000.

FOUR NEW NATIONAL TRADE DIVISIONS ORGANIZED

The National Trade and Industry Division announces the formation of national organizations in the Hosiery, Automotive, Leather Goods and Luggage, Furniture, and News Publishers and Distributors industries.

The Hosiery Division is headed by Lazure L. Goodman, National Associated Mills, Inc., of Indianapolis, Indiana. Mr. Goodman for many years has been the spark plug of the campaign in his home city of Indianapolis, and his acceptance of the National Chairmanship of the Hosiery Division will unquestionably establish a new standard of giving for the members of that industry.

The Automotive Division is headed by Benjamin Frankel of the Chefford Master Mfg. Company, Fairfield, Illinois and Arthur C. Melamed of the Coast to Coast Stores, Minneapolis, Minn. Mr. Frankel and Mr. Melamed have signified their willingness to visit several of the big cities in order to meet with members of their own trade group on behalf of the UJA.

The Leather Goods and Luggage Division is headed by Oscar H. Plotkin of Oshkosh Trunks & Luggage of Chicago, Ill., and Oshkosh, Wisc. Mr. Plotkin is forming a national committee to assist him in his industry.

The Furniture Division is headed by Stanley J. Kann, of the Ruben Furniture Company, McKeesport, Pa., and Samuel H. Wexler of the Selig Mfg. Company, Leominster, Mass. A regional meeting for the UJA has already been arranged and will be held in Boston during the last week of March, in connection with the New England showing of the Furniture Industry.

DR. SCHWARTZ COMES FROM EUROPE TO AID AMERICAN COMMUNITIES

Dr. Joseph J. Schwartz, Chairman, European Executive Council of the JDC and foremost expert on the problems of Jewish relief and reconstruction as they affect the Jews of Europe, has taken a leave of absence from his labors in Europe in order to give the benefit of his great experience and stimulation to the Jewish communities of America in their endeavor to raise \$170,000,000 for the UJA.

Because of the universal regard in which he is held, the brief time which Dr. Schwartz was able to take away from his European duties has been filled with an intensive series of engagements. His schedule shows that he will visit almost thirty communities in as many days, starting with Bridgeport, Connecticut, and ending with Seattle, Washington. Dr. Schwartz' itinerary which has already brought him to a number of communities which have shown their regard for his work by acceptance of UJA quotas or by greatly increased fund-raising activities, includes the following cities from the period beginning March 13th:

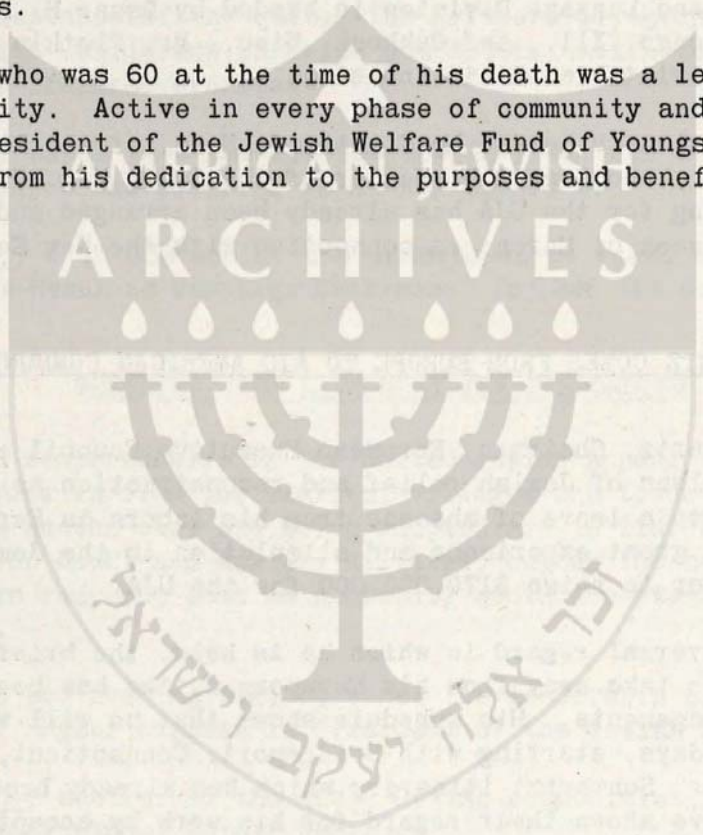
March 13th	Syracuse, New York
March 15th-16th	Dayton, Ohio
March 17th	Baltimore, Maryland
March 18th	Detroit, Michigan
March 19th	Cleveland, Ohio
March 20th	Kansas City, Missouri
March 22nd-23rd	San Antonio, Texas
March 24th	Dallas, Texas
March 26th	San Diego, California
March 27th	Los Angeles, California
March 28th (Lunch)	Long Beach, California
March 28th (Evening)	Los Angeles, California
March 29th-30th	Los Angeles, California

March 31st	Oakland, California
April 1st	San Francisco, California
April 2nd	Portland, Oregon
April 3rd	Seattle, Washington

UJA MOURNS LOSS OF CLARENCE J. STROUSS

One of the nation's outstanding communal workers was lost to American Jewry in the death this week of Clarence J. Strouss of Youngstown, Ohio. Marked by a continuous devotion to the welfare of the Jewish people, Mr. Strouss gave leadership in time energy and resources to every effort affecting the maintenance and survival of the best Jewish values.

Mr. Strouss who was 60 at the time of his death was a leading merchant in the Youngstown community. Active in every phase of community and civic enterprise he was for many years President of the Jewish Welfare Fund of Youngstown which through the years benefited from his dedication to the purposes and beneficiaries of the UJA.



A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS }
HENRY MONTOR } Executive Vice Chairmen

342 Madison Avenue, New York 17

L. II No. 9

NOT FOR PUBLICATION

March 18, 1947

WALTER ANNENBERG HEADS NEWS PUBLISHERS DIVISION

Walter H. Annenberg, Editor and Publisher of the Philadelphia Inquirer, who was one of the important factors in the 1946 UJA campaign, has undertaken to serve this year as Honorary Chairman of the News Publishers and Distributors Division, it was announced this week by the National Trade and Industry Division. S. O. Shapiro, Vice-President of MacFadden Publications, is Chairman.

Others who are serving include: Ivan Annenberg, Circulation Director of the New York Daily News; Harry Donenfeld, President of National Comics Publications, New York; Saul Hershenhorn, Circulation Manager of the Chicago Tribune; Charles Mungie, Circulation Director Boston Record, American and Sunday Advertiser; Louis Rose, Circulation Director of the Chicago Tribune, and Paul H. Sampliner, President of the Independent News Company, New York.

A national meeting of the News Publishers and Distributors Division of the United Jewish Appeal will be held in Atlantic City on April 21st, coinciding with a national trade convention of the industry.

BUFFALO OPENS WITH \$254,000 AT FIRST MEETING

The Buffalo 1947 campaign was launched with an auspicious beginning when at the first big gifts dinner held on March 17th a group of 46 pledges was announced for a total of \$254,000. This represents in excess of 72% increase over 1946. Rabbi Barnett R. Brickner, Chairman of the Cleveland campaign who had just returned from Europe and Palestine, and Reuven Dafni leader of the Ein Geb Settlement of Palestine, were the principal speakers for the occasion. Dr. Brickner's rounded review of the position of Jews in Europe and Palestine was regarded as one of the most stirring accounts that the Buffalo Jewish community has ever heard. Joseph Markel, Chairman of the campaign sparked the meeting with his gift of \$33,000 compared with the \$11,000 of 1946. Other gifts included the following: Mr. and Mrs. Max M. Yellen \$5,000 to \$10,000; Victor \$10,000 to \$15,000; Greenfield \$8,050 to \$13,600; Jacob Morrison \$8,000 to \$12,500; Mrs. Eugene M. Warner \$8,000 to \$12,000; M. Wile & Company \$5,000 to \$10,000; Berger \$5,000 to \$10,000; David Abrams \$4,000 to \$7,000; Hyman and Barney Lefcowitz \$3,500 to \$7,000; W. Bergman Company \$2,500 to \$5,000; Philip P. Sang and Irving Levick \$2,800 to \$5,600; Harold M. Hecht \$2,500 to \$5,000; Buffalo Sashweight \$1,000 to \$3,000.

DETROIT GIVING SPIRIT REFLECTED AT ORGANIZATION MEETING

The spirit with which the Detroit Jewish Community is approaching its unprecedented task of raising \$5,335,000 was dramatically illustrated at an organization meeting which was spontaneously transformed into fund-raising last week. A group of leaders had met to discuss preparations for several big gifts functions. The question was raised whether the community would respond in proportion to the greatly increased goal. A number of those present suggested that there was no better place to find that out than among the group present planning these meetings. Those present began to vie with each other in their increases. Among the leading contributions announced at this completely unexpected advance gifts session were the following: Max J. Zivian, steel, who announced a contribution of \$25,000 as against \$7,500 last year; Fred M. Butzel, distinguished attorney and Chairman for the UJA for the State of Michigan \$15,000 as against \$7,500; Abe Srere, textiles, \$12,000 as compared with \$6,000; Maurice Aronson, printer, \$20,000 as against \$10,000; Morris L. Fruman, automotive parts, \$12,000 as against \$5,000. A group of real estate men also helped to spark the meeting with their gifts. These included Joseph Holtzman who contributed \$10,000 as compared with a 1946 pledge of \$5,000; Louis Berry, \$15,000 as compared with \$6,500; Benjamin L. Silberstein \$15,000 as against \$6,000; Samuel Brody, \$10,000 as compared with \$5,000.

MIDDLE BRACKET BALTIMORE GIVERS SHOW SUBSTANTIAL INCREASE

At a meeting this week of the givers in the middle bracket in the Baltimore Jewish Welfare Fund campaign, a small number of men who last year gave \$57,000 contributed over \$100,000 toward the 1947 goal. Dr. Joseph J. Schwartz, Chairman of the European Executive Council of the JDC, was the guest speaker at the occasion. Among the gifts registering substantial increases were those of Morris Eisen \$5,000 to \$10,000, Albert E. Esterson \$5,000 to \$10,000; W. A. Cohen \$5,000 to \$10,000; Abe Frank & Sons, \$5,000 to \$7,500; Behrend Brothers \$2,000 to \$5,000; Sidney A. Levyne \$1,000 to \$2,500; Irving Libov \$500 to \$2,000; Newhoff Advertising \$1,400 to \$2,500; State Motors \$2,000 to \$4,000; Cohen & Silverstein \$5,000 to \$10,000; Burke, Landsberg and Gerber \$1,500 to \$3,500; Charles M. Balter \$1,500 to \$3,000. The bulk of the increases represented generally a 100% average beyond last year.

DULUTH LAUNCHES \$465,000 DRIVE

One of the outstanding communities in the nation in its fund-raising performance, Duluth, Minn. this week launched upon a campaign for \$465,000, which includes the United Jewish Appeal for a minimum of \$350,000. Norman A. Cook is President of the Jewish Welfare Federation of Duluth and Arnold R. Nides, Chairman of the campaign. Duluth has fewer than 2,800 Jews.

FT. WORTH: 1,500 JEWS--\$350,000 GOAL

The stimulation that Texas is giving to the national UJA campaign was intensified this week with the announcement that Fort Worth, Tex. has accepted the minimum UJA quota of \$250,000. The over-all goal is \$350,000. I. E. Horwitz is President of the Fort Worth Jewish Federation.

Wharton, Tex., which last year allotted \$14,500 to the UJA, has adopted the UJA quota of \$30,000 for the 1947 campaign. Morris Zeidman is Chairman of the drive.

Victoria, Tex. is seeking a minimum of \$12,500 for the UJA. M. O. Simon is Chairman of the Jewish Federated Charities effort. Bert Miller is Secretary-Treasurer. It is planned in Victoria to conduct a Christian solicitation as well.

FIFTY TOWNS SET QUOTAS IN ONE WEEK

The momentum of the 1947 UJA campaign is rapidly reaching top speed, it became evident this week, as some fifty communities in all parts of the nation reported to national headquarters of the United Jewish Appeal this week that their quotas had been formally accepted and that campaign machinery had been set into motion.

Manchester, N. H., through Saul O. Sidore, Chairman of the 1947 campaign, reported adoption of an over-all goal of \$205,000, with a minimum for the UJA of \$175,000. Louis Miller is Welfare Fund President.

Newport News, Va. adopted the UJA quota of \$150,000 and is seeking a minimum total of \$180,000. Theodore H. Beskin is President of the Jewish Community Council. Even before fund-raising was initiated, the spirit of giving was exemplified by the Levinsons, who announced a \$10,000 gift, as compared with \$5,000 in 1946.

Waterbury, Conn. has an over-all goal of \$332,500, with a minimum of \$300,000 and all overage to the United Jewish Appeal. Aaron D. Solomon is President of the Welfare Fund and Chairman of the drive. Harry Fleisher is Chairman of Special Gifts.

Fairlawn, N. J. has adopted a quota of \$85,000 for the UJA. Chairman of the campaign is Max E. Bornstein.

Columbia, S. C. has selected Irwin Kahn as Chairman, Bernard Kline, Co-Chairman and Ben Arnold as Chairman for Big Gifts in a drive aiming to reach \$85,000 for UJA, as compared with \$46,000 last year.

COL. HENSHEL TOURS COUNTRY FOR UJA

Col. Harry D. Henshel, Vice-President of Bulova Watch Co., and National Co-Chairman of the Jewelry Division of the UJA, is making an across-the-country swing to spur the support of leading jewelers for local campaigns. The first of a series of these meetings was held for Baltimore jewelers, where a fund-raising meeting resulted in a 78% increase compared with gifts from the same group last year.

Sigmund and Nathan Katz, leading Baltimore jewelers, announced a contribution at the meeting of \$42,500. This compares with the 1946 gift of \$25,000. Other gifts in this group include Oscar Caplan \$1,000 to \$2,500; Sam Cohen \$1,000 to \$3,000; Jack Neumann \$2,000 to \$4,000.

OMAHA AND LINCOLN AIM AT NEW HIGHS

Lincoln, Neb. is heading toward another successful campaign, having accepted the UJA quota of \$110,000 and an over-all 1947 goal of \$125,000. Charles B. Simon is Chairman of the campaign. Daniel Hill, of Northwest Iron and Metal Co., spurred the drive by pledging \$11,000, as compared with last year's gift of \$5,000.

Omaha, Neb. will conduct a Jewish Philanthropies Campaign for \$705,000, which includes the UJA for a minimum of \$510,000. Milton S. Livingston is President of the Omaha Federation for Jewish Service.

EDDIE CANTOR DOING SPECIAL UJA FILM

Eddie Cantor, always one of the most stalwart friends of the United Jewish Appeal, is this week putting the finishing touches on a short film for the \$170,000,000

campaign. Dore Schary, R-K-O Producer, offered his facilities and organization to the UJA and is working with Mr. Cantor on a special script that dramatizes the 1947 drive.

HATTIESBURG JOINS "OVER-THE-TOP" LIST

Hattiesburg, Miss. is a tiny Jewish community but big-hearted enough to surpass its quota in one night of campaigning. Accepting the UJA quota of \$13,500, Sam B. Eisman, Chairman, and Max C. Signoff, Secretary, reported that at the opening meeting the goal was exceeded. There were "gloomy predictions" when the goal was first adopted, they reported. As a result of the fine response, the UJA will receive more than the minimum quota. Paying tribute to the UJA field representative, the Hattiesburg leaders said the campaign helped "fuse all factions in our community."

COLLEGE STUDENTS TAKE LEAD AGAIN

The job that the Jewish students did last year at Cornell University was only a beginning. This was emphasized last week when the UJA quota of \$10,000 was adopted at a meeting on the campus. Officers were elected and campaign strategy worked out. Leonard Harris was named Chairman of the drive. Assisting the youthful and energetic leader are the following: Morris Mendelson, Co-Chairman, Sylvia Turteltaub, Treasurer, Elliot B. Doft, Secretary. The opening on March 26th will be addressed by O. John Rogge. Harris is carrying on a family tradition, for his father has long been active in Syracuse fund-raising. Last year this Hillel Foundation group, which is led by Rabbi Maurice H. Schatz, contributed \$5,616 to the UJA.

At State College, Pa. the UJA quota of \$4,500 was accepted by the small group of Jewish students. Rabbi Benjamin M. Kahn is director of the Hillel Foundation at the Pennsylvania State College.

STRESS ADVERTISING AS CAMPAIGN ASSET

The importance of the use of advertising in the local press to stimulate community-wide feeling behind the campaign of the United Jewish Appeal is stressed in communications now being sent to fund-raising leaders throughout the country. Campaign heads are urged to utilize the large number of advertisements prepared by an outstanding group of advertising men. Insertion of these ads in local dailies in preferred space is effective in impressing upon the total Jewish community the extraordinary importance of this year's drive. At the same time, the ads serve as background in interesting the local Christian community in the campaign.

CHRISTIAN PARTICIPATION APPROVED

It is official national United Jewish Appeal policy to encourage local communities to initiate Christian solicitation if this accords with the good relations that obtain. Scores of communities have already reported that Christian committees are being set up. In most cases, a few of the Jewish campaign leaders meet with outstanding Christians of the community, present the problem to them, describe the nature of the \$170,000,000 UJA campaign and indicate that any help that might be extended would be welcome. In most cases, the Christian leaders themselves set up and conduct the campaign, with some help from a Jewish lay leader or campaign executive. In some communities, the facilities of the Community Chest are being made available.

CHRISTIAN AMERICA SPURRED BY APPEAL FOR JEWS

The advertisements now appearing in major national magazines to present the story

of the United Jewish Appeal are resulting in a flood of good-will messages from Christians all over America who are impressed by the "campaign of sacrifice" which Jews have initiated. In many instances these "sacrifices" are being amply matched.

A Washington, D. C. woman sent a check for \$1,000 "to be used for sick Jewish children in Europe. We are not wealthy to be able to contribute this amount," the woman wrote, "but since we have a sick baby in our home we want to help other sick children."

Mr. Morgenthau received a touching letter from Mrs. Charles W. Rich, a school teacher of Martinsburg, N. Y., who sent along \$3.50 as "the voluntary gift from my classroom of little rural children, most of whom are pitifully poor themselves. There are no Jewish children in the village. In fact, I doubt if any of them have ever known a Jewish child, but they are touched by your appeal and have given so freely of their meager pennies I thought you would be pleased to know."

From Columbia, S. C., Pierre F. LaBorde sent a check for \$25.00, saying that "humanity knows no national, racial or denominational lines. I have a little granddaughter, Harriet, well-fed, happy and healthy and three years old. My love for her would be a shambles if I did not give some of her plenty to these pathetic starvelings who stare but smile no more. May the one God of all nations, colors and creeds bless this good work."

Jews have also written to express appreciation of the messages that have appeared in the national weeklies. Sallia Amster sent \$200.00 from Winchester, Ky., saying, "I am 77 years old and live all alone. I do my own work, so you see I have no luxuries and very little since I lost my dear husband."

CAMPAIGN FINDS EVERY HAMLET AND CITY ACCEPTING CHALLENGE

An aroused American Jewry is making a reality of the \$170,000,000 UJA campaign. From Connecticut to Washington, hamlet and city alike are girding to meet their responsibilities, in conformity with local population, resources, giving experience and leadership. Villages with 10 Jews are as eager to respond as the great Jewish centers. Reports of quota acceptances made public this week by General Chairman Henry Morgenthau, Jr., include the following:

<u>Town</u>	<u>Campaign Chairman</u>	<u>UJA Quota for 1947</u>	<u>1946 UJA</u>
El Centro, Cal. (28 Jews)	Max S. Bauman	\$10,000	\$ 4,610
New Canaan, Conn.	Mrs. Leo Davidoff	\$12,500	\$ 5,613
Daytona Beach, Fla.	Sol Schott	\$17,500	\$ 9,000
Sarasota, Fla.	Charles Twain	\$ 6,500	\$ 3,597
St. Petersburg, Fla.	Edward Goldman	\$35,000	\$17,953
Tallahassee, Fla. (128 Jews)	Hyman Myers	\$40,000	\$25,000
Champaign-Urbana, Ill.	Dr. Stephen N. Tager	\$40,000	\$23,000
La Salle, Ill.	Joseph A. Berko	\$12,500	\$ 7,200
Streator, Ill.	Joseph A. Pikovsky	\$ 4,000	\$ 840
Marshalltown, Ia.	Joseph Krantman	\$17,500	\$12,975
New Iberia, La.	Sam Karnofsky	\$ 9,000	\$ 5,877
Ware, Mass.		\$13,500	\$ 9,000
Ann Arbor, Mich.	Thomas Cook	\$35,000	\$20,000
Ypsilanti, Mich.	Jack Hertzberg	\$ 4,000	\$ 1,500
Brookhaven, Miss.	Clifford Abrams.	\$ 5,000	\$ 2,560
	Harry I. Samuels, Co-Chairmen		
Charleston, Miss.	Harry Wander	\$ 4,500	\$ 2,333

<u>Town</u>	<u>Campaign Chairman</u>	<u>UJA Quota for 1947</u>	<u>1946 UJA</u>
Indianola, Miss.	Morris Lewis, Jr.	\$ 7,500	\$ 1,710
Laurel, Miss.	Alvin Fine	\$ 8,500	\$ 5,000
Yazoo City, Miss.	Bernard Fink	\$ 6,500	\$ 2,330
Concord, N. H.	Harry Freedman	\$12,500	\$ 8,000
Oswego, N. Y.	Ralph Shapiro	\$ 7,500	\$ 4,000
Hendersonville, N. C.	Louis Sherman	\$ 8,500	\$ 5,972
	Jack Schulman, Co-Chairmen		
Elyria, O.	Rabbi Carl I. Miller	\$25,000	\$14,000 minimum
Mansfield, O.	Jack R. Cogen	\$40,000	\$25,000
New Philadelphia, O.		\$ 6,000	\$ 2,784
Ardmore, Okla. (100 Jews)	Louis A. Fischl	\$25,000 plus	\$17,750
Lewistown, Pa.	Benjamin Glick	\$30,000	\$18,266
Rock Hill, S. C.	Morris Segal	\$ 7,500	\$ 3,655
Bedford, Va.	Louis Raflo	\$ 2,000	\$ 445
Aberdeen, Wash.	Lawrence Weinstein	\$ 9,000	\$ 6,850
	Joel Wolff, Hon. Chairman		
Martinsburg, W. Va.	Herman M. Katz	\$16,500	\$10,100 minimum
	Louis Cohen, Co-Chairmen		

THOUSANDS ATTEND 6 UJA CONFERENCES ON SAME DAY

The Regional Conference as a means of stimulating area-wide leadership and response to the United Jewish Appeal was vividly highlighted over the weekend of March 16th when thousands of community leaders attended six UJA Conferences scattered over a broad area. These included an Alabama-Mississippi Conference at Montgomery, Ala.; Ohio State Conference at Dayton, O.; North Carolina Conference at Greensboro, N. C.; Nebraska Conference at Omaha, Neb.; Iowa Conference at Des Moines, Ia.; Indiana Conference at Indianapolis, Ind. Speakers at the various sessions included Rabbi Barnett R. Brickner, Chairman of the Cleveland, O. campaign, who just returned from a two-month visit to Europe and Palestine; Dr. Joseph J. Schwartz; Harold J. Goldenberg, Vice-Chairman of the National Trade and Industry Division; Itshaq Ben Aharon, famous Palestine war hero; Congress-woman Helen Gahagan Douglas; Moses A. Leavitt, Executive Vice-Chairman of the JDC; Julian B. Venezky, National Chairman for Regions; Reuven Dafni and Mrs. Judith Beilin of Palestine; Dr. Leo Srole, former UNRRA director; Commander Joshua L. Goldberg, Acting District Chaplain for the Third Naval District; Hungarian Chief Rabbi Francis Hevesi; Mrs. Marcia Cohen, and Harry Seeve, Administrative Assistant of the UJA.

Five conferences will be held on the weekend of March 23rd. The Southwest Regional Conference will take place at the Gunter Hotel, San Antonio, Tex.; the Wisconsin State meeting at Schroeder Hotel, Milwaukee; Kansas-Missouri Regional Conference at Muehlebach Hotel, Kansas City, Mo.; Massachusetts State Conference at Sheraton Hotel, Worcester, and Maine State Conference at Elmwood Hotel in Waterville.

UJA FIELD REPRESENTATIVE SAMUEL N. WEINER DEAD

In the midst of his faithful, conscientious work for the United Jewish Appeal, which he had served as a field representative for the past five years, Samuel N. Weiner died suddenly of a heart attack following the Regional Conference in Harrisburg. Forty-six at the time of his death, Mr. Weiner was typical of the men who serve the United Jewish Appeal in all parts of the country, bringing to large and small communities alike the story of a harassed, distressed people with great devotion and consecration. The officers of the United Jewish Appeal mourn his loss and extend to his widow deep sympathy.

A REPORT to Members of the National Campaign Council



United Jewish Appeal for Refugees, Overseas Needs and Palestine \$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue; New York 17

II No. 10

NOT FOR PUBLICATION

March 24, 1947

OFFICERS OF NEW YORK UJA NAMED

In a massive round-up of top power, the New York United Jewish Appeal this week presented to the nation its battery of leaders to guide its 1947 campaign for \$65,000,000. Naming five chairmen so that each could carry in the most intensive way the record-breaking responsibilities of the job, New York announced that its leadership comprises: former Governor Herbert H. Lehman, Edward M. M. Warburg, Mrs. David M. Levy, Barney Balaban and Samuel Hausman. Each of the five chairmen is taking a portfolio as well as serving in over-all supervision of the mammoth campaign. Samuel S. Schneierson has been named Chairman for Special Gifts.

PHILADELPHIA OPENS WITH \$200,000 GIFT

Departing from the traditional mass dinner with which to launch its campaign, Philadelphia last week brought together some fifty people, representing a cross-section, in the home of Fredric R. Mann, Chairman for Big Gifts, to see how the pattern for giving may be set. The results proved encouraging, for out of that limited group there was an average increase of 78% as compared with 1946 contributions when Philadelphia had its greatest campaign.

Largest gift was that of the Harry and Rose Publicker Foundation, which increased its 1946 gift of \$100,000 to \$200,000. In addition to Fredric R. Mann's own increase from \$12,500 to \$50,000, other larger contributions included: Jacob and Henry Pincus, \$20,000 to \$35,000 (exclusive of gift to be made in four other communities); David Bortin, \$5,000 to \$12,500; Joseph Karr, \$5,000 to \$12,500; Maurice Spector, \$12,500 to \$25,000; Bernard Weinberg, \$4,000 to \$8,000; Simon Clarke, \$4,000 to \$8,000; Moe C. Goldberg, \$12,500 to \$20,000; Aaron S. Goldberg and Irving H. Kutcher, \$10,000 to \$20,000.

Speakers at the festive dinner, at which Mrs. Mann, Chairman for Big Gifts in the Women's Division, was hostess, were Henry Morgenthau, Jr., General Chairman of the UJA, and Samuel Rothberg. Former Governor Herbert H. Lehman, who was unable to be in Philadelphia, telephoned in a special broadcast from Cleveland. Mr. Morgenthau came to Philadelphia at noon and stayed with community leaders throughout the day, meeting with individuals and groups, sur-charging them with his own conviction of the paramount importance of the UJA in terms of giving and acceptance of campaign responsibility. With him during the day was Samuel Rothberg who has become a key figure in the national campaign of 1947.

At the close of the dinner, it was announced that the group which had given \$394,000 in 1946 had gone to \$681,850, with emphasis on the fact that many of those present would still further increase their gifts as the campaign went along.

Within a few days thereafter, the community was given further inspiration at a widely-attended dinner of the Trades Council, keystone of the Philadelphia campaign, with Edward M. M. Warburg as guest of honor. Philadelphia feels that it is well on its way to its over-all goal of \$10,300,000. This conviction was also expressed by Leonard B. Geis, Co-Chairman of the 1947 campaign, who just returned from Europe with re-dedication to the United Jewish Appeal.

BRIDGEPORT THRILLED WITH 114% INCREASE

Bridgeport, Conn. helped set a pattern for the Nutmeg State with the increase of 114% established at its opening Big Gifts function last week. A group which had contributed \$92,750 in 1946 increased to \$198,520. Rudolf G. Sonneborn, National Co-Chairman of the UJA, who spoke at the dinner, commented that it was one of the finest demonstrations of campaign spirit he had ever seen.

Sparked by the increase of Joseph H. Cone from \$20,000 to \$40,000, other givers responded as follows: Isaac E. Schine, \$10,000 to \$20,000; Leo J. Federman \$10,500 to \$21,000; Jacob and Samuel Kunin, \$7,500 to \$15,000; A. O. Samuels, \$4,000 to \$8,000; Nathan Harrison and David Bernstein, \$4,000 to \$8,000; Martin Rotman, \$4,500 to \$7,500; Milton Friedberg, \$2,000 to \$4,000; Samuel Fried, \$1,500 to \$3,000; David Goldstein, \$1,500 to \$2,500; Frank Jacoby, \$1,100 to \$2,200.

BIG GIFTS PATTERN SET AT SOUTHWEST REGIONAL MEETING

A Southwest Regional Conference of the United Jewish Appeal last weekend was utilized to establish the 1947 standards of giving among representatives from 38 communities who gathered at San Antonio, Texas. An all day conference was held on Sunday and the previous evening was devoted to the announcement of Big Gifts, which are to be credited to the local community of the contributor.

In addition to gifts from Dallas and other Texas towns previously announced, the new contributions included the following: Frank H. Lichtenstein, Co-Chairman of the San Antonio campaign, went from \$5,000 to \$12,000; Jake Karotkin, from \$13,300 to \$20,000; Dr. G. A. C. Halff, \$14,000 to \$24,000; William Sinkin, \$5,000 to \$10,000; Jesse D. Oppenheimer, \$10,500 to \$15,000; Nathan Trottnor, \$4,850 to \$7,500. All of these are from San Antonio.

Dallas, whose campaign is making history, was proud of another striking gift announced at this Regional Big Gifts function. David Rubin, now of Dallas, formerly of Amarillo, where he contributed \$5,000 in 1946, increased to \$25,000.

Louis Wolens of Corsicana announced an increase from \$25,000 to \$40,000 for the Wolens Estate. Leon Daube, Ardmore, Okla., went from \$7,500 to \$12,000. M. M. Goldman, Fort Worth, contributed \$10,000, as against \$2,500 last year.

Isaac H. Levy, Dr. Joseph J. Schwartz and Julian B. Venezky, National Chairman for Regions, were the speakers at the Big Gifts session. They also participated the following day in the Conference, which heard General Jonathan Wainwright, Senator Owen Brewster, Itshaq Ben Aharon and Paulette Oppert.

Governor Beauford H. Jester of Texas has proclaimed the week of March 23rd as United Jewish Appeal week in the State and has called upon members of all faiths to share in the humanitarian work of the UJA.

Eugene H. Solow of Dallas is Chairman of the Southwest Region and Fred F. Florence of Dallas, Regional Co-Chairman. Sol Brachman, Fort Worth, A. I. Lack, Houston, William Sinkin, San Antonio, Sidney L. Herold, Shreveport, La., David Grundfest, Little Rock, Ark., and Elias G. Krupp, El Paso are Vice-Chairmen.

SHULMAN HEADS PATERSON'S \$1,250,000 CAMPAIGN

Paterson, N. J. this week took a leading position in the nation's competition for maximum fund-raising for the United Jewish Appeal when its Jewish Community Council formally adopted an over-all goal of \$1,250,000, which includes an acceptance of the UJA quota of \$1,125,000. The action taken was unanimous as was the selection of Joseph Shulman as Chairman of the campaign. In 1946, Paterson gave the UJA \$550,000.

The meeting at which the campaign was inaugurated had George Abrash as presiding officer. Herbert R. Abeles, New Jersey State Chairman for the UJA, spoke.

Philip Dimond is Honorary Chairman of the Paterson drive. Others working with Mr. Shulman, General Chairman, are: Jack Gruber, Chairman, Initial Gifts; Nat Kluger, Chairman, Industrial Division; Harry Bodner, Chairman, Commercial Division. Irving Brawer is Chairman of the Executive Committee. Among the other officers are: Mrs. Abraham J. Maskowitz, Chairman, and Mrs. Charles S. Goodman, Co-Chairman, Women's Division. David L. Cole is Secretary; David Bograd, Treasurer; Mendon Morrill, Chairman, Education; Louis E. Schotz, Allocations. Dr. Solomon Geld is Executive Director.

WOMEN AGAIN GIVE INSPIRATION TO NATION WITH GIFT INCREASES

The phenomenal record of women in the 1946 United Jewish Appeal was no "flash in the pan." This is being demonstrated conclusively in the 1947 campaign as previous records of giving, considered epochal in 1946, are being overshadowed everywhere. Mrs. David M. Levy, Chairman of the National Women's Division, who has been keeping in close touch with all parts of the nation, in addition to her great obligations as Co-Chairman of the \$65,000,000 campaign in New York, has been enheartened at the way in which women have sparked campaigns throughout the country. Among the leaders of the Women's Division who have not only been active in their own communities but have also traveled extensively elsewhere to encourage other cities, are Mrs. George Kahn of Brookline, Mass. and Mrs. Ernest G. Wadel of Dallas, Vice Chairmen; Mrs. Irving E. Blum of So. Orange, N. J., Mrs. Leon Falk, Jr. of Pittsburgh, Mrs. Monte Selig of Miami Beach, Mrs. B. N. Berger of Minneapolis and Mrs. Emery Klineman of Cleveland, executive committee members.

Houston, Tex. Women's Division, under the Chairmanship of Mrs. Daniel Schlanger, is doing its full share to help the community raise \$1,000,000. At the first function some 210 women pledged \$55,000. So encouraged were the women that their original goal of \$75,000 was revised upward to \$100,000.

A small group of women from the Newark (Essex County) United Jewish Appeal met in New York with Mrs. David M. Levy to begin planning the campaign. A group of 41 women who gave \$10,955 in 1946 pledged \$27,515. Mrs. Arthur L. Stern is Chairman of the Women's Division.

Phenomenal results are being recorded in Pittsburgh, Pa., whose Chairman of Women's Division is Mrs. Jack H. Marcus, with Mrs. Leon Falk, Jr. as Chairman of Special Gifts. A total of \$73,755 was reported at the last meeting, as compared with \$42,039 last year. At a \$100.00 minimum gift luncheon, 231 women, who gave \$18,253 in 1946, raised their contributions to \$41,579.

The sum of \$1,138,000 has been reported raised to date by the Women's Division of the New York UJA, headed by Mrs. Benjamin Lazrus and Mrs. Abraham N. Geller. These results came from four special gift luncheons: the first with a floor of \$25,000; the second with \$5,000 as the minimum; the third with a \$1,000 base, and the fourth with \$365 as a minimum (a dollar-a-day).

Mrs. Stanley C. Myers is Chairman and Mrs. Monte Selig, Chairman of Special Gifts of the Women's Division of Miami, Fla. They report that \$55,000 has been raised to date from 453 women. This compares with a total of \$60,000 raised last year from a vastly greater number of prospects. The results here will also be record-breaking.

Twenty-four additional cities beyond those which in 1946 conducted such drives have already launched Women's Division campaigns. These include: Phoenix, Ariz.; Pine Bluff, Ark.; Waterbury, Conn.; Pensacola and Sarasota, Fla.; Maynard, Mass.; Concord, N. H.; Dover, Dunellen, Keyport, Metuchen, Morristown, Pompton Lakes, Red Bank, Ridge-wood and South River, New Jersey; Newburgh, N. Y.; Rock Hill, S. C.; Brownsville, Fort Worth and San Antonio, Tex.; Fredericksburg and Hopewell, Va.; and Aberdeen, Wash.

UJA ASKS FOR \$40,000; BUT BROWNSVILLE OFFERS \$75,000

Brownsville, Texas is not "bargaining" for Jewish lives. This little town was asked to raise \$40,000 toward the 1947 UJA campaign. Instead, it has launched on an intensive drive to give the UJA \$75,000. Max Lutz is Chairman of the ambitious effort. In order to give the United Jewish Appeal the larger amount it was decided by the leadership of this Texas valley area to engage in a non-sectarian campaign.

NORRISTOWN ANOTHER "OVER-THE-TOP" TOWN

Norristown, Pa. feels good these days. It has every right to. The United Jewish Appeal asked the community for a minimum of \$60,000. Already, the leaders can assure the UJA that it will be only a "minimum." In 1946 the UJA received \$20,000 from this town. There was an over-all goal of \$75,000 for the town, but at the opening function last week an amount was subscribed to top the goal. Lewis Tose is Chairman of the record-breaking campaign.

SARASOTA EXCEEDS UJA QUOTA REQUEST

Sarasota, Fla. is another community demonstrating that when goals are topped, it is by a wide margin. This little Florida town was asked for \$6,500. It has already raised an amount that will insure the UJA about \$10,000. Although the goal was \$7,000 an amount of \$10,270 was raised at the opening dinner as compared with \$3,596 from the same group last year.

Day J. Apte, Florida State Chairman for the UJA, who has been giving a great portion of his time to the State-wide campaign, was principal speaker at the function whose results proved so phenomenal for the town.

Sarasota has proved that it is not the size of the town which determines the result but the spirit of the leadership and the generosity of the community.

\$1,550,000 IS GOAL OF KANSAS CITY

Having demonstrated in 1946 to its own satisfaction and the admiration of the whole country its fund-raising prowess, Kansas City this week launched its campaign for \$1,550,320, which includes the United Jewish Appeal for a minimum of \$1,200,000. Kansas City had demonstrated last year that it takes seriously the word "minimum" and that the UJA can expect every additional dollar available.

Heading the campaign are Louis S. Myers, Hyman Brand and Sam Oppenstein, Co-Chairmen. Milton Feld, M. H. Katz, Joseph S. Lerner, Millard Mayer and Paul Uhlmann are Special Gifts Co-Chairmen. Maurice Bernstein is Executive Director of the Jewish Federation and Council of Greater Kansas City.

ALLENTOWN MAINTAINS GENEROUS TRADITION

The Jewish Federation in Allentown, Pa., a community of approximately 2,800 Jews, has unanimously accepted the 1947 quota request of the UJA of \$350,000. Heading the campaign, for which an over-all goal of \$410,000 has been established, are Moritz M. Gottlieb, Chairman, Morris Senderowitz, Jr. and George Lerner, Co-Chairmen. George Feldman is Executive Director of the Jewish Federation. In 1946 Allentown had undertaken an overall goal of \$240,000, with the UJA included for \$200,000, and through its record breaking campaign was able to give the UJA \$260,000.

MORE JOIN PARADE OF OVER \$100,000 QUOTA

The spirit of deep determination to meet the desperate needs of the Jewish people is reflected throughout America day after day as communities, which only a few years ago were considered small towns in their fund-raising activities, have matured into important cities taking great communal obligations. This was noted at national UJA headquarters this week from the number of towns whose quotas top the \$100,000 mark.

York, Pa. is one of the highlights. A community which was asked last year to give \$70,000, it adopted a larger quota on its own initiative and contributed \$95,000. For 1947 the community leaders cheerfully and unanimously accepted a UJA minimum quota of \$150,000 and an over-all goal of \$160,000. Ben Lavaten is Chairman of the campaign. Richard Grumbacher is President of the United Jewish Appeal of York. York has some 900 Jews.

Stockton, Cal. has adopted an over-all goal of \$175,000, which includes the UJA for \$150,000. Last year Stockton contributed \$85,000 to the UJA. President of the Stockton National Jewish Welfare Fund is David Levinson.

Bangor, Maine accepted the quota of \$150,000 recommended by the United Jewish Appeal. Moses J. Byer is Chairman of the campaign.

Terre Haute, Ind. had its campaign spirit epitomized in a telegram sent to Mr. Morgenthau by Sidney Levin, President of the Welfare Fund, who wired: "Terre Haute is honored to accept the UJA quota of \$125,000. It has set an over-all goal of \$140,335." This community has 740 Jews.

Fresno, Cal. is another community of the same type. Dr. H. M. Ginsburg, President of the United Jewish Welfare Fund, has reported the acceptance of the UJA quota of \$115,000, with an over-all goal of \$135,000.

Lancaster, Pa. has set itself a goal of \$200,000.

ASHEVILLE AIMS AT \$100,000 TOTAL GOAL

Asheville, N. C., through Dr. Leon H. Feldman, President of the Asheville Federated Jewish Charities, this week announced the acceptance of the UJA quota of \$85,000. The over-all goal of the community will be \$100,000. The action taken by the Federation Board was unanimous.

MANY TOWNS TOP GOALS AT OPENING MEETINGS

Smaller communities throughout the nation are raising their sights higher. They realize, more than ever, that men of resource can be in villages as well as in metropolitan centers. Thus, many towns, accepting the larger quotas of 1947 gingerly, are finding that they can oversubscribe their goals at the very first campaign function, if people are called upon to give — not in relation to the small town standards but in proportion to the \$170,000,000 national UJA drive.

Communities reporting quota acceptances this week are as follows:

<u>Town</u>	<u>Campaign Chairman</u>	<u>UJA Quota for 1947</u>	<u>1946 UJA</u>
Jasper, Ala.	Ike May	\$12,500	\$ 7,510
Santa Ana, Cal.		\$25,000	\$12,610
Lakeland, Fla.	Harris Wishnatski	\$17,500	\$10,000
(At opening meeting, 29 men went from \$6,400 to \$13,755)			
Bainbridge, Ga.	L. Wynn	\$ 6,000	\$ 2,375
Boise, Idaho	Leo J. Falk	\$35,000	\$19,500
Pocatello, Idaho	Mel Morgan	\$15,000	\$ 5,000
Shelbyville, Ind.	Ben Kroot	\$40,000	\$25,200
Newton, Ia.	Phillip Dunitz	\$ 3,000	\$ 1,100
Ottumwa, Ia.	Nathan Bookin	\$25,000	\$16,293
Billings, Mont.	Jack Lutzker	\$13,500	\$ 7,500
Keene, N. H.	Eli Court	\$ 8,500	\$ 3,157
Hasbrouck Heights, N. J.	Maurice Goldemberg	\$ 9,500	\$ 5,200
Millville, N. J.	Dr. Sol Rosen	\$17,500	\$11,500
Raleigh, N. C.	Ben Thorp	\$35,000	\$19,500
Ponca City, Okla.	Joe Goldenstern	\$ 7,500	\$ 3,471
Walterboro, S. C.	Albert J. Novit	\$ 7,500	\$ 4,575
Big Spring, Tex.	Bernard Fisher	\$ 5,000	\$ 2,971
Breckenridge, Tex.	Nathan Rosenbaum	\$ 6,000	\$ 3,900
Sherman, Tex.		\$ 4,000	\$ 2,240
Sweetwater, Tex.	Abe Levy	\$ 5,000	\$ 3,595
Roanoke, Va. (470 Jews)	Arthur Taubman	\$50,000	\$35,000

MORRIS LANDAU CHAIRMAN FOR LOS ANGELES BIG GIFTS

Morris M. Landau, investment banker, was this week named Chairman of the important Big Gifts division of the Los Angeles United Jewish Welfare Fund campaign for \$8,500,000. The drive will be initiated on March 30th at an all-day conference at which Dr. Joseph J. Schwartz will be among the principal speakers. The community-wide campaign will formally open on April 30th.

Some 90 campaign groups have been organized by the Trades and Professions Council, headed by Judge Isaac Pacht. Max Firestein is Chairman of Trades and Professions. Judge Irvin Stalmaster is Chairman of the Geographic Division. All philanthropic organizations in Los Angeles have been asked to wind up their current fund-raising activities so that there will be no competition after April 1st with the extraordinary campaign for the United Jewish Appeal being conducted by the Welfare Fund.

IRVING COLEF CAMPAIGN DIRECTOR IN CORPUS CHRISTI

Dr. Irving E. Colef was this week announced as Campaign Director of the Corpus Christi, Tex., drive to raise \$150,000, of which a minimum of \$125,000 is intended for the United Jewish Appeal. Other officers are: Campaign Chairman, Sam Susser; Co-Chairman, Herbert Train; Treasurer, I. M. Alexander; Secretary, Harold Albert; Big Gifts Chairman, Abe Lewis with Albert A. Lichtenstein.

"MARCH OF TIME" DOING UJA MOVIE

The famous staccato voice of "March of Time" and the total production facilities of that organization are now at work on a film devoted to the \$170,000,000 campaign of the United Jewish Appeal. It reviews the plight of European Jewry almost two years after V-E day and, in "March of Time" style, brings home the role of America in meeting one of the greatest post-war problems.

TREASURY DEPARTMENT STRESSES CORPORATE GIFTS TO UJA DEDUCTIBLE

In a further ruling received this week from Washington by the United Jewish Appeal, the Treasury Department emphasizes that contributions to the \$170,000,000 campaign are tax deductible. There had been some misunderstanding earlier following the proclamation by President Truman of the cessation of hostilities.

"Contributions made to you (the United Jewish Appeal) by corporations may be deducted by them in computing net taxable income in the manner and to the extent provided in section 23(q) of the Code even though the contributions are to be used by you outside the United States and its possessions." This was the substance of the letter signed by Fred S. Martin, Acting Deputy Commissioner.

INDIANA REGION ORGANIZED

The State of Indiana Region has been effectively organized with Arthur Simon of South Bend as Chairman. He is joined by Lazure L. Goodman of Indianapolis as Co-Chairman. Louis J. Borinstein, Indianapolis, is Honorary Chairman.

The Women's Division of the Region is under the leadership of Mrs. J. A. Goodman of Indianapolis, Chairman, and Mrs. Abe Hurwich of South Bend, Co-Chairman.

NEW YORK MAYOR ASKS ALL CITY EMPLOYEES TO GIVE TO UJA

In an unprecedented demonstration of the unique importance of the United Jewish Appeal, Mayor William O'Dwyer of New York one day last week summoned to City Hall the head of every department in his administration. He told the hundred leading city officials in the chambers of the Board of Estimate that he expected every employee of the municipality to participate in the campaign.

At the suggestion of the Mayor, each department head appointed a member of his staff to conduct the United Jewish Appeal drive within the department, with solicitation being conducted "regardless of race, creed or color." It was recalled that the Mayor had been a Brigadier General during the war and had seen the situation abroad at first hand. For a time he served as Director of the War Refugee Board.

Responding for the United Jewish Appeal was Mr. Morgenthau, whom the Mayor had specially invited to share in the proceedings. The General Chairman of the UJA expressed the hope that other Mayors and Governors throughout the country might follow Mayor O'Dwyer's example. "It is in the best tradition of America to lend a helping hand to the needy and the oppressed."

TRENTON STARTS BIG GIFTS ACTION

Henry Morgenthau, Jr. was guest of honor at a big gifts function with which the Trenton, New Jersey Jewish Federation this week opened its 1947 campaign to raise \$625,000. Albert M. Kahn was host and Abner A. Rednor, Chairman of the Campaign, read cards.

Among the gifts were the following: Albert M. Kahn and Paul Cominsky, \$30,000 as against \$10,000 in 1946; Harry Freedman, \$30,000 as compared with \$18,500; Swern's, \$25,000 as against \$16,000; Irvin Schwartz, \$6,000 as compared with \$250; Milton Goldberg Estate, \$5,000 as against \$3,500.

Other announcements included the following increases: Morris and Meyer Kaplan, from \$2,000 to \$3,500; Abner A. Rednor, from \$700 to \$2,000; Leon L. Levy, from \$500 to \$1,000; Peter Schein, from \$1,600 to \$3,000; Bernard Alexander, from \$2,500 to \$4,000; Mercer Tubing from \$1,500 to \$2,600; Louis S. Kaplan, from \$750 to \$1,500; Judge Phillip Forman, from \$650 to \$1,040; Joseph Korn, from \$2,000 to \$3,400; Alexander Budson, from \$750 to \$1,200; Albert B. Kahn, from \$1,000 to \$1,700.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COOKS }
HENRY MONTOR } Executive Vice Chairmen

342 Madison Avenue, New York 17

II No. 11

NOT FOR PUBLICATION

March 31, 1947

DETROIT RAISES \$860,000 AT CAMPAIGN OPENING

With Fred M. Butzel, "grand young man" of Detroit Jewry, showing his city and nation that 1947 requires that all personal considerations be put aside to insure the success of the \$170,000,000 United Jewish Appeal, the Auto City opened its campaign last week with an enthusiastic demonstration that produced \$860,000 as a starter toward the \$5,335,000 campaign. Compared with gifts of last year, the increases averaged 78%.

Convened as the first Big Gifts function, the dinner meeting was transformed into an extraordinary ovation when it was announced that Mr. Butzel had accepted the Chairmanship of the campaign. Symbol of the finest traditions in the Detroit community, Mr. Butzel will be celebrating his seventieth birthday this summer. Minute after minute of applause and cheering showed how deep was the affection that Mr. Butzel has gained in the city which he has served in a multiplicity of ways throughout the years.

The festive event was opened by Julian H. Krolik, President of the Detroit Jewish Welfare Federation, who announced the new Chairman and presented Mr. Butzel to preside. Principal speaker of the evening was Samuel Rothberg, who so greatly moved the audience of Detroit leaders that many announced increases of gifts in his honor. Abe Srere read the cards with a knowledge and warmth that produced maximum results. Isidore Sobeloff, Executive Director of the campaign, ended with congratulations to those present who had so effectively met their responsibilities.

DOUBLES ARE UNIFORM

Among the leading gifts announced at the meeting, in addition to those reported in a previous issue of this Report, were the following: Sidney J. Allen, \$10,000 to \$20,000; Borin Brothers, \$7,000 to \$14,500; Samuel and Harry Frank, \$15,000 to \$30,000; Harry A. Hyman, \$7,500 to \$15,000; Abe Kasle, \$15,000 to \$30,000; David M. LeVine, \$6,000 to \$12,000; Alfred Loewenstein, \$5,000 to \$10,000; Lurie Brothers, \$5,050 to \$11,000; Saul Sloan, \$5,000 to \$10,000; Samuel B. and Julius G. Solomon, \$5,000 to \$15,000; Winkelman Brothers, \$6,000 to \$10,000.

Also the Wineman family, \$50,000 to \$71,000; Max J. Zivian, who had been reported as having given \$25,000 as compared with \$7,500 last year, raised his gift to \$30,000; Harry Becker, \$21,500; Tom and Al Bowman, \$5,000 to \$11,500; Arthur Fleischman, \$6,000 to \$11,000; Benjamin Klein and Benjamin H. Kanviser, \$4,000 to \$8,000; Nathan and Meyer M. Fishman, \$5,000 to \$10,000; Herman L. Lewis and Herman L. Lewis, Jr., \$3,000

to \$6,000; Joseph Frankel, \$5,000 to \$10,000; Herman and George Golanty, \$1,000 to \$2,500; Max C. Handler, \$1,500 to \$3,000; Adolph M. Goetz and Russek's, \$6,000 to \$10,000; Jason L. Honigman, \$2,500 to \$5,000.

It was also announced that Maurice Aronsson had accepted the post of Chairman of Special Gifts. He gave \$20,000 as against \$10,000. Other gifts included: Edward C. Levy, \$1,500 to \$5,000; Morris H. and Max I. Blumberg, \$2,400 to \$5,000; Milton K. Mahler, \$1,750 to \$3,500; David Wilkus, \$5,000 to \$10,000; Louis Tabashnik, \$7,000 to \$10,000; Harry Z. Brown and Benjamin Wilk, \$2,500 to \$5,000; Theodore Schwartz, \$5,000 to \$9,000; Schlafer Iron and Metal, \$3,000 to \$5,000; Max Rosenfeld, \$1,500 to \$3,000; Morris Mendelson, \$1,000 to \$2,500; Meyer Gerson, \$1,500 to \$3,000; Julian H. Krolik, \$6,000 to \$8,000; Harold M. Shapero, \$1,500 to \$3,000; Robert J. Newman, \$3,000 to \$5,700; Melville S. and Joseph M. Welt, \$6,000 to \$8,000; Samuel L. Weller, \$1,500 to \$3,000; David M. Miro, \$500.00 to \$2,000; David S. Saffir, \$6,000 to \$9,000; W. B. Doner Co., \$1,500 to \$3,000; David and Hyman Safran, \$4,000 to \$6,000.

The Pincus group, which contributed \$35,000 in Philadelphia as against \$20,000 last year, gave \$7,000 in Detroit, as against \$3,500, Bernard E. Pincus announced. Other gifts announced at the dinner included: Ben B. Fenton and Barney Smith, \$10,000 to \$15,000; Irving W. and Louis C. Blumberg, \$3,500 to \$5,000; Fred A. Ginsburg, \$3,000 to \$5,000; Jacob J. Goose and David B. Aron, \$2,500 to \$5,000; Samuel S. Aaron and Sydney Levison, \$3,500 to \$6,000; William J. Brown, \$2,500 to \$5,000; Julius Berman, \$1,200 to \$2,500; William Boesky, Louis and Joseph Freedman, \$5,000 to \$8,000.

DETROIT WOMEN OPEN WITH \$150,000

The women of Detroit are competing with the men-folk in standards of giving, it was revealed with the announcement at the pre-campaign solicitation meeting that \$150,000 has already been given. This compares with \$90,000 from the same group in 1946. The Detroit women have set themselves a \$500,000 objective in 1947. Mrs. Leon Falk, Jr. of Pittsburgh, was guest speaker at the Special Gifts luncheon. The minimum was \$1,000.

LOS ANGELES BEGINS PACE-SETTING WITH \$621,000

Taking advantage of the presence in the city for a few days of Dr. Joseph J. Schwartz, the Los Angeles Jewish Welfare Fund began its pace-setting before the campaign formally opens with several parlor meetings. Gifts that were announced included the following: Leonard A. Chudacoff, Chairman of the 1947 campaign, from \$35,000 to \$55,000; Morris M. Landau, Chairman of Special Gifts, from \$30,000 to \$50,000; Pinches Karl, from \$30,000 to \$60,000; Ben Solnit, from \$30,000 to \$40,000; Familian Brothers, \$10,000 to \$20,000; Charles Brown, from \$20,000 to \$30,000; Julius Fligelman and Edward Meltzer, from \$20,000 to \$30,000; M. F. Berg, from \$15,000 to \$20,000; Lawrence L. Frank, \$10,000 to \$17,000; Samuel H. Berch, from \$15,000 to \$20,000. Among the more striking gifts was one of \$10,500 from Milton Werschow, who gave \$1,000 in 1946. Other gifts were: Sam Friedman, \$9,000 to \$15,000 and Mark Gang, \$5,000 to \$9,000.

100% INCREASE IS CLEVELAND RESPONSE TO GOVERNOR LEHMAN

An average increase of 100% was the tribute paid by some of the leading givers of Cleveland to former Governor Herbert H. Lehman, Honorary Chairman of the UJA, when he visited the community for its first pace-setting meeting at the home of Robert H. Gries. Among the leading gifts were the following: Benjamin and Jacob Klausner, \$4,500 to \$25,000; Leonard Ratner and Brothers, \$12,500 to \$25,000; Isidore Kurtz, \$6,000 to \$12,000; Howard E. Wise, \$7,500 to \$15,000; Eugene M. Klein, \$5,000 to \$10,000;

Howard M. Silver, \$5,000 to \$10,000; Eugene S. Halle, \$25,000 to \$40,000; H. Goodman, Inc., \$12,500 to \$20,000; S. W. Flesheim, \$4,500 to \$9,000; Robert H. Gries, \$6,000 to \$10,000; Max J. Greenwald, \$3,500 to \$6,000; Salmon P. Halle, \$3,000 to \$6,000; William Lipman, \$2,500 to \$5,000; Harry Epstein, \$2,500 to \$5,000; Rudolph Deutsch Co., \$2,500 to \$5,000. Several other gifts went from \$40,000 to \$65,000.

The spirit of enthusiasm for the campaign has been generated by a series of pre-campaign meetings, which benefited from the presence of Dr. Joseph J. Schwartz and Harry Seeve. Another special gifts meeting this week had Edward M. M. Warburg as guest speaker, with several hundred being stirred by the brilliant overseas presentation of the head of the JDC.

Rabbi Barnett R. Brickner is General Chairman of the Cleveland campaign. His Co-Chairmen are Harry J. Fisher, Eugene H. Goodman, Eugene M. Klein, Mrs. L. W. Neumark, Leonard Ratner and Howard E. Wise. Henry A. Rocker is President of the Jewish Welfare Federation of Cleveland. Samuel Goldhamer is Executive Director.

TRADES GROUPS ACCEPT PHILADELPHIA CHALLENGE

With the pattern having been set to raise its goal of \$10,350,000, Philadelphia's Allied Jewish Appeal is now staging a series of small trades and professions meetings to fix standards of giving down the line.

Barney Balaban, National Chairman of the UJA Motion Picture Division, came to Philadelphia to meet with a small group of theatrical people to stimulate a new awareness of the problem in that field. Gifts announced at this dinner meeting included: A. M. Ellis, from \$5,200 to \$10,000; William Goldman, \$1,000 to \$10,000; Jack Beresin, \$4,250 to \$6,000; Abraham Sablosky, \$2,900 to \$6,000; Melvin J. Fox, \$1,000 to \$2,000.

About 15 lawyers met for lunch to discuss what their profession would do this year. David Bortin, who had previously given \$12,500, from \$5,000, read cards. Fredric R. Mann, Chairman of Special Gifts, was also in attendance to urge pace-setting standards. A group which gave \$13,025 last year went to \$24,025. This included a gift from Senator Harry Shapiro of \$10,000 as against \$5,000 last year.

The kosher butchers of the city began planning their campaign in the shop of Samuel Cross, who increased to \$6,000, from \$2,000. The total for the small group was \$13,700 as against \$6,420. Present at this meeting was Samuel H. Daroff, President of the Allied Jewish Appeal, who had just returned from a brief tour of inspection in Europe to strengthen his effectiveness in Philadelphia's unprecedented campaign.

NATION'S CAPITAL AIMS AT \$2,000,000 GOAL

Inspired by the presence of Henry Morgenthau, Jr., the Washington Jewish community last week accepted the recommendation of the United Jewish Appeal for a minimum of \$1,750,000 for the UJA and undertook an over-all goal of \$2,000,000. This year's UJA allotment compares with \$800,000 contributed to the United Jewish Appeal last year. Washington raised a total of \$1,050,000 in 1946.

That the nation's capital city is well-prepared to meet this responsibility is reflected in a number of advance gifts already announced, totalling over 100% in increases; and in the officers chosen to conduct the campaign. Rabbi Isadore Breslau, Joseph Cherner and Ralph L. Goldsmith have accepted the posts of Co-Chairmen. I. S. Turover is Chairman of Advance Gifts. Louis E. Spiegler is Director. Vice-Chairmen include Rudolph B. Behrend, Hymen Goldman, Milton W. King, Joel Kaufmann, Fred S. Kogod,

Milton S. Kronheim, Joseph A. Wilner and Col. Benjamin Ourisman.

NEWARK REPORTS \$690,000 AT CAMPAIGN OPENING

With Mrs. David M. Levy and Reuven Dafni as the guest speakers, the Newark United Jewish Appeal opened its 1947 campaign with gifts totalling \$690,000. This compares with \$430,000 from the same group last year. Among the contributions announced were these: H. M. Abelson, \$5,500 to \$10,000; Max Strelsin, \$3,100 to \$10,000; Alexander H. Aronson, \$2,000 to \$7,500; Abraham Zimmerman, \$4,500 to \$7,500; Alta Cohen, \$2,000 to \$5,000; Julius H. Cohn, \$6,000 to \$12,000; Cohn and Gaines, \$500.00 to \$2,500; Harry A. Cooper, \$10,000 to \$26,000; Dr. I. J. Rachlin, \$2,500 to \$4,000; Gross and Blumberg, \$5,500 to \$7,000; Louis W. Grotta, \$5,500 to \$10,000; Jack Augenblick, \$5,000 to \$16,000; Abraham Krinzman and Samuel Jaffe, \$8,000 to \$15,000; Kessler and Kessler, \$6,500 to \$9,000; Ivan Levenson, \$5,500 to \$10,000; Meyers Parking Station, \$1,100 to \$4,500; Reinfeld and Holtz, \$55,000 to \$75,000; Seton Leather Co., \$10,000 to \$22,000; Shiman Mfg. Co., \$15,000 to \$20,000; Michael A. Stavitsky, \$7,500 to \$9,000; Louis A. Kasen, \$3,750 to \$6,000; Norman and Adolph Karpf, \$6,000 to \$12,000; Ralph Wechsler, \$6,000 to \$10,000; Leo Bauman, \$4,000 to \$6,000; Samuel and Louis Wildstein, \$6,500 to \$11,000.

JEWISH COMMUNITIES SPURRED BY EXAMPLES OF LEADERS

The early adoption by other communities of the far larger quotas necessitated by the \$170,000,000 United Jewish Appeal; and, even more important, the standards of proportionate giving already established in major communities, have encouraged the smaller communities which have not yet made their quota decisions to accept in full the UJA recommendations.

Fort Wayne, Ind., a community of 1,500 Jewish souls, accepted a quota of \$250,000 for the UJA, compared with \$150,000 contributed in 1946. The 1947 over-all goal is \$300,000. Announcement to Mr. Henry Morgenthau, Jr. of acceptance of the quota was accompanied by the selection of a group of campaign officers to insure achievement of the goal. Col. William J. Platka is Chairman of the drive. Manuel K. King and Sol Rothberg are Vice-Chairmen and Lawrence Levy, Treasurer. Jacob L. Risk is Executive Director of the Jewish Federation.

San Jose, Cal. adopted the UJA quota request of \$100,000 and has undertaken a total campaign for \$125,000. In 1946 the UJA was allotted \$37,500. President of the Federation is Herman Berns.

Oklahoma City, Okla., under the leadership of Lester Shoshone as Chairman, has undertaken a 1947 campaign to give the UJA \$225,000. This compares with \$120,000 allotted in 1946. N. B. Roisman is President of the Jewish Community Council which sponsors the drive.

Passaic, N. J. is now busily engaged in planning a campaign for \$625,000, which includes the United Jewish Appeal for its recommended quota of \$510,000. Last year Passaic allotted \$225,000. Sidney Alexander is President of the Jewish Community Council.

South Bend, Ind. has Arthur S. Simon as Chairman of the 1947 campaign to provide a minimum of \$300,000 for the UJA, as compared with \$150,000 in 1946.

Louisville, Ky. adopted the quota of \$550,000 for the UJA at a meeting attended by William Rosenwald, National Chairman of the UJA. Its over-all goal will approximate

\$700,000. In 1946 Louisville contributed \$300,000 to the UJA. Charles W. Morris is President of the United Jewish Campaign.

Wilkes-Barre, Pa. is planning a campaign for \$500,000, with Charles Weissman as Campaign Chairman. Dr. Israel Goldstein, National Chairman of the UJA, attended the quota-setting function.

MANCHESTER, N. H. REPORTS 101% INCREASES

Aiming at an over-all goal of \$205,000, with a minimum of \$175,000 for the United Jewish Appeal, Manchester, N. H. United Jewish Appeal reported increases of 101% at its first Big Gifts meeting. A group which gave \$34,750, in 1946 went to \$69,750. Saul O. Sidore, Chairman of the drive, announced \$17,000, as compared with \$7,500 last year. Other gifts were: Benjamin P. Mates, \$8,500 against \$5,000; Saul Greenspan, \$17,000 against \$10,000; Louis Miller, \$4,250, against \$2,000; Silver Brothers, \$6,000 against \$3,000; Samuel Camann, \$6,000 against \$3,000; Lewis Ross, \$3,000 against \$1,750; Morris Katz, \$3,000 against \$1,500; Louis H. Salvage, \$3,000 against \$1,000.

SAN DIEGO OPENS WITH \$131,000 AGAINST \$39,000

The trip that Dr. Joseph J. Schwartz is making through the West Coast was amply rewarded in San Diego, Cal. when a group of contributors who gave \$39,000 in 1946 announced contributions totalling \$131,000. Louis Steinman and Max Rabinowitz are Co-Chairmen of the campaign. Nathan F. Baranov is President of the United Jewish Fund and Albert A. Hutler, Executive Director.

"WHY CAN'T WE HAVE MR. MORGENTHAU?"

The phone in the national headquarters of UJA rings. It's long distance.

"Why can't we have Mr. Morgenthau? We've taken a tremendous quota. If that's all you think of us that you refuse to permit Mr. Morgenthau to visit our town, then how can we raise the money? And anyhow: we see that Mr. Morgenthau visited X town. We always do better for UJA than X town." And finally: "Pure inefficiency, that's all. Either you give us Mr. Morgenthau — or else!"

The zeal and devotion on the other side of the wire are understood and appreciated. But certain facts of life should also be. There are over 1,000 communities in the United States now in the midst of their campaigns. To the UJA each is equally important. Each feels its responsibility as keenly as the other. But there are only a certain number of days in the week. And no one man makes any campaign — in the nation or in the local community. There are scores and hundreds of devoted men and women who are sharing in the national task of raising \$170,000,000. When the national UJA office recommends any one of them, it does so not "to pass the buck" but because it knows the capacity of everyone it urges for fund-raising meetings.

And if any local community complains that it can't have Mr. Morgenthau — you should hear New York City! "What's the matter with us? Just because we want to raise \$65,000,000, must we be discriminated against?" And so assurance is given herewith that Mr. Morgenthau is equitably rationed — insofar as his time and American space permit.

The same applies to other distinguished leaders of the United Jewish Appeal who are similarly in wide demand.

CAN GENERAL CORPORATIONS GIVE TO UJA?

Communities seeking for maximum sources of receipts frequently ask: is it proper to approach general corporations on behalf of the United Jewish Appeal? The answer is: definitely yes! The second question is: does policy permit such corporations to contribute? The best answer to that is: they have! Whether a general corporation contributes to the United Jewish Appeal will largely depend on the effectiveness of the approach made.

A review of general corporation giving to the United Jewish Appeal in 1946 shows that all types of corporations did contribute. Herewith are listed a number of them, merely to show a cross-section:

Associated Tidewater Oil, Biltmore Hotel, Bullock's, Inc. Dept. Store, Los Angeles Daily News, Eastman Kodak, Title Insurance and Trust Co., were among some of those who contributed in Los Angeles.

Lincoln Bank, Lincoln Life Insurance Co., and Magnavox Co. gave in Fort Wayne, Ind. Davenport Bank & Trust Co. contributed in that Iowa city. Coca Cola Bottling Co. in Alexandria, La.; Higgins Industries, New Orleans; Philips Packing Co., Cambridge, Md.; Potomac Edison Co., Hagerstown, Md.; Great A & P Tea Co., Boston Globe, Boston Herald-Traveler, Boston Post, Boston Record American and Croft Brewing Co., Boston, were among other types of contributors.

Austin, Minn. reported a gift from Hormel Co.; Minneapolis from General Mills, Northern States Power, Northwest National Life Insurance Co., among others. The Vicksburg Clearing House gave to the Mississippi campaign. St. Louis gifts included St. Louis Public Service and Union Electric Light & Power Co.

Probably the most intensive campaign of this nature was conducted in Rochester, N. Y. which reported a very lengthy list, including such firms as Bausch & Lomb Optical Co., Eastman Kodak, Delco Appliance Div. of General Motors Corp., Hickock Mfg. Co., Rochester Gas & Electric Corp., Rochester Telephone Corp., Rochester Transit Corp., Taylor Instrument Co., Tobin Packing Co., Union Trust Co., etc.

Willard Storage Battery, Cleveland; American Rolling Mill Co., Middletown, O.; Mid-Continent Petroleum Corp., Van Dorn Dry Goods Co., Tulsa, Okla.; Ingersoll-Rand Co., Easton, Pa.; American Snuff Co., Coca Cola Bottling Co., Firestone Tire & Rubber, Hotel Peabody, Memphis Clearing House Association, Memphis Associated Retailers, Radio Station WREC, Memphis, Tenn.; Perkins Bros. Dept. Store, Corpus Christi, Tex.; Allis Chalmers Mfg. Co., American National Fur Breeders, Wisconsin Electric Power Co., Milwaukee, Wis. were among other contributors to the UJA.

In New York City givers included American Woolen Co., International Business Machines, J. P. Stevens Co., Socony Vacuum, Time, Inc. and Texas Oil Co.

There is not a single American of good will, either individually or corporately, who is debarred from contributing to the United Jewish Appeal.



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue, New York 17

A REPORT
to Members of the
National Campaign Council

Vol. II No. 12

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April 7, 1947

CASH DESPERATELY NEEDED

An urgent appeal to every community in the nation to send every dollar quickly to the United Jewish Appeal has been made by Henry Morgenthau, Jr., General Chairman. In the hope that depleted community treasuries may be refilled for this purpose, Mr. Morgenthau has urged every contributor who has already made a pledge to his local campaign to pay as much cash as possible.

The JDC which has financed itself with a \$16,000,000 loan has reached the maximum of its borrowing capacity from the banks. In addition, the JDC owes \$4,000,000 to government agencies for goods purchased. Since it is not possible for the JDC to secure any additional loans, the JDC may be faced with a curtailment of certain vitally essential programs unless cash is forthcoming immediately. In the meanwhile, the global responsibilities of the JDC have been expanded with every new crisis that has shaken the Jewish world.

The Jewish Agency for Palestine, its credit facilities already overextended, has been confronted with new obligations as a result of the crucial events that have been transpiring in the Jewish homeland.

"In asking for \$170,000,000, the United Jewish Appeal is impelled by the life-and-death nature of the tasks that confront its agencies. The money is needed now -- desperately. Therefore, every community should empty its treasury at once of every dollar that is in hand and send a remittance to the United Jewish Appeal. Every contributor can make his sympathy constructive immediately if he will forward to his local community treasury a very large part, if not the total, of the pledge he has made. We are racing against despair and disaster. Cash will speed us to our mission," Mr. Morgenthau declared.

TELLS WHY HIS GIFT ROSE FROM \$3,500 TO \$35,000

In the hushed atmosphere of a small room in St. Louis' Coronado Hotel, Charles N. Yalem rose to his feet when former Governor Herbert H. Lehman had ended his talk to forty of the city's leading citizens. The Welfare Fund officers had decided there would be no solicitation of gifts that night. Mr. Yalem said he recognized that but he felt impelled to announce what he was going to do in 1947. Last year he contributed \$3,500. This year, he wanted to give \$35,000.

Mr. Yalem lost his son during the war. He had thought of the prosperity that had come to him and other men during that period. Other men were giving up their lives while so many others in the United States were being enriched. As Mr. Yalem's deeply-moving words continued, he said his conscience would not permit him to keep for his own, money which had been earned while others were reaping suffering and death. In 1946 he had been approached and, after resistance, had given \$3,500. He had been told that if he doubled his gift this year, he would be "in line." But his thoughts had troubled him so greatly that, after discussing the matter with his wife and children, he had decided to give \$25,000. But, after listening to Governor Lehman, he wanted to raise this to \$35,000.

It was felt by those present that Mr. Yalem had spoken not only his own mind but had symbolized the mood of consecration with which so many hundreds of Jews in America have met the 1947 campaign of the United Jewish Appeal.

HOUSTON REPORTS \$507,000 AGAINST \$257,000

Having adopted an over-all goal of \$1,000,000, the Houston Jewish Welfare Fund this week was substantially beyond the half-way mark. With many of the contributions already in not yet processed, the record showed that the campaign had reached \$507,000 from the same contributors who last year gave \$257,000. The Women's Division has reported phenomenal results, with \$70,000 given by the same women who in 1946 contributed \$16,000. Mrs. Daniel Schlanger is Chairman of the Women's Division. A. I. Lack is Chairman of the Houston campaign.

SAMUEL GOLDWYN HEADS LOS ANGELES WELFARE FUND; SCHARY, FILM DIVISION

Samuel Goldwyn, who captured so many of the film world's "Oscars" for his latest picture, "The Best Years of Our Lives," this week became the President of the Los Angeles Jewish Welfare Fund. The veteran movie leader thus capped the structure with which the West Coast community hopes to raise at least \$8,500,000 in its record-breaking campaign.

At the same time, the key Motion Picture Industry Division was also organized within the framework of the Welfare Fund. Dore Schary, one of Hollywood's most brilliant producers and best-liked citizens, accepted Chairmanship of the Motion Picture Industry Division, while Abe Lastfogel, who did an outstanding war-time job with USO Entertainment Division, accepted the Co-Chairmanship. With these two men at the helm, and with the active participation of other leaders in the industry, it was confidently expected that Hollywood would be able to make its self-imposed goal of \$2,000,000.

The setting into motion of Hollywood's campaign took place at a luncheon at which Barney Balaban, National Chairman of the UJA Motion Picture Division, was guest of honor. Mr. Balaban flew out to the Coast to share with his fellow-producers in their planning for the United Jewish Appeal campaign. Among others at the meeting were Jack L. Warner, Walter F. Wanger, Sol Lesser, Jules C. Stein. Another participant in the meeting was Samuel Rothberg, who has been visiting all parts of the nation and who has everywhere created new understanding of the gravity of the UJA tasks.

NEW HAVEN LAUNCHES \$1,263,000 CAMPAIGN

Frankly confessing that it had not thought the community leadership would accept

a goal of that size, the New Haven Jewish Welfare Fund this week launched upon a total campaign for \$1,263,000. This goal was set in acceptance of the United Jewish Appeal quota of \$1,100,000, which was presented to a dinner-meeting of the New Haven leaders by a UJA delegation that included Mr. Morgenthau, Fredric R. Mann, Chairman of Special Gifts in Philadelphia, and former New Havenite, and Moses A. Leavitt, Executive Vice-Chairman of the JDC.

For weeks there had been talk of "business conditions" but when the facts were presented to the leaders, one after another they rose to urge courage and action. Most of the 1946 big givers stood up not only to urge acceptance of the larger quota but to pledge that their own gifts would be increased proportionately. With this kind of support, the unanimous acceptance of the recommendation was inevitable. In 1946, New Haven gave the UJA \$600,000.

Bernard P. Kopkind and Alexander Winnick are Co-Chairmen of the 1947 campaign.

FORT WORTH HAS \$220,000 AGAINST \$127,000

Campaigns are held so expeditiously in Fort Worth, Texas that this report may be outdated by the time it appears in print, but the last word showed that contributors who had given \$127,000 in 1946 have already pledged \$220,000 in 1947. I. E. Horwitz is President of the Fort Worth Welfare Fund and Morris Rabinowitz is Chairman of the campaign.

Although Texas has been showing the way to other women's groups in the nation, Fort Worth may be the contender for the outstanding achievement in the National Women's Division. At a \$100-minimum luncheon, 118 women raised approximately \$55,000. Mrs. Herman Miller is Women's Division Chairman; Mrs. Ike Sandler, Co-Chairman; and Mrs. Eli Brachman, Chairman of Special Gifts.

FROM \$24,000 TO \$50,000 AT PARLOR MEETING

What Los Angeles hopes will be the pattern for minimum giving was established last week with a small group at the home of Pinches Karl, whose own gift went from \$30,000 to \$60,000. Samuel Rothberg spoke to the men who increased to \$50,000 from gifts of \$24,000 in 1946. Among the gifts noted were: Joseph Hammerman, from \$1,000 to \$10,000; Mark Carter, from \$2,000 to \$4,000; Samuel B. Gerry, from \$1,000 to \$3,000; Maurice Holman, from \$6,000 to \$10,000; Werner Illing, from \$3,000 to \$5,000; Ted Seval, from \$1,000 to \$3,000.

GROCERY LEADERS CONFER ON UJA AT BOCA RATON

Taking time out from the national mid-year convention of the Supermarket Institute of America at Boca Raton, Florida, prominent food leaders from all parts of the nation met last week with Sidney R. Rabb of Boston, National Co-Chairman of the UJA Food Division, to plan on maximum assistance to their local drives.

Among those who participated in the discussions were Nat and Lester Milgram, Kansas City, Mo.; Morris Miller, Denver, Col.; Herbert Tenenbom, Davenport, Ia.; Nathan Lurie, Detroit; M. M. Zimmerman, New York City; Norman Rabb, Boston; Carl Weinkle, Miami Beach; A. J. Molasky, St. Louis; Theodore Shotten and Joseph P. Mott, Hartford, Conn.; Jac Lehrman and N. M. Cohen, Washington, D. C.; Ben D. Silver and

J. M. Newman, Omaha, Neb.; and Sylvan N. Goldman, Oklahoma City, Okla.

ALBANY FIXES \$600,000 CAMPAIGN

Under the leadership of Judge Isadore Bookstein as Chairman, the Albany Jewish community is now planning its 1947 campaign for \$600,000, which includes the United Jewish Appeal for its requested minimum quota of \$500,000. In 1946, Albany allotted \$250,000 to the UJA.

Dr. Joseph J. Schwartz and Isidor Coons met with the leaders of the community in the preliminary discussion, which was subsequently ratified by the Board of Directors.

\$375,000 MINIMUM FOR UJA FROM PEORIA

Peoria, Ill. has 1,500 men, women and children. It has undertaken to raise \$425,000, which would give the United Jewish Appeal a minimum of \$375,000. In addition, all overage goes to the United Jewish Appeal. This gives Peoria a distinction in America's philanthropic record that other communities might well envy. Morris L. Bork is Chairman of the drive. Peoria is no newcomer to generosity to the United Jewish Appeal. Last year it gave the UJA in excess of \$254,000.

SAN ANTONIO SPEEDING TOWARD RECORD GOAL

San Antonio, Tex., which has an over-all goal of \$650,000, with a minimum of \$600,000 for the UJA, is speeding toward the achievement of its epoch-making target. It is way beyond its half-way mark, with the campaign only a short time in progress. In addition to other gifts previously announced, new contributions include: H. W. Brizman, from \$1,500 to \$5,000; Nathan Dan Dreeben, from \$2,500 to \$6,000; Katz family, from \$1,500 to \$10,000; Lang family, from \$13,000 to \$20,000. William Sinkin is Chairman of the campaign. B. A. Weidemann is President of the Welfare Fund.

RECORD GOALS ADOPTED FROM COAST TO COAST

Beaumont, Tex., long a pace-setter, this week adopted an over-all goal for its 628 Jewish inhabitants, of \$105,000, accepting the UJA quota of \$90,000. In addition, the community will conduct a Christian campaign, with all such funds earmarked for the United Jewish Appeal. Dr. Gerson Scheps, Chairman of the Beaumont drive, is a veteran of World Wars I and II and spent four years in the Navy in the South Pacific. H. A. Perlstein is Honorary Chairman; Carl D. Levy, Mose Goldstein, Vice-Chairmen; F. H. Koshkin, Treasurer; I. Massman, Secretary; and Bernard Klein, Campaign Director.

Springfield, Ill. has a 1947 campaign for \$202,735, which includes the UJA for \$175,000. Dr. J. J. Sievers is Chairman of the drive which will aim at maximum coverage of the town's 1,200 Jewish souls. In 1946, Springfield contributed \$81,902. Louis Schwartz is Welfare Fund President.

Long Branch, N. J., which gave some \$55,000 to the UJA in 1946, has undertaken to raise \$125,000 for the UJA this year.

Linden, N. J. will be led by Isadore Posnock as Chairman in the effort to obtain \$100,000 for the UJA. Although the community contributed only \$28,000 to the UJA in

1946, it is now realized by the community leadership that more intensive methods of solicitation will find a response to equal that quota.

LITTLE TOWNS SPEED "OVER-THE-TOP" REPORTS

Albemarle, N. C. has a Jewish population of 22. This week, it reported that its UJA assigned quota of \$10,000 had been substantially over-subscribed. Moses Richter is Campaign Chairman.

Yankton, S. D. enjoyed the visit of a group of leaders from Sioux Falls to initiate its UJA campaign. The result was that its \$4,500 UJA quota was over-subscribed, with Harold Lvinger pacing the giving, and with Harry H. Margolin, Chairman, organizing effectively.

Newport, Vt. is another example of very small centers going far beyond their UJA quota. Louis J. Needleman is Chairman of the UJA drive here.

WILLIAM S. PALEY HEADS ADVISORY COMMITTEE

William S. Paley, Chairman of the Board of the Columbia Broadcasting System, has accepted Chairmanship of the Advisory Committee of the United Jewish Appeal, Mr. Morgenthau announced this week. In the course of a statement commenting on the UJA, Mr. Paley said:

"The magnitude of the campaign of the United Jewish Appeal is in itself a measure of the urgent importance of the programs of relief, rehabilitation and resettlement for which it must provide the resources. The \$170,000,000 United Jewish Appeal is a cause of major world significance, because within it are the seeds of the regeneration of a people and the reclamation of men, women and children who have borne the greatest burden of sorrow and horror in the history of our time. To give them a place of security and peace in the post-war world is to reaffirm our faith and our belief in the fundamental principles of democracy.

"The fact that millions were brutally put to death under the Nazi regime may have receded into the forgotten past, but the challenging reality of the suffering, homelessness, and need of the survivors of Hitlerism at this very hour must arouse not only our sympathetic understanding, but our unstinting moral and material support."

OUTSTANDING CHRISTIAN LEADERS AID PITTSBURGH CAMPAIGN

Every aspect of the industrial, cultural, religious, professional and economic life of the Christian community of Pittsburgh is represented in the Non-Sectarian Citizens' Committee that has been organized to solicit funds for the United Jewish Appeal, it was indicated in a report issued by Leon Falk, Jr., energetic Chairman of Pittsburgh's United Jewish Fund drive.

The Committee, which is not yet complete, already includes: Arthur E. Braun, Chairman of the Board of the Farmers Deposit National Bank and the Reliance Life Insurance Co.; M. L. Benedum, Chairman of the Benedum-Trees Oil Co.; Most Rev. Hugh C. Boyle, Catholic Bishop of the Pittsburgh Diocese; John G. Buchanan, prominent attorney; Robert C. Downie, President of the Peoples First National Bank and Trust Co.; Hon. John J. Kane, Chairman of the Board of Commissioners of Allegheny County;

Rev. Hugh Thomson Kerr, Protestant minister; Hon. David L. Lawrence, Mayor of Pittsburgh; Augustus K. Oliver, Director, Pittsburgh Consolidation Coal Co.; Rt. Rev. Austin Pardue, Pittsburgh Episcopal Bishop; A. W. Robertson, Chairman of the Board, Westinghouse Electric Corp.; H. J. Heinz II, President of H. J. Heinz Co.; Bishop James H. Straughn, Methodist Bishop; Leo G. Griffith, securities broker and leading Catholic layman; Roy G. Bostwick, prominent attorney.

In addition to the outstanding non-Jews, the Committee also includes about a dozen of the community's leading Jewish citizens. The Pittsburgh Community Chest has furnished the United Jewish Fund with a list of all donors above \$25. Solicitation of this group will be timed to coincide with an intensive newspaper advertising campaign. The Pittsburgh Post-Gazette, Press and Sun-Telegraph are being used in a well-planned schedule. In addition, there are 1-minute, 3-minute and 5-minute spot recordings for all Pittsburgh radio stations.

Pittsburgh's campaign is building up to a great climax with a mass rally to be held on April 20th. To accommodate all who will seek admission, the rally is being held in Pittsburgh's two great auditoriums, Syria Mosque, which holds 5,200 people, and Duquesne Gardens, which holds 6,700 persons. Speakers for the occasion will go to both places. The Pittsburgh Symphony Orchestra, under the baton of Fritz Reiner, will play at the Syria Mosque as part of the program.

SYRACUSE SETS TARGET AT \$860,000

Following the pattern of the nation, Syracuse, N. Y. last week formally voted an over-all goal of \$860,000 which includes acceptance of the UJA quota of \$700,000. In 1946 Syracuse allotted \$400,000 to the United Jewish Appeal. The Chairman of the campaign is Rabbi Irwin I. Hyman. President of the Jewish Welfare Federation is David Lerman. Milton Fromer is Executive Director. The Women's Division has Mrs. Alexander Mason as Chairman; Mrs. Mortimer Cohan and Mrs. Simon Cohen, Vice-Chairmen; and Mrs. Edward P. Rose, Chairman, Advance Gifts.

14 MEN GIVE \$250,000 TO START HARTFORD DRIVE

Fourteen men last week pledged \$250,000 to start Hartford, Conn. on its 1947 drive. Among the principal contributions were those of Jerome H. and Solomon J. Kohn, \$60,000; Edward A. and Samuel C. Suisman, \$50,000; Barney Rapaport, \$40,000. Edward Rogin, attorney who heads one of the divisions, raised his gift from \$1,200 to \$5,000. Other contributions included: Sidney Ellis, \$6,000 to \$10,000; Kurt A. Leopold, \$5,000 to \$10,000; Gabriel Levine, \$5,000 to \$10,000; Benjamin S. Munch, \$5,000 to \$10,000; William M. Savitt, \$5,000 to \$7,500; Julius B. Schatz, \$3,000 to \$5,000; David Small, \$2,000 to \$4,000; and Oscar Spitzler, \$5,000 to \$10,000.

William Rosenwald, National Chairman of the UJA, and Thomas E. Dodd, chief American prosecutor at the Nuremberg trials, spoke at the dinner meeting launching the drive.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue, New York 17

Vol. II No. 13

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April 14, 1947

PHILADELPHIA GETS ANNENBERG GIFT OF \$250,000

One of the largest gifts reported to date in the 1947 United Jewish Appeal campaign was announced this week in Philadelphia. Walter H. Annenberg, publisher of the Philadelphia Inquirer, has informed the United Jewish Appeal that the sum of \$250,000 will be contributed this year by the M. L. Annenberg Foundation. This compares with the gift of \$150,000 announced in Philadelphia last year by Mr. Annenberg.

The Philadelphia campaign, heading for a total goal of \$10,350,000, has received extraordinary stimulus as a result of this generous contribution, Leonard B. Geis and Isadore Sabel, Co-Chairmen of the Quaker City Allied Jewish Appeal, declared. "Mr. Annenberg has been one of the most constructive forces in the general communal and Jewish life of our community. The action taken by the M. L. Annenberg Foundation is in keeping with the spirit of sacrificial giving required by the \$170,000,000 United Jewish Appeal campaign and in conformity with that affirmative Jewishness which has marked Mr. Annenberg's activity in our city."

GILMAN CABLES: SUCH COURAGE MUST BE BACKED UP

Herman Gilman, dynamic Chairman of the extraordinary 1946 Boston campaign, is now touring Europe and Palestine by plane in order to equip himself for the even greater task that must be done by Boston in 1947. Mr. Gilman has again assumed the Chairmanship of the Combined Jewish Appeal. From the JDC office in Rome, Mr. Gilman cabled:

"I spent Seder night in Milan. I wish all American Jewry could have been with me to meet the large group of our people actually arriving during Seder. Never shall I forget that night. After fourteen days traveling over the mountains through snow up to their armpits, these people were still eager to move on immediately to Palestine. Such courage and fortitude must be backed up by all of us."

PORTLAND ENGAGED IN \$675,000 CAMPAIGN

Portland, Ore., long a leader in Jewish philanthropy in the Northwest, is now engaged in the advance gifts preparations of a campaign to raise \$675,000, of which a minimum of \$550,000 is intended for the United Jewish Appeal. The quota recommended by the UJA was adopted at a meeting at which community leaders heard Dr. Joseph J. Schwartz and unanimously accepted the 1947 responsibility. Julius S. Zell is Chairman of the campaign. Mr. Zell has also accepted the Chairmanship of the United Jewish Appeal for the Oregon State Region. A Women's Division has been organized with Mrs. Jacob Lauterstein

as Chairman. One of the meetings held during Dr. Schwartz' visit was designed to acquaint leaders of the Christian community with the overseas Jewish problem. The group, comprising bankers, industrialists and newspapermen, pledged their support.

MANSFIELD, O. REPORTS 147% INCREASE

Under the leadership of Jack R. Cogen and Leonard J. Goler as Chairman and Co-Chairman, Mansfield, O. launched its big gifts campaign with increases averaging 147%. A community of some 300 Jewish souls, Mansfield was heartened by the gift of Nathan Lifson and Ben Shaffer, of Dominion Electric Co., of \$17,500. This compares with their 1946 contribution of \$5,000. Many proportionate increases were made down the line, so that the first report shows that a group contributed \$32,000 which had given \$12,935 in 1946. Eugene M. Klein, Co-Chairman of the UJA Ohio Region and Jack S. Resler of Columbus, visited Mansfield for the occasion.

BALTIMORE GROUP HONORS SPEERT WITH \$127,570

Mose I. Speert was welcomed back to Baltimore, following an extended trip through Europe and Palestine to see conditions at first hand, with a fund-raising function which produced \$127,570 for the Jewish Welfare Fund campaign. This represented an approximate average increase of 70% as compared with 1946 gifts. Mr. Speert told his fellow-townsmen of the growing needs of Europe's Jews for both physical sustenance and moral encouragement. He spoke with pride of the achievements and character of the Jewish community in Palestine.

EDMUND I. KAUFMANN VISITS COMMUNITIES FOR UJA

Edmund I. Kaufmann, National Chairman for Initial Gifts of the UJA, whose own family and firm gift of \$500,000 helped spark the national campaign, is spending a great part of his time at the national headquarters of the UJA to deal with campaign problems. He is helping the New York UJA drive and is visiting other communities. He met with a group of big givers in Atlanta, Ga.; attended a luncheon of leaders in Chattanooga, Tenn.; and discussed quota with leaders in Perth Amboy, N. J., in recent days.

MRS. LEVY SENDS CHECK FOR \$100,000 IN RESPONSE TO MORGENTHAU PLEA

Mrs. David M. Levy, Chairman of the National Women's Division of the United Jewish Appeal, was reading the April 7th "Report to Members of the National Campaign Council". She saw the first item headed "Cash Desperately Needed", in which Mr. Morgenthau pleaded that every contributor in the country send at once as much cash as possible, in order to keep the UJA agencies in a position to meet their growing financial responsibilities. She put aside the bulletin, made out a check at once for \$100,000 as the first installment on her own pledge and mailed it immediately to the Greater New York campaign.

Mr. Morgenthau commented: "Mrs. Levy's immediate response will, I am confident, start a flood of cash money which will prevent the threatened revision of life-saving programs because of lack of cash funds."

GRUESKIN SHOWS NATION HOW AREA CAN BE ORGANIZED

That organization on an intensive basis is the key to successful campaigns is being demonstrated dramatically by E. N. Grueskin of Sioux City, Ia., Regional Chairman for the United Jewish Appeal for the States of Iowa and South Dakota. One of the most respected figures in the nation and in his area, "Zeke" Grueskin is making an avocation of his own business and traveling through the two states as an evangel of

mercy, stimulating, praising, prodding, helping. The small, scattered towns in his region, normally remote from each other, are being bound together by Mr. Grueskin and the 30 men who constitute the "cabinet" of the two-State Region for the UJA.

South Dakota shows the following record to date: Sioux Falls, largest Jewish community in the State with 300 souls, accepted a UJA quota of \$50,000. Yankton, with 26 Jews, completed its campaign with \$5,400, as against \$2,530 last year. Harold L. Levinger, Chairman Harry H. Margolin and Harry B. Raskin paced the campaign. At the South Dakota Regional Conference on April 13th, with 16 communities represented, every community that had not previously done so accepted its quota for the UJA and representatives left with great enthusiasm and confidence in the success of their campaigns.

Des Moines, Iowa is now engaged in a campaign for an over-all goal of \$425,000 under the leadership of A. J. Myers. This includes the UJA minimum quota of \$350,000. Council Bluffs has an over-all goal of \$50,000, with \$40,000 for the UJA as against \$12,500 to the UJA in 1946. Sam Saltzman is Campaign Chairman. Dr. I. Sternhill is Welfare Fund President. Oskaloosa has a target of \$13,500, with \$12,500 intended for the UJA. Marshall Oberstein is Chairman. Ottumwa has a quota of \$25,000; Marshalltown, \$17,500; Newton, \$3,000. Davenport, Muscatine and Dubuque are now planning their 1947 programs.

BIG GIFTS IN SMALL TOWNS MAKE GREAT NEWS

Henry Morgenthau, Jr., examining the reports that come across his desk, declared this week: "One of the most thrilling experiences that are my lot as General Chairman of the United Jewish Appeal is the uniformity with which the smaller communities of the nation are setting new records in giving. These small towns, far from large centers of Jewish population, relying upon their own facilities, demonstrate that the 'grass roots' of American Jewish life are firm and healthy."

Austin, Tex., which has an over-all goal of \$70,000, received an exciting start when a handful of big givers, at the first meeting, contributed \$37,000. Max Fichtenbaum is President of the Austin Jewish Federation and Milton Smith is Campaign Chairman. Among the contributions were: Theodore P. Davis, from \$1,500 to \$6,000; Leonard Karotkin, \$1,000 to \$3,333; Sam Lichenstein, \$1,100 to \$2,500; Hirshfelds, \$2,500 to \$5,000; Louis J. Snyder, \$1,100 to \$2,000.

Champaign-Urbana, Ill., led by Dr. Stephen N. Tager, has opened its campaign with gifts of \$25,000 from a group who gave \$13,000 last year. Principal increases included the Shmikler family, from \$6,000 to \$10,000 and Isaac Kuhn, from \$2,000 to \$5,000.

Anniston, Ala., has 90 Jews. Under the leadership of Ben Applebaum, the Anniston Federated Jewish Charities is campaigning to raise \$20,000 for the United Jewish Appeal as against \$10,000 allotted in 1946.

Thomasville, Ga., is another Southern town setting an example to the nation. With 110 Jews, it has undertaken a campaign to give the UJA \$25,000, as compared with \$15,305 in 1946. Laurence B. Steyerman is Chairman and Herman Rosenberg, Co-Chairman.

Marion, Ind., has a similar record, having undertaken to give the UJA at least \$22,500, with a total campaign goal of \$26,000. Last year the community contributed \$13,500 to the UJA. Samuel Fleck is Campaign Chairman.

Pontiac, Mich., has a goal of \$63,000, with a minimum of \$50,000 intended for the United Jewish Appeal. Irving Steinman is Chairman and Abe Lapidés, Co-Chairman. In a telegram to Mr. Morgenthau, the campaign leaders reported that at the opening big gifts

session, a group which last year pledged \$20,000 contributed \$36,525 to date. Among the gifts were: Jacob Kovinsky, \$5,000 to \$7,500; Simms brothers, \$4,800 to \$9,600; Pontiac Hide, \$3,000 to \$5,500; Irving Steinman, \$2,000 to \$3,000; Abe Lapides, \$1,500 to \$2,000; Arthur Rosenthal, \$1,500 to \$2,500. The big gifts function had the benefit of the attendance of Benjamin L. Silberstein and Isidore Sobeloff, Executive Director of the Detroit Jewish Federation, whose own community is setting a national standard.

Sayre is a small Pennsylvania town, which is raising \$22,500 for the UJA under the leadership of Maurice Manoil as Campaign Chairman. Sidney Glaser and David J. Simon are Honorary Chairmen and Samuel Stein, Treasurer. Sayre contributed \$11,032 in 1946.

Port Arthur, Tex., with 260 Jews, has undertaken a goal of \$55,000, with a minimum of \$50,000 for the UJA. Last year's allotment was \$24,000. Frank Bluestein is Chairman.

Bristol, Va., "in recognition of the continuing desperate plight of our suffering brethren overseas," has undertaken to raise \$11,500 for the UJA under the leadership of Thomas J. Green. Last year the small community gave \$5,599.

Longview, Wash., with its 88 Jews, has an over-all goal of \$28,500, of which \$27,500 is intended for the United Jewish Appeal. Cy Goldberg is Campaign Chairman.

LA GUARDIA GETS MAXIMUM HELP FOR UJA

Fiorello H. La Guardia, former Mayor of New York and former Director of UNRRA, will speak in St. Louis on April 22nd to aid the United Jewish Appeal campaign which the Welfare Fund is conducting. Mr. La Guardia made it clear that he would accept no honorarium but that instead he would want the satisfaction of having shared with the community in inaugurating the campaign on an unprecedented level of generosity.

LONG BEACH, CAL. STARTS WITH OVER 100% INCREASE

A group of men who gave \$28,800 in 1946 contributed \$57,200 at the first of a series of big gifts meetings to launch the drive in Long Beach, Cal. Irving Schneider, President of the Welfare Fund, increased from \$2,000 to \$5,000; Odell and Tannenbaum went from \$1,500 to \$5,000; H. S. Kronick, from \$1,500 to \$3,500; Charles Savitz, from \$800.00 to \$2,000. Isaac Sukman is the Chairman of the Long Beach campaign. Mrs. Sukman undertook leadership of the Women's Division as Big Gifts Chairman. The Sukman gift, \$5,000 in 1946, will be \$10,000 for 1947.

DR. GOLDSTEIN TO VISIT WEST COAST

Dr. Israel Goldstein, National Chairman of the United Jewish Appeal, will visit Los Angeles in April on behalf of the United Jewish Appeal campaign. On the way he will address campaign meetings in Tulsa, Kansas City and other communities.

BALABAN GETS 100% INCREASE FROM DETROIT MOVIE GROUP

Already having inspired Philadelphia, Los Angeles and Cleveland with his personal visits, Barney Balaban, National Chairman of the Motion Picture Division of UJA, brought new encouragement to the Detroit campaign last week. A group of movie industry people who last year contributed \$81,000, this year gave a total of \$154,000. The effect of this generous response has been to give further stimulation to a campaign that has already set new records in the history of a forward-looking community. Among the principal contributions announced at the meeting were: Lew Wisper and his partner, Frank Wetsman, from \$20,000 to \$40,000 and Lou Cohen from \$10,000 to \$20,000.



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue; New York 17

A REPORT
to Members of the
National Campaign Council

Vol. II No. 14

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April 21, 1947

WEATHER-DEFYING FLIGHTS CARRY MORGENTHAU TO MANY CITIES

Braving weather that grounded other commercial craft, Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, last week gave another demonstration of the devotion that marks the leadership of the \$170,000,000 campaign. Traveling in a chartered plane that ignored regular flight precautions, Mr. Morgenthau hit the Middle West in a freak period characterized by sleet, snow storms, heavy ice bedeviling air passage and ground landings. Mr. Morgenthau scheduled himself for an extraordinary stint of visiting five cities in three days. Only one of these was missed when the captain of the ship, fearing loss of his CAA license, refused to chance a landing in a 300 foot ceiling, despite the urging of his distinguished passenger. Mr. Morgenthau was accompanied on his flights by Samuel Rothberg, National Vice-Chairman of the Trade and Industry Division, and also Henry Montor.

INDIANAPOLIS TAKES \$1,000,000 QUOTA FOR UJA

One of the outstanding cities of the nation in 1946, Indianapolis again put in a bid for philanthropic leadership in 1947 by undertaking a campaign for \$1,150,000, which includes acceptance of the United Jewish Appeal quota for \$1,000,000. Indianapolis, with a Jewish population of some 9,000, is thus showing a stimulating example to other communities of its own size as well as larger cities.

With Indianapolis the first leg on his Mid-Western trip, Mr. Morgenthau took occasion to stress the desperate financial crisis facing the agencies of the United Jewish Appeal. He pleaded that the treasury be emptied of every dollar and that as soon as contributors make pledges, they ought to forward a large part, if not all, of their gifts so that vital services, needed with increasing urgency, may not be curtailed at this critical time in the life of Jews abroad. Reuven Dafni, Palestinian who has created a profound impression during his current visit to the United States, and Samuel Rothberg also helped to enable some 300 Indianapolis Jewish leaders, gathered at the Broadmoor Country Club, to adopt the decision for an historic campaign. Another participant was Arthur S. Simon of South Bend, Indiana State Chairman for the UJA. So moved was Mr. Morgenthau by Mr. Simon's words as the latter recalled the loss of his only son in the war, that he volunteered, despite hazardous flying weather, to add South Bend to his itinerary, necessitating a lengthy flight back from Omaha the next afternoon.

Indianapolis is moving forward promptly toward the realization of its goal. Col. Samuel J. Martel and Jacob Solotken are Campaign Co-Chairmen; Lazure L. Goodman, Special Gifts Chairman; Julian Freeman, head of last year's successful campaign, is

Welfare Fund President. A vigorous Women's Division has been organized with Mrs. Victor Goldberg and Mrs. Lewis Levy as Co-Chairmen. Sidney Cahn is Executive Director.

\$350,000 RAISED BY OMAHA AT BIG GIFTS LUNCHEON

Arranging a luncheon for Mr. Morgenthau on virtually forty-eight hours' notice, the Omaha Jewish Welfare Fund brought together every available leader in the community for a Big Gifts opening at the Hill Hotel. Mr. Morgenthau and his party were met at the airport by Milton S. Livingston, President of the Welfare Fund, and Henry Monsky, President of B'nai B'rith, and others, who had concluded, in view of the blizzard that hit Omaha, that Mr. Morgenthau would never arrive for the scheduled luncheon. The plane travelers had to confess that the pilot had to make quite a few explorations before he could find a chink of light in the heavy overcast.

Omaha paid its tribute to Mr. Morgenthau and the United Jewish Appeal in stimulating fashion, with some \$350,000 raised, or more than half the community's quota. The amount compared with \$189,000 given by the same group in 1946.

Bernard Fleisher and Seymour Katz, young business men, announced a gift of \$25,000 as compared with \$10,000 last year. Among other gifts representing increases of 70% and over were the following: Milton S. Livingston, \$10,000 to \$20,000; Hyman Ferer, \$6,000 to \$12,000; Harry A. Wolf, \$3,500 to \$8,000; Ivan Finance Co., \$5,000 to \$10,000; Morris Levy, \$2,000 to \$5,000; I. B. Zimman, \$2,000 to \$4,000; David Goldman, \$5,000 to \$8,500; Louis Somberg, \$3,500 to \$6,000; David Levine, \$5,000 to \$8,500; Morris E. Jacobs, \$3,000 to \$6,000; Abe H. Brodkey, \$1,000 to \$2,000; Abe and Herman Goldstein, \$4,000 to \$7,500; Milton Naper, \$1,200 to \$2,250; Herzberg's, \$5,000 to \$8,500; Riekes and Sons, \$5,000 to \$8,500; David B. Cohn, \$1,000 to \$1,750.

An anonymous gift of \$10,000 was announced from a contributor who had given \$300.00 in 1946. Joseph and Mike Freeman went from \$2,000 to \$6,000; State Furniture, \$2,000 to \$4,000; Harry A. Smith, \$400.00 to \$2,000; Jack E. Cohen, \$600.00 to \$1,500; Sam Epstein and Abe Gendler, \$500.00 to \$2,500; Philip Cohen, \$300.00 to \$1,500; Nogg Brothers, \$2,500 to \$5,000; Herman Cohen, \$2,000 to \$4,000; Maurice Micklin, \$2,000 to \$4,000; Sam Beber, \$1,500 to \$3,000; Dave Cohn, \$800.00 to \$1,500.

Another striking gift came from Jack Farber, who had contributed \$5,000 in 1946. Mr. Morgenthau, during his talk at the luncheon, had described the profound impression made on him in Dallas by Julius Schepps, whose gift he regarded as one of the most generous of the 1947 campaign. Mr. Farber arose to say that he was not in a position to give in cash the greater sum that he would like to contribute. However, he wanted to respond as fully as he could and, therefore, he would contribute to the campaign a farm which he owns worth in excess of \$20,000.

David Blacker, who sparked the giving with his own contribution of \$5,000, is Chairman of the Omaha campaign. Other principal officers include Bernard Fleisher, Initial Gifts Chairman and Mrs. Dave Cohn, General Chairman, Women's Division. Paul Veret is Executive Director.

SOUTH BEND TO RAISE \$300,000 FOR UJA

Mr. Morgenthau's visit to South Bend, announced less than twelve hours before his arrival, was used as the occasion for launching the campaign to give the UJA a minimum of \$300,000. Arthur S. Simon, Chairman of the South Bend campaign, Ben Medow, Chairman for Big Gifts, Samuel Brown, last year's Campaign Chairman, were among the local leaders who participated. Mr. Morgenthau and Mr. Rothberg presented the needs

of the United Jewish Appeal. Mr. Simon, head of the community, assured Mr. Morgenthau that the amount allotted to the UJA would definitely be reached.

AKRON TAKES UJA QUOTA OF \$525,000

The Akron Jewish Welfare Fund, undertaking a campaign for close to \$700,000, will provide a minimum of \$525,000 for the United Jewish Appeal, it was agreed last week. A luncheon meeting had been called for quota-setting purposes to be addressed by Mr. Morgenthau. However, when the plane in which the UJA General Chairman was traveling reached the skies over Omaha it was impossible to land. That leg of the trip, made in violent wind and impenetrable overcast, accompanied by severe icing conditions, was the worst of a three-day odyssey of impossible weather. The plane was able to descend in Pittsburgh.

Reuven Dafni, who had been asked by Mr. Morgenthau to drive to Akron in his car to share in the program with him, was the principal speaker at the luncheon and helped create the mood for quota acceptance. Mr. Rothberg, upon arrival in Pittsburgh, urged the pilot to make further inquiries about the possibility of landing in Akron. The ceiling had lifted 100 feet and Mr. Rothberg at once returned in the plane, arriving in time for an afternoon meeting with some of the key leaders of the campaign. At that time, Mr. Rothberg was authorized by them to advise Mr. Morgenthau that the community would accept the recommended quota.

Sidney L. Albert is Chairman of the Akron Welfare Fund drive and Maurice Gusman is Honorary Chairman. Ben W. Holub is President of the Welfare Fund. Miss Malvyn Wachner is Executive Director.

PITTSBURGH HEADS TOWARD QUOTA ATTAINMENT

The United Jewish Fund of Pittsburgh is receiving gifts at a pace that justifies expectation that the community quota will be reached, it was announced by Leon Falk, Jr., Chairman of the campaign, at a festive dinner tendered to Mr. Morgenthau on the occasion of his visit to the city. It was reported that pledges already received total \$1,400,000, which is the total amount contributed in the 1946 Pittsburgh campaign. The amount contributed by the same group last year was approximately \$800,000.

Edgar J. Kaufmann presided at the dinner for Mr. Morgenthau at which Samuel Rothberg also spoke. Among gifts announced on the occasion were those of the Kaufmanns for \$100,000 and Leon Falk, Jr., on behalf of his family, for \$75,000. Present at the dinner were a group which gave in excess of \$400,000 as compared with \$200,000 in 1946. The dinner was utilized to register additional increases from those who had already made substantial contributions. Among gifts in this category were those of Mark Nolan, who increased another \$5,000 to bring his 1947 contribution to \$25,500 as compared to \$10,000 in 1946; Harry Rom announced \$25,000 as compared with \$10,000; Elmer Hamburg from \$5,000 to \$16,000; Nathaniel P. Kahn from \$6,500 to \$10,000; David J. Levinson from \$5,000 to \$10,000; Samuel Levinson from \$9,000 to \$25,000; Edward J. Kelsky from \$4,500 to \$13,230 and Jack Wolk from \$3,000 to \$14,000.

Subsequent to the meeting with Mr. Morgenthau, the Pittsburgh campaign was formally inaugurated to the public with a great demonstration on April 20th, with more than 10,000 present at the two largest auditoriums in the city, Duquesne Gardens and Syria Mosque. Thousands of persons were turned away. Principal speakers were Moshe Shertok, head of the Political Department of the Jewish Agency, and Supreme Court Justice Frank Murphy. The Pittsburgh campaign received enormous stimulation from the two great mass meetings, the first in the history of the community of this magnitude. Campaign leaders were confident that the unprecedented quota for Pittsburgh would be realized.

RICHMOND SPARKED BY THALHIMER \$50,000 GIFT

The Richmond campaign to raise \$650,000 was given effective stimulation this week when William B. Thalhimer, Sr., one of the leading communal figures of the South, announced a contribution that guarantees a minimum of \$50,000. It offers alternatively 10% of the total amount raised. With this incentive community leaders announced that Richmond would be mobilized to maximum generosity so that it could share most adequately in the national \$170,000,000 campaign. Officers of the Richmond campaign are Samuel Z. Troy, General Chairman; W. H. Schwarzschild, Jr., Chairman, and William B. Thalhimer, Jr., Chairman, Special Gifts Committee.

BIG GIFTS MEETINGS SHOW TREND OF GENEROSITY MAINTAINED

Reports reaching the United Jewish Appeal from all parts of the country indicate that, at this stage, a national average is being maintained at a pace to make possible the attainment of the \$170,000,000 goal. The Big Gifts stage of the Spring campaigns is now in full swing and the responses show there is full realization of the personal generosity that must be forthcoming if each community is to achieve its share of the total responsibility.

Paterson, N. J., which has an over-all goal of \$1,250,000, obtained pledges of over \$200,000 at its first big gifts parlor meeting. In all cases except two the gifts represented twice the amount from the same contributors last year. Joseph Shulman is Campaign Chairman.

Portland, Ore., enjoyed an 87% average increase at its opening fund-raising meeting, with \$120,000 raised. At a Women's Division meeting the following day, the women raised \$18,000 at the beginning of their drive, representing an increase of 85%. The Portland goal is \$675,000 under the Campaign Chairmanship of Julius S. Zell.

Jersey City, N. J., inaugurated its 1947 effort at a big gifts parlor meeting at the home of David Lerner at which \$58,500 was pledged by a group which contributed \$34,333 last year. Emanuel Weitz, Campaign Chairman, reported that a contributor of \$300.00 last year gave \$2,000 this year and that Mr. Lerner's own gift was increased by 200%. Other gifts included increases from \$5,000 to \$10,000; \$1,000 to \$2,500; \$500.00 to \$2,000, etc. In addition to Mr. Weitz, other officers of the campaign include: Benjamin Schlossberg, Honorary Chairman; Louis A. Falk, Special Gifts Chairman and Mrs. Harry F. Salomon, Chairman of the Women's Division.

SATURDAY EVENING POST URGES NATIONAL RESPONSE TO UJA

Believed to be the first editorial on such a theme in that foremost weekly, the Saturday Evening Post, in its April 19th issue, called upon all Americans to back up the United Jewish Appeal campaign for \$170,000,000. "Surely America, comparatively unscarred by war and far away from the brutalities of the enemy, cannot afford to ignore a call like this one to prove in a concrete fashion our concern with the relief of human suffering," the Post editorial declared.

"We are sure that a large body of Americans who feel deeply the plight of the Jews in this frenzied period will welcome the opportunity to assist in bringing aid to these suffering people, relieving by that much the congestion of misery and distress which we have inherited from the war. In the long run, of course, the problem is one of emigration to more favorable environments, but in the present emergency palliatives are urgently needed," the editorial says, in part.

The endorsement of this outstanding periodical is being used by Christians in many communities as a signal for mobilizing on a more effective basis to aid the United Jewish Appeal through special committees for local drives.

BEN KATZ SPURS COMMUNITIES BY PERSONAL VISITS

Demonstrating what many prominent industrialists associated with the National Trade and Industry Division of the UJA are helping local communities to achieve, Benjamin S. Katz, President of Gruen Watch Co., Cincinnati, has been visiting a number of communities for the United Jewish Appeal. Among those he visited last week were Buffalo and Cleveland. He was joined by his fellow-Cincinnatian, Dr. James G. Heller, formerly a National Chairman of the UJA.

An average increase of 70% was registered by jewelers who met with Mr. Katz and Dr. Heller for a big gifts meeting in Buffalo. Among the contributions were those of Lawrence M. Weil, from \$1,000 to \$5,000 and Rudolph J. Warner, from \$3,000 to \$6,000.

In Cleveland, an average increase of about 135% was registered at the jewelers' meeting.

QUOTAS, FIRST STAGE IN CAMPAIGN SUCCESS, ACCEPTED WIDELY

The acceptance of the quota recommended by the United Jewish Appeal is reported from the overwhelming majority of the Jewish communities of America as they join with other communities in initiating campaign plans.

Utica, N. Y., which last year contributed \$140,000 to the UJA, has accepted an over-all goal of \$312,000, with a minimum of \$250,000 for the \$170,000,000 drive. In a message to Mr. Morgenthau, Arthur Markson, Campaign Chairman, declared: "Utica is proud to accept unanimously the United Jewish Appeal full request of \$250,000."

New Britain, Conn., has organized a campaign headed by Samuel Hunter as Chairman and Sidney Le Witt and Samuel M. Davidson, as Honorary Chairmen. The UJA quota of \$225,000 has been accepted, with an over-all goal of \$235,000. In 1946, New Britain allotted \$110,195 to the UJA.

New Brunswick, N. J., has accepted the UJA quota of \$375,000. This community contributed \$102,368 to the UJA in 1946. Reporting to Mr. Morgenthau, Dr. Karl Rothschild, Chairman of the campaign, said that he was "glad to report to you that in an enthusiastic committee meeting we accepted the proposed quota of \$375,000 for this community. You may be assured that we shall all do our best to reach the proposed goal."

St. Joseph, Mo., is undertaking a campaign for \$175,000, which includes the UJA for \$150,000. Irwin Dubinsky is Chairman of the campaign and Joseph R. Bushman is President of the Welfare Fund.

Teaneck, N. J., at its quota-setting meeting, unanimously adopted the UJA quota of \$100,000. Fred Schneider is Campaign Chairman. In 1946, Teaneck gave \$47,000 to the UJA.

Binghamton, N. Y., unanimously accepted the UJA quota of \$225,000, necessitating an over-all goal of \$240,000. Alex Rosefsky is Campaign Chairman. The Binghamton community raised \$117,700 for the UJA last year.

GOVERNORS OF STATES CALL ON CITIZENS TO SUPPORT UJA

From coast to coast, the Governors of States are calling upon all citizens, regardless of creed, to share in the \$170,000,000 campaign for the United Jewish Appeal.

Governor Jim McCord of Tennessee has advised Mr. Morgenthau that he is issuing a proclamation declaring the week of May 5th United Jewish Appeal week in the State of Tennessee.

Acting Governor Dan E. Garvey of Arizona issued a proclamation designating the thirty-day period beginning April 14th to aid in "the task of raising funds for the material aid and sustenance of surviving Jews in Europe and the upbuilding of their Homeland." Governor Garvey urged Arizona citizens actively to support "this humane project: Whereas, Jewish citizens of our country have a long history of effort in behalf of their brethren in every corner of the world, and the need of providing a new home and economic opportunity for 1,400,000 survivors of Nazi oppression is a major challenge to American humanitarianism; and Whereas, to succor the needy and to maintain the institutions that serve them, both here and abroad, is a heritage of Americans and all peace-loving peoples."

Governor Millard F. Caldwell of Florida, wrote to Mr. Morgenthau that "you and your associates have my warm sympathy and interest in the success of the United Jewish Appeal. I hope that the response throughout the country, and particularly in Florida, will exceed your expectations and that much will be accomplished to alleviate the suffering of thousands of displaced persons who are so much in need of assistance."

Governor M. E. Thompson of Georgia declared May a month dedicated to the United Jewish Appeal in his State. "I hope that the heart of Georgia will go out to this need and that our State and its people will contribute generously."

Governor Ralph F. Gates of Indiana wrote to Mr. Morgenthau: "I am sure that the great drive which is being instituted in their behalf (the Jewish people of Europe) will be met with the same fine response which has already caused this country to be great; and with the full realization by our people that this furnishes another medium through which they can show our desire and willingness to place tolerance above race hatred and race prejudice. I wish you the most success with this fine humanitarian crusade."

Governor Charles M. Dale of New Hampshire issued a statement "to encourage the people of New Hampshire to assist in this effort." He said, in part: "The American people have always responded kindly to the appeals of those suffering misery and pain. Now on behalf of the hundreds of thousands of Jewish survivors of more than a decade of persecution and suffering, the American people are asked to contribute to the United Jewish Appeal campaign. Until the plans of governments, now being formulated in their behalf, come into operation the only way their lives and hopes can be sustained is through the success of this campaign of the United Jewish Appeal."

ALL-STAR RADIO CASTS FOR UJA

John Garfield, Paul Muni, Edward G. Robinson and Sylvia Sidney will participate in a UJA broadcast to be heard over the American Broadcasting Company network on Tuesday, May 6th from 9:30 to 10:00 P.M., E.D.S.T. Communities are urged to communicate with their local ABC outlet to carry the show. In the event that any local station, because of a previous commitment, cannot carry the broadcast at the regularly scheduled time, it is easy to arrange for a transcription of the program which may then be run by the

local station at a convenient subsequent time. In each case, the United Jewish Appeal Publicity Department is trying to arrange for a tie-in, so that the local campaign chairman or some other officer may have a few moments to relate the national campaign to the local community program.

Another UJA broadcast is being arranged for the UJA by Samuel Goldwyn, distinguished producer, President of the Los Angeles Jewish Welfare Fund. Greer Garson and Ethel Barrymore are two of a host of outstanding stars who will appear on this broadcast. All communities are urged to make sure that their local stations carry the radio show as a spur to the campaign. The National Broadcasting Company network will carry the production on Sunday, May 18th, from 10:30 to 11:00 P.M., E.D.S.T. Written notice to all contributors, ads on the radio pages of local newspapers, announcements at meetings are among the devices suggested to call the attention of members of the Jewish community to the broadcast.

Gregory Peck, noted film star, had the lead in a broadcast over the Mutual Broadcasting System network last week. Most communities had the show on Wednesday night, April 16th, while New York and several other cities carried it the following night on the transcription basis. Barney Balaban, Co-Chairman of the New York UJA, talked to the New York audience on this program, while Samuel Goldwyn did the same for the Los Angeles audience. Scores of other campaign chairmen throughout the nation participated similarly.

NEWARK WOMEN PLEDGE \$82,450 AGAINST \$24,571

The spirit of women's giving in 1947 is being dramatically illustrated in Newark, N. J., which reports that 155 women who contributed \$24,571 in 1946 have thus far given \$82,450. Chairman of the Women's Division is Mrs. Arthur L. Stern.

CHRISTIAN CAMPAIGN ORGANIZED IN DALLAS

Tom Gooch and E. M. Dealey, the leaders who organized and conducted last year's successful Christian campaign in Dallas, Tex., have again accepted the Chairmanship of a similar effort to aid the United Jewish Appeal, it was announced this week. It was reported that Dallas already has \$907,000 in pledges. This includes \$120,000 thus far obtained by the Women's Division and \$11,000 by the Youth Division. With a Jewish community of only 9,000 members, Dallas hopes to reach 4,500 contributors in one of the most intensive coverage achievements in the nation.

NATION REGARDS UJA QUOTAS AS "MUST"

From one end of the country to the other, American Jewish communities are daily registering their conviction that acceptance of the quota recommended by the United Jewish Appeal is an indispensable minimum. This week's record includes the following communities which have undertaken campaigns for the UJA, in addition to others previously announced. In each case, the UJA quota and not the over-all goal is recorded.

<u>CITY</u>	<u>CAMPAIGN CHAIRMAN</u>	<u>1946 UJA ALLOTMENT</u>	<u>1947 UJA QUOTA</u>
San Pedro, Cal.	Ray E. Leve	\$16,121	\$35,000
Derby-Shelton, Conn.	Raymond Luben Meyer Cohen	\$15,000	\$25,000
Middletown, Conn.	Jacob Hoberman Ernest I. Schwarz Philip R. Shapiro Dr. Frank Luntz	\$30,000	\$60,000

<u>CITY</u>	<u>CAMPAIGN CHAIRMAN</u>	<u>1946 UJA ALLOTMENT</u>	<u>1947 UJA QUOTA</u>
Columbus, Ga.	Isidore Monsky	\$35,000	\$60,000
Joliet, Ill.	Edward A. Minkus	\$50,000	\$85,000
Lafayette, Ind.	Ernest Freedberg	\$50,000	\$90,000
Roselle, N. J.	Meyer Miller Nathan Wolpov	\$13,595	\$50,000
Newburgh, N. Y.	Martin Langer	\$62,000	\$150,000
Alexandria, Va.	LeRoy S. Bendheim	\$20,314	\$40,000
Spokane, Wash.	Benjamin Goldstein	\$47,000	\$85,000

EISENDRATH \$50,000 GIFT SPARKS MILWAUKEE CAMPAIGN

With an opening gift of \$50,000 from David B. Eisendrath, the 1947 Milwaukee Jewish Welfare Fund campaign raised \$521,000 at the opening big gifts dinner addressed by former Governor Herbert H. Lehman and Samuel Rothberg. The results of this function compared with \$320,000 contributed by the same group last year.

The visit of former Governor Lehman to Milwaukee was made the occasion for a festive reception to him by all elements of the community. A group of outstanding Christian business men gave a luncheon for Governor Lehman to assure him of the support they would provide to the local campaign. Robert Uhlin, head of Schlitz Brewery, who was the host at the luncheon, presented a check for \$15,000 to Governor Lehman which he asked be transmitted to Henry Morgenthau, Jr., as General Chairman of the United Jewish Appeal. Among those who participated in the luncheon was the Chief Justice of the Wisconsin Supreme Court.

With Governor Lehman providing a moving description of the extraordinary needs which faced the Jews in Europe in the light of the failure of intergovernmental agencies to act effectively and with Samuel Rothberg emphasizing the importance of maximum generosity on the part of all givers, Milwaukee got off to a fine start in its campaign for \$1,700,000. Gifts announced at the meeting included the following: Racine Foundation (Eisendrath family) from \$21,000 to \$50,000; Ben E. Nickoll from \$10,000 to \$20,000; Sam Pokrass from \$15,000 to \$25,000; R. B. Levitas and Harry L. Epstein from \$8,500 to \$17,000; Rhea Manufacturing Company (Leonard A. Glen) from \$22,500 to \$30,000.

Under the Chairmanship of Mrs. Charles T. Cohen, the Women's Division got off to a good start with a \$500.00 minimum luncheon at which \$36,000 was contributed, representing a 100% increase over the same gifts from that group last year.

The Chairman of the Milwaukee campaign is Irving Rhodes; Co-Chairmen are David B. Eisendrath, Leonard A. Glen and Sam Pokrass. Elkan Voorsanger is Executive Director.

SYNAGOGUE COUNCIL NAMES SATURDAY, MAY 3RD, AS UJA SABBATH

All congregations affiliated with the Synagogue Council of America have been called upon to mark Saturday, May 3rd, as "UJA Sabbath". Rabbi William F. Rosenblum, President of the Synagogue Council of America, which represents more than 2,400 orthodox, conservative and reform rabbis throughout the country, urged his colleagues to use the occasion "to focus the attention of the Jews of America on the desperate needs of Europe's 1,500,000 Jewish survivors."



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue, New York 17

A REPORT
to Members of the
National Campaign Council

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ST. LOUIS OPENS WITH \$615,650 AGAINST PREVIOUS \$281,000

Aroused to extraordinary enthusiasm by its youthful, vigorous leadership, the St. Louis Jewish Welfare Fund finished the first week of its 1947 campaign activity with a score of \$615,650 from a group of givers who had contributed \$281,188 in the 1946 drive. Alfred Fleishman, General Campaign Chairman, Sidney Salomon, Jr., Chairman of the Trades and Industries Division, and their various associates found themselves mightily encouraged as they aimed toward their over-all goal of some \$3,000,000.

Three and four functions are being scheduled every night. On one night, the Graphic Arts group, the Dentists' group and the Salvage group had campaign dinners. The first division, headed by David Hersch, raised \$51,000 from those who had given \$21,000 last year. Included were: Orchard Paper Co., \$10,000 to \$20,000; David Hersch, \$3,340 to \$8,250; Leon J. Leonson, \$250.00 to \$3,000; Alfred Fleishman, \$500.00 to \$1,500; Missouri Printing Co., \$200.00 to \$2,810; Tension Envelope, \$1,900 to \$4,750.

The Salvage Industry, headed by Alvin A. Wolff, raised \$51,650 from those who gave \$18,525 in 1946. This included: D. Lefton & Sons, \$1,000 to \$5,000; Lewin-Mathes, \$7,500 to \$15,000; Wolfe Pipe & Iron, \$1,000 to \$3,500; I. M. Gillerman, \$1,500 to \$4,000. Present for the day in aiding the community was John D. Schapiro of Baltimore, National Chairman of the Scrap Metal Division of the UJA.

A small group of dentists who had given \$338.00 went to \$2,250. Dr. Jerome S. Grosby heads this Division.

The next night, dinners were held by the Men's Wear and the Ladies' Wear Divisions. In the former, headed by Sam Bronstein, those who gave \$41,850 in 1946 increased to \$132,400. One of the leading gifts in this group was that of Irvin Bettman, Sr., from \$10,000 to \$20,000.

Samuel C. Klein is Chairman of the Women's Wear Division, which increased from \$70,000 to \$163,000. This included Forest City Mfg. Co., from \$20,000 to \$40,000; Herman C. Seldin, from \$5,000 to \$10,000.

The Shoe Group Division, headed by I. M. Kay, had as guest of honor at the occasion Fiorello H. LaGuardia, former New York Mayor and UNRRA Director, and Louis H. Salvage of Boston, National Chairman of the UJA Shoe Division. This group increased from \$130,000 to \$215,000.

The first outdoor Jewish Community Service was held in the Forest Park Municipal Theater of St. Louis to direct wide attention to the Welfare Fund campaign. An audience of 10,000 adults and children turned out for what all regarded as the most impressive Jewish demonstration of its kind ever held in the city. Rabbi Ferdinand M. Isserman was Chairman of the Service.

DEWEY STONE STARTS BROCKTON CAMPAIGN WITH \$75,000

Dewey D. Stone, prominent New England leader and member of the Administrative Committee of the United Jewish Appeal, gave the Brockton, Mass. campaign, of which he is Chairman, unusual impetus when he announced a gift from himself and family of \$75,000, as compared with a contribution of \$30,000 in 1946. At a quota-setting luncheon last week, the Brockton community adopted an over-all goal of \$250,000, which includes acceptance of the UJA quota of \$225,000. Simon and Harold Geilich, in seconding the motion for the quota, indicated their own gift of \$15,000, as compared with \$7,500 last year.

During his remarks at the luncheon, Mr. Stone noted that before the Atlantic City Conference of the United Jewish Appeal he had been opposed to a large campaign and had so indicated in a letter. Thereafter, he went to Europe where he met Jews in the "better-situated countries," like France, Switzerland and England. There, too, he met with Jews from elsewhere in Europe and acquired an entirely new conception of the desperate position which faces Jewry today and which requires unstinted generosity from American Jews.

GOODMAN GIFT OF \$50,000 HELPS LAUNCH INDIANAPOLIS DRIVE

A record-setting gift of \$50,000 from Lazure L. and Jack A. Goodman, as compared with \$25,000 last year, helped pace the phenomenal campaign of Indianapolis to raise \$1,150,000. In order to test the reaction of the community to the goal, the first in a series of Big Gifts meetings was held at the Broadmoor Country Club. A cross-section of all types of givers was invited. A group which gave \$81,562 in 1946 contributed \$150,350, thus indicating that the acceptance of the 1947 responsibility was widespread. Many of these were among those who had given generously last year in the thought that it would be a "one-time" campaign.

Among the gifts announced that night were: Victor M. Goldberg, \$6,000 to \$12,000; Ben and Gus Domont, \$2,000 to \$4,000; Axelrod and Greenberg, \$1,000 to \$3,000; Irwin and Louis Barnett, \$1,500 to \$3,000; Harry Berke, \$1,000 to \$2,000; Falender Iron and Metal, \$2,200 to \$4,000; Julian Freeman, \$2,000 to \$5,000; Samuel J. Mantel, \$900.00 to \$2,250; Louis R. Rosen, \$500.00 to \$1,500; George Samson, \$1,100 to \$2,200; Max Selig, \$600.00 to \$1,500; Bert Sicanoff, \$2,000 to \$4,000; Jacob Solotken, Harry A. Alpert, Leo Selig, \$4,250 to \$10,000; Simon Solotken, \$2,500 to \$5,000; H. J. Worcel, \$2,000 to \$4,000.

HOLLYWOOD CAMPAIGN SPURRED BY TOP GIFTS

With Samuel Goldwyn, President of the Los Angeles Jewish Welfare Fund, deeply impressed by the plight of Jews whom he saw on his recent visit to Europe, and with the leadership of the Motion Picture Division, headed by Dore Schary and Abe Lastfogel, mobilizing all the forces in the movie colony, the Hollywood campaign was launched last week with a parlor meeting at the home of Mr. Goldwyn.

Samuel Rothberg was called back to address the small group. Gifts included the following: Samuel Goldwyn, \$100,000, as compared with \$50,000 in 1946. Jack L. Warner, \$100,000, as against \$50,000. This is a personal gift and not part of any corporate gift still to be announced. Dore Schary gave \$7,500, as against \$2,500; Armand Deutsch, \$10,000; Eddie Cantor, \$15,000; Jack Benny, \$15,000; Music Corporation of America \$75,000.

GOVERNOR LEHMAN HONORS PEORIA LEADERS

Three fourths of the Jewish population of Peoria, Ill. greeted Governor Herbert H. Lehman when he made a special visit to that town on April 20th to pay tribute to Julian B. Venezky and Samuel Rothberg for the extraordinary leadership they are giving to advance the 1947 national United Jewish Appeal campaign. Mr. Venezky is National Chairman for Regions of the UJA and Mr. Rothberg is National Vice-Chairman for Trades and Industries. Gov. Lehman's visit was made the occasion for opening the Peoria campaign, which has an over-all goal of \$425,000, with a minimum of \$375,000 intended for the UJA. Peoria has a Jewish population of 1,500. Max J. Lipkin is President of the Welfare Fund and Morris L. Bork is Chairman of the campaign.

As National Chairman for Regions, Mr. Venezky has established and put into successful operation since the first of this year some 29 regional and state organizations. He has been in close touch with the chairmen and their associates in each area and personally attended many of the conferences. In addition, he has visited many cities throughout the country for important campaign meetings.

Journeying by auto from Milwaukee, where he had been the guest of honor of a Big Gifts meeting the day before, Governor Lehman addressed a series of meetings throughout the day in Peoria, including separate men's and women's functions and the community dinner in the evening. Almost \$300,000 was announced as having been raised, and the Governor was assured that Peoria would achieve its goal. The Governor paid tribute to the two young men who symbolize the dedication of American Jewry to its supreme tasks this year.

DETROIT REAL ESTATE GROUP SHOWS 95% INCREASE

The first report and fund-raising dinner of the Real Estate Division of the Detroit Federation campaign revealed that \$162,000 had been raised from givers who, in 1946, gave \$82,800. In addition to others whose gifts have been previously announced, the new contributors included Albert Winnick, from \$100.00 to \$3,000; Norman Ross, from \$1,500 to \$3,000; Milton Ratner, \$2,000 to \$5,000; Alfred Meyers, \$2,000 to \$4,000.

WILKES-BARRE GREET'S MORGENTHAU WITH 130% INCREASE

A group of men who contributed \$83,500 in 1946 gave \$189,200 at the Big Gifts function inaugurating the Wilkes-Barre, Pa. campaign attended by Henry Morgenthau, Jr. Charles Weissman, General Chairman of the campaign, increased his own gift from \$2,300 to \$10,000 to help spark the drive. Other contributions announced at the dinner opening the campaign to raise \$500,000 for the UJA included: Reuben H. Levy, \$10,000 to \$20,000; Weiss Brothers, \$20,000 to \$30,000; Hyman Landau, \$2,500 to \$7,500; Edward Morris from \$5,000 to \$10,000; Samuel B. Hirshowitz from \$2,000 to \$4,000; Julius Long Stern, \$5,000 to \$8,500; Charles Pfifferling from \$1,500 to \$5,000; Nelson Brothers from \$2,800 to \$5,500; Harry Cimmet from \$2,000 to \$4,000; Popky Freezer Company from

\$1,500 to \$3,000; I. Isaacs & Sons from \$2,300 to \$4,600; Edwin Sheporwich from \$500.00 to \$1,500; Morris Perloff from \$1,000 to \$2,000; Nathan Kuss from \$1,500 to \$2,500; Ben, Nate & Ralph Klein from \$1,000 to \$2,500 and Abe Feltz from \$1,000 to \$2,000.

OPPENSTEIN GIFT OF \$50,000 HELPS OPEN KANSAS CITY DRIVE

Kansas City, Mo. opened its campaign on April 27th with gifts totalling \$508,000, towards the goal of \$1,500,320. The gift of Sam and Harry Oppenstein of \$50,000, as compared with \$31,000 last year, was among the pace-setting contributions. Others included: Louis S. Myers, \$13,500 to \$20,000; Milgram Brothers, \$5,000 to \$10,000; Earl Tranin, \$2,250 to \$5,000; Brand and Puritz, \$5,600 to \$10,000; Brown-Strauss, \$5,200 to \$10,000; Milton Feld, \$9,000 to \$13,000; Abram D. Jacobson, \$4,000 to \$8,000; Koch Refrigerator Co., \$5,900 to \$17,500; Milton Silverman, \$6,600 to \$10,000; Tension Envelope Co., \$10,000 to \$15,000.

General Co-Chairmen of the Kansas City campaign are Hyman Brand, Louis S. Myers and Sam Oppenstein. Maurice Bernstein is Executive Director.

WOMEN SET REMARKABLE PACE THROUGHOUT NATION

The Jewish women of America are creating a striking pattern of generosity and administrative efficiency in campaigns that are uniform throughout the nation, according to reports that filter in to Mrs. David M. Levy, National Chairman of the Women's Division of the UJA.

Perhaps the outstanding achievement thus far reported occurred last week in Los Angeles at a tea held in the home of Mrs. Tom May. A minimum of \$500.00 was required from those attending. A group which had contributed \$16,000 in 1946 increased to \$85,000. This type of progress is a reflection of the dynamic energy of Mrs. Bert Allenberg, Chairman of the Women's Division of the Los Angeles Welfare Fund drive. The work that the women are doing is helping to enthuse the entire community.

Progress of a similar type is reported from Newark, whose Women's Division is headed by Mrs. Arthur L. Stern. Already the Division has raised \$175,000 and the general campaign has not yet opened. The women of Essex County raised a total of \$205,000 in 1946. This year the increases are averaging in excess of 100%.

Mrs. David M. Levy was herself encouraged by the spirit shown in Waterbury, Conn. when she attended the opening fund-raising luncheon of the Women's Division, headed by Mrs. Samuel H. Greenberg. The sum of \$23,550, was raised at this initial function,

In Seattle, Wash. a group of women who contributed \$4,300 last year raised \$13,000 at the opening function of the Women's Division, headed by Mrs. Edward F. Stern.

Gifts in the Women's Division in Paterson, N. J., headed by Mrs. A. J. Maskowitz, are running substantially ahead of last year. Joseph Shulman, Paterson Campaign Chairman, observed "the brightest spot in our entire picture are the wonderful results being achieved by the Women's Division with Mrs. Maskowitz as Chairman. The Women's Division, which is aiming at \$100,000 obtained \$37,000 at the first luncheon meeting from a group of women who contributed \$14,000 in 1946. Last year the total sum raised by the Women's Division added up to \$35,000."

FIRST FORTY-FIVE GIVERS IN PATERSON ESTABLISH WINNING PACE

The first forty-five big givers of Paterson, N. J. have announced contributions

which indicate their awareness of the 1947 responsibilities, it was reflected in the report of Joseph Shulman, Chairman of that city's campaign. A group which contributed \$194,000 in 1946 has already pledged \$360,000, with the probability that even these will show still further increases as the fund-raising effort proceeds.

Among the pace-setting gifts which lead off the campaign is that of Philip Dimond, \$43,000 as compared with \$22,500 in 1946; George Abrash, President of the Jewish Community Council of Paterson contributed \$15,000 as against \$9,000; Jack Gruber, Initial Gifts Chairman gave \$14,000 as compared with \$6,500. An all-over gift of \$50,000 for Paterson and other communities has been announced by Cadillac Textile Inc., of which Samuel Schwartz, last year's Chairman in Paterson is President. Other increases include Irvan Salzberg, \$20,000, a 100% increase; Schneider Silk Mills, \$20,000, an increase of 150%; Margolin and Maskowitz of Marietta Silk Company, \$36,000 as against \$16,000.

Joseph Shulman, vigorous Chairman of the Paterson campaign, contributed \$15,000, more than double his 1946 gift.

CHRISTIAN CAMPAIGNS MAKE HEADWAY THROUGHOUT NATION

With thorough endorsement of Christian campaigns the established national policy of the United Jewish Appeal in 1947, communities in all parts of the country are reporting increasingly that they are beginning to organize committees to solicit the community at large for the UJA. The recent editorials in the Saturday Evening Post and Collier's, emphasizing that all Americans have a stake in the success of the United Jewish Appeal campaign, have proved most helpful in encouraging community-wide participation.

In Richmond, Va. Christian aid to the campaign is vigorously sought by the clergy. At the last meeting of the Richmond Ministerial Union, a resolution was unanimously adopted that every church in the community should observe United Jewish Appeal week from April 27th through May 4th. Special offerings will be taken from both children and adults and the entire amount turned over to the United Jewish Appeal. Rev. Dr. Frederick J. Warnecke of St. Mark's Episcopal Church, is President of the Ministerial Union.

Syracuse, N. Y. has witnessed the organization of a Christian campaign on as thorough a basis as was ever planned in this country. Taking a cue from the effective organization set up last fall in Rochester, a group of Christian leaders, accompanied by several Jewish colleagues, paid a visit to Rochester to study all the methods used in the successful drive conducted in that community. On the basis of that survey, a complete program was drawn up by Christian leaders to include thorough city-wide publicity through press and radio, the organization of a Citizens Committee of 300, and methods of direct solicitation. As in the case of Rochester, it is proposed that cards be rated and assigned to teams. "No pressure was used. The story was told. The prospect was informed of the amount for which he was rated. If the prospect said that he was not interested, that ended the solicitation. The campaign took three weeks".

Temporary organization has been under the supervision of Stewart F. Hancock, prominent attorney. Co-Chairmen of the Christian Committee for the United Jewish Appeal are W. L. Hinds, H. W. Smith, President of the L. C. Smith and Corona Typewriter Co., and H. Paul Nelligan, President of the Easy Washing Machine Corp. The Most Rev. Walter A. Foery, Bishop of the Catholic Diocese of Syracuse, issued a

statement approving the campaign, saying: "The relief program which has been maintained and financed by our Jewish neighbors is a gigantic one. Its needs are real and urgent. They concern the basic human necessities of food, shelter and clothing. The opportunity for Christians of this community to assist our Jewish friends to meet their quota of this great national campaign is now presented to them. It should be a pleasant task to participate."

The Syracuse Herald-Journal, in its lead editorial calling for wide support of the campaign, concluded: "It is a graceful and friendly action by Syracuse Christians to come to the aid of their fellow citizens in carrying this burden. The brotherhood of man must be made a reality if our civilization is to survive."

A preliminary summary indicates that about 150 communities have either initiated Christian solicitation or are in the process of doing so.

COMMUNITIES ALLOT MORE THAN ASSIGNED MINIMUM QUOTAS

The quota recommended to any community is a minimum and all sums raised in excess of the announced goal are expected to go to the United Jewish Appeal. It is only in this way that the full sum of \$170,000,000 can be raised. These facts are understood by the overwhelming majority of the Jewish communities of America. Communities which have already completed their campaigns and have exceeded their quotas have made this clear in the action they have taken.

Hollywood, Fla., for example, accepted a minimum quota of \$80,000 for the UJA. It is now indicated that the UJA allotment will be in excess of \$100,000. A. J. Dimond is President of the Welfare Fund and Albert E. Einstein was Chairman of the campaign. In 1946, the community gave \$45,000 to the UJA.

Sarasota, Fla. was assigned a quota of \$6,500. Its allotment will be about \$10,900. Charles Twain is Campaign Chairman.

Hattiesburg, Miss. accepted a quota of \$13,500 but it has allotted \$15,000 to the UJA. Sam B. Eisman is President of the Welfare Fund and Chairman of the drive.

Similar action has been taken by other communities.

LAKELAND CLOSES CAMPAIGN, REMITS CASH

Under the vigorous leadership of Harris Wishnatski as Chairman, the Lakeland, Fla. Jewish community completed its campaign for \$17,500 for the United Jewish Appeal and immediately sent a large part of that sum to national headquarters. An intensive collection effort has been initiated to send the balance as rapidly as possible, H. Moskovits, Treasurer, has reported. Nat J. Schneider, Harry Slakman and Sam Siegel were other officers responsible for insuring the success of the drive in this small community.



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue, New York 17

A REPORT
to Members of the
National Campaign Council

Vol. II No. 16

NOT FOR PUBLICATION

May 1, 1947

NEW YORK FORMALLY OPENS CAMPAIGN

The United Jewish Appeal of Greater New York is being formally launched publicly on May 1st, with a dinner in honor of the five chairmen, Barney Balaban, Samuel Hausman, former Governor Herbert H. Lehman, Mrs. David M. Levy and Edward M. M. Warburg. Henry Morgenthau, Jr., General Chairman of the national United Jewish Appeal, is sponsoring the function.

In addition to larger gifts that have been previously announced, the New York campaign this week released a series of figures showing comparative giving in a number of trades. In this category were the following: Amusement Division - Sam Rinzler, from \$7,000 to \$15,000; Si Fabian and Sam Rosen, \$20,000 to \$40,000; Julius Joelson, \$3,000 to \$6,000; Matty Fox, \$2,500 to \$12,500; Max Gordon, \$1,000 to \$3,200; James J. Mage, \$250.00 to \$2,500; Men's Clothing and Allied Trades - Edward Milton, \$500.00 to \$10,000; Dave Levine, \$7,500 to \$15,000; Witty Brothers, \$7,500 to \$17,000; Hosiery - Frank, Samuel and Martin Burd, \$5,000 to \$10,000; Underwear - Jack A. Goldfarb, \$10,000 to \$25,000; Cotton Frocks and Housedresses - Harry Schwartz, \$5,000 to \$10,000; Handkerchiefs - Otto Golluber, \$10,000 to \$25,000; Advertisers and Publishers - George T. Delacorte, Jr., \$1,000 to \$5,000; Richard E. Deutsch, \$7,500 to \$15,000; Real Estate - Henry I. and Irwin S. Chanin, \$6,500 to \$15,000; William Zeckendorf, \$100.00 to \$5,000; Paper - D. Samuel Gottesman, \$5,000 to \$18,000; George S. Wise, \$2,000 to \$12,000; Paper Boxes - Morris Sukoff, \$8,500 to \$18,500; Automotive - Abraham C. Litton, \$1,500 to \$5,000; Jewelry - Morris Simons, \$5,000 to \$10,000; Notions - David Traum, \$4,000 to \$8,000.

TULSA ACCEPTS \$300,000 UNITED JEWISH APPEAL QUOTA

Reflecting the leadership which it has exercised in Southwestern Jewish life, Tulsa, Okla. this week accepted the United Jewish Appeal quota of \$300,000, and will campaign for the larger over-all goal necessitated by other requirements. Chairmanship of the campaign was vested in one of the community's best-known stalwarts, Maurice Sanditen, who has announced that he will contribute ten percent of everything that the Jewish community raises in 1947. Leo Meyer is President of the Welfare Fund. Last year, Tulsa contributed \$176,000 to the United Jewish Appeal.

COMMUNITY QUOTAS SHOW AWARENESS OF DESPERATE JEWISH POSITION

With the front pages of America's newspapers stressing day in and day out the

untenable position of great masses of Jews abroad, Jewish communities in the United States are showing their resolve to ease the plight of their people to the maximum extent that this can be done by their generosity.

Norwich, Conn. was one of a score of cities which during the last week accepted the quota recommended by the United Jewish Appeal. Daniel Polsky is Honorary Chairman of the drive, which will seek \$225,000 for the UJA. The Campaign Steering Committee comprises Samson Cramer, Abe Levin, Herman Goldberg and Charles Simon.

Sioux City, Ia. also accepted the \$225,000 UJA quota, which involves a campaign for \$275,000 for all purposes. Barney Baron was named Chairman of the drive, Harry Horwitz, Secretary and Herman Galinsky, Treasurer.

Niagara Falls, N. Y. will campaign for a total of \$140,000, involving \$110,000 for the UJA. The Chairman of the campaign is Arthur M. Silberberg.

Stamford, Conn. seeks an over-all amount of \$275,000, including \$250,000 for the UJA. Joseph H. Sherman was chosen Chairman of the 1947 effort and Barney W. Malloy, Big Gifts Chairman.

Danbury, Conn. has a goal of \$93,000, with \$85,000 intended for the UJA. Samuel H. Feinson is Chairman and Martin Haspel, Big Gifts Chairman.

Red Bank, N. J. will provide a minimum of \$85,000 for the UJA in its campaign for \$90,000 under the Chairmanship of Charles Hilton.

Mobile, Ala. has undertaken to raise a minimum of \$160,000 for the UJA. Phillip Gabriel is Chairman of the campaign.

Erie, Pa., which is now in the midst of its campaign, responded immediately when Mr. Morgenthau appealed for cash with an advance of \$20,000 on account of the allotment to be made later. Henry L. Zacks and Milton Schaffner are Co-Chairmen of the campaign.

Meriden, Conn. will campaign with I. Albert Lipman as Chairman. The over-all goal is \$125,000. Harry Zaiantz is Welfare Fund President.

Seattle, Wash. has already launched its drive to raise an over-all sum of \$680,000. Louis Friedlander is Chairman.

NEWSPAPER DISTRIBUTORS CONFER AT ATLANTIC CITY

Taking advantage of the Atlantic Coast Independent Dealers Association Convention being held in Atlantic City, a group of leaders in that industry who are devoted to the United Jewish Appeal called a special luncheon to stress the outstanding importance of the \$170,000,000 campaign. S. O. Shapiro, Chairman of the UJA National Publishers and Distributors Division, presided at the function. The group was enthused by the announcement of the increase of the M. L. Annenberg Foundation gift to \$250,000 from \$150,000.

Although it had not been intended that there should be fund-raising, those who attended from various parts of the country suggested that gifts be announced. All such gifts are, of course, credited to the community in which the donor lives. Among these were the following: Louis Rubin of Troy, N. Y., announced that his 1946 gift of \$2,500 would be \$10,000 in 1947. Aaron Trosch, Baltimore, \$1,500 to \$2,500;

Abe Pierson, Binghamton, N. Y., \$1,800 to \$2,700; Joseph H. Morton, Denver, \$700.00 to \$1,500; Leon H. Mohill, Pittsfield, Mass., \$15,000 to \$25,000; Morris Manson, Rochester, \$5,300 to \$7,500; J. Katzev, Los Angeles, \$2,000 to \$5,000; Max L. Katze, Lowell, Mass., \$3,500 to \$5,000; Morris L. Goodman, Scranton, \$2,000 to \$4,000; Jacob Finkelstein, Syracuse, \$1,250 to \$2,000; Benjamin Farer, \$1,500 to \$4,000; Donenfeld organization, New York, \$33,800 to \$45,000; Samuel P. Black, Springfield, Mass., \$1,500 to \$3,000.

DR. SILVER AIDS DETROIT AND WASHINGTON CAMPAIGNS

Dr. A. H. Silver, President of the Zionist Organization of America, and a former National Chairman of the UJA, will be the guest speaker at the formal opening of the Detroit Jewish Federation campaign on May 6th. Dr. Silver also helped the Washington, D. C. United Jewish Appeal inaugurate its campaign on April 29th when he addressed the Big Gifts function.

UNIVERSITY STUDENTS EXCEED UJA GOALS

The campaign of the Jewish students at the University of Wisconsin aimed at \$5,000 but raised \$6,200, as against \$2,500 pledged in 1946, according to a report sent to national headquarters of the UJA this week.

At the much smaller University of Connecticut at Storrs, the sum of \$1,200 was contributed by the Jewish students. Jules J. Starolitz is President of the Student Council and Irving Block is Chairman of the drive.

TRADE LEADERS TRAVEL THROUGH NATION TO SPUR CAMPAIGN

Rudolf G. Sonneborn has been named National Chairman for Trades and Industries of the United Jewish Appeal, it was announced by Henry Morgenthau, Jr. Mr. Sonneborn succeeds Lewis S. Rosenstiel, who was compelled to withdraw by business requirements which would not permit him to be as active as he would have wished. Mr. Sonneborn, who has been visiting numerous communities in recent months, met with leaders in Cleveland, O. and Butler, Pa. during the past week. In each community he was encouraged by the spirit of devotion that marks the leadership and the progress that the campaigns have made. A prominent leader in the oil and chemical industries, Mr. Sonneborn advised various trades leaders that he hoped to meet with them either in local communities or when they visited New York City, his own headquarters.

Col. Harry D. Henshel, National Co-Chairman of the Jewelry Division, has been visiting cities from coast to coast to aid the UJA campaigns. Fund-raising meetings which he addressed showed an 85% increase in giving in Minneapolis; 80% in Kansas City; 77% in Seattle; 100% in Portland, Ore.; 400% in St. Louis; 100% in Dayton, and over 100% in San Francisco. Benjamin S. Katz, another National Co-Chairman of the Jewelry Division, reported a 75% increase at a meeting which he addressed in Buffalo. A Cleveland fund-raising gathering which he attended showed a 135% increase. S. Ralph Lazrus, the other National Co-Chairman of the Jewelry Division, visited Pittsburgh, Cincinnati, Philadelphia and Detroit with similar results.

A meeting of the National Tobacco Division of the UJA was held during the Tobacco Convention at Chicago at the initiative of Joseph Kolodny, Chairman. The National Tobacco Committee adopted a resolution urging all members of the industry to triple the 1946 contribution.

Louis H. Salvage, National Chairman of the UJA Shoe Division, and John D. Schapiro, National Chairman of the Scrap Metal Division, visited St. Louis during the past week for fund-raising meetings.

Sol Brachman of Forth Worth has accepted the National Chairmanship of the Oil Division, Mr. Sonneborn announced this week. Veteran leader in the Southwest, Mr. Brachman has long been one of the outstanding figures in Texas Jewish communal life.

Samuel Rothberg, National Chairman of the Liquor Division, announced that Joseph M. Linsey of Boston has accepted the Regional Chairmanship for New England. Stephen Goldring of New Orleans is Chairman for Louisiana; Max Glazer of Dallas, for Texas and Malcolm Woldenberg of Madison, for Wisconsin.

GIFTS MAKE REALITY OF QUOTA ACCEPTANCES

With Amarillo, Tex. aiming to raise \$60,000 for the United Jewish Appeal, the first function assured that this minimum goal would be achieved when \$53,000 was raised from the group of contributors attending the function. Eugene H. Solow of Dallas, Southwestern Regional Chairman for the UJA, and Mrs. Ernest G. Wadel of Dallas, Vice Chairman of the National Women's Division, were present to share with the community in its campaign opening. Bert Levy is Campaign Chairman and Louis Weksler, Welfare Fund President.

New Castle, Ind., which has about a dozen Jewish families, raised \$13,500 at its opening fund-raising meeting toward its goal of \$18,000 for the UJA, as compared with the total allotment of \$10,600 last year. A. E. Schuffman, Welfare Fund President, contributed \$5,000 as against \$2,500 in 1946. Lazure L. Goodman, Indianapolis Big Gifts Chairman and Indiana UJA Regional Co-Chairman, was guest speaker.

Rabbi David Aronson of Minneapolis was guest speaker at Rochester, Minn. when that community started its drive. From a group which gave \$1,400 last year the sum of \$5,070 was raised this year. David Bemel is Chairman and Marvin Perlman, Co-Chairman.

Pocatello, Idaho showed that the trend is nation-wide. Twenty-four givers who contributed \$4,600 in 1946 increased to \$11,300 at the campaign opening. Leo Levine is Chairman of the drive. Mel Morgan is Welfare Fund President.

SPEERT TAKES SOUTHERN TOUR FOR UJA

Mose I. Speert, one of the top figures in the Baltimore campaign who recently returned from an extended trip through Europe and Palestine, this past week visited several Southern communities on behalf of the United Jewish Appeal, including meetings with leaders in Mobile, Ala. and Jacksonville, Fla.



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SOLICITATION OF CHRISTIANS ACCEPTED BY MANY COMMUNITIES

As Jewish community campaigns throughout the nation begin putting their major preparatory work behind them, acceptance of Christian solicitation as an important supplementary factor in raising funds for the United Jewish Appeal is becoming increasingly widespread. Reports reaching UJA headquarters indicate that some 200 communities have already organized Christian solicitation or are now engaged in such planning.

Dallas, Texas reports that it has received \$71,158 from its Christian campaign to date. Tom C. Gooch, editor and publisher of the Dallas Times Herald, and E. M. Dealey, publisher of the Dallas Morning News, who did a magnificent job last year in the same field, are the 1947 Chairmen for this special effort to provide additional funds for the United Jewish Appeal.

Fort Wayne, Ind. reports that a Christian Committee has been organized consisting of twenty of the city's leading citizens. A goal of \$50,000 has been set by the group. The opening dinner of this campaign to aid the United Jewish Appeal is scheduled for May 14. Charles Beusching, President of Lincoln Life and Trust Co., is Chairman; Byron Somers, President of the Medical Protective Corp. is Co-Chairman; and Ermin P. Ruf, President of Wayne Paper Box Corp., is Treasurer.

In New York City the stage is being set for intensive Christian campaign participation. Nelson Rockefeller, former Assistant Secretary of State, has made a contribution of \$25,000, J. P. Stevens, noted textile leader, has contributed \$75,000. Doris Duke Cromwell has given \$5,000. Other gifts, in similar proportions, are indicated.

The United Jewish Appeal is now in the process of inviting leading Christians throughout the nation to join a national Christian Committee which will serve to symbolize the good will of the whole American community toward the campaign. Among those who have already accepted membership on this Committee are Winthrop Aldrich, Chairman of the Board of the Chase National Bank; Paul G. Hoffman of South Bend, Ind., President of the Studebaker Corporation, and also President of the Committee for Economic Development; Charles P. Taft of Cincinnati, former Director, Wartime Economic Affairs, U. S. Dept. of State, and now President of the Federal Council of the Churches of Christ in America; Robert P. Booth of Manchester, N.H., a member of the Board of Directors of the National War Fund; Charles F. Adams, former Secretary of the Navy and Chairman of the Board of the State Street Trust Company of Boston; and Frank E. Gannett of Rochester, President of the Gannett Newspapers.

NATION RESPONDS TO URGENT PLEA FOR CASH

Driven by the severest financial stringency in its history, the United Jewish Appeal, through Henry Morgenthau, Jr., General Chairman, and his associates, appealed to the Jewish communities of America to mobilize cash quickly and to remit all sums that could be obtained in every direction. The responsible and warm-hearted leadership of the Jewish communities has been responding promptly to this unprecedented plea.

The largest individual sum came from the Baltimore Jewish Welfare Fund, which forwarded \$440,000. Elkan R. Myers, President of the Fund, informed Mr. Morgenthau that this includes an additional sum of \$370,000 which was being made available on account of the 1946 campaign, thus transmitting to the United Jewish Appeal all the overage that had accrued from last year's successful drive. The balance was on account of the allotment for 1947.

With expenditures of the UJA agencies running at almost twice the rate spent a year ago at the same time, and with their bank borrowings exhausted, Mr. Morgenthau had asked American Jewry to enable the agencies to carry on with their desperately urgent activities. Among the cities responding at once with what was available, and with assurances that greater sums would be mobilized in the forthcoming days, were Detroit, with \$250,000; Chicago, with \$250,000; Philadelphia, with \$300,000; New York City, with over \$1,000,000; Houston, with \$70,000; San Antonio, with \$50,000 and Dallas, with \$150,000; San Diego sent \$50,500 and Los Angeles, \$100,000; from New Orleans came \$100,000; Boston sent \$300,000; Milwaukee, \$115,000; Pittsburgh, \$100,000; Miami, some \$100,000; Omaha, \$100,000; Providence, \$50,000; Cleveland, \$50,000. Other communities throughout the nation responded with equal promptness and consideration. Mr. Morgenthau has emphasized that this flow of cash resources must grow to keep up with the needs of our people.

ST. PAUL OPENS WITH 80% INCREASE; \$50,000 GIFT

Jealous of its fund-raising prestige in the Northwest, St. Paul launched its campaign with a Big Gifts meeting last week that produced an average increase of 80%. The Harris Family Foundation sparked the spirit of the entire community when a gift of \$50,000 was announced, as compared with \$20,000 in 1946. This enabled the meeting to raise \$350,000 from a group which gave some \$190,000 last year.

Samuel Rothberg and Harold J. Goldenberg were the speakers of the evening. Myer Dorfman, Campaign Chairman, presided. Albert H. Heller, Jr., President of the St. Paul Welfare Fund, contributed \$21,000. Among the other gifts were: Meyer Paper, from \$3,500 to \$11,000; Harry Rosenthal, \$2,750 to \$5,000; Myer Dorfman and Arthur Cohler, \$4,000 to \$8,500; Cardozo brothers, \$8,000 to \$16,000; Levin and Tanz, \$6,000 to \$13,000; M. Oglansky and son, \$2,500 to \$6,500; Robert S. Loewenstein, \$1,000 to \$2,500; Goodman brothers, \$3,000 to \$7,500; Harold D. Field, \$3,500 to \$8,500; Botwinik brothers, \$1,000 to \$2,000; J. J. Malmon, \$1,000 to \$3,000; Ralph and Max Stacker, \$500 to \$1,750.

SCHWEITZER GIFT OF \$50,000 ENTHUSES ELIZABETH DRIVE

Spurred on by the contribution of \$50,000 from Lt. Col. William P. Schweitzer, the Elizabeth, N. J. campaign was launched with an auspicious Big Gifts dinner at which Henry Morgenthau, Jr. was guest of honor. The sum of \$186,000 was pledged by a group of contributors who gave \$104,000 last year. Abe Weiner is Campaign Chairman. Mr. Morgenthau was deeply impressed by the spirit with which the community has initiated its campaign and was especially laudatory of the way in which the Women's Division, which did an excellent job last year, has again been organized. Among the other gifts

announced were the following increases: Abe Weiner, \$1,750 to \$4,000; Samuel H. Jaffe, \$3,500 to \$6,000; Rudolph E. Lifson, \$2,500 to \$4,000; Julius Drittel, \$1,500 to \$3,100; William J. Garbow, \$500.00 to \$2,500; Samuel Cohen, \$300 to \$5,500; Harry Horowitz, \$1,200 to \$2,500; Harry Gross, \$500 to \$1,250; Morris and Donald Cooper, \$1,000 to \$3,600.

WASHINGTON, D. C. OPENS WITH \$775,000

The campaign of the Washington, D. C. United Jewish Appeal was auspiciously launched last week with a Big Gifts dinner at which pledges of \$775,000 were announced. Speakers were Dr. Abba Hillel Silver, Honorary Chairman of the United Jewish Appeal and Edmund I. Kaufmann, National UJA Chairman for Initial Gifts. Rabbi Isadore Breslau made the appeal. Co-Chairmen of the campaign with Rabbi Breslau are Joseph Cherner and Ralph Goldsmith.

Among the gifts announced at the meeting were those of Joseph Cherner, \$10,000 to \$30,000; Paul Himmelfarb, Treasurer, \$10,000 to \$20,000; Louis Schwartz, \$2,000 to \$7,500; Harry L. Carpel, \$10,000 to \$20,000; Jules Winkelman, Chairman, Women's Apparel Division, \$750.00 to \$2,000; Rudolph B. Behrend, \$5,000 to \$10,000; Ralph Goldsmith, \$2,500 to \$5,000; Rabbi Isadore Breslau, \$2,125 to \$4,250; Morris Cafritz, \$15,000 to \$25,000. A. S. Kay, Chairman of the Executive Committee, went to \$20,000. Other gifts which represented double the amounts contributed in 1946 included Mrs. Charles Goldsmith, Honorary Co-Chairman, \$5,000; Samuel Schwartz, Chairman, Jewelry Division, \$5,000; and Arthur J. Sundlun, Associate Treasurer, \$5,000.

DES MOINES CAMPAIGN FOR \$425,000 RUNNING DOUBLE LAST YEAR

Two Big Gifts meetings in Des Moines have brought in contributions totaling \$245,000 compared with \$124,000 from the same group in 1946. The results show the value of intensive personal solicitation. A total goal of \$425,000 is the minimum being sought with the UJA included for \$350,000. Des Moines has a Campaign Committee of five people, all of whom have spent many hours with each of the contributors prior to the pace-setting meetings. It is planned to follow this pattern of concentrated personal appeals in all brackets. The Committee doing this top campaign job consists of A. J. Myers, Chairman, and Morton S. Bookey, Harold A. Goldman, Frank Sanders and Mose Waldinger, Co-Chairmen.

HARRY COHN MAKES GOOD ON PROMISE

At the Washington, D. C. Big Gifts meeting last February, Harry N. Cohn, of Butler, Pa., rose to his feet and said that a few days previously he had written to the national UJA headquarters to say that Butler, with 105 Jewish families, could not possibly give the UJA the requested quota of \$90,000. However, having seen the giving at Washington he wanted the UJA to tear up his letter because he was returning home convinced that Butler would give the \$90,000.

Last week, the Butler community gathered for its opening Big Gifts dinner and before the function was ended, some \$80,000 had been raised and Butler was obviously going substantially over the top, which a few months before had seemed unattainable. Harry N. Cohn himself, one of the leaders in the National Scrap Metal Division of the UJA, went from \$6,000 to \$11,750. Another gift that sparked the drive was that of Maurice A. Berman, President of the Butler Federation, who gave \$5,400, as against \$3,100 in 1946. Other pace-setting gifts included William Horwitz from \$5,500 to \$11,000; I. Max Jaffee, \$5,200; David Rosenblum, \$2,000 to \$3,000; Alex and Joseph Horewitz, from \$1,000 to \$2,500; Edward B. Davis, \$250 to \$1,500 and many others in similar proportions.

A notable achievement was registered by the Women's Division which, under the Co-Chairmanship of Mrs. Harry N. Cohn and Miss Jean Eisenberg, had undertaken to raise \$10,000. By the time the dinner was over, the quota had been oversubscribed by \$1,000.

The evening had the benefit of the attendance of Mrs. Leon Falk, Jr., Vice Chairman of the National Women's Division of the UJA, whose brilliant address did much to move the givers, and of Leon Falk, Jr., Chairman of the energetic Pittsburgh campaign. Reuven Dafni, noted Palestinian war hero, also spoke. Dr. David L. Simon was in the chair and Harry N. Cohn read cards.

AL JOLSON TOP HIT AT NEW YORK UJA DINNER

Al Jolson, now at the peak of his career, joined with Henry Morgenthau, Jr., host of the function, and other fellow-Jews at the dinner of the New York UJA on May 1 to honor the five Co-Chairmen, Barney Balaban, Samuel Hausman, former Governor Herbert H. Lehman, Mrs. David M. Levy and Edward M. M. Warburg. This represented the first in a series of dates the noted star is giving to the United Jewish Appeal to reflect his deep concern with the success of the 1947 campaign. He and Rabbi Jonah B. Wise spoke at the New York dinner, at which Mr. Morgenthau, presided. Mr. Jolson spoke briefly but movingly in the early part of the evening. But later, after all the cards had been called by Edwin Rosenberg, Mr. Jolson arose to bring in new money by offering to sing for anyone who would substantially increase his contribution. This brought forth new gifts. At one point, during a lull, Jolson said he would pay \$10,000 himself to the UJA to hear Al Jolson sing. This produced his famous "A Chazendel auf Shabbos". Jolson explained that his regular gift will be made in the movie industry division of the Los Angeles campaign.

WOMEN CONTINUE TO INSPIRE WITH THEIR GIVING

From one end of the country to the other, the women are setting examples of sacrificial giving in 1947.

Albany, N.Y. held a Big Gifts luncheon in the Women's Division last week and the results from 39 pledges totalled \$14,000, which represented a 296% increase. The Chairman of the Women's Division is Mrs. LeRoy Blatner, and Mrs. Leon Aronowitz is Chairman of Special Gifts. Syracuse, N.Y., whose Women's Division is headed by Mrs. Alexander Mason, obtained \$15,000 at a Big Gifts luncheon from those who gave \$7,500 last year. Jersey City, N.J., reports that at the first meeting of the Women's Division, whose Chairman is Mrs. Harry F. Salomon, 21 women pledged \$8,500 as against \$3,000 in 1946. Milwaukee, Wis., whose Women's Division enjoys the leadership of Mrs. Charles T. Cohen, with Mrs. Leonard Glen, Chairman of Special Gifts, reports that 204 contributors in this group have already given \$70,000, an average increase of 246% as compared with last year. St. Louis, Mo., whose over-all campaign has been one of the most striking in the nation, has shown equally good results in the Women's Division, which is headed by Mrs. Morris M. Sachar, with Mrs. Erwin Bry and Mrs. Herman C. Seldin. A group of 223 women pledged \$110,840 at a \$100 minimum gift luncheon. Their contributions last year totalled \$33,692. Newport News, Va. raised \$14,000 at a luncheon from those who contributed \$5,000 in 1946. The Chairman of the Women's Division here is Mrs. Charles Katz.

DR. GOLDSTEIN AIDS COMMUNITY DRIVES

With Dr. Israel Goldstein, a National Chairman of the UJA, as guest speaker, the Kansas City Garment Trades Big Gifts Dinner produced \$46,525 from a group which last year gave \$21,615. Included among the pace-setting gifts were those of Isadore Steinberg, \$3,500 to \$10,000; Merrill S. Rose, \$500 to \$2,000; the same for Harry Sircus;

Louis Walter, \$2,300 to \$4,000; Morris Garfinkel, \$1,000 to \$2,000; Sam Silverman, \$50 to \$1,000. Dr. Goldstein also addressed a luncheon meeting the same day of the Automotive Industry Division, which obtained \$22,350 from those who had contributed \$10,665 in 1946. Dr. Goldstein's visit to Kansas City was part of a tour that took him to the West Coast. In addition to the meetings he addressed in Kansas City, he stopped in Tulsa, where the community adopted the UJA quota of \$300,000, Los Angeles, where he addressed a number of important functions, and San Francisco, where he was guest speaker at a great mass meeting.

CHANDLER SPEAKS AT CINCINNATI TRADE DINNER

Baseball Commissioner Albert A. Chandler was the guest speaker at a Clothing Division dinner of the Cincinnati Welfare Fund at which \$71,060 was raised from a group which contributed \$36,425 in 1946. David Levine was Chairman.

At another of the newly-organized trade group meetings, the Jewelry Division obtained \$47,400 from those who gave \$26,035 last year. Benjamin S. Katz, National Co-Chairman of the UJA Jewelry Division, also heads the local unit. S. Ralph Lazrus, Treasurer of Benrus Watch Co., was the guest speaker.

RANDOM HIGHLIGHTS FROM COAST TO COAST

Pasadena, Calif. had a Big Gifts meeting last week at which 17 pledges were recorded for \$22,500. This is more than the entire community raised last year. Sidney Flatow was the speaker. Chairman of the campaign is Ben Tufeld.

Long Beach, Calif., which has Ike Sukman as Campaign Chairman, reported last week that it already has in hand \$100,000 from the list of contributors who gave \$40,000 in 1946.

Teaneck, N.J. realized over \$34,000 at its first Big Gifts meeting. This compares with \$18,500 from the same group last year. Fred Schneider campaign chairman announced \$10,000 as compared with \$4,000. Al C. Robison, \$3,000 to \$5,000; Gad Bernstein, \$1,000 to \$2,500.

St. Louis, Mo., whose trade dinners have stimulated the rest of the country, added the Food Special Gifts to that category. The sum of \$48,925 was raised from those who gave \$10,535 in 1946. The Furniture Division increased contributions of \$32,450 in 1946 to \$88,820 this year. Another phenomenal result was obtained from a small group in the Liquor Division who gave \$35,000, in comparison with \$5,000 last year.

Albany, N.Y. was enthused by its opening Big Gifts meeting when pledges for \$95,000 were announced from a group which gave approximately half that in 1946. Judge Isadore Bookstein is Campaign Chairman.

THE ODYSSEY OF A WANDERING JEW

Samuel Rothberg of Peoria, Ill., is an outstanding illustration of what the lay leaders of American Jewry are doing in 1947 to mobilize all our forces so that the remnants of our people might be sustained and grow. The itinerary of dates he accepted to address United Jewish Appeal meetings shows that on April 15 he was in Omaha, and South Bend; on the 16th in Akron, and Pittsburgh; on the 19th in Milwaukee; and on the 20th, in his own community of Peoria for the Big Gifts function.

On one day, April 27th, he addressed an Initial Gifts meeting in Southern Illinois in the morning; spoke at a Liquor Division luncheon at St. Louis at noon and that

night flew for a Big Gifts meeting in Kansas City. On the 29th he paid a return visit to Los Angeles for the Big Gifts meeting of the movie colony and on the 30th joined Minneapolis, for a Big Gifts function. The following day he was the key speaker at the St. Paul Big Gifts dinner. He ended the trio of Minnesota cities with a Big Gifts function in Duluth on May 2. Nashville, Tenn. has him on May 4 and 5, Memphis on the 6th and Des Moines on the 12th. He is scheduled to be in Columbus on May 20 and in Newark on May 26.

Mr. Rothberg is a business man with all the problems of current economics. He has not confined his UJA interest to a great gift. He has, in effect, put aside all other considerations so that he might share the deeply moving experiences he had this year in Europe with the leaders of other Jewish communities. His ability to visit so many communities within so brief a space of time is due only to his use of airplanes. On his way back from Los Angeles to Minneapolis, he was grounded at Kansas City and flew in a friend's small private plane in order to reach the Minneapolis meeting that night. When he arrived, he hadn't slept in almost forty-eight hours. The cities he visits respond in kind to the remarkable spirit of Samuel Rothberg.

EDDIE CANTOR AGAIN AIDS U. J. A. DRIVE

Eddie Cantor, whose stirring 4-minute United Jewish Appeal trailer is one of the most effective promotion assets of the 1947 campaign, is again visiting communities as he did last year. Despite a heavy radio and screen schedule, the famous star is visiting communities in the vicinity of Los Angeles. He is scheduled to be in Sacramento on May 18.

GREEN BAY TAKES \$90,000 UJA QUOTA; OTHERS ACCEPT

Green Bay, Wis., which has a Jewish population of 398, "by unanimous vote at a general meeting accepted a United Jewish Appeal quota of \$90,000 for 1947," Henry Morgenthau, Jr. was advised by Meyer M. Cohen, Chairman of the Green Bay Jewish Welfare Fund. Over-all goal of the campaign is \$100,000. Honorary Chairmen of the drive are I. A. Abrochams, Jacob Rosenberg and William Sauber.

Lorain, Ohio is another small community which has accepted a major responsibility. It adopted a UJA quota of \$85,000 and, at the meeting to accept the quota, those present pledged amounts which would assure the raising of this goal. The Chairman of the drive is Edward J. Gould.

Wilmington, N.C., whose Campaign Chairman is Sam Berger, has an over-all goal of \$53,000, which includes \$50,000 for the United Jewish Appeal.

NATION MOURNS LOSS OF HENRY MONSKY

American Jewry lost one of its most distinguished leaders in the death last week of Henry Monsky, President of Bnai Brith. It was characteristic of his career that the end came at the very time when he was pleading that European Jews be given the opportunity to settle in Palestine. Honorary Chairman of the United Jewish Appeal and of the United Palestine Appeal, Mr. Monsky was a leading figure only a few weeks ago in the opening function in the campaign conducted by his native city of Omaha. He had spent the day with Mr. Morgenthau, General Chairman of the UJA. Gifted orator, devoted advocate of the interests and values of the Jewish people, Mr. Monsky was one of the foremost spokesmen of American Jewry. His untimely passing at 57 will be mourned by all who knew how greatly he enriched the life of his people.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

342 Madison Avenue; New York 17

Vol. II No. 18

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May 12, 1947

CHRISTIAN LEADERS RESPOND IN FORMING NATIONAL COMMITTEE

To symbolize the good will of all Americans toward the United Jewish Appeal campaign for \$170,000,000, Henry Morgenthau, Jr., General Chairman, has launched the organization of a National Christian Committee for the United Jewish Appeal. Outstanding leaders in industry, business, culture, science, religion and other walks of life are responding promptly and eloquently to the invitation to join the first committee of its kind ever organized by the United Jewish Appeal.

Additions to the Committee include S. Sloan Colt, President, Bankers Trust Co., New York; Alfred M. Landon, Topeka, former Governor of Kansas; Marshall Field, III; Charles Evans Hughes, Jr., Chairman, Mayor's Committee on Unity, New York; Fiorello H. LaGuardia, former Mayor of N. Y. and Director of UNRRA; Harvey D. Gibson, New York, President, Manufacturers Trust Co., and Chairman of the 1947 American Red Cross campaign; Charles T. Fisher, Jr., President, National Bank of Detroit; Tom K. Smith, Chairman, Boatmen's National Bank, St. Louis; Hon. Thurman W. Arnold, former Associate Justice, United States Court of Appeals, Washington, D. C.; Charles Seymour, President, Yale University; Walter S. Gifford, President, American Telephone & Telegraph Co.; William L. Chenery, Publisher, Collier's, New York; Philip M. Morgan, President, Morgan Construction Company, Worcester, Mass.; P. S. Arkwright, Jr., President, Georgia Power Co., Atlanta, Ga.; Everett R. Clinchy, President, National Conference of Christians and Jews; Prof. Carlton J. H. Hayes; John P. Stevens, Jr., New York; former United States Senator Arthur Walsh, West Orange, N. J.; Ralph T. Fisher, Vice President, American Trust Co., Oakland, Cal.; Gardner Cowles, Chairman of the Board of Publication, Register & Tribune Publishing Co., Des Moines, Ia.; Francis P. Matthews, Chairman of the Board, Securities Acceptance Corp., Omaha, Neb.; Ludolph H. Conklin, President, Flood & Conklin Mfg. Co., Newark, N. J.; George S. Armstrong, President, George S. Armstrong Co., Inc., New York; Walter Hoving, Director, American Arbitration Association, New York; Freda Kirchwey, Editor, The Nation, New York; Dr. John R. Mott, President, World's Alliance of YMCA, New York; Thomas I. Parkinson, President, Equitable Life Assurance Society, New York; A. Kendall Roberts, prominent attorney, Chairman, Community Chest, Troy, N. Y.; John W. Carpenter, President, Texas Power & Light Co., Dallas, Tex.; Tom Gooch, editor and publisher, Dallas Times Herald; and Thomas C. Woods, Lincoln, Neb.

Charles C. Cabot, Judge of the Superior Court, Boston, observed in joining:
"Certainly no group suffered during the war as did the Jews of Europe and I am glad indeed to endorse the appeal."

Stewart F. Hancock, who was a member of the Board of Directors of the National War Fund and who is now active in the promotion of the Syracuse Christian Committee, declared that "the time has come when the American people should be told the story of what the Jewish problem really is."

Governor James L. McConaughy of Connecticut emphasized his concrete interest in the problem by enclosing a check for \$500 with a message addressed to Edward S. Rogin, one of the campaign leaders of Hartford. "The cause of the suffering Jews of Europe merits the broad participation of all citizens of our State, regardless of race or creed," said the Governor. "I, for one, feel very strongly that unless the surviving Jews of Europe find peace and freedom, there is little chance that justice will prevail and we shall all be faced with insecurity in the future."

Newark, N.J. has formed a Citizens' Committee of the United Jewish Appeal, with John R. Cooney, President, Firemen's Insurance Co., and Henry S. Puder as Co-Chairmen.

In Asheville, N.C., the Jewish community was pleasantly surprised when it was advised that a special meeting of the Asheville Community Welfare Council had unanimously voted to have the Council participate in the campaign of the Federated Jewish Charities. Max H. Crohn, Chairman of the Asheville Jewish drive, was informed that Chester Brown, Jr., President of the Council, and Clarence Morgan, Chairman of the Planning Committee of the Council, were principal sponsors. There is to be a dinner for top Christian givers and a Church UJA Sunday when all ministers will talk on the significance of the UJA.

Harrisburg, Pa. has a Christian Committee which has offered its support to Mary Sachs, Campaign Chairman. Participants include Gen. Edward J. Stackpole, Mrs. Lyman D. Gilbert, Mrs. Harvey F. Smith, Frank A. Robbins, Jr., and Daniel N. Casey.

Albany, N.Y. has organized a Citizens' Committee for the United Jewish Appeal. Francis Huyck Eldridge is Chairman. Other leading citizens of all faiths and walks of life are sponsoring the campaign, which is issuing a series of newspaper ads, to be followed up by solicitation of all contributors of \$25 and over to the Albany Community Chest Fund.

In Los Angeles, a Committee for Community Cooperation has been formed. Over 140 important Christian leaders have already accepted membership. Norman Chandler, Publisher, Los Angeles Times; William Jeffers, 1947 Red Cross Chairman; Robert A. Millikan, President, California Institute of Technology; and other university heads, social welfare leaders, churchmen, publishers and industrialists are included.

\$80,000 GIFT MARKS OPENING OF NORWICH CAMPAIGN

One of the largest gifts in the State was reported at the opening of the 1947 Norwich, Connecticut campaign when the officers of the Yantic Grain Co. announced their gift at \$80,000. This compares with \$50,000 from the same source last year. Samuel Raucher went from \$4,000 to \$6,000; Samson Cramer from \$2,500 to \$4,500; Smothrich Bros., \$800 to \$2,000; Michael Levin, \$2,500 to \$3,750; Harry M. Land, \$2,000 to \$3,250. The community is aiming to raise a minimum of \$225,000 for the United Jewish Appeal. Daniel Polsky, head of the Yantic Grain Co., is Honorary Chairman. Co-Chairmen are Samson Cramer, Herman R. Goldberg, Abraham Levin, Gerson Silverberg and Charles Simon.

MARION, INDIANA JOINS OVER-THE-TOP COMMUNITIES

Marion, Indiana undertook to give the United Jewish Appeal \$22,500. Its leaders

informed Mr. Morgenthau this week that the pledge has been met, and forwarded a substantial sum on account of the total. This small community gave \$13,500 to the UJA in 1946. Samuel Fleck, who is President of the Welfare Fund, was Chairman of the successful campaign. Associated with him were Joseph Stiefler, Vice Chairman; Reuben H. Berman, Treasurer; and Mrs. Samuel Fleck, Chairman, Women's Division.

PROGRESS REPORTS OVER THE NATION

Dallas, Texas, a community of 9,000 Jewish souls, has raised \$1,008,000, according to the latest report issued by Sam R. Bloom, energetic Chairman. Dallas thus becomes the first community of its size in the nation to pass the \$1,000,000 mark. This compares with the 1946 total of \$668,921. The Advance Gifts Committee was responsible for setting the tempo of the campaign. With 22 contributing \$5,000 and over or a total of \$235,000 in 1946, this was raised to 39 givers pledging \$501,925 in 1947. The Women's Division was also responsible for notable progress. Some 1,380 contributors gave \$124,879 in this division as compared with \$82,630 last year. Mrs. Bernard Schaenen, Co-Chairman, did an outstanding job as she carried on during the illness of Mrs. Laurence S. Kahn for the duration of the campaign. Julius Schepps is President of the Welfare Fund and Jacob H. Kravitz, Executive Director.

Cincinnati, Ohio, usually a standard-bearer in campaigning, enthused its officers and workers to increased effort to achieve the goal when it was officially announced at the opening meeting that a total of \$358,000 had been received in pre-campaign gifts. This represents increases of 103% for the same gifts in 1946. The Co-Chairmen of the campaign are Sol Luckman, Philip Meyers and Carl Rauh. Philip Meyers, whose own gift of \$40,000 compares with his 1946 gift of \$20,000, is President of the Welfare Fund. Maurice J. Sievers is Executive Director.

Minneapolis, Minn. announces the following pace-setting gifts in its current campaign: L. S. Grossman, \$10,000 to \$20,000; Arthur Brin, \$4,000 to \$6,000; Boulevard Frocks, \$3,000 to \$6,000; Amos and Benedict Deinard, \$4,000 to \$5,000; Brill, Maslon, Grossman and Brill, \$6,750 to \$10,000; Harry Bloom and associates, \$10,000 to \$15,000; Coast-to-Coast Stores, \$12,000 to \$18,000; Gross brothers & Kronick, \$7,500 to \$12,500; M. J. Sanders, \$4,000 to \$8,000; Arthur & Sigmund Harris, \$10,000 to \$15,000; S. Meyer Halperin, \$250 to \$5,500; Jaeson Kline, \$1,200 to \$4,000. Other leading gifts included one of \$30,000 from I. S. Joseph; Benjamin N. Berger, \$15,000; Salkin and Linoff, \$25,000. Josiah E. Brill is Chairman of the Minneapolis drive. Charles I. Cooper is Executive Director.

Corpus Christi, Texas obtained a total of \$126,000 at the dinner officially launching the campaign. Included in this sum was a big gifts total of \$98,000 from those who had contributed \$52,000 last year. The Christian Division under the leadership of Conway Craig has already reported receipts of \$10,000. The Women's Division which is headed by Mrs. Minerva Colef has already received pledges totalling \$21,000.

DAYTON, OHIO STIMULATED BY TOP GIFTS; INCREASES 93%

With two gifts at \$25,000, the Dayton Jewish community auspiciously launched its campaign for Big Gifts this week. A preliminary meeting at the home of Nathan Sanders, veteran leader of the community, to discuss bellwether giving resulted in an announcement of \$25,000 from Mr. and Mrs. Sanders. This compares with \$10,000 contributed last year. Ben Duberstein announced a pace-setting gift for the Duberstein Iron and Metal Co. of \$25,000, as compared with \$3,000 in 1946.

Prior to the Initial Gifts function, a dinner of the Jewelry Division was attended

by Col. Harry D. Henshel, a National UJA Jewelry Division Chairman. Samuel H. Thal announced a gift of \$13,000, as compared with \$7,500 last year. Robert Shapiro, Chairman of the Division, contributed \$4,500, as against \$2,000 in 1946. The increases pledged at the dinner averaged 100%.

At the Initial Gifts dinner a total of \$262,985 was pledged, as compared with \$135,280 from the same group last year. Other gifts included: Ben and Ralph Kopelove, \$3,000 to \$8,000; Alfred Srere, \$5,000 to \$10,500; in addition, Mrs. Srere increased from \$1,000 to \$2,500. The Chairman of the Dayton campaign is Samuel H. Thal. Ben Rosenberg is Director.

BIG GIFTS MEETINGS STIR LEADERS' RESPONSE

Memphis, Tenn. opened its campaign last week with a Big Gifts meeting which had the benefit of the attendance of Julian B. Venezky and Samuel Rothberg of Peoria. A group which contributed \$129,975 in 1946 signed pledge cards for \$205,500 at the dinner. Chairman of the campaign is William Gerber. Abe Wurzburg is President of the Welfare Fund.

Columbia, S.C. received \$42,000 at an Initial Gifts dinner last week from pledgors who had given \$28,000 in 1946. The drive is headed by Irwin Kahn as Chairman; Bernard Kline, Co-Chairman; Louis B. Simons, Treasurer. Ben Arnold, Chairman of Big Gifts, went from \$2,000 to \$5,000; the Kline family from \$4,000 to \$7,500; M. B. and Irwin Kahn, from \$2,800 to \$4,000. A Christian Division, sponsored by the local Chamber of Commerce, will participate in the drive.

Galveston, Texas had its Big Gifts dinner sparked with a contribution of \$27,500 from I. H. Kempner and associates. This compares with \$16,000 last year. Other pace-setting gifts included that of Joseph Swiff, Campaign Chairman, from \$2,000 to \$4,500. At an opening luncheon of women the same day pledges of \$15,100 were received from this group. The total amount raised by women here last year was \$4,591.

Troy, N.Y. opened its drive with initial pledges of \$64,525 against \$35,780 given by the same group last year. Joseph Goodman and family contributed \$20,000, as compared with \$14,000 in 1946. Louis Rubin, Campaign Chairman, who gave \$1,500 last year, pledged \$10,000. Other pace-setting gifts included Harry Goldberg, \$1,500 to \$4,000; Herman Mintzer, \$1,500 to \$2,675; Abraham Lagunoff, \$1,000 to \$2,500; Dr. Frank V. Sutland, \$350 to \$2,000.

Joliet, Ill. was able to report gifts of \$62,875 at its opening big gifts function. This compared with \$38,500 from the same group in 1946. Abe Aronin gave \$5,000, as compared with \$2,650; Albert W. Baskin went from \$2,500 to \$5,000; Edward E. Epstein, \$1,000 to \$2,500; Greenfields, \$1,575 to \$4,000; Gus E. Miller, \$1,000 to \$2,500; Louis A. Roth, \$2,650 to \$4,500; Rubens, \$2,000 to \$7,500. Julian B. Venezky was the speaker. The Chairman of the drive is Edward Minkus.

South Bend, Ind. raised \$206,000 at its opening big gifts function. Samuel Brown is Campaign Chairman and Ben Medow, Big Gifts Chairman. Arthur S. Simon, Chairman of the Welfare Fund, announced a \$25,000 gift from the Simon brothers; Hurwich brothers, \$11,000; Levy brothers, \$10,000. Samuel Brown increased from \$10,000 to \$16,000; Ben Medow, from \$5,000 to \$10,000; H. Rosenstein, from \$5,000 to \$10,000; Ben and Henry Feferman, \$6,000 to \$10,000; P. Frank, \$3,000 to \$5,000.

Lincoln, Neb. whose campaign is headed by Charles B. Simon, saw its initial givers go to \$83,000, from \$52,000 in 1946. The pace-setting gift was that of Daniel Hill, who pledged \$11,200, as compared with \$5,000 last year. Alternatively, he

pledged 10% of the total over \$112,000. The total goal of the community is \$125,000. Louis B. Finkelstein is President of the Welfare Fund.

Greenwich, Conn. was sparked by a \$25,000 gift from the Meyer H. Cohen associates at the big gifts opening dinner. A total of \$75,925 in pledges was received toward the \$100,000 goal. Harry Jurman is Campaign Chairman.

St. Louis, Missouri was host to a meeting of entertainment leaders to take advantage of the visit to the community of Barney Balaban, National Chairman of the United Jewish Appeal Motion Picture Division. A group of 35 exhibitors including many non-Jews attended to hear Mr. Balaban's vigorous presentation of the needs of our people abroad. One of the pace-setting gifts was that of Sam Komm who pledged \$10,000 as compared with \$1,200 in 1946. Joseph and Louis Ansell went from \$1,200 to \$3,000. Edward Arthur, Thomas James and Clarence Turley were among the Christian leaders who made substantial contributions.

QUOTA-SETTING MARKS OPENING OF MORE CAMPAIGNS

Columbus, Ohio accepted its recommended United Jewish Appeal quota of \$600,000 during a day of functions to mark the visit of Henry Morgenthau, Jr. A group of contributors who had given \$86,700 in 1946 indicated pledges of \$169,400 as encouragement to the campaign officers to go forward with their task. The over-all goal will be in excess of \$700,000. Harry R. Roth is Chairman of the campaign. Simon Lazarus is President of the United Jewish Fund of Columbus.

New London, Conn. has organized a campaign for \$240,000, which includes \$225,000 for the UJA, with Samuel Zabarsky, Honorary Chairman; M. A. Savin, Chairman; and Messrs. Oscar Dane, Aron Agrin and Eli Aaronson, Co-Chairmen. A. L. Kirshenbaum is Corresponding Secretary and Charles Suisman, Assistant Corresponding Secretary.

Pittsfield, Mass. with Monroe B. England as Chairman, has undertaken to raise a total of \$250,000. Simon England, Jr. is Initial Gifts Chairman and Dr. Carl Wildman, Special Gifts Chairman. Mrs. Jay C. Rosenfeld is Welfare Fund President.

Lowell, Mass. is now completing preparations for a drive to raise \$205,000, which includes \$175,000 for United Jewish Appeal. Dr. Bernard M. Ritter is Chairman.

Davenport, Iowa accepted the UJA quota of \$125,000, Ben Comenitz, President of Jewish Charities, has reported, in emphasizing the deep concern of the community to do its full share toward the \$170,000,000 drive.

Monroe, La. is now busily engaged in raising \$120,000, of which \$115,000 plus overage is intended for the UJA. J. B. Pickens, Jr. is head of the campaign. C. M. Strauss is President of the United Jewish Charities of Northeastern Louisiana.

QUOTAS FOR FALL CAMPAIGNS ARE SET BY COMMITTEE

The National Committee on Community Quotas for the United Jewish Appeal, created at the Atlantic City Conference last December, is scheduled to meet on May 14 in New York City to establish quotas for all communities which will campaign in the fall. The meeting had been delayed owing to the absence abroad of Herman Gilman, Chairman of the Committee. The Boston leader, immediately on his return from an extended visit to Palestine and Europe, called a meeting of his associates so that the communities might have ample opportunity to plan their fall drives. Mr. Gilman, who is Chairman of the 1947 Boston campaign, which will also campaign in the fall, was profoundly impressed anew with the plight of the Jews as a result of his personal experiences.

Within the coming days, each community will receive a formal communication from Mr. Gilman's Committee, indicating the quota for the United Jewish Appeal that has been recommended, in relation to current needs, past giving history, leadership in the community and general economic situation.

Reports reaching national UJA headquarters indicate that many communities, which normally conduct their fund-raising efforts beginning with Rosh Hashanah and the subsequent period, are planning to stage at least their Initial Gifts phase of the campaign in June in order to take maximum advantage of the widespread national campaign enthusiasm.

OAKLAND WOMEN SUCCESSFULLY LAUNCH DIVISION

Oakland, Calif. which initiated a Women's Division for the first time this year, was greatly encouraged with the first function of its type when a women's luncheon produced \$30,000 in new money. The Division is headed by Mrs. Nat Kessler.

Mrs. Franklin D. Roosevelt will be the guest of honor at a Women's Division Special Gifts meeting in Philadelphia on May 19.

\$75,000 CHECK FROM WALTER ANNEBERG IN STREAM OF CASH

With the agencies of the United Jewish Appeal spending at least \$12,000,000 a month and with the pressure upon their resources mounting steadily as the European situation deteriorates, the Jewish communities of America are responding cooperatively to the urgent pleas for cash funds to be remitted to the national headquarters of the United Jewish Appeal.

Included in the stream of funds flowing to the UJA during the past week was a check for \$75,000 on account from Walter H. Annenberg of Philadelphia. Recognizing the desperate need, he sent this substantial sum on account of the very generous 1947 pledge made by the M. L. Annenberg Foundation.

With communities indicating that they would remit funds regularly, regardless of the amounts, just as fast as cash was received, Philadelphia forwarded another \$75,000 this week; New York made available a further \$400,000; Paterson, N. J. sent in \$85,000; St. Louis, \$150,000; Atlantic City, \$75,000; Kansas City, \$50,000; Trenton, N. J., \$25,000; Gary, Ind., \$25,000. Other communities which responded promptly included Tallahassee, Fla., South Bend, Ind., Terre Haute, Ind., Sumter, S.C., Austin, Tex., Pensacola, Fla., Marion, Ind., Wichita Falls, Tex., Allentown, Pa., Ft. Worth, Tex., Galveston, Tex., Butler, Pa., Norristown, Pa., Newburgh, N. Y., Manchester, N. H., Freehold, N. J., Minneapolis, Minn., Lancaster, Pa., Lynn, Mass., Waterloo, Ia., Coatesville, Pa., Portland, Ore., Oklahoma City, Okla., York, Pa., Amarillo, Tex., Duluth, Minn., Athens, Ga., Plainfield, N. J., Canton, O., Harrisburg, Pa., New London, Conn., Sharon, Pa., Peoria, Ill., Albany, N. Y., Altoona, Pa., Buffalo and Elmira, N. Y.

San Francisco made available \$100,000, sending \$50,000 to the New York headquarters and, on special plea of the UJA in the light of the needs of the USNA, arising out of the flow of immigration into San Francisco harbor, provided \$50,000 to the Immigration Committee in the Coast city.

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on behalf of JOINT DISTRIBUTION COMMITTEE, UNITED PALESTINE APPEAL
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From ISIDOR COONS }
HENRY MONTOR } Executive Vice Chairmen

342 Madison Avenue; New York 17

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BUFFALO JEWISH CENTER SELLS BONDS TO EASE DESPERATE UJA CASH POSITION

In one of the outstanding illustrations yet given of the deep concern of American Jewry with the desperate requirements of the United Jewish Appeal agencies, the Buffalo Jewish community this week set an example for the nation in how to meet a crisis.

The Jewish Center of Buffalo had raised funds for its building needs. The officers of the Center recognized, in response to the urgent pleas for cash from the United Jewish Appeal, that extraordinary action was required. The officers met and decided to sell the bonds that had been bought and to lend the money to the United Jewish Fund, which raises funds in Buffalo for the United Jewish Appeal. "Knowing the desperate need for cash, they were happy to take this action," it was reported by Maurice S. Tabor, as he forwarded an additional \$125,000 to the UJA, thus bringing to over \$200,000 the amount remitted on account of the 1947 campaign. Joseph Markel is Chairman of the campaign; Charles Dautch is President of the Buffalo Welfare Fund. Arthur S. Rosichan is Executive Director.

San Antonio, Tex. forwarded \$50,000 on account of its 1947 drive, as did Memphis, Tenn. Cleveland, O. remitted an additional \$75,000; Seattle, Wash. \$35,000. Communities still owing funds on 1946 campaigns have been staging intensive collection efforts. Chicago dispatched an additional \$250,000; Rochester, a further \$60,000; Toledo, \$25,000. Haverhill, Mass., which will not stage its 1947 campaign until later, also advanced \$15,000, calling upon center building funds that are available in the community. This was advanced to the UJA as a loan, on account of the campaign to be held later. Additional money on the same basis was promised to Mr. Morgenthau by Maurice M. Epstein, who forwarded the funds.

SIX G.I.'s GIVE "BLOOD MONEY"

However generous any contributor in America may feel, he is likely to think twice in answering the question whether his gift — however large — outdoes in compassion and generosity the contribution made by six Jewish veterans in Los Angeles. In truth, they have given "blood money."

Six former G.I.'s, now attending small Woodbury College in Los Angeles, decided that they were going to contribute \$100 each to the 1947 campaign. But they have no such money. Most of them are living on the \$65-a-month grant from the Veterans' Administration. They considered every possibility and finally decided to contribute four pints of blood each to a private hospital which will pay them \$25 per pint.

Many business men, in a quandary perhaps as to what they ought to contribute, will want to reflect at some length on what sacrificial giving means in the light of this example. When the history of the 1947 United Jewish Appeal campaign is written, the names of the six G.I.'s will rank at the top of the list for pace-setting contributions. The names, for history, are Abe Bleier, Bernard Weiss, Irwin Isenstein, Irv Levin, Daniel Cetner and George Greenberg.

TRADE DINNERS IN NEW YORK BENEFIT FROM NATIONAL LEADERS

Some of the outstanding leaders in the National Trade and Industry Division of the United Jewish Appeal visited New York during the past week to aid at various fund-raising functions. These included Fredric R. Mann, Philadelphia, National Paper Division Chairman; I.M. Weinstein, Atlanta, National Laundry Division Chairman; Louis H. Salvage, Boston, National Shoe Division Chairman.

Paper: A contribution of \$100,000 was announced by Harry Ginsberg, National Container Corporation, as compared with \$40,000 last year, at the Big Gifts dinner of the corrugated box industry. With Edward M. M. Warburg and Jacob Sincoff as the speakers, Mr. Mann read the cards. A total of \$480,000 was contributed by a group which gave some \$175,000 in 1946. Among the gifts were those of Gus Etra, \$31,000 to \$50,000; Sol and Joe Kramer, \$5,200 to \$13,000; Joe Nehrenberg for Shelton Manufacturing, \$1,000 to \$6,500; Joseph Shiffenhouse, \$3,200 to \$8,200; Mike Stern for Grand City, \$20,000 to \$40,000; Harry Cole, \$10,000 to \$26,000. Jacob Sincoff gave \$30,000; the Mazer family, \$60,000.

Laundry: Some 130 people at the Big Gifts dinner of the Laundry and Linen Division last week pledged \$140,000, representing increases in excess of 80%. All present agreed that it was the inspiration of I. M. Weinstein, Atlanta, Ga. leader, who has taken on the national responsibility for the UJA, which produced the results. The New York Division is aiming at \$250,000. The pace-setting gift was that of Carl Troy, \$10,000 to \$20,000. Charles Maslow went from \$10,000 to \$15,000.

National Trade and Industry leaders visited other communities during the week. John D. Schapiro, National Scrap Metal Chairman, attended a scrap metal meeting in Washington, D.C., which produced \$10,000 from a group who gave \$1,000 last year.

J. Segall Resler of Columbus, leader in the Men's Clothing Division, met with a group of the Men's Apparel Division in Newark, N.J. A total of \$54,000 was contributed by those who gave \$22,000 in 1946. Outstanding increases included: Max Strelsin, from \$3,100 to \$10,200; Prentiss Clothes, from \$1,700 to \$5,000; Jack Schwartz, \$250 to \$1,100.

BIG CITIES WORKING HARD TO COVER ALL PROSPECTS

St. Louis, Mo., conducting one of the most inspired campaigns in the nation, has already passed the \$2,000,000 mark, it was reported by Alfred Fleishman, Chairman of the Welfare Fund campaign. In 1946, St. Louis conducted a supplementary campaign which produced \$1,349,000. This year it is aiming at an over-all goal of \$3,000,000. Considering the rate of increase that has thus far been established in the various groups, there is every reason to believe that St. Louis can reach its goal, if the thousands of prospects still to be reached play their proportionate part. Samuel Gerson is Executive Director.

Pittsburgh, Pa., one of the first large cities to adopt a quota, has also passed the \$2,000,000 mark, it was disclosed by Leon Falk, Jr., who has taken three months

from virtually all other activities to concentrate on the community's unprecedented campaign. A very narrow margin to achieve success remains, since Pittsburgh's total goal is \$2,265,000. Last year, the United Jewish Appeal received \$1,000,000 from Pittsburgh. Harry Rosen is Campaign Director.

Baltimore, Md., which conducted one of the best campaigns of 1946, is seeking to establish a similar record this year. The Welfare Fund drive, headed by Elkan R. Myers and J. Benjamin Katzner, is beyond the \$1,500,000 mark. Harry Greenstein is Executive Director.

Detroit, Mich., having the fourth largest goal in the 1947 Spring campaign, is concerned with the problem of coverage, as are the other cities. Fred M. Butzel, Campaign Chairman, and Isidore Sobeloff, Executive Director, are inspiring the host of workers and solicitors who heard, at the last report meeting, that the Detroit campaign has passed the \$3,200,000 mark. The over-all goal is \$5,335,000.

CHRISTIAN CAMPAIGNS LAUNCHED IN MORE CITIES

Christians of America are prepared to support the United Jewish Appeal, if their help is sought, it is being increasingly demonstrated throughout the nation. Fund-raising efforts, initiated and participated in by Christians, are proving valuable adjuncts to local community campaigns, not alone in the good will that is thus manifested, a factor of extreme importance in itself, but in substantial sums that are contributed.

From St. Louis, Mo., comes word that the Anheuser-Busch Brewery has contributed \$15,000 to the Jewish Welfare Fund of St. Louis. In presenting the check to campaign officers, Col. August Busch emphasized that all Americans feel a responsibility to insure the success of the UJA campaign. Over \$50,000 has already been received by the St. Louis campaign from Christian sources. A contribution of \$10,000 was made to the Des Moines, Ia. campaign by the Register and Tribune Publishing Co. Mr. Gardner Cowles, Chairman of the Board of the publication, recently accepted membership on the National Christian Committee of the United Jewish Appeal. In Syracuse, N.Y., the Christian campaign to raise 10% of the Welfare Fund goal went into its active phase last week at an evening organization meeting. The sum of \$8,500 was pledged by seven Syracuse enterprises. Personal solicitation is being conducted by a Christian group, headed by Stewart F. Hancock as Chairman. In Newport News, Va., a Christian Division was organized at a luncheon at which the group went on record as striving to raise \$20,000. Raymond B. Bottom, Editor of the Newport Daily Press, is Chairman. A first report from Manchester, N.H., shows \$7,000 already in from Christian sources, with additional funds anticipated.

A Community Committee has been formed in San Francisco to aid the Jewish Welfare Fund drive. Supervisor Chester MacPhee heads the group. Others include Bishop Karl M. Block, Father Thomas Burke, Francis Carroll, Judge C. J. Goodell, Lewis Lapham, Parker S. Maddux, Judge Robert McWilliams, Judge Edward Molkenbuhr, Judge Raymond E. Peters, Dr. Langley Porter, Paul Schnur, J. F. Sullivan, Jr., Mrs. Effingham Sutton.

Harold Ludlow, President of Ludlow Motors and President of the Chamber of Commerce, has assumed the Chairmanship of the Christian campaign in Binghamton, N.Y. Co-Chairmen are Bruce Babcock, Treas. of Endicott-Johnson Shoe Co., and Addison J. Keeler, prominent attorney. The Christians have adopted a goal of \$50,000, which is over 20% of the total Jewish community goal of \$240,000.

Phoenix, Ariz. anticipates a minimum of \$15,000 from Christian sources. The

Central Arizona Light and Power Co., which periodically backs a worthy public enterprise on its radio program, called upon the community to make out checks to be mailed to Station KTAR. Oakland, Calif. has a Christian Committee, which issued a public appeal stating "because we feel that the Jewish Welfare Fund reaches across all lines of creed and nationality to meet a basic humanitarian need, the undersigned have organized a Christian Committee to aid the United Jewish Appeal. In the great American and Christian tradition of brotherhood, we call upon all others of good will to help." Among the Committee members are Ralph T. Fisher, David K. Gilmore, Mrs. Lee Laird, Mrs. Frank Lucas, Alfred J. Lundberg, John E. Morris, Joseph A. Murphy, Willie Osburn and Seward C. Simons.

The Roanoke, Va. Public Soliciting Review Board, which is a part of the Roanoke Community Chest, voted to sanction a Christian campaign for the United Jewish Appeal in Roanoke. It also decided that the goal for the Christian phase would be 15% of the over-all goal of the Roanoke campaign. The Wichita Falls, Tex. Ministerial Alliance issued an advertisement in the local press calling upon the entire community to contribute to the United Jewish Appeal drive.

The list of members of the National Christian Committee of the United Jewish Appeal was further enlarged this week with the addition of other distinguished personalities. These include George L. Harrison, President of the New York Life Insurance Co.; John A. Coleman, former Chairman of the Board of the New York Stock Exchange; Thomas J. Watson, President of International Business Machines Corp.; Maj. Gen. Maxwell D. Taylor, Superintendent of the United States Military Academy at West Point; Hon. Josephus Daniels, former Secretary of the Navy, Raleigh, N.C.; Howard J. Heinz, II, Pittsburgh, President of H. J. Heinz Co.; Frank W. Buxton, formerly member of the Anglo-American Committee of Inquiry on Palestine, Boston; Mrs. Margaret Culkin Banning, noted writer, Duluth, Minn.; Thomas D'Arcy Brophy, President of Kenyon & Eckhardt, Inc.

Basil O'Connor, head of the American Red Cross, was among other outstanding Americans who advised Mr. Morgenthau this week that they would join the National Christian Committee. Also Richard W. Lawrence, President, Bankers Commercial Corp., New York; Henry Bruere, President, Bowery Savings Bank, New York; Jean B. Adoue, Jr., President, National Bank of Commerce, Dallas.

NASHVILLE AGAIN SETS STANDARDS FOR NATION

Nashville, Tenn., with some 3,000 Jews, is proving again that education in giving is an essential ingredient in campaign success. Asked to take a quota of \$350,000 for the United Jewish Appeal, the community hesitantly increased the objective to \$384,000, with many doubtful that any such figure could be obtained. But with every division of the campaign started and close to \$325,000 in hand from preliminary functions, the attainment of goal was not too hard to predict.

Manuel M. Eskind, the energetic Chairman, who has been working on campaign plans for months, has been encouraged particularly by the Women's Division. With three teas and one lunch held in this group, over \$51,000 has already been pledged, showing a 70% increase over last year.

Big gifts that sparked the drive were spearheaded by that of the Werthan family, which gave \$54,000, as compared with \$31,000 in 1946. The gift of Herbert and Manuel Eskind was \$27,500, as compared with \$16,000. Davis-Rosenblum increased from \$6,000 to \$13,500.

WOMEN'S DIVISIONS SHOW PHENOMENAL ADVANCES

The role that women are playing in the 1947 campaign is a basic element in community success. That is being proved increasingly as reports reach national headquarters from every section of the country.

Washington, D.C. gave a demonstration of that fact in the presence of Mrs. David M. Levy, National Chairman of the Women's Division. At a \$100 minimum gift luncheon which she addressed last week, a total of \$120,000 was pledged. The entire amount raised from women in 1946 was \$65,000. The Chairman of the Washington Women's Division is Mrs. Edward Cafritz.

In Troy, N.Y. the women raised \$2,300 last year. For 1947 they set a goal of \$10,000 and, at the first fund-raising event, oversubscribed that amount by \$2,175. A new goal of \$15,000 was fixed -- and surpassed. Now Troy is aiming at \$20,000. Mrs. Ely S. Koplovitz is Chairman and Miss Rose Epstein, Co-Chairman of the Women's Division.

Norwich, Conn. had no formal women's organization last year but raised \$3,200. This year a Women's Division was formed, with Mrs. Abraham Levin as Chairman. A \$100 luncheon was held. The sum of \$16,075 has already been raised.

Seattle, Wash. reports \$21,094 raised at two minimum gift luncheons from a group of women who gave \$8,803 in 1946. Mrs. Edward F. Stern is Chairman of the Women's Division:

In New Orleans, La., too, a Women's Division has been organized for the first time. With Mrs. Ralph Schwarz as Chairman, the first \$100 luncheon has already netted \$35,000.

The Montgomery, Ala. Women's Division raised \$11,945 at the opening luncheon. Frank Gervasi, one of the Collier's Magazine editors, was a surprise speaker at the function, since he was in Montgomery on a writing assignment. Mr. Gervasi, who spent a great deal of time in Palestine, spoke eloquently of the work of rehabilitation being done there. He urged American Jews to remember what had happened to the Jews of Europe and to be generously constructive when they have the resources to do so.

BIRD'S-EYE VIEW OF SOME CAMPAIGNS

Des Moines, Ia., which raised a total of \$250,000 in 1946, had in excess of \$330,000 at its report meeting last week. Samuel Rothberg was the guest speaker. Commenting on the leadership and organization of the community, Mr. Rothberg called Des Moines one of the outstanding examples of efficient organization in the nation. The community is running at about 100% ahead of last year's results. A Christian Committee has already received \$15,000 in contributions. This includes \$10,000 from the Des Moines Register-Tribune Publishing Co., and \$5,000 from banks. The campaign has five principal officers: A. J. Myers, Chairman, and the following Co-Chairmen: Morton S. Bookey, Harold A. Goldman, Frank Sanders and Mose Waldinger.

Stamford, Conn. opened its campaign with \$77,650 from 31 givers who contributed \$47,310 in 1946. Some of the larger gifts included: Barney W. Malloy, \$5,000 to \$8,000; Joseph and Samuel Sherman, \$3,500 to \$7,000; Lotstein family, \$3,500 to \$7,000; Hyman Frankel family, \$3,000 to \$5,500; Joseph Gruber, \$2,500 to \$5,000; Samuel Weiss, \$3,000 to \$5,000; Martin Gorn, \$1,000 to \$3,000; Norman Spelke and mother, \$1,500 to \$2,500. Chairman of the campaign is Joseph M. Sherman and Barney W. Malloy is Big Gifts Chairman.

Newport News, Va. raised \$111,000 at the opening dinner, with most gifts representing a 100% increase. The community is aiming at a \$180,000 goal. Among the pace-setting gifts were those of Nachman Department Store, from \$6,500 to \$16,000; Max Levinson and sons, from \$5,000 to \$10,500; Emanuel E. Falk, \$2,000 to \$4,500; Theodore Beskin, from \$1,500 to \$3,000. With a quota of \$15,000, the Women's Division headed by Mrs. Charles Katz has already reached \$16,500. Emanuel E. Falk is Campaign Chairman.

Bridgeton, N.J., which is campaigning for a total of \$95,000, of which \$85,000 is intended for UJA, had gifts of \$31,775 at the Initial Gifts meeting. This compares with \$16,530 from the same group in 1946. Pace-setting gifts were those of Max C. Schrank, \$10,000, as compared with \$5,200 last year; Max Feinstein, \$1,000 to \$4,000; Scribner and Lewis, \$1,600 to \$4,000. Louis A. Lewis is Chairman of the campaign.

Pompton Lakes, N.J. has a tiny Jewish community, which undertook an over-all goal of \$10,000. At the opening meeting, \$7,790 was pledged. Gerson Isenberg is campaign Chairman. The UJA received \$4,000 last year.

Gainesville, Fla. is another small community which is exceeding the UJA quota request. The accepted quota originally was \$5,000, but at the first meeting, 6 men raised to \$4,850 from \$1,625. Now the goal is \$8,000. M. I. Rudderman and Sidney Grossman are Co-Chairmen.

A NEW YORK WEEK WITH HENRY MORGENTHAU

The calendar of Henry Morgenthau, Jr., showed no dates out of town last week. But that was not because he was resting. The General Chairman of the United Jewish Appeal has been devoting increasing amounts of time to the New York City campaign. His itinerary included an Accountants Division dinner one night, the Borough Park Big Gifts function the next night, a meeting with the members of the Fur Union another night, a dinner of the Cotton Frocks Division the next evening.

At the dinner of Cotton Frocks and Allied Trades, a group which contributed \$164,636 in 1946 increased to \$330,715.

The pace-setting gift at the Borough Park dinner was that of Jacob Neinken who increased from \$5,000 to \$10,000. A total of \$215,409 was raised from a group which gave \$147,000 last year.

AL JOLSON BROADCAST ON CBS ON JUNE NINTH

All communities are urged to insure that local outlets of the Columbia Broadcasting System carry the nationwide broadcast over the CBS network on Monday, June 9th, at 7:30 P.M., E.D.S.T. Al Jolson will be the star of the show. This will be the fourth in a series of network broadcasts devoted to the United Jewish Appeal.

Katherine Hepburn and Dana Andrews starred in the National Broadcasting Company show on May 18th. Samuel Goldwyn closed with the appeal.

HOLLYWOOD, FLORIDA: NATION'S FIRST: IN QUOTA, CAMPAIGN AND REMITTANCE

Hollywood, Fla. may now lay title to being the one town which captured every possible campaign first this year. It was the first community to accept its 1947 United Jewish Appeal quota. It was the first town to complete its campaign. It is the first town with that quota to complete its payment in full.

Hollywood had been asked for a minimum quota of \$80,000, as compared with \$45,000 allotted last year. Its Board of Trustees has now allocated the sum of \$100,000 to the United Jewish Appeal and payment has already been completed. A. J. Dimond is President of the Hollywood Jewish Welfare Federation. Albert E. Einstein was Campaign Chairman. Lester K. Allman is Federation Treasurer, Stanley M. Beckerman, Secretary.

JACK BENNY SAYS: FORGET INCOME TAX PROVISIONS

Jack Benny, addressing a Women's Division luncheon in Galveston, Texas, for the United Jewish Appeal, declared that in 1947 Jews of America would have to forget the 15% income tax deduction as a method of determining their contributions to the \$170,000,000 campaign.

The Jews of America did not give enough in previous years, Benny asserted, and they now have the opportunity and the incentive to make up for those years when they were making money in a free country. The noted radio star spoke of his experiences while visiting the concentration camps in Germany and of the impression made on him during a trip to Palestine. "Every Jewish community in America, if it wants the remnant of European Jewry to survive, if it wants to express gratitude for the blessings that are ours in America, will not conclude its campaign until the full quota requested by the United Jewish Appeal has been reached."

INSCRIBED ON THE ROLL OF HONOR

The little communities of America are writing important pages in the history of the 1947 United Jewish Appeal.

Williamson, W. Va. had been asked to contribute a minimum of \$8,000 to the UJA this year, as compared with \$4,500 in 1946. Clarence Lovitch, Chairman of the drive, has indicated that at least \$9,500 will be made available.

Burlington, N.C. is a tiny Jewish community that was asked for \$6,000. More than that sum has already been received in cash. Isidore Goldman is Campaign Chairman.

Paris, Texas has a handful of Jews. It was asked for \$3,000. As a result of pledges already made, it is hoped to send the UJA \$5,000. Robert B. Slaton is Chairman and Morris J. Siegel, Co-Chairman.

Clovis, N.M. was asked for \$2,500. The amount was oversubscribed. Armand Mandell was Chairman.

Elberton, Ga. was asked to raise \$3,500 for the UJA. It has already passed that figure. Additional funds are also being sought from the Christian community. Irving Hite is Campaign Chairman.

A JEWISH COMMUNITY IS BORN

Tijuana, Mexico has seen the birth of a new Jewish community. There are some 20 families living there, the vast majority having arrived in the last year or less. Albert A. Hutler, Executive Director of the United Jewish Fund of San Diego, went down to organize a campaign. He showed the United Jewish Appeal films. When the pictures were finished, "there was really no need to solicit," he reports. The 34 people present rushed forward to the speaker's table to make contributions of \$1,100 and more is still to come. Jack Swed is President of the Jewish Committee and Alex Weiss is assisting him in the campaign. This is the first time that a campaign has been conducted in Tijuana.

U.J.A. MOVES TO NEW HEADQUARTERS

After May 27, 1947, the offices of the national United Jewish Appeal will be located on the fourteenth floor, 165 West 46th Street, New York 19. This is at the corner of Broadway and 46th Street. Communities and correspondents are urged to take note of this change of address (from 342 Madison Avenue) in order to expedite cooperation in serving the communities. The telephone number is Bryant 9-6950 (instead of Vanderbilt 6-2080).

THE STORY OF A CHRISTIAN

Homer L. Berninger, 48-year-old farmer from Bloomsburg, Pa., has been saving his pennies, dimes and dollars since 1939 to buy a second-hand automobile. Saving on a \$12.50-a-week income, with a two-year interruption for service with the Seabees in the Pacific, is a slow, tedious procedure and it wasn't until this week that Berninger reached his goal—\$500.

Berninger watched the Wilkes-Barre newspapers for the best buys in used cars. He didn't want anything special or fancy - just a plain, ordinary jalopy which would make his farming chores easier.

The other day Berninger saw something in the papers that bothered him. It was a report of the suffering and homelessness two years after the end of the war of 1,500,000 men, women, and children who were the first victims of oppression and tyranny in Europe. Berninger is not Jewish but having lived and fought through a bloody war for peace and security he feels strongly about the needless suffering of any people anywhere.

The more Berninger thought about the situation the more he felt that he had to do something about it. In his mind he weighed his own personal need for an automobile against the need of the Jewish survivors overseas for food and clothing and medical supplies. Berninger made up his mind and went to see Charles Weissman, Campaign Chairman of the Wyoming Valley Jewish Committee drive in behalf of the United Jewish Appeal.

Weissman was reluctant to accept Berninger's life-savings. "Keep some of it for yourself," he advised. "Give half of it."

Berninger persisted. "Don't worry about me," he replied. "I can work and take care of myself. I couldn't live with myself if I didn't do something to help these poor people."

So Berninger contributed the entire \$500 to the United Jewish Appeal, one of the greatest sacrificial contributions to date in the \$170,000,000 campaign.

SOUTH SHORE, L. I. DRIVE LAUNCHED WITH \$1,500,000

At a dinner in honor of Philip G. Whitman, 200 leaders of the South Shore Jewish community in Long Island launched their UJA campaign to raise \$4,000,000 as part of the Greater New York effort. The pace-setting gifts announced at the dinner totalled \$1,500,000. This compares with less than \$2,000,000 raised in the entire campaign last year. Bert Adler is Campaign Chairman.

A REPORT
to Members of the
National Campaign Council



United Jewish Appeal
for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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AS JULY 1ST DEADLINE APPROACHES, EUROPEAN JEWISH POSITION DETERIORATES

An alarming picture of widespread distress and acute new emergency situations facing the islands of Jewry in Europe was drawn in a private cable received this week by Henry Morgenthau, Jr. from Dr. Joseph J. Schwartz, Chairman of the European Executive Council of the Joint Distribution Committee.

Responding to urgent pleas from the Joint Distribution Committee that cash funds must be mobilized from American Jewry in far greater measure, Mr. Morgenthau cabled to Dr. Schwartz for a statement of what problems arose from inadequacy of cash resources. Dr. Schwartz' cable arrived at the time when the greatest concern moves American Jewry as a result of the imminent liquidation of UNRRA on July 1st and the failure to establish adequate international agencies to carry on its work.

Those who read Dr. Schwartz' cable felt it would give renewed strength to men and women throughout the nation to continue their efforts so that the problems could be met adequately. The cable from Dr. Schwartz reads as follows:

"APPROXIMATELY FIFTEEN HUNDRED PERSONS MONTHLY ARRIVING FRANCE, CHIEFLY FROM CAMPS GERMANY AND AUSTRIA ALSO FROM POLAND. ALL REQUIRE HOUSING FOOD CLOTHING PLUS LEGAL AND EMIGRATION SERVICES. WITH CONSTANTLY MOUNTING PRICES FRANCE AND ACUTE SHORTAGE FUNDS, BECOMES IMPOSSIBLE HANDLE THIS INFLUX. FRENCH GOVERNMENT FAVORABLY DISPOSED PERMIT MORE ENTER LEGALLY, PARTICULARLY CHILDREN, PROVIDED MAINTENANCE GUARANTEED IN ADVANCE. IMPOSSIBLE ASSUME HEAVY FINANCIAL RESPONSIBILITIES INVOLVED WITH PRESENT LIMITED MEANS. THIS INVOLVES LOSS OF OPPORTUNITY RELIEVE SITUATION IN CAMPS WHERE MORALE DETERIORATING DAILY.

"DUE FAMINE RUMANIA, SEVERAL THOUSAND RUMANIAN JEWS CROSSED HUNGARIAN BORDER. LATTER GOVERNMENT WILL PERMIT THEM TO STAY MAXIMUM TEN DAYS, OTHERWISE THEY ARE RETURNED TO RUMANIA. SOME EIGHTEEN HUNDRED HAVE ALREADY LEFT HUNGARY FOR AUSTRIA WHERE AMERICAN MILITARY REFUSES TO ASSUME RESPONSIBILITY FOR THEM IN ACCORDANCE THEIR ANNOUNCEMENT NO FURTHER INFILTREES WILL BE SUPPORTED AFTER APRIL TWENTYFIRST. UNRRA ALSO REFUSES ASSUME ADDITIONAL FINANCIAL RESPONSIBILITY. UNLESS WE ASSUME FULL RESPONSIBILITY FOR THIS GROUP THEY WILL EITHER STARVE OR HAVE TO RETURN TO COUNTRY OF ORIGIN.

"ONE THOUSAND RUMANIAN JEWS WHO ARRIVED HUNGARY AND COULD NOT PROCEED AUSTRIA HAVE BEEN RETURNED BY HUNGARIAN AUTHORITIES AND ARE NOW CONCENTRATED IN SATUMARE RUMANIAN TRANSYLVANIA. THESE PEOPLE HAVE SOLD ALL THEIR BELONGINGS AND GIVEN UP THEIR RESIDENCES AND CANNOT RETURN TO MOLDAVIA FROM WHERE THEY CAME BECAUSE OF ACUTE FAMINE

CONDITIONS IN THAT AREA AND BECAUSE THEY NO LONGER HAVE HOMES TO RETURN TO. HAVE JUST RECEIVED TELEPHONE MESSAGE RUMANIA URGENT RELIEF ACTION MUST BE UNDERTAKEN FOR THIS GROUP AS OTHERWISE POLICE WILL FORCE THEM RETURN TO MOLDAVIA WHERE CONDITIONS PRESENTLY UNBEARABLE. THIS CONSTITUTES TREMENDOUS FINANCIAL RESPONSIBILITY WHICH OUR PRESENT MEANS DO NOT PERMIT.

"REDUCTION HUNGARIAN BUDGET DUE TO FINANCIAL STRINGENCY HAS RESULTED CUTTING OFF FROM RELIEF ADDITIONAL FIFTEEN THOUSAND PERSONS MANY OF WHOM HAVE NO VISIBLE MEANS SUPPORT. WITH MOUNTING PRICES AND GENERALLY HIGH COST LIVING HUNGARY ASSISTANCE PROGRAM MUST BE MAINTAINED HIGHEST POSSIBLE LEVEL IF UNDERPRIVILEGED GROUPS NOT TO BE SUBJECTED ADDITIONAL SUFFERING. HUNGARIAN JEWISH COMMUNITY AT A LOSS HOW TO MEET THIS PROBLEM WHICH CAN ONLY BE DEALT WITH ON BASIS SUFFICIENT FINANCIAL RESOURCE.

"CONSTANT FLOW OF INFILTREES INTO ITALY AMOUNTING APPROXIMATELY THIRTEEN HUNDRED FIFTY MONTHLY. WITH CURTAILMENT UNRRAS RELIEF ACTIVITIES VIEW LIQUIDATION JUNE THIRTY UNRRA REFUSES ASSUME ANY NEW COMMITMENTS. THIS THROWS ENTIRE BURDEN ON US AND IF JDC UNABLE MEET REQUIREMENTS THESE GROUPS BORDER WILL BE CLOSED OR PEOPLE COMING IN WILL SUFFER HARDSHIP. THESE ARE SAMPLES DIFFICULTIES WE FACING BECAUSE INSUFFICIENT FUNDS BEING MADE AVAILABLE BY AMERICAN PUBLIC.

SCHWARTZ."

HERMAN GILMAN RATES TOP ADJECTIVES IN PHILADELPHIA

The city of Philadelphia, immersed in its campaign for \$10,350,000, has had the best speakers available but last week the consensus was that Herman Gilman, Boston dynamo, rated the top adjectives for the extraordinary talk which he delivered on his impressions of Europe and Palestine, from which he has just returned.

The man who led the phenomenal Boston campaign last year and who is Chairman of the forthcoming 1947 drive created a profound mood of exhilaration by his description of the plight of Jews abroad, of their determination to create a new life for themselves wherever possible and by his pictures of the daily heroism of Jews in Palestine.

The crowd which came out to hear him was the Men's Clothing Division, spearheaded by Charles Weinstein, for the union, and Alfred Goldsmith, for the clothing manufacturers. Gilman's poignant, heart-tugging, reason-compelling address was universally termed the epitome of sincerity and conviction. The limited group of contributors added \$560,425 to the Philadelphia campaign total in what was regarded as perhaps the highlight of the current drive.

NEW YORK WEEK PRODUCES \$5,880,338 AGAINST \$3,409,448

The New York City United Jewish Appeal, many weeks late in getting started, is now beginning to hit its stride, as scores of trade dinners, borough functions, women's parties and similar campaign meetings are held to raise funds for New York's \$65,000,000 campaign. The principal problem in New York City is coverage and the availability of solicitors, for the average of increase thus far processed has been encouraging to the campaign officers.

Last week's series of functions was regarded as indicative of the spirit of New York giving. The Cotton Goods Division, headed by Harry C. Oppenheimer as Chairman, held its Big Gifts function, at which a total of \$593,060 in pledges was reported. This compares with \$298,985 from the same givers in 1946. The Automotive Division, of which I. M. Strauss is Chairman, reported \$180,154 in pledges as against \$84,544

in 1946. The Astoria, L.I. community, with Morris Brecher as Chairman, opened its campaign with \$28,583, as compared with last year's \$15,556.

A dinner in honor of Edmund I. Kaufmann, National Chairman for Initial Gifts, was held at the home of William Rosenwald, as another of the city's big gifts functions. Dr. Philip Bernstein, Adviser on Jewish Affairs to Gen. Lucius D. Clay, who was here on a brief visit, was the principal speaker. New gifts were announced in the amount of \$911,450, as compared with \$599,809 from the same givers last year.

The Real Estate Division, headed by Sidney W. Roos, started last week with \$324,961 as compared with \$168,179. Bakers and Flour Division, which has Samuel R. Strisik and Samuel Schlucker as Chairmen, received pledges of \$55,465 as against \$24,420. The Glass and Mirror Division, headed by Abraham Solomon, went from \$25,573 to \$46,980. In Beds and Bedding, Chairman G. D. Wrightson reported pledges of \$108,610 as against \$59,575. The Curtains and Drapery Division, of which George I. Burrison is Chairman, opened with \$130,000 as compared with \$68,450. The Tobacco Division, headed by E. Regensburg, opened with \$100,000 as compared with \$70,000. The Boots and Shoes Division, headed by Ben Kellner, Morris Arnoff and Ben Schwartz, had former Governor Herbert H. Lehman as principal speaker at its opening function. Gifts of \$313,500 were made by those who gave \$168,655 last year.

Chairman Jacob W. Schwab of the Rayon Division, reported an increase from \$1,242,080 to \$2,015,395. The Blouses and Skirt Division, led by Abraham Rosenthal and Mark Sepler, was launched with \$198,650 compared with \$112,400. At a fund-raising luncheon of the Dress Division, headed by Ralph Rosenthal, \$37,300 was raised as against \$20,410.

Under the leadership of Samuel H. Marks, the Graphic Arts Division started with \$123,125 from contributors who gave \$66,500 in 1946. In the Signs and Displays Division, under the leadership of Sidney Lipkins and Murray Goldsmith, \$78,660 was pledged as compared with \$44,390. The Meat and Poultry Division, of which Benjamin Lowenstein is Chairman, opened with gifts which went from \$14,370 to \$29,535. The Oceanside, L. I. community, of whose campaign Murray Shapiro is Chairman, announced gifts of \$2,973 against \$1,598.

The White Plains-Scarsdale section of New York opened its 1947 campaign auspiciously with a Big Gifts function at which \$602,000 was pledged by contributors who gave \$324,000 in 1946. Adrian M. Easton is Chairman of this division.

This series of functions held in a single week brought in a total of \$5,880,338 over-all as compared with \$3,409,448 from the same big gifts divisions in 1946.

OVER-THE-TOP PROCESSION BEGINS

Taking into account the fact that the 1947 United Jewish Appeal campaign received its national start about five weeks later than in 1946, the news of over-the-top achievements has been delayed by that time interval. The reports of these successes are now beginning to reach national headquarters not only for the small communities but for the middle-size and larger cities.

Wilkes-Barre, Pa. this week triumphantly reported that its \$500,000 quota had been exceeded by \$30,000. The United Jewish Appeal which had received an allotment of \$200,000 in 1946 from this community confidently looks forward to a minimum of \$460,000, the exact amount depending on the final outcome of the drive. Chief credit for the achievement lies with Charles Weissman, Campaign Chairman, who took a leave of absence

from his own business for the period of the campaign. His confidence in the outcome was irresistible and his own example in giving set the tone for the entire community. As compared with \$530,000 raised this year, Wilkes-Barre raised \$282,000 in 1946.

The Women's Division, headed by Mrs. Reuben H. Levy, Chairman of Special Gifts, and Mrs. Morris Weiss, Chairman of Women's Division, raised \$65,429 as compared with last year's \$18,000. The Non-Sectarian Division, led by Reuben H. Levy, obtained \$53,000 as against \$28,000 in 1946. The small communities adjacent to Wilkes-Barre were fired by Mr. Weissman's spirit and increased their giving from two to five times. The leaders in these communities and the results were: Pittston, Jacob Shiffman, Chairman, \$41,470; Luzerne, Henry Greenwald, Chairman, \$3,902; Edwardsville, Maurice Herman, Chairman, \$2,610; Wyoming, S. A. Kluger, \$2,660; Plains, Morris Machlis, \$4,685; Ashley, Herbert L. Winkler, \$3,865; Exeter, Harold Wruble, \$4,255; Nanticoke, Joseph Leventhal, \$18,280; Shickshinny and Glenlyon, Nathan Simon, \$3,925; Plymouth, Dr. Herman Gerstein, \$20,117; Swoyersville, Isidore Feldman, \$1,651. Louis Smith, Executive Director of the drive, was another factor responsible for efficiency of organization and the spirit of the community. Jacob G. Isaacs is Chairman of the Wyoming Valley Jewish Committee.

Mitchell, S. Dakota was asked for \$9,000 by the UJA. It opened its campaign with a meeting which raised \$10,350, assuring the UJA of a minimum of \$9,500, of which a large part is already available in cash. The UJA received \$4,000 from this community in 1946. Frank Winner, of Baron's Department Store, and Saul Feinstein, insured the success of the campaign by their own pace-setting gifts and their unusually effective organization.

Fond du Lac, Wis. was asked for \$17,500 by the United Jewish Appeal. It has already assured this sum, as compared with \$9,000 in 1946. Ben Sadoff, Chairman of the campaign, insured its success with his own increase from \$2,500 to \$5,000. Other gifts were in proportion. Among those associated with Mr. Sadoff in sparking the drive were Nathan Manis and Mrs. Sarah Manis Locke, Chairman of the Women's Division. The entire campaign was concluded in one evening, which also had the benefit of the attendance of Benjamin Frankel, leader of the Southern Illinois drive.

SIoux CITY, WITH 125% INCREASE, SURE TO EXCEED GOAL

What intensive preparation by campaign leaders can do was demonstrated effectively last week in Sioux City, Iowa, when a group of big givers who had contributed some \$93,000 in 1946 gave \$200,000 at the opening of the campaign. This 125% increase at the top insured that Sioux City will definitely exceed its goal of \$275,000, which includes the United Jewish Appeal for a minimum of \$225,000.

Each leader in the community was citing the other for credit in the result. There was enough credit for all, including Arthur Sanford, who sparked the campaign, Harry Hurwitz, Chairman of Initial Gifts, Barney Baron, Chairman of the Campaign, and E. N. Grueskin, UJA Chairman for the State. These, in turn, spoke glowingly of the impression registered by Harold J. Goldenberg and Paulette Oppert. They also were appreciative of a special telephone call made by Henry Morgenthau, Jr., UJA General Chairman.

Among the pace-setting gifts were the following: Arthur Sanford, \$3,000 to \$15,700; E. N. Grueskin & Co., \$5,000 to \$15,365; Louis Agranoff, \$1,250 to \$2,500; Barney Baron, \$3,000 to \$6,000; Brodsky & Goodsite, \$2,000 to \$4,000; Farmers' Produce, \$2,500 to \$5,365; Ray Friedman, \$500 to \$2,000; A. L. Galinsky, \$5,000 to \$10,000; Harry Hurwitz, \$2,500 to \$7,500; K & K, \$6,500 to \$12,700; Kaplan Wholesale Co., \$6,750 to \$10,365; Ben and Tom Ivener, \$200 to \$1,500; Max Rosenstock, \$1,200 to \$3,500;

Sherman Bros., \$7,500 to \$12,365; and M. Lipshutz & Sons, \$2,500 to \$5,000. The odd figures at the end are explained by the fact that when the cards had been read the first time, a movement was started to get additional sums of \$365 for the maintenance of a child for a year. This brought substantial additional sums from those who had already given.

The Women's Division also held a luncheon the same day at which a group who contributed \$4,000 in 1946 gave \$10,500.

Harold J. Goldenberg, National Vice Chairman of the UJA Trade and Industry Division, reported to national headquarters that the Sioux City meeting, "in organization, in spirit, was one of the three most thrilling meetings I have ever witnessed."

HARRISBURG, PA. RAPIDLY APPROACHES QUOTA ACHIEVEMENT

Inspired by the leadership of Mary Sachs as Chairman, the Harrisburg, Pa. Jewish community is about ready to announce its achievement of goal. Last week, Harrisburg had already reached the pledge figure of \$420,000 and only \$30,000 remained to reach the unprecedented quota of \$450,000. Having a record of generosity that puts it among the leaders in the nation, Harrisburg is once again meeting the crucial responsibilities of Jewish life. In addition to the outstanding contribution of \$50,000, as compared with \$25,000 last year, from Mary Sachs, other pace-setting gifts were those of M. Brenner & Sons, from \$25,000 to \$35,000; Arthur Rosen, \$2,000 to \$6,000; Jacob Miller, Inc., \$23,000 to \$32,100; Samuel Lehrman family, \$6,000 to \$10,000.

SOUTH BEND, IND. HEADS BEYOND \$300,000 GOAL

With over \$275,000 already in hand, the South Bend, Ind. Jewish Welfare Fund is assured that it will exceed its minimum quota of \$300,000. The campaign is led by Arthur S. Simon as Campaign Chairman and Ben Medow as Chairman of Big Gifts. A campaign of Christian solicitation is now being inaugurated that is expected to add to the prospects of oversubscription so that South Bend may give as much as possible beyond its minimum accepted UJA quota of \$300,000. This compares with \$150,000 allotted in 1946. Norman Edell is Executive Director of the Welfare Fund.

JOLIET EXCEEDS \$100,000 GOAL

The close of an intensive, successful campaign was marked this week in Joliet, Ill. when Edward Minkus, Campaign Chairman, was able to announce that the over-all goal of \$100,140 was oversubscribed, assuring the United Jewish Appeal of a minimum of \$85,000. Dr. Bernard Mortimer is President of the Welfare Fund. One of the most active figures in the drive was Rabbi Morris Hershman. This community's steady progress is reflected in the fact that in 1945 it allotted \$20,700 to the United Jewish Appeal. In 1946 it increased the amount to \$51,500.

NORWICH, CONN. HEADS TOWARD \$225,000 RESULT

Having undertaken to raise a total of \$225,000, the Jewish community of Norwich, Conn. was within a short distance of the target this week. Having concentrated during the past few weeks on big gifts solicitation, the campaign leaders have selected June 1st as the date on which men and women solicitors will barnstorm the entire community and on that day every person who has not yet contributed will be seen. With the enthusiasm high, there was every assurance that Norwich would reach its goal.

Every effort is being made at the same time to collect a maximum of cash on

pledges. Already Samuel Slosberg, Treasurer, has forwarded \$65,000 to the national headquarters of the UJA on account of the 1947 allotment, and cash is being remitted as quickly as it is made available. Daniel Polsky is President of the Welfare Fund. Abraham Levin, one of the five co-chairmen of the Norwich campaign, has been active not only in his own community but has aided the United Jewish Appeal in other Connecticut towns.

One of the important elements in the campaign enthusiasm is the Women's Division, headed by Mrs. Abraham Levin. At the Women's Division opening lunch, \$16,075 was raised from those who gave \$3,000 in 1946. Pace-setting gifts included those of Mrs. Minnie Cadden, from \$400 to \$2,000; Mrs. Tillie Cramer, from \$200 to \$2,000; Mrs. Abraham Levin, \$100 to \$550; Mrs. Daniel Polsky, \$500 to \$800.

WILLIAM S. PALEY GIFT OF \$100,000

William S. Paley, Chairman of the Board of the Columbia Broadcasting System, and Chairman of the Advisory Committee of the United Jewish Appeal, this week advised General Chairman Henry Morgenthau, Jr. of a gift of \$100,000 for 1947. In a letter accompanying his contribution, Mr. Paley said:

"I am particularly aware of the fact that other international agencies are gradually diminishing their share of the efforts to meet the effects of war and oppression, and that therefore there is all the more reason for the most generous support possible of the UJA this year.

"The plight of the Jewish survivors in Europe is one which should touch deeply the compassion of every American. At the same time it must be recognized that the solution of the problem of Jewish homelessness in Europe is of the greatest importance in trying to bring about a degree of equilibrium and security for the whole of Europe.

"I am, of course, also mindful of what will be done with the proceeds of the campaign in providing homes in Palestine for the Jews who have sought refuge there. Certainly the constructive achievements in that country are a source of real pride. Then again there is the help that must be given to those who are permitted to come to our country, so that they can take advantage of the opportunity of integrating themselves into the life of America."

TRENTON SYNAGOGUE PROVIDES \$40,000 TO HELP MEET UJA CASH NEEDS

Recognizing the sacred obligation which American Jewry has undertaken for the survival of our people abroad, the Board of Trustees of the Adath Israel Synagogue in Trenton, N. J. this week sold the \$40,000 in government bonds which represent its essential reserves and made the funds available to the Jewish Welfare Fund of Trenton so that the latter could remit the amount to the United Jewish Appeal. The money was turned over as a loan on account of the allotment to be made to the United Jewish Appeal from the 1947 campaign. The congregation waived any interest on the loan. In commenting on this action, General Chairman Henry Morgenthau, Jr. declared: "The solemnity of the tasks that face the United Jewish Appeal was never more impressively underlined than by the spontaneous gesture of the Adath Israel Synagogue. The funds of a congregation are sacred. Only so imperative a cause of life and death for our people could persuade the trustees to turn these funds over to the United Jewish Appeal. We are grateful."

At the same time, the Seattle Jewish Welfare Fund forwarded another \$30,000, bringing up to \$100,000 the amount that community has remitted on account of its 1947

campaign. A similar sum of \$100,000 was dispatched by the Milwaukee Welfare Fund. Buffalo's cash remittances for 1947 now exceed \$200,000, as a further sum of \$70,000 was transferred this week, a part of this representing further borrowings from the Jewish Center Building Fund.

Taking cognizance of "the urgent requirement of the United Jewish Appeal agencies for immediate funds," the Board of Directors of the Des Moines, Ia. United Jewish Appeal voted to send an additional \$40,000 on account of 1947. From Corpus Christi, Tex., I. M. Alexander, Treasurer of the Welfare Fund, forwarded \$35,000. Emanuel Weitz, Chairman of the Jersey City United Jewish Appeal, sent \$25,000 and emphasized that "we will continue this practice as payments are made to us." Nat G. Silverman, Campaign Chairman of Phoenix, Ariz., emphasized that the remittance of funds would not be delayed although the Allocations Committee had not yet met, as he forwarded \$17,500 on account.

The Atlantic City Federation dispatched \$35,000 more, bringing its remittances to \$110,000. Long Beach, Calif. has provided \$35,000 to date, while Albany, N. Y. sent \$25,000. Max Gealer, President of the Flint Jewish Community Council, gave assurance, as he sent \$10,000, that collections would be intensified so that payments could be hastened. Lancaster, Pa. dispatched \$10,000. The Cincinnati Jewish Welfare Fund forwarded \$100,000 on account.

PITTSBURGH WOMEN GO OVER TOP, SYMBOLIZE NATIONAL RESULTS

Inspired by the leadership of Mrs. Jack Marcus, Chairman, and Mrs. Leon Falk, Jr., Chairman of Special Gifts, the Women's Division of the United Jewish Fund of Pittsburgh had a festive luncheon last week when it was announced that over \$174,000 had been raised by the group. In 1946, the Division had obtained \$105,000. A quota of \$170,000 had been set for the women this year.

Wherever women are brought into the campaign as a self-sufficient unit, they are proving not only a powerful fund-raising feature but an extraordinary stimulus to the spirit of the entire community campaign machinery.

In Duluth, Minn. last week the Women's Division started off with a luncheon that raised \$24,000. This included three \$5,000 gifts. Mrs. H. Y. Josephs, Chairman of the Division, increased from \$500 to \$5,000; Mrs. A. B. Polinsky, from \$1,000 to \$5,000; and Mrs. Nat G. Polinsky, from \$1,000 to \$5,000.

In Elizabeth, N. J., Mrs. David M. Levy, Chairman of the National Women's Division, was guest at a \$100 minimum gift luncheon at which a total of \$43,000 was contributed by women who last year gave \$26,261. Co-Chairmen of the Women's Division are Mrs. Rudolph E. Lifson, Mrs. Jean Fishman, Mrs. Larry Gering and Mrs. S. A. Brailove.

Phenomenal results are reported from Albany, N. Y., where the women, led by Mrs. Leroy Blatner in their first separate division, have thus far raised \$53,000, as compared with some \$8,000 from the same contributors last year.

Detroit last week reported a total of \$423,877 in its Women's Division, which has a goal of \$500,000. Mrs. Hyman C. Broder and Mrs. Henry Wineman are Co-Chairmen.

PROGRESS REPORTS ACROSS THE NATION

Bridgeport, Conn. campaigning with an eye to maximum results from each contributor, has received \$410,000 from 689 contributors, as against \$220,000 from the same

givers in 1946. The campaign officers have every reason to expect that the goal of \$575,000 will be reached, as the other contributors maintain the present pace. Isaac E. Schine, Campaign Chairman, and Jacob Kunin, Welfare Fund President, have been towers of strength in their own community and they have also been glad to assist other communities in the State on behalf of the United Jewish Appeal. Mrs. Clara M. Stern is Executive Director.

Milwaukee, Wis. has gone substantially beyond its first \$1,000,000. Chairman Irving G. Rhodes, and his associates, Leonard G. Glen, David B. Eisendrath and Sam Pokrass, are counting upon their solicitors to finish the job. Elkan C. Voorsanger is the Executive Director.

San Francisco last week also announced that it had passed the \$1,000,000 mark. The money came from approximately 2,850 contributors. It is the aim of Walter D. Heller, energetic Campaign Chairman, to have a minimum of 10,000 contributors to the 1947 campaign. The newly-organized trades division has produced the most encouraging support, with an average of 76% increases being registered. Sanford M. Treguboff is Executive Director.

The Atlantic City, N. J. campaign, with Harry I. Waxman as Campaign Chairman, has already forwarded \$110,000 on account of its 1947 campaign. One of the most successful divisions of the campaign has been that headed by Philip Rudich, who reported the following pace-setting gifts: David & Paul Levine, \$7,500 to \$15,000; William Kessler, \$5,000 to \$10,000; Jerome Rudich, \$1,000 to \$2,500; Jandel Furs, \$1,000 to \$3,000; Adolph Arons & Sons, \$2,000 to \$8,000; Harry Cassman, \$3,500 to \$5,300; Max Malamut, \$2,500 to \$5,000; Jack Altman, \$2,500 to \$5,500; Samuel Kravitz, \$2,500 to \$5,000; Dr. Joseph M. Weidberg, \$2,300 to \$4,500; M. E. Blatt, \$4,000 to \$6,800. Harry Cassman is President of the Federation. Irving T. Spivack is Executive Director.

Manchester, Conn. opened its drive last week with \$29,700 from those who contributed \$13,500 in 1946. William Horowitz, Chairman of the drive, increased from \$3,000 to \$10,000; Sidney Ellis, \$2,500 to \$3,500; Leon Dobkin, \$1,500 to \$2,500; Julius Wetstone, \$1,500 to \$2,000; Nat N. Schwedel, \$500 to \$1,000; Meyer Tober, \$150 to \$1,000; Harry E. Coffey, \$250 to \$1,000.

Phoenix, Ariz. is now heading toward the wind-up of its campaign in the Jewish community and is beginning a Christian solicitation. Pace-setting gifts included Newton and Harry Rosenzweig, \$4,000 to \$7,500; Funk family, \$500 to \$1,500; Friedmans, \$300 to \$1,000; Samuel H. Strauss, \$100 to \$550; Fred Sherman, \$50 to \$250. Nat G. Silverman is Chairman of the drive and Harry Rosenzweig is President of the Welfare Fund. Dr. Albert Eckstein has been one of the active forces in the Doctors' Division which registered a substantial increase. Julius A. Graber is Executive Director.

Meriden, Conn. increased its big gifts group from \$20,000 to \$33,000 at its opening function. I. Albert Lipman, Chairman of the campaign, announced a \$10,000 contribution, as compared with \$6,200 in 1946. Other pace-setting gifts included: A. J. White, \$1,000 to \$2,500; Harry Bichunsky and Paul Baron, \$1,000 to \$2,000; Herbert A. Frank, \$1,700 to \$3,400; Judge Edward M. Rosenthal, \$500 to \$1,000; Harry Zaiantz, \$1,000 to \$1,500; Max Katz, \$850 to \$1,700. Mr. Zaiantz is Welfare Fund President.

In Durham, N.C. E. J. Evans family was responsible for a pace-setting \$5,000 gift, which resulted in raising \$21,000 from a group which contributed \$10,000 last year. Joseph Robbins is Campaign Chairman.

Corsicana, Tex. is well on the way to quota achievements. Jay A. Silverberg is

Chairman of the Campaign, which reported over \$60,000 at its last session. Dr. David Lefkowitz, Sr. of Dallas, and Sol Brachman of Fort Worth, joined in the opening dinner.

WASHINGTON, D.C. PASSES \$1,000,000 MARK, HEADS TOWARD SECOND

Swiftly passing the \$1,000,000 mark, the Washington, D.C. United Jewish Appeal is now on the way toward reaching its full quota of \$2,000,000. Charged with the enthusiasm generated by its three Co-Chairmen, Rabbi Isadore Breslau, Joseph Cherner and Ralph L. Goldsmith, the Washington community is experiencing the most dynamic campaign in its history. I. S. Turover is Chairman of Special Gifts; Louis E. Spiegler, Director. The first 1,850 contributors were responsible for the figure of \$1,005,000. Over 12,000 contributors are still to be solicited.

The Washington Big Gifts include the following pace-setting contributions: Rudolph B. Behrend, \$5,000 to \$10,000; Leo Bernstein, \$2,000 to \$4,000; Asriel Berry, \$150 to \$1,000; Rabbi Breslau, \$2,125 to \$4,250; David Brown, \$250 to \$1,000; I. S. Burka, \$1,500 to \$3,000; Max Burka, \$1,000 to \$2,000; Dr. E. A. Cafritz, \$2,000 to \$3,000; Morris Cafritz, \$15,000 to \$25,000; Harry L. Carpel, \$10,000 to \$20,000; Joseph Cherner & associates, \$15,000 to \$30,000; Leopold V. Freudberg, \$1,500 to \$2,500; Elias Gelman, \$1,500 to \$2,500; Dr. Ephraim Gerber, \$1,000 to \$2,000; Giant Food Stores, \$4,000 to \$10,000; Lawrence E. Gichner, \$450 to \$1,200; Aaron Goldman, \$600 to \$1,200; Mrs. Charles Goldsmith, \$2,500 to \$5,000; Ralph Goldsmith, \$2,500 to \$5,000; Herman Goodman, \$1,000 to \$2,000; Louis C. Grossberg, \$1,500 to \$2,500; Harrison brothers, \$1,000 to \$2,000; Paul Himmelfarb and sons, \$10,000 to \$20,000; Dr. Alec Horwitz, \$500 to \$1,500; George Hyman, \$4,000 to \$6,000; Martin Isen, \$1,000 to \$2,000; Eli M. Kammerman, \$1,000 to \$2,500; Abe S. Kay, \$15,000 to \$20,000; Milton W. King, \$7,000 to \$8,500; Fred S. Kogod, \$7,500 to \$10,000; Maurice Korman, \$3,000 to \$6,000; Dr. Jack Kotz, \$2,000 to \$3,000; Kupersmidt & Mamton, \$2,000 to \$5,000; Lansburgh Bros., \$10,000 to \$17,000; Morton Lebowitz, \$3,000 to \$5,000; Joseph Low, \$1,250 to \$2,000; Frank J. Luchs, \$200 to \$1,000; Meyer Mazor, \$5,000 to \$10,000; Benjamin Ourisman and associates, \$6,000 to \$22,000; Max and Alfred Pasternak, \$1,500 to \$3,000; Robert A. Philipson, \$1,000 to \$2,000; Dr. M. Protas, \$350 to \$1,500; Mrs. Harry Roller, \$1,000 to \$2,000; Melvin Schlossberg and associates, \$3,750 to \$10,000; Louis Schwartz, \$2,000 to \$7,500; Sam T. Schwartz, \$3,000 to \$5,000; Shapiro, Inc. \$1,000 to \$5,000; Arthur J. Sundlun, \$2,500 to \$5,000; Isadore Turover, \$10,000 to \$15,000; Joseph A. Wilner, \$2,000 to \$5,000; Jules Winkelman, \$750 to \$2,000; Young and Simon, \$3,500 to \$5,000.

MINNEAPOLIS OBTAINS GIFT OF \$160,000

The Minneapolis Jewish Welfare Federation this week reported the receipt of a gift in the amount of \$160,000 from the Phillips and Ebin Foundations. Additional gifts to those reported recently in this Report include Boutell Brothers, Thomas I. Levitt, Pres., and Abe Davidson, Treas., \$16,667, as compared with \$10,000 in 1946; Juster Bros., from \$5,000 to \$6,500; Harris Bros. Plumbing, from \$3,000 to \$5,000.

A CAMPAIGN MUST: READ CARDS — AND LAST YEAR'S GIFT

Many thousands of dollars are frequently lost unwittingly by a campaign officer who fails to recognize that 1947 fund solicitation requires scientific techniques. In some communities, hours and days of extraordinary labor are put into the task of building up adequate attendance for a big gifts function. A brilliant orator is heard. The emotional impact he or she registers is extraordinary. And then an inept solicitation minimizes the value of all the earnest preparatory work.

The first rule for 1947 campaigning should be the open reading of cards at any

Big Gifts meeting. Aid to the United Jewish Appeal is now regarded as an indispensable symbol of Jewish community affiliation. Since all Jews of good will want to help the United Jewish Appeal to a maximum degree, they should be willing to cooperate with the procedure of open card calling which has been demonstrated to be the most helpful means of raising the largest sums of money.

The second rule is that the person who calls cards should very specifically mention the amount of the 1946 gift. This helps to establish a basis for computation in the mind of the giver. It should be noted that the person who himself may give an inadequate amount for 1947, in relation to the community quota, is rarely the best person to call cards. A psychological handicap often reflects itself, either in failure to mention the 1946 gift or in effusive appreciation of the gifts of those whose standards may not be helpful to the rest of the community.

A third or perhaps the primary rule is that the person who calls cards should proceed at once to the calling of cards when the chief speaker of the evening has made the appeal. It happens at times that the warm atmosphere established by the speaker becomes dissipated if unnecessary additional speaking is engaged in.

PASSAIC TAKES GOLDENBERG SLOGAN: "GIVE TILL IT FEELS GOOD"

Taking at full value the injunction of Harold J. Goldenberg to "give till it feels good," Passaic, N.J. took a new lease on its campaign's life this week as three men started off with \$15,000 each. Now Passaic has a nest-egg of \$210,000 toward the goal.

The campaign leaders frankly confessed that for one reason or another their campaign had bogged down. Gifts from the top were either absent or inadequate. A mood of lethargy or defeat threatened the community. Then Sidney Alexander, President of the Passaic Jewish Community Council, Rabbi Max Zucker, Chairman, and Leon Kondell, Chairman of the Initial Gifts Committee, sent out an emergency call to the top leaders of the community. "Disaster faces our campaign. Let's meet to discuss ways and means to avoid this calamity," was the message.

One night this week the Library Room of the Jewish Community Center was crowded. Virtually all expected responded. Unexpected visitor of the evening was Harold J. Goldenberg, National Vice Chairman of the United Jewish Appeal, and Minneapolis leader. As one businessman to others, he spoke of the situation abroad and of economic conditions in this country. His warm, good-spirited talk evoked an immediate response from the group.

Joseph A. Feder, a long-time leader of the Passaic community, who always set fund-raising standards, accepted the challenge addressed to the community by Mr. Goldenberg. He increased his own gift from \$7,500 to \$15,000 and urged that the rest follow in similar spirit. Ben Garfinkle, who gave \$2,500 in 1946, had previously increased to \$7,500. Joining in the spirit of the evening, he increased to \$15,000. Harry K. Hecht, who had previously raised to \$10,000, from \$7,500, also announced his gift as \$15,000. Then, Sol Entin, who gave \$4,000, pledged \$12,500. The examples had been set. The Passaic campaign was off to a new start.

As Mr. Goldenberg commented afterwards: "The Passaic meeting demonstrated that every campaign which enjoys devoted leadership can get a new start if the leadership is not too tired and self-saving to start all over again. Few meetings I have attended have revealed as good spirit as Joseph Feder and his associates manifested."

A REPORT to Members of the National Campaign Council



United Jewish Appeal for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COOMS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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"CRISIS MEETING" CALLED BY MR. MORGENTHAU ON JUNE 7-8

As the deadline of July 1st approached, Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, summoned key leaders of spring campaigns from all sections of the United States to attend a "crisis meeting" at Galen Hall, Wernersville, Pa., June 7 and 8. The elimination of UNRRA services and supplementary aid, combined with the depletion of United States Army resources and the failure, to date, to set up any effective International Relief Organization machinery, have deepened the concern for the fate of Jews in DP camps.

The purpose of the Galen Hall meeting is two-fold: (1) to review the status of the United Jewish Appeal spring campaign and to take such steps as may be necessary to insure the fulfillment of mounting Jewish obligations as related to Europe, Palestine and the United States; and (2) to examine the immediate situation of Jews abroad, which has changed immeasurably for the worse in the past few months.

To assure first-hand interpretation of the picture as it now exists, Mr. Morgenthau has called upon the outstanding authorities in the field. At his invitation, General Joseph T. McNarney, former Commander of American Forces in Europe, will participate in the Wernersville assembly. He will not only formally review the situation but will be available for discussion. Mr. Morgenthau also requested Dr. Joseph J. Schwartz, Chairman of the European Executive Council of the Joint Distribution Committee, to journey by plane from Europe for the "crisis meeting" so that he might make last minute data available for consideration. Mr. Morgenthau also prevailed upon Eliezer Kaplan, Treasurer of the Jewish Agency for Palestine, to delay his return to Jerusalem, where he is scheduled to play a key role in the hearings which the United Nations special committee will conduct.

PRESIDENT OF WORLD BANK JOINS U.J.A. CHRISTIAN COMMITTEE

John J. McCloy, President of the World Bank, this week notified Henry Morgenthau, Jr., that he was glad to accept membership on the National Christian Committee for the United Jewish Appeal. He was one of a score of outstanding Americans who were this week added to the impressive roll of those who wish to identify themselves with the \$170,000,000 campaign for the relief, rehabilitation and resettlement of the Jewish sufferers.

Others included Major General William J. Donovan, Director of Office of Strategic Services in World War II; John Hay Whitney; Rev. Henry K. Sherrill, Presiding Bishop of the Protestant Episcopal Church; Matthew Woll, Vice President, American Federation of Labor; Clifford J. Durr, member of the Federal Communications Commission; Adolph A. Berle, Jr., former Assistant Secretary of State; Cornelius N. Bliss, Chairman, Metropolitan Opera Association, Inc.; Charles Bolte, National Chairman, American Veterans Committee.

William Green, President of the American Federation of Labor, added his own vigorous endorsement as he joined the National Christian Committee. He was joined by Eric Johnston, former President of the Chamber of Commerce of the United States; Harrison Jones, Chairman of the Board, Coca-Cola Co., Atlanta, Ga.; the Rt. Rev. Francis John McConnell, Dean, Yale Divinity School; J. Herbert Case, Director, City Bank Farmers Trust Co., New York; Clarence A. Dykstra, Provost of the University of California; Beardsley Ruml, Chairman, Federal Reserve Bank, New York; and Darryl F. Zanuck, Vice President, 20th-Century Fox Film Corp.

Edward R. Stettinius, former Secretary of State of the United States, also affirmed his support of the United Jewish Appeal as he accepted membership on the Christian Committee. Joining with him was Mrs. Franklin D. Roosevelt and Hon. Frank Murphy, Justice of the Supreme Court of the United States. The distinguished group also includes W. Averell Harriman, Secretary of Commerce of the United States; Sumner Welles, former Under Secretary of State; James A. Farley, former Postmaster General; Spyros P. Skouras, President, 20th-Century Fox Film Corp.; Winthrop M. Crane, Jr., President, Crane & Co.; Elihu Root, Jr.; and Dr. Mordecai W. Johnson, President, Howard University.

\$12,000 GIFT SPARKS BINGHAMTON CHRISTIAN CAMPAIGN

The Christian Committee for the United Jewish Appeal of Binghamton, N.Y., has received a gift of \$12,000 from the Endicott-Johnson Shoe Co., it was announced this week by Harold Ludlow, President of Ludlow Motors and President of the Binghamton Chamber of Commerce. Bruce Babcock, Treasurer of Endicott-Johnson, is one of the Co-Chairmen of the Christian Committee. It is the hope of the Committee that a total sum of \$50,000 may be raised.

Gardner Cowles, President of the Des Moines Register and Tribune, whose firm had previously contributed \$10,000 to the United Jewish Appeal in Des Moines and a further \$10,000 in Minneapolis, sent an additional personal contribution of \$1,000 to William S. Paley, Chairman of the Advisory Committee of the United Jewish Appeal.

From St. Louis, Mo. came word of additional Christian gifts which included Union Electric Co. of Missouri for \$5,000; International Shoe Co., \$10,000; Ely Walker Dry Goods Co., \$2,000; Monsanto Chemical Co., \$5,000; Gaylord Container Corp., \$1,250; Brown Shoe Co., \$2,000; and gifts of \$1,000 each from Elder Mfg. Co.; Lockhart's, Inc.; Edgar M. Queeny of Monsanto Chemical Co.; Mr. and Mrs. H. Watkins; Edward Arthur of Fanchon & Marco; Harris-Langenberg Hat Co.; Pulitzer Publishing Co.; Joseph Sunnen Charitable Trust; and Star-Times Publishing Co.

Stewart F. Hancock, outstanding Syracuse attorney who is Chairman of the Syracuse Christian Committee, gave further expression to his keen interest in the United Jewish Appeal in accepting an invitation to address a luncheon in Philadelphia on June 9 for the purpose of aiding that community in the organization of a Christian Committee.

Dayton, Ohio, engaged in an effective campaign in the Jewish community, is also

having the benefit of a Christian Committee. Included in the Committee are S. C. Allyn, President, National Cash Register Co.; Walter H. J. Behm, President, Winter's National Bank; Mayor Edward Breen of Dayton; G. H. Casselberry, President, Third National Bank; James H. Davis, Winter's National Bank; Dr. Hugh I. Evans, past President, Community Chest; E. R. Godfrey, General Manager, Frigidaire Division, General Motors Corp.; Anthony Haswell, President, Dayton Malleable Iron Co.; Carl A. Lange, Apex Machine and Tool Co.; Louis Polk, President, Sheffield Corp.; David L. Rike, Rike-Kumler Co.; Earl Reeder, President, Dayton Coca-Cola Bottling Co.; M. A. Spayd, President, Standard Register Co.; C. N. Stemper, C. N. Stemper Food Co.; The Rt. Rev. Monsignor Leising, Holy Trinity Church; Kenneth Long, President, Dayton Power and Light Co.

Mayor Leland Speed of Jackson, Miss., after accepting the Chairmanship of the Christian Committee for the United Jewish Appeal in that community, called upon the four most influential civic leaders to meet at his office to plan the campaign. The Committee leaders, in addition to Mayor Speed, include C. C. Simmons, Chairman, Board of Directors, Deposit Guaranty Bank & Trust Co.; Dr. G. T. Gillespie, President, Belhaven College; T. M. Hederman, Sr., Daily Clarion-Ledger; W. B. McCarty.

Carter T. Barron and Frank R. Jelleff have accepted Co-Chairmanship of the Christian Committee in Washington, D.C. The Christian Committee is planning a big meeting at the end of June.

One of the most successful Christian campaigns conducted to date was in Wilkes-Barre, Pa. which raised over \$53,000 from this source. Percy A. Brown and Judge J. Harold Flannery were key figures in the Community Cooperation Committee, which took its inspiration from a committee headed by Reuben H. Levy, aided by Bernard H. Burgunder.

The Buffalo Christian Committee is headed by J. F. Schoellkopf, Jr., President of the Community Chest, as Chairman. Treasurer is Lewis G. Harriman, President of the Manufacturers & Traders Trust Co. Fifty-two leading professional, industrial and religious personalities constitute the Committee. The Committee has formed its own teams and will conduct its own solicitation.

NEW YORK PASSES TWO-FIFTH MILESTONE WITH \$25,000,000

New York City has canvassed 40% of its prospects in all categories and has to date recorded over \$25,000,000 in pledges, it was reported at a luncheon meeting of 125 trades leaders last week by Edward M. M. Warburg, a Chairman of the United Jewish Appeal of Greater New York. Mr. Warburg emphasized that the coverage was a cross-section solicitation and that there were just as many missing in the big gifts bracket as in other divisions, as he urged solicitors to intensify their efforts in the coming weeks. One of the great problems facing New York, he said, is not lack of prospects or lack of willingness to give but only energy, patience and imagination on the part of solicitors. New York had started its campaign almost two months later than it did in 1946, Mr. Warburg pointed out. He expressed appreciation of the percentage of increase that has been recorded in the campaign. He noted that this percentage has been steadily rising in recent weeks.

SAN FRANCISCO BEYOND \$1,400,000 MARK

San Francisco has already raised more than it obtained in its entire 1946 campaign and is steadily heading beyond the \$1,400,000 in hand to the achievement of goal, it was indicated this week by Walter D. Heller, Campaign Chairman. One of the

most gratifying aspects of the campaign, he reports, has been the rate of increase in the Business and Professional group, which has been organized this year in the most intensive form in the community's history.

Columbus, Ohio is approaching \$500,000 toward its record-breaking goal. Harry R. Roth is Campaign Chairman. Pace-setting gift in the community was that of the Schiff family at \$70,000, as compared with \$40,000 in 1946. The Levy family contributed \$20,000, as compared with \$12,000; the Shers, from \$7,200 to \$15,000; the Yenkins, from \$4,000 to \$9,000. J. Segall Resler had announced his \$40,000 gift at the national UJA meeting in Washington in February.

Hacksensack, N.J., spurred by the presence of Herbert R. Abeles, New Jersey State Chairman for UJA, seemed certain of hitting its \$100,000 UJA quota, as a result of the unusually successful Big Gifts meeting, which produced \$67,750 from givers who had contributed \$33,000 in 1946. Sidney Goldberg, President of the UJA of Hacksensack, and Howard Mack, 1947 Campaign Chairman, electrified the community with their gifts, doubling their generous 1946 contributions.

Dayton, Ohio is rapidly nearing the \$400,000 mark, toward its over-all goal of \$525,000, it was reported this week. Additional gifts beyond those previously described in the Report include: Joseph Thal & Sons, from \$12,000 to \$18,000; Philip Sokol and associates, \$12,000; Schear Brothers, \$8,500; Ralph Schear, \$7,000; Metropolitan Co., \$15,000. The top ten gifts in the community averaged a 130% increase. Samuel H. Thal, Campaign Chairman, contributed \$14,500, as compared with \$8,000.

LOUISVILLE STARTS AUSPICIOUSLY IN TRADES DIVISIONS

Aiming at a total goal of \$690,240, Louisville, Ky. last week canvassed some of its key trades divisions and found the response gratifying. Norbert Friedman, Arthur O. Goodman and Fred Switow, Co-Chairmen of the Campaign, were encouraged by the results in scrap metal, jewelry and furniture where standards were established to spark the rest of the community.

The Scrap Metal Division opened with a dinner which raised \$30,425 from a group which last year gave \$11,865. Harry N. Cohn, whose dynamic campaign had ensured the success of his own Butler, Pa. drive, came to Louisville and found his namesake, Harry N. Cohen, raising his gift from \$2,200 to \$10,000. Emil Klempner went from \$1,750 to \$5,000; David Benovitz, \$4,000 to \$7,000. Mr. Cohn of Butler, who is Regional Chairman of the National Scrap Metal Division of the UJA, is one of many Trade and Industry officers of UJA whose visits to other communities have proved valuable.

Benjamin S. Katz, President of Gruen Watch Co., and National Co-Chairman of the UJA National Jewelry Division, visited Louisville for the Jewelry Division dinner, together with Dr. James G. Heller of Cincinnati. The group contributed a total of \$32,500 as compared with \$11,183 in 1946. Will Sales Co., \$2,200 to \$5,000; Dan M. Lorch, \$1,012 to \$2,000; Ray Goodman, \$1,100 to \$2,500; Elliot Wainer, \$50 to \$1,000; Max Miehler, \$2,050 to \$4,500; Max Frockt, \$600 to \$1,500, were among the pace-setting gifts.

The following day there was a meeting of the Furniture Division, which was addressed by officers of the National UJA Furniture Division, Eugene H. Goodman of Cleveland and Stanley J. Kann of Pittsburgh. Pledges were received totalling \$21,630 from those who last year gave \$12,510.

Other divisions started auspiciously with increases as follows:

The Real Estate Division went from \$7,440 to \$14,575. Gifts from E. L. Blum, \$975 to \$2,000; Jake Levy, \$1,050 to \$2,100; Morris Garfein, \$525 to \$1,575, set the pace.

The Grocers' Division obtained \$9,890 compared with \$5,660. Charles N. Bensinger of the Bensinger Outfitting Company contributed \$10,100 against \$5,110 in 1946.

The Lawyers' Division raised \$32,355 from the same group of people who contributed \$18,190 in 1946. Charles Nahm went from \$1,000 to \$2,500; Ben F. Washer from \$3,000 to \$6,000; A. J. Harris from \$1,700 to \$3,500.

As a result of the first week of trade meetings the campaign in Louisville shows the figure of \$143,675 from the same givers who last year contributed \$68,348.

The campaign will officially open on June 10 with the visit of Mrs. David M. Levy, Chairman of the National Women's Division.

PENNSYLVANIA TOWNS OPEN BIG GIFTS DRIVES

Scranton, Pa. opened the Big Gifts section of its campaign last week to the dramatic report of Herman Gilman, Boston leader, who recently returned from an extended trip abroad. His powerful appeal brought about a revision of intentions on the part of many of the contributors. A total of \$80,000 was reported from those who gave \$45,000 in 1946.

Reading, Pa. had Jacob Sincoff, Co-Treasurer of the United Jewish Appeal, as its principal speaker at the Big Gifts opening. Those who gave \$42,900 in 1946 contributed \$75,400 at the meeting. Pace-setting gift was that of Morris N. Blumberg, with \$16,000. Others included Louis Frankel and associates, \$4,000 to \$11,000; Samuel R. Lurio, \$8,000 to \$12,500; Ralph Levison, \$3,000 to \$5,000; Louis Fink, \$2,000 to \$4,000; Isadore Oritsky, \$1,750 to \$3,000; Max Fisher, \$750 to \$4,000; Benjamin Taub, \$1,300 to \$2,000.

Bethlehem, Pa. seeking \$97,000 under the leadership of Jack Shaffer as Chairman, raised \$19,550 at its Big Gifts meeting from those who gave \$11,500 last year.

ELIZABETH WOMEN'S DIVISION BEYOND QUOTA

Elizabeth, N.J. was this week added to the "success story" of the Women's Division when proceeds of \$65,180 were announced, as against an accepted goal of \$60,000 for the women in this community. However, the general solicitation is yet to begin, since the total proceeds to date are only from preliminary big gifts solicitation. Co-Chairmen of the Women's Division in Elizabeth are: Mrs. S. A. Brailove, Mrs. Jean Fishman, Mrs. Rudolph E. Lifson and Mrs. Larry Gering.

The Richmond, Va. Women's Division, at its first two fund-raising luncheons, netted \$23,000, almost the same amount that was raised in the entire Women's Division campaign in 1946. General solicitation is now under way toward the Women's Division goal of \$40,000.

At the third report luncheon of the Women's Division in Baltimore last week, a total sum of \$163,000 was reported by Mrs. Harry Kairys and Mrs. Henry A. Rosenberg, Co-Chairmen, and Mrs. Charles G. Hutzler, Chairman, Special Assignments Division. This represents an 80% increase over the total contributions made by women in 1946.

Mrs. David M. Levy, Chairman of the National Women's Division, will be visiting Cincinnati and Louisville on June 10 and 11.

DR. GOLDSTEIN SETS EXAMPLE FOR CAMPAIGN LEADERS

The extent to which the national leadership of the United Jewish Appeal is giving of its time and effort in exemplary manner is illustrated in a recent itinerary of Dr. Israel Goldstein, National Co-Chairman of the UJA. Having attended the successful opening of the Stamford, Conn. campaign, he addressed a campaign conference in New York City; then a dinner of the New York UJA Neckwear Division; followed by the dinner of the Department Stores Division; then the Buttons and Plastics Division function; and the Office Furniture group. His schedule this week begins with the Restaurant Supplies Division in New York.

This type of schedule marks the activity of other men closely associated with the campaign. Mose I. Speert, Baltimore leader, recently visited Tampa and Miami, Fla. and Norfolk, Va. for the UJA. I. S. Joseph, Minnesota State Chairman, helped Mankato and Austin, Minn. launch their drives. Herbert R. Abeles, New Jersey State Chairman, has visited a great many of his State communities, last week meeting with leaders in Hackensack and Bayonne. John D. Schapiro, National Scrap Metal Division Chairman, has visited communities from coast to coast, going as far as San Francisco where, as in the case of other communities, outstanding results were recorded. Edmund I. Kaufmann, National Chairman for Initial Gifts of the UJA, last week attended the Big Gifts function at the Philmont Country Club in Philadelphia. His itinerary this week includes the opening of the Pittsfield, Mass. drive.

Regional Chairmen and their cabinet members throughout the country have given the campaign great impetus through community visits in their respective areas. Their visits have reflected extraordinary stimulation and cooperation.

It is this type of consecrated leadership, on a national and local scale, which is making possible the 1947 results.

MRS. ROOSEVELT: "I MARVEL AT THEIR GENEROUS GIVING"

After attending the luncheon of the Women's Division in Philadelphia recently, Mrs. Franklin D. Roosevelt referred to the United Jewish Appeal campaign in her column, "My Day." She said: "The \$170,000,000 which the Jewish communities are being asked to give, to aid their unfortunate brethren in different parts of the world, is a tremendous amount for any one group in the nation to gather together for one special cause. If it absolved them from all other contributions, that would be different, but they are called upon, just as all other citizens are, to contribute to many other causes. The burden on this group of our citizens is a heavy one, and I marvel at their generous giving."

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS }
HENRY MONTOR } Executive Vice Chairmen

165 West 46th Street, N. Y. 19, N. Y.

SPECIAL ISSUE

NOT FOR PUBLICATION

June 10, 1947

CONFERENCE DECIDES: ALL DRIVES SHOULD CONTINUE UNTIL FULL \$170,000,000 RAISED

The desperate and deteriorating position of the Jews abroad, with June 30 as the deadline for the new and more alarming situation, requires that every Jewish community in the United States continue its campaign until the full quota requested by the United Jewish Appeal is raised.

That was the essential and unanimous decision made at an emergency conference of campaign leaders of America held at Galen Hall, Wernersville, Pa., June 7-8. Some 300 delegates representing communities conducting spring campaigns from coast to coast participated in a conference that had in it many of the elements of a revival meeting and yet was marked by a sober consideration of the disturbing facts.

The final liquidation of UNRRA, the inadequacy of IRO support, even when IRO formally takes over and, above all, the suspension by the United States Army of its feeding program for DP's — on the date of June 30 — were the keynote for much of the discussion, shot through with a high sense of urgency and consecration. The hardships inflicted upon the Palestine program as a result of the inadequacy of funds and the increasing financial burden resulting from enlarged immigration to the United States were other factors presented to the meeting. All of them spelled one thing: the need to raise at least \$170,000,000.

The leaders present at the meeting were unanimous in adopting a resolution that urged every community to forget "precedent and time lag" and all other considerations and to go forward with the campaign, even in communities which may formally have closed their drives.

\$115,000,000 RAISED TO DATE IN SPRING CAMPAIGNS

The Jews of America have thus far raised sums that would provide \$115,000,000 to the United Jewish Appeal, it was reported by Hon. Henry Morgenthau, Jr., General Chairman, in his keynote address opening the meeting. He pointed out that 75% of United Jewish Appeal funds are raised in the spring. This would require the raising of \$127,500,000. "In order to gain our goal for the spring, all we have to do is to get another \$12,500,000, and I know we are going to get it," Mr. Morgenthau emphasized. "All of us must recognize, as I do, with the greatest appreciation, the extraordinary efforts that have been made by entire communities to achieve the unprecedented goals

which they established. Devotion and determination on the part of you community leaders and your co-workers represent one of the brightest pictures in the history of American Jewish philanthropy."

DESPERATE NEEDS OUTLINED BY LEADERS

In a remote Pennsylvania hotel where no distractions could interfere with the serious consideration of the urgent business at hand, presidents of welfare funds, chairmen of campaigns, heads of big gifts committees and other important campaign leaders stayed for the two-day session. They heard Mr. Morgenthau, who presided throughout the meeting which he had assembled as a "crisis session"; Dr. Joseph J. Schwartz, who flew from Warsaw in order to describe the position in Europe; Eliezer Kaplan, Treasurer of the Jewish Agency, who delayed his flight to Palestine, where he is scheduled as an important witness before the United Nations special committee, in order to describe the financial and related problems of Palestine rebuilding; Richard V. Gilbert, noted economist, who drew a startling and sober picture of the effect upon Jewish voluntary agencies of the withdrawal of intergovernmental support; Edwin Rosenberg, who drew an eloquent picture of the consequences of increasing Jewish influx into the United States; and Chaplain Herbert Friedman, who had just returned from Frankfurt, Germany, where he was attached to the office of the Jewish Adviser to General Lucius D. Clay.

In addition to these were representatives of communities who, either in two lengthy sessions of a well-attended Action Committee or in the assembly proper, voiced their views on the situation abroad or reported on their campaign problems at home.

"WE WILL NOT REST UNTIL \$170,000,000 IS RAISED"

The resolution presented to the conference by Leon Falk, Jr., Chairman of the Action Committee and Chairman of Pittsburgh's 1947 campaign, was adopted unanimously as those present arose in solemn affirmation of their intention to implement the resolution. It read as follows:

"This Emergency Conference of the United Jewish Appeal, assembled at Wernersville, Pennsylvania to review the progress of the 1947 campaign and to consider critical developments in the Jewish position throughout the world, is gratified with the record of generosity that has thus far been established. Many communities have successfully completed their campaigns and achieved their goals. But we note that there is a gap still to be filled in order to achieve the full \$170,000,000 quota.

"We reaffirm that it is both possible and necessary to raise at least the total amount of the national goal. That this may be done, we recommend the following:

"1. Regardless of precedent or time lag, every Jewish community in the United States should continue its campaign for the United Jewish Appeal and resolicit wherever possible until at least the quota requested as its share of the national responsibility is realized. We urge that even where campaigns have been declared officially closed, a new effort, inspired by the gravity of the need, should be undertaken at the earliest possible moment.

"2. We solemnly stress the importance of converting pledges into cash for prompt remittance to the United Jewish Appeal. The lives of many are being made unbearable

and even being lost daily because adequate cash resources are not being made available for desperate current needs.

"3. We have been greatly encouraged by the formation of local Christian Committees and of a National Christian Committee for the United Jewish Appeal. This Conference records its appreciation of the Christian support and contributions in communities throughout the United States.

"4. The morale and the physical existence of the great mass of Jews in Europe continue to depend in extraordinary measure on the generosity and statesmanship of the Jews of America. With the liquidation of UNRRA at the end of this month, even greater responsibility falls upon our shoulders. We must not rest until the entire United Jewish Appeal goal of \$170,000,000 has been raised."

"A HUMAN BEING CAN STAND JUST SO MUCH", SAYS GENERAL McNARNEY

General Joseph T. McNarney, former commanding General of United States Forces in Europe, had been scheduled to attend the meeting. But his military plane was fog-bound on the airfield in a storm that also kept the attendees at Wernersville indoors throughout the two-day sessions. He telephoned to ask Chaplain Friedman, his former aide, to read his message, which paid high tribute to the Joint Distribution Committee for its work with the United States Army. General McNarney summarized the position of the DP's, when he said:

"Let us for the moment ignore the fact that, at best, life in a Displaced Persons Center is not the sort of life that would be tolerated by any man, woman or child who had any possibility of resuming a normal life of home and school and shop and self-sufficiency. What then? We are rapidly approaching July 1st, a date that holds ominous significance for displaced persons. July 1st marks the end of UNRRA. UNRRA aid has been an important factor in the lives of these people and it will be sorely missed.

"Well, you may say, UNRRA is being replaced by the IRO — the International Refugee Organization. That is true. When UNRRA steps out of the picture, the IRO will presumably begin to function. But what are the resources of the IRO? The budget of the IRO is \$150,000,000 to cover the needs of more than a million DP's all over the world. The staff of the IRO will number approximately 700 at the peak, for the world. Compare this with the far larger sums which were available to UNRRA and to the staff of 5,000 in Germany alone which UNRRA commanded. Remember, too, that the IRO will incorporate the activities of the Intergovernmental Committee for Refugees. This adds up to a very drastically reduced program of aid for the DP's in Germany. It means that a much greater responsibility will be placed on private agencies like the Joint Distribution Committee.

"Army funds that can be used to help the DP's are not inexhaustible. Growing difficulties stand in the way of utilizing supplies which up to now have been taken from the German economy for assistance to DP's.

"I want to touch on a delicate problem which we must work out together. The Army has the responsibility for maintaining order in the areas it occupies. The success of the Army in performing its total mission is closely linked with its success in performing adequately this phase of its project. And I do not think I am exaggerating when I say that there is also a link between the United Jewish Appeal campaign and the

Army's responsibility for maintaining order. This requires some explanation.

"I have said that life in a Displaced Persons Center is not particularly pleasant at best. But under the best conditions it is tolerable. When men have enough to eat, clothes for warmth, shelter from the elements, medicine for their ills and a chance to do a little work and a little study, they can manage to carry on even if they have no citizenship and no real freedom and no roots in the soil on which they stand.

"Recently their caloric ration has of necessity been reduced from 2200 to 2000 per day. This is barely a subsistence level. Surplus Army and captured enemy equipment from which we furnished clothes, housekeeping and work equipment and medical supplies are practically exhausted. All these are elementary needs. They must be maintained on at least their present level. If they are not, I think you know what is almost certain to happen, especially when the victims, through no fault of their own, have lived through years of horror and suffering, have seen their loved ones tortured and cremated, have seen their hopes for a new life after the war dashed to earth again and again. They begin to brood. They may be the most patient and most peaceful and considerate people in the world, but they begin to grow nervous and irritable. They begin to feel a sense of frustration and despair.

"I know these people. I can understand and sympathize with their moods. In the same circumstances, I would react in the same way, and so would you. A human being can stand just so much and then there comes the straw that breaks the camel's back.

"My friends, we must prevent that last straw from being added to their burden. We must move heaven and earth to avoid the irritations and the frictions that this last straw would induce. We cannot afford to wait until a despairing man or a despairing group of men, in frantic, unconsidered action, create an incident or a series of incidents between them and some of the German population or even between them and soldiers of the American Army.

"The problem calls for Jewish statesmanship — American Jewish statesmanship, for you are the only Jewish community capable of action on the required scale. Through your campaign for \$170,000,000 you must take up as much as possible of the slack that will result from the reductions in aid I have already forecast."

MEMBERS OF RESOLUTIONS COMMITTEE

The earnestness with which the Action Committee, the name for the committee to draw up a resolution expressing the sense of the meeting, considered its responsibilities was reflected in the expressions of a number of its members. A very substantial number were able to report that their communities had reached or oversubscribed their goals or were within sight of their quotas. Joseph Markel, Chairman of the Buffalo campaign, indicated that in recent weeks there had been a severe slowing down of the campaign tempo and there was danger that the goal would not be reached. As a result of the Wernersville meeting, he was going to return to Buffalo and see to it that, despite the tiredness which all the workers shared with him, a community-wide resolicitation would be started at once so that goal would definitely be reached. Julian H. Krolik, President of the Detroit Federation, reported that his community was supposed to close its campaign this week, even though the full quota had not been raised. As a result of the Wernersville meeting, he and his associates present, were resolved that, despite the same experiences which Mr. Markel reported, Detroit would reorganize and reinitiate its campaign so that the quota for the United Jewish Appeal could be achieved.

Members of the Action Committee included: Leon Falk, Jr., Chairman; Herbert R. Abeles, Chairman, Essex County Jewish Community Council; Sidney L. Albert, Chairman, Akron campaign; Day J. Apte, Tampa, State Chairman for Florida; Morris W. Berinstein, Vice President, Jewish Welfare Fund, Syracuse; David Blacker, Campaign Chairman, Omaha; Benjamin N. Blumberg, Treasurer, Jewish Welfare Fund, Terre Haute, Ind.; Joseph Cherner, Campaign Co-Chairman, Washington, D.C.; Max Firestein, Chairman of Trades and Professions, Los Angeles; Benjamin Frankel, Chairman, Southern Illinois; Leonard B. Geis, Co-Chairman, Philadelphia campaign; Lazure L. Goodman, Chairman, Big Gifts, Indianapolis; Moritz M. Gottlieb, Chairman, Allentown, Pa.; E. N. Grueskin, State Chairman, Iowa; Bernard P. Kopkind, Co-Chairman, New Haven; Julian H. Krolik, President, Detroit Federation; Rudolph E. Lifson, Campaign Advisory Committee, Elizabeth, N. J.; Sol Luckman, Co-Chairman, Cincinnati; Joseph Markel, Chairman, Buffalo; Elkan R. Myers, Chairman, Baltimore; Edwin Rosenberg, New York; Samuel Rothberg, Peoria; Miss Mary Sachs, Chairman, Harrisburg; Robert W. Schiff, Columbus; Nathan Shainberg, Chairman, Men's Special Gifts Committee, Memphis; Joseph Shulman, Chairman, Paterson; Saul O. Sidore, Chairman, Manchester, N.H.; Eugene M. Solow, Vice President, Jewish Welfare Federation, Dallas; Rudolf G. Sonneborn, New York; Edgar B. Stern, New Orleans; Samuel H. Thal, Chairman, Dayton; Morton G. Thalhimer, Richmond, Va.; Edward M. M. Warburg, Co-Chairman, New York; Charles Weissman, Chairman, Wilkes-Barre, Pa.

DRAMA, HUMOR, EXALTATION MARK SESSIONS

Hovering over every session was the indomitable conviction of Henry Morgenthau, Jr., that \$170,000,000 can be raised, that it must be raised. It was reflected in his remarks as he presided. It was eventually reflected in the renewed determination of all those present to follow the example of those communities which have clearly demonstrated that despite talk of economic difficulties, despite stories of tired personnel, despite similar hurdles, the local quotas can be raised with determined leadership. Charles Weissman, Chairman of the Wilkes-Barre, Pa. campaign, told with pride of his community's achieving a \$540,000 record as against a \$500,000 quota, when everyone in the community was convinced at the start that the quota was "unrealistic and unattainable." Last year, Wilkes-Barre raised \$282,903. That experience was reflected by other community representatives, such as Eugene M. Solow, who told of Dallas' achievement; E. N. Grueskin, who spoke of the unparalleled results in Sioux City and other Iowa towns; Harold Goldman, of Des Moines, who was able to bring the conference a record of almost \$460,000 raised as against a goal of \$425,000 in a small community that raised \$250,014 in 1946.

There was drama and humor in the story told by Miss Mary Sachs, Chairman of the Harrisburg, Pa. campaign. She read a remarkable letter addressed to the leading local bank asking them to lend her \$50,000 so that she could pay her pledge to the campaign; and an equally remarkable reply from the bank president, with whom she had not previously done commercial business, granting her request. Miss Sachs had given \$25,000 last year. The crowd stood up in an unusual ovation for this "woman of valor." Of course, Harrisburg, with such leadership, was able to report that its goal of \$449,000 had been oversubscribed.

During the Sunday morning session, a period was turned into a Committee of the Whole, with Leon Falk, Jr. taking over briefly so that advice could be given to the Action Committee on the resolution it was to draft.

Rarely in the history of a United Jewish Appeal meeting has there been such a mood of exaltation as developed when Mr. Morgenthau called on Chaplain Herbert Friedman.

Profoundly moved by the personal experience he had had in a long period of intimate contact with every single Jewish DP camp in Germany and Austria, he described the people and their character, their condition and their hopes. There were unashamed tears in the eyes of a great part of the audience as the tall, sympathetic, uniformed chaplain pleaded with American Jewry not to kill the hope that sustains the life of the Jews of Europe. There were many who felt that just the experience of hearing this highly emotional and deeply human account of some of the men and women for whom the campaign is being conducted made the Wernersville meeting worthwhile.

CONFERENCE IN TRIBUTE TO HENRY MORGENTHAU, JR.

When Edmund I. Kaufmann, in the course of his remarks, paid glowing tribute to Mr. Morgenthau as one of the great leaders whom American Jewry, in self-respect, should follow utterly, there was a spontaneous demonstration of affection and admiration for the man who has converted all of his time, energy, and mind and heart to the cause of the United Jewish Appeal.

One of the high moments of the session came with the closing remarks Saturday night of Herman Gilman of Boston. Having recently returned from Europe and Palestine, he conveyed to the meeting his own sense of the urgency as well as the practicability of every community in the country reaching its requested quota. His profound conviction and his calm sincerity communicated themselves readily to his audience.

Several specialized groups of leaders took advantage of the Wernersville meeting to arrange sessions. The National Trade and Industry Division, headed by Rudolf G. Sonneborn, met for luncheon with over 100 of key industry leaders who talked of methods to help local campaigns. The Regional Division, headed by Julian B. Venezky, brought together as many regional leaders from various parts of the country, to discuss ways of interchanging regional cooperation.

As the meeting adjourned, its spirit was symbolized in the closing words of General McNarney's message:

"It is a stupendous task you have set for yourselves. It is exceeded only by the greatness of the tragedy and the need and the possibilities. These are good people whom you are seeking to save. If you knew them as I do, you would realize that no gift is too generous, no sacrifice too great. I wish you Godspeed and success in your sacred task."

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COOMS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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June 16, 1947

DESPERATE NEED FOR CASH

There are no adequate adjectives to describe the urgent need of the United Jewish Appeal agencies for cash. Every Jew in America is pleaded with to transform his pledge into cash, the whole of it at this time, if possible.

Jews are literally dying — or their lives are being made more intolerable — because the agencies of the United Jewish Appeal are not being supplied with sufficient cash resources. Although the pledges received to date are the most generous in the history of American Jewish philanthropy, only cash can provide the essentials of life.

The problem is reflected in the fact that as of June 16, the United Jewish Appeal had distributed to its constituent agencies the following sums on account of 1947 contributions: Joint Distribution Committee, \$4,788,000; United Palestine Appeal, \$3,612,000; United Service for New Americans, \$2,750,000.

But the expenditures have had to go on. The Joint Distribution Committee has borrowed from New York banks the sum of \$16,000,000. Of this, \$4,000,000 was in the form of 60 day loans, \$2,000,000 of which has already been repaid and the remaining \$2,000,000 must be repaid within the next two weeks. In addition the JDC owes \$4,000,000 to United States Government agencies for supplies purchased from the Office of Foreign Liquidation and the War Assets Administration. The JDC also has bills outstanding due merchants for urgently needed supplies purchased on short term credits. The total indebtedness of the JDC as of today is well over \$20,000,000, aside from substantial balances due on appropriations which have been fully committed.

The Jewish Agency for Palestine has a current deficit of \$25,000,000, of which \$20,000,000 represents loans and over-drafts in Palestine banks. The remainder are debts owing for service to local institutions in Palestine.

The United Service for New Americans, for the first time in its experience, because of the lack of UJA cash resources, has also had to borrow \$1,000,000 at the banks.

This means that many functions that need to be fulfilled are not being undertaken; that orders for food supplies, for housing, for other essential items are not being

placed. Moreover, interest charges are being paid to the banks when this money is so vitally needed for relief and rehabilitation programs.

The following program has been suggested to deal with this situation:

(1) Communities are asked to initiate an intensive follow-up drive for cash: this to take the form not only of regular bills, but of personal calls on major givers by officers of campaigns — to stress the life-and-death urgency of the largest possible payments in cash.

(2) Communities are asked to forward cash as it becomes available, without waiting for any specific amount to become accumulated. Communities are also urged to authorize their proper officers to forward funds to the United Jewish Appeal as regularly as resources are in hand: without awaiting in each case specific approval and without awaiting definitive action on the allotment to be made to the United Jewish Appeal.

(3) Some communities have already recognized the emergency nature of the situation by borrowing from other community resources, while awaiting the payment of pledges. Any course that any community may follow — to provide the United Jewish Appeal with the largest possible sums at once — is warranted by the gravity of the present desperate need for immediate cash.

DES MOINES EXCEEDS \$425,000 GOAL BY \$30,000

Des Moines, Ia. was able to announce triumphantly last week that, having started out to reach \$425,000 this year, it actually raised \$455,000, in one of the greatest campaign demonstrations ever seen in this or in any other community. Headed by a group of men in the early thirties, who were alert to every new idea, the Welfare Fund drive will provide the United Jewish Appeal with substantially more than the minimum of \$350,000 which had been officially requested. In 1946, Des Moines gave the UJA \$200,000.

A. J. Myers was Campaign Chairman. Serving with him as vigorous Co-Chairmen were Morton S. Bookey, Mose Waldinger, Frank Sanders and Harold Goldman. In Des Moines, as elsewhere, as the Iowa Jewish News put it: "The community was extremely doubtful that the campaign would reach the expected goal. The drive chairmen after a minute and extensive preparatory campaign directed their efforts in selling our leading citizens that the goal was possible. This accomplished, they then set out on a community organization and publicity campaign that brought in the desired results."

The Women's Division, headed by Mrs. Leonard Hockenberg, turned in \$38,490. The Men's Division reported \$369,975. Joseph F. Rosenfield is President of the Welfare Fund; Sidney Speigman, Executive Director.

NASHVILLE MAINTAINS ITS PHILANTHROPIC RECORD

Nashville, Tenn. a community of 3,000 Jewish souls, is once again among the leaders of American Jewish generosity. As of June 12, Nashville had raised \$411,000, permitting the allotment to the United Jewish Appeal of the sum of \$350,000 which had been requested. However, the campaign, under the dynamic leadership of Manuel M. Eskin, who is also State Chairman, is continuing, with all overage intended for the UJA.

With some believing that the community had accepted a quota that was unattainable, because of its high record of giving over the past few years, Nashville organized a campaign that enlisted 200 volunteer workers in all groups. As Mr. Eskind describes it: "The success of our campaign was due to the great united effort of all the Jewry of Nashville who, regardless of differences in any other matters, were unified in their feeling toward UJA; and all groups recognized the tremendous importance of this drive."

The Men's Division has raised \$335,000 as against \$216,000 in 1946; the Women's Division has obtained \$72,500 as compared with \$56,000 last year. There is now a total of 2,000 pledges. The Youth Division has raised \$2,500.

In addition to Mr. Eskind as General Chairman, other officers are: Bernard Werthan, Chairman of Advance Gifts; Albert Werthan and Julian Zander, Co-Chairmen of the Men's Division; Mrs. Julian Zander and Mrs. Gus D. Kuhn, Sr., Co-Chairmen of the Women's Division. Mrs. Hannah Kirshner heads solicitation of the area. Harold E. Katz is Secretary. Mortimer May is President of the Nashville Welfare Fund.

COMMUNITIES PLEDGE DETERMINED EFFORT TO REACH GOALS

In response to messages from Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, conveying the decisions of the Wernersville, Pa. Emergency Conference on June 7-8, telegrams have come to him from all parts of the country assuring that despite the weather, the long weeks of campaigning and other problems, their communities will stick to the job until the last possible dollar has been obtained.

Mr. Morgenthau had underlined that the burdens upon the United Jewish Appeal agencies assume new force on July 1, when UNRRA is liquidated and largely increased responsibilities arise from the fact that IRO is inadequately financed and the United States Army has cut its DP feeding program.

Baltimore, Md. spurred to even greater efforts by Chairman Elkan R. Myers, called a special meeting of its leading workers last week to plan for the continuation of the campaign. The Baltimore leaders declared that Herman Gilman, Boston Campaign Chairman, who was the speaker for the occasion, delivered an inspiring message that strengthened the determination of all the workers to prosecute the campaign until Baltimore's full share for the United Jewish Appeal is obtained. Mr. Myers had headed a delegation to the Wernersville, Pa. conference. With Baltimore in the hot-weather belt, the undiminished enthusiasm of its leaders might well serve as an example to other communities.

Detroit, Mich. already having raised the largest sum in its history, called a special meeting of its Executive Committee last week, immediately after the return from Wernersville of Julian H. Krolik, Federation President, and his associates. It was decided that the campaign which, prior to Wernersville, had been scheduled to close, would be continued until every channel of further solicitation had been exhausted. A series of new meetings has now been arranged to consider what the Detroit community can do to increase its share in the \$170,000,000 campaign.

Los Angeles, Calif. lost no time and, within two days of the return of Max Firestein, Chairman of Trades and Professions, leader of the Los Angeles group at Wernersville, convened a meeting of some 250 of the leading workers in the campaign. A new "crusade" was launched as a result of the meeting. Leaders undertook to take

off several days a week from their business: leave in the morning with cards, work all day at solicitation and return in the evening to report at meetings on the results. As Charles Brown, President of the Jewish Community Council of Los Angeles, wired to Mr. Morgenthau: "Be assured that we will put forth every effort to fulfill our obligation to United Jewish Appeal."

Davenport, Ia. which recently launched its campaign with gratifying results, "will do its share," Ben Comenitz, President of the Davenport Jewish Charities, wired the UJA General Chairman.

Alec Rosefsky, Campaign Chairman of the Binghamton, N.Y. community drive; Julian S. Zell, Campaign Chairman of the Oregon Jewish Welfare Fund; Louis Levitt, Jerome Spero, and Ralph Levy, Co-Chairmen of the Petersburg, Va. campaign, were among others telegraphing to Mr. Morgenthau that they would keep at it "until every last dollar is procured."

One of the most stimulating, if rather unorthodox, telegrams received by Mr. Morgenthau came from Meyer M. Cohen, Chairman of the Green Bay, Wis. campaign. This small Jewish Community has undertaken a campaign for \$100,000. "A special meeting of the local Executive Committee was convened immediately upon receipt of your wire," Mr. Cohen reported to Mr. Morgenthau. "Come hell or high water, this community of less than 400 Jewish persons will exceed its goal of \$100,000. We would consider ourselves first-rate stinkers to do less, in view of your self-sacrificing and inspiring leadership. This is your greatest achievement. Keep pitching."

New York City followed the Wernersville meeting with a session of some 700 of the leading workers in the campaign. Edward M.M. Warburg presided. Dr. Joseph J. Schwartz, who had flown to America for the Wernersville meeting, analyzed the greater needs facing the JDC and UJA. Mr. Morgenthau emphasized the importance of a reconsecrated effort by New York Jewry. Chaplain Herbert Friedman closed what was regarded as the most effective meeting New York has conducted in the current drive, resulting in a new determination to follow through on the large number of prospects still to be covered in all divisions.

SIoux CITY EXCEEDS GOAL; AIMS AT EVERY LAST DOLLAR

The Jewish Federation of Sioux City, Iowa launched a campaign for \$275,000, which included the United Jewish Appeal for \$225,000, but it has already substantially exceeded its campaign goal and is continuing the drive until every Jew in the community has given his proportionate maximum sum. The United Jewish Appeal will receive far in excess of its minimum quota request. This compares with \$130,000 allotted to the UJA in 1946.

Barney Baron is Chairman of the campaign, which has made history for the community. This week, the solicitation in all brackets was still in full swing, latest gifts including: Davidson brothers, from \$3,000 to \$10,000; Mazie brothers, \$2,000 to \$4,000; Ginsburg and Lansberg, \$1,250 to \$2,500; Milton Mushkin, \$1,250 to \$2,000; Hyman Fishgall, \$750 to \$1,500; Sioux City Bottling Works, \$1,500 to \$3,000; Rockling and Lehman, \$400 to \$1,800; Ben Fish and sons, \$1,500 to \$3,000; Sadoff and Berkovitz, \$1,500 to \$2,500; I. E. Kaplan, \$2,500 to \$6,365.

In addition to the campaign that is continuing in the Jewish community, a Christian solicitation has been organized, aiming at 10% of the total raised.

W. C. Slotsky is President of the Welfare Fund. Among the chief dynamos in the community is E. N. Grueskin, Regional Chairman, whose labors have been reflected not only in his own community but in every other town in the two-State area of Iowa and South Dakota.

A CROSS-SECTION OF THE NATION

Mansfield, O. led by Jack R. Cogen as Chairman and Leonard J. Goler as Co-Chairman, had undertaken a minimum goal of \$45,000, in order to provide the UJA with at least \$40,000. The goal has been exceeded.

Fort Lauderdale, Fla. has already sent in \$10,000, on account of the \$15,000 minimum quota for the UJA which it accepted and which it has raised. Charles Reiss is Campaign Chairman.

Waukesha, Wis. has also gone "over the top." Having accepted a quota for the UJA of \$7,000, it has raised sufficient funds to allot more than that sum and has already forwarded \$5,000 in cash. Sam Friedman is Campaign Chairman.

La Salle, Ill. undertook a minimum UJA obligation of \$12,500 and has already raised enough money to increase that allotment. As against a goal of \$15,650, its Big Gifts meeting obtained \$16,300 from those who gave \$4,760 last year. Pace-setters were Joseph A. Berko, Campaign Chairman, who increased from \$500 to \$5,000, and Hyman Ramenofsky, from \$1,000 to \$5,000.

Ottumwa, Ia. is headed toward the campaign success that is marking all the drives in that State. An initial group which contributed \$8,250 last year gave \$18,300. Nathan Bookin is Chairman and Ernest Brody, Vice Chairman of the drive.

Hobbs, N.M. accepted a quota of \$6,000 as against \$1,440 allotted to UJA last year. The results thus far indicate that the UJA will get some 50% in excess of its minimum request, as a result of the leadership of Morris R. Antweil, Chairman.

New Philadelphia, O. was asked for a minimum of \$6,000 by the UJA. There was general doubt this sum could be raised, since the community gave \$2,761 to the UJA in 1946. Already over \$10,000 has been raised, with the likelihood that the UJA will get at least \$7,500 as against the requested \$6,000. Dr. Samuel H. Winston and Jack Fisher are the energetic Campaign Co-Chairmen. Al Waldman is Welfare Fund President.

Indiana, Pa. a town of 30 Jewish families, undertook to give the UJA \$30,000. Under the leadership of Hyman J. Brody as Chairman; Joseph Brodsky as Treasurer; and

David H. Abrams, Secretary, the pledge is being fulfilled. At the opening dinner contributions of \$26,655 were received from those who gave \$14,165 last year. Mr. Brody increased his gift from \$2,500 to \$4,500 and his brother, Israel, also went from \$2,500 to \$4,500. Indiana, Pa. thus becomes one of the example communities for the Tri-State area.

Sioux Falls, S.D. is another community on the Honor Roll of the United Jewish Appeal. It had been asked for \$50,000. As a result of its campaign, the United Jewish Appeal is likely to receive in excess of \$55,000. Louis A. Horwitz is Campaign Chairman; Benjamin M. Margulies, Welfare Fund President. The latter went from \$2,700 to some \$6,000. Other gifts were: Koplow brothers, \$5,000 to \$7,500; M. L. Ackerman, \$3,500 to \$5,100; Louis A. Horwitz, \$1,000 to \$2,150.

Breckenridge, Tex. will give the UJA in excess of its requested \$6,000, as a result of the campaign headed by Nathan Rosenbaum, Chairman; Aaron Kuperman, Vice Chairman; and Charles M. Bender, Campaign Director.

Williamson, W. Va. has already forwarded \$7,500. This little community had been asked for \$8,000. The campaign conducted by Clarence Lovitch, Chairman, and Milton Levine and Morris Ginsburg, Vice Chairmen, produced results that will probably give the UJA some \$9,500, as against the allotment of \$4,500 in 1946.

Gainesville, Fla. will give the UJA at least \$7,500, Mr. Morgenthau was assured by the officers as a result of the dinner meeting which raised over \$8,000 from those who gave \$2,500 last year. In 1946 the UJA received \$3,000 from this community. Sidney Grossman, pace-setting giver, is Co-Chairman, together with M. I. Ruderman and Herman Leibowitz, whose gifts helped spark the campaign. Dr. Matthew Drosdoff is Secretary - Treasurer.

El Paso, Texas is heading toward the achievement of its undertaking to give the United Jewish Appeal \$150,000 plus all sums over its accepted goal of \$175,000. Ervin H. Schwartz is Chairman of the campaign. Haymon Krupp is Area Division Chairman; Fred Borenstein, Chairman for Silver City; L. E. Freudenthal, for Las Cruces; Herman Wertheim, for Carlsbad; J. S. Simon and Julian Kessel, Co-Chairmen for New Mexico. Sidney Lubarr is Executive Director. J. B. Blaugrund is Welfare Fund President; Elias G. Krupp and Maurice Schwartz, Vice Presidents.

In addition to the unprecedented campaign being conducted by the Jewish community, a Christian Committee has been formed. The Committee has undertaken to raise \$30,000.

A REPORT
to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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June 24, 1947

JULY FIRST — AN OMINOUS DATE FOR EUROPEAN JEWRY

An Open Letter from Chairman Henry Morgenthau, Jr.

"On July 1, 1947 a new era begins for the Jews of Europe. It is a date of ominous significance. What grave consequences it may have for the peace of mind and physical well-being of hundreds of thousands of Jews will be determined, in largest measure, by the Jews of America -- through the United Jewish Appeal.

"On July 1, the United Nations Relief and Rehabilitation Administration goes out of existence completely. Its resources, its sympathy, its manpower are no longer available.

"On July 1, UNRRA is supposed to be succeeded by a body called International Refugee Organization. As of June 24, it had \$200,000 voted to it. Its resources when available are limited to less than \$75,000,000 for the year. Its manpower facilities will be but a shadow of those available to UNRRA. Actually, IRO has not yet been set up as of this time even for its limited activities. The United States Congress has not yet appropriated any funds for it. It has been estimated that when its work begins, it will have some 25 cents a day per DP in contrast to between 85 cents and \$1 available for the same purpose to UNRRA. Who will supply that great gap?

"On July 1, the United States Army in the American Zone of Occupation in Germany and Austria ceases to have funds for feeding of DP's. Everyone knows that the humanitarian aid of the U. S. Army has been one of the great boons to the DP's.

"Will every Jew in America who has compassion and vision stay on the job until the United Jewish Appeal is equipped with the resources to deal with the gravest situation that has yet arisen in the 'post-war' era?"

THOMAS J. WATSON HEADS NATIONAL CHRISTIAN COMMITTEE FOR UJA

Thomas John Watson, President of International Business Machines Corp., formerly President of the International Chamber of Commerce, and one of America's outstanding industrialists, has accepted the National Chairmanship of the National Christian Committee, it was announced this week by Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal.

The announcement of this important acquisition for the national campaign was made at a press conference held at the office of Mr. Watson, 590 Madison Avenue, headquarters of I.B.M. in New York City, with Messrs. Watson and Morgenthau telling the nation's press the reasons for undertaking this task to mobilize the Christians of the United States on a national scale for the United Jewish Appeal \$170,000,000 campaign.

In his acceptance of the post of National Chairman of the Christian Committee, Mr. Watson said:

"Resettlement of the homeless Jews of Europe is a paramount problem that is closely related to the well-being of all men. It also is elementary justice that those who suffered as a result of the recent war should be helped to regain their former status as productive citizens.

"I feel it is an obligation we owe to civilization to re-establish the 250,000 Jews who are still in D.P. camps and the 750,000 others, who are in need of help, on a basis of self-respect, comfort, security and an opportunity to take their rightful places with the rest of us. I feel that proper adjustments should be made in our immigrant quotas in keeping with America's unique record of hospitality to the down-trodden and persecuted of other lands.

"Because the suffering of your people is part of the world-wide tragedy of the victims of war, I welcome the opportunity of service in behalf of the United Jewish Appeal in the capacity of Chairman of the National Christian Committee.

"I feel certain that our citizens who can afford to will look upon this proposition as an opportunity for service to this large group of people whose future will be hopeless without our assistance. I am personally confident that your campaign will be a real success."

"OVER-THE-TOP" PROCESSION GAINS MORE MEMBERS

Little towns and big are being added to the Roll of Honor of American Jewish philanthropy every week. Many have already crossed the finish line. Others are so close that they are confident they, too, may be recorded as among those who ran a glorious race.

Newport News, Va. sent a justifiably proud telegram to Hon. Henry Morgenthau, Jr. advising him that the community "has oversubscribed its goal of \$180,000, including \$150,000 for the United Jewish Appeal." Cash of \$25,000 has already been forwarded on account. Theodore Beskin, President of the Jewish Community Council, and Emanuel E. Falk, Chairman of the highly successful drive, further said: "We hope that our example may stimulate other communities to meet their full responsibility in these

critical hours. We offer our services in whatever capacity you may call upon us." Maurice L. Block and Herbert Nachman were Vice Chairmen of the drive.

Memphis, Tenn., which distinguished itself in the 1946 campaign, benefitted from similarly effective leadership this year. William Gerber is General Chairman of the drive; William W. Goodman, Chairman, Initial Gifts; William A. Loewenberg, Chairman, Men's General; Nathan Shainberg, Chairman, Special Initial Gifts; Chairman, Women's General, Ben Goodman, Jr. Toward its adopted goal of \$650,000, the campaign has over \$600,000 in hand. The officers state that "beyond a shadow of a doubt" the goal will be "reached and over subscribed." The original hesitancy as to total goal and individual response — which marked so many other communities — was dispelled by a vigorous group of men who were deeply convinced of the paramount importance of the United Jewish Appeal need. Abe Wurzburg is President of the Welfare Fund.

Bridgeport, Conn. this week had a report from Isaac E. Schine, General Chairman, that \$536,000 has been raised toward the goal of \$575,000. "The campaign will not be closed until the goal has been reached and oversubscribed," the Bridgeport officers, which include Joseph H. Cone and Leo J. Federman as Associate Chairmen; A. O. Samuels as Executive Chairman; and Philip Sagarin, Executive Vice Chairman, confidently asserted. Jacob Kunin is President of the Welfare Fund and Mrs. Clara M. Stern, Executive Director. The Women's Division, headed by Mrs. A. A. Levy, raised \$40,000.

Louisville, Ky., one of the latest of the spring campaigns to be inaugurated, soliciting for less than a month, already has \$491,000 in hand from cards which produced \$289,000 in 1946. The campaign is led by Norbert Friedman, Dr. Arthur O. Goodman and Fred T. Switow as Co-Chairmen. Charles W. Morris is Welfare Fund Chairman; Clarence F. Judah, Executive Secretary. A Big Gifts meeting was addressed by Mrs. David M. Levy, Chairman of the National Women's Division.

Cincinnati, Ohio has passed the figure of \$1,220,000 on its way to its \$1,400,000 goal. Chairmen of the energetic campaign are Sol Luckman, Philip Meyers and Carl J. Rauh. Maurice J. Sievers is Secretary.

Knoxville, Tenn. has already raised \$80,250 toward its minimum goal of \$95,000, "and we are confident that the quota will be reached," Max Kesselman, Chairman of the campaign and also Chairman of the Welfare Fund, has reported to Mr. Morgenthau. The Big Gifts dinner last week started with pace-setting gifts that included Mr. Kesselman, from \$7,500 to \$15,000; S. Harry Busch, \$5,000 to \$8,500; Glazer family, \$2,500 to \$8,000. In addition to Mr. Kesselman, officers include S. Harry Busch, Morris Reich and Jacob B. Corkland, Co-Chairmen; Isadore Rosenblatt, Treasurer.

Fargo, N. D. had one of the most thrilling experiences in the history of that small community when a group that contributed \$33,500 in 1946 gave \$68,000 this year. The opening of the campaign was held in the home of Mortimer A. Wilk, who went from \$6,500 to \$10,000, which did not include a \$3,000 gift in Minneapolis or an additional company gift of \$2,000. Other pace-setting gifts included Max Goldberg, \$5,000 to \$12,000; Herman Stern, \$1,000 to \$3,500; Hurwitz family, \$1,500 to \$5,000; Robert Herbst, \$5,000 to \$10,000; Levitz Furniture Co., \$3,000 to \$6,000, in addition to a personal gift of Jack Levitz, \$2,100; Fred Katz announced \$7,500 as against \$5,000. The average increase in excess of 100% represents the high mark in the community's philanthropic record. Fred Katz is Chairman of the phenomenal drive; Maurice Kaufman, Treasurer; M. H. Aved, Secretary. M. A. Wilk is Big Gifts Chairman

and also President of the Welfare Fund.

Lowell, Mass., which recently received outstanding honor when its native son, Frank Goldman, was named President of B'nai B'rith in succession to Henry Monsky, paid fitting tribute to Mr. Goldman at a campaign opening which produced \$81,000 from those who had given \$41,000 last year. Mr. Goldman, veteran community leader, has undertaken the task of Big Gifts Chairman and, in that capacity, inspired the community to new levels of generosity. Dr. Bernard M. Ritter is Chairman of the drive. Pace-setting gifts included: A. Paul Cohen, from \$4,000 to \$10,000, which is exclusive of his principal gift in Boston; Reuben Goodman, \$5,000 to \$10,000; Maury Appel, \$3,000 to \$6,000; Saul Stone, \$2,500 to \$5,000; Harry Newman and Lester Schwartz, \$2,900 to \$5,800; Harry and Melvin Fox, \$2,000 to \$4,000; Sam Porton and Harry Kaplan, \$5,000 to \$8,500; Gabriel Kahn, James Cantor, Morris Palefsky, Neyman family, \$1,000 to \$2,000 each. Milton Kahn, Central New England Regional Chairman, was in attendance at the meeting. Rabbi Joseph Warren is Executive Director.

Danville, Ill., led by Isadore Mervis and Bert Brainin as Co-Chairmen, raised \$25,000 at its campaign opening from a group that gave \$14,000 last year. Top gift in the community was that of Alphonse Meis, who increased from \$5,800 to \$10,100.

Aberdeen, S. D. had accepted a \$22,500 quota for the UJA. Irving Light, Campaign Chairman, presided at the campaign opening which produced \$20,200, a record-shattering event for this small community. An amount in excess of the quota is expected to be raised. In 1946 some \$10,000 was received from this community by the UJA.

FALL CAMPAIGNS GET UNDER WAY WITH ADOPTION OF QUOTAS

Even as the Spring campaigns for the United Jewish Appeal are going into their last intensive stages, the communities which conduct their drives in the Fall are already beginning their efforts to share in the national responsibility to raise \$170,000,000 in 1947. During the past week, three communities took the first step towards their campaigns by adopting quotas. These included Providence, Denver and Wichita.

Denver, Colo. arranged a series of three meetings for Hon. Henry Morgenthau, Jr., including a quota-setting luncheon, a dinner to discuss big gifts standards and a mass-meeting in the evening. An over-all goal of \$950,000, which includes the UJA for \$850,000, was adopted by the Board of the Allied Jewish Council of Denver at a meeting at which Harry A. Zinn, President, presided. David H. Stein is Chairman of the campaign; Israel Friedman, Executive Director. Samuel Rothberg joined Mr. Morgenthau for the Denver proceedings.

Providence, R. I. has undertaken an over-all goal of \$1,125,000. Herman Gilman represented the UJA. Alvin A. Sopkin, top contributor of 1946, is again giving the community the asset of his Campaign Chairmanship. Archibald Silverman is President of the General Jewish Committee; Joseph Galkin is Executive Director. The campaign will be formally opened in September. Mrs. Philip Dorenbaum, as Chairman of the Women's Division, is planning an unprecedented program for that division to assure a high place for women's giving in the final results.

Wichita, Kan. adopted an over-all goal of \$165,000 at a quota-setting meeting at which the outstanding leaders of the community were present. Harry Seeve, of the

UPA, presented the UJA case. Max Levand is President of the Mid-Kansas Jewish Welfare Federation.

COMMUNITIES HEED UJA URGENT APPEAL FOR CASH

As communities, in response to the most urgent pleas of the United Jewish Appeal, began billing contributors, by mail, phone call and personal visit, the cash which the UJA agencies so desperately need to keep their operations going began to flow into headquarters in more adequate streams than at any time in months.

Washington, D.C. forwarded \$150,000 and gave assurance that equally large sums would be forthcoming in the coming weeks. With its latest remittance, Birmingham, Ala. has forwarded \$100,000 on its 1947 allotment. Phoenix, Ariz. has forwarded \$27,500 on account, while Tucson, Ariz. has sent \$30,000. Bridgeport, Conn. has dispatched over \$90,000 on account of 1947. Sioux City, which conducted one of the most successful drives of the year, has remitted its first check of \$25,000. With its latest check of \$100,000, New Orleans has thus far sent in \$250,000 on its 1947 allotment.

Pledging to Mr. Morgenthau that "we shall continue to make every possible effort to send additional funds as quickly as we can," the Baltimore Welfare Fund forwarded an additional \$100,000. Kansas City has paid \$225,000 toward its allotment, while St. Louis has forwarded \$300,000 on account. Paterson, N.J. shows a remittance record of \$219,000. Akron, O. transmitted a payment of \$40,000.

The outstanding record of the Greensboro, N.C. community continues in 1947 as in the past. A total of \$200,000 in cash has thus far been received on account from this small Southern community. Portland, Ore. forwarded its first 1947 remittance of \$125,000. Allentown, Pa. has sent \$75,000; and Lancaster, Pa. is credited with \$30,000. Austin, Tex. has sent \$20,000.

San Francisco brought its remittances to over \$350,000 with another payment of \$50,000. Milwaukee sent \$150,000 to make its total \$265,000 to date. Hartford and Trenton each sent in a further \$50,000 and Atlantic City, a further \$40,000.

1947 CAMPAIGN SEES 206 WOMEN'S DIVISIONS IN ACTION

According to information reported to Mrs. David M. Levy, Chairman of the UJA National Women's Division, women's divisions have been established in 206 communities to date, with 94 of them functioning for the first time. The extraordinary place that these divisions have assumed, not alone in their value for community stimulation, but for the production of large sums of money, continues to be emphasized in reports of campaign achievements.

Albany, N.Y. has oversubscribed its quota of \$60,000, with Mrs. LeRoy Blatner, Chairman of the Women's Division, heading a group which obtained 829 individual subscriptions.

New Haven, Conn. undertook a Women's Division total of \$50,000 and has exceeded that figure. Co-Chairmen of the Division are Mrs. Charles Berney and Mrs. Daniel Pouzzner.

Perth Amboy, N.J. has a Women's Division headed by Mrs. Joseph Leipsiger and

Mrs. Samuel S. Cohen as Co-Chairmen. The most recent report shows \$35,651 raised from a group which contributed half that amount in 1946. Outstanding event in the Division was a \$365 minimum gift event which yielded \$14,000 from 38 women.

Cincinnati, O. although having conducted outstanding campaigns generally, had not had until two weeks ago a campaign Women's Division. The visit of Mrs. David M. Levy, National Chairman, was made the basis of the first luncheon meeting of this type. It produced over \$18,000 from the women, with the conviction that a Women's Division should be a permanent part of the campaign set-up. Chairman for the luncheon was Mrs. Simon Kuhn, assisted by Mrs. Frederick Rauh.

Hazleton, Pa., too, had its first Women's Division effort this year. Under the leadership of Mrs. Jane Mason, the group adopted a goal of \$10,000. Over \$11,500 has already been raised.

Lancaster, Pa. with Mrs. Robert G. Levine as Chairman, adopted a \$20,000 goal, but \$23,000 is already in hand and the solicitation continues.

Scranton, Pa. has a Women's Division headed by Mrs. Irving Mack, Chairman; Mrs. Ralph Cohen, Co-Chairman; Mrs. A. B. Cohen, Chairman, Special Gifts; Mrs. A. S. Ginsburg, Co-Chairman, Special Gifts. In 1946 the Women's Division raised \$9,000 from 286 women. The total to date is \$40,615.

Louisville, Ky. had the benefit of attendance of Mrs. Levy at its Women's Division's first group solicitation function. A group which pledged \$18,945 last year contributed \$34,100. Mrs. Alvin M. Rothstein, Mrs. Joseph Belker and Mrs. Sam Harris are Co-Chairmen of the Division.

Davenport, Ia. is another community receiving stimulation from its Women's Division. Mrs. Herbert Tenenbom and Mrs. Franklin Alter are Co-Chairmen. At the opening fund-raising function, \$12,500 was contributed by those who gave \$5,000 in 1946.

Stamford, Conn. is led by Mrs. Emma Wofsey and Mrs. Louis Zieselman in its Women's Division. At the opening function, \$15,000 was pledged by those who gave \$6,800 last year. Mrs. Barney Malloy is Chairman of Special Gifts.

Cleveland, O. reports that \$378,981 was raised by the Women's Division, which set itself a goal of \$375,000. There were 13,527 individual subscriptions to make up the total. Five Co-Chairmen were responsible for the Cleveland Women's Division: Mrs. Alfred Benesch, Mrs. Sydney Galvin, Mrs. Irving Kane, Mrs. Leo Neumark and Mrs. Leonard Ratner.

SPYROS SKOURAS HEADS NEW MOTION PICTURE GROUP

Spyros Skouras, President of Twentieth-Century Fox Corp., and one of the nation's most philanthropically minded Christians, has accepted the Chairmanship of the Non-Sectarian Committee of the National Motion Picture Division, it was announced this week. He will be closely linked with Barney Balaban, National Chairman of the UJA Motion Picture Division. Mr. Skouras is planning to make a transcontinental tour, during which he will focus additional emphasis on the importance of the UJA.

Archbishop R. J. Cushing of Boston last week sent his endorsement of the United Jewish Appeal through Milton Kahn, UJA Regional Chairman for Central New England. "As you know," said the distinguished Catholic prelate, "I have given my sponsorship to this appeal before, as did my predecessor, the late Cardinal O'Connell, to like appeals in years gone by. This has been due to the desire of our people to identify themselves with yourself in the effort to meet our mutual problems. In these days of cruel strife and bitter division the difficulties of any one people are the difficulties of all. So we Catholics cannot possibly isolate ourselves from the suffering people of Israel. In pledge of our neighborly sympathy, I once again endorse the appeal. May God grant you success in your humanitarian efforts."

Other outstanding Americans have joined the National Christian Committee of the UJA in the past week. These include Philip Murray, President of the Congress of Industrial Organizations; Ralph Nicholson, publisher, New Orleans Item; Postmaster General Robert E. Hannegan; Douglas S. Freeman, Editor, Richmond, Va. News Leader; Palmer Hoyt, Publisher, Denver Post; W. Otto Swanson, Omaha, President, National Clothiers Association; Hon. Frank C. Walker, former Postmaster General, who has also undertaken the Chairmanship of the Scranton, Pa. Christian campaign.

The number of Christian campaigns throughout the nation grows daily as communities recognize that they constitute an invaluable means of bringing home to the entire community the 1947 account of Jewish need abroad.

Sioux City, Ia. has a Christian campaign headed by Frank E. Pilley. As this report went to press, \$14,000 had already been raised.

Brockton, Mass. has a Christian campaign headed by George Leach, George Wainwright and Maurice Ochers as Co-Chairmen. Some 300 cards have been distributed among the members of the Christian Committee and report meetings will be held twice a week to check on results.

In San Bernardino County, Calif. the Christian Committee for Upland-Ontario-Pomona is headed by Herbert S. Bailey. An advance gifts committee has been organized, to precede general Christian solicitation. Frank Allen is Co-Chairman and Oscar Arnold, Treasurer.

Pensacola, Fla. which launched a Christian Committee three years ago, repeated this type of solicitation this year under the Chairmanship of Hunter Brown, a member of the National Christian Committee for the UJA.

In Longview, Tex. a formal dinner was held for the Christian Committee, with Carl Estes, Chairman, underwriting it. \$2,104 was pledged at the dinner.

Tampa, Fla. has a Christian Committee which has undertaken to raise some \$20,000 for the UJA under the Chairmanship of J. A. Griffin. The Committee will sponsor a series of ads in the press and one of the UJA films will be shown at a series of luncheon meetings among Christians.

Phoenix, Ariz. has initiated a Christian campaign under the Chairmanship of Mrs. John (Anna Roosevelt) Boettiger. June 22 was proclaimed in the churches as United Jewish Appeal Day with a direct appeal from the pulpits for funds. Father Louis Schoen agreed to be responsible for the Catholic churches and Rev. Frederick

Barnhill, for the Protestant. Both are active members of the Christian Committee. Special envelopes were printed for the church collection, indicating the names of the leaders, with the heading "Phoenix Christian Committee for United Jewish Appeal." The other members of the Christian Committee include Earle F. Barrows, Vice President, First National Bank; Robert Hall, Assistant Publisher, Daily Republic and Gazette; Charles Garland, General Manager, KPHO; Dr. Fred G. Holmes.

One of the most energetic activities for the UJA is being conducted in Salinas, Calif. by Vincent Arena, a Christian lettuce grower. He and several associates sent six cars of lettuce to the eastern market, the proceeds to be devoted to the UJA. The first car brought \$5,000, although at the time of the sale the regular market was \$1,200 a car. Premium prices were paid by the purchasers, principally Italian vendors, in order that a maximum amount might go to the UJA. Mr. Arena made a visit to Palestine recently because of his keen interest in a solution of the Jewish problem.

With the dispatch this week of a check of \$5,875.15, the Youngstown, O. Christian Committee has been responsible for over \$25,000 remitted to the United Jewish Appeal. The Youngstown group called itself Christian Sponsors for the United Jewish Appeal. The Chairman was William F. Maag, Jr., and other officers: Carl W. Ullman, Treasurer; Dr. Harvey E. Holt, Executive Secretary; Bishop James B. McFadden, Frank Purnell, Judge John W. Ford, James E. Bennett, L. A. Beeghly and Charles B. Cushira, Sr.

Governor Ernest W. Gibson of Vermont advised Mr. Morgenthau that he has issued a statement calling upon the people of that State to contribute to the UJA. In the course of his statement, Gov. Gibson said: "I agree with Mr. Morgenthau that until the plans of governments for the aid of these people come to fruition, their only hope of life is through the success of this campaign of the United Jewish Appeal. I, therefore, ask all of the people of Vermont to aid these unfortunate people and to send a contribution as a token of their sympathy for these thousands who are so unfortunate."

"BOB" HERMAN PASSES ON

With profound sorrow, the officers of the United Jewish Appeal record the passing of M. Robert Herman, the National Field Director of the UJA since it came into being in 1939. For a number of years prior to that, Bob, as he was affectionately known to a host of leaders from coast to coast, had served in a similar capacity in the JDC fund-raising organization. Following a brief illness, his death occurred on June 19. He had been at his desk only two days before.

Possessed of a genial disposition and a great capacity for friendship, Bob Herman endeared himself to all with whom he came in contact during the fourteen years he served, with distinction and devotion, the cause for relief and rehabilitation of overseas sufferers. He was unsparing in his efforts and he gave the utmost of his talents to ameliorate the plight of those who look to the agencies of the UJA for life and the hope of a future. His memory will be cherished by his colleagues of the UJA and his legion of friends throughout the country who were privileged to know him and admire him for his selfless endeavours and rugged character.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

II No. 24

NOT FOR PUBLICATION

July 1, 1947

\$11,900,000 ARE JUNE CASH RECEIPTS FOR UJA

During the month of June, the Jewish communities of America forwarded \$11,900,000 to the United Jewish Appeal in their determined effort to make available the cash paid by contributors on account of their pledges. It should be noted, however, that this sum, generous and cooperative as it shows the communities to be, is not equal to the amounts which the UJA agencies need for a month's operation.

With New York City the largest single participant in the June cash receipts, other communities, too, have reflected an earnest desire to stimulate maximum cash payments by contributors. In the closing days of June, Pittsburgh forwarded an additional \$250,000; St. Louis, \$200,000; Memphis, Tenn., \$150,000; Miami, Fla. and Houston Tex., \$100,000 each.

Paterson, N.J., which has established one of the best records for cash payment, forwarded an additional \$81,000, while El Paso, Tex. sent \$50,000; Oakland, Calif., \$75,000; Ft. Wayne, Ind., \$25,000; Seattle, Wash., \$50,000. Minneapolis dispatched \$60,000; Allentown, Pa., \$20,000; San Diego, Calif., \$25,000; Long Beach, Calif., \$15,000 and Alexandria, La., \$15,000.

Nashville, Tenn., having conducted one of the outstanding campaigns in the country, forwarded an additional \$50,000; while Worcester, Mass., which has also had a high cash record, sent \$100,000.

DAYTON, OHIO "OVER-THE-TOP" WITH \$525,121

Dayton, Ohio, having accepted an over-all goal of \$525,000, this week jubilantly was able to announce that it had raised \$525,121. This includes the United Jewish Appeal request for \$450,000. Last year Dayton raised \$303,000.

It was generally agreed that the success of the campaign was due in largest measure to the inspirational leadership of Samuel H. Thal, General Chairman, and the untiring zeal of his Associate Chairman, Charles R. Goldswig, who sparked the final efforts in the last weeks to put the campaign over the top. The Women's Division, under the leadership of Mrs. A. B. Saeks, raised \$57,564, as against a quota of \$35,000.

Other officers of the campaign include Benjamin Duberstein, Nathan Sanders, and Joseph Thal, Honorary Chairmen, and Ben Kopelove, Herbert Schear and Philip Sokol,

Vice Chairmen. Benjamin B. Rosenberg is Executive Director.

Commenting on the outcome of the Dayton campaign, General Chairman Morgenthau said: "Dayton is a perfect illustration of what a consecrated leadership can do in a conscientious community. Using to the utmost extent its own resources of manpower, of energy and of imagination, Dayton demonstrated that hard work and responsible giving are the clues to campaign success. Dayton is an excellent model not only for Ohio communities but for other towns elsewhere. It is gratifying that Dayton is but one of hundreds of communities throughout the nation which are demonstrating that the Jews of America do care what happens to the Jews abroad. Dayton, moreover, did not halt its campaign when the final results seemed distant. It just worked all the harder."

ROCKEFELLER GIFT PROVIDES RENEWED SUPPORT TO UJA

John D. Rockefeller, Jr., one of the generous contributors to the 1946 UJA campaign, has forwarded a contribution to the 1947 campaign in the form of stock of the Standard Oil Company of New Jersey. Mr. Rockefeller's gift was addressed to William Rosenwald, a National Chairman of the UJA. In the letter accompanying his generous gift, Mr. Rockefeller said:

"With many other interested fellow citizens I had earnestly hoped that the large sum your organization raised last year might bridge the chasm of direct need among the Jewish people in Europe and that a renewal of the appeal on so broad a scale would not again be necessary. Unhappily, however, the processes of readjustment have not been so rapid as you could have hoped, with the result that a further special appeal has seemed to your leaders unavoidable. The contribution to that appeal which this letter brings is made as a gesture of sympathy in the suffering of your people and of appreciation of the generosity with which that suffering is being met.

"Wishing for the campaign the success which it so richly deserves and with sentiments of high regard for you and the members of your family, whose continued generosity and leadership in countless good works are a constant inspiration to me, I am, very sincerely, John D. Rockefeller, Jr."

With the announcement last week that Thomas J. Watson, President of International Business Machines Corp., had accepted the National Chairmanship of the National Christian Committee for the United Jewish Appeal, renewed impetus was given to local communities to form Christian campaigns.

Reports forwarded by communities show that there is increasing realization of the need to make the appeal for the UJA community-wide.

From Akron, O. comes word that the General Tire and Rubber Co. made a contribution of \$5,000. W. O'Neil, President of the company, is a member of the National Christian Committee. In Kansas City there was a contribution of \$10,000 from the Wm. Volker Fund, Inc., and \$5,000 from the Kansas City Star. Other gifts announced this week from Christian sources in amounts of more than \$1,000 include Thomas Millsop, President, Weirton Steel Co.; Armstrong Cork Co., Lancaster, Pa.; M. J. Daley & Sons, Waterbury, Conn.; George Wenz, Jersey City, N.J.; Eagle Publishing Co. and Dennis T. Noonan, Pittsfield, Mass.; Van Vlaanderen Machine Co., Gaede Dyeing Co., Miss Grace Russell and Modern Central Silk Dyeing and Finishing Co., all of Paterson, N.J.; and the Buffalo Evening News.

The Christian solicitation effort has taken an unusual form in Martinsburg, W. Va.,

where the Junior Board of Trade officially undertook sponsorship of the drive among the city's business and civic groups. The Christian drive was started at a dinner meeting addressed by Richard C. Raymond, advisor on refugees to the U.S. State Department.

The Governors of North Carolina and Kentucky issued proclamations calling upon all citizens of their States to share in the campaign. Governor R. Gregg Cherry of North Carolina, in the statement issued at Raleigh, declared that the plight of the remaining Jews "must deeply concern people of all creeds and races everywhere. Fortunately their welfare is of primary importance to the United Jewish Appeal, through whose voluntary support many thousands have already been saved from death. The remainder must be helped, must be given an opportunity for rehabilitation and resettlement in Palestine, in other nations of the world and in the United States. As Governor of North Carolina, I urge the people of this State to aid the plight of these helpless Jews by supporting the campaign of the United Jewish Appeal. I am confident that it will be a great success."

Governor Simeon Willis proclaimed a United Jewish Appeal Week in Kentucky and urged "all citizens of the Commonwealth to liberally support and assist this worthy cause."

Lorain, O. has a Christian Committee headed by Irven G. Roth, President of the Lorain Banking Co. Mayor Patrick J. Flaherty is among the representative committee of business and religious leaders who are sponsoring the drive.

NEW YORK PASSES \$30,000,000 MARK, AS DRIVE GOES ON

At a "crisis" dinner held in New York last week, leaders in the United Jewish Appeal campaign of that city heard Hon. Henry Morgenthau, Jr. transmit the report that the New York UJA drive had passed the \$30,000,000 mark, with an average increase of 60% reflected in the cards that have been processed. Former Governor Herbert H. Lehman, a Co-Chairman of the New York campaign, stated that 1946 cards totalling \$14,000,000 have not yet been covered. This, of course, does not include the many new gifts expected in New York's intensive campaign to enlist the support of thousands of persons who have not contributed in the past.

The purpose of the meeting was to emphasize to all key workers and solicitors that the summer months will see no halt in the campaign. Trade functions and similar events are scheduled throughout July, August and carrying over into September, as the leaders of the New York UJA reflect the determination to see that the country's largest Jewish community does its adequate share in the national campaign.

The New York meeting, at which Mr. Morgenthau presided, was held on the eve of the liquidation of UNRRA, and the galaxy of leaders, including Edward M. M. Warburg, Mrs. David M. Levy, Governor Lehman, and others, as well as Harold Russell of "The Best Years of Our Lives" fame, stressed that developing conditions abroad made it more than ever imperative that the United Jewish Appeal be given the funds with which to meet these new crises.

HOW UJA ESTIMATES STAND UP

At the emergency meeting of spring campaign leaders held at Wernersville, Pa. on June 8, it was announced that as of that time the United Jewish Appeal estimated that proceeds from the spring campaigns would provide it with \$115,000,000. A number of inquiries have been received since then as to the basis on which that figure was compiled.

It has been a practice in the United Jewish Appeal since 1939 for the executive officers to issue estimates in the late spring and late fall as to the amount that might be raised either in the spring or for the whole year. These estimates have served two purposes: primarily, they have been a guide to the agencies of the United Jewish Appeal as to the framework of their operations. At the same time, they have served as a measuring-rod of the prodigious work accomplished by the communities themselves.

The estimate announced at Wernersville on June 8 was based on figures received from the overwhelming majority of Jewish communities engaged in spring campaigns, involving the total sums that, as of that date, seemed to be assured and the approximate sums that might accrue to the United Jewish Appeal. It is only this latter figure with which the United Jewish Appeal is actually concerned.

In this connection, it is interesting to note that on June 3, 1946, the UJA announced an estimate for the spring campaigns of 1946 of \$78,000,000. It subsequently developed that the actual figure was over \$79,750,000. The first estimate for the total 1946 campaign was \$100,100,000. It is now \$103,000,000, of which over \$95,000,000 has already been received in cash by the national headquarters.

The record of these estimates, going back to 1939, shows a range of several percentage points between prognostication and actuality. In 1940, the UJA underestimated the actual results by 2.6%; in 1941, it underestimated by 2%; in 1942, it underestimated by 4.3%; in 1943, it underestimated by 9.4%; in 1944, it underestimated by 6.9%; in 1945, it overestimated by 4.5%; in 1946, it underestimated the final results by 2.9%.

Insofar as 1947 is concerned, the Wernersville meeting was designed to emphasize the gap between what is needed and what was in sight at that time. The gap can be closed by united, determined effort in each Jewish community.

CHICAGO, BOSTON, TOLEDO AND OTHERS ADOPT FALL QUOTAS

The adoption of quotas at an early stage, to provide maximum time for adequate campaign planning, is occupying scores of communities which annually conduct their drives for the United Jewish Appeal in the fall.

General Chairman Henry Morgenthau, Jr., who has traveled tens of thousands of miles during the spring visiting communities from coast to coast, continues to stick at his job regardless of the season or the weather. Within the past week, in addition to various campaign functions he addressed in New York, he visited Chicago, Boston and Toledo to meet with leaders on campaign plans and quota discussion.

Chicago this week formally adopted an over-all goal of \$12,000,000, with \$11,000,000 intended for the United Jewish Appeal. Heading the great campaign is John Balaban, noted theatre chain operator, who will be Chairman of the Jewish Welfare Fund drive. With him as Co-Chairmen are Nathan Cummings and Henry Crown. Federal Judge Ulysses S. Schwartz is President of the Welfare Fund and Samuel A. Goldsmith is Secretary. The Chicago campaign machinery is now being geared for a fall campaign that will mobilize all sections of the community in the unprecedented effort. Joining Mr. Morgenthau in the delegation that met with the Board of Directors of the Chicago Welfare Fund were Barney Balaban, National Chairman of the UJA Motion Picture Division, Chaplain Herbert Friedman and Isidor Coons.

Boston will once again enjoy the leadership of energetic Herman Gilman as Chairman.

At a dinner of the Board of Trustees and Campaign Committee of the Combined Jewish Appeal, which includes the Associated Jewish Philanthropies and the United Jewish Appeal, it was formally voted to campaign in the fall for some \$9,100,000, of which \$6,375,000 is intended for the United Jewish Appeal, with all overage above \$9,000,000 going to UJA. Mr. Morgenthau was joined at Boston by Chaplain Herbert Friedman, who, since his recent return from Germany, where he served in the office of the Jewish Advisor to General Clay, has been named Co-Chairman of the Denver campaign. Having established an outstanding record in 1946, Boston is aiming at similarly maximum results this fall. Associated with Mr. Gilman as campaign leaders are: Harold Sherman Goldberg, Chairman, Business Men's Council; Fred Monosson, Chairman, Metropolitan Division; Mrs. E. Geoffrey Nathan, Chairman, Women's Division; and Louis Milender, Chairman, Districts Division. Israel Friedlander is President of the Combined Jewish Appeal and Sidney S. Cohen, the Executive Director.

Toledo, Ohio assembled its community leadership to welcome Mr. Morgenthau this week. It was voted to go out for an over-all goal of \$750,000, which includes \$600,000 for the United Jewish Appeal. Sharing with Mr. Morgenthau in the program was Julian B. Venezky, National Chairman of UJA Regions. Lester Alexander was in charge of the Arrangements Committee. One of the highlights of the meeting, chaired by Abe J. Levine, which Mr. Morgenthau characterized as one of the most stimulating events of his experience, was the affirmation by leading givers who attended the meeting that they would continue to give with the generosity required by the enlarged quota. The Chairman of the 1947 Toledo campaign is Jules D. Lippman. Associated with him are Mr. Levine and Ralph Rosenthal.

North Hudson, N.J. adopted a UJA quota of \$425,000 at a meeting attended by Dr. Israel Goldstein, a National Chairman of the UJA. In the North Hudson campaign, all funds collected go to the United Jewish Appeal. Alexander Grodnick, who headed last year's campaign, was unanimously chosen Chairman of the 1947 drive. Morris Walter is Co-Chairman; John N. Platoff, Special Gifts Chairman; David Kahn and Israel Rogosin, Honorary Chairmen; Judge Abraham Lieberman, Advisory Chairman.

SINCOFF AIDS PLAINFIELD IN SUCCESSFUL RESOLICITATION

Determined to spur the campaign into realization of goal, the leaders of the Plainfield, N.J. campaign called the big givers together to consider what needed to be done. Jacob Sincoff, National Treasurer of the UJA, met with the group. He described his experiences in Europe and Palestine and then brought the discussion down to the practical phase of assuring quota achievement. As a result of individual talks with each of the major contributors, all of them increased their gifts, recognizing that additional effort on their part would give the community campaign the extra spark it needed. With a substantial additional amount thus contributed, the Plainfield campaign has been reinvigorated and the community is going forward toward its \$290,000 goal.

Mr. Sincoff, is typical of the lay leaders who have been visiting numerous communities on behalf of the UJA. In recent days he represented the UJA at resolicitation big gifts and quota setting meetings in Syracuse, N.Y., Asbury Park, N.J., and Bethlehem, Pa. Mr. Sincoff's own experience as a lay leader and his familiarity with business conditions have made his visits especially effective.

ACROSS THE NATION'S SMALLER COMMUNITIES

Ft. Wayne, Ind. with a Jewish community of fewer than 1,000 people, is progressing toward its \$300,000 goal, with \$250,000 having been raised to date. The energetic

Chairman of the campaign is Col. William J. Platka. Associated with him in the leadership are Louis Novitsky, Manuel K. King, Haskell B. Schultz, Meyer Ruchman, Joseph Stiefel, Rabbi Frederic A. Doppelt, Rabbi Joseph A. Gorfinkel, Sol Rothberg, Isidor Hassan, Fred Lipp, Lawrence Levy and Dr. N. L. Salon. G. Irving Latz II and his brother, William, have been among those sparking the drive. The community is especially proud of these two because they have taken over the mantle of leadership left by their father, the late G. Irving Latz, who had been one of the pillars of Jewish community life in the State.

Davenport, Iowa was this week able to report that it is within striking distance of its over-all goal of \$140,000 which includes a minimum of \$125,000 for the UJA. Franklin A. Alter and George Margulies are Co-Chairmen, and Ben Comenitz, who is President of the Welfare Fund, is Honorary Chairman. Mrs. Herbert Tenenbom is Chairman of the Women's Division.

The campaign was stimulated by the fact that the big gifts group contributed \$82,950 as against \$48,000 in 1946. The Women's Division hopes to top \$15,000 as a result of the efforts of Mrs. Tenenbom and her associate, Mrs. Franklin A. Alter.

High Point, N.C. a community with 52 Jewish families, is proud of its record in raising sufficient funds to give the United Jewish Appeal at least \$35,000. Using a solicitation technique that might well be emulated, the campaign officers had a large blackboard set up behind the dais at the dinner which opened the campaign. On the blackboard were the names of all the givers of last year, the amount of their 1946 contributions and a space for their 1947 gift. A group of men who had contributed \$15,225 last year increased to \$27,757 at the dinner and the women, led by Mrs. Sam Tobias, added \$2,000. Among the pace-setting gifts were these: Milton Silver, \$1,500 to \$5,250; Robert A. Silver, \$1,500 to \$3,750; Sam Shavitz, \$750 to \$1,750. The Chairman of the drive is Robert A. Silver and the Co-Chairmen are Sam Shavitz, Dr. Max Roness and William London.

Lockport, N.Y. accepted a quota of \$9,000 for the United Jewish Appeal. The UJA will receive in excess of that amount as a result of the campaign led by David D. Greenfield as Chairman and Sol Haber as Vice Chairman. The leaders are now at work on an intensive program to collect all pledges.

Columbus, Miss. was asked for \$7,500 by the UJA. It has already sent \$8,300 in cash and expects that the final total will be in excess of \$10,000. Irvine I. Weitzenhoffer, Chairman of the drive, was a model of leadership in this type of community campaign.

Ware, Mass. had a UJA quota of \$13,500. When the campaign meeting was called, it took only fifteen minutes to produce the total amount. Nathan Goldstein and Nathan Falk are Co-Chairmen assisted by Robert Porter, L. H. B. Kaplan and Hy Glovsky.

Southington, Conn., with Joseph H. Thalberg as Chairman, has passed its \$3,500 quota for the UJA and will continue soliciting in this small community, giving the total to the UJA.

Brookhaven, Miss. has already reached its "minimum quota" of \$5,000 for the UJA. Louis A. Schlesinger, Chairman; Harry I. Samuels, Co-Chairman; and Clifford C. Abrams, Secretary-Treasurer, "wish to keep the campaign active, as it is our desire to top the quota."

State College, Pa. has assured the UJA of a minimum of \$5,000, as against the accepted quota of \$4,500. Paul Beerman is Campaign Chairman.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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THE PROBLEM OF ALLOCATIONS

As scores of communities began to notify the United Jewish Appeal national headquarters of the allocations intended for the UJA out of total funds raised, the problem of giving maximum consideration to the UJA was raised by Hon. Henry Morgenthau, Jr.

Mr. Morgenthau praised the great majority of communities which have recognized that the unprecedented sums raised in 1947 were directly in response to the great requirements placed before American Jewry by the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans. When advised that one community was setting up an "emergency reserve" or "contingency" fund out of the 1947 campaign proceeds, Mr. Morgenthau observed:

"Men and women have shown historic generosity in 1947. They have given greatly — primarily moved by the necessity of mobilizing maximum funds to assure the survival of our people. Under these circumstances, equity and a sense of trusteeship require that every dollar raised in 1947 shall be distributed in 1947. To keep funds raised this year for some prospective 'emergency' is completely to misunderstand the gravity of the times through which we live and certainly to misunderstand the urgency which impels the United Jewish Appeal to seek \$170,000,000 this year. I would doubt that any contributor in America, knowing that one dollar of his money was being put aside for some 'contingency' in the future, when the most heart-breaking contingencies clamor for attention now, would endorse the placement of money in 'reserves,' or any other category except that of helping us to save lives of our people today. In fact, it has been a source of the greatest encouragement to me and to my associates to hear from a substantial number of communities that they are taking sums from various other sources than this year's campaign funds — such as additional income from lesser shrinkage of last year — in order to add to the allotments possible from the 1947 results alone.

"Every day that passes accentuates the minimum character of our \$170,000,000 goal. There is a sacred obligation upon every community leader in America to channel the funds that have been forthcoming in such generous measure to the one cause, above all others, which evoked this result — the United Jewish Appeal."

COMMUNITIES INTENSIFY CAMPAIGNS FOR CASH

Recognizing that pledges are only the first stage in helping our people, communities throughout the nation are intensifying their efforts to obtain maximum sums of

cash from all pledgors. Sending out bills, making telephone calls and paying personal visits to donors, campaign officers are responding to the urgent pleas steadily being made by Hon. Henry Morgenthau, Jr. As part of the program to direct attention to the grave need for the largest possible cash resources at once, Jacob Sincoff and I. Edwin Goldwasser, Treasurers of the United Jewish Appeal, wrote to campaign executives urging that every technique that can be employed to reach contributors should be called into play. They forwarded, at the same time, a series of specially composed post-cards dealing with the heightened crisis abroad. Communities were urged to dramatize the need for cash by mailing this series of postcards, one a day, to every contributor who has not yet paid his pledge. It is understood, of course, that when contributors make their pledges they have a certain period within which to pay, the period being indicated by the local community. But the obligations that have arisen abroad are so critical that it is felt that all contributors will recognize the circumstances which should enlist their special cooperation.

Los Angeles, engaged in its campaign to reach Jews in every section of the far-flung city until the community meets its proper share of the national goal, this week proudly forwarded a check for \$1,000,000 to help meet the cash requirements of the United Jewish Appeal. Baltimore, continuing its campaign through July and August despite the city's heat, is soliciting funds and pleading for maximum cash at the same time. This week, Baltimore forwarded an additional \$250,000 on account of 1947.

Detroit, also ignoring the season and determined that every contributor in the community shall be adequately reached, dispatched a check for \$310,000 and emphasized that money will be forwarded as quickly as contributors remit — without waiting for any special amounts to accumulate. Washington, D.C., having passed the \$1,500,000 mark toward its quest for \$2,000,000, sent another \$100,000. Here, too, the campaign officers are determined to act in the realization that however hot and difficult it may be here, the circumstances for the Jews abroad are far more burdensome. Cleveland, Ohio has already forwarded \$602,850 on its 1947 allotment.

Boston, which starts its campaign in the fall, has recognized the desperate urgency of cash for the United Jewish Appeal. Therefore, even before its solicitation has started, it sent a check for \$100,000. The officers of the Combined Jewish Appeal, which is now headed by Milton Kahn, in succession to Israel Friedlander, have assured that further efforts will be made to forward cash sums promptly.

Miami added about \$140,000 to the cash it had previously sent. Fort Lauderdale, Fla., which had been asked to raise \$15,000 for the UJA, this week sent its final check meeting its pledge in full. At the same time, Charles Reiss, Chairman, advised that an allotment had been earmarked for the Hebrew University. From Des Moines, Ia. came a further check for \$20,000, bringing up to \$120,000 the cash that community has already sent. St. Paul brought its cash remittances to date to \$125,000.

The first \$100,000 has been received from the Jersey City campaign, headed by Emanuel Weitz. One of the nation's best cash records is held by Paterson, N. J., whose Chairman is Joseph Shulman. Over \$350,000 has already been forwarded by Paterson toward its 1947 allotment. Allentown, Pa. has forwarded \$105,000 on account. The Board of Directors of the Oakland, Calif. Welfare Fund voted to forward \$75,000 and further collections will be stimulated.

The shock felt in hundreds of communities at the news of the passing of M. Robert Herman, Director of Field Staff of the UJA, was the occasion for special action by the San Diego, Calif. United Jewish Fund. A further check for \$25,000 on account of that

community's quota was forwarded to Mr. Morgenthau by Eli H. Levenson, President, with the emphasis that this special action was taken by the Board as an expression of sympathy for the cause for which "he labored with such diligence and sincerity."

The hundreds of other communities which have forwarded cash include Waterbury, Conn., whose remittances now total \$100,000; Chicago Heights, Ill., which sent \$28,125; Rockford, Ill., which forwarded \$25,000 against its 1947 allocation; Fort Wayne, Ind. which has sent a total of \$61,000; Louisville, Ky. which has forwarded \$100,000 on account of its 1947 campaign.

St. Louis has forwarded some \$500,000 toward its 1947 allotment. Although Leominster, Mass. will not conduct its drive until late September, the officers of the Jewish Community Council decided to obtain loans from individuals of at least \$50,000, in advance of the campaign, in recognition of the urgent cash position of the UJA. The first \$15,000 has already been forwarded.

Characteristic of the action which has been taken by top givers throughout the nation was the remittance of a further \$100,000 from Edgar B. Stern, head of the Edgar Stern Family Fund of New Orleans, contributing \$250,000.

Abe Wurzburg, President of the Jewish Welfare Fund of Memphis, Tenn. conducting one of the most effective campaigns of 1947, sent Mr. Morgenthau a check for \$150,000, bringing up to \$250,000 the amount already forwarded. Dallas, Tex. has one of the best cash records in the country, having dispatched some \$400,000 to date. Houston forwarded an additional \$149,000. The total sum thus far forwarded by Seattle, Wash. is \$150,000.

IRO OPERATING ON "HAND-TO-MOUTH BASIS"

The dependence of Europe for its economic survival on the United States is stressed daily on the front page of every American newspaper and in every international conference. This fact is the keystone of current American political and financial policy. If it be true of governments in Europe, it is infinitely truer of the homeless Jews of Europe.

With the death of UNRRA on June 30, a successor organization was to operate. It is the International Refugee Organization. That organization, when fully operating, may have some 25 cents a day for the operation for which UNRRA provided from 85 cents to \$1 a day. The Jewish DP's in Europe, over 250,000 of them, are now under the auspices of IRO.

This is what Allen Raymond, one of the chief European correspondents of the New York Herald Tribune, cabled from Lausanne, Switzerland on July 19 about IRO:

"Because of the indifference of the nations of the world to the refugee problem, it has not yet received money enough to get going on more than a month-to-month or hand-to-mouth basis.

"Originally the experts of the IRO, with advice from UNRRA and the Inter-Governmental Committee on Refugees, asked the United Nations for \$250,000,000 to do the job. The UN scaled this down to \$150,000,000 in authorizing a first-year budget and authorized the IRO to go ahead with operations when it had 75 percent of the budget in hand.

"So far, according to the report of the executive secretary here (in Switzerland),

twenty nations have pledged the organization \$122,000,000 and have actually paid in about \$2,750,000.

"The IRO has not yet found headquarters. The United Nations has lent it a few rooms in its palace at Geneva, subject to ouster on short notice if more important organizations need the space. Not one of the 2,200 persons on the interim payrolls knows whether his job is going to last more than thirty days."

MANY COMMUNITIES JOIN "OVER THE TOP" LIST

"The Jewish communities of America are showing a sense of responsibility and a communal character which are the finest evidences of generosity and statesmanship," Hon. Henry Morgenthau, Jr. declared as he himself remained at his task as General Chairman of the UJA through the summer period. Mr. Morgenthau's comment was evoked by continuing reports which he receives by telegram, telephone and mail of additional communities which have reached or oversubscribed their unprecedented campaign quotas for the UJA.

The small community of Davenport, Iowa has already exceeded its campaign goal of \$140,000 which includes a minimum of \$125,000 for the UJA. Over \$50,000 in cash has already been received on account of that allotment. Franklin A. Alter and George Margulies are Co-Chairmen. Ben Comenitz is President of the Welfare Fund. Mrs. Herbert Tenenbom is Chairman of the Women's Division.

The average family contribution in Knoxville, Tenn. is in excess of \$600, it was revealed this week as Max Kesselman, Chairman of the campaign and President of the Knoxville Jewish Welfare Fund, was proudly able to report that Knoxville had exceeded its goal of \$95,000, providing a minimum of \$75,000 for the UJA. The Men's Division raised \$83,825. The Women's Division, headed by Mrs. Israel B. Cohen, made available \$8,936, and \$3,310 was obtained from Christian sources. The campaign in Knoxville was stated to be the most successful because it was the best organized in the history of the community. The allocation to the UJA was voted at a pre-campaign meeting open to all members of the community. With its current achievement, Knoxville emerges with one of the leading campaign records in the South. Other officers of the successful campaign include S. Harry Busch, Jacob B. Corkland and Morris Reich as Co-Chairmen, and Isidore Rosenblatt as Treasurer. Mr. Rosenblatt has forwarded the first \$15,000 from his community.

Butler, Pa., which pledged itself to raise \$90,000 for the UJA, was able this week to notify Mr. Morgenthau that the full sum has been allotted to the UJA. Cash received from Butler totals \$50,000 to date. Harry N. Cohn, Chairman and Treasurer of the extraordinary Butler campaign emphasized that the Board of Directors of the Fund "has decided to conduct a full-fledged collection campaign during the next 30 days. Our campaign was conducted on the basis of equal monthly installments but after receiving Mr. Morgenthau's pleas for immediate cash, which is desperately needed, we feel that it is our responsibility to take this action. If I may offer a suggestion, it is my opinion that instead of the usual collection efforts, you urge all the spring communities to conduct full-fledged campaigns for the collection of the money." The Women's Division, headed by Mrs. Harry N. Cohn, raised \$14,000, oversubscribing the Women's Division quota by \$4,000. An unusual activity was conducted by the women in the form of a special Christian Women's Division headed by Mrs. John Krisko as Chairman, Miss Grace Starr as Treasurer and Mrs. Hal Harrington. A show was conducted by the Christian women which netted the sum of \$1,400. A Christian campaign is in

progress. In a bulletin published by St. Paul's Catholic Church of Butler, an appeal was made to all Christians in the community to share in the drive. Commenting on the fact that there are 120 Jewish families in Butler County, and that they assumed \$90,000 as their share of the UJA program, the Catholic Church bulletin said, "The sacrifice made by the Jews of Butler County deserves the recognition of all who are accustomed to look upon charity as distinctly Christian. We do not fear contradiction when we claim that if the issue were reversed, we would call upon our Jewish friends and neighbors to help and we would not call upon them in vain." Maurice A. Berman is President of the Butler Jewish Welfare Fund.

Crawfordsville, Ind. can proudly claim one of the highest per capita records in the nation as the result of its pledge to the UJA of \$15,000 of which \$10,000 has already been received. Crawfordsville has exactly eight Jewish contributors. Morris Golden, Chairman of the drive, pointed out, "It is only because of the understanding on the part of the Crawfordsville Jews that the amount was pledged."

The UJA has been allotted its full quota request of \$50,000 as a result of the campaign conducted in Pontiac, Mich. This compares with \$32,500 allotted to the UJA in 1946. Head of the successful campaign was Irving Steinman, Chairman. Associated with him as Co-Chairman was Abe Lapidus; Vice Chairmen were I. G. Kampner, Arthur Rosenthal and A. Zamek.

Arthur Taubman, Chairman of the Roanoke, Va. United Jewish Appeal and President of its Welfare Fund, was able this week to advise Mr. Morgenthau that the full quota of \$50,000 assigned to this community by the UJA has been met. Mr. Taubman, as he forwarded a check for \$10,000, emphasized that cash will be "remitted as quickly as possible, in the face of the very considerable need for funds that is obvious." Udell Brenner is Secretary and Treasurer of the campaign, and Joseph Spigel is Chairman of the non-sectarian solicitation.

A minimum sum of \$40,000, which was the amount requested by the UJA, will be available from Shelbyville, Ind., as its campaign comes to a close. This substantial sum, from one of the smallest communities in Indiana, was provided by the campaign headed by Ben Kroot, Chairman of the drive, and President of the Southeastern Jewish Welfare Fund. Abraham Goodman is Honorary Chairman of the campaign.

Petersburg, Va. was able to advise Mr. Morgenthau this week that its unprecedented quota of \$40,000 for the UJA will be a minimum sum as a result of the oversubscription of its overall goal. In his telegram stating that "it is with great pride and deep feeling" that he reported that sufficient funds had been raised to guarantee the UJA its full request, Louis Levitt said to Mr. Morgenthau, "My sincerest hope is that all communities will experience the same thrill of accomplishment knowing how urgent is the need." Mr. Levitt was the energetic Chairman of the campaign which solicited Christians and Jews with equal intensity. The campaign had bogged down early in June but following the meeting at Wernersville, Pa. on June 8, Mr. Levitt brought about a revitalization of the drive in order that the community quota could be achieved. Christian leaders undertook to provide \$8,000 and this pledge is being met. The Christian Campaign is regarded as perhaps one of the best for cities of this size. The local Jewish community is gratified with the Christian campaign, not alone by the financial results, but by the extraordinary spirit of sympathy and generosity which is manifested by their Christian neighbors. As a result of Mr. Levitt's zeal and tenacity, the goal, which seemed impossible of achievement when the campaign started, has been more than reached. Jerome Spero and Ralph Levy are Co-Chairmen of the campaign, and Mrs. Abe Gellman is Chairman of the Women's Division. Jacob Zuckerman is President of the Welfare Fund.

Henry Nogi, Chairman, and A. B. Cohen, Honorary President and Campaign Director, of the Scranton Jewish campaign, reported last week that over \$360,000 has been raised in relation to the established goal of \$350,000. Of this sum \$25,000 was raised by the Christian Committee, of which Frank Walker, former Postmaster General of the United States, is Chairman. Mr. Walker is a member of the National Christian Committee.

Atlantic City, N. J. last week reported that its established over-all goal of \$500,000 has been exceeded. Harry I. Waxmann is Chairman and Harry Cassman, President of the Welfare Fund. Co-Chairmen of the campaign are Rabbi Saul Kraft and Samuel Backer. Philip Rudich was Chairman of Initial Gifts, and Henry Halpern, Chairman of Special Gifts. Irving T. Spivack is Campaign Director. The report made at the Victory Celebration stated that some 3,000 pledges were obtained in the community. Over \$40,000 was raised by the Women's Division, headed by Mrs. Harry A. Greenberg. At one stage of the campaign when it seemed as though there might be difficulty in reaching the goal, a special revitalization meeting was held at the home of Mr. Cassman and from that point on the oversubscription of the quota was assured. Atlantic City has already forwarded \$150,000 in cash toward its allotment.

A minimum sum of \$80,000, with the likelihood that it will be \$90,000, is being made available as a result of the campaign conducted by the Greenwich, Conn. Jewish Welfare Fund. \$50,000 in cash has already been received from Greenwich on account of its allotment. Head of the successful campaign was Harry Jurman, who is also Chairman of the Welfare Fund. The Honorary Chairmen were Meyer H. Cohen and William Rosenwald. Sidney Eder and Martin Goldring were Big Gifts Co-Chairmen.

Ardmore, Okla. has assured the UJA that the quota request of \$25,000 will be a minimum in view of the fact that the goal was exceeded and all overage goes to the UJA. Louis A. Fischl, Chairman of the drive, as well as head of the Ardmore Jewish Federation, conducted the successful campaign. Leon Daube is Vice Chairman.

Marion, Ind. has gone over its quota and will provide the UJA with a minimum sum of \$22,500. Samuel Fleck, Chairman of the drive and President of the Federation of Jewish Charities, showed his characteristic leadership in helping the community almost to double its contribution of last year.

Tupelo, Miss. is providing a minimum of \$13,500 to the UJA in accordance with its request. The bulk has already been paid in. Sol Weiner was Chairman of the campaign; M. R. Weiner, Honorary Chairman; and J. E. Sherman, Big Gifts Chairman. The Tupelo community, which has a very small Jewish population, also includes isolated individuals in a large surrounding district. Mr. Weiner spent many afternoons visiting the surrounding area to solicit contributors.

Martinsville, Va. is giving the UJA close to \$7,500 as a result of the Campaign conducted under the leadership of Abe Globman, Chairman, and Harry Fusfeld and William Altschul, Vice-Chairmen. The UJA assigned quota had been \$5,000.

G. Gerson Isenberg, Chairman of the Pompton Lakes, N. J. campaign, has been able to assure the UJA that it would receive its minimum request of \$8,500 as a result of the current drive. The amount raised in this community as a result of Mr. Isenberg's energetic leadership more than doubled the sum made available in 1946.

That a minimum of \$9,000 will be made available to the UJA by New Iberia, La. was demonstrated with the receipt of a check in the national headquarters of \$9,000. The successful campaign was conducted by Sam Karnofsky as Chairman and Ralph Davis,

Secretary-Treasurer.

The UJA quota request of \$7,500 has been exceeded by the Mattoon, Ill. community conducting a campaign under the leadership of Abe Goldsmith. The energetic work of the Chairman and the activity of Mrs. Anita Berkowitz were among the chief factors responsible for the success of the campaign.

As compared with a UJA quota request of \$6,000, Lake City, Fla. has already forwarded over \$6,000 in cash, and further sums will be made available as the campaign of the Christian community gets under way, according to the officers of the Lake City drive, headed by Nathan Zelkind, Leo J. Gelberg and Sam Gibbs, Co-Chairmen. Mr. Zelkind's ambition is to provide the UJA with double the amount it obtained in 1946 from Lake City.

El Paso, Texas. is assured of reaching its \$175,000 goal, which includes a minimum of \$150,000 for the United Jewish Appeal, according to the last word received from that community. All overage will also go to the UJA. One of the best showings was made by the Women's Division, headed by Mrs. S. D. Bendalin, Chairman, which raised approximately \$20,000, over twice as much as in 1946. For the first time, a Christian campaign was held in El Paso and some \$10,000 was raised. Ervin H. Schwartz, Louis Given and Jerry Harris are Co-Chairmen of the campaign; J. B. Blaugrund is President of the Welfare Fund; and Sydney Lubarr is Executive Director.

FLOODS ONLY SPUR OTTUMWA COMMUNITY TO GREATER EFFORTS

In the midst of floods that upset the life of the town and the area, the Ottumwa, Ia. Jewish community is going forward with its campaign to raise maximum sums for its disaster-stricken people overseas. As neighboring Jewish community leaders visited Ottumwa for their campaign efforts, they declared, "It was thrilling to see a community that had been struck by disaster go right ahead with its drive." Nathan Bookin is Chairman and Ernest Brody, Vice Chairman of the drive. Having adopted a decision to raise a minimum of \$25,000 for the UJA, the campaign leaders are going forward with the task even though some Jewish businesses which were in the lowlands were completely covered by the flood waters and stocks were lost. The initial gifts showed that a group which last year contributed \$8,500 gave \$20,000 this year.

INCOME FROM CHRISTIAN SOURCES EXCEEDS \$1,100,000

A compilation of incomplete figures reported by communities throughout the nation discloses that as of July 21 approximately \$1,100,000 had been contributed to the UJA by Christians. These figures were made public by the National Christian Committee for the United Jewish Appeal, headed by Thomas J. Watson, President of International Business Machines, as it urged those communities which have already organized Christian campaigns to intensify their solicitation efforts while asking those which have not yet initiated drives for Christian support to undertake this activity. As of this date, 400 communities conducting spring campaigns have initiated Christian solicitation. This compares with 210 communities which reported Christian participation in 1946.

In Pittsburgh the campaign is conducted under the auspices of a Non-Sectarian Citizens Committee. Among the larger contributions were those of the A. W. Mellon Educational & Charitable Trust in the amount of \$5,000, Howard Heinz Endowment, \$3,700 and H. J. Heinz Co., \$1,000. Reported income to date is some \$33,000.

Syracuse, N. Y. has already raised \$32,000 in its Christian campaign, headed by William L. Hinds, H. Paul Nelligan and Hurlburt W. Smith. Contributions of \$1,000 and over included the following firms: Easy Washer, L. C. Smith & Corona Typewriter Co. Inc., Crouse Hinds, Edward Joy Co., New Process Gear, and Onondaga Pottery.

The spirit among Christians in Washington, D. C. was reflected in a message from Carter T. Barron, who with Frank R. Jelleff is Co-Chairman of the Christian Committee of the United Jewish Appeal of Greater Washington. Addressing himself to Hon. Henry Morgenthau, Jr., Mr. Barron declared: "We feel that there is no cause more important and worthy than that in which we are currently engaged, and in that I express the sentiment of our entire Washington Committee. We have set no time limit for the local campaign but will continue until we have exhausted every possible effort towards its success."

Rockford, Ill. last week initiated its Christian campaign with a kick-off luncheon which was followed by full-page advertisements in the local press. The Chairman of the Rockford Christian campaign is Judge William R. Dusher, and the Co-Chairmen are Walter R. Shafer, Jr. and Bengst Sjostrom.

In Passaic, N. J. Dow H. Drukker, Jr., Publisher of The Herald-News, accepted the Chairmanship of the Passaic Christian Committee to cooperate with the Passaic Jewish Community Council in raising its goal of \$625,000. In a lead editorial of the Herald-News support from Christian sources was solicited in the following paragraph: "A Passaic Christian Committee has sprung into being, voluntarily assuming a share of the burden the Jewish people set out to carry. The Jews never asked for assistance for their own people all through the war years, giving until it hurt. Now that the need is too great to be met by the generous Jewish community, Christian neighbors intend to help. This is in the best Christian tradition. It is a practical demonstration of our interdependence and neighborliness."

Over \$10,000 has been reported from the Christian campaign in Allentown, Pa. with the largest gift being one of \$2,500 from the Allentown Call Publishing Company.

Some \$8,000 is being raised from Christian sources in Petersburg, Va. where R. F. Burke Steele, prominent banker, heads the Christian Committee. In addition to contributions made by individuals, the local Christian churches have conducted solicitations and have forwarded the funds to the campaign. A series of broadcasts was undertaken by local Christian leaders who expressed the importance of the response by the Christian community to the campaign. The nightly series of radio talks was under the auspices of the Ministerial Union and the Christian Committee.

One of the most enheartening reports received by the National Christian Committee came from Newport News, Va., where a local chapter of the Knights of Columbus voted \$500 for the United Jewish Appeal. Referring to the action of the Catholic organization, E. E. Falk, Chairman of the Newport News campaign, declared: "It shows a wonderful spirit on the part of an organization of another religious faith which has its own charities to support to help us in our endeavors. The gift was entirely unsolicited and came as a complete surprise to myself and co-workers." The Chairman of the Christian campaign is Raymond B. Bottom, editor, Newport News Daily Press and Times Herald.

SOUTH DAKOTA BECOMES FIRST STATE IN NATION TO TOP QUOTA

Although quotas are not assigned on State-wide but only on a local community

basis, note was taken this week of the fact that South Dakota is the first State in the nation in which all Jewish communities have already met or exceeded the quota requested by the UJA. The remarkable leadership which the individual communities have received has been enhanced by the availability as State Chairman of E. N. Grueskin of Sioux City, who is also State Chairman of the UJA for Iowa. The record shows the following:

Sioux Falls was asked for \$50,000 for the UJA and will provide a minimum of \$55,000. Officers of the Sioux Falls campaign are Louis A. Horwitz, Chairman and Benjamin M. Margulies, President of the Welfare Fund.

Rapid City was asked for \$9,000 and will provide a minimum of that amount. Sam S. Margulies is Chairman. The other officers are Louis Bober, Secretary; Harold N. Margulies, Treasurer, and Arnold Baron, Campaign Director. The sum made available by Rapid City this year is three times the amount provided to the UJA in 1946. The successful campaign was paced by Sam S. Margulies, Morris E. Adelstein and William Baron whose proportional increases made possible the final results.

Mitchell was asked for \$9,000, and with the first check of \$5,000 on account, its officers advised Mr. Morgenthau that a minimum of \$9,500 would be forthcoming. This also is more than 2½ times as much as was provided in 1946. Saul Feinstein, President of the Welfare Fund, was Campaign Chairman, and Frank Winner, Secretary-Treasurer.

Aberdeen reached its goal of \$25,000 which included \$22,500 for the UJA. Irving Light was Chairman of the unusually successful campaign which raised more than twice the amount obtained in 1946. Abe Pred was Co-Chairman and Sam Salinsky, Treasurer. \$10,250 in cash has already been received from Aberdeen.

Asked for \$3,000, Huron will send at least \$3,310. Abe N. Berg was Chairman of the successful campaign.

As against an accepted quota of \$4,000, Watertown will provide in excess of that amount as a result of an intensive campaign conducted under the leadership of Ben Ackerman.

As against an accepted quota of \$4,500, Yankton will provide the UJA with at least \$5,525 as the result of the unusual drive headed by Harry H. Margolin. Harold L. Levinger, whose gift set the standard, is a member of the Regional Cabinet, together with Mr. Margolin.

HEBREW UNIVERSITY AND ORT AMONG UJA BENEFICIARIES

Campaign leaders who are members of budget or allotment committees were advised last week to keep in mind the fact that the Hebrew University and ORT are beneficiaries in 1947 of the United Jewish Appeal. Rabbi Jonah B. Wise, a National Chairman of the United Jewish Appeal, addressing himself to the heads of communities, pointed out that the American Friends of the Hebrew University will receive \$600,000 in 1947 through the UJA, thus assuring the American share of the budget of the Hebrew University in Jerusalem. The Ort will receive \$1,000,000 directly from the funds of the UJA, in addition to a further \$1,000,000 which the JDC is providing from its own resources.

Rabbi Wise asked that each community which has in the past made contributions to the Hebrew University and Ort should continue to do so by earmarking an allotment in 1947, and on a scale equal to the sums provided through the UJA this year. Rabbi

Wise pointed out that when the goal of \$170,000,000 was adopted for the UJA last December at Atlantic City, it did not include provision for the Hebrew University and Ort. Therefore, if the sums intended for JDC, UPA and USNA are not to be diminished, it is essential that at least the sum provided by the UJA to the Hebrew University and Ort should be allocated by the communities, above and beyond the UJA allocation. Friends of the University and Ort, who are interested in the experiment of 1947, will want to show that the affiliation of the two causes was not hurtful to the UJA and was generally beneficial.

That this is understood was reflected in communications received this week from Buffalo, among other cities, which made a specific allocation to the Hebrew University aside from the allotment to the UJA. The check is being forwarded to the UJA.

JULY CAMPAIGNS GET UNDER WAY

Rutland, Vt., began its campaign this month and followed the pattern set in other communities of its size. A group attending a Big Gifts meeting contributed \$14,700 as against \$7,900 last year. The gifts were led off by Louis Kazon, who increased from \$2,000 to \$4,000; William Ginsberg, from \$1,950 to \$4,000; I. Miller from \$500 to \$1,000. A Women's Division, headed by Mrs. William Ginsberg and Mrs. Morris Doloff as Co-Chairmen, is aiming at \$3,000 toward the community goal of \$30,000, which includes a minimum of \$27,500 for the UJA. Myer J. Hackel is Chairman and William I. Ginsberg is Vice-Chairman.

Kankakee, Ill., opened its campaign last week, aiming at an over-all goal of \$24,400, which includes the UJA for a minimum of \$22,500. Under the leadership of Frank Pearlman as Chairman, Roy Lang and Dr. John J. Horowitz as Vice Chairmen, the drive got off to a good start when a group which contributed \$9,000 last year contributed over \$16,000.

Hurleyville, N. Y. became the first community in the Catskill area to start the summer campaign season. A Big Gifts meeting held at Brown's Hotel provided \$10,370 from a group which contributed \$5,530 in 1946. Lazarus I. Levine is Chairman of the drive and Charles Brown, Co-Chairman.

AL JOLSON AGAIN SPURS NEW YORK CAMPAIGN

There may be intense heat in New York City, but there is no summer let-up as far as the Greater New York United Jewish Appeal drive is concerned. With everyone of the five Co-Chairmen available for campaign assignments, solicitation meetings continue to be held and workers are out in homes, offices and shops getting pledges on cards assigned to them by their divisions.

Among the various functions held last week was a revitalization luncheon of the New York Amusement Division, headed by Matthew Fox, Vice President of Universal-International Pictures, Billy Rose, Richard Rodgers and Emil Friedlander. Al Jolson came especially from California to spark the meeting which resulted in an additional \$200,000 from the group present.

Al Jolson, who had contributed \$10,000 as a special New York gift during his last visit, added \$5,000 on the resolicitation effort. This is apart from his pledge in his own community of Hollywood.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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SEPTEMBER 15-24 SET AS "TEN DAYS OF REMEMBRANCE"

A nation-wide mobilization of the resources of American Jewry for the United Jewish Appeal will occur in the period from September 15 to 24, to be known as "Ten Days of Remembrance," it was made known this week by Hon. Henry Morgenthau, Jr., General Chairman.

Addressing himself to American Jewry, Mr. Morgenthau pointed out that the High Holiday period between Rosh Hashanah and Yom Kippur is traditionally the time when Jews are reminded of their responsibility toward each other and to the Divine Power. It is the time when it is asked: "Who shall live and who shall die?" It is that question which is the keynote of the tasks of the United Jewish Appeal agencies, Mr. Morgenthau pointed out.

For those communities which initiated their campaigns in the Spring, the "Ten Days of Remembrance" may represent the climax and conclusion of the intensive drive that every community has conducted. The need for such additional activity has been underlined by the events of recent weeks, as Jews abroad have faced greater trials with far less resources available from intergovernmental and governmental agencies.

For communities which will share in the \$170,000,000 campaign of the United Jewish Appeal through drives in the Fall, "Ten Days of Remembrance" should establish the properly solemn atmosphere in which a campaign for the survival of our people must be undertaken, Mr. Morgenthau observed. Each community will determine for itself the most effective program which it can plan and the most propitious time for the actual launching of the local campaign to provide the maximum sum in 1947 for the United Jewish Appeal. Mr. Morgenthau noted that, for example, some campaigns will begin in August, some in September, and some later. Regardless of the time of actual local solicitation, communities will find stimulation in the deep spiritual significance of the "Ten Days of Remembrance."

To create the proper national atmosphere for the "Ten Days of Remembrance," an intensive country-wide program will be undertaken. The details will be announced from time to time. National radio hookups are expected. Al Jolson has undertaken to make a special radio transcription featuring traditional High Holiday music for use by local radio stations in connection with community publicity campaigns. Special posters for display in synagogues, community centers and other places of Jewish assembly are being prepared. There will also be stamps featuring "Ten Days of Remembrance" which will be

used widely by individuals and organizations on correspondence and on envelopes in connection with the period. The Synagogue Council of America is planning to give sponsorship to an important phase of the program.

Outstanding speakers, both Jewish and Christian, are being asked to make themselves especially available for campaign functions to be held during "Ten Days of Remembrance," when, in the solemn mood of the High Holidays, Jews of America will intensify their efforts to assure life and hope for their people abroad who seem to have been forgotten by most of the rest of the world.

PITTSBURGH, LED BY FALK, GOING OVER THE TOP

Leon Falk, Jr. is this week leading the Jewish community of Pittsburgh to victory in its drive to share adequately in the \$170,000,000 campaign of the United Jewish Appeal. As against \$1,000,000 it received in 1946, the United Jewish Appeal is now assured of receiving \$1,700,000 as its 1947 allotment, in accordance with the pre-campaign budgeting of the United Jewish Fund of Pittsburgh.

The climax to the campaign was as enthusiastic and dramatic as any of the series of stirring events which the Pittsburgh leadership staged to glamorize this year's campaign. In one of suburban Pittsburgh's most commodious outdoor resorts, over 1,100 campaign workers and leaders gathered to pay tribute to Leon Falk, Jr., Chairman of the campaign, and to congratulate themselves and the community on the completion of the task assumed. It was formally announced at this July 14 function that \$2,235,000 had been obtained as of that date, leaving \$30,000 still to be raised toward the overall goal of \$2,265,000. To dispose of this item of business, a sub-committee headed by Oliver M. Kaufmann, Advance Gifts Chairman, guaranteed to raise this sum in a special clean-up job, thereby placing Pittsburgh in the over-the-top bracket.

Credit for Pittsburgh's outstanding achievement is shared between the leader of the campaign, Leon Falk, Jr., and the community as a whole. From the moment that Mr. Falk accepted the Chairmanship of the United Jewish Fund drive in Pittsburgh, he virtually abandoned all other activity and concentrated on the organization and planning of the 1947 drive. His program was initiated with the bringing of a large delegation to the Big Gifts meeting in Washington on February 22. From that point on, big gifts solicitation was launched and a pattern of giving was set that determined the outcome of the campaign. With a series of well-planned meetings, climaxed by two great mass meetings at the leading auditoriums of the city, with some of the most unusual literature and advertising of any community campaign of 1947, the Pittsburgh drive impressed itself in an extraordinary way upon the total population. The 1947 campaign had the benefit not only of established community leadership, but of scores of new men and women who were projected into the forefront this year and proved their outstanding ability. Herman Fineberg gave notable leadership as head of the Men's Division.

The officers of the Pittsburgh campaign included, in addition to Mr. Falk: Associate Chairmen: Mrs. Leon Falk, Jr., Stanley J. Kann, Frank R. S. Kaplan, Leo Lehman, Judge Benjamin Lencher, Charles J. Rosenbloom, Emanuel Spector; Advance Gifts Chairman: Oliver M. Kaufmann; Co-Chairmen: Gustave H. Kann, Joseph R. Silverstein; Special Events: Edgar J. Kaufmann, Chairman and Moe Silver, Associate Chairman; Chairman, Men's Division: Herman Fineberg; Chairman, Women's Division: Mrs. J. H. Marcus; Chairman, Speakers' Bureau: Harry R. Savage; Chairman, Young Adult Division: Lester Hamburg; Chairman, Youth Division: Mrs. Arthur Plotkins; Publicity: Julius C. Dubin; Executive Secretary: Dr. Maurice Taylor; Assistant Director: Harry M. Rosen.

On account of the allotment which the UJA is to receive, Pittsburgh rushed another remittance of \$175,000 this week, bringing the total remitted to date to \$635,000.

THOUSAND JEWS A WEEK FLEE BALKANS, BECOME JDC PROBLEM

One thousand new Jewish refugees a week are flowing from the Balkans, chiefly Rumania, into Austria, creating an extraordinary problem for the Joint Distribution Committee, the only agency which can help them, it was reported this week by the Vienna correspondent of the New York Times.

"Arriving Jews," says the cable to the New York Times, "report increasing anti-Semitism in Rumania because of inflation, hunger and general social and economic chaos. The Government, it is stated, is against anti-Semitism but under existing conditions is losing control of the desperate and blind population in many parts of the country who are traditionally accustomed to make Jews the scapegoat for their miseries.

"The American Army, since April 21, has refused to provide quarters or aid for new refugee arrivals under a directive from Washington."

Pointing out that the problem of caring for the influx of Jews rests with the Joint Distribution Committee, the New York Times correspondent describes the situation in Vienna as follows:

"In Vienna within the last three weeks thousands of refugee Jews from Rumania have been arriving weekly. There are now 5,400 in quarters with accommodations for only some 1,200 to 1,500.

"The Rothschild Hospital has become a bedlam, with the Joint Distribution Committee struggling to care for 2,400 destitute Jews although there are only 800 beds. Almost 1,000 refugees in the building are sleeping on the stone floors without covers or with only an excuse for covers, including infants in arms, small children and feeble old people. Others are sleeping in a yard behind the building with no protection from the weather. The two other buildings used to accommodate refugees are equally overcrowded. The Ministry of the Interior will provide soon another building but no funds are available for caring for the refugees except the JDC's charity."

BRIDGEPORT PASSES ITS \$575,000 GOAL

In a final burst of activity, with a substantial number of cards still to be reported on, Bridgeport, Conn. this week passed its over-all goal of \$575,000, repeating for a second year in succession a victorious campaign. The drive will be continued until every Jew in the city has contributed. Sparked by leadership, whose own substantial gifts set the pace of the community, the United Jewish Campaign of Bridgeport was led by Isaac E. Schine, as General Chairman; Joseph H. Cone and L. G. Federman as Associate Chairmen; A. O. Samuels as Executive Chairman; Jacob Kunin, Judge Samuel Mellitz and Philip Sagarin, as Executive Vice Chairmen. In addition to his labors in the Bridgeport campaign, Mr. Cone serves as United Jewish Appeal Regional Chairman for the State of Connecticut. Jacob Kunin is also President of the Welfare Fund. Mrs. Clara M. Stern is Executive Secretary of the successful drive.

SOUTH BEND EXCEEDS ITS \$300,000 QUOTA

The campaign to provide the United Jewish Appeal with a minimum of \$300,000 for 1947 in South Bend, Ind. came to a successful conclusion this week, Samuel Brown,

Campaign Chairman, was able to report. Abe Hurwich, Frederick Baer and Henry Feferman were the Co-Chairmen. Ben Medow was Big Gifts Chairman. President of the Welfare Fund is Arthur S. Simon, with Norman Edell, Executive Director. In 1946, South Bend allotted \$150,000 to the United Jewish Appeal.

HOW UJA PROBLEM GROWS — WITH DEATH OF UNRRA

The crisis about which the United Jewish Appeal has been warning the country is slowly beginning to take shape, affecting the health and hope of tens of thousands of Jews across Europe. The liquidation of UNRRA and its replacement by an inadequately financed IRO are already having direct effect on the financial responsibilities of the United Jewish Appeal. These are a few of the telegraphic highlights:

PRAGUE: The Czechoslovakian food rations have been reduced from 2,300 calories daily to 1,750, as a result of the cessation of UNRRA. The JDC has, therefore, been compelled to increase its food shipments. In the second half of 1947, its shipments to Czechoslovakia and Poland will amount to 1,340 tons of food, which is more than double the quantity required during the first half of the year.

VIENNA: In Austria, the IRO has reduced the daily ration to 5,500 permanent DP's from 2,000 to 1,550 calories. The JDC is increasing its food shipments to Austria to make up the difference. It is also maintaining the thousands of Jews who infiltrated after April 21 since these infiltrates receive nothing whatever from the Army and IRO.

ROME: Expecting reduction of IRO ration in Italy from UNRRA standard 2,400 calories daily to about 1,900. JDC still supplementing Army ration by 500 calories daily. The JDC food shipments to Italy in the second half of 1947 will be 853 tons, as compared with 364 in the first half of the year. The reduction of UNRRA personnel in recent months has resulted in great confusion and the elimination of essential social services.

And these are only scattered selections.

OVER \$10,000,000 SENT TO UJA IN JULY BY COMMUNITIES

With an alertness and dispatch that again emphasize the deep responsibility which they feel for the needs of our people abroad, the Jewish communities of America sent over \$10,000,000 in cash to the United Jewish Appeal during the month of July, I. Edwin Goldwasser and Jacob Sincoff, Co-Treasurers, have reported.

Proceeding with its formula of sending substantial cash remittances almost every week or two, Baltimore, Md. during this past week added a further \$230,000 to the sums it has already collected and rushed to the UJA. New Haven, Conn., just launching an intensive collection effort, dispatched its first \$100,000 remittance. From Indianapolis, Ind. came \$50,000 in this past week's treasury receipts.

Brockton, Mass. took special action to speed cash to the UJA by getting a local bank loan in the sum of \$50,000, sending in a total of \$60,000. Efraim H. Gale, Executive Secretary, expressed the hope that "the hundreds of other Jewish communities in the country will be able to do likewise so that urgently needed cash may be put to immediate use." An additional sum of approximately \$11,500 was received from the Christian Committee in Brockton. Worcester, Mass. has thus far forwarded \$165,000.

With an additional sum of about \$200,000, the Detroit Jewish Welfare Federation has already remitted over \$1,000,000 on account of its 1947 allotment to the UJA.

Following up on its remittance of \$1,000,000 last week, Los Angeles forwarded another \$250,000 this week.

Manchester, N. H., spurring its collection efforts, has transmitted over \$65,000 to date. A remittance of \$24,000 from Maine includes \$10,000 from Portland and \$7,600 from Bangor.

New Jersey communities forwarding cash this week included Elizabeth, which has now remitted a total of \$95,000; Linden, a total of \$16,250; Perth Amboy, a total of over \$85,000, and Cranford, \$5,000. Jersey City and Trenton each forwarded another \$25,000 on account of their allotments, making Jersey City's total to date \$125,000, and Trenton's \$131,350. Another \$25,000 check was also received from St. Paul, Minn. making its total \$150,600 to date.

Columbus, Ohio which has conducted one of the most successful campaigns in the nation, has forwarded its first remittance of \$100,000. Nashville, Tenn., a community of under 3,000 Jews which has allotted a minimum of \$350,000 to the UJA as a result of its 1947 drive, has already forwarded \$131,250.

Galveston, Texas, brought its remittances up to \$66,000 to date. Middletown, N.Y. now has a record of over \$25,000 in cash to its credit. Canton, Ohio is credited with remittances totalling \$20,000; as is Springfield, Ill.

While spring communities were engaging in the most effective action to obtain cash on recent pledges, communities which are to conduct UJA campaigns this fall were clearing the decks by calling upon all contributors of the fall of 1946 to pay up in full on those pledges. The United Jewish Appeal had received as of last week on account of 1946 pledges, cash in the amount of \$96,240,500 towards the total pledges of approximately \$103,000,000.

NORWICH, CONN. NEARS ITS \$225,000 GOAL

Norwich, Conn. has passed the \$200,000 mark and expects to complete its quota of \$225,000, it was reported to the United Jewish Appeal this week. The Co-Chairmen of the drive include Samson Cramer, Herman R. Goldberg, Abraham Levin, Geurson Silverberg and Charles Simon. Daniel Polsky is Honorary Chairman.

JOIN THE HONOR ROLL OF "OVER-THE-TOP"

To the list of cities inscribed in the Honor Roll of American Jewry for their outstanding achievement in aiding the survival of our people through this year's United Jewish Appeal campaign, the following communities were added this week by Hon. Henry Morgenthau, Jr.:

Saginaw, Mich. will provide a minimum of \$35,000 to the United Jewish Appeal, as the Jewish Welfare Federation passed its \$43,000 goal in a campaign led by Harry Winkelman as Chairman; John Merdler, who is Federation President, as Campaign Director; and Jay Lenick and George Weinberg as Vice Chairmen. Benjamin I. Rosenberg is Treasurer and Dr. H. L. Diamond, Secretary.

Rock Hill, S.C. had been asked for \$7,500 minimum. It will provide \$8,485 as a result of the energetic campaign conducted by Morris Segal, Chairman, and Irving Roth, Vice Chairman.

Milford, Conn. was able this week to announce attainment of its goal, which provides \$17,500 to the UJA plus all overage beyond the over-all goal of \$18,500. Sigmund Lesser and Edward B. Bloch were the Co-Chairmen of the successful drive.

Dyersburg, Tenn., a community so small that in 1945 it did not even have a campaign, this week assured the UJA of at least \$5,150 as compared with the requested quota of \$5,000. Gilbert A. Schlesinger was Campaign Chairman and William Sallenfriend, Vice Chairman.

USNA EXPENDITURES UP TO \$6,500,000

As a result of the steady rise of immigration to the United States, with resultant increased burdens placed upon it, the United Service for New Americans has been allotted a drawing account now totalling \$6,500,000, it was announced this week by the Joint Distribution Committee and United Palestine Appeal, which pass upon the requirements of USNA in the distribution of UJA funds. It is expected that these funds, disbursed from time to time as need demonstrates, will last through about September. The rate of increase in this area of activity is demonstrated by the fact that in the whole twelve months of 1946, the United Service spent only \$2,650,000.

PALESTINE AND JDC COMBINE TO AID CYPRUS REFUGEES

A picture of the broad-ranged activities to aid the more than 16,000 Jewish refugees now on Cyprus and of the close cooperation between the Jewish Agency for Palestine and the JDC in dealing with this tragic problem is provided in a cable received this week from Dr. Joseph J. Schwartz, Chairman of the European Executive Council of the JDC, by Hon. Henry Morgenthau, Jr., who had especially asked for an authoritative account of the situation on Cyprus. In his cable, Dr. Schwartz said:

"SIXTEEN THOUSAND REFUGEES NOW IN TWO BRITISH CAMPS. WITH PERMITTED EMIGRATION QUOTA FROM CYPRUS TO PALESTINE 750 PERSONS MONTHLY, REFUGEES NOW ARRIVING FACE PROSPECT OF REMAINING CYPRUS MINIMUM EIGHTEEN MONTHS. FOR THIS SEMI-PERMANENT POPULATION PRESENCE JDC WELFARE TEAM VITAL.

"IN ADDITION AMERICAN OPERATIONS CHIEF, JDC ORGANIZED 34 PALESTINIAN WORKERS, INCLUDING DOCTORS, NURSES, TEACHERS, SOCIAL WORKERS, PURCHASE SUPPLY EXPERTS, DIETITIANS, OTHER FULL-TIME STAFF PAID BY JDC WHICH SUPPLEMENTED BY SEVERAL HUNDRED PART-TIME WORKERS AMONG REFUGEES.

"RESULT RECENT INCREASED CAMP POPULATION, ADDITIONAL 18 FULL-TIME PALESTINIANS BEING HIRED. JDC HAS ESTABLISHED AND STAFFED IN EACH CAMP AMBULATORY CLINIC FOR MINOR AILMENTS AND GROUP OF WARDS AND SURGERY IN BRITISH MILITARY HOSPITAL FOR SERIOUS ILLNESSES AND MATERNITY CASES. FIVE JDC DOCTORS, TWO DENTISTS AND TWELVE NURSES ENGAGED IN MEDICAL PROGRAM. JDC SUPPLEMENTING BRITISH ARMY RATION WITH 400 GRAMS POTATOES 150 GRAMS BREAD DAILY. 2 DIET KITCHENS ESTABLISHED WHERE SPECIAL MEALS PREPARED FOR UNDERNOURISHED CHILDREN, CONVALESCENT, PREGNANT WOMEN AND NURSING MOTHERS. 600 PREGNANT WOMEN AMONG REFUGEES AND 78 INFANTS IN JDC-ESTABLISHED BABIES' HOME. THOUGH BRITISH ARMY HAS RESPONSIBILITY PROVIDING CLOTHING, DISTRIBUTION INADEQUATE. JDC THEREFORE DISTRIBUTING SUPPLEMENTARY CLOTHING.

"STRIKING FEATURE JDC PROGRAM IS COMPLETE REGULAR ACADEMIC SCHOOL FOR 1,600 SCHOOL-AGE CHILDREN. 16 TEACHERS BROUGHT FROM PALESTINE AND 100 DRAWN FROM CAMP POPULATION. ALSO INSTALLED VOCATIONAL TRAINING PROGRAM FOR OLDER YOUTH INCLUDING AGRICULTURE, TINSMITHING, CARPENTRY AND OTHER TRADES. SCHOOL PRODUCES TABLES, BENCHES, CUPS DISTRIBUTED TO REFUGEES. JDC ALSO PROVIDING RECREATIONAL CULTURAL SUPPLIES."

A REPORT to Members of the National Campaign Council



United Jewish Appeal for Refugees, Overseas Needs and Palestine \$170,000,000 Campaign

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

From ISIDOR COONS }
HENRY MONTOR } Executive Vice Chairmen

165 West 46th Street, N. Y. 19, N. Y.

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FALL CAMPAIGNS, QUOTAS ACCEPTED, GO ON TO FUND-RAISING JOB

Although a vital factor in the campaign, the adoption of campaign quotas is only the first step toward achieving results. This fact is being stressed by scores of communities throughout the nation this month as the Fall phase of the 1947 United Jewish Appeal drive swings into action. With such metropolitan cities as Chicago and Boston planning major fund-raising events during the next few weeks; with Denver already half-way toward its final objective; with such cities as Rochester, Toledo, Providence, Norfolk, Birmingham and others from coast to coast organized for maximum campaign production, hundreds of thousands of Jews are now beginning to undertake the responsibility which millions of their fellow-Jews in other communities assumed this Spring.

Rock Island, Ill. is typical of the spirit with which American Jewry wants to meet its responsibilities. The community is now planning its campaign for \$200,000, which includes provision of \$175,000 for the UJA, with all overages going to the latter. Albert K. Livingston is Chairman of the drive; A. W. Waxenberg, Initial Gifts Chairman; with an Executive Committee, comprising Charles Brady, A. W. Gellman, Louis H. Rich, Ben Friedman and William Frank.

Chester, Pa., according to word received from Sol Weinberg, new Campaign Chairman, and Maxwell L. Schwartz, Treasurer, has accepted an over-all goal of \$175,000, with the bulk of the funds intended for the UJA. The meeting at which the quota was adopted had the benefit of the participation of Samuel Daroff, President of the Philadelphia Allied Jewish Appeal, who has been an outstandingly dynamic force in the results obtained in that city.

Shreveport, La. offers an example to the nation in its courageous effort to make an unprecedented contribution to the United Jewish Appeal. Because of the extraordinary character of the task, the Campaign Chairmanship has been assumed by veteran leader Sidney L. Herold, one of the most beloved figures of American Jewry. The \$250,000 quota suggested by the United Jewish Appeal has been accepted by the community. S. G. Wiener is President of the Shreveport Jewish Federation.

Madison Wis. in another section of the country, has shown similar Jewish spirit. Under the leadership of Malcolm Woldenberg as Campaign Chairman, the community has undertaken to raise \$250,000, with \$225,000 intended for the UJA. Mrs. Max Weinstein is Chairman of the Women's Division. The campaign will get under way on September 6 and 7, with Harold Goldenberg scheduled to address both occasions. J. J. Sinagub is Welfare Fund President.

New Bedford, Mass. is now planning a Fall campaign, with an over-all goal of \$250,000. Samuel Kaplan is Campaign Chairman. Vice Chairmen are Dave Lumiansky, Fisher Abramson, Philip Barnet and William Palestine.

Holyoke, Mass. has J. L. Barowsky as Campaign Chairman, with an over-all goal of \$131,150, to give the UJA \$120,000. Felix Brower is Big Gifts Chairman. A Big Gifts dinner on September 3 launched the campaign.

Burlington, Vt. is another of the Fall communities undertaking a heavy responsibility. Aiming at a total sum of \$93,000, to give the UJA \$85,000, the campaign is led by Mayer B. Cohen as Chairman, and Alex Colodny and Morris J. Zaetz as Honorary Chairmen. Mrs. Sam Cannon is Chairman of the Women's Division.

Portsmouth, O. has undertaken to raise \$40,000. Aronhold C. Schapiro is President of the Welfare Fund.

Lexington, Ky., emulating the example of Louisville which conducted an outstanding campaign in the Spring, has accepted the United Jewish Appeal quota of \$125,000 and is now planning a campaign headed by Louis Ades and Emanuel Meyers as Co-Chairmen.

Moodus, Conn. is illustrative of many of the small towns in the nation. Having given the UJA \$3,720 in 1946, it is resolved to provide a minimum of \$8,000 this year. Dr. Bertram J. Friedman has undertaken Chairmanship and Morris Saltzman, Co-Chairmanship.

LEADERS SUMMONED AS CASH POSITION FORCES CUTS

Because the cash position of the United Jewish Appeal is so grave that its component agencies have had to make heavy slashes in expenditures, at the very time when needs are rising sharply, Hon. Henry Morgenthau, Jr., General Chairman, has asked leaders of Spring campaigns to meet with him on Saturday night, September 6, and Sunday, September 7, at the Hotel Astor, New York City. Mr. Morgenthau's invitation was particularly addressed to campaign officers and community heads who are charged with responsibility for the year-round program.

In Mr. Morgenthau's view, it is the obligation of the United Jewish Appeal to state its case plainly and promptly to the leaders of the American Jewish community who, by virtue of their role in raising the funds, have a key responsibility for the whole relief and rehabilitation program of the Jewish people today.

"TEN DAYS OF REMEMBRANCE" SPURS NATION'S CAMPAIGNS

Nation-wide use of the "Ten Days of Remembrance" period proclaimed by the United Jewish Appeal for September 15-24 has been reported to General Chairman, Hon. Henry Morgenthau, Jr.

Campaigns initiated in the Spring are making intensive use of the period to complete their fund-raising efforts or to spur cash collections. Fall campaigns now beginning are finding the "Ten Days of Remembrance" a helpful factor in emphasizing the crucial nature of the United Jewish Appeal campaign.

Rabbis in every part of the country have indicated that one of their key sermons during the High Holidays will be devoted to the Jewish situation overseas which gives new urgency to the effort to raise \$170,000,000.

The major radio networks are carrying important broadcasts during the "Ten Days

of Remembrance." The first nation-wide broadcast entitled "Who Shall Live?" will star Ralph Bellamy and will be heard over the stations of the Mutual Broadcasting System, Tuesday evening, September 16, during the half hour from 10:00 to 10:30 P.M., E.S.T. Al Jolson will sing the Kol Nidre, the Yom Kippur prayer, during the special broadcast of the United Jewish Appeal over the American Broadcasting Company network on Saturday evening, September 20, during the half hour from 10:30 to 11:00 P.M., E.S.T. The Columbia Broadcasting System has set aside the period from 6:15 to 6:30 P.M., E.S.T. on Monday evening, September 22, for another broadcast under the auspices of the United Jewish Appeal. Through the month of September, "The Message of Israel" radio program will be devoted to "Ten Days of Remembrance."

To publicize the period, a special "Ten Days of Remembrance" stamp has been created. National organizations and individuals are using the stamps to call attention to the importance of the UJA campaign. Posters in Yiddish and English, using the same theme of "Who Shall Live, Who Shall Die?" are also being widely circulated.

The Synagogue Council of America has given full endorsement to the "Ten Days of Remembrance" campaign. Rabbi William F. Rosenblum, President of the Council, and Rabbi Ahron Opher, Assistant to the President, have forwarded to all rabbis a special prayer composed for the occasion to be read in the synagogues.

ROCHESTER AIMS AT \$1,550,000

The Jewish community of Rochester has resolved to seek \$1,550,000, in order to give the United Jewish Appeal its requested quota of \$1,350,000. This decision was made at a quota-setting meeting, at which the community leaders heard the stirring message of Herman Gilman, Chairman of Boston's 1947 campaign, who stressed the urgency of the overseas situation which he had seen at first-hand. Harry D. Goldman, President of the Welfare Fund, is Chairman of the campaign, which is soon to get under way. Other campaign officers are: Arthur M. Lowenthal, Chairman, Special Gifts; Morris Levinson and Fred Neisner, Co-Chairmen, Special Gifts; Melvin B. Neisner, Chairman, Trades, Business and Professions, with Joseph E. Silverstein and Philip M. Liebschutz, Co-Chairmen; Sol M. Linowitz, Chairman, General Solicitation; and Harold J. Weisberg, Chairman, Publicity Committee. Elmer Louis is Executive Director.

DENVER CAMPAIGN HAS AUSPICIOUS OPENING

At the close of its first week of campaigning, Denver was able to report the raising of over \$500,000 toward its over-all 1947 quota of \$950,000. David H. Stein is Chairman of the campaign.

Three functions held last week encouraged the leaders to believe that the goal is attainable. A dinner of the Automotive Finance Manufacturers Division produced \$166,000 from a group which gave \$107,000 in 1946. The smaller Lawyers and Accountants Division raised \$24,000 at the opening dinner, as compared with \$14,000 last year. The Liquor Division dinner raised \$41,000 from a group which, last year, contributed \$22,000.

The general campaign was opened with a dinner at which the principal speaker was George Jessel. Officers of the campaign, in addition to Mr. Stein, include: Adolph Kiesler, Honorary Chairman; Rabbi Herbert A. Friedman, Co-Chairman; A. B. Hirschfeld, Vice Chairman and Treasurer; Louis G. Isaacson, Vice Chairman and Secretary; Harry Rosenbaum, Chairman of Big Gifts and Vice Chairman; Henry G. Frankel, Hyman Friedman, Abe Perlmutter, Charles Rosenbaum and Maurice B. Shwayder, Vice Chairmen. Harry A. Zinn is President of the Allied Jewish Council, sponsoring the drive. Israel Friedman is Campaign Director.

CAMDEN STARTS WITH 88% INCREASE

Camden, N. J., aiming at an over-all goal of \$476,000 this week auspiciously inaugurated its campaign with a pre-campaign initial gifts dinner at which \$80,000 was raised, representing approximately an 88% increase of the amount obtained from the same group last year when \$42,488 was contributed. Samuel Varbalow, Honorary Chairman, sparked the giving with a dramatic announcement of \$20,000 as against \$7,500 for last year. Philip Zinman is Chairman of the campaign. The other officers of the campaign include: Rudolph Rosenfeld, Chairman of Initial Gifts; Morris Tarter, Chairman, General Division; Leo Spector, Chairman, Trade Council Division; and Dr. Alice Galanter, Chairman, Women's Division. Morris Liebman is President of the Jewish Federation and Bernard Dubin, Executive Director.

"SITUATION IN CAMPS APPALLING," OBSERVER REPORTS

Returning to the same DP camps which he visited in the company of the Anglo-American Commission of Inquiry in February, 1946, Gerold Frank, correspondent of the Overseas News Agency, cabled to the New York Post last week, that "if the situation in the camps in February, 1946 was appalling, it is infinitely more appalling today." Mr. Frank was reporting on a "2,700 mile tour of the Jewish DP camps of Germany and Austria, accompanying the United Nations Special Committee on Palestine."

Describing the conditions of Jews in the camps today, Mr. Frank cabled: "Food rations have been cut; physical conditions have deteriorated; and emotionally the DP's are going from bad to worse. UNRRA has gone, and the IRO has taken over, but where UNRRA had teams of 25 and 30 trained personnel, IRO has teams of two and three, with much of the administration turned over to the DP's themselves. The budget has been cut terrifically.

"The Jews live on islands in a German sea still fed by anti-Semitism. Scarcely anyone doubts that if the United States Army were to leave tomorrow, there would be pogroms. The Germans are losing their humbleness and their obsequiousness.

"There is a growing tenseness between the DP's and the American troops. The situation is reaching a bursting point. Whether you speak with British or American military authorities, the need to evacuate these people from the camps is pressed home time and again."

EDDIE CANTOR AIDS MAJOR CITY CAMPAIGNS

Having started its Spring campaign late and recognizing that very large sums of money are still outstanding, Philadelphia, in unprecedented fashion fitting the cause and the times, resumed its campaign this week. Eddie Cantor was the guest of honor at a function on September 3, with over 1,000 campaign leaders pledging their support to a full-scale renewal of the drive, so that Philadelphia might make a maximum contribution to the United Jewish Appeal.

Eddie Cantor also helped Boston inaugurate its 1947 campaign, with a pace-setting lunch on September 4 and a great dinner meeting the same evening. With Chicago as the other major city initiating its campaign in the Fall, Eddie Cantor is booked to address two functions a day on September 8, 9 and 10 for some of the most important events in the \$12,000,000 drive.

A certificate of award, honoring Mr. Cantor for his outstanding service to the UJA, was presented to the noted star at the Philadelphia meeting. Barney Balaban, National Chairman of the UJA Motion Picture Division, represented the national organization in making the presentation to Mr. Cantor.

EYE-WITNESS STORIES TO STIMULATE FALL DRIVE

A series of distinguished visitors from abroad and the first-hand accounts of Americans returning from overseas will be one of the outstanding assets of the Fall campaign of the United Jewish Appeal.

Dr. Chaim Weizmann, former President of the Jewish Agency for Palestine, has accepted the invitation of General Chairman Morgenthau to participate in the drive. Scheduled for early arrival, Dr. Weizmann has already agreed to address one of the great functions of the Boston campaign on October 11.

The Chicago campaign has already received great stimulus from the overseas visit of a six-man delegation, which visited Europe and Palestine. John Balaban, Chairman of the campaign, and Nathan Cummings, Co-Chairman, headed the important group, which included Harry I. Hoffman, Abram N. Pritzker, William K. Hollander, and Leon J. Caine. Throughout their trip abroad, the Chicago newspapers, as well as papers throughout the United States, carried stories of their experiences and impressions. Irving Kupcinet, member of the Chicago Times staff, accompanied the delegation throughout.

Dr. Israel Goldstein, a National Chairman of the United Jewish Appeal and National Chairman of the UPA, returns this week from an extended visit to Palestine and to Europe. He also participated in a series of international conferences affecting the future of Palestine. Enormously impressed by the constructive achievements of the Jews in Palestine and deeply touched by the wide-ranging needs of the Jews in Europe, Dr. Goldstein will visit a number of communities during the course of the campaign to bring his authoritative eye-witness picture of the United Jewish Appeal requirements.

Dr. Joseph C. Hyman, Vice Chairman of the Joint Distribution Committee, has just returned to America after a four-month visit abroad, during which he visited the major centers of Jewish population in Europe and also spent a substantial period in Palestine. Dr. Hyman has already accepted invitations for important campaign functions. He joined Mr. Morgenthau in a trip to Norfolk, Va. on September 4 for the first formal report on his overseas visit.

Among the new personalities whom the Speakers Bureau of the UJA is making available to campaigns in the coming weeks is Julian Meltzer, Palestine correspondent of the New York Times. A British Jew, who has lived in Palestine the past twenty-five years, Mr. Meltzer is regarded as one of the most astute observers of the Palestine scene. He is expected to be in heavy demand, especially as a result of the crucial importance which Palestine has assumed in world news.

Samuel Rothberg, who was one of the pillars of the Spring campaign, imbuing many communities with his own determination to aid the Jews of Europe, as a result of his trip last Spring, is also returning from an extended visit to Palestine, the first he ever made. It is hoped by the national campaign officers that Mr. Rothberg may also be available to aid many of the Fall campaign communities.

MORGENTHAU RESUMES HEAVY STINT

With the renewal of the campaign season, Hon. Henry Morgenthau, Jr., resumes his heavy schedule of visiting various parts of the country to aid communities in their fund-raising plans. With Norfolk, Va. host to Mr. Morgenthau on September 4, the cities that follow include Youngstown, O. on September 8, Providence on September 11, Birmingham, Ala. on September 18. The schedule also includes Tulsa, Okla. and Oklahoma City at the end of the month. The General Chairman of the United Jewish Appeal has

covered more mileage in the current campaign than any other single individual.

FORECASTS ECONOMIC OUTLOOK FOR NEXT FEW MONTHS

As campaign leaders in scores of communities launched on Fall fund-raising efforts, they were encouraged by the knowledge that pessimistic forecasts for the first six months of American business had not been realized and that the nation had experienced the record income of its history. Similarly encouraging was this week's forecast of the business outlook for the Fall by "Business Week," most important of the economic weeklies.

"Retail volume will remain very large for the next couple of months," "Business Week" emphasized. This news should be especially encouraging, considering the source of a substantial part of campaign income. "Personal income, as a whole, will rise further. This probably will mean that trade, measured in dollars, will break all records after allowance for seasonal variation.

"Three main factors will contribute to the sustained rise in personal income (barring a serious drop in prices).

"(1) Farmers' marketings of cash crops will be very large. And prices, so far, are the highest ever.

"(2) Wage increases are in the offing.

"(3) Veterans will cash about \$1½ billion of terminal leave bonds.

"Then, on Nov. 1, controls will come off consumer credit. That won't add anything to personal incomes, but it will add to consumers' ability to anticipate income. This means some billions of spending."

WHAT HAPPENED TO \$22,500,000?????

The 1947 goal of \$170,000,000 for the United Jewish Appeal was fixed at Atlantic City last December, after certain other potential resources had been taken into account. One of these major items was \$22,500,000 which, it was expected, would be distributed between the Jewish Agency for Palestine and the Joint Distribution Committee in accordance with the decision of the Inter-Allied Reparations Agency in June 1946. This was to represent external assets of Germany in Switzerland and Sweden.

As of September 1, 1947 -- or exactly nine months after the expectation of such sums was voiced -- not a single penny of this money has come into the treasury of either the JDC or Jewish Agency.

It helps further to explain the terrific pressure upon the financial resources of the two organizations.

PUERTO RICO SETS HIGHER CAMPAIGN STANDARD

Citizens of Puerto Rico have already raised \$25,000 for the United Jewish Appeal, as compared with only some \$8,500 in 1946, it was revealed in San Juan, P.R. by the campaign officers, including Milton H. Farber, Welfare Fund President, and Charles Gans, Vice President. One of the outstanding assets of the campaign has been a Non-Sectarian Committee, headed by Judge A. Cecil Snyder and including many of the area's leading citizens. The campaign will continue until every Jew and others interested have been given an opportunity to share in the United Jewish Appeal drive.



A REPORT
to Members of the
National Campaign Council

United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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SPECIAL ISSUE

DESPERATE NEED FOR CASH IS EMERGENCY MEETING THEME

A solemn note of urgency and desperation, arising out of the dire financial straits facing the United Jewish Appeal, was sounded by leaders of American Jewry, headed by Hon. Henry Morgenthau, Jr., at an emergency meeting called by the General Chairman of the United Jewish Appeal at the Hotel Astor, New York on September 6-7.

Following a sweeping, graphic picture drawn by Mr. Morgenthau, to show that all resources had been drawn upon to meet current operations and that now Jews would have to be cut off from essential food, clothing, medical supplies and other vital requirements unless the country understood the gravity of the situation and mobilized cash funds intensively and immediately, the meeting resolved to telegraph to every community in America to share in meeting the critical situation.

In addition to Mr. Morgenthau, those who participated in the discussion included former Governor Herbert H. Lehman, who also presided at one of the sessions, Edward M. Warburg, William Rosenwald, Edwin Rosenberg, Rabbi Jonah B. Wise, Rabbi Israel Goldstein and representatives of many communities who had responded to Mr. Morgenthau's urgent plea to join in consideration of the extraordinary financial crisis.

The earnestness of the problem was reflected in the grave warning of Governor Lehman when he said: "We are just as near the line of bankruptcy as we can be and still survive. The situation is critical beyond what any one of us can tell you."

PLEAD THAT ALL GIVERS REDEEM THEIR PLEDGES AT ONCE

Through all the discussion one keynote was recurrently sounded: it is imperative that every Jew in the country who made a pledge to his community in the Spring campaigns should transform that pledge into cash and send the full amount into the treasury of his community campaign so that, in turn, the United Jewish Appeal may receive the funds intended for its agencies.

In his opening statement on Saturday night, September 6, Mr. Morgenthau revealed that as of September 5, 1947, the United Jewish Appeal had received on account of the

1947 campaign the sum of \$38,387,231 in cash. This compared with \$41,980,975 received as of the same period in 1946. This disparity was even worse than appeared on the surface, since the 1947 cash was on account of much greater pledges and a far larger goal than in 1946. Mr. Morgenthau emphasized his conviction, as did Governor Lehman and the other leaders, that it was vital that the leaders of every community in the nation understand the full import of what was happening. As Mr. Morgenthau put it, he was not worried that American Jewry would do less merely because it was told that it had to do more. The country ought to know how desperate the cash position is.

He stressed the difficulties the agencies were experiencing in operating by showing that during the month of August, when the JDC had every right to count on \$6,000,000 from the UJA to meet its August commitments, it obtained only \$2,622,000; while the UPA received only \$1,978,000 during the same period for actual expenditures that were far greater.

"What does this mean in terms of its effect upon the lives of those who are dependent upon the JDC?" Mr. Morgenthau said. "After borrowing as much additional as it could because of the inadequacy of the funds received out of the campaign, the JDC in August was unable to meet requests totaling \$1,495,000 for various operations. These requests were made by JDC representatives and committees overseas who know the needs and who make such requests only when these needs are critically urgent. For instance: the JDC Committee in Poland was compelled to operate with a deficiency of \$250,000. If the cash that went into Poland was \$250,000 short of what had been considered the absolutely minimum requirement, it meant that human beings were deprived of food, of medical supplies, of other necessities. If -- as was actually the case -- \$382,000 less than was necessary went into Hungary, you may be certain that considerable suffering resulted. If purchases of supplies were \$638,000 short, then we can safely assume that thousands of people went without items they should not have gone without."

"The UPA had to get along with only \$1,978,000 in August," Mr. Morgenthau continued, "although its needs were of course far larger. I think you will all agree that the Jewish community of Palestine is suffering sufficiently without having to cope with this additional burden of cash deficiencies which mean less shelter than is necessary, less aid to newcomers, less development of settlements, etc."

"I want to close on a somewhat brighter note," Mr. Morgenthau said. "It has always been my fervent belief that to every cloud there is a silver lining. The reports just released by the United Nations Special Committee on Palestine afford us our first glimpse of our silver lining. There must be an end to every hard road. Let us hope that this is the beginning of that end. During the next few months, while the matter is being deliberated upon by the United Nations we, the Jews of America, must do our utmost to keep the spark of hope alive among our people in Europe, Cyprus and Palestine. Their morale must be maintained and their physical needs must be supplied so that when the decisions we hope for are finally consummated they will be ready and able to participate in the new life for which we have striven together."

As was reported by Isidor Coons, Executive Vice Chairman, at the Sunday morning session, the comparative figures are as follows: As of September 5, 1947, on account of the \$170,000,000 goal, the United Jewish Appeal was counting on pledges from Spring campaigns, based on results thus far reported, totaling 67½% of the total sum required; while receiving as of the same date, 22½% in cash. As of September 5, 1946, on account of the \$100,000,000 goal of 1946, the United Jewish Appeal had raised some 80% of the pledges required, and received 41½% of the cash.

Mr. Warburg, obviously deeply shaken by the great responsibility that was his as Chairman of the Joint Distribution Committee, illustrated the terrible nature of the financial crisis by pointing out that the JDC now had only \$141,000 in the bank, and that was only because it had not paid \$1,500,000 on accounts that were due. He amplified on the figures presented by Mr. Morgenthau who had reported that the Joint Distribution Committee had borrowed in excess of \$16,000,000 from the banks and could not borrow any more. In addition, it owed some \$3,600,000 to American governmental agencies, and other suppliers of goods. Mr. Morgenthau reported that in addition to the huge accumulated deficit of the agencies of the United Palestine Appeal, they had borrowed some \$16,000,000 from the banks for the current year's operations.

RESOLUTION ASKS MAJOR CONTRIBUTORS TO GIVE LEAD

To summarize the discussion and to convey to the nation the full truth of the situation, a Resolutions Committee was appointed by Governor Lehman. It comprised Eugene M. Klein, Co-Chairman of the Cleveland campaign, as Chairman; Fredric R. Mann, Big Gifts Chairman of Philadelphia; Joseph Cherner, Co-Chairman of the Washington campaign; Barney Balaban, Co-Chairman for New York; Joseph R. Silberstein, Co-Chairman for Big Gifts, Pittsburgh; Harry N. Cohn, Butler, Pa. Campaign Chairman; Maurice S. Tabor, Vice Chairman of the Buffalo campaign; and Moses A. Leavitt, Executive Vice Chairman, JDC.

After extensive discussion, a resolution was presented to the conference and unanimously adopted. That resolution was ordered telegraphed at once to the heads of every Spring campaign in the United States. It read as follows:

"The Joint Distribution Committee, United Palestine Appeal and United Service for New Americans have reported that because of lack of cash their work has been seriously affected, that at a time when the need is at its maximum they have been forced to cut relief and that they have reached the limit of their borrowings from the banks. The Joint Distribution Committee, for example, had at the close of business on September 3, \$141,000 in the bank. It had urgent requests for the remittance of \$1,500,000, and owed the banks and the United States Government some \$20,000,000. Similarly, the agencies of the United Palestine Appeal which began the current year with a very large deficit have been forced to borrow an additional \$16,000,000 in order to keep their current operations going.

"Realizing that the campaigns of the United Jewish Appeal started late in the season, and that this has necessarily resulted in a slowness in cash collection, this conference resolves that the leaders of the United Jewish Appeal in every community immediately inaugurate an all-out collection campaign, especially with the major contributors, to collect in full the outstanding pledges and thus to redeem the promises which the Jews of America have made to the sorely tried Jews of Europe."

A further resolution was unanimously adopted:

"This conference of the United Jewish Appeal is deeply concerned over the deterioration of the situation of the surviving Jews of Europe since the liquidation of all UNRRA operations on July 1, 1947.

"This conference is also deeply concerned over the grim prospects that face the 250,000 displaced Jews in central Europe as they prepare to spend another desolate winter in DP camps and centers that so tragically underscore the homelessness and despair of large numbers of our people.

"In the midst of new critical problems that confront the Jewish people, the Jews of America continue to be the one major hope for providing a new life for our fellow Jews in Europe, Palestine and the United States, in view of the sharp reduction in inter-governmental relief and rehabilitation activities.

"Recognizing that urgent tasks of relief, rehabilitation and re-settlement must be carried on by the agencies of the United Jewish Appeal - Joint Distribution Committee, United Palestine Appeal and United Service for New Americans - if the physical and spiritual existence of many of our brothers is to be assured, this conference calls upon every Jewish community in America to continue with unflinching devotion its campaign toward the end that each community meet the quota assigned by the United Jewish Appeal so that the full goal of \$170,000,000 may be achieved."

"HOW CAN WE GET STORY ACROSS?" WARBURG ASKS

One of the great failures that has affected the United Jewish Appeal is that of evolving a new means of communication that could make clear to American Jewry the magnitude of the tasks abroad and the true nature of America's obligations, Edward Warburg declared during his Saturday night talk. Pamphlets, newspapers, literature seem to have failed. Even the spoken word, once effective, seems to have palled. Thus it happens that the increasing number of Jews going abroad to visit the scenes for themselves return deeply moved, but ask: "Why didn't you tell us that things were so awful?" And yet these same people had read, had listened, had seemed to understand.

Sylvan Gotshal, President of the United Jewish Appeal of Greater New York; Barney Rapaport, Hartford; Leslie L. Jacobs, Dallas; Monte Selig, Miami; Joseph Cherner, Washington; and Joseph A. Feder, Passaic, were among those offering suggestions as to how to meet the financial crisis. Mr. Rapaport felt that telegrams should be sent to every synagogue in the country, asking that on Rosh Hashanah and Yom Kippur the full import of the UJA financial crisis be brought home to the Jews gathered in the synagogues. The emergency nature of the situation warranted such action, he declared.

Mr. Selig urged that the full nature of the problem be told to the communities of the country, with the request that every federation and welfare board be asked to convene an immediate meeting to deal with ways and means of mobilizing cash resources in the community.

REPORTS WASHINGTON GIVING 70% INCREASE

Mr. Cherner came to the meeting with a check for \$400,000 and said that now Washington, D.C., had paid up about 60% of its 1947 pledge. He also disclosed that Washington was allotting to the UJA a full 70% increase over the amount, \$800,000, given to the UJA in 1946, or \$1,360,000.

MORE PLEDGES NEEDED, AS WELL AS CASH, LEHMAN STRESSES

Joining in the informal discussion spirit that prevailed throughout the two-day session, Governor Lehman asked the question whether the sole problem that faced the United Jewish Appeal was only that of getting money already pledged. Getting the cash was vitally important, of course, but for the long pull, this problem cannot be solved solely by borrowing money. Debts have to be repaid.

He urged that all should do what Washington had done: that is, go directly after the contributor for cash in the same way as he had originally been approached for a pledge. "The first order of business," Governor Lehman said, "must be to go out and collect the pledges already made. The second is to recognize the fact that we have not got enough contributions pledged as yet, to meet the needs with which we are confronted. If the UJA is to remain solvent, we must obtain in every community increased contributions."

After describing the needs with which he was familiar at first hand, Governor Lehman said: "The need is greater today than it has ever been in my memory."

The next participant was Harry N. Cohn, Butler, Pa., who pointed out that his community of 110 families had undertaken the seemingly impossible task of giving the UJA \$90,000. It had made the pledge and had sent in \$60,000 to date. He assured Mr. Morgenthau that the balance would be in within 30 days. He said that if campaign leaders in every community would work as hard on collections as on pledges, the whole country could resolve the crisis now facing the UJA — or rather, the Jews overseas.

Others who spoke included Benjamin J. Massell, Atlanta, Ga.; Day J. Apte, Tampa, Florida Regional Chairman; Bennett I. Schlessel and William Feinberg, New York City; Joseph Shulman, Chairman for Paterson, N.J., who urged that lay leaders visit the communities to stir up a realization of the cash need and who, after presenting an additional \$42,000 to an already good cash record, offered his services to aid any community in its cash collection program; Reuben B. Gryzmish, Boston, who stressed the urgency for the highest standards of giving in the metropolitan cities, in order that each community may benefit by the example of gifts contributed in other comparable cities; Joseph Schapiro, Baltimore, who urged that the trade organizations be utilized to spur cash collections; Robert Savitt, New Haven, who proposed that gifts in communities could be improved if there were a national bulletin by trades listing the contributions of leaders in the trades who are known to others in their industries.

Fred Monosson, Boston, emphasized that the bulk of the money available from pledges must be obtained from the biggest contributors, who should be approached quickly and with the fullest story of how important it is that they translate their pledges into cash at once.

William Rosenwald devoted his remarks to an account of refugee immigration into the United States, pointing out that the rate was now 25,000 per year. He related this to the additional financial problems that face the UJA.

The Saturday night session was closed with remarks by Isaac H. Levy, New York, who declared that "the Jews of the United States have written themselves large in history by the sacrifice which the community leaders have made during this year. Above the dollars that they gave and mobilized was the solidarity and common action which they brought about to meet the grave problems facing the Jewish people." He

praised the great effort made by Mr. Morgenthau as General Chairman of the UJA and declared that it was the view of the Jews of the United States that one of the most important elements in bringing about the unity and achievement of 1947 was the "devotion, courage, optimism and ceaseless effort of Henry Morgenthau, Jr."

LEHMAN SAYS COUNTRY HAS "ERRONEOUS IMPRESSION"

As he opened the session on Sunday morning, Governor Lehman enlarged upon the remarks he had made the preceding evening. He gave it as his view that one of the reasons for the slowness with which cash has been received by the UJA was a complete misunderstanding of the UJA financial position. "There seems to be an erroneous impression in the country that the UJA has all the money it needs and will have a surplus at the end of the year. That is far from the truth. We are not even going to have money for the minimum urgent needs, unless we get additional pledges." After saying that many cities have done nobly in the 1947 campaigns to date, Mr. Lehman urged that those who have not yet done their share should engage energetically in reviewing the situation. "Many cities, including my own, New York, have not as yet done their duty," the Governor asserted. "The pledges so far are inadequate to carry on the work."

Following a discussion of various campaign problems and how funds are spent for refugees in the United States, in which participants were Mrs. Leon Falk, Jr., Pittsburgh; Hyman Goldman, Washington; Edwin Rosenberg, President of USNA; and Harry N. Cohn, Butler, the Governor called on Ruth Gruber, who had accompanied the United Nations Commission on Palestine as a correspondent for the New York Herald-Tribune. Her gripping story of what she had seen in Cyprus, in the Rothschild Hospital, Austria, and on the ship Exodus, 1947, added a note of grim reality to the financial discussions. Speaking simply, she nevertheless moved those present to unashamed tears as she described the hellish sufferings of Jews abroad in August, 1947.

JOHN BALABAN GIVES IMPRESSIONS OF TRIP ABROAD

After observations by Julian B. Venezky on methods of dealing with the financial problem, Barney Balaban enlarged on the theme. He also read a letter sent to him by his brother, John Balaban, Chairman of the 1947 Chicago campaign, who had recently returned as head of a Chicago delegation to Europe and Palestine. Barney Balaban said that in the light of how his brother and other Chicago leaders with whom he had spoken felt, he was confident that Chicago Jewry could be counted on to do its share toward meeting the problems. Chicago, Boston and other large and small cities campaigning this Fall would tell the final story of how the 1947 campaign would end.

In the course of his letter, John Balaban said:

"The conditions and suffering which we saw are incredible. One would have to be without a soul not to be moved emotionally and sympathetically. Even when you see it, you don't believe it. The dirt, the squalor, the very vermin they live with, their sufferings, the untold misery of these unfortunate men, women and children pierces your heart and crushes your spirit.

"We visited an orphan home, and I saw 86 children up to the age of eight, playing, laughing, the light of heaven in their eyes - innocent youngsters - without a name, without an identity, children who were separated from their parents in infancy, and know neither father nor mother. They cannot be offered for adoption because their

parents, either one or both might return. The tragedy of it all is that even if they did return, they couldn't possibly recognize their own children, nor the children their parents. Such is the horror that faces thousands upon thousands of children in Europe today.

"In the displaced persons' camps, I saw women, hundreds of them, about to bring new children into the world. And I thought - What of them? And what of all these unfortunate people who face nothing but a dark tomorrow?

"I saw lost souls, silently wandering in the courtyard of a DP camp, and wondering, 'How long, oh Lord, how long?' Other unfortunates, husbands, wives and children, more articulate, crying for food and decent shelter, for lost ones from whom they were separated by the ruthlessness of the Nazis. Men and women, crying and pleading for an opportunity to work, to live again decent lives.

"'We were like you once,' they cried. 'We had homes and automobiles. We were respected and respectable. Look at us now? Help us to live again!'

"The determination to live by these unfortunates who have been suffering a living death these many years is admirable — in Nazi concentration camps under Hitler, and now concentrated in so called displaced persons' camps after liberation — liberation from what? — from a terror of death to a living hell; from one helplessness and hopelessness to another. And yet the will to live is undying in the soul of the Jews.

"And we saw Palestine — three thriving, throbbing cities, Jerusalem, Haifa and Tel Aviv; communal farms called, 'Kibutzim', some still new and in the process of developing, and others older and flourishing, growing fruits and vegetables to serve the needs of the people. We saw the vast Negeb desert, and heard the prophetic possibilities of cultivating this arid land into fertile fields. We saw commercial industries, cement works, textile factories, plants producing precision tools, and factories producing other commodities. Certainly, Barney, the world can't possibly call these Jews in their various industrial and agricultural activities 'money-lenders - bankers or traders.'

"And we visited a separation center where 1500 Jews are admitted monthly, prepared and processed for Palestine where at least 85% of the Jews in Europe want to live. I felt and I feel that Palestine must be regarded in the light of a necessity for all homeless Jews and that every effort should be made to get them there. To me, it is not a question of being a Zionist or a non-Zionist, but it is the only human thing to do. Jews of Europe have no home. Europe doesn't want them. In Palestine they can live free from fear, and need apologize to no one for being a Jew.

"Barney, you recall I was reluctant to accept the Chairmanship of the Jewish Welfare Fund campaign for \$12,000,000 in Chicago because I felt I was not physically fit to carry out such a campaign successfully. And now that I have taken on this responsibility, and come in close touch with the misery of Europe and the promise of Palestine, I wouldn't take a million dollars for my experience.

"The High Holidays are approaching. We will be going to our synagogues and our temples and offering our prayers to the Almighty. On the day of Rosh Hashanah and on the day of Yom Kippur, we shall ask in our prayers 'who shall live and who shall die?' in the year to come. Unless the Jews of America and of the world outside of Europe come to the aid of our unfortunate brothers in Europe, I am afraid many of them will die."

HAVE

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A REPORT
to Members of the
National Campaign Council



United Jewish Appeal
for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

II No. 28

NOT FOR PUBLICATION

September 12, 1947

NEW YEAR'S GREETINGS

In extending greetings to you for a New Year of peace and contentment, may I again take this opportunity of expressing the sincere and fervent hope that the devoted efforts you have been making and will continue to make will bring lasting peace and security to our fellow Jews overseas. Their courage and will to live constitute a continuing challenge to our understanding and determination to help until they, too, are vouchsafed the freedom from fear and the full opportunities for a useful and dignified life such as they once enjoyed and to which they are richly entitled.

BOSTON STARTS ITS CAMPAIGN WITH OVER 80% INCREASE

Boston, which established one of the enviable records of the 1946 campaign, once again demonstrated the capacity of its leadership when it opened the Big Gifts section of the 1947 drive last week, with increases averaging in excess of 80%. The tone for Boston's \$9,100,000 drive was effectively set at a luncheon at which 19 contributions were announced. They totalled \$812,500. The same men had contributed \$449,500 in 1946. Boston's example is certain to have a stimulating effect throughout the nation, to prove that the resources are available to meet the need — if alertness and imagination are exhibited by the campaign leadership.

Eddie Cantor, who had received a certificate of award from the UJA the previous day in Philadelphia, was guest of honor at the luncheon, as well as at a great dinner-meeting in the evening, at which over 1,000 of the Boston community's leaders were in attendance. Mr. Cantor himself was visibly impressed by the generosity which the Boston pace-setters exhibited.

Three gifts of \$100,000 each, in each case exactly twice as much as in 1946, gave zest to the Boston campaign opening. These were made by James J. and Joseph H. Axelrod, \$50,000 to \$100,000; Reuben B. and Mortimer C. Gryzmish, \$50,000 to \$100,000; and Tri-mount Clothing Company (Morris and Alex Shapiro and Maurice Gordon), \$50,000 to \$100,000. A spirit of exhilaration marked the entire day's functions because of the obvious responsibility with which the Boston key men accepted their Jewish tasks. Robert P. Cable went from \$50,000 to \$75,000; Max and Morris Feldberg increased to \$75,000, from \$50,000. Fred Monosson, whose recent visit to Palestine and Europe gave him a new picture of overseas needs, increased from \$25,000 to \$50,000. Israel Friedlander and Louis R. Golden went to \$50,000, from \$36,000. Considered one of the top gifts of the opening was that of \$40,000, as compared with \$25,000 last year, from Boston Maid Company (Herman Gilman and Samuel Skurnick). A 100% increase from \$18,000 to \$36,000 was made by the Allied Container Corporation (Nathan, Joseph and Irving Schwartz); Morris Borkum and Family went from \$16,000 to \$25,000; a gift of \$25,000 was announced by the Colonial Provision Company (Sidney H. Rabinowitz) as compared with \$9,000 last year; Maurice Simons announced a \$15,000 gift as against \$2,000 last year.

Participants in the evening meeting, which formally opened the drive but at which there was no solicitation, included Israel Friedlander, President of the Combined Jewish Appeal; Milton Kahn, newly elected President of the Associated Jewish Philanthropies; Fred Monosson, Chairman of the Metropolitan Division of the campaign; Harold S. Goldberg, Chairman of the Business Men's Council; Mrs. E. Geoffrey Nathan, Chairman of the Women's Division; and Herman Gilman, Chairman of the campaign, whose recent trip to Europe and Palestine is reflected in every word and act of his extraordinary campaign work. Sidney S. Cohen is Executive Director of the Combined Jewish Appeal.

NORFOLK LAUNCHES \$500,000 DRIVE IN HIGH SPIRIT

Adopting an over-all goal of \$500,000, Norfolk, Va. last week launched its 1947 campaign in the presence of Hon. Henry Morgenthau, Jr. Spurred to a high pitch of enthusiasm as the General Chairman of the UJA outlined the imperative need of meeting the increasing responsibilities overseas, the community raised some \$140,000 on the same day as it adopted its quota. Dr. Joseph C. Hyman, Vice Chairman of the JDC, who had returned from a long visit to Europe and Palestine a few days previously, was another principal speaker, who gave his authoritative impressions of conditions abroad. Dr. J. Benson Saks was also part of the delegation with Mr. Morgenthau.

Chairman of the Norfolk campaign is Archie J. Harris. His Co-Chairmen are: Phillip Barr, Albert G. Hofheimer, Ralph S. Margolius and Ellis J. Strelitz. The Executive director is Sydney S. Abzug.

SPRING "ROLL-OF-HONOR" LIST GETS ADDITIONAL NAMES

As communities which started their drives in the Spring finally complete solicitation or advise the United Jewish Appeal of allotments made to it, the Roll of Honor grows.

Latest additions include Derby-Shelton, Conn., which is now able to announce it has exceeded its objective of raising \$25,000 for the UJA. In 1946, it allotted \$15,000 to the UJA. \$17,000 has already been paid on account of 1947. Heads of the successful drive are Raymond R. Luben, Shelton, and Meyer Cohen, Derby. Hyman Weinberg of Shelton was Big Gifts Chairman.

Walterboro, S.C. accepted a UJA quota of \$10,000, after the UJA had requested at least \$7,500. Now the officers, headed by Albert J. Novit as Chairman and Murray Warshaw as Vice Chairman, are proud to report the oversubscription of the \$10,000 objective, which compares with \$4,575 given to the UJA in 1946.

Hendersonville, N.C. has already remitted a substantial portion toward its 1947 allotment to the UJA, which is in excess of \$8,600, as compared with \$5,972 last year. Harry Patterson is General Chairman; Louis Sherman and Jack Schulman are Co-Chairmen. George D. Heyman is Treasurer.

At the other end of the country, Longview, Wash. has also met its responsibilities in 1947 fashion. The sum of \$27,700 has been raised by an energetic Campaign Committee headed by Cy Goldberg as Chairman and A. I. Rosenblum, Secretary-Treasurer. In 1946 UJA received \$17,292 from this community.

ELLENVILLE SETS PACE FOR CATSKILL DRIVES

Under the leadership of Harry Ladenheim, President of the United Jewish Appeal, the Ellenville, N.Y. community is setting the fund-raising pace for the Catskill area. Joe Slutsky and Dave Levinson are Big Gifts Co-Chairmen and William Ewigkeit and A. Bagleibter are Vice Chairmen of the drive seeking \$35,000. Cash remittances already total over \$15,000.

Mountaintdale, N.Y. is aiming at \$10,000 for the UJA under the guidance of Abraham Nosenchuck as Chairman and Bernard Kitias, Honorary Chairman. With over half the amount already paid in, Fleischmanns, N.Y. is seeking at least \$6,000 for the UJA, with Louis Sherry as Chairman; Max Silberman, Co-Chairman, and Henry C. Freeman, Campaign Director. Nathan Bodenstein is Chairman and Abraham Roth, Vice Chairman, of the Jeffersonville, N.Y. drive for \$6,000.

INDIANA COMMUNITIES GIRD FOR MAJOR EFFORT

With a series of important communities in the State conducting Fall campaigns, Indiana will be one of the major factors to determine results for the latter half of the year in the United Jewish Appeal campaign.

Rabbi Garry J. August, President of the Welfare Federation, has accepted the Chairmanship of the Gary, Ind. drive. At a meeting of the officers and Directors of

the Board, an over-all goal of \$250,000 was adopted, including the UJA for \$225,000. Other officers of Federation include Morris D. Lieberman and Robert F. Gordon, Vice Presidents; Irving I. Brenman, Secretary; and Milton A. Braman, Treasurer.

Hammond, Ind. is undertaking a campaign for \$140,000, accepting the UJA quota of \$125,000. James H. Brown is President of the Welfare Fund.

Michigan City, Ind. is energetically making plans to launch its campaign this month to raise a total of at least \$69,000, to provide the UJA with its requested quota of \$60,000. J. N. Gole is Campaign Chairman.

WOMEN CONTINUE IMPORTANT ROLE IN CAMPAIGNS

The examples of spectacular giving and unprecedented working which were shown by the Jewish women of America last Spring are about to be repeated this Fall, as plans of various Women's Divisions are unfolded.

The Boston Women's Division, headed by Mrs. E. Geoffrey Nathan, is building its program around the "sacrifice luncheon," with a \$100 minimum, to be held on October 8. Mrs. Charles Wyzanski, Jr. is Chairman; and Mrs. Samuel A. Levine and Mrs. George Kahn, Associate Chairmen.

Mrs. Morton Weinress has been named Chairman of the Chicago Women's Division. The Providence group is headed by Mrs. Philip Dorenbaum as Chairman; with Mrs. Albert Pilavin, Chairman of Special Gifts; and Mrs. Samuel Rappaport, Jr. as Co-Chairman. A \$100 minimum gift luncheon is planned for September 22.

Norfolk, Va. has Mrs. Ben Paul Snyder as Chairman of its Women's Division; with Miss Virginia Hofheimer and Mrs. Maxwell Zedd as Chairmen of Special Gifts. In this community, too, the women are planning a \$100 minimum gift luncheon on September 18.

RADIO HIGHLIGHTS

Within the next week two radio programs of special interest will be broadcast over national networks. You will want to be sure to tune in to hear the following:

"Who Shall Live?" - starring Ralph Bellamy - Mutual Network - Tuesday evening, September 16 from 10:00 to 10:30 PM, Eastern Daylight Time.

"Days of Remembrance" - starring Eddie Cantor - American Broadcasting Company - Saturday evening, September 20 from 10:30 to 11:00 PM, Eastern Daylight Time.

STAMPS ENCLOSED FOR YOUR USE

With this copy of the Report there is sent to you for your use a sheet of stamps to mark "Ten Days of Remembrance." It will be helpful to the national United Jewish Appeal campaign, if you will paste these stamps on the back of envelopes used for either personal or business correspondence. You can receive more stamps by writing to UJA headquarters. Postal regulations permit use of such stamps.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS }
HENRY MONTOR } Executive Vice Chairmen

165 West 46th Street, N. Y. 19, N. Y.

II No. 29

NOT FOR PUBLICATION

September 17, 1947

NATION RESPONDS TO DESPERATE PLEA FOR UJA CASH

Given the facts on the desperate need for cash to meet United Jewish Appeal requirements, American Jewry is responding. Every channel is being explored so that each community will share in the mobilization of the dollars that alone can maintain the relief and rehabilitation programs. During the past week, Hon. Henry Morgenthau, Jr., General Chairman of the UJA, has received telegrams and telephone calls from all parts of the nation assuring him that immediate and unprecedented steps to collect funds within communities will be taken so that our people abroad will not be let down during this critical period. Particular stress is being laid upon bigger givers, who are being called upon to redeem their pledges in full. The same appeal is being made to all ranks of contributors.

Typical of the earnestness with which Jewish communities are responding was the action taken by the Miami Jewish Federation. Upon receipt of the telegram from the Resolutions Committee, headed by Eugene M. Klein, Cleveland, which framed the resolution that emerged from the special conference in New York on Sept. 6-7, the Miami Executive Committee resolved to borrow \$200,000 from a local bank in order substantially to complete its payment on the 1947 allotment. In taking this action to respond to the emergency appeal of the UJA, Miami expressed the hope that other communities would do likewise.

Greensboro, N.C., one of the foremost communities in the ranks of the United Jewish Appeal, dispatched a further \$100,000, which means that to date the UJA has received from this community of 400 souls, \$300,000 in cash on account of the total allotment yet to be fixed.

Los Angeles sent a further sum of \$400,000. In addition, the Board of Directors of the Jewish Community Council authorized the officers to negotiate for a \$500,000 loan, thus indicating the deep concern of the Los Angeles community to share in meeting the financial crisis. Philadelphia transmitted another \$300,000.

Baltimore, Md., whose officers are now engaged in an intensive collection campaign,

sent \$150,000 more; while St. Louis forwarded a similar sum. Richmond, Va., rushed \$35,000; Savannah, Ga., \$60,000; Newport News, Va., \$20,000; St. Paul, Minn., \$25,000; Norwich, Conn., \$8,500.

The concern expressed reached into every corner of the land. Waterbury, Conn. forwarded \$20,000; Southern Illinois, \$11,500; Knoxville, Tenn., \$7,500; Salt Lake City, \$10,000; Duluth, Minn., \$20,000; Fresno, Calif., \$10,000; Bethlehem, Pa., \$10,000; Torrington, Conn., \$5,000; Manchester, N.H., \$5,000; Teaneck, N.J., \$10,000; Eau Claire, Wis., \$5,000; Lakewood, N.J., \$5,000; Haverhill, Mass., \$12,000. Erie, Pa. rushed \$10,000 in two checks.

Most of the communities forwarding checks pointed out that as fast as dollars were being accumulated, they were being transmitted to the United Jewish Appeal; and that there would be no waiting for any specified amount before rushing money to national headquarters. Moreover, in the light of the situation, the most intensive effort would be made in the coming weeks to redeem all pledges.

Hartford, Conn. was among the communities sending an additional \$100,000. Following a special meeting of the officers to discuss the most effective ways of stimulating cash collections, the New Haven Welfare Fund sent a further \$100,000. Danbury, Conn. sent \$12,000.

Worcester, Mass. added \$50,000 to its total; while Ware, Mass. reduced the amount it owes by a further \$5,000 and indicated that the full balance will be sent shortly. Checks for \$5,000 also came from Harrisburg, Pa.; Long Branch, N.J.; Alexandria, Va.; Corsicana, Tex.; Lorain, O.; North Hudson, N.J.; Middletown, N.Y.; Ridgewood, N.J.; Lafayette, Ind.; Greenfield, Mass.; and Red Bank, N.J.

Cleveland, O., whose cash remittances to date now total \$1,202,850, sent \$100,000. Seattle, Wash., acting promptly in response to the telegram from the Resolutions Committee, forwarded another \$25,000, to bring its total of cash to \$175,000. The total of Sioux City, Ia. was up to \$110,000, with the latest remittance of \$30,000. Little Rock, Ark. forwarded \$17,000; Steubenville, O., \$20,000; Green Bay, Wis., \$8,000. From Pine Bluff, Ark. came \$7,500; while Beaver Valley, Pa. sent \$6,800 to raise its total to \$32,825.

With its recent payment of \$100,000, Cincinnati has brought its total of cash remittances to \$502,100. Pittsburgh forwarded another \$100,000 and assured Mr. Morgenthau that it will do everything possible to step up collections to afford further relief.

From Oakland, Calif., Mr. Morgenthau received word of the sending of \$25,000 more with the pledge to "continue efforts to get cash to you as quickly as possible." Stockton, Calif. remitted \$15,000, and Jackson, Miss., \$5,000. Joliet, Ill. remitted another \$10,000; South Bend, Ind., \$15,000; Newburgh, N.Y., \$12,000; and Elizabeth, N.J., \$11,500.

The impression registered by the stark facts presented on Sept. 6-7 at the New York emergency conference of the UJA was reflected in a letter from Mrs. Clara M. Stern, Executive Secretary of the Bridgeport, Conn. United Jewish Campaign. In forwarding \$77,300, she wrote that "our Treasurer, Joseph Gochros, was so impressed at the meeting that he insisted we scrape the very bottom of our treasury to send you as much as we are."

San Antonio, Tex. brought up to \$300,000 the amount of its cash remittances with its latest check for \$30,000. Peoria, Ill. sent along a further \$21,000; Montgomery, Ala., \$20,000; San Jose, Calif., \$15,000; Rockford, Ill., \$20,000; Trenton, N.J., \$20,000; Akron, O., \$35,000. Checks for \$10,000 each came from West Palm Beach, Fla.; Columbus, Ga.; and Macon, Ga.

Denver, Col., out of the first gifts in its newly inaugurated campaign, sent \$76,000 to raise its cash remittances over \$100,000.

PROVIDENCE, R.I. GETS \$500,000 AT DRAMATIC OPENING

At an enthusiastic meeting which Hon. Henry Morgenthau, Jr. described as one of the most exciting of his experience, Providence, R.I. last week launched its 1947 campaign with a sum in excess of \$500,000, as compared to \$300,000 from the same group in 1946. A huge party tent had been especially constructed at the Ledgemont Country Club to provide for the throng anxious to meet with the General Chairman of the United Jewish Appeal.

Archibald Silverman, President of the General Jewish Committee of Providence, opened the proceedings and Alvin A. Sopkin, Chairman of the campaign, presided. Rhode Island's Governor John O. Pastore, the first speaker, emphasized that the outcome of the United Jewish Appeal campaign was being carefully watched by all Americans and declared that it was unthinkable that it should fail. A formal speech that he had prepared was discarded as Gov. Pastore spoke with deep feeling on the indifference which the world was showing to the plight of the Jewish survivors abroad. He was followed by Mr. Morgenthau who, responding to the note struck by the Governor, made an impressively personal statement on recent events affecting Jews. What the Jews did for themselves would have a major bearing on the final outcome for the Jewish people. Other participants in the program included Harry Seeve and Ruth Gruber.

For the first time in the community's campaign history, the Big Gifts campaign was launched with the reading of cards. The first card called by Mr. Sopkin was his own. He announced for the Sopkin family a gift of \$75,000, as compared with \$50,000 last year. At this point, Mrs. Henry Sopkin, her voice choked with emotion, arose to say a few words. She described her entry into the Sopkin home after her marriage, when, not having been born a Jewess, she was introduced to the customs of the Jewish home. Her mother-in-law had taught her much of the folklore, including the "knipple." All through the years since then she had been using that "knipple" and now had accumulated \$5,000 in it. She would now like to honor her mother-in-law and she could think of no more appropriate way than to turn over the whole "knipple" to the UJA. As she made this statement, the tears streamed down her face and in the audience few eyes

were dry. From that moment on the tenor of the meeting was one of high exaltation.

The second card called was that of Abe C. and Harry Fine of the Peerless Mills, who last year gave \$20,000. Harry Fine took the floor to tell a story about his father, for whose comfort he had been most solicitous for a good many years. One day during the war, while he was driving his father around, his father asked why he was so considerate of his well being. Mr. Fine, who had been reading of the millions of Jews who had died in Europe, replied to his father: "Because you didn't miss the boat in 1900." With that, the Fine brothers announced a contribution of \$50,000.

In addition to Mr. Sopkin, other officers of the campaign include: Samuel Rapaporte, Jr., Treasurer and Co-Chairman of Big Gifts; Samuel Shore and Benjamin Brier, Co-Chairmen, Big Gifts; and Max L. Grant, Chairman, Advisory Committee. Joseph Galkin is Executive Director.

DENVER CONTINUES TO HIT HIGH PACE

The 1947 campaign in Denver, following the extremely successful drive of 1946, is demonstrating again the leadership qualities of the community, as one division after another chalks up new giving records. As of September 17, Denver had pledges amounting to over \$575,000 toward the \$950,000 over-all goal.

Additional inspiration has been given to the community with the return from a two-months' visit to Europe and Palestine of Charles Rosenbaum, formerly President of the Allied Jewish Council, and Vice Chairman of the campaign. His dramatic, moving accounts of the people and scenes he saw at first hand have become one of the chief ingredients of effective campaign meetings.

The Food and Livestock Division raised \$95,000, as compared with \$47,430 from the same group last year. Morris Miller, Co-Chairman of the Division, presided and Harry A. Zinn, President of the Allied Jewish Council, who has been sharing the heavy campaign load with David H. Stein, Chairman, read cards. The gift of the Millers set a standard for the group which was quickly upheld. Some of the gifts announced were as follows: Max and Morris Miller, \$5,000 to \$11,475; Joe Miller & Co., \$5,000 to \$10,250; L. K. Sigman, \$5,000 to \$10,000; Leon Kolby, \$1,500 to \$3,750; Flaks, Inc., \$3,200 to \$5,840; Weisbart Bros., \$2,500 to \$4,250.

An increase of 163% over last year was achieved at the Automotive Division dinner; 89% by Attorneys and Accountants; 141%, Liquor; 76%, Building Trades; 70% each, Dentists, Jewelry and Furniture Divisions; 114%, General Business Division; 142%, Food and Livestock.

GURNEY GIFT OF \$25,000 SPARKS GASTONIA DRIVE

With one of the best records in the nation for communities of its size, Gastonia, N.C. last week launched an over-all drive for \$72,000, to give the UJA a minimum of

\$65,000. At the same meeting which accepted the quota, the leaders of this small community made it clear that their contributions would be in proportion to the needs. Robert J. Gurney, Chairman of the drive, announced a gift of \$25,000, as against \$16,000 in 1946.

Other leading gifts included: Frank Goldberg family, from \$7,500 to \$10,000, with emphasis on the fact that the latter is an interim amount; Max and Sam Planer, \$5,000 to \$7,500; Clarence A. Ross, \$3,000 to \$6,000. Speakers at the meeting included Morris Speizman, Regional Vice Chairman for North Carolina, and Rabbi Marvin Goldfine. Other officers of the Fund and campaign are: Clarence A. Ross, Co-Chairman; Abe Slutsky, Treasurer; Rabbi William Sajowitz, Secretary.

RABBIS GIVE STRENGTH TO UJA ON HIGH HOLIDAYS

In response to a special, personal appeal made by Hon. Henry Morgenthau, Jr. to leading rabbis throughout the nation to give the benefit of their stimulation to the United Jewish Appeal, scores of these outstanding leaders indicated that they had utilized the Rosh Hashanah occasion to call the attention of their congregations to the pressing demands upon the United Jewish Appeal. Many others will stress the theme of "who shall live and who shall die" at Yom Kippur services. Mr. Morgenthau had emphasized in his appeal that it was imperative to point out to American Jews that cash shortages were confronting the United Jewish Appeal agencies with desperate, catastrophic situations. Contributors could give additional value to their generosity by transforming their pledges into cash now.

Typical of the response was a reply from Rabbi Julian B. Feibelman of Temple Sinai, New Orleans, who wrote: "Am pleased to cooperate to fullest in requesting congregation at all Holy Day services for unpaid pledges now. Just returned from two months in Europe and in Germany and understand fully your need."

Rabbi Irving S. Reichert of San Francisco assured Mr. Morgenthau that he would "urge Congregation Emanuel, from pulpit and Temple Bulletin, to redeem pledges now." Dr. David Marx of Atlanta, gave similar assurance to Mr. Morgenthau that Rabbi Rothschild in Atlanta and he, in Athens, Georgia, would call upon the congregations for cooperation at Rosh Hashanah services.

The General Chairman of the UJA expressed his deep appreciation to the other spiritual leaders who had so promptly pledged their valuable aid. They included: Rabbi Maurice Goldblatt, Indianapolis; Rabbi Alex Y. Klein, Portland, Ore.; the venerable Rabbi Henry Cohen of Galveston, "the Man from Texas," who pointed out to Mr. Morgenthau that his Rosh Hashanah morning sermon had always been dedicated to that theme but "I shall speak on the subject with doubled energy this year."

Also: Rabbi Ely E. Pilchik, Newark; Rabbi Israel H. Weisfeld, Dallas; Rabbi Abraham S. Borvik, Dorchester, Mass.; Rabbi Abraham L. Rosenblum, San Antonio; Rabbi Israel J. Sarasohn, Marshall, Tex.

The impression which the Jewish situation abroad must register on every Jew was reflected in the message from Rabbi Israel Harburg, Lynn, Mass.: "Have just returned from two months' trip to Palestine. Visited refugees in Cyprus. My High Holiday sermons will, therefore, center on problems of relief and rehabilitation; role of the UJA and our responsibility towards it."

"A strong urgent appeal" was also made by Rabbi Nathan Drazin, Baltimore. Rabbi Morris Goldstein, San Francisco, also extended his cooperation, as did Rabbi Selig S. Auerbach, St. Joseph, Mo.; Rabbi Sidney L. Regner, Reading, Pa.; Rabbi Carl Manello, Wilkes-Barre, Pa.; Rabbi David Berent, Lewiston, Me.; Rabbi L. Elliot Grafman, Long Beach, Calif.; Rabbi Reuben M. Katz, Akron, O.; Rabbi M. Mescheloff, Miami Beach, Fla.; Rabbi Benjamin Plotkin, Jersey City, N.J.; Rabbi Louis Feigon, Galveston, Tex.; Rabbi Philip Raymon, New Brunswick, N.J.; Rabbi J. S. Gallenger, Valdosta, Ga.; and Rabbi Joseph Warren, Lowell, Mass.

YOUNGSTOWN WORKS FOR \$525,000 GOAL

At a meeting which had Hon. Henry Morgenthau, Jr. as guest of honor, the Youngstown Jewish Federation adopted an over-all goal of \$525,000 and began preparations for its Fall campaign, as the leaders assured Mr. Morgenthau that their personal gifts would provide the increases required to achieve the 1947 objective. Marvin H. Itts is Chairman of the drive and Bertram Lustig, Big Gifts Chairman. Joseph Friedman is President of the Federation. Leonard Seliger is Executive Director. A heavy day-round schedule was mapped out to take advantage of Mr. Morgenthau's presence.

Mr. Morgenthau was especially glad to note the presence and participation at the luncheon meeting of Clarence Strouss, Jr., son of the late Clarence Strouss who had, for many years, been one of the outstanding pillars in the nation of all United Jewish Appeal activities. Other functions included a meeting in the afternoon of the Federation Board, which adopted the goal; a dinner meeting to lay plans for the Big Gifts campaign; and a mass meeting at the local high school, with 1500 people present, including the Mayor, the Bishop and many other leading dignitaries of the community. At that time, Mr. Morgenthau also presented a plaque to William F. Maag, Jr., Editor of the Youngstown Vindicator, who had so effectively given inspired leadership as the Chairman of last year's successful Christian Campaign in the community.

WAUKEGAN OPENS DRIVE WITH OVER 100% INCREASE

With more than 100% average increase by its bigger givers, Waukegan, Ill., started its 1947 campaign with pride and enthusiasm under the leadership of William Schwartz, Chairman; Jerome Morrison, Vice Chairman; Charles Morrison, Honorary Chairman; Clifford Gordon, Treasurer; David Richmon, Secretary.

The opening meeting was enhanced by the presence of Irving G. Rhodes, UJA State Chairman for Wisconsin, and Milwaukee Campaign Chairman; and Elkan C. Voorsanger, Milwaukee Executive Director. A group which had contributed \$14,000 in 1946 raised to \$30,000, so that the community could meet its over-all goal of \$62,500.

Principal givers were the following: Blumberg family, from \$3,000 to \$7,500; Morrison family, \$4,000 to \$7,500; Lasaine Bros., \$1,000 to \$2,000; William Schwartz, \$1,000 to \$2,000; Spero Bros., \$800 to \$2,000.

FALL RIVER ADOPTS \$425,000 TOTAL

Meyer Jaffe has been named Chairman of the Fall River, Mass. campaign to raise a minimum of \$425,000 this Fall. Three Vice Chairmen who will serve with him are David Schneierson, Benjamin Green, last year's Chairman, and Harry Gottlieb. Mr. Schneierson, whose active return to the community has been hailed by all, was named Chairman of Special Gifts.

JACKSONVILLE AIMS AT \$350,000

Jacksonville, Fla. had an auspicious opening of its campaign last week, as Sam Wolfson, President of the Jewish Community Council, announced a gift of \$25,000 at a Big Gifts meeting which raised \$129,000 towards the goal of \$350,000. Ben Stein and Ben Yoffee gave \$20,000; Philip N. Coleman, \$10,000. Alfred Fleishman, Chairman of St. Louis' campaign, was guest speaker. Sam Kipnis is General Chairman. Messrs. Stein, Coleman and Kipnis are also serving as Big Gifts Chairmen. Mrs. Ben Stein is Chairman of the Women's Division. Ben Stark is Executive Director.

COMMUNITIES ADOPT QUOTAS AND PREPARE FOR CAMPAIGNS

As the summer lull came to an end, scores of communities which had not previously acted to launch their 1947 Fall campaigns, adopted quotas as the first step in their campaign procedures.

Lawrence, Mass. has adopted an over-all goal of \$200,000, with \$175,000 intended for the UJA. The dinner-meeting of officers taking this action was addressed by Dewey D. Stone, Brockton Campaign Chairman. Hyman Axelrod and Herbert A. Caplan are Co-Chairmen of the Campaign. Harry N. Steinberg is President of the Jewish Community Council. J. John Berger is Executive Secretary.

Pawtucket, R.I. has accepted the UJA quota recommendation of \$175,000 and will initiate its campaign plans with a community-wide meeting on October 1 to fix the program.

Stevens Point, Wis. has accepted a quota of \$17,500 and organized its campaign under the leadership of A. L. Shafton, Chairman; Noah Sudow, Vice Chairman; Jack Lipman, Treasurer; and H. Shafton, Secretary.

Xenia, Ohio has Isadore Friedman as Chairman of the campaign to raise \$13,500, of which \$12,500 is for the UJA. About half the quota was raised at the first meeting. Joseph J. Harris is Secretary of the Xenia Jewish Welfare Board.

Beloit, Wis. has assumed a responsibility for \$9,000, with Dr. S. H. Fink as leader of the effort. A. Weinberg is Secretary.

Frackville, Pa., with Morris Kaplan as Chairman, is seeking \$9,500.

MORE CITIES BUILD WOMEN'S DIVISIONS INTO CAMPAIGNS

With Women's Divisions being recognized as having formed one of the important bulwarks of the campaign in the past two years especially, more and more communities are recognizing that sound building of a Women's Division is one of the essentials for a successful campaign.

Toledo, O., which has one of the enviable campaign records, is centering a great deal of attention on its Women's Division, headed by Mrs. William Skutch as General Chairman, with Mrs. Arthur Edelstein and Mrs. Lewis Osterman as Co-Chairmen of Special Gifts. Mrs. Alex W. Klein and Mrs. Louis Wasserstrom are Co-Chairmen of General Solicitation; Miss Rose Bloom and Miss Thelma Harper are Co-Chairmen of the Business and Professional Women's Group. All three divisions are planning minimum gift fund-raising functions.

Springfield, Mass. has a Women's Division headed by Mrs. Edward Schaffer, with Mrs. Julius Popkin as Co-Chairman. Mrs. Nathan Ascher is serving as Co-Chairman, Special Gifts, and Mrs. William Plotkin, Chairman, General Solicitation.

Mrs. J. W. Urbansky is Chairman of the Women's Division in Oklahoma City. The Little Rock, Ark. Women's Division enjoys the leadership of Mrs. Noland Blass as Chairman, with Mrs. Maxwell Lyons as Co-Chairman.

National officers of the Women's Division of the United Jewish Appeal have been making themselves available to communities for consultation and aid. Mrs. Ernest G. Wadel of Dallas, Vice Chairman, will participate in the Arkansas State Conference at Little Rock on Sept. 28. Mrs. Wadel is assisting in the planning of Women's Divisions throughout the Southwest, and has visited a number of communities in recent weeks for that purpose. Mrs. George Kahn of Boston, another National Vice Chairman, described the import of Women's Divisions at the Massachusetts State Conference held in Springfield this month. Mrs. Henry Wineman of Detroit, member of the National Executive Committee, will address the Michigan State Conference at Flint later this month.

DAY OF ATONEMENT BROADCAST

Henry Morgenthau, Jr., General Chairman of the UJA, will address the nation on the plight of Europe's Jewish survivors in a special "Day of Atonement" broadcast over the Columbia Broadcasting System, on Monday, September 22, from 6:15 to 6:30 PM, EDST.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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1947 UJA CASH RECEIVED TOTALS \$47,000,000, BUT STILL BEHIND

As of October 1, the United Jewish Appeal had received \$47,197,000 in cash on account of the 1947 campaign, but the pace of cash collections is still far behind the rate of actual expenditures of the agencies of the United Jewish Appeal. The cash collections for the first nine months of the 1947 campaign for \$170,000,000 compare with the sum of \$46,665,170 received in cash on account of the \$100,000,000 campaign during the same period in 1946. The pledge figure for 1947 is much higher than in 1946, so that the proportion of cash is actually much lower.

Hon. Henry Morgenthau, Jr., General Chairman of the UJA, expressed appreciation this week of the response made by communities to his appeal for an intensification of cash collections. During the month of September, the UJA received \$10,396,682 on account of 1947 allotments. This compares with \$5,846,036 received during the month of September, 1946.

"It has been heartening to me to read the telegrams and letters received from communities throughout the nation, assuring the United Jewish Appeal that the most effective efforts will be made to bring home to every giver, particularly the major contributors, the critical urgency of converting pledges into cash at once," Mr. Morgenthau said. "I am in close touch with the agencies which spend this money. It is especially distressing that as the problem grows in magnitude, expenditures must be cut to fit the cash situation. During the past week, I had first-hand awareness of the gravity of this problem when I spoke to Dr. Joseph J. Schwartz, Chairman of the European Executive Council of the JDC, who was here on a flying visit for a few days. I have also had similar reports from Eliezer Kaplan, Treasurer of the Jewish Agency. Knowing that the well-being and the very lives of our people are involved, I am all the more appreciative of what community leaders and individual contributors are doing to help us meet this situation."

Among the larger communities, an increasing number are remitting 1947 cash in large amounts as a result of intensive local collection efforts. This is true of Baltimore, Md., which has remitted \$1,255,703 for 1947, as compared with \$750,000 for the same period in 1946. Elkan R. Myers is Chairman of the Baltimore campaign; Harry Greenstein, Executive Director. Cleveland, O. has remitted \$1,302,875 on account of its allotment, as compared with \$1,100,370 at the same period last year. Rabbi

Barnett R. Brickner was General Chairman; Samuel Goldhamer is Executive Director. Pittsburgh has forwarded \$735,000 as compared with \$550,000. Leon Falk, Jr. was Chairman of Pittsburgh's successful drive; Dr. Maurice Taylor is Executive Director. Los Angeles has remitted \$1,905,865 as compared with \$1,761,719. Leonard A. Chudacoff was Campaign Chairman; Leo Gallin, Executive Director. Newark, whose campaign was led by Harry A. Cooper, Chairman; Herman M. Pekarsky, Executive Director, has transmitted \$603,360 as against \$353,355 at the same time last year.

Chicago, which just started its 1947 campaign, forwarded \$150,000 on account. Detroit sent an additional check for \$400,000, bringing its cash total for 1947 to \$1,402,322.

With its latest remittance of \$34,850, the cash record of Syracuse has gone to \$120,000. Scranton sent another \$50,000 to bring its cash remittances to \$150,108 on account of its UJA allotment. Worcester's cash total is now \$317,250, with its latest check for \$100,000. With another \$15,000 check, Allentown, Pa. has brought its cash total to \$175,000. Trenton, N.J. sent another \$20,000 to raise its cash total to \$190,100.

Annenberg Sends Further \$50,000

Reacting promptly to the appeal to big givers to transform their pledges into cash, Walter H. Annenberg, Publisher and Editor of the Philadelphia Inquirer, sent his check for an additional \$50,000 on account of the total pledge, one of the most generous in the 1947 campaign. Other big givers throughout the nation have sent word to the officers that they are paying up their pledges promptly, sending checks to the local community treasuries for remittance to national headquarters.

The earnestness and high sense of responsibility with which Jewish communities are responding to the desperate pleas for cash are symbolized in the action of Albany, N.Y., which has mobilized its resources to do its share. Checks for \$85,000 have come in, bringing the cash total from that community to \$225,000. A special meeting of the officers was called by Harry Marks, Welfare Fund President, in response to the appeal from Mr. Morgenthau. An intensive collection effort is following. Judge Isadore Bookstein was Campaign Chairman; Celia Michelove, Secretary.

The sum of \$27,000 has already been received from Haverhill, Mass. on account of its Fall campaign still to be held. This special advance was made possible through the cooperation of the synagogue building fund, from which the money was borrowed, following a proposal made by Manuel Epstein and backed up by the other leaders, including Rabbi Abraham I. Jacobson. Dr. J. H. Cohen is Treasurer.

Hartford, Conn. has brought its total of cash to \$287,400 with its latest remittance. Fort Wayne, Ind. has sent \$110,950. Liberty, N.Y. is speeding up collections in its current drive and remitted \$25,000 on account. Minneapolis sent \$50,000, raising its total to \$225,000.

Kansas City has now forwarded \$450,000 in cash. With an additional \$150,000, San Francisco brought its cash total to \$501,550. One of the outstanding cash collection records is held by Des Moines, Ia. which, with a current remittance of \$25,000, has brought its total to \$225,000. "Following receipt of Mr. Morgenthau's telegram all of our contributors were urged by letter and by pulpit announcements to make the largest

possible payments on their pledges. The response has been good and we are, therefore, able to make this additional payment now," reported S. Speigman, Executive Director of the Welfare Fund.

Checks of \$25,000 as additional remittances were sent by Akron, O., Lynn, Mass., and Houston, Tex. Alexandria, La. has forwarded a total of \$60,000. The sum of \$15,000 additional came from Pittsfield, Mass.; \$15,000 additional from Monroe, La.; \$10,000 from St. Joseph, Mo.; \$5,000 from Benton Harbor, Mich.; a further \$5,000 from Pensacola, Fla.

Terre Haute, Ind. has now forwarded a total of \$112,000 in cash on account of its allotment. Manchester, N.H. has to its credit a cash total of \$65,100 on account. Utica, N.Y. forwarded another \$20,000. A check for \$10,000 came from Lima, O. In forwarding that sum, Leonard M. Fishel, Secretary of the Allied Jewish Appeal, also reported that the campaign among Christians had produced \$6,731. A total of \$157,500 has been received from Harrisburg, Pa., whose Chairman, Mary Sachs, borrowed from the bank in order to make good on her pledge at once.

Butler Almost Paid Up In Full

Harry N. Cohn, Chairman of the Butler, Pa. campaign, pledged at the September 6-7 meeting of the UJA in New York, that an intensive cash campaign would be launched at once. With a recent check for \$25,000, that remarkable community has already remitted \$85,000 on account of \$90,000 pledged to UJA. The balance should be on its way shortly.

Buffalo's vigorous collection efforts are reflected in a cash total of \$499,600 remitted to date. "More will follow very soon," Maurice S. Tabor reported, with the latest check of \$75,000. Lorain, O. has thus far remitted \$35,000. Altoona, Pa. has a cash total of \$77,500 to its credit.

Emphasize Importance of Outstanding 1946 Pledges

In expressing their appreciation to the community leaders who have forwarded funds on the 1947 campaign, Messrs. I. Edwin Goldwasser and Jacob Sincoff, National UJA Treasurers, emphasized the importance of clearing up all outstanding 1946 pledges. They pointed out that these funds help to liquidate prior obligations incurred by the UJA agencies. They cited as an example the action of East Chicago, Ind. in forwarding the outstanding balance of \$22,000 on account of 1946, prior to the launching of the 1947 campaign.

The Treasurers reported that as of October 1, 1947, the United Jewish Appeal had received in cash on account of the 1946 campaign for \$100,000,000 the sum of \$97,410,284, and that there are still pledges outstanding which will bring the final total to over \$102,000,000.

BIRMINGHAM NEARS GOAL IN SWIFT DRIVE

This week Birmingham, Ala. passed the \$410,000 mark toward its over-all goal of \$425,000 in the fastest and most successful campaign held in the history of this Southern community. There was every indication that Birmingham would be the first town to achieve its quota in the Fall phase of the United Jewish Appeal drive.

The leadership, jointly headed by Mervyn H. Sterne and William P. Engel, long the mentors of the town's civic and philanthropic activity, attributed a large part of the tempo and results of the campaign to the visit of Hon. Henry Morgenthau, Jr. to help launch the effort.

A day of gala events was prepared to take advantage of the presence of the General Chairman of the UJA. A crowd of 1200 attended a mass meeting that climaxed the day's events. Among the principal gifts which helped set the tone for the new standards were those of Isadore and Louis Pizitz, from \$15,000 to \$25,000; the Abelson family, from \$10,000 to \$17,500; William P. Engel, from \$5,000 to \$10,000; Parisian Store, \$6,200 to \$10,000; Berman family, \$1,250 to \$5,000; Mervyn H. Sterne, \$1,600 to \$3,200.

Sol Rittenbaum is President of the United Jewish Fund; Joe Goldstein, Vice President; Frank Friedman, Treasurer; Mrs. Benjamin A. Roth, Executive Secretary. The United Jewish Appeal has already received \$137,500 in cash on account of the 1947 allotment it is to obtain from Birmingham.

STATE OF OKLAHOMA IN GALA TURNOUT FOR CHAIRMAN MORGENTHAU

The State of Oklahoma put on its special type of festive dress this week to greet and honor Henry Morgenthau, Jr. as General Chairman of the United Jewish Appeal. The plane which brought him from New York to Oklahoma City and then on to Tulsa was welcomed by the major leaders of the State, Christian and Jew alike. The present Governor Roy J. Turner and former Governor Robert S. Kerr, were among those in the delegations. In addition, the Pawnee Indians enrolled the former Secretary of the Treasury in their Tribe as Chief Mesaro (Guiding Light) and formally inducted him with the appropriate headgear.

But most pleasing of all to the UJA General Chairman was the way in which Oklahoma Jewry expressed its support of the national campaign. At a Big Gifts dinner on September 30 in Oklahoma City a sum of \$154,000 was raised from a group which had contributed \$81,000 in 1946. Pace-setting for the unusual response was established by the following gifts: Aaron M. and Henry M. Weitzenhoffer, \$10,000 to \$25,000; S. N. Goldman, \$5,000 to \$10,000; Sam and William Davis and Leo Schwartz, \$750 to \$3,000; Kurt H. Schweitzer, \$500 to \$1,500; Sam J. Singer, \$4,050 to \$7,500; Stanley W. Rosenfield, \$2,000 to \$5,000; Finkelstein Family, \$150 to \$2,000.

President of the Jewish Community Council of Oklahoma City, which sponsors the campaign, is Nathan B. Roisman; General Chairmen of the drive are Paul Lieberman, Lester Shoshone and Dr. E. Goldfain. Norman Hirschfield and Ted Greenberg are Co-Chairmen of the Men's Division. Julius A. Graber is Executive Director. The Women's Division, headed by Mrs. J. Urbansky and Mrs. S. J. Singer, Co-Chairmen, outdid itself in its campaign effort and was responsible for the raising of \$30,000.

In Tulsa a series of functions during the day ending with a gala Big Gifts function in the evening, produced over \$266,000 in contributions by a group of Jews who had given some \$140,000 the year before. Maurice Sanditen, Co-Chairman of the unprecedented Tulsa drive, set the pace with a contribution on behalf of his family and the Oklahoma Tire and Supply Company, in the sum of \$40,000, doubling last year's gift of \$20,000. Julius C. Livingston, veteran Southwest leader in various civic and

philanthropic activities who also heads the campaign as Co-Chairman, went from \$1,500 to \$3,250. Other notable gifts include: Benedict Lubell, \$6,000 to \$12,500; Herbert Gussman, \$5,000 to \$10,000; Joseph Jankowsky, \$1,000 to \$3,000; Herman Kaiser, \$1,500 to \$3,500; Abe Meisel, \$3,000 to \$5,000; Joseph Borg, \$250 to \$3,000.

Associated with Messrs. Livingston and Sanditen in the leadership of the campaign are: Alfred E. Aaronson, Dr. I. A. Anson, M. E. Gimp. Harry A. Goldstein, Herman Kaiser, Benedict Lubell, Louis P. Myers, Meyer C. Miller, I. Nadel and Jerry R. Watt, Advance Gifts Chairmen. Raymond F. Kravis is Treasurer and Joseph Jankowsky, Secretary. Dr. Anson is President of the Tulsa Jewish Community Council, which sponsors the campaign. Emil Salomon is Executive Director.

The Women's Division, which made an outstanding showing by raising \$45,000 at its first luncheon, is headed by Mrs. David Jacobson and Mrs. Ely G. Sanditen, General Chairmen, together with Mrs. Raymond F. Kravis and Mrs. L. M. Brenner, Advance Gifts Chairmen.

Accompanying Mr. Morgenthau to Oklahoma were Rabbi Herbert Friedman, Co-Chairman of the Denver campaign, and Bernard Marks, Captain of "Exodus, 1947." Eugene M. Solow of Dallas, Chairman of the UJA Southwest Region, also was present with Mr. Morgenthau in both cities as were other important leaders of Texas, Oklahoma, Louisiana and Arkansas constituting the Region.

As Mr. Morgenthau, ending a whirlwind visit of twenty-eight hours, boarded the plane at 1 A.M. for the long ride back to New York, his comment was: "Jews in the Southwest do have a special way of doing things. I gained new inspiration from the zeal and the generosity which I saw displayed."

SPRINGFIELD, WITH \$3,000,000, ON WAY TO GOAL

Officers of the Springfield, Mass. campaign, led by Simon J. Katz, Chairman, freely predicted a successful campaign for \$550,000 as a result of the opening Big Gifts dinner at which Fredric R. Mann, Big Gifts Chairman for Philadelphia, and Max Lerner were the principal speakers. A total of \$210,850 was pledged by a group which gave \$133,325 in 1946. Successful Trade and Industry Division meetings subsequently held have brought the total raised to date to \$300,000 from those who contributed \$175,000 last year.

William Shaine, community veteran, contributed \$25,000, as compared with \$15,000 last year. Other notable increases included the following: Atlantic Steel & Iron, \$3,000 to \$6,200; Ruben E. Aronheim, Hadley Furniture Co., \$5,500 to \$11,000; Century Investment Co., \$5,000 to \$11,000; Barnett and William Frank, \$1,750 to \$4,000; M. G. Kinsler and Co., \$5,000 to \$7,500; State Line Potato Chip Co., Max Katz, \$8,500 to \$14,000; Genden Bros., \$1,500 to \$3,000; Samuel Belsky, \$3,500 to \$5,000; Samuel P. Black, \$1,500 to \$3,000; Joseph B. Cowett, \$1,500 to \$2,500; Moses Ehrlich Iron and Metal Co., \$2,000 to \$3,500; Hyman Freedman, \$3,000 to \$4,500; Gasper and Abraham Salvage, \$2,000 to \$3,200.

Max Katz is Big Gifts Chairman. Jack Rachleff and Samuel T. Black are Co-Chairmen of the Trade and Industry Division. Max Ackerman is Chairman of Publicity. Mrs. Edward Schaffer and Mrs. Julius Popkin head the Women's Division as Co-Chairmen.

Joseph B. Cowett, Welfare Fund President; Ben Wolf, Executive Director.

NORTH HUDSON STARTS STRONG TOWARD \$425,000

The campaign of North Hudson, N.J., under the leadership of Alexander Grodnick as General Chairman, to raise \$425,000 for the United Jewish Appeal was vigorously launched at a luncheon last week, with a top gift of \$35,000 from I. Rogosin, Honorary Chairman of the campaign. His gift in North Hudson last year was \$20,000. A contributor in other communities as well, Mr. Rogosin and his firm have now given \$100,000. With Mr. Rogosin playing an active role in the campaign, the officers were encouraged by the first results.

Mr. Grodnick increased his own gift to \$17,000, as compared with \$10,500 in 1946. Other increases at the meeting included the following: David Kahn, who also contributes in other communities, from \$15,000 to \$20,000; Jacques Kreisler, \$3,000 to \$5,000; Ray Knit Mills (Harry Liberman and Jack Minoff), \$7,500 to \$10,000; John N. Platoff, \$4,000 to \$5,500; Adolph Robison, \$2,000 to \$3,500; Gibraltar Corrugated Paper Box (Fred Schneider and Charles Katz), \$7,500 to \$15,000. A total of \$152,000 was raised at the preliminary Big Gifts luncheon.

In addition to Mr. Grodnick, other officers include: Morris Walter, Co-Chairman; David Kahn and Israel Rogosin, Honorary Chairmen; Judge Abraham Lieberman, Advisory Chairman; John N. Platoff, Special Gifts Chairman.

BIG GIFTS MEETINGS POINT WAY TO STANDARDS

Jacksonville, Fla. is in the midst of the most vigorous campaign in its history, as the leaders go forward determined to raise \$350,000. In the Big Gifts Division, a total of \$208,000 was pledged by a group which gave \$140,000 in 1946. Jacksonville has already remitted \$85,000 in cash on account of the current drive. The General Chairman of the drive is Sam Kipnis; Big Gifts Chairmen are Philip N. Coleman, Ben Stein, together with Mr. Kipnis. Sam Wolfson is President of the Jewish Community Council; Ben Stark is Executive Director.

A Christian Committee, under the leadership of John Love Wilkes, has undertaken a simultaneous campaign. Foster Worthington is Treasurer. A report issued after the first week of the Christian campaign indicated that \$9,000 had been raised.

Chester, Pa. seeking an over-all sum of \$175,000, raised \$38,800 at its opening Big Gifts meeting. Pace-setters included Sol Weinberg, from \$5,000 to \$8,000; Tollin Brothers, \$3,500 to \$5,500; Maurice M. Swimmer, \$1,000 to \$1,500; Maxwell L. Schwartz, \$300 to \$1,500. Mr. Weinberg is Chairman of the drive.

Lexington, Ky. launched its effort for \$125,000 at a Big Gifts meeting which raised \$67,000 from a group which had given \$43,000 last year. Louis Ades and Emanuel Meyers are Co-Chairmen of drive. Herschel Weil is Chairman of the Blue Grass Region. David Ades went from \$4,000 to \$7,000; Louis Ades, from \$1,250 to \$1,750; Maurice H. Hymson, \$1,250 to \$1,750; Edward and Max Munich, \$2,000 to \$3,500; Paritz family, \$1,000 to \$1,650; Fernand Weil, \$150 to \$1,000; Herschel Weil, \$4,000 to \$5,500; Nathan Zeff, \$1,250 to \$1,750; Emanuel Meyers, \$1,000 to \$2,000; Joe Rosenberg, \$2,000 to \$3,000;

increases from \$1,000 to \$1,500 were given by Edward Meyers, William Michalove, Alex Wenneker and Joseph S. Wile. Other increases were proportionate.

Paducah, Ky. was off to a good start at its Big Gifts meeting, which reported \$20,000 raised from those who gave \$10,150 last year. Largest increase was one of \$500 to \$5,000 by David Fine, Chairman of the campaign.

Bayonne, N.J. launched its drive, under the leadership of Alfred Scolnick as Chairman, and Abram S. Turteltaub as Initial Gifts Chairman, last week.

The lead off contribution was made by Barney Rubine who increased from \$1,500 to \$5,000. Other contributions included the following: A. Van Ripps & Alton Adler from \$400 to \$1,500; Charles Grotsky, from \$200 to \$1,500; Alfred Scolnick, from \$300 to \$1,200; Samuel Flax, from \$1,000 to \$2,000; and Bernard Stolinsky, from \$200 to \$1,000.

Camden, N.J. has reported a total of \$149,250 from a group which contributed \$98,166 in 1946. The Chairman of the drive is Philip Zinman.

41 WOMEN'S DIVISIONS FUNCTIONING IN FALL

A report released this week by Mrs. David M. Levy, Chairman of the National Women's Division of UJA, shows that thus far Women's Divisions have been formed in 41 communities conducting campaigns this Fall, 14 functioning for the first time. As in the Spring, these divisions are proving an outstanding asset in stimulation and in financial results.

Providence, R.I. engaged in a generally successful campaign, received additional stimulation when its Women's Division held a \$100 minimum gift luncheon. The sum of \$62,000 was pledged by women who, last year, had contributed \$35,000. Mrs. Levy was the guest speaker for the occasion and pleaded for gifts of sacrifice from the women. Mrs. Philip Dorenbaum is Chairman of the Division. The Co-Chairmen of Special Gifts are Mrs. Albert Pilavin and Mrs. Samuel Rapaporte, Jr. For the first time in the community, the calling of cards was used as the method of solicitation.

In Norfolk, Va. a \$100 minimum gift luncheon resulted in the raising of \$45,000. Chairman of the Division is Mrs. Ben Paul Snyder, with Miss Virginia Hofheimer and Mrs. Maxwell Zedd, Co-Chairmen of Special Gifts.

The Jacksonville, Fla. campaign, reporting success among the men givers, is being given additional stimulus by the Women's Division, headed by Mrs. Ben Stein, Mrs. Saul Kurlin, Mrs. Joseph Hackel and Mrs. Max Baker as Co-Chairmen.

Mrs. Levy announced that the following women had accepted Chairmanship of the new Women's Division in the respective communities: Mrs. Leon Kintberger, Annapolis, Md.; Mrs. Arthur Mogilner, Marquette County, Mich.; Mrs. Mary Cohn, Leominster, Mass.; Mrs. Edward Kessler, Morristown, N.J.; Mrs. Mahun Ginzberg, Ithaca, N.Y.; Mrs. Elizabeth Onish, Spring Valley, N.Y.; Mrs. Fannie Marks, Roanoke Rapids-Weldon, N.C.; Miss Dorothy Shapiro, East Liverpool, O.; Mrs. David Finkelman, Middletown, O.; Mrs. Solomon Arnovitz, Xenia, O.; Mrs. Sadie Rudberg, Shenandoah, Pa.; Mrs. Sam Y. Dorfman, Longview, Tex.; Mrs. A. L. Shafton, Stevens Point, Wis.

Mrs. Levy was scheduled to address the Women's Division of Chicago at a \$365 minimum gift luncheon on October 2. Mrs. Morton Weinress is Chairman of the Chicago Division.

SOLDIERS IN KOREA RAISE FUNDS FOR UJA

Whatever disputes there may be around Korea, there is unanimity among the Jewish soldiers in the American Zone of that far Pacific land that the United Jewish Appeal is a matter of primary importance. Chaplain Leon Adler, who served in the Korea area, and who just returned from the Pacific, reported that the campaign for the United Jewish Appeal among the American soldiers had resulted in some \$2,000. The majority of the men stationed there are 18 and 19 year olds. According to Chaplain Adler, "they made these contributions to show those in the United States that distance does not diminish interest; and with the hope that they might be able to set a pace for those who are home and earning larger funds than they are."

EUGENE SOLOW SHOWS WHAT LEADERSHIP MEANS

The record of most campaigns is the story of the enthusiasm and energy of its leaders. One of the explanations for results obtained in the Southwest area this year is Eugene M. Solow of Dallas, Regional Chairman of the United Jewish Appeal for the Southwest. Throwing himself completely into the work of arousing and galvanizing the communities in perhaps the largest area in the United States, Mr. Solow has found his own efforts reciprocated in the labors of the men and women in scores of towns with whom he has met.

Having performed a herculean task in the Spring, Mr. Solow has thrown himself with renewed vigor into the Fall phase of the drive. Since August, he has visited various communities in Texas, Arkansas, Oklahoma and Louisiana, encouraging those which are doing well, prodding those which are still beginning, everywhere leaving the impress of his dynamic belief that one of the fundamentals of American Jewish leadership today is intensive effort on behalf of the United Jewish Appeal.

FALL CAMPAIGNS IN FULL SWING

Encouraged by the improved economic atmosphere and the results reported from communities which have already launched their campaigns this Fall, dozens of other cities, large and small, are going forward with their campaigns in energetic fashion. Some of the major communities adopted their quotas within the past week or so and went forward promptly into the Big Gifts phase of the drive.

Schenectady, N.Y. accepted a quota of \$300,000 for the United Jewish Appeal part of the total requirements of the Welfare Fund. Chairman of the drive is Simon Backer. Samuel Weingarten is Executive Director. The community leadership selected Mr. Backer as one of the younger figures who is relied upon to put high enthusiasm and skill into the campaign.

Wilmington, Del. is undertaking a campaign this Fall headed by Harry Cohen and Nathan Miller as Co-Chairmen. Morris Leibowitz is Big Gifts Chairman. Milton Kutz is President of the Welfare Fund; Ben V. Codor, Executive Director. A total goal of

\$605,000 was adopted by the community. Joseph Shulman of Paterson and Harry Seeve joined in the discussion.

Easton, Pa. will again have the benefit of the leadership as Campaign Chairman of Meyer Feinberg. The meeting which selected him undertook an over-all goal of \$195,000. Rudolph E. Lifson of Elizabeth, N. J., represented the national United Jewish Appeal.

East Chicago, Ind. opens its 1947 campaign early in October with a goal of \$120,000 as the objective. Harry I. Hoffman of Chicago, one of the delegation which recently visited Europe and Palestine, joined the community for the quota-setting meeting. A number of commitments were made at the meeting to assure proper standards of giving. Harry Tarler is Chairman; Harold Weinstein and Lloyd Hurst, Vice Chairmen of the drive.

Cumberland, Md. is seeking \$85,000 for the UJA under the Campaign Chairmanship of Sumner A. Hirsch. Clarence Lippel is Welfare Fund President. A Women's Division has been formed, with Mrs. Clarence Lippel as Chairman.

Beverly, Mass. is seeking a total sum of \$53,000, with Samuel G. Kransberg as Chairman. B. Fred Yoffa, Cornelius Scheft and C. Henry Glovsky are Vice Chairmen. At the Big Gifts meeting launching the drive, a group of men who gave \$10,700 last year increased to \$17,436.

Shenandoah, Pa. is also seeking \$50,000 for the UJA. Reuben Kutler is Chairman.

Annapolis, Md. has adopted a quota of \$50,000 for the UJA. M. W. Gilden is Chairman of the drive. Mrs. Leon Kintberger undertook Chairmanship of the Women's Division.

TYLER REPORTS SUCCESS IN ATTAINING GOAL

Tyler, Tex. had a successful "Ten Days of Remembrance" activity and, as a result, I. G. Futor, Chairman of the Tyler Federated Jewish Charities, was able to telegraph Mr. Morgenthau this week that the community's goal for the United Jewish Appeal had been reached. A community of some 300 souls, Tyler had undertaken to give the UJA \$50,000. It met this objective and has already forwarded \$30,000 in cash toward that sum. Mr. Futor assured Mr. Morgenthau that the community hopes to complete its cash payments soon.

ROTHBERG HEEDS NATIONAL CALL AGAIN

Samuel Rothberg of Peoria, who recently returned with Mrs. Rothberg from an extended visit to Palestine and a return trip through Europe, is once again responding to the call of the local communities and the national United Jewish Appeal. He is scheduled to visit Shreveport, La. on October 5, Tulsa, Okla. on October 12 and Toledo, O. on October 23. Los Angeles, which heard Mr. Rothberg on a number of occasions this Spring, has arranged a dinner of its Key Men on October 15 so that the National Vice Chairman of the Trade and Industry Division of the United Jewish Appeal might report on his impressions.

Commenting on the intensive cash collection effort of the UJA, Mr. Rothberg said, on his return from abroad: "The money situation in both Europe and Palestine is very serious. The entire program is hampered by the lack of cash. Europe and Palestine

are like two different worlds. Europe is full of fear, despair and uncertainty; Palestine, of courage, hope and promise. The 'Exodus' affair has made the European situation more difficult, because the European remnants of Jewry feel themselves abandoned by governments. Their only immediate hope is the full support of American Jewry. Never did mere money mean so much."

CHRISTIAN COMMITTEE NAMES NATIONAL LEADERS AS VICE CHAIRMEN

Thomas J. Watson, President of International Business Machines, who is Chairman of the National Christian Committee for the United Jewish Appeal, announced this week that a group of other outstanding Christians had accepted his invitation to become Vice Chairmen of the National Committee.

These include: Emil Schram, President of the New York Stock Exchange; Tom K. Smith, Chairman of the Boatmen's National Bank of St. Louis; J. P. Stevens, Jr., President of J. P. Stevens & Co., New York City; Eric Johnston, President of the Motion Picture Association of America; Charles P. Taft, former Undersecretary of State and now President of the Federal Council of Churches of Christ in America; Dr. Robert Gordon Sproul, President, University of California; Major General William J. Donovan, formerly Director of the Office of Strategic Services.

SYRACUSE BEGINS PLANNING FOR 1948 CAMPAIGN

Syracuse, N.Y. may lay claim to being the first community in the United States to plan for the launching of its 1948 campaign. After having completed its 1947 effort, the community decided that the most effective way to assure that Syracuse would give a good account of itself next year would be to organize long in advance.

As a token of the importance attached to maximum achievement in 1948, the community called on one of its outstanding leaders, who has given guidance in many civic and Jewish enterprises for many years, to accept the honor of Campaign Chairmanship. He is H. Hiram Weisberg, always one of the foremost workers and contributors. At the same time, Morris W. Berinstein, who was one of the indefatigable pillars of the 1947 drive, was assigned to the Chairmanship of Big Gifts. Max Gardner will head the Trade and Industry Division. In addition to these three stalwarts, Syracuse has drafted some seventy-five other men, each one given a key spot in the 1948 campaign. Milton Fromer is Executive Director.



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COOMS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

A REPORT

to Members of the
National Campaign Council

II No. 31

NOT FOR PUBLICATION

October 15, 1947

ALLOTMENTS ARE THE TEST

AMERICAN JEWISH

I have asked communities which have not yet made their decision to advise me as to the allotment intended for the United Jewish Appeal from their 1947 campaigns. My colleagues and I would welcome the opportunity of sitting in with every allotment committee to discuss the continued and even mounting urgency of the needs abroad. But that is impracticable. Therefore, I take this method of summarizing my views.

First and foremost is the fact that throughout the nation men and women were stirred to unprecedented generosity. They gave pre-eminently because they wanted to sustain Jewish life and to set as many as possible on the pathway to a new, free life. Community leaders now making decisions as to how community funds shall be distributed are the custodians and the trustees of a great responsibility -- to transform into formal decision the wishes of the contributors.

Even more formidable than this truth is the pressing reality of the needs. The effects of the liquidation of UNRRA are becoming more and more discernible. More and more the Joint Distribution Committee is called upon to perform the functions previously executed by intergovernmental agencies. As steps are taken by our government to ease the burdens of Europe, and as plans are made for effectuation of the Marshall Plan, it is brought home to us that the vast majority of Europe's Jews are outside the periphery of that actual or intended help.

The beacon of hope that streams from the General Assembly of the United Nations as a result of the joint stand of the United States and Russia on the future of Jewish Palestine is lighting and warming Europe's Jews. In these crucial, transition months, they must not be let down by us. They must be fed, kept healthy, kept at work, transported, resettled, reintegrated.

For these things and more the United Jewish Appeal desperately needs \$170,000,000. Every allotment committee has before it an awesome decision - every dollar is the staff of life.

Henry Morgenthau, Jr.
General Chairman

CHICAGO AT \$5,000,000 MARK AS CAMPAIGN GETS UNDER WAY

The Special Gifts Division of the Chicago Jewish Welfare Fund, having been launched on September 15, has already reached some \$5,000,000, it was reported by the leaders of the campaign, which is headed by John Balaban as General Chairman; Henry Crown, Co-Chairman and Chairman of Special Gifts; and Nathan Cummings, Co-Chairman and Chairman of Trades and Industries.

The record-breaking drive is for \$12,000,000. If the campaign is successful, approximately \$11,000,000 will be allocated to the United Jewish Appeal.

Major emphasis of the campaign to date has been in the Special Gifts Division which has largely pursued the method of Country Club dinners which had proved so successful in the 1946 campaign. Dinner meetings in various trades and industries are now being organized. Associated with Mr. Cummings as Chairman of the Trades and Industries Division are William J. Friedman, Harry I. Hoffman and Henry N. Hart, Associate Chairmen; Maxwell Abbell, Isadore Brown, Leon Caine, A. Epstein, Allen Gellman, Joel Goldblatt, Walter Heymann, Arthur Horwich, Laurence Joselit, Sam Katzin, Sam Laud, William A. Leeb, Jack Levy, Ben Maltz, Arthur Schoenstadt, Arthur S. Schwartz and Frederick W. Straus, Vice Chairmen.

The Women's Division, which has undertaken a quota of \$2,000,000, is headed by Mrs. Benjamin F. Goldstein and Mrs. Walter E. Heller, Honorary Chairmen; Mrs. Morton Weinress, Chairman; Mrs. Alfred J. Kobak, Mrs. Joseph E. Michaels, Jr., Mrs. James H. Olshan and Mrs. M. King Schragger, Vice Chairmen.

The Folks Division, which embraces the Orthodox and Conservative Synagogues, landsmanschaften, branches of the Workmen's Circle and Poale Zion, and numerous other organizations in Chicago, is under the Chairmanship of Morris Gitlitz, with Morris Bialis and Julius Ginsberg as Co-Chairmen.

The Synagogue Division, which conducted an appeal in the Orthodox and Conservative Synagogues on Yom Kippur, raised its quota of \$250,000. Samuel A. Broida is Chairman of the Synagogue Division.

The Young People's Division, with a quota of \$75,000, is under the Chairmanship of Robert Sampson, with Miss Rhoda Lebovitz and Thomas C. Nathan and Jerome Siegler as Co-Chairmen.

The Chicago campaign has had the benefit of the inspiration resulting from the visit to Europe and Palestine of a delegation including John Balaban, Leon Caine, Nathan Cummings, Harry I. Hoffman, William K. Hollander, Irving Kupcinet and Abram N. Pritzker. What these men saw and heard has made them vigorous leaders in the various divisions of the campaign.

Harris Perlstein, Chairman of the 1946 campaign, is Honorary Chairman of the current drive. James H. Becker, President of the Jewish Welfare Fund, together with Charles L. Cohen, A. Richard Frank, Meyer Katz and Peter Sampson — all of whom were leaders of Special Gifts and Trades organizations in the 1946 campaign — constitute the Advisory Committee.

Samuel A. Goldsmith is Executive Director of the Fund and Murray J. Vale is Director of Fund-Raising.

20,000 ATTEND BOSTON CAMPAIGN OPENING

Twenty thousand people flocked to the Boston Garden last Saturday night to attend the opening of the 1947 Combined Jewish Appeal of Boston and gave ample demonstration that the community is determined to reach the goal of \$9,100,000. With Dr. Chaim Weizmann, former President of the Jewish Agency for Palestine, as the guest of honor, the meeting was termed the most enthusiastic in the history of a community whose zeal has made American campaign history in recent years. In addition to Dr. Weizmann, the principal speakers included Rabbi Joshua Loth Liebman, Herman Gilman, Governor Robert Bradford and Temporary Mayor John Hynes. Israel Friedlander, President of the Combined Jewish Appeal, presided.

This event was one of a series that has all of Boston at a constant pitch of excitement about the needs of our people overseas. Another outstanding event in the campaign program was the "luncheonless luncheon" of the Women's Division, which raised \$302,000 from a group of 2,002 women who made a minimum gift of \$100 each as required. A telegram of appreciation for their effort was sent to the women by Charles Luckman, Chairman of the President's Food Committee. Mrs. Charles Wyzanski, Jr. was Chairman of the luncheon. Mrs. E. Geoffrey Nathan is Chairman of the Women's Division.

At the first general report luncheon this week it was announced that Boston has reached the figure of \$3,563,811.

As the series of trades and industries meetings got under way, reports from all sections of the city reflected the dynamic nature of the campaign, headed by Herman Gilman as General Chairman. Additional reports of \$5,000 and over givers included the following: Agoos Leather Co., \$3,500 to \$6,000; Barron-Anderson Co., \$5,200 to \$10,000; Theodore W. Berenson, \$6,000 to \$10,000; Hyman C. Berkowitz and Associates, \$20,000 to \$50,000; Herman B. and Jack O. Cohen, \$10,000 to \$15,000; Albert I. Gordon, \$8,000 to \$12,000; Morris Gordon, \$5,000 to \$7,500; Interstate Theatre Corp. and E. Harold Stoneman, \$10,000 to \$15,000; David Levin, \$3,500 to \$5,500; Elias M. Loew, \$15,000 to \$25,000; M & M Transportation Co., \$10,000 to \$20,000; Melori Shoe Corp., \$3,000 to \$5,000; Martin J. Mullin, \$2,500 to \$5,000; Edward Nathanson, \$3,500 to \$6,000; Joseph Palais, \$4,500 to \$7,000; Paramount Coat Co., \$4,000 to \$7,000; Samuel Pinanski and Associates, \$26,000 to \$40,000; Herman Rifkin, \$4,000 to \$6,000; Edward Rose, \$10,000 to \$15,000; Herbert J. and Morris L. Selib, \$10,000 to \$20,000; Max Shoolman, \$8,000 to \$12,000; Jacob A. Slosberg, \$15,000 to \$25,000; Louis P. Smith, \$5,000 to \$7,500; Philip Smith, \$10,000 to \$15,000; Joseph M. Linsey and Associates, \$50,000 to \$75,000; Harry, Lawrence and Richard Singal, \$25,000 to \$37,500; Sidney Flashman, \$10,000 to \$15,000; Samuel Berkman, \$7,500 to \$11,000; Peter Groper, \$12,500 to \$18,750; and Myer and Joseph Riesman, \$20,000 to \$30,000.

"CASH" IS DOMINANT THEME IN NATION-WIDE EFFORT

The necessity for cash -- every single dollar that can be mobilized -- continues to be the keynote of effort in every community in the nation, as additional warnings

came from the United Jewish Appeal agencies that programs were being cut because of the unavailability of sufficient cash resources to carry on with the urgent work.

That the combined efforts of American Jewish communities to rush cash -- the lifeblood of the UJA programs -- was bringing results was reflected in the cash figures released by I. Edwin Goldwasser and Jacob Sincoff, UJA Treasurers. This disclosed that as of October 15, 1947, the United Jewish Appeal headquarters had received in cash \$52,436,319 on account of 1947 UJA allotments as compared with \$49,053,923 at the same date in 1946. The amount was still insufficient in relation to the desperate needs and in relation to the far larger pledges of 1947, but it did make clear that the 1947 cash results were slowly inching ahead -- instead of remaining constant, as had been the case up to September 1.

As Atlantic City Federation forwarded additional checks to bring its payments on 1947 to \$225,050, Irving T. Spivack, Executive Director, wrote: "We have found that there are three methods that have been fruitful in collections. First, a continuing responsibility by the leadership of the campaign in collections -- so that members of our Linwood Country Club, for example, are continually reminded, not alone by the Federation, but by their Executive Board, of their responsibility to pay pledges immediately. Second, we have organized teams to actually solicit payments from those who have pledged, and have been particularly successful on monies past due. Third, we have found material sent by your office together with our own publicity, to be very effective. You may be assured that every effort will be made to secure further funds so that the United Jewish Appeal may continue its services to our people."

Wilkes-Barre, Pa. forwarded an additional \$82,000 to bring its cash on account of allotment to over \$200,000. Davenport, Ia. sent two remittances within the week, totaling \$25,000. Checks for \$10,000 each came from Lowell, Mass.; South Bend, Ind.; Southern Illinois; Allentown, Pa.; and Spokane, Wash. as each assured that further sums would be made available promptly. Each emphasized that cash was being remitted just as quickly as it came in and no effort was being made to accumulate any specially large sum before forwarding.

Other communities were being spurred to similar action by the example of the Greater Miami Jewish Federation which last week completed negotiations for a loan of \$200,000, which was remitted to the United Jewish Appeal. In commenting on this action Mr. Morgenthau said: "I am deeply appreciative of the fine sense of responsibility which animated the officers of the Miami Federation to undertake a loan of \$200,000 so that the simply indescribable needs of the United Jewish Appeal agencies could be met quickly and effectively. I call that sharing the burden."

The outstanding record in the nation among big cities, for cash in proportion to pledges, is held this week by the Baltimore Jewish Welfare Fund, which, with another check for \$150,000, brought its total to \$1,400,000. Cleveland is running neck and neck with Baltimore percentage-wise, and ahead in totals. With its latest remittance, Cleveland has sent a total in cash of \$1,502,975.

Sam Wolfson, President of the Jacksonville, Fla. Jewish Community Council, visited New York last week and brought the community's first \$85,000 check on account of a very successful drive which recently got under way. Houston has now reached the \$300,000 cash mark, with its latest remittance. Louisville, which conducted a June drive, has

already forwarded \$225,000 in cash.

Milwaukee has over \$500,000 to its cash credit now. Portland, Ore. has one of the best records on the West Coast for cash collections, having already forwarded over \$300,000.

Philadelphia, still plugging away steadfastly to raise every possible dollar that might not have been reached in the campaign started last Spring, has remitted in cash in excess of \$2,000,000 and has indicated that it is in the midst of a double-barreled effort: (a) to get more pledges; (b) to obtain cash from all pledgors.

The zeal to meet the United Jewish Appeal cash requirements is as pronounced in small towns as in the big cities. Corpus Christi, Tex., for example, has already forwarded over \$80,000. Additional \$5,000 checks came from Hattiesburg, Miss.; Bethlehem, Pa.; Tyler, Tex.

Everything seems to grow tall in Iowa, including the ambition to provide maximum cash returns for the UJA. Thus, Des Moines has one of the most enviable records in the country, having sent already \$250,000 in cash, after having conducted one of the exemplary drives of 1947. Little Sioux City has already forwarded \$110,000, following a similarly spectacular success.

Denver illustrates that all that pledgors need is reminders. Denver is in the midst of a Fall campaign, but has already sent over \$225,000 in cash, even while it goes forward to set new records in pledges in every division. "Cash now" is the watchword.

The \$250,000 cash mark was reached this week by Albany, N.Y. New Orleans has to its credit the figure of cash remittances of \$499,000.

In sending along the community's first check on account of the recently inaugurated drive, Jacob Spound, President of the Jewish Federation of Fitchburg, Mass., advised Mr. Morgenthau that the community has already raised 70% more than was obtained in 1946.

Worcester is endeavoring to maintain its enviable collection record by having sent in over \$367,000 to date. Fort Wayne has now forwarded \$128,000 and Passaic, N.J. \$131,250. Waterbury, Conn. is in the midst of an intensive collection effort, which has already produced \$160,000 for the UJA, with the assurance that substantial additional sums are under way. From El Paso, Tex., sums totaling over \$76,000 have already been forwarded.

Although its campaign was initiated only a few weeks ago, Chicago is trying to press for cash and has already forwarded over \$400,000 on account of the 1947 drive. Kansas City has reached the \$525,000 cash figure, while Buffalo has some \$550,000 to its credit. Newark has remitted over \$700,000.

With its recent check for \$150,000, St. Louis has brought its cash total to over \$1,050,000. Madison, Wis., has now forwarded \$28,000. Mt. Carmel, Pa. this week sent \$9,000 on account of its current drive; Hudson, N.Y., forwarded \$9,000. Paducah, Ky. sent \$6,000. Monroe, N.Y. remitted \$7,000. A further \$25,000 came from Jersey City, bringing the total for that city to \$175,000. Petersburg, Va., sent \$5,000, as did Woodridge, N.Y. A check for \$10,000 came from Spring Valley, N.Y.

TULSA BRINGS CAMPAIGN TO TRIUMPHANT CONCLUSION

Meeting on October 12, the day after the American delegation to the United Nations announced its support of the UNSCOP Majority Plan for the future of Palestine, Tulsa, Okla., showed its extraordinary enthusiasm for the new ray of light cast on the future of Europe's Jews by a festive response to the appeal for the UJA.

The banquet was attended by 400 persons and had Samuel Rothberg as guest of honor to report on his recent visit to Palestine. Although pledges had already been recorded in the Special Gifts Division, it was decided that everyone present should give a new indication of his willingness to share in effectuating the program for Palestine. By the time the last card had been read, over \$320,000 had been pledged. The meeting was climaxed with the adoption of a resolution thanking the American government and urging it to continue firmly for implementation of the majority report on Palestine. As a result of the magnificent response, Tulsa will be able to oversubscribe its total goal of \$350,000.

BIRMINGHAM RAPIDLY NEARING GOAL

Birmingham, Ala. this week was on the threshold of achieving the distinction of being the first major Jewish community in the United States among those conducting Fall campaigns to reach the full sum of its quota, \$425,000. The campaign was distinguished not only by the generosity of the community but by the speed with which the solicitation was conducted to assure maximum results.

Some 1,637 individual subscriptions were recorded during the course of the whirlwind campaign. Women subscribers number 779 for a total in excess of \$70,000. These do not include any credit for "Mr. and Mrs." subscribers. Ninety percent of the quota was reached in three days of intensive solicitation. The ability of the community to complete most of the job successfully in a minimum of time is attributed in large measure to the zeal and excellent organization of the Women's Committee. Not only did this Committee do outstanding work in obtaining the subscriptions of women, but it also carried a large part of the burden of the campaign in providing inspiration to husbands, fathers and sons and in carrying out quickly and effectively difficult missions in the way of telephoning, preparation and dissemination of material and clerical assistance.

Mrs. Herman Gotlieb was drafted to head this Committee, which was composed of Mesdames Leon Aland, James L. Permutt, Frank Raflo, I. L. Rosen, Co-Chairmen; and Mesdames Robert Berman, William P. Engel, Hy Goldstein, Max Hurvich, Louis L. Levy, Isadore Pizitz, Joe Roobin, Sol Rittenbaum, Morton Simpson, Jacob M. Solomon, Mervyn H. Sterne, Lee B. Weil and Eugene Zeidman, Executive Committee.

Birmingham has already forwarded \$145,000 in cash on account of the 1947 UJA allotment.

WINTER HOLDS PROMISE OF "WORST CRISIS" FOR EUROPE'S JEWS

The Jewish survivors in Europe will face their "worst crisis" since the end of the war as Winter sets in, it was pointed out by Moses W. Beckelman, Vice Chairman of

the European Executive Council of the JDC, on his arrival here from Paris for a few weeks to review the European situation with leaders here. Overseas almost continuously since 1939, Mr. Beckelman said that the Jewish DP's are at the moment buoyed up by the hope that the General Assembly of UN will take favorable action on Palestine. An unfavorable decision, he said, would "drastically speed the physical and morale deterioration."

Pointing out that one million of Europe's surviving 1,500,000 Jews are in countries which would receive no assistance under the Marshall Plan, Mr. Beckelman stressed that Europe's Jews literally have no one to turn to in their present grave crisis but the American people and the Joint Distribution Committee.

Mr. Beckelman felt that the American people "did not fully appreciate the effects of the liquidation of UNRRA last June 30 on all the peoples of Europe, among whom the Jews were particularly hard hit." UNRRA food shipments, he pointed out, served as a check on inflationary trends but when these shipments were discontinued prices soared almost beyond reach. He cited as an example the price of meat in Poland which rose from \$1.80 to \$3.50 per kilo when UNRRA was terminated.

UNRRA's liquidation resulted in untold suffering in the DP camps, where the DP's now receive a daily food ration of 1,500 calories as against 2,200 a year ago. Moreover, the present food ration is composed very largely of bread and potatoes. He added that the IRO has such meager funds that it cannot maintain even the low living standards established by UNRRA and that the JDC has had to increase its supplementation of food and clothing for Displaced Persons. He also emphasized that the IRO has refused thus far assistance to all persons not cared for on June 30, 1947 by UNRRA, with the result that the 12,000 Rumanian Jews who fled to Austria in recent months have been completely dependent on the JDC for their food, housing, clothing and medical supplies.

PRESSING NEEDS OF PALESTINE STRESSED BY MR. MORGENTHAU

At the National Conference of the United Palestine Appeal held at Washington, D.C., last week-end, one of the distinguished speakers was Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal. Citing the financial story of Palestine as an example of the exigencies faced by the agencies of the United Jewish Appeal, Mr. Morgenthau said:

"I want to give you a few figures which impressed me as to what is happening just in Palestine due to the lack of money. In the first eight months of this year, the United Palestine Appeal agencies budget was \$57,000,000. We were only able to turn over \$33,000,000 but notwithstanding that, the leaders of the UPA and their various agencies had the guts and courage to carry on to the extent of \$48,000,000, depending upon the generosity of the Jews of America and their Christian friends to make good this very large deficit of over \$15,000,000.

"I want to give just a few examples of what is happening because I am sorry to say to date you and I have not raised enough money.

"Let's take the question of housing in Palestine. They expect a budget of

\$3,300,000 and they only received \$2,200,000 and the result is they are short one-third. What are the results?

"The inability of the Jewish Agency to carry out its commitments on housing because of the lack of cash has resulted in serious problems for the recent arrivals. Many of the immigrants arriving in Palestine have spent years in concentration camps, years in DP camps, months in camps in Cyprus and then come to Palestine to be received by the Jewish Agency in reception centers run by the Jewish Agency. The ordinary processing in these reception camps should take a week or two. But in many cases, because of the unavailability of housing, it is necessary to keep the immigrants for weeks or months in the reception camp. The Jewish communities in practically every city and settlement have opened up their own homes; they have taken new arrivals into every available room; have given up their own personal privacy, to the point where there is practically no further space available. Every housing project has been promptly filled and in many cases 4 or 5 people, parents and children, live in one single room which is all that the Jewish Agency is able to build for a family unit because of the lack of cash.

AMERICAN JEWISH

"In the reception camps there is a growing bitterness that after all these years of wandering they still have to linger in camps because the housing program of the Jewish Agency has been sharply curtailed for lack of available cash. . . .

"And lastly the most tragic example of all -- child care. Youth Aliyah was promised \$2,700,000 by the Jewish Agency and they received the miserable sum of \$683,000. The lack of funds has made the Jewish Agency delinquent in its responsibility for the care and rehabilitation of the thousands of children who have poured into Palestine during these last few years. This problem has become even more intense during the last few weeks when approximately 2,000 children were sent from Cyprus to Palestine. The Jewish Agency has placed the children in the various settlements throughout Palestine with the promise of payments for board, education and housing. The agricultural settlements, which eke out a bare existence from the back breaking job of making the land produce, have gladly taken these children with the assurance that they would be reimbursed to the extent of \$600 a year for their care. This figure of \$600 by no means covers the total care which the settlements must provide for the children, but they are only too happy to take from their meager resources the difference to insure that the children will be well cared for and properly trained.

"The Jewish Agency is more than six months in arrears in its payments to the settlements, with the result that some settlements of 200 souls have to assume full responsibility for 40, 50 or 60 immigrant children. This has caused impossible hardships and deprivation for the settlements themselves and it is becoming increasingly difficult for the Jewish Agency to find new homes for the newly arrived children. The entire economy of the settlements is being threatened by this burden and the Jewish Agency is being hounded for the essential funds which they have promised but are unable to pay. A continuation of this problem will not only endanger the economic security of the settlement but will also endanger the resettlement of the thousands of children who must continue to come to Palestine."



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

A REPORT
to Members of the
National Campaign Council

Vol. II No. 32

NOT FOR PUBLICATION

October 28, 1947

NATIONAL UJA CONFERENCE AT ATLANTIC CITY: DECEMBER 12-15

The National Conference of the United Jewish Appeal will be held from December 12 through 15, 1947 at the Chelsea Hotel, Atlantic City, it was announced this week. The decision on American Jewry's planning for 1948 for the needs of our people for relief, rehabilitation and resettlement will be made at that time.

BOSTON BORROWS \$500,000 TO BOLSTER UJA CASH SITUATION

Within the week the United Jewish Appeal has received \$1,000,000 in cash from the Combined Jewish Appeal of Greater Boston. Of that amount, \$500,000 represents a loan negotiated by the leaders of the campaign, which includes Herman Gilman as Chairman, Israel Friedlander as President of the Appeal and Irving Usen as Treasurer. Since the Boston campaign only recently got under way, the borrowing of funds to meet the desperate cash position of the United Jewish Appeal agencies is a further commentary on the high sense of responsibility with which the Boston community regards its campaign obligations.

Chicago has shown itself equally determined to help meet the stringent cash requirements of the UJA. It forwarded \$500,000 this week to bring its cash remittances for 1947 to over \$931,000. Chicago is now in the midst of its campaign activities. John Balaban is General Chairman of the campaign. Samuel A. Goldsmith is Executive Director of the Chicago Jewish Welfare Fund.

Nation Responds to Cash Urgency Plea

That the efforts of an aroused nation were bearing fruit was reflected in the Treasurers' report of October 28, showing that the sum of \$57,470,000 had been received in cash on account of the 1947 campaign as compared with \$52,630,000 for the same period in 1946. From October 1 to October 28, the cash receipts of the UJA totalled \$10,271,000, as compared with \$5,968,000 for the same period of October, 1946. The improved figures are a tribute to the understanding by American Jewish community leaders of the fateful urgency of rushing cash quickly as the means of stemming hunger, despair and dangerous delays in constructive programs.

Cincinnati, forwarding another \$100,000, brought its cash remittances over the \$600,000 mark. Memphis has now sent \$350,000 in cash on account of its allotment. With an additional \$250,000 check, Los Angeles brought its total to some \$2,150,000.

Cleveland continued to hold its high place in the national cash record with further remittances of \$200,000, bringing its current cash total to the UJA to over \$1,700,000. San Antonio, with its latest check, brings its remittances to \$333,000. San Francisco dispatched \$120,000, so that its cash total is now about \$625,000. Des Moines continues in the news, with a check for \$25,000, sending its total of cash to \$275,000 to date. Nashville, Tenn. sent another remittance, its cash now totalling \$183,750. A further \$100,000 from Baltimore sends its cash total above the \$1,500,000 mark. Providence, now in the midst of its Fall campaign, has forwarded its first \$100,000. New Haven, adding \$45,000 on its 1946 total, also forwarded \$100,000 on 1947 to bring its current cash remittances to \$300,000.

Cash received from the New York United Jewish Appeal on account of the 1947 campaign was this week brought up to the \$20,000,000 mark. Pittsburgh has forwarded a total of \$835,000 in cash toward its allotment. Communities in the Pittsburgh area, known as the Tri-State region, are similarly showing active collection programs. Altoona, Pa. has now forwarded \$95,000 toward its allotment; Steubenville, Ohio, \$50,000; and Beaver Valley, Pa., \$49,000.

Plainfield, N. J. has forwarded \$71,550 in cash and has reported some unusual incidents in its cash collection campaign. One contributor borrowed \$6,000 from the bank for 20 months in order to pay his pledge at once. Another contributor, who had a savings account for the past eleven years, withdrew the entire amount and turned over to the Plainfield organization the bank's check for \$3,711.70 endorsed to the United Jewish Appeal. The Plainfield campaign was recently closed, having been conducted by the Council of Jewish Organizations, whose President is Henry Rosenbaum; Campaign Chairman, Harry Bronston; Initial Gifts Chairman, Henry Dreier; and Campaign Director, Aaron Allen.

Hartford forwarded another \$200,000, reaching close to \$600,000 with this remittance which was made possible by obtaining a bank loan. Hartford is continuing its intensified effort to provide maximum cash for the programs of the UJA agencies.

CHRISTIAN WOMAN LEAVES \$5,000 TO UJA

Mrs. Hattie Rebecca Anderson Eckhardt, of Boulder, Colo., who practised Christianity in her lifetime, acted in the spirit of her faith when she died. Mrs. Eckhardt, who died on October 10, bequeathed \$5,000 to the United Jewish Appeal, it was reported this week by Dr. Max L. Weiker of Boulder. Commenting on Mrs. Eckhardt's generous legacy, Dr. Weiker said: "Her bequest is a final expression of her life-long attitude: she sympathized deeply with the suffering and the oppressed, Christian and Jew alike."

JOHNSTOWN SPARKED BY PALESTINE HOPE

The eagerness with which Jews in America are awaiting a favorable outcome for Palestine in the current discussions in the General Assembly of the United Nations was dramatically illustrated last week in Johnstown, Pa. when that small Jewish community went all-out in its campaign response as Samuel Rothberg, guest of the occasion, emphasized that new and greater constructive responsibilities await American Jewry.

At the Big Gifts dinner opening the drive, eighty givers pledged \$201,000 as against \$105,000 the year before. There is a hope in the community, based on these first results, that the 1,300 Jewish souls in Johnstown will not only meet but exceed the quota of \$250,000 as an encouragement to other parts of the nation.

The leaders of the campaign, headed by David Glosser as Chairman, Joseph Goldstein as Chairman of Big Gifts, Solomon Glosser and Isidore Klatzkin as Honorary Chairmen, set the standards for the occasion. Glosser Bros. increased from \$25,000 in 1946 to \$48,300; M. Glosser & Sons, from \$13,000 to \$25,100; Joseph Goldstein, from \$8,000 to \$16,000; Penn Furniture Co., from \$9,000 to \$18,000; Max and Irving London, from \$4,000 to \$8,000; Arrow Furniture Co., from \$4,500 to \$7,500; Herring family, from \$2,500 to \$4,500; Dr. Louis Markovitz, from \$1,200 to \$3,300.

There were many other gifts in similar proportions, including those in the \$200 and \$400 bracket who increased to \$1,000. The spirit that reigned in the meeting was festive. At the close, as the assembly sang the Hatikvah, it was clear that these men and women were happy to have participated on so generous a scale in the saving of their people. The audience came to its feet and applauded and cheered Samuel Rothberg for the part he had played in creating the spirit of the evening.

The other officers include Irving London, Treasurer; Maurice Shadden, Campaign Director; Carl Reisman, Co-Director; Jack Cohn, Co-Chairman of Big Gifts; Samuel Rapoport, Publicity. Mrs. Samuel G. Coppersmith is Chairman of the Women's Division; Abe Kleinstub, Chairman for Nearby Communities; Herman Sky, War Veterans Division. David Slutzker is President of the Jewish Community Council.

TOLEDO OPENS WITH \$253,000 FOR 70% INCREASE

Toledo, O. continued its high place in State campaigning when at its Big Gifts dinner last week, with Samuel Rothberg as the guest speaker, sixty gifts were recorded for a total of \$253,000, as compared with \$144,000 from the same group in 1946. The spirit was high and veteran community leaders spoke of the occasion as the most enthusiastic campaign gathering in the history of Toledo. The Jewish community has a total goal of \$750,000.

Chairman of the campaign is Jules D. Lippmann. Other officers include Abe J. Levine, Honorary Chairman; Ralph Rosenthal, Ben Rubin and Mrs. William Skutch, Vice Chairmen; Sidney Friedenthal, Secretary; and Herman Wiener, Treasurer. Mrs. Skutch also heads the Women's Division. Mrs. Arthur Edelstein and Mrs. Lewis Osterman are Co-Chairmen of Special Gifts of the Women's Division. Dr. Morton Goldberg is President of the United Jewish Fund of Toledo.

BIG GIFTS RESULTS REFLECT GOOD CAMPAIGN PREPARATIONS

Where capable leadership plans carefully and in advance, Big Gifts results show that quotas can be attained, a survey of campaign openings of the past two weeks indicates. Where enthusiasm is made an integral part of campaign preparations rather than disregarded as something superficial and irrelevant, the communities are ready to share in meeting the needs reflected in the United Jewish Appeal agencies.

Shreveport, La., a community of 2,000 souls, has undertaken a total goal of \$300,000. As of October 22, the community, led by Sidney L. Herold as Campaign Chairman, had raised \$246,200 toward its objective. A series of carefully planned meetings to produce maximum results was worked out by the leadership. The Big Gifts meeting had Samuel Rothberg as guest speaker. Twenty-four gifts totalled \$146,750 as against \$82,000 from the same contributors last year. Among the major contributions were: E. Bernard Weiss, \$10,000 to \$15,000; Sidney L. Herold, \$8,000 to \$11,500; L. L. Sugar, \$5,000 to \$10,000; Jacob Greenberg and Nathan Meisel, \$5,000 to \$10,500; Samuel G. Wiener, \$6,000 to \$8,500; Frank Katzenstein, \$5,000 to \$8,000; Morris Schuster, \$5,000 to \$7,500; Clarence Goldberg, \$2,000 to \$7,500; Abry S. Cahn, \$1,500 to \$5,000; Sam Sklar, \$4,000 to \$7,500. A subsequent dinner meeting was held with Quentin Reynolds and Jeanne Daman. This brought the total for the men to some \$200,000 and for the women to some \$40,000. Officers of the campaign, in addition to Mr. Herold, include Abry S. Cahn and Louie Levy, Co-Chairmen, Men's Division; Mrs. D. H. Goldman as Chairman of Women's Division; Mrs. Yetta V. Maizlish, Executive Secretary.

Fall River, Mass. is working toward a total goal of \$425,000. At the Big Gifts meeting which opened the drive, a group of 32 contributors pledged \$276,000 as against some \$180,000 last year. Meyer Jaffe, Chairman of the drive, contributed \$40,000 as against \$15,000; David S. Schneierson, Special Gifts Chairman, gave \$20,000; Benjamin Green, Vice Chairman, \$18,000. Other top gifts included Jacob Ziskind for \$60,000, List Brothers for \$25,000, and the Sobiloff family for \$25,000. Herman Gilman, who spends all of his waking days as Chairman of the Boston campaign, took a few hours off his Boston duties to address the Fall River Big Gifts meeting and, as usual, stirred the group to extraordinary enthusiasm.

Youngstown, O. had its Big Gifts opening last week and obtained \$93,000 from those who had given \$65,000 last year. Marvin H. Itts, Chairman of the campaign, increased to \$8,000 from \$4,500; Mrs. Dora Schwebel raised to \$8,500 from \$4,250. Another top-level gift was that of Oscar H. Altshuler, from \$2,000 to \$4,000; also Sidney and Henry Moyer from \$1,500 to \$5,000. Samuel Rothberg was the guest speaker.

Poughkeepsie, N. Y. had a special Big Gifts session for pace-setting purposes and obtained 15 pledges for \$24,475, as against some \$16,000 in 1946. General Chairman of the campaign is Louis Schwartz.

Kingston, N. Y. obtained \$25,300 from 30 pledgors at its opening parlor meeting. Joseph E. Honig, Big Gifts Chairman, and his partner went from \$3,100 to \$5,000. Chairman of the campaign is Harry Gold.

Taunton, Mass., led by N. Louis Stone as Chairman, has an over-all goal of \$58,000. The opening Big Gifts meeting produced \$17,500 from those who gave \$9,875 last year. Mr. Stone went to \$8,500 from \$5,000; Ed Zwetchkenbaum, from \$2,000 to \$4,000; Ralph Gutman, from \$2,500 to \$4,250.

Pawtucket, R. I. last week reported that it has reached some \$105,000 toward its goal of \$175,000, with major solicitation now beginning. Harry Schwartz is Chairman; Alex Rumpler and Max Berry, Vice Chairmen; and Morris Espo, Big Gifts Chairman. Big gifts include the following: Max Alperin, \$3,500 to \$6,000; Herbert Pansy, \$1,500 to \$6,000; Alex Rumpler, \$10,000 to \$14,000; Harry Schwartz, \$12,500 to \$20,000. Mrs. Morris Pritsker is Chairman of the Women's Division.

Charleston, W. Va., within a week of its opening, had \$140,000 toward the minimum goal of \$255,000. George Greenwald is Campaign Chairman. Alvin J. Lindenberg, Sr., is President of the Federated Jewish Charities. Lawrence Kaufman, Jr., leads the Special Solicitation Division.

Contributing for the first time separately from the men, the Advance Gifts group of the Women's Division, headed by Mrs. Louis J. Cashdan, Chairman, and Mrs. Madolyn Levit, Co-Chairman, scored \$15,100 at a \$50 minimum luncheon.

A ROUND-UP OF FALL CAMPAIGN STATUS

Providence, R. I., aiming at a total of \$1,125,000, stood at \$790,000 as of October 27. This compares with \$506,000 from the same givers in 1946. One of the new factors in the Providence campaign results is the establishment of a Trades Division. Small groups attend dinners based on the occupation of the contributors. Leaders of the National Trade and Industry Division of the United Jewish Appeal have cooperated in visiting Providence for these meetings. Chairman of the drive is Alvin A. Sopkin.

Mahanoy City, Pa. completed a fast campaign. It is giving the United Jewish Appeal \$24,650 for 1947 as compared with an allotment of \$14,500 last year. The leader of the campaign was Dr. Aaron T. Liachowitz.

Springfield, Mass., with its goal of \$550,000 surpassed, is winding up an enthusiastic campaign. Simon J. Katz is Chairman of the drive.

Little Rock, Ark. has raised \$161,000 towards its goal of \$200,000. Co-Chairmen of the drive are Max Moses and Harry Pfeifer, Jr.

Tulsa, Okla. aiming at a total of \$350,000 had raised \$330,000 as of October 27. Co-Chairmen of the drive are Julius Livingston and Maurice C. Sanditen.

Birmingham, Ala. had adopted a quota of \$425,000 when it started its drive in September. At the last report that community had raised \$424,000. William P. Engel and Mervyn H. Stern are Co-Chairmen of the campaign.

NON-JEW CALLS CARDS AT BIG GIFTS MEETING

The unusual procedure of a Christian calling cards at a Big Gifts meeting was the highlight of the opening meeting of the Fremont, O. campaign. The individual who enjoys this esteem in the Jewish community is Demetri Nicholas of Piqua, O., who performed similarly last year and was recalled for this year's campaign because he was considered so effective. Mr. Nicholas has shown his interest in the United Jewish Appeal in a variety of ways, speaking at various meetings. He himself contributed \$5,600 to the UJA this year. The opening meeting in Fremont produced \$18,217 from those who gave \$9,518 in 1946. Henry Sternberg is General Chairman and Milton Ascherman is Secretary. The small community is trying to give the UJA \$35,000 this year as against \$13,250 last year.

MORGENTHAU IN ROCHESTER FOR CAMPAIGN OPENING

Despite a heavy cold which made his voice almost inaudible at times, Hon. Henry Morgenthau, Jr., kept a campaign commitment and flew to Rochester, N. Y. for the Big Gifts dinner which launched the opening of the drive for \$1,550,000. Sharing the program with the General Chairman of the UJA were William Bein, Director of the JDC in Poland, now in this country for a brief visit; Harry Seeve, of the UPA; and Rabbi Philip Bernstein, a Rochesterian who served as Jewish Adviser to Generals McNarney and Clay. Harry D. Goldman, Campaign Chairman, presided.

Top gift announced at the dinner was \$50,000 from J. H. Rubens, Hart Food Stores, Mrs. Hart and Morris Levinson. This compares with \$30,000 in 1946. A total of 58 pledges was recorded for \$260,250, as compared with \$180,000 from the same contributors last year. Other major increases included Saul S. Frankel and Frankel Bros., for \$20,000; Charles W. Markus, \$30,000; and Fred Neisner, \$10,000. Arthur M. Lowenthal, Chairman of Special Gifts, contributed \$15,000.

In addition to Mr. Goldman and Mr. Lowenthal, campaign officers include: Morris Levinson and Fred Neisner, Co-Chairmen of Special Gifts; Melvin B. Neisner, Chairman, Trades, Business and Professional Division; Joseph E. Silverstein and Philip M. Liebschutz, Co-Chairmen; Sol M. Linowitz, Chairman of General Solicitation; Harold J. Weisberg, Chairman of Publicity Committee. Mrs. Sol Airole is Chairman of the Women's Division; Mrs. A. H. Neisner and Mrs. Jesse S. Horwitz are Co-Chairmen. Elmer Louis is Executive Director.

A REPORT

to Members of the
National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

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BOSTON, IN TRIUMPHANT CLOSE, REACHES \$9,100,000 GOAL

Whatever awards are issued by Jewish history to communities that meet their responsibility to their people, the highest ranking one will be conferred on the city of Boston. Last Sunday night, the ballroom of the Hotel Statler in Boston was crowded to capacity for the closing dinner that finally brought victory to the unprecedented effort of the Combined Jewish Appeal of Greater Boston to reach \$9,100,000. Having conducted a campaign in 1946 that produced a greater result than that for any comparable metropolitan city in the nation, Boston again set its sights high and, in 1947, met its target as it oversubscribed it last year. Taking into consideration a small sum that is still in the hands of workers, it was announced that achieving the goal was a certainty.

The story of the Boston campaign is a chronicle of dedicated leadership. It is the story of a group of men who, for months, virtually deserted their own businesses, spent day and night in the offices of the Combined Jewish Appeal or in visiting prospects at their homes or shops or in meeting groups of pledgors night after night throughout the city. Symbol of the community's zeal for its people's fate was Herman Gilman who, in 1947, again took on the Chairmanship which he had filled with such extraordinary success in 1946. From the time he returned to Boston from a crowded itinerary that took him through Europe and Palestine, Mr. Gilman planned and labored to insure the success of the Combined Jewish Appeal this year. Working alongside him were the men who in 1946 too had given in unstinted measure of their time, thought and resources.

The outstanding feature of the Boston campaign was the thoroughness of preparation of the Big Gifts section of the drive. It was recognized that unless the leaders met their fair share of the total responsibility, incentive would be lacking for the community as a whole.

In addition to Mr. Gilman as Campaign Chairman, Israel Friedlander is President of the Combined Jewish Appeal. Milton Kahn, President of the Associated Jewish Philanthropies and UJA Regional Chairman for Central New England, was another tower of strength to the campaign, as a member of the Executive Committee. Other Combined Jewish Appeal officers in the historic 1947 achievement were: Harold Sherman Goldberg, Chairman, Business Men's Council; Mrs. E. Geoffrey Nathan, Chairman, Women's Division; Fred Monosson, Chairman, Metropolitan Division; Louis Milender, Chairman, Districts Division; Philip Kramer, Chairman, Labor Division; Judge David A. Rose, Chairman, Organizations Division; Hyman M. Cagan, Chairman and Max Milgram, Vice Chairman, Landsleit Division; Ben G. Shapiro, Chairman, Employees Division; Saul J. Silberman,

Chairman, Juniors Division; Mrs. Yoland D. Markson, Chairman and Mrs. James I. Strauss, Co-Chairman, Events Committee; Samuel M. Levin, Chairman, Headquarters Committee; Gabriel M. Stern, Chairman, Publicity Committee; and Sidney S. Cohen, Executive Director.

SPRINGFIELD, MASS. EXCEEDS GOAL BY \$51,000

Last week Springfield, Mass. tendered a testimonial dinner to Simon J. Katz, Chairman of its 1947 campaign. Simultaneously it celebrated the victory to which Simon J. Katz led the community. For Springfield, having launched on a campaign to raise \$550,000, was able to announce that its pledges total in excess of \$601,000. The great satisfaction felt in the community was reflected in the warm spirit that dominated the testimonial to Mr. Katz who served so effectively in mobilizing the resources of the community. The city is also proud of the its Women's Division which was headed by Mrs. Edward Schaffer as Chairman and Mrs. Julius Popkin as Co-Chairman. That division raised \$69,000 this year as compared with \$26,500 in 1946. Another aspect of the campaign which had the wholehearted endorsement of the campaign leaders was the establishment, for the first time, of a complete trade and industry series of campaign meetings, arranged with the cooperation of national UJA leaders.

Joseph B. Cowett is President of the Jewish Community Council of Springfield, which sponsored the drive. Max Katz was Big Gifts Chairman. Other officers of the campaign include: Gaspar Salvage, Vice Chairman; Jack Rachleff, Chairman and Samuel T. Black, Co-Chairman, Trade and Industry Division; Philip E. Saks, Chairman, Men's Division; Benjamin Swirsky and Samuel G. Simons, Co-Chairmen, Advisory Committee; Max Ackerman, Chairman, Publicity Committee; and Jonas B. Heit, Treasurer. Ben Wolf is Executive Director.

INCOME TAXES — AND GIFTS TO THE UNITED JEWISH APPEAL

This is the time of the year when holders of securities examine their portfolios to ascertain how these affect their income taxes. This is also an appropriate time to analyze how a contribution to the United Jewish Appeal of securities might not only enable the contributor to conserve cash but reduce taxes as authorized by law.

The Bureau of Internal Revenue holds that when a contribution of securities is made to an exempt charitable organization, the amount of the contribution deductible for income tax purposes is measured by the fair value of the securities at the time of the contribution. No taxable gain would accrue to the contributor by reason of the fact that the value of the securities had increased from the date of acquisition to the date of gift.

By making such a contribution, the following results may be accomplished: (1) the individual's income taxes are less; (2) in many instances, the out-of-pocket cost to the individual of his contribution is small; (3) the individual has made his contribution and yet conserved cash; (4) the United Jewish Appeal (or the local welfare fund) sells the securities, thus having cash available to carry on its functions.

The following are illustrations of how this may be brought about:

I

(a) Assuming an individual has ordinary net taxable income, after exemptions, of \$100,000 and, in addition, has sold securities for \$15,000 which he held for a short

term (less than six months) -- which securities cost him \$7,500 -- his tax would be \$70,295.25.

(b) If he gave a cash contribution of \$15,000, his tax would be reduced to \$57,755.25. The net cost of the contribution to him would be \$2,460.

(c) However, if he gave as a contribution his securities prior to the sale, his tax would be only \$51,699. He would then have a larger saving in tax than the amount of his contribution. The profit to himself would amount to \$3,596.25, calculated as follows:

Tax on basis of no contribution as outlined in (a)	\$70,295.25
Tax after making contribution in securities as in (c)	<u>51,699.00</u>
Saving in tax as result of contribution	18,596.25
Value of contribution	<u>15,000.00</u>
Net profit to the contributor as a result of making contribution in securities	\$ 3,596.25

II

(a) Assuming an individual has ordinary net taxable income, after exemptions, of \$100,000 and, in addition, has sold securities for \$45,000 which he held for a short term -- which securities cost him \$22,500 -- his tax would be \$82,977.75.

(b) If he gave a cash contribution of \$45,000, his tax would be reduced to \$67,441.69. The net cost of the contribution to him would be \$29,463.94.

(c) However, if he gave as a contribution his securities prior to the sale, his tax would be only \$51,699. He would have a saving in tax of \$31,278.75. The net cost of this transaction to himself would be only \$13,721.25, approximately half the original cost of the securities, and he would be making a contribution valued at \$45,000. The calculation is as follows:

Tax on basis of no contribution as outlined in (a)	\$82,977.75
Tax after making contribution in securities as in (c)	<u>51,699.00</u>
Saving in tax as result of contribution	31,278.75
Value of contribution	<u>45,000.00</u>
Net cost to contributor as result of making contribution in securities	<u>13,721.25</u>
Original cost of security	22,500.00
Net cost of making contribution	<u>13,721.25</u>
Portion of original investment recouped through transaction	\$ 8,778.75

CHRISTIAN COMMITTEE OF JACKSONVILLE IN STRONG DRIVE

The Christian Committee of Jacksonville, Fla., through its Chairman, John Love Wilkes, reported to its members that it had raised \$30,000. But Mr. Wilkes asserted that much more can be done. He pointed out that "of this amount, \$18,500 came from gifts from about 10 people who gave from \$500 up to \$2,500. This is not an indictment of the generous Christian people of this neighborhood," Mr. Wilkes stated, "but is of our Committee, because it definitely shows that our Committee has not gone out after the money -- it is here and we could get it."

Appealing to all Christians to take advantage of "the chance to work side by side in a cause that is common to all of us, and one which has never had so pressing and important a need and purpose," Mr. Wilkes assigned cards for solicitation to the members of his Committee. He asked that each "use every ounce of persuasive power in you, and even pray — if you feel weak in the knees — to get contributions that are really worthwhile from these prospects. Some of them you may be able to handle over the phone, and others you may have to call upon, but let me assure you that even for the sake of your own business you cannot do it and humanity a greater cause than to take the time out and do this work, and do it well and completely. While every dollar is appreciated, let me impress on you to sell these prospects for real money and, if necessary, argue like hell to impress upon these citizens the imperative need and value to them in Christian growth and good citizenship to make a contribution that will really hurt, if necessary."

The Jacksonville Jewish Community Council has raised \$310,000 to date toward its \$350,000 current goal. Mr. Philip N. Coleman is supervising the Christian phase of the campaign. The General Chairman is Samuel Kipnis; Sam Wolfson is President of the Jewish Community Council. On November 18, the community hopes to complete its drive at a \$100 per plate dinner.

RECORDS SET AS ADDITIONAL CAMPAIGNS REPORT

Rock Island, Ill., aiming at a total goal of \$200,000, raised \$63,700 at a small Advance Gifts meeting last week. This compared with \$40,500 contributed by the same group last year. The community was aroused to enthusiasm by the pace-setting gift of A. W. Waxenberg, who increased from \$2,500 to \$10,000; while Charles Brady went from \$7,000 to \$12,000; and Livingston and Sons, from \$7,000 to \$12,000. Julian B. Venezky, National Chairman of the UJA for Regions, was guest speaker at the meeting, with Jeanne Daman. The officers of the Rock Island drive are: Albert Livingston, Chairman; A. W. Waxenberg, Chairman, Initial Gifts. Louis H. Rich is President of the United Jewish Charities.

Greeley, Colo. has had an interesting development in the last three years. In 1945 it gave the UJA \$1,797. In 1946, it went to \$4,540. In 1947, it was asked to contribute \$7,500. The UJA has already been assured of at least \$10,600. With Abe Winograd as Chairman and Louis Dinner as Co-Chairman, this small community was given the benefit of the best campaign techniques. The result was that those who gave \$4,100 in 1946 increased to \$7,900. In addition a Christian campaign was inaugurated and \$2,700 has already been contributed.

Bristol, Conn. is another illustration of what towns of that size throughout the country are doing. At a campaign opening dinner last week, \$11,250 was contributed by a group which gave \$6,250 in 1946. The community had the advantage of the presence of Samuel H. Greenberg, campaign leader in Waterbury, and Judge David Cramer, Chairman of the Torrington campaign. Albert Josolowitz is Chairman of the drive; Albert Bernstein, George Miller and Samuel Levison, Co-Chairmen; Mayor Dan Davis, a non-Jew, is Honorary Chairman.



A REPORT

to Members of the
National Campaign Council

United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y

Vol. II No. 34

NOT FOR PUBLICATION

November 12, 1947

NEWARK AND BUFFALO NAME 1948 CAMPAIGN CHAIRMEN

Recognizing that great responsibilities lie ahead for American Jewry in 1948, the major Jewish communities which conduct their campaigns for the United Jewish Appeal in the Spring are already selecting their leadership for the history-making year. This week two important cities announced that the officers for their 1948 campaigns had been selected.

Ralph Wechsler, who has played a vital role in Newark campaigns for many years in heading the Allocations Committee, has accepted the Campaign Chairmanship for Essex County. In 1946, Mr. Wechsler was Chairman of the Suburban Division. He is Honorary President of the Zionist Council of Essex County.

Buffalo, N.Y. drafted Joseph Markel, this year's campaign leader, as Chairman for 1948. Victor Wagner and L. L. Berger have accepted posts as Vice Chairmen.

WILL LACK OF CASH KEEP THE CHILDREN IN CYPRUS?

A desperate story of the consequences of inadequate cash resources was disclosed this week in connection with Cyprus, where 20,000 Jews live today under barbed wire. The Jewish Agency for Palestine was given the opportunity to bring to Palestine 2,000 youngsters and 400 infants under 12 months old. The pressure for the removal of the infants from the Babies' Hospital on Cyprus is great, for quite a number have died and eighty percent of the mothers are unable to feed their babies naturally because of the food conditions. The Jewish Agency was frantically pleading with the United Jewish Appeal for the cash funds that would supply the housing accommodations, the equipment and the other facilities to meet this grave challenge and great opportunity.

But in the first ten days of November, 1947, the national office of the United Jewish Appeal in New York had received only approximately \$2,500,000 with which to meet the combined world-wide requirements of the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans. In turn, the United Jewish Appeal conveys this challenge to all the Jews of America who have pledged their funds to local campaigns.

It is true that the United Jewish Appeal has to date received in cash a sum of \$60,850,000 on account of the 1947 campaign, but the actual expenditures of the three

agencies have so vastly outrun the availability of cash as to make it imperative that every Jewish community in the United States again examine every resource and facility to see what can be done to transform into immediate cash the generous pledges that have been made by men and women in every community.

In the last two weeks scores of communities have tried to respond to the need with special cash collection efforts. Minneapolis within a week forwarded two checks totalling \$150,000. With another \$42,000, Buffalo brought its total to \$591,000. Denver, still in the midst of its Fall drive, dispatched a further \$50,000, as did St. Paul, Syracuse, Kansas City and Omaha. Dallas, sending another \$50,000, brought its cash total to \$525,000, while Cleveland still stood high on the cash collection lists with its further check for \$50,000.

One of the most gratifying evidences of intensive cash collections came from little Shreveport, La., still in the midst of its Fall drive, which remitted \$100,000. Chicago, another Fall campaign, forwarded an additional \$250,000, while Detroit, with another \$250,000, brought its cash record to over \$1,650,000. Another \$100,000 from Baltimore brought that city's cash total to over \$1,600,000. Pittsburgh sent \$75,000 more and St. Louis an additional \$150,000. Paterson, N.J. sent its mark beyond \$500,000 with its latest remittance for \$60,000. New Orleans has sent \$557,000, with its current check for \$52,000. Checks for \$25,000 each came from Dayton, O., Scranton, Pa., Waterbury, Conn., Worcester, Mass., Savannah, Ga., Houston, Tex., Trenton, N.J., North Hudson County, N.J., and Akron, O. Atlanta, Ga., with its recent check for \$50,000, has now forwarded a total of \$250,000.

The Fall communities are striving hard to turn pledges into cash at once. Tulsa, Okla. has already sent \$50,000, while Toledo, O. forwarded \$35,000; Fall River, \$40,000; Jacksonville, with another remittance of \$27,500, has brought its record to \$112,500. Bayonne, N.J. obtained a bank loan to provide funds to forward to the UJA and is negotiating an additional loan so that immediate resources can be made available. Springfield, Mass., which last week concluded its drive, forwarded \$75,000.

The necessity of getting all cash resources available is stressed in a statement issued this week by the Treasurers of the United Jewish Appeal in pointing out that a substantial sum is still owing on account of 1946 pledges. A total sum of \$98,370,000 has been received in cash. Additional large sums are still outstanding in various communities. Buffalo, N.Y. not only paid up its complete allotment for 1946 but this week sent an additional \$8,000 which it had not anticipated receiving, thus enlarging its 1946 allotment at this date. Lansing, Mich. forwarded \$10,000 on account of 1946; Johnstown, Pa., \$5,000; Charleston, W.Va., \$12,000; Racine, Wis., \$7,754; Youngstown, O., \$11,250; Wilmington, Del., \$15,000; Rock Island, Ill., \$5,000; Rochester, N.Y., \$15,000; Newport, R.I., \$6,000; Harrisburg, Pa., \$8,000; Los Angeles, \$50,000.

TRADE AND INDUSTRY LEADERS TO MEET AT ATLANTIC CITY

One of the important features of the National Conference of the United Jewish Appeal to be held at Atlantic City will be a series of meetings of leaders of the Trade and Industry Division to take place on December 13. Men who have taken a vital part in their local campaigns during the past year and who recognize that the establishment of national standards of giving is one of the most important elements of successful campaigning, will consider prospects in their respective industries for

1948 and discuss methods of aiding local drives through industrial channels.

The Conference itself begins on Friday morning, December 12, and will continue through Monday, December 15. Reservations for the Hotel Chelsea, the Hotel Ambassador and the Ritz Hotel in Atlantic City may be made by communicating promptly with the United Jewish Appeal, 165 West 46th Street, New York City.

COMMUNITIES ADDED TO THE "GOLD MEDAL" GROUP

Additional communities were this week awarded the mythical "gold medal" of the United Jewish Appeal for joining the "over-the-top" list of communities which initiated their campaigns this Fall.

Birmingham, Ala. went over its goal of \$425,000 by the amount of \$16,000. In its 1946 campaign, Birmingham raised a total of \$209,918. The record of the current drive shows 890 men contributors for a total of \$343,957 and 811 women who gave in excess of \$71,000. The balance was made up of suburbanite gifts and over \$16,000 contributed by a volunteer Christian campaign. The latter was headed by a group of prominent clergymen. William P. Engel and Mervyn H. Sterne were Co-Chairmen of the history-making campaign and Mrs. Herman Gotlieb, Chairman of the Women's Division. Sol Rittenbaum is President of the Welfare Fund. Mrs. Benjamin A. Roth is Executive Secretary.

Salisbury, N.C. accepted its quota, raised the amount asked and remitted a check for the total - all on the same evening. With 18 families in the town, Salisbury has contributed the \$8,500 which the UJA suggested as its share of the national total. Phil Levenson was Chairman of the lightning-like drive.

CATHOLIC PRELATE CONTRIBUTES \$2,500 to UNITED JEWISH APPEAL

Archbishop Richard J. Cushing has sent a check for \$2,500 for the United Jewish Appeal to the Boston campaign, thus more than doubling the gift he made in 1946 for the same purpose. In a letter to Herman Gilman, Chairman of the Greater Boston Combined Jewish Appeal drive, the noted Catholic prelate stated he was making a contribution "in grateful appreciation of the generosity of the Jewish people in behalf of charities under my jurisdiction, and with prayerful good wishes for the success of the United Jewish Appeal."

BIG GIFTS STANDARDS MAINTAIN PACE

Norwalk, Conn.: The value of inter-community cooperation in getting campaign results was demonstrated last week when Joseph H. Cone, A.O. Samuels and Philip Sagarin, who had so much to do with the success of the Bridgeport campaign this Spring, visited with their neighbors in Norwalk to launch the Big Gifts section of the drive. With the tireless efforts of these three leaders and the fine response of the Norwalk leaders, the pledges of the night amounted to \$50,750 from a group which contributed \$24,500 last year. Casper Lowenstein, General Chairman, increased from \$3,000 to \$5,000; George L. and Samuel Meyers, from \$9,000 to \$12,000; Michael Steinberg, from \$3,000 to \$7,500; Harry S. Mayer from \$4,000 to \$10,000; Harry Schwartz and Irving Weitz, from \$1,000 to \$7,500; Henry Dinkowitz, \$1,000 to \$2,000. It was recognized that the community had made a fighting start toward its \$210,000 goal. Co-Chairmen

of the drive are Leo C. Safir, George L. Meyers, Judge Leo Nevas and Irving Weitz. E. M. Seligson is Treasurer.

Dubuque, Iowa has reflected the intensity of campaigning which characterized the whole State this year. At a function last week, attended by Harold Goldman, Des Moines leader, those who gave \$7,120 in 1946 contributed \$12,630. Meyer Zuckerman is Chairman of the campaign, with Max Blum, Morris Farber, David Solomon and Jack Solomon as Vice Chairmen.

Lansing, Mich., which is led by Marston Busch as Chairman and Leo Klein as Vice Chairman, launched the big gifts section of its drive for \$80,000 last week. Contributions of \$52,000 have now been made by those who gave \$32,000 in 1946. Among the pace-setters were William A. Present, from \$4,500 to \$7,000; Samuel Fox, \$4,500 to \$7,500; Marston Busch, \$1,250 to \$2,000; Herman Lieberman and M. Seger, from \$1,000 to \$1,700 each; Bernard Friedland, \$400 to \$1,000; Harry Greenberg, \$1,500 to \$2,250. George N. Stutz of Detroit joined the meeting.

Brownsville, Pa. launched its drive with a big gifts dinner at which pledges of \$18,985 were received from those who contributed \$9,935 last year. Jack Greenfield, Chairman of the campaign, increased from \$1,300 to \$2,400; Maurice Kramer raised from \$500 to \$1,300; Jacob Klein, \$500 to \$1,000; Mrs. Sadye Goldstein, \$300 to \$1,000; Nathan H. Kart, \$750 to \$1,250.

Goldsboro, N.C. has a Jewish population of 135 souls. Last year it gave the UJA \$25,000. Having opened its campaign on October 22, it has already remitted \$38,500 in cash on account of its 1947 allotment of \$42,500. Lionel Weil is Chairman of the drive and J. M. Meyers, Co-Chairman.

Grand Rapids, Mich. opened its campaign with proceeds of \$120,689 from those who gave \$80,900 in 1946. Among the top gifts were those of Herman Gumbin, from \$3,500 to \$10,000; Manuel and Louis Brown, from \$1,500 to \$5,000; Wolverine Hide and Fur Co., \$3,000 to \$6,000; H. J. Bylan, \$2,000 to \$3,000. Chairman of the drive is Mr. Bylan, who is also President of the Jewish Community Fund. Philip E. Newman and David E. Weiss are Co-Chairmen of Special Gifts; Hyman B. Schaine and Abe Glazer, Co-Chairmen, General Solicitation; A. H. Kollenberg, Advisory Chairman; Paul Liebert, Publicity Chairman; Manuel Brown, Christian Associates Chairman; and M. M. Weiss, Treasurer.

COUNCIL FOR JUDAISM AIDS YOUNGSTOWN DRIVE

Taking the unusual step of a public advertisement to draw attention to its full support of the campaign in Youngstown on behalf of the United Jewish Appeal, the Youngstown Chapter of the American Council for Judaism urged everyone in the community "to support, generously and unselfishly the coming drive of the Youngstown Jewish Federation." It emphasized the group's "unqualified and wholehearted endorsement of the United Jewish Appeal" in "an Open Letter to the Jewry of Youngstown."

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* **NOW** *
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A REPORT to Members of the National Campaign Council



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y.

Vol. II No. 35

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November 24, 1947

CHAIRMAN MORGENTHAU RENEWS PLEA FOR SPEEDING OF CASH

Disturbed by the fact that for the month of November, as of November 23, the United Jewish Appeal had received cash in the sum of only \$5,011,014, as compared with \$11,000,000 in the month of October, Hon. Henry Morgenthau, Jr., again urged the Jewish communities of America to take emergency action.

"Every day the officers of the United Jewish Appeal are besieged by telephone calls and personal pleas from the treasurers of the Joint Distribution Committee and United Palestine Appeal. One can understand the desperation of their appeals as one feels the winter months coming on. The JDC and UPA are not speaking for themselves. They are conveying the heartbreaking appeals of our people overseas, whose need for the essentials of life and whose hope for the retention of courage and faith are so utterly dependent on us," the General Chairman of the United Jewish Appeal said.

"I have been in touch with the communities of America, by mail, by telegram and by personal telephone call. It may seem to some, as one or two have expressed it, that they need no 'pressure.' But if these repeated urgings are made by my colleagues and myself, it is because we are simply overwhelmed by the first-hand picture that we get of the critical importance of having cash available with which to operate. The credit of the agencies at the banks, based on pledges, has been exhausted. The credit extended by producers and manufacturers has reached the limit. Now we must have cash dollars — or suffering, cruel, limitless suffering, is inevitable.

"No one appreciates more than I the vast labor of love which has been performed by the leadership of the Jewish communities of America. No one has been more deeply gratified by the generosity of the men and women in those communities. It is only because I know that they will wish to make their efforts have supreme value that I plead again — with every Jew in America who has not yet paid his pledge to his local community treasury to make payment at once: THAT THE LIFELINE OF RESCUE MAY BE MAINTAINED UNBROKEN."

The Story of \$100,000

The extraordinary nature of the United Jewish Appeal cash problem was dramatically illustrated last week. One night the Board of Directors of the United Palestine Appeal had a meeting in New York. Archibald Silverman, President of the General Jewish Committee of Providence, attended and brought with him a check for \$100,000 on account

of his community's campaign. At 9 o'clock the following morning, a call came to the comptroller of the United Jewish Appeal from the treasurer of the Joint Distribution Committee. Word had been received of Mr. Silverman's \$100,000 check. The JDC was desperately in need of its share of that check, which had not yet at that time even been deposited. Telephone calls were made to the UJA bank, which agreed to release the funds even though the check from Providence could not clear for a few days. Checks were immediately drawn up for the JDC and the UPA. The treasurers of the UJA were asked to interrupt their business appointments in order to be available to sign the checks at once. The checks were then rushed to the JDC and the UPA to help satisfy a few of the most urgent requirements of the day. It was a typical day in the cash crisis which confronts the United Jewish Appeal these weeks.

USNA Allotments Reach \$8,500,000

The cash needs of the United Jewish Appeal are also reflected in the story of the United Service for New Americans. In 1946 its total expenditures for aid to refugees to this country amounted to some \$2,600,000. As a result of the last meeting with the Joint Distribution Committee and United Palestine Appeal, which act as the allotment committee, a total of \$8,500,000 has already been granted for 1947 to this agency responsible for the reception of Jewish refugees to the United States.

Boston Promises Another \$1,000,000 At Once

In response to the urgent appeal of Mr. Morgenthau, Irving Usen, Treasurer of the Combined Jewish Appeal of Greater Boston, visited the New York offices of the United Jewish Appeal this week. He reported on the vigorous cash collection efforts that he and his committee have inaugurated following the successful culmination of the community's \$9,100,000 campaign the previous week. He promised that Boston would send another \$1,000,000 before the end of November. Boston has already remitted \$972,587 on its 1947 campaign.

5,000 JEWS ADMITTED TO PALESTINE IN NOVEMBER

Eliezer Kaplan, Treasurer of the Jewish Agency for Palestine, telephoned this week to Dr. Israel Goldstein, National Chairman of the United Jewish Appeal and UPA, to advise that 3,500 Jewish men, women and children being held on Cyprus were to be admitted at once to Palestine by action of the Palestine Government. This brings up to 5,000 the number of Jewish refugees coming to Eretz Israel in the month of November. The purpose of the telephone call was to urge that large funds be dispatched at once to insure the adequate reception and rehabilitation of the newcomers.

According to Mr. Kaplan, the 3,500 refugees — of whom some 2,400 are children and infants — are being allowed into Palestine, in addition to the regular monthly quota of 1,500, due to the severe shortage of supplies and facilities on Cyprus needed to care for the detainees under winter conditions. More than 18,000 Jewish refugees will still remain on the island waiting for release to Palestine. About \$1,000,000 a year is now being spent by the JDC on Cyprus, in addition to the aid extended by the Jewish Agency.

The Jewish Agency provides for the transportation of the refugees from Cyprus, clothing, food, temporary shelter, medical care, aside from the total program of re-training and resettlement.

At the same time, Mr. Kaplan informed Dr. Goldstein that two new settlements were

founded this week in the Negev, with 100 members, including 36 girls, with an average age of 20, as the first pioneers.

It is for such life-giving, hope-giving projects as these that the United Palestine Appeal and United Jewish Appeal are pressing for cash funds.

IRO "OPERATING ON SHOESTRING," RESIGNING OFFICER CHARGES

The International Refugee Organization, successor to UNRRA, cannot carry out its functions of aiding the DP's, because "it is expected to operate practically on a shoestring." With that blast, Col. Charles S. Miller of the United States Army resigned his post as chief of the IRO in Austria.

"For four and a half months," said Col. Miller in Vienna last week, "the Austrian operation of IRO has been obliged to work on an insufficient budget. Now, at a time when the operation is being called upon to increase its responsibilities by taking over double the number of camps in the United States zone, it must accept its share of the \$2,000,000 cut in administration expenses decreed by the Preparatory Commission (of IRO) at its recent meeting in Geneva. There exists still the too-prevalent concept of displaced persons as an abstract problem instead of as human beings who only want a human chance," the Colonel declared. He said he was not prepared to carry on as IRO chief under those circumstances "without the backing which is absolutely essential for the operation."

It is the Joint Distribution Committee which must take up the slack as a result of deficiencies in the IRO.

CHRISTIAN CAMPAIGNS ESTABLISHED IN MAJOR COMMUNITIES

Toledo, Ohio, which is engaged in one of the most successful Fall campaigns, is now organizing a non-sectarian campaign headed by James B. Mooney, President of Willys-Overland Motors, Inc. A quota of \$50,000 has been accepted by this group. The committee is to solicit some three to four hundred of the top givers, use the local newspapers for advertisements and sponsor broadcasts.

Birmingham, Ala. reports that \$16,808 was raised through the Volunteer Christian Committee, which comprised Rev. Marvin A. Franklin, Rev. Walter J. Tobin, Rev. Henry M. Edmonds, Rev. John H. Buchanan, Rt. Rev. C.C.J. Carpenter and Rev. R. Dale Lecount.

Rockford, Ill. obtained \$11,332 through the labors of its Christian Committee of the United Jewish Appeal. The campaign was led by Circuit Court Judge William R. Dusher, Chairman, who gave unreservedly of his time and efforts to make the drive possible.

Rochester, N. Y., whose Christian campaign in 1946 was one of the outstanding efforts of that year, will once again have the benefit of a drive under the auspices of the Rochester Citizens Committee. Last year, this group succeeded in raising \$109,311 for the United Jewish Appeal. The 1947 campaign has the cooperation of Frank E. Gannett, noted publisher and member of the National Christian Committee; Ray Ball, President of Lincoln Rochester Trust Co. and President of the Rochester Community Chest; Elmer Milliman, President, Central Trust Co.; Mark Ellingson, President of Rochester Institute of Technology; and Jack Roche, Advertising Manager of B. Forman Co. Charles W. Carson, President, Community Savings Bank, is Treasurer. The local American Legion Post has offered its full cooperation and will make its membership list available for solicitation purposes. The head of the Legion post said his group

felt it a privilege to solicit their roster. Newspaper ads will again be used to publicize the drive and 15,000 Christians will be approached for gifts.

Indianapolis, Ind. is now organizing a Christian Committee campaign under the leadership of Eugene C. Pulliam, Editor and Publisher of the "Indianapolis Star." The campaign has set a quota of \$75,000. The Committee includes Theodore B. Griffith, head of L. S. Ayres & Co.; Virgil Martin, Public Relations Director for William H. Black & Co.; and other leading Indianapolis citizens. A vigorous solicitation which will enlist the support of all groups in the community is planned.

WOMEN'S DIVISION LEADERS TO CONFER AT ATLANTIC CITY

Mrs. David M. Levy, Chairman of the National Women's Division of the United Jewish Appeal, has invited key leaders of women's divisions in the major communities of America to confer with her at a special luncheon meeting to be held during the course of the National Conference of the UJA at Atlantic City, December 12-15, 1947. After reviewing methods used in the 1947 campaign, the women's conference will consider the program for 1948 in relation to whatever responsibilities are assumed by American Jewry as a whole for the United Jewish Appeal.

Another group of outstanding leaders on behalf of the United Jewish Appeal will meet at the same time at the call of Julian B. Venezky, National Chairman of the UJA for Regions. Personalities from all parts of the United States whose regional labors played so important a part in the final 1947 results will confer on methods to be used in the coming year, based on their experiences currently.

SCORES OF COMMUNITIES SPURRED BY JEWISH NEEDS

The tempo of the Fall campaigns for the United Jewish Appeal continues strong, as the news from abroad stresses the growing need. Each community, organizing itself to do a maximum job, finds its givers responding in accordance with the effectiveness of the campaign organization. Nine of the communities which initiated campaigns this month show this trend.

Wichita, Kan. has set itself a goal of \$165,000. At the Advance Gifts meeting last week, a group of men who gave \$61,070 in 1946 contributed \$101,065. Among the top-bracket givers were: Harry Gore, from \$10,000 to \$15,000; Henry Levitt, \$10,000 to \$15,000; Bacchus family, \$2,000 to \$5,000; L. Silver and sons, \$1,200 to \$3,500; M. & L. Greenberg, \$1,500 to \$2,500; W. Levitt, \$3,000 to \$4,000; H. Bennett, \$6,000 to \$8,000; C. Chuzy, \$100 to \$1,000; Mrs. Fanny Levinson, \$2,500 to \$4,200; S. Raskin, \$750 to \$1,250. Henry Levitt is Chairman of the drive. General Solicitation Chairman is Leonard A. Levand. William Greenberg is Special Gifts Chairman and Sidney Brick, his Co-Chairman. Mrs. Edwin Raffman is Chairman of the Women's Division, which, at its luncheon, raised \$8,500 from those who had given \$6,500 last year.

Gary, Ind. is seeking \$250,000 under the campaign Chairmanship of Rabbi Garry J. August, who is also President of the Welfare Fund. Rabbi David Spiegel is Vice Chairman. C. David Cohen is Big Gifts Chairman; with Irving Given, Harold Goldberg and Mrs. Bertha Gross as Co-Chairmen. The sum of \$145,743 was raised at the Big Gifts meeting from those who gave \$95,401 last year. C. D. Cohen's top gift of \$6,750 and Cyrus Wechsler's \$6,500 led the list, which also included \$6,000 gifts from H. Gordon and sons and Lewis Simon.

Aurora, Ill. recorded contributions of \$71,638 at its opening meeting as compared

with \$42,300 from the same group last year. Arthur L. Puklin is Campaign Chairman; Sidney Podalsky, Treasurer; and Rabbi Albert N. Troy, Secretary. Israel Joseph is Honorary Chairman and Arthur L. Puklin, Vice Chairman of the Welfare Fund. Among the leading gifts were those of the Kaufman family, from \$6,000 to \$10,565; the I. L. Goldman family, from \$5,000 to \$10,200; Israel Joseph, from \$3,000 to \$5,000; J. C. Goldman, from \$3,500 to \$6,000; Arthur Navarro, from \$1,000 to \$2,000. Benjamin Frankel of Fairfield, Ill., visited the community for the meeting. The newly organized Women's Division, headed by Mrs. Irwin Lisberg, Mrs. Martin Yellen and Mrs. J. C. Goldman as Co-Chairmen, overtopped its goal of \$10,000 at the opening meeting by raising \$10,308. Pace-setting gifts were made by Mrs. Israel Joseph, \$2,000; Mrs. J. C. Goldman, \$1,000; Mrs. I. L. Goldman, \$1,360; and Mrs. E. B. Kaufman, \$730.

Washington, Pa. helped to show that the trend is not restricted to any one area. At the campaign opening \$60,000 was announced representing an increase of 120% over 1946 from the same contributors. The pace had been set at the big gifts meeting when \$36,400 was raised. Ben H. Richman is Chairman of the drive; George I. Bloom, Big Gifts Chairman. Samuel A. Meyer is Treasurer and A. L. Stormwind, Secretary. Alex Lowenthal of Pittsburgh and Harry N. Cohn of Butler joined the Big Gifts meeting. The enthusiasm of that occasion was spurred by the announcement of Mr. Richman's increase to \$7,000 from a \$2,750 gift last year. George I. Bloom and his brother, I. C., increased from \$3,000 to \$6,000. S. A. Meyer Co. announced a minimum of \$10,000. Other gifts included William Taper, \$1,500 to \$3,000; Harry and Simon Rothenberg, \$1,500 to \$2,500; Maurice Yorkin, \$1,000 to \$2,500; David H. Weiner, \$1,500 to \$2,400; Henry and Samuel J. Ginsburg, \$500 to \$1,000. Mrs. Maurice Yorkin is Chairman of the Women's Division, which accepted a quota of \$10,000.

Hamilton, Ohio, this week reported that it had gifts in hand totalling \$21,735 from those who had given \$11,830 in 1946. William J. Wolf is the energetic Chairman of the drive. The contribution of the Chairman and his brother of \$10,000, as compared with \$5,000 last year, is sparking the campaign. Charles Blumenthal and Herbert Piker, increased from \$1,000 to \$2,000 each.

Amsterdam, N. Y. is campaigning under the leadership of these Co-Chairmen: Benjamin Breier, Samuel Jacobson, Samuel Siegel and Louis H. Backer. Samuel Cramer is Big Gifts Chairman. Over \$35,000 has already been raised, with an average 62% increase. Among the pace-setting gifts were: Benjamin and Marcus Breier, from \$2,200 to \$4,000; Samuel and Carl Cramer, from \$3,300 to \$4,175; Barrett, Everett and Herbert T. Singer, from \$3,500 to \$4,625; M. Lurie & Co., from \$1,200 to \$1,800; Samuel Jacobson and sons, from \$1,000 to \$1,500; Alfred M. Lichtman, from \$1,100 to \$1,500; Lewis Goldmeer, from \$500 to \$1,000. In addition to the officers, Herbert T. Singer and Joseph S. L. Epstein were important factors in the big gifts results.

Welch, W. Va. provided another demonstration that the call of Jewish need is heard everywhere. Isadore Katzen has proved himself an effective Chairman. Associated with him on the committee are Morris Rosenzweig and M. D. Herzbrun. This little community is aiming at \$17,500 for the United Jewish Appeal, as compared with \$6,525 in 1946.

Muskegon, Mich. has been given a splendid start toward achieving its over-all goal of \$100,000 as a result of the labors of Paul M. Wiener, Chairman, with J. K. Kaufman, Co-Chairman of the campaign. Mr. Wiener, head of Michigan Foundry Supply Co., has increased his gift from \$10,000 to \$15,000. Samuel Lipman is Treasurer. Harry S. Berman is Chairman of the United Jewish Charities.

Tyler, Texas, which accepted a \$50,000 quota for the UJA, has already forwarded

\$37,550 on account. I. G. Futor was Chairman of the drive; Leslie Adels, Secretary-Treasurer. Mrs. Max Krumholz, as Chairman of the Women's Division, was responsible for the program which brought \$12,440 from those women who gave \$8,000 last year. Out of a total of 120 Jewish women in the community, contributions were obtained from 93. Similar effort was exerted by Mr. Adels, who took substantial time from his own business to help ensure the campaign's success.

PETERSBURG COMMUNITY MOURNS LOUIS LEVITT

The Jewish community of Petersburg, Va. and the national cause of the United Jewish Appeal have suffered a grievous loss in the death of Louis Levitt, who had for many years given inspiration to the community's philanthropic endeavors. President of the United Jewish Community Fund and Chairman of the 1947 campaign, he insisted on discussing United Jewish Appeal campaign problems even on his sick-bed. His selfless labors will always be remembered.

IOWA CAMPAIGNS PROVE LEADERSHIP COUNTS

As reports of campaign progress continue to come to national headquarters from the State of Iowa, the evidence that a determined regional leadership has effects in each community becomes impressive.

Waterloo, Iowa provided the United Jewish Appeal with \$25,000 in 1946. A group of leaders, headed by Louis Chanen of Independence, as Chairman, and Sol Algase, as Co-Chairman, resolved to double that sum in 1947. As of this date, \$47,000 has already been raised and a quick wind-up effort is now in progress.

Fort Dodge was just as ambitious. Having given the UJA some \$8,000 last year, the community decided to make it \$20,000 in 1947. Max Spilka is the Chairman. Associated with him as Vice Chairmen are Aaron Glazer and David Lurie. With the campaign having opened this month, some \$16,000 was raised at the Big Gifts dinner from those who gave \$4,000 last year. Mr. Spilka is now pushing for a successful completion. Spur to the drive was given by Hyman Robinson, who increased from \$1,250 to \$5,000. Harold Goldman of Des Moines and Ralph Segalman of Sioux City joined the Fort Dodge community for the opening meeting. Other substantial increases included A. Glazer, from \$750 to \$2,365; M. Spilka, from \$700 to \$2,365; and L. Ashkenaze, from \$300 to \$1,000.

The most striking results were those obtained in Cedar Rapids, where the most intensive campaign in the community's history has been progressing under the leadership of John F. Miller, as Chairman, and Jack Yager, as Vice Chairman. Towards a goal of \$95,000, the sum of \$80,000 has already been raised from contributors who gave \$45,000 last year.

Burlington is another example of strong campaign leadership. Edwin L. Hirsch is Chairman and William Norian Co-Chairman of this drive, which is seeking \$12,500 for the UJA as compared with \$5,500 contributed in 1946. A 92% increase was forthcoming at the initial meeting, at which the spark was given by Messrs. William Norian and Sam Chanen, who increased from \$2,000 to \$4,500. Franklin A. Alter of Davenport, and Rabbi Solomon S. Bernards of Chicago were present for the successful meeting.

SECRETARY HARRIMAN IN THANKSGIVING PROGRAM FOR REFUGEES

Secretary of Commerce W. Averell Harriman is scheduled to be guest of honor and principal speaker at the Thanksgiving observance sponsored by the United Service for New Americans at its reception shelter at the Hotel Marseilles, New York City.



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

\$170,000,000 Campaign

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

From ISIDOR COONS } Executive Vice Chairmen
HENRY MONTOR }

165 West 46th Street, N. Y. 19, N. Y

A REPORT
to Members of the
National Campaign Council

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December 2, 1947

NEW ERA IN JEWISH HISTORY TURNS SPOTLIGHT ON ATLANTIC CITY

The decision of the United Nations General Assembly to establish a Jewish State in Palestine gives historic significance to the National Conference of the United Jewish Appeal at Atlantic City, Hon. Henry Morgenthau, Jr. declared, in urging key leaders of Jewish communities to join the epoch-making gathering that will be held at the Chelsea Hotel, Atlantic City, December 12-15.

"A hope and a dream that have sustained the spirit of the Jews of Europe during their most trying years and that have enriched the life of Jews everywhere have turned into reality in our lifetime," Mr. Morgenthau said. "The downtrodden and the unfortunate among our people have cause for renewed faith in the justice and humanity of our world. The United Nations decision, in which our own Government played so vital and honorable a role, makes 1948 a turning-point in the history of the Jewish people. We must turn our backs on the dark, dreary pages that we have numbered since 1933. There is reason for faith, for courage and, above all, for constructive action.

"What the United Nations have done is to give the Jewish people the opportunity to rebuild the lives of countless Jews on the soil of their ancestors. It is not a finished achievement with which we are faced — but an opportunity, and a challenge. It is for us to realize that opportunity and to measure up to that challenge.

"It is fortunate that the assembly at which American Jews can express themselves comes so swiftly after the United Nations decision. At Atlantic City, beginning Friday morning, December 12, community leaders from all parts of the United States, the backbone of the United Jewish Appeal, will gather to prepare an answer to the United Nations — an answer also to the Jews of Europe whose prayers have been heeded; an answer also to the Jews of Palestine whose labors were the essential foundation of the United Nations action.

"The vital tasks of immigration, the urgent needs of security and all the countless activities that enter into the transplantation of great masses of Jews and the completion of the Jewish State will call for statesmanship and generosity. I am confident that American Jewry will measure up to the requirements of this miraculous hour in our history."

Cities Send Strongest Delegations to Conference

The jubilation that swept Jews throughout the nation and the world as the votes in the U. N. General Assembly were counted last Saturday night was at once reflected in the headquarters of the United Jewish Appeal. Leaders who had wondered whether they could spare the time for the Atlantic City Conference immediately cancelled all other conflicting plans. Communities which wondered whether Atlantic City would have great significance called special meetings to arrange for top delegations. For the first time since 1933, a great gathering of the United Jewish Appeal will reflect a spirit of enthusiasm and joyousness.

From Los Angeles, Calif. word came that a delegation of outstanding leaders has chartered a special car on one of the overland trains to have accommodations for all those who want to participate in the festive as well as historic meeting. Charles Brown, President of the Los Angeles Jewish Community Council, will be joined by almost a score of his associate community leaders. Boston is sending a delegation which includes Herman Gilman, Chairman of the 1947 drive; Israel Friedlander, President of the Greater Boston Combined Jewish Appeal; and a score of other important personalities.

The Minneapolis delegation includes I. S. Joseph and Harold J. Goldenberg. Louis S. Myers is among those representing Kansas City. Julian H. Krolik, President of the Detroit Jewish Welfare Federation, and Isidore Sobeloff, Executive Director, head that community's representation. Samuel H. Daroff, President of the Philadelphia Allied Jewish Appeal, leads a strong group from that city. Eugene M. Solow, Regional Chairman, heads the large Texas delegation, including representatives from Dallas, Corpus Christi, Fort Worth, Houston and Tyler.

Bernard P. Kopkind will be joined by a substantial group from New Haven, Conn. Miami, Fla. will have one of the largest delegations at the Conference, which will also welcome a group of three Miamians who have been visiting Europe and Palestine and will return just in time for the Atlantic City meeting. Samuel Kipnis will be among those representing Jacksonville. Washington, D.C. includes Joseph Cherner among its representation. Julian Freeman, President of the Indianapolis Jewish Welfare Fund and Lazure L. Goodman lead the Indiana contingent. Elkan R. Myers and J. Benjamin Katzner are among the leaders of the strong Baltimore delegation. Sioux City, Ia. will be represented by E. N. Grueskin, while Des Moines' contingent includes Harold Goldman, with other Corn Belt cities similarly represented.

Ralph Wechsler, 1948 Chairman for Newark, N. J.; Rabbi Barnett R. Brickner, 1948 Chairman for Cleveland, O.; Joseph Markel, 1948 Chairman for Buffalo, N. Y. will be among the campaign leaders heading delegations from their respective cities.

From Hudson, N.Y., Charlotte, N.C., Steubenville, O., Easton, Pa., Oklahoma City, Burlington, Vt., Richmond, Va., Milwaukee, Wis., Little Rock, Ark. and all the other cities, large and small, between the two coasts, each community will be sending its strongest possible delegation so that out of Atlantic City may come a decision worthy of the momentous era which has been inaugurated for Jews. The space in this Report is too limited to list the names of the many distinguished personalities from all the communities who will be in attendance at Atlantic City: to hear the tribute to their selfless dedication to Jewish needs in 1947 and to consider together the problems for 1948 of the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans.

DRIVE FOR CASH HITS NEW TEMPO IN DECEMBER

The prospect that the month of December will see a flow of cash to the United Jewish Appeal from every community in the United States was held out to General Chairman Henry Morgenthau, Jr. in messages he received from community leaders, replying to his urgent pleas for the largest possible sums of cash at once. It was pointed out that special campaigns have been inaugurated in every community to remind all contributors that in order for contributions to be deductible from income tax reports they must be paid in cash by December 31.

Chicago promptly responded by dispatching an additional check for \$518,875, bringing up to \$1,700,000 the amount it has forwarded from its campaign right now in progress. Boston sent another \$250,000 and emphasized that much more would be forthcoming during the month.

Philadelphia added \$300,000 to its cash total. Newark sent \$50,000; Detroit another \$200,000 sending to over \$1,850,000 the cash remittances on its 1947 allotment.

San Francisco and Milwaukee sent another \$100,000 each. St. Louis added \$125,000 to its total, while Pittsburgh brought up to some \$935,000 the sum it has thus far forwarded. Washington, D.C. has already remitted \$862,000 and has assured the UJA that December will mark a record collection month for dispatch of funds to the United Jewish Appeal.

Jersey City has sent \$200,000 in cash and Atlanta's total is up to \$325,000 with its latest check. Houston, Tex. has reached \$375,000. Paterson, N.J. is now above the \$550,000 total. Minneapolis, which has been sending checks almost weekly this month, is up to \$450,000.

Denver, Colo., still in its 1947 campaign, sent another \$100,000, bringing its cash account to \$375,000. St. Paul opened its December remittance record with a further \$40,000, while Syracuse forwarded \$35,000.

Columbus, O. dispatched a further \$50,000; Indianapolis, \$35,000; Birmingham, Ala., \$30,000; San Diego, Calif., \$20,000. Memphis, Tenn. opened its December record with \$50,000, sending its total to \$400,000, while Des Moines, Ia., with \$15,000, reached the \$290,000 mark.

Omaha started December with another \$100,000 remittance. The Board of the Omaha Federation borrowed this from the banks "to meet the emergency needs of UJA." Toledo, still campaigning, forwarded \$70,000. Jacksonville, Fla. sent another \$37,500. New Bedford, Mass. sent \$25,000 and New London, Conn., \$5,000.

The December 1st entries included \$8,250 from Englewood, N.J.; \$20,000 from Newport News, Va.; Oklahoma City, \$10,000; Wheeling, W. Va. and Fresno, Calif., each \$10,000; Cliffside Park, N.J., \$5,000; Monroe, La., \$6,000; Tacoma, Wash., \$10,000; Elgin, Ill., \$10,000.

Lock Haven, Pa. forwarded \$20,000; Hagerstown, Md. over \$22,000; Sandusky, O., \$6,850; Albany, Ga., \$10,000; Fairmont, W. Va., \$5,000; Colorado Springs, Colo., \$7,000. From San Juan, Puerto Rico came \$6,950 on account of the 1947 campaign.

Dallas, Tex. boosted its cash total to \$600,000 with a remittance of \$75,000.

TAX REMINDERS TO CONTRIBUTORS

Contributors to the United Jewish Appeal and to campaigns throughout the country which include the UJA as major beneficiary are taking special note during the month of December: (a) that additional deductions for 1947 income tax purposes require payments in cash during this month; and (b) that new contributions on account of 1948, in the form of cash payments, may profitably be forwarded to local campaigns as an advance on gifts for 1948.

Contributions have a relationship to tax economy. Many contributors do not, of course, limit themselves to the regular tax allowances. However, corporations and individuals who have not in 1947 exhausted their charitable deduction limitations, i.e., 5% of net income (before the deduction) and 15% of "adjusted gross income," respectively, will wish to make further contributions, which can be done at varying levels of tax cost, depending on the contributor's tax bracket:

(1) In the case of a corporation, the government's "contribution" to the donation may be as high as 53%.

(2) In the case of an individual, the corresponding figure may be as high as 86.4%.

The present individual tax rates afford taxpayers with net income in the higher brackets an opportunity actually to save money by making deductible contributions in securities which have appreciated in value, instead of selling the securities and being subjected to a tax on the gain. This applies to both long term and short term held securities.

Some accounting firms have indicated the possibility of decreasing 1947 taxes by precipitation to 1947 of 1948 deductions, including charitable contributions. This applies to corporate and non-corporate taxpayers, who may find it advantageous to make substantial cash contributions in 1947 to be applied on account of pledges for 1948. In each case, of course, the advice of one's own accountant and lawyer must be sought, to meet individual circumstances.

PROCEDURE FOR CONFERENCE COMMITTEES ADOPTED

The procedures for establishing committees which will recommend action for the consideration of the National Conference of the United Jewish Appeal at Atlantic City during December 12-15 were adopted at a meeting of the UJA National Campaign Executive Committee at the Hotel Astor, New York, on Sunday, November 30. The meeting gave special consideration to suggestions contained in a resolution adopted at a meeting convened in Pittsburgh on November 9 of thirty largest constituent cities of the Council of Jewish Federations and Welfare Funds.

The National Campaign Executive Committee comprises one third members named by the Joint Distribution Committee, one third named by the United Palestine Appeal and one third comprising representatives of the eight regions of the Council of Jewish Federations and Welfare Funds and additional members selected by the Inter-City Committee. In addition to the regular members of the Committee, the UJA invited to the November 30 meeting persons and communities recommended by the CJFWF.

The meeting heard a report on the 1947 campaign by Isidor Coons, Executive Vice

Chairman of the UJA; discussed campaign problems; considered the advisability of a visit to Europe and Palestine by a large group of American Jewish community representatives; and discussed at length the process for establishing a 1948 United Jewish Appeal goal at Atlantic City.

It was unanimously agreed that a Committee on Committees be named which would work out a formula for composing the Preparatory Sub-Committee, the name given to the smaller body which will submit recommendations to the Committee of the Whole, which will discuss the resolutions submitted all day Sunday, December 14. The Committee on Committees will work out a list of names to be submitted for ratification to the Conference on Friday, December 12.

The members of the Committee on Committees are: Hon. Henry Morgenthau, Jr., General Chairman of the UJA; Rabbi Israel Goldstein, William Rosenwald and Rabbi Jonah B. Wise, National Chairmen of the UJA; Stanley C. Myers, President of the Council of Jewish Federations and Welfare Funds; William J. Shroder, Chairman of the Council Board; and Harold J. Goldenberg, Council Vice President.

COMMUNITIES TOP GOALS IN FALL CAMPAIGNS

Jacksonville, Fla., aiming at a quota of \$350,000, was able this week proudly to announce that it had topped its goal. With \$150,000 already forwarded to the United Jewish Appeal "because our community realizes the tremendous need and urgency for cash at this time," Sam Wolfson, President of the Jacksonville Jewish Community Council, reported to headquarters on the final function to achieve success. With the leaders seeing the goal in sight, a \$100 per plate Victory Dinner was conducted and the response was so gratifying that enough was realized to pass quota.

Mr. Wolfson was one of the prime movers in the unprecedented drive. Samuel Kipnis was General Chairman and helped set the keynote for generosity. Ben Stein was Chairman of Big Gifts and P. N. Coleman was active in the Big Gifts Division. The Christian Committee, headed by John Love Wilkes, raised over \$30,000. The Women's Division, a new enterprise, raised \$21,000 under the leadership of these Co-Chairmen: Mrs. Ben Stein, Mrs. Max Baker, Mrs. Joseph Hackel and Mrs. Saul Kurlin. Ben Stark is Executive Director.

Lexington, Ky. sought what seemed an impossible \$125,000 and already has in hand over \$128,000, due to an energetic drive led by Louis R. Ades and Emanuel Meyers as Co-Chairmen. All elements of the community were welded together for the record-breaking results.

Mason City, Iowa made history for the State with its campaign dinner last week when \$31,000 was raised. In 1946 this community contributed \$12,500 and when the campaign was started recently there was the wide conviction that a \$15,000 achievement would be miraculous. Mason City was a triumphant climax to the campaigns conducted in Iowa under the Regional leadership of E. N. Grueskin of Sioux City. Harold Goldman of Des Moines, who has been visiting various communities in the State, was present, together with Mme. Sophie Spanjaard, to help the local leadership do a superb job. N. Levinson is Chairman of the Mason City drive and H. M. Richer, Secretary-Treasurer.

CAMPAIGNS THROUGHOUT NATION MAINTAIN STEADY PACE

Charleston, S.C. was able to report this week that it had already passed the \$125,000 mark, toward its goal of \$275,000 under the vigorous leadership of Edward Kronsberg, Welfare Fund President, as General Chairman, with Milton A. Pearlstine, Herman Rephan, Walter H. Solomon, Louis Meyerson and Henry Yaschik as Co-Chairmen. Top gift in the campaign was that of the Kronsberg Bros. for \$8,500, with others maintaining the pace in their brackets.

Tuscaloosa, Ala. raised over \$32,000 at its initial gifts meeting from those who had contributed \$16,000 in 1946. Morris Sokol is Campaign Chairman and Abe Applebaum, Co-Chairman. Mrs. Samuel Wiesel is Secretary-Treasurer.

Portsmouth, O., led by Harold J. Ruttenberg and Daniel Labold as Campaign Co-Chairmen, was stirred at a dinner meeting which produced \$32,000 from a group which represented \$15,000 in gifts last year. Mr. Ruttenberg, a newcomer to the community, not only set the pace but proved a powerful campaigner. Aronhold C. Schapiro is Welfare Fund President.

Albany, Ga. raised over \$18,000 from those who contributed \$9,675 in 1946. Myron I. Prisant is Chairman of the drive, which also includes a strong Christian campaign. All Christian contributions are announced in the local newspapers daily.

Walden, N. Y. has recorded pledges to date of \$12,000 in its current campaign led by Jacob Dunkelman as Chairman.

Stroudsburg, Pa. has just finished raising some two and a half times the sum it obtained in the community in 1946. In attaining its goal of \$23,500, the campaign was benefited by the energetic leadership of Henry Reader as Chairman. Associated with him are Peter B. Mendler, Treasurer; Mrs. Marion Feinsilber, Secretary; and Rabbi Kurt Weiner, William Friedman, Theodore Getz, Ira G. Nagler and Lester G. Abeloff. Over \$15,000 has already been forwarded.

Norfolk, Va., conducting one of the largest campaigns in the South in the Fall, has passed the \$385,000 mark. Officers of the drive are: Archie J. Harris, Chairman; Phillip Barr, Albert Hofheimer, Ralph Margolins and Ellis J. Strelitz, Co-Chairmen; and Mrs. Ben Paul Snyder, Chairman, Women's Division. Ben Simon is President of the Jewish Community Council; Sydney S. Abzug, Executive Director. Dudley Cooper is UJA State Chairman.



United Jewish Appeal

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and UNITED SERVICE FOR NEW AMERICANS

From ISIDOR COONS }
HENRY MONTOR } Executive Vice Chairmen

165 West 46th Street, N. Y. 19, N. Y.

A REPORT
to Members of the
National Campaign Council

SPECIAL ISSUE

NOT FOR PUBLICATION

December 18, 1947

NATIONAL CONFERENCE REPORT

AMERICAN JEWRY ACCEPTS HISTORIC CHALLENGE

In a four-day Conference marked by an emotional climate ranging from grim determination to tearful exaltation, more than thirteen hundred leaders of American Jewish communities from every State in the Union gathered at Atlantic City, unanimously adopted a Resolution calling for a United Jewish Appeal goal of a minimum of \$250,000,000 in 1948 to meet "the greatest challenge that any generation of Jewry has ever faced." This was American Jewry's ringing response to the United Nations decision that after almost two thousand years of homelessness the Jewish people were at last being given the opportunity to build a State in Palestine.

The Resolution was adopted late Sunday afternoon, December 14, after a full day of discussion by the plenary session, which followed two days of deliberations on the budgets of the UJA agencies and the responsibility of the American Jewish community. After shouting a thunderous "Aye!" when the question was called on the Resolution, the delegates rose in a body and cheered their own decision, though many of the cheers were accompanied by unashamed dabs of handkerchiefs against tear-clouded eyes. And thus December 14 followed close upon the heels of November 29, the date of the United Nations decision, as the second page in the revised history of the Jewish people.

HENRY MORGENTHAU, JR. DRAFTED TO LEAD AGAIN

From the moment the delegates began to assemble in the hotel lobbies on Thursday evening it was evident that the 1948 campaign could not be thought of with any sense of reality unless Secretary Henry Morgenthau, Jr., 1947 General Chairman of the UJA, would again take the helm. Two questions were heard repeatedly: "What do you think the goal will be?" and "Will Morgenthau take the Chairmanship again?"

The big news was revealed to the delegates on Saturday evening by former Governor Herbert H. Lehman, who shared the dais with Dr. and Mrs. Chaim Weizmann, Eliezer Kaplan, Dr. Joseph J. Schwartz, Moshe Shertok, General John H. Hildring, General Joseph T. McNarney, Congressman James G. Fulton, Rabbi Israel Goldstein, William Rosenwald, Rabbi Jonah B. Wise, Edward M. M. Warburg, Mrs. David M. Levy, Paul Baerwald, Edwin Rosenberg, and other notables.

"I am very happy, indeed," said Gov. Lehman, "to announce tonight that a man who has been devoted in the service of his fellow men for many years, who has shown aggressive, day by day hard-working leadership, who has shown sympathy for the unfortunates of every race, creed and nationality, who has shown us by his example and leadership what our path must be in connection with our endeavors in the United Jewish Appeal, has again consented to be our leader."

The delegates expressed their gratitude for Mr. Morgenthau's service in 1947 and their joy in his acceptance of leadership in 1948 by a prolonged rising ovation.

PALESTINE AND UNITY THE KEYNOTE

Although no one in the great hall at the Chelsea Hotel forgot for a moment the tragic situation of the many hundreds of thousands of Jewish survivors in Europe, or the needs of the refugees coming to the United States, there was understandably a spirit of hope and elation resulting from the more encouraging outlook that had been absent in previous years. More than this, it was clear to all that now that the establishment of a Jewish State in Palestine had become official United States and United Nations policy, previous differences on the subject of Palestine were being forgotten in the united effort that would have to be made by American Jews if the opportunity that had been offered by the United Nations were to be transformed into actuality.

DEMOCRACY COMES OF AGE IN AMERICAN JEWISH LIFE

This greatest and most fruitful of all United Jewish Appeal Conferences was distinguished by a democracy of composition and procedure perhaps without parallel in any similar gathering in the past. The delegates themselves were selected by their own communities to receive invitations to the Conference. The Preparatory Sub-Committee, charged with the responsibility for debating and framing the Resolution on the 1948 goal for recommendation to the entire assemblage and considered the most vital Committee of the Conference, was chosen as follows: In accordance with a formula worked out by a Committee on Committees, consisting of officers of the UJA and officers of the Council of Jewish Federations and Welfare Funds, communities and Council Regions were invited by the United Jewish Appeal to appoint their own Committee members officially. In addition, the officers of the United Jewish Appeal and twenty-five members at large chosen by the UJA brought the total membership of the Committee to 132. Milton Kahn of Boston, headed the Committee as Chairman.

On Friday, December 12, the day before the Preparatory Sub-Committee began its deliberations, the entire assembly heard a report of the Executive Vice Chairmen on the 1947 campaign as well as financial and collection reports of the Co-Treasurers, I. Edwin Goldwasser and Jacob Sincoff. Charles Brown, President, Los Angeles Jewish Community Council, presided. Following approval of the reports by the delegates, Julian H. Krolik, President, Jewish Welfare Federation of Detroit, presided over panel discussions on the budgets of the JDC, the UPA, and the USNA, which followed exhaustive presentations of the budgets (complete copies of which had been sent to the delegates for study two weeks before the Conference) by Moses A. Leavitt, Executive Vice Chairman of the JDC; Eliezer Kaplan, Treasurer of the Jewish Agency for Palestine; and Joseph E. Beck, Executive Director of the USNA. These experts were flanked by such authorities as Dr. Joseph J. Schwartz, European Chairman of the Joint Distribution Committee; Dr. Joseph Weiss, Head of Finance Department, Jewish National Fund in Jerusalem; Teddy Kollek, Mukhter of Ein Geb, Palestine; Dr. Isador Lubin, Robert R. Nathan, Oscar Gass, Irvin Bettmann, Sr., Chairman, Financial Planning Committee of the USNA, and others, who served on a panel to which every conceivable relevant question might be addressed.

Major General Walter A. Wood, Jr., Chief of the Washington office of the PCIRO, discussed the potentialities of IRO and its relationship to voluntary agencies. Gen. Wood said that "the funds available to PCIRO are insufficient to furnish even the minimum basic care on adequate standards to eligible refugees who need such care and at the same time to furnish transport for many thousands for whom resettlement and repatriation opportunities are now open." Time was allotted for questions and discussion by every delegate who wished to speak.

COMMITTEE STIRRED BY DISCUSSION ON GOAL

In a Conference filled with many moments of drama and excitement, perhaps the most moving occurred during the sessions of the Preparatory Sub-Committee on December 13. Gathered for breakfast in the early morning, the members of the Committee were arranged as at a Congressional hearing. A huge E-shaped table held those officially named by their communities to determine the recommendation for the 1948 United Jewish Appeal goal. In the rear of the Venetian Room of the Ambassador Hotel was a series of chairs for observers.

Throughout the long day, despite varied expressions of opinion, there was never acrimony or heated exchange. It was the general atmosphere of high purpose which dominated the entire Conference that made for friendly, even if opposite, expression of views. Also responsible was the spirit of good humor radiated by the Chairman of the Committee, Milton Kahn of Boston. In moments of tenseness he could always be counted upon to dissipate sharpness by a bit of levity or friendly caution.

There were those in the Committee who felt that the total needs, aggregating close to \$400,000,000, should be presented to the country as a goal. They felt it was not fair to the seriousness of the occasion to prevent the country from responding in the utmost to the demonstrated need. Other figures were suggested on the basis of "practicality", "realism", "last year's results", etc. One of the questions asked was: what will the big cities do?

Joseph Shulman of Paterson, N.J.; E. N. Grueskin of Sioux City, Ia.; Dewey D. Stone of Brockton, Mass.; A. I. Lack of Houston, Tex.; Julian B. Venezky of Peoria, Ill.; Julius Fligelman of Los Angeles, and Sanford M. Treguboff of San Francisco, were among those who participated in the morning discussion. One of the points raised by a number of the delegates was the advisability of obtaining funds to meet the total needs through a bond issue or through certificates of indebtedness or some similar device. Leonard A. Chudacoff of Los Angeles came prepared with a program involving a \$1,000,000,000 Reconstruction Fund bond issue.

However, any hope that large funds might be obtained through such sources was negated in statements made during the day by Henry Morgenthau, Jr., Herbert H. Lehman, Robert R. Nathan and Oscar Gass. They pointed out that the Jewish State in Palestine would not formally come into existence before October 1 and until such time there would be no basis for such a bond issue. Furthermore, it would take some time after the State came into existence before the proper forms for such loans could be made up. Moreover, Governor Lehman pleaded that it would be most unwise to saddle the new Jewish State, which would enter upon its activities with a depleted Government treasury, with a heavy indebtedness to start with. Only large public contributions, it was re-emphasized by these experts, could meet the pressing needs of 1948. The year 1948, they added, is the crucial year, when the Jewish State in Palestine must be placed on its feet, when the security issue will be most urgent, when the first stages of immigration must be accelerated. As Mr. Nathan put it, the possibility of subsequently

obtaining large government loans will be determined in large part by the solidity of the foundations of the Jewish State erected at this time with voluntary funds.

All the arguments devoted to sources other than voluntary gifts seemed to be exhausted during the morning session. When the Preparatory Sub-committee resumed its session after lunch, it was evident that the doubts had been cleared away for most of those present. Samuel Rothberg, Peoria; Julian H. Krolik, Detroit; Max Glazer, Dallas; Harold J. Goldenberg, Minneapolis; Rudolf E. Lifson, Elizabeth; Herman Gilman, Boston; Israel Bernstein, Portland, Me.; and Eugene M. Solow, Dallas, were among those who participated in this phase of the discussion. The high mark of the debate seemed to be reached in the addresses of Messrs. Goldenberg and Gilman. We have a chance for a Jewish State, was their keynote. For the first time in two thousand years, the Jews have an opportunity to build a great civilization on the ancient soil of Palestine which will reflect glory on the Jewish people and inure to the benefit of all mankind. The Jews themselves would be on trial in the year 1948. They must not fail, was their theme.

A motion was introduced affirming the conviction of the Committee members that the needs as stated, totalling some \$400,000,000, were valid. This was adopted without a dissenting vote. The question then arose as to what would be considered a goal that would both reflect the urgency of the requirements and stimulate the maximum responsiveness, in the light of the 1947 results. The figures varied. Only a few suggested a figure of about \$200,000,000. The other suggestions varied from \$250,000,000 to \$400,000,000. It was beginning to be evident, however, that the average response was to \$250,000,000, a figure that had been mentioned by Pinches Karl and Charles Brown of Los Angeles, Harold J. Goldenberg of Minneapolis, and Isadore Breslau of Washington, among others.

In the discussion, there were also statements by: Joseph Markel, Buffalo, N.Y.; Morris B. Pilavin, Flint, Mich.; Col. Albert A. Kaufman, Houston, Texas; Herbert R. Abeles, Newark, N. J.; Herman Weisman, N.Y.C.; Emanuel E. Falk, Newport News, Va.; Dr. Walter S. Gross, Schenectady, N.Y.; Lester A. Kabacoff, New Orleans, La.; Hon. Irvin Stalmaster, Los Angeles, Calif.; Sylvan Gotshal, N.Y.C.; Sol Brachman, Ft. Worth, Texas; Jacob Sincoff, N.Y.C.; Irvin Bettman, Sr., St. Louis, Mo.; Dr. Lewis I. Miller, Denver, Colo.; William Sinkin, San Antonio, Texas; Phillip Meyers, Cincinnati, Ohio; Julian Freeman, Indianapolis, Ind.; A. Richard Frank, Chicago, Ill.; Maurice Sanditen, Tulsa, Okla.; Abe B. Saeks, Dayton, Ohio; Samuel Greenblatt, N.Y.C.; and Samuel A. Goldsmith, Chicago, Ill.

It was close to 4:45 P.M., just as dusk had fallen, that the final decision was made. By that time, the members of the Committee were veering closer and closer to the total requirements as the basis for setting a goal. I. Edwin Goldwasser, Treasurer of the JDC, had a proposal to offer. He started off by quoting the phrase: "Carpe Diem" (Seize the Day). "Seize the Year," he said. The year 1948 was the Year of Decision for Jews, and this was the moment of decision for the Preparatory Sub-Committee. The JDC, he announced, would have its Executive Committee meeting the following Tuesday noon. He had, during the preceding half hour, canvassed the members of the JDC Executive Committee present at the Conference and had obtained their consent to his proposal which would be formally approved by the JDC itself on Tuesday. His proposal was that the Preparatory Sub-Committee adopt \$250,000,000 as "a minimum goal," with the understanding that the JDC Executive Committee would propose that any amount in excess of \$250,000,000 would go to the UPA. There would be no ceiling on the goal for the country.

The spirit reflected in Mr. Goldwasser's proposal struck a responsive chord among the Committee members, especially since it seemed to represent the consensus on the subject.

Former Governor Lehman arose to second the motion. He indicated that the budgets could not be challenged. Furthermore, there was no validity in the suggestions that the resources could be augmented through loans or certificates of indebtedness. It would be a serious mistake, he said, to require the new State of Palestine to mortgage its future at this time, except through State loans to be made eventually. Ordinarily, we could not hope to raise a larger sum than last year, said the Governor, except for this great selling point that we now have. We will have to double what we raised in 1947. It can be done. "I am certain it must be done," he emphasized. He also added that the leadership in New York will make every effort to measure up to the new responsibilities.

Dr. Israel Goldstein followed with another seconding statement. He dwelt on the unity which characterized the work of the JDC and the UPA, not only here but especially abroad, in the field of operations.

When Mr. Kahn put the motion to a vote, it was carried by an overwhelming majority. Only a few scattered "No's" were heard. These, too, were eliminated the following day, when A. I. Lack of Houston, Tex. announced at the plenary session that it was his delegation which had been responsible for the negative votes. In the light of all that transpired in the succeeding hours, especially in view of the spirit that had been developed at the Saturday night session, Mr. Lack moved to strike from the record the Houston negative votes in the Preparatory Sub-Committee and proposed that the motion be adopted unanimously. This was done.

HENRY MORGENTHAU, JR. ACCLAIMED FOR LEADERSHIP

In the mood of intense satisfaction with the verdict that was evident among the Committee members, Elkan R. Myers of Baltimore arose on another subject. He praised the work of the Hon. Henry Morgenthau, Jr. as General Chairman of the United Jewish Appeal in 1947, and declared that the great task that lay before American Jewry in 1948 required "the same inspirational leadership." His words seemed to echo the sentiments of all the members for they arose as one man and applauded and cheered in a manner reminiscent of the old-time political rallies. It was a stirring climax to a day that had had many flashes of high exaltation. Mr. Myers moved that Mr. Morgenthau be drafted for the General Chairmanship of the UJA in 1948. The motion was unanimously carried.

Mr. Morgenthau was obviously touched by the warmth of the reception given him. The year 1947, he said, had been one of the most satisfactory years of his life. While all of us would have liked to have raised many millions more in the past year, the Jews of America did demonstrate the greatest generosity in the history of philanthropy. Mr. Morgenthau paid special tribute to Stanley C. Myers, President of the Council of Jewish Federations and Welfare Funds, for the part he had played in helping ensure the success and representative character of the Conference.

Mr. Morgenthau said he had engaged in a great deal of "soul-searching" in regard to the Chairmanship and as to the right thing to do. "The fact that the United Nations has given the Jews who wish to do so the right to enter the Promised Land has placed a great responsibility on all of us. I feel that by making a success of the Jewish State we shall be giving the one chance for decent, free living to great numbers of Jews now homeless and hopeless. It is a chance which each of us must help the Jewish people seize."

He referred to the Goldwasser proposal as a demonstration of unity between the component agencies of the United Jewish Appeal and said that he was deeply shaken by the fact that Mr. Goldwasser, member of a very large and important business who was not given to emotionalism, had broken down and cried after his motion had been presented.

He also paid tribute to the moving talk by Governor Lehman in seconding the motion and the words spoken by Dr. Goldstein. Under all the circumstances, Mr. Morgenthau said, he had no choice but "to accept this very grave responsibility and to share it with you. I hope that there will be many millions over the \$250,000,000 for the establishment of the Jewish State."

ENTIRE ASSEMBLY MAKES FINAL DECISION ON GOAL

After the delegates had participated in full discussions on the budgets of the UJA agencies and received statements from government officials and leaders from all parts of the world, the plenary session of the Conference opened on Sunday morning with an address by Rabbi Israel Goldstein, who declared: "This is a day of judgment for American Jewry. You will be judged in the eyes of the world by the measure of your undertaking here. We shall have to prove to the world that we are not only strong but great, not only numerous but noble; and 1948 will have to be the year of which it can be said: 'Many years have ye done well, but thou must excel them all'."

Harold J. Goldenberg, who presided, introduced Governor Herbert H. Lehman, who presented the Resolution on the 1948 goal submitted by the Preparatory Sub-Committee and made the keynote address in support of the Resolution.

"It is my hope," said Governor Lehman, "that the British Government will discharge its duty of maintaining law and order in Palestine during the life of the Mandate, and that the United Nations will effectively exert its authority until the new State can, under its own sovereignty, assume its police powers. But pending the time that its sovereignty and its authority are implemented, it is certain that means must be provided to make the security of its people effective.

"Palestine will have to be built up from the very ground. It will have no revenues, it will have no personnel, it will have no foreign service, it will have no laws or ordinances. All these things will have to be created, created afresh. No matter how noble may be the men who are chosen to lead them by the people of Palestine, they will not meet with the success and the consummation of their efforts to which the people of Palestine are entitled unless we, their friends, hold out a helping and encouraging hand."

Governor Lehman emphasized the unhappy plight of the Displaced Persons in Europe. "The failure of governments sufficiently to implement the decision of the United Nations to take care of the Displaced Persons and refugees who could not or would not return to the lands of their nativity is one of the most tragic aftermaths of the war," he declared.

"In the budget of the JDC, nearly one third of the money is to be devoted to the care of the Jewish Displaced Persons in the camps. It should not have been necessary, but unfortunately it is necessary. The Military and UNRRA, during the years of their operation, spent between seventy-five and a hundred million dollars a year in the mere maintenance of the Jewish inmates of the Displaced Persons camps, and now, save in minor degree, that money has been withdrawn and there is no way of helping these people, save through the generosity of you men and women and the great constituencies you represent."

The discussions which followed in the general assembly were on the same high level as those which had been made in the session of the Preparatory Sub-Committee the day before.

The Resolution as unanimously adopted by the general assembly follows:

"OUT OF THE TRAVAIL OF THE JEWISH PEOPLE HAS COME A SUPREME MOMENT IN JEWISH HISTORY. BY THE DECISION OF THE UNITED NATIONS, WITH THE LEADERSHIP OF THE AMERICAN GOVERNMENT, AN INDEPENDENT JEWISH STATE IS TO BE ESTABLISHED IN PALESTINE. THE DREAM OF CENTURIES IS ABOUT TO BECOME A REALITY.

"THROUGHOUT THE YEARS OF TRAGEDY WE, THE JEWS OF AMERICA, STOOD BY OUR PEOPLE WITH OUR RESOURCES AND WITH OUR MORAL AND SPIRITUAL STRENGTH. THE YEAR 1948 HAS BECOME THE YEAR OF DESTINY, THE YEAR OF TRUE LIBERATION FOR THE HOMELESS AMONG THE JEWS. NOW THE GREATEST CHALLENGE THAT ANY GENERATION OF JEWRY HAS EVER FACED STANDS BEFORE US. IT IS THE CHALLENGE TO RATIFY THE DECISION OF THE NATIONS OF THE WORLD FOR THE ESTABLISHMENT OF THE JEWISH STATE BY FURNISHING THE RESOURCES THAT WILL OPEN THE GATES OF PALESTINE, ESTABLISH THE PEOPLE ON ITS SOIL IN DIGNITY, FREEDOM, PEACE AND SECURITY.

"IT IS IN RECOGNITION OF THIS HISTORIC AND INSPIRING OPPORTUNITY THAT THE REPRESENTATIVES OF THE JEWISH COMMUNITIES OF AMERICA ARE GATHERED IN ATLANTIC CITY, N.J. ON DECEMBER 14, 1947 TO ASSUME THEIR COMMON RESPONSIBILITIES TOWARD THE UNITED JEWISH APPEAL.

"DETERMINED TO SUSTAIN THE JEWS OF EUROPE WITH OUR AID SO THAT, IN THE WAYS IN WHICH THEY SHALL THEMSELVES CHOOSE, THEY MAY BUILD THEIR LIVES IN SELF-RESPECT,

"EAGER TO WELCOME AND AID THOSE WHO SHALL COME TO THE SHORES OF OUR OWN LAND, AND

"PROUD OF THE UNIQUE OPPORTUNITY WHICH THE NATIONS OF THE WORLD HAVE GIVEN TO US TO BUILD A GREAT JEWISH CIVILIZATION IN PALESTINE,

"THIS CONFERENCE CALLS UPON THE JEWS OF AMERICA, FIRST, AND UPON ALL THE PEOPLE OF THIS LAND TO JOIN WITH UNITY, COURAGE AND VISION IN SUPPORT OF A CAMPAIGN ON BEHALF OF THE UNITED JEWISH APPEAL IN 1948 THAT WILL ENABLE US TO FULFILL OUR CENTRAL ROLE TOWARD THESE OBJECTIVES.

"THEREFORE, IT IS RESOLVED

"THAT IN THE YEAR 1948 THE JEWS OF AMERICA CONDUCT A CAMPAIGN FOR THE UNITED JEWISH APPEAL THAT WILL PROVIDE FOR THE NEEDS OF THE UNITED PALESTINE APPEAL, THE JOINT DISTRIBUTION COMMITTEE AND THE UNITED SERVICE FOR NEW AMERICANS -- NEEDS WHICH HAVE BEEN CERTIFIED TO THIS CONFERENCE AS TOTALLING ALMOST FOUR HUNDRED MILLION DOLLARS;

"THAT THE CAMPAIGN GOAL OF THE UNITED JEWISH APPEAL BE FOR A MINIMUM OF \$250,000,000 TO BE DISTRIBUTED AS AGREED UPON AMONG THE AGENCIES, WITH THE UNDERSTANDING THAT ALL SUMS ABOVE THE MINIMUM GOAL SHALL BE DEVOTED TO THE ESTABLISHMENT OF THE JEWISH STATE;

"THAT IN VIEW OF THE URGENT REQUIREMENTS IN THE FIRST HALF OF 1948 ALL COMMUNITIES BE URGED TO CONDUCT THEIR CAMPAIGNS AS EARLY IN 1948 AS POSSIBLE; AND

"THAT IN ORDER TO ACHIEVE THE HISTORIC TASK TO WHICH DESTINY HAS ASSIGNED US, THE WHOLE OF AMERICAN JEWISH COMMUNAL LIFE IN THE YEAR 1948 MOBILIZE ALL RESOURCES OF DEVOTION, MANPOWER AND FUNDS FOR THE SUPREMELY URGENT NEEDS OF THE UNITED JEWISH APPEAL.

"MAY WE BE EQUAL TO THE RESPONSIBILITY AND PRIVILEGE WHICH PROVIDENCE, OUR PEOPLE AND THE PEOPLE OF THE WORLD HAVE NOW GIVEN US!"

Among the delegates who participated in the discussions at the various sessions of the Conference were:

Joseph Markel, Buffalo; Eugene M. Solow, Dallas; Harry Greenstein, Baltimore; Dr. David Fichman, New Orleans; Isidor Fine, New York; David Stein, Waterbury; Rudolph E. Lifson, Elizabeth; Joseph F. Brenner, Harrisburg; Leonard A. Chudacoff, Los Angeles; Leon E. Selis, Baltimore; Lazure L. Goodman, Indianapolis; Leo Checkver, New York City; Louis Rosenbaum, Florence, Ala.; Eugene Feldman, Woodbine, N. J.; Henry H. Brenner, Harrisburg; Mrs. Jack A. Goodman, Indianapolis; Abraham Miller, New York City; Rabbi Morris M. Hershman, Joliet; Max Ogust, New York City; A. I. Lack, Houston; Samuel Goldhamer, Cleveland; Monroe Goldwater, New York City; E. N. Gueskin, Sioux City; Jacob Schwartz, Minneapolis; A. B. Saeks, Dayton; William Gerber, Memphis; Osias Zwerdling, Ann Arbor; Benjamin R. Harris, Chicago; Samuel A. Goldsmith, Chicago; Maurice Kompaniez, Los Angeles; Mrs. Rose Halprin, New York City; Louis Siegel, New York City; Mendell M. Selig, Leominster; Reuben B. Gryzmish, Boston; Hon. Maurice Bernon, Cleveland; Maurice Sanditen, Tulsa; Dewey D. Stone, Brockton, Mass; Harry N. Cohn, Butler; W. B. Samuelson, Houston; Harold Goldman, Des Moines; Herman Gilman, Boston; Julian B. Venezky, Peoria; Samuel Rothberg, Peoria; Julius Fligelman, Los Angeles; Samuel A. Schutzer, West Palm Beach; Max Zimmer, Los Angeles; Jerome I. Udell, New York City; Samuel A. Wexler, Leominster; Harry Bauman, Los Angeles.

AMERICAN JEWISH
ARCHIVES
GLAMOR NIGHT

Another unusual feature of an unusual Conference was the fact that practically the only formal speech making that was included in the four-day program was confined to the banquet session on Saturday night, December 13. However, the galaxy of stars shone brightly that night. The spirit of Chanukah prevailed and was symbolized in the kindling of the Chanukah candles. Before introducing Henry Morgenthau, Jr., Chairman of the session, William Rosenwald in opening the meeting, declared: "We have the opportunity to engage in a great, constructive effort, and this will involve the migration of tens of thousands of people, their preparation for settlement in Palestine, in the United States, or wherever else they may go, providing food, clothing and shelter, and otherwise caring for them while they are waiting and while they are en route, giving them facilities to build their life anew in Palestine, or to help locate the road to independence and to American citizenship, for those who come to this country.

"And last, but far from least, for the many hundreds of thousands who must remain in Europe, we must enable them to remain there and resume their normal mode of life."

Following are brief excerpts from the series of brilliant addresses that repeatedly drew applause and cheers from the delegates:

Dr. Chaim Weizmann: "If not for what you have done in order to make the national homeland a reality, perhaps now these people who live happily on the hills and in the dales of Palestine, living in their little cottages lit up in the evening -- would have been buried in the incinerators of Hitler. That should be recompense for a great deal of effort and sacrifice."

General Joseph T. McNarney: "If the Jewish people are at last to realize their age-old dream of a homeland, they are by the same token obligated to assume new responsibilities. There are no free rides in history, no matter how much injustice there has been in the past, and no matter how much suffering has been experienced. If the Jews are to be a part of the world democracy, I say to you as a friend of your people, the Jews will have to pull their own weight ... For you, the Jews of America, it means a readiness to do more, far more than you have ever done before in the way of providing the dollars, without which the efforts and the intelligence of the Jews of Palestine will be futile, and without which they will lack that sense of

solidarity, sympathetic understanding and interest that will give them the moral strength to carry on."

Major General John H. Hilldring: "I hope that the days of talking of anguish and sorrow are past - the days of extermination and frustration and indignation. The nations of the world have at last recognized the Jewish problem for what it is - a challenge to the collective conscience of mankind. They have met that challenge without flinching. They have given the Jews the opportunity they have sought for 2,000 years. As one who has observed the courage and resilience of the Jews of the Old World in times of direct distress, I am supremely confident that they will respond to this opportunity with vigor and enthusiasm and determination. We, in America, must help them to do so."

Dr. Joseph J. Schwartz: "Let us not forget that there are also a million and a quarter Jews who are still outside of the DP camps, and those Jews must not be forgotten, those Jews must not be overlooked in any long-range plans for settlement, in Palestine and elsewhere. The Jews of Europe need Palestine. The Jews of Europe have needed Palestine and have hoped and dreamed and longed for Palestine for many, many years now, but Palestine also needs the Jews of Europe. The Jews of Europe are the raw material, out of which the Jewish State will be built and fashioned."

Congressman James G. Fulton: "I feel this: that unless you people can carry on your United Service for New Americans, unless you can assure the Congress that you will carry on by meeting your budgets and by setting up this agency so that it can expand and carry this increased responsibility and burden, unless you do that, the American Congress will say 'No' (with regard to bringing DP's to the U. S.).... You see the extent of the problem the USNA has. You can see the results you have already accomplished. You can see the challenge that is coming up in this next year, and you can feel it, can't you? It is a year of decision. Let's live up to it."

Moshe Shertok: "We have carried great burdens in the past. You have also carried great burdens in the past. But this historic hour demands of us the capacity to increase our exertions, because otherwise we shall not measure up to the responsibility. There may be graver dangers in Palestine. I am sure the Yishuv can take it. There may be greater burdens in store for you in this country. I am sure that American Jewry can do it."

CASSMAN WELCOMES DELEGATES

Harry Cassman, President, Federation of Jewish Charities of Atlantic City, welcomed the delegates to Atlantic City, the host city, and presented to Charles Brown of Los Angeles who presided at the opening session, the key to the city.

Invocations at the various meals were given by Rabbi Jacob J. Gittleman of Louisville; Rabbi Maurice N. Eisendrath of New York; Rabbi Barnett R. Brickner of Cleveland; Rabbi Irving Lehrman of Miami; and Rabbi Herbert Friedman of Denver.

Cantor David Putterman led the singing of the Star Spangled Banner and Hatikvah, and officiated at the kindling of the Chanukah lights.

CONFERENCE SETS UP COMMITTEES FOR 1948

Indications that the annual United Jewish Appeal National Conferences have achieved a major place in American Jewish life were evidenced when the delegates voted

unanimously to establish the members of the Preparatory Sub-Committee as an interim committee to continue functioning between the 1947 Conference and the one to be held at the end of 1948. Milton Kahn, Chairman, announced on Monday that a sub-committee of ten, to be known as the Campaign Technique Committee, was being formed for the purpose of helping and advising Mr. Morgenthau, at his own request, on problems that will arise throughout the campaign in all parts of the country.

In order that the total goal for 1948 might be fairly apportioned among all the Jewish communities in the United States, the Committee on Committees was asked by the members of the Preparatory Sub-Committee to select a representative sub-committee of ten to act on the procedures for establishing quotas for the communities.

CAMPAIGN PEAKS IN APRIL AND SEPTEMBER

A suggestion was made by Mr. Morgenthau and recommended by the delegates by an overwhelming vote, that the peak campaign effort in 1948 be confined to two months, April for the Spring phase and September for the Fall. Herman Gilman, Chairman of the Combined Jewish Appeal of Greater Boston, envisioned "perhaps a dozen different cavalades that could tour the communities, which would have an opportunity during January, February and March to prepare themselves." Julian B. Venezky of Peoria, National Chairman of the UJA Regional Division, declared that he liked Mr. Morgenthau's suggestion because it would give the communities time to organize and to develop the leadership that will be necessary; and because "it will provide a concentration of our manpower, of our energy, and of our resources." Samuel Rothberg, also of Peoria, who is National Chairman of the UJA Liquor Industry Division and a National Vice Chairman of the Trade and Industry Division, said that "if we follow Mr. Morgenthau's plan we shall be able to reach every Jew in America, because for one month in the Spring and for one month in the Fall all they will hear is 'The United Jewish Appeal'." Eugene M. Solow of Dallas, Chairman of the UJA Southwest Region, pointed out that since "Passover is really a holiday dedicated to freedom, we can use Passover this April as the greatest demonstration of the Passover spirit in the history of our people." It was suggested that the month of April be called "Freedom Month for the United Jewish Appeal."

As a result of the discussion, the following motion was passed: "It is recommended by this body that to the extent feasible in each community, the national United Jewish Appeal and the individual communities of America concentrate their campaigns in the month of April 1948 and in the month of September 1948." It was agreed that this was a recommendation and that it could not be mandatory on any community.

CAMPAIGN TECHNIQUES

At the Sunday night session, the delegates were stimulated with an address by Herman Gilman, Boston's dynamic Chairman in 1946 and 1947, who discussed campaign techniques in a manner sometimes humorous, often hard-hitting. Typical of his frank and effective comments was this: "Seriously, no man, no man in our community, can go out and solicit a dime until he himself has given what we think is a proper gift.... We don't have any bond issues. We don't tax our people. We have the same program you have, only we intensify it, that's all.... We lay out a twelve-month program, not a hit-and-miss effort."

On Monday the delegates participated in a symposium on campaign techniques. Collection techniques were discussed by Maurice S. Tabor, Campaign Vice Chairman of the United Jewish Fund of Buffalo and Regional Chairman for Western New York, and Samuel Goldhamer, Executive Director of the Jewish Welfare Fund of Cleveland. The

discussion on the Big Gifts phase of the campaign was led by Elkan R. Myers, Chairman of the 1947 campaign in Baltimore, and Isidore Sobeloff, Executive Director of the Detroit Jewish Welfare Federation; Trade and Industry phases were discussed by Samuel Rothberg, and Arthur S. Rosichan, Executive Director of the Buffalo United Jewish Fund; Publicity techniques were outlined by Leo Gallin, Executive Director of the Los Angeles United Jewish Welfare Fund; Mrs. Katharine S. Falk, 1948 National Chairman of the UJA Speakers Division led the talk on Speakers; Women's Divisions were discussed by Mrs. S. A. Brailove, Co-Chairman of the Elizabeth, N.J. Women's Division, and Mrs. Charles Berney, Co-Chairman of the New Haven, Conn. Women's Division.

DRIVE FOR UJA CASH GETS UNANIMOUS APPROVAL

One of the highlights of the Monday session was the unanimous endorsement of a drive to collect the largest possible sum for the United Jewish Appeal in the two weeks before December 31. As the session opened there was a deep air of solemnity that pervaded the proceedings in the background of the morning's news that fourteen Jews had been killed from ambush in Palestine the day before. The stirring cry that had been made the day before by former Governor Lehman that the fullest means of protection be accorded the Jews of Palestine was intensified by the cabled reports from Palestine.

It was proposed that a telegram signed by leading officers affiliated with the United Jewish Appeal also be endorsed by the National Conference. This was done. It was then proposed that delegates attending the meeting also be signatories to the telegram to be sent to their respective communities. It was emphasized that the most vital way in which to help meet the needs of Palestine as well as of the other agencies was to concentrate an all-out effort on the mobilization of cash resources from pledges to the 1947 campaign.

The telegram that was sent to the communities as a result of the Atlantic City Conference read as follows:

"AS A CONSEQUENCE OF THE UNITED NATIONS DECISION ON PALESTINE, STEPS ARE RAPIDLY TAKING PLACE TO ACCELERATE IMMIGRATION INTO PALESTINE. AMERICAN JEWS WILL WISH TO ENSURE THAT EVERY PROPER STEP HAS BEEN TAKEN TO PROTECT THE LIVES OF PALESTINE JEWRY. IN ORDER TO PROVIDE FOOD, CLOTHING AND FUEL FOR THE BITTER WINTER AHEAD FOR JEWS IN AND OUT OF CAMPS IN EUROPE, CASH IS DESPERATELY NEEDED FOR IMMEDIATE PURCHASES.

"BY UNANIMOUS DECISION OF COMMUNITY DELEGATES AT DECEMBER 15TH SESSION OF UNITED JEWISH APPEAL NATIONAL CONFERENCE AT ATLANTIC CITY, THIS WIRE IS BEING SENT TO ALL COMMUNITIES.

"THE GRAVITY OF THE SITUATION COMPELS US TO JOIN IN THIS PLEA TO MOBILIZE CASH RESOURCES ON ACCOUNT OF 1947 PLEDGES FOR THE UNITED JEWISH APPEAL IN THE NEXT TWO WEEKS.

"TWENTY-FIVE MILLION DOLLARS ARE URGENTLY NEEDED AND IMMEDIATELY. WE THEREFORE ASK THAT A COMMITTEE COMPOSED OF MOST DYNAMIC LEADERS IN COMMUNITY BE ORGANIZED AT ONCE TO SECURE PAYMENT OF ALL SUBSTANTIAL CONTRIBUTIONS. WE SUGGEST FURTHER THAT A PHOTOSTATIC COPY OF THIS URGENT MESSAGE BE SENT TO EVERY CONTRIBUTOR WITH AN OUTSTANDING BALANCE. MAY WE HAVE YOUR IMMEDIATE COOPERATION AND ADVICE."

KAPLAN CALLS FOR AMERICAN JEWISH SUPPORT

In a short but moving statement Eliezer Kaplan, Treasurer of the Jewish Agency of Palestine, said: "In the name of Palestine I can tell you that our determination to

convert the dream into a reality is unbreakable and we will go forward. I would like to have permission from Mr. Morgenthau and from all of you here to act not as a messenger from Palestine to America but to act as a messenger from America to Palestine so that I shall be able to return to Palestine and tell our friends there that world Jewry is united — that you in America are backing us and that you will do all that is possible in the effort to achieve our hope, our goal, our decision."

MRS. LEVY EXPRESSES CONFIDENCE

After the national goal of \$250,000,000 for 1948 had been recommended, Mrs. David M. Levy stated: "I have been deeply moved by what has transpired here today.....I know that we cannot fail and that we will succeed." Mrs. Levy received an ovation in appreciation of her splendid leadership as Chairman of the National Women's Division.

NEUMANN PLEDGES ZIONIST SUPPORT

Dr. Emanuel Neumann, President of the Zionist Organization of America, declared to the delegates on Sunday evening: "This Conference had the strength, the purpose and the courage to rise to the occasion and to adopt the quota which it has adopted. I don't know whether that quota will be fully subscribed, undersubscribed or oversubscribed, but I do feel that we have a lot to be thankful for, that men and women from all walks of life, from all parts of the country and with every possible shade of opinion, have been able to agree upon this minimum indispensable quota and are willing to go out and attempt to reach it...We, the Zionists of America, will stand behind Mr. Morgenthau and all the national officers of the United Jewish Appeal, to the utmost of our capacity to serve and to help, so that we may be able to celebrate a real victory a year hence."

WARBURG CALLS UJA "SYMBOL OF UNITY"

In an informal statement to the delegates, Edward M. M. Warburg declared: "I realize that what we are doing here is something much bigger than fund raising. The UJA has become the symbol of unity of world Jewry. The UJA is the American statement of faith. It does not make any difference what politics we belong to or hold. It does not make any difference what side of the railroad tracks we come from. It does not make any difference whether we are Zionists or non-Zionists. Each year we come together for this purpose. It is the thing that gives the skeleton on which is built our Jewish life. Don't let's sell that short."

VENEZKY CLOSES CONFERENCE

In closing the greatest and most stirring Conference ever held by the UJA, Julian B. Venezky of Peoria, Illinois, said: "I think that if the American Jewish community does not oversubscribe the goal of \$250,000,000, we will have sinned and it will be such a sin that all the water of this great ocean will be unable to cleanse us from it ... I want to urge each and every one of you to go back to your communities and to say to our people in America that this is the year in which we must give effect to our Biblical mandate, 'Thou art thy brother's keeper'."

MEN WILL DIE
IF THE UJA DOES NOT PROVIDE VITAL FUNDS
HAVE YOU PAID YOUR PLEDGE?