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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME III
1948





United Jewish Appeal

for Refugees, Overseas Needs and Palestine

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. III No. 1

NOT FOR PUBLICATION

January 5, 1948

DESTINY CAMPAIGN FOR \$250,000,000 MINIMUM

GENERAL CHAIRMAN SETS UP HEADQUARTERS AT UJA

Recognizing that the raising of \$250,000,000 minimum for the UJA will require undivided and consecrated attention on the part of all leaders of American Jewry in 1948, Hon. Henry Morgenthau, Jr. is himself setting an example. The General Chairman of the UJA, as of January 1, has set up his own headquarters at the UJA national office, 165 West 46th Street, New York. He will be there from early in the morning until late in the afternoon, ready for conferences, telephone calls, correspondence and any other form of contact with leaders from all parts of the United States.

EARLY CAMPAIGNS IN 1948 PRESSED

Every community in the United States is urged to organize and conduct its 1948 campaign as early as possible. Cities which in past years may have set April, May and June as fund-raising months are requested to pull their campaign openings as far forward as feasible, consistent, naturally, with the particular circumstances which obtain in each community. At the Atlantic City Conference, it was resolved that the public campaign activity be concentrated during the spring in the month of April. But that referred to public solicitation and an attempt to terminate campaign activities. It did not refer to the general organization of campaigns and big gifts solicitation in the earlier months.

Reports reaching UJA headquarters indicate that many communities are planning to launch their drives earlier in 1948 than ever before. In three cities, big gifts solicitation was actually started during the latter part of December.

The wisdom of early campaign openings is enhanced by many factors. In the first place, the needs abroad are of mounting urgency and, in Palestine, take on the gravest international significance. The news from abroad, which arouses the deepest sympathy and sense of solidarity, establishes the essential atmosphere for campaigning on its highest and most sacrificial level. In the second place, the economic situation dovetails into the advantages of immediate fund-raising. The high level on which 1947

ended and the encouraging factors for the early quarter and half of 1948 are stressed on all sides. A third factor arises out of the encouragement which will be given to intergovernmental and governmental agencies if the American Jewish community early and decisively demonstrates its profound concern with the Palestine and European situations through its own generous participation.

CASH RECEIPTS FALL BEHIND NEEDS AND EXPECTATIONS

During the month of December, 1947, the United Jewish Appeal received on account of 1947 pledges the sum of \$13,900,000, it was reported by the Treasurers. Although this result reflected vigorous effort on the part of many communities to mobilize the maximum cash resources, it compared with the hope of the UJA officers that during December about \$25,000,000 could be obtained to meet the pressing cash requirements of the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans. During the period from January 1 through December 31, 1947, the UJA received toward 1947 pledges a total amount of \$80,200,000. In addition, the collections on the 1946 campaign during the same period totalled \$30,000,000, or a total combined cash record from the Jewish communities of America during the calendar year of over \$110,000,000.

There remains owing to the UJA on account of 1947 pledges approximately \$50,000,000 or more. It is imperative, the Treasurers pointed out, that these cash resources be made available in January and February of 1948, when the cash receipts on account of the 1948 campaign will be at a necessarily low ebb.

During these two months, expenditures on the far higher level of 1948 budgets will have begun. In relation to Palestine, for example, the vastly increased needs for immigration, security and general development leading to the establishment of the Jewish State will be making unprecedented demands upon the treasury of the Jewish Agency for Palestine. These financial requirements will truly be reflected in terms of life or death. It will be most urgent for the cash collection committees in each community to be at their most energetic in January and February, the UJA Treasurers pleaded.

The winter months place the most irresistible demands upon the JDC, which finds food, clothing, medicinal requirements at their peak. One illustration of the JDC load increase is found in Cyprus, which in the past week, had its Jewish internee population increased by some 11,000 immigrants on the Pan York and Pan Crescent.

At a meeting last week, the JDC and the UPA took cognizance of the growing Jewish immigration load in the United States. An initial allotment of \$6,000,000 was voted to the United Service for New Americans. This compares with a total expenditure in 1947 of some \$9,100,000.

Communities which played a most gratifying role in helping to meet the pressing UJA cash requirements during the month of December included Chicago, which forwarded an additional amount of \$1,750,000; Philadelphia, \$600,000; Cleveland and Baltimore, \$400,000 each; Boston, \$750,000; New York City, over \$1,750,000.

Record remittances from New England also included Providence, R. I., \$300,000; Woonsocket, \$28,750; Pawtucket, \$25,000; Springfield, Mass., \$125,000; Fall River, \$90,000; Lowell, over \$67,000; Pittsfield, \$40,000; Taunton, \$13,000; Lawrence, \$23,000; Haverhill, \$16,000; Leominster, \$52,000; Fitchburg, \$30,000; Worcester,

\$35,000; New Bedford and Northampton, \$10,000 each; New Haven, Conn., \$40,000; Bridgeport, \$20,000; Waterbury, \$25,000; Danbury, \$12,000; Colchester and Greenwich, \$10,000 each; New London, \$27,500; Manchester, N. H., \$20,000.

Among the numerous remittances from New Jersey were those from Camden, \$82,600; Trenton, \$60,000; Newark, over \$200,000; North Hudson County, \$62,000; Asbury Park, Hackensack and Teaneck, \$10,000 each; Bayonne, \$30,000; Perth Amboy, \$25,000; Plainfield, \$12,000; Paterson, \$25,000; New Brunswick and Jersey City, \$20,000 each; Atlantic City, \$40,000; Passaic, \$18,000.

From the West Coast, San Francisco sent \$100,000 and Los Angeles over \$338,000; Seattle, Wash., \$40,000; Portland, Oregon, \$50,000; Sacramento, Calif., San Diego and San Jose, \$10,000 each.

Active in collections as in its campaigns, the Southwestern communities which forwarded remittances included Dallas, Texas, \$100,000; Houston, \$110,000; Tulsa, Oklahoma, \$65,000; Oklahoma City, \$42,500; Shreveport, La., \$90,000; Little Rock, Ark., close to \$27,000; Tucson, Arizona, Pine Bluff, Arkansas, Corpus Christi, Texas, El Paso and San Antonio, \$10,000 each; Beaumont, Texas, \$15,100; Ft. Worth, \$30,000; S. E. Arkansas, \$13,750.

Pennsylvania was represented by a number of substantial remittances including Pittsburgh, \$150,000; Wilkes Barre, \$84,000; Allentown, \$40,000; Johnstown, \$90,000; Reading \$50,000; Scranton, \$35,000; Altoona, \$25,000; Pottsville, \$30,000; Washington and West Chester, \$25,000 each; New Castle, Lebanon and Sharon, \$20,000 each; York, \$11,000; Aliquippa, \$10,500; Brownsville, Erie, Chester, Harrisburg, Hazleton, Lancaster and McKeesport, \$10,000 each.

From Washington, D. C. came over \$140,000; Wilmington, Delaware, \$50,000; Norfolk, Va., \$60,000; Richmond, \$50,000; Whiteville Zone, N. C., \$41,250; Greensboro, \$30,000; Gastonia, \$20,000; Asheville, \$10,500; Charleston, S. C., \$15,000; Salisbury, Md., \$15,495; Charleston, W. Va., over \$43,000; Wheeling, \$35,000; Huntington, \$20,000; Clarksburg, \$20,000; Danville, Va., Portsmouth and Suffolk, \$10,000 each.

New York State communities through their intensified collections included the following remittances: Rochester, close to \$219,000; Buffalo, \$87,000; Syracuse, \$85,000; Albany, \$45,000; Utica, \$37,000; Elmira, \$15,000; Poughkeepsie, \$40,000; Troy, \$20,000; Jamestown, \$14,800; Kingston, Olean and Spring Valley, \$11,000 each; Niagara Falls, \$10,000; Binghamton, \$21,000.

From the South, Memphis, Tenn. sent close to \$75,000; Birmingham, Alabama, \$91,000; Atlanta, Ga., \$25,000; Savannah, \$25,000; Augusta, \$11,500; Greenville, Miss., \$15,000; Vicksburg, \$12,000; New Orleans, La., \$23,000; Monroe, La., \$11,000; Miami, Florida, over \$10,000; Montgomery, Alabama, Tuscaloosa, Tampa, Florida, Nashville, Tenn., \$10,000 each; Mobile, Alabama, \$15,000.

Special collection efforts were revealed in the Ohio remittances including Cincinnati, \$200,000; Toledo, \$120,000; Akron, \$50,000; Columbus, \$45,000; Dayton and Youngstown, \$20,000 each; Canton, \$27,000; Mansfield, \$15,000; Lorain, \$13,000; Springfield, \$12,000; Bellaire, Lima and Steubenville, \$10,000 each.

From other Middle Western states equally determined collection efforts brought forth remittances from Peoria, Illinois, \$55,000; Aurora, \$35,000; Rock Island and

Southern Illinois, \$20,000 each; Springfield, \$18,000; Rockford, \$14,500; Joliet, \$10,000; Indianapolis, Ind., \$131,395; Gary, \$50,000; South Bend, over \$25,000; Fort Wayne, \$25,000, Lafayette, \$20,000; Evansville, \$15,000; Muncie, over \$11,000; East Chicago, Hammond and Michigan City, \$10,000 each; Sioux City, Iowa, \$30,000; Ft. Dodge, close to \$13,500. Louisville, Kentucky, \$75,000; Lexington, \$25,000; Detroit, Michigan, over \$145,000; Grand Rapids, \$50,000; Kalamazoo, \$19,000; Flint, \$15,000. Minneapolis, Minn., \$25,000; Duluth, \$34,000; St. Louis, Missouri, \$125,000; Kansas City, \$75,000; Milwaukee, Wisconsin, \$100,100; Kenosha, \$11,000; Madison, \$10,000.

Cash from the rest of the country included Omaha, Nebraska, \$135,000; Denver, Colorado, over \$75,000; Salt Lake City, Utah, \$13,000; Lincoln, Nebraska, \$25,000; Fargo, N. D., \$15,000; Pueblo, Colorado and Sioux Falls, S. D., \$10,000 each.

CAMPAIGN TECHNIQUE COMMITTEE ORGANIZED

In accordance with the decision reached at the Atlantic City Conference, a National Campaign Technique Committee has been organized. Named jointly by the top officers of the UJA and the Council of Jewish Federations and Welfare Funds, it consists of Leon Falk, Jr., Pittsburgh; Eugene M. Solow, Dallas; Herman Gilman, Boston; Samuel Rothberg, Peoria; Joseph Cherner, Washington; Edwin Rosenberg, New York; Harold J. Goldenberg, Minneapolis; E. N. Grueskin, Sioux City; and Stanley C. Myers, Miami. Ex-officio members are Rabbi Israel Goldstein, William Rosenwald, Rabbi Jonah B. Wise, Isidor Coons, Henry Montor; also Milton Kahn, Boston. The Committee serves as a cabinet to Mr. Morgenthau, General Chairman. At the request of Mr. Morgenthau, Mr. Goldenberg will serve as Associate Chairman of the Committee.

The Committee was established at Atlantic City to counsel with communities on common campaign problems and to render aid wherever it might be required.

The first meeting of the Committee was held in New York on December 29. The all-day session included a review of problems in the major cities. It also involved a complete afternoon session with the Executive Committee of the New York City United Jewish Appeal, for the frankest and most sympathetic mutual discussion of 1948 responsibilities. Mr. Morgenthau expressed himself as greatly encouraged by the invitation extended to the Campaign Technique Committee to meet with the New York City leaders and particularly by the warmly understanding attitude displayed by these leaders in relation to 1948 campaign obligations.

HAVE YOU REMITTED THE
BALANCE OWING ON YOUR
PLEDGE?



United Jewish Appeal

for Refugees, Overseas Needs and Palestine

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. III No. 2

NOT FOR PUBLICATION

January 12, 1948

DESTINY CAMPAIGN FOR \$250,000,000 MINIMUM

\$5,000,000 CASH PER WEEK IS URGENT UJA REQUIREMENT

Operations on a vast scale to provide the sinews of life to Jews in Europe and Palestine require cash at a rate of \$5,000,000 a week in 1948. That is the grim reality and the challenging responsibility which faces the Jews of America.

This supreme fact requires on the part of American Jewish communities, a complete re-examination of the methods of fund-raising and the tempo of campaign activity in every hamlet and city in the United States.

The turning of the year has opened a new page in world Jewish history. What is done for the United Jewish Appeal will, in very large measure, lay the foundations for the next generation of Jews abroad, in terms of constructive, self-regenerating programs.

These immediate steps suggest themselves as the program for the coming weeks:

Payment of 1947 Pledges

(1) Every Jewish community should appeal to all contributors to 1947 campaigns to pay up in full their pledges for that year, regardless of when the pledge was made. This is particularly imperative during this interim period, when the balance of 1947 funds is still the only source of revenue to the United Jewish Appeal agencies -- until the funds from the 1948 campaign begin to flow in a steady stream. Some \$45,000,000 is still outstanding from this one source.

Campaigns Launched at Once

(2) Officers should be named promptly, campaign organizations soundly established, and the educational process to attune the communities to 1948 needs should be initiated at once.

There is a danger that some communities may rely completely on previously established patterns, involving a routine campaign time at some later date and assuming

that the 1948 campaign is merely an extension, in point of time, of the 1947 and 1946 fund-raising efforts.

In view of the huge amount that must be raised, and in view of the vastly different nature of the historic programs for construction and rehabilitation being initiated this year, and especially in view of the international importance of laying sound foundations for what is to become the Jewish State in Palestine -- it is indispensable that communities avail themselves of the facilities of the United Jewish Appeal in educational terms. Speakers thoroughly familiar with the programs of the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans -- and that does not necessarily mean what are called "name speakers" -- should be invited to the communities promptly, not only to address large meetings but rather to meet with small groups, where intimate and informal gatherings can deal with basic questions. The few communities which may take the position: "we know all that," may find that attitude reflected in an unawareness on the part of the contributors of the totally new Jewish position that has now been created.

Initiating Big Gifts Early

(3) Big gifts meetings should be undertaken as promptly as a thorough educational orientation is believed by local leaders to be effective. As large advance payments as possible on pledges should be asked while solicitation is being conducted. Officers of the United Jewish Appeal, fully familiar with the desperate needs that mount as time proceeds, are warning against traditional campaign patterns of previous years when bills on pledges were not even mailed to contributors until May, June or July.

Community-Wide Promotion Plans

(4) Promotional programs which include the total Jewish community in their radius should be launched. On the theory of the past that some 80% of the funds raised come from 10% of the contributors, there is often a tendency to delay community-wide promotional efforts until after the initial gifts stage has been passed. It is believed, however, in view of the totally different nature of the 1948 campaign that the whole community, small and big givers alike, should be involved in the campaign planning and activities from the very beginning. The widespread use of local general newspapers for generous advertising schedules; the most effective use of local radio programs; the utilization of billboards, car-cards, placards and literature on the most extensive scale in history; the use of every meeting of every Jewish organization in the community, by way of speakers, movies and other devices, to stress the United Jewish Appeal needs; the total flooding of the Jewish community during the next three and four months with every device that has been perfected -- these are but the framework of establishing in the mind of American Jewry some conception of the magnitude of the task in raising a minimum of \$250,000,000 in 1948 for the United Jewish Appeal.

BUFFALO REMITS FIRST \$50,000 ON 1948 CAMPAIGN

Buffalo, which has established one of the nation's foremost records in remittances on 1947, understands the importance of cash to the functioning of the United Jewish Appeal. As a result, it has already forwarded the first \$50,000 on account of its 1948 allotment, even though the drive has not yet formally started. Joseph Markel

is Chairman of the campaign. Charles Dautch is President of the United Jewish Fund and Arthur S. Rosichan, Executive Director.

15,500 JEWS ADDED TO JDC RESPONSIBILITY ON CYPRUS

Morris Laub, Joint Distribution Committee representative on the island of Cyprus, has cabled that 15,500 Jews were disembarked from the Pan Crescent and the Pan York. This virtually doubles the financial responsibilities carried by the JDC in meeting the needs of the Jews on Cyprus who are eagerly awaiting transportation to their final destination, Palestine.

The great majority of the newcomers are children and youth, for whose secure, happy future there is such deep concern among the Jews of America. The figures are approximately as follows: infants up to the age of two number about 1,400; those aged 2 to 11 total some 4,000; the youth and chalutz groups comprise about 6,000. Of these youngsters, about 2,500 are total orphans.

COMMUNITY REPRESENTATIVES FLY TO EUROPE AND PALESTINE

A group of representatives chosen by the respective communities to make a first-hand survey of the problems and performance of the overseas agencies of the United Jewish Appeal is scheduled to fly from the United States on a TWA plane on January 27 and is scheduled to return on February 20. With national attention directed to the delegation as a result of the unprecedented \$250,000,000 minimum campaign, a number of newspapers and press agencies are planning to accompany the delegation with reporters for day-by-day chronicling of the activities of the group.

The plane, carrying the insignia of the UJA with its candle bravely flickering in a circle and the designation "Freedom Plane," will begin picking up the first passengers at Los Angeles and the others on the way. Appropriate press interviews will be held en route. From New York the plane will carry the delegation to Paris, to see the installations maintained by the Joint Distribution Committee; from there to Frankfurt, for visits at DP centers which derive so large a part of their support from the JDC; then on to Rome, where the JDC operates. The delegation will end its survey in Palestine, from there returning to the United States and to the communities which will be so eager to get their first-hand reports of the vital areas involved.

Although the enterprise was initiated by the United Jewish Appeal, all members of the delegation are paying all their own expenses. Participants in the spectacular flight include chairmen of several major community campaigns. Julius Fligelman, Los Angeles industrialist, who has undertaken the Chairmanship of the campaign in that West Coast city, will lead a large delegation from his community. Irving G. Rhodes, who was drafted as Chairman for the vital 1948 campaign in Milwaukee, following two successive and successful previous terms in that role, will represent his community on the trip. I. E. Goldstein, who has been selected as Chairman of the 1948 drive in St. Louis, will be joined by Melvin Dubinsky, who will occupy another important campaign post as Chairman of Trades and Industries in St. Louis. Harold Goldman, Regional Chairman of the United Jewish Appeal for the State of Iowa, who established one of the outstanding campaign records in 1947 as Co-Chairman in Des Moines, will be another member of the delegation. Marvin H. Itts, 1947 Campaign Chairman in Youngstown, O., is another of the notables on the unique mission. Detroit is represented by prominent campaign leaders in the persons of Louis Berry and Joseph Holtzman. Samuel Brown, veteran campaign leader of South Bend, Ind., is another of the travelers. Philip Klaus,

President of the American Council for Judaism in Richmond, Va., will also be on the "Freedom Plane."

Women leaders are also included in the delegation in the persons of Mrs. S. A. Brailove, who was a Co-Chairman of the Women's Division in Elizabeth, N. J., and active in the National Women's Division, and Mrs. Babette K. Lipsitz of St. Louis.

The Los Angeles delegation, the largest single city group, includes these additional personalities: M. F. Berg, Chairman of the Key Men, one of the strongest units in the Los Angeles campaign structure; and a series of important campaign leaders such as Victor M. Carter, Ben Solnit and Mrs. Solnit, Rabbi Max Nussbaum, Maxwell J. Bristol, Maurice Kompaniez, Myer Pransky, Joseph Pursell, Herman Reicher, Louis Warschaw and Max Zimmer.

The delegation is rounded out by these persons selected by their communities as representative leaders: Samuel C. Klein and Alvin A. Wolff, St. Louis, Mo.; Jack Hiatt, Worcester, Mass.; and David Uchill, Denver, Colo.

POWERFUL TRADES ORGANIZATION AIDS UJA ON NATIONAL LINES

The establishment of national standards of giving — individual resources, rather than place of residence being the guide to such standards — is one of the primary objectives of the National Trades and Industries Division, which is headed by Rudolf G. Sonneborn as National Chairman. Leaders in a variety of industries were this week announced by Hon. Henry Morgenthau, Jr. as joining with Mr. Sonneborn in the guidance of what is expected to be one of the most effective arms of the national campaign for the United Jewish Appeal.

Cooperating with Mr. Sonneborn as National Vice Chairmen are: Leon Falk, Jr., Pittsburgh; Harold J. Goldenberg, Minneapolis; Elkan R. Myers, Baltimore; Edwin Rosenberg, New York City; and Samuel Rothberg, Peoria.

It is the intention that there will be a regional as well as a national organization for each trade group. Leaders in the industries throughout the country will make available to each other records of giving for comparative purposes. This is being done in accordance with a directive of the trades leaders themselves, who feel that it will be a powerful aid to local campaigns in clearing information as to what other communities are doing.

National Chairmen for the respective industries are as follows:

Nate S. Shapero of Detroit, Cunningham Drug Company, - Drug and Cosmetics Division; Joseph Markel of Buffalo, Markel Electric Products, - Electrical Division; Jac Lehrman of Washington, D. C., Giant Food Shopping Center, Inc., - Food Division; Samuel H. Wexler of Leominster, Selig Manufacturing Company, - Furniture Division; A. L. Liebovitz of New York, S. Liebovitz & Sons, - Haberdashery Division; Lazure L. Goodman of Indianapolis, National Associated Mills, Inc., - Hosiery Division; Allen Gellman of Elgin, Elgin-American Company; Col. Harry D. Henshel of New York, Bulova Watch Company; Leo Weisfield of Seattle, Weisfield & Goldberg, Inc., - Co-Chairmen of the Jewelry Division; I. M. Weinstein of Atlanta, National Linen Service Corporation, - Laundry and Linen Supply Division; Jack Neumann of Baltimore, Crown Luggage Company, - Luggage and Leather Goods Division; Hymen Lefcowitz of Buffalo, Mid-State Packing Company, - Meat Division; Morris Shapiro of Boston, Trimount Clothes, - Men's Apparel

Division; Harry N. Cohn of Butler, Pa.; Joseph S. Schapiro of Baltimore, S. Schapiro & Sons, - Metals and Waste Division; Barney Balaban of New York, Paramount Pictures, Inc., - Motion Pictures Division; Ivan M. Annenberg of New York, Circulation Director, New York Daily News, - Newsdealers & Publishers Division, with William Welkowitz of New York, Country Circulation Manager, New York Daily News, as Vice Chairman; Fredric R. Mann of Philadelphia, Seaboard Container Corporation, - Paper Division; Fred Monosson of Cambridge, Cosmopolitan Mfg. Company, - Rainwear Division; Albert M. Kahn of New York, Acme Rubber Company, - Rubber Division; Joseph Shulman of Paterson, Shulman-Abrash, - Textile Division; Reuben B. Gryzmish of Boston, Alles & Fisher, Inc., - Tobacco Division, with Joseph Kolodny of New York, National Association of Tobacco Distributors as Vice Chairman; Morris W. Haft of New York, Morris W. Haft & Bros., Inc., - Women's Wear Division.

MRS. ERNEST G. WADEL HEADS UJA WOMEN'S DIVISION

Succeeding Mrs. David M. Levy, who organized the Women's Division of the United Jewish Appeal and made it a powerful instrument of aid and who remains as Honorary Chairman, is Mrs. Ernest G. Wadel, who was this week formally inducted as Chairman of the National Women's Division of the UJA.

The announcement of Mrs. Wadel's selection was made on the eve of her departure for abroad to equip herself with first-hand information on overseas activities. Upon her return, Mrs. Wadel will give herself energetically to the organization which has proved an outstanding medium in coordinating the work of women's divisions throughout the nation.

In 1947, Mrs. Wadel, who is a resident of Dallas, Texas, was Chairman of the Women's Division in the Southwest Region as well as National Vice Chairman.

Mrs. David M. Levy, who is continuing her active interest in the National Women's Division, commented: "The selection of Mrs. Ernest G. Wadel as Chairman of the National Women's Division is a tribute to a woman whose devotion to the United Jewish Appeal and many communal activities has won for her the affection and esteem of her own community and others throughout the country. She symbolizes the finest qualities in American Jewish womanhood. Under her leadership I know that all the women throughout the country will continue to work for the success of the historic campaign ahead of us in 1948."

REGIONAL ORGANIZATION PROVIDES FOR DECENTRALIZED LEADERSHIP

The decentralization of leadership, for the purpose of most effective and immediate aid to communities on a regional basis, is reflected in the announcement this week by Hon. Henry Morgenthau, Jr. of the names of those who have thus far accepted posts in the Regional Division of the United Jewish Appeal. Julian B. Venezky, Peoria, Ill., who performed outstanding service in a similar capacity last year, has accepted the National Chairmanship of the Regional Division. It will be the function of Mr. Venezky and his associates in all parts of the country to visit communities for such aid as may be required in campaign stimulation and conduct.

In addition to Mr. Venezky, there will be a group of National Vice Chairmen as follows: Mrs. Irving E. Blum, Newark; E. N. Grueskin, Sioux City; Milton Kahn, Boston; and Eugene M. Solow, Dallas.

The following acceptances for regional posts have already been received:

Morris W. Berinstein, Syracuse, Chairman, New York Region; Benjamin Blumberg, Terre Haute, Chairman, Indiana Region; William S. Latz, Fort Wayne, Vice Chairman, Indiana Region; Hyman Brand, Kansas City, Chairman, Kansas-Western Missouri Region; William P. Engel, Birmingham, Chairman, Alabama Region; Harold Goldman, Des Moines, Chairman, Iowa Region; Louis R. Hurwitz, Sioux Falls, Chairman, South Dakota Region; Rudolph E. Lifson, Elizabeth, Chairman, New Jersey Region; Phillip Meyers, Cincinnati, Chairman, Ohio Region; Sidney L. Albert, Akron, Vice Chairman, Ohio Region; David D. Nefsky, Lincoln, Chairman, Nebraska Region; Dewey D. Stone, Brockton, Chairman, New England Region comprising Maine, Massachusetts, New Hampshire, Rhode Island and Vermont; Samuel A. Weiss, Pittsburgh, Chairman, Tri-State Region; and Mortimer A. Wilk, Fargo, Chairman, North Dakota Region.

QUOTAS ASSIGNED TO COMMUNITIES BY NATIONAL COMMITTEE

All day Friday, January 9, at the Hotel Astor, New York, a group of men who had flown in from various parts of the country gave the most serious consideration to procedures for apportioning shares of the \$250,000,000 minimum quota for the United Jewish Appeal for 1948. They were the members of the National Committee on Community Quotas, named in accordance with a resolution adopted at the Atlantic City Conference of the UJA. The principal officers of the UJA and of the Council of Jewish Federations and Welfare Funds shared in naming a representative cross-section of community leaders for the solemn purpose of determining an equitable assignment of the national goal. Members of the National Campaign Technique Committee were also invited to the meeting.

The history of the community in its past fund-raising experience, its leadership, its program of organization and similar factors were taken into account in the recommendation of a specific quota for a particular community. It was recognized by the members of the National Committee on Community Quotas that a great responsibility rests on American Jewry in the raising of a minimum of \$250,000,000. It was emphasized, too, that the only way in which this could be done would be through the willingness of every single community to accept its proportionate share of the total. Following the completion of its work, the National Committee on Community Quotas is advising the leadership of each community of the recommendation, in each case adopted unanimously, for its share in the \$250,000,000 minimum national objective.

Among those who participated in the intensive quota sessions were: Samuel H. Daroff, Philadelphia; Eugene M. Solow, Dallas; Joseph Markel, Buffalo; Harold Goldman, Des Moines; Joseph Cherner, Washington; Judge Theodore Levin, Detroit; Bernard Alexander, Trenton; Louis S. Myers, Kansas City; and Dewey D. Stone, Brockton. William Rosenwald and Rabbi Jonah B. Wise, National Chairmen, were also present ex-officio. Other members of the Committee who could not attend the session personally are: Barney Balaban, New York; Eugene H. Goodman, Cleveland; Julian H. Krolik, Detroit, who asked Judge Theodore Levin to represent him; Elkan R. Myers, Baltimore; and Rabbi Israel Goldstein, National Chairman, as well as Isidore Sobeloff, Detroit, Consultant. Present as observers were Harry L. Lurie and Philip Bernstein of the CJFWF.

SIX MILLION JEWS WERE SLAUGHTERED WITHOUT A CHANCE TO DEFEND THEMSELVES!

SEVEN HUNDRED THOUSAND JEWS IN PALESTINE ARE ENGAGED IN SELF-DEFENSE
AND DEFENSE OF THE RIGHT OF JEWS WHO ARE HOMELESS TO ENTER PALESTINE

PAY YOUR PLEDGE AT ONCE SO THAT THE MEANS FOR SELF-DEFENSE MAY BE AVAILABLE!

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
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\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

MIAMI LAUNCHES 1948 DRIVE CONFIDENT OF VICTORY

Confidence in victory was the mood of Joseph R. Stein, Chairman of the Campaign, as a result of the pledges announced at the Initial Gifts breakfast last week in Miami, Fla. inaugurating the first major community campaign for 1948. A number of the leading Greater Miami residents met at the White House Hotel, Miami Beach and heard the eye-witness stories of the Miami overseas delegation that arrived in Palestine the day of the United Nations' decision. Most of those present had given substantial increases in 1946 and 1947 and there was a question as to what the late season in Miami might induce in the mood of the givers. But the extraordinary hope offered by the 1948 campaign of the United Jewish Appeal blotted out all questions as the Miami leaders indicated their own financial participation in this "campaign of destiny." A group of 44 contributors who pledged \$188,500 in 1947 gave \$321,000 at the meeting.

Among the increases were the following: Charles Greenfield, \$3,500 to \$10,500; Harry Koretsky, \$500 to \$3,000; Norman Liebling, \$2,500 to \$7,500; Samuel Blank, \$16,500 to \$25,000; Joseph M. Lipton, \$1,250 to \$2,500; Abraham Goodman, \$24,500 to \$30,000; I. L. Mintzer, \$2,000 to \$10,000; Dan Ruskin, \$5,000 to \$10,000; Sam Rost, \$4,000 to \$15,000; Joseph M. Rose, \$2,000 to \$5,000; Joseph A. Richter, \$5,000 to \$15,000; Max Orovitz, \$5,000 to \$10,000; Rabbi Irving Lehrman, \$300 to \$1,000; Jacob Sher, \$15,000 to \$25,000; Harry Simberg, \$5,000 to \$10,000; Harry and Sam Simonhoff, \$1,500 to \$4,500; Edward J. Singer, \$2,000 to \$5,000; Harry Sirkin, \$3,300 to \$10,000; Al Stone, \$2,000 to \$4,000; Carl Susskind, \$2,000 to \$5,000; Carl Weinkle, \$18,000 to \$20,000; Jacob Ziskind, \$1,000 to \$10,000.

The Chairmen of Initial Gifts of the Miami campaign are Samuel Blank and Max Orovitz. Jacob Sher is the President of the Federation and Morris Klass, Executive Director of the Federation and 1948 Campaign Director.

DES MOINES SETS PACE FOR NATION IN TAKING \$600,000 GOAL

The earnestness with which the Jewish communities of America regard the 1948 campaign to raise a minimum of \$250,000,000 for the United Jewish Appeal was reflected at the meeting this week of the Board of Directors of the Jewish Welfare Fund of Des Moines, Iowa. A community which had registered remarkable progress in 1947, having

established one of the outstanding records in the nation, Des Moines completely accepted the quota assigned to it by the National Committee on Community Quotas of the United Jewish Appeal.

A community of 3,600 Jewish souls, Des Moines has undertaken to raise a minimum of \$600,000, with the United Jewish Appeal included for \$525,000. Quotas in Des Moines are sacred trusts, as its record of accomplishment shows. In 1946, Des Moines contributed \$200,000 to the UJA and in 1947 it raised its participation to a minimum of \$350,000, of which the bulk has already been paid. Ellis I. Levitt is President of the Welfare Fund and Frank Sanders is Chairman of the Campaign. Sidney Speigman is Executive Director.

GRAVE NEED FOR CASH MARKS UJA PLEA TO CONTRIBUTORS

The need for cash is so desperate that the United Jewish Appeal is pleading with every contributor to the 1947 campaign, whether conducted in the Spring or in the Fall, to pay at once in full and to ignore the traditional understanding that a longer period may be allowed for payment of pledges. At the same time, the United Jewish Appeal is urging communities which have started on their 1948 campaigns and those which have not yet officially started to forward whatever funds can be made available on account of 1948 allotments.

How grim the picture is was illustrated in the words of David Horowitz, head of the Economic Department of the Jewish Agency for Palestine, who arrived this week from Palestine for a few weeks' stay as liaison with the United Nations Palestine Commission. "In Palestine today," said Mr. Horowitz, "blood and money are interchangeable. If we had more money at our disposal, we would lose less blood."

With Europe gripped by all the conditions which underlie the current discussion of the Marshall Plan, the need of the DP's for adequate food, clothing and medical supplies is being met only inadequately because the JDC can spend only such moneys as it receives from the UJA and as it can borrow — and its borrowing powers are exhausted.

A number of communities are engaged in intensive collection efforts which have all the earmarks of a full-sized campaign. Baltimore, Md. has the distinction of being the first major city in the country to pay up in full its 1947 allotment to the United Jewish Appeal. Allentown, Pa., Asheville, N.C., Greenville, Miss., San Diego, Calif. are among other communities which have made final payments.

Los Angeles, with a current payment of \$500,000, has reached a figure of almost \$3,000,000 on account of its allotment of \$4,000,000. Boston, which conducted a late Fall campaign, has already forwarded \$3,128,607. Cleveland, which continues to hold high place in its remittance record, has now forwarded \$2,502,975. With its remittance this month of \$250,000. Detroit has forwarded \$2,248,288 and has approximately \$750,000 to go. Newark has remitted \$1,078,415 and has about a third more to go. Pittsburgh, aiming at a total allotment of \$1,700,000, has deposited \$1,225,000 toward that account. Milwaukee has remitted \$752,200 and Washington, D.C. has reached the figure of \$1,112,695. Chicago, still conducting its late Fall 1947 campaign, sent a check for \$750,000 to make its total \$4,750,000.

During the past week, remittances of \$15,000 came from Poughkeepsie, N. Y.; \$5,000 from Fayetteville, N.C.; \$25,000 from Canton, O. Columbus, O., with its check for \$50,000, has now paid in \$400,000 on its 1947 allotment. Bethlehem, Pa. remitted

\$10,000; Norristown, Pa., \$6,000; Sunbury, Pa., \$15,000; Uniontown, Pa., \$5,000; York, Pa., \$24,000.

Nashville, Tenn., with one of the outstanding campaign records in the nation, sent a further \$62,250, bringing up to \$276,000 the amount remitted on account of its \$350,000 allotment. Huntington, W. Va. forwarded \$40,000; Appleton, Wis., \$15,000; Green Bay, Wis., \$15,000; Stockton, Calif., \$5,000; Aurora, \$15,000; Fall River, \$95,000; New Bedford, Mass., \$25,000; Bay City, Mich., \$8,500; St. Paul, \$58,850; Niagara Falls, N.Y., \$10,000.

Birmingham, Ala. is another community with a high collection record. With its current remittances totalling \$34,000, it has paid \$315,000 toward its allotment. Long Beach, Calif. this week remitted \$6,375; San Pedro, Calif, \$8,000; Mason City, Ia., \$5,000; Athol, Mass., \$5,275; Hackensack, N.J., \$10,000; Albany, N.Y., \$20,000. Portsmouth, Va. remitted \$7,500; Beloit, Wis., \$5,254; New London, Conn., \$25,000; Lexington, Ky., \$20,000; Lewiston-Auburn, Me., \$28,381; Brockton, Mass., \$20,000; Springfield, O., \$8,000; Pottstown, Pa., \$20,000. Louisville, Ky. brought its remittances to \$360,050 with its latest check for \$25,000. From Chattanooga, Tenn. came \$8,800; from Roanoke, Va., \$10,000.

Atlanta, Ga. forwarded \$20,000 to send its total to \$370,000. Kalamazoo, Mich. sent \$6,000; Somerville, N.J., \$5,000; Mt. Carmel, Pa., \$5,500; Charleston, W. Va., \$45,000; Sacramento, Calif., \$5,000; Taunton, Mass., \$12,000; McKeesport, Pa., \$20,000. Trenton, N.J. with its current remittance of \$15,000 is rapidly approaching its final payment.

Savannah, Ga. added \$35,000 to its total; Ventura, Calif., \$7,000; Tampa, Fla., \$15,000; Grand Rapids, Mich., \$50,000; Portsmouth, O., \$10,000; Easton, Pa., \$40,000; Phoenixville, Pa., \$5,000. Rochester forwarded \$95,000 on account of the Welfare Fund allotment and brought to some \$70,000 the amount already remitted on account of the community-wide drive conducted by the Citizens' Committee. Charleston, S.C. sent another \$20,000.

Norwich, Conn. added \$15,000 to its total; West Palm Beach, Fla., \$5,000; Evansville, Ind., \$15,000; Johnstown, Pa., \$10,000; Lock Haven, Pa., \$5,000; Fairmont, W. Va., \$5,000.

It is emphasized for every community that rapid collection of all cash on account of 1947 pledges is imperative for the maintenance of the fundamental operations of the United Jewish Appeal agencies. At the same time, the liquidation of 1947 pledges is vital for the best results of the 1948 campaign.

Communities which have thus far forwarded cash on account of 1948 are Detroit, Mich., \$65,000; New York City, \$350,000; New Britain, Conn., \$5,300; Middletown, Conn., \$12,500; Buffalo, N.Y., \$50,000; Tallahassee, Fla., \$4,000; Berwick, Pa., \$1,500; Norwich, Conn., \$6,500.

PENSACOLA AIMS AT \$82,500 GOAL

With campaigns in Florida among the earliest scheduled in the nation, Pensacola is emulating the spirit of Miami in its campaign determination. Last week the officers determined to launch their Big Gifts effort in the latter part of January and adopted an over-all goal of \$82,500. Of that sum, \$75,000 is intended for the United Jewish

Appeal. In 1947, Pensacola contributed \$42,000 to the UJA. Samuel Rosenbloum is President of the Welfare Fund and Chairman of the Campaign.

COMMUNITIES SPEED UP 1948 CAMPAIGN PLANS

Throughout the nation, there is evident a determination to accelerate the time of the campaign, as compared with schedules of previous years. Big gifts solicitation and public campaign openings are being moved up from a month to four months in some cases. It is believed by these communities that the combination of compelling need abroad and favorable economic atmosphere here represents the most stimulating factor for early campaigns.

Memphis, Tenn. this week named William A. Loewenberg as Campaign Chairman and Abe Wurzburg and William Gerber as Co-Chairmen. New Haven, Conn. began its campaign planning last week in a mood of community-wide interest with the selection of Samuel F. Gingold as Campaign Chairman. Elizabeth, N.J. felt its 1948 drive had been launched under the most auspicious circumstances with the drafting of Col. William P. Schweitzer as Campaign Chairman. Rudolph E. Lifson was named President of the Community Council. In Hartford, Conn. the drive leadership was entrusted to George Gershel and Samuel Rivkin. Paterson, N.J. held an enthusiastic planning meeting last week and named Nathan Kluger to guide the campaign. Charles Bromberg is Chairman of Trades and Professions and Jack Gruber, Chairman of the Textile Industry Group. A. I. Lack, veteran leader in Houston, Tex., has been named for Campaign Chairmanship in that community; with Morris Rauch and Irvin M. Shlenker adding their strength as Co-Chairmen.

In neighboring Dallas, the community selected Robert Mayer as Chairman of the 1948 fund-raising effort. Atlantic City has again prevailed on Harry Cassman to head its 1948 drive. Serving with him as Co-Chairmen are Samuel Backer, Philip Rudich, Harry I. Waxmann, Mayor Joseph Altman, Rabbi Joseph R. Narot and Joseph Halbert.

San Francisco has elected Frank H. Sloss as 1948 Campaign Chairman. Walter D. Heller, who was last year's Campaign Chairman, has been named Publicity Committee Chairman.

JOSEPH LAMPL HEADS CLEVELAND DRIVE

One of the stalwarts of the community's philanthropic activities, Joseph G. Lampl was this week announced as Chairman of the 1948 campaign of the Cleveland Jewish Welfare Fund. Rabbi Barnett R. Brickner is General Chairman; Max Freedman, Pre-Campaign Gifts Committee Chairman. Henry A. Rucker is President of the Welfare Federation and Samuel Goldhamer, Executive Director.

Associate Campaign Chairmen of the 1948 drive are: Mrs. Sidney Galvin, Eugene H. Goodman, Eugene M. Klein, David N. Myers, Leonard Ratner and Howard E. Wise.

WASHINGTON; D.C. ADOPTS \$2,500,000 1948 TARGET

In a spirit of solemnity at the responsibility which it was assuming, combined with a spirit of exhilaration that the opportunity for such service existed, the leaders of the Washington, D.C. Jewish community last week planned their 1948 campaign by adopting an overall goal of a minimum of \$2,500,000 of which a minimum of \$2,000,000 will be available for the United Jewish Appeal.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

A GREAT WOMAN AND A GREAT CITY

Every man and woman who was present in Chicago on Sunday afternoon, January 25, at the Sheraton Hotel will remember as a momentous event the session of the Council of Jewish Federations and Welfare Funds. The business proceedings had just ended. Striding through the center aisle toward the platform that dominated a densely crowded meeting hall was a tall, sturdy woman. For a day it had been whispered in the lobbies that this fabulous woman, perhaps the most powerful Jewish woman in the world today, would appear. She had arrived in New York on Friday night from Palestine. Stanley C. Myers, President of the Council, had sent her a warm invitation to join the Jewish leadership gathered at Chicago for her first message to the Jews of America. She accepted. And so an eagerly expectant General Assembly was introduced to the chief of the political and security department of the Jewish Agency in Jerusalem—Mrs. Goldie Myerson.

For thirty-five minutes she spoke. Many were tense as her remarks drove home. Others wept. Not a word did she speak of politics, of ideologies, of far-off things. Without emotion, never raising her voice, she told calmly the story of the defense by Jews of Palestine of their homes and families, of their roads and their fields. The normal noises of a great crowd were paralyzed, as Mrs. Myerson described the life-and-death struggle in Palestine. The decision to fight, not to yield — that decision had been made by the Jews of Palestine. No one could alter that. But for the Jews of America there was still a decision to make: would they help the Jews of Palestine so that their spirit could be matched with the resources to win?

Few personalities have ever received the ovation that greeted this woman of valor when she concluded.

But for the delegation at Chicago from Dallas this was not an occasion for hand-clappings and for words. They rushed to their room for a caucus. They reached a decision as to what they had to do — and do at once. And so it was that on their return on Tuesday a meeting was called of the Executive Committee of the Jewish Welfare Federation of Dallas. The leaders deliberated solemnly — and unanimously they reached a decision to give their answer to Mrs. Myerson and to the plea she brought from Palestine. The recommendation of the Executive Committee was unanimously endorsed by the Board of Directors at its meeting on February 1. The Dallas Welfare Federation voted to borrow \$500,000 in anticipation of the 1948 campaign and send the money at once to the United Jewish Appeal.

Mrs. Myerson had said at Chicago that she had come with one objective: to bring back with her to Palestine immediately \$30,000,000 in cash. Unless this sum was forthcoming at once, hope would be betrayed, a people fighting for its very existence stood in danger.

And the example of Dallas is expected to sweep the nation in an avalanche of greatness displayed by the Jews of America to match the greatness of the Jews of Palestine.

BALTIMORE INITIAL GIFTS MEETING SHOWS 100% INCREASE

Baltimore had its sampling Initial Gifts meeting last week, with Moshe Shertok as the guest speaker. A group of contributors who had given \$155,000 in 1947, in amounts that had then been considered very generous, measured up to the 1948 UJA campaign and contributed a total of \$310,000. Elkan R. Myers, Chairman of the Baltimore Jewish Welfare Fund drive, hoped that the rest of the community would at least match this example.

Among those who helped establish the 1948 spirit of giving at the meeting with Mr. Shertok, and on other occasions, were the Katzner Family and the Louis Marcus Foundation, Inc. Each gave \$20,000 in 1947 in what was considered for their economic bracket the best gifts possible. But with the realization that a new kind of giving was essential to insure the success of the "campaign of destiny" both gifts were increased in 1948 to \$50,000 each.

Among others who matched this spirit were the following:

Shuger Family, from \$13,000 in 1947 to \$30,000 in 1948; Schwaber Family, from \$20,000 to \$30,000; Mahr Family, from \$10,000 to \$20,000; Joseph and Jacob Meyerhoff, from \$10,200 to \$25,000; A. Frank & Sons, from \$8,500 to \$17,000; Mr. & Mrs. Jack Neumann and Crown Luggage Company, Inc., from \$4,000 to \$8,000; Fox Family, from \$3,000 to \$7,500; Mr. and Mrs. Lee L. Dopkin, from \$1,500 to \$3,500; Scherlis and Katz, from \$1,000 to \$5,000; Charles M. Balder, from \$3,000 to \$6,000; Joseph Baylin, from \$2,750 to \$6,000; Cohen and Silverstein, from \$10,000 to \$20,000.

Recognizing that pledges alone are not enough in 1948, the Baltimore leaders have inaugurated an immediate cash campaign (having paid in full the allotment to the UJA for 1947). A check for \$150,000 as the first installment was sent to UJA headquarters this week by Harry Greenstein, Executive Director.

The Trades & Professions Division, which is dynamically pacing the Baltimore campaign, is headed by J. Benjamin Katzner, Chairman. Serving with him as Vice Chairmen of the Division are Lee L. Dopkin, Henry S. Frank, Joseph Meyerhoff and Albert A. Shuger.

WALTER ANNENBERG HEADS SPECIAL GIFTS IN PHILADELPHIA

Walter H. Annenberg, Editor and Publisher of the Philadelphia Inquirer and other publications, has accepted the Chairmanship for Special Gifts of the 1948 campaign of the Allied Jewish Appeal of Philadelphia, Samuel H. Daroff, President of the Appeal, announced this week. One of the outstanding factors in the results of the 1947 campaign and a distinguished figure in the life of the Philadelphia community, Mr. Annenberg indicated by his acceptance his conviction that the 1948 campaign of the United Jewish Appeal demands of every Jew — whatever his resources, whatever his other obligations — priority and primacy.

At the same time, it was announced that Max Slepín had accepted the post of Chairman of the Trades Council. A Sergeant-Major in the Marine Corps in World War II, Mr. Slepín was also one of the heroes of World War I. Recipient of many decorations and citations, Mr. Slepín is one of the limited number of Americans who distinguished themselves in active service in both wars. A prominent figure in the American Legion and other organizations, Mr. Slepín is also outstanding in the industrial life of the community.

PITTSBURGH CAMPAIGN TO BE LED BY CHARLES ROSENBLOOM

Charles J. Rosenbloom, several years ago a National Chairman of the United Jewish Appeal, this week accepted the Chairmanship of the 1948 campaign of the United Jewish Fund of Pittsburgh. One of the community's leading philanthropists, Mr. Rosenbloom has been an active figure in every form of civic endeavor as well as Jewish organizations. Emanuel Spector, President of the Fund, also announced that Irwin D. Wolf, Vice President of Kaufmann's Department Store, has accepted the post of Chairman of Special Gifts and that Jack Wolk is to be Chairman of the Trades Council. One of the key figures in Pittsburgh's business life, Mr. Wolf brings to his post a long record of leadership in community service. Mr. Wolk was one of the principal lieutenants in Pittsburgh's successful campaign of 1947.

UJA DELEGATION ARRIVES IN EUROPE

The delegation of thirty-five Jewish community leaders from various parts of the United States arrived last Wednesday in Paris by TWA plane emblazoned with the UJA "Star of Hope," as the beginning of a month-long flying survey of Europe and Palestine. Aiming to see for themselves at first hand the urgent needs that require a minimum of \$250,000,000 for the United Jewish Appeal, the men and women will see JDC installations in France, Germany and Italy and will be billeted in DP camps. They will then fly to embattled Palestine as a measure of encouragement to the Yishuv and in order to bring back the story of Jewry's struggle for survival.

AMERICAN ZIONISTS CALLED UPON TO SUBORDINATE ACTIVITIES TO UJA

Leaders of all American major organizations devoted to Zionism and to the up-building of Palestine this week took the unprecedented step of joining in the issuance of a proclamation addressed to their hundreds of thousands of members and adherents calling upon them "to insure that the maximum attention, time and energy may be available for the UJA campaign effort."

The proclamation, "A Call to All Zionists on Behalf of the 1948 UJA Campaign for a Minimum of \$250,000,000," was signed by Mrs. Rose Halprin, President, Hadassah Women's Organization; Judge Morris Rothenberg, President, Jewish National Fund; Louis Segal, National Secretary, Jewish National Workers Alliance; Charles Ress, President, Keren Hayesod; Baruch Zuckerman, President, Labor Zionist Organization of America; Leon Gellman, President, Mizrachi Organization of America; Mrs. Dvorah Rabinowitz, President, Mizrachi Women's Organization; Isaac Hamlin, National Secretary, National Committee for Labor Palestine; Mrs. Bert Goldstein, President, Pioneer Women's Organization; Dr. Israel Goldstein, National Chairman, United Palestine Appeal; Morris J. Mendelsohn, Chairman, Executive Board, United Zionist-Revisionists of America; and Dr. Emanuel Neumann, President, Zionist Organization of America.

It reads as follows:

"The establishment of a Jewish State in Palestine is the essential fulfillment of the aspirations of our people. The decision of the Atlantic City Conference of the UJA to set a minimum of \$250,000,000 as the goal for its 1948 campaign, is a stirring response to the decision of the United Nations. It is a promise of American Jewish concern in the establishment of a Jewish State and an assurance of support for the heroic Yishuv which is valiantly defending its positions and is fighting for the implementation of the decision reached by the nations of the world.

"As Zionists we rejoice in the opportunity which it brings. We must, however, also measure up to the great challenge which it presents. Because we understand the decisive role which our national funds, the Keren Hayesod and the Jewish National Fund will have to play in this year of transition, and take into account their desperate need for large funds as reported by Mr. Eliezer Kaplan, Treasurer of the Jewish Agency, to the Atlantic City Conference and the great stake which Palestine has in the UJA campaign of 1948, we call upon the membership of our respective organizations, our friends and co-workers to organize our forces in the local communities so that:

- 1) Every Zionist shall by his own contribution to the UJA set an example of generosity and sacrifice which will help to raise the standards of giving commensurate with the unprecedented needs.
- 2) All Zionist groups will join immediately in a representative council, which will place its services at the disposal of the local Welfare Fund or committee conducting the campaign for the UJA and will help to coordinate their own activities so as to insure that the maximum attention, time and energy may be available for the UJA campaign effort.
- 3) All Zionist groups will avoid promotional publicity and other campaign activities during the local UJA effort.

"We are convinced that only by the complete mobilization of all the energies of the Jewish community can the \$250,000,000 UJA campaign be successful. Because of the vital role which this campaign must play in the assurance of a Jewish future and the establishment of the Jewish State, we call upon the Zionist forces to take the lead in this mobilization.

"There must be no delay and no diversion on the part of the Zionists from the major effort to provide the economic sinews for the establishment of the Jewish State in Palestine. The Jewish State will be built and preserved if the Jews of America are faithful to their trust."

A REPORT to Members of the National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
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(Illustration)



UNITED JEWISH APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

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February 12, 1948

CRISIS IN PALESTINE IS BASE FOR \$50,000,000 IMMEDIATE CASH PROGRAM

Spurred into action by the message brought from Palestine by Mrs. Goldie Myerson, special emissary of the Jewish Agency, the United Jewish Appeal has called upon the Jewish communities of America to provide \$50,000,000 in cash in the next few weeks. These sums may be obtained in any way that the local community may deem best, including: (a) acceleration of payment on outstanding pledges; (b) advances on 1948 gifts; (c) borrowings from available capital funds that may be held by local institutions; and, finally (d) through borrowings from local banks.

The action was formally initiated in a special telephone conference on February 10 with fifty communities participating. Owing to technical difficulties, it was not possible to involve more communities in the unprecedented method of conversation with community leaders by Hon. Henry Morgenthau, Jr., Hon. Herbert H. Lehman, Mrs. Goldie Myerson and Stanley C. Myers, President of the Council of Jewish Federations and Welfare Funds.

Jewish communities instantly responded to the historic challenge. Boston voted to obtain \$3,000,000 immediately and a check for \$1,250,000 was handed to Mr. Morgenthau on the day of the telephone conference by Herman Gilman, Chairman, and Irving G. Usen, treasurer of the Boston campaign. Los Angeles, which listened in to the telephone messages, at once adopted a resolution to provide \$3,000,000 and went to the banks to borrow the bulk of this money. Milwaukee, undertaking to provide \$1,000,000, has already sent in \$700,000, of which \$500,000 represented bank borrowings. Baltimore, Newark and Washington have each undertaken to provide \$1,000,000 for the emergency cash campaign. Dallas had taken action immediately after hearing Mrs. Myerson in Chicago and forwarded its full quota of \$500,000 within a few days. In advance of the broadcast, Miami borrowed \$250,000 for immediate transmittal, and took steps to obtain additional funds. Airmailing a check for \$250,000 after the broadcast, Lloyd W. Ankelspiel, President of the Jewish National Welfare Fund of San Francisco, wired that this was sent "pending receipt of telegram from you as to San Francisco quota and other plans for financing realizable balance." Other communities from coast to coast manifested a similar determination that the crisis abroad would not find American Jews lacking in understanding and generosity.

"HOLD THE DEFENSE LINE IN PALESTINE"

In summarizing the purposes which animated the crucial effort, Mr. Morgenthau said his telephone conversation:

"This is what must be done in the next two weeks, if we are to hold the defense line in Palestine. The United Jewish Appeal must have \$50,000,000 from the communities of America in the next two weeks. We need \$50,000,000 in cash — not in pledges. This is the minimum that is required to give the Jews of Palestine the funds they need to protect themselves, and to keep the programs in Europe and the United States going on a restricted basis.

"The money that we ask you to obtain immediately must go for the maintenance and provisioning of the boys and girls who have volunteered to fight, and die if need be, for the protection of their people.

"The money is going to be used to buy jeeps for transport, armored trucks to carry food to isolated settlements, overcoats and other clothing, tents, medical supplies, transport airplanes to reach points besieged by the Arabs, cement for the building of protective walls and all forms of communication equipment."

"WE MUST PROTECT THE LIVES OF 700,000 JEWS," SAYS GOVERNOR LEHMAN

Mr. Morgenthau, Mr. Lehman, Mr. Myers and Mrs. Myerson delivered their talks to the communities on the telephone hookup in a special studio of Station WNEW in New York City. There was a solemnity in their bearing as they spoke into the telephone that reflected the gravity of the situation which had brought them together for this unique conference with Jewish communities throughout America.

Governor Lehman said that he felt "proud of the brave men and women who are fighting for their lives and their freedom" in Palestine. He emphasized the need to provide the means of defense for the tragically endangered Jews of Palestine and stated that we must never forget that there remain in Europe 1,500,000 Jews who are almost entirely dependent on the JDC and that refugees reaching America must be cared for.

"The events of the past few months," declared Governor Lehman, "have brought us the rare privilege of making Jewish history. We are on the threshold of a new era in Jewish life — an era that can bring the end of Jewish homelessness — an era that may mark the beginning of the end of Jewish misery and sorrow. Whether that new history shall be written in terms of memorable achievement or tragic failure may depend, it seems to me, on the answer we make today.

"The Jews of Palestine want peace. They have held out the hand of friendship and good will to the Arabs but they have had conflict thrust upon them. The Arabs have declared war on the Jewish people of Palestine and on the United Nations.

"We must do everything in our power to protect the lives of the 700,000 Jews in Palestine today. We must do everything in our power to give these defenseless men, women and children in the Jewish homeland the means to safeguard themselves against Arab states that have deliberately set out to destroy them and to flout and defy the will and decision of the United Nations. If they cannot defend themselves pending the creation of an adequate United Nations' force, the inevitable result will be the utter destruction of a brave people and the nullification of a sacred decision of the United Nations.

"Is it not apparent to all of us that the security of the Jewish homeland represents the very foundation on which the reconstruction of large masses of our fellow Jews rests? Without the means to defend the Jewish state in the process of formation, how can the program of mass migration outlined by the U.N. possibly go forward? It would be tragic indeed if the thousands of men, women and children, who are to be brought into Palestine after having escaped extermination at the hands of the Nazis, should again be exposed to destruction."

STANLEY MYERS: "A GRAVE AND IMMEDIATE CRISIS"

Mr. Myers, President of the Council of Jewish Federations and Welfare Funds, had flown to New York specially to participate in the epoch-making conference. He referred to Mrs. Myerson's talk to the General Assembly of the Council in Chicago recently: "It was clear from her message that the Jews of America are faced not merely with an emergency, but with a grave and immediate crisis."

He continued by saying that "we are face to face with a crucial chapter in the story of the Jewish people, a chapter which we will write. I should say, a chapter we are writing at this very moment. I have great faith that our welfare funds will write that chapter gloriously, representing as they do the united strength of every nation and group in Jewish life working together for common purposes."

"Our local welfare funds raise the overwhelming bulk of the funds of the UJA and our community representatives had a major part in establishing the \$250,000,000 quota for 1948. We did so with a full understanding of the magnitude of the task involved, and with full recognition of our continuing over-all responsibilities for the welfare of our own communities, and for our obligations to other important national and overseas programs."

AMERICAN JEWISH

"In joining in this urgent appeal today, I do so because I am aware of the quality of our local organizations and leadership, and their ability to understand the importance and all the implications of the problem presented."

"THE BIG PROBLEM IS TIME," SAYS MRS. MYERSON

In simple but vivid words, Mrs. Myerson described the position in Palestine and the spirit of the young men and women who defend the country.

"This war that has been declared on us by the Arabs is an unequal war," she pointed out. "It is an unequal war because the Arabs have the wealth and the arms of great states behind them, with easy access to all the things they need to attack us. But the Jewish community has no officially recognized militia and does not now possess the means of defense."

"You cannot decide whether we will fight or not. We will. No white flag in Palestine will be raised for the Mufti. That decision has been taken. You can only decide one thing. Whether we will be victorious or whether the Mufti will. That decision American Jews can make."

"We must ask Jews the world over to do for us what America so generously did for England in the World War. We ask only to be given the chance to go on with the struggle."

"The big problem is time. Time is running short. It is later than you think. We need large funds now -- today. Since coming here I have learned something about our campaign procedures. I know, for example, that substantial funds will be available in April or May. The millions we might get in four months from now mean very little. What we can get immediately counts -- not next month, but now, so we can hold out. The time factor is vital."

"Is it possible that the youngsters who are in the front lines will have to fail because money that should have reached Palestine today will reach it in two months? Is it possible time will decide the fate of the Yishuv?"

"The Yishuv of 700,000 Jews, the thousands of men and women on guard and in battle

in every point in Palestine are confident in their ability to fight this battle to a victorious end and they know that the American Jewish community will not fail them."

MESSAGES POUR IN FROM COMMUNITIES

Within a few moments after the telephone conference was ended, communities from coast to coast responded instantly, indicating by telephone and telegram what their intentions were.

Buffalo, N. Y. wired: "After broadcast this noon group assembled authorized United Jewish Fund officers to borrow \$400,000 for the transmission to the United Jewish Appeal. Negotiations now under way with banks."

From Indianapolis, Ind. came this word: "Message received by representative cross section of 200 Indianapolis Jews. By resolution of those present we assure you that Indianapolis will do its part making arrangements to borrow \$500,000 immediately."

Atlanta, Ga. which was asked for \$400,000 wired: "In response to your appeal we are taking the necessary steps to produce the desired amount within the next few days. At the meeting in Stamford, Conn. where the local leaders listened to the broadcast, an advance on 1948 gifts was immediately made and it was voted to obtain the balance of the funds for immediate transmission through a bank loan and through collection of 1947 outstandings.

Kansas City, Mo. undertook to provide \$600,000. Immediately after the broadcast a Committee was appointed to explore ways and means of raising this sum for prompt transmittal.

New York City has organized a special effort to bring in its share of the \$50,000,000 and cash is forthcoming daily.

Assurances of immediate remittances were also received from Syracuse and Albany, N. Y.; Birmingham, Ala.; Akron, Ohio; Portland, Ore.; Paterson, Atlantic City, Elizabeth and Trenton, N. J.; Harrisburg, Allentown, Wilkes-Barre and Scranton, Pa.; Minneapolis and St. Paul, Minn.; Memphis and Nashville, Tenn.; Peoria, Ill.; Houston and San Antonio, Texas. Immediate steps to secure funds to meet their share of the \$50,000,000 cash requirement were also taken by St. Louis, Mo.; Fall River, Mass.; Omaha, Nebr.; Rochester, N. Y.; and Providence, R. I. Meetings were promptly arranged in Hartford and New Haven, Conn.; Richmond, Va.; Louisville, Ky.; and other cities.

OTHER CITIES EAGER TO PARTICIPATE

Although the telephone broadcast reached only a limited number of cities, other communities to which the word spread expressed their desire to participate in the effort to meet this emergency. Cooperation from every city in the United States will be most helpful. The United Jewish Appeal is prepared to provide a recording suitable for use on a phonograph which can be played at community meetings. Transcriptions of the broadcast are also available.

There will undoubtedly be spontaneous action by community leaders in hundreds of cities. Funds which are gathered and rushed to the UJA national headquarters within the next two weeks will help to swell the national honor roll of communities which recognize this as the Hour of Destiny.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

NATION STIRRED INTO MAGNIFICENT ACTION BY \$50,000,000 CASH PROGRAM

Confronted with a crisis, American Jewry has the generosity and the statesmanship to deal with it. That has been demonstrated in the past week, Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, declared in commenting on "the perfectly magnificent way in which Jewish communities from coast to coast have undertaken to provide their share of the \$50,000,000 which the United Jewish Appeal must desperately have within a period of two weeks."

With little or no previous record of borrowing in their entire history, communities have nevertheless gone to their local banks and have borrowed very substantial sums of money to be forwarded to the United Jewish Appeal. These borrowings have been undertaken to supplement the most intensive efforts to collect cash at once on all outstanding 1947 pledges and to obtain cash advances on account of 1948 gifts whose total will be determined subsequently. In addition, many communities have encountered a splendid response on the part of local institutions which have accumulated capital funds and which, because of present building conditions they are currently unable to use, they are turning over as a loan to the local welfare fund to meet the crisis of the United Jewish Appeal.

Upon hearing Mrs. Goldie Myerson, head of the political department of the Jewish Agency in Jerusalem, and Harold F. Linder, a Vice Chairman of the Joint Distribution Committee, who accompanied Mrs. Myerson on her visits to several communities, Chicago immediately voted to make an effort to obtain \$4,000,000.

In a similar spontaneous response, Cleveland agreed to advance \$2,000,000. Cincinnati likewise encouraged Mrs. Myerson and Mr. Linder by undertaking to provide its quota of \$600,000.

A check for \$1,000,000, representing one-third of the suggested quota, was rushed to the UJA by Philadelphia as the first step in its effort to provide its share of the \$50,000,000 cash project. Pittsburgh joined the ranks of the \$1,000,000 cities in voting to mobilize that amount in cash without delay.

Baltimore completed negotiations with several banks from which \$1,000,000 was borrowed and the money has just been received at the UJA. Also making a bank loan, Buffalo lost no time in transmitting \$400,000.

Nathan Shainberg, President of the Memphis Jewish Welfare Fund, visited Henry Morgenthau, Jr. personally in New York and presented him with \$250,000 on account of the promise Memphis made to forward \$350,000. To meet its share, Houston, Texas undertook to obtain a loan of \$350,000 and at the same time received advances on account of 1948 pledges in addition to payments on outstanding 1947 balances. San Antonio rushed a check for \$210,000 to headquarters.

Toledo, O. started with a \$125,000 check; Omaha, Nebr., with \$150,000; Harrisburg, Pa., with \$140,000; Tulsa, Okla., with \$75,000; Shreveport, La., with \$60,000; Terre Haute, Ind., with \$60,000.

Initial remittances on account of this cash project also came in from Pasadena, Cal.; Wilmington, Del.; Rock Island, Ill.; Indianapolis, Ind.; Louisville, Ky.; Fall River, Leominster, and Pittsfield, Mass.; Kansas City, Mo.; Newark, Passaic, Paterson, and Trenton, N.J.; Utica, N.Y.; Akron, O.; Oklahoma City, Okla.; Allentown, Pa.; Providence, R.I.; and Salt Lake City, Utah.

Prompt attention to the emergency produced assurance from New Haven, Conn. that its \$500,000 quota would be met. Hartford, also taking immediate action, voted to borrow \$250,000 in addition to bringing in all outstanding 1947 pledges. New London has planned a special effort as a result of which they hope to have \$100,000 in by the time of the Washington meeting, February 22.

St. Louis, Mo. has called an emergency meeting of the Board for the purpose of floating a loan and at the same time has put on a special drive for cash on outstanding pledges originally payable at a later date.

Worcester, Mass. voted to forward a minimum of \$200,000 by the end of the week and is securing advances on 1948 pledges as well as prompt payment of 1947 balances in order to increase its participation to a maximum figure.

Denver, Col. will forward \$400,000. Accepting its share of \$200,000 as a goal, Richmond, Va. is taking immediate steps to mobilize the cash.

Brockton, Mass. promised to rush \$100,000 immediately. Manchester, N. H. likewise will provide \$100,000. Springfield and Lynn, Mass. are going out for maximum cash.

Duluth, Minn. set itself a goal of \$150,000 in cash within a few days. Fairlawn, N. J. already has promised \$73,000. Meetings have been arranged in New Britain and Waterbury, Conn.

UJA DELEGATION GETS HEARTY RECEPTION IN PALESTINE

To the Jewish community in Palestine the arrival at Lydda airport last week of the United Jewish Appeal delegation was a token of the deep concern of American Jewry with the fate of the Yishuv. In Tel Aviv, in Jerusalem and in the settlements which the thirty-five member delegation visited, the deep appreciation that was felt for the visit at this time was manifested in the welcoming addresses of the leaders of Palestine Jewry.

David Ben Gurion, Chairman of the Jewish Agency Executive, greeted the delegation

soon after it had been transported by armored bus from Lydda to Tel Aviv. "You will not only see a people defending themselves but helping their fellow-Jews in Europe," the Jewish Agency leader declared.

"The people of America know that immigration means receiving large numbers of newcomers, upbuilding a country and defending themselves in war. Unlike America, Palestine must do all of these things simultaneously.

"We are not afraid. This is perhaps the last battle, the decisive battle which the Jewish people are facing. The Jews of Palestine are responsible to the Jews of the world. You are a living expression of Jewish solidarity.

"Even under enemy fire, we have continued to build, to create, to work and to receive thousands of our brethren from Europe. Take back the message of the indomitable spirit of the Jewish people. Pioneering is the most important thing you will see in Palestine. The same thing which created your great country is creating Palestine.

"The Jewish State will not be Jewish, in the sense of being for Jews only. We will seek to promote the welfare of all its citizens, regardless of race or religion, who live in peace in Palestine."

The conditions which the delegation found upon their arrival were punctuated by the sounds of explosion outside the city while they were having their first dinner-meeting in Tel Aviv. The armored buses were accompanied by British and Haganah armored escort. A few hours earlier an Arab mine had exploded on the same road. There was a touch of the homelike to many of the members of the UJA delegation when they were met on their arrival by Reuven Dafni, who had endeared himself to many communities during his visit to the United States last year.

POPE LAUDS WORK OF THE UNITED JEWISH APPEAL

As the culmination of some two weeks of intensive visits of JDC installations in France and Germany, the UJA delegation saw at first hand the desperation of Jewish DP's in Italy and the efforts being made to ease their plight. Their stay in Germany of five days included visits to Foehrenwald, Lechfeld, Landsberg and Dachau. The members of the delegation lived like DP's, eating and sleeping in the same quarters. At Dachau, the delegation attended a memorial service for the thousands of Jews killed in the notorious concentration camp.

Afterwards, the group conferred with Paul Edwards, Director of the I.R.O. in the U.S. Zone of Germany, who stressed the urgency of the problems facing the Jewish DP's and voiced the hope that American Jews would raise the \$250,000,000 in 1948 to support the programs of the Joint Distribution Committee and the other agencies benefiting from the fund. As one of the delegates put it, after seeing the work in Europe: "The JDC is doing an heroic job of saving the Jewish DP's from complete demoralization but desperately requires greater funds to prepare them for a new life in Palestine, the United States and other lands."

The delegation met with U.S. Ambassador to Italy, James Dunn, and then had an audience with Pope Pius XII. Appreciation was expressed to the Pope for his labors on behalf of Jewish refugees during the war. In his reply, the Pope said, in part:

"This is not the first group of your much-tried people we have been pleased to receive here at the home and hearth of the Christian family. We welcome the opportunity of your visit to tell you once more how deeply our paternal heart has been moved by the manifestations of gratitude for what we were able and so happy to do to lighten the burdens of your people among so many others in the dark days of the war.

"We gladly invoke the blessing of God most high on all the charitable endeavors you may undertake in His name."

REGIONAL ORGANIZATION BENEFITED AS LEADERS AID EVERYWHERE

The development of the regional organization of the United Jewish Appeal into a powerful instrument for improved campaigning was reflected in an announcement this week by Julian B. Venezky, National Chairman for Regions, of the addition of leaders in various parts of the nation who have accepted important posts in the regional network. National Vice Chairmen are Eugene M. Solow of Dallas, Milton Kahn of Boston, E. N. Grueskin of Sioux City, and Mrs. Irving E. Blum of Newark.

Charles Brown, President of the Jewish Community Council of Los Angeles, has accepted the post of Chairman for the Southland Region. Emanuel E. Falk of Newport News has undertaken the Chairmanship for Virginia. Samuel L. Eplan of Atlanta has accepted the Chairmanship of the UJA for Georgia.

Leo J. Falk of Boise is Chairman for the Idaho Region. Norbert Friedman of Louisville was announced by Mr. Venezky as Kentucky Chairman, and Earl Genzberger of Butte as Regional Chairman for Montana.

In addition to Harold A. Goldman of Des Moines as Chairman for Iowa, an intensive campaign organization has been worked out for the State, which includes a group of Vice Chairmen as follows: Franklin A. Alter of Davenport, for the Eastern Division; Nathan Bookin of Ottumwa, for the Southern Division; Louis Chanen of Independence, for the Northern Division; Harold B. Goldstein of Sioux City, for the Western Division; Frank Sanders, Vice Chairman for the Des Moines Division. A Regional Women's Division has been created with these Co-Chairmen: Mrs. Louis Wolf of Mason City and Mrs. William T. Friedman of Des Moines. Jack Wolfe of Des Moines has been named Regional Publicity Director for Iowa.

A similarly effective break-down of responsibility has been undertaken in New York State, whose Chairman is Morris W. Berinstein of Syracuse. The Vice Chairmen of the New York Region are: Chester Fienberg, Albany; Joseph Goldstein, Rochester; Arthur Markson, Utica; Sol M. Reiter, Newburgh; Edward P. Rose, Syracuse; Arthur Gunzberg, Buffalo. The Co-Chairmen for the Regional Women's Division of the State are Mrs. Sol Aiole, Rochester, and Mrs. LeRoy Blatner, Albany.

Emanuel J. Evans, veteran campaign leader of Durham, has accepted the post of Chairman for the North Carolina Region; and Ben Arnold, leader in the Columbia community, has been named Chairman for the South Carolina Region.

The Southwest Region, headed by Mr. Solow, has as its Co-Chairman: Fred F. Florence of Dallas, and as its Vice Chairmen: Sol Brachman, of Fort Worth, for Northern and Eastern Texas; Julius Livingston, Tulsa, for Oklahoma; Max Moses, Little Rock, for

Arkansas; William Sinkin, San Antonio, for Southern Texas. Mrs. Daniel Schlanger of Houston, has been named Regional Women's Division Chairman.

A Regional Women's Division organization for New Jersey includes as Co-Chairmen: Mrs. S. A. Brailove of Elizabeth, who is a member of the UJA delegation now in Palestine, Mrs. Albert Klein of Perth Amboy, and Mrs. Leonard H. Gidding of Plainfield.

Chairman of the Women's Division for the Nebraska Region is Mrs. J. H. Kulakovsky of Omaha.

MRS. GOLDIE MYERSON IN GRUELING TOUR OF NATION

Spurred on by the knowledge that Palestine Jewry desperately needs all the help that American Jewry can mobilize, Mrs. Goldie Myerson, head of the political department of the Jewish Agency, is devoting the entire month to a visit to Jewish communities before her return to her extremely important post in Jerusalem. Her grueling itinerary, involving long plane flights and train schedules, has included visits to Baltimore, Boston, Cleveland, Cincinnati, Pittsburgh, Chicago, Miami, Milwaukee, Newark and Detroit. She is also expected to visit Philadelphia, Los Angeles and San Francisco.

Her simple, forthright statement of the problems faced by the Jewish community of Palestine has created a profound impression everywhere and has constituted the background against which communities have determined to share in the UJA program to provide \$50,000,000 in cash promptly, first, to answer the urgent needs of Palestine, and also to provide for the minimal requirements of the JDC in the meantime.

COMMUNITIES ADOPT QUOTAS AS CAMPAIGN PLANS BEGIN

St. Louis, Mo. led the nation this week in indicating the measure of support that must be forthcoming to ensure the success of the \$250,000,000 United Jewish Appeal campaign. At the annual meeting last Sunday, a resolution was adopted to provide for a total goal of \$3,600,000, which includes acceptance of a quota of \$3,000,000 for the United Jewish Appeal, as recommended by the National Committee on Community Quotas. The Chairman of the 1948 campaign is I. E. Goldstein, and the Chairman of Trades and Industries is Melvin Dubinsky. Both leaders are part of the UJA delegation visiting Europe and Palestine. Mrs. Leo Rosenheim is Chairman of the Women's Division. The President of the St. Louis Jewish Federation is Benjamin L. Shifrin. Herman L. Kaplow is Executive Director.

Buffalo, N. Y. is proceeding swiftly with its campaign plans. For the UJA the Board of the United Jewish Fund adopted a quota of \$1,500,000, as recommended by the National Committee on Community Quotas. Charles Dautch is President of the Fund. Joseph Markel is Campaign Chairman. Vice Chairmen of the campaign are Maurice S. Tabor, Victor Wagner, Judge David Diamond and L. L. Berger. The Advance Gifts Division is headed by Arthur Victor and Irving L. W. Saperston, Co-Chairmen. Arthur S. Gunzberg is Chairman of the Men's Division and Hyman Lefcowitz is Co-Chairman. Arthur S. Rosichan is Executive Director.

Terre Haute, Ind., with a Jewish population of some 600 men, women and children, has accepted the UJA quota of \$187,500 in an over-all campaign for \$205,000. To start the effort, a gift of \$100,000 from Benjamin Blumberg and family was announced by his son, Morris Blumberg, Campaign Chairman. Max J. Goodman is President of the Jewish Welfare Fund.

Passaic, N. J. has named Al Levine as Campaign Chairman to lead the community to raise \$750,000, of which \$618,750 represents the quota for the UJA. Sidney Alexander is President of the Jewish Community Council; Mrs. Barney Goldstein, Chairman of the Women's Division; Morris Novitsky, Executive Secretary.

Lincoln, Nebr. is one of the first communities in the area to proceed with campaign planning. At its recent Board meeting, an over-all goal of \$185,000 was adopted, involving acceptance of the UJA quota of \$165,000. A. Q. Schimmel has accepted Chairmanship of the campaign, taking over from Charles B. Simon, who did an outstanding job as 1947 Chairman. Louis B. Finkelstein is President of the Welfare Fund.

Newark, N. J. is aiming at a 1948 goal of \$4,500,000, with Ralph Wechsler as Campaign Chairman. Herbert R. Abeles is President of the Jewish Community Council of Essex County, which sponsors the drive. Herman M. Pekarsky is Executive Director.

Portland, Me. last week named Joseph Wigon as Campaign Chairman and adopted a goal of \$350,000. Co-Chairmen of the drive are George I. Lewis and James Stein. Sidney Davidson is Special Gifts Chairman and Mrs. Arnold Goodman, Chairman of Women's Division. Maurice Branz and Jacob Potter are Co-Chairmen for Special Gifts. Israel Bernstein is President of the Jewish Federation; Joseph M. Papo, Executive Director.

Tucson, Ariz., determined to respond to the 1948 needs, has named Morris A. Shanhouse as Campaign Chairman and has adopted a goal of \$175,000. William Davidson is President of the Welfare Fund and Albert F. Wagner, Executive Director.

Phoenix, Ariz. plans its 1948 campaign in high spirit as a result of the acceptance by Charles Korrick as Campaign Chairman.

Cheyenne, Wyo. has selected D. W. Garlett, President of the Federated Jewish Charities, as Campaign Chairman for this significant year. A goal of \$70,000 has been established. Preliminary big gifts commitments were made to ensure a proper beginning for a well-organized drive. Sol Bernstein is Vice Chairman; Charles N. Bronstein, Treasurer, and Sol Zuckerman, Secretary.

Abilene, Tex. will have Myer Mehl as Chairman and Nathan Stool as Co-Chairman. This small community reported that it "proudly accepts" the UJA quota of \$15,000.

DAVID HACOHEN TO VISIT UNITED STATES FOR UJA

David Hacohen, who as managing director of the Solel Boneh, largest building and construction cooperative in Palestine, built Britain's Middle East defenses during World War II and who now has the responsibility of constructing the roads, airfields and public buildings in the new Jewish state, will arrive in the United States by air this week to tour American cities in behalf of the \$250,000,000 campaign of the United Jewish Appeal.

Mr. Hacoheh will outline to American audiences the present situation in Palestine and describe the immediate needs of the Jewish state which must be met in 1948 through the United Jewish Appeal.

Statesman, journalist and labor leader, Mr. Hacoheh is a deputy in the Assefath Hanivcharim, the Jewish National Assembly, which is the parliament of Jewish Palestine. Since 1937 he has been a member of the Haifa Municipal Council and has frequently served as Acting Mayor of that mixed Jewish-Arab city.

CHAIRMEN ASSUME 1948 CAMPAIGN RESPONSIBILITY

Rabbi Albert G. Minda has been named Chairman of the 1948 campaign in Minneapolis, it was announced last week by I. S. Joseph, President of the Federation for Jewish Service.

Harry A. Herzog has accepted the Chairmanship of the 1948 drive in Portland, Ore., it was announced by Julius S. Zell, President of the Oregon Jewish Welfare Fund.

In Pasadena, Calif. the community made plans for an early start of the campaign under the Chairmanship of Dr. Emanuel Rosenberg. Ben Tufeld is Chairman of the Jewish Community Council.

The Co-Chairmen of the 1948 campaign in Memphis Tenn. are William Gerber and Abe Wurzburg, it was reported by Nathan Shainberg, President of the Welfare Fund.

Frank H. Sloss is Chairman of the campaign in San Francisco, whose Jewish Welfare Fund is headed by Lloyd W. Dinkelspiel.

George F. Gershel and Samuel Rivkin have assumed responsibility as Co-Chairmen of the drive in Hartford, Conn. Melvin W. Title is President of the Federation.

Jere Glass, who has played an outstanding part in the development of the Jewish Federation of Southern Illinois, has undertaken General Chairmanship of the 1948 Campaign. Dan Lurie is Vice Chairman and Benjamin Frankel, one of the dynamos of the nation's campaigning, has accepted Big Gifts Chairmanship. Hirschel Eichhorn, Max Greenberg, Sidney Salada, and Louis Victor, Regional Chairmen; Avery Carp, Honorary President, and Herman E. Morton, President of the Federation, and Morris J. Appelman, Executive Director, all constitute the 1948 Advisory Board. Mrs. Ruth Shulman is Chairman and Mrs. Bernice Eichhorn, Vice Chairman of the Women's Division.

Aaron Weiss, one of the top-ranking Zionist leaders, has accepted the Chairmanship of the 1948 campaign in Wilkes-Barre, Pa., which conducted one of the most successful fund-raising efforts of 1947 under the leadership of Charles Weissman. Julius Long Stern has been named Chairman of the Christian campaign. Nathan I. Kuss is Chairman of the Welfare Fund; Louis Smith, Secretary.

FLORIDA CAMPAIGNS OFF TO EARLY START

Because of the weather factor, Florida is the first State in the Union to launch a complete series of campaigns for the UJA. With Miami giving the lead, other Florida communities are also responding in accordance with the needs of the 1948 drive.

Pensacola, Fla., one of the first campaigns in the nation, adopted an over-all goal of \$82,500, of which \$75,000 is intended for the United Jewish Appeal. As of February 15, Pensacola had already raised a total of \$61,000. Samuel Rosenbloum is President of the Welfare Fund. At the Initial Gifts meeting, attended by Day J. Apte Mr. Rosenbloum sparked the giving with \$5,000, compared with \$2,000 in 1947. Proportionate increases were made by the others. Mr. Apte, veteran Florida leader, typified the spirit of this campaign by his special flight to the community for the event and his personal visits with community leaders during his stay. David N. Henriques is Campaign Chairman; Abe Levin, Treasurer; Dr. C. J. Heinberg, Secretary; and Rabbi Julius L. Leibert, Publicity Director. Mrs. Lewis Bear is Chairman of the Women's Division.

A Christian Committee has been formed with Hunter Brown as General Chairman and Braden Bell, of the Pensacola News-Journal, as chairman of committees and publicity. A quota of \$15,000 has been undertaken by the Christian Committee.

Hollywood, Fla. has accepted a total goal of \$140,000, of which \$135,000 is intended for the United Jewish Appeal. David Crystal is Campaign Chairman and Edwin M. Rosenthal, Chairman of Special Gifts. A. J. Dimond is President of the Welfare Fund. At the Initial Gifts meeting, addressed by Edmund I. Kaufmann, a sum of \$71,400 was raised from the 23 persons present. At an advance cash meeting held in Miami Beach, Mr. Dimond had promised that \$50,000 in cash would be made available within the week. Last year, Hollywood was the first community to accept the UJA quota, make it and pay up in full in cash.

LOSS OF ISAAC H. LEVY IS MOURNED

Isaac H. Levy, Vice Chairman of the Joint Distribution Committee, outstandingly active in the affairs of the United Jewish Appeal, died last week at the age of 68 and in his passing bereaved the whole of American Jewry. A well-known attorney of New York, he became an important officer of the JDC in 1937. From that time on, he gave of himself with unstinted devotion to the needs and interests of his people, wherever they needed support, understanding and generous statesmanship. Few men in American Israel gave of their energy, their thought, their resource of mind and spirit to the United Jewish Appeal with greater intensity and effectiveness.

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CASH DRIVE FOR \$50,000,000 BEING BROUGHT TO SWIFT CONCLUSION

On February 24, fourteen days after a telephone conference with major communities had presented a forceful plea for \$50,000,000 in cash immediately, the United Jewish Appeal had received in cash at its New York headquarters \$21,600,000. A total of \$41,800,000 had already been pledged by communities to be made available quickly, the money being dispatched as promptly as bank negotiations were completed. A balance of \$8,200,000 was still to be arranged for, as of February 24.

Hon. Henry Morgenthau, Jr., commenting on the progress of this emergency effort, said: "The UJA has desperate need of \$50,000,000 cash. It is my earnest hope, my urgent plea that the nationwide effort be completed by March 1. It has been thrilling to see the Jewish communities of America go into action at once in response to the plea brought to us by Mrs. Goldie Myerson on behalf of Palestine. The effort to meet the security problem in Palestine and to maintain at a minimal level the vital work of the JDC has demonstrated once again the maturity and statesmanship of American Jewry.

"It is cash that is imperative. We are grateful to the communities which advised us of the action that they were taking to mobilize cash. Only when the dollars are in our treasury — to be shipped out as fast as they come in — can the action be said to have been completed. Every community in the United States should have a part in this life-and-death cash mobilization. Communities are going to their banks to borrow as much as they can. They are making an intensive effort to transform into immediate cash every pledge still outstanding on 1947 or other campaigns. They are asking contributors to give the largest possible cash advance on ultimate 1948 pledges. They are going to the treasuries of synagogues, centers, lodges and every other type of Jewish organization for grants or loans. We dare not fail to use every means that will protect our people's lives in this grave hour."

BLUEPRINT FOR NATION'S GIVING SET AT WASHINGTON CONFERENCE

American Jewry can give \$250,000,000 to the United Jewish Appeal in 1948. That was demonstrated at Washington on Sunday, February 22 when, as the climax of the inaugural for the national campaign, representatives of many communities reflected in their own giving a pattern of generosity that would make for success.

Those who gave were, for the most part, average business men from coast to coast who demonstrated the appeal that the 1948 campaign has to the Jewish people as a whole.

It was because these represented a cross-section of the average Jewish community that the manner of giving was so inspirational. It was proof that leadership and energy applied to local drives would bring the rich harvest so urgently needed for the 1948 goal.

There were many moments of exaltation and dedication in the sessions that started with a dinner on Saturday night, February 21, and continued through Sunday. There were the earnest, moving reports of the first contingent of the United Jewish Appeal delegation that visited overseas. The impressions of Alvin A. Wolff of St. Louis, Louis Berry of Detroit, David Uchill of Denver, Joseph Holtzman of Detroit and Julius Fligelman of Los Angeles, provided a graphic picture of despair and hope in Europe, of courage and determination in Palestine. There was a classic statement of an American Jew's responsibility to himself and to his people uttered in matchless prose and profoundest sincerity by Edward M. M. Warburg. There was a profession of a Christian's creed by Theodore O. Thackrey, co-publisher and co-editor of the New York Post, that brought the entire audience to its feet in a spontaneous demonstration. There was a stirring challenge to Jews of all shades of opinion in the closing address by Rabbi Jonah B. Wise, National Chairman. There were other aspects of the inaugural meeting which sent back to their homes with a feeling of satisfaction the large delegation that came from a number of cities, notably Indianapolis, Pittsburgh, Cleveland, Baltimore and Philadelphia. Over the proceedings hovered the personality of Henry Morgenthau, Jr., General Chairman, who guided, stimulated and gave meaning to the several sessions.

GIFTS ARE ANNOUNCED; DOUBLES PREDOMINATING

It was on Sunday afternoon, after Mr. Thackrey and Julius Fligelman had spoken, that Harold J. Goldenberg, who presided, reminded the meeting of the value of pace-setting gifts at this time. He pointed out that few community campaigns have yet started; that the United Jewish Appeal itself and most communities had concentrated their efforts in the past few weeks on the project to collect \$50,000,000 in cash. As a result, it had not been originally intended that there should be any big gifts announcements at this meeting, especially as a number of the largest gifts were still in the process of being determined. However, in view of the presence at the meeting of so many representative community leaders, it would be valuable to offer a demonstration of the earnestness with which the \$250,000,000 campaign is being taken -- to encourage the communities now engaged in setting quotas, in planning big gifts solicitation and in organizing total drives.

Those who knew the resources of the men making the announcements recognized that there was breath-taking generosity in many, if not most, of the gifts. They were obviously gifts out of capital, tribute to the "destiny campaign" of 1948.

One of the outstanding announcements was that Jacob Feldman had immediately made available \$100,000 in cash to the Dallas Welfare Fund as an advance contribution for 1948 in connection with the \$50,000,000 cash effort. In 1946 he had contributed a generous \$25,000; in 1947 he had risen to the occasion with a gift of \$50,000.

Joseph Cherner, Co-Chairman of the Washington, D. C. campaign, had contributed \$30,000 in 1947. In 1948, the announcement came, the gift would be \$60,000.

Stimulating news came from Cleveland, represented by an important delegation. Leonard Ratner, who on several occasions during the conference stirred the delegates with his challenges to maximum generosity, pledged \$50,000 as against \$25,000 in 1947. "It is time that we stop looking at what our neighbors give; and let them see what we are giving," was Mr. Ratner's injunction to campaign leaders everywhere. Eugene H. Goodman, who gave \$20,000 last year, raised his gift to \$40,000. Max H. Freedman, Advance Gifts Chairman, is giving \$30,000 this year, as against \$12,500 in 1947.

Julius Fligelman made a group announcement for the Los Angeles members of the overseas delegation. In 1947, the group had contributed \$115,000. In 1948, their combined contribution would equal \$230,000.

The feature of the meeting was not the mere announcement of gifts. Rather, as Mr. Goldenberg put it, men were being called upon to describe what it was in the present situation that prompted them to give in the terms that they did. Many an eloquent statement and confession of Jewish faith was made during the afternoon's proceedings. What was remarkable about the announcements was that so many different parts of the country were so uniform in their reaction to the campaign.

Charles Cohen, a new force in the New York UJA campaign in his capacity as one of the 1948 Co-Chairmen, impressed the group with his sincerity and determination to insure the success of this year's campaign in the metropolis. From a \$50,000 gift in 1947, his contribution would be at least \$100,000 this year. Mr. Cohen pointed out that New York was in the throes of a cash effort and that it was unable to go to the banks to borrow, since this right was reserved to the national UJA agencies which use New York banks for borrowing purposes. Big gifts had not yet been solicited. However, a number of contributions had been volunteered. Abraham and Joseph M. Mazer, who gave \$60,000 last year, started off with an initial contribution of \$125,000 for 1948. The Etra brothers, giving \$45,000 in 1947, would give at least \$80,000. A number of other gifts by New Yorkers were also announced. These included the gifts of Mrs. Louis Altshul, from \$64,000 to an initial \$100,000; Jerome I. Udell, \$24,000 to at least \$50,000; Samuel Greenblatt, \$10,000 to \$20,500; Herman Hollander, \$4,200 to \$10,000; Aaron Chlewich, \$3,000 to \$10,000.

"THESE GIFTS ARE THE PATTERN"

As a sampling of American Jewry's understanding of what is needed, "these gifts are the pattern," as the Chairman put it. Morris W. Berinstein of Syracuse, went from \$20,000 to an initial \$35,000; Philip N. Coleman of Jacksonville, from \$10,000 to \$20,000; Sol Luckman of Cincinnati, from \$7,000 to \$14,000; Joseph Katz of Baltimore, from \$8,000 to \$20,000; Joseph Holtzman of Detroit, from \$10,000 to a minimum of \$20,000; Mrs. Ida B. Friedman of Passaic, from \$8,000 to \$15,000; I. D. Wolfe of Pittsburgh, from \$5,000 to \$15,000; Benjamin Blumberg of Terre Haute, Ind., from \$25,000 to \$50,000; Herbert Lukashok of New York, from \$10,000 to \$21,000 for his family; Sam J. Singer of Oklahoma City, from \$12,000 to \$20,000.

That the campaign in Baltimore is well under way was reflected in the series of announcements from members of that community who came in strength. These included: A. Frank and sons, \$8,500 to \$17,000; Joseph and Jack Meyerhoff, \$10,000 to \$25,000; J. Benjamin and Fred Katzner, \$20,000 to \$50,000; Behrend brothers, \$6,000 to \$15,000; Marcus family, \$20,000 to \$50,000; Albert A. Shuger, \$13,000 to \$30,000; Samuel and Sidney Epstein, \$35,000 to \$50,000; Charles B. Green and Ferd Newberger, Auto Clinic, Inc., \$6,000 to \$15,000.

Nathan Kluger, Chairman of the Paterson campaign, increased from \$30,000 to at least \$55,000; Sam Schwartz, Paterson, from \$50,000 to at least \$75,000; Mahr foundation, Baltimore, \$10,000 to \$20,000. A number of interesting announcements were made by Ivan Annenberg, Circulation Director of the New York Daily News, who told of the efforts being made to stimulate giving among newspaper distributors. These included Samuel F. Gingold, New Haven, \$13,000 to \$20,000; James Gaynor, Mt. Vernon, N. Y., \$1,200 to \$10,000; Henry Garfinkle, Boston, who had no opportunity to contribute last year, announced \$10,000. The Newark News Company increased from \$6,250 to \$15,000.

REPORTS ON \$50,000,000 CASH HIGHLIGHT OF OPENING SESSION

The first session of the inaugural meeting on Saturday night was devoted to a review of progress made in campaign planning since the Atlantic City Conference. The highlight of the meeting occurred as Mr. Morgenthau read the roll-call of the communities and one representative after another went to the microphone to report on what his community had done or was doing to provide its share of the \$50,000,000 cash advance. It was a half-hour packed with excitement and stimulation. Photo bulbs flashed as pictures were taken of community leaders presenting checks to Mr. Morgenthau as the roll-call proceeded swiftly. Joseph Cherner of Washington presented a check for \$1,000,000 which the community had borrowed from two banks. Julius Fligelman, Chairman of the 1948 Los Angeles campaign, who had just returned from abroad, presented a check for \$2,391,000 on account of his community's pledge to provide \$3,000,000. Milton Kahn presented for Boston an additional \$250,000, which brought to \$1,750,000 the amount which Boston has thus far provided toward its undertaking for \$3,000,000.

The checks piled up before Mr. Morgenthau as Harry A. Zinn and Adolph Kiesler of Denver presented \$300,000; Samuel Rivkin of Hartford, \$283,112; Mrs. Ida B. Friedman of Passaic, \$120,000; Frank Sanders and Jack Wolffe, Des Moines, \$110,000; Moses A. Savin, New London, \$100,000. Within a brief period, checks totalling in excess of \$5,000,000 were in hand. Other community representatives made equally stimulating reports. Julian Freeman reported for Indianapolis that \$500,000, including funds borrowed from the banks, was in the mails. Philip Meyers announced that Cincinnati had borrowed \$450,000 at the First National Bank and the check was on the way. Philip N. Coleman of Jacksonville presented \$75,000 and announced that another \$100,000 would be forthcoming in a few days. Nathan Shainberg presented \$250,000 to Mr. Morgenthau for Memphis and reported that another \$100,000 would be available in a week. William Sinkin of San Antonio proudly pointed out that within two hours of its participation in the telephone conference, San Antonio had dispatched \$200,000.

David Friedman of Norfolk presented \$100,000 for the community. For Paterson, Nathan Kluger handed in a check for \$200,000 and pledged that the other \$300,000 would be in the office by the next Tuesday. Edward B. Arenson of Toledo pointed out that \$200,000 had already been sent and \$100,000 was coming after the week-end. Bernard Alexander said that a check for \$250,000 was coming from Trenton. For Newark it was reported that \$500,000 had already been sent in, that one bank loan for an additional \$200,000 had been consummated and that the community leaders were getting the other \$300,000 promised.

Julius I. Kislak, newly-elected Chairman of the Jersey City campaign, reported that two nights ago 23 men had met and signed a note for \$150,000 to be able to share in the cash campaign. The Miami delegates pointed out that \$250,000 had been handed to Mrs. Myerson when she visited Miami and that another \$250,000 would be forthcoming shortly. Edmund Koblenz announced that Albany's \$250,000 was in the mail. Sam J. Singer of Oklahoma City read a telegram from the Oklahoma City Jewish Community Council announcing that the community would provide the \$100,000 asked. George Lerner reported for Allentown that \$80,000 had been sent last week; handed in a check for \$30,000 and said that the balance up to \$150,000 would be in within a week. Morton L. Wallerstein presented a check for \$50,000 on account of Richmond's quota; Maurice M. Shadden brought the first payment of \$15,000 for Johnstown; B. Morris Pelavin, \$30,000 for Flint.

Reporting for Philadelphia, Ephraim R. Gomberg, Executive Director of the Allied Jewish Appeal, pointed out that his community had been asked for \$3,000,000. It has already forwarded \$1,000,000 and within two or three days the community would answer the call fully. Eugene M. Klein reported that the Cleveland Federation Board had voted to undertake a \$2,000,000 loan.

CASH IN STEADY FLOW TO NATIONAL HEADQUARTERS

The \$100,000 which Ben Kopelove of Dayton, O. reported at the meeting was in the mails, was among a large number of checks which were received at UJA national headquarters when the officers returned from the Washington Conference. Toward the \$600,000 promised by Cincinnati, O., \$450,000 came in one remittance.

Within the week the receipts included another \$500,000 from San Francisco, Calif. in addition to the \$250,000 previously forwarded as part of its effort to mobilize a larger sum in cash at this time. Detroit, Mich. sent in its first \$1,000,000 on account of its \$2,000,000 pledge. Rochester, N. Y. which had taken steps to secure a loan of \$500,000 immediately after hearing the telephone broadcast on February 10, sent in that amount, which supplemented over \$100,000 that had been remitted only a few days before the telephone broadcast. St. Louis, Mo. made available \$750,000 without delay. Birmingham, Ala. sent \$135,000 on account; Portland, O., \$180,000; Louisville, Ky. started with \$170,000; Springfield, Mass. rushed \$200,000; Worcester, Mass. got together \$100,000 immediately after the broadcast, supplementing \$30,000 that had been remitted a few days earlier; Youngstown, O., \$140,000. St. Paul, Minn. mobilized \$250,000 a short time after it had remitted \$78,000. Duluth, Minn. fulfilled its quota of \$150,000. From Houston, Tex. came the \$350,000 promised. Ft. Worth, Tex. and Fall River, Mass. each started off with \$50,000 on account; Akron, O. inched ahead steadily with remittances which now total \$90,000; Hollywood, Fla. sent \$50,000.

OFFICERS REPORT ON ACTIVITIES

The Saturday night session was a meeting of the Interim Committee, the body established at Atlantic City as a year-round group, growing out of the Preparatory Subcommittee which had recommended the \$250,000,000 minimum national goal. Milton Kahn of Boston, its Chairman, presided. Reports on the status of the campaign were presented by William Rosenwald, National Chairman; Rudolf G. Sonneborn, National Chairman for Trades and Industries; Julian B. Venezky, National Chairman for Regions. A discussion of campaign techniques followed, led by Elkan R. Myers, Chairman of the Baltimore campaign; E. N. Grueskin of Sioux City, National Vice Chairman for Regions; and Charles Cohen of New York. Ben Kopelove of Dayton, Julius I. Kislak of Jersey City, Harry A. Zinn of Denver, Philip N. Coleman of Jacksonville, Moses A. Savin of New London also participated.

Moshe Shertok, political chief of the Jewish Agency for Palestine, and Dr. Israel Goldstein, National Chairman of the UJA, stressed the importance of the Palestine requirements in the campaign; and Louis Berry of Detroit, who had just returned with the UJA delegation, briefly reviewed the impact made on him by his visit to Europe and Palestine. The meeting was opened by Mr. Morgenthau.

PRESIDENT TRUMAN SENDS MESSAGE THROUGH ATTORNEY GENERAL

The Sunday morning session started with a breakfast at 8:30 so that the delegates might hear Attorney General Tom C. Clark, who brought a message from President Truman. The President had asked him to say, the Attorney General declared, that he regarded the United Jewish Appeal as "one of the most important undertakings that any group ever embarked upon." The Attorney General reviewed the work of the United Jewish Appeal agencies and stressed their work was part of "the campaign of peace—not a charity but an investment in democracy."

The President regretted his inability to attend the Conference and had asked the Attorney General to express his assurance that with the distinguished leadership

represented in the United Jewish Appeal and at the Conference, he was confident that the United Jewish Appeal would be able to raise its goal of \$250,000,000.

"The Jews of America are giving dollars of destiny when they contribute to the United Jewish Appeal," Mr. Clark declared. He spoke of the \$150,000,000 that is to go to Palestine. "That," he said, "is an investment in mankind and an investment in the peace of the world of tomorrow. I feel certain that the troubles that now beset this Jewish State that has been set up through the United Nations will soon be overcome. Those who now suffer in Palestine will come through, I am confident, in just the same way as the pioneers in America did 160 years ago. I feel certain that all thinking people and those who believe in and practice brotherhood will see to it that this young State receives the assistance that it needs in order that it might carry out its destiny." The Attorney General referred to the work of the Joint Distribution Committee and described his own experiences in the DP camps last year. He stressed the importance of continuing this work of relief and rehabilitation. Turning to the United Service for New Americans, Mr. Clark praised what was being done to mold the newcomers into the American way of life. That is the greatest undertaking of all. "The \$13,000,000 budget for this great work on the domestic scene is the greatest investment in true Americanism," the Attorney General said. He concluded: "The United Jewish Appeal to raise \$250,000,000 in 1948 has, I am sure, the prayers and the hopes, the support and the applause of all people everywhere of whatever race or creed, who love peace and justice."

RETURNING DELEGATION TELLS STORY OF TRIP

Mr. Morgenthau presided at the Sunday morning session. Following the address of the Attorney General, he introduced Edwin Rosenberg, who reported on the current activities of the United Service for New Americans, of which he is President. The delegates agreed that one of the inspirational highlights of the conference was the series of brief reports by Alvin A. Wolff, David Uchill and Joseph Holtzman, who told in vivid terms of what they had seen and felt in Europe and Palestine. Each of them reflected an eloquence and sincerity that should make them extremely effective in telling their stories not alone in their own communities but wherever else they may be persuaded to visit. Participants in the discussion included Miklos Sperling, Indianapolis; I. S. Turover, Washington, D. C.; Joseph Shulman, Paterson; Harry Greenstein, Baltimore; B. Morris Pelavin, Flint; Samuel Goldhamer, Cleveland; David Busis, Pittsburgh.

Edward M. M. Warburg, Chairman of the JDC, provided a stirring half-hour in his version of the American Jew's credo for 1948. Summing up, Mr. Warburg said, "What, then, do we have to take home from this morning and from these meetings? Ask the contributors if they are interested in the future, in the future for their children in this country. Ask them if they are, and if they say, yes, they are interested, ask them what can they do to rebuild the world that is war-torn, to heal the wounds that have been caused in soul as well as the gashes in the earth? What can they do? What is the role of an international citizen, loyal to his country and loyal to his community? I am sure that in everybody's answer there will be at least a part that will say, 'In being clear and clean; in following and flying the colors that are unmistakably mine, as a Jew, as a citizen; and as a Jew, as a citizen, the thing that I can do best is to make sure that wherever there is need, I help, but particularly wherever there is Jewish need I will be there first.'"

"JUSTICE WILL BE AT ONE WITH CORPSES IN JERUSALEM": THACKREY

The Sunday afternoon session was opened by Mr. Morgenthau, who introduced T. O. Thackrey of the New York Post. "Justice, honor, decency, freedom, liberty-- all of man's most noble concepts will die and be at one with the corpses of Jerusalem," Mr. Thackrey declared, "unless the great nations of the world extend adequate immediate assistance to the new Jewish State in Palestine."

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

BALTIMORE CAMPAIGN OPENS WITH \$1,000,000 — 100% INCREASE

With Governor Herbert H. Lehman and Harold J. Goldenberg as the speakers who brought the meeting to a high pitch of enthusiasm, Baltimore last week held its first Big Gifts meeting and received pledges totalling approximately \$1,000,000. As compared with gifts from the same persons last year, the percentage of increase was almost double. Elkan R. Myers, Chairman of the campaign, who presided at what was regarded as the most thrilling meeting in Baltimore's Jewish history, declared that the stage had been set for a campaign truly representative of the \$250,000,000 effort of 1948.

Governor Lehman provided a moving account of the problems that face the Jews of America in meeting their responsibilities in Palestine, Europe and the United States. Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques, made the appeal with electrifying effect on all those present.

Among the scores of generous gifts announced at the meeting, with 1947 and 1948 comparisons shown, were the following: David Abraham, from \$1,000 to \$2,500; Henry I. Adler, \$2,500 to \$5,000; Annenberg family, \$950 to \$3,000; Autoclinic, Inc., \$6,000 to \$15,000; Samuel Asrael and family, \$4,000 to \$8,000; Baltimore Lumber Co., \$2,500 to \$5,000; Joseph Baylin, \$2,750 to \$6,000; Behrend Bros., \$6,000 to \$15,000; Paul and Theodore Berman, \$1,000 to \$2,000; Brooks Clothes, Inc., \$15,000 to \$25,000; Blaustein family, \$75,000; David Brown Shoe Co., \$2,500 to \$10,000; Meyer Cohen, \$200 to \$1,000; Cohen & Silverstein, \$10,000 to \$20,000; Cowen's, \$1,000 to \$2,000; Lee L. Dopkin, \$1,500 to \$4,000; Gerson Dorman Electrical Supply, \$750 to \$1,500; Samuel & Sidney Epstein, \$50,000; Morris Fedder, \$850 to \$1,750; Paul J. Fineman, \$250 to \$1,125; Fish Dry Cleaning Co., \$5,000 to \$10,000; Adolph Fram, \$500 to \$1,000; A. Frank & Sons, \$8,500 to \$19,000.

Also Gamse Lithographing Co., \$1,275 to \$5,000; Harry A. Goodman, \$200 to \$1,000; Goodman-Gable-Gould Co., \$1,500 to \$3,500; Paul & Bert I. Gordon, \$1,200 to \$3,000; Harry B. Gorfine, \$800 to \$3,000; Graphic Arts Finishing Co., \$500 to \$2,500; Triangle Sign Co. and associates, \$4,000 to \$10,000; Hoffberger family, \$50,000; Emanuel Hyman, \$350 to \$1,000; Nathan Jacobson, \$500 to \$1,250; Harry Kairys, \$1,000 to \$2,000;

Polan, Katz & Co., \$9,500 to \$20,000; Katzner family, \$20,000 to \$50,000; Sol Kaufman, \$1,000 to \$2,500; Maurice Kolker, \$2,000 to \$5,000; Zanyvl Krieger, \$1,000 to \$2,000; Leaderman family, \$2,100 to \$7,500; Samuel S. Levin, \$500 to \$1,500; Meyer Levine, \$1,000 to \$2,000; Irving Libov, \$2,000 to \$5,000; William Looban, \$750 to \$1,500; Lurie family, \$3,000 to \$6,000; Mahr family, \$10,000 to \$20,000; Louis Marcus Co. and associates, \$20,000 to \$60,000; Israel Massing, \$500 to \$1,500; Jacob and Joseph Meyerhoff, \$10,250 to \$25,000; Molofsky family, \$1,200 to \$5,000; Israel Miller, \$1,000 to \$2,500; Myers and Rieses family, \$27,500; Dr. I. William Nachlas, \$500 to \$1,500; Printers Finishing Co., \$500 to \$2,500; Myer Perlman, \$750 to \$2,000.

Also Raleigh Mfg. Co. and associates, \$5,000 to \$12,500; Scherlis & Katz Fish Co., \$1,000 to \$5,000; Leo N. Selis, \$300 to \$1,200; Schwaber family, \$30,000; Dr. Herman Seidel, \$675 to \$1,200; Siegel, Rothschild, Gans Co., \$1,500 to \$5,000; Shuger brothers, \$13,000 to \$30,000; Smelkinson Bros. Corp., \$2,000 to \$5,000; Morris & Sidney Snyder, \$10,000 to \$20,000; Edmund Sobelman, \$1,500 to \$3,000; Western Mill & Lumber Co., \$1,700 to \$5,000.

A spirit pervades the community that emanates from all the top officers who feel a sense of consecration in the light of the grave urgencies abroad. In addition to Mr. Myers, the officers include J. Benjamin Katzner, Chairman of Trades and Professions; with Lee L. Dopkin, Henry S. Frank, Joseph Meyerhoff and Albert A. Shuger as Vice Chairmen. Harry Greenstein is Executive Director.

MARKSON GIFT OF \$125,000 HELPS LAUNCH LOS ANGELES CAMPAIGN

Taking advantage of the presence in the community of Mrs. Goldie Myerson, Los Angeles started to set a campaign pattern last week with a private advance gifts meeting at the home of Eddie Cantor, who presided. The formal big gifts section of the drive is not scheduled to begin until later in March.

Y. D. Markson, who had previously resided in Boston, announced a gift of \$125,000 as his debut in the Los Angeles community. Charles Brown, President of the Jewish Community Council, increased his gift from \$30,000 to \$50,000. Julius Fligelman, Chairman of the campaign, and Edward Meltzer, pledged \$50,000, as compared with \$30,000 in 1947. M. F. Berg, Chairman of Trades and Professions, announced \$50,000 as compared with \$30,000 last year for M. F. Berg family & H. W. Sall.

Other gifts of the occasion included: Sam & Sidney Friedman, \$15,000 to \$25,000; Louis Warshow, \$6,000 to \$15,000; Harry & Morris Bauman, \$7,500 to \$15,000; Isaac D. Sinaiko, from \$7,500 to \$12,000; Sam & Herman Reicher, \$10,000 to \$20,000; Ben B. Shapiro, \$6,000 to \$10,000; Robert Rosenson, \$10,000 to \$20,000; Theodore Strimling, \$6,000 to \$10,000; G. Harry Rothberg, \$5,000 to \$10,000; J. M. Lazarus, \$1,000 to \$10,000; Eddie Cantor, \$15,000 to \$25,000; Albert Parvin, a newcomer to community, \$7,500; Maurice Kompaniez, \$5,000 to \$15,000; Mark Carter, \$5,000 to \$10,000; Seniel Ostrow, \$7,000 to \$15,000; Herman Kranz and Julius Morris, \$5,000 to \$10,000 minimum; Samuel Surkis, \$4,000 to \$7,000; Meyer and Sid Schuman, \$1,000 to \$5,000; Leslie G. Cramer, \$5,000 to \$8,500; Charles H. Jolly, \$1,000 to \$2,500; Popkin & Berman, \$1,000 to \$2,500; E. Philip Lang, \$5,000 to \$10,000; William E. Burke, \$1,000 to \$2,500; Louis E. Golan, \$5,000 to \$10,000; William Tannenbaum, \$4,500 to \$7,000; W. W. Bruck, \$2,000 to \$3,500; Edward

M. Ornitz, \$2,500 to \$5,000; Hymen Rosen, \$5,000 to \$8,000; Maurice Bein, \$500 to \$2,000; Sol C. Spellens, \$4,000 to \$8,000; Reuben Spektor, \$2,500 to \$4,000; Si V. Jubas, \$1,750 to \$3,500.

GOVERNOR LEHMAN HELPS LAUNCH NEWARK DRIVE

Governor Herbert H. Lehman and Samuel Rothberg, National Chairman for Initial Gifts, were the principal speakers at the Advance Gifts meeting of the Newark campaign at which some \$730,000 was raised.

Among the gifts pledged were the following: George & Maurice Levin, \$25,000 to \$50,000; Kaltenbacher family, \$22,000 to \$35,000; Harry A. Cooper, \$25,000; Frank Reitman, \$9,000 to \$22,500; Sigmund Dornbusch, \$5,000 to \$20,000; Morris B. Sherman, \$15,000 to \$20,000; Abraham Krinzman & Sam Jaffe, \$10,250 to \$17,500; Samuel Berger, \$7,500 to \$15,000; Ralph Wechsler, \$10,000 to \$15,000; Julius H. Cohn, \$12,000 to \$15,000; Samuel & Louis Wildstein, \$10,100 to \$14,500; Samuel Olesky, \$8,500 to \$14,000; Puder and Puder, \$5,000 to \$10,000; Alta Cohen, \$5,000 to \$10,000; Joel Gross, \$7,000 to \$10,000; Michael A. Stavitsky and Abraham Wohlreich, \$10,000; Joseph Price, \$3,100 to \$8,500; Adolph and Norman Karpf, \$11,000 to \$16,500; Fred Metzger and Charles Baker, \$4,500 to \$8,000 minimum; Leo Brody, \$2,000 to \$5,000; Milton Bauchner, \$4,350 to \$6,500; Oscar and Ralph Berman, \$2,000 to \$6,000; Lawrence and Stanley Slutsker, \$5,000 to \$8,000.

Associated with Ralph Wechsler, Chairman of the United Jewish Appeal of Essex County, are Richard S. Kaltenbacher, Chairman of Special Gifts; George Ainbinder and Louis S. Rosen, Associate Chairmen of Special Gifts. Herman M. Pekarsky is Executive Director.

PITTSBURGH AIMS AT \$3,515,000 GOAL

Pittsburgh, undertaking an over-all goal of \$3,515,000, will formally open its campaign with a Big Gifts meeting on March 21, with Herman Gilman, who won national fame as Boston chairman during the past two years, as principal speaker. Charles J. Rosenbloom is Chairman; Irwin D. Wolf, Big Gifts Chairman; Mrs. Leo Shonfield, Chairman of Women's Division. Emanuel Spector is President of the United Jewish Fund, which sponsors the drive.

The atmosphere of the Pittsburgh campaign in its opening stages was given additional enthusiasm with the announcement by Mr. Spector that Mr. Ben Paul Brasley, who contributed \$8,000 in 1947, had asked Mr. Spector to come to his office to discuss the 1948 campaign. Thereupon, Mr. Brasley handed the Fund President a pledge of \$50,000.

TUCSON STARTS OFF WITH DOUBLE

Spurred by the leadership of Morris A. Shanhouse as Chairman and working toward a 1948 goal of \$175,000, Tucson, Ariz. reported approximately double from about half

of the contributors thus far reached, with the campaign only now beginning. Aroused by several hostile editorials appearing in the local newspaper, the community is determined to show a high sense of responsibility toward the needs of Jews abroad, especially in relation to Palestine.

HARTFORD TRADE MEETING ACHIEVES 170% INCREASE

Despite a bitter storm, fifty men in the Automotive Division of the Hartford Jewish Federation campaign met at the Tumblebrook Country Club to make their pledges. This was the first of a series of trade meetings set up for the first time this year.

The gifts announced represent an increase of 170 percent over last year's contributions from the same individuals. Typical of the increases were the gifts of Israel Grody, \$6,000 to \$11,000; Barney Hoffman, \$1,500 to \$3,000; Frank Novick and Herbert Gitlin, \$250 to \$4,000; Israel Goldstein, \$1,500 to \$2,500; Henry Stutz and Barney Liebman, \$500 to \$1,600; and Louis Solomon, \$150 to \$1,500. A number of first-time contributions were made, led by David Peltz, \$1,500.

CARAVAN TO TOUR NATION BY AIR FOR UJA

Abandoning all their business affairs for the period of one full month, three of the top leaders in the national United Jewish Appeal are joining in an "air caravan" to visit communities from coast to coast to help local leaders in their strenuous campaign efforts. The three men are Samuel Rothberg, National Chairman for Initial Gifts; Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques and Julian B. Venezky, National Chairman for Regions. They will be joined in individual cities by additional leaders. Herman Gilman, Associate National Chairman for Big Gifts; Dewey D. Stone, New England Chairman of the UJA; and Edwin Rosenberg, President of USNA, will be among those joining the "caravan" at various points.

Traveling in a special plane, emblazoned with the UJA insignia, "Star of Hope," the three leaders will be able to surmount the normal transportation problems so that they might cover more towns in the time at their disposal. They will meet in each case with the leadership of the local campaign, participate in big gifts meetings and assist as called upon by the local directors of the drives. This is believed to be the first such "air caravan" in the history of American Jewish campaigning. The willingness of these business men to devote such time is symbolic of what scores of others are doing throughout the nation and reflects the great earnestness with which the \$250,000,000 campaign of 1948 is being approached by Jewish leadership.

MR. MORGENTHAU AGAIN TO VISIT FROM COAST TO COAST

Following a rigid campaign routine that begins at 9:00 A.M. every day at the office of the United Jewish Appeal and continues until late afternoon, Hon. Henry Morgenthau, Jr. as General Chairman of the UJA is a model for chairmen throughout the

country of dedication to duty. Last week a correspondent of Time Magazine had an opportunity to observe Mr. Morgenthau in action for a full day and could not but be impressed with the variety and thoroughness of his campaign responsibilities. Almost every morning there is a half hour conference with UJA department heads to review campaign problems and to present special problems with which the General Chairman is to deal. The rest of the day is spent on the telephone talking to community leaders about forwarding cash, about quotas, about big gifts problems; or in meeting with community representatives who come to the UJA office to discuss campaign problems in person or to have the satisfaction of bringing checks on account of campaign proceeds. He can be found during the day checking on advertisements, speakers' programs or any one of a score of normal campaign activities.

With the preliminary stages of the national campaign pretty well set, Mr. Morgenthau will now begin visiting communities. His schedule includes, among other dates, Dallas, Des Moines, Kansas City, Memphis, Albany, Syracuse and Buffalo during the next few weeks.

AMERICAN JEWISH ARCHIVES
DAVID HACOHEN HERE FROM PALESTINE

David Hacoheh, head of Solel Boneh, the greatest construction company in the Middle East, arrived here by air last week from Palestine to place himself at the disposal of the United Jewish Appeal. A member of one of the most famous families in Palestine, Mr. Hacoheh is one of the top-flight personalities in the direction of the economy of the country. He is also senior member of the Municipal Council of Haifa. One of the most important factors in Palestine's contribution to the World War II effort, Mr. Hacoheh is a key figure in the security forces.

FAREWELL LUNCH TO MRS. MYERSON HEARS CASH REPORT

Mrs. Goldie Myerson, head of the political department of the Jewish Agency in Jerusalem, was given a farewell luncheon in New York this week by leaders of the United Jewish Appeal who expressed their appreciation for her tireless energy and her rare spiritual stimulation which she contributed to the Jewish community of America during her brief stay here. Hon. Henry Morgenthau, Jr., who presided, took the occasion to report on the status of the effort to provide \$50,000,000 in cash quickly to help meet the needs in Palestine and in Europe. He announced that as of March 4, the UJA headquarters in New York had deposited \$35,000,000 as a result of the most spectacular demonstration of a sense of responsibility that American Jewry has ever given. The balance is expected in the coming days as communities complete (a) negotiations for bank loans; (b) conduct intensive efforts to collect all outstanding sums due on 1947 campaigns; (c) borrow from various sources, such as capital funds, congregations, societies, individuals, etc.

The occasion was marked by the presentation at the lunch of several checks. Cleveland, O., which had undertaken to provide \$2,000,000 toward the cash effort, made that sum available. Joseph G. Lampl, Campaign Chairman, attended the luncheon. Philadelphia, which had pledged itself to provide \$3,000,000, brought in an additional check for \$1,900,000, thus completing its promise in full. Samuel H. Daroff, President

of the Allied Jewish Appeal, represented Philadelphia at the luncheon. Jersey City was represented by Julius I. Kislak, 1948 Chairman, who presented a check for \$150,000, constituting bank borrowings.

In addition to the sums and cities reported in the last issue, the following communities have since remitted sums on account of their determination to share in the \$50,000,000 cash effort:

Pittsburgh, Pa. sent \$1,000,000 for its full emergency quota; Paterson, N. J. completed its special quota of \$500,000 with additional remittances of \$275,000; Atlanta, Ga. borrowed \$300,000 which brought its total to date up to \$350,000; Minneapolis, Minn. added \$250,000 bringing its total to date to \$300,000; New Haven, Conn. reached \$325,000 with a remittance of \$200,000; Nashville, Tenn. sent its full \$200,000 quota. Akron, O. remitted another \$100,000; Oakland, Calif., \$100,000; Wilkes-Barre, Pa., \$140,000; Trenton, N. J., \$100,000; Scranton, Pa., an additional \$116,000.

Savannah, Ga., Ft. Wayne, Ind., Sioux City, Iowa and Portland, Me. met their quotas in full with remittances of \$100,000 each. Shreveport, La. completed its quota of \$100,000 with another \$50,000 remittance.

Another remittance of \$60,000 from Tulsa, Okla. brought its total to date up to \$140,000; Perth Amboy, N. J. sent \$50,000 on account of its quota of \$100,000; Gary, Ind., \$65,000; Stamford, Conn., \$75,000; \$50,000 remittances came from South Bend, Ind., Lewiston-Auburn, Me., St. Joseph, Mo., Gloversville, N. Y., and Johnstown, Pa.

Communities throughout the country of every size are participating in this effort by forwarding cash as quickly as possible. Niagara Falls, N. Y. and Altoona, Pa. have each provided \$45,000. Other remittances during the course of the week included: \$43,500 from Camden, N. J.; \$40,000 from Peoria, Ill. and Southern Illinois; \$36,000 from Tyler, Tex.; \$35,000 from New Britain, Conn. and New Bedford, Mass.; \$30,000 from Pottsville, Pa.; \$26,100 from Schenectady, N. Y.; \$25,000 from Denver, Colo., Wilmington, Del., New Orleans, La., Atlantic City, N. J., and Youngstown, O.; \$20,000 from Lebanon, Pa.; \$15,000 from Little Rock, Ark., North Hudson County, N. J., Somerville, N. J., Albuquerque, N. M. and Piqua, O.; \$13,000 from Fairlawn, N. J.; \$12,500 from Tampa, Fla.; \$12,150 from Amsterdam, N. Y.; \$12,000 from Ashland, Ky.; \$10,000 from Tuscaloosa, Ala., West Palm Beach, Fla., Louisville, Ky., Lynn, Mass., Salem, Mass., Hackensack, N. J., Steubenville, O., Bethlehem, Pa., Harrisburg, Pa. and Sioux Falls, S. D.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN

FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

"CARAVAN" VISITS FOUR CITIES IN WEEK

Symbolizing the dedication of the lay leadership of American Jewry, a group of business men who are divorcing themselves from their normal enterprises for at least one consecutive month to act as a "caravan" for the United Jewish Appeal, visited four communities during the first week of a schedule that will take them from coast to coast. The "basic trio" comprises Samuel Rothberg, National Chairman for Initial Gifts; Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques; and Julian B. Venezky, National Chairman for Regions. They are being joined at various points on their tour by other business leaders. Their visits involve meetings with the local campaign leaders for review of campaign progress, discussions with individual contributors, and participation in setting up big gifts standards, at formal or informal meetings arranged for the purpose.

Two \$50,000 Gifts Stir Bridgeport Campaign

The enthusiasm that can result from the visit of the "caravan" sent Bridgeport, Conn. off to a flying start. Participating in the day's intensive labors were Messrs. Rothberg and Venezky, joined for the day by Dewey D. Stone, New England Chairman of the UJA, and himself one of the nation's premier givers. Throughout the day the "caravan" met with groups and individuals. By the end of the day, Bridgeport had adopted a quota; had witnessed a phenomenal setting of big gifts standards; and its campaign leadership was high-g geared with the confidence of victory.

Bridgeport has adopted an over-all goal of \$900,000, with a minimum of \$750,000 intended for the United Jewish Appeal. Preliminary individual commitments were made during the day to effectuate goal. Thus, Joseph H. Cone and Leo G. Federman gave the town its first two \$50,000 contributions. New heights were reached by each, with Mr. Federman's gift last year having been \$21,000. The Chairman of the Quota Committee, Milton Friedberg, indicated the community's feeling of responsiveness by increasing his gift from \$4,000 to \$10,000. Others announced gifts in similar proportions.

New Haven Adopts \$1,500,000 Goal

An unparalleled spirit of optimism and determination radiated from New Haven as that community celebrated the visit of the "caravan" by adopting an over-all goal of \$1,500,000. A mass-meeting in the evening, attended by over 800 persons, heard Herman Gilman, who had joined the "caravan" for the day, in the kind of electrifying uplift for which the Boston Campaign Chairman is uniquely gifted. The other speaker of the evening session was Bartley C. Crum, famed San Francisco lawyer and dynamic Christian friend of Palestine. During the rest of the day Messrs. Rothberg, Venezky and Gilman had met privately at several sessions with the campaign leaders and big gifts prospects.

Samuel F. Gingold, Campaign Chairman, who had previously announced a gift of \$20,000, showed the way by raising the figure to at least \$25,000, as compared with \$13,000 last year. The effort throughout the day was to prevail on the campaign leaders themselves to set such a standard that the rest of the community would realize how imperative it is to give proportionately to the \$250,000,000 national goal.

I. Edwin Goldwasser, a Co-Treasurer of the national campaign, had met with the members of the Budget Committee and campaign officers the day previous to the visit of the "caravan." Mr. Goldwasser impressively portrayed overseas needs and agency budgetary requirements in support of the UJA request for New Haven's generous participation this year.

Hartford Determined to Do Major Job

With Hartford planning for its first Big Gifts meeting on March 22, with Edward M. M. Warburg as the guest speaker, the visit of the "caravan" fitted in with local preparations for that major event. Lunch and evening meetings were arranged for the group of three, which included Edwin Rosenberg, President of USNA, and one of New York's most effective campaign leaders, in addition to Messrs. Rothberg and Venezky. Taking in an unscheduled Real Estate Division pre-campaign dinner, Mr. Rothberg was influential in helping raise the group from some \$16,000 to \$30,000. But the major purpose was to meet with the community's principal leaders to discuss gifts standards.

Among those who made commitments during the day was Morris Joseloff, who indicated that he would give a minimum of \$50,000. For twelve hours in a hectic day, the men who bear the top campaign responsibility, including Melvin W. Title, President of the Welfare Fund; Samuel Rivkin and George F. Gershel, Campaign Co-Chairmen; Edward A. Suisman and Jerome H. Kohn, veteran campaign leaders, explored every means of assuring success for the campaign.

Philadelphia Girding for Record Campaign

The "caravan" included Messrs. Rothberg, Goldenberg and Venezky for three days' visiting in Philadelphia. In that time, they talked with scores of the community's top leaders and givers, led by Samuel H. Daroff, President of the Allied Jewish Appeal, whose sincere devotion to the 1948 campaign is reflected in almost a 24-hour day of campaigning; Walter H. Annenberg, Chairman for Big Gifts; Arthur I. Lichtenstein and Judge Harry E. Kalodner, his Vice Chairmen; and Max Slepín, Chairman of the Trades Council.

Mr. Slepín is today one of the most effective speakers in the nation. He returned from a fourteen-day visit in Palestine during which he fought side by side with the

Haganah. One of America's great heroes of the two world wars, Mr. Slepkin adds to his high oratorical gifts a vividness arising out of his recent Palestine experiences that is overpowering.

During the visit of the "caravan" commitments were made by many of the community leaders. The formal opening of the Big Gifts section of the campaign will occur on March 22, when General John H. Hilldring, American delegate to the UN Assembly and former Assistant Secretary of State, is scheduled to be the principal speaker.

The "caravan" is scheduled for visits to Pittsburgh, Detroit, Cincinnati and Atlanta, prior to their tour of the Middle West and Far West. The assembly of such human dynamos in one unit is vindicated by the results reported from the communities they are visiting.

WITH QUOTAS ADOPTED, COMMUNITIES PLAN FOR BIG GIFTS

Scores of communities have already completed the process of quota-adoption and are proceeding swiftly with the organization of big gifts meetings. It is recognized that in order to achieve the minimum of \$250,000,000, an average of doubling last year's fund-raising is essential. However, big gifts leaders in the various communities are emphasizing that the strict mathematical formula is not necessarily the criterion for approaching prospects for increases. It is recognized that the resources of the individual and the deep concern he has that the grave problems of today be met are the best criteria for rating individuals. Therefore, "the maximum related to the maximum needs" is the slogan of big gifts chairmen who have been succeeding.

Paterson, N.J. last week formally adopted an over-all goal of \$1,700,000, which involves \$1,550,000 for the United Jewish Appeal. Nathan Kluger is Campaign Chairman and Martin Weiner, Chairman of Big Gifts. These officers and their associates are seeing individual prospects before formal fund-raising starts. A minimum of double from each major contributor is the objective of the campaign leaders in order to help set standards for the entire community.

Dallas, Tex. starts the Big Gifts section of its drive during the coming week, after having adopted an over-all goal of \$1,360,000, which includes the UJA for a minimum of \$1,150,000. An advance of \$500,000 on 1948 collections has already been forwarded by the Federation. Robert Mayer is Campaign Chairman; Sam R. Bloom, Lawrence S. Pollock and Julius Schepps, General Chairmen; Joseph Ross, Robert D. Strauss, Norman J. Teguns and William Zale, Co-Chairmen.

Memphis, Tenn. will launch its campaign on March 23. An over-all goal of \$900,000, which includes the UJA for a minimum of \$750,000, has been adopted. The General Chairman of the campaign is William A. Loewenberg. The Co-Chairmen are Abe Wurzburg, Attorney General William Gerber, Col. William W. Goodman and Abe D. Waldauer. Nathan Shainberg is President of the Welfare Fund.

Albany, N.Y. is aiming at a total of at least \$850,000, with a minimum of \$700,000 earmarked for the UJA. The community drive opens on March 29. Edmund A. Koblenz is Chairman of the drive. Harry Marks is President of the Jewish Community Council; Sydney S. Abzug, Executive Director.

Savannah, Ga. has undertaken to conduct a campaign for \$465,000 in order to

provide a minimum of \$400,000 to the United Jewish Appeal. Albert Tenenbaum, one of the strongest figures in the community, has agreed to take the Chairmanship of the community's history-making drive.

Stamford, Conn. will campaign for \$400,000, spurred on by the effort to give \$375,000 to the UJA. Barney W. Malloy is General Chairman; Joseph H. Sherman, Co-Chairman; Rabbi David W. Pearlman, Morris Perlman and Rabbi Isaac J. Teicher, Honorary Chairmen; Joseph Gruber, Chairman of Initial Gifts; Martin Levine, Co-Chairman of Initial Gifts; Harold Hoffman, Chairman, Administrative Committee; Harry Nevas, Treasurer; Morris D. Kronenfeld, Secretary; Louis Lotstein and Dr. Elmer Rosenblum, Chairmen, Men's Division. The Big Gifts section of the campaign will open on April 6. The community had the greatest meeting in its history on March 9 when the largest auditorium in the city was filled to overflowing to hear Bartley C. Crum, member of the Anglo-American Commission on Palestine, emphasize the urgency of the 1948 UJA drive.

Houston, Tex. enjoys the leadership of A. I. Lack as Chairman, and Morris Rauch and Irvin M. Shlenker as Co-Chairmen, in a campaign whose goal is \$1,285,000, with a minimum of \$1,000,000 designed for the UJA. Big Gifts activities are to be launched on March 17.

Akron, O. is resolved to raise a minimum of \$762,000, which includes at least \$600,000 for the United Jewish Appeal. An enthusiastic community meeting endorsed the action taken the same day by the Executive Committee and big givers. Sydney L. Albert is Campaign Chairman. Willard Bear is President of the Federation.

Fort Wayne, Ind. will formally launch its solicitation on April 13, with Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques, as guest speaker. Haskell B. Schultz is Chairman of the drive, which is aiming at \$375,000 to give the UJA a minimum of \$325,000.

Phoenix, Ariz. is determined to measure up to the stature of its leaders, including Charles Korrick as Chairman, with Harold Diamond and Harry Rosenzweig as Co-Chairmen. A goal of \$252,500 has been adopted, in order to provide at least \$200,000 to the UJA.

Corpus Christi, Tex. is illustrative of the scores of communities of its size which are showing the way to acceptance of generous responsibility this year. The Welfare Fund last week adopted a total goal of \$200,000, aiming to give the UJA \$175,000. Dr. Irving E. Colef is President of the Fund.

Rockford, Ill. has gone on record to accept a UJA quota of \$150,000. Ben Fink is President of the Welfare Fund. Jack Spencer is Executive Director.

New Britain, Conn. will be led by Sam Hunter as Campaign Chairman. A few days ago a community meeting voted an over-all goal of \$300,000, with some \$15,000 intended for causes other than the UJA.

San Antonio, Tex. is being led by a devoted band of men in the 1948 ambition to raise at least \$725,000. Willard Berman is Chairman of the drive; Alexander J. Oppenheimer, Vice Chairman; Jake Karotkin, Big Gifts Chairman; Gilbert Lang, Big Gifts Co-Chairman; Mrs. Nathan Trottnier and Mrs. Meyer Rosenman, Co-Chairmen of Women's Division. Frank H. Lichtenstein is President of the Federation.

PORTRAIT OF A CAMPAIGN CHAIRMAN

(Beginning with this issue, the Report hopes to present occasional pen-portraits of the men behind the campaigns. Jewish community life in America is enriched with the leadership of the many who are giving themselves selflessly to the cause of our people. The campaign of the UJA for \$250,000,000 minimum is meeting with the response of consecrated men who, regardless of the requirements upon their time of business and other affairs, are making the UJA their topmost responsibility. The men selected for these cameos are not exceptional; they are typical.)

Harold A. Goldman, youthful and dynamic Chairman of the UJA for Iowa, has a story to tell and is telling it day in and day out. It is the poignant story of the Jewish survivors in Europe and the Jewish fighters in Palestine. Harold Goldman is a business man in his native Des Moines. An officer in the American Army, he saw service overseas during World War II. Returning to Des Moines at war's end, he resumed his career but could not forget the devastation he had seen on the Continent. In 1947 he assumed the Co-Chairmanship of the Des Moines campaign and shared in the highly successful campaign results. Working around the clock in his own community, he found time also as Vice Chairman for Iowa to work closely with E. N. Grueskin in developing a high spirit of dedication throughout the State.

Came 1948 and Mr. Goldman decided he wanted to see conditions abroad first-hand. He joined the UJA overseas delegation. He saw the suffering and misery, the hope and reconstruction in the face of heavy odds in Europe. In Palestine, he again experienced war. He observed a peaceable and defenseless people fight with their bare hands to build the future of homeless thousands. He returned home imbued with the ardent desire to arouse the Jewish communities, especially of his own State, to the challenge of this Year of Destiny. Subordinating his own affairs to those of the UJA, he is travelling up and down the State of Iowa, consulting with community leaders, addressing meetings, inspiring Jews wherever he goes with his eloquent story of what he has seen. The next high point in his intensive program is a State-wide Big Gifts meeting in Des Moines on March 21.

A man of deep modesty, Harold Goldman will be more surprised than any reader to see this tribute to him in this Report. Mr. Goldman has a mission: to have every Jew in his State live up to the historic responsibility of this year. He will not rest until that responsibility has been met. With men such as Harold Goldman lies the destiny of a sorely-tried people.

REGIONAL ASSEMBLIES REFLECT CAMPAIGN EAGERNESS

A series of regional meetings during the past month reflect the keen eagerness with which community leaders are planning their campaigns for the United Jewish Appeal. At the same time, they reveal the growth of American Jewish leadership springing up out of the grass roots from one end of the land to the other. Julian B. Venezky, National Chairman for Regions, reports that twenty-three regions have already been organized, each headed by an important personality in the area.

South Carolina had virtually ten percent of its entire Jewish population at a State Conference for the UJA at Columbia on February 29, with 27 communities represented. There was a morning session for the members of the "cabinet" of the Region and a meeting for the women at which the organization of women's divisions throughout the State was discussed. Sam E. Reevin was Conference Chairman. Other participants included Ben Arnold, Regional Chairman, Rabbi Sidney Ballon, Rabbi Hyman Wachtfogel, Mrs. Jack Krawcheck, Edwin S. Pearlstine and Nathaniel L. Kaplan. Major non-local speakers included Rabbi Jonah B. Wise, National Chairman, Senator Olin D. Johnston, Mrs. Irving E. Blum, National Vice Chairman for Regions and Sylvia Neulander. It was described by the leaders present as the largest Jewish assembly ever held in the State.

Arizona, New Mexico and West Texas were represented by hundreds of their delegates at a Regional Conference in Phoenix, Ariz. on February 22. Judge Louis E. Levinthal, formerly Adviser on Jewish Affairs to General Clay, made the trip to the West in order to describe his six months in Germany and Austria, and his address was an outstanding highlight of the occasion. Former Assistant Secretary of State General John H. Hilldring and Harry Weinsaft completed a stirring speaking program. Charles Korrick, Chairman of the Phoenix campaign, presided in the morning and Raphael Brandes of Tucson, presided in the afternoon. Messrs. Korrick, Harry Diamond and Harry Rosenzweig were Conference Chairmen. Other non-local participants included Mrs. Walter E. Heller of Chicago, a Vice Chairman of the National Women's Division, who spoke on Women's Division activities, and Judge Irvin Stalmaster of Los Angeles, who shared in a stimulating quota-setting meeting for Phoenix itself.

Iowa set an example of per capita giving responsibility when a quota of \$1,601,000 was adopted for the State at a Regional Conference in Des Moines on February 29. Every section of the State and its far-flung and small Jewish communities was represented. The formula of having men and women meet separately in the morning to discuss their special campaign problems proved effective here. Frank B. Sanders, Chairman of the Des Moines campaign, was Conference Chairman. Mrs. Eleanor Friedman of Des Moines presided at the Women's Division session. The speakers included Harold A. Goldman of Des Moines, Regional Chairman; Louis Chanen of Independence, both of whom had just returned from their overseas trip with the UJA Delegation; and Major Ben Elan. E. N. Grueskin of Sioux City, National Vice Chairman for Regions, was a major factor in the success of the Conference.

Virginia's State Conference at Richmond on March 7 was attended by spokesmen from 19 communities. A "cabinet" session, presided over by Emanuel E. Falk, Regional Chairman, on Saturday, devoted itself to a thorough analysis of Virginia's campaign problems. A Young People's session, presided over by Charles Olshansky; a Women's Division group, chaired by Mrs. Ben Paul Snyder of Norfolk and Mrs. Albert Klein of Perth Amboy, N. J., Co-Chairman of New Jersey Regional Women's Division; and a panel session led by Frank B. Hellman of Portsmouth and Irving K. Furst, Executive Director of Richmond's Welfare Fund, constituted the varied fare for the morning program. Major speakers of the day included Max Lerner, noted essayist; Ruth Gruber, one of the top-flight correspondents of the New York Herald Tribune, whose description of her impressions in accompanying the United Nations Commission on Palestine, is cherished as one of the fine contributions to the 1948 campaign; and Philip Klaus, President of the American Council for Judaism in Richmond, who described his trip to Europe and Palestine as a member of the UJA delegation. The resolutions were presented by W. Harry O'Mansky of Charlottesville and the nominations by Dudley Cooper of Norfolk. It was reported that this too was the largest Conference of its kind ever held in the State.

The region described as the Southwest, which includes the states of Texas, Arkansas, Oklahoma, and northwest Louisiana, was deeply stirred by a week-end conference on March 6 and 7 which had the participation of some of the most distinguished personalities of the area and nation. Hon. Henry Morgenthau, Jr. made the trip to Dallas for the event. Mrs. Ernest G. Wadel, Chairman of the National Women's Division, made her first report on her trip to Europe, from which she had returned a few days previously. Other participants in the several sessions included David Hacohen, distinguished Palestine leader; General John H. Hilldring; Alvin A. Wolff of St. Louis, who was a member of the overseas UJA delegation; Mrs. S. A. Brailove of Elizabeth, N. J., also a member of the delegation, and Isidore Sobeloff, Executive Director of the Detroit Jewish Federation. Eugene M. Solow of Dallas, a National Vice Chairman for Regions, was Conference Chairman.

A series of workshop sessions was held to discuss the technical problems of campaigning. William Sinkin of San Antonio dealt with the problems of large communities; Sam R. Bloom of Dallas, goal and budgeting; A. I. Lack of Houston, big gifts; Joseph Ross of Dallas, publicity; Irvin M. Shlenker of Houston, campaign divisions, organizations and Christian participation; Jacob H. Kravitz, Executive Director of the Jewish Welfare Federation of Dallas, campaign timing. Mr. Sobeloff served as Moderator. Max Moses of Little Rock, Ark. dealt with smaller communities; with Jay Silverberg of Corsicana, Tex. handling goal and budgeting; Milton Smith of Austin, Tex., big gifts; Louis Fischl of Ardmore, Okla., campaign divisions and organization; Herbert Train of Corpus Christi, Tex., Christian participation; I. G. Futor of Tyler, publicity; Louis Levy of Alexandria, La., campaign problems. Jack Lieberman, Executive Secretary of the Jewish Welfare Federation of Central Louisiana, was Moderator. Sharing in the Women's Division meeting, which was presided over by Mrs. Daniel Schlanger of Houston, Regional Women's Division Chairman, were Mrs. Bernard Schaenen of Dallas, Mrs. Ernest G. Wadel of Dallas, Mrs. Milton Smith of Austin, Mrs. Max Krumholz of Tyler, and Miss Esther Haskin of Dallas. Sol Brachman of Ft. Worth, Tex. presided at the afternoon session. Other participants included Fred F. Florence, Southwest Regional Co-Chairman, Henry S. Jacobus, Robert Mayer, Dr. David Lefkowitz and Dr. Israel H. Weisfeld, of all Dallas.

In addition to these formal Regional Conferences, Regional Chairmen are meeting at regular intervals with their "cabinets" in order to stimulate campaigning in the areas.

D. David Nefsky, Regional Chairman for Nebraska, held a "cabinet" meeting in Lincoln on March 7 and worked out a comprehensive program with his colleagues.

Rudolph E. Lifson, Regional Chairman for New Jersey, held a similar meeting at Newark on March 8.

On March 9, Dewey D. Stone, New England Regional Chairman, and Milton Kahn, National Vice Chairman for Regions, met with a number of the New England leaders in Boston to blueprint campaign strategy for the weeks ahead. A functional organization embracing five New England States was set up at the meeting.

In addition to leaders previously announced, Mr. Venezky reported this week that Fred M. Butzel, one of the beloved leaders of American Jewry, who served as State UJA Chairman for Michigan last year has again accepted the post.

Rabbi David Shapiro of Madison, has agreed to serve as United Jewish Appeal Chairman for Wisconsin. Leonard G. Kramer of Milwaukee, has agreed to serve as Co-Chairman.

Robert J. Koshland of San Francisco has accepted the Chairmanship for the Northern California - Northern Nevada Region.

THE CALL IS ANSWERED IN ARKANSAS

Blytheville is a tiny community in the State of Arkansas. In 1947 it had pledged \$4,635 to the United Jewish Appeal. It had never conducted an organized campaign. But in response to this year's historic challenge, Blytheville decided it would raise at least \$10,000 for the United Jewish Appeal. Harry H. Levitch undertook the Chairmanship. Ike Miller was named Honorary Chairman; with Meyer Graber and Sam L. Weiss as Vice Chairmen; L. K. Harwarg, Treasurer and Rabbi Alfred Vise, Secretary. Rabbi H. Cerf Straus came over from Helena, Ark. for the principal address at a formal campaign meeting. Also sharing in the program was Max Moses of Little Rock, UJA Southwest Regional Vice Chairman in charge of Arkansas. A Mississippi County United Jewish Appeal was formed. After the first week of solicitation, Mr. Levitch reported, over \$9,500 had already been raised and an appeal among Christians was also being organized.

"We pray the campaign is a success and much more than the minimum of \$250,000,000 is raised," Mr. Levitch wrote to national headquarters.

ZIONIST ORGANIZATION OF AMERICA SUSPENDS FUND RAISING TO ASSURE
UNRESERVED SUPPORT FOR UNITED JEWISH APPEAL

Dr. Emanuel Neumann, President of the ZOA, and Rabbi Jerome Unger, Executive Director, have issued a telegram to all districts of the ZOA calling for the cessation of the regular Zionist fund-raising campaigns, so that full energy and manpower may be devoted completely to the UJA campaign.

The telegram from the leadership of the ZOA, which has a membership of some 200,000, read as follows: "In view of the extraordinary situation and the vital significance of the UJA campaign at this time, we request and urge that all Zionist fund-raising campaigns be terminated forthwith. All manpower and contributions must be consecrated to the success of the UJA in your area. This does not include cultural activities or intensive membership enrollment. These should continue at full pace. Counting on your cooperation."

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
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on behalf of Joint Distribution Committee, United Palestine Appeal
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GIVING DEMONSTRATES REACTION OF AMERICAN JEWRY TO PALESTINE EVENTS

Last Friday a statement was made before the Security Council of the United Nations on Palestine. On Sunday and Monday, Jews in various parts of the United States gave generous testimony as to what the Jews of Palestine and Europe may count upon in their struggle for survival. A series of Big Gifts meetings was held in various cities. Some were small meetings. Others were large. Each, without exception, showed that Palestine Jewry has understanding friends.

In Pittsburgh, in Des Moines, in Washington, in Detroit, in Indianapolis, in Philadelphia, in Dallas, the gifts to the United Jewish Appeal were in such dimensions as to reflect the determination of American Jewry that the Jews of Europe will have their needs met and that the Yishuv may go forward in its plans for upbuilding and resettlement.

BALTIMORE RESOLVES: "EVEN GREATER DEDICATION"

Baltimore exemplified the reaction of communities and contributors to the latest developments in relation to Palestine in the following resolution:

"On Monday, March 22, 1948, an emergency meeting of the Chairman and Vice Chairmen of the Jewish Welfare Fund of Baltimore was held to discuss Baltimore's campaign in the light of the recent statement of the United States with regard to Palestine.

"Unanimously and without reservation the leaders of the Jewish Welfare Fund who have given sacrificially of their time and their means resolved to rededicate themselves in even greater measure than ever before to the 1948 campaign.

"The needs are as great as ever before. Hundreds of thousands of Jews in the D. P. Camps and in Europe must be helped. Thousands of Jews have arrived in Palestine in January, February and March. Thousands more will continue to arrive regardless of what happens.

"The Jews of Palestine are determined there shall be a Jewish State. The next few months may very well decide whether this State will be realized. The Jews of Palestine have given generously and will continue to give generously of their blood

and their money. They have no doubt of what the ultimate decision must be. The lives of 700,000 Jews in Palestine are at stake. The Jews of America must stand shoulder to shoulder with them and make every sacrifice in this hour of crisis. 1948 continues to be the year of destiny.

(Signed) Elkan R. Myers, President and Chairman
A. Benjamin Katzner, Chairman, Trades & Professions
Lee L. Dopkin, Albert A. Shuger,)
Henry S. Frank, Joseph Meyerhoff) Vice Chairmen
Harry Greenstein, Executive Director"

GREATEST CAMPAIGN OPENING IN PHILADELPHIA HISTORY NETS \$2,650,000

Last Monday night the Big Gifts meeting of the Philadelphia Allied Jewish Appeal ended at midnight, but most of the diners were still reluctant to leave. They talked of the glory of the greatest event in Philadelphia's campaign history which saw 240 persons announce pledges totalling \$2,650,000. It was important, of course, that this amount represented approximately double what had been contributed by the same group of persons last year, but much more important was the fact that the giving was done with such great joy and satisfaction that men and women felt proud to be part of the community.

Leon C. Sunstein, veteran Jewish leader of the community, presided at the meeting. It was, in effect, an all-Philadelphia program. The major speakers were Samuel Rothberg, National Chairman for Initial Gifts of the United Jewish Appeal, and Judge Louis E. Levinthal, until recently Advisor on Jewish Affairs to General Lucius D. Clay.

Coming so soon in the wake of the Palestine discussion in the Security Council, there could be no doubt of the earnest way in which the Philadelphia Jewish community stood behind our people abroad. Three men read cards: Isadore Sabel, Leonard B. Geis, and Samuel H. Daroff. Very often during a campaign meeting of this type, men say, "I will have to think about it," or, "I must consult my partner," etc., but virtually every single man who was called upon not only announced his gift that evening but announced it promptly and generously. There was no hesitating. There was no need to call cards again. It was hard to say which was the "top" gift of the evening for there were so many outstanding examples of generosity in various brackets.

The largest single gift of the evening was that of Walter H. Annenberg, Editor and Publisher of the Philadelphia Inquirer, who pledged \$350,000 in behalf of the M. L. Annenberg Foundation. This compared with a total pledged last year of \$250,000. As the card calling proceeded, men went from \$1,000 to \$3,000, \$5,000 to \$15,000, \$25,000 to \$75,000. There were, of course, others who could not match this rate but it was recognized that the overwhelming majority gave with a will and an understanding that left a profound impression upon all those who were present. An ovation was given to Fredric R. Mann, National Chairman of the Paper Industry for the United Jewish Appeal, when Kurt Peiser, Executive Vice Chairman of the Allied Jewish Appeal, announced on Mr. Mann's behalf that he was giving \$90,000 as compared with his generous gift of \$50,000 in 1947.

The outstanding single group of the evening were the men of the Knit Goods Division. Seventeen of these men gave a total in excess of \$300,000. They were spurred on by their capable leader, Arthur Lichtenstein, one of the two Vice Chairmen of the Special Gifts Division.

SHERTOK HELPS SET PACE IN INDIANAPOLIS

On Friday afternoon, March 19, Warren Austin made a statement in the Security Council which came as a complete surprise to the Jewish Agency. Moshe Shertok, head of the Political Department of the Jewish Agency, promptly advised the UJA that he would have to cancel a scheduled flying trip to Indianapolis to participate in several campaign meetings in that community on Saturday night and Sunday. The UJA sought feverishly for some substitute who could measure up to the distinction of Mr. Shertok. Temporary arrangements were made. In the meantime Mr. Shertok thought further about the matter. He noted that the Indianapolis community had gone to great lengths to make preparations for four meetings to take advantage of his presence in the community. Although he was urgently required in New York to meet constantly with his colleagues to formulate a policy in relation to the new developments, Mr. Shertok decided that there was a responsibility to Indianapolis and to the UJA. He thereupon reversed his previous decision, took a plane to Indianapolis and the result was the finest series of meetings ever held in the history of the Indianapolis community. The Indianapolis community was proud of the outstanding Jewish leader who understood that stability and responsibility were so urgently necessary at this time of crisis and fluidity.

Deeply moved and encouraged by the enthusiasm and support which his audiences indicated, Mr. Shertok cabled to Goldie Myerson, a member of the Jewish Agency Executive, who has just returned to Tel Aviv from her special mission to this country:

"RETURNING FROM INDIANAPOLIS WITH CHECK HALF MILLION FULFILLMENT PLEDGE YOUR PROJECT STOP GROUP THIRTY ZIONISTS WHO IN 1947 CONTRIBUTED TOTAL \$76,000 UNDER DIRECT IMPACT AUSTIN STATEMENT PLEDGED ABOUT \$172,000 WHICH IS 124 PERCENT INCREASE STOP THEY ALL SEND COLLEAGUES AND YISHUV THEIR GREETINGS AND ENCOURAGEMENT"

Mr. Shertok's cable referred to a preliminary parlor meeting to set pace in certain brackets at which a group that last year gave \$76,000 increased to \$172,000. Julian Freeman, President of the Indianapolis Jewish Welfare Fund, contributed \$15,000 as against \$5,000 in 1947. Sam Ziffrin, Co-Chairman of the Indianapolis campaign, announced \$15,000 as compared with \$5,000. Other gifts announced at the informal meeting included the following:

Sanford Breslaw went from \$1,250 to \$2,500; Edward Dayan, from \$5,000 to \$10,000; Lipot Frankowitz, from \$1,000 to \$7,500; Max Katz & Co., from \$5,000 to \$15,000; Alex Levinson, from \$2,000 to \$3,500; Abe J. Miller, from \$1,200 to \$3,000; Ben Prince, from \$500 to \$2,000; George Samson, \$2,200 to \$4,400; Bert Sicanoff and Brothers, \$4,500 to \$15,000; Miklos Sperling, \$4,000 to \$10,000.

KAUFMANN GIFT OF \$150,000 HELPS SET PACE AT PITTSBURGH

The 1948 campaign in Pittsburgh opened last Sunday night with gifts totaling \$1,122,000 in the most successful campaign opening in the community's history. The results represented a very substantial increase as compared with gifts from the same contributors last year.

The top gifts were those of the Kaufmann Department Store at \$150,000 and of the Charles J. Rosenbloom family at \$100,000. Mr. Rosenbloom, former National Chairman of the United Palestine Appeal, is Chairman of the 1948 Pittsburgh campaign.

Herman Gilman, Boston Campaign Chairman, stirred the Big Gifts dinner with his description of the responsibility that American Jews owe to Palestine in this time of crisis.

A feature of the evening was the arrival of Reuven Dafni of Palestine who had just landed by plane from Lydda, prior to his flight to Pittsburgh for the Big Gifts meeting. Mr. Dafni, who left a memorable impression upon Jewish communities throughout the United States last year, has returned from the front lines for a brief period to help in the United Jewish Appeal campaign.

Several days prior to the campaign opening Samuel Rothberg, National Chairman for Initial Gifts, and Julian B. Venezky, National Chairman for Regions of the UJA, spent two days in Pittsburgh as part of their "caravan" tour of the United States. The two national UJA leaders met with campaign groups and individual contributors. The enthusiasm which they imparted and the standards they helped to set during their two-day stay were reflected at the public meeting in the most remarkable outpouring of generosity in the history of the community.

There was a spirit of jubilation and high excitement as "doubles" or similar mathematical standards were abandoned by many of the givers, as their names were called to stand up and be counted in the big gifts procession. A group of scrap metal men took the lead in this direction. Leonard Krieger and associates, who gave \$19,500 in 1947, announced \$40,000. Meyer Singer and associates pledged \$20,000, as against \$8,500 last year. The spirit was reflected in a variety of brackets, as when Morris Fried went from \$500 to \$5,000 and Maxwell Dumas increased, by stages, from \$1,500 to \$10,000. Samuel M. Levinson and family, increased from \$25,000 to \$40,000; Ben Paul Brasley, \$8,000 to \$50,000; A. R. Cohen, \$25,000 to \$50,000; Charles Berman, \$1,200 to \$3,500; Walter Burke, \$2,000 to \$5,000; Edward Goodman, \$3,000 to \$7,500; Sam Hyman, \$1,000 to \$5,000; David Horwitz, \$500 to \$2,000; Si Alpern, \$2,000 to \$4,000. There were many other outstanding gifts.

In addition to Mr. Rosenbloom, Campaign Chairman, the Pittsburgh drive enjoys the leadership of I. D. Wolf, Advance Gifts Chairman; Jack Wolk, I. R. Raphael, Harold A. Goldstein and Herman Fineberg, Co-Chairmen of the Trades, Industry and Neighborhood Division; Mrs. Leo Shonfield, Chairman of the Women's Division; Alvin Rogal, Chairman of the Young Adult Division. Emanuel Spector is President of the United Jewish Fund of Pittsburgh, and Maurice Taylor is Executive Director.

YOUNG VETERANS LEAD DES MOINES CAMPAIGN

Three youthful veterans of the United States armed forces are the leaders of the campaign in Des Moines. Probably few other cities in the country have the special combination of youth, vigor and sense of Jewish responsibility carried by Frank B. Sanders, the Chairman; Morton S. Bookey, the Co-Chairman of the Des Moines drive; and their fellow-townsmen, Harold A. Goldman, State Chairman. The oldest of them is 35 and the others are even younger. A demonstration of their great-hearted sincerity was provided at a Big Gifts meeting held on March 21. David Hacohen, vibrant leader of Palestine and dynamic spokesman for the Yishuv, and Bartley C. Crum were the principal speakers preceding the reading of cards. A number of visitors from several parts of the State attended the meeting and helped assure the outcome.

A group of contributors who last year gave \$190,025 registered a total of \$352,850 for the occasion. Palestine was the watchword of the day as the contributions were announced.

Harold Goldman's family announced \$35,000, as compared with \$20,000 in 1947. Frank Sanders' family announced \$30,000, as compared with \$17,000. Morton Bookey pledged \$15,000 against \$9,000. Each pointed out that the gifts of their womenfolk to be made as the campaign developed were not included in their announcements.

Ellis I. Levitt pledged \$45,000, as against \$26,000. A. H. Blank contributed \$40,000, as compared with \$30,000.

One of the most vigorously applauded gifts of the day was that of the Chanen family of Independence. They had given \$7,800 in 1947. Louis Chanen, with the eloquence of a fine spirit, told how he had gone to Palestine and had seen the boys and girls in action. The 1948 gift was \$25,000.

E. N. Grueskin of Sioux City decided that this year he would give on his own and let his partners do likewise. He contributed \$15,000, as against \$8,500 last year. Other young men were present at the meeting. One of them was Julius Michelson of Oskaloosa who increased from \$3,000 to \$10,000. Meyer Marmis, who has just taken over the Chairmanship for Dubuque, and Jack Solomon went from \$1,000 to \$5,000.

The leaders of two of the Iowa communities came to report that they were among the first in the nation to go over the top. Nathan and Robert Bookin of Ottumwa, pledged \$8,000 as against \$4,000. At the same time, they reported that Ottumwa, given a quota of \$37,000, has already raised \$41,000 for the United Jewish Appeal. In 1947, Ottumwa gave \$24,700 to the UJA. Charles Bookin and Maurice Spivak are Co-Chairmen for Ottumwa.

Oskaloosa, whose Campaign Chairman is Earl Green, reported with equal pride it had gone over the top. It had accepted a quota of \$19,000. It has already raised over \$23,000, compared with \$11,500 given to the UJA in 1947.

Other gifts announced during the afternoon, which also included many increases from \$1,000 to \$2,000, included David H. Lipsey of Des Moines, from \$1,800 to \$5,000; Ben Handler of Cedar Rapids, from \$5,000 to \$10,000; Ray Friedman, Sioux City, \$2,000 to \$4,000; Louis Shulman, Iowa City, \$3,000 to \$7,500; Mrs. H. L. Feldman, Ottumwa, \$2,000 to \$4,000; Sam Rosenman, Ottumwa, \$2,000 to \$4,000; Jake Kanofsky, Waterloo, \$4,000 to \$6,000; Mose Waldinger, Des Moines, \$5,000 to \$7,500.

DALLAS GIFTS OF \$450,000 IN 1947 GROW TO \$750,000

Dallas, pacemaker for the Southwest, registered gifts totalling \$750,000 at informal pacemakers' meetings last week, with Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques, as guest speaker for a two-day series of meetings that involved men, women and youth. The 1948 results compared with \$450,000 from the same group of contributors last year.

A thumping combination family gift of \$340,000, as compared with \$170,000 from the same group last year, set a stirring tone for Dallas' "Year of Destiny" drive. The Jacob Feldman, Julius Schepps and Max and Nolan Glazer families combined in the effort to convince givers that "all-out" giving, to the maximum and beyond, is the keystone of 1948 campaign success.

Among other notable increases were those of Herman P. Taubman, from \$20,000 to \$45,000 and Bernard Gold, from \$10,000 to \$20,000.

The formal Big Gifts section of the campaign begins on March 23, with Bartley C. Crum, a member of the Anglo-American Commission of Inquiry on Palestine and distinguished San Francisco attorney, as guest speaker.

Robert Mayer is Chairman of the campaign. Julius Schepps, Lawrence S. Pollock and Sam R. Bloom are the Big Gifts Chairmen. Mrs. Bernard Schaenen is Chairman of the Women's Division. Miss Adlene Nathanson and Leon Nagid are Co-Chairmen of the Youth Division.

CHERNER \$75,000 TOPS WASHINGTON GIFTS

Joseph Cherner, Co-Chairman of the Washington, D.C. campaign, who announced \$60,000 at the National UJA Inaugural Meeting on February 22, increased this to \$75,000 at the pre-campaign meeting launching the capital city's drive for \$2,500,000 last week. Mr. Cherner had contributed \$30,000 in 1947. Governor Herbert H. Lehman and Herman Gilman, Boston's Campaign Chairman, were the speakers for the occasion, a parlor meeting at the home of Morris Cafritz, President of the Washington United Jewish Appeal, Inc. The formal Big Gifts meeting for the community will be held on April 6, with Hon. Henry Morgenthau, Jr. scheduled as guest speaker.

A preliminary list of gifts recorded in Washington showed an interim total of \$453,300 from those who had given \$283,040 in 1947. Among the most substantial increases were those of Paul Himmelfarb and Sons, from \$20,000 to \$40,000; Benjamin Ourisman and Sons, from \$22,000 to \$40,000; I. Garfield Kass, from \$15,000 to \$25,000; J. B. Shapiro, Inc., from \$5,000 to \$10,000; Philip Lustine, from \$2,500 to \$7,500; Clarence Grosner, from \$3,000 to \$10,000; Morris Cafritz, from \$25,000 to \$35,000.

NEW GROUPS IN BALTIMORE KEEP CAMPAIGN AT HIGH LEVEL

Maintaining a pace which still sets a model for other metropolitan communities, Baltimore last week showed that the spirit which marks the 1948 campaign is reflected in each new group that is brought into the campaign picture.

The Waste Material Scrap Division meeting last week produced \$153,000 from the givers of \$68,000 in 1947. Joseph Schapiro, National Chairman of the Scrap Metal Division, who had previously announced \$37,500, compared with \$25,000 in 1947, raised his gift to \$50,000, at a meeting addressed by David Hacoheh, one of Palestine's most distinguished and colorful figures, head of Solel Boneh, the Middle East's greatest construction company. H. Klaff & Sons, who gave \$25,000 in 1947 increased to \$50,000 and Hettleman's went from \$10,000 to \$20,000.

The Needle Trades meeting, addressed by Harry Seeve, UPA Administrator, registered a total of \$192,000 from those who had given \$86,000 in 1947.

A REPORT to Members of the National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairman

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED JEWISH APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

DETROIT BIG GIFTS OPENING NETS \$1,502,000

With the unique device of running a men's and women's meeting at the same time to obtain advance gifts, the Detroit Jewish Welfare Federation last week obtained \$1,357,000 from the men and \$145,000 from the women for a record campaign opening. The occasion also marked the presentation to the community of the 1948 campaign Chairman, Maurice Aronsson.

Dr. Philip S. Bernstein, formerly Jewish Adviser to General Lucius D. Clay, and Harold J. Goldenberg, who had been present in the city as a member of the "caravan," were the principal speakers of the initial event. In the Men's Division, the same group of contributors had given \$810,000 the year before; while the women had pledged \$100,000. In addition to the Chairman, the leaders include Louis Berry and Benjamin L. Silberstein, Advance Gifts Chairmen; and Julian H. Krolik and Abe Srere, Vice Chairmen. Isidore Sobeloff is Executive Director.

Among the principal increases announced at the dinner were the following: Louis Berry, \$15,000 to \$30,000; Nathan R. Epstein, \$12,000 to \$20,000; Joseph Frankel, \$10,000 to \$20,000; Morris L. and Albert Fruman, \$14,000 to \$25,000; Charles Grosberg, \$10,000 to \$20,000; Ben L. Silberstein, \$15,000 to \$25,000; Winkelman Bros., \$10,000 to \$20,000.

The emergence of new givers into the top brackets was one of the distinguishing features of the campaign opening. The notable increases in this field included such rises as these: Samuel J. Brown, \$2,250 to \$12,500; Sol Eisenberg, \$3,000 to \$10,000; Abe Green, \$500 to \$5,000; Leonard Friedman, \$200 to \$2,000; Benjamin Goldberg, \$200 to \$2,000; Morris Rosenberg, \$1,250 to \$5,000; S. Joseph Wallach, \$3,000 to \$13,000; Joseph Holtzman, \$8,500 to \$20,000; Louis W. Zack, \$2,000 to \$10,000.

There were many other notable gifts, among which one of the most generous was that of \$50,000 from Louis and Samuel Hamburger, who had contributed \$15,000 in 1947. Others included Henry S. Alper, \$3,000 to \$6,000; Morris H. & Max I. Blumberg, \$5,000 to \$11,000; Federal Engineering Co., \$12,000 to \$25,000; Samuel Frankel & Ben Mossman, \$5,000 to \$10,000; Irwin Green & Max Greenberg, \$3,000 to \$6,000; Samuel S. Greenberg,

\$800 to \$2,500; Harry B. Grevnin, \$750 to \$4,000; Louis Gunsberg, \$3,000 to \$6,000; Charles Hamburger, \$3,000 to \$6,000; Martin L. Jacobs, \$4,000 to \$7,000; Abe Kasle, \$30,000 to \$40,000; Benjamin Klein & Son, \$4,000 to \$10,000; Allen B. Kramer, \$1,000 to \$3,000; Benjamin M. Laikin, \$3,500 to \$7,500.

Other substantial increases included Milton K. Mahler and Irving Mahler, \$7,000 to \$15,000; Israel May, \$2,000 to \$4,000; Millman Bros., \$2,500 to \$5,000; Bernard E. Pincus, \$2,000 to \$5,000; Allen L. Robinson, \$1,000 to \$3,000; Edward Rose, \$1,000 to \$6,000; Max Rosenfeld, \$3,000 to \$5,000; Morey L. Rosenthal & Leo Mellen, \$500 to \$3,000; Norman Ross, \$3,000 to \$6,000; David & Hyman Safran, \$6,000 to \$10,000; George D. Seyburn, \$9,000 to \$20,000; David & Victor Shiffman, \$3,000 to \$5,000; Joseph B. & Harry & Adolph Slatkin, \$6,000 to \$12,500; Samuel B. & Jules Solomon, \$15,000 to \$30,000; Louis Tabashnik, \$11,000 to \$17,500; Saul Rose & Grand River Chevrolet Co., \$4,250 to \$8,500.

Heading an energetic women's campaign are Mrs. Joseph H. Ehrlich, Mrs. Henry Wineman and Mrs. Hyman C. Broder as Co-Chairmen.

CINCINNATI, TRYING OPEN FUND-RAISING, GETS TOP RESPONSE

Cincinnati tried a new experiment this week and the community responded by doubling the gifts made by the particular group in 1947. From a small group of contributors who had given \$104,070 last year, the response was \$208,150 at an advance gifts function at the Cresthill Country Club. The previous method of individual solicitation, traditional in the community, was modified for public, open solicitation. Samuel Rothberg and Harold J. Goldenberg, members of the "caravan" were the principal speakers at the record-making advance gifts function.

Sol Luckman, Chairman of the 1948 campaign, pledged \$16,000, as compared with \$7,000 last year. Sidney Rose, who read the cards at the dinner, contributed \$40,000 as against \$20,000 in 1947. Max Getz went from \$5,000 to \$10,000; Joseph H. Hoodin, from \$1,500 to \$5,000. There were comparable increases in all brackets.

MEMPHIS IN MILITANT MOOD AS CAMPAIGN OPENS WITH \$400,000

Memphis this week set an example for the entire South when at a big gifts opening a group which had pledged \$286,000 last year raised \$418,000 in what was regarded as the most stirring demonstration ever held in the Jewish community. Dr. Joseph C. Hyman, Vice Chairman of the JDC, and Ben Zion Elan, joined in addressing a lunch and evening meeting at which the leadership of the city manifested its understanding of the current situation.

Nathan Shainberg, President of the Welfare Fund, pledged \$40,000, as compared with \$25,000 in 1947. Other top contributions included Loewenberg & Lichterman, from \$20,000 to \$30,000; Julius Lewis, from \$10,000 to \$15,000; Abe Lewis, from \$10,000 to \$15,000; Herbert Herff, who presided at the meeting, from \$5,000 to \$10,000; Aaron Brenner, of F. Perlman & Co., \$1,500 to \$5,000; Louis Leader, \$1,500 to \$5,000; Sam Margolin, \$750 to \$5,000. As a result of these and similar gifts, the heads of the campaign felt they were well on their way toward the realization of the community goal of \$900,000.

NATIONAL MEETING OF WASTE MATERIAL DEALERS SETS STANDARDS

Last week in Boston members of the National Association of Waste Material Dealers met at the Statler Hotel for their annual convention. They felt that since representatives from various parts of the country were in attendance, it would be a good opportunity to meet on the United Jewish Appeal and try to establish standards of giving in this industry. Accordingly, Herman Gilman, Chairman of the Boston campaign, was invited to address the session. Joseph Schapiro, National Chairman of this Division of the UJA presided. When Mr. Gilman was finished with his stirring address, Emanuel Hettleman of Baltimore read cards. Some thirty-six men who gave \$250,000 in 1947 raised this figure to \$455,000.

Mr. Gilman had spoken of the crisis facing Palestine Jewry, of the need to sustain the spirit and the will of the Yishuv. He had spoken of the urgent necessity of strengthening the hope of the Jews of Europe. The response among the waste material dealers could well be emulated throughout the United States not only by men in this same industry, but by those in other industries.

Among the contributions of the dealers present were those of Meyer W. Tenenbaum of Savannah, Georgia, who went from \$6,000 to \$15,000 minimum; Bud Schumann of Cleveland, from \$7,000 to at least \$15,000; Louis W. Zack of Detroit, from \$2,000 to \$10,000; Emil Klempner of Louisville, from \$5,000 to \$10,000; Louis B. Cline of Nashville, from \$1,750 to \$5,250.

Among the gifts that had previously been announced in local communities were those of Harry Klaff of Baltimore, who went from \$25,000 to \$50,000; Joseph and Bernard Schapiro of Baltimore from \$25,000 to \$50,000; M. F. Berg of Los Angeles from \$30,000 to \$50,000; Cohen and Silverstein of Baltimore from \$10,000 to \$20,000; Emanuel Hettleman of Baltimore from \$10,000 to \$20,000.

An ovation was given to Abe J. Levine of Toledo when he announced what was regarded as an outstandingly generous gift of \$25,000; George L. Sall of Philadelphia, announced from \$4,500 to at least \$9,000; Hyman Moskowitz of Cincinnati from \$20,000 to \$30,000; Simon L. Greenfield of Baltimore from \$1,000 to \$2,000; Samuel Zeldis of Detroit from \$1,000 to \$2,000; Samuel Greenfield of Buffalo \$14,000 to \$20,000; Samuel Bluestone of Pittsburgh from \$1,000 to \$3,000; Milton Zuckerman of Columbia, Pa., from \$2,000 to \$5,000; Abe Starr of Brooklyn from \$2,500 to \$5,000; Benjamin M. Laikin of Detroit from \$3,500 to \$7,500.

Also Ben Veiner, Washington, \$2,000 to \$5,000; Mitchell Jacobs, New York, \$2,000 to \$6,000; Arnold & Ben Grossman, Columbus, O., \$1,000 to \$3,000; Kopelove Iron & Metal Co., Dayton, O., \$9,000 to \$18,000; A. D. Scheinman, Pittsburgh, \$2,000 to \$4,000; Jacob Veiner, Richmond, Va., \$2,000 to \$4,000.

The meeting aroused universal enthusiasm and many of those present stated that their entire thinking had been altered by what they had seen and heard at the meeting. There were quite a number of people at the meeting who did not announce gifts. They said that they had had certain amounts in mind, but they now realize that such intentions were completely unsuited to the needs, and they want to re-think the whole problem in terms of what they ought to do when they get back to their communities.

NEW YORK'S BIG GIFTS GROUP OPENS SERIES OF MEETINGS

The first of a series of meetings to launch the big gifts section of the New York United Jewish Appeal was held this week at the Waldorf-Astoria Hotel with increases proportionate to those registered in other communities during the past few weeks. Hon. Herbert H. Lehman presided. Edward M. M. Warburg and Herman Gilman, Boston Campaign Chairman, were the other principal speakers. Jerome I. Udell, a Chairman of the New York campaign, read the cards.

Among the top contributions announced for this section of the big gifts group were the following: Alfred and William Levitt, \$25,000 to \$100,000; Abe Feinberg, \$35,000 to \$90,000; Si Fabian & Samuel Rosen, \$40,000 to \$80,000 minimum; Jack D. Weiler and Ben Swig, \$20,000 to \$40,000; Charles Cohen for the Lamport Co., \$50,000 to \$100,000; Harry C. Oppenheimer, \$30,000 to \$50,000 minimum; Paul Kaminsky & Jerome I. Udell, \$24,000 to \$50,000; Boris Margolin, \$40,000 to \$65,000 minimum; David Kluger, \$32,500 to \$65,000; Abraham and Joseph M. Mazer, \$60,000 to \$125,000; Albert B. Joffe, \$40,000 to \$80,000; Fred M. Katzner, \$20,000 to \$50,000.

An initial contribution of \$100,000 was announced by Samuel J. Goldfarb, who has in the last two years been one of the bellwethers for generous giving in New York. His young son, Gene, added \$1,000 to the \$100,000 with a promise of more. Governor Herbert H. Lehman pledged \$85,000; Jacob Sincoff, \$40,000.

There were, as elsewhere, sharp rises in the middle brackets that included such gifts as Leonard Weisman, from \$800 to \$15,000; Ben Passweg, \$7,000 to \$20,000; Jacob J. Freedman, from \$3,300 to \$10,700 minimum; Jacob Galewitz, \$2,500 to \$10,000; Benjamin Hornstein, \$12,000 to \$20,000 minimum; Samuel Spatt, \$10,000 to \$20,000 minimum; Frank Z. Atran, \$2,000 to \$15,000; Max H. Kahn, \$5,000 to \$15,000; Herman Hollander, \$4,250 to \$10,000; James Gaynor, \$1,250 to \$10,000; Aaron Chilewich, \$3,000 to \$10,000; Dr. Moses Spatt, \$5,000 to \$10,000.

One of the outstanding gifts of the evening was announced by Harry Fine, from \$52,500 to \$100,000. Samuel Hausman, a Chairman of the New York drive, contributed \$75,000 minimum, as against \$50,000 in 1947. The Burlington Mills, a non-Jewish firm, Robert Huffines, President, increased from \$15,000 to \$50,000. Mrs. Irving Lehman went from \$10,000 to \$25,000. Other gifts included Charles Shapiro, \$10,000 to \$25,000; Witty Brothers, \$15,000 to \$30,000; George Wise, \$12,000 to \$25,000; Morris Simons, \$12,000 to \$25,000; A. M. Perlman, \$11,000 to \$25,000; Samuel Greenblatt and Joseph Greenleaf, \$10,000 to \$20,500; Milton and Joseph Lukashok, \$10,000 to \$21,000.

Other gifts included the Altshul Foundation (Mrs. Louis Altshul), from \$64,000 to \$100,000; Ascher-Stern, \$5,000 to \$10,000; Harry Burnett, \$1,000 to \$5,000; Mitchell-Levinthal, \$2,000 to \$8,000; Schupf & Co., \$2,600 to \$7,500; Sol and I. Petchers, \$2,500 to \$7,500; the Avon Curtain Co., \$1,500 to \$8,500.

\$500,000 CASH BROUGHT TO TRI-STATE CONFERENCE

The largest collection of checks ever brought together, in terms of the number of communities represented, was showered upon the dais when at Pittsburgh last Sunday the communities in the Tri-State area came together for a Conference to plan the 1948 campaign in the region. Over \$500,000 in cash was brought to the Conference by

representatives of scores of towns, as they tried to show in concrete form their determination to provide to the Jews of Palestine and of Europe the means to carry on their struggle for survival and for a Jewish State.

In a record turnout, spurred by the events in Palestine, some six hundred people came to the William Penn Hotel from over sixty communities in three States. Speakers of the exhilarating occasion included Reuven Dafni, Dr. Ruth Gruber, Charles J. Rosenbloom, Mrs. Leo Shonfield and Harry N. Cohn, Chairman of the Initial Gifts in the Tri-State area. Judge Samuel A. Weiss presided.

So great was the enthusiasm reflected at the Conference that a resolution was passed that communities which normally hold campaigns in the Fall of the year should hold them in the Spring, so that the great needs which exist now may be met by the greatest effort at once.

ACTION ON \$50,000,000 CASH PROGRAM LAUDED

The "genuine spirit of consecration" of the Jewish communities of America in responding to the call of the United Jewish Appeal for \$50,000,000 at once was lauded at the meeting of the National Campaign Executive Committee held on March 26 in New York City.

At the same time, the communities were called upon to "stress the need for cash even as campaign pledges are being taken."

In a report presented to the Campaign Executive Committee by Messrs. Isidor Coons and Henry Montor as Executive Vice Chairmen, the following was said:

"The arrival in late January of Mrs. Goldie Myerson, who brought a vivid account of the desperate defense needs in Palestine which required immediately large sums of cash, resulted in the decision to obtain \$50,000,000 promptly from the communities of America. It may be marked as one of the outstanding pages in the history of American Jewry that a comparative handful of communities responded promptly and with extraordinary generosity. Communities went to the banks to borrow -- for most of them an unprecedented action. They staged intensive collection efforts in terms of 1947 pledges or 1948 advances. Many went to unusual lengths to share in this great effort. One community even mortgaged its Center as the basis for a bank loan.

"As of March 25, cash amounting to \$43,000,000 has been received on account of this project. There still remain outstanding pledges for an additional \$7,500,000 which will be forthcoming shortly. The sum received has been divided equally between the United Palestine Appeal and the Joint Distribution Committee, the latter deferring the normal terms of distribution to help accelerate these funds to Palestine.

"It is recognized, of course, that most communities which made bank loans have engaged to repay these loans as their first commitment on cash received. The total of bank loans in the various communities was approximately \$20,000,000. The availability of this cash was providential for the situation in Palestine. It is not possible to say too much of the genuine spirit of consecration with which the leaders of American Jewish communities responded to this unique and historic call for statesman-like action to meet a crucial situation.

"With the communities having taken this generous action, it is inevitable that the sources of cash for the coming weeks will be limited. The United Jewish Appeal is, therefore, urging all communities to stress the need for cash even as campaign pledges are being taken. Last year or the year before, there was a tendency to permit a substantial time lag between pledges and the payment of cash. It is imperative that this year all campaign leaders, recognizing the indescribable urgency of these cash funds for the UPA and JDC particularly, prevail upon their communities to reduce this time lag and convert pledges into cash in the most rapid possible way."

LISTEN TO THESE IMPORTANT RADIO PROGRAMS

The following radio broadcasts in the early part of April will be of interest to all members of your community.

1. A Special program of the ETERNAL LIGHT on Sunday morning, April 4, over the National Broadcasting Company network, will be dedicated to the UJA. Julius Fligelman, Chairman of the Los Angeles United Jewish Welfare Fund and a leading member of the UJA delegation to Europe and Palestine, will deliver a brief talk at the conclusion of this broadcast. (See your local paper for exact broadcast time.)
2. AL JOLSON will be featured in a dramatic UJA broadcast entitled "NIGHTMARE — CHAPTER II," which will be presented over the network of the American Broadcasting Company on Saturday evening, April 10 during the half hour period from 10:30 to 11:00 P.M. Eastern Standard Time.
3. Rabbi Jonah B. Wise, National Chairman, will deliver a trans-Atlantic talk from Paris in connection with the JDC Conference on the Jewish situation overseas as part of the MESSAGE OF ISRAEL program over the American Broadcasting Company network on Sunday morning, April 11. (See your local paper for the exact time of broadcast.)

CASH TODAY IS LIFE

The officers of the UJA address an earnest plea to every community in America and to every contributor to pay his 1948 contribution in cash at once, or at least, to pay the largest possible amount in cash on account of the pledge.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



**UNITED
JEWISH
APPEAL**

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

BALTIMORE DOES IT AGAIN: \$99,000 TO \$226,000

A great ovation was given on the night of April 1 to David Hacoen, distinguished Palestine leader, at the close of a meeting in which Baltimore once again demonstrated how to raise funds in 1948. Mr. Hacoen was the principal speaker at the Big Gifts meeting of the Men's Clothing Division of Baltimore. When all the cards had been read, the total stood at \$226,650 as compared with \$99,825 contributed by the same men in 1947.

The extraordinary meeting, in which 85 people participated, was held at the office of Stanley Sagner, who is Co-Chairman of the Men's Clothing Division. Mr. Sagner, who called the cards, set the pace by announcing in behalf of A. Sagner's Son, Inc. a contribution of \$40,000 as against \$15,000 last year. Henry S. Frank, Chairman of the group, went from \$8,500 to \$20,000. Other gifts which made possible this high percentage increase included: Corman-Wasserman from \$3,000 to \$8,000; Lebow Brothers, \$10,000 to \$20,000; Morris & Sidney Snyder, \$10,000 to \$20,000; Gordon Cartons, Inc., \$3,000 to \$12,500; Raleigh Manufacturing Co., \$5,000 to \$15,000; Brooks Clothes, \$25,000; Bernard Molofsky, \$1,200 to \$6,000; S. Ginsberg Sons, Inc., \$5,000 to \$12,500; Herbert Blum, \$2,500 to \$5,000; Max Feldstein, \$2,500 to \$5,500.

Mr. Sagner, host of the occasion, had made himself personally responsible for obtaining the largest possible attendance and for helping to prime some of the gifts.

On the very same night, Baltimore demonstrated that its ratio of giving is not isolated to one group but is community-wide. Simultaneously there was a meeting of the Real Estate Division, which was addressed by Rabbi Morris Lieberman. The pledges totalled \$61,000 as compared with \$30,000 from the same contributors last year.

Among those present were: Harry Merowitz, who contributed \$8,000; S. Lawrence Hammerman, who went from \$1,000 to \$3,000; Victor Posner, \$300 to \$2,000; Philip Needle, \$800 to \$2,000; Sidney Cohen, \$500 to \$1,500; Benjamin Kalis, \$350 to \$1,250. There were many others of similar character.

Joseph Meyerhoff, one of the Trades & Professions Vice Chairmen, was responsible in large part for the success of the meeting.

SYRACUSE GETS FIRM START ON \$1,250,000 GOAL

Aiming at an over-all goal of \$1,250,000, Syracuse last week called together some of its major givers to set a pace for the community. At the same time it sounded a clarion call to all sections of contributors that extraordinary generosity must be forthcoming in 1948.

Taking advantage of the presence in the community of Herman Gilman, Boston Campaign Chairman, and David Hacoeh, one of Palestine's outstanding industrialists, Syracuse called a lunch of some of the top prospects. A group which had given \$180,950 in 1947 increased to a minimum of \$294,100. Among the gifts of the occasion were these: Hyman Matlow, \$10,000 to \$20,000; Onondaga Supply Co., H. Hiram Weisberg, \$30,000 to \$50,000; Rudolph Brothers Co., \$40,000 to \$65,000; Morris W. Berinstein, \$20,000 to \$35,000; Henry J. Wilson, \$3,000 to \$6,000; Louis L. Horowitz, \$7,500 to \$11,000; Max Gardner, \$3,500 to \$6,000; Irving Carmen, \$3,000 to \$6,000; Abe Cooper, \$18,000 to \$30,000, and additional gifts of generous character in other brackets. A number of those who were present felt that their original intentions as to gifts had to be reconsidered since they judged that those first planned were inadequate.

The spirit which pervades other sectors of the community was reflected at a Youth Division meeting, when a group of 18 who had given \$847 last year contributed \$2,155 as their response to the story of Haganah.

At the mass meeting in the evening, 1,400 members of the community turned out to hear the guests of the day and enthusiastically adopted the community's quota for 1948. H. Hiram Weisberg is Chairman; Morris W. Berinstein, Big Gifts Chairman; Mrs. William Smith, Chairman of Women's Division; Bernard G. Rudolph, President of the Welfare Fund; and Milton Fromer, Executive Director.

SAN FRANCISCO GREETES CARAVAN WITH DOUBLES

San Francisco, planning its 1948 campaign with a tempo adjusted to this year's urgent requirements, was one of the cities which this week greeted the "flying caravan" with a pattern-setting meeting which produced gifts almost double those of last year. Frank H. Sloss, Chairman of the San Francisco campaign; Lloyd W. Dinkelspiel, President of the Jewish National Welfare Fund; and Philip N. Lilienthal, Jr., Chairman of Advance Gifts, were among the community's leaders who were hosts to Harold J. Goldenberg and Julian B. Venezky during their visit to San Francisco. They were joined by Louis Sloss and George Edelstein, Co-Chairmen of Trades and Professions. The "flying caravan" had come down to the Golden Gate city, following visits to Seattle and Portland.

Taking advantage of the visit of the "caravan," the Trades and Professions Division of the San Francisco campaign arranged a meeting of 70 of the Divisional Captains. The meeting was transformed into a fund-raising event. When the cards had been read by the Messrs. Sloss and Edelstein, the record showed that contributions of \$123,650 had been received from a group of men who last year contributed \$68,560. With this encouraging start, San Francisco felt that the spirit of the Trades and Professions leaders would stimulate the entire community.

"DOUBLE PLUS" IS SLOGAN IN PATERSON CAMPAIGN

Paterson, New Jersey has adopted an overall goal of \$1,700,000 of which \$1,550,000

is intended for the UJA. In order to achieve that objective, a preliminary period of four weeks is being utilized for intensive individual solicitation of all top gifts so that when the formal big gifts meetings open, standard-setting contributions will be available to set the pace.

"Double Plus" is the slogan which is being used in the approach to all contributors. The officers of the campaign go on the basis that the needs of the \$250,000,000 UJA campaign are so urgent that individuals must relate themselves not to a local quota but to the necessity of reaching the national goal. Mere doubling of last year's gifts is held not sufficient in itself, but rather "Double Plus," related to the resources of the individual.

23 persons were selected for a cross-section activity to influence pace-setting gifts. Of the 23, it was announced this week by Martin Weiner, Initial Gifts Chairman, 19 have already committed themselves. They had contributed among them \$90,000 in 1947. For 1948 their commitments represent \$180,000 "Plus." The "Plus" amount is to be revealed when the Initial Gifts campaign starts publicly.

Nathan Kluger, Chairman of the campaign, and Martin Weiner, together with Charles Bromberg, Chairman of Trades & Professions, constitute a vigorous trio to assure the attainment by Paterson of its minimum goal.

WOMEN MAINTAIN PACE OF GIVING

From one end of the country to the other, it is being demonstrated in 1948 that Women's Divisions are no "hobbies," but represent a serious determination on the part of the Jewish women of America to play their full role in meeting Jewish responsibilities. Mrs. Ernest G. Wadel, Chairman of the National Women's Division, reports that the high standards set in the 1947 campaign are not only being maintained but substantially surpassed.

At the \$250 "minimum" gift luncheon held in Pittsburgh a group of 100 women, who had given \$27,000 in 1947, increased to \$70,000. Mrs. Leo Schonfield is Chairman of the Women's Division.

In Dallas, Tex. a series of "minimum" gift meetings was held in the past two weeks, one for \$500, another for \$100 and one for \$36.50. A total of \$125,626 was raised from the three functions. Mrs. Bernard Schaenen is Chairman.

A \$500 "minimum" gift luncheon in Houston produced \$41,900 from 31 women, who had given \$26,525 last year. The Chairman is Mrs. Daniel Schlanger. A further sum of \$38,100 was pledged at a \$100 "minimum" luncheon.

The remarkable spirit that characterizes the whole Baltimore campaign is also reflected in the activities of the Women's Division. Three special gifts teas, for example, were held on March 23 simultaneously. Contributions of \$158,000 were obtained from women who had given \$87,000 last year. The Chairman of the Division is Mrs. Harry Kairys.

The Women's Division in Detroit is headed by Mrs. Joseph H. Ehrlich and Mrs. Henry Wineman. At the Advance Gifts dinner of this division, \$155,685 was pledged by 147 women, who in 1947 had given less than \$100,000.

Miami, Fla. also sponsored a series of "minimum" gift functions. One tea was for \$1,000 "minimum." There were also \$200 and \$100 minimum luncheons. In the first bracket, \$37,050 was pledged by a group which gave \$27,300 last year. In the second group, \$29,322 was given by 63 women who had pledged \$15,623 in 1947. \$15,375 was obtained in the third bracket. The Chairman of the Women's Division is Mrs. Abraham Goodman.

San Diego, Calif. sponsored a \$250 "minimum" gift luncheon for women. A group of 36 women pledged \$15,755 as against \$6,888 from the same women last year. Mrs. Saul Chenkin is Chairman.

Tucson, Ariz. is also conducting a vigorous campaign among women, with Mrs. Hyman Myerson as Chairman. At a tea held last week, 50 women pledged \$4,950. As of that date, the record of women's gifts showed \$10,113 from those who gave \$5,745 last year.

The Indianapolis Women's Division, headed by Mrs. Victor Goldberg and Mrs. Lewis Levy, has been conducting a series of luncheons. A first report shows that \$27,875 was received from 233 pledges, representing substantially in excess of 100% increase as compared with 1947.

The Atlantic City Women's Division, whose Co-Chairmen are Mrs. Joseph Halbert, Mrs. J. B. Perskie and Mrs. Harry Segel, conducted a \$25 "minimum" gift luncheon last week and obtained pledges of \$45,000 from women who had given \$25,000 in 1947.

Advance gifts activity among the women of Akron, O. is now in progress. Mrs. Sidney Albert and Mrs. Sidney J. Bear are Co-Chairmen. The first 19 gifts total \$17,800, as against \$12,050 from the same list of contributors last year.

One of the outstanding reports of women's activity comes from Tyler, Tex. A \$100 "minimum" gift breakfast held there on March 30 resulted in contributions from 38 women totalling \$16,000, virtually a 90% increase from the same givers.

The Women's Division in New Haven, Conn. is headed by Mrs. Charles Berney and Mrs. Samuel Hershman. The Division sponsored a \$365 "minimum" gift function, at which 24 women pledged \$15,650, as against \$11,100 last year.

Heads of Women's Divisions are invited to send in reports of their activities for possible use in the Report, so that the entire country may know of the dedicated work of these leaders in the campaign.

CHRISTIAN SACRIFICE FOR UJA SETS MODEL

A story of the true "Christian spirit" in its concern for the needs of mankind was revealed this week as a substantial check was received at national headquarters of the United Jewish Appeal as a result of the Byron Lord's Acre Project.

The project had its origins last November when a committee of fifteen men and women of the Presbyterian Church in Byron, N. Y. met to discuss plans for painting the church. Some one remarked: "It seems rather unimportant whether we paint the church or not, when the world is in such a hell of a mess." This set off a discussion of world conditions and gave rise to the question: "Why don't we do something about the world, instead of just talk about it?" Thus was born the Lord's Acre Project.

It became the concern of a small town of 850 people, who felt they could do something to rebuild human understanding. This they wanted to do by raising funds for overseas relief. All persons of good will, regardless of race, creed or nationality, were invited to join in the Project. The benefiting agencies chosen were the United Jewish Appeal, National Catholic Welfare Association and The Restoration Fund, representing the Protestant faith.

The first decision was to plant cash crops to be sold to a local canning company. Two hundred persons became involved in the project which spread out over many acres. They planted, they hoed, they harvested, they hauled the crops. A six year old girl, Gerry Clark, and Mrs. Mary Hitzelburg, 80, were the youngest and oldest pickers. The idea spread through Genesee County and finally a Lord's Acre Auction was decided upon. Businesses in Byron and nearby Batavia "dedicated" articles from their stores and business. People of all classes and faiths presented goods and produce. "Here in one very small American town, people of different creeds, different nationalities and different colors have shared an idea and a growing conviction, put their collective shoulders to the wheel and brought about the conclusion of a most difficult and unusual job, undertaken in a great and urgent humanitarian cause."

AMERICAN JEWISH
ARCHIVES
PORTRAIT OF A CAMPAIGN CHAIRMAN

(Another in a series describing the men dedicated to the United Jewish Appeal)

The reports of campaign functions in Baltimore strike a uniform chord. "A lawyers' meeting was held last night. A group that contributed \$15,000 in 1947 pledged \$34,000 yesterday." Or "the Auto Finance Group raised \$83,300 yesterday as against \$31,900 from the same givers in 1947."

There is a reason behind the vitality of the Baltimore 1948 campaign. Most people in the community attribute it to the spirit and character of Elkan R. Myers, who symbolizes the devotion and enthusiasm of the Jews of Baltimore. For the time being the pace of giving established in Elkan Myers' town is providing a target for every other major city to aim at. Being a leader in communal enterprise is not a fresh experience for Mr. Myers, who has devoted a major portion of his life to general civic and Jewish undertakings. The list of his associations is only a superficial index of the depth of his concern for human and humane values. He is Vice President of the Associated Jewish Charities of Baltimore. In addition to being Chairman of the 1948 campaign, he is President of the Jewish Welfare Fund. He is on the Board of Sinai Hospital; was formerly President of Woodlands, one of the city's recreational agencies. He serves on the Board of Baltimore's Association of Commerce, the Efficiency and Economy Commission, and is a member of the Executive Committee of the Baltimore Red Cross, being one of its active campaign leaders.

For those who follow Mr. Myers' continuous communal service, a reminder is needed that he is also one of the honored men of the business life of the town. He is the senior member of the firm of D. Myers & Son, wholesale shoe distributors. But when the time comes to raise funds for the United Jewish Appeal, Mr. Myers is in homes, offices, on the streets -- pleading for maximum contributions so that Jews and Jewish life may survive. His great sincerity and simplicity are the magnet which givers in Baltimore find irresistible.

COMMUNITIES KEYED FOR "FREEDOM MONTH"

April, which has been designated as "Freedom Month" by the United Jewish Appeal, will see intensified campaigns on behalf of the UJA's \$250,000,000 national drive by 3,500 communities across the country.

Henry Morgenthau, Jr., General Chairman of the UJA, in a statement launching Freedom Month declared; "It is particularly fitting that April be observed as 'Freedom Month.' April and freedom have a long and historic association in the history of the Jewish people and the American nation.

"April is the month of Passover which celebrates the liberation of the Jewish people from enslavement. It is the month that heard the first shot in the American Revolution -- which sounded the tocsin of freedom for men throughout the world. In 1789 the month of April saw the convening of the first United States Congress and April of 1943 -- five short years ago -- witnessed the heroic struggle of the Jews in the Warsaw Ghetto against the might of the German Army.

"Today, freedom for more than 2,000,000 of our people is dependent on our efforts. It is no exaggeration to state that freedom from fear, freedom from want and freedom from oppression for 1,500,000 surviving Jews in Europe and 700,000 in Palestine, are involved in the \$250,000,000 United Jewish Appeal campaign. I feel certain that the Jews of America will not allow their brothers in Europe and Palestine to be permanently denied the blessings of freedom with which we are endowed."

Freedom Month Messages from UJA National Chairmen

In a message from Palestine Rabbi Israel Goldstein, who is attending the meeting of the World Zionist Actions Committee, emphasized the urgency of all-out effort. In his cable Rabbi Goldstein said: "HAVING SET FOOT ON THE LAND OF PALESTINE AT WAR, HASTEN CONVEY MESSAGE THAT WHILE THE YISHUV LIVES AND FIGHTS UNDER STRAIN DEFYING DESCRIPTION, WHILE LOSSES IN HUMAN LIVES AND DISRUPTION OF ECONOMY ARE CONSIDERABLE, YISHUV SPIRIT REMAINS MAGNIFICENT AND MORALE UNBROKEN. I FIND PREVALENT CONFIDENCE TO WIN ULTIMATE VICTORY. YISHUV NEEDS NOW MORE THAN EVER UTMOST AND IMMEDIATE MATERIAL SUPPORT FROM AMERICA. I KNOW THAT I MAY SAFELY ASSURE YISHUV YOUR BEHALF THAT AMERICAN JEWRY WILL DO ITS FULL SHARE AND DO IT NOW. AMERICAN JEWS MUST EARN MORAL RIGHT TO ENJOY THEIR SAFETY AND COMFORT BY HELPING EMBATTLED BROTHERS SISTERS HERE IN STRUGGLE FOR SURVIVAL."

Rabbi Jonah B. Wise, who is participating in a delegation of American Jewish leaders attending a conference in Paris of JDC directors in European countries, declared; "The relief and rehabilitation of Europe's Jewish survivors since V-E Day has been made possible in large measure by the unstinting assistance of American Jews through the UJA. But support of this year's historic UJA campaign is an absolute necessity if their progress towards health, security and self-support is to be maintained."

William Rosenwald pointed out that "Freedom Month" has a special significance to the refugees who reach the United States. The assistance provided by the United Service for New Americans makes freedom a particularly meaningful word to the 2,000 who arrive every month.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
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UNITED
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for Refugees, Overseas Needs & Palestine

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AMERICAN JEWISH ARCHIVES
JEWISH LIVES CAN BE SAVED IF CASH IS FORWARDED

In Palestine, as in Europe, "life and money are interchangeable." The officers of the United Jewish Appeal make the most earnest plea to every contributor in America to transform into cash as quickly as he can the pledge he makes in his local community. Officers of local campaigns are urged to use every means at their disposal to accelerate the collection and transmission of cash to the UJA. It is a literal fact that lives are being lost needlessly because the means to assist them are not adequately available.

"OVER-THE-TOP" STORIES BEGIN TO FLOW IN TO UJA HEADQUARTERS

The pattern of success is being woven, as national headquarters of the United Jewish Appeal begins to receive telegraphic news of campaign achievements surpassing the record of 1947 campaign results.

A community which established one of the national records of last year is again one of the first to demonstrate its high sense of Jewish responsibility. Tyler, Texas has 300 Jewish souls. It undertook to provide the United Jewish Appeal with a minimum of \$90,000. Hon. Henry Morgenthau, Jr. this week received a telegram from I. G. Futor, President of the Tyler Federation and Campaign Chairman, stating that the community "raised \$92,000. Goal is assured." The sum raised at the Big Gifts meeting came from those who had contributed \$55,000 in 1947. One of the most spectacular phases of the campaign was the result in the Women's Division, headed by Mrs. Alex S. Genecov, which raised \$22,000 as against \$12,500 last year. The outstanding and exemplary record in this community received its inspiration from the pace-setting gifts of Alex S. Genecov and I. Rudman. The State of Texas, already a standard-bearer through some of its community giving, now has a new mark to shoot at as a result of Tyler's 1948 achievement.

Hastings, Neb. is the best demonstration that the size of a community has no bearing on what it can raise. This little town has 32 Jews. In 1947 it raised \$2,714

for the UJA. The community, insisting that this must be a year of extraordinary exertion, adopted a UJA quota of \$10,000. Under the leadership of Ben Sherman as Chairman, this town has set a record which may well be the envy of the State of Nebraska. At a campaign meeting, which was attended by D. David Nefsky, UJA Chairman for Nebraska, and L. J. Messer of Lincoln, Mr. Sherman increased from \$900 to \$2,510. By the time the evening was over, Hastings had raised its \$10,000. There were no percentage increases. Each one called upon gave on an entirely new scale. The fifteen people present showed that the crucial events facing Jews in Palestine and Europe are everyone's unprecedented responsibility.

Columbus, Nebraska is another feather in the cap of State Chairman, D. David Nefsky. This town has ten Jewish families. In 1947 they contributed \$2,665 to the UJA. They were asked for a minimum of \$5,000 this year. They ignored any mathematical formulae and went out for a goal of \$7,500. At its campaign meeting last week, sparked by the gift of the Levine brothers, from \$750 to \$3,000, Columbus raised \$7,050 for the UJA. Milton Moskowitz, the only Jew in David City, Neb., who contributed \$100 last year gave \$1,200. Mr. Nefsky is now determined to bring every campaign in his State, with the exception of Lincoln and Omaha, which will continue their full scale campaigns until later, to an immediate and similarly successful conclusion. Other State Chairmen will have a real record to match.

Shelbyville, Ind. has determined to give a minimum of \$60,000 to the UJA this year. It seems likely that this ambition may be exceeded as a result of the campaign effort led by Gene Guttman as Chairman and A. Goodman, Honorary Chairman. In the past Shelbyville started its campaign much later, but its leaders recognized that cash is essential at once and the first step toward getting cash is to set up the campaign quickly. From a group who pledged \$39,050 in 1947 came \$61,065 at the opening dinner. Mr. Goodman, veteran community leader, led off with a contribution of \$32,000. Other gifts included \$10,000 from Kroots Bros., and \$5,000 from Cohen Bros. One of the most exhilarating aspects of the campaign of the Southeastern Indiana Jewish Welfare Fund, as this group is called, is the leadership of youthful Gene Guttman, who hopes that his little community can set the pace for Indiana and even for the Midwest.

SOUTHERN MAINE MEETING NETS DOUBLE OF 1947 RESULTS

On April 4 leaders of the communities in Southern Maine tried a new method of big gifts fund-raising by bringing together, in Portland, representatives of the several communities so that common standards could be established. Approximately \$280,000 was subscribed at the meeting, constituting twice the amount from the same group of contributors a year ago. Milton Kahn of Boston, National Regional Vice Chairman of the UJA, was the guest of honor of the occasion.

Philip W. Lown, Chairman of the Maine Jewish Council, pledged \$50,000, as compared with \$32,000 in 1947. George Lewis, dynamic Chairman of the Portland campaign, reported that in the first week of big gifts solicitation the sum of \$138,000 had been raised in Portland from those who gave \$65,000 last year. One of the top gifts of the meeting was that of George and Benjamin Lewis for \$20,000, as compared with \$5,000 in 1947. Sidney Davidson increased from \$5,000 to \$15,000; Joseph Wigon, from \$5,000 to \$10,000; Lewis Bernstein, from \$4,000 to \$10,000; Israel and Louis Bernstein, from \$3,000 to \$5,000. A gift of \$20,000 was announced from A. S. Levey. Maurice Sandler, Chairman of the Biddeford-Saco campaign, went from \$1,000 to \$2,500.

THE ATTORNEY GENERAL
WASHINGTON

April 7, 1948

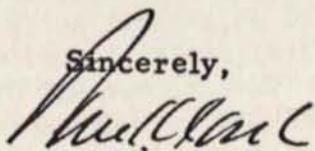
Dear Mr. Morgenthau:

I am greatly interested in the "Freedom Month" program which the United Jewish Appeal, under your leadership as General Chairman, is conducting throughout the month of April in connection with your \$250,000,000 campaign for refugees, overseas needs and Palestine.

It was my privilege to be present at the inauguration of your campaign in Washington last February. I feel now as I did then that the work of the agencies incorporated in your drive is vital at a time when the United States and other democratic nations are doing everything possible to bring some measure of assistance and security to those who have suffered immeasurably in recent years as a result of persecution and war.

I earnestly hope that during "Freedom Month" all Americans will redouble their efforts in support of the unprecedented task which you have undertaken on behalf of Jewish men, women and children who need help so urgently.

Sincerely,



Tom C. Clark
Attorney General

Mr. Henry Morgenthau
165 W. 46th Street
New York, New York

KANSAS CITY OPENS WITH \$515,000

Kansas City had the greatest campaign opening in its history this week when, at a dinner addressed by Herman Gilman of Boston, and Dr. Ruth Gruber, noted journalist, a total of \$515,000 was pledged. Kansas City has an over-all goal of \$1,717,862. Louis S. Myers, one of the outstanding leaders of the Midwest, is Campaign Chairman. Harry B. Strauss is Special Gifts Chairman, and Mrs. Clarence Kivett is Chairman of Women's Division. Earl J. Tranin is President of the Welfare Fund and Abe L. Sudran, Executive Director.

Among the top increases announced at the meeting were the following: Louis S. Myers, \$20,000 to \$35,000; David and Jack Sight, \$5,000 to \$10,000; Brown-Strauss Corp., \$8,800 to \$20,000; Arnold Adler, \$550 to \$2,500; Max Brown, \$6,000 to \$10,000; Jack Ruben, \$500 to \$2,000; Herbert, Louis, Morton and Robert Plotsky, \$2,000 to \$4,000; Koch Refrigerator Co., \$23,500; Morris Hoffman, \$2,000 to \$4,000; Brand & Puritz, \$10,000 to \$16,000; I. J. Cohen & Sons, \$3,500 to \$12,500; Erwin W. Feld, \$2,200 to \$5,000; Milton W. Feld, \$13,700 to \$22,500; Goldblatt Tool Co., \$800 to \$6,000; Milton Silverman, \$10,000 to \$15,000; Harry, John and Philip Small, \$5,000 to \$10,000; Sonken-Galamba Corp., \$12,500 to \$23,500; Sosland Bros., \$11,000 to \$17,500; Earl Tranin, \$4,500 to \$11,000; Julius Karosen and Louis Walter, \$4,000 to \$8,000.

COAST-TO-COAST RESULTS SET NEW STANDARDS IN GIVING

Giving is not a matter of the part of the country or the size of the community. It is the product of good campaign leadership. That is being demonstrated from one end of the country to the other. While the major cities of America report that the early stages of the campaign are encouraging, the smaller cities are finding that new levels of giving are proportionate to community understanding of the urgency of the need.

Pasadena, Calif. allotted \$35,000 to the UJA in 1947. It accepted a quota of \$87,500 for the UJA for 1948. Under the leadership of Dr. Emanuel Rosenberg as Campaign Chairman and Ben Tufeld, President of the Welfare Fund, the community is responding to the new target. At the campaign opening this week, with Joseph Shulman of Paterson, a member of the "flying caravan" and National Chairman of the UJA Textile Division, present, a group of contributors who gave \$32,955 in 1947 pledged \$57,350. Pasadena has methods of campaigning from which larger communities might also learn. A first announcement of a gift is not automatically accepted. Cards are read until the officers are satisfied with the result. Mr. Tufeld's gift of \$15,000 sparked the giving. Other officers include Ben Metrick and Louis B. Silver, Vice Chairmen; Sidney S. Lipow, Treasurer; David Goldman, Campaign Director.

Austin, Texas matches Pasadena in its campaign zeal. Sam Lichenstein, President of the Jewish Federation, advised Mr. Morgenthau that at the campaign opening this week approximately \$54,000 was raised from those who gave \$27,000 in 1947. "We are hopeful of going over goal," Mr. Lichenstein added. The campaign has the vigorous leadership of Milton Smith, General Chairman; Victor Ravel, Co-Chairman; Edward L. Baum, Secretary; Lydia Littman, Treasurer. Mrs. Milton Smith is Chairman of the Women's Division. Leonard Karotkin is Big Gifts Chairman. Austin has a total goal of \$110,000. It allotted \$50,000 to the UJA in 1947.

West Palm Beach, Fla. is at the other end of the country but the same kind of spirit has been demonstrated there. Last year, the community allotted \$35,000 to the UJA. It has undertaken a UJA quota of \$81,000 this year. O. P. Gruner, President of the Federated Jewish Charities of Palm Beach County, is Chairman of the campaign. Norman J. Mirsky and Al Moss are Vice Chairmen; Maurice Moss, Treasurer; and Sam A. Schutzer, Secretary. Mrs. Irving Kapner is Chairman of the Women's Division. At the campaign opening this week, the sum of \$48,000 was raised from the group present, substantially surpassing the total amount raised in the whole campaign last year.

Stamford, Conn. For the first time in its campaign history, the Stamford, Conn., community started off its Big Gifts effort with five gifts of \$10,000 each. The men who joined in this pace setting included Barney W. Malloy, General Chairman; Joseph Gruber, Chairman of Initial Gifts; Martin Levine, Co-Chairman of Initial Gifts; Julius Y. Levinson and the Lotstein family. Mr. Levinson's gift of \$10,000 compared with \$1,000 in 1947. Harold Hoffman went from \$3,000 to \$5,000.

A total of \$117,819 was contributed during the evening, which had as guests for the occasion Edmund I. Kaufmann and David Hacohen. Mr. Kaufmann, Chairman of the Advisory Council of the UJA, has been visiting a number of communities for the United Jewish Appeal in the past few weeks and everywhere the personality and outstanding experience of this noted philanthropist have been important factors in creating higher standards of giving.

Daytona Beach, Fla. sent a most encouraging message to Rabbi Jonah B. Wise, National Chairman, in response to his telegram outlining the current situation. "While we feel very bad about the action taken by our government, our determination to help has not slackened. It has rather inspired us. I can assure you we will fill our quota for this year. Nearly 80% of our quota was pledged at our opening dinner." This reassurance came from Sol Schott, President of the Federated Jewish Charities, who is also Chairman of the drive. In 1947, this community gave \$14,605 to the UJA. It accepted a quota of \$27,500 for 1948. Approximately \$25,000 was raised at the opening dinner. Philip N. Coleman of Jacksonville, UJA State Chairman for Florida, helped give inspiration to the opening meeting.

Palm Springs, Calif. has a small resident community, which gave \$12,974 to the UJA last year. It is undertaking to provide at least \$25,000 this year. The prospects for that were strengthened at a meeting at which \$17,345 was raised. Eddie Cantor attended the meeting, held at the home of Walter Glatter, with Rabbi Max Nussbaum of Los Angeles as the speaker. Mr. Cantor called the cards. Herman Reich is Chairman of the campaign and Henry Weinberger is Big Gifts Chairman.

Rosenberg, Tex. is another community aspiring to do its full share toward the UJA. Last year, it contributed \$5,000. This year it is working to provide a minimum of \$12,500 under the leadership of Hyman Edelstein as Chairman; D. B. Loeb, Secretary-Treasurer; Mrs. Lester Daily, Chairman of the Women's Division. At its campaign opening last week, Rosenberg had pledges of \$5,500 from those who gave \$2,460 in 1947. Among the gifts were those of Joe Robinowitz of Richmond, \$1,250; Morris Schechter, \$400; Hyman Edelstein, \$530; and others who more than doubled their previous gifts.

Phoenix, Ariz. With Samuel Rothberg, National Chairman for Initial Gifts, as the speaker for the occasion, the Phoenix community this week launched its campaign with a Big Gifts meeting at which \$67,625 was contributed by a group of men who gave \$32,405

last year. Among the outstanding increases of the occasion were Rosenzweig Brothers, who went from \$7,000 to \$15,000; Harold Diamond, from \$7,500 to \$14,000; Arthur and Maurice Funk, from \$1,500 to \$2,500. The Chairman of the Phoenix campaign is Charles Korrick, who went from \$6,000 to \$12,000. Other officers of the Phoenix campaign are Harold Diamond and Harry Rosenzweig, Co-Chairmen.

Fair Lawn, N.J., under the leadership of Max E. Bornstein as Chairman and Irving Brawer as Big Gifts Chairman, auspiciously opened its campaign this week to provide a minimum of \$125,000 to the UJA. Contributors of \$25,325 in 1947 pledged \$44,050 at the Big Gifts dinner. Top gift was from Mr. Bornstein, who increased from \$15,000 to \$25,000. Goodwin Adrian is Treasurer; N. R. Goldblatt, Secretary. Louis L. Croland is President of the Jewish Community Council.

Topeka, Kansas is conducting one of the most successful campaigns in the area under the leadership of Harry Endlich, who is also Welfare Fund President. At the quota-setting meeting, which was also used for fund-raising purposes, addressed by Rabbi Bernard Kligfeld of Kansas City, Topeka contributed \$19,600 as against \$9,950 from the same givers last year. With this fine start, sparked by gifts from such men as Meyer Katch, Simon Galitzky, George Gordon, Sam Cohen and others in similar proportions, the community felt certain it could reach its goal of \$35,000, as compared with \$18,000 allotted to the UJA in 1947. The formal campaign opening is scheduled for April 11. Other officers include Meyer Katch, H. R. Nightingale, George Gordon, Simon Galitzky and Harold Goldstein, Co-Chairmen; Sam Cohen, Secretary-Treasurer. S. Horowitz is Chairman for Lawrence.

Tucson, Arizona is endeavoring to raise a minimum of \$145,000 for the UJA, as compared with some \$69,000 allotted last year. Morris A. Shanhouse is Chairman of the vigorous campaign, which to date has already produced \$92,000 from an initial group of contributors. The Women's Division, headed by Mrs. Hyman Myerson, raised \$10,113 from a group who contributed \$5,745 last year.

NEW INCOME TAX ACT PROVIDES BASIS FOR MORE GENEROUS GIVING

Tax experts have calculated that if the total savings accruing to potential contributors to the United Jewish Appeal as a result of the 1948 Revenue Act, enacted into law last week, were pledged to the UJA, the goal of \$250,000,000 minimum could be instantly subscribed. In any event, the action of Congress in providing substantial reductions in all tax categories creates a very large reservoir of additional and unexpected income which Jews throughout the country may now call upon, in accordance with the laws, to increase their contributions to the United Jewish Appeal and to local campaigns.

How many will contribute this windfall to those Jews abroad who have been waiting so long for the direst necessities?

The following table provides a comparison of individual income tax under prior law (in the non-community-property States) and under the 1948 Act. The figures are for a married person, with two dependents, the entire income earned by one spouse:

INCOME AFTER DEDUCTIONS BUT BEFORE EXEMPTIONS	AMOUNT OF TAX		AMOUNT OF TAX REDUCTION
	PRIOR LAW	1948 ACT	
\$2,000			
\$2,500	\$95.00	\$16.60	\$78.40
\$3,000	190.00	99.60	90.40
\$4,000	380.00	265.60	114.40
\$5,000	589.00	431.60	157.40
\$6,000	798.00	597.60	200.40
\$7,000	1,045.00	780.16	264.84
\$8,000	1,292.00	973.76	318.24
\$9,000	1,577.00	1,167.36	409.64
\$10,000	1,862.00	1,360.96	501.04
\$11,000	2,185.00	1,575.68	609.32
\$12,000	2,508.00	1,804.48	703.52
\$13,000	2,869.00	2,033.28	835.72
\$14,000	3,230.00	2,262.08	967.92
\$15,000	3,638.50	2,512.00	1,126.50
\$20,000	5,890.00	3,888.32	2,001.68
\$25,000	8,521.50	5,475.84	3,045.66
\$30,000	11,381.00	7,306.24	4,074.76
\$40,000	17,442.00	11,618.24	5,823.76
\$50,000	24,111.00	16,577.92	7,533.08
\$60,000	31,179.00	21,917.76	9,261.24
\$70,000	38,532.00	27,468.80	11,063.20
\$80,000	46,170.00	33,245.12	12,924.88
\$90,000	54,093.00	39,317.12	14,775.88
\$100,000	62,301.00	45,642.56	16,658.44
\$150,000	104,538.00	79,508.48	25,029.52
\$200,000	147,269.00	116,605.76	30,663.24
\$250,000	190,475.00	155,723.52	34,751.48
\$300,000	233,700.00	195,367.36	38,332.64
\$400,000	320,150.00	276,570.70	43,579.30
\$500,000	406,600.00	358,676.54	47,923.46
\$750,000	622,725.00	563,995.28	58,729.72
\$1,000,000	838,850.00	769,314.04	69,535.96

Y. D. MARKSON HELPS PACE LOS ANGELES TO 103% INCREASE

At the first five Advance Gifts meetings held in the Los Angeles campaign, small groups of contributors who gave \$669,530 in 1947 increased to \$1,358,100 in 1948, representing an over-all increase of 103%. These advance gifts are setting the pace for the campaign which is to be conducted on a community-wide basis.

At one of the meetings which was held last Sunday in Los Angeles, Y. D. Markson, who had previously announced \$125,000, added \$16,500 to the gift as the process of competition in a most amiable meeting found men vying with each other to stretch their contribution. The meeting was one of two addressed during the day by members of the "flying caravan," Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques, and Samuel Rothberg, National Chairman for Initial Gifts.

At a brunch for the Big Gifts section of the Women's Apparel Division in the home of Fred N. Cole, the sum of \$122,000 was raised from those who contributed \$59,000

last year. Joseph Pursell increased from \$6,600 to \$15,000; Barney and Harvey Morse, from \$5,000 to \$15,000.

At the evening dinner, a total of \$783,000 was announced by those who had contributed \$350,000 last year. This included Mr. Markson's gift and a pledge of \$75,000 from Morris M. Landau, who had previously announced \$50,000. Pinches Karl, Co-Chairman of Special Gifts, and one of the beloved leaders of the community, announced a contribution of \$100,000, as against \$60,000 in 1947. Maurice Kompaniez, who had previously gone from \$5,000 to \$15,000 went up to \$25,000; Louis Boyar, from \$5,000 to \$25,000; Sidney Rosenberg, from \$2,600 to \$7,500; M. J. Bristol, from \$3,000 to \$10,000.

Other gifts announced during Advance Gifts meetings included those of Lou Golan, who went from \$5,000 to \$10,000; J. B. Jacobs, from \$30,000 to \$50,000; Maurice Rubin, from \$250 to \$2,500; B. Kaplan and Theodore Weiner, \$5,000 to \$10,000; and E. Philip Lyon, \$5,000 to \$10,000.

The Hillcrest Country Club is sponsoring a dinner for its members on April 14. Al Jolson will be toastmaster. Congressman Jacob K. Javits, one of the younger leaders of the House, will be the principal speaker.

MANSFIELD SHOWS WAY FOR OHIO COMMUNITIES

Mansfield set a pace for other communities in the State of Ohio at a Big Gifts meeting to inaugurate the campaign. A total of \$50,075 was pledged by a group of men who had given \$28,213 last year. Two of the men chiefly responsible for the high standard set in the community were Edward J. Gould and David Gary, leaders of the Lorain community, who came to Mansfield for the occasion. The pace-setting gift was that of Nathan Lifson of the Dominion Electric Company, who announced \$25,000 as compared with \$15,000 in 1947. Leonard J. Goler was Chairman of the evening. When the initial response indicated that higher standards would have to be set, Mr. Gould assisted in calling cards and turned in a magnificent job with the cooperation of those present.

In addition to Mr. Goler, Campaign Chairman, other officers are: Leonard Hurwitz, Vice Chairman; M. J. Berer, Honorary Chairman.

MEMPHIS PASSES \$650,000 MARK

Sparked by a mounting enthusiasm as the campaign progresses, Memphis, Tenn. reported that it was beyond the \$650,000 mark this week as it went forward in its effort to meet and, if possible, to surpass its record over-all goal of \$900,000. The pace of Memphis was designed to encourage other Southern communities as they launched on their 1948 campaign.

In addition to gifts previously reported, Memphis has obtained the following pace-setting contributions: Herman Gruber, \$1,500 to \$3,000; Joseph Shankman, \$300 to \$1,000; Dr. H. W. Greenburg, \$1,000 to \$2,000; Richard Block and Bert Unobsky, \$2,400 to \$5,000; Julian Allenberg, \$1,500 to \$2,500; Philip Belz, \$10,000 to \$15,000; Goldsmith family, \$25,000 to \$33,333; A. and M. J. Kaminsky, \$500 to \$1,100; Morris Fogelman, \$250 to \$750; American Linen Supply, \$1,500 to \$2,500; Harold R. Rutstein, \$1,250 to \$2,500; Eugene Sebulsky, \$375 to \$750; K. & S. Appliance, \$400 to \$1,000; Iskiwitz Bros., \$500

to \$1,500; Irvin Pelts, \$500 to \$1,000; A. Karchmer & Sons, \$1,650 to \$3,000; Shelby Construction Co., \$1,500 to \$5,000; M. H. Brandon, \$500 to \$1,000; Alex Krasner, \$500 to \$1,000; Louis Fooks, \$2,500; Leo R. Jalenak, \$500 to \$1,000; J. Lapidés, \$500 to \$1,000; Joseph Lewis, \$750 to \$2,500; Dr. Morton Tendler, \$500 to \$1,000; George Harris and Robert Millstein, \$700 to \$2,000; Herman S. and Johl L. Adler, \$7,000 to \$10,500; Ernest Goldberg, \$200 to \$1,000; Southwest Steel Co., Lester Krieger, \$1,300 to \$7,500; H. Blockman & Co., \$300 to \$2,000; Clarence Camp, \$1,000 to \$3,000.

William A. Loewenberg is Campaign Chairman, with Attorney General William Gerber, Col. William W. Goodman, Abe D. Waldauer and Abe Wurzburg, Co-Chairmen. Nathan Shainberg is President of the Welfare Fund,

PORTRAIT OF A CAMPAIGN CHAIRMAN: CHARLES J. ROSENBLOOM

On April 25 Pittsburgh will have a great mass meeting at Syria Mosque Auditorium formally opening the 1948 campaign. In the meantime, all sections of the community are aiming at a maximum sum to be ready for announcement at that time to encourage the general contributing public. Heading the total effort is Charles J. Rosenbloom, a youngish man as years go but one who has long played a vital role in the Jewish community of Pittsburgh and in national communal life. Mr. Rosenbloom is guided by the philosophy that titles should have no bearing on the activity of a Jew in the community. For a number of years Mr. Rosenbloom was a National Chairman of the United Jewish Appeal and of the United Palestine Appeal. He was also President of the United Jewish Fund of Pittsburgh some years ago. He served in many other posts in the intervening years. When the call came in 1948 for the kind of unreserved labor demanded of a Campaign Chairman this year, Mr. Rosenbloom answered the draft.

Mr. Rosenbloom leads a rounded life as an American and as a Jew. A graduate of Yale University, he is a Trustee of the Carnegie Institute of Technology, Vice President of the Pittsburgh Symphony Society, and a leader of every significant communal and cultural undertaking in the city. His famous art collection has been on exhibition at a number of galleries. Recently, Mr. Rosenbloom retired as President of the Hebrew Institute of Pittsburgh, in which he succeeded his late, distinguished father, Sol Rosenbloom, one of the outstanding Jewish philanthropists of his time. Charles Rosenbloom is President of the Tree of Life Synagogue, a member of the Board of Governors of the Hebrew University and a Vice President of the Zionist Organization of America.

Heading a vigorous campaign family, aiming at raising \$3,515,000 this year, Mr. Rosenbloom is on the job day and night. Six campaign meetings a day has been the steady diet for weeks on end. He will be on the scene, urging, pleading, demanding until the last available dollar is in.

ST. LOUIS TRADE MEETINGS LAUNCH CAMPAIGN

Concentrating its big gifts activity through Trade Division channels, the St. Louis Jewish Welfare Fund launched its 1948 campaign this week at a series of dinners at which Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques, and Reuven Dafni, noted young Palestinian leader, were the guest speakers.

At a Men's Wear dinner contributions of over \$195,000 were received from men who gave \$112,000 last year. The top gift of \$30,000 came from Irvin Bettmann, Sr., in behalf of his family and Marx-Haas-Korrekt Co. Charles Meyers contributed \$16,000. Gale-Sobel Co. gave \$8,500; Levin-Goodman, \$8,750; H. Ziegfried & Sons, \$4,750; Clean Coveralls Co., \$5,000; New Era Shirt Co., \$6,000; Paramount Cap Co., \$3,500. What was considered one of the most notable gifts of the evening was that of Julius H. Funk for \$7,011.

A total of \$250,000 was contributed the following night at the Women's Wear Division dinner. This compared with \$140,000 from the same givers last year. Top gifts in this bracket included Western Garment, \$2,500 to \$5,000; Wonder Maid Mfg. Co., \$4,000 to \$10,000; Portnoy Garments, \$3,000 to \$5,000; Missouri Bag Co., \$2,000 to \$5,000; The Forest City Mfg. Co. (Simon, Harry and Louis Spitzer and Abe Sincoff), \$43,000 to \$60,000.

On the same evening there was a dinner of the Scrap Metal Division. This produced a total of \$91,000 from contributors who gave \$46,000 last year. Top gifts in this bracket included Lewin-Mathes, \$10,000 to \$25,000; American Waste Material, \$3,000 to \$6,000 minimum; Wolf Metal, \$2,500 to \$5,000.

I. E. Goldstein is Chairman of the campaign; Melvin Dubinsky, Trades and Industries Chairman; Mrs. Leo Rosenheim, Chairman of the Women's Division. Benjamin L. Shifrin is President of the Welfare Fund and Herman L. Kaplow, Executive Director.

DR. WEIZMANN URGES MAXIMUM SUPPORT OF UJA AT NEW YORK MEETING

Dr. Chaim Weizmann, former President of the Jewish Agency for Palestine and distinguished world Jewish leader, was the guest of honor at one of a series of big gifts meetings held in New York this week. Dr. Weizmann reviewed the current situation in Palestine and called upon American Jews to sustain, with their understanding and support, the Jewish community of Palestine which is trying so desperately to make a place in its midst for the surviving remnant which chooses Palestine as its haven.

William Rosenwald, National Chairman of the United Jewish Appeal, presided. Louis Nizer was the principal speaker outside of Dr. Weizmann, and Abraham Feinberg, President of Americans for Haganah, read the cards. Some 600 people attended the meeting, at which pledges totalling \$4,200,000 were announced.

Mr. Feinberg, who had previously increased his gift from \$35,000 to \$90,000, gave an additional \$10,000 in honor of Dr. Weizmann. Abraham L. and Harry Liebovitz with their associates, made an initial gift of \$122,000; Nathan Straus, an initial gift of \$50,000. Other pace-setting gifts included Joseph Levy of Crawford Clothes, from \$50,000 to \$100,000; Fred J. and Reuben Isaacson, from \$10,000 to \$20,000; Maurice

Rentner, from \$1,500 to \$7,500; Morris Warshawsky, from \$3,000 to \$6,000; David N. Ritter, from \$2,500 to \$5,000; Isadore Grossman, from \$6,750 to \$13,500; Eagle Clothes, from \$6,750 to \$13,500; Benjamin Kellner, from \$11,500 to \$23,000; Jerome Konheim, from \$5,000 to \$10,000; Sydney Lamon, from \$3,400 to \$8,200; Felix Kramarsky, from \$3,000 to \$10,000; Fred Kronish, from \$5,000 to \$10,000; Irving J. Finkel, from \$2,400 to \$5,000; Herman Feidelbaum, from \$500 to \$5,000; Abraham Starr, from \$1,000 to \$5,000; Meyer J. Butensky, from \$500 to \$4,000; Harry Golden, from \$2,500 to \$5,000; Joseph Berger, from \$10,000 to \$25,000; Irving Maidman from \$1,550 to \$5,000; Julius Nelson Company and Abraham Goldberg, from \$18,000 to \$35,000.



A REPORT
*to Members of the
National Campaign Council*

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

**1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum**



**UNITED
JEWISH
APPEAL**

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

EDWARD WARBURG CABLES: "NOW IS TIME FOR ACTION"

An appeal to the Jews of America "to show our homeless Jewish people that we are behind them with all our hearts and souls" was cabled this week by Edward M. M. Warburg, Chairman of the Joint Distribution Committee, who is in Paris attending a Conference of JDC directors from nineteen European countries, the Middle East, Cyprus and North Africa.

Addressing himself to Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, Mr. Warburg reported on the meetings that have been going on from early morning till past midnight to hear reports by JDC men on the spot, giving accounts of the continued Jewish need in Europe.

"As the Conference proceeds," Mr. Warburg cabled, "it becomes increasingly clear that this is the year in which all of our past efforts will either meet with success or failure. JDC reconstruction projects have already set nearly a quarter million well on the road to self-support. This is a fantastic achievement in itself. But it is obvious from the over-all JDC reports at this Conference that these men and women are still far from the stage where they can do anything to aid the rest of Europe's million and a half Jewish survivors.

"That job still remains one that can only be done by the American Jewish community. Otherwise, the JDC Field Directors are convinced that 170,000 Jewish children throughout Europe, plus thousands sick in JDC hospitals and thousands of old people who have no one else to look after them will suffer seriously, the youngsters especially. The Jewish children in Europe will lose their only chance at a decent and healthy future if we do not send large-scale help.

"The most important message I want to send you is the latest information on the DP's. The JDC Directors from Germany, Italy and Austria as well as the JDC Director in Cyprus have told us that at no time since V-E day three years ago has the morale in the Jewish DP camps dropped to such a low level as today, because of the recent

Palestine developments in the United Nations. These JDC men were visibly shaken as they reported what they had seen in the camps before coming to this Paris Conference. They have begged me to impress American Jewry with the urgency of rushing all possible aid and assistance to the camps immediately so as to show our homeless Jewish people that we are behind them with all our hearts and souls. This is the only way in which we can demonstrate that they are not the forgotten people and that their future happiness and welfare is our chief concern and thereby keep their courage up.

"Please do all you can to get this thought home to all the Jewish people in the United States. Now is the time for action. This Joint Distribution Committee Conference is a momentous one and we hope that the decisions we make here will be backed up in full by the people at home."

HOLLYWOOD, FLA. GOES "OVER-THE-TOP" AND SENDS CASH

Once again Hollywood sets the pattern for the State of Florida, as its officers proudly announced this week that the quota of \$135,000 assigned by the United Jewish Appeal had been reached. David Crystal, Chairman of the campaign, and A. J. Dimond, President of the Jewish Welfare Federation, telegraphed to Hon. Henry Morgenthau, Jr. that the amount subscribed in the community was \$135,158. "We have already remitted \$50,000 and a letter immediately follows with \$50,000 more; the balance of \$35,000 will be remitted as collected," the telegram from the community leadership declared. Stanley M. Beckerman is Secretary of the Federation.

The pattern established in Hollywood is all the more significant because of the doubts that were widespread in early February that the community could achieve the objective, due to the removal of certain residents and the indication by others that they would not be able to go along with the increases. From the first Initial Gifts meeting at the home of Edwin M. Rosenthal, Big Gifts Chairman, until the last card was covered every prospect was made to realize the significant character of the 1948 campaign. New levels of giving were established. The crossing of the finish line by Hollywood is calculated to spur other Florida communities to the realization of their goals.

PONTIAC, MICH. OVER-SUBSCRIBES GOAL IN QUICK CAMPAIGN

A wire came this week to Hon. Henry Morgenthau, Jr. from the officers of the Pontiac, Mich. campaign announcing that the goal had been over-subscribed. The community had established an objective of \$87,000, including a minimum of \$75,000 for the United Jewish Appeal. This week the campaign of the Pontiac Federated Jewish Charities, under the leadership of Abe Lapidès as Chairman, with Irving Steinman as Honorary Chairman, had passed the \$90,000 mark.

Here, too, the final result has special significance for other communities in the light of the hesitation with which the town approached the campaign. There was a fear of "failure" because of the record quota. The community was aroused to a realization of the earnestness of the situation at a special meeting of the Executive Board last month when a record was played of the telephone broadcast in which Goldie Myerson, Governor Herbert H. Lehman, Stanely C. Myers and Hon. Henry Morgenthau, Jr.

had participated. There were those who expressed the fear that "the quota was beyond the possible reach of the community." Once the officers were named, however, the response in terms of cooperation and understanding was forthcoming. This week's result was the happy climax.

At a fund-raising meeting attended by 170 persons, Joseph Holtzman of Detroit, who recently returned from a visit to Europe and Palestine as a member of the UJA overseas delegation, made a report on what he had seen. Among the gifts announced were the following: Jacob Kovinsky, from \$7,500 to \$15,000; Simon Bros., from \$9,600 to \$12,000; Samuel Stolorow, from \$1,500 to \$3,000; M. Kabcenbell, from \$750 to \$2,500; Al Rosenberg, from \$650 to \$1,300; Pontiac Hides, from \$5,500 to \$7,500; Abe Lapidés, from \$2,000 to \$3,500.

Other officers of the campaign include: Meyer Simon, I. G. Kampner and Samuel Stolorow, Vice Chairmen; Rudolph Hartman, Secretary; and Harry Arnkoff, Treasurer.

CLEVELAND WOMEN IN STIRRING RESPONSE TO MRS. DAVID LEVY

The heart-stirring sincerity of Mrs. David M. Levy, Honorary Chairman of the Women's Division of the United Jewish Appeal, won an outstanding response from the women of Cleveland when she visited that community last week for the first group solicitation event in the campaign. From a group of 95 women who attended the function came gifts totaling \$90,150. In the past there had been an unwillingness to call cards at a public function, but the amiability with which the process was conducted, the rare charm and adroitness of Mrs. Levy, who helped to introduce this hitherto untried method of fund-raising, won the universal support of the leadership of the Women's Division, whose Co-Chairmen are Mrs. Sydney Galvin and Mrs. Louis Kaufman. The Co-Chairmen for Special Gifts are Mrs. Robert Hays Gries and Mrs. Arthur J. Reinthal. The luncheon required a minimum gift of \$500 from those who attended.

NEW HAVEN HEARS KAUFMANN AND DAFNI AT OPENING

With Edmund I. Kaufmann of Washington and Reuven Dafni of Palestine as the principal speakers, New Haven last week launched its Big Gifts campaign and raised \$330,000 at the dinner. Among the increases announced were Jacob J. Cooley, from \$15,000 to \$30,000; Samuel F. Gingold, \$13,000 to \$22,000; I. Hershman & Co., \$13,000 to \$22,000, Abe and H. Lapidés, \$7,500 to \$12,500; Botwinik family, \$15,000 to \$17,500; Goodwin family, \$3,620 to \$5,500. The same group had contributed \$220,000 last year.

Samuel F. Gingold is Chairman of the campaign. J. Yale Rubin is Chairman of Trades and Industries. Bernard P. Kopkind is President of the New Haven Jewish Welfare Fund; Norman H. Dockman, Executive Director.

AKRON RECORDS OVER \$400,000 AT CAMPAIGN OPENING

The sum of \$402,000 was pledged last week as Akron formally opened its 1948 campaign toward its goal of \$762,000. Harold J. Goldenberg of Minneapolis was the guest

speaker and helped to spur an already enthusiastic leadership to a record beginning. Sydney L. Albert, Campaign Chairman, presided, and he was joined by Willard Bear, Chairman of the Welfare Fund, and Harry Sugar, in the reading of cards following Mr. Goldenberg's presentation. One of the top increases was that of Harry Sugar, from \$11,000 to \$35,000. Sidney and Willard Bear gave \$20,000, as against \$11,000 last year. Other gifts included: Sacks Electric Co., \$10,000 to \$16,000; David C. and Harry Holub, \$7,500 to \$12,250; Alex Buxbaum, \$6,000 to \$9,000; Nobil Bros., \$25,000; Isroff Bros., \$11,000 to \$14,500; and Lawrence and Julius Siff, \$5,000 to \$8,250.

EDWARD G. ROBINSON AND GLENN FORD STAR IN TWO NEW UJA CAMPAIGN FILMS

Edward G. Robinson and Glenn Ford will star in two new UJA campaign films that are now being completed at the Columbia Pictures Studios. The films entitled, "WHERE DO YOU GET OFF?" and "MAKE IT REAL" are five minutes each in length and feature Messrs. Robinson and Ford as stars and narrators. Prints in 16mm sound form will be available for campaign use in communities beginning Wednesday, April 21.

GENE KELLY TO STAR IN UJA BROADCAST OVER CBS NETWORK SUNDAY, APRIL 18

Gene Kelly, the noted motion picture star, will have the leading part in a nationwide broadcast in behalf of the UJA which will be presented over the Columbia Broadcasting System network on Sunday, April 18 during the half hour from 4:30 P.M. to 5:00 P.M. Eastern Standard Time. The program will consist of an original radio drama entitled, "The Promise," which was written by Arnold Perl, prize-winning author of radio documentaries. It will be produced by Himan Brown, Chairman for UJA Radio Programs.

"THE GOOD THAT MEN DO. . . ."

One of the distinguishing traits of the 1948 United Jewish Appeal campaign is the readiness with which volunteer lay leaders, men and women alike, have been giving their services to communities, undertaking the most arduous journeys under the most difficult physical conditions.

Typical is the calendar of Herman Gilman of Boston. Attending a Big Gifts dinner in Kansas City on Sunday night, April 4, he took a plane from that community at 3:00 A.M. Monday in order to be at his plant at 9:00 A.M. Monday morning in Boston. There was no sleep that night. On Saturday night, April 10, he addressed a Big Gifts function in Buffalo. The next day, under bad flying conditions, he left from Buffalo for a Big Gifts meeting in Harrisburg, where he was scheduled to arrive at noon. The plane could not land and took him to Baltimore instead. Determined not to miss his scheduled visit, he took a car which drove him to Harrisburg, where he arrived at 6:00 P.M. After the dinner, he drove all night to New York, where at 5:00 A.M. he caught the train for Boston, so that he could have a full business day. It is the knowledge that lay leaders are so unmindful of self that has made them so powerful an influence in the 1948 community campaigns.

Herbert R. Abeles of Newark offers another illustration. Isadore Sabel of Philadelphia was scheduled to attend a quota-setting meeting in Norfolk, Va. on Sunday, April 11. Unfortunately, Mr. Sabel had an accident to his leg. The United Jewish Appeal office, seeking another lay leader for the important occasion, finally caught up with Mr. Abeles on Saturday afternoon while he was engaged in an important meeting of his business organization. He agreed to make the trip and had to fly. But because weather was bad, he was grounded on the way for many hours. On the way back from Norfolk he had the same experience, so that the entire week-end, including the Monday, was a contribution to the UJA.

Joseph Shulman of Paterson has a job in his own community, whose Campaign Chairman he was last year. In addition, he is National Chairman of the Textile Division of the UJA. But he wanted to render additional service, so he joined the "caravan" to the West Coast. He flew out to Los Angeles, shared in a Big Gifts dinner of the Pasadena community, flew up to Seattle for two days, flew to Salt Lake City from there for a Special Gifts meeting, then flew back to Los Angeles so that he could meet with community leaders in Sacramento to help set giving standards. During this entire period, sleep was a matter of occasional hours when flying schedules permitted.

These and the other men doing similar service admit they are "tired" when they come back from a two, seven or twenty day stint, but that doesn't prevent them from accepting when the "draft" comes to them again from UJA headquarters.

The outstanding example of the year was furnished, of course, by the flying trio, Samuel Rothberg, Harold J. Goldenberg and Julian B. Venezky, who, among them in the past six weeks, have visited more than thirty-five communities. They were flying by night and addressing as many as three meetings a day, in addition to the personal interviews with prospects that they had throughout the day. If, at times, one or another of these leaders seemed slightly impatient at what they considered inadequate response, the communities were always understanding of the spirit which moves these men and of the genuine sacrifices they are making to help achieve the goal of the United Jewish Appeal.

Joseph Schapiro of Baltimore has had much to do with the success of the campaign in his own community. But that has not kept him from working just as hard as National Chairman of the Scrap Metal Division of the UJA. Taking long trips in the midst of his own important business ventures, he inspired his associates in the various communities with a renewed determination to play a full part in the UJA through adequate contributions. In recent weeks, Mr. Schapiro visited five communities and will be visiting others in the weeks ahead.

Eugene M. Solow of Dallas is another perfect example of lay leadership offering its services as required. Whether active in the Southwest area, where he is a distinguished leader, or visiting Indianapolis or Louisville or Nashville or any other part of the country, as urged by the UJA or the local community, he is met everywhere with a respect and affection growing out of a recognition of the genuine community interest that moves him. Time and labor and resource are given freely.

These are only illustrative. There are many others. It is they who make the UJA campaign so meaningful in terms not alone of money but of Jewish comradeship.

SOUTH BEND RAISES \$225,000 AFTER HEARING GOLDENBERG

The visit to South Bend, Ind. of Harold J. Goldenberg of Minneapolis was made the occasion for an outpouring of unprecedented generosity, with the result that the Big Gifts dinner of the community campaign produced \$225,450. This compared with the sum of \$135,000 contributed by the same persons last year. Among the chief factors in the increases registered were gifts of the following: Welber Foundation, Sig and Phillip Welber, from \$20,000 to \$40,000; Samuel Brown made an initial gift of \$25,000 compared with \$16,000 last year; Ben Medow, \$10,000 to \$15,000; Feferman Motor Sales Co., \$10,000 to \$15,000; Hurwich Iron Co., \$11,000 to \$15,000; Philip Weisberger, \$3,500 to \$6,000.

The Chairman of the South Bend campaign is Samuel Brown. Other officers are as follows: Melvin H. Baer and Henry Feferman, General Co-Chairmen; Ben Medow, Big Gifts Chairman; Phillip Welber and Jacob I. Levy, Co-Chairmen of Big Gifts. Norman Edell is Executive Director of the Jewish Welfare Fund of St. Joseph Valley.

AMERICAN JEWISH
ARCHIVES

YOUR CASH TODAY WILL BUY LIFE FOR A JEW OVERSEAS

HAVING MADE THE MOST GENEROUS CONTRIBUTION YOU COULD TO THE UNITED JEWISH APPEAL THROUGH YOUR LOCAL CAMPAIGN, WON'T YOU SEND IN YOUR CHECK FOR THE FULL AMOUNT? YOU GAVE GENEROUSLY BECAUSE YOU WERE DEEPLY MOVED BY THE SITUATION. BUT IT IS YOUR CASH ALONE THAT CAN HELP THOSE YOU WANT TO AID.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

**1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum**



**UNITED
JEWISH
APPEAL**

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

CLEVELAND OFF TO ENCOURAGING START

Heading for goal of \$5,859,245, Cleveland is meeting with most encouraging results in the initial phases of its Advance Gifts effort. After receiving pledges of \$486,200 from small groups of contributors who gave \$259,265 in 1947 for an increase of 88%, the community continued to make progress with a 94% rise in the first few contributions received in the Automobile Division. Quotas have been set for 27 divisions included in the campaign.

Among the leading gifts announced thus far are the following: Harry, Max and Leonard Ratner and Forest City Material Company, \$25,000 to \$50,000; Albert, Eugene H. and Philip Goodman and H. Goodman, Inc., \$21,500 to \$40,000; Cook Coffee Company and Max Freedman, \$12,500 to \$30,000; Abe M. Luntz, \$14,000 to \$25,000; Ben and Oscar Kravitz and Anchor Rubber Products Company, \$13,500 to \$25,000; David N. Myers, \$13,500 to \$25,000; Joseph, Alex and Lewis Miller \$15,500 to \$31,000; Ben and Jake Klausner \$25,000 to \$40,000; Joseph and David Morgenstern, \$20,000 to \$30,000; Sam M. Friedman, \$15,000 to \$25,000; American Greeting Card Publishers Company, \$8,000 to \$25,000; M. and D. Simon Company, \$10,000 to \$17,500; I. Schumann & Company, \$7,000 to \$15,000; Howard Silver and Louis Balantzow, \$12,000 to \$17,500; Harry Epstein, \$5,000 to \$10,000; Louis, Arthur and Max Feldman, \$4,200 to \$10,000; Carl, Jack and Joseph G. Lampl, \$55,000 to \$70,000; Jack Jacobson, \$5,000 to \$25,000; Alfred H. Sachs, \$10,000 to \$16,000; Ben, Lester, Hyman and David Blaushild and Abe Pelunis, \$9,150 to \$25,000; Ben, Jacob, Joseph and Samuel Kaplan, \$3,900 to \$10,000; Carnegie Auto Body, \$5,000 to \$10,000.

ALLENTOWN, PA. HEADING TOWARD GOAL

At a meeting of unparalleled enthusiasm which was sparked by the telling efforts of Samuel Rothberg, National Chairman for Initial Gifts, twenty-two of the top contributors in Allentown, Pa., met last Sunday and pledged \$250,500 to the 1948 campaign at the home of Morris Senderowitz, Jr., Campaign Chairman. This compared with \$146,000 from the same group last year. This was quickly followed by another meeting at which additional pledges amounting to \$125,200 were obtained from contributors who gave \$67,050 in 1947, bringing the total to date to \$375,700 against \$213,650 in 1947. Allentown, which has a Jewish population of 2,800 souls, is seeking a goal of \$525,000, including the UJA for a \$450,000 allotment.

Among the outstanding gifts are those of Morris H. Senderowitz, Sr., and Morris Senderowitz, Jr., who went from \$35,000 to \$60,000; Nathan Halperin, from \$5,000 to \$12,500; Harry Lesavoy (Lesavoy Foundation), from \$14,000 to \$30,000; Paul Meislin, from \$3,500 to \$7,000; Joseph Rodale, from \$17,000 to \$30,000; George Somach, from \$2,500 to \$6,000; Milton Sussman (Sussman Brothers), from \$2,200 to \$5,000; Harry Rudman (Rudman & Yarus), from \$4,000 to \$8,000; Robert Senderowitz (Samette Mfg. Co.), from \$5,000 to \$10,000; Isador Weinstein (Weinstein & Salitsky), from \$6,000 to \$9,000; Sam Krasnov, from \$2,000 to \$5,000; Myer Levy (Mort Levy-Modern Clothing), from \$2,000 to \$5,500; Herman Rosenberg, from \$2,200 to \$5,000; Jacob Rosenberg (Rosenberg Family), from \$5,000 to \$7,500; Abe Sheftel and Jacob Malenovsky, from \$3,000 to \$5,000; Nat Berkowitz and Jack Warsaw, from \$10,000 to \$17,500; Jack Rabinowitz (William Rabin & Sons), from \$3,000 to \$5,000; Meyer Lubow, from \$6,000 to \$9,000; William Liss, from \$200 to \$1,000.

Nathan Halperin is Big Gifts Chairman of the Allentown campaign, Moritz M. Gottlieb is President and George Feldman, Executive Director of the Jewish Federation.

GIFT OF \$300,000 SPURS PHILADELPHIA CAMPAIGN

A gift of \$300,000 was announced this week in Philadelphia by Simon Neumann on behalf of the Publicker Foundation. Constituting one of the largest contributions thus far announced in the nation-wide campaign of the United Jewish Appeal, the gift helped to stimulate the entire community which greeted the pledge as "one of the outstanding philanthropic benefactions in Philadelphia's history."

In 1947 the contribution from the Publicker Foundation was \$200,000. Commenting on the gift, Walter H. Annenberg, Chairman for Initial Gifts of the Allied Jewish Appeal, said:

"The events of the past few months have served to underline with tragic force the extent to which Jews abroad must depend on their internal fortitude and upon the generosity and understanding of their fellow-Jews in the United States. We in Philadelphia are fully determined that we shall act with responsibility and vision in meeting our proper share of the 'destiny campaign' of the United Jewish Appeal. The magnificent contribution made by Mr. and Mrs. Simon Neumann and the Publicker Foundation is another manifestation of the philanthropic statesmanship of that family. It is, at the same time, a symbol of the resolve of the whole Philadelphia Jewish community to measure up to the challenge for cooperation which comes to us from our brethren in Palestine and in Europe."

DES MOINES EDGES TOWARD GOAL

With \$588,000 already raised, Des Moines has only \$12,000 more to obtain to reach its \$600,000 1948 goal. An over-the-top report is expected any day. The vital campaign which Des Moines has conducted is due largely to the extraordinary leadership of Frank B. Sanders, Chairman; Morton S. Bookey, Co-Chairman and Harold Goldman of the same city who is State Chairman for the UJA. Ellis I. Levitt is President of the Welfare Fund, and Sidney Speiglmán, Executive Director.

MORE HUNDRED PERCENTERS JOIN UP

New members keep coming into the UJA 100% Plus Club which is composed of communities that show the requisite increases in their Initial Gifts efforts.

El Paso, Texas came in right under the line with an even 100% increase over 1947 in its first Advance Gifts meeting. Twenty-eight contributors pledged \$131,020 against last year's \$65,485. Among the outstanding gifts were those of Manuel Ervin and Maurice Schwartz and Luis Zork who went from \$24,500 to \$50,000; Milton A., Milton D., and J. Feinberg, from \$4,000 to \$13,500; William Silver, from \$3,000 to \$6,400; Elias G. Krupp, from \$2,250 to \$4,500; Aaronson brothers, from \$2,200 to \$4,400; Abe Horwitz, from \$2,200 to \$4,500; Friedman Bendalin Co., from \$2,200 to \$4,400.

I. B. Goodman and Ervin H. Schwartz are General Chairmen; Mrs. Milton A. Feinberg, Milton D. Feinberg, Herbert M. Given, and Harry Talpis, Co-Chairmen; Luis Zork, Chairman of Special Gifts. Elias G. Krupp is President of the El Paso Jewish Federation. Sydney Lubarr is Executive Director.

The El Paso Women's Division, under the extremely effective leadership of Mrs. Milton A. Feinberg, is advancing in an unprecedented manner. At the first Big Gifts meeting pledges totaling \$10,100 were obtained compared with \$3,950 of the same group last year.

Sacramento, Cal. showed an average increase of 104%, at its first meeting with \$29,000 contributed by a group that gave \$14,250 in 1947. Maurice Kompaniez of Los Angeles, who recently visited Europe and Palestine with the UJA delegation, left a sick bed to help in Sacramento's Initial Gifts program, which also had the stimulation of the indefatigable Joseph Shulman, National Chairman of Textile Division of the UJA, of Paterson, N. J. Included in the gifts announced were Dalton Feldstein's \$6,000 which compares with \$3,500 in 1947; \$1,500 from William B. Berman, up from \$500; \$2,500 from Harry Tonkin as against \$1,000; \$2,000 from Louis Brodovsky compared with \$1,000; and \$750 from D. Lager who last year gave \$100. Chairman of the Sacramento drive is Louis Brodovsky; Big Gifts Chairman, Dalton Feldstein. William B. Berman is President of the Welfare Fund, and William I. Boxerman, Executive Director.

Bay City, Mich. is batting 101%, with \$52,865 in initial gifts as compared with \$26,285 in 1947 from the same contributors. The UJA has been guaranteed at least its full quota of \$75,000. Harold Bernstein went from \$2,500 to \$5,000; Jack Kreekun, from \$300 to \$600; Sam Sewall, from \$500 to \$1,500; Erwin Sherman, from \$350 to \$1,000; Morris Jaffe, from \$750 to \$1,000; R. Adelman, from \$300 to \$1,000; Harry Alpern, from \$500 to \$1,000; Harold Brinkrant, from \$150 to \$1,000; G. Blumenau, from \$150 to \$750; Matt Greenberg, from \$300 to \$750; William Kentz, from \$600 to \$1,250; Herman Koffman, from \$300 to \$1,000, and L. Bergstein, from \$2,000 to \$3,000. Erwin Sherman is Campaign Chairman with Joseph C. Hirschfield and Morris Goldberg serving as Co-Chairmen.

Doing very nicely percentagewise is Ontario, Cal., which shows 167% increase over 1947 under the leadership of Joseph Hecht, Chairman of the campaign and of the Ontario-Pomona Welfare Fund. Maurice Kompaniez did a job here, too, bringing together \$7,550 at the first meeting from a group that gave \$2,825 last year.

Greenwood, Miss. boasts a 102% increase in early giving, with \$24,343 in from contributors who gave \$12,035 in 1947. Millard K. Weiler is President of the Greenwood Jewish Fund. Julius Hyman is Secretary.

SAVANNAH ON WAY TO GOAL

With \$214,500 in pledges already in hand, and with the rate of increase prevailing, Savannah, Ga. seems well on the road to the achievement of its total goal of \$465,000; in which UJA is included for \$400,000. Some of the outstanding increases

follow: Tenenbaum family and Meddin brothers, \$11,000 to \$33,000; B. I. Friedman, \$15,000 to \$25,000; Sam and J. Adler, \$1,500 to \$3,500; Sam Robinson, \$1,000 to \$2,000; Raymond Kuhr, \$100 to \$3,000; H. M. Miller, \$400 to \$1,000; B. B. Eichholz, \$500 to \$1,200; Jacob Barnett, \$1,250 to \$2,000; Jake Fine, \$1,000 to \$2,000; Mose E. Blum-enfeld, \$1,000 to \$1,750; Judge Emanuel Lewis, Abro Robinson and Henry Shonfield, each from \$500 to \$1,000.

Albert Tenenbaum is Chairman of the Savannah campaign and H. Sol Clark is Big Gifts Chairman. President of the Federation is Jack M. Levy, with Paul Kulick serving as Executive Director.

INDIANAPOLIS SURGES FORWARD

Headed by Co-Chairmen Lazure L. Goodman and Samuel Ziffrin, the Indianapolis drive is well on its way to success with pledges totaling \$604,754 against 1947's \$377,722. Indianapolis has accepted a minimum quota of \$1,000,000 for the UJA. Leo Selig is Chairman of the Trades Division; Julian Freeman and Morris Goodman are heading Special Assignments; and Sidney Cahn is Executive Director.

Gifts announced include: Abe J. Barskin, \$3,000 to \$5,000; Adolph Blickman, \$2,750 to \$5,000; Harry and Norman Brodey, \$700 to \$2,000; Ben X. Cohen, \$5,000 to \$7,500; Joseph, Norman and Leon Cohen, \$750 to \$1,500; Harris Cohn, \$400 to \$800; Edward Dayan, \$5,000 to \$11,050; Sam Fisher, \$1,200 to \$2,400; Lipot Frankowitz, \$1,000 to \$7,500; Julian Freeman, \$4,500 to \$13,000; Victor Goldberg, \$12,000 to \$18,000; Rabbi William Greenfield, \$700 to \$1,000; Jack B. Kammins, \$600 to \$1,000; Alex, Max and Morris Katz, \$5,000 to \$15,000; Philip Kraft, \$1,250 to \$2,500; Bernard Lehman, \$500 to \$1,000; Manuel I. Leve, \$1,500 to \$2,500; Harry and Leon Levin, \$2,000 to \$3,500; M. G. Lewin, \$2,000 to \$3,000; Louis Lubow, \$1,000 to \$2,000; David Lurvey, \$13,450 to \$18,750; Abe J. Miller, \$1,200 to \$3,400; Ben Prince, \$1,000 to \$2,000; George Samson, \$2,200 to \$4,400; William L. Schloss, \$6,000 to \$11,000; Abe, Max and Isidore Shapiro, \$1,500 to \$3,000; Bert, Paul and Walton Sicanoff, \$4,500 to \$15,400; Jacob Solotken & Co., \$10,000 to \$25,000; Miklos Sperling, \$4,000 to \$10,000; Robert and Harold Stolkin, \$6,200 to \$10,000; Leo Talesnick, \$1,500 to \$2,400; Abe Wides, \$10,000 to \$15,000; Sam Wolf, \$1,250 to \$2,500; Samuel Ziffrin, \$5,000 to \$15,000; Harry Zuckerberg, \$500 to \$1,000.

SOME "GRAND" OPENINGS

Fort Wayne, Ind. launched its campaign with 240 in attendance and chalked up \$170,000 toward its \$375,000 goal. Haskell B. Schultz is Campaign Chairman and Alvin M. Strauss is Big Gifts Chairman. President of the Federation is Sol Rothberg, with Joseph Levine serving as Executive Director.

Devils Lake, N. D. is in a most favorable position, with \$3,560 raised at the opening meeting toward a \$4,000 UJA quota. Saul Shark is Chairman of this campaign, with Miss Bessie Meretsky serving as Co-Chairman.

Jackson, Tenn. opened its campaign with \$24,532 pledged against a quota for the UJA of \$30,000. Louis Nathan is Chairman and Sam Wahl and David Shatz are Co-Chairmen.

PUBLISHERS, DISTRIBUTORS AND NEWSDEALERS SET PACE NATIONALLY

In connection with the annual meeting of the Atlantic Coast Independent Dealers Association, the third annual fund-raising luncheon of the national Publishers,

Distributors and Newsdealers Division of the UJA was held at the Commodore Hotel in New York on April 20. A hundred members of this association, representing communities from coast to coast, contributed \$400,000 as compared with \$177,000 last year. Ivan M. Annenberg, National Chairman of the Division, presided and featured speakers were Samuel Rothberg National Chairman for Initial Gifts, and Harold J. Goldenberg, Associate Chairman, Committee on National Campaign Techniques, of the UJA "Flying Caravan" and Ham Fisher, creator of Joe Palooka. An interesting sidelight of the meeting took place when George Brauninger, President of the Association, a non-Jew, personally took over the calling of cards to solicit the non-Jews who were present.

Some of the outstanding gifts were those of Joseph Katzev, Los Angeles, who went from \$4,000 to \$8,000; Samuel F. Gingold, New Haven, from \$13,000 to \$24,000; James Gaynor, New York City, from \$1,250 to \$10,500; Michael and Morris Goodman, Scranton, from \$5,000 to \$10,500; Ned Pines, New York City, \$20,000 to \$30,000; William Molasky, St. Louis, \$10,000 to \$15,000; Henry Garfinkel, Boston, \$12,500 (\$6,500 in 1946); Krasnow & Morowitz, Poughkeepsie, \$2,500 to \$5,000. A few of the leading gifts from non-Jewish contributors were: Joseph Bannon, New Jersey, \$6,250 to \$16,500; John Somyak, Valley Stream, \$50 to \$6,000; John Fylstra, Paterson, N. J., \$100 to \$1,250; George Brauninger, Trenton, President of the ACIDA, (first gift) \$1,000.

FURTHER PROGRESS IN LOS ANGELES

The Hillcrest Country Club in Los Angeles, with a quota of \$3,000,000 toward the Los Angeles goal, held a dinner meeting of its members for the Welfare Fund for the first time in its history, with over 300 present. The meeting raised over a million dollars toward the Club's quota. The success of the meeting was largely due to the active efforts of Al Jolson in advance and to his presentation of a live performance of the UJA radio show "Nightmare, Chapter 2," with the original cast. Julius Fligelman, Chairman of the Los Angeles campaign led the solicitation. George Thompson is President of the Club and Honorary Chairman of the Committee. Joseph Weisman is Chairman of the Permanent Charities Committee, and Edward Meltzer, Club Chairman for the United Jewish Welfare Fund.

Among the gifts announced were those of Oscar Pattiz and Ed Mitchell who went from \$17,000 to \$40,000; Al Jolson, from \$15,000 to an initial \$25,000; Henry Weinberger, from \$12,600 to \$20,000; Hamilton Ross, from \$2,500 to \$10,000; Jay and Marie Kasler Foundation, from \$7,500 to \$15,000; Seniel Ostrow, from \$10,000 to \$16,500; Ben Zukor, from \$7,500 to \$15,000; Harry Kunin, from \$2,500 to \$10,000; Meyer Schuman, from \$1,000 to \$7,500; Robert Brilliant and Edward Rothschild, from \$1,500 to \$6,000; Mason Wallach, from \$1,500 to \$8,000; H. L. Kirshbaum, from \$1,000 to \$5,000; Harris Nathan, from \$1,500 to \$4,500; I. A. Simon, from \$1,000 to \$2,500; Morris Weiner, from \$250 to \$1,500 and Leon Brown, from \$100 to \$1,000. The Hillcrest Country Club Committee is enthusiastically determined to raise the full \$3,000,000. They have organized to visit every club member to obtain maximum gifts. Another important gift in the Los Angeles campaign is that of \$50,000 from the Simon-Levi Company for Mr. and Mrs. J. B. Jacobs and Mr. and Mrs. Eugene Willard. This compares with \$30,000 in 1947.

SIoux CITY, PEORIA, PASSAIC AND SOUTH BEND RECORD SUBSTANTIAL GAINS

Sioux City, Iowa raised \$172,230 at a Big Gifts meeting with Julian B. Venezky, National Chairman for Regions of Peoria, toward its \$387,500 goal which leaders are certain will be exceeded. Ray Friedman went from \$2,000 to \$6,000; Max Rosenstock, from \$3,500 to \$6,000; Bernard Kalis, from \$1,000 to \$1,750 and J. Kalin, from \$1,000 to \$1,750; A. L. Galinsky, from \$10,000 to \$15,000; E. N. and H. Grueskin, from

\$10,000 to \$15,000; A. M. Grueskin, from \$1,500 to \$2,500; M. Lasinsky, from \$400 to \$1,600; S. Kronig, from \$800 to \$1,500; Sioux City Foundry, from \$1,000 to \$2,500; Sam Bernstein, from \$965 to \$2,000; A. and D. Liebowitz and A. Cohen, from \$1,000 to \$2,500 and J. Abraham, from \$1,000 to \$2,000. Harry Hurwitz, is Chairman; A. M. Grueskin and Ray Friedman, are Co-Chairmen of the Big Gifts Division; W. C. Slotsky is President of the Jewish Federation of Sioux City, and Ralph Segalman is Executive Director.

Advance Gifts in Peoria, Ill. total thus far \$135,740 against \$83,400 last year. Max J. Lipkin is Chairman of the Peoria campaign. Julian B. Venezky is President of the Welfare Fund and Michael Saltzman is Executive Director.

Passaic, N. J. stimulated by the presence of Jacob Sincoff, National Co-Treasurer of the UJA, obtained pledges at a meeting this week totaling \$134,850 from contributors who gave \$91,967 in 1947. Mrs. Ida B. Freedman went from \$8,000 to \$20,000 and Harry Stein, from \$7,500 to \$15,000. Al Levine is Chairman of the campaign.

Advance Gifts in South Bend, Ind. are maintaining the pace set earlier. Samuel Kaslow has gone from \$1,500 to \$3,500; Dr. H. Rodin, from \$500 to \$1,500; Sandock brothers, from \$4,000 to \$7,000; Rubin Silberman, from \$2,500 to \$4,250; Jacob I., Luis and Samuel Levy, from \$9,000 to \$15,000. All reports on the South Bend campaign point up the importance of the indefatigable labors of Sig Welber, President of the Welfare Fund. "Key to campaign success" is one of the titles bestowed on him by his colleagues.

PORTRAIT OF A REGIONAL CHAIRMAN

Syracuse looks up in more ways than one to its own dynamic Morris W. Berinstein who is six feet three inches tall and who, in addition to serving as Chairman of the New York State Region of UJA, works hard at the Chairmanship of the Big Gifts Committee for the Syracuse Jewish Welfare Federation.

Only 41 years old, Mr. Berinstein has already established a tradition of community service that has won him the admiration of all with whom he has come into contact. After devoting himself tirelessly to the cause in 1947 as Vice Chairman of the Western New York Region and Vice President of the Syracuse Jewish Welfare Federation and of the Initial Gifts Committee in Syracuse, he felt entitled to a brief rest, but when Goldie Myerson, Political Chief of the Jewish Agency in Palestine, arrived early this year on her historic mission, Morris Berinstein knew that his work was only beginning. Without hesitation he accepted the responsibility of heading the UJA New York State Region and became an active member of the UJA National Trade and Industry Furniture Division. Literally setting himself up as a one man campaign committee, he travelled from one end of the Empire State to the other, pleading for all-out support of the courageous Jewish pioneers in Palestine, the suffering Jews of Europe and the refugees in the United States. As for the chain of furniture stores throughout the state, of which he is the head, they are compelled to carry on without the presence of Mr. Berinstein since UJA comes first.

Mr. Berinstein's advice to those who would advance the great programs of the UJA is, "Don't approach others until you have given adequately yourself" and he practices what he preaches.

ZIONISTS PLAN NEW YORK CAMPAIGN ACTIVITIES

At an over-flow Conference at the Biltmore Hotel in New York last week from which many hundreds were turned away for lack of space, more than 1,200 Zionist leaders from New York City discussed ways and means of effectively utilizing Zionist forces for the success of the New York campaign. Henry Morgenthau, Jr., who spoke at both the morning and afternoon sessions, called for an organized effort to assure adequate contributions from every Zionist in New York as well as a program for reaching every Jew in the community.

Scores of parlor meetings and rallies have been scheduled in the various Zionist districts of the city. Herman L. Weisman was appointed General Chairman of ZOA fund-raising activities in behalf of the UJA campaign.

Messages were received from Dr. Abba Hillel Silver, and from Dr. Israel Goldstein and Dr. Emanuel Neumann who cabled jointly from Palestine where they were at the time attending a Zionist Actions Committee meeting. The cable from Drs. Neumann and Goldstein read: "FOLLOWING MESSAGE FROM BESIEGED SETTLEMENT MISHMAR HAEMEK ECHOES THE EMBATTLED YISHUV'S CRY TO AMERICAN JEWRY: 'EVERY HOUSE DEMOLISHED MUST BE REBUILT. EVERY TREE UPROOTED MUST BE REPLANTED'... JEWS OF ALL CLASSES AND AGES BEARING HUGE BURDENS OF ECONOMIC MOBILIZATION WHILE YOUTH FIGHT ON BATTLEFRONT. EVERYBODY DEEPLY CONCERNED ABOUT AMERICAN JEWRY'S PARTICIPATION THROUGH UJA IN BATTLE FOR SURVIVAL. WE HAVE PLEDGED THE UNSTINTED SUPPORT OF AMERICAN JEWS AND ARE CONFIDENT THAT ZIONISTS WILL PROVIDE A STIRRING EXAMPLE".

Speakers at the Conference included, in addition to Mr. Morgenthau, Moshe Shertok, Rabbi Irving Miller, Herman Weisman and Jacques Torczyner.

OVER-THE-TOP TO VICTORY

General Chairman A. Leon Feder of the Norristown, Pa. campaign broke the good news that the community has reached its goal of \$115,000 with about ten percent of the contributors still to be covered. UJA is included for a minimum of \$90,000.

Dyersburg, Tenn., out to raise \$7,500 for the UJA, produced \$7,050 at its opening meeting and shortly thereafter announced that \$8,250 had been raised, all for UJA. Gilbert A. Schlesinger, Chairman of the campaign, had the devoted help of Ben Greenberg and Melvin Silverstein.

With a quota of \$6,000 for the UJA, Paris, Tex. has achieved a total of \$6,200. M. J. Siegel is Chairman; Leon Friedman, Treasurer; and Mrs. S. L. Weiler, Secretary.

Jonesboro, Ark. which raised \$2,513 for UJA in 1947, undertook a 1948 UJA goal of \$6,000. Did they reach it? If \$6,921 says they did, they did. George Heinemann is Chairman, and Julius Jacobs, Co-Chairman.

\$1,225 came to the UJA from Duncan, Okla. in 1947. Under the Chairmanship of Sidney Aranson and the Co-Chairmanship of Jack Cohen, Duncan undertook a UJA quota of \$4,000 in 1948 and reached it. They are out for another couple of thousand from the general community. Sam Rosenbloum of Pensacola, Fla. was largely instrumental in achieving the result through his cooperation in the campaign.

The three families of Sylva, N. C. accepted a UJA quota of \$1,500 against \$720 in 1947 and came through to victory, thanks to the understanding of the needs evidenced

by the leaders, Ben Lessing and Sol Schulman.

Daytona Beach, Fla., which made it evident at its very first meeting that it would have a successful campaign has now reached its goal of \$30,500 and expects to exceed this figure. The results achieved are largely due to the tireless and dynamic activity of Sidney Gluckman, Chairman; and Harry Z. Cohen, Executive Secretary, who, with Sol Schott, President of the Federated Jewish Charities, conducted the most outstanding drive in Daytona Beach's history.

PETER SAMPSON NAMED CHAIRMAN OF CHICAGO CAMPAIGN

At one of the most enthusiastic meetings ever held in Chicago, 1,200 of that city's leading Jewish men and women gathered this week at the Stevens Hotel for the purpose of planning the 1948 campaign. They were stirred by addresses by Moshe Shertok, head of the Political Division of the Jewish Agency, who, despite his vital duties in the midst of important negotiations at Lake Success, made a flying trip to attend this meeting, and Major General John H. Hildring.

Peter Sampson, prominent Chicago businessman and head of Sampson Co., the largest distributor of electrical appliances in the Mid-West, who has been closely identified with Jewish Welfare Fund activities for a number of years, was named General Chairman of the 1948 Combined Jewish Appeal of Chicago. Mrs. Morton D. Weinress, who last year served as Chairman of the Women's Division, has again been named Chairman for 1948.

John Balaban, Chairman of the 1947 campaign, presided at the meeting. James H. Becker, President of the Chicago Jewish Welfare Fund, said that because of the \$250,000,000 United Jewish Appeal campaign Chicago must think in bigger terms than ever. Other speakers included Joseph L. Block, President of the Jewish Charities and Samuel A. Goldsmith, Executive Secretary.

The meeting served as a tribute to workers in the 1947 campaign and to launch the organizational effort of the 1948 drive which will get under way about June 1.

BOSTON ALREADY ON THE JOB

Boston, Mass., which traditionally holds its outstanding campaigns in the Fall, has already gone in for scheduling its important meetings, under the leadership of the dynamic Louis R. Golden, Chairman, who succeeds Herman Gilman. Israel Friedlander is President of the Combined Jewish Appeal of Greater Boston and Sidney S. Cohen is Executive Director.

PLEDGES

ARE A PROMISE OF LIFE

CASH

IS LIFE ITSELF

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

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and United Service for New Americans

CASH MIGHT HAVE PREVENTED THAT DEATH

The desperate financial straits of the United Jewish Appeal agencies are reflected in the cash figures for the month of April. In that one month, the agencies of the United Jewish Appeal expended \$37,500,000 -- in cash. During the entire month of April, the United Jewish Appeal headquarters in New York received in cash from the communities the total sum of \$4,526,000!

Hon. Henry Morgenthau, Jr., General Chairman of the UJA, urges this program:

(1) Community officers are earnestly asked to send bills promptly to all persons who have already made their pledges to the local campaign.

(2) In addition to the essential forwarding of bills, within a day or two after the pledge has been made, a special campaign committee should function for the purpose of meeting with top givers to urge the payment of a substantial part of their pledge, if not the full amount.

(3) Individual pledgors are urged to make payment on their pledges with the knowledge that issues of life or death are involved.

Acknowledgements were made this week by the Treasurers of the UJA of the special cooperation of those communities which, whether still in the midst of their 1948 campaigns or having completed them, have forwarded substantial amounts on account. Hollywood, Fla. has already dispatched \$100,000 in cash. Terre Haute, Ind. sent a further \$15,000; Flint, Mich. forwarded \$10,000 on its 1947 account; Minneapolis, Minn. added \$150,000 within the past ten days; Charlotte, N.C. forwarded an additional \$10,000 on 1947; while Beaumont, Tex. completed its 1947 allotment with a check for \$15,000.

Breckenridge, Tex. sent its first check for \$5,050; while Ottumwa, Ia. dispatched \$7,500. Atlantic City, N.J. added \$50,000 and Muskegon, Mich., \$6,000. Jackson, Tenn. sent its first 1948 check for \$7,072; Blytheville, Ark. dispatched \$5,000; and a similar amount came from Ardmore, Okla. The same sum was sent from Rosenberg, Tex. Worcester, Mass. added \$20,000 to its 1948 total. Cincinnati, O. has now paid its 1947

allotment in full, with its current check for \$22,800. Lima, O. sent a further \$5,000 on 1947. Oklahoma City, Okla. forwarded \$50,000 on its 1948 account. Johnstown, Pa., which had already sent \$220,000 on its Fall 1947 campaign, added another \$10,000 this week. Lewistown, Pa. sent its first \$5,000 on 1948. Michigan City, Ind. added \$5,000 to its 1947 total and \$8,000 came from Lawrence, Mass. on 1947. Fair Lawn, N.J., well under way in its 1948 drive, completed its 1947 allotment with a check this week for \$10,000. High Point, N.C. remitted \$5,000 and Salt Lake City, Utah sent \$70,000 to begin its 1948 account. From Tuscaloosa, Ala. came \$7,500; from Daytona Beach, Fla., \$7,998; from Orlando, Fla., \$5,150; from Peabody, Mass. a further \$10,000 on account of 1947.

Columbus, O. now planning its 1948 campaign, forwarded \$100,000, taking account of the serious financial stringency of the United Jewish Appeal. Chester, Pa. added \$19,000 to its 1947 total. Longview, Tex. sent \$6,020 for its 1948 campaign. Petaluma, Calif., now in the midst of its 1948 drive, forwarded \$10,000; and Corsicana, Tex., \$5,000.

Miami, Fla., which had previously sent \$359,505, added \$100,000 to that amount this week. New Orleans, La. sent \$40,000 on account of 1948 and another \$5,275 due on 1947. New Brunswick, N.J., Springfield, O. and Elmira, N.Y., seeking to finish their 1947 accounts, each sent \$5,000. Charleston, S.C. added \$15,000 to its 1947 total.

Danbury, Conn. rushed \$25,000 on account of its 1948 campaign; Tucson, Ariz., another \$10,000; Richmond, Va., another \$15,000; and Greenwood, Miss., its first \$10,000. Adding to their 1947 totals, Atlanta, Ga. sent \$24,000; North Hudson County, N.J., \$5,000; and Wilmington, Del., \$15,000.

Des Moines, Iowa, which had previously sent \$185,000, added another \$50,000 on its current campaign. Grand Rapids, Mich. and Manchester, N.H. each forwarded an additional \$10,000 on account of 1947. From Evansville, Ind. came another \$7,500 and from Athens, Ga., another \$5,500 on account of 1947. Burlington, N.C. sent an initial remittance of \$6,700 for 1948; Alexandria, Va. sent \$5,112 including collections on both the 1947 and 1948 campaigns.

\$3,200,000 PLEDGED AT N.Y. DINNER HONORING LEON LOWENSTEIN

With an attendance of over six hundred, the New York Jewish community this week paid tribute to the communal service of Leon Lowenstein, at a dinner arranged by leaders in Joint Defense Appeal activity for the benefit of the New York United Jewish Appeal. A total of \$3,200,000 was pledged at the occasion, one of almost one hundred meetings held during the same week in various parts of the city.

\$330,000 Gift From Lowenstein Firm

The audience was deeply stirred when, at the conclusion of the address of Edward M. M. Warburg, who last week returned from Europe, a total gift of \$330,000 was announced by Mr. Lowenstein on behalf of himself and M. Lowenstein & Sons, Inc. This compared with the contribution of \$132,000 in 1947. Other executives of the firm made pledges in the spirit of this outstanding business executive. One of the highlights of the series of pledges made in tribute to Mr. Lowenstein and the work of the United Jewish Appeal in which he is so deeply interested was from Mrs. Arthur Wolf, who increased from \$300 to \$10,000.

Judge Joseph M. Proskauer, on behalf of the American Jewish Committee, and Judge Meier Steinbrink, on behalf of the Anti-Defamation League, made presentations to Mr. Lowenstein in recognition of his years of service. Edmund Waterman presided.

Other gifts announced at the meeting included Bernard Armour, from \$18,000 to \$50,000; Harry C. Oppenheimer, \$30,000 to \$52,500; Ben Hornstein and the Charles Stores, \$12,500 to \$30,000; Max Aronson (real estate), \$3,000 to \$15,000; Heineman and Seideman, \$4,000 to \$13,250; Lewis Bros., \$4,000 to \$10,000; M. Cohen & Sons, \$5,000 to \$10,000; Morris David, \$1,000 to \$7,500; Myron Levy, \$3,500 to \$7,500; George Farkas, \$15,000 to \$30,000; Jules Perlman Nitecraft Co., \$17,000 to \$30,000; Jack Barricini, \$2,700 to \$10,000; Leo Zeitlin, \$3,000 to \$7,500. The occasion was also utilized by Charles Cohen to increase his previous gift, which was \$100,000 in comparison with \$50,000 last year, to \$112,500; and Jack Weiler and Ben Swig, who had previously contributed \$40,000 as against \$20,000, raised their gift to \$50,000.

There were many other notable gifts in the brackets below \$10,000, which represented unprecedented percentages of increase.

GIFT OF \$500,000 FROM WILLIAM ROSENWALD AND MRS. LEVY

Regarded as in the splendid tradition of the Rosenwald family philanthropic spirit was the announcement at the meeting of a gift of \$500,000 made by William Rosenwald and his sister, Mrs. David M. Levy. There will be later announcements of gifts from other members of the Rosenwald family. High praise was given to Mr. Rosenwald and Mrs. Levy for continuing the generous standard of giving which they had launched in 1946 and which had so much to do with the proper development of that campaign and of the campaign that followed.

MORGENTHAU HELPS FOUR COMMUNITIES TO LAUNCH CAMPAIGNS

Visiting four cities in as many days, Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, last week participated in the launching of campaigns in Portland, Ore., Seattle, Wash., St. Paul and Minneapolis, Minn. He ended the week as guest of honor at a huge mass meeting-rally sponsored by the United Jewish Fund of Pittsburgh, with 5,000 people unable to obtain tickets of admission to the most successful event of its kind.

In Portland, Ore., Mr. Morgenthau's visit was made the occasion for the first public announcement of gifts in Welfare Fund history. A total of \$193,686 was pledged by contributors who gave \$127,721 in 1947. Harry A. Herzog, Campaign Chairman, contributed \$5,000, as against \$3,000 last year. Julius S. Zell, President of the Fund, announced \$12,500. Other gifts included the following: Jack N. Barde (steel products), from \$7,500 to \$20,000; Zidell Machinery, \$5,000 to \$10,000 minimum; Schnitzer brothers, \$6,000 to \$13,500; Ben Rosenfeld, \$2,000 to \$4,000; Ben Medofsky, \$1,500 to \$6,000; Lewis brothers, \$1,000 to \$2,000; Hyman M. and Oscar Kirshner, \$3,350 to \$7,000; Frank M. Fink, \$2,500 to \$4,000; Nathan Director, \$1,350 to \$2,150. Milton D. Goldsmith is Executive Secretary.

Rabbi Hyman J. Schachtel of Houston, Tex. joined Mr. Morgenthau for his visits to Portland and Seattle and dealt with the responsibility of all Jews, regardless of their ideologies, toward the United Jewish Appeal.

The Big Gifts meeting in Seattle saw the raising of \$255,000, as compared with approximately \$160,000 in 1947 from the same givers. The largest meeting of men in similar fund-raising efforts rewarded the presence of Mr. Morgenthau. Frank Newman, Sr., Chairman of the campaign, presided and contributed \$10,000, as against \$3,000 in 1947. Other gifts included Leo Weisfield for a minimum of \$20,000, as against \$12,500 in 1947; Alhadeff brothers, \$5,000 to \$10,000; Harold Barde, \$5,000 to \$10,000; Harry and Louis Schwartz, \$2,250 to \$5,000; Ralph and Jack Benaroya, \$1,750 to \$3,000; Max H. Block, \$6,000 to \$10,000; Louis Friedlander, \$12,000 to \$15,000; Nathan Feinberg, \$3,500 to \$5,000; Jules Glant, \$6,000 to \$7,500; Henry L. Kotkins, \$4,000 to \$5,000 minimum; Irving Levine, \$6,000 to \$7,500; Carl Rubinstein, \$6,000 to \$10,000; Alfred Shyman, \$6,000 to \$9,000; Ben Maslan, \$1,500 to \$3,000; Abe Silver, \$700 to \$2,000; Dr. H. Schoffman, \$400 to \$1,000. Louis Friedlander is President of the Welfare Fund. Samuel G. Holcenberg is Executive Director.

Minneapolis Gets Incentive Gift From Phillips

Jay Phillips encouraged the Minneapolis campaign with an announcement of a contribution on behalf of himself and his brother E. W. Phillips, of \$100,000 plus five percent of everything raised by the community above \$1,000,000. The Minneapolis Federation, which is headed by I. S. Joseph as President, has a minimum goal of \$1,650,000. Rabbi Albert G. Minda is Chairman of the campaign and Arthur C. Melamed, Chairman of Initial Gifts. Charles I. Cooper is Executive Director.

Following a meeting at a private luncheon with the campaign officers, Mr. Morgenthau was guest of honor at the Big Gifts dinner at the Standard Club attended by some 250 men. David Hacoheh, distinguished Palestine personality, was the other noted speaker of the occasion. A total of some \$650,000 was recorded from pledges announced that evening. Mr. Melamed announced a gift of \$30,000 for himself, Louis and Maurice Melamed, as against \$18,000. Other gifts included: Siegel & Warschauer, \$4,000 to \$8,000; Max J. Sanders, \$8,500 to \$16,000; Harry H. Isaacs, \$3,000 to \$8,000; Morris Chalfen, \$3,000 to \$6,000; I. S. Joseph, \$30,000 to \$37,500; Samuel Salkin and Joseph Linoff, \$25,000 to \$35,000; William Hecht, \$2,500 to \$8,500; Jaeson Kline, \$4,000 to \$8,000.

Harris Family Gift Tops St. Paul Standards

With Mr. Morgenthau and David Hacoheh as the principal speakers, St. Paul launched its Big Gifts campaign with a dinner which produced \$533,000 from givers of \$325,000 in 1947. Top gift of the evening was that of the Harris family. William Harris announced \$100,000, but when the cards of all those present had been read the first time, Mr. Harris offered to add 20% of all additional amounts that would be contributed that evening. This resulted in a further pledge from him amounting to \$11,250. Meyer Dorfman, Campaign Chairman, presided at the dinner and Morris B. Kuller, Chairman of Big Gifts, read the cards. Albert H. Heller, Jr., is President of the Welfare Fund. Dan S. Rosenberg is Executive Director.

Among the gifts announced were Robert Lowenstein, \$2,500 to \$10,000; Irving H. Shapiro, \$750 to \$5,000; Nathan and Morris Kuller, \$10,000 to \$16,000; Harry Rosenthal, \$5,000 to \$10,000; Alex Mains, \$2,000 to \$5,150; Alex Tankenoff, \$2,500 to \$8,000; David Greenberg, \$1,000 to \$3,750; Mack Wolf, \$2,500 to \$5,000; Jacob G. Butwin, \$4,000 to \$7,750; Klein brothers, \$5,000 to \$10,000; Joe Marmon, \$3,000 to \$5,000; Z. Willard Finberg, \$1,750 to \$3,500; Stacker & Stacker, \$1,500 to \$3,250; Dan Howard, \$4,000 to

\$5,700; Berde Market, \$2,000 to \$3,500; Charles Lee, \$3,000 to \$4,500; J. P. Kozberg, \$1,000 to \$3,000; T. L. Cook, \$5,500 to \$7,000; U. S. Bedding Co., \$18,000 to \$25,000; Joseph Cohen, \$1,000 to \$5,000; William C. Blaine, \$2,500 to \$4,450; Saxon & Shleif, \$2,500 to \$4,000.

NEW YORK GIFTS SHOW WIDER COVERAGE AND INCREASES

Determined to meet its responsibility in full measure, the New York City United Jewish Appeal, moving toward its peak fund-raising period in May, reports the widest coverage in the history of the community and increases that reflect the understanding shown in other parts of the country. Dozens of trade meetings are held every day so that it is not possible within the framework of the Report to give a detailed account of all gifts. These are cited as illustrative.

Top gift this week was that from the National Container Corp., which announced an initial gift of \$210,000, as compared with \$100,000 in 1947. Other gifts, with the indication given of the trade represented, include the following: Jack Rothenberg, blouses and skirts, \$20,000 to \$40,000 initial; Abraham and Joseph M. Mazer, paper boxes, \$60,000 to \$135,000 initial; Max J. Schneider and Charles Richter, \$10,000 to \$20,000 initial; Adolph Schreiber, underwear, \$6,000 to \$12,000; Leo Lowenstein, metals, \$5,000 to \$10,000; Cameo Curtain Co., \$4,000 to \$8,000; Beacon Looms, curtains, \$4,000 to \$8,000; Cortley Curtain Co., \$2,500 to \$5,000; Abraham Jaglom, exporters, \$1,500 to \$4,000; Simon Jaglom, \$1,500 to \$4,000; Joseph Burger, rayons, \$10,000 to \$32,000.

The New York campaign is divided into many units. Among these are the trades and industries and the boroughs, each of which is further broken down into neighborhoods. Typical of these was a meeting last week in the Manhattan Beach section of Brooklyn addressed by Dr. Israel Goldstein, UJA National Chairman. Judge Samuel Liebowitz read the cards. Irving Finkel and Sam Weiner are Co-Chairmen of the campaign. When the evening's proceedings were concluded, the sum of \$370,000 had been raised from a group which had contributed \$190,000 in 1947.

There were many generous increases in various brackets. There were scores of gifts that went from \$500 to \$1,000; from \$500 to \$1,500; from \$350 to \$1,000; from \$100 to \$1,000. In addition, there were such gifts as the following: Alfred N. Barnett, \$1,000 to \$2,500; Max Bogen, \$3,000 to \$6,000; Michael Boras, \$1,000 to \$3,000; Samuel J. Brandstein, \$1,000 to \$2,000; Joseph Brickner, \$1,250 to \$2,500; D. David Brockman, \$1,200 to \$2,500; Sol Brustein, \$15,000 to \$25,000; Bernard Christenfeld (Christenfeld Foundation), \$5,000 to \$7,500; David Cohn, \$500 to \$2,000; Samuel G. Domcash, \$500 to \$3,000; Moe Eisenberg, \$1,200 to \$2,400; William N. Feinstein, \$1,500 to \$3,500; Irving Fertel, \$5,000 to \$7,500; Irving J. Finkel, \$3,000 to \$6,000; Samuel S. Flug, \$2,500 to \$5,000; Joseph J. Goldring, \$1,250 to \$2,500; Charles S. Greene, \$3,000 to \$5,000; Ely Klepper, \$1,250 to \$2,500; William Marx and Charles Punia, \$1,500 to \$3,500; Murray Meyer, \$2,500 to \$5,000; Philip Meyerson, \$500 to \$1,500; Henry Modell, \$2,000 to \$6,000; Abraham M. Parker, \$1,000 to \$5,000; Meyer E. Perling, \$420 to \$3,600; Joseph Pollack (Waltham Shirt Co.), \$1,100 to \$2,250; Joseph Pollack and Frank Faske (Montrose Motors Sales Co.), \$1,500 to \$5,000; Benjamin J. Press, \$2,500 to \$4,500; Bernard Rappaport and Morris Rappaport, \$500 to \$1,500; Henry Ribell, \$150 to \$2,000; Andor Rosenthal, Imre Rosenthal and Julius Seglin, \$2,000 to \$6,000; Harry Rothman, \$3,000 to \$5,000; Morris Schneider, \$750 to \$1,500; Mack Sepler, \$10,000 to \$15,000; Abraham R. Strisik, \$2,000 to \$4,000; Max Tobin, \$1,500 to \$4,000; Barney Weinger, \$670 to \$1,500; B. S. Wiener, \$1,750 to \$3,600; Arthur Winter, \$700 to \$2,000; Sidney Winter, \$400 to \$1,500; Julius L. Young, Samuel Goldman and A. H. Baraschick,

\$5,000 to \$7,500; Samuel Appel, \$300 to \$2,000; Max Kassover, \$7,500 to \$15,000; Benne Katz, \$1,000 to \$2,500; Mitchell Leventhal, \$1,250 to \$8,000; Harry Mendelson, \$250 to \$3,000; Seymour Muschel, \$1,000 to \$2,360; Daniel Nocks, \$1,000 to \$2,500; Max Schiffman, \$1,500 to \$5,000; Jack Streit, \$260 to \$2,500; M. Workman, \$25 to \$1,525.

RECORDS SHOW THE RESPONSE IS NATION-WIDE

Lakewood, N.J. is an excellent example of the way in which the 1948 United Jewish Appeal campaign is gripping the imagination of the country and producing unprecedented fund-raising results. In all of 1947, the Lakewood community raised \$46,000. Last week, the Laurel-in-the-Pines Hotel was crowded for the largest dinner held in the history of the community. A sum of \$83,000 was recorded at this Big Gifts function. The leadership, headed by Harold Kaplan as Chairman, is working toward a goal of \$100,000 and feels that this objective can be obtained if the rest of the community does its share. The youthful and dynamic leadership plus the enormous stimulation given by a vibrant Women's Division, headed by Mrs. Emanuel Sickel as Chairman, are held responsible for the results obtained.

Homestead, Pa. raised more at its Initial Gifts dinner than the total obtained in the 1947 campaign. A group who contributed \$21,000 pledged \$37,408 last Sunday. Samuel H. Gordon is the energetic Campaign Chairman. Top gifts included Morris Ruskin, Initial Gifts Chairman, from \$3,000 to \$6,200; Harry Reicher, \$4,300; Gordon & Jacobson, \$2,500 to \$4,250.

Rutherford, N.J. is aiming at \$50,000 this year as against \$20,000 in 1947. At its opening dinner, gifts of \$23,500 were pledged by men who had given \$11,800 last year. Top gifts included Meyer H. Epstein, from \$3,500 to \$7,500; Robert Trubek, \$3,000 to \$5,000; Joseph Spevack, \$1,500 to \$3,000; E. Engelhardt, \$1,200 to \$2,000. Jack J. Terkowitz is Campaign Chairman.

Orlando, Fla. is doubling its campaign receipts as a result of the energies of Irving Gibbs, Chairman, and Gustav Bear, President of the Central Florida Jewish Community Council. As against \$34,200 allotted to the UJA last year, Orlando already has pledges in hand in excess of \$65,000 and is hoping to achieve its goal of \$95,000.

Hudson, N.Y. is setting a pace for down-State New York communities as a result of the impetus it received at its Big Gifts meeting, at which Judge Isadore Bookstein read cards. In the whole campaign last year, Hudson raised \$32,500. At the dinner session, 51 men contributed \$34,975, as against \$19,875 from the same group of men in 1947. Led by Adolph Lorch as Campaign Chairman, who is also President of the Welfare Fund, and Dr. Joseph Sicherman as Co-Chairman, the Hudson community is determined to reach its \$65,000 goal for the UJA. Among the top gifts were those of Adolph Lorch and Lewis Wilding, from \$10,000 to \$15,300; Sidney Karpf, \$1,000 to \$2,000; Leo Sack, \$1,000 to \$1,850; Philip Maskin, \$200 to \$1,000; Ben Goldstein, \$400 to \$1,000.

Jackson, Tenn. showed its responsiveness at a Big Gifts meeting addressed by Nathan Shainberg, President of the Memphis Welfare Fund, and Miss Jeanne Daman. This small community allotted \$15,055 to the UJA in 1947. This year, it had set its quota at \$30,000. The sum of \$25,157 was pledged. Louis Nathan is Chairman of the campaign; with Sam Wahl and Dave Shatz as Co-Chairmen. Joe Cohen is Treasurer and Jonas Kisber, Secretary.

BALTIMORE PASSES \$3,000,000 MARK

Still retaining the effervescent enthusiasm with which it launched its 1948 campaign, the Baltimore Jewish Welfare Fund this week proudly reported that it has passed the \$3,000,000 mark and is calling upon all workers for a concentrated effort in the next two weeks so that the campaign may be concluded successfully.

As the community, led by Elkan R. Myers as Chairman, eagerly went forward, the Furniture Trade held its first Big Gifts meeting, with a total of \$47,600 from those who gave \$27,542 in 1947. The Women's Apparel (Retail) Division, at its opening session, raised \$78,325 from a group which gave \$48,405 last year.

One of the most gratifying gifts thus far received in the community was one of \$50,000 from S. and N. Katz, Baltimore jewelers.

DAYTON AIMS AT RECORD \$800,000

With its over-the-top 1947 campaign setting a vivid precedent, the Dayton, O. Jewish community gave concrete evidence last week of its concern for Jewish needs when, at a widely attended meeting, it voted unanimously to accept the full quota of \$675,000 suggested for the United Jewish Appeal. The over-all goal will be \$800,000. The action was taken at a dinner meeting addressed by Philip Meyers, President of the Cincinnati Welfare Fund, and Harry Seeve, Administrator of the United Palestine Appeal. Samuel H. Thal, 1947 Campaign Chairman, echoed the mood of those assembled at the dinner when he said that Dayton was prepared to show its leadership calibre. All of the officers, including A. B. Saeks, strong Chairman; Benjamin R. Shaman, Associate Chairman; and Charles R. Goldswig, President of the Welfare Fund, urgently called for acceptance of the full quota despite the great work entailed. "Only two factors should govern your decision," Mr. Saeks declared. "Your understanding of the crucial needs which our people face and your readiness to give in the fullest possible measure to meet these needs through the UJA."

One of the highlights of the meeting was a brief but eloquent plea by Dmitri Nicholas, a non-Jew from neighboring Piqua, Ohio, who has given his time to the UJA, visiting various communities and spurring campaign contributions. Robert Fitterman is the newly appointed Executive Director of the Welfare Fund. Louis Matusoff is Chairman, and Robert Margolis, Co-Chairman of Trade Divisions. Harry Potasky is Chairman, and J. Abraham Liff, Associate Chairman, Men's General Solicitation. Mrs. Mose Duberstein is Chairman, and Mrs. William Lapinsky, is Co-Chairman of the Women's Division. Mrs. Edwin Levi and Mrs. Sidney Meyerson are Co-Chairmen of the Advance Gifts Division.

ELIZABETH, N. J. OPENS DRIVE WITH \$359,000

Spurred by the leadership of Col. William P. Schweitzer as Chairman, the Elizabeth, N.J. community recorded pledges of \$359,079 at the Big Gifts dinner last week. This compared with \$209,940 contributed by the same persons in 1947. Other officers of the campaign include Abraham Wiener as Co-Chairman; Harry A. Toker, Initial Gifts Chairman; Mrs. Rudolph E. Lifson, Chairman, Women's Division. The President of the Elizabeth Jewish Council, which sponsors the drive, is Rudolph E. Lifson. Harry Lebau is Secretary.

EDDIE CANTOR STICKS TO HIS UJA JOB

Compelled by contract to remain in Los Angeles for radio commitments, Eddie Cantor, great Jew as well as outstanding theatrical star, has nevertheless managed to visit communities that are not too far away as part of his self-assumed obligations toward the United Jewish Appeal. In the past ten days he visited Phoenix, Ariz., and San Diego, Calif., for big gifts meetings.

With that inimitable charm that has helped him raise millions of dollars for Jewish needs in recent years, Mr. Cantor succeeded in obtaining \$180,972 from the men who turned out for the Big Gifts dinner at San Diego. The sum of \$120,000 was contributed by the same givers in 1947. The Chairman of the San Diego campaign is Jack O. Gross; Eli H. Levenson, President of the United Jewish Fund of San Diego. Albert A. Hutler is Executive Director.

With a record turnout to meet with Mr. Cantor, Phoenix raised \$133,000 toward its 1948 goal. This represented a 154% increase from the same givers last year. Charles Korrick is Chairman of the drive, with Harold Diamond and Harry Rosenzweig as Co-Chairmen. Mrs. Nellie Diamond is the indefatigable Chairman of the Women's Division. Nat G. Silverman is President of the Phoenix Jewish Community Council; J. S. Pearlstein, Executive Director.

ARCHITECTS SET PACE IN COMPETITIVE LOS ANGELES

This year in Los Angeles, divisions are competing with each other to see which can get most out of the cards assigned to them from Welfare Fund headquarters on Vermont Avenue. At the moment, the record seems to be held by dynamic Louis Boyar, Chairman of the Architects and Builders Division. From the first few Advance Gifts meetings held at Mr. Boyar's home have come pledges totaling \$115,500. This compares with \$38,000 from the same group in 1947. Mr. Boyar lets all other divisional chairmen know that his committee intends to keep up this pace; in fact, he issues notice that it even intends to resolicit many of those who have already contributed, in an effort to achieve even larger percentage increases.

The firm of Louis Boyar, Morris Sommers, Ben Weingart has contributed \$36,000, as compared with \$7,500 in 1947. Other top gifts include: Max Zimmer, \$2,500 to \$10,500; Mark Taper, \$1,000 to \$7,500; James Kay, Joseph Berman and Edward Hyman, \$1,000 to \$3,000; Dave Salot, \$500 to \$1,500; Mark Boyar, \$500 to \$2,500; Maurice Bein, \$500 to \$2,000; Daniel Cohn, \$250 to \$1,000. One of the unexpected contributions which added great impetus to this Division was a gift of \$5,000 from Spiros Ponty, a non-Jew, who contributed \$1,000 last year. Mr. Ponty is not only a big giver but one of the most active members of the committee in solicitation. One of the powerful figures in the Architects and Builders Division is Max Zimmer, who attended the Atlantic City Conference of the UJA and returned to Los Angeles determined to help insure the success of the 1948 campaign.

AMONG THOSE WHO SERVE

The men and women who went to Europe and Palestine as part of the United Jewish Appeal delegation have constituted one of the most important sources of strength for the 1948 campaign. Typical of what the members of this group have been willing to do is Alvin A. Wolff, St. Louis attorney and industrialist, who has accepted every call from communities to tell them in his own vivid style his first-hand impression of the camps in Europe and the fighting front in Eretz Israel. Mr. Wolff has already visited such scattered communities as Atlanta, Akron, Dallas, Canton, New Orleans, Cleveland.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

MOMENTUM IN NEW YORK CAMPAIGN STEADILY RISES

As reports filtered in from all sections of New York City, the campaign of the United Jewish Appeal in the metropolis was reported gaining steadily in momentum, coinciding with the intensification of the tempo of events in Palestine and of the situation in Europe.

This week, the "flying caravan" which has given two months of its time to the communities elsewhere in the nation settled down for a month's stay in New York. The members of the "caravan" will attend at least two functions a day, in addition to visits with individual prospects. Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques, and Joseph Shulman, National Chairman, Trade and Industry Textile Division, have already started the intensive schedule and are to be joined by their colleagues, as well as chairmen of industries from other cities invited to New York to share in stimulating giving in their industries.

A gift of \$50,000 has been announced by Burlington Mills, a non-Jewish concern. Another top gift in the publishing field announced this week was one of \$50,000 from Paul Sampliner and Harry Donenfeld.

At an advance luncheon of the Women's Neckwear Division held in New York this week, gifts totaling \$145,150 were announced by those who had given \$69,438 last year. Among the notable increases in this group were the gifts of I. Zendman, from \$10,600 to \$25,000; Abe Gelb, of Avon Lace, from \$2,750 to \$8,500; Wiener Lace, from \$7,500 to \$15,000; and William Yanoff and Specialty House, from \$8,050 to \$15,000. This was one of the group of meetings arranged for the "caravan."

Face-setting \$100,000 from Levitts

The following night the "caravan" attended the Advance Gifts meeting of the Real Estate Division. The largest group in the history of this industry honored Jack Weiler, dynamic Chairman of the Division, by pledging \$868,000 that night. These same givers contributed \$456,000 in 1947. Among the top increases registered were these: Jack Weiler and Ben Swig, \$20,000 to \$50,000; Joseph Schwartz, \$5,000 to \$25,000; Solomon N. Petchers, \$2,500 to \$8,000; Irwin S. Chanin, \$15,000 to \$30,000; Samson Rosenblatt, \$2,500 to \$5,000; William Zeckendorf, \$5,000 to \$10,000; Hyman Cantor, \$3,000 to \$6,000; Nathan Shulman, \$2,500 to \$5,000; Sam Minskoff, \$3,500 to \$10,000;

William Kaufman, \$1,500 to \$3,500; Julius Klorfein, \$7,500 to \$15,000; Ben Katz, \$1,000 to \$3,000; Max Aaronson, \$3,000 to \$15,100; David Rose, \$5,000 to \$10,000.

One of the most stimulating gifts in the group was that of Alfred and William Levitt, for \$100,000 initial, as compared with \$25,000 in 1947.

Mt. Vernon Group Goes from \$155,100 to \$336,500

Among the sectional groups in New York City which have been showing appreciable advances, the Mt. Vernon Division stands out, having raised \$336,500 as against \$155,100 at an Advance Gifts breakfast.

In Kew Gardens this week, \$90,000 was contributed by a group which had given \$55,000 last year. At Portchester, the night before, a small group had pledged \$61,000 as against \$35,500 given by the same men last year. The top gift was that of the Ganz brothers, from \$6,000 to \$13,000.

There is hardly a hotel in New York City which does not have at least one, and sometimes as many as three and four functions a day for the UJA within its walls almost every day of the week. While other divisions were organizing or raising funds at the Hotel Astor, one of its smaller rooms contained a dinner meeting of the Children's and Infants' Wear Division. This group raised \$410,000 from those who had given \$285,000 in 1947. Top gifts included Rubin and Fred Isaacson, \$10,000 to \$20,000; Leo Goldberger, \$12,000 to \$17,000; Jack Honig, \$2,500 to \$5,000; Jesse Bloch, \$5,000 to \$9,000.

At the Commodore Hotel the same night the Radio Distributors and Dealers were meeting. They raised a total of \$66,126, as compared with \$27,727 contributed by the same donors last year. There were a great many new contributions at this meeting.

Goldstein and Warburg Report to Workers

The deep concern which workers in the New York United Jewish Appeal campaign have for the success of the drive was reflected at an 8:30 breakfast meeting this week when hundreds of the divisional chairmen and top officers of the over-all campaign crowded into a Biltmore Hotel ballroom to hear reports by Dr. Israel Goldstein, National Chairman of the UPA, and Edward M. M. Warburg, Chairman of the JDC, on their recent visits to Palestine and Europe respectively. One of the Chairmen of the Greater New York Campaign, Charles Cohen of the Lampert Company, presided. As each invitee entered the meeting room, he was given a forty-five page mimeographed listing of those in the Special Gifts Division who have not yet made their pledge. Each was asked to designate the names of those who would be selected for contact for a maximum commitment, with assignment to be made subsequently by the officers. In addition, lists were distributed of Special Gifts pledges already recorded. These included 1947 and 1948 contributions. When the addresses of Dr. Goldstein and Mr. Warburg were ended, there was increased determination by all those present to ensure New York City's fullest participation in the \$250,000,000 campaign. Both Dr. Goldstein and Mr. Warburg emphasized how imperative it was not only to get the greatest possible pledges but also to secure at once the largest possible amount in cash.

Among other gifts reported at that meeting were these: Harry L. Fine, rayons, \$52,500 to \$100,000; Albert B. Joffe, clothing, \$40,000 to \$80,000; Nathan Sheinman, dresses, \$26,000 to \$50,000; Mrs. Irving Lehman, \$10,000 to \$25,000; A. M. Perlman, rayons, \$11,000 to \$25,000; Charles Shapiro and son, curtains, \$10,000 to \$25,000 initial; Metropolitan News, \$5,250 to \$11,500; Jacob Galewitz, \$2,500 to \$10,000; William Heller, \$5,000 to \$10,000; Felix Kramarsky, \$3,000 to \$10,000.

BAYONNE, FALL COMMUNITY, ADVANCES \$100,000 FOR UJA

Bayonne, N.J. traditionally conducts its campaign for the United Jewish Appeal in the fall of the year. But its leaders have been so deeply moved by the present situation confronting the United Jewish Appeal, in its desperate need for cash, that Bayonne has done something unprecedented in its history. Alfred Scolnick who was Chairman of the 1947 campaign in Bayonne last fall, this week advised Mr. Morgenthau that one hundred men in the community had each advanced \$1,000 for a total of \$100,000 as Bayonne's effort to share in meeting the grave cash position of the UJA.

TOP GIFTS SPUR LYNN QUOTA ACCEPTANCE

To ensure the acceptance of an over-all goal of \$510,000 for Lynn, Mass., the top givers this week announced pace-setting contributions in honor of a visiting delegation from Boston, including Dewey D. Stone, New England UJA Chairman; Milton Kahn, National Vice Chairman for Regions; and Louis H. Salvage, National Chairman for the Shoe Division, of the Trade and Industry Division.

Abraham S. Burg pledged \$50,000, as compared with \$25,000 in 1947. Eli A. Cohen announced \$25,000, as against \$2,500 last year. Harry Cohen announced \$25,000, as compared with \$8,000 in 1947. Harry Remis, who pledged \$30,000, was elected Chairman at the meeting and Messrs. Eli Cohen and Percy Shulkind were named Co-Chairmen and in charge of Special Gifts. The Big Gifts dinner meeting of the community was scheduled for May 10.

NORTHERN MAINE GETS \$195,400 FROM GIVERS OF \$75,000

Not to be outdone by the standards established earlier last month by the southern section of the State, the leaders of communities in Northern Maine gathered at Bangor last Sunday and pledged \$195,400. This compares with \$75,000 contributed by the same group in 1947. The Maine Jewish Council, which serves all the communities in the State under the leadership of Philip W. Lown, Chairman, was the sponsor of the meeting.

Pace-setting gift of the day was that of James Striar & Sons, giving \$50,000, a gift two and a half times that of 1947. Harry Seeve, UPA Administrator, was the stirring speaker of the occasion. Moses J. Byer, Chairman for the Northern Region, expressed the enthusiasm of the entire group when he gave assurance that his own community of Bangor would not only go over the top but substantially exceed its adopted goal. A "Caravan of Four," comprising Mr. Byer, Joseph Emple, Max Kominsky and Ben Sklar, is covering the Region in the interests of the campaign.

Among the top gifts announced at the Bangor meeting were: Penobscott Shoe Co., \$10,500 to \$20,000; Moses J. Byer, \$3,500 to \$10,000; Samuel Goodman, \$3,500 to \$10,000; Pinchos E. Medwed, \$5,000 to \$10,000; Viner Bros., \$3,000 to \$10,000; A. B. Friedman, \$3,000 to \$5,000; Joseph Emple, \$1,500 to \$5,000; H. Zimmerman of Presque Isle, \$1,500 to \$5,000; Louis Cooper, \$3,125 to \$5,000; George Levenson, \$3,100 to \$5,000; Samuel Tabenken, \$1,000 to \$3,000; David and Louis Rapaport, \$1,000 to \$3,000. Additional gifts included Albert J. and Sidney W. Schiro, \$5,000; Sterns family, \$5,000; Gordon Striar, \$5,000.

Moses J. Byer is Chairman of the Bangor campaign; Max Kominsky is President of the Welfare Fund; Mrs. Molly Emple is Chairman of the Women's Division.

GENERAL HILLDRING TALKS ON PALESTINE DEFENSE

Major General John H. Hilldring was last week named by President Truman as Assistant Secretary of State for Palestine Affairs. General Hilldring last week made the following comment on the Palestine situation: "No man can say the Jews should not be allowed to defend themselves — or helped to defend themselves. As a matter of fact, I know of no United States policy that is opposed to providing aid to Haganah through the United Jewish Appeal or any other agency."

COMMUNITIES ANNOUNCE "OVER-THE-TOP" RESULTS

Hon. Henry Morgenthau, Jr., General Chairman of the UJA, who is in the office of United Jewish Appeal headquarters from 9:00 A.M. to 5:00 P.M. every day, except when he is out on campaign visits, was busy this week dictating personal messages of appreciation to leaders of communities advising him that they had reached their established goals. These were among the cities to which he addressed himself:

Biddeford-Saco is the first community in the State of Maine to surpass its goal. It contributed \$13,000 to the UJA in 1947. It accepted a minimum quota of \$29,000 for 1948. Its final raised figure is now approximately \$33,000. Maurice L. Sandler, Chairman of the drive, was a mighty proud man last Sunday when the community gathered for its "victory" celebration at the synagogue. The very next day after this event, a committee was organized to go out to begin collections of pledges immediately. The leaders understand that a pledge turned into cash is the promise of life fulfilled. Edward Carp is Vice Chairman of the campaign. Frank Feinberg is Secretary-Treasurer, and Leonard Carp, Campaign Director.

Wilkes-Barre, Pa. set itself an over-all goal of \$625,000. This week, Aaron Weiss, Campaign Chairman, telegraphed Mr. Morgenthau that the "goal has been reached." Co-Chairmen of the campaign are M. D. Brandwene and Hyman Landau; Jack S. Raub is Big Gifts Chairman; Mrs. Herman Sternlieb, Chairman, Women's Division; Julius Long Stern, Chairman, Christian Division. The latter group was responsible for raising some \$50,000. Dynamic Charles Weissman, 1947 Campaign Chairman, joined actively in the leadership to bring the campaign over-the-top. Nathan I. Kuss is Chairman of the Wyoming Valley Jewish Committee, which sponsors the drive, and Louis Smith, Secretary.

Marion, Ind. had accepted a quota of \$27,500 for the UJA. This week, Samuel Fleck, Chairman of the drive, advised Mr. Morgenthau that a total of \$34,000 has been raised, insuring that at least \$30,000 will be forwarded to the United Jewish Appeal. Mr. Fleck paid tribute to Demetri Nicholas, non-Jew from Piqua, O., who had visited the community to help in the launching of the drive, as had Benjamin Blumberg, Indiana State Chairman, and Mrs. Jack A. Goodman of Indianapolis.

Key West, Fla. wired that it is sending \$8,100 to UJA headquarters at once. It had accepted a quota of \$8,000 for the UJA, as against \$4,658 allotted in 1947. Under the vigorous chairmanship of Joe Pearlman, the community had a record-breaking and swift result.

Quincy is another Florida community to report success. It was asked for a quota of \$7,500. A wire came this week that the full amount in cash was on the way to national headquarters. The same group last year had given \$4,125. The big givers were B. Ottinger, Joseph Wedeles, Ralph M. Kwilecki and Henry Weinberg. Responsible for the prompt conclusion of this successful effort were Joseph Wedeles, Chairman and B. Ottinger, Co-Chairman.

Albemarle, N.C. was asked by the United Jewish Appeal to provide \$15,000 this year. This week, word came from S. Wolf, Chairman and Harry Harris, Treasurer, that the community had reached its assigned responsibility. It might even surpass it. The very small communities of Mt. Gilead, Troy and Norwood are included in this effort. Top gift was that of M. Richter, from \$3,000 to \$6,000.

Quincy, Ill. has enjoyed the vigorous leadership of Irving Rosen as Chairman and the whole-hearted cooperation of his fellow-townsmen in order not only to raise the established goal but to exceed it. In word sent this week to Dr. Israel Goldstein, National Chairman of the UJA, Mr. Rosen reported that at the initial banquet held last Sunday pledges for \$22,000 were received. "It now appears that we may be in a position to raise a total of approximately \$24,000 for the UJA." This splendid result compares with the sum of \$12,000 allotted to the UJA in 1947. Mr. Rosen's own pace-setting gift of \$5,200, as compared with \$2,600 last year, was among the principal factors responsible for the success attained. Harry Chanen contributed \$4,500 as against \$1,225 last year, and Max Chanen went from \$1,200 to \$4,500. L. Mendelson, another active figure in the campaign, increased from \$1,000 to \$2,000. The fine job done by the women was paced by an additional gift of \$1,200 from Mrs. Irving Rosen, who gave \$625 last year. Other leaders in the women's group were Mrs. Sopha Green, Mrs. Max Chanen, Mrs. Harry Chanen and Mrs. L. Mendelson.

Ottumwa, Ia. Having been assigned a quota of \$37,000, Ottumwa has the distinction of having raised \$43,438 in a history-making campaign. The Co-Chairmen of the drive are Charles Bookin and Maurice Spivak. Nathan Bookin is Campaign Secretary.

Ottawa, Ill. was asked to raise \$10,000 for the UJA in 1948. A campaign led by M. D. Laskow as Chairman and Irving Bell as Co-Chairman made this small Jewish community realize the earnestness of the task. At a meeting held at the home of Mr. Laskow, the success of the drive was assured. Now, the Chairman and his associates are endeavoring to transform all pledges into cash promptly, so that the full amount of \$10,000 may be received at UJA headquarters quickly.

Mansfield, Ohio is a model which other communities in that State could well emulate. The UJA was this week assured that its quota request of \$60,000 will be met in full. Mansfield was the first community in Ohio to launch its drive and is the first to complete it successfully. An intensified drive to bring in cash on pledges is now under way under the direction of Leonard J. Goler, Chairman of the drive. His associates are: Leonard Hurwitz, Vice Chairman; M. J. Berer, Honorary Chairman; Mrs. Leonard Hurwitz, Chairman, Women's Division. The Women's Division raised \$5,200 from those who had given \$1,250 last year at a function addressed by Mrs. Sidney L. Albert of Akron and Rabbi Goldbloom.

CLEVELAND STIRS CITY WITH ITS DAILY PLEDGE REPORTS

"News For You" is the title of a sheet issued almost daily by the Jewish Welfare Fund of Cleveland. Its yellow front-page contains a reference to the top campaign workers and then goes on to list the pledges obtained the previous day or days, showing the 1947 gift, the 1948 pledge and the person responsible for obtaining the contribution. Campaign workers and leaders have learned to wait eagerly for this regular bulletin and scan carefully every name recorded in its pages. Every gift, no matter what its size, is grist for this record. And the whole city is invited to look in and see how the campaign machinery works.

Among the gifts recorded in the bulletins issued this week were these: Dave

Frankel, \$4,000 to \$8,000; Harold Hirschfield, \$1,000 to \$2,000; Mrs. Abba Hillel Silver, \$1,000 to \$2,000; Emil H. Gottfried, \$6,000 to \$9,000; Suggs Garber, \$1,225 to \$2,000; Sol Friedman, \$12,000 to \$16,500; Jerome M. Friedlander, \$1,500 to \$3,000; William C. Treuhart, \$5,000 to \$7,500; Smith-Lustig, \$5,000 to \$7,500; Mrs. Robert H. Gries, \$2,000 to \$4,000; Mrs. Arthur J. Reinthal, \$1,000 to \$2,000; Albert Singer, \$12,500 to \$20,000; Forman Furniture Co., \$3,000 to \$6,000; Harold Evans and Saul Rosen, \$3,000 to \$6,500; Keller-Kohn Co., \$4,000 to \$8,000; Herman S. Meshorer, \$4,000 to \$8,000; E. Louis and William I. Katz, \$5,750 to \$8,000; Louis R. Mendelson, \$3,000 to \$10,000; Kaplan Auto Parts Distributing Co., \$3,900 to \$10,000.

Heading the Cleveland campaign are Joseph G. Lampl, Chairman; Rabbi Barnett R. Brickner, General Chairman; Max Freedman, Pre-Campaign Gifts Committee Chairman. Associate Campaign Chairmen are Mrs. Sidney Galvin, Eugene H. Goodman, Eugene M. Klein, David N. Myers, Leonard Ratner and Howard E. Wise. Henry A. Rocker is President of the Welfare Federation and Samuel Goldhamer, Executive Director.

STATUS OF SOME OF THE TOP CITIES

Detroit, Mich. With every device of stimulation and campaign organization working at top levels, the Detroit Jewish Federation was this week reporting that it had reached a figure of pledges of approximately \$4,200,000. It has thus already substantially surpassed the total amount raised in the entire campaign in Detroit last year. Unprecedented results are being achieved in all groups. On Tuesday, Wednesday and Thursday of this week, lodges, clubs and trades respectively reached new levels of giving. A group of members of the Knollwood Country Club of which Irving W. Blumberg is President contributed \$189,000 as compared with \$93,625 in 1947, an increase of 102% in the first Country Club group solicitation in Detroit's history. A number of contributors in the Steel group under the Chairmanship of Sol Eisenberg contributed \$238,350 against \$108,100 last year, for an increase of 120%. For the first time there was group solicitation at a Lodge in Detroit when ninety-three members of the Harry B. Keidan Lodge B'nai B'rith contributed \$66,498 against \$30,885 for the same givers in 1947, an increase of 115%. Detroit's 1948 campaign is about half way through with 50% of the prospects still to be covered by the various divisions. Maurice Aronsson is Chairman of the drive and Fred M. Butzel, Honorary Chairman. Julian H. Krolik is President of the Federation and Isidore Sobeloff, Executive Director.

Pittsburgh, Pa. has reached half way in its campaign and has already surpassed the total amount raised in its 1947 drive. Pledges recorded thus far in the United Jewish Fund campaign, headed by Charles J. Rosenbloom as Chairman, stand at over \$2,230,000, representing a coverage of slightly more than half the prospects in 1947. The steady grind of the campaign continues in all its phases until success is assured. Manuel Spector is President of the Fund; Dr. Maurice Taylor, Executive Secretary.

Kansas City, Mo. By surpassing the \$1,000,000 mark this week, Kansas City has already reached the figure which it raised in its entire campaign in 1947 but it still has a great portion of its cards to cover. Louis S. Myers is Chairman of the record-breaking campaign. Co-Chairmen are E. B. Berkowitz, Edgar L. Berkley and Hyman Brand. Harry B. Strauss is Special Gifts Chairman and Mrs. Clarence Kivett, Chairman of the Women's Division. Earl J. Tranin is President of the Federation; Abe L. Sudran, Executive Director. One of the chief factors held responsible for the results obtained are the trade dinners. A series of eleven of these was held and none of them fell below an increase of 100%. Furniture, jewelry and electrical division affairs accounted for 117% increase; accountants and insurance, 130%; autos and metals division, 180%; building trades and real estate, 100%; liquor, 130%; drugs, 124%; lawyers, 106%; doctors, 150%; food, 114%; textile and apparel, 107%; grocers, 100%.

St. Louis, Mo. This week I. E. Goldstein, Chairman of the St. Louis campaign, and his associates were glad to note that they had passed the \$2,000,000 mark on their way to the attainment of their 1948 goal. Approximately \$1,000,000 in 1947 pledges remain to be solicited. Associated with Mr. Goldstein as principal officers of the drive are: Irvin Bettman, Sr. and Ben L. Shifrin, Honorary Chairmen; Melvin Dubinsky, Chairman, Trade and Industry Division; Mrs. Leo H. Rosenhein, Chairman, Women's Division; Harry Greenfelder, Jr., Chairman, Young Adult Division. Ben L. Shifrin is President of the Welfare Fund and Herman L. Kaplow, Executive Director.

SAMUEL GOLDWYN AGAIN HEADS LOS ANGELES JEWISH WELFARE FUND

Samuel Goldwyn, noted motion picture producer, this week accepted the Presidency of the Los Angeles Jewish Welfare Fund, continuing in the office which he held in 1947. A distinguished delegation called upon Mr. Goldwyn to bring home to him the value of his leadership in the current situation. The campaign in the motion picture industry will be headed by Dore Schary and Abe Lastfogel, who rendered an outstanding service last year in the same capacity.

Brentwood Country Club Spurs Los Angeles Drive

Los Angeles' brand new country club has just come through with flying colors to boost the community drive back into the winning column. Over 300 members of Brentwood Country Club, which is so new that its facilities will not be open for several months, met at the Beverly Hills Hotel and after hearing David Hacohen, came away with a total of nearly \$850,000 pledged to the 1948 campaign. The average increase over last year was more than 82%.

Among many outstanding new gifts were the following: Oriental Rug Cushion (Chapman, Roth and Singer), \$5,000 to \$25,000; Victor Carter, \$5,000 to \$15,000; Diller, Webber and Kalsman, \$4,000 to \$15,000; Lushing Brothers and Schulman, \$1,900 to \$10,000; Barney and Harvey Morse, \$5,000 to \$15,000; Frank Fishman, \$1,000 to \$5,000; Edward A. Freeman, \$1,000 to \$5,000; Mark Schulman, \$2,200 to \$5,500; Max Siegel, \$350 to \$2,000; Mr. and Mrs. Irving Siegel, \$2,500 to \$9,500; Harry K. Topper, \$750 to \$2,000; George Wright, \$2,500 to \$6,800; Mark Boyar, \$500 to \$2,500. A splendid contribution was given by Mr. and Mrs. Spiros Ponty, who are Christians, \$1,000 to \$6,000.

The Brentwood Country Club Committee is headed by Edward K. Zuckerman, President of the Club; Lou Warschaw, Committee Chairman; and Irving Siegel and M. J. Bristol, Co-Chairmen.

STEADY PROGRESS RECORDED AS DRIVES CONTINUE AT FULL PACE

Recognizing that the situation in Palestine and in Europe requires a strengthening of every effort to raise the necessary funds, community leaders report that they are not slackening in their determination to reach their full local share of the national \$250,000,000 UJA campaign.

Passaic, N.J. was host last week at a Big Gifts meeting, at which Dr. Israel Goldstein, National Chairman of the UJA, was the guest of honor. Following his description of what he had observed on his recent visit to Palestine, those present pledged \$223,950, as against \$138,450 which they had given last year. Mrs. Ida B. Freedman, whose gift had previously been announced at \$20,000, raised her contribution to \$25,000, as compared with \$8,000 last year. Mrs. Bertha Benson increased from \$3,600 to \$6,000. Al Levine, Chairman of the campaign, went from \$2,500 to \$5,000; Murray Aufzien, from \$1,200 to \$4,000; Irwin Kosson, from \$1,500 to \$3,350.

New Brunswick, N.J., which is led by Bernard Freedman as Chairman, is engaged in a campaign of record-making tempo. A preliminary gifts group has started off the drive with \$58,600, as against gifts totaling \$25,000 from the same individuals last year. Samuel Hamelsky is Big Gifts Chairman; Mrs. Leo Buchine, Chairman of the Women's Division. Hon. Samuel D. Hoffman is President of the Federation and Josef Perlberg is Executive Director.

Binghamton, N.Y. this week reported that it has raised \$145,000 to date. At a Big Gifts meeting, addressed by Charles Weissman of Wilkes-Barre, Pa., and Eliezer Lipsky, the pace was set by Maurice Horowitch, Co-Chairman of Big Gifts, who pledged \$10,000 as against \$5,000 last year. Jacob Olum, also a Big Gifts Co-Chairman, announced \$8,000, as compared with \$5,000. Alec Rosefsky, Chairman, increased from \$3,000 to \$5,000. Other gifts included Sam Diamond, \$4,000 to \$6,000; Morris Resnick, \$1,450 to \$2,900. Charles R. Rosenthal, Honorary Chairman of the Community Fund, gave \$10,000. Isidore Friedland is Executive Director.

Long Beach, Calif., which is headed by Irving Schneider, Charles Savitz, Aaron Schultz and Sidney Weinberg as Co-Chairmen, raised \$109,900 at its initial meeting, as compared with \$65,130 from the same group last year. Hirsh Kaplan is Executive Director.

Bay City, Mich. continues its substantial progress under the leadership of Erwin Sherman as Chairman. Over \$82,000 is already in hand toward the goal of \$90,000, with the hope that if those who have not yet been reached will do their part the quota can be attained. The outstanding gift of the campaign was that of Joseph C. Hirschfield, a Co-Chairman of the drive, who pledged \$15,000, as against \$7,500 in 1947. It was Mr. Hirschfield's gift which sparked the community's entire campaign spirit. The leaders of the campaign, in addition to Mr. Sherman and Mr. Hirschfield, are: Theodore S. Friedman and Leonard Bergstein, Midland, Co-Chairmen, and Mrs. Anne Lutren, Secretary. The Chairman of the Women's Division is Mrs. Louis B. Harrison; with Mesdames William Kentz, Morris Jaffe, Albert Rotberg, William Surath, Midland, Co-Chairmen; and Mrs. Harry A. Alpern, Treasurer.

Seattle, Wash. opened its general solicitation this week with a figure in excess of \$300,000 in hand in the preliminary big gifts effort. Among the gifts reported were the following: Nessim Alhadeff and Sons, \$5,000 to \$10,000; Ralph and Jack Benaroya, \$1,750 to \$3,200; Max H. Block, \$5,000 to \$10,000; Louis Friedlander and Sons, \$11,400 to \$15,000; Jules Glant, \$6,000 to \$8,000; Henry L. Kotkins, \$4,000 to \$5,800; Samuel Rubenstein, \$6,000 to \$10,000.

SEEKS \$45,000 FROM 20 FAMILIES

One of the most spectacular campaigns in the nation is now under way in Longview, Washington. That little community in Cowlitz County has twenty Jewish families. Recently when Hon. Henry Morgenthau, Jr., visited Portland, Ore., the leaders decided to join in the dinner meeting which he addressed. Longview is now determined to raise \$45,000 for the United Jewish Appeal. Success would give this community top-star ranking in the United States. Irving Miller is Chairman and Cy Goldberg, Co-Chairman, with A. I. Rosenblum as Secretary-Treasurer. A formal function will be held on May 23, with results that are likely to spark the entire Northwest.

Special Jewish State Issue

REPORT TO MEMBERS OF NATIONAL CAMPAIGN COUNCIL OF THE UNITED JEWISH APPEAL

from ISIDOR COONS HENRY MONTOR • 165 West 46th Street, New York 19, N. Y.
Executive Vice Chairmen

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May 16, 1948

MR. MORGENTHAU CALLS AMERICAN JEWS TO RISE TO HISTORIC CHALLENGE

Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, has issued the following statement on the responsibility of American Jewry now that the State of Israel has been proclaimed in Palestine:

"To every American Jew proud of his people, the proclamation of the State of Israel in Palestine is a source of great spiritual excitement.

"Like our own United States, the State of Israel is born in days of strife.

"We American Jews, knowing that a new chapter in world Jewish history has been opened, convinced that this new State will add stature to Jews everywhere, want to bring our moral and material support forward in entirely new dimensions.

"On behalf, therefore, of

"The 28,000 Jews on Cyprus who began to move toward Israel the very day that the State was proclaimed;

"The 200,000 Jews in the DP camps of Europe who have been assured by General Lucius D. Clay that he will assist them promptly in their eager desire to get to Israel quickly;

CASH IS LIFE — PLEASE PAY YOUR PLEDGE TODAY

"The 700,000 beleaguered Jews of Palestine;

"I solemnly appeal to every Jewish community in the United States to dedicate anew with consecration and vigor its campaign efforts in recognition of the vast responsibilities that have now arisen;

"I solemnly appeal to every Jew in the United States to reconsider the contribution he has already made and to come forward with an amount that will assure our valiant people that we are their allies and we shall stand by to see them through;

"I solemnly appeal to the leaders and the workers who have worked zealously and tirelessly in recent months to take new courage and new strength from our wonderful people in Palestine and rededicate themselves to a new and more glorious chapter in this 1948 campaign of the United Jewish Appeal.

"If those in Europe are to win their way to the State of Israel;

"If the State of Israel is to survive;

"The determination to achieve \$250,000,000 for the United Jewish Appeal must be expressed in a renewed consecration of each of us to this historic challenge."

PROCLAMATION OF STATE BEGINS NEW ERA IN RECONSTRUCTION

The proclamation of the State of Israel in Tel Aviv at 4:00 P.M., May 14, 1948 has opened a new era in the history of the reconstruction of the Jewish people.

In proclaiming the State, its provisional government issued a call to Jews throughout the world to "rally to our side in the task of immigration and development and to stand by us in the great struggle for the fulfillment of the dream of generations -- the redemption of Israel."

The new State is confronted with tasks and problems that concern the inhabitants of that land, regardless of sex, creed or origin. But the aim of that State, to permit the homeless Jews to win its sanctuary and to be established there in security and freedom, is one that imposes great opportunities and obligations on the Jews of the United States.

To every sector where Jews were in despair and destitution, the proclamation of the State of Israel came as the trumpet of release. On Cyprus the movement of Jews to the ships that would take them the short distance to Palestine began. In the DP camps of Europe, hope rose high for the first time since liberation in 1945. In other lands

CASH IS LIFE — PLEASE PAY YOUR PLEDGE TODAY

of Europe, Africa and Asia, the proclamation of the State of Israel meant a promise of a future for those Jews who had longed for Palestine.

HOWEVER, MONEY IS THE KEY TO THE REALIZATION OF THESE HOPES.

As Mr. Morgenthau put it:

"MORE THAN WORDS WILL BE REQUIRED IF THE THOUSANDS AND TENS OF THOUSANDS ARE TO MARCH ACROSS THE BRIDGE TO PALESTINE. IT WILL REQUIRE MONEY--LARGE SUMS OF MONEY--GREAT-HEARTED SUMS OF MONEY. NOW! TODAY! AT ONCE!"

The Jews on Cyprus will stay on that accursed island weeks or months longer, if the United Jewish Appeal cannot rush cash funds in time to provide for the transportation of these Jews and their accommodation in Palestine.

There was a tragic note sounded in all the joy that swept over the DP's in Berlin when, on May 16, they celebrated the new State. Speaking at the Zehlendorf DP camp, where the celebrants had gathered, Dr. Karl Liebstein, Berlin representative of the Jewish Agency, described the plan for the emigration of the DP's to Palestine. He uttered a note of caution, however, when he said that there might be delays and obstacles because of "THE LACK OF FUNDS."

It is hoped that in every community in the United States, every one will determine that "lack of funds" shall not keep these Jews from reaching their haven in Palestine and that "lack of funds" shall not deter the new enterprise from achieving its goal.

Communities which initiated their campaigns this Spring are urged to go back to all their contributors with a new appeal for new and historic generosity that will match the greatness of the opportunity. Each community can express its support by determining that the quota assigned to it by the United Jewish Appeal shall be achieved in full and be exceeded.

ONLY BY FULFILLING THE QUOTAS ASSIGNED BY THE UNITED JEWISH APPEAL IS IT POSSIBLE TO REALIZE THE \$250,000,000 THAT IS A MINIMUM ESSENTIAL IF ISRAEL IS TO HAVE ITS CALL ANSWERED.

Communities which normally launch their campaigns in the Fall are urged to begin their fund-raising efforts as quickly as possible, gearing their own fund-raising programs to the wave of enthusiasm and understanding that is sweeping the Jews of America.

Simultaneously, each community must organize an intensive cash collection effort, for cash is the key to the support the Jews of America can provide at this crucial time. Every Jew who has already made a contribution should be asked to ignore all the time-tables originally indicated for payment of his pledge and be urged, as a concrete expression of historic understanding, to take cash from whatever source is available to him -- BANKS, BONDS, STOCKS, LOANS, etc. -- to pay off his pledge immediately.

CASH IS LIFE — PLEASE PAY YOUR PLEDGE TODAY

In answering the proclamation of the State of Israel, Mr. Morgenthau said:

"As General Chairman of the United Jewish Appeal, I know that I bespeak the will of American Jews, when I say that we accept this call and that we are determined to respond to it in the fullest measure of our resources.

"This is the moment. This is the hour of destiny. The Jews of America will surely make the United Jewish Appeal the instrument for the realization of the greatest program for reconstruction in the history of the Jewish people."

ISRAEL'S FINANCE MINISTER SENDS FIRST CABLE

On the evening of May 15, Eliezer Kaplan, Finance Minister in the Provisional Government of the State of Israel, sent the following cable from Tel Aviv to Hon. Henry Morgenthau, Jr.:

"HEARTIEST GREETINGS YOURSELF AND ALL CO-WORKERS ON PROCLAMATION STATE OF ISRAEL AND ITS RECOGNITION BY USA.

"NEW SITUATION CREATES GREAT OPPORTUNITIES, IMPOSES NEW DUTIES.

"TOMORROW LARGE-SCALE IMMIGRATION FROM CYPRUS BEGINS. ESTIMATED IMMIGRATION COMING MONTH TEN TO FIFTEEN THOUSAND. MAXIMUM EFFORT AND MEANS ESSENTIAL.

"DESPITE AIR RAIDS, SPIRIT OF TEL AVIV AND YISHUV STEADFAST.

"HOPE CAN COUNT ON YOUR CONTINUED AND INCREASING SUPPORT.

KAPLAN"

UJA CONFERENCE OF LEADERS CALLED FOR MAY 22-23

Leaders of the Jewish communities of the United States are invited to a special "history-marking" conference of the United Jewish Appeal to be held on Saturday evening, May 22, beginning at 6:30 P.M., and on Sunday, May 23, beginning at 10:00 A.M., at the Astor Hotel, New York City.

The proclamation of the State of Israel gives urgency and historic meaning to this assembly, at which the world-shaking events of the past few weeks will be reviewed in the light of the new position in which the United Jewish Appeal finds itself.

Hon. Henry Morgenthau, Jr., in his invitation to the conference, said: "It has seemed to my associates and to myself imperative that we call together the key leaders of the American Jewish communities to share with them our intimate and immediate

CASH IS LIFE — PLEASE PAY YOUR PLEDGE TODAY

knowledge of these developments so that they, in turn, may counsel with us."

It is expected that the conference will have significance equal to that of the Atlantic City Conference of the United Jewish Appeal which adopted the 1948 quota of \$250,000,000.

To assure reservations, those expecting to attend the conference are asked to telegraph their wishes to the Executive Vice Chairmen, United Jewish Appeal, 165 West 46th Street, New York City.

\$250,000 GIFT TO UJA MARKS ANNOUNCEMENT OF JEWISH STATE

A contribution of \$250,000 to the United Jewish Appeal on the occasion of the announcement of the Jewish State in Palestine was made on May 16 by Abraham Mazer of New York. Hon. Henry Morgenthau, Jr., General Chairman of the UJA, read Mr. Mazer's announcement of his "pride and joy" on "this great birthday of the Jewish State," at a rally at Madison Square Garden that night sponsored by the American Zionist Emergency Council. Mr. Mazer pointed out that his gift was made to the United Jewish Appeal on this occasion because it "is the instrument through which American Jewry strengthens the redemption of our people in Palestine." The Mazer gift in 1947 was \$60,000.

In a letter to Mr. Morgenthau, Mr. Mazer referred to the founding of the Jewish State and said:

"It is an occasion for which the Jewish people have been praying for some 2,000 years. It is for me a source of the deepest personal satisfaction that this great moment has come within my lifetime.

"In this hour of great celebration, we are mindful of the generations who have preceded us and who have labored and died to bring this dream to reality. On this occasion we pay tribute to the pioneers who even today are building this State on their own bodies.

"On this occasion I am impelled to express my gratitude to God who has brought us to this day. To express this pride and joy, I would ask you to be kind enough to announce the participation of my family and myself in this great birthday of the Jewish State through a gift of \$250,000 to the United Jewish Appeal which is the instrument through which American Jewry strengthens the redemption of our people in Palestine."

THE EXODUS FROM CYPRUS BEGINS

The great exodus from the barbed-wire camps of Cyprus and from the DP camps has begun. On May 14, some 300 Jews arrived on the shores of Israel. On May 15, great

CASH IS LIFE — PLEASE PAY YOUR PLEDGE TODAY

crowds lined the Mediterranean to welcome 1,700 more Jews to Palestine. The Jewish Agency for Palestine is endeavoring to get as many ships as money can provide so that the men, women and children on Cyprus may reach the new State and thus end their long history of suffering.

In an appeal to the Jewish communities of America for a great outpouring of cash at once, Mr. Morgenthau said:

"This is the moment we have been waiting for. The movement of 28,000 Jews from Cyprus has begun. The rate at which they will enter Palestine depends exclusively on the funds which the United Jewish Appeal will make available promptly. Adequacy of their accommodations, food and clothing upon arrival will depend also upon UJA funds. In this extraordinary time, we American Jews, I am confident, want to share to the fullest in enabling these Cyprus refugees to come quickly and decently to Palestine. We appeal, therefore, to every community to initiate at once a large-scale action to obtain from all those who have already made adequate pledges, payment in full or the largest part of those pledges for remittance to the UJA."



CASH IS LIFE — PLEASE PAY YOUR PLEDGE TODAY

A REPORT to Members of the National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED JEWISH APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

\$100,000,000 IN CASH BY AUGUST FIRST IS FIXED AS NATION'S GOAL

A Resolution Adopted at National UJA Conference, May 23, 1948

We, the representatives of the Jewish communities, gathered in National Conference on Sunday, May 23rd, 1948, to concern ourselves with the emergency needs of the United Jewish Appeal: are deeply concerned with the peril to the people of the new State of Israel and are determined that the great opportunities for mass immigration shall be realized immediately.

We feel our responsibility to the countless thousands of Jews, languishing for years in the displaced persons camps in Europe, who are eager to proceed on the road to Israel, and to the twenty-five thousand on the Isle of Cyprus, who are even now proceeding to their homeland in Palestine.

We must provide the funds - and the necessary immediate cash - which will help to fulfill these great opportunities for our people, sustain the Jews of Europe and assure the integration of those who come to our own shores; therefore

The delegates assembled at this Conference pledge their communities and call upon the leaders of every community to

(1) Rededicate themselves to a renewed effort to reach the goal of a minimum of \$250,000,000 for the United Jewish Appeal.

(2) And to launch at once upon a superhuman effort to translate all pledges into immediate cash.

We will not fail the people of Israel in this great moment; and therefore

We recommend to this Conference and to the Jewish communities throughout the country that a supreme effort be made to provide to the United Jewish Appeal \$100,000,000 in cash by August 1st.

We further authorize the National Committee on Community Quotas of the United Jewish Appeal to ask each community for a specific share of this cash requirement in order that the total may be realized.

\$100,000,000 IN CASH BY AUGUST FIRST IS FIXED AS NATION'S GOAL

To assure the security of the Jews of Israel; to assure the entry of 15,000 Jews a month into the new-born State; and to provide for the other major needs of the United Jewish Appeal agencies, it is indispensable that American Jewry provide an additional \$100,000,000 in cash before August 1.

This decision was taken at the special nation-wide Conference on May 22-23 held in New York City on the summons of Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal. Over 500 representatives from about 110 communities in 30 states participated in framing the resolution, which was adopted after the most stirring session in the history of Jewish fund-raising in the United States. (The full story of the Conference appears elsewhere in this Report.)

The action was taken unanimously, immediately following the heart-stirring plea of Mrs. Golda Myerson, only woman member of the Provisional Government of Israel, when she declared that it is imperative that Palestine receive \$75,000,000 in the months of June and July.

The resolution adopted by the Conference called upon the United Jewish Appeal to suggest to each community the specific share it should undertake if the total cash requirement of \$100,000,000 were to be met in the stated period. The urgent necessity of realizing a minimum of \$250,000,000 for the UJA during the year was also stressed in the resolution.

All communities in the United States are now being called upon to take such action as may be devised locally in order that this life-and-death issue may be resolved promptly. It is recognized that the most imperative action that must be taken is the appeal to all those who have already made adequate contributions that they pay up these pledges in cash immediately — regardless of any time allowance that was had in mind when the pledge was originally made.

"\$1,000,000 IN JUNE IS WORTH \$5,000,000 IN DECEMBER" — Henry Morgenthau, Jr.
PAY YOUR PLEDGE TODAY

STOCKS ARE UP — HAVE YOU PAID YOUR PLEDGE?

There is only one truly effective way in which an individual contributor can help his community respond to the desperate plea of the UJA for cash — that is, by paying his own pledge at once in full in cash.

The material to save life is needed today — not next December, when income tax reports are compiled.

The Jews are being moved out of Cyprus now, today — not next December.

The individual contributor now has a perfect opportunity to convert securities into cash, with the market at top highs in many items on the Stock and Curb Exchange list.

Withdrawals from checkings and savings accounts; conversion of securities into cash; sale of bonds; individual borrowings from the bank -- these are the ways in which each Jew can share in saving the hope of his people in this grim hour.

YOUR CASH TODAY WILL BUY LIFE FOR A JEW OVERSEAS

PITTSBURGH MEETS EMERGENCY BY MILLION DOLLAR BANK LOAN

Responding at once to the resolution adopted at the emergency National Conference of the United Jewish Appeal in New York on May 23, the Board of Directors of the United Jewish Fund of Pittsburgh, on the day immediately following, unanimously adopted a resolution authorizing the campaign officers to take every action necessary in order to expedite the cash funds which the UJA so urgently requires. The text of the resolution, as communicated to Hon. Henry Morgenthau, Jr., by Emanuel Spector, President of the United Jewish Fund, follows:

"WHEREAS, THE BRAVE PEOPLE IN ISRAEL ARE FACED WITH A GRAVE DANGER BECAUSE OF THE UNPROVOKED ATTACK UPON THEM BY POWERFUL ENEMIES WHO ARE VIOLATING THE DECISIONS OF UNITED NATIONS AND THE MORAL TENETS AND CONSCIENCE OF MANKIND, AND

"WHEREAS, THROUGH THE INSTRUMENT OF THE UNITED JEWISH FUND THE JEWISH COMMUNITY OF PITTSBURGH HAS THE SUPREME OPPORTUNITY TO MEASURE UP FULLY TO THIS HISTORIC CHALLENGE FOR THE PRESERVATION AND THE SURVIVAL OF OUR PEOPLE IN ISRAEL, AND ELSEWHERE THROUGHOUT THE WORLD WHERE THEY ARE SEEKING TO GO TO ISRAEL, AND

"WHEREAS, IN THE LIGHT OF THE CREATION OF THE STATE OF ISRAEL OUR EFFORTS OVER THESE MANY YEARS TO ASSIST IN THE IMMIGRATION, THE HOUSING, THE FEEDING, THE EDUCATING, AND IN GENERAL THE PROVISION OF THE OPPORTUNITY FOR THE REESTABLISHMENT OF THE LIVES OF OUR DESTITUTE JEWISH BRETHERN HAVE NOW COME TO THE POINT OF REAL FULFILLMENT

"THEREFORE BE IT RESOLVED THAT THE BOARD OF THE UNITED JEWISH FUND OF PITTSBURGH, AT A SPECIAL MEETING CALLED FOR THE PURPOSE THIS MONDAY EVENING, MAY 24, DOES HEREBY RESOLVE

"THAT, IN VIEW OF THE URGENT NEED FOR CASH IN ORDER TO PROVIDE FOR ALL OF THE FOREGOING PURPOSES, AND IN ORDER TO MAKE IT POSSIBLE TO SEND TO THE UNITED JEWISH APPEAL IMMEDIATELY A MINIMUM OF \$1,000,000, THE JEWISH COMMUNITY OF PITTSBURGH BE CALLED UPON TO MAKE AVAILABLE AT ONCE EVERY POSSIBLE DOLLAR ON PLEDGES ALREADY MADE, AND DULY AUTHORIZES THE OFFICERS OF THE FUND TO NEGOTIATE AN ADDITIONAL BANK LOAN UP TO \$1,000,000;

"FURTHER, THE BOARD CALLS UPON ITS CAMPAIGN LEADERSHIP TO REDEDICATE AND TO RENEW ITS EFFORTS FOR COMPLETING FULL AND ADEQUATE SOLICITATION OF ALL CONTRIBUTORS WHO HAVE NOT YET RESPONDED, AND

"FINALLY, URGES THE CAMPAIGN LEADERSHIP TO CONSIDER THE NEED FOR RESOLICITING IMMEDIATELY PLEDGES ALREADY MADE WITH A VIEW TO SECURING AS MANY INCREASED PLEDGES AS POSSIBLE, ALL TO THE END THAT NO STONE MAY BE LEFT UNTURNED TO INSURE THE RAISING OF PITTSBURGH'S GOAL OF \$3,515,000, WITHOUT WHICH ALL OF THE OBLIGATIONS ASSUMED BY THE UNITED JEWISH FUND CANNOT BE FULFILLED."

WOULD THAT BOY BE LYING DEAD ON THAT ROAD IF I HAD PAID MY PLEDGE?

ONLY ONE ARMY IN ISRAEL

With reference to fund-raising efforts now under way in the United States outside the framework of the United Jewish Appeal, a cable inquiry was sent to determine the nature of the forces which will serve the State of Israel.

On May 21, the United Jewish Appeal received a cable from Eliezer Kaplan, Finance Minister of Israel, which read as follows:

"NATIONAL ARMY ESTABLISHED BY LAW. DEMANDING DISSOLUTION OF ALL SEPARATE ARMED GROUPS."

AMERICAN JEWISH ARCHIVES
ISRAEL MUST BE SECURE - PAY YOUR PLEDGE NOW.

NEW YORK DRIVE TAKES ON NEW FORCE AS JEWISH STATE IS ESTABLISHED

The great satisfaction felt by the Jewish community of New York at the establishment of the State of Israel has expressed itself in an intensified activity for the United Jewish Appeal and in even higher standards of giving, it was revealed this week by the officers of the New York campaign.

The most spectacular meeting in the history of New York fund-raising took place when the Rayon and Silk Industry raised \$4,315,000 at its Big Gifts function toward its total quota of \$6,000,000, twice what the industry raised last year. Philip A. Vogelmann is Chairman of the Division. Henry Morgenthau, Jr., and Louis Nizer were the principal speakers at the function.

One of the most generous gifts thus far recorded in the national campaign is from a non-Jewish source. It is the contribution of \$100,000 announced in New York at the Rayon dinner by J. P. Stevens & Co.

The sum of \$1,021,000 as against \$367,500 pledged by the same persons last year was the record of an extraordinary campaign meeting of the New York City Corrugated Division. Still talking of the spirit of that meeting, leaders of this paper group pay high tribute to Fredric R. Mann of Philadelphia, National Chairman of the Paper Division, whose masterly reading of cards helped evoke the record-breaking standards of generosity. Among the top gifts in the division: Abraham and Joseph M. Mazer, \$60,000 to \$250,000; Etra brothers announced for the Star and Pequot Corrugated Co., \$100,000 as against \$55,000 last year. Others included: Joseph and Saul Kramer, \$12,500 to \$26,000 for the Kraft Corrugated Co.; \$2,000 to \$12,500 for the Tri-State Co.; Paul Densen announced from \$3,600 to \$10,750 for the Eastern Corrugated Co.; Abe Reinert pledged \$16,000 as against \$6,000 last year for the Arch Built Corrugated Products Co. Joseph Shulman, National Chairman of the Textile Division, was present for the occasion. Harry Ginsberg is Chairman of the Corrugated Division of the New York drive.

Forest Hills, in Queens, paid its respects to the Jewish State with higher gifts at a meeting addressed by Dr. Israel Goldstein, National UJA Chairman. A group of 200 residents of the section pledged \$425,000, representing a doubling of last year's gifts. Irving Entin is Chairman of the Forest Hills drive.

Hyman Lefcowitz of Buffalo, National Chairman of the Meat Division of the UJA, came to New York to stir fund-raising standards in the metropolis. At a preliminary meeting, a group which contributed \$40,000 in 1947 raised their pledges to \$138,000. Chairman of the unit is Benjamin Lowenstein.

Spearheading the drive among Zionist women in New York is the Pioneer Women which is concentrating its energies on the United Jewish Appeal as the central source through which to bolster the new State. At a tea for women of limited income, the sum of \$42,000 was contributed by a group which had pledged \$12,000 in 1947. Credit for the phenomenal achievement was attributed to Mrs. Israel Goldstein, National President of Pioneer Women.

I. M. Weinstein of Atlanta, National Chairman of the Laundry, Linen and Cleaning Division, attended New York's Laundry and Linen Division Big Gifts dinner, at which \$180,000 was pledged by givers of \$110,000 last year.

Isidor Leviton pledged \$57,500, as against \$16,000 in 1947 at the Big Gifts dinner of the New York City Electrical Division. It was a function of one of the branches of this Division, including Lamps, Shades and Lighting Fixtures. A total in excess of \$300,000 was raised, representing over 100% increase from the same givers last year. Other gifts included Isidore Rosenblatt, from \$6,000 to \$15,000; Max Held, from \$1,500 to \$7,000; M. & G. Blitzer, \$25,000 to \$38,000.

A dinner of the Plumbing and Heating Division produced \$152,000 from those who had given \$55,000 in 1947.

The Big Gifts dinner of the Jewelry Division produced \$980,000 from the group which had pledged \$600,000 in 1947. Among the gifts were: Arde Bulova and associates, from \$65,000 to \$100,000; Lipschutz & Gutwirth, \$32,000 to \$52,000; Morris Simons, \$10,000 to \$25,000. Prior to the function, Bernard G. Rudolph, Syracuse leader, and a National Co-Chairman of the UJA Jewelry Division, came to New York for a few days in order to discuss their gifts with a number of the top leaders.

The Notions Division obtained \$261,000 at its Big Gifts dinner from contributors of \$120,000 last year.

A PLEDGE PAID TODAY CAN SAVE A LIFE TOMORROW

COMMUNITIES THAT HAVE REACHED MILESTONES

With the announcement by Hon. Henry Morgenthau, Jr., that he hopes all communities will start their campaigns all over again, in recognition of the proclamation of the State of Israel, the achievement of "over-the-top" results by communities is regarded as the hurdling of the most important obstacle and the registration of a milestone. These communities, having demonstrated their serious concern with the UJA,

will probably be among the first to see what additional achievements they can record.

Bangor, Maine: In 1947, this community allotted \$88,000 to the United Jewish Appeal. In 1948, it adopted an over-all goal of \$200,000. As of this record, the contributions received are in excess of \$241,000. It is hoped by the leadership that the total may reach and exceed \$275,000. In that event, the UJA would receive three times as much as it did in 1947, putting Bangor among the front-ranking communities in the United States in its triumphant achievement for the UJA. Moses J. Byer is Chairman of the campaign. Max Kominsky is President of the Welfare Fund. Irving Ribner is Executive Director.

Topeka, Kansas: Led by Harry Endlich as Campaign Chairman, Topeka this week forwarded its first \$10,000 on its pledge of a minimum of \$35,000. This compares with \$18,000 allotted by the community last year. The campaign was conducted with dispatch and success by a group of officers which, in addition to Mr. Endlich, included Harold Goldstein, Meyer Katch, H. R. Nightingale, George Gordon, Simon Galitzky, Samuel A. Cohen and S. Horowitz.

Atlantic City, N.J., having adopted an over-all goal of \$630,000, this week advised Hon. Henry Morgenthau, Jr., through Harry Cassman, Campaign Chairman, that the goal had been exceeded. Leading the community with tireless efficiency was Mr. Cassman, veteran leader of the Federation, who had as his Co-Chairmen all the former campaign chairmen. Other officers included Judge Joseph B. Perskie as Honorary Chairman; Special Gifts Chairman, Philip Rudick, leader of the Southern New Jersey Region, Amalgamated Clothing Workers of America; Mrs. Joseph B. Perskie, Mrs. Joseph Halbert and Mrs. Harry Segel as Co-Chairmen of the Women's Division. Irving T. Spivack is Executive Director. Among the many others who played a part in the results were Samuel Backer, President of the Linwood Country Club, whose leadership played an outstanding part in setting standards; Mayor Joseph Altman, Co-Chairman in charge of the Boardwalk Division; Judge Leon Leonard, head of the Professional Division.

Allentown, Pa. is doing one of the most spectacular jobs in the nation. It had set itself a goal of \$525,000. But a formal goal has meant nothing to a group of community leaders who realize that the maximum that can be given is the only ceiling that can be set. Thus far \$558,000 has been reached. Nathan Halperin, Chairman of Big Gifts of the phenomenal drive indicates that the community is gearing itself to reach \$600,000. Morris Senderowitz, Jr., is Campaign Chairman. Mrs. Louis Ziegler is Chairman of Women's Division. Moritz M. Gottlieb is President of the Welfare Fund; George Feldman, Executive Director.

Passaic, N.J. deserves a special story in the annals of the 1948 United Jewish Appeal campaign. When the leaders met last February and adopted an overall goal of \$750,000, they were filled with optimistic hopes and good intentions. Some of the men frankly expressed their pessimism and said the goal was fantastic. Then, the community chose Al Levine as Chairman. From that moment, the only thing fantastic in the community was the series of campaign stunts that this live-wire Chairman inaugurated, so that the whole town sat up and took notice. His primary aim was to make the total community and not a handful of big givers feel the impact of the campaign. Every facility of advertising and promotion was undertaken. By this time, it is top news in New Jersey that Passaic reached its \$750,000 and then added \$100,000 to its goal. It is over the hump of \$800,000 and going gracefully on to what is probably the historic record in New Jersey. In addition to Mr. Levine, the campaign officers include: William Gurtman, Initial Gifts Chairman; Leon Kondell, Initial Gifts Co-Chairman; Mrs. Barney Goldstein, Chairman, Women's Division. Sidney Alexander is President of the Jewish Community Council; Morris Novitsky, Executive Secretary.

PLEDGES ARE A PROMISE OF LIFE -- CASH IS LIFE ITSELF

MARKET INSTITUTE AT CHICAGO SEES GIFTS INCREASED

While in attendance at the national convention of the Super-Market Institute in Chicago, a group of friends of the United Jewish Appeal from various parts of the country held a luncheon meeting in order to register additional gifts and to announce gifts for the first time. This meeting was sponsored by Jac Lehrman of Washington and Samuel Cooke of Philadelphia, National Co-Chairmen of the UJA Food Division.

Among the gifts were: A. J. Molasky, St. Louis, from \$7,850 to \$20,000; Jules Newman, Omaha, \$15,000 to \$28,000; Nate Lurie, Detroit, \$12,500 to \$20,000; Theodore Weiner, Los Angeles, \$5,000 to \$12,500; Jac Lehrman, Washington, \$10,000 to \$20,000; Tom Borman, Detroit, \$13,850 to \$20,000.

PROMISES WILL NOT PAY FOR FOOD -- CASH IS NEEDED NOW!

COMMUNITIES MOBILIZE FORCES TO SEND CASH TO UJA

Recognizing that young boys and girls may die needlessly because cash was not available to equip them with the necessities, communities throughout the United States are showing their recognition of the desperate need of the United Jewish Appeal for huge sums of cash.

St. Louis has sent word that it is engaged in a twin-pronged effort to meet this crucial situation. The most intensive program in its history has been planned to impress upon all big givers the urgency of paying up their 1948 pledges. In addition, so that still more funds may be available, St. Louis is borrowing \$600,000 to be dispatched to the United Jewish Appeal. A previous bank loan contracted last February in the same amount has been paid off.

The telephone conference in which some eighty communities participated on May 19 resulted in an intensification of campaign efforts and the decision on the part of a number of communities which had already reached their goal to increase their objective.

Among these was Stamford, Conn. It has been campaigning for \$400,000. In honor of the establishment of the Jewish State, the campaign officers, headed by Barney W. Malloy, Chairman, have decided to increase their goal to \$500,000. The additional \$100,000 will be called a "Salute To Israel," in the form of a "\$100,000 Salvo" to be fired at the enemies of the new State.

Phoenix, Ariz., responding to the plea to raise new funds with the creation of the Jewish State, called an emergency meeting in order to launch the campaign with new impetus.

Eli H. Levenson, President of the United Jewish Fund of San Diego, Calif. drive,

telegraphed to Mr. Morgenthau: "San Diego has raised \$222,000. We are determined after your broadcast to continue the campaign and to intensify our efforts to reach at least a goal of \$309,000 as our small share of the founding of a new Jewish State."

Albert Tenenbaum, Chairman of the Savannah, Ga. campaign, vowed that a rededication would take place in the community.

Lazure L. Goodman, Co-Chairman of the Indianapolis, Ind. campaign, wired to Mr. Morgenthau that after the telephone conference on May 19, the 180 men and women assembled to hear it had "voted unanimously to push to completion the present campaign and, at the same time, to organize special campaigns to resolicit those who have already given, requesting them to make an additional pledge on a specially printed card, reading 'In honor of the new Israel.'"

Des Moines, Ia. celebrated the founding of the Jewish State by reaching its goal of \$600,000, thus setting an example for all other communities of its size throughout the nation. An intensive cash collection effort has been launched simultaneously. Frank B. Sanders is Chairman of the Campaign and Morton S. Bookey, Co-Chairman. Harold A. Goldman, as UJA Chairman for the State of Iowa, has been one of the prime factors in the record results being achieved in the State this year.

Utica, N.Y. thought that its campaign was about ready to close. But after forty of the leaders of the community listened in on the telephone conference on May 19 they resolved at once to reopen the drive and, on the spot, new standards of giving were established by those present.

From Seattle, Wash., Frank Newman, Sr., Campaign Chairman, telephoned to Mr. Morgenthau that the top leaders "heard your inspiring messages, showing us clearly what our responsibilities must be, in view of the recent historic Jewish developments. We have rededicated ourselves to reach the goal set, which was the largest ever undertaken by our community."

THE EMERGENCY REQUIRES IMMEDIATE CASH!

UJA ASKS \$6,300; COMMUNITY TO DOUBLE GIFT

Fulton, N.Y. has a handful of Jews. For 1948, the UJA requested a minimum sum of \$6,300. When Edward P. Rose, of the Rogers Shoe Co. of Syracuse, visited Fulton last week to help the town raise its goal for the UJA, the community responded with gifts of \$10,000 and decided to give at least double the formal request for \$6,300. The results were attributed to a team comprising Saul S. Alderman, Honorary Chairman; Joseph Waldhorn, Chairman; and Harry A. Edison, Co-Chairman.

MOTION PICTURE LEADERS LAUNCH PLANS FOR CAMPAIGN

With Reuven Dafni, vibrant young Palestinian leader bringing them the story of fighting Israel, the motion picture colony last week completed its plans to share in the determination of Los Angeles to raise a minimum of \$10,250,000. Among those who attended the function at the Beverly Hills Hotel were Samuel Goldwyn, President of the

Welfare Fund; Dore Schary, Campaign Chairman for the industry; and his Co-Chairmen, Abe Lastfogel and William Gordon; Julius Fligelman, General Chairman of the Los Angeles drive; Barney Balaban, Jack L. Warner, Jules Stein, Walter F. Wanger, Harry Cohn, Lester Roth, Sid Rogell, Leo Spitz, Mendel B. Silberberg, Y. Frank Freeman, Henry Ginsberg, I. E. Chadwick, Hal B. Wallis, Bert Allenberg, Jacob H. Karp, Eugene Zukor, and Edwin Weisl of New York.

Usually the motion picture industry has raised 25% of the Los Angeles quota. Mr. Fligelman assured the industry leaders that if the Movie Division would raise 25% this year, Los Angeles would definitely reach its goal of \$10,250,000. Mr. Fligelman reported that Los Angeles has thus far raised \$5,000,000, which represents an 80% increase from the same contributors last year.

The first fund-raising event in the motion picture industry will be held on June 2. Lorna Wingate, one of the most famous personalities of England, widow of Major General Orde Wingate, of Burma fame, is flying from the battlefields of Israel especially to attend this function.

AMERICAN JEWISH
ARCHIVES

THAT HOPE MAY BE FULFILLED - PAY YOUR PLEDGE TODAY

NATIONAL UJA CONFERENCE IN NEW YORK INSPIRES COUNTRY

"One of the greatest Jewish Conferences of all time," was the way one delegate described the proceedings at the Hotel Astor in New York on Saturday evening, May 22 and Sunday, May 23, at which General Chairman, Henry Morgenthau, Jr., presided. The first national UJA meeting since the proclamation of the State of Israel and American recognition of that State, it was attended by more than five hundred community leaders from almost every part of the country, who wept and cheered as Mrs. Golda Myerson, only woman member of the Provisional Council of Israel, told them of Israel's secret weapon: "Ein Brerah--No Alternative," and described in unforgettable terms the heroism and the heartbreak of Jewish defense.

Dr. Joseph J. Schwartz, Chairman, European Executive Council of the JDC, graphically depicted the present situation of the DP's and the Jews of Eastern Europe, who are Israel's free citizens of tomorrow. Major Aubrey S. Eban, who is official representative of Israel at the United Nations, gave a brilliant review of the events leading to the establishment of Israel and the prospects for the future in political terms. Edward M. M. Warburg, Chairman of the JDC; Edwin Rosenberg, President of the USNA; Dr. Israel Goldstein, William Rosenwald and Dr. Jonah B. Wise, UJA National Chairmen, and Mrs. Ernest G. Wadel, Chairman of the UJA National Women's Division, through their addresses, served to round out a Conference that had all of the emotional quality of a revival meeting and which accomplished a practical purpose that will have a permanent place in the history books of the future.

Resolve To Provide \$100,000,000 Cash By August 1

Most of the speeches, however, were made from the floor rather than from the dais. Utterly convinced of inseparable relationship between the UJA and Jewish survival, completely aware of Israel's dependence upon American Jewish help in its greatest

hour, keenly conscious of desperate need for immediate cash in large sums, the delegates unanimously adopted a resolution calling for a supreme effort to "provide to the United Jewish Appeal \$100,000,000 in cash by August 1st;" and then, forgetting about Sunday lunch, fought for the floor microphones until after 3:00 P.M., to present substantial checks to Mr. Morgenthau, to pledge large sums of cash from their communities in a matter of days from every possible local source, to promise to start their campaigns all over again so that over-the-top results would be assured, and to increase their own pledges and turn in the cash. As delegate after delegate gave evidence of his understanding and willingness to act, it was observed that Mrs. Myerson and Dr. Schwartz were absorbing new confidence for the future.

RADIO-TELEPHONE CONFERENCE WAS PROLOGUE

The fact that so many delegates arrived in New York with community checks and with authority to act was due in large measure to a radio-telephone conference among Mr. Morgenthau, Dr. Jonah B. Wise, Dr. Israel Goldstein and William Rosenwald and hurriedly-called emergency meetings in eighty communities from Miami, Florida to Portland, Oregon on the previous Wednesday evening.

At this conference, Mr. Morgenthau presented six points for action to enable communities to meet the challenge presented by the creation of the new Jewish State and the resultant opportunity for mass immigration into Israel, now proceeding at the rate of more than 15,000 per month:

1. Every community, regardless of whether its quota has been reached or not, should rededicate itself to a renewed campaign effort as a salute to Israel, obtaining additional contributions from all givers and reaching promptly all who have not yet pledged.

2. Communities should not be bound by traditional campaign methods, but should utilize every conceivable technique that might be effective, such as Elizabeth, New Jersey's plan to inscribe in a Golden Book the names of all who make supplementary contributions; Buffalo's new pledge card which provides for an additional pledge beyond the previously recorded sum in honor of the new State; Miami's program of calling together the bigger givers for an additional percentage amount to bring the community above its goal, and such other techniques as may be devised.

3. Communities should harness mass sentiment by special activity in synagogues, societies, chapters, lodges, districts, landsmanshaften, etc.

4. All advertising, promotion and public relations facilities should be exploited at once to the utmost.

5. There is a challenge to every major contributor to set the pace in expressing enthusiasm in the new situation, as did Abraham Mazer of New York, who demonstrated his joy in the establishment of Israel by increasing his 1947 gift of \$60,000 to \$250,000 for 1948.

6. Communities which are scheduled to hold Fall campaigns are urged to explore the possibility of beginning the first phase of their drive immediately, following the example of Chicago.

Mr. Morgenthau pointed out the crucial fact that a million dollars in June might be worth five million in December.

MYERSON AND SCHWARTZ SOUND CONFERENCE KEYNOTE

Mrs. Golda Myerson: "Had we, on the 15th of December, and for many, many weeks after that, called in a council of military experts and told them frankly and honestly, 'This is what we have at our disposal. This is the situation in the Arab States. Have we any chance? Shall we do it?' I am convinced that there would not be one sane military expert that wouldn't have told us that this is mere suicide...do not do it. We didn't ask. There is a secret weapon in Israel, which is called 'Ein Brerah--No Alternative'...It's a very effective weapon...There isn't a baby in Israel today who doesn't know that our greatly improved position is the result of the help of the Jews of the United States since my last visit to this country...I am going to tell you now without any reservations, if it had not been for the millions you had given us during those weeks, we would not have raised the white flag, but probably tens and tens of settlements in the country, cities and villages, maybe all of it would have had the same fate as Kfar Etzion...I am convinced now more than ever that if today you rise to the occasion---but, my friends, today---not pledges for December or for January...it means success. But either we get cash in tens of millions of dollars---part of it coming in every day---either you do that or we fail. So, if you will go on just making pledges, that will be all right. If we survive, that will help. But if you do that I must send a cable---and our people can take it---send a cable: 'Strike out possibilities of effective aid from the United States. Maybe in 1950 the pledges of 1948 will be paid up, and if you are alive, well, you will be able to use it.' And if not, well, we will give it away for some local charity in the United States... The moment has come when we must make a new agreement. But let us do it honestly and frankly, courageously.... The two main objectives now are to win the war and to bring in these many thousands, tens of thousands of Jews until the end of the year. We must do that."

Dr. Joseph Schwartz: "Those people in Europe, whether they be in camps or whether they be in other corners of the European Continent, cannot and must not be abandoned in this eleventh hour of their hope. We have sustained them for the past three years or so. We have given them the hope and the courage to go on in the face of all obstacles and in the face of every difficulty. Now they see a ray of hope. Now they see the beginnings of a solution. This is not the time for American Jews to say to these people: 'We are not concerned with your fate any more. We have other things to do. We will not give our attention to your problems and to your distress.' I am certain that American Jews, conscious of the great responsibility which history has imposed upon them, will live up to and meet that responsibility. American Jews have done it in the past, and I am certain that they are going to do it again."

WHAT THE DELEGATES DID IN RESPONSE

When the Conference was turned over to the delegates for action, there was action on a scale greater than that at any other meeting in the history of the UJA. Here is what some of them did:

David Friedman, Norfolk, Va.: Brought in a check for \$250,000 and pledged \$50,000 additional cash by Thursday.

William Gurtman, Passaic, N.J.: Announced quota of \$750,000 had been raised to \$850,000 with \$800,000 in pledges already in. Turned over to Mr. Morgenthau a check for \$100,000.

Simon J. Katz, Springfield, Mass.: Delivered a check for \$200,000. Announced that Springfield would tax every single Jew in the community and go over-the-top.

Aaron D. Solomon, Waterbury, Conn.: Promised to send in \$100,000 in a few days.

Nathan I. Kuss, Wilkes Barre, Pa.: Pledged an additional \$125,000 in cash by June 1 and complete payment of community pledge by August 1.

Dr. E. J. Binder, Newport News, Va.: Turned in a check for \$100,000.

Jacob L. Barowsky, Holyoke, Mass.: Community borrowed \$50,000 last Friday. Brought in this and another check for \$7,000 and promised to send \$10,000 more next week.

Meyer Feinberg, Easton, Pa.: Delivered check for \$50,000 of which \$15,000 was borrowed from the Community Center. Promised to go back home and try to get immediate advances of \$100,000. Easton is a Fall campaign.

Alader Appel, Erie, Pa.: Brought in a check for \$50,000. Executive Committee has pledged not only to meet \$185,000 quota but to increase it to at least \$200,000.

Albert Tenenbaum, Savannah, Ga.: Had increased pledge of brothers and himself from \$6,000 in 1947 to \$18,000 and is now raising it to \$25,500. Brought \$100,000 to Conference from community.

Joseph Cherner, Washington, D.C.: Community has already forwarded \$1,000,000 which was borrowed. Pledged to borrow \$500,000 more by June 1.

Harry Remis, Lynn, Mass.: Pledged to send in \$100,000 next week in addition to \$100,000 remitted last week.

Samuel Z. Troy, Richmond, Va.: Community will send in check for \$100,000 within ten days.

Louis R. Golden, Boston, Mass.: Pledged to call a meeting the next day to find ways to make available very quickly the sum of \$2,000,000. Boston conducts a Fall campaign.

Barney W. Malloy, Stamford, Conn.: Delivered a check to Mr. Morgenthau for \$50,000 and reported on the effort already started to raise an additional \$100,000 in honor of the State of Israel over and above \$400,000 goal.

Mayer B. Cohen, Burlington, Vt.: Delivered a check for \$30,000 and promised balance before June 1.

A. B. Saeks, Dayton, Ohio: Pledged to take all necessary steps to put Dayton over \$800,000 goal and promised to mail to Mr. Morgenthau before the end of the week a check for \$250,000. He announced he was increasing his personal pledge by another \$1,000.

Morris Liebman, Camden, N.J.: Brought in \$30,000.

Sig Welber, South Bend, Ind.: Handed Mr. Morgenthau a check for \$50,000 and promised, after consultation with Samuel Brown, at least another \$50,000 within 30 days.

George I. Lewis, Portland, Maine: Promised to send a check for \$100,000 when he gets back to Portland.

Nathan Halperin, Allentown, Pa.: Presented a check for \$20,000 and pledged to do better than \$600,000 against goal of \$525,000. Will forward \$200,000 additional cash within 30 to 60 days.

Joseph Shulman, Paterson, N.J.: Pledged that Paterson will send in another half a million dollars within 30 days and promised to send in his payment on his own pledge and that of his partner, George Abrash, in the amount of \$40,000 within the next week. Later he announced that he and his partner were adding \$10,000 to their contribution, bringing it up to \$50,000.

Samuel Rothberg, Peoria, Ill.: Gave Mr. Morgenthau a personal check for \$50,000.

Julian B. Venezky, Peoria, Ill.: Gave Mr. Morgenthau a personal check for \$50,000.

Harold J. Goldenberg, Minneapolis, Minn.: Gave Mr. Morgenthau a personal check for \$50,000.

(At this point the audience rose and cheered the three members of the Caravan who were now setting an example by their own personal cash payments.)

Jack Weiler, New York City: Announced that he and his partner Ben Swig had given \$20,000 in 1947 and had made it \$50,000 in 1948. They were now raising it to \$60,000, which will be paid off Monday.

Joseph M. Mazer, New York City: Gave Mr. Morgenthau a check for \$100,000 in addition to \$75,000 already paid on the \$250,000 pledge.

William Rosenwald, New York City: Turned over a check which brought up to more than \$2,000,000 the week's payments on account of the New York City campaign, in addition a check for \$100,000 from J. P. Stevens and Co., a Christian firm. He announced that he and Mrs. Rosenwald would increase their pledge of \$250,000 and would send in \$100,000 on account of it very soon in addition to the \$100,000 already sent in.

Jacob Sincoff, New York City: Promised to pay at once the additional sum still due on his minimum pledge of \$40,000.

E. N. Grueskin, Sioux City, Ia.: Promised to increase his own pledge and that of his partners considerably beyond the amount already pledged. He also promised to have \$150,000 in Mr. Morgenthau's hands on account of the Sioux City allotment before the week is over.

Barney Rapaport, Hartford, Conn.: Reported that Hartford is increasing its goal from \$1,500,000 to \$1,750,000. Guaranteed to send in by June 1 a check for \$250,000 and announced that his wife had just made him increase his personal pledge to \$50,000, from \$30,000.

Miss Mary Sachs, Harrisburg, Pa.: Announced that Harrisburg had another \$100,000 in cash for UJA and promised to pay her own pledge in cash by borrowing.

Morris W. Berinstein, Syracuse, N.Y.: Increased his own 1948 pledge of \$35,000 by an additional \$10,000.

B. Morris Pelavin, Flint, Mich.: Brought a check for \$20,000, which completed payment of Fall campaign, and promised to get advance 1948 contributions.

Joseph Goodman, Troy, N.Y.: Pledged that before June 5, a check of between \$50,000 and \$75,000 would be sent in.

H. Nemiro, Portland, Oregon: Announced that he had been opposed to UJA before but was now convinced the new State of Israel must live. He had pledged \$300 and offered to work in the local campaign. The Conference in New York convinced him that it was not enough and he plans to increase his gift to \$1,500.

William Goodman, Danbury, Conn.: Pledged to send in for Danbury a check for \$50,000 before end of week.

Sol M. Reiter, Newburgh, N.Y.: Announced that Newburgh would borrow an additional \$25,000 for remittance before June 1.

Julius I. Kislack, Jersey City, N.J.: Pledged the community to send in a check for not less than \$50,000 before the week is out.

H. G. Miller, Orlando, Fla.: Pledged to make special effort not only to complete community's quota but increase it by at least 25%.

Mrs. Matilda Brailove, Elizabeth, N.J.: Increased her personal pledge by \$1,000 to be paid the next day as a salute to Israel.

Benjamin Russem, Lawrence, Mass.: Community raised \$76,000 last year. Mr. Russem said that although it is a Fall campaign, he is going to work right away and they will raise \$250,000 this year.

Siegmund Berger, Woonsocket, R.I.: Pledged to contribute 10% of every additional pledge that will come in to the campaign.

Joseph J. Gaber, Waterbury, Conn.: Said that in Waterbury there was an innovation at a meeting when all those present were asked to empty their pockets for the UJA and to pretend that they had lost money on gin rummy or horses and turn the funds over to the UJA, in addition to their pledges. Mr. Gaber then emptied his own pockets and turned \$50 over to Mr. Morgenthau, leaving himself just enough for fare and expenses home.

Joseph G. Denmark, Steubenville, Ohio: Brought a check for \$10,000 to complete payment of allotment for Fall campaign.

Others came to the microphone to announce increases in the pledges they had already given to their local campaigns. All emphasized their determination to get together every dollar possible in cash for immediate payment.

CASH IS LIFE I

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN

FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

WHAT HAS YOUR COMMUNITY DONE TO MOBILIZE LIFE-OR-DEATH CASH?

Following the resolution adopted by the Emergency Conference of the UJA in New York on May 23, Hon. Henry Morgenthau, Jr. addressed himself immediately to every community in the nation with the urgent request to undertake extraordinary action to mobilize cash, as part of the effort to obtain \$100,000,000 in cash by August 1, 1948. In accordance with the authorization of the Conference, each community has been asked to make available "a specific share of this cash requirement in order that the total may be realized."

Mr. Morgenthau, in his covering letter, wrote, in part: "If we are to reach this objective, if we are determined that lives shall not be needlessly lost, that hopes shall not be completely destroyed, that Israel shall live, every one of us must act as never before. The total of \$100,000,000 can only be realized if every community provides its full share of cash."

Each community is now engaged in resolving, in accordance with local conditions, the most effective method of providing the cash to meet and vanquish the gravest peril facing our people.

HEROIC ACTION FOR CASH HERE WILL SAVE THE LIVES OF HEROES THERE

MIAMI SHOWS WAY TO REACH GOAL

Miami, Fla. is the first large community in the nation to demonstrate that Jews are prepared to give substantial additional sums in response to the establishment of the State of Israel. Aiming at an over-all goal of \$1,489,925, the Greater Miami Welfare Fund, after many weeks of campaigning, had reached \$1,240,000. That seemed to be all. Then came the story of Israel. The community leadership recognized that a new challenge to generosity had arisen.

Thereupon Abraham Goodman, prominent Zionist leader and public-spirited Miami citizen, was asked to undertake a resolicitation effort. A special meeting of the

Board of the Welfare Fund was called. David Hacoeh, distinguished Palestine leader, was called to Miami to share in the Salute to Israel. In addition, Mrs. Golda Myerson telephoned a special message to the meeting. As a result, the largest part of the sum needed was subscribed on the spot and a complete resolicitation effort was initiated, in the hope of substantially over-subscribing the previous goal.

Mr. Goodman added \$10,000 to his own previous gift of \$31,000. Sam Kay, who had given \$1,500 before, now raised his pledge to \$11,500. Other increases over generous pledges previously announced for 1948 were as follows: Samuel Friedland, from \$15,000 to \$20,000; Marcy Lieberman, from \$5,000 to \$10,000; I. L. Mintzer, from \$10,000 to \$15,000; Jacob Ziskind, from \$15,000 to \$20,000; Carl Weinkle, from \$21,000 to \$25,000; Mrs. Meyer Baskin, from \$5,000 to \$8,000; Samuel Blank, from \$25,000 to \$27,500; Jacob Sher, \$25,000 to \$27,500.

A check for \$100,000 was presented at once to Mr. Hacoeh and he was assured that the community would conduct an intensive effort to forward large additional sums of cash promptly to the United Jewish Appeal. Joseph R. Stein is Chairman of the Campaign; Jacob Sher is Welfare Fund President; and Morris Klass, Executive Director.

YOUR SALE OF SECURITIES TO PROVIDE CASH WILL STRENGTHEN JEWISH SECURITY OVERSEAS

THE NEW YORK STORY HAS A PLEASANT RING

The giving is better in New York City this year. That is a source of pride to the metropolis as well as to visitors from out-of-town. Because there are so many functions and so many individual items to report, only highlight reflections are possible.

This week, for example, Hon. Henry Morgenthau, Jr. took special pride in announcing the gift of Israel Rogosin, of the Beaunit Mills, who pledged \$200,000 as compared with his gift of \$100,000 in 1947. In addition to his contribution, Mr. Rogosin is giving devoted leadership to the campaign. Although his title is that of Honorary Chairman in North Hudson County, where he lives, he works at the campaign with all the energy of any private in the ranks.

A contribution to the New York United Jewish Appeal of \$200,000 was pledged through Mr. Morgenthau by Robert W. Schiff, Chairman of the Board, A. S. Beck Shoe Corp., and the Schiff Co. of Columbus, Ohio. This compares with a gift of \$100,000 from the same source last year.

Mr. Morgenthau, like any other member of the New York community, has taken cards of prospects and gone out into the streets and into offices to do solicitation, rain or shine. Accompanying him on many of his missions was William Rosenwald, National Chairman of the UJA and one of the most active figures in the New York drive.

This week, Mr. Morgenthau was host at his office to a delegation from the Diamond Dealers Club of New York, headed by Jack Sigmund, President, and Charles Wolf, a member of its Board of Directors. The members of the Club had decided that in view of the great emergencies facing the United Jewish Appeal, they should take a large part of the reserve they had accumulated in their treasury and contribute it to the UJA. As

a result, the sum of \$100,000 was voted by the Club to the United Jewish Appeal. In praising the Club for its act, Mr. Morgenthau said:

"It is my earnest hope that other social and fraternal organizations will follow the splendid example of the Diamond Dealers Club and draw upon their treasuries promptly to make maximum cash contributions to the United Jewish Appeal. The Jews in Palestine are engaged in a life and death struggle and only by immediate action on an historic scale can we help them win their battle for freedom and a life of peace."

YOUR CASH IS THEIR ARSENAL FOR SURVIVAL

TULSA, CAMPAIGNING IN FALL, RAISES CASH ADVANCE

It was agreed that Tulsa, Okla., always a town of high Jewish enthusiasm, reached the peak of its spirit last week at a meeting addressed by David Hacoeh of Palestine and Judge Maurice Bernon of Cleveland. They were accompanied by Eugene M. Solow of Dallas, National Vice Chairman for Regions. The three men had come to Tulsa to present the needs of the United Jewish Appeal in connection with the quota request of Tulsa, which normally campaigns in the Fall. So impressed was the community with the immediate urgency that men gave cash at once, in most cases larger than the total pledges that they had made in the campaign last Fall, in order that funds would be available at once. A preliminary check for \$175,000 was to be made available to United Jewish Appeal headquarters. This represents payments by donors on account of their pledges to be made later. Thus, Maurice Sanditen provided \$50,000 to help meet the dire immediate needs. Bell Oil and Samuel Miller each furnished \$20,000. Dr. I. A. Anson is President of the Jewish Community Council; Emil Salomon is Executive Director.

BY ADVANCING YOUR CASH, YOU STRENGTHEN THEIR HOLD ON LIFE

NORTH HUDSON, EAGER TO START, TO CHANGE FROM FALL

Normally North Hudson County, New Jersey starts its campaign for the United Jewish Appeal in the Fall. But the leadership recognizes that the needs for funds are so pressing and immediate that they have decided to launch their campaign in June instead. The decision was taken promptly following the special UJA Conference in New York on May 23. A quota of \$600,000 for the United Jewish Appeal has been accepted. Alexander Grodnick is Chairman of the drive. Israel Rogosin and David Kahn are Honorary Chairmen. \$75,000 on account of the forthcoming campaign has already been made available. It is the resolve of the officers to see to it that the United Jewish Appeal receives at least \$400,000 before the end of June.

MEASURE YOUR GENEROSITY BY THEIR SACRIFICE

SHREVEPORT PROVIDES MORE CASH BEFORE CAMPAIGN

Shreveport, La., which holds one of the nation's records in its support of the United Jewish Appeal, reflected its further understanding of the current urgent needs at a special session this week. Shreveport is scheduled to open its campaign in the Fall. In response, however, to the cash needs, it had previously forwarded \$50,000 on account of 1948. At a meeting of leaders to consider the gravity of the present position, an additional \$63,000 was provided as an advance to forward to UJA headquarters. Sidney L. Herold was 1947 Honorary Chairman. Louie Levy is Federation President.

HAVE YOU DONE YOUR SHARE IN CASH?

GOALS ARE REACHED AND THEN EXCEEDED

Woonsocket, R.I. set itself an over-all goal of \$150,000, which was attained last week, according to word to Mr. Morgenthau from Siegmund Berger, Chairman. Mr. Berger forwarded \$25,000 on account, assuring Mr. Morgenthau that another \$25,000 was on the way and "there will be no let-up in the collection of pledges." Mr. Berger was impressed with the special UJA Conference at New York on May 23 and emphasized that the goal previously adopted will be ignored in the realization of the need for every dollar that can be raised. Samuel J. Medoff and Morton Darman are Vice Chairmen. Israel Medoff is Chairman and Mr. Darman Co-Chairman of the Special Gifts Committee.

Englewood, N.J. is willing to compare its percentage of increase with that of any community in the country. Its officers calculate the increase at 197%. A goal of \$105,000 was adopted, compared with \$37,094 total raised in 1947. At the last report, Fred Thomases, Campaign Chairman, and his associates showed a tally of \$108,000. Dr. Louis Goldberg, Mervin D. Hyman, Jacob Schneider, and Sol Tamasee are Co-Chairmen. Mrs. S. Rufus Lawson another Co-Chairman, is also Chairman of the Women's Division. Seymour Horowitz is Executive Secretary.

Austin, Tex. has officially notified the United Jewish Appeal that its minimum requested allocation of \$90,000 is now assured, with the prospect that additional funds will be available from the overage in the campaign. Largely as a result of the labors of Sam Lichenstein, President and General Chairman of the Austin Jewish Federation, the community provided this unprecedented result. Recognizing the urgent need for cash, Austin speeded up its campaign and has rushed cash quickly, using both bank loans and pressing for complete payment on outstanding pledges. Doubles and triples in campaign giving were the standards established under the leadership of Mr. Lichenstein and his associates: Milton Smith, Campaign Chairman; Leonard Karotkin, Chairman of Big Gifts; with Ellis Frieden, Saul Ginsburg, James Novy, William J. Koen and Victor Ravel as Co-Chairmen. Mrs. Milton Smith is Chairman of the Women's Division. With James Novy going from \$1,000 to \$5,000 and Louis Novy, from \$2,500 to \$5,000 the pace was set. The campaign officers are still at it, using every device of campaigning so that Austin may play its share in this "Year of Destiny" and set an example for the rest of Texas.

Kokomo, Ind. was asked for \$22,200 by the United Jewish Appeal. This week Mr. Morgenthau received a brief covering note from Edward T. Hollander, Chairman of the

campaign. With it was a check for \$22,200, the full amount requested. All givers had paid their pledges at once, in recognition of the dire need for cash. The campaign was brief and complete. The Mervis family increased from \$2,454 to \$6,200; Samuel Kopelov family, from \$1,350 to \$3,850; and Mr. and Mrs. Hollander, from \$500 to \$2,600. Other increases were proportionate, so that the current amount raised compares with \$9,503 from the same givers in 1947. Samuel Kopelov is Co-Chairman; Dave Mervis, Treasurer; and Irving B. Andich, Secretary.

Bound Brook, N.J. is another community which has set a high standard of responsibility. In 1947, this community gave \$8,577 to the UJA. For 1948 it was asked for a minimum of \$19,000. Last week, this request was refused -- because it was too little! The community has set its sights at a \$25,000 goal for UJA. That this is a likelihood was demonstrated at the first campaign meeting last week, when 18 men who had given \$6,040 in 1947 raised their total pledge to \$19,425. The most striking increase was registered by Harry Goldstein, who had taken the Chairmanship. He announced \$10,000, as compared with \$3,500 last year. Also sharing in the credit for the results achieved was Leonard H. Gidding, one of the outstanding leaders of the Plainfield Jewish community, who had come to Bound Brook to participate in the meeting. Harry Stollman is Co-Chairman; Joseph Applebaum, Treasurer; and Al Farber, Secretary.

Burlington, N.C., under the Chairmanship of A. N. Bernstein, with Harris Eisenberg and Sol I. Levin as Co-Chairmen, has aimed at \$10,000. This week its quota was reported achieved and an effort was under way to surpass it substantially. Cash of \$6,700 has already been forwarded.

WHAT GREATER VALUE CAN YOUR CASH HAVE THAN TO SAVE YOUR BROTHER'S LIFE?

CANTON STARTS IN HIGH MOOD WITH \$180,000

Raising \$180,000 at its Initial Gifts meeting last week, Canton, Ohio was launched on the most successful campaign in its history, as a group of men who last year gave \$99,000 showed their understanding of the grave needs with the new total. Julian B. Venezky, National Chairman for Regions and a member of the "flying caravan," was guest speaker for the occasion, which paid tribute to William Lavin, the new Campaign Chairman. Joseph Diamond is Big Gifts Chairman. Top gifts included \$11,600 from Sugardale Provision; \$10,700 from Darwin S. Luntz; \$10,700 from Paul and Ralph Heller; \$6,000 from Superior Provision Co.; \$5,500 from Wilkof Steel & Supply Co.; \$4,700 from National Iron & Metal; \$4,000 from Sam Stone; \$4,250 from Morris Steel & Supply. Harry Berger, Myron L. Chase, Maurice Kline, Phillip S. Mann, Fishel S. Rudner and Ervin Wilkof are Co-Chairmen. Samuel L. Berkman, Ellis A. Feiman and William Love are Big Gifts Co-Chairmen. Paul Heller is Welfare Fund President. Leonard Sebrans is Executive Director.

TRANSFORM THE PROMISE INTO REALITY WITH CASH

SALT LAKE CITY SETS STANDARDS FOR WEST

Under the vigorous leadership of James L. White as Chairman, the Salt Lake City Jewish Welfare Fund has been conducting the most successful campaign in its history. The sum of \$236,000 was reported raised as of this week, with the community going forward until every single card has been solicited and resolicited for the maximum possible contribution.

The climax of the campaign was reached at the formal opening event, at which Rabbi Herbert Friedman of Denver stirred the 250 men and women present into a new recognition of the greatness of their responsibility. Although several previous fund-raising meetings had been held and greater contributions were made than in 1947, all cards were resolicited under the impact of Rabbi Friedman's message. Joseph and Morris Rosenblatt increased their 1947 gift of \$17,500 to \$30,000; James L. White, from \$10,000 to \$20,000; Utah Byproducts Co., Peiser Soble and J. Golden, from \$2,250 to \$8,000; Arthur Frank family, from \$6,000 to \$12,000, thus helping set the new standards. Simon Frank is Big Gifts Chairman.

Paralleling the efforts of the men has been the leadership of Mrs. Leon Jack Sweet as head of the Women's Division, which is determined to achieve its \$25,000 quota in full.

YOUR CASH NOW WILL BE THE STONE IN DAVID'S SLINGSHOT AGAINST GOLIATH

IT AFFECTS JEWS THE SAME EVERYWHERE

Middletown, N. Y. is proud of its Big Gifts opening, reporting results of \$76,000 as against half as much from the same contributors last year. Charles C. Geisenheimer is the effective Chairman of the campaign who has devised a series of new methods to emphasize the importance of the United Jewish Appeal. The goal of \$100,000 is the determined objective of the community. The sum of \$53,200 has already been forwarded on account, representing a larger amount than the total allotted to the UJA for all of last year. Other officers are: David Ash, Joseph Greenwald, Jack Judelson, Maurice B. Pollets, Louis Rosenstein, Louis Schwartz, Maurice Travers, Hyman Weber, Co-Chairmen; Aaron Binenkorb, Treasurer; and Rabbi Abraham Simon, Secretary.

Setting the pace for Burlington, Ia. is the gift of Sam Chanen and William Norian, who gave \$10,000 as against \$4,500 last year. One of the important factors in the Iowa spirit is the labor of Louis Chanen of Independence, a member of the UJA overseas delegation, whose fiery story of what he saw in Europe and Palestine has made him one of the effective spokesmen of the year for the needs of the United Jewish Appeal.

Rio Grande Valley Region of Texas, centered in Brownsville, has established new records for that area under the dynamic leadership of Max Lutz, Chairman. At the opening meeting last week, over \$66,000 was raised. The enthusiasm was such, Mr. Lutz reported, that the UJA may confidently expect its minimum request for \$75,000.

REDEEM LIFE BY FULFILLING YOUR PLEDGE

SOUTHERN COMMUNITIES VIE FOR HONORS IN UJA CAMPAIGNS

In the States of the South, campaigns for the United Jewish Appeal, well under way when the State of Israel was proclaimed on May 14, are undergoing a new birth of rededication as community leaders resolve that the new-born State shall have the fullest resources to bring in newcomers and to assure its survival.

Charlotte, N.C. was represented by Morris Speizman, President of the Federation, and Harry Frohman, Campaign Chairman, at the special UJA Conference in New York on May 23. Aiming at an over-all goal of \$115,000, the community is over the \$100,000 figure, with the determination to over-subscribe the quota. Mr. Speizman's gift of \$10,000, as compared with \$4,000 last year, helped to spark the community's effort. Substantial increases by such men as Sam Schwartz, Harry Cohen, Harry Frohman and other leaders, established the new standards of giving.

Asheville, N.C. is aiming for at least \$100,000 under the Campaign Chairmanship of Isaac Gradman. Dr. Leon H. Feldman and Leo Finkelstein are Campaign Co-Chairmen.

Rock Hill, S.C. was asked for a minimum of \$12,000 by the UJA. This little community insisted that its goal must be \$18,000. At its campaign opening meeting, some \$12,000 was raised, with Harry Frohman of Charlotte, and Rabbi Philip Frankel as the speakers.

Newport News, Va., aiming at a goal of \$270,000, has already reached \$200,000. Based on reports by the delegation which attended the UJA Conference, Herbert Nachman, Dr. E. J. Binder and Max Shapiro, immediate steps were taken for resolicitation and the campaign leadership hopes to be able not only to reach the goal but to surpass it. Maurice L. Block is Chairman; Herbert Nachman and Abe Wilks are Vice Chairmen. Heading the Women's Division is Mrs. Charles Kates, with Mrs. E. J. Binder, Vice Chairman. Theodore Beskin is President of the Jewish Community Council; Charles Olshansky, Executive Director. Emanuel E. Falk is UJA Regional Chairman for Virginia. Newport News was responsible for one of the outstanding campaign results in the South in 1947.

THE RAIN OF CASH HERE CAN PREVENT THE RAIN OF DEATH THERE

CITATION TO UJA CHAIRMAN BY FEDERATION OF MEN'S CLUBS

Last week in Pittsburgh the 1948 award for "distinguished service to Jewry" was conferred upon Hon. Henry Morgenthau, Jr. by the National Federation of Jewish Men's Clubs at its annual convention. The citation to Mr. Morgenthau expressed, in part, "profound appreciation of the outstanding leadership of Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal in 1947 and 1948, to which he gave his extraordinary ability, unremitting zeal, faith and courage, arousing the American people to the plight of the Jews in the war-ravaged areas, and to the necessity and importance of building and developing the Jewish homeland."

FORRESTAL: "THE OPPORTUNITY TO SHAPE NEW LIVES"

A statement specifically issued by Hon. James Forrestal, Secretary of Defense of the United States, in behalf of the UJA has just been received by Hon. Henry Morgenthau, Jr., General Chairman. The text of the statement follows:

THE SECRETARY OF DEFENSE
WASHINGTON

28 MAY 1948

STATEMENT OF
SECRETARY OF DEFENSE JAMES FORRESTAL
IN BEHALF OF THE
UNITED JEWISH APPEAL

Americans have never failed to respond to appeals for the alleviation of distress. Whether it is a flood in China, an earthquake in Japan, or a famine in Russia, the generosity which lies deep in the American consciousness has always made itself manifest.

The United Jewish Appeal is a typical American response to the distress of less fortunate people and I wish you the utmost success in this effort on behalf of uprooted and dispossessed people of the Jewish faith.

You have set yourself a goal of almost unprecedented size, but it is a goal commensurate with the scale and depth of the problem itself: To help the survivors of one of the tragedies of human history -- to help them to some degree to mend the broken patterns of their lives. Most important of all, perhaps, is the opportunity it will give them to shape new lives which shall have as their foundations the hope, the security of faith and of opportunity, that are the natural birthright of all men.

James Forrestal

JAMES FORRESTAL

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine
on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

HON. HERBERT H. LEHMAN ASSUMES ROLE IN CASH CAMPAIGN

Former Governor Herbert H. Lehman of New York is seventy. He might well say that he has done his share. And certainly he has. But in the face of the desperate need of the United Jewish Appeal for cash, Governor Lehman has assumed a new assignment.

Beginning with this week, Governor Lehman will be working as Honorary Chairman of the Emergency Cash Campaign of the United Jewish Appeal. He will be lending every assistance to Hon. Henry Morgenthau, Jr., General Chairman of the UJA, and to the latter's associates. Governor Lehman feels deeply that everything humanly possible must be done to assure the provision of \$100,000,000 in cash to the United Jewish Appeal no later than August 1.

Governor Lehman will be in touch with communities to thank them for their efforts, to encourage them in their intensive campaign collections, and, where necessary, to plead for even more extended efforts.

A TRUCE IN CASH COLLECTIONS WOULD UNDERMINE ISRAEL

ISRAEL ROGOSIN GIFT OF \$251,000 REFLECTS SPIRIT IN NEW YORK

Last week, this Report recorded the fact that Israel Rogosin, of Beaunit Mills, had contributed \$200,000 to the United Jewish Appeal, as compared with \$100,000 the previous year. Moreover, in recognition of the desperate need for cash as reported to him by Hon. Henry Morgenthau, Jr., Mr. Rogosin saw to it that a check for \$200,000 was forwarded so that the dollars could begin their life-saving operations at once.

A few days later, the New York United Jewish Appeal sponsored a special meeting of its top givers so that they might meet with Mrs. Golda Myerson, member of the Provisional Government of the State of Israel, and hear directly from her the urgent reasons for the immediate cash requirement. At that meeting, Mr. Rogosin, deeply

moved by the factual account of Israel's heroic struggle, raised his contribution to \$251,000 -- the additional \$1,000 was a determination to top the outstanding gift of \$250,000 announced by Abraham Mazer when the State of Israel was proclaimed.

This week, the New York United Jewish Appeal was able to announce a contribution of \$150,000 from the Paley Foundation. William S. Paley, Chairman of the Board of the Columbia Broadcasting System, has been a staunch supporter of the United Jewish Appeal and has been especially impressed with the achievements and the struggle of the State of Israel. In recognition of the need for immediate cash, the entire pledge was made available at once to the UJA.

At the meeting to hear Mrs. Myerson, not only did big contributors make out checks for their gifts but added to the pledges they had already made. William Rosenwald added \$25,000 to his previous \$250,000 contribution. At a meeting of the women at noon that day, Mrs. William Rosenwald added \$15,000 to her previous gift, as did Mrs. David M. Levy, who had previously pledged \$250,000. A total additional sum of \$152,500 was contributed at that luncheon by women who had already made substantial pledges.

There were many at the dinner for Mrs. Myerson whose "toast" to the State was in the form of multiples of "Chai" the Hebrew word for life and signifying 18. Charles Cohen for the Lamport Co., one of the Chairmen of the New York UJA, raised his gift to \$118,000. The Altschul Foundation, through Mrs. Louis Altschul, Mr. Cohen's sister, similarly raised a previous pledge to \$118,000. The Abraham and Harry Liebovitz gift rose to \$127,200. One of the top additional gifts at the dinner was from Louis A. Green of Wall Street who pledged \$50,000, as compared with \$20,000 last year. George S. Wise increased from a previous \$25,000 to \$35,000.

IF YOU PAY YOUR PLEDGE AT ONCE YOU PREVENT DEATH AT ONCE

GOLDA MYERSON AND JOSEPH SCHWARTZ TOUR NATION

Mrs. Golda Myerson, member of the Provisional Government of the State of Israel, has urgent tasks requiring her presence in Israel, but she and all the members of the State realize that there is nothing -- nothing -- more important that can be done at this time in the United States than to provide cash funds to the United Jewish Appeal. For that reason, Mrs. Myerson has delayed her departure and will spend the month of June visiting a series of communities. Her aim will be to meet with the responsible officers in each community in connection with the \$100,000,000 nation-wide cash campaign for the UJA and also to assist local communities in spurring their cash collections.

Dr. Joseph J. Schwartz also came here to share in the special UJA Conference held in New York on May 23. There are many vital tasks that require the Chairman of the European Council of the Joint Distribution Committee to return to Europe for the administration of the vast program he heads. At the urging of the United Jewish Appeal, he, too, is delaying his return, so that he may share in the \$100,000,000 cash collection program by visiting communities. In a number of instances, Mrs. Myerson and Dr. Schwartz will be together in visiting cities; but the plans provide that their individual strength shall be utilized to cover a maximum area of the United States.

Mrs. Myerson has already visited Passaic, Paterson, Hartford, Philadelphia, Chicago, Milwaukee, Kansas City and St. Louis. She is also scheduled for visits to Newark, Boston, Trenton, Indianapolis, St. Paul, Minneapolis, Rochester, New Haven, Los Angeles, Washington, Atlanta and Pittsburgh. It is one of the most grueling schedules ever given to any personality in public life. But it is recognized that throughout the nation there is a keen desire to honor this great woman and through her to pay tribute to the State of Israel.

Dr. Schwartz is visiting Houston and Dallas and is scheduled to be in Nashville, Pittsburgh, Philadelphia, Chicago, Los Angeles, San Francisco and other western communities as well as New York City for several important meetings.

In visiting many of these cities, Mrs. Myerson will be accompanied by Harold J. Goldenberg, Associate Chairman of the Committee on National Campaign Techniques, who has already given months of his time to the campaign of 1948.

LOS ANGELES HITS \$7,250,000; VOWS FULL QUOTA ATTAINMENT

Los Angeles was aiming at a high distinction this week: to raise more money this Spring than any other community in the United States except New York City. Its officers felt there was every reason for confidence in this ambition. Julius Fligelman, the inexhaustible Campaign Chairman, and Leo Gallin, Executive Secretary, reported that at the end of last week, Los Angeles already had pledges in hand of \$7,250,000 and seemed certain of realizing its goal of \$10,250,000.

The motion picture industry helped to strengthen the community's confidence. It had been feared that because of the sharp reductions in many sectors of the industry, the campaign might suffer. But when the movie colony met last week to open its fund-raising, the pride of its leaders in Israel was just as keen as that of any community leaders in the United States. Reuven Dafni, Haganah officer now in the United States, and Samuel Rothberg, National Chairman for Initial Gifts, were the principal speakers at the function, at which Dore Schary, noted producer, presided, with Samuel Goldwyn, President of the Los Angeles Welfare Fund, opening the proceedings.

Some \$1,500,000 was raised. A contribution of \$300,000 for the Warner Brothers was announced by Jack L. Warner. Samuel Goldwyn pledged \$100,000. Other top gifts included: Music Corporation of America, \$85,000; Sam Katz, \$25,000; Dore Schary, \$17,500. It is the determination of the industry leaders to attain their quota of \$2,500,000. The results obtained at the opening function and the vigorous activity now under way are the combined effort of Messrs. Goldwyn and Schary and their Co-Chairmen, Abe Lastfogel and William Gordon, who are working at least as hard in raising these funds as they do in their own industry.

NATION MOBILIZES ITS CASH RESOURCES FOR CRISIS PERIOD

The Jewish communities of America are aware of the full significance of the \$100,000,000 cash drive of the United Jewish Appeal. They are engaged in the most intensive effort in their history to provide the cash dollars that mean life or death. All contributors, large and small, are being asked to ignore the time limit which they normally have for payment on pledges. Where these resources have been temporarily exhausted, there is the borrowing of funds from every channel that is available. The

\$100,000,000 that is now being sought is completely apart from -- and in addition to -- the \$50,000,000 that was sought and obtained last February. This sum of \$100,000,000 is the target by August 1, 1948, although it has been stressed again and again that the sooner these dollars are available the more effective action they can accomplish on the necessary fronts.

Savannah, Ga. took action which illustrates the spirit in communities of its size. To be sure that the cash would go at once to the United Jewish Appeal, its officers borrowed \$100,000 and, at the same time, organized a vigorous cash collection campaign so that additional cash would be available promptly for the urgent needs that must be met.

Joseph Markel, Chairman of the Buffalo campaign, wired Mr. Morgenthau that the Board of the United Jewish Fund had authorized the borrowing of \$350,000. This will bring up to \$800,000 the cash already forwarded on the 1948 campaign.

St. Louis borrowed \$600,000, in order to help the UJA meet the crisis. Last February, the St. Louis Welfare Fund had also reacted swiftly to the emergency situation and had borrowed a similar amount so that the cash would be available.

Irving Usen, Treasurer of the Combined Jewish Appeal of Greater Boston, visited New York last week and brought with him a check for \$1,000,000. In presenting the check to Mr. Morgenthau, Mr. Usen pointed out that the officers of the Appeal were profoundly impressed with the need for cash and had undertaken to borrow a total of \$2,000,000 in the Boston banks, while going forward with a cash collection campaign among contributors at the same time. The other \$1,000,000 will be made available shortly, Mr. Usen stated. A committee detailed to handle the bank negotiations consists of Israel Friedlander, retiring President and Herman Gilman, newly elected President of the Combined Jewish Appeal; Louis H. Salvage, Vice President; Irving Usen, Treasurer; Reuben Gryzmish and Milton Kahn.

Houston, Tex. also borrowed so that it might forward the sum of \$250,000 at once to the UJA, bringing to \$600,000 the sum it has made available in cash for the 1948 drive. The Board acted swiftly upon receiving word of the action taken at the National UJA Conference at New York on May 23. Rabbi H. J. Schachtel, who attended the Conference, reported on its conclusions.

Atlantic City forwarded an additional \$100,000 and Harry Cassman, Federation President, emphasized that the whole campaign machinery was being geared to collect cash promptly from all contributors.

Ft. Wayne, Ind. had a Board meeting at which delegates attending the National UJA Conference reported on the proceedings. The Board promptly voted to borrow an additional \$100,000.

Sioux City, Ia., a model for its size community, rushed \$100,000 which was collected in a special "cash now" drive in recognition of the urgent need for maximum cash funds at once. The effort to collect cash was stimulated with a great mass demonstration to salute the State of Israel, at which additional funds were raised and the need for cash was made the keynote. The "cash now" drive is continuing.

Miami, Fla., which last Sunday went over the top through a resolicitation effort centered around the State of Israel, has brought up to \$569,000 the cash it has thus

far made available, with assurances given that with the formal campaign effort wound up, the drive will now be fully concentrated on cash.

The sum of \$50,000 for each community came last week from Stamford, Conn., Pittsfield, Mass., Worcester, Mass., Minneapolis, Minn., Jersey City, N.J., Toledo, O., and Easton, Pa.

Torrington, Conn. is a small community and is to launch its campaign this month. But appreciating the imperative need for cash, the officers, headed by Judge David Cramer, borrowed \$20,000 to apply against their quota "to assist in meeting the critical needs of the UJA at this moment."

Lynn, Mass., now in the midst of the most successful campaign in its history, borrowed \$100,000 to be dispatched to the UJA as a further expression of its keen understanding of the immediate problems. Fitchburg and Holyoke, Mass., reacting similarly to the plea, borrowed \$50,000 each to be sent to the UJA, while the cash collection program went on apace.

Syracuse, N.Y., realizing that cash now is what is needed to swing the tide of the struggle, borrowed \$400,000 so that the UJA could have the money at once. Small communities, like Rome, N.Y., Lafayette, Ind., Lowell, Mass., each borrowed \$25,000, so that the UJA would have funds at once while the contributors were being called upon in an intensive effort to transform their pledges into cash.

From one end of the nation to the other, there was a keen response. In each community, meetings of top officers are being assembled to devise ways and means of helping Israel surmount the crisis. It is recognized that these are times without precedent and that action without precedent must be taken.

Pensacola, Fla. has sent \$25,000 on account; Southern Illinois a similar sum; South Bend, Ind. a further \$50,000. East Chicago, Ind., reacting with high responsibility, dispatched \$35,000 to the UJA, of which \$25,000 represented borrowings to meet the crisis. New Castle, Ind. rushed forward with \$13,000.

Haverhill, Mass. borrowed \$100,000 to advance on the 1948 campaign and also sent \$22,000 representing 1947 campaign collections. Springfield, Mass. once again reflected the spirit of its leadership with a remittance of \$200,000. It was recalled that one of the most stirring moments of the May 23 Conference at New York was provided by the words of Simon J. Katz, Springfield President.

Some \$80,000 has already come from North Hudson County, N.J., which is just beginning its campaign, having decided to hold it now instead of in the fall, as was traditional. Teaneck, N.J. rushed \$40,000 and Perth Amboy, N.J. another \$35,000. Plainfield, N.J., too, sent in another \$35,000 check.

North Carolina communities were on a level with other States. Wilmington sent \$36,000; Fayetteville, \$14,500; Charlotte, \$30,000; Albemarle, \$6,350. Steubenville, O. paid up its 1947 allotment in full and has already forwarded \$40,000 on its 1948 appropriation, as a splendid token of the leaders' understanding of the gravity of the problem of cash. Lima, O. also paid up in full on 1947 and forwarded \$25,000 on account of the 1948 campaign.

It is not possible in this report to give a full accounting of each community

but as the weeks go on, it is hoped that the wonderful spirit being displayed in so many of the cities and towns will be reflected in this record which is, in actuality, a Golden Book of Survival. Phoenix, Ariz. dispatched \$25,000; Peabody, Mass. added to its 1947 campaign payments with a check for \$25,000; Flint, Mich. completed its 1947 allotment with a check for \$20,000; Grand Rapids, Mich. paid up in full for 1947 with its \$10,000 remittance. Muskegon, Mich. sent \$12,500 to apply to its 1947 grant.

Englewood, N.J. remitted \$35,000; Lakewood, N.J. a further \$15,000; New Brunswick, N.J., an additional \$25,000, bringing up to \$75,000 its 1948 remittances. Passaic, N.J. borrowed \$75,000 and has thus far paid on 1948 the sum of \$240,000.

Albany, N.Y. completed its 1947 account with a \$25,000 check and Trenton, N.J. sent \$19,000 to pay off in full its 1947 allotment. Other remittances include \$21,000 from Newburgh, N.Y.; \$16,000 from Schenectady, N.Y.; \$20,000 from Braddock, Pa. Woodridge, N.Y. borrowed \$10,000 so that the UJA might have cash at once.

Running a phenomenally successful drive, Allentown, Pa. sent \$110,000, to bring up to \$270,000 the amount it has forwarded on its 1948 campaign. A check for \$125,000 came from Harrisburg, Pa., which has thus far remitted \$227,500. West Chester, Pa. completed its 1947 allotment in forwarding \$20,000, to include also a first payment on its 1948 effort. The cash from Wilkes-Barre, Pa. reached the \$350,000 figure, with the latest remittance of \$125,000. Williamsport, Pa. sent \$27,500 on account of its 1947 appropriation.

Woonsocket, R.I. forwarded \$25,000 on account of its 1948 campaign; Columbia, S.C., \$8,000; Spartanburg, S.C., \$10,000; Jackson, Tenn., \$9,000. Memphis, Tenn. has remitted \$100,000 additional. Richmond, Va. remitted \$50,000. Manitowoc, Sheboygan and Superior, in Wisconsin, each dispatched \$10,000. Manchester, Conn. forwarded \$25,000 on account as did Galveston, Tex.

YOUR CASH IS BRINGING TRUE LIBERATION TO ISRAEL

CAMPAIGNS SPURT FORWARD UNDER NEW STIMULATION

That it is both possible and essential to convert the spirit of enthusiasm for the State of Israel into fund-raising assets for the United Jewish Appeal is being demonstrated in communities from coast to coast. Since most of the communities had their campaign start long before May 15, it is recognized that individuals are prepared to give additional funds if the opportunity is provided.

Hartford, Conn. gave a stirring demonstration of that fact last week. Taking advantage of the presence of Mrs. Golda Myerson, the community took on new fund-raising life at an impressive resolicitation Big Gifts meeting. Present with Mrs. Myerson was Harold J. Goldenberg. An additional sum of \$175,000 was raised that night from those who had previously pledged. Morris Joseloff increased from \$50,000 to \$75,000; Jerome H. and Solomon J. Kohn, from \$25,000 to \$45,000; Edward A., Samuel C., and Mrs. Sarah P. Suisman, from \$30,000 to \$50,000; Barney Rapaport, from \$30,000 to \$50,000; Mrs. Beatrice F. Auerbach, from \$51,000 to \$61,000. A check for \$250,000

was presented to Mrs. Myerson at the meeting and the assurance of very substantial additional funds within the next few weeks was also given to her. The Co-Chairmen of the Campaign are George F. Gershel and Samuel Rivkin. Melvin W. Title is President of the Welfare Fund and Bernard L. Gottlieb, Executive Director.

Chattanooga, Tenn. made a completely new start in its campaign last week. The campaign had started many weeks ago but did not seem to go too far beyond 1947 results. But at the meeting held last week a group of men who gave \$75,000 last year went to \$195,000. Pace-setting gift for the community was provided by Garrison Siskin, who pledged \$40,000, as compared with \$10,000 last year. The community is aiming at a \$300,000 quota and "God willing we will do it." Garrison Siskin and Wolf Lefkoff have undertaken to bring the campaign to a successful conclusion.

Utica, N.Y. reopened its campaign with a well-attended "Salute to Israel," which has set off a resolicitation effort. It was decided by the community leaders to borrow funds so that an additional \$50,000 could be forwarded to the United Jewish Appeal to share in meeting the cash crisis. The community had previously forwarded \$100,000. Barney Abelove is Chairman of the drive.

AMERICAN JEWISH ARCHIVES

WOMEN'S DIVISIONS CITED FOR HIGH ACHIEVEMENTS

Mrs. Ernest G. Wadel, Chairman of the National Women's Division of the UJA, in collating reports sent to her by leaders throughout the country, took particular note this week of three communities which have recently distinguished themselves by their fund-raising performances.

Mrs. Wadel saluted Kansas City, whose Women's Division has already raised in excess of its \$192,000 quota, with the campaign continuing. Four minimum gift luncheons preceded general solicitation. Mrs. Clarence Kivett is the energetic Chairman of the Division, with Mrs. Chester Litman as Associate Chairman in charge of general solicitation. Mrs. Henry Newman and Mrs. Edgar J. Stern are Co-Chairmen of Special Gifts.

In 1947, the Women's Division in New Brunswick, N.J. raised \$19,000. At three fund-raising events to date, the Women's Division has obtained a total of \$57,400 for 1948 and the general solicitation has just begun. Mrs. Leo Buchine is Chairman of the vigorous campaign effort.

Teaneck, N.J. has a Women's Division headed by Mrs. Louis Stein as Chairman and Mrs. Fred Schneider and Mrs. Leonard Marcus as Co-Chairmen. A new campaign division, the women's group accepted a quota of \$20,000. This was over-subscribed by \$4,753 at a \$100 minimum gift luncheon attended by 176 women.

CROSS-SECTION OF COMMUNITY CAMPAIGNS

South Bend, Ind., having set itself a goal of \$400,000, was at \$407,000 at the end of last week and still going. Samuel Brown is Chairman of the drive, Melvin H. Baer and Henry Feferman, Co-Chairmen. Ben Medow is Big Gifts Chairman and Mrs. Sam Hurwich, Chairman of the Women's Division. Philip Welberg and Jacob I. Levy are Co-Chairmen of Big Gifts. Sig Welber is President of the Welfare Fund and Norman Edell, Executive Director.

Lorain, O. was off to a good start last week, with a Big Gifts meeting at which \$88,239 was raised. The pace-setting gift was made by Edward J. Gould, veteran campaign leader, who has also inspired neighboring communities with his leadership. Mr. Gould's contribution of \$10,500 was followed with pledges of \$5,000 from the Gary family; \$4,800 from Jack Guren, Morris Asch and Louis Danzig; and \$4,500 from Sol and Isadore Jacoby. David Gary is the forceful Campaign Chairman and Edward J. Gould is President of the Welfare Fund.

Pensacola, Fla., having undertaken to provide a minimum of \$75,000 to the UJA this year, has notified the officers that the commitment has been met and \$50,000 on account has already been forwarded. The community had not had the full sum to reach goal but as soon as news came of the establishment of the State of Israel a special meeting was held for resolicitation purposes and the objective was reached. Abe Levin, Treasurer, acted swiftly to take advantage of the high spirit of the occasion. Responsible for the conduct of the successful campaign as Chairman was Samuel Rosenbloum, who is also President of the Welfare Fund. Other officers are: David N. Henriques, Campaign Vice Chairman; Dr. C. J. Heinberg, Secretary; Rabbi Julius L. Leibert, Publicity Director and Mrs. Lewis Bear, Chairman of the Women's Division.

Cheyenne, Wyo. is again benefiting from the devoted leadership of David W. Garlett, Campaign Chairman and President of the Federated Jewish Charities. At last week-end, the pledges had reached \$65,000 and goal was in sight. Pierre van Paassen and Charles Rosenbaum of Denver were the speakers at the campaign opening and the giving spirit was the best in the history of the community. Charles N. Bronstein is Treasurer.

Ellenville, N.Y. is doing a campaign job, both in fund-raising and cash collections, that might well be used as a model in the entire Catskill area. An energetic group of leaders, headed by Harry Ladenheim, Chairman, and Dave Levinson, Big Gifts Chairman, has already succeeded in raising about twice the amount obtained last year and the campaign has just begun. "Due to the urgency of cash, we have stepped up our collections," Louis N. Zipperman, Executive Secretary wrote, in sending \$30,000 on account, of which half represents borrowings.

CHRISTIAN WOMAN LEAVES \$5,000 AS TESTIMONIAL TO JEWS

The officers of the United Jewish Appeal were thrilled this week with a letter which came from Samuel W. Anderson, a New York attorney. It contained an excerpt from the will of the late Hattie R. Anderson Eckhardt. It read as follows:

"Because of my admiration for the Jewish people and my realization that their religion and culture have improved man's lot, I give and bequeath the sum of \$5,000 to the United Jewish Appeal, Inc., to be used in any way its administrative officers may see fit. These representatives of a people which have through the ages cared for its own, can surely find some adequate way to use this small sum for the good of suffering Jews and to the honor and glory of the God of both Jew and Gentile."

Mrs. Eckhardt's words and deed represent great comfort to the Jewish people in expressing the finest in Christianity.

The widow of Dr. Carl C. Eckhardt, Professor of History at the University of Colorado in Boulder, Colo., Mrs. Eckhardt had been a student of ancient history and the classics. She came to Colorado in 1916 as Secretary to the President of Colorado College.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COOMS
HENRY MONTOR
Executive Vice Chairman

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

THE TIME FOR CASH IS NOW — NOT AUGUST FIRST, GOV. LEHMAN EXPLAINS

"It is now, today, that cash is so vitally needed by the United Jewish Appeal." That message was stressed again this week by Hon. Herbert H. Lehman, who undertook the special assignment of Honorary Chairman of the Emergency Cash Campaign of the United Jewish Appeal.

"When the UJA Conference was held in New York on May 23 a resolution was adopted urging that \$100,000,000 in additional cash be provided to the UJA by August 1.

"From some correspondence that has come to me, there is a mistaken notion in some quarters with respect to that deadline. It was never intended to suggest that we have until August 1 to meet the emergencies that confront us. The sooner the money is forthcoming the more certain we can be that we shall prevent despair, destruction and death. The date of August 1 had been fixed merely to emphasize the rigid time-limits within which we must operate. To interpret the date to mean that we have all the time we want in order to provide the \$100,000,000 is completely at variance with what was involved in the adoption of the resolution — and with what is involved in our present crisis.

"It has been gratifying to observe the response that has come within the past two weeks. I realize that in many communities it will take a little time until negotiations are completed to provide the sums that the UJA has so urgently requested, but I am sure that each community will understand that every day that goes by represents an opportunity that cannot be recalled. I have the utmost faith that American Jewry will show its true stature in these coming days."

WITH YOUR CASH, THE JEWISH PEOPLE IS ASSURING ITS SURVIVAL

\$25,000,000 RECEIVED IN FIRST TWO WEEKS OF CASH EFFORT

The Jews of the United States realize that history is being made -- and that their cash is helping to make it. In the first two weeks of the current effort to obtain \$100,000,000 in additional cash, the national headquarters of the United Jewish Appeal received over \$25,000,000.

Included in this amount was a further check from Los Angeles in the amount of \$1,750,000, which had been borrowed to assure the UJA of funds while the intensive cash collection drive was under way. When Mrs. Golda Myerson was in Boston last week, a second check for \$1,000,000 was handed to her, making \$2,000,000 advanced on the 1948 campaign to be held in the Fall. Both communities are undertaking to provide substantial additional funds quickly.

Allentown, Pa. forwarded an additional \$50,000, bringing up to \$320,100 the amount it has already made available on its phenomenally successful campaign, which is being kept going until every dollar in the community is provided. Plainfield, N.J. forwarded \$70,000 in its determination to make cash available in this \$100,000,000 effort for the grave tasks that must be performed. From Beaumont, Tex. came \$50,000 and from Portsmouth, Va., \$30,000. Chicago Heights, Ill. again sent funds of \$11,000 this week, indicating that cash was being remitted just as quickly as it was received, without waiting for its accumulation in a large sum. Southern Illinois dispatched a second \$25,000 within a week and Springfield, Ill. forwarded \$20,000 more. In the case of these communities, and many others, checks are being sent by them every three or four days, in the recognition that every single dollar has incalculable value. Pontiac, Mich. sent \$15,000; Manchester, N.H., another \$15,000; and York, Pa., \$60,000. York borrowed the money "to assist the UJA in meeting the present emergency." Louis R. Hurwitz, UJA State Chairman for South Dakota, sent along \$20,000 for his own community of Sioux Falls.

One of the points being stressed by the UJA is collection of all outstanding pledges, especially on 1947. Archie Levy, Secretary of the Chester, Pa. United Jewish Appeal, dispatched \$20,500 on that community's 1947 drive, followed by \$12,500 additional for 1948. Seattle, Wash. sent \$19,820 on account of its 1947 allotment to the UJA and an additional \$15,000 on 1948.

Dayton, O. forwarded \$300,000 to help the UJA in its emergency cash drive.

Other communities which responded promptly included: Danbury, Conn., with \$25,000; Waterbury, Conn., with \$60,000 on account of a larger commitment; Champaign, Ill., with \$22,000; Peoria, Ill., with \$51,400; Rockford, Ill., with some \$25,000 on account; Shelbyville, Ind., with its first \$18,000; Cleveland, Miss., with \$25,000; Binghamton, N.Y., with \$25,000; Troy, N.Y., with \$65,000.

Utica, N.Y. brought its cash remittances on the 1948 campaign up to \$150,000, with its current borrowing of another \$50,000. Chattanooga, Tenn. dispatched \$30,000; Austin, Tex., another \$30,000; El Paso, Tex., \$50,000 additional; Wichita Falls, Tex., \$20,000; Corpus Christi, Tex., a further \$10,000.

One of the outstanding items of participation in the emergency cash program is that of Gastonia, N.C., which had been asked to provide \$50,000 toward the \$100,000,000 cash collection effort. But the community, headed by Robert J. Gurney, was so deeply impressed with the need that it decided to send the larger sum of \$75,000.

From Bangor, Me. has come \$42,750 toward the cash objective. Bridgeton, N.J. sent \$38,500. A total of \$153,500 has thus far come from North Hudson County, N.J. Rutland, Vt. sent \$15,000; Green Bay, Wisc., a further \$23,000. Charlotte, N.C. sent \$33,500; Mansfield, O., \$12,500; Lebanon, Pa., \$30,000; Salinas, Calif., \$30,000.

Action to borrow funds was initiated in communities visited by Mrs. Myerson last week. The Executive Committee of the Milwaukee Welfare Fund voted unanimously to provide payment to the United Jewish Appeal of an additional \$750,000, to be obtained by loans from banks, capital funds or other sources.

Indianapolis also had a meeting at which it was voted to borrow up to \$500,000. A similar decision was voted by the Board of Governors of the Kansas City Welfare Fund.

"THE JOB IS DONE," THESE COMMUNITIES REPORT

Dallas, Tex. paid tribute to Dr. Joseph J. Schwartz, Chairman, European Executive Council of the JDC, by announcing at a dinner in his honor last week that the Federation's goal of \$1,360,000 had been exceeded. A total sum of \$757,000 has already been forwarded on account of the community's allotment of \$1,150,000 to the UJA. The officers include Robert Mayer as Campaign Chairman; Sam R. Bloom, Lawrence S. Pollock and Julius Schepps, General Chairmen and Big Gifts Chairmen; Joseph Ross, Robert S. Strauss, Norman J. Teguns and William Zale, Co-Chairmen. Henry S. Jacobus is President of the Federation and Jacob H. Kravitz, Executive Director. Mrs. Bernard Schaenen is Chairman of the Women's Division, with Mrs. Louis Tobian, Mrs. Max Glazer and Mrs. Elihu Berwald as Co-Chairmen.

Newport News, Va. has set a pace for other communities in the entire region, having exceeded its quota of \$270,000. Maurice L. Block, Chairman of the successful campaign, wired to Mr. Morgenthau of the final outcome of the drive and added "cash collections are now being stressed. Shall forward balance pledged at earliest possible date." One hundred thousand dollars has already been forwarded on the allotment of a minimum of \$225,000 to the UJA. Herbert Nachman and Abe Wilks are Vice Chairmen of the drive. Mrs. Charles Kates is Chairman of the Women's Division, with Mrs. E. J. Binder as Vice Chairman. Theodore Beskin is President of the sponsoring Jewish Community Council. Charles Olshansky is Executive Director. One of the most vigorous forces in the community has been Emanuel E. Falk, State Chairman of the UJA for Virginia, whose influence has been felt in other communities as well.

Scranton, Pa. had set itself an over-all goal of \$500,000 and last week, Morris B. Gelb, Campaign Chairman, reported that \$502,000 had been passed. The community is now being geared for an intensive cash collection job. Leon M. Levy was Big Gifts Chairman. Mrs. Ted Smolowitz, Mrs. A. S. Ginsburg and Mrs. Harold A. Phillips were Women's Division Co-Chairmen. Emanuel Laster is head of the Jewish Community Conference. George Joel is Executive Secretary.

Fond du Lac, Wisc. is the first community in the State to reach and to pay the quota requested of it by the UJA. However, the leadership of the community, headed by Ben Sadoff, is determined to provide more than the \$25,000 already forwarded. Ely Tannenbaum is Treasurer, and Nathan Manis, Secretary.

NEWARK REOPENS ITS CAMPAIGN

Convinced that more money is needed and is available, the Jewish Community Council of Essex County took advantage of the visit of Mrs. Golda Myerson to Newark last week to stage an impressive revitalization of its current campaign. A resolicitation effort was initiated with Joel Gross undertaking the Chairmanship of this special activity. More than \$200,000 in additional money was contributed to the campaign at a dinner of 180 big givers, which was followed for stimulation purposes by a rally of 800 campaign workers. Most of the contributions were in cash, signifying the community's understanding that "cash is life for Israel." Harold J. Goldenberg, Associate Chairman, Committee on National Campaign Techniques, and Samuel Rothberg, National Chairman of Initial Gifts, also addressed the function.

As part of a concerted effort to obtain the largest possible results, a number of leaders in the National Trade and Industry Division of the UJA converged on Newark for the mobilization day. Among others who shared in the dinner were Frederic R. Mann of Philadelphia, National Chairman of the Paper Division; Hyman Lefcowitz of Buffalo, National Chairman of the Meat Division; Joseph Markel of Buffalo, National Chairman of the Electrical Division; Robert Savitt of New Haven, member of the National Jewelry Division Committee; Al Levine, Chairman of the outstandingly successful Passaic campaign.

With \$500,000 in 1947 pledges still outstanding, the campaign leadership feels that with \$3,300,000 already in hand, Newark ought to be able to achieve campaign history. As a result of the mobilization effort initiated under the leadership of Mr. Gross, the whole army of solicitors is now determined to see that every outstanding card is adequately covered. Ralph Wechsler is General Chairman of the campaign. Herbert R. Abeles is President of the Jewish Community Council; Herman M. Pekarsky is Executive Director; and Marchy Schwartz, Campaign Director.

DR. SILVER CALLS UNAUTHORIZED FUND COLLECTIONS HARMFUL

In a recent statement referring to the collection of funds by other than authorized organizations, Dr. Abba Hillel Silver, Chairman, American Section of the Jewish Agency for Palestine, declared:

"At a meeting of the General Council of the Zionist Organization held in Tel-Aviv last April, an arrangement was confirmed between Haganah and the Irgun Zvai Leumi regarding future cooperation between these two bodies. The first paragraph of that agreement provided that on the establishment of a Jewish Government the Irgun would disband as an armed military force. The State of Israel has now come into existence and on May 28 the Provisional Government issued a special order creating the Israel Defense Army. The fourth paragraph of that order reads: 'It is herewith forbidden to create or maintain any armed forces other than Israel's Defense Army.'

"In response to an inquiry addressed to the Foreign Secretary of Israel, the following cablegram has today been received in New York: 'View dissolution Irgun Zvai Leumi and its impending complete incorporation in army all separate drives and allocations are unwarranted and should be discontinued forthwith. Whoever henceforth supports financially the Irgun will be assisting in violation of laws of Israel under which existence of dissident military organizations is illegal.'

"In the light of the above, we wish to emphasize that any collection of funds stated to be in behalf of the Irgun Zvai Leumi or any other dissident military organization in the Yishuv is harmful and unwarranted."

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairman

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

\$1,000,000 A DAY RECORD REVEALS AMERICAN JEWRY AT ITS BEST

With receipts at the national headquarters of the United Jewish Appeal averaging \$1,000,000 a day, "American Jewry is once again giving an extraordinary demonstration of its maturity and statesmanship." That is the verdict of Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal.

It was revealed this week by Mr. Morgenthau that from January 1, 1948 to June 28, 1948, the United Jewish Appeal had received in cash the sum of \$101,000,000, as compared with cash for the same period in 1947 of \$44,000,000. These receipts applied to all campaign years, however, and not to the specific calendar year.

"I do not believe that the history of American Jewry, rich as it is in episodes of generosity and courage, has ever revealed as striking a record of genuine leadership as is now being manifested toward the United Jewish Appeal.

"We are asking for much. The communities are responding accordingly. Their ingenuity and their devotion are being manifested in a hundred ways that are inspirational beyond description to my associates and myself.

"The visit to this country of Mrs. Golda Myerson, who was ably seconded by Dr. Joseph J. Schwartz, has given us a better understanding of the magnitude of the responsibility which is ours. We want the State of Israel to succeed. We want our people in Europe to achieve their aims. We are being enabled to do both by the magnificent way in which American Jewry is responding to the present intensive campaign for cash.

"There is still much to be done. I shall be awaiting final word from the scores of communities which have been in touch with me to describe their plans for action. I know that these plans will be brought to fruition quickly."

Communities from coast to coast are taking unprecedented steps to meet the crisis. This week, Sam Wolfson and Elkin Gerbert, representing Jacksonville, Fla., visited UJA headquarters at New York and presented to Isidor Coons a check for \$200,000. This represents an advance on Jacksonville's Fall campaign. Of this sum, \$150,000 was borrowed. Richmond, Va. forwarded an additional \$50,000 this week, having undertaken to provide \$100,000 within a month, which it did.

Springfield Defers Building Drive

Springfield, Mass., which is scheduled to conduct a Fall campaign, has forwarded \$200,000 as an advance, including \$125,000 which was borrowed from the bank. Recognizing the urgency of the situation, an extraordinary meeting was called by Raymond Kinsler, Chairman of a projected building drive for Beth El Synagogue. Leaders of the entire community were present and engaged in what was generally regarded as one of the historic discussions in the city's history. It was pointed out that the synagogue facilities were most inadequate due to swift growth. Educational facilities, religious services were being hampered. Despite the fact that he had spent a great deal of labor in preliminary action for the campaign, Mr. Kinsler and his associates joined in a recommendation which was subsequently approved unanimously by the Board of Directors. It was to the effect that a building fund drive will be deferred "until the critical situation of the new Israeli state is resolved."

Rabbi Frishberg expressed the mood of the congregation when he said: "At this great and hazardous juncture in Jewish history, we should resolutely lay every ounce of energy we possess and every resource at our command at the altar of embattled Israel fighting for life. We have waited 2,000 years for this. The peace of the world, the existence of the United Nations and the prestige of our beloved country America all hang in the balance. Even though it be heartbreaking for you as a congregation and for me as your rabbi to defer the realization of our hopes for a temple, God preserve us from any act that might even by the wildest stretch of the imagination, imperil the position of Israel."

Detroit Aims at \$2,500,000 Cash

The Detroit Jewish Welfare Federation has forwarded \$1,000,000 for the current cash drive. The leaders are now pressing the community for redemption of pledges in the effort to provide \$2,500,000 by August 1. This program was given new stimulus at a meeting this week attended by Dr. Joseph J. Schwartz, prior to his return to Europe, and Arthur Lourie, Israeli Consul General in New York. The sum of \$1,000,000 was borrowed from the bank as further payment on the 1948 intended allotment.

Miami, Fla. this week sent an additional check for \$200,000, the amount having been borrowed so that no delay might intervene as pledgors were being urged to pay up their contributions.

Baltimore, Md., with checks sent this week, brought its total for 1948 to \$1,500,000. Harry Greenstein, Executive Director, emphasized, "we are leaving no stone unturned and are now engaged in an intensive effort to secure the largest possible payments of our subscriptions." With its recent remittance of \$100,000, Nashville, Tenn. has brought up to \$226,000 its payments on account of 1948.

Rock Island, Ill. went to the bank to borrow in order that it might complete payment on its 1947 allotment. The check was for \$45,000. From A. Harold Leisawitz, Chairman of the United Jewish Charities of Pottsville, Pa., Mr. Morgenthau received a check for \$40,000. "Noting the urgency" of the situation, the officers resolved to undertake the unusual action of borrowing at the bank, although the campaign is not scheduled until the Fall. In addition, Mr. Morgenthau was told, "we will forward to your office an additional check for \$10,000, making a total of \$50,000, the sum which your Committee under the able Chairmanship of Hon. Herbert H. Lehman requested from our community about ten days ago."

The same spirit was reflected in a communication from James L. White, President of the Salt Lake City Jewish Welfare Fund, who has been responsible for that community's most successful drive. The sum of \$50,000 was borrowed, in addition to \$100,000 previously forwarded. "We realize the urgency of the matter and we are doing all possible to cooperate," the veteran Western leader assured the UJA.

Lawrence, Mass. manifested its recognition of the urgent need for cash in borrowing and forwarding \$50,000. This was made possible through the cooperation of a number of the leaders of the Jewish Community Council. Regardless of the size of the community, there is universal response to the pressing need. Thus, Charlottesville, Va., through Barney Janow, has dispatched \$10,000, of which \$5,000 represents borrowings.

Toledo, O., its campaign to be held in the Fall, has already forwarded \$150,000 as an advance plus \$90,000 on collections and has undertaken to provide a minimum of \$350,000. This decision was communicated to Dr. Joseph J. Schwartz, when he visited that community this month. Dr. Schwartz reported himself as deeply impressed by the remarkable spirit displayed by the community leadership in its ready understanding and concrete response. Al Levine, a former Campaign Chairman, has been heading a full-scale campaign program to obtain advances and individual loans against their 1948 campaign to be held in the Fall. Herman Weiner is leading the effort to clean up outstanding 1947 pledges.

Leominster Borrows \$100,000 On Fall

Leominster, Mass., which has one of the enviable records in the nation for its history of contributions to the United Jewish Appeal, once again exhibited its sense of Jewish responsibility. Last week, Wallace Weinbaum, Treasurer of the Community Council, forwarded a check for \$100,000 as an advance on the campaign to be held in this small community of 260 souls next Fall.

New Brunswick, N.J. which, under the leadership of Bernard Freedman as Chairman, has been conducting one of the outstanding campaigns in the State, has already brought up to \$100,000 the amount of cash it has forwarded on its current campaign. Johnstown, Pa., which conducted a phenomenal drive last Fall, forwarded \$100,000.

Greensboro, N.C. sent a check for \$100,000 on account of the allotment that is to come from that community of 500 Jews this year.

Tri-State Area Responds to Golda Myerson

Leaders of sixty communities in the Tri-State area surrounding Pittsburgh brought checks totalling approximately a million dollars to a meeting with Mrs. Golda Myerson in Pittsburgh. They thus gave evidence of their determination to do the job that Mrs. Myerson, in her inimitably graphic manner, outlined for them. They pledged all out effort for the success of their campaigns and a continued steady flow of cash.

CONFEDERATE MEMORY BRINGS AID FOR ISRAEL

Because his father, a soldier in the Confederate Army, had such splendid memories of his Jewish buddies in that Army, Dr. W. D. Simpson of Greenville, S.C. sent a check for \$1,000 to the United Jewish Appeal drive. "May the money aid in firmly establishing the new land of Israel," was the prayer of this fine Christian spirit.

The Greenville campaign is aiming at \$50,000, as compared with \$20,000 provided to the United Jewish Appeal last year. Cash for over \$20,000 has already been received on account of the 1948 campaign.

The Greenville Piedmont, which has received wide attention for its editorial policies, gave the story of Dr. Simpson's gift a sizable display. It began the story this way: "Southern Jews who fought in the Army of the Confederacy over 80 years ago, today made an indirect contribution to Jews fighting for establishment of a homeland in Palestine."

Another story of Christian participation in the Greenville campaign has similar overtones. One day a dirt-farmer, G. H. Daniels by name, came into the store of Nat Kaplan of Greenville and asked if this was the headquarters of the Jewish drive. Told that it was, he asked if any lower limit had been put on contributions. Mr. Kaplan assured him that any gift, whatever its size, would be appreciated. This financially poor but spiritually rich Christian said: "Here is a dollar. That is all I can afford, but I will bring up a dollar each week for the next fifteen weeks." And every week Mr. Daniels has been living up to his promise.

MRS. MYERSON VISITS 24 COMMUNITIES IN MONTH

There are few persons in public life who have ever equalled the record of Mrs. Golda Myerson who, in cooperating with the intensive United Jewish Appeal cash collection campaign, visited twenty-four communities during the past month. As she was preparing to depart for the State of Israel, of whose Provisional Government she is a member, newspaper dispatches reported that she has been named the Israeli Minister to Moscow.

In each community, Mrs. Myerson presented the urgent reasons for the largest possible sums of cash, to be obtained through every channel which the community could devise. She urged that communities obtain cash on all pledges or in ways which seemed best adjusted to the local situation to share in the national effort. As a result of her irresistible plea, most of the communities undertook large bank borrowings in addition to their vigorous cash collection campaigns.

One of the communities which gave her great satisfaction during her almost ceaseless airplane coverage of the nation was Denver, to which she came from two days in Minneapolis and St. Paul. Although scheduled to campaign in the Fall, Denver speeded up its program and urged Mrs. Myerson to visit with them on her way to the West Coast. A pace-setting meeting was held at the home of Jesse Shwayder at which gifts of \$401,000 were pledged by those who gave \$238,000 last Fall. Morris W. Berinstein of Syracuse, UJA Chairman for New York State, had visited the community for several days in advance of the meeting. Mrs. Myerson was accompanied by Samuel Rothberg, National Chairman for Initial Gifts. Mrs. Myerson said afterward that she had received a real "lift" from the spirit in which the community started its drive. Hyman Friedman, Campaign Chairman, increased from \$11,000 to \$20,000; Goldberg Bros., from \$9,100 to \$20,000; Adolph Kiesler, from \$15,000 to \$30,000, and others in similar proportions. Mr. Friedman pledged to Mrs. Myerson that \$300,000 cash would be forwarded promptly to the UJA. An over-all goal of \$1,400,000 has been adopted by Denver for its 1948 drive. Rabbi Herbert A. Friedman is Co-Chairman of the drive, Harry Rosenbaum, Big Gifts Chairman. David H. Stein is President of the Allied Jewish Council and Nathan Rosenberg, Executive Director.

Los Angeles, whose campaign continues at an intensive pace, is aiming at a target of \$5,000,000 in cash for the United Jewish Appeal by August 1. The sum of \$1,750,000 was borrowed to accelerate funds in the meantime. At a large dinner meeting addressed by Mrs. Myerson and Dr. Joseph J. Schwartz, Chairman, European Executive Council of the JDC, a resolution was passed pledging contributors to pay up their pledges no later than August 1. During their stay in Los Angeles, a West Coast Conference was held the same day, so that communities like San Diego, El Paso, Bakersfield, El Centro and scores of others up and down the Coast could meet with Mrs. Myerson and Dr. Schwartz and learn at first-hand the urgent reasons behind the current UJA cash drive.

Newark, N.J., following a meeting with Mrs. Myerson, voted through its Board of Trustees to provide a minimum of \$1,000,000 in cash to the UJA by August 1, "with the understanding that if our cash collections do not meet this amount we shall then borrow the balance up to \$1,000,000." The first check for \$500,000 was received within a few days after the Newark officers acted.

A check for \$500,000 was presented to Mrs. Myerson when she visited Washington, D.C. last week. Joseph Cherner, Chairman of the Washington drive, pointed out to Mr. Morgenthau that the sum was borrowed, after the first \$1,000,000 which had been borrowed had been repaid. Mr. Cherner, whose own deep interest in the campaign is reflected in a series of increases which has now brought his 1947 gift of \$30,000 to \$80,000, reported to Mr. Morgenthau that the Washington campaign has already passed the \$2,000,000 mark "and I am more confident than ever that we will reach our goal of \$2,500,000."

At Atlanta, Ga. the next day, Mrs. Myerson was presented with checks totalling some \$400,000. Here, as in most of the communities visited by her, Mrs. Myerson was accompanied by Harold J. Goldenberg, Associate Chairman, Committee on National Campaign Techniques. Atlanta made available \$250,000 and other communities presented checks. These included Birmingham, Ala., which added \$56,000 to its total; Chattanooga, Tenn., which gave an additional \$20,000; Macon, Ga., \$25,000; Columbus, Ga., \$10,000 and Thomasville, Ga., \$10,000.

New Haven, Conn., which was also visited by Mrs. Myerson, borrowed at the bank so that it could forward \$250,000, bringing its cash on account of 1948 to almost \$400,000.

AS THE SPRING CAMPAIGNS COME TO A CLOSE

A story of devoted leadership and sympathetic generosity is being unfolded in hundreds of communities throughout the nation as the Spring phase of the campaign for the United Jewish Appeal is being brought to a close. Each community has had a series of special events that reflected the energy and the imagination of its campaign officers. Now, these campaigns are reaching their climax in decisions as to allotments to the United Jewish Appeal, the central objective of all campaigns and the one which elicited the response of American Jewry.

Paterson, N.J. has announced that its current pledged income stands at \$1,401,000. This compares with \$865,000 raised in 1947. Energetic leaders of the campaign effort are Nathan Kluger, Chairman; and Martin Weiner, Initial Gifts Chairman; with Charles Bromberg as Chairman for Trades and Industries. Mrs. Abraham Maskowitz served as Chairman of the Women's Division. In addition to the extraordinary amount of time and thought that the campaign leaders gave to the running of the drive they helped set the pace for the community. The gift of H. Kluger & Co. went from \$30,000 to \$75,000 and that of Martin & Louis Weiner, from \$20,000 to \$50,000. It was this standard-setting

example which had much to do with the final results. There were innumerable other gifts in this category, including that of Philip Dimond, President of the Jewish Community Council. Max Stern is Executive Director.

Syracuse, N.Y. expects to finish its campaign with \$1,030,000, when all the pledges are received. This compares with \$725,698 raised last year. H. Hiram Weisberg is Chairman of the drive; Morris W. Berinstein, Big Gifts Chairman; Mrs. William T. Smith, Chairman of the Women's Division. Bernard G. Rudolph is President of the Jewish Welfare Federation and Milton Fromer, Executive Director. In addition to their magnificent labors in Syracuse itself, Messrs. Berinstein and Rudolph play an important role in the national United Jewish Appeal. In New York State and in other parts of the nation, Mr. Berinstein has been responsible for invigorating many campaigns. Mr. Rudolph, as a leader of the National Jewelry Division, has visited communities on similar missions.

El Paso, Tex. at last report had \$246,423 from those who had contributed \$134,209 in 1947. This represents one of the best records of development in the Southwest. The vigorous leadership of I. B. Goodman and Ervin H. Schwartz as General Chairmen created the successful atmosphere, in association with Elias G. Krupp, President, and Sydney Lubarr, Executive Director of the El Paso Federation. Other principal officers include: Mrs. Milton A. Feinberg, Milton D. Feinberg, Herbert M. Given, Harry Talpis, Co-Chairmen; and Louis Zork, Big Gifts Chairman.

Harrisburg, Pa. has reached its over-all goal of \$508,016, according to the Campaign Chairman, Joseph F. Brenner. Cash in the amount of \$227,500 has already been forwarded to the United Jewish Appeal and the community is straining its energies to meet the full needs of this critical period. Illustrative of the spirit in which this is being done is a letter which Miss Mary Sachs, dean of the community leadership, sent to Gilbert Nurick, President of the United Jewish Community. She advised him that she had made a loan at her local bank for the full amount of her contribution so that the funds could be remitted to the UJA. "I hope and pray that all who have made pledges for this cause do not wait until their certified accountants tell them how much they can do, and when, but should pay their pledges immediately, and, if necessary, pay interest on same. That is my experience and I am willing to share it." Mrs. Sondell Coleman is Chairman of the Women's Division. Joshua Marcus is Executive Director.

New Haven, Conn. leadership is proud of the fact that for the first time in its history, the community has passed the \$1,000,000 mark in its Welfare Fund drives. Samuel F. Gingold is Chairman of the campaign; J. Yale Rubin, Chairman of Trades and Industries. Bernard P. Kopkind is President of the Welfare Fund and Executive Director is Norman B. Dockman. Mrs. Samuel I. Hershman and Mrs. Charles Berney are Co-Chairmen of the Women's Division. A recent summary of pledges showed a total in excess of \$1,100,000 with the campaign still very much in progress. Last year, the total amount raised was \$859,000. At a recent meeting attended by Mrs. Golda Myerson, a resolicitation activity was initiated which resulted in a substantial number of increases from big givers. The community borrowed at the bank in order to make additional cash available to the United Jewish Appeal.

Lynn, Mass. is responsible for one of the most substantial percentage increases in New England. At a report meeting last week, pledges were announced as \$498,000, as compared with a total of \$297,000 raised in 1947. Harry Remis is the energetic Campaign Chairman. It was the pace-setting gifts of Eli Cohen, Abraham S. Burg, Harry Cohen and Mr. Remis that produced the unusual result. Eli Cohen and Percy Shulkind

are the capable Special Gifts Co-Chairmen. Mrs. Goldie Rubin is Chairman of the Women's Division. William M. Pruss is Executive Director.

THEIR CAMPAIGNS ARE ENDED

Bay City, Mich. is the first major community in the State to complete its campaign successfully. It raised \$97,000, as against a goal of \$90,000. The bulk of the funds goes to the United Jewish Appeal. Erwin I. Sherman is Campaign Chairman; Theodore S. Friedman, Joseph C. Hirschfield, Leonard Bergstein, Co-Chairmen; Mrs. Louis B. Harrison, Chairman, Women's Division. Julius Sherman is Chairman of the Federation. Bay City has already forwarded \$45,000 in cash.

Sheboygan, Wisc. had a goal of \$67,000 and as of last week had already reached \$76,000. Chairman of the outstandingly successful campaign for the UJA was George Holman. Harry Holman is Chairman of the Federated Jewish Charities and served as Executive Chairman of the drive. William Holman and Charles Locke were Big Gifts Co-Chairmen and Mrs. William Holman, Chairman of the Women's Division.

Rutherford, N.J. reports one of the largest percentage increases in the State. Its goal of \$50,000, compared with a total of \$20,000 last year, was exceeded last week, following an intensive drive which was given splendid stimulation by the big givers. The UJA has been allotted \$45,237 as compared with \$18,000 in 1948. The sum of \$24,000 in cash has already been received. Jack J. Terkowitz was Campaign Chairman; Arthur Crucker, the Treasurer. Mrs. S. Theodore Hecht was Chairman of the Women's Division.

Palm Springs, Calif. has passed its \$25,500 goal and \$15,758 has thus far been forwarded to the UJA. The allotment in 1947 was \$12,974. Herman Reich was Chairman of the drive; Stanley Rosine and Reuben Kulla, Vice Chairmen; Julius Yale, Treasurer; Mrs. Rodney Inger, Secretary; Henry Weinberger, Big Gifts Chairman.

Geneva, N.Y. can thank Morton Rosenbloom, its Campaign Chairman, and his associates for surpassing the \$10,000 goal for the United Jewish Appeal. This compares with \$4,346 allotted to the UJA in 1947.

Oswego, N.Y. aimed at a \$10,000 goal but has already passed the \$15,000 mark and hopes to go much higher. In 1947 this community gave \$6,800 to the UJA. Responsible for the phenomenal job are Harry B. Lasky, Chairman; Charles Goldstein, Vice Chairman; Samuel Rosenberg, Treasurer; Ralph Shapiro, Executive Secretary.

Valparaiso, Ind. is one of the smallest communities in the State. In 1947 it sent \$2,955. It has already forwarded \$6,760 in cash for 1948 to the United Jewish Appeal headquarters. Ben Linkimer is the energetic Chairman of the drive.

IT'S THE HEART, NOT THE SIZE OF CITY THAT COUNTS

In the records of the United Jewish Appeal are to be found stories of Jewish zeal and generosity that cover scores of communities. It is not the size of the community that determines what is raised for the United Jewish Appeal but the presence of one or two men or women who, in turn, galvanize everyone around them with their own deep Jewishness.

Salinas, Calif., at one end of the country, is one illustration. This small

community, aiming at \$50,000, has already forwarded \$30,000 in cash to the United Jewish Appeal. Its allotment in 1947 was \$18,700. Under the leadership of Ellis H. Spiegl as Chairman, with Ben Goldsmith and Louis A. Hirsch as Co-Chairman and Big Gifts Chairman, respectively, the community has been given a new awareness of the meaning of this year's campaign. After pledging \$15,000 to the campaign, Mr. Spiegl went to the bank the following morning to borrow the money so that his pledge could be put to work at once. Dr. Edward Hirschberg is President of the Monterey County Jewish Community Council. At the campaign opening contributions of \$35,500 were received from those who gave \$9,500 in 1947. The labors of all the officers, including Ed Critchfeld, Secretary; Paul Schoenfeld and Nate Savitz are rapidly bringing the community drive close to its goal. In addition to what has already been done, the leaders are trying to secure 10 carloads of lettuce for sale in Eastern cities. The lettuce will be donated in Salinas. Machinery is to be set up so that half the proceeds from each car will go to the community campaign where it is sold and the other half returned to Salinas toward its campaign funds. It is hoped by Salinas that the Eastern communities will fully cooperate in this venture.

Wilmington, N.C. has already forwarded \$44,000 in cash on its current campaign, all of which is dedicated to the UJA. Pledges already total some \$60,000, as compared with \$37,200 in 1947. Ben D. Schwartz is the vigorous Chairman of the campaign. A Women's Division is led by Mrs. Herbert Bluethenthal, Chairman, and Mrs. Ben Kingoff, Co-Chairman. Its standard of giving makes Wilmington one of the leading communities in the entire area.

Clarksdale, Miss. is another small community demonstrating that the size of the town does not determine the size of the Jewish heart. At the opening meeting, \$32,500 was contributed by those who gave \$17,000 last year. Meyer Kline is Chairman of the campaign; Morris Sebulsky, Co-Chairman; B. H. Hirschberg, Secretary-Treasurer; Rabbi A. S. Kline, Publicity Director. Chairman Kline's \$8,000 gift sparked the drive.

Bridgeton, N.J. has raised \$72,000 to date, of which \$47,550 represents cash already forwarded to the UJA. Louis A. Lewis is the Chairman of the drive, which was given impetus by the \$10,000 gift of Max C. Schrank. Mr. Schrank is Big Gifts Chairman and Mrs. Schrank, Chairman of the Women's Division.

Bakersfield, Calif., which has already forwarded \$34,750 for 1948, raised \$70,000 at its campaign opening, which was shifted to the Spring instead of the traditional Fall. The same group of givers had contributed \$36,000 in 1947. With Rabbi Max Nussbaum of Los Angeles giving powerful impetus to the appeal, the community is responsible for one of the most successful campaigns on the West Coast. Morris B. Chain is Chairman and Robert Strauss, Secretary.

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

NATION CONTINUES TO MARSHAL CASH TO MEET DIRE NEEDS OF UJA

The summer is traditionally a bad time for fund-raising enterprises, but despite the heat and the depopulation of many communities, the effort to mobilize cash for the critical needs of the United Jewish Appeal continues vigorously from coast to coast.

This week, for example, the Cleveland Jewish Welfare Fund forwarded \$800,000 to the United Jewish Appeal. This represented another bank loan, voted by the Welfare Fund leaders in the recognition that every measure, regardless how unprecedented, must be taken to help meet the challenge to Jewish life. Several months ago, Cleveland had similarly borrowed \$2,000,000 at the banks in anticipation of the allotment to be made from the campaign.

Contributors everywhere recognize that a bank loan is important to meet the financial stringencies of the United Jewish Appeal but they also understand that bank loans must be repaid promptly — through the payment by individuals of their pledges.

The hot summer months in America have seen grave issues being created and resolved abroad. In some two months that followed the establishment of the State of Israel, some 22,000 Jewish immigrants entered. This was happening during the very period when the fighting in Palestine was reaching its crescendo in fabulous Jewish victories. And a few days ago the solemn issues in Berlin took on a Jewish cast, when American army planes suddenly flew out the thousands of Jewish DP's in Berlin to new camps in the Frankfurt area.

It is in recognition that great events in Jewish history are now being determined that Jewish communities and their leaders are exerting themselves as never before to collect every cent they can from pledgors and from other sources — for immediate remittance to the United Jewish Appeal.

On the effort to obtain an additional \$100,000,000 in cash that was initiated on May 23, the sum of \$52,500,000 was received in New York as of July 28. Limitations of space have made it impossible to mention all the communities which took unprecedented action to help; among those which helped to provide this sum are included San Francisco, which forwarded \$500,000; Minneapolis which dispatched some \$350,000; St. Paul, which

sent \$356,000; and Kansas City, which forwarded an additional \$320,000.

Rochester, a community with an enviable reputation in its history of support of the United Jewish Appeal, once again showed its sense of responsibility. Although its 1948 campaign is not to be held until the Fall, it borrowed \$500,000 in order that money could be available to the United Jewish Appeal to help meet its desperate needs.

The response has not been isolated and haphazard but uniform throughout the country. Small towns, which had never known the meaning of bank loans, acted with the same dispatch and efficiency as big city welfare funds.

Madison, Wisc. forwarded \$80,000; Pawtucket, R.I., \$40,000; McKeesport, Pa., \$100,000; Sharon, Pa., \$50,000; Greensboro, N.C., \$150,000.

Philadelphia Borrows \$3,000,000

The largest single amount borrowed by any community to accelerate funds to the United Jewish Appeal was \$3,000,000 obtained by the Allied Jewish Appeal of Philadelphia. The officers are engaged in an earnest collection campaign but at the same time they did not want any time to elapse before the UJA could operate with the pledges which had been obtained in the campaign that has just closed.

Cincinnati, which has been concluding the most successful drive in its history, borrowed \$500,000, so that the benefit of its intensive labors could be made available at once.

Additional remittances recently received by the United Jewish Appeal include \$50,000 from San Diego, Calif.; \$150,000 from Peoria, Ill.; \$50,000 from Gary, Ind.; \$30,000 from Michigan City, Ind.; \$70,000 from Wichita, Kan.; \$181,000 from Louisville, Ky.; \$10,000 from New Iberia, La.; \$33,250 from Bangor, Me.; \$107,000 from Portland, Me.; \$25,000 from Beverly, Mass.; \$50,000 from New Bedford, Mass.; and \$100,000 from Omaha, Neb.

Detroit not only borrowed \$1,000,000 to enable the UJA to carry on but intensified a collection campaign simultaneously, forwarding \$400,000 additional on account of the results obtained from that effort. Duluth, Minn. forwarded \$150,000, while Elizabeth, N.J. sent \$100,000 more.

In each community the effort is made to collect not only on 1948 pledges but to clear up all outstanding accounts, whether of 1947 or 1945. Some accounts which have been long dormant have been revived by collection committees and the response from the individual pledgors has been gratifying.

In addition to sending money as fast as collections come in, and in addition to borrowings from local institutions or banks, communities are also forwarding to the United Jewish Appeal amounts available in reserve, surplus or contingency funds. Very often, such funds represent the accumulation of shrinkage reserves, with collection experience being much better than had been anticipated. Communities realize that there can be no more effective purpose nor any more critical time than now to release these funds to the United Jewish Appeal.

Recent remittances include \$45,000 from Hackensack, N.J.; \$30,000 from Kingston, N.Y.; \$50,000 from Niagara Falls, N.Y.; \$160,000 from Akron, O.; \$25,000 from Steubenville, O.; \$40,000 from Greensburg, Pa.; \$49,000 from Lancaster, Pa.; \$10,000 from Lower Beaver Valley and \$25,000 from Upper Beaver Valley, Pa.; \$25,000 from New Castle, Pa.; \$100,000 from Scranton, Pa.; \$40,000 from West Chester, Pa.; \$10,000 from Baytown, Tex.; and \$20,000 from Cheyenne, Wyo.

LARGE-SCALE SETTLEMENT AND IMMIGRATION SEEN TASKS FOR ISRAEL

"The State of Israel was not established for the purpose of waging war and gaining military successes" but to promote "large-scale settlement and immigration." This was the message addressed this week to the Council of State in Israel by David Ben Gurion, Prime Minister. But it was also a message to the Jews of the world.

After describing the heroic struggle which Israel has been conducting, the Prime Minister said: "The State of Israel is charged with a unique mission, without which it has no right to exist, without which it cannot exist. Its task is to reclaim the desolation of this country and to assemble the scattered exiles of the Jewish people. Large-scale settlement and immigration: these are the main tasks of the State. No one can tell how long this truce is going to last. But during the period of the truce, we shall, in addition to increasing our preparedness for war, have to organize large-scale immigration and settlement in a systematic manner and with all our resources."

The United Jewish Appeal is the only instrument through which American Jewry can facilitate such a program in the State of Israel.

CHICAGO RUNS CAMPAIGN IN MIDST OF HEAT

To judge by the score of campaign activities going on every day during July, there is no summer in Chicago. For the Combined Jewish Appeal, under the Chairmanship of Peter Sampson, initiated the 1948 drive at the end of June and is going steadily forward in mobilizing the resources of the Chicago Jewish community for the needs of the United Jewish Appeal and the other causes embraced in the campaign.

In advance of Hon. Henry Morgenthau, Jr. spending two days in Chicago this week to address Big Gifts meetings at the Ravisloe Country Club and at the Covenant Club, it was announced that Chicago had already passed the \$6,000,000 mark.

A series of campaign functions was initiated by Governor Herbert H. Lehman with a Big Gifts meeting at the Bryn Mawr Country Club where over \$2,400,000 was raised. Chairmen of this meeting were Meyer Katz, Charles L. Cohen and Dr. S. S. Hollender. Edward M. M. Warburg addressed a Big Gifts meeting at the Lake Shore Country Club, where over \$1,230,000 was contributed. Harris Perlstein, Joseph L. Block, James H. Becker and Gardner H. Stern chaired the meeting. Among the gifts of the occasion were \$125,000 from the Pick family; \$75,000 from Max Epstein; \$100,000 personally from Harris Perlstein; \$100,000 personally from Henry Crown.

Most of the country clubs in the Chicago area have fully cooperated with the campaign and have become the units through which fund-raising has been conducted. In subsequent meetings this month, principal speakers at the various functions have included

Aubrey S. Eban, Israeli representative to the United Nations; Bartley C. Crum, member of the United Nations Special Committee on Palestine; and Congressman Jacob Javits of New York. A meeting at the Idlewild Country Club, with Harry Hoffman and Harold Weinstein as Chairmen, produced \$689,000. Morey Cole was Chairman of the Twin Orchards Country Club meeting which raised \$202,000. A function at the Green Acres Country Club, with Alexander T. Spare as Chairman, produced \$573,000. Contributions of \$1,157,000 were made at the Northmoor Country Club meeting of which Everett B. Michaels was Chairman.

With \$415,000 already raised in the Women's Division, enthusiasm at the Advance Gifts meetings is in high gear. Mrs. Morton Weinress is Chairman of the Women's Division.

Other officers include Robert H. Klein, Special Gifts Chairman; Abraham Epstein, Chairman, Trades and Professions Division. Samuel A. Goldsmith is Secretary of the Jewish Welfare Fund.

SYNAGOGUE GIVES \$10,000 TO UJA TO HONOR STATE

AMERICAN JEWISH

A contribution of \$10,000 to the United Jewish Appeal has been made out of the treasury of the Brooklyn Jewish Center in honor of the State of Israel. This action was taken at a meeting of the Board of Trustees. Judge Emanuel Greenberg, President of the Center, in advising of the decision, pointed out that "it is the first time in the history of our institution that such an allocation was made and we are sincerely hopeful that it will act as an incentive for other similar organizations to follow this example."

NEW BRUNSWICK DOES A CAMPAIGN JOB

Bernard Freedman is the name of the Chairman of the 1948 campaign in New Brunswick, N.J. It is a name to which both the community and the United Jewish Appeal pay tribute, for it was Mr. Freedman, whose energy and imagination galvanized a community which had not always been among the front-rank in New Jersey. In 1947, the total sum raised by New Brunswick was \$115,000. As of the last report, a sum close to \$280,000 had already been pledged for 1948, with \$120,000 in the treasury of the United Jewish Appeal.

Others who shared in the responsibility with the Chairman included Samuel Hamelsky as Big Gifts Chairman and Mrs. Leo Buchine as Chairman of the Women's Division. Hon. Samuel D. Hoffman is President of the Federation and Josef Perlberg is Executive Director.

THESE COMMUNITIES CAN BE PROUD

As the record continues to be compiled of the communities which met their responsibilities in a measure required by the 1948 needs, these communities are added to the scroll of honor.

Teaneck, N.J. Fred Schneider, Chairman of the campaign, has advised Mr. Morgenthau of the outstanding results of the campaign. As against \$61,000 raised in 1947,

the community is expected to reach about \$145,000. This, according to the dynamic Chairman, will mean a minimum of \$135,000 for the United Jewish Appeal. On that sum \$75,000 has already been received and a further \$25,000 is expected before the month's end as a token of the magnificent cash collection effort conducted in the town. In its proportion of increase, Teaneck holds one of the highest places in the nation in the 1948 campaign. Sharing in the responsibility with Mr. Schneider were Louis Stein, Co-Chairman; Henry A. Simon, Treasurer and Harry Rothschild, Secretary. Mrs. Louis Stein was Chairman of the Women's Division, with Mrs. Leonard Marcus and Mrs. Fred Schneider, Co-Chairmen.

Charlotte, N.C. was asked by the UJA to provide \$100,000 toward the 1948 goal. That request the Charlotte community has met with honor. Under a vigorous leadership, which includes Morris Speizman as President of the Federation; Harry Frohman as Chairman of the campaign; Al Goodman and Alfred E. Smith as Co-Chairmen, with Mrs. Morris Speizman as Chairman of the Women's Division, Charlotte staged the most successful campaign in its history. It has already forwarded \$70,000 in cash. Harry L. Schwartz is Treasurer.

AMERICAN JEWISH

Flemington, N.J. is one of the smaller communities in the State, with a population of limited means. But with a determined leadership, it has succeeded in meeting the challenge addressed to it by the 1948 UJA. In 1947 this community provided the UJA with \$10,000. Already \$15,556 has been received in cash. With over \$24,000 having been raised at the last report, with the intention to reach in the vicinity of \$30,000, the UJA is assured in excess of its request of \$22,500. The over-subscription of the campaign is due to the labors of Harry Medoff, Honorary Chairman; Ben Karrow, Chairman; and C. Lloyd Fisher, Chairman of the Christian Committee, and their associates.

El Centro, Calif. attributes its successful campaign to the electrifying news of the creation of the State of Israel. The campaign had been started before May 14, but when the news of that day in Tel Aviv was announced, the fund-raising program took on new impetus. Among the contributors was Frank O'Dwyer, brother of New York's Mayor, who gave \$1,000. Max S. Bauman has been the energetic Chairman of the drive. Mauricio Richter is Co-Chairman and Alex E. Engelman, Big Gifts Chairman. The sum of \$17,541 in cash has already been received.

Perth Amboy, N.J. simultaneously completed payment of its share in the \$100,000,000 cash advance project by bringing a check to national headquarters for \$40,000 making a total of \$200,000 advanced on the 1948 campaign and announced the over-topping of its total goal of \$350,000 by \$5,000. The UJA is assured of a minimum of \$275,000.

The successful campaign was conducted under the energetic leadership of Hon. David T. Wilentz. Mrs. Joseph Leipziger and Mrs. Samuel S. Cohen were Co-Chairmen of the Women's Division which raised over \$50,000. Martin Danzig is Executive Director of the Jewish Community Council.

SPECIAL SET OF FIRST-DAY COVERS OF ISRAEL AVAILABLE

The United Jewish Appeal has available a limited number of "first-day covers," incorporating all of the stamps issued by the State of Israel. The envelopes are postmarked from Tel Aviv on May 16, 1948, the second day of the independence of the new State. This historic "first-day cover" not only includes the nine stamps thus far issued, in denominations of 3 mils to 1,000 mils (₪1) but carries a special notation, "memento gift," which will not be available on any other covers. This was done by special arrangement between the United Jewish Appeal and the Postmaster General of the State of Israel.

These "first-day covers" can be obtained by writing promptly to the United Jewish Appeal, 165 West 46th Street, New York 19, N. Y., enclosing a remittance of \$14.50 -- the regular market value -- for each cover desired.

The stamps are based on a series of early coins. The 3 mil stamp is orange; the 5 mil is green; the 10 mil is violet; 15 mil, red; 20 mil, blue; 50 mil, brown; 250 mil, dark green; 500 mil, dark brown; 1,000 mil, dark blue.

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THE IMPORTANCE OF SPEEDY ALLOTMENT DECISIONS

A Statement by General Chairman Henry Morgenthau, Jr.

I am delighted to be able to report that during the summer months cash has continued to flow into the United Jewish Appeal at an encouraging rate. This, to me, is the best indication of the unceasing devotion with which Jewish communities and their leaders throughout the country have gone forward with the tasks of building a new future for our fellow Jews, in Israel, in Europe and for the refugees who have come to the United States.

The achievements which our funds have made possible are enormous. We can all take pride in the fact that since January 1, 1948, displaced Jews numbering 50,000 reached the shores of Israel. In the two months of June and July alone the immigration to Palestine totaled 27,000.

These homeless people have found a permanent home with their highest hopes realized after more than a decade of wandering and suffering.

A cable has just reached my desk indicating that no less than 30,000 additional immigrants are expected to land in Israel during the months of August and September.

All these refugees possess valid visas and await only their chance which depends solely on the funds that will be available to bring them "home." At the same time other thousands have reached the United States. For those remaining in Europe, relief and reconstruction must go on without any interruption.

To plan adequately a maximum program for the entire year, the agencies constituting the UJA must know definitely the amounts of money they will have available to spend on their respective programs. The 90 millions of dollars in cash so generously provided by American Jewish communities thus far on account of the 1948 UJA allotments has been spent.

I now urgently ask every participating community in the Spring campaign to convene its Allocation Committee and determine the 1948 allotment for the UJA. It is my conviction that maximum consideration will be given to this cause on the basis of needs for which funds have been raised in unprecedented amounts this year.

I regard it as imperatively necessary that we have the requested allotment information from every community, regardless of size, that has completed its campaign.

Therefore, I trust that officers of community campaigns will give this problem their immediate and personal attention and write to me or wire me as soon as possible, the allotment decision for their community. I know I may count on you now as I have throughout the year for your magnificent response to every important request emanating from the UJA.

NO SUMMER PAUSE FOR CAMPAIGNS

Despite heat, despite vacations and despite the normal tendency to let down during the summer time, most communities are driving forward toward campaign goals. New York City called its Trade and Borough Chairmen and Special Gift workers together for luncheon at the home of William Rosenwald. 85 were present. They were asked to review the campaign and to select the names of those in the Special Gifts category of \$500 and over who had not as yet contributed to the 1948 Greater New York UJA, for special attention during the summer. The five Chairmen of the campaign were also present: Edward M. M. Warburg, Charles Cohen, Jerome I. Udell, Sam Hausman and Max J. Schneider. They also reviewed the remaining problems of the campaign. In addition, taking advantage of the summer season rather than being hampered by it, New York is currently running an intensive effort in the various golf clubs throughout the city.

Denver, Colorado has passed the \$900,000 mark toward its \$1,400,000 goal with all divisions showing unprecedented increases. A furniture meeting held this week brought \$42,225 against \$20,665 for the same group last year. A Food and Livestock Division meeting yielded \$135,000 against last year's \$80,000, while a Mercantile Division dinner resulted in a total of \$132,965 against the same group's \$81,495 in 1947. Hyman Friedman is Chairman of the campaign. Serving with him are Rabbi Herbert A. Friedman, Co-Chairman and Harry Rosenbaum, Big Gifts Chairman. David H. Stein is President of the Welfare Fund. Nathan Rosenberg is Executive Director. North Hudson, New Jersey is close to the \$500,000 mark and expects to be able to announce a total of \$600,000 for UJA by September. This compares with a 1947 allotment of approximately \$295,000. The United Jewish Appeal has received more than \$300,000 in cash already. Alexander Grodnick is Chairman of this campaign; David Kahn and Israel Rogosin, Honorary Chairmen, with Morris Walter serving as Co-Chairman. John N. Platoff is Special Gifts Chairman and Mrs. Murray Gillette, Chairman of the Women's Division.

Sparked by David Coslov's gift of \$18,000 as compared with \$6,000 in 1947, McKeesport, Pennsylvania has advanced gifts totaling \$53,000 and is determined to maintain the pace in its Fall effort. Increases thus far average 86%. Big Gifts Chairman is Leon Coslov; Martin S. Morrow, Harvey Krow and Charles Apter are Co-Chairmen. Robert Amper is President of the Welfare Fund and Mrs. David Roth, Executive Secretary. Among other notable increases in advance gifts are those of Robert Amper \$6,000 to \$12,500; Robert Coslov from \$500.00 to \$2,000; Leon Coslov from \$500.00 to \$2,000. Rockford, Illinois having reached a total of \$130,000 is redoubling its effort to attain goal. Among the gifts thus far recorded are those of the Behr family, \$23,000 as compared with \$14,250 in 1947; Kasler family, \$10,000 against \$8,000 in 1947; Max Liebling, \$2,500 against \$1,000; Dave Goldman, \$2,000 against \$1,000; Abraham Pekarsky, \$3,500 against \$1,800; William Daniel, \$3,700 against \$2,100. I. J. Behr is Chairman of the campaign with Abraham Pekarsky as Co-Chairman. Mrs. N. Hexter is Chairman of the Women's Division. Ben Fink is President of the Welfare Fund and Jack Spencer is Executive Director.

MAXIMUM ALLOTMENTS NOW WILL MEAN MAXIMUM UJA ACHIEVEMENTS IN '48

EDDIE CANTOR BEGINS TOUR OF TEN MAJOR FALL CAMPAIGN CITIES

Returning from Europe where he saw the work of relief and rehabilitation and preparations for mass emigration to Israel and the United States, Eddie Cantor will start a whirlwind tour next Sunday (August 29th) in behalf of the Fall phase of the UJA campaign.

Cantor will spark campaign activities in ten major Fall cities headed by Chicago and Boston. He will begin his cross-country trip in Camden, N.J. on Sunday. On Monday, August 30th he will speak at a meeting in Boston and go into Brockton, Mass., the following day. Providence, R.I. will have Eddie Cantor as the guest of honor at a Big Gifts campaign dinner on Wednesday evening, September 1st.

On Thursday, September 2nd Mr. Cantor will address the leaders of Springfield, Mass. He will be in Norwalk, Conn., on Friday, September 3rd and in Schenectady, N.Y. on Tuesday, September 7th. Rochester, N.Y. will hear Eddie Cantor's campaign story at a dinner on Wednesday, September 8th.

Mr. Cantor will then visit Chicago, whose Fall drive is now nearing its climax. His tour will wind up with a visit to Youngstown, Ohio on Saturday evening, September 11th and Toledo, Ohio on Sunday, September 12th, the last day he will be able to devote to UJA at this time because of radio and motion picture commitments. In so generously giving the UJA his full time for this period, Mr. Cantor joins the increasing number of distinguished American Jewish lay leaders who have traveled from one end of the country to the other for the advancement of this year's campaign.

LOS ANGELES APPROACHES TEN MILLION DOLLAR MARK

Los Angeles, California which holds the record for borrowings to meet the urgent needs set forth by Mrs. Golda Myerson during her visit to the United States, having borrowed \$3,750,000 for immediate transmittal to the UJA, has passed the \$9,600,000 mark and is working feverishly toward \$10,000,000. The phenomenal Los Angeles results this year are due to the tireless and effective leadership of Mischa F. Berg, Ben Solnit, George and Isadore Familian, Morris M. Landau, Henry Weinberger, Louis Boyar and G. Harry Rothberg, to mention only a fraction of those to whom credit is due. Julius Fligelman is the dynamic Chairman guiding the Los Angeles effort with Samuel Goldwyn, President of the Welfare Fund and Charles Brown, President of the Council. Mrs. Bertram Allenberg is serving as Chairman of the Women's Division. Leo Gallin is Executive Secretary. The Los Angeles campaign will close on August 26th at a concert at the Philharmonic Auditorium arranged by Mr. Goldwyn at which Artur Rubinstein, Lotte Lehmann and Joseph Szigeti will appear.

MAXIMUM ALLOTMENTS NOW MEAN MAXIMUM HELP

OVER-THE-TOP ANNOUNCEMENTS

Hackensack, New Jersey has raised \$141,000 against its goal of \$132,000 under the Chairmanship of Morris L. Weiner. Big Gifts Chairman is Howard Mack and Co-Chairmen of the Women's Division are Mrs. Bernard Richman and Mrs. Howard Mack. Sidney Goldberg

is President of the Welfare Fund and Irving Warshawsky is Secretary. Sheboygan, Wisconsin did not stop after surpassing its goal of \$67,000 in June but continued its efforts and now has closed its campaign with \$78,306 raised. Harry Holman, Chairman of the Federated Jewish Charities of Sheboygan also served as Executive Chairman of the campaign. Leon Friede was Chairman of the Men's Division; George Holman, Chairman of Fund-Raising; Mrs. William Holman, Chairman of the Women's Division; William Holman and Charles Locke, Chairman and Co-Chairman of Initial Gifts; Bernard Holman, Chairman of Publicity; David Rabinovitz, Chairman of the Speakers' Bureau; Frank Horwitz and Morris Rabinovitz, Chairman and Co-Chairman of Special Gifts; H. J. Holman, Treasurer and Joel Fiedelman, Secretary.

CAMPAIGN NOTES AND NEWS

Tri-Cities, Alabama (comprising Florence, Sheffield, Tuscumbia) which does not start its campaign until after the High Holidays has nevertheless forwarded \$20,000 in cash, representing advance giving. Philip Olim is Chairman of the Tri-Cities Jewish Federated Charities and Louis Rosenbaum is Co-Chairman. Rabbi Charles Mantinband is Secretary... Samuel F. Gingold, Chairman of the Trades and Industries Division in New Haven, Connecticut has been attracting community-wide attention to his effective leadership in this important group... A typographical error in the last issue of Report to Members made it appear that Kansas City has forwarded only \$320,000 in cash toward the \$100,000,000 cash project initiated by Mrs. Golda Myerson during her recent visit. Actually Kansas City has remitted \$500,000 in response to Mrs. Myerson's plea and a total of \$850,000 in cash on account of the 1948 campaign since the first of the year. Endicott Johnson Corporation has contributed \$15,000 to the UJA in Binghamton, New York. George W. Johnson and Charles F. Johnson head this firm. Bruce Babcock is Treasurer.

FALL CAMPAIGNS ACCEPT QUOTAS

Camden, New Jersey which gave the UJA approximately \$220,000 in 1947 has accepted a UJA quota of \$525,000 for 1948. They have already borrowed \$50,000 from the bank against 1948 collections. Philip Zinman is Chairman of the Camden campaign. Leo Spector is Advance Gifts Chairman; Mrs. Harold Bloom, Chairman of the Women's Division. Morris Liebman is President of the Welfare Fund and Bernard Dubin is Executive Director. Brockton, Mass. has undertaken a UJA quota for 1948 of \$337,500 against a 1947 allotment of \$200,000. H. James Stone is Chairman of the campaign and Simon H. Geilich, Special Gifts Chairman. Dewey D. Stone is Welfare Fund President and Efraim H. Gale is Executive Director. Flint, Michigan which, in 1947, gave the UJA \$140,000 has assumed responsibility for a \$300,000 UJA quota in 1948. General Chairman of the Flint campaign is Louis Rudner. B. Morris Pelavin is President of the Welfare Fund. Detailed plans for the campaign effort in Flint have already been drawn up. Colorado Springs, Colorado has accepted a 1948 quota for UJA of \$45,000. Colorado Springs gave UJA \$23,638 in 1948. A. Sam Bloom is Chairman of the campaign. Serving as Co-Chairmen with him are Dr. Phineas Bernstein, Robert M. Livermore, Chester Supperstein, Lazarus Balows.

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HISTORIC FLOW OF JEWS TO ISRAEL BRINGS URGENT CASH PLEA

The greatest flow of Jewish immigrants to any country in the world in the last two decades is now under way toward Israel. In the first eight months of 1948, some 60,000 men, women and children have crossed the Mediterranean to the Jewish homeland. Arrangements completed between the Joint Distribution Committee and the Jewish Agency during the recent visit to Israel of Dr. Joseph J. Schwartz, Chairman, JDC European Executive Committee, provide for the steady transfer of at least 10,000 Jews a month. The schedule is being maintained, it was reported by Dr. Schwartz as he arrived here last week for a brief official visit.

This epic movement of Jewish refugees to freedom in Israel involves the agencies of the United Jewish Appeal in financial responsibilities of the greatest magnitude. That, in turn, means that the possibility of maintaining the stream of immigration rests with the Jewish communities of the United States.

An urgent appeal to every Jewish community in the United States to engage in the most intensive cash collection effort to permit the financing of this vast transfer of populations was sounded this week by Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal.

"In a spirit of solemnity that equals the traditional mood of the forthcoming High Holy Days, I appeal to every Jew in America to pay in full the pledge he has already made or to speed the pledge he would make in Fall campaigns now in progress.

"I recognize that the Jewish communities have rendered superb service in the past months. With imagination and high responsibility, they have amassed for the United Jewish Appeal unprecedentedly large sums of cash. Because of their magnificent response, the State of Israel was hastened and strengthened.

"The communities and every individual in it are now in the position to make another historic contribution to the salvation of the Jewish people by ensuring the steady influx into Israel of every Jew in Europe for whom accommodations can be provided, on boats and in Israel.

"Cash -- and more cash -- is the only instrument by which we can accomplish this miracle of seeing Jewish life saved before our very eyes on a scale never before seen in our generation. Our dreams and hopes that the remnant of our people would at last find peace and freedom are being realized on as broad a scale as we dared conceive.

"Every Jew in America who makes a pledge to his local campaign has the legal and moral right to redeem that pledge over an extended period of time. IT IS MY CONVICTION THAT, IN VIEW OF WHAT NEEDS TO BE DONE WITH THIS MONEY NOW, AT ONCE, EVERY JEW WILL FOREGO THAT RIGHT AND PROVIDE THE CASH THAT THE UNITED JEWISH APPEAL SO DESPERATELY NEEDS."

ISRAELI YOUTH DELEGATION STIRS PRIDE OF U. S. JEWRY

Nine young men and women, battle-tested as members of the Army of Israel, have created a profound impression since their arrival a few weeks ago as the Israeli Friendship Mission to the United States under the auspices of the United Jewish Appeal. Wherever they have gone, whether visiting with Mrs. Franklin D. Roosevelt at Hyde Park or appearing as guests of honor at Israeli Day ceremonies at the Golden Jubilee Exposition of New York City, they have stirred pride in their fellow Jews by the alertness of their bearing, the charm and modesty of their personalities and the sturdy self-respect symbolizing the new Israeli nation.

The mission consists of: Capt. Alexander Albala, 25; Lieut. Itzhak Ben Menahem, 19; Lieut. Shula Friedberg, 24; Sgt.-Maj. Nira Harari Goldstein, 23; Corp. Aliza Pnueli, 22; Corp. Rica Menache, 23; Capt. Yehuda Koppel, 30; Corp. Naomi Tulman, 20; Lieut. Zerubavel Chefetz, 23. Each of them saw war service under the most difficult conditions. They were released for the mission to America by their commander-in-chief, David Ben Gurion, Prime Minister of Israel. In the several communities where they have already appeared, they have described, with an overpowering simplicity and effectiveness, the situation in which Israel finds itself.

EDDIE CANTOR TO BE HONORED FOR UJA SERVICE

A certificate for distinguished service to the United Jewish Appeal will be publicly presented to Eddie Cantor in a radio broadcast over the network of the Columbia Broadcasting System on Sunday, September 26, from 4:00 to 4:30 P.M. EST.

Having already stirred many communities in the 1948 campaign by visits for fund-raising purposes, Mr. Cantor offered a concentrated period of time upon his return from Europe in August. The result was a tour that took him from Camden, N.J. to Denver, Colo., in as strenuous a schedule as any volunteer lay leader has ever undertaken.

At Camden, N.J., Mr. Cantor was joined by Morris W. Berinstein of Syracuse, who

has been among the prime leaders of the national campaign in New York State and other areas. Philip Zinman is Chairman of the Camden drive.

Mr. Cantor's tour then took him to Boston, Brockton, Providence, Springfield, Norwalk, Schenectady, Rochester, Chicago, Toledo, Youngstown and Denver.

Stone Gift of \$105,000 Sparks Brockton

Advancing the time of its campaign to take advantage of Mr. Cantor's presence, Brockton arranged a Big Gifts function, which was highlighted by a contribution of \$105,000 announced by Dewey D. Stone for himself and family. The experienced and devoted campaigner that he is, Mr. Cantor was on his feet for almost two hours, handling each card in a brilliant manner. In each community, Mr. Cantor adapted himself to the requirements of that community. Where he had full opportunity for his great gifts as a pleader for his people, the results were superb. H. James Stone and Simon H. Geilich are Co-Chairmen of the campaign.

At Schenectady, N.Y., Mr. Cantor was joined by Bernard Alexander of Trenton, an indefatigable lay leader of the UJA national campaign, whose inspirational address was one of the assets of the Big Gifts meeting. Philip H. Gold, Chairman, and Dr. Walter S. Gross, President of the Jewish Community Council, led off in the response, which resulted in a total of \$110,000 raised to start the campaign. Abraham Cohen and Samuel Scheinzeit are Big Gifts Co-Chairmen.

Two \$100,000 Gifts in Providence

The sum of \$600,000 was pledged at the opening of the Providence campaign. Governor John O. Pastore and Mayor Dennis J. Roberts participated in the program, which also included Alvin A. Sopkin, Chairman, who presided; Archibald Silverman, President of the General Jewish Committee, and Isidor Coons. Among the top gifts were those of Abe C. and Harry Fine for \$100,000, as compared with \$50,000 in 1947, and of the Sopkin family for some \$105,000, as against \$75,000 in the previous year. As in the case of every community he visited, Mr. Cantor created a spirit of good will and understanding.

Aiming at a goal of \$850,000, Springfield, Mass. raised some \$220,000 at its Initial Gifts dinner. Abe Leo Cohen is Campaign Chairman and Max Katz, Special Gifts Chairman.

A feeling of unity was created in the Norwalk, Conn. community and a determination to achieve the goal. Harry Schwartz and Sidney Steinberg are Co-Chairmen.

Pledges of over \$510,000 were recorded at the dinner which Mr. Cantor attended in Rochester. Philip M. Liebschutz is Chairman; J. H. Rubens, Big Gifts Chairman; Harold J. Weisberg, Trade & Industry Chairman. One of the leading communities in the nation in its population bracket, Rochester launched its campaign auspiciously.

\$105,000 Gift Leads Toledo Campaign

Toledo, one of the pace-setters in the nation, gave Mr. Cantor one of the happiest days of his current tour when it produced \$446,475 at its Big Gifts dinner, as

compared with \$272,753 from the same group of givers last year. The gift which made history in the community was that of Charles Fruchtman, Chairman, for \$105,000.

Marvin H. Itts, who was a member of the UJA overseas delegation early in 1948, is Chairman of the Youngstown, O. campaign, which was launched by Mr. Cantor at a Big Gifts dinner.

Denver Passes \$1,000,000 Mark

Appropriately enough, the Cantor tour ended in a blaze of glory in Denver, where, in a great community-wide meeting, 3,000 persons came out to hear Mr. Cantor reinspire them to continued activity in the drive. Denver is now well past the \$1,000,000 mark, the first time in the history of the city that such a figure has been reached. Hyman Friedman is the dynamic Chairman of the campaign, with Rabbi Herbert A. Friedman, who has rendered valiant service for the UJA in other communities, as Co-Chairman. Harry Rosenbaum is Big Gifts Chairman and David Stein is President of The Allied Jewish Council of Denver.

UJA BROADCASTS ON NATIONAL NETWORKS

The Publicity Department of the United Jewish Appeal urges local communities to notify their contributors of a series of radio broadcasts to be held in the coming weeks. Under the direction of Himan Brown, famous radio producer, a series of exciting dramatic productions is being prepared. On Wednesday evening, October 6, from 10:00 to 10:30 P.M. EST, Mutual Broadcasting System will carry a nation-wide show. On Saturday evening, October 16, from 10:30 to 11:00 P.M., EST, the American Broadcasting Company will sponsor a radio production. The Columbia Broadcasting System has made its nation-wide facilities available on Sunday, September 26, from 4:00 to 4:30 P.M. EST, for a program starring Quentin Reynolds, the noted foreign correspondent who recently returned from Israel.

MRS. WADEL REPORTS ON WOMEN'S ACTIVITIES

Mrs. Ernest G. Wadel, Chairman of the National Women's Division of the UJA, reported with gratification this week on the important role which women are playing in campaigns now under way as they did during the Spring. She also pointed out that records compiled on an incomplete basis for the Spring period show that women raised \$14,350,000. There are now 322 women's divisions, with 96 functioning for the first time.

Mrs. Joseph Schneider, Chairman of the Women's Division in Boston, reported that \$130,000 has been contributed to date by 560 women. This represents a 50% increase from the same group. The Women's Division was spectacularly launched at a luncheon garden party at the home of Mrs. James N. Axelrod, with Eddie Cantor as the guest of honor.

Chicago, through its Women's Division Chairman, Mrs. Morton Weinress, reports that over \$700,000 has been secured to date from advance gifts functions.

Mrs. Albert Pilavin, Chairman of the Women's Division in Providence, indicated this week that the \$100 minimum gift luncheon scheduled for September 20 and a one-day solicitation program on September 26 would show a gratifying response.

Women's Division campaigns are now in full swing in Camden, N.J., with Mrs. Harold Bloom as Chairman; Rochester, N.Y., under the leadership of Mrs. Sol Aiolo; Denver, Colo., Mrs. Edward Miller; Springfield, Mass., Mrs. Julius Popkin; Oklahoma City, Okla., under the Co-Chairmanship of Mrs. J. W. Urbansky and Mrs. Sam Singer; Pawtucket, R.I., Mrs. Morris Pritsker as Chairman; Toledo, O., Mrs. Arthur Edelstein; Youngstown, O., Mrs. Joseph Wilkoff; Jacksonville, Fla., under the Co-Chairmanship of Mrs. Saul Kurlin, Mrs. Ben Stein, Mrs. Joseph Hackel and Mrs. Max Baker.

COMMUNITIES STRIVE TO MEET NEEDS

Labor Day marked the resumption on a full scale of local community campaign planning and activity. Many communities, despite the record-breaking heat of the pre-Labor Day period, not only went forward with campaign organization but conducted fund-raising events. This was true of cities which had Eddie Cantor as guest of honor and of other communities throughout the nation, winding up campaigns started late in the Spring or opening Fall fund-raising efforts.

New London, Conn. has now passed its goal of \$200,000 by \$5,000 under the leadership of Eli Dane as Chairman, with the hope of obtaining an additional sum. Cash of \$115,000 has already been remitted on account.

Davenport, Ia. has resumed its campaign activity under the leadership of George Margulies as Initial Gifts Chairman, who was so important a factor also in the 1947 campaign. Franklin A. Alter is Campaign Chairman.

Wichita, Kan., which has one of the outstanding records in campaign achievement, launched its 1948 campaign this week at a dinner addressed by Eugene M. Solow of Dallas, National Vice Chairman for Regions. R. Mendel Silver is energetic Chairman of the drive, which is aiming at a goal of \$240,000, so that the UJA may receive its full request. Harry L. Ginns is President of the Welfare Federation. Henry Levitt is among the key leaders marshaled to spark the drive. Mrs. Joseph Levine is Chairman of the Women's Division.

New Haven, Conn., under the leadership of Samuel F. Gingold, Campaign Chairman, is approaching the figure of \$1,120,000, which is the largest amount ever raised in the city of New Haven for any cause. Samuel Goodwin has been Chairman of the Trade and Industry section, which was among the important factors in the campaign results.

Perth Amboy, N.J. is proud of its cash collection record to top off a vigorous campaign conducted under the leadership of Hon. David T. Wilentz, one of the foremost personalities in the State. As against an assumed goal of \$350,000, Perth Amboy has now recorded pledges exceeding that figure by some \$5,000.

Canton, O. is now concluding the most successful campaign in its history in which it recorded one of the largest percentage gains of any community in the State. Over \$300,000 was pledged under the vigorous leadership of William L. Lavin as Campaign Chairman. Assuming the task at the special request of Mr. Morgenthau, Mr. Lavin inspired his fellow-workers with an unprecedented determination to surpass previous records. Expressing his own feeling at the conclusion of the drive, Mr. Lavin said: "We all can hold our heads a little higher with the sublime feeling we are doing something worthwhile."

Joliet, Ill. is proud of its enviable reputation that when it accepts a commitment, it always meets it. In that spirit, Leo Seligman, Chairman of the campaign together with Gus E. Miller, has advised Mr. Morgenthau that the UJA assigned quota of \$127,500 will be met in full, as a result of the campaign's success. A similar record was established in 1946 and 1947.

Iowa City, Ia. was hailed this week by Mr. Morgenthau as it joined the roll of honor of those who accepted and fulfilled the commitment assigned by the United Jewish Appeal. As a result of the campaign success, the UJA will receive the full \$20,000 it requested. Sam Markovitz is Chairman of the campaign.

Community Allotments to UJA

General Chairman Henry Morgenthau, Jr., expresses appreciation for the nationwide cooperation he has received from community and campaign leaders to his request for prompt and generous consideration of allotments to the UJA from communities that have completed their 1948 campaigns. Only through having this specific information on UJA allotments from each community, Mr. Morgenthau points out, can the constituent agencies of the UJA know the amounts they can expend this year on their expanding programs. Although leaders of a substantial number of communities have provided the essential information requested on allotments, there are still a goodly number of communities to be heard from. It is earnestly hoped by the General Chairman that he may hear from all cities and towns concerning this vital matter at the earliest possible date.

LOUIS BERRY TAKES MICHIGAN UJA HELM

It was announced this week that Louis Berry, an outstanding leader in the Detroit Federation campaign, had accepted the post of Regional Chairman of the United Jewish Appeal for the State of Michigan. Mr. Berry was officially inducted at the State Conference at Grand Rapids last week. Mr. Berry, who was a member of the UJA overseas delegation early this year, was Big Gifts Co-Chairman in the 1948 Detroit campaign.

CASH IS LIFE

PLEASE PAY YOUR PLEDGE TODAY

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

MORGENTHAU FLIES TO ISRAEL TO SEE IMMIGRATION PROGRAM

Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, this week flew to Israel for the first visit he has paid to the newly-born State. Mr. Morgenthau has been anxious to see at first-hand the progress in the large-scale immigration program and the steps being taken with the United Jewish Appeal funds to speed the re-settlement process. On his way to Israel, Mr. Morgenthau is stopping in Europe to confer with Dr. Joseph J. Schwartz, European Chairman of the Joint Distribution Committee. While the Jewish Agency has undertaken responsibility for the reception of immigrants, the JDC is currently financing the large-scale transportation program. Mr. Morgenthau will also visit the camps in Cyprus.

JEWISH AGENCY TREASURER TELLS OF VAST ISRAELI NEEDS

An appeal to the Jews of America to respond to the "desperate need for very large additional resources" in order to meet the problems arising out of the "mass immigration into Israel now in full swing," was issued this week by Rabbi Israel Goldstein, National Chairman of the UPA and of the UJA, who was recently elected Treasurer of the Jewish Agency for Palestine at the Zionist Actions Committee meeting in Israel.

"Unless substantial sums arrive forthwith, we shall be compelled to slow down considerably the immigration stream for which we have waited so long," the Jewish Agency Treasurer warned, as he urged communities to mobilize every available dollar for prompt remittance to the United Jewish Appeal. "To slow immigration would mean further misery to the DP's and unpredictable difficulties. Never before were there such unlimited possibilities of immigration as there are today. Never before was there such urgent need for arrivals in decisive numbers. Never before did success depend so exclusively on the Jewish people's own efforts."

Commenting on the problems of immigration, Dr. Goldstein pointed out that "an immigration of 10,000 a month is not a blueprint; but a current reality.

"The program of the Jewish Agency for Palestine includes the care of the immigrants in the first weeks after their arrival, food and shelter, medical and social service facilities and other provisions of a temporary nature, during the first two months after arrival. During this time they are accommodated in camps and, latterly, in some of the quarters which have been evacuated by the Arabs. Then begins the process of distribution to the rural and urban settlements where the process of permanent absorption begins. Permanent housing needs to be provided, and the new immigrant given his long-awaited opportunity to live a normal, creative life.

"The cost of the temporary care program is close to \$100 per capita per month. The permanent settlement program entails a cost of close to \$2,000 per capita. 125,000 immigrants, per annum, involves a cost close to \$200,000,000. In addition, the Jewish Agency has undertaken a program for the economic development of the Jewish community. Jerusalem, which has suffered so terribly, needs desperately the stimulation of economic enterprises. This will require an expenditure of approximately \$20,000,000 for the next year. Other departments in the Jewish Agency will require an additional \$30,000,000. The total needs for the year will approximate \$250,000,000, if an immigration of 125,000 is to be properly absorbed.

"American Jews," Dr. Goldstein concluded, "must ever keep in mind the fact that in Israel the community is undertaking to absorb an immigration representing 15% of its total population. One can appreciate the burden only by translating it in terms of the USA where it would mean an immigration of twenty million in one year."

WILL IT REALLY BE A NEW YEAR FOR JEWS OF EUROPE?

YOUR CASH TO THE UNITED JEWISH APPEAL CAN INSURE THAT IT WILL HAPPEN!

COMMUNITIES SPEED UP CASH PROGRAMS TO MEET UJA URGENT NEEDS

From coast to coast, communities are utilizing the High Holiday period for an intensification of cash collection efforts. Bills with earnest reminders of the urgency of the United Jewish Appeal requirements are going forward to all contributors. Special committees are being organized for the same type of personal solicitation of cash as was involved in the original receipt of the pledges. Communities which still have outstanding bank loans are paying these off promptly and are getting every additional dollar for immediate remittance to the United Jewish Appeal.

In a telephone conference with some seventy cities last week — the number restricted only by the technical limitations imposed by the phone company — top officers of the United Jewish Appeal gave a brief but impressive report of the cash needs facing the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans. In addition, Governor Herbert H. Lehman, who has been serving as Honorary Chairman of the cash collection program, has been in touch directly with many of the communities to emphasize the desperate need for the largest cash sums that can be obtained.

New York City, which has undertaken a special program to stimulate cash collections, including a special cash collection committee in each trade and industry, has already forwarded over \$29,000,000 in cash to national headquarters against outstanding pledges. Chicago has forwarded to date \$4,078,000; Baltimore, \$2,157,667; St. Louis, \$1,450,000 on account of its 1948 allotment.

Providence, R. I., now in the midst of its Fall campaign, has sent a total of \$443,315. Denver's total on 1948 is now \$565,200; while North Hudson, N. J. has sent \$335,000 and Lynn, Mass., \$250,000. Des Moines, Ia. has already dispatched \$415,786.

The city of Los Angeles has forwarded \$3,759,351 on account of its 1948 allotment.

Cities which have been forwarding funds in response to the telephone conference call include Sioux City, Ia., which added \$25,000 to bring its cash total to \$230,000. Norristown, Pa. added \$5,000; Springfield, Mass., \$50,000; Montgomery, Ala., \$15,000; Ottumwa, Ia., Jackson, Miss., Kingston, N. Y., each \$5,000; Omaha, Neb. sent \$50,000 to bring its cash total to over \$400,000. From South River, N. J., came \$7,000 more; \$13,000 more from Woodridge, N. Y.; \$15,000 additional from Fargo, N. D.; \$10,000 more from Rio Grande Valley, Tex.; and Cheyenne, Wyo. brought its cash total to \$60,000. Toledo, O. has now dispatched a total of \$255,000 on its 1948 campaign. Last week, \$15,000 more came from Cedar Rapids, Ia.; \$5,000 from Albuquerque, N. M.; \$27,500 more from Liberty, N. Y. Scranton, Pa. sent a further \$50,000; Portsmouth, Va., Salem, Mass. and Fort Lauderdale, Fla. each \$5,000 more.

It is recognized that communities cannot forward funds to the United Jewish Appeal unless individual pledgors pay up their pledges. The officers of the United Jewish Appeal are, therefore, turning to the Jews of America with the plea to send cash to their local community treasuries.

16,000 GREET OPENING OF BOSTON CAMPAIGN

The Boston Garden held 16,000 people last Sunday night to help launch the 1948 campaign. The Israeli youth delegation, members of the Israeli Army, and Dr. Abba Hillel Silver, Chairman of the American Section, World Zionist Organization, were the chief participants in the launching program.

Under the vigorous leadership of Louis R. Golden as Campaign Chairman, Boston, which has consistently set the sights for other metropolitan communities in the last few years, has been registering further increases to help meet its campaign goal of \$12,000,000.

Among the principal gifts announced at the Big Gifts dinner were the following: James J. and Joseph H. Axelrod, from \$100,000 in 1947 to \$150,000; Trimont Clothing Co., \$100,000 to \$115,000; Max and Morris Feldberg, \$75,000 to \$100,000; Stop & Shop & Rabinovitz Trust, \$65,000 to \$85,000; Jacob S. Gordon, \$50,000 to \$75,000; Panther Panco Rubber Co., \$50,000 to \$70,000; Anon S-L, \$50,000 to \$65,000; Cosmopolitan Mfg. Co., \$50,000 to \$60,000; Enterprise Dept. Stores, \$45,000 to \$60,000; Friedlander & Golden, \$50,000 to \$55,000; Otto Bresky, \$30,000 to \$50,000; Joseph Ford, \$30,000 to \$40,000; Royal Electric Co., \$30,000 to \$40,000; Puritan Skirt & Dress Co., \$25,000 to \$35,000; Max Chernis and family, \$27,500 to \$32,500; Converse Rubber Co., \$20,000 to \$27,000; Harry M. Feinberg, \$11,000 to \$20,000; United Liquors, \$10,000 to \$20,000;

Simon J. Helman, \$12,500 to \$15,000; Albert I. Gordon, \$12,000 to \$13,500; Herman and Lester Harold Dana, \$10,000 to \$13,000; Henry Garfinkle, \$13,000; Theodore Berenson, \$10,000 to \$12,500; Modern Curtain Co., \$10,000 to \$12,000; Benjamin Ulin, \$8,500 to \$10,500; Mr. and Mrs. Oscar Sterman, \$3,000 to \$10,000.

In addition to Mr. Golden as Chairman, other officers include Simon J. Helman as Chairman of the Business Men's Council; William Cantor, Chairman of the Metropolitan Division; Irving Usen, Treasurer; and Mrs. Joseph Schneider, Chairman of the Women's Division.

Herman Gilman is President of the Combined Jewish Appeal of Greater Boston, which sponsors the drive; Louis H. Salvage, Samuel Markell and Mrs. George Kahn are Vice Presidents; Irving Usen is Treasurer; Elihu D. Stone, Associate Treasurer; and Isadore H. Y. Muchnick, Secretary. Sidney S. Cohen is Executive Director.

YOUR DOLLARS ARE THE BRIDGE BETWEEN EUROPE AND ISRAEL

DON'T LET THAT BRIDGE COLLAPSE!

FALL CAMPAIGN REPORTS SHOW VIGOROUS EFFORTS BY LEADERSHIP

Attempting to emulate the spirit shown during the Spring campaigns, communities now engaged in their fund-raising efforts to obtain their share of the United Jewish Appeal goal reflect the determination to raise the maximum sums that are now needed.

Flint, Mich. reported that it had passed the \$200,000 mark at a dinner last Sunday, with Major General John H. Hilldring and Israeli Army Major Amos Amiel as the principal speakers. Louis Rudner, General Chairman of the campaign, whose ideas have helped spark the drive and who has had the closest cooperation of the whole campaign family, was able to obtain an additional \$18,500 by calling for individuals to sponsor the transportation from Europe to Israel of one person, in addition to their regular gift. The spirit in the community is very high, as pledges show an over-all increase of over 60% as compared with 1947. Rabbi Jonah B. Wise, National UJA Chairman, had visited Flint for the Big Gifts dinner. Louis Berry, Michigan State Chairman for the UJA, and Joseph Holtzman, leaders in the Detroit campaign, were also present for the occasion.

Madison, Wis. reported gifts of \$77,000, as compared with \$55,000 from the same givers of last year, at the opening function. At the same time, the Women's Division reported gifts of \$27,000 as against \$20,000 in 1947. The campaign is led by Nathan Sudow as Chairman and J. Sinaiko as Co-Chairman. Emanuel Simon is Initial Gifts Chairman. Mrs. Sam J. Silverberg is Chairman, Women's Division. Even before the Fall campaign had started, the leaders had determined to help meet the great cash needs and borrowed \$105,000 which was remitted at once to the national headquarters of the United Jewish Appeal. Max Weinstein is President of the Madison Jewish Welfare Fund.

Charleston, S. C. is under the leadership of Walter H. Solomon, President of

the Welfare Fund and Chairman of the campaign; Edward Kronsberg, Sam Berlin and Leon Steinberg, Co-Chairmen. At the Big Gifts dinner last Sunday, a small group contributed \$75,000 to launch the campaign. This included \$10,000 from the Kronsberg family and \$5,000 from the Pearlstine brothers. Rabbi Isadore Breslau of Washington, D. C. was the guest speaker. The Welfare Fund has adopted a \$300,000 over-all goal.

Chester, Pa. reported gifts in hand of \$88,707 last week, as compared with \$68,000 from the same group of givers the year before. Sol Weinberg is Chairman of the campaign. Associated with him as Co-Chairmen are Frank Berman, M. J. Freed, Maurice M. Swimmer, Meyer Pressman; Archie Levy is Secretary; Maxwell L. Schwartz, Treasurer.

East-Chicago-Indiana Harbor, Ind. showed impressive progress at its Big Gifts opening meeting last week when 82 givers contributed \$90,000 as compared with \$58,000 from the same contributors in 1947. Harry Tarler, Welfare Fund President, is Chairman of the campaign; with Lloyd Hurst as Co-Chairman and Meyer Levin as Big Gifts Chairman.

Lawrence, Mass. shows a pace of income 100% over 1947, pledge card for pledge card, it was reported this week as the campaign went into full stride under the leadership of Benjamin Russem as Chairman. The Vice Chairmen are Samuel Franks, Alfred Marum and Jack Tatelman. Samuel White is Big Gifts Chairman. Mrs. Edith K. Berger is Chairman and Mrs. I. Siskind, Co-Chairman, of the Women's Division. As of last week, pledge cards showed a total of \$112,236. The community is aiming at a goal of \$174,000. The extraordinary spirit of the campaign is a tribute to the tireless efforts of the Campaign Chairman. This is also the first time that a Women's Division has been organized.

Carteret, N. J. showed a result of \$9,600 this week, as the campaign to raise \$28,000, as compared with a UJA allotment in 1947 of \$9,300, went into full swing. Louis Lebow is the energetic Campaign Chairman.

Punxsutawney, Pa. disclosed gratifying progress at an Initial Gifts event when a group which gave \$6,215 in 1947 increased to \$12,751. Ben Levy is the effective Chairman of the campaign. Mrs. Mary Furman is Chairman, Women's Division.

Burlington, N. J. allotted \$5,500 to the United Jewish Appeal last year. Its campaign pledges have already passed the \$10,000 mark and it is hoped by the Campaign officers, headed by Alexander Denbo as Chairman, with Herman Goldstein as Honorary Chairman, that the accepted quota of \$12,500 will be attained.

Rahway, N. J. is another community that has shown results under vigorous leadership. At the opening dinner a total of \$14,208 was reported from those who gave \$5,920 in 1947. Dr. Harold Garber is Chairman; Marcus I. Blum and Dave Brenman, Co-Chairmen; Harry Robinson, Honorary Chairman.

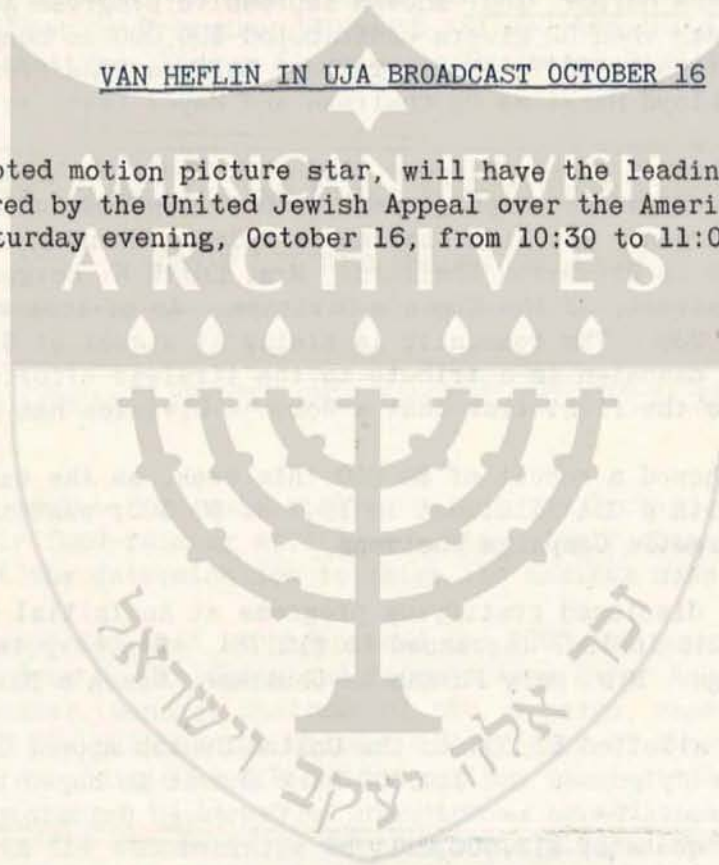
Shreveport, La. opened its campaign for \$420,000 with a meeting at which \$273,000 was pledged as against \$190,000 from the same givers in 1947. Edward Klein is Chairman of the campaign. Sidney L. Herold is Honorary President of the Shreveport Jewish Federation and Honorary Chairman of the campaign. Louie Levy is Federation President.

TULSA RETAINING PLACE AS AMONG FIRST CITIES

Tulsa, Oklahoma, which has been building itself a reputation as one of the foremost producing cities for any community its size or even in larger brackets, continues to hold its high place with its current campaign. Headed by three stalwarts like Benedict I. Lubell, Louis P. Myers and Mrs. Herbert Gussman as Co-Chairmen, Tulsa this week had passed the \$307,000 mark in its steady effort to achieve \$490,000. Already, the community has shown its high sense of responsibility by forwarding \$201,952 in cash to the United Jewish Appeal. The record shows that the amount to date comes from only 120 givers.

VAN HEFLIN IN UJA BROADCAST OCTOBER 16

Van Heflin, noted motion picture star, will have the leading role in an original radio drama sponsored by the United Jewish Appeal over the American Broadcasting Company network on Saturday evening, October 16, from 10:30 to 11:00 P.M. E.S.T.



TEN THOUSAND JEWS A MONTH ARE GOING INTO ISRAEL

WITH THE HELP OF THE JDC AND JEWISH AGENCY

DO NOT LET THEM SLACKEN THE PACE FOR WANT OF CASH!

A REPORT
to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen
165 West 46th Street, New York 19, N. Y.

1948
DESTINY
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UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine
on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

ROSENWALD WARNS IMMIGRANT FLOW MAY HALT, AS HE SPURS CASH DRIVE

William Rosenwald, National Chairman of the United Jewish Appeal, issued a blunt warning this week that the lack of adequate cash "is having catastrophic effect upon vital programs of the United Jewish Appeal agencies, especially in relation to mass migration." He added that "the movement of Jews from Europe to Israel will have to be interrupted unless extraordinary measures can be taken here to provide cash dollars at once."

His message, in the form of a telegram to campaign officers throughout the nation, resulted from the fact that in the month of October, only \$4,000,000 was received at United Jewish Appeal headquarters from all communities. It is known that the JDC is spending far more than that each month, and in Israel the expenditures from public sources are in excess of \$15,000,000 a month. The United Service for New Americans has been spending at the rate of approximately \$1,000,000 a month.

Stressing the fact that so little money has been received in October and pointing out that the immigration program "involves the Jewish Agency and the Joint Distribution Committee in tremendous financial obligations," Mr. Rosenwald noted that "also adequate provision must be made for Displaced Persons arriving in this country," with the first boat having arrived over the week end and other boats scheduled to follow speedily thereafter.

Mr. Rosenwald, urging that "extraordinary measures" be taken to meet this situation, wired:

"In view of this critical situation, strongly urge that intensive effort be made by such special actions as may be appropriate, including obtaining cash from all major contributors and making new loan arrangements with banks or others, so that this responsibility may be met."

New York City's contribution to the UJA national cash total is now at the \$30,000,000 mark, with its latest remittances last week. Los Angeles forwarded an additional \$150,000 on 1948 and \$30,000 on 1947, while Detroit dispatched \$200,000. The over-all total for Los Angeles in cash is now \$3,909,372. The Detroit cash total has reached \$2,501,836.

Baltimore sent another check for \$50,000 to raise its 1948 cash to \$2,257,667. Minneapolis, with a further \$50,000, has now sent \$680,600. Jersey City added \$20,000 to augment its total to \$300,000 this year to date. New Haven forwarded \$194,000 on 1948 and \$6,000 on 1947. Its 1948 total is now \$590,210.

Buffalo Borrows Another \$200,000 At Bank

The first community in the nation to respond to the urgency of Mr. Rosenwald's telegram was Buffalo. Throughout the year, in response to the several critical situations that had developed, Buffalo had always been among the first to borrow on account of pledges so that cash would become instantly available to the UJA agencies. Once again, the officers of the United Jewish Fund of Buffalo went to their bank and borrowed an additional \$200,000 to augment the \$713,625 which Buffalo had sent in on account of this year's campaign.

Columbus, Ohio this week sent \$50,000 to bring its total to \$350,000 on account of its 1948 allotment to the UJA. Charleston, W. Va., conducting a Fall campaign, dispatched \$75,000 to help meet the cash stringency.

Tulsa, Okla., which has one of the nation's outstanding cash records, both on a per capita and total basis, has added \$100,000 to its cash remittances, which now aggregate \$301,951. Grand Rapids, Mich. and Beaumont, Tex. each sent \$25,000 to help deal with the great problems of reconstruction and resettlement. Schenectady, N.Y. has forwarded \$50,000 on account of its current campaign; Akron, O. another \$40,000 to bring its total to \$390,000; Memphis, Tenn. added \$25,000 to make \$525,000 as its share to date of the national cash total. North Hudson, N. J. is another of the communities having an outstanding cash record. With its latest remittance, its total is now \$350,000. San Antonio, Tex. is now up to \$285,150; Allentown, Pa. up to \$370,100.

It is hoped in the next issue of the Report to Members to have a comprehensive statement of the latest cash remittances from communities and the totals they have thus far made available.

From January 1, 1948 to November 1, 1948, the national United Jewish Appeal has received in cash, on account of the 1948 and all preceding campaigns, the total of \$133,095,197.

This cash was channeled to the constituent agencies of the UJA as promptly as it was received at these headquarters in order that their greatly expanded programs of emigration, resettlement and reconstruction could go forward. These continuing requirements to meet the opportunities available to assist the Jews overseas necessitate a continuous stream of cash from participating communities. Any retardation at this point would work great hardship on Displaced Persons and others among the overseas Jews who have all the necessary papers and clearances to emigrate to Israel, the United States or other lands.

In submitting a report on the UJA at the annual meeting of the Joint Distribution Committee held at Chicago last week-end, Rabbi Jonah B. Wise, National Chairman, pointed up the pressing need for cash and urged important community leaders from throughout the country in attendance to do everything in their power to insure additional remittances from their cities and towns with the utmost speed.

MORGENTHAU RETURNS DEEPLY STIRRED WITH TOUR OF ISRAEL

Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, returned this week from a tour of Israel into which was crowded every variety of experience in the new State. The climax was reached early one morning last week when, in the presence of Dr. Chaim Weizmann, President of the Israel State Council, a settlement was established in the Jerusalem corridor and called "Tel Schachar," the Hebrew for Morgenthau.

Mr. Morgenthau and Dr. Weizmann marched arm in arm through a line of Israeli soldiers in full battle gear to a Succah covered with eucalyptus leaves. Dr. Weizmann, in his dedicatory address, declared that Mr. Morgenthau "would treasure this honor as the greatest that could be conferred upon him because it has its roots in the soil and people of Israel."

In responding, the former Secretary of the United States Treasury declared: "This is the greatest moment in my life. Every child born here will be my adopted grandchild and I will send it a birthday present. I hope that settlements like the one established today will demonstrate that brotherly love is the most important export that you have for the whole world."

Rabbi Meyer Berlin, head of the world Mizrachi movement, who also shared in the exercises, recalled that Mr. Morgenthau's father had been instrumental in saving Jerusalem during the first World War while he was Ambassador to Turkey. Turning to the UJA Chairman, Rabbi Berlin said: "Your father helped save Jerusalem under the Turks. Now, his son is helping to rebuild it."

Visiting the settlements which have been founded with United Jewish Appeal funds; watching the armies in action, in the Negeb and in the north; conferring with leaders of the Government of Israel and of the Jewish Agency, Mr. Morgenthau made every day of his visit to Israel a memorable experience so that he could bring back to the United States a thorough, intimate account of the need for maximum support by American Jewry of Israeli upbuilding.

One of the most deeply moving experiences encountered by Mr. Morgenthau was his visit to the settlement of Ranana. There he saw women refugees arriving from Cyprus. The sight of the dazed, unhappy newcomers made him conscious to a more vivid degree than ever before of the place that American Jewry has in easing the reception of these newcomers. Mr. Morgenthau was especially unhappy that the housing situation met by the refugees is critical, with women and children living in tents, due to inadequate financial resources available to the public agencies.

Appeals To Community To "Adopt" War-Ravaged Negba

An appeal to some Fall campaign community to add \$450,000 to its goal and "adopt" Negba as its special project was sounded in a cablegram sent by Mr. Morgenthau to a meeting of the Council of Jewish Federations and Welfare Funds held in Pittsburgh. The cable read as follows:

"Just visited Negba on southern front. Stood in full sight of Egyptian strong point and had to speak to members of this war-ravaged settlement in underground hospital to avoid enemy shelling. In entire settlement, not one house remains intact. Position so dangerous that remaining settlers, including women, cannot sleep or eat except in dugouts and trenches.

"Egyptians entrenched only three quarters of a mile away when full-scale attack was mounted by Egyptians. 300 Jews in Negba faced no less than 1,500 enemy troops, equipped with 17 tanks and heavy guns and mortars. For days Negba withstood shelling. One settler knocked out seven enemy tanks; and Egyptians were driven off only after Israeli forces broke through.

"Today, it still faces an enemy force entrenched in police fortress. After seeing heart-rending evidence of extraordinary heroism of Negba people, I promised that one Fall city campaign would raise increased funds to make \$450,000 available for rebuilding shattered homes and farms of this outpost of Jewish freedom and pioneering in Negeb.

"Urge that this message be read to meeting of representatives assembled for Council of Federations meeting to initiate concrete action. All of us should be proud of the stamina and unshakable faith of Israelis."

GASTONIA SETS MARK FOR NATION TO SHOOT AT

Gastonia, N.C. is doing a fund-raising job that sets a stirring example to the rest of the nation. It is a town of 130 Jewish men, women and children. It has always responded to the United Jewish Appeal. This year, the UJA asked this small community to undertake to provide \$90,000. The challenge was accepted. Already, \$75,000 in cash has been received.

The high performance of Gastonia is due to its leadership, which includes Robert J. Gurney as Chairman; Clarence A. Ross, Co-Chairman; and Abe Slutsky, Treasurer. Top gifts, which make possible the unusual record, include: Robert J. Gurney Foundation, \$35,000; Frank Goldberg Foundation, \$15,000; Clarence A. Ross Foundation, \$10,000; Max and Sam Planer Foundation, \$10,000.

COMMUNITIES ADDED TO HONOR ROLL

The officers of the United Jewish Appeal took note this week of the final reports of a number of the smaller cities whose progress has reflected the vigorous leadership and sympathetic response of the entire community.

Cliffside Park, N.J. was asked to provide the UJA with \$40,000, as compared with an allotment of \$18,700 in 1947. Under the leadership of Arthur P. Grosman as Chairman, and Benjamin Labov as Co-Chairman, the objective was attained.

Ellenville, N.Y. enjoyed the leadership of Harry Ladenheim as Chairman, with Joseph Slutsky as first Vice Chairman. In 1947, the UJA was allotted \$22,500. In 1948, this community has already remitted \$55,950 in cash. Dave Levinson has been the energetic Big Gifts Chairman. Mr. Slutsky, whose gift was the largest in the campaign, is also aiding the United Jewish Appeal in other Catskill Mountain communities. Other officers include: Mrs. Harry Ladenheim and William Ewigkeit, Vice Chairmen; Louis N. Zipperman, Secretary; Abraham Rothkopf, Treasurer; Jules Ewig, Publicity Director.

Salisbury, Md. has reached a total of \$45,125 to date, as compared with some \$30,000 from the same group of contributors in 1947. The campaign is led by I. L. Benjamin as Chairman; Samuel S. Feldman, Co-Chairman. Other officers include Milton Marmer, Treasurer; Abraham Lesnar, Secretary; Mrs. Nathan Cohen, Chairman, with Mrs. I. L. Benjamin, Co-Chairman of the Women's Division. The campaign was initiated with the aid of Lee L. Dopkin of Baltimore, UJA Chairman for Maryland, and Rabbi Mordecai I. Soloff, also of Baltimore.

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to Members of the
National Campaign Council

from ISIDOR COONS
HENRY MONTOR
Executive Vice Chairmen

165 West 46th Street, New York 19, N. Y.

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on behalf of Joint Distribution Committee, United Palestine Appeal
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SPECIAL ISSUE

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AMERICAN JEWISH
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"CASH WILL BE ONLY DECIDING FACTOR,"

says Henry Morgenthau, Jr. on return from his recent visit to Israel, "for life and for new hope for our people." Read his thrilling report of first-hand observations on life in the new Jewish nation.

MY VISIT TO ISRAEL — THE CONSCIENCE AND HEART OF AMERICAN JEWS MUST SPEAK

By HENRY MORGENTHAU, JR.
General Chairman, United Jewish Appeal

I want to report to you on the highlights of my recent visit to Israel — the experiences that made me proud of being a Jew — and the experiences that made me feel that we have far to go to meet the needs of the coming year.

Anyone visiting Israel for the first time is struck by the fact that it is a land where achieving the impossible is an almost every-day occurrence. In its struggle for freedom, Israel has had to place more than 100,000 men and women under arms. It has fought a war of survival against the superior manpower and equipment of six Arab nations. But, despite overwhelming odds, the people of Israel have succeeded in driving out the aggressor from their homeland. The victory of the Israelis is not merely a triumph in battle. It is inspiring evidence of their devotion to the ideals of human liberty. In many ways, the army of Israel resembles the army that fought under General Washington for the independence of the United States.

In the case of any other country, such a war for freedom would claim all of the energies and efforts of its people. But this is not so in Israel. At the very moment that they are defending their homes, the young men and women of this new nation are almost daily establishing new settlements. As Dr. Weizmann said to me, the Jews of Israel have a gun in one hand and a plow in the other. It is the hope of all the people of Israel that very soon both hands will rest on the plow.

RECORD IMMIGRATION GOES ON IN MIDST OF WAR

And this is not all. On top of the all-out war effort -- on top of the large-scale reconstruction activity -- the people of Israel are at this very moment carrying on the greatest humanitarian program, while the rest of the world stands idly by. With the help of the funds of the United Jewish Appeal, the Jewish State is now receiving no less than 15,000 refugees a month from the DP centers and other parts of Europe. More than 70,000 homeless men, women and children have been brought to Israel in the past six months. And if the dollars are made available by you, an additional 40,000 will come into Israel during the next two months.

At this moment, we are faced with an unforeseen emergency. Due to the war in China, 13,000 Jews, including over 5,000 refugees in Shanghai, must be moved out immediately and brought to the Jewish homeland.

I saw the homeless people as they came into the country. I saw 342 refugees arrive from Cyprus where some of them have lived like animals for as long as 18 months. I saw expectant mothers, women with small infants in their arms. They had to leave their husbands behind because the British wouldn't let them go.

At night I am still haunted by the look of degradation and helplessness in their eyes -- by the emaciated faces -- by the rags on their backs. One young woman had made the trek from Austria to England -- then to France and Cyprus. She told me that the monotony of life on that island prison was driving the refugees out of their minds. These people, who survived the tortures of the concentration camp, are still waiting for freedom. What has been their crime? Simply the fact that they were driven by tragedy and persecution to seek a home in Israel.

HOUSING FOR NEW ARRIVALS IS MOST URGENT PROBLEM

Almost every day a new boatload of refugees reaches the Jewish homeland. Housing has become one of the most urgent problems. When I saw how some of the newcomers are living, I realized that whatever dollars we have been providing just can't begin to meet this situation. I am not going to burden you with statistics. Let me tell you about one case. The case of a widow and four children who have been living on the bare ground in a tent for eight weeks. She told me about her husband who was killed by the Nazis. She told me about her heart-rending struggle to keep her family alive. Now, after years of wandering, all she wants is a decent home of her own. How, she asked me, can she continue to live in a tent? And there are thousands of others like her -- waiting, not for a house -- but merely for a room -- four walls that they can call home.

When I saw the helpless refugees from Cyprus, when I talked to the new immigrants at the reception center, I felt physically sick. Reclaiming these people is a huge undertaking. You cannot picture the tremendous scope of the settlement and upbuilding job in Israel today until you have seen the people as they come in and the work of the Jewish Agency as it guides them through the first beginnings of their new life.

More than 15,000 refugees have already been set up in new homes in Jaffa. Right now ten abandoned Arab villages are being prepared to receive 5,000 others. But this is only a first step. New settlements must be established. New industries must be developed to absorb the new arrivals.

LACK OF CASH ENDANGERS LARGE IMMIGRATION PROGRAM

The housing problem is most critical. The doors of Israel are wide open. But unless more dollars are forthcoming, the flow of immigration will have to be curtailed. This would be a very tragic blow to the displaced people in Germany and elsewhere whose future is bound up with speedy emigration to the Jewish State. It is just impossible for Israel at war to meet this problem without full-scale assistance from the United States.

During my stay in Israel, I visited the southern front in the Negev. The particular spot we went to has had prominent mention in the war dispatches in the past few days. The Jewish settlement I refer to is Negba -- only three quarters of a mile from the fortress known as IRAQ SUWEIDAN. IRAQ SUWEIDAN was in Egyptian hands up to last Wednesday. It is from that strong point that the Egyptians mounted a ruthless attack on Negba. There is not a building in Negba that is not in ruins. When I was there, the men and women who were left in the settlement had to eat underground and sleep underground. The only way I was able to talk to these heroic people was underground in their dugout hospital. You can imagine what a personal thrill it was to me when I received a cable from Negba the other day telling me that the siege had been lifted and that the settlement was free. Tanks and heavy guns and 1,500 Egyptian soldiers could not dislodge the 300 inhabitants, although the settlement suffered 150 casualties. Now, thanks to the victory of the Israeli army, they can live and work again in the light of the sun. They can work and live again. The lights have gone on again in Negba.

But we must help clear away the wreckage of war. We must help rebuild the shattered homes -- and reclaim the scorched earth of this outpost of Jewish pioneering.

ISRAEL PERFORMS MIRACLE TO ESTABLISH ITS OWN NAVY

Israel is a land of miracles. Nowhere else in the world is there such a remarkable record of Jewish ingenuity, sacrifice and plain hard work. The Jews have built white, shining cities on sand dunes. They have turned desert land into fertile fields. They carved the Burma Road out of the rock and hills of Judea with practically their bare hands.

To me, the most dramatic example of how the Jews can overcome insurmountable obstacles is the way the Israeli Navy has been built up. Not so long ago when the British were still in Palestine, they used to seize the ships that brought immigrants in without certificates. There were about 40 refugee ships. Some of them first sailed the seas in the 19th century. The British had lined the ships up at Haifa. And when they had to get out they abandoned these ships as useless.

Then came the day when the Jews had to have a navy to keep the Egyptians out. They couldn't get fighting ships anywhere. So they went ahead and reclaimed the old battered, illegal refugee ships. They covered them with armor plate. They patched them up. And today, I can tell you confidentially, more than half of the Israeli Navy -- more than half of the ships that go out to sea to protect the coast of Israel -- are the very same ships that once brought many thousands of homeless Jews from Europe to the shores of the Jewish homeland. And quite a number of the boys who man those ships are the very same refugees who were their passengers not so long ago.

WINNING THE WAR AND THE PEACE TO COME

Israel is the most exciting country in the world. In the midst of crisis, it is full of joy, full of the spirit of life, full of hope. Nowhere else in the world are there Jews with such vitality, with such a sense of freedom, with such a sense of belonging. I am convinced that Israel has already won the war. But now comes the even harder task of winning the peace.

You must remember that winning the peace is not merely a matter of establishing satisfactory boundaries or a matter of cease fire. To the brave men and women who have fought a glorious uphill battle -- winning the peace means not merely freedom for themselves, but for the hundreds of thousands of Jews who are streaming to the land of their hopes and dreams. Winning the peace means the beginning of the greatest era of reconstruction in the history of the Jewish people. Winning the peace means the establishment of Israel as a land where all Jews who may wish to go there can be welcome and where they can have every opportunity for a free and productive life.

MASS EMIGRATION LIQUIDATING PROBLEM OF DP's IN EUROPE

On my way to Israel, I stopped at Paris to discuss the Jewish situation with Dr. Schwartz, European Director of the Joint Distribution Committee. There is no question in anybody's mind that the DP problem will be solved. Most of the DP's are definitely going to wind up in Israel and quite a few will come to the United States. As Dr. Schwartz explained to me, this mass emigration job involves an overwhelming responsibility for the JDC. With all the good will in the world and with the best possible opportunities, these people are not going to be kept moving unless there is enough cash available to pay for their transportation.

Over and over again in the course of the year, you have heard me emphasize the desperate need for cash. By and large, the Jewish communities and their leaders have done remarkably well in keeping up a constant flow of dollars to the United Jewish Appeal and its agencies. Once again, I repeat that all of us here are tremendously grateful for this extraordinary response.

UNLIMITED OPPORTUNITIES LIE AHEAD

Unlimited opportunities for service to the Jewish people lie ahead of us. You have achieved amazing results. But we still have a long way to go. We are approaching the end of the year. It has been a year of the greatest effort in the history of American Jewry.

But frankly, whatever we have done is not enough. Cash and more cash is the only way to meet this situation. I know that there are times when repeated insistence on cash is not the best way of making friends or keeping everybody happy. But believe me, too much is at stake for me to practice any restraint on this all-important subject.

CASH WILL BE THE DECIDING FACTOR

It is my belief that all of us are committed to an all-out program of assistance in Israel, in Europe and elsewhere. None of us wants to see a slowdown in the movement of Jews out of the DP camps. None of us wants to see a breakdown in the machinery of helping the Jews who remain in Europe. The winter months will be the most critical. I say again that cash will be the only deciding factor for life and for new hope for our people.

Send your cash in today. Arouse your contributors to pay their pledges now. Dedicate yourselves to this all-important mission. It is up to us and no one else. The conscience and heart of American Jews must speak.

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AMERICAN JEWISH ARCHIVES
PEAK FIGURE OF 27,000 REACH ISRAEL IN DECEMBER

One of the miracles of the Twentieth Century is being performed before the eyes of the world and of the Jewish people, observers declared this week, as the figure of Jewish immigration into the State of Israel for the month of December alone reached some 27,000.

The estimate of the number who would finally reach haven in the Jewish homeland was cabled from Paris to Edward M. M. Warburg, Chairman of the Joint Distribution Committee, by Dr. Joseph J. Schwartz, Chairman, European Executive Council of the JDC. Dr. Schwartz added in his message that there was every indication that the immigration figures for the first six months of 1949 would even exceed that extraordinary monthly total. Dr. Schwartz called for the fullest mobilization of the resources of American Jewry to help meet the responsibilities and opportunities arising out of such truly mass settlement of Jews.

The figure of 27,000 for the month of December surpassed what had been the previous peak of 23,000 in the month of November. The Mediterranean waterways are now crowded with vessels, flying the flag of Israel and of other States, as they bring their joyful cargo from Bulgaria, Italy, France and other ports of embarkation. The masses of men, women and children moving to their final sanctuary are creating enormous financial needs, in terms of the most elementary requirements of receiving and maintaining these great numbers in the early months of their adjustment to their new land.

It is on this backdrop of unprecedented historical developments for the Jewish people that American Jewish leaders will assemble in Atlantic City on January 12 and 13 for the National Conference of the United Jewish Appeal to assess America's share of responsibility in facing up to the great challenge of history.

NATIONAL UJA CONFERENCE JANUARY 12-13

Invitations went forward this week to key leaders throughout the nation asking them to assemble in extraordinary conference at Atlantic City beginning at Wednesday noon, January 12 through Thursday evening, January 13. The annual National Conference of the United Jewish Appeal will determine what shall be the campaign goal for 1949. It will also consider ways and means of enabling American Jewry to mobilize the huge resources that will be required to see that the final realization of Jewish hopes with respect to Israel is achieved.

Central headquarters for the Conference will be at the Chelsea Hotel, but arrangements have also been made for accommodations at adjacent hotels, including the Hotel Ritz-Carlton, Shelburne, Claridge, President, etc. Those who plan to attend the Conference are urged to communicate promptly with the United Jewish Appeal national headquarters to assure the most convenient quarters.

In deference to the wish expressed by many community leaders to be able to attend both the United Jewish Appeal Conference and the General Assembly of the Council of Jewish Federations and Welfare Funds, the UJA officers agreed to the January 12 and 13 dates. Since a great deal of vital business has to be transacted within that brief time, delegates to the UJA Conference are urged to assure themselves of transportation that will bring them into Atlantic City by Wednesday morning, January 12.

Because of the great success of the procedure adopted last year for consideration of the UJA goal, it was again agreed between the National Chairmen of the UJA and the Council of Jewish Federations and Welfare Funds, representing a substantial number of contributing communities, that a Preparatory Sub-Committee should be convened, based on designations made by the communities themselves. Rabbi Jonah B. Wise, William Rosenwald and Herman L. Weisman, the National Chairmen, this week telegraphed to the communities on the basis of the formula devised between the Council and the UJA last year. In accordance with the population bracket in which the community is placed by the Council, it is authorized to name one or two representatives to the Preparatory Sub-Committee. The same procedure applies to Regions of the Council of Jewish Federations and Welfare Funds. The members of the Preparatory Sub-Committee, numbering approximately 135, will constitute the Committee before which presentations will be made with respect to the needs of the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans. The Committee will then recommend proposals to the full assembly of the Conference. Arrangements are being made so that all delegates may have an opportunity to listen in on the deliberations of the Preparatory Sub-Committee.

The National Chairmen of the UJA indicated this week that plans were under way for participation in the Atlantic City Conference of some of the outstanding figures in world Jewish life. Announcement of their names is expected shortly.

Mark "Decade of Dedicated Service"

The Atlantic City meeting will also be an opportunity to pay tribute to the

Jewish communities of America for "a decade of dedicated service." Ten years will have passed since the United Jewish Appeal as it now exists was formed on January 1, 1939. In that period, American Jewry has contributed over \$500,000,000 to the United Jewish Appeal, constituting what is believed to be the greatest record of fund-raising in the annals of private philanthropy.

The ten years now find their climax in a new and even greater service that can be rendered to the Jewish people through the final liquidation of the homelessness of Jews in Europe who need to find permanent havens elsewhere. This finds its most dramatic expression in the probability that Israel will absorb as many as 125,000 to 150,000 Jews in 1949 — if resources are available.

"IMMEDIATE CASH" IS CLARION CALL TO NATION

There is desperate, inexpressibly urgent need for every dollar that can be mobilized by every Jew in America for the United Jewish Appeal. The steady movement of Jews to Israel, 1,000, 2,000, even 3,000 and more to every boatload, constitutes the most dramatic and undeniable appeal to the generosity of American Jewry in their whole long history of splendid dedication to philanthropy. It is this message which the United Jewish Appeal is urging every contributor, every Welfare Fund and campaign officer to pass on to the total community.

While the month of December will have brought 27,000 Jews into Israel alone -- a program costing the Jewish Agency and the Joint Distribution Committee tens of millions of dollars -- the month of December will have brought into the UJA treasury less than six million dollars!

This stark fact must be brought home to every Jew in America who made a pledge in 1948 and who has so great a challenge to his vision in transforming that pledge into cash at once.

It is clear, of course, that American Jewry in 1948 has reached the highest level of great-heartedness in its history. In terms of total cash received (not referring to pledges outstanding), the national office of the United Jewish Appeal has received at its headquarters over \$145,000,000 since January 1, 1948. It is probable that this is the greatest outpouring of cash in the history of American fund-raising. This record is acknowledged with the deepest humility by the officers of the United Jewish Appeal, even as they point to the exhilarating news of the mass march onto Israel to emphasize the need for more and more cash to realize the great historic opportunity now available.

Every community is urged to clear out its treasury as frequently as funds accumulate so that the great migration program may be speeded.

ATTEND THE HISTORIC 10TH ANNIVERSARY CONFERENCE OF THE UJA IN ATLANTIC CITY

MAKE YOUR RESERVATION FOR ATLANTIC CITY

The year 1949 will undoubtedly be marked as the turning point in the history of Jewish tragedy. For that year will witness the depopulation of the camps of squalor and degradation that were the relic of the horror era of Hitler. At long last the remnants of Jewry who choose to do so will be able to find their way, in the greatest masses, to the State of Israel.

The success of that program can be determined by American Jewry. What American Jewry will plan as its share in this assignment from destiny will be determined at Atlantic City on January 12 and 13.

Will you be among the makers of history!