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**REPORT TO MEMBERS**  
**UJA NATIONAL CAMPAIGN COUNCIL**  
**VOLUME V**  
**1950**



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950—\$272,455,800

Vol. V No. 1

NOT FOR PUBLICATION

January 10, 1950

#### MONEY IS SO DESPERATELY NEEDED --- DID YOU REMIT?

Whether Jews are trying to make a new life for themselves and their people in Israel; whether immigrants are headed to Israel or the United States; whether the communities in North Africa or Hungary are to get adequate support for sheer survival—for these and a thousand other urgent, life-and-death needs, the United Jewish Appeal desperately requires cash, NOW, TODAY.

Has your community actively pressed its contributors to pay on their past pledges, to make advances on 1950?

Have you personally sent cash on your pledge to your community treasury?

#### NATIONAL CAMPAIGN CABINET HOLDS ITS FIRST MEETING

The National Campaign Cabinet, composed of some of the leading personalities in the nation's campaign organizations, met for its first session Monday night of this week and assumed its role as the new guiding body to aid American Jewry to meet its responsibilities to the United Jewish Appeal in 1950.

With each member of the Cabinet designated as a National Campaign Chairman, and designed as an adjutant's staff for General Chairman Henry Morgenthau, Jr., the Cabinet opened the first of its regular "Supreme Court" sessions with a lengthy dinner meeting at a private club in New York and reviewed the status of the campaign, city by city. The Cabinet is intended to pass upon campaign policies and procedures and to be available in every section of the United States to present the point of view of the UJA on any campaign problem and to be at the service of all the communities in promoting the most successful campaigning.

Hon. Henry Morgenthau, Jr. welcomed his "staff" and expressed appreciation that a group of dedicated leaders from various communities were thus giving a stimulating example to the entire nation of service "above and beyond the call of duty."

Julian B. Venezky, of Peoria, Ill., was named Chairman of the National Campaign Cabinet and took over the presiding duties from Mr. Morgenthau.



The first order of business was a review of the status of the campaigns in the major cities, with special reference to the question of "pre-campaign budgeting." The Cabinet took formal action in reaffirming the resolution passed at the Atlantic City Conference of the United Jewish Appeal and emphasizing that an absolute condition precedent to the participation of the UJA in any campaign is a mutually satisfactory agreement—prior to the campaign—as to the distribution of the proceeds.

Note was taken of the fact that a delegation representing the UJA was scheduled to discuss pre-campaign budgeting with leaders of the Cleveland Welfare Fund on January 12. The delegation will comprise Edward M. M. Warburg, Samuel Rothberg, Morris W. Berinstein and Moses A. Leavitt. The Cabinet also discussed the Detroit pre-campaign budgeting session to be held on January 13, with the UJA to be represented by a delegation including Julian Venezky, Morris Berinstein, Samuel Rothberg, Melvin Dubinsky, Moses A. Leavitt and Henry Montor.

The Cabinet voted a message of thanks to the Los Angeles Jewish community and to two associates on the Cabinet, Charles Brown and Eddie Cantor, for the spirit of leadership that Los Angeles had shown in the question of pre-campaign budgeting.

The relationship between Chicago and the UJA was discussed. It was noted that negotiations, which had been interrupted, were resumed at a session on January 6 in Chicago. The Cabinet discussed the Chicago problem in detail and authorized a sub-committee to proceed with negotiations. The Cabinet took note of the fact that the Chicago Combined Jewish Appeal, which had at first insisted that there must be priority for certain local institutions in the campaign, had abandoned this position and had agreed to a full percentage sharing by the UJA from the first dollar. However, the position of the negotiating committee representing the UJA as regards percentages of participation was fully endorsed.

Campaign problems in Philadelphia and Baltimore were analyzed. There was also a review of the negotiations with the Pittsburgh United Jewish Fund. It was voted to notify the community that the UJA would participate in the 1950 campaign but to ask for further discussions. The same action was taken with respect to Newark. In both instances, appreciation was expressed to the community leaders for their cooperative attitude and understanding of the UJA position.

A number of problems in the middle-bracket communities were also fully reviewed. Action was taken to notify Trenton that further negotiations would have to be held to achieve a mutually satisfactory understanding.

One of the most urgent problems considered by the Cabinet was the desperate cash position of the United Jewish Appeal. Each member of the Cabinet was assigned a group of cities with which he is to be in contact in the coming week for the purpose of obtaining the maximum cooperation from the communities to help alleviate the critical position.

In a discussion of campaign procedures for 1950, it was noted that a number of larger communities are planning to send delegations of leading campaign figures to Israel, in the months of January and February, in order to provide the most effective background for the campaign. The Cabinet urged that all communities consider the feasibility of asking similar delegations from their own midst to visit Israel during the coming weeks.

Considerable discussion was given to the question of pace-setting gifts. The members of the Campaign Cabinet very frankly reviewed their own giving prospects and undertook to meet with key persons in the month ahead to discuss gifts. It was pointed



out by all those present that the key to a successful campaign in 1950 in each community is a demonstration by leaders that they are themselves prepared to give practical evidence of their concern with the 1950 needs and to stimulate others by so doing.

Mr. Morgenthau advised the Campaign Cabinet that at the request of Prime Minister David Ben Gurion, who wished to discuss certain economic problems with the former Secretary of the Treasury, he would be leaving for Israel on January 13 for a two-week visit. He placed full confidence in the members of the Cabinet to "carry on" and again expressed his appreciation of the time and energy which the men were giving to achieve the great purposes of the UJA.

Mr. Venezky, speaking for the members of the Cabinet, wished Mr. Morgenthau bon voyage and asked him to convey to Prime Minister Ben Gurion and to the people of Israel the determination not only of the members of the Campaign Cabinet but, he was certain, of American Jewry to help share the problems which Israel faces in 1950 and to do the maximum to ease them.

The National Campaign Cabinet consists of the following: Herbert R. Abeles, President of the Jewish Community Council of Essex County, N. J.; Morris W. Berinstein, Syracuse campaign leader; Louis Berry, 1949 Detroit Campaign Chairman; Charles Brown, former President, Jewish Community Council, Los Angeles; Eddie Cantor, Beverly Hills, Calif.; Joseph Cherner, President, United Jewish Appeal, Inc., Washington, D.C.; Samuel H. Daroff, President, Allied Jewish Appeal, Philadelphia; Melvin Dubinsky, St. Louis campaign leader; Sol Luckman, former President, Cincinnati Welfare Fund; Joseph M. Mazer, Vice-Chairman, New York United Jewish Appeal; Charles J. Rosenbloom, former President, United Jewish Fund, Pittsburgh; Samuel Rothberg, National Chairman of Initial Gifts, Peoria; Rudolf G. Sonneborn, Vice-Chairman, New York UJA; Julian B. Venezky, Peoria.

Also Abraham Feinberg, President of Jac Feinberg & Sons, New York, National Chairman for Trades and Industries; E. N. Grueskin, Sioux City, National Chairman for Regions; Joseph Shulman, Paterson, Chairman for Metropolitan Division.

William Rosenwald, Judge Morris Rothenberg and Rabbi Jonah B. Wise continue to serve as the National Chairmen of the United Jewish Appeal. I. Edwin Goldwasser and Jacob Sincoff are Co-Treasurers. Mrs. S. A. Brailove is Chairman of the Women's Division. Franklin D. Roosevelt, Jr. is Chairman of the National Christian Committee.

### **PITTSBURGH BORROWS \$500,000 FOR UJA**

Acting under a vote of the Board of Directors of the United Jewish Fund, the officers of the Pittsburgh campaign organization, headed by Emanuel Spector, President, this week borrowed \$500,000 from the bank for remittance to the United Jewish Appeal. The leaders of the Pittsburgh community expressed great sympathy with the financial plight of the beneficiaries of the UJA and agreed to anticipate payment on campaign pledges by forwarding this substantial sum to the UJA immediately.

### **CINCINNATI CAMPAIGN CHAIRMAN ON VISIT TO ISRAEL**

Joseph Hoodin, prominent attorney, has accepted the Chairmanship of the 1950 campaign of the Cincinnati Welfare Fund, it was announced this week. The plans of the Cincinnati community indicate some of the most effective campaign organization in the history of a city which has long prided itself on its knowledge of fund-raising techniques. A group of top citizens will be associated with Mr. Hoodin in the conduct of the drive.



Upon his selection, Mr. Hoodin left this week for Israel to make a first-hand study of conditions in that State, with particular reference to philanthropic problems connected with immigration reception and absorption.

### 3,000 JEWS MAY LEAVE HUNGARY FOR ISRAEL

Temporarily lifting its total ban on emigration, the Hungarian Government has granted permission to 3,000 Jews to leave for Israel within the next few months, it has been announced by the Jewish Agency. The bulk of the emigrants will be children whose parents are already in Israel or parents seeking to rejoin children there.

### SAN FRANCISCO CHOOSES CAMPAIGN LEADERS; ISRAEL TRIP PLANNED

Planning its 1950 campaign with vigor and imagination, the Jewish Welfare Fund of San Francisco this week announced that two of the city's most effective leaders will direct the fund-raising campaign. They are Benjamin H. Swig, widely-known hotel operator and communal worker, and A. J. Shragge, long active in the Welfare Fund, who will be Co-Chairmen of the 1950 drive.

Recognizing that intimate familiarity with the problems and purposes of the major aspect of the 1950 campaign will be helpful, plans are under way to send a large and representative delegation of San Francisco spokesmen to visit Israel. Lloyd W. Dinkelspiel, noted attorney and one of the foremost personalities on the West Coast, who is President of the Welfare Fund, will be joined in heading the delegation by Messrs. Swig and Shragge, the newly-named Campaign Co-Chairmen.

### CALORIC CONTENT CUT FOR ISRAEL'S IMMIGRANTS DUE TO FUND LACK

Because of the inadequate financial resources, the feeding standards for immigrants in the camps has been cut, it was disclosed by the Absorption Department of the Jewish Agency. The caloric content of the food given to the camp population has been reduced from 2,750 calories to 2,280 calories per person. There is a strong pressure for further cuts, which is being resisted. Yemenite children receive 2,550 calories.

The torrential rains that swept across Israel in the past two weeks and brought intensified misery and suffering to the population in the tents also evoked new manifestations of the spirit with which Israel welcomes its new immigrants, of whom there were 13,600 added in the month of December, 1949. The total number of Jews who came into Israel in the calendar year 1949 was over 243,000.

The first concern was for the children, to have them removed from the oozy mud and the penetrating rain. An appeal was made to the population of Israel to open their homes to these youngsters. Within a few days almost 8,000 families said they were ready to take children into their already modest quarters. The majority declined the £6 monthly which was offered by the Jewish Agency, even though the modest incomes of those who offered their homes can well stand supplementation. There were some amazing examples of small communities which responded. Shaarayim, the Yemenite quarter of Rehoboth, consisting of less than 200 families, took in 100 children. Ramath Hasharon, a small middle class village, took in 55 children, almost 1 child per family. Beit Yizhak, a middle class settlement of some 120 families, took in 80 children.

The dislocations caused by the abnormal rainfall are evident everywhere in the camps. Vast numbers of tents, swept down by the torrents of water, had to be



discarded. Thousands of people had to be shifted from their locations and moved elsewhere, to Jerusalem and to established centers.

### TUCSON NAMES BRINDIS AS CHAIRMAN

Joseph Brindis, a vice-president of the Tucson Jewish Community Council, has been drafted as General Chairman of the Arizona community's campaign, it was announced this week by Raphael Brandes, President of the Council. A former Milwaukeean, Mr. Brindis had been active in various community enterprises, including the Milwaukee Welfare Fund, for several decades. Widely helpful in Tucson civic, philanthropic and fraternal affairs, Mr. Brindis has won a wide reputation in the community during his comparatively brief residence.

Morris A. Shanhouse, veteran community leader, who had served as General Chairman in 1947 and 1948, accepted the post of Initial Gifts Chairman for 1950.

In accepting his post, Mr. Brindis said: "The year 1950 will be a crucial and decisive year for the Jews of America and Israel. I feel confident that this year Tucson will raise its largest and greatest sum of money."

### U. S. SECURITY ADMINISTRATOR LAUDS UJA FOR "MIRACLE" IN ISRAEL

In press dispatches from Tel Aviv, where he was visiting, Oscar Ewing, United States Federal Security Administrator, was reported as lauding the United Jewish Appeal for the role it had played in helping to achieve the "miracle" in Israel.

"I wish those Americans who are lagging in their support of the United Jewish Appeal could see with me what is happening in Israel today. I should think any American would be proud to make Israel a lasting success," the New York Times reported him as saying. He emphasized that Israel's youth, emigrating from twenty-five countries, with almost as many educational, social and economic backgrounds, was badly in need of assistance.

In referring to what is happening in Israel, he warned against the "danger" that support of Israel through the United Jewish Appeal might drop. "What is happening now is even more dramatic than the battles of the past."

### NATION'S LEADERS ASSUME KEY RESPONSIBILITIES IN AREAS

The steady strengthening of the campaign for the United Jewish Appeal in 1950 was seen in the names of men who have assumed posts in the national organization. E. N. Grueskin, National Chairman for Regions, and Hon. Henry Morgenthau, Jr., announced this week the names of additional leaders who had undertaken to mobilize maximum support in key areas. These included:

Harold A. Goldman, Des Moines, Ia., who has accepted the post of National Vice-Chairman for Regions. A leading figure in his State and active in the Council of Jewish Federations and Welfare Funds, Mr. Goldman will now enlarge his sphere of activity.

Herschel Weil, Lexington, Chairman for the State of Kentucky. Henry Feferman, South Bend, has accepted the post of Co-Chairman for the State of Indiana. Louis R. Hurwitz, Sioux Falls, is Chairman for South Dakota.

Arthur I. Darman, veteran campaign leader of Woonsocket, who recently returned from Israel, has undertaken to be State Chairman for Rhode Island.



Judge Abraham Lieberman, Union City, long a strong pillar of the North Hudson drive, has assumed the Co-Chairmanship for the State of New Jersey.

Nolan Glazer, who has played an active part in the Dallas campaign, has joined as Co-Chairman for the States of Texas and Louisiana, with William Sinkin, active San Antonio campaigner.

Eugene B. Kaufmann, Aurora, Herman Morton, Centralia, and Albert K. Livingston, Rock Island, are Co-Chairmen for the State of Illinois.

Frank Margolin, Sioux City, has been named Co-Chairman for Iowa.

Samuel Berek, Fremont, who was most active last year, has joined with Samuel Cohen, Scottsbluff, as Co-Chairman for Nebraska.

Julius Livingston, dynamic leader in Tulsa and the Southwest, has accepted the Chairmanship for the States of Oklahoma and Arkansas.

In addition to being Co-Chairmen for the Western Region, the following will undertake responsibilities for their respective States: Louis Boyar, Los Angeles; Eli Levinson, San Diego; Maurice Kompaniez, Los Angeles; Elias Krupp, El Paso; G. Harry Rothberg, Los Angeles; and James L. White, Salt Lake City.

Sylvan Rosen, Mayor of Georgetown, has accepted the invitation of the national officers to serve as Chairman for the UJA in the State of South Carolina.

Sol Reiter, Newburgh, who has been one of the most active UJA leaders in his State for many years, continues as Co-Chairman for New York. Serving with him will also be Joseph Silverstein, Rochester, veteran civic leader and campaigner.

#### ULTRA-ORTHODOX INSTITUTIONS IN ISRAEL AIDED BY UJA FUNDS

All campaigns in the United States which raise funds for the United Jewish Appeal are urged to advise their contributors that in 1950 their funds will also support the work in Israel of the Agudath Israel and Poale Agudath Israel which hitherto have conducted separate campaigns in this country.

Announcement with respect to the abandonment of separate campaigns by these ultra-orthodox institutions was made this week by the Jewish Agency for Palestine, through its Committee on Control and Authorization of Campaigns. The constructive projects of the Agudath Israel World Organization in Israel will be financed by the Jewish Agency, a recipient in the United States of funds of the United Jewish Appeal. "In return for this sum," the Agudath Israel, the Jewish Agency announced, "has agreed to refrain from all separate campaigns in this country for cash or materials in kind and agrees to mobilize all their forces for unstinted support to the United Jewish Appeal. The following known Agudath Israel organizations are mentioned specifically as forbidden to campaign: Agudath Israel Youth Council of America, Save a Child Foundation, Israel Religious Educational Foundation, Israel Rehabilitation Fund, American Religious Palestine Fund, Israeli Service Centers and any Agudath Israel Women's affiliates."

A similar agreement was reached with the Poale Agudath Israel. As part of the arrangement made with the Jewish Agency for support of constructive projects in Israel, "the following known Poale Agudath Israel organizations are mentioned specifically as forbidden to campaign: The American Committee for Poalim—Religious Workers, Poalim, Inc., American Committee for Rescued Children's Village, Food for Israel and Women's Division of Poalim. It was also specifically stated that all organizations directly or indirectly connected with the Poale Agudath Israel must refrain from all separate public campaigns and give their full support only to the United Jewish Appeal."



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL  
FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

**FINANCIAL REQUIREMENTS FOR 1950—\$272,455,800**

Vol. V No. 2

NOT FOR PUBLICATION

January 24, 1950

### 105 COMMUNITIES JOIN TO HEAR MORGENTHAU ON RETURN FROM ISRAEL

The largest simultaneous communion between Jewish leaders in the United States and the national officers of the United Jewish Appeal will take place on Tuesday, January 31 at 1:30 P.M. Eastern Standard Time, with the hour varying for each time zone, from Atlantic to Pacific.

At that hour, Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, who will arrive from his current visit to Israel the previous day, will present a report to the nation by means of a specially-arranged telephone broadcast. As of the date of this Report, 105 communities from coast to coast have already indicated that they are arranging luncheon or early morning meetings of principal officers, leading contributors and workers in order to listen in on the first-hand report on conditions in Israel.

Mr. Morgenthau's description of his meetings with President Weizmann, Prime Minister Ben Gurion, Finance Minister Eliezer Kaplan, Labor Minister Golda Myerson and other top figures in the Israel Government, will be presented to a meeting of the National Campaign Cabinet of the United Jewish Appeal.

The Campaign Cabinet, consisting of fourteen National Campaign Chairmen and the other officers, will also meet the previous evening, January 30, in order to review the status of the national campaign and to pass upon pre-campaign budgeting formulas and problems in various communities. The National Campaign Cabinet members will stay over in New York for the luncheon the following day. It is to this body that Mr. Morgenthau will report and answer questions. The entire proceedings will be included in the telephone conference with the communities.

### DETROIT BORROWS \$1,250,000 TO RELIEVE UJA CASH CRISIS

The officers of the Detroit Jewish Federation, of which Mr. Julian H. Krolik is President, completed arrangements with a local bank to borrow \$1,250,000 for transmission to the United Jewish Appeal. The action came after a thorough review of the current status of the campaign and of the urgent financial requirements of the United Jewish Appeal. The confidence of the community leadership in the 1950 campaign prospects was also reflected in the action taken at this time.



The urgent necessities for immediate cash for the UJA were underlined at a meeting last week to consider a formula for pre-campaign budgeting. Detroit has been the leading city in the nation in its practice through the years of pre-campaign budgeting. Its record of allocation to the United Jewish Appeal has been one of the highest in the nation. Leading officers of the Detroit Federation joined in the pre-campaign budgeting discussion with a UJA delegation comprising Morris W. Berinstein, Samuel Rothberg, Moses A. Leavitt and Henry Montor.

### **ST. LOUIS BORROWS \$500,000 FOR TRANSMISSION TO UJA**

To anticipate the collection of pledges in the 1950, as well as the 1949 campaign, the Board of Directors of the St. Louis Jewish Federation voted to borrow \$500,000 from a local bank so that the United Jewish Appeal cash stringencies could be relieved by the St. Louis Jewish community. Ben L. Shifrin is President of the Federation. In taking this action, the St. Louis community maintained its record of recent years in undertaking emergency action as the crucial needs of aiding Jews in Europe and moving and receiving them in Israel became intensified.

### **EDDIE CANTOR STIRS NEW CAMPAIGN LIFE IN DAYTON**

Dayton, Ohio was stirred to a new high in recognition of United Jewish Appeal requirements for 1950 when Eddie Cantor, National Campaign Chairman, created a city-wide demonstration on his visit there on January 23. The largest and most enthusiastic turnout in the history of the Jewish community was the reward for Mr. Cantor's special effort to put Dayton into a very crowded schedule of his own affairs.

Recognizing that a heavy balance on pledges outstanding was a barrier to satisfying the needs of the UJA and was, at the same time, a detriment to successful 1950 campaign planning, the Dayton Federation had urged the UJA to provide special help in cleaning up on outstanding pledges. As a result of Eddie Cantor's visit, the Dayton community pledged itself to make available \$215,000 to complete payment of the 1949 allotment.

### **TRENTON FORWARDS \$50,000 ON ACCOUNT OF 1950**

The Trenton, N.J. campaign does not yet have a Campaign Chairman for 1950, but it has already transmitted \$50,000 on account of its 1950 campaign as its immediate answer to the plea of the United Jewish Appeal to mobilize all resources to help meet current needs. The newly-elected President of the Trenton Federation is Mr. Sidney S. Stark.

### **JDC AIDS 110,000 IN DIRE NEED IN HUNGARY**

There are 110,000 Jews in Hungary receiving assistance from the Joint Distribution Committee, it was made clear this week by Israel Jacobson, former JDC director in Hungary, who had been expelled from that country after being held on false charges of espionage. "The JDC will continue its humanitarian efforts in Hungary as long as it is permitted to do so," it was emphasized by Moses A. Leavitt, Executive Vice-Chairman of the JDC.

"Hungary is a country where Hitler's extermination plans for the Jewish people took chiefly the young, the strong and the healthy," Mr. Jacobson reported. "Some 160,000 Jews survived at the war's end of a former pre-war Jewish population of 403,000. Those left present a population marked by a disproportionate number of aged and invalided people. In Hungary today, there are 18,000 persons 60 years or over, on JDC's relief rolls. JDC represents their principal source of help."



Recently the Hungarian government gave permission for some 3,000 Jews with relatives in Israel to go to that country. The costs of passage will be borne by the JDC.

### **MIDWESTERN LEADERSHIP CONFERENCE HEARS MORE MONEY PLEDGED**

Leaders in one community after another rose to pledge that their gift in 1950 would be at least the same as in 1949 and better. That was one of the highlights at the Midwestern "leadership" conference held at Chicago on January 14-15.

The conference, held at the Stevens Hotel, brought together the State and Regional Chairmen representing seventeen States at a lengthy Saturday evening session that reviewed all aspects of the 1950 campaign, including collection of outstanding pledges, orientation meetings, setting of big gifts standards and similar campaign problems.

E. N. Grueskin, affectionately known as "Zeke" to hundreds of community leaders, made his debut as National Chairman for Regions at the Chicago parley. Reflecting the "grass roots" origin of this UJA leader, his presiding tactics were characterized by his determination to see that everybody who came to the meeting could express himself as thoroughly as he wished on all matters on the agenda.

The use of small parlor meetings for educational purposes, prior to fund-raising itself, was strongly advocated by Johl Adler, President of the Memphis Welfare Fund. This idea was strongly backed by the other conferees and by United Jewish Appeal spokesmen. Mr. Adler suggested that the UJA make available for periods of a week some informed and interesting personality who would spend that period in the community. Each night a meeting could be held in the home of another leader, who would gather from 15 to 25 of his friends. The object of each such session would be to clarify the present status of Jews and to give to the community as a whole a better conception of the 1950 requirements. There would be no fund-raising at such educational gatherings. This suggestion and other proposals came on the heels of a question by Harold A. Brosk, President of the Jewish Welfare Fund of Kenosha, Wis., who wanted to know how the general public in a community can be educated to become aware of the urgency of this year's needs.

That the Jewish community of America has not exhausted its resources, and that capital fund needs and overseas requirements should be kept distinctly separate was asserted by Joe M. Rice, former President of the Omaha Jewish Federation. He described the experience in his own community which, despite the intensive efforts to aid the United Jewish Appeal and the Welfare Fund generally, had found the resources to cover other needs. Omaha had built a \$300,000 Old People's Home. It had raised \$200,000 for a country club. It had built a new synagogue. He felt that if every community would take the same position - that money must be found on different levels for different needs - its home and overseas requirements could be fully met.

Morris Sachs, of Akron, Ohio, Chairman of his community's budget committee, discussed methods of obtaining maximum contributions in 1950. He recognized that problems existed. As between the factual and emotional types of presentation, he believed that appealing to the conscience of the individual was still the most effective means of winning maximum support. At another point, Mr. Sachs urged all communities to undertake pre-campaign budgeting. He declared that following this practice would assure community harmony and campaign success.

Harold A. Goldman of Des Moines, Ia., National Vice-Chairman for Regions, urged communities to get started as promptly as possible on their 1950 campaigns. He felt that the campaign atmosphere was high now and that communities should not get bogged down by late starts.



The experience of St. Paul in preparing its campaign was recited by Kalman S. Goldenberg. The first meeting of the key leaders has already been held. The sights have been set for the 1950 campaign and they show a substantial increase over 1949, Mr. Goldenberg reported. He added that at least nine people are now preparing to go to Israel. It is St. Paul's view that a group of "on-the-ground observers from among our own people" can do much to insure the success of the campaign.

In a discussion as to "how long" campaigns will continue, Franklin A. Alter of Davenport, Ia. declared that communities must reconcile themselves to the idea that "we are going to have a Jewish income tax," and should prepare themselves for a continuing responsibility. In commenting on the uses to which money is put, Mr. Alter added that "if it had not been for the United Jewish Appeal and the horizons it had expanded, we could never have raised the money we did in recent years for local purposes. We acquired a new concept of the possibilities of our own generosity."

Reviewing the prospects for 1950 at this stage, Rabbi Herbert A. Friedman of Denver pointed out that nobody has the economic fears today that they had at the beginning of 1949. It was his conviction that American Jews could have a much better campaign result than last year. He too advocated orientation meetings in people's homes, prior to actual fund-raising. Describing the urgency of 1950 needs, Rabbi Friedman declared that we must get over to the Jewish community that it will be cheaper to get an emotional reaction, and an accompanying financial response, before rather than after a catastrophe should take place. He was referring to his own experiences in Germany, when he had been stationed in Berlin as an Adviser on Jewish Affairs to the United States Army.

During the Sunday afternoon session, Samuel Rothberg, National Chairman for Initial Gifts, emphasized that individuals must begin making public their intentions with respect to gifts. This is the most effective way of making clear to the entire community that more money will be, as well as can be, raised in 1950. This was followed by announcements from community leaders from many areas, the great majority of whom stressed that they would give more than in 1949. It was notable that these pledges came from men who had given \$10,000, \$25,000 and \$50,000 the year before. The same spirit was reflected in the pledges of those who had given in the category of up to \$10,000. Because a number of those present had wanted to reserve the announcement of their gifts for their own community functions, the list of those who made their generous pledges is not given here.

The pride which Sioux City has in the national honor that has come to the President of its Federation, was expressed by E. W. Baron, Chairman of the 1949 campaign, who brought with him a check for \$75,000 which the community was presenting to the UJA as an advance on 1950 in honor of E. N. Grueskin. B. Morris Pelavin, President of the Flint Federation, also presented a check for \$35,000 which his community had borrowed, to help meet the financial stresses on the UJA. Checks for \$15,000 from South Bend, and \$2,000 from Whiting, Ind. were also presented.

Among others who shared in the discussion were Ben Kopelove, of Dayton; Adolph Kiesler, of Denver; Joseph Holtzman, of Detroit; Richard Waxenberg, of Davenport; Rabbi Morris M. Hershman, of Joliet; Jack Marco, of Champaign; Herman Morton, of Centralia; Jack Wolfe, of Des Moines; Herschel Weil, of Lexington; Henry Feferman, of South Bend; Melvin Dubinsky, of St. Louis; Abraham Goodman, of Shelbyville, Ind.; Julian B. Venezky, Chairman of the National Campaign Cabinet, and Henry Montor.

At the session on Saturday night to review campaign problems, among the State leaders who met with Mr. Grueskin were the following: Franklin A. Alter, Co-Chairman for Iowa; Henry Feferman and Abraham Goodman, Co-Chairmen for Indiana; Harold A.



Goldman, National Co-Chairman for Regions; Adolph Kiesler and Joseph Sheftel, Co-Chairmen for Colorado-Wyoming; Sam Lerman and Herschel Weil, Co-Chairmen for Kentucky; Herman Morton, Co-Chairman for Illinois; Max Osnos, Chairman for Michigan; and Rabbi David Shapiro, Chairman for Wisconsin. They were joined by Melvin Dubinsky, Samuel Rothberg and Julian B. Venezky, members of the National Campaign Cabinet, and other leaders.

**COMMUNITIES FORWARD CASH TO MEET UJA NEEDS**

The following communities are among those which, since January 1, have transmitted cash to the United Jewish Appeal:

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>COMMUNITY</u>	<u>AMOUNT</u>
Birmingham, Ala.	\$ 27,500	New Brunswick, N. J.	\$ 20,000
Mobile, Ala.	\$ 5,000	North Hudson County, N.J.	\$ 10,000
Montgomery, Ala.	\$ 10,170	Paterson, N. J.	\$ 25,000
Tri Cities, Ala.	\$ 5,000	Plainfield, N. J.	\$ 6,000
Oakland, Calif.	\$ 23,554	Red Bank, N. J.	\$ 5,000
Pasadena, Calif.	\$ 5,000	Teaneck, N. J.	\$ 5,025
San Francisco, Calif.	\$ 50,000	Trenton, N. J.	\$ 25,000
Bridgeport, Conn.	\$ 150,000	Vineland, N. J.	\$ 5,000
Colchester, Conn.	\$ 8,000	Albany, N. Y.	\$ 15,000
New London, Conn.	\$ 7,000	Amsterdam, N. Y.	\$ 5,000
Norwich, Conn.	\$ 8,000	Jamestown, N. Y.	\$ 5,000
Stamford, Conn.	\$ 25,000	Troy, N. Y.	\$ 7,336
Hollywood, Fla.	\$ 12,500	Utica, N. Y.	\$ 15,000
Kankakee, Ill.	\$ 5,000	Watertown, N. Y.	\$ 10,000
Southern Illinois	\$ 10,000	Asheville, N. C.	\$ 15,800
Springfield, Ill.	\$ 10,000	Charlotte, N. C.	\$ 5,000
Waukegan, Ill.	\$ 7,500	Canton, Ohio	\$ 26,250
Evansville, Ind.	\$ 6,500	Cleveland, Ohio	\$ 200,000
Hammond, Ind.	\$ 5,000	Columbus, Ohio	\$ 50,000
Shelbyville, Ind.	\$ 10,000	Lorain, Ohio	\$ 9,900
South Bend, Ind.	\$ 15,000	Mansfield, Ohio	\$ 10,000
Cedar Rapids, Ia.	\$ 20,000	Xenia, Ohio	\$ 5,000
Des Moines, Ia.	\$ 20,000	Zanesville, Ohio	\$ 7,500
Sioux City, Ia.	\$ 75,000	Portland, Ore.	\$ 20,000
Waterloo, Ia.	\$ 7,250	Coatesville, Pa.	\$ 7,000
Ashland, Ky.	\$ 5,200	Erie, Pa.	\$ 10,000
Lexington, Ky.	\$ 20,000	Johnstown, Pa.	\$ 50,000
New Orleans, La.	\$ 19,537	Kiski Valley, Pa.	\$ 5,000
Shreveport, La.	\$ 35,000	Lock Haven, Pa.	\$ 5,000
Lewiston, Me.	\$ 7,000	Pittsburgh, Pa.	\$ 500,000
Hagerstown, Md.	\$ 5,000	Pottsville, Pa.	\$ 12,000
Fall River, Mass.	\$ 25,000	Reading, Pa.	\$ 16,000
Haverhill, Mass.	\$ 10,000	Sunbury, Pa.	\$ 25,000
Lawrence, Mass.	\$ 20,000	Wilkes-Barre, Pa.	\$ 25,000
Peabody, Mass.	\$ 5,000	Woonsocket, R. I.	\$ 12,500
Taunton, Mass.	\$ 10,000	Chattanooga, Tenn.	\$ 10,000
Worcester, Mass.	\$ 25,000	Corpus Christi, Tex.	\$ 6,000
Detroit, Mich.	\$ 1,550,000	El Paso, Tex.	\$ 25,000
Flint, Mich.	\$ 35,000	Port Arthur, Tex.	\$ 5,000
Grand Rapids, Mich.	\$ 25,000	Salt Lake City, Utah	\$ 14,000
Lansing, Mich.	\$ 8,500	Lynchburg, Va.	\$ 5,000
Muskegon, Mich.	\$ 18,000	Norfolk, Va.	\$ 45,000
Kansas City, Mo.	\$ 40,000	Portsmouth, Va.	\$ 5,000
Camden, N. J.	\$ 50,000	Richmond, Va.	\$ 15,000
Elizabeth, N. J.	\$ 10,000	Roanoke, Va.	\$ 7,000
		Seattle, Wash.	\$ 25,000



## MRS. WARBURG AND MRS. LEHMAN ADD TO UJA LEADERSHIP

Mrs. Felix M. Warburg, one of the most beloved Jewesses in the history of the American community and truly one of its great philanthropic personalities, added her name last week to the top leadership of the Women's Division of the United Jewish Appeal, of which Mrs. S. A. Brailove, of Elizabeth, N. J. is Chairman. Mrs. Warburg accepted the invitation to become Honorary Chairman of the Women's Division. The invitation to assume the Honorary Chairman role was also accepted by Mrs. Herbert H. Lehman, wife of the new United States Senator from New York, and himself an Honorary Chairman of the UJA.

Mrs. Lehman, who had visited Israel with her husband, held a press conference last week-end, together with Mrs. Brailove, to give emphatic public endorsement to her plea to the Jewish community of America to back up the United Jewish Appeal with unprecedented response. Mrs. Lehman, giving her impressions of Israel, said:

"Progress cannot be resisted. Just as Israel will bring the industrial revolution to the Middle East and with it a higher standard of living for the masses of those countries, so will the example of Israel's women help free the women of the Middle East from their traditional role as mere vassals.

"During the past half century women have emerged to become potent forces in world affairs. Israel leads the way in granting women equal opportunities. By taking their rightful place in society, women in the Middle and Near East will bring better cooperation and understanding between East and West."

A three-day meeting of the National Women's Division leadership was being held in New York on January 24, 25 and 26 at the Waldorf-Astoria Hotel. New techniques for fund-raising and strengthening of women's divisions, locally and regionally, were among the topics discussed.

Mrs. Brailove has announced the following leadership for 1950, in addition to Mrs. Warburg and Mrs. Lehman as Honorary Chairmen.

The Advisory Board comprises Mrs. Sol Aiolo, Rochester; Mrs. Bertram Allenberg, Beverly Hills, Calif.; Mrs. Abraham Geller, New York; Mrs. George Kahn, Brookline, Mass.; Mrs. Harry Rosenthal, St. Paul, Minn. and Mrs. Henry Wineman, Detroit, Mich.

The National Vice Chairmen are: Mrs. Jack A. Goodman, Indianapolis; Mrs. Hal Horne, New York; Mrs. Emery E. Klineman, Cleveland; and Mrs. Daniel Schlanger, Houston.

The Executive Committee includes: Mesdames Sydney L. Albert, Akron, O.; Irving Anches, Seattle, Wash.; Charles Berney, New Haven, Conn.; Nathan Blass, Atlanta, Ga.; Hyman C. Broder, Detroit, Mich.; Martin E. Cantor, Bangor, Me.; Arthur H. Edelstein, Toledo, O.; Katharine S. Falk, New York; M. H. Fisher, Pittsburgh, Pa.; Sam Franklin, Memphis, Tenn.; Frank A. Garlove, Louisville, Ky.; Louis Glasser, Miami Beach, Fla.; Harry A. Greenberg, Margate, N. J.; Max Grimes, Denver, Col.; Harry Kairys, Baltimore, Md.; Clarence Kivett, Kansas City, Mo.; Albert Klein, Perth Amboy, N. J.; Kurt Laemmle, Los Angeles, Calif.; Arthur Markson, Utica, N. Y.; Albert Pilavin, Providence, R. I.; Ben Rosenfeld, Portland, Ore.; Edward Schaffer, Longmeadow, Mass.; Joseph Schneider, Brookline, Mass.; James H. Schwabacher, San Francisco, Calif.; Ben Paul Snyder, Norfolk, Va.; Raphael Tourover, Washington, D. C.; Max Weinstein, Madison, Wis.; Aaron Weiss, Kingston, Pa.; Nathan A. Whitfield, Montclair, N. J.; S. G. Wiener, Shreveport, La.

The Associate Directors of the Women's Division are Miss Judith P. Cole and Mrs. Ethel Benor.



## REGIONAL LEADERSHIP EXPANDED

E. N. Grueskin, National Chairman for Regions, announced this week the additional leaders who had assumed posts in the campaign organization. Moses Richter, Mt. Gilead, N. C., has assumed the Chairmanship for the State of North Carolina. Martin Abelow, President of the Utica Jewish Community Council, has agreed to be Co-Chairman for New York State. Meyer A. Alter, Davenport, will be Co-Chairman for Iowa. Herschel Weil, Chairman for Kentucky, will be joined by Sam Lerman, Louisville, as State Co-Chairman.

## TRADE AND INDUSTRY LEADERS ORGANIZE THEIR DIVISIONS

Under the vigorous leadership of Abraham Feinberg, head of Jac Feinberg & Sons, New York, National Chairman of the Trades and Industries Division of the UJA, various trade groups are being organized on a national basis, as part of the aid given to local community campaigning.

Mr. Feinberg announced this week the names of leaders who have assumed Chairmanship for a number of industrial groupings.

Sidney R. Rabb, of Stop & Shop, Inc., Boston, has undertaken to be National Chairman for the Food Division.

Samuel H. Daroff, of H. Daroff & Sons, Philadelphia, will also serve as National Chairman for the Men's Clothing Division.

Frederic R. Mann, of Seaboard Container Corp., Philadelphia, and Joseph M. Mazer, of Hudson Pulp & Paper Co., New York, are the National Chairmen of the Paper Division.

Benjamin H. Swig, San Francisco, and Jack D. Weiler, New York, are National Chairmen for the Real Estate Division.

Joseph Schapiro, of S. Schapiro & Sons, Baltimore, and Alex Miller, of Universal Steel Co., Cleveland, are National Chairmen for the Scrap, Metals and Waste Division.

Herbert R. Abeles, of Abeles-Lewit Co., New York, is National Chairman for the Automotive Division.

Harry Sylk, of Sun-Ray Drug Co., Philadelphia, is National Chairman for the Drug Division.

Irving S. Norry, of Norry Electric Corp., Rochester, is National Chairman for the Electrical-Machinery Division.

Allen B. Gellman, of Elgin American Division of Illinois Watch Case Co., Elgin, Ill., Harry D. Henshel, Bulova Watch Co., New York, and Leo Weisfield, of Weisfield & Goldberg, Seattle, are National Chairmen for the Jewelry Division.

Mr. Feinberg's office in the Empire State Building, New York, has become the rendezvous for leaders from all parts of the country who, on their visits to Manhattan, review campaign problems in their communities and industries.

## TOTAL FUNDS IN NORTH HUDSON TO GO TO UNITED JEWISH APPEAL

Maintaining an unbroken record, the Jewish community of North Hudson, N. J., voted last week that all proceeds of the 1950 campaign would go to the United Jewish Appeal. It was also unanimously agreed that a quota of \$650,000 should be adopted as



the target for this year's drive. About \$460,000 was raised in the community in 1949, under the leadership of Alexander Grodnick as Chairman. Judge Abraham Lieberman presided at the meeting of the Executive Committee at which campaign programs were discussed. It was voted to hold the campaign upon the return from Europe and Israel of Mr. Grodnick and Harry Yager, another of the top leaders in the community who have been the backbone of the campaign.

### **SELECTION OF CHAIRMEN UNDER WAY THROUGHOUT NATION**

Recognizing that the Chairman is the symbol as well as the leader of the campaign, communities throughout the country are speeding up the process of selecting the men who will guide the 1950 fund-raising effort.

#### **Sidney Stark Leads Pittsburgh**

The Pittsburgh United Jewish Fund drive will be led by Sidney Stark, who has been active for thirty years in civic affairs, it was announced by Emanuel Spector, President of the Fund. Last year, Mr. Stark was Co-Chairman of the Trades, Industries and Neighborhoods Division. He is also active in the YM & YWHA, Jewish Home for the Aged and Montefiore Hospital, upon whose boards he serves. The new Chairman for Pittsburgh is President of the Penn Overall Supply Co. He was recently named president of the Industrial Launderers and Cleaners Association. Taking his new assignment with the seriousness required by the urgent needs of 1950, Mr. Stark has indicated that he will be a full-time Chairman. His sons, William and Karl, have volunteered to run the business while their father runs what is expected to be Pittsburgh's biggest campaign to date.

#### **Maurice Friedman Named Chairman in Oakland**

Maurice Friedman, prominent paint manufacturer, has been named Chairman of the Oakland, Calif. campaign, it was announced by Howard H. Desky, President of the Federation, and Sol Scherman, Chairman of the Welfare Fund Board. Mr. Friedman's territory covers the communities of Alameda and Contra Costa Counties.

#### **Ben Cohen to Lead Wilkes-Barre Drive**

Ben Cohen, of Louis Cohen and Son, has accepted the Chairmanship of the 1950 campaign in Wilkes-Barre, Pa., it was announced by Nathan I. Kuss, Chairman of the Wyoming Valley Committee. Mr. Cohen is a veteran campaigner who, in 1949, served as Co-Chairman. The official opening of the campaign was set for April 23rd, in order that all organizations throughout the Valley might have ample notice to avoid conflict with the priorities of the campaign.

### **FARMERS HAVE BAD YEAR BUT MAINTAIN GIVING**

A small society of Jewish farmers, known as the United Brethren of Hebron, with small acreage scattered between Middletown and Willimantic, Conn., have sent a check for \$1,775 to the United Jewish Appeal. Despite the fact that the situation of these farmers is said to be poor, with losses among them, they felt that the needs of the beneficiaries of the UJA required special sacrifices on their part. The largest gift was made by Carl Frankel, Secretary of the Society, a father of four small children, who tried to set an example for the others. Perhaps "our giving may be able to show rich Jews what needs to be done," the farmers wrote. Jack Krasavitz is President of the group and Henry Goldstein, Treasurer.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL  
FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 3

NOT FOR PUBLICATION

February 6, 1950

#### WASHINGTON VOTES 80% TO UJA AND TO BORROW \$1,000,000

The Washington Jewish community which, in its population range, has one of the best records of the decade in fund-raising, sustained its tradition last week in fixing the percentage of funds that would go to the United Jewish Appeal in 1950. At a meeting of the Executive Committee of the Washington, D. C. United Jewish Appeal, Inc. devoted to pre-campaign budgeting, it was voted that 80% of the net funds to be raised in 1950 should go to the national United Jewish Appeal, up to the gross amount of \$1,900,000. Beyond the latter figure, 100% of the amount raised will go to the United Jewish Appeal. The quota for 1950 has been fixed at \$2,500,000.

Following a presentation of the urgent needs of the United Jewish Appeal, the Executive Committee voted to authorize its officers to borrow up to \$1,000,000 to be forwarded to the UJA.

Participating in the session on behalf of the United Jewish Appeal were Julian B. Venezky, Chairman of the National Campaign Cabinet, Samuel Rothberg and Louis Berry, National Campaign Chairmen, David Uchill and Henry Montor.

In a formal letter to Hon. Henry Morgenthau, Jr., General Chairman of the UJA, advising him of the action, Mr. Joseph Cherner, President of the Washington UJA, wrote as follows:

"It is with great pleasure that I advise you of the action taken by the Executive Committee of the United Jewish Appeal, Inc., of Washington, D.C., in respect to pre-campaign budgeting for the United Jewish Appeal.

"All of us in Washington are conscious of the fact that in 1950 substantially greater sums must be raised than in 1949. We also recognize that the ability to obtain these larger funds will depend in great measure upon the realization among our contributors that the great bulk of this money will go to the United Jewish Appeal.

"For these reasons we have voted that for 1950 80% net of the proceeds up to \$1,900,000 shall go to the United Jewish Appeal, and that 100% of all funds



raised gross above \$1,900,000 shall go to the United Jewish Appeal. Our goal for 1950 has been fixed at \$2,500,000 and I can assure you that it is the determination of all of us that everything in our power will be done by way of giving and working, to achieve that minimum objective.

"At the same time, in response to your stirring plea following your visit to Israel, we are proceeding to our bank to borrow, in advance of the opening of our campaign. Our Executive Committee authorized us to borrow up to \$1,000,000.

"Washington's record in relationship to other communities of its size is one that has given us pride. We intend to improve even on that record.

"I might add that the delegation did a wonderful job...I consider their trip to Washington well worthwhile."

### LOS ANGELES GOES FORWARD IN ACTIVE CAMPAIGNING

This week, the Big Gifts section of the Los Angeles Jewish Welfare Fund swung into action, under the leadership of Oscar Pattiz, Chairman, Louis Boyar, Chairman of Initial Gifts, Charles Brown, President of the Trades Professions Council and G. Harry Rothberg, Chairman of Trades and Professions. The organized leadership of the community feels that getting started at once on the actual solicitation of gifts is the best means of assuring a successful campaign in Los Angeles.

The prompt organization of actual fund-raising follows the final action of the Board of Directors of the Jewish Community Council in determining on a pre-campaign budgeting formula affecting the United Jewish Appeal. It was voted that 70% of the net funds subject to allocation would accrue to the UJA.

Mr. Pattiz announced that Mrs. Myrtle Karp has been named head of the Women's Division. Co-Chairmen of this division include Mrs. Charles Brown, Special Gifts; Mrs. Harry A. Hollzer, Advance Gifts; and Mrs. Milton H. Olf, Residential. Mrs. Nathan Cramer will act as co-ordinator of the Residential and Advance Gifts Sections; Mrs. Mary Raymo, Public Relations; Mrs. Morton Garbus, Manpower; Mrs. Joseph Mitchell, Junior Matrons; and Mrs. Maxwell Fields, Telephone.

### WALTER ANNEBERG ACCEPTS LEADERSHIP IN NEWS FIELD

Walter H. Annenberg, one of the great figures in American journalism, President and Publisher of the Philadelphia Inquirer, has accepted the post of National Chairman for Publishers, Distributors and Newsdealers, it was announced this week by Abraham Feinberg, UJA Chairman of Trades and Industries.

One of the outstanding contributors to the United Jewish Appeal, Mr. Annenberg has also played a vital role in the Philadelphia campaign, in which he has held various posts. Within twenty-four hours of assuming the national leadership of his industry, Mr. Annenberg announced that he will call together the leading distributors of the nation to discuss their participation in the national effort. The session will be held in Washington in April.

### MAX FREEDMAN TO HEAD CLEVELAND CAMPAIGN

Max Freedman, one of the outstanding citizens of the community, active in every phase of Jewish welfare, has accepted the General Chairmanship of the 1950 campaign



of the Cleveland Jewish Welfare Fund, it was announced this week. A prominent businessman, Mr. Freedman, is President of his firm, the Cook Coffee Company. The man who led last year's successful campaign, Mr. Freedman was prevailed upon by a unanimous community to be drafted for the crucial 1950 drive. Serving with him in the campaign leadership are men who have distinguished themselves by their extraordinary devotion in previous campaigns. The Co-Chairmen are Eugene H. Goodman, Maurice Maschke, Jr., Alex Miller and Leonard Ratner. The Chairmen of the Women's Division are Mrs. Howard Bloomfield and Mrs. M. E. Glass.

Acting in response to the urgent cash requirements of the United Jewish Appeal, the Board of Directors voted to borrow from the banks in order that funds might be immediately available. The President of the Welfare Fund is Henry A. Rocker.

### MORRIS CAFRITZ TAKES NATIONAL CHAIRMANSHIP FOR REAL ESTATE

One of the outstanding personalities in the capital city, Morris Cafritz, has accepted the National Chairmanship of the Real Estate Division of the United Jewish Appeal, it was announced this week by Abraham Feinberg, Trades and Industries Chairman. Mr. Feinberg had made a special trip to Washington to invite Mr. Cafritz to lend his aid to the 1950 campaign.

Long identified with various Jewish and general civic enterprises in Washington, Mr. Cafritz has been an important figure in the campaign. Until recently he was also President of Washington's United Jewish Appeal.

### MORGENTHAU REPORTS ON RETURN FROM ISRAEL; URGES MAXIMUM ACTION

Mr. Henry Morgenthau, Jr. returned last week from Israel and promptly reported on his visit to the communities of America by way of a telephone broadcast to which scores of cities had linked themselves by arranging meetings of officers, workers and givers. Taking advantage of the presence of his aides, Mr. Morgenthau made the report in the form of an interview before the National Campaign Cabinet. The day previously, Mr. Morgenthau had dispatched a telegram to every community indicating specifically the request that was to be made of it by the United Jewish Appeal. Within a few hours after the broadcast, Mr. Morgenthau received messages from all parts of the United States, commenting on his report and pledging the promptest possible action in fulfillment of his request.

Much that Mr. Morgenthau had to say was off the record, for it was a frank and comprehensive review of the general problems that face the State of Israel at this time, with special relation to immigration. In the course of his report, Mr. Morgenthau said:

"I can tell you that Israel is a land of miracles, that in the fourteen months since I last saw the country it has made unbelievable progress. The scars of war are quickly disappearing. The countryside shines with green fields and settlements and everywhere you hear sounds of building and growth. Yes, Israel has a wonderful future, but I must be frank, brutally frank, and tell you that I am seriously worried about the present.

"You have a perfect right to say to me that we are crying wolf again. You have a right to ask for something new in the campaign. Many have asked us to stress the constructive side of the picture, to emphasize achievement and to put the spotlight on hope. I do not know whether we, of the UJA, have the right to



do this. It is true that we must be fair to the courageous Jews of Israel who are making sacrifices to the breaking point. However, we must also be fair to the 85,000 men, women and children who are still living in tents and in crowded barracks in the immigration camps, as well as to the 150,000 others who are expected to come into the country this year. We dare not minimize or sugar-coat the facts.

"I believe that American Jews have been lulled into a sense of false security. I believe that if we tell American Jews the full truth they will have the courage, and the statesmanship and the generosity, and the energy to do what history calls upon them to do. I believe that only the truth can save Israel. If I am correct, and I think I am, this is the moment for the truth. Delay will be fatal. The time is NOW. We won't have another chance, any more than we had another chance to save six million Jews from the furnaces after we failed to tell ourselves the truth about Hitler back in 1933. Another such failure and the Jews of the world are THROUGH as a vital force. I wonder if American Jews realize what the existence of a Jewish State in Israel means to THEM. I wonder if they understand that disaster in the State of Israel will place the American Jewish community in a completely untenable position, facing the scorn and the disrespect of the entire world.

"It is impossible for Israel to carry the burden of receiving and caring for all who escaped the fate of the martyred six million without adequate help from us. With all the good will and sympathy in the world -- with all of the austerity and sacrifice of which human beings are capable -- the Jews of Israel cannot create food, or housing, or jobs, or medicine out of thin air. Neither can they create a dollar's worth of anything with fifty cents. We have been providing less than fifty cents per dollar of need."

In response to a question on the conditions in the camps as he saw them, Mr. Morgenthau said:

"You can't begin to understand the situation until you visit the immigration camps and go from tent to tent and see for yourself, as I did, the misery and the sorrow of the people. On one day I went through two camps, Bet Lid and Rosh Ha'Ayin. Together these two tent cities now hold 32,000 newcomers. I saw tents in which at least twelve people, adults and children, slept, ate and lived. The heavy rains had come only a week earlier and had upset huts, flooded tents and caused an untold amount of damage. I was moved to tears when I was shown the hospitals and nurseries. I saw infants and older children who were no more than living skeletons. They reminded me of the pictures that came out of the concentration camps shortly after V-E Day. The eyes were the only part of those shrivelled bodies that were of normal human size. And they were pleading eyes. I can't get them out of my mind. I can't forget the unspoken question they asked -- and that question of "How Long?" is addressed to every one of us from every one of the new immigrants."

Asked about the restriction of immigration, Mr. Morgenthau replied:

"The Jews of Israel have no such desire. If there is any curtailment of immigration, we, the Jews of America, will be making that decision. Have we the right to ask the 20,000 Jews of Poland who have until July to get out to wait until the exit door will be slammed tight in their faces? It is being kept strictly quiet, but operation Magic Carpet has already been initiated from another near Eastern country. Shall we tell those Jews who are today enduring cruel persecution that the magic carpet can't fly? Money and money alone will,



in the final analysis, determine how many Jews will be saved in Israel. We, the Jews of America, will decide their fate.

"What do we mean by magic carpet? It is magic because we supply the funds to the JDC to keep it flying. Without money there can be no rescue and without money the camps will be a blot on our record and on the history of the Jewish people. Any reduction now in the immigration will be tantamount to writing a death warrant for many thousands of Jews. I don't think we want to be responsible for that."

### Morgenthau Asks for Full-Scale Borrowing

Predicting that 1950 would mean a better campaign than in 1949, Mr. Morgenthau dwelt on the need for prompt action to get the funds which alone can meet the needs. He urged the largest-scale borrowing that communities have ever attempted. He said:

"I believe that the economic situation for 1950 should make possible a return to the kind of giving we had in 1948, with the same kind of campaign spirit.

"I want to read a telegram which I sent to the heads of communities.

'As you assemble to hear my report on Israel, I urge that you mobilize for action immediately. Most of you are far advanced in your campaign plans and have your campaign leadership selected. Insofar as the United Jewish Appeal is concerned, I strongly ask for the following three actions:

(1) that you accept the quota assigned to you by the United Jewish Appeal toward the fulfillment of the budgetary requirements;

(2) that if a date is not yet set, one should be determined at once and notification given to the United Jewish Appeal, for a meeting with a UJA delegation to set up a pre-campaign budgeting program;

(3) that you forward all funds that may be in your treasury and that, in addition, you borrow the largest sum you have ever asked of your local bank, for transmission to the United Jewish Appeal.

Please wire me what action you have taken on all three matters.'

"In this telegram, I have made specific suggestions to each community. That communities are willing to take action responsive to this critical situation has been demonstrated. Los Angeles borrowed \$3,000,000. Detroit borrowed \$1,250,000. Baltimore advanced \$750,000 on 1950. Cleveland has borrowed \$1,000,000. St. Louis has borrowed \$500,000. The list of others is indeed impressive.

"As former Secretary of the Treasury, I can assure any bank in the United States that there is no better collateral on its loans than the good will of the Jewish community which seeks to borrow. If a community asks me: on what shall we borrow, we have not yet started our 1950 campaign? - the answer is simple. First, there may be balances outstanding. Secondly -- and this is most important -- the bank lends on the character of the community and on the integrity of the men and women who compose it. Every community has sufficient history to impress any bank that in banking terms the community can repay any loan it is willing to undertake."



### Communities Respond to Morgenthau Appeal

Recognizing the urgency of prompt action, community leaders replied telegraphically to describe what they had done or were planning, in response to Mr. Morgenthau's plea.

Memphis, Tenn., whose Welfare Fund is headed by Johl Adler wired that the Board "was very much impressed with Mr. Morgenthau's talk" and agreed unanimously to borrow \$100,000 to transmit to the UJA.

Minneapolis, Minn., whose Federation has Dr. Louis R. Weiss as President, acted immediately to borrow \$250,000 and transmitted the sum to national UJA headquarters.

Akron, Ohio sent a wire through its President, Sydney L. Albert, advising that \$100,000 was on the way in response to Mr. Morgenthau's plea.

Louisville, Ky. expressed itself through Charles W. Morris, who advised that the Conference of Jewish Organizations of which he is Chairman had authorized borrowing up to \$100,000.

Norfolk, Va., geared to immediate campaigning under the chairmanship of Leo Baydush, sent a telegram to Mr. Morgenthau through its President, Albert G. Hofheimer, advising that an extraordinary Board session had been called to consider a loan. The sum of \$10,000 was remitted immediately.

Troy, N. Y., whose Welfare Fund is headed by David Lipsky, voted to borrow \$50,000 for remittance to the United Jewish Appeal.

Nashville, Tenn., through its newly-elected Council President, Manuel M. Eskin, advised Mr. Morgenthau that an additional \$50,000 had been borrowed and that "more will be forthcoming within a few weeks."

Newark, N. J. also responded promptly and the Community Council, headed by Alan V. Lowenstein, borrowed and remitted \$350,000 to the United Jewish Appeal.

Providence, R. I. sent word through Archibald Silverman, President of the General Jewish Committee, how "impressed" it had been with Mr. Morgenthau's report, and forwarded \$50,000, emphasizing that the rate of payment on 1949 had been made possible "only with the help of loans from local banks."

Dallas, Tex., which recently elevated Irving L. Goldberg to the Presidency of its Federation, informed Mr. Morgenthau that the "Board of Directors voted full sympathy with the objectives and needs of the UJA as outlined in your broadcast," and that the newly-elected Executive Committee would meet on the request.

San Francisco, Calif. reported that its campaign leadership was exceedingly grateful for Mr. Morgenthau's "moving and inspiring report" and pledged "their wholehearted support in joining" with him "in this great effort." A special meeting was called to consider the action requested.

Tulsa, Okla. wired that the leaders had "vowed to raise immediate cash," in response to Mr. Morgenthau's plea, according to messages received from Julius Livingston and from Emil Salomon, Executive Director.

Toledo, Ohio, through Jules D. Lippman, Fund President, expressed appreciation of Mr. Morgenthau's report and advised the launching of an immediate collection drive to



obtain cash for the United Jewish Appeal.

Madison, Wis. informed Mr. Morgenthau that a loan would be obtained and that, in addition, the 1950 campaign would be speeded up, in order to meet the situation, according to Rabbi David Shapiro, Campaign Chairman, and Max Weinstein, President of the Welfare Fund.

Norwich, Conn., according to a message to Mr. Morgenthau from Geurson D. Silverberg, Campaign Chairman, has decided to hold its campaign much earlier this year, in view of Mr. Morgenthau's "moving and challenging message."

Hollywood, Fla. has already selected a chairman of its drive, in the person of Ben Tobin, who headed last year's successful effort, and a campaign committee is going forward with plans for action to respond to Mr. Morgenthau's plea, A. J. Dimond, Federation President, advised.

Niagara Falls, N. Y. thanked Mr. Morgenthau for his "inspiring message" and acted at once to collect all unpaid pledges in order to be able to borrow an additional sum to remit to the United Jewish Appeal, according to Mrs. Mae Chinkers, Executive Director.

Tucson, Ariz. dispatched a check for \$25,000, Joseph Brindis, the community's campaign chairman, advised.

Joliet, Ill. forwarded an additional \$10,000 and a bank loan will be taken up at the Welfare Chest meeting this week, Rabbi Morris M. Hershman, Secretary, advised Mr. Morgenthau.

Newburgh, N. Y. borrowed \$25,000 and forwarded it, Morris J. Lascher, President, reported.

### ISRAEL'S PROBLEM OF THE AGED

As part of its program of accepting all Jews in need of its shelter, Israel took in 19,935 people, 55 years and over, in the period from May, 1948 to August, 1949, it has been reported by the Jewish Agency. Those between 55 and 59 numbered 6,922; between 60 and 69, 9,441. There were 3,572 over 70.

### LEON FALK, JR. HEADS PITTSBURGH'S BIG GIFTS

Leon Falk, Jr., a leading figure in the city and nation in philanthropic activity, this week actively assumed charge of the Big Gifts Division of the Pittsburgh campaign, whose Chairman is Sidney Stark. A former chairman of the United Jewish Fund campaign, Mr. Falk has been noted for a high degree of efficiency and skill, which he has transmitted from his own business career to the field of fund-raising. Within a few days of assuming the post, Mr. Falk was already engaged in sounding out individual prospects for top gifts in line with the determination of the community to raise far more money than in 1949. Emanuel Spector is President of the United Jewish Fund.

### BALTIMORE'S 1950 DRIVE GETS LEADERSHIP OF J. BENJAMIN KATZNER

The Baltimore community is going forward confidently with plans for maximum results in 1950 as a result of the unusual array of leadership that has been mobilized for this year's campaign, under the chairmanship of J. Benjamin Katzner, who did so much to assure the accomplishments of Baltimore's drives in 1948 and 1949.



The co-chairmen serving with Mr. Katzner are Joseph Meyerhoff, Lee L. Dopkin, Henry S. Frank and Elkan R. Myers. All four men have been pillars of community activity and fund-raising through the years.

An outstanding civic leader, Mrs. Jacob Blaustein is serving as Chairman of the Women's Division. Co-Chairmen with her are Mrs. Leslie W. Moses and Mrs. Alfred L. Tuvin.

Mr. Katzner has announced the names of six vice-chairmen who will serve with him. They are: Isaac Hamburger, men's apparel, oil and tires, salesmen, shoes, and store executives; Bernard Molofsky, bakers, liquor, clothing contractors, sportsmen, confectionery and tobacco, electrical appliances, movies and amusement; Albert A. Shuger, dry goods, paints and hardware, paint manufacturers, women's apparel and instalment buying; Abraham Mahr, accountants, advertising, printers, dental laboratories, dental, druggists, insurance, paper, drugs and chemicals; Louis J. Fox: general solicitation and the special division; Maurice Annenberg: publicity.

The Women's Division has Special Assignments Commanders, headed by Chairman, Mrs. Walter Hollander. Her co-chairmen are Mrs. Michael Offit, Mrs. Charles G. Hutzler and Mrs. J. Benjamin Katzner.

In announcing the appointment of Mr. Katzner, President of the Associated Jewish Charities, as Chairman of the drive, Henry S. Frank, President of the Baltimore Welfare Fund, stressed that "1950 will be the year of the biggest fund-raising campaign ever held in Baltimore. We are counting on the inspiring leadership of Mr. Katzner to spearhead the community efforts of more than one thousand volunteer men and women."

#### PHILADELPHIA NAMES ISADORE SABEL TO LEAD DRIVE

Isadore Sabel, who has shared the burden of Philadelphia's campaign in top positions for a number of years, has been named to the post of General Chairman of the 1950 drive, it was announced this week by Samuel H. Daroff, President of the Allied Jewish Appeal. Formerly chairman of the Trades Council, Mr. Sabel was a co-chairman during the past three years. In that capacity, his energy and devotion were important factors in the results attained. Active in every variety of Jewish communal effort, Mr. Sabel is President of I. Sabel, Inc., the shoe firm. Leon Bernstein has been named to the key post of Chairman of the Trade Council.

#### SEASONED VETERANS LEAD 1950 NEWARK CAMPAIGN

Men who are wise in the ways of campaigning and who have the complete confidence of the entire community were selected last week to head the 1950 Newark campaign in order to assure the greater results that are needed this year. The veterans who joined to share the general chairmanship of the drive are Leo Brody, George Levin and Michael A. Stavitsky. Sigmund Dornbusch and Ivan Levenson, two other veteran community leaders, were chosen as Chairmen of Special Gifts.

The man who announced that this top leadership will be available for the drive was Alan V. Lowenstein, who had himself just been elevated to high leadership in the community. Mr. Lowenstein is the new President of the Jewish Community Council of Essex County, succeeding Herbert R. Abeles, a National Campaign Chairman of the United Jewish Appeal.



### MILWAUKEE CAMPAIGN CHAIRMAN, HERBERT RIBNER, TO VISIT ISRAEL

When Herbert Ribner, 1950 Chairman of the Milwaukee Welfare Fund drive, visited the national headquarters of the United Jewish Appeal last week, he emphasized his intention that Milwaukee will raise more money than in 1949 and to do that, he declared, he wanted to be able to tell all prospects what he personally had seen in Israel, in order to strengthen his plea for maximum amounts. As a result, Milwaukee is sending a delegation to Israel in preparation for its drive. In addition to Mr. Ribner, the delegation includes Benjamin F. Saltzstein, newly-elected President of the Fund, Bert C. Broude, active in all of Milwaukee's communal activities, and Harry S. Metz. Mr. Saltzstein, the new Welfare Fund President, has been for many years Co-Chairman for Initial Gifts. He is a distinguished attorney and a leader in every major civic and Jewish enterprise.

### KANSAS CITY CHOOSES ITS CAMPAIGN LEADERSHIP FOR 1950

Hyman Brand, devoted servant of everything Jewish in the Kansas City community, has been elevated to top leadership with double responsibility. Mr. Brand was elected President of the Jewish Federation and Council. At the same time, he was asked to share in the Chairmanship of the 1950 campaign. Serving jointly with him as campaign Co-Chairman is Milton Silverman. George S. Lewis and Milton W. Feld are Co-Chairman of Special Gifts.

Chairman of the community's Central Budget Committee and general co-chairman in 1949, Mr. Brand has been identified with every major Jewish institution. He is also Chairman for the United Jewish Appeal of the Missouri-Kansas area. He is a member of the Board of Directors of the Kansas City Chamber of Commerce and President of the Kansas City Garment Manufacturers Association.

His Co-Chairman, Mr. Silverman, has been similarly active. An officer of many of the city's institutions, Mr. Silverman was Co-Chairman of Special Gifts last year.

### SIoux CITY DRIVE GETS SAM COHEN AS CHAIRMAN

The appointment of Sam Cohen as Chairman of the Sioux City campaign for 1950, was hailed by the community as an augury of best results. Active in all community campaigns in the past, Mr. Cohen, well-known wholesale grocer, is expected to give special zest to the 1950 drive through his energetic leadership.

In preparation for the most successful kind of campaign, Saul Melcher accepted the Chairmanship of a Special UJA Collections Committee. A staff of 50 men has been named to collect outstanding pledges on the previous campaign. "Our community must not make the same mistake in 1950 that it made in 1949," Mr. Melcher warned. "We must not carry over the unpaid pledges for 1949 into this spring."



THE NEW YORK TIMES, TUESDAY, FEBRUARY 7, 1950.

## ISRAEL IS STRUCK BY A RECORD COLD

### Four Die in Immigrant Transit Camp When Roof Caves In— State's Economy Is Hit

Special to THE NEW YORK TIMES.

TEL AVIV, Israel, Feb. 6—Snowstorms and below-zero weather unprecedented in living memory took a toll today of five lives in immigrant transit camps and hit the economy of the infant state that is fighting bankruptcy.

The dead included four Yemenites crushed in a mess hall at Ein Shemer, a camp on the coastal plain, when a corrugated tin roof collapsed under the weight of snow during breakfast today. One man died during the night from pneumonia in a tent at Ras el Ain, another camp on the coastal plain.

For most of the 83,000 camp inmates coming from Yemen and other Middle East countries, this was the coldest night of their lives. More than half of them living in tents had two blankets each.

Two hundred tents in various camps were blown down during the night and the inhabitants were moved to solid buildings.

In all camps, doctors and nurses closed their dispensaries and went from tent to tent examining the inhabitants and taking babies to children's houses, which were in solid buildings. Many mothers, particu-

larly those from the Orient, resisted, and some hid their children. Six thousand city families had offered to take in refugee children through the winter months, but most mothers had declined to part with their children.

### Knesset Session Postponed

Because the road between Jerusalem and the coastal plain was impassable, the weekly Knesset (Parliament) session scheduled to open today was postponed.

The storm came at a time when hospital facilities in Israel's immigrant transit camps were so inadequate, according to hospital authorities, that sick children were qualifying for beds only when they were hovering between life and death.

The situation took a turn for the worse during the last few months, when tens of thousands of refugees were brought to Israel from Yemen, the kingdom near the southern end of the Red Sea. These persons weighed so little that the chartered United States planes that flew them here carried four times the normal number of passengers without exceeding the maximum payload allowed.

Thirteen thousand of these persons are living in the former British army camp at Ras el Ain.

Ninety per cent of the children and 40 per cent of the adults are stricken with malaria, which is as much a part of the Yemenite background as malnutrition. Between 80 and 90 per cent suffer from trachoma, 40 per cent have tropical ulcers and an equal number have ringworm. Virtually all the children are anemic, while 15 to 20 per cent have rickets.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL  
FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 4

NOT FOR PUBLICATION

February 28, 1950

#### **\$6,400,000 INITIAL GIFTS MADE AT GREATEST MEETING IN UJA HISTORY**

The greatest National Campaign opening meeting in the history of the United Jewish Appeal was held this weekend in Miami when initial individual contributions to the 1950 drive reached the record-breaking total of \$6,400,000. This phenomenal result was brought about by the impressiveness of the story of need as it was revealed by both Jewish and non-Jewish leaders and by the ground-breaking, pre-campaign efforts of some of the major communities in the country.

"More than ever before in 1950" was not merely a recurring slogan. As the impressive contributions poured in, it became a banner of action backed up by telegraphed reports of increased giving from such key cities as Los Angeles, Baltimore, Cincinnati, Pittsburgh and Cleveland.

The resounding success of the National Mobilization Conference placed the 1950 campaign of the UJA in a position of progress far ahead of any previous drive.

Four hundred key leaders from 39 states filled the dining room of the Saxony Hotel to overflowing as they convened to make the UJA conference a new milestone in American Jewish generosity and action.

MORE THAN EVER BEFORE as the rallying symbol of 1950 came in waves of new inspiration and enthusiasm from those in attendance. At the end of the conference which concluded with a dinner session at the Whitehall at Palm Beach, the 1950 UJA was on its way to becoming the most successful campaign ever conducted by the Jews of the United States.

The significance of the 1950 campaign was summed up by Henry Morgenthau, Jr., General Chairman, who presided at the conference and by Attorney General J. Howard McGrath, Drew Pearson, Spyros P. Skouras, Abraham Feinberg, National Chairman of the Trades and Industries Division and Samuel Rothberg, National Chairman for Initial Gifts.

When Mr. Feinberg finished his intensely moving speech, the leaders present seized the opportunity to make known their decisions with regard to their giving in 1950.



The first to rise was Joseph Cherner, President of the United Jewish Appeal of Greater Washington, Inc. and a National Campaign Chairman. He had two announcements to make. First, he reported that the community of Washington, D. C. was making available \$500,000 in cash and that another \$500,000 would be forwarded shortly.

With regard to his own contribution, he stated that he and his associate had been considering making a substantial reduction in their gift for 1950. But realizing that the situation in Israel is critical, they decided to see the campaign through. Mr. Cherner announced that he and A. S. Kay of Washington, D. C. were making a joint contribution of \$150,000.

Speaking for other Washingtonians, he made known the following gifts: Eugene Meyer, \$50,000; Giant Food Stores (N. M. Cohen and Jac Lehrman) \$15,000 in 1949 - \$20,000 for 1950; Bernard Rodins, \$3,000 in 1949 - \$6,000 in 1950; Joseph Ottenstein, \$5,000 in 1949 - \$10,000 in 1950; and Joseph A. Wilner, \$8,500. Herbert Glassman of Washington, D. C. announced a gift of \$15,000 for this year as compared with \$11,000 for 1949.

### **LOS ANGELES LEADERS GIVE MORE THAN EVER BEFORE IN 1950**

Ed Mitchell of Los Angeles told the conference that when he had contributed \$50,000 in 1949 he had extended himself to the limit. He had made up his mind to give only \$25,000 in 1950. But several months ago he went to Israel and saw the misery and the need in the immigrant camps. He said: "For 1950 I am giving not \$25,000 nor \$50,000. The contribution of my associate Oscar Pattiz and myself will be \$75,000 for 1950." Mr. Pattiz is Chairman of the campaign in Los Angeles.

Joseph Holtzman of Detroit declared that he felt he had a personal responsibility to the Jews now coming into Israel. "When I saw the DP camps in Germany two years ago, I told the people in the camps that I would do everything possible to help them find a new home. The camps in Israel are no better than the DP camps and I feel that something must be done about it. Last year I gave \$39,000. This year my contribution is \$45,000."

### **\$1000 FOR EVERY YEAR OF HIS LIFE -- MORE THAN EVER BEFORE**

A novel approach to giving was reflected in the contribution of Sam J. Goldfarb of New York. Last year his circumstances were such that he had to make a small contribution of \$6,800. This year he said he was giving \$1,000 for each year he had been living, in gratitude "for what America has meant to me." Having just passed his 47th birthday, he announced a 1950 contribution of \$47,000.

Julian B. Venezky, Chairman of the National Campaign Cabinet, announced that he, together with Samuel Rothberg, National Chairman for Initial Gifts, were giving \$150,000.

### **PEARL BOYAR ANNOUNCES FATHER'S RECORD GIFT -- PROUD HE IS GIVING MORE**

One of the most stirring events of the conference was the appearance of Miss Pearl Boyar, attractive 19-year-old daughter of Lou Boyar, Chairman of the Big Gifts Division of the Los Angeles campaign. Miss Boyar said:

"I feel very hesitant about getting up before a group of people who are doing so



much to help make life better for hundreds of thousands of my fellow Jews. My father called me while I was in New York and asked me to come to Miami to speak for him. He told me that he was going to make a very large gift to the United Jewish Appeal. When he told me how much I was very happy.

"I know that many fathers may say how can I give away large amounts of money - I have to protect my children and make sure that they will be well taken care of. Believe me, I am sure that your children, just as I, will be terribly proud to know that our parents have helped to save lives. --- I don't know what else to say except that my father and his associates who gave \$85,000 last year have made me feel very proud by asking me to announce their initial 1950 contribution of \$200,000 to the United Jewish Appeal."

The effect of this announcement was electrifying. It was a high point in a meeting that was to make campaign history and to demonstrate that the UJA can raise more than ever before in 1950.

Harry M. Warner, the distinguished motion picture producer, who sat at the head table, took the floor to speak for himself and his brothers. He said that he will try to work out some way to give more than last year. He, Jack L. Warner and Major Albert Warner together contributed the sum of over \$300,000 in 1949.

### **MRS. WARBURG AND MRS. ALTSCHUL OF NEW YORK MAKE TOP GIFTS**

Mrs. Felix M. Warburg of New York, Honorary Chairman of the National Women's Division of the United Jewish Appeal, sent word that her personal gift, exclusive of the contributions that will be made by other members of her family and the Warburg Foundation, would be \$150,000.

Another impressive gift from an outstanding woman leader of New York was made by Mrs. Louis Altschul, who said that she would give \$125,000 and "I fervently hope to make it more."

The most dynamic personality on the Jewish scene in New York, Jack D. Weiler, who is sometimes referred to as the "little Napoleon" of the Greater New York UJA campaign, made the shortest statement of the day. Mr. Weiler, who is one of the Chairmen of the 1950 campaign in New York and a member of the National Campaign Cabinet, said that he and his partner, Ben Swig of San Francisco, who gave \$75,000 in 1949, are sending \$50,000 in cash and will increase their contribution for 1950.

### **\$75,000 FROM SENATOR LEHMAN -- SAYS 1950 WILL BE DECISIVE**

Henry Montor, Director of the United Jewish Appeal, read a telegram from United States Senator Herbert H. Lehman who could not attend because of pressing legislative business in Washington. Senator Lehman advised the conference that in behalf of Mrs. Lehman and himself he was making a contribution of \$75,000.

In a message to the conference which was addressed to Mr. Morgenthau, Senator Lehman said:

"My own study of the situation in Israel and overseas convinces me that 1950 will be a decisive year. We must safeguard the great work we have done in the past by guaranteeing the success of this year's effort upon which the lives and future of hundreds of thousands of our co-religionists depend. Would you be good enough



to announce in behalf of Mrs. Lehman and myself a contribution to the 1950 United Jewish Appeal of \$75,000. Please advise all my friends at the meeting of my heartiest greetings and my confidence in their continued devotion, generosity and leadership."

### **OTHER OUTSTANDING GIFTS ANNOUNCED**

The announcement which came from Louis S. Myers of Kansas City was an encouraging indication that that community's 1950 campaign was already on its way to success. He said that his contribution in 1950 would be more than \$35,000 and that his partner, Otto Bresky of Boston, would give more than \$50,000.

Mr. Myers announced the following minimum gifts from top givers in Kansas City: Milton Silverman, \$16,000; Brand and Puritz, \$20,000; Milton Feld, \$25,000. He said that these individuals would give more than last year.

Joseph M. Schwartz of New York told the conference that he would give at least \$59,000 and that he was advancing \$25,000 in cash. Among other New York leaders who made their contributions were Henry Fine, who announced \$50,000 in behalf of M. Fine and Sons; Joseph Levy, who made an initial gift of \$100,000; and Maurice Levin, an initial gift of \$50,000.

Morris Senderowitz, Jr., outstanding leader in the Jewish community of Allentown, Pa., declared he would try to give more than the \$80,000 that he contributed in 1949.

Abraham Feinberg, whose speech made such a profound impression, announced that he and his associates who gave \$58,000 in 1949, will make a contribution of \$75,000 for 1950. Mr. Feinberg said that he had to leave the meeting early because he had to be in Portland, Oregon the next morning to begin a special tour of the West Coast in behalf of the United Jewish Appeal.

Sam Rothberg stated that he was authorized to announce a contribution of \$100,000 from Y. D. Markson of Los Angeles and \$75,000 from M. F. Berg of the same city. He also announced that the Jacob Blaustein Family of Baltimore was making a contribution of \$150,000 and that a \$60,000 gift was received from Fred and J. Benjamin Katzner, also of Baltimore.

Mr. Rothberg said he had been advised by telegram that the firm of Reinfeld and Holtz of Newark wanted to make a gift of \$100,000 to the 1950 campaign.

### **CHICAGO BORROWS \$2,500,000 FOR RECORD CASH REMITTANCE**

The urgency of cash was a major theme of the conference and many leading communities, headed by Chicago, forwarded large remittances to the Miami meeting.

For the first time in its history, the Jewish Welfare Fund of Chicago went to the banks to borrow money to respond to the pressing need for cash. In a telegram addressed to Samuel Rothberg, A. Richard Frank, President, and Samuel A. Goldsmith, Secretary of the local welfare fund, announced that it was making \$2,500,000 in cash available to the UJA.

The message from Chicago said:

"Jewish Welfare Fund of Chicago has taken affirmative action to make available, principally through bank borrowings, immediate cash amounting to \$2,500,000 for



United Jewish Appeal in order to assist UJA to meet grave emergencies currently confronting its agencies particularly in Israel."

### **Miami Presents Check for \$250,000**

William D. Singer, President of the Greater Miami Federation, reported that results to date in its campaign show an increase of 28% over last year. He presented a check for \$250,000 to Mr. Morgenthau.

Determined to achieve success in the current drive, Mr. Singer pointed out that if the final results of the Miami campaign are not fully satisfactory, the Miami community will undertake a supplementary effort to assure a maximum sum for the UJA.

Julius Gaines, who only three years ago was driving a taxi in Miami, had given \$500 in 1949. Recently he contributed \$5,000 to the Miami campaign. But after hearing the story of the needs from the Jewish and non-Jewish leaders at the Saxony Hotel, Mr. Gaines announced that he was increasing his 1950 gift to \$10,000. It was an inspiring example of the "more than ever before" approach to the current campaign.

Hyman Kolko of Rochester, N. Y. brought a check for \$200,000 as a cash advance on the 1950 drive which his city will conduct during the Fall.

Sidney G. Rose of Cincinnati delivered a check for \$200,000 in addition to the amount of \$300,000 which had been received from Cincinnati in recent days.

From the city of Boston an additional cash remittance of \$500,000 was received, transmitted by Herman Gilman, President of the Combined Jewish Appeal.

Louis S. Myers of Kansas City also announced that his community had sent \$300,000 in cash to the UJA.

Among the other substantial checks received for the UJA from communities were \$50,000 from Johnstown, Pa. and \$46,000 from Tulsa, Okla.

Emanuel H. Gratenstein, Chairman of the New Haven campaign, reported that his community was going to send \$200,000 in cash to the UJA.

E. N. Grueskin, National Chairman for Regions, advised the conference that Omaha had sent a check for \$150,000.

I. J. Weiss presented \$44,000 in cash for Greenwich, Conn.

Jumping the gun on its campaign, Pittsburgh marshalled better than ever gifts as a demonstration to the leaders gathered at Miami that 1950 will be a banner year. In a telegram to Mr. Rothberg, Leon Falk, Jr., indefatigable Chairman of Advance Gifts, reported that fourteen men who had given \$181,500 in 1949 had contributed a total of \$196,500 for 1950.

### **MORGENTHAU SOUNDS KEYNOTE OF CONFERENCE**

Opening the Mobilization Conference, Mr. Morgenthau, who returned from a visit to Israel a month ago, declared that the tasks of receiving and settling hundreds of thousands of immigrants was a "burden too heavy for the young shoulders of the Jewish State". He said: "The people of Israel, were they concerned merely with their own



pursuit of happiness, could easily have achieved it without enduring the trials and the sacrifices which are their lot today. Israel's proudest and finest young men and women died to establish a free country whose gates would be open wide to every Jew in need of a new home. The policy of the open door is the very foundation of the Republic of Israel.

"But it is this very policy of keeping the gates open at any cost that has created an economic crisis that is as dangerous to the existence of Israel as was its war for independence. Let us not for a moment assume that we are sharing their burden. Rather we must say that they, the people of Israel, are sharing our burden. The burden of giving Jews in distress a new home - whether they are fleeing from Moslem countries or from the lands behind the Iron Curtain - is not a burden that should or can be carried exclusively by the people of Israel.

"It is we, the Jews of the United States, who can and must assume the greater part of this burden. How can we say that we have done our utmost at a time when the Jews of Israel have been doing this job almost single-handed? Are you aware of the fact that 300,000 Jewish taxpayers in Israel are contributing more for the program of refugee immigration and settlement in Israel than the 5,000,000 Jews of the United States?

"Let us not forget that not so long ago when so many Jews were being subjected to mass persecution and annihilation, we made a solemn pledge that we would rescue all those who can be gotten out of the road of the oppressor. In those dark days we prayed for the opportunity to save the survivors of Nazism. This is the hour of our greatest opportunity. We must be big enough to fulfill our pledge, to live up to this opportunity, to play the role which our generation, out of hundreds of generations before us, has been chosen to perform."

"We have gone a long way on the road to the realization of the dream of freedom and security of the Jewish people. We cannot go back. We cannot stand still. There is only one road left. We must go forward.

"We can go forward. We can achieve our objectives. We can keep faith with ourselves, with the great heritage of our people, by devoting ourselves to the utmost to the success of this campaign which after all is the greatest task confronting American Jewry."

### **SKOURAS URGES FULLEST SUPPORT**

Spyros P. Skouras, who has in recent months been one of the most vigorous spokesman for the fullest American support for Israel, emphasized the heroic accomplishments of the new democracy. He made a moving personal plea for increased giving to the United Jewish Appeal. It was of unusual interest that in addition to Mr. Skouras, the motion picture industry was represented at the meeting by such well-known figures as Harry M. Warner, Major Albert Warner, Jack Cohn, Barney Balaban, A. H. Blank, Mitchell Wolfson and others.

### **DREW PEARSON WARNS OF DANGERS FACING JEWS**

Sounding a warning that the Arabs are preparing for another war against Israel and that in Germany Hitlerism was rising from the ashes of defeat, Drew Pearson said: "Most people do not realize it, but there is a small but dangerous cold war going on right now in the Middle East - the shipping of Sherman tanks, destroyers and even submarines and jet planes to Egypt.



"What is it being piled up for? Obviously for only one thing -- War. And the underground reports emanating from the Near East indicate that this time Arab leaders are determined to win. And this at a time when Israel sorely wants and needs peace.

"Upon North Africa and other Arab countries also there still falls the shadow of Hitler. I recall writing what I considered one of the most important stories coming after the war, the story of the Mufti of Jerusalem and his efforts to plant Hitlerism in the Near East. Those efforts I regret to say have succeeded. As a result, persecution is sweeping the Moslem lands and tens of thousands must flee to escape oppression and misery.

"This has contributed to the third and, to me, the most appealing problem facing Israel -- the valiant efforts of the Jewish people to make a home for these unfortunates in a land that is already crowded; in a land which since its Declaration of Independence was signed has almost doubled its population.

"That to me is one of the great miracles of modern-day civilization!

"During the War, Hitler brought about the mass murder of 6,000,000 Jews. Yet from their tragic ashes have sprung a world lesson in achievement and faith, that stands as an example to the world! Out of the ashes of despair, the Jews of Europe have built a new land on the remains of their ancient homeland. In the midst of destruction, the survivors of Hitler have become the pioneers and the farmers and the builders -- the builders of the future -- a beacon of democracy inspiring all of us. And that is something which cannot be allowed to fail.

"In all of this record of human salvation, American Jews, through the United Jewish Appeal, have played a role of decisive importance. Through the Joint Distribution Committee you kept Jews alive in the days of tragedy and persecution. Through the United Service for New Americans you gave the newcomers to our shores the opportunity to share in the responsibilities and privileges of American citizenship. And through the United Palestine Appeal you developed the land of Israel and prepared it for the main chance of nationhood and independence.

"But history will not judge you, my friends, by what you accomplished in any given period. Rather it will judge you by the final result. And that is the test facing us in this crucial year 1950. This is not a time when you, when any of us, can afford to relax."

### **IMPASSIONED PLEA BY ABRAHAM FEINBERG**

In an impassioned plea, Abraham Feinberg, of New York, National Chairman of the Trades and Industries Division, roused the meeting to its climax when he declared that American Jews held the key to the preservation of humanity and dignity among the despairing refugees in the immigrant camps of Israel.

Mr. Feinberg said that the United Jewish Appeal could not exist "unless we recognize that we are on this globe to do more than wriggle through our allotted years."

Declaring that "we all know and act on the knowledge that we have an obligation to our people and to our fellowmen," he pointed out that the humanitarian way made a "dual allegiance" desirable for all Americans.

In the course of his speech, Mr. Feinberg said: "We should shout from the rooftops that we have a dual allegiance -- an allegiance to America -- and an allegiance to humanity. There is no better form of Americanism than the relief of distress wherever it exists."



**PACE-SETTING GIFTS ANNOUNCED AT MOBILIZATION CONFERENCE**

Lou Boyar Associates, Los Angeles		\$200,000
Mrs. Felix M. Warburg, New York		150,000
Jacob Blaustein family, Baltimore		150,000
Joseph Cherner & A. S. Kay, Washington		150,000
Julian Venezky & Sam Rothberg		150,000
Robert Schiff, Columbus	"more than"	130,000
Mrs. Louis Altschul, New York	"more than"	125,000
Y. D. Markson brothers, Los Angeles		100,000
Reinfeld & Holtz, Newark		100,000
Abraham Feinberg, New York		75,000
Senator Herbert H. Lehman, New York		75,000
Jack Weiler, New York	"more than"	75,000
Edward Mitchell & Oscar Pattiz, Los Angeles		75,000
M. F. Berg Co., Los Angeles		75,000
Fred & Ben Katzner, Baltimore		60,000
Philip Meyers, Cincinnati		60,000
Joseph M. Schwartz, New York	"more than"	60,000
Lipschutz & Gutwirth, New York	"more than"	50,000
Eugene Meyer, Washington		50,000
Otto Bresky, Boston	"more than"	50,000
Emanuel Gratenstein, New Haven	"more than"	50,000
Albert M. Kahn, New York	"more than"	50,000
Rudolf G. Sonneborn, New York	"more than"	50,000
Jack Rothenberg, New York	"more than"	50,000
Jack Goldfarb, New York	"more than"	50,000
Joseph Meyerhoff family, Baltimore		50,000
Sam J. Goldfarb, New York		47,000
Joseph Holtzman, Detroit		45,000
Barney Balaban (personal)		41,000
Max Doft, New York	"more than"	40,000
Louis S. Myers, Kansas City	"more than"	35,000
Philip and Carl Leff, New York	cash advance	30,000
Si Scheuer, New York	"more than"	30,000
Alexander Block family, New York	cash advance	25,000
Samuel J. Bloomingdale, New York	cash advance	25,000
William P. Goldman, New York	"more than"	25,000
Jack Dubinsky & Sons, St. Louis		25,000
Herman and Benjamin Cohen, Baltimore		23,000
Morris W. Haft, New York	cash advance	20,000
Ben and Henry Feferman, South Bend		20,000
Brand and Puritz, Kansas City		20,000
Sigmund L. Dornbusch, Newark	cash advance	20,000
Jeffery L. Lazarus, Cincinnati		20,000
Maurice Rosenfeld, New York	cash advance	20,000
Charles Maslow, New York	"more than"	20,000
Max Sanders, Minneapolis		16,000

**McGRATH WARNS THAT WE CAN'T SIT BACK AND WAIT FOR MIRACLES**

At the climax of the Miami meeting, United States Attorney General J. Howard McGrath declared that miracles have been performed in Israel but that American Jews cannot rely on miracles to meet the current needs. "We are not going to depend on miracles but on faith in ourselves."



The Attorney General declared that he fervently hoped and prayed that the prophecies made by Drew Pearson earlier in the meeting would be fulfilled. Mr. Pearson predicted that Israel would have a Jewish population of 2,000,000 by 1955 and that by 1960 the Jewish State would be the strongest democracy in the Middle East.

Reviewing the present Jewish position, Mr. McGrath emphasized that in the Moslem countries 800,000 Jews are "in danger of violent death."

"This is not your problem alone. There are others not of the Jewish faith who feel with you. Your problem is our problem, too.

"I have come here not so much as the Attorney General of the United States but as your friend. My interest in the program of Jewish reconstruction in Israel is not of recent origin. I am proud of the fact that ten years ago in the City of Providence I was given a life membership in the Zionist Organization of America.

"Fear of persecution and homelessness are still the twin forces that are driving many Jews to search for a new future in Israel. One of your major tasks in 1950 is to provide the funds to receive and settle an additional 150,000 Jews in Israel. A considerable part of this immigration represents an urgent rescue program. It must be very obvious to all of us that the work of the United Jewish Appeal is still related to a timetable that may mean life or death for many innocent human beings.

"Your position as champions of the cause of democracy has been greatly enhanced through the establishment of Israel. I know that without your constant financial support during the past two decades, a Jewish State could not have come into being as the homeland for many hundreds of thousands of your fellow Jews.

"You have been partners in this historic enterprise. And this enterprise has already brought dividends of achievement and success. Has it ever occurred to you what the failure of this new democracy might mean to you? The partnership that exists between you and the people of Israel cannot be dissolved. It dare not be dissolved in this decisive period. It is the American way to see a worthwhile job through to completion. Moreover, any serious setback to the democracy of Israel now would be a setback for democracy everywhere -- not merely for the Jewish people.

"The United Jewish Appeal is a cause which must go directly to the heart of the entire American people. Its mission and its accomplishments are inseparable components of the blueprint of a future in which all men will be free and equal and all will enjoy the fruits of their labor in peace and security," the Attorney General said.

**ROOSEVELT SAYS ISRAEL MUST BE STRENGTHENED**

Franklin D. Roosevelt, Jr., Chairman of the National Christian Committee, sent a message to Mr. Morgenthau.

Expressing regret that his legislative duties prevented him from attending the conference, Mr. Roosevelt said:

"Americans of all faiths share determination that heroic tasks of United Jewish Appeal shall be carried on. Israel must be strengthened as haven for homeless and as outpost of democracy in Middle East. Support of UJA's world-wide program is sacred obligation of all who believe in brotherhood of man. I am confident your gathering will establish new standards of generosity in this worthy cause."



**BALTIMORE LIVES UP TO "MORE THAN EVER BEFORE" SLOGAN**

The Jewish community of Baltimore is well on the way to having an impressive 1950 campaign. Baltimore flashed the news of its first results to the Miami conference where they were received with great enthusiasm. Typical of the "more than ever before" giving in Baltimore are the following contributions for 1950:

	<u>1949 *</u>	<u>1950</u>
The Jacob Blaustein Family Group	\$145,000	\$150,000
Herman & Benjamin Cohen	18,500	23,000
D & H Distributing Company, Inc.	7,500	10,000
Victor Frenkil	15,600	20,000
Leonard L. Greif Family	8,000	18,000
Fred & J. Benjamin Katzner	53,000	60,000
Morton M. Macht	10,800	13,500
The Meyerhoff Family	43,000	50,000
The Speert Family	11,000	12,500
Samuel Steinbach & Son	15,750	20,000

Advance contributions from these and a number of other individuals who gave a total of \$448,350 in 1949 were increased to the figure of \$506,600 for the current year.

**CINCINNATI JOINS PARADE OF RECORD GIVING**

Cincinnati is another of the major cities whose pioneering efforts for the 1950 campaign contributed to the success of the unforgettable Miami meeting. The first gifts in the pre-campaign stage included a contribution of \$18,000 from Sol Luckman, a member of the National Campaign Cabinet and \$8,000 from Joseph Hoodin, Chairman of the 1950 Cincinnati drive, who recently returned from a tour of Israel. The Cincinnati gifts announced at Miami were: Ed Jacobs, Triangle Bag & Paper Co., \$15,000; Joseph Hoodin, \$8,000; Rubel Baking Co., \$10,000; Sol Luckman, \$18,000; E. Kahn Sons Co., \$10,000; Philip Meyers and Family, \$60,000; and Jeffery L. Lazarus, \$20,000.

The outstanding success of the Mobilization Conference was hailed by Mr. Morgenthau as a solid foundation for the greatest campaign in the history of the United Jewish Appeal. Intensive preparations for the Conference were made by Mr. Morgenthau, Mr. Venezky, as Chairman of the National Campaign Cabinet, and the following Cabinet members who were in Miami to plan its program: Morris W. Berinstein of Syracuse, N.Y.; Joseph Cherner, of Washington, D.C.; Melvin Dubinsky of St. Louis; Abraham Feinberg of New York; E. N. Grueskin of Sioux City; Joseph M. Mazer of New York; Samuel Rothberg of Peoria and Jack Weiler of New York. Also participating in the sessions of the Conference were: Moses A. Leavitt, Executive Vice-Chairman of the JDC and Henry C. Bernstein, Director of the Greater New York UJA.

\* The amounts listed in this column represent the combined gifts made last year to both the Jewish Welfare Fund and the Associated Jewish Charities.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950—\$272,455,800

Vol. V No. 5

NOT FOR PUBLICATION

March 8, 1950

#### AMERICAN JEWISH ARCHIVES

#### MAN RESPONSIBLE FOR 400,000 IMMIGRANTS VISITING U.S.A.

Dr. George Josephthal, the man through whose hands have passed the 400,000 Jews who entered Israel in the last twenty-one months, has been persuaded by the United Jewish Appeal to pay his first visit to the United States. He is scheduled to arrive next week.

One of the most colorful personalities in Israel, around whom legends have been woven since he mobilized illegal immigration from Europe in the days of the Nazis, Dr. Josephthal is the Director of the Immigration Department of the Jewish Agency.

Although only 38, Dr. Josephthal has a long history of association with Israel. One of the youthful leaders of German Jewry, Dr. Josephthal was first arrested by the Germans when he was accused of smuggling arms from Germany to Palestine during the Arab disturbances from 1936 onward. During the Nazi period, he became the leader of the underground railroad by which thousands of Jews of Europe were saved through transportation to Palestine. A native of Nuremberg, Dr. Josephthal received his education in Germany as a Doctor of Laws and Social Economics. He escaped Nazi imprisonment in 1939 and went to Palestine, where he helped found one of the kibbutzim, Gal Ed, of which he is still a member.

#### LOS ANGELES GIFTS SHOW SUBSTANTIAL INCREASES OVER 1949

Under the leadership of the "tireless trio," Oscar S. Pattiz, Chairman, Louis Boyar, Big Gifts Chairman, and G. Harry Rothberg, Chairman of Trades and Professions, Los Angeles is advancing on its 1950 campaign with increased gifts all along the line, a preliminary report discloses.

The community is sponsoring a special function at the Brentwood Country Club on the night of March 19, with Henry Morgenthau, Jr., as guest of honor.

In addition to the gifts of Louis Boyar Associates, \$200,000, against \$85,000 in 1949; M. F. Berg Co., \$75,000 against \$60,000 in 1949; Oscar Pattiz and Edward D. Mitchell, \$75,000 against \$50,000 last year; other pace-setters thus far announced



include Leonard A. Chudacoff, \$15,000 to \$20,000; the Deutsch Co., \$10,000 to \$15,000; Samuel Given, \$3,000 to \$10,000; Ike and Dan Greenberg, \$11,000 to \$14,000; Hoffman Bros., \$6,000 to \$10,000; Jack E. Smith, \$10,000 to \$12,500; G. Harry Rothberg, \$15,000 to \$25,000; Kasler Foundation, \$16,500 to \$20,000; Henry and Maxwell Sobel, \$10,000 to \$17,000; J. J. Weintraub, \$11,000 to \$15,000; Pensick and Gordon, \$12,000 to \$15,000; Murray Rosenbloom, \$13,000 to \$17,500; Joseph Shane, \$5,000 to \$7,500; Jack M. Feldman, \$5,000 to \$7,500; Arthur Weber, \$7,500 to \$10,000.

Other notable gifts included: Markson brothers, \$100,000; Charles Brown, \$25,000; Emil Brown, \$25,000; Maurice Holman, \$21,000; Seniel Ostrow, \$18,000; Tyre brothers, \$10,000.

### AMERICA'S FOREMOST LEADERS JOIN CHRISTIAN COMMITTEE OF UNITED JEWISH APPEAL

The people of America, as they express themselves through leaders in government, philanthropy, social service and industry, thoroughly back the United Jewish Appeal campaign of 1950. That is clear in the list made public this week of the officers of the Christian Committee of the United Jewish Appeal, which is headed by Franklin D. Roosevelt, Jr., as Chairman. The major political parties, every section of the country, every form of social, economic and religious belief are represented in the impressive roster.

Senator Robert A. Taft of Ohio and Mrs. Franklin D. Roosevelt are Honorary Chairmen of the Committee.

William Green, President of the American Federation of Labor, and Philip Murray, President of the Congress of Industrial Organizations, have accepted the posts of Co-Chairmen of the Labor Division of the Christian Committee. The two distinguished labor leaders head a group of trade union officials who will seek to enlist the support of organized labor behind the UJA.

Mrs. J. Borden Harriman, former American Minister Plenipotentiary to Norway, has accepted the Chairmanship of the Women's Division of the Christian Committee. Long known for her work in philanthropic and civic causes, Mrs. Harriman is one of the most notable personalities on the American scene.

The Associate Chairmen of the Committee, with Mr. Roosevelt, are Stanley C. Allyn Dayton, O., President, National Cash Register Co.; Gen. William J. Donovan, New York; Stewart F. Hancock, prominent attorney and former Director, National War Fund, Syracuse; Hon. W. Averill Harriman, U. S. Special Representative in Europe for ECA; Eric Johnston Los Angeles, President, Motion Picture Association of America; Hon. Jesse Jones, former Secretary of Commerce, Houston, Tex.; Ralph McGill, Editor of the Atlanta Constitution Atlanta, Ga.; Drew Pearson, columnist and radio commentator, Washington, D.C.; Spyros P. Skouras, President of Twentieth Century-Fox Corp.; Dr. Robert G. Sproul, President University of California, Berkeley; Hon. Sumner Welles, former Undersecretary of State and John Hay Whitney, partner J. H. Whitney & Co., corporation executive.

The members of the Committee include the following: Gov. Sherman Adams, New Hampshire; Winthrop W. Aldrich, Chairman of Board of Chase National Bank, New York; Rep. Cleveland M. Bailey, West Virginia; Hon. John J. Bennett, Chief Justice, Court of Special Sessions of City of New York; Sen. William Benton, Connecticut; Hon. Francis Biddle, former Attorney General, Washington, D.C.; Rep. Andrew J. Biemiller, Wisconsin; Rep. John A. Blatnik, Minnesota; Rep. Richard Bolling, Missouri; Gov. John W. Bonner, Montana; Gov. Chester Bowles, Connecticut; Hon. Charles F. Brannan, Secretary of Agriculture, Washington, D.C.; Gov. Gordon Browning, Tennessee; Rep. M. G. Burnside, West Virginia; John W. Carpenter, President Texas Power and Light Co., Dallas;



Hodding Carter, Editor, The Delta-Democrat Times, Greenville, Mississippi; Hon. Oscar L. Chapman, Secretary of the Interior, Washington, D.C.; Gen. Lucius D. Clay, former Commander of U.S. Forces in Europe, North Carolina; Bartley Crum, member of Anglo-American Committee of Inquiry on Palestine, New York; Rep. John C. Davies, New York; Gov. Paul A. Dever, Massachusetts; Rep. John D. Dingell, Michigan; Rep. Helen Gahagan Douglas, California; Sen. Paul H. Douglas, Illinois; Sen. Sheridan Downey, California; Rep. Clyde Doyle, California; Gov. Alfred E. Driscoll, New Jersey; Gov. James H. Duff, Pennsylvania; Rep. Herman P. Eberharter, Pennsylvania; Rep. Clair Engle, California; Marshall Field, Chicago; Rep. Daniel J. Flood, Pennsylvania; Gov. James E. Folsom, Alabama; Douglas S. Freeman, Editor, "The News Leader" Richmond, Va.; Gov. Dan E. Garvey, Arizona; Rep. Albert Gore, Tennessee; Rep. William T. Granahan, Pennsylvania; Earl G. Harrison, U. S. Representative on Intergovernmental Committee on Refugees; Rep. Edward J. Hart, New Jersey; Rep. Franck R. Havenner, California; Rep. Brooks Hays, Arkansas; Sen. Robert C. Hendrickson, New Jersey; Sen. Spessard L. Holland, Florida; Rev. John Haynes Holmes, Minister Emeritus, Community Church of New York; Rep. Charles R. Howell, New Jersey; Palmer Hoyt, Editor, "The Denver Post"; Sen. Hubert H. Humphrey, Minnesota; Hon. Joseph C. Hutcheson, Jr., Texas.

Sen. Irving M. Ives, New York; Rep. Henry M. Jackson, Washington; Dr. Mordecai W. Johnson, President, Howard University, Washington, D.C.; Rep. Raymond W. Karst, Missouri; Rep. Kenneth B. Keating, New York; Rep. Augustine B. Kelley, Pennsylvania; Rep. Edna F. Kelly, New York; Rep. Eugene J. Keogh, New York; Gov. Lee Knous, Colorado; Hon. Alfred M. Landon, Kansas; Gov. J. Bracken Lee, Utah; Sen. Pat McCarran, Nevada; Gov. Douglas McKay, Oregon; Rep. Clinton D. McKinnon, California; Sen. Brien McMahon, Chairman, Joint Committee on Atomic Energy, Connecticut; Gov. Sid McMath, Arkansas; Sen. Warren G. Magnuson, Washington; Gov. Luis Munoz Marin, Puerto Rico; Rep. Hugh B. Mitchell, Washington; Sen. Wayne Morse, Oregon; Sen. James Murray, Montana; Rep. Mary T. Norton, New Jersey; Rep. Alvin E. O'Konski, Wisconsin; Gov. Okey L. Patteson, West Virginia; Gov. Frederick G. Payne, Maine; Sen. Claude Pepper, Florida; Gov. Val Peterson, Nebraska; Rep. Philip J. Philbin, Massachusetts; Gov. Oscar Rennebohm, Wisconsin; Dean F.D.G. Ribble, Dean of Law School, University of Virginia; Rep. Peter W. Rodino, Jr., New Jersey; Beardsley Ruml, Chairman of Board of R. H. Macy & Co., New York; Gov. Henry F. Schricker, Indiana; Rep. John F. Shelley, California; Gov. Ingram M. Stainback, Hawaii; Gov. Adlai E. Stevenson, Illinois; Gov. Herman E. Talmadge, Georgia; Rep. Anthony F. Tauriello, New York; Sen. Elbert D. Thomas, Utah; Dr. Channing Tobias, Pres., Phelps Stokes Fund, New York; Hon. Maurice J. Tobin, Secretary of Labor, Washington, D.C.; Hon. Carl E. Wahlstrom, Judge of the Probate Court, Worcester, Massachusetts; Rep. John R. Walsh, Indiana; Gov. Fuller Warren, Florida; Gov. G. Mennen Williams, Michigan; Matthew Woll, Vice President of AFL, New York; Rep. Chase Going Woodhouse, Connecticut; Gov. Luther W. Youngdahl, Minnesota.

### CONNECTICUT STAGES A "C DAY" FOR THE NATION TO WATCH

Bridgeport, Conn., was the first city in the nation to coin the term "C Day," the C standing for Collections. Its magnificent job in converting outstanding pledges into cash attracted such wide attention that now the whole State of Connecticut will try the idea. Naturally, the man who put over "C Day" in Bridgeport was chosen to lead the State-wide experiment. He is Philip Sagarin, Chairman of the Executive Committee of the Bridgeport campaign, and one of the most dynamic of the younger leaders in the nation. Samuel F. Gingold, Chairman of the Connecticut Region of the UJA, and distinguished New Haven leader, selected Sagarin for the crucial job. The idea of "C Day" is simple. It will take place on Sunday, March 19. On that day, all communities in the State are asked to mobilize their greatest manpower to visit every home in the community to ask for payment, in full if possible, of all outstanding pledges.

Thus far, the following leaders have accepted Chairmanship for "C Day" in their



respective communities: Irvin Abkowitz, Ansonia; Dr. Jesse Englander, Bridgeport; Morris H. Broder, Colchester; George Yudkin, Derby; Judge Archibald H. Tunick, Greenwich; David Rosenbaum, Milford; Henry Goldsmith, New Britain; Bernhart E. Hoffman, New Haven; Morris Mallove, New London; Geurson D. Silverberg, Norwich; Abraham L. Brooks, Rockville; Manuel Weinstein, Southington; Rabbi David W. Pearlman, Stamford; Solomon Gelblum, Wallingford; Michael Twersky and Benjamin Ross, Waterbury. Additional leaders are joining the Statewide parade every day.

Governor Chester Bowles has proclaimed March 19 as "C Day" for the State of Connecticut. On March 7, he met in Hartford with Mr. Sagarin and the various community captains in order to survey the State plans to mobilize maximum cash for the United Jewish Appeal. Governor Bowles is acting in his capacity as an officer of the Christian Committee of the United Jewish Appeal.

Each community is being urged to borrow in line with the UJA cash needs as well as to clean up all outstanding balances for prior years.

In Ansonia, seven teams of two members each have been working on the cash situation. \$10,000 was borrowed and forwarded.

For Bridgeport, this will be its second "C Day." Its first "C Day" produced \$135,000 and enabled the community to repay a prior bank loan and arrange for a new loan of \$150,000 for the UJA. Greenwich obtained cash advances from individuals totaling \$44,000 which it sent to the UJA on account of 1950. Milford expects to borrow and forward \$10,000 in advance of the 1950 drive set to open on March 29. New Britain has already had two successful "C Days" and is planning its third such effort on March 19, when it expects to liquidate all outstanding balances. New London borrowed \$25,000 in advance of 1950. Norwich authorized a loan of \$50,000 as an advance on 1950.

Willimantic, which normally conducts its campaign in the Fall, has paid up in full its 1949 pledges, and has advanced its campaign to the Spring. The sum of \$9,000 has been borrowed and sent in as an advance on 1950.

In addition to the loans undertaken by communities a number of them have already collected and remitted some of the outstanding pledges of prior years.

#### **TUCSON, ARIZ. GOES FROM \$42,000 TO \$55,000**

Eddie Cantor came to Tucson, Ariz., last week and Joseph Brindis, energetic Chairman of the drive, was able to report that contributors who had given \$42,882 in 1949 had gone to \$55,131 in gifts this year. Already spurred to better giving by vigorous leadership, the Tucson community responded with special affection to Eddie Cantor by increasing pledges previously made. Mrs. M. I. Poze, Chairman of the Women's Division, saw the women's group too increase by 30% over 1949 with \$16,000 raised to date. At a special meeting of the Women's Division, Mrs. S. Alexander Brailove was the guest of honor together with Mrs. Eddie Cantor. Following the address of Mrs. Brailove, Mrs. Cantor spoke briefly and after all the cards had been called she said she would match any additional money that would be forthcoming. She promptly made out her check for the substantial additional amount that was pledged. Mrs. Cantor proved to be the hit of the meeting by her charm and graciousness.

#### **ORLANDO, FLA. GETS \$25,200 FROM \$19,000 OF 1949**

At the campaign opening on March 2, Ralph Meitin, Campaign Chairman of Orlando, Fla. was able to announce that contributors of \$23,275 in 1949 had increased to \$31,450 this year. A. Bornstein set the pace with \$5,000, while Heller Bros. increased from



\$2,500 to \$3,500; I. Hammer, from \$2,000 to \$3,000; Frank Stein, from \$1,700 to \$2,000; Leon Ettinger, \$1,250 to \$1,500; Ben Greenberg, \$1,250 to \$1,500; Ralph Meitin, from \$1,000 to \$1,500; B. Bornstein, from \$500 to \$1,000.

### MRS. IDA FRIEDMAN LEADS PASSAIC CAMPAIGN

Mrs. Ida B. Friedman, whose gracious hospitality has been one of the chief features of successful campaigns in her community in past years, has been elevated to the post of Chairman of the 1950 campaign of Passaic, N.J. She is thus the first woman Chairman of any major community drive in 1950. Chairman of Big Gifts in 1949, Mrs. Friedman was the largest contributor to that campaign. This is the first time in the 17-year history of the Passaic Jewish Community Council that a woman has served in this high post. Mrs. Friedman is vice-president of the A. and J. Friedman plumbing supply firm and a member of the Passaic Parking Authority. Last year, Mrs. Friedman visited Israel to see at first hand the work which her energy and funds have been aiding.

### COMMUNITIES SELECT TOP LEADERSHIP FOR 1950 CAMPAIGNS

Recognizing that more money will be raised in 1950 than in 1949, communities throughout the nation are trying to choose the most vigorous leadership available in order that full advantage may be taken of the trend.

Washington, D.C. has chosen veteran leader, Isadore Breslau, as its 1950 Chairman. Long active in national as well as local Zionist affairs, he is also National Vice-Chairman for Regions of the United Jewish Appeal. Benjamin Ourisman, who was one of the stalwarts of 1949 and previous campaigns, has accepted the Chairmanship of Special Gifts. Mrs. Cecil Kaufmann is Chairman of the Women's Division. Joseph Cherner is President of the Welfare Fund.

Syracuse, N.Y. has chosen Tracy H. Ferguson, prominent attorney as Chairman, Bernard G. Rudolph, Welfare Fund President has announced. Active in a variety of civic enterprises, Mr. Ferguson served as a naval officer during the war. Typical of the younger leadership of the nation, Mr. Ferguson started his communal career early, serving in 1938 as a national vice-chairman of the Junior Division of JDC. He is a former President of Syracuse B'nai B'rith and is a member of the Board of Directors of the Council of Social Agencies, among others.

St. Paul, Minn., gratified by the expert administration in the past few years of Morris B. Kuller, has chosen him Chairman for the "more than ever before" campaign of 1950. A partner in the Minnesota Knitting Mills, Mr. Kuller has been president of many of the Jewish and general organizations of St. Paul, serving ZOA, B'nai B'rith, JDC, Jewish Community Center and others. Mr. Kuller was also Chairman in 1949.

Houston, Tex. is being led in 1950 by Irvin M. Shlenker as Chairman. President of the GulfTex Drug Co., native of Natchez, Miss., Mr. Shlenker is currently also President of the Jewish Community Council of Houston. He is Vice-President of the Southwest Region of the CJFWF and President of the S.W. Region of the Union of American Hebrew Congregations. Co-Chairmen are I. S. Brochstein, Louis Pulaski and Bernard Weingarten. Mrs. I. B. Maltz is Chairman of the Women's Division.

Atlanta, Ga. selected two Campaign Chairmen who have gone to Israel in order to prepare themselves for the informed and crusading leadership that will be required in 1950. They are Rabbi Harry H. Epstein and Rabbi Jacob M. Rothschild. Rabbi Epstein heads Congregation Ahavath Achim, which has a membership of over 1,400 families. Receiving his training in Chicago, New York and Palestine, Rabbi Epstein is the author of a number of religious studies. He is a past president of the Atlanta Zionist



District, Atlanta B'nai B'rith and is on the boards of the major Jewish agencies in the community. Rabbi Rothschild, after serving in a number of pulpits, including Pittsburgh's Rodeph Sholom, volunteered for the chaplaincy in March 1942 and served brilliantly until April, 1946. His Pacific service included combat on Guadalcanal. He has been active in most Jewish and general organizations in Atlanta and is a member of the Citizens' Crime Prevention Committee.

Portland, Ore. was congratulated last week by Abraham Feinberg, National UJA Chairman for Trades and Industries, on its selection of Harry Mittleman as 1950 Campaign Chairman. A leader in the real estate field, Mr. Mittleman has already mobilized a united community behind him. A dynamic leader, Mr. Mittleman is expected to carry Portland to new heights in campaigning.

Bridgeport, Conn. will be led in 1950 by "the statesman of the community," Judge Samuel Mellitz. For years an active, energetic leader in every phase of Jewish life, Judge Mellitz is respected by every section of the community. By selecting Judge Mellitz as Campaign Chairman, Bridgeport is, in effect, guaranteeing that more will be raised in 1950 than in 1949. In turn, Judge Mellitz' acceptance of the Chairmanship will be taken by the community as the best symbol of the importance of the campaign. Among the officers who will serve alongside him is Philip Sagarin, Chairman of the Executive Committee.

New Orleans, La. last week went forward toward a goal of \$750,000, as against \$500,000 raised in 1949, under the leadership of Frederick A. Kullman as Chairman and Malcolm Woldenberg as Chairman of Big Gifts.

Minneapolis, Minn. will have Rabbi Morris Gordon as Chairman. A chaplain in the war, Rabbi Gordon served in Africa and the Far East, where he received the Bronze Star medal for service in the Burma jungle campaign. The selection of Rabbi Gordon took place at a meeting of community leaders in the home of Jay Phillips.

#### **MRS. LEHMAN AIDS BALTIMORE WOMEN'S CAMPAIGN**

Mrs. Herbert H. Lehman, Honorary Chairman of the Women's Division of the UJA, was guest of honor at the advance gifts tea held by the Baltimore Women's Division. The group of women who had pledged \$71,000 in 1949 raised their contributions to \$83,000, it was reported by Mrs. Jacob Blaustein, energetic Chairman of the Baltimore group. Under her leadership, the Baltimore women, always an effective fund-raising unit, are raising record sums.

#### **MRS. BRAILOVE VISITS WOMEN'S DIVISIONS ON TOUR**

Mrs. S. Alexander Brailove is a working Chairman of the Women's Division of the United Jewish Appeal, maintaining the traditions set by her predecessors, Mrs. David M. Levy and the late Mrs. Ernest Wadel. At present, she is on a tour of the Southwest and West Coast, meeting with individual leaders and addressing special fund-raising and promotional functions. Her current visits have taken her through Houston, Dallas, Fort Worth, New Orleans, Tucson, Phoenix and Los Angeles. She is also scheduled to be in San Francisco, Portland and Seattle, before she ends the first phase of her nation-wide tour to acquaint herself with the problems of Women's Divisions.

Everywhere she has gone, Mrs. Brailove has stirred new interest in the needs of the United Jewish Appeal through her effective simplicity in describing the current situation.

Mrs. Brailove announced this week the addition of two personalities to the



National Women's Division. Mrs. William J. Tannenbaum of Chicago has been named a Vice-Chairman and Mrs. Walter E. Heller, one of the notable figures in the Chicago community, has joined the Women's Advisory Board.

### **MRS. ROOSEVELT TELLS \$1,000,000 LUNCHEON UJA SUPPORT IS AMERICAN CREDO**

The most successful campaign opening in the history of the New York City Women's Division of the United Jewish Appeal took place last week when over \$1,000,000 was raised at a luncheon attended by 400 women. Mrs. Franklin D. Roosevelt was guest of honor. Mrs. Hal Horne, Chairman of the Women's Division, and Mrs. A. Louis Oresman, Co-Chairman, who presided at the function, were moved to predict unusual achievements in 1950 as a result of this first demonstration of support.

Speaking as Chairman of the United Nations Commission on Human Rights, Mrs. Roosevelt asserted that "what is being done today on the whole question of helping people, particularly the Jewish people, is a question of human rights. I look upon the helping of the people in Israel as part of a whole piece of work which I feel has been undertaken by the United Nations, but which I also feel must be spearheaded by the United States."

As she called upon the women to extend themselves in support of the United Jewish Appeal, Mrs. Roosevelt said:

"The needs in Israel today must be paramount, because it is very bitter for those who have been homeless so long to leave the camps of IRO or the countries where they have lived in fear, and find in the land of hope difficulties that must be faced.

"I think we must move quickly because it is important to the citizens of the United States that wherever in the world an effort is being made to give all the people in any country human rights and freedoms, we must have a share in helping these people attain their desires. It is not going to be easy to change the pattern in many countries that have never regarded human rights and freedoms as important. Now here is Israel that does regard these rights as important. Therefore, we must help in every way possible."

### **AMERICAN LEADERS GET NEW INSPIRATION IN ISRAEL**

The flow of American Jewish community leaders to Israel is rising to constantly greater dimensions, a survey of visa applications processed by United Jewish Appeal headquarters reveals. Many have already returned with new determination to aid the United Jewish Appeal meet the greater needs of 1950.

In accepting the draft last week of his fellow citizens in Paterson, N.J., Nathan Kluger took the Chairmanship of his community's campaign as a direct result of the impact upon him of the needs in Israel. Like other business men, his enterprise requires a great deal of his time and energy, but he felt that he could not, in 1950, do anything but lead the campaign.

Judge Abraham Lieberman of North Hudson, N.J., commenting upon his impressions, put it succinctly. "Israel is a wonderful country, with happy people. All my work for UJA has not been in vain," said the man who, in recent years, has been one of the staunchest pillars of the Jersey drive.

After meeting in Israel with members of the Jewish Agency and with government officials, Leon L. Levy, former Chairman of the campaign in Trenton, New Jersey and President of the Trenton Jewish Federation, who is now serving as Co-Chairman of the



United Jewish Appeal New Jersey State Region, declared in behalf of himself and Louis C. Hano, Jr., also of Trenton, in a cable sent this week to the Trenton Jewish Federation that their greatest impression as a result of their trip to Israel is "the unflagging determination of all classes of the population to maintain an open door to unlimited Jewish immigration regardless of sacrifices and austerity required. We are deeply impressed by the remarkable achievement in settling more than 250,000 Jews since the establishment of the State of Israel. This achievement has been made possible because of the contribution of American Jews through the United Jewish Appeal and because of the great spirit of unselfishness demonstrated by the Jewish community in Israel.

"Israel's readiness to take in all Jews who need to find hope and haven here provides unprecedented opportunity to relieve great Jewish distress and homelessness. However, it is impossible for the Israel community to carry out the task with its own resources alone. Almost 90,000 immigrants are now maintained in tent cities throughout the country in great misery and discouraging idleness because of the lack of funds for maintenance and housing and for creation of job opportunities.

"News from Iraq indicates the possibility of the immigration of large numbers beyond 150,000 already expected in 1950. The failure of our community to participate in this glorious rescue work will mean added misery and despair to hundreds of thousands of people. This year presents the greatest challenge of rescue and rehabilitation we have yet faced. We must respond commensurately with the opportunity and the need."

The mood in which American visitors to Israel think is reflected in a paragraph written by Dr. Ira Eisenstein in "The Reconstructionist."

"The UJA—I thought about it this morning, as one thinks of a big, wood fire in the fireplace of one's cozy home while trudging through the forest in the storm. Shivering with these people through one of the worst winters in their history, I think I could make a few speeches about the UJA, the kind that cannot be written in a steam-heated apartment. But don't wait for the speeches; give as you never gave before, to save these valiant Jews who look to me now, against the background of the snowfall, like so many Pilgrims founding another nation like ours."

#### **LOOK MAGAZINE FEATURES UJA ACHIEVEMENT THROUGH OPERATION MAGIC CARPET**

Under the heading of "After 3,000 Years A Bible Prophecy Is Fulfilled," Look Magazine features a very interesting article by Ruth Gruber on the achievements of the UJA in making possible the transfer of the entire Jewish community of Yemen to Israel.

In the Look Magazine of March 14 which is now on the newsstands Miss Gruber, noted foreign correspondent, tells in colorful words and unusual pictures the story of the twentieth century miracle of the rescue of the Yemenite Jews from persecution and poverty and their immigration and settlement in Israel with the aid of the UJA. "The first exodus was led by Moses," the author says. "The new children of Israel are led by the United Jewish Appeal."



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL  
FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 6

NOT FOR PUBLICATION

March 20, 1950

#### THREE BIG CITIES SHOW "MORE CAN BE RAISED IN 1950"

Los Angeles, With Morgenthau, Reports Record \$1,500,000  
Eddie Cantor Helps Pittsburgh Reach \$740,000 At First Big Gifts Meeting  
Baltimore Total Passes \$1,100,000 At Meeting With Bartley Crum

Sunday, March 19 saw three of the major cities of the nation launch the Big Gifts phase of their campaigns. They are Los Angeles, Pittsburgh and Baltimore. In each city, the total raised from among those who attended the Big Gifts dinners was greater than the amount contributed by the same group in 1949. Each city, therefore, showed that the trend toward better giving is national and not merely isolated to one or two communities.

In Los Angeles, the function was held at the Brentwood Country Club. Hon. Henry Morgenthau, Jr., who had visited the West Coast several weeks previously, was recalled to address the large meeting, which also saw an award made to Jack Benny. Cecil Brown, well-known radio commentator, was among the other speakers for the occasion.

The Brentwood Country Club function at the Ambassador Hotel recorded a total in pledges of \$995,000 from Club members who had given \$687,000 in 1949. Including this total, the pledges now recorded in the Los Angeles Welfare Fund drive now exceed \$1,500,000, showing a continuing average increase of about 30%.

Edward K. Zuckerman, President of Brentwood, presided at the meeting. Victor Carter introduced the guests and Harry Rothberg and Louis Boyar read the cards.

Pittsburgh turned out in gala array for the campaign opening which had Eddie Cantor (and Ida, too) as guest of honor. The distinguished star, who has been one of the pillars of the United Jewish Appeal campaign, created enormous enthusiasm in the total community by a full day of activity to center attention on the drive. Speaking with him at the dinner was Abraham Feinberg, National UJA Chairman for Trades and Industries, whose brilliant speaking was one of the highlights of the national Big Gifts meeting at Miami Beach recently. Once again he served to arouse a greater understanding of the imperative need for better gifts. He was given a standing ovation when he concluded.



Leon Falk, Jr., Chairman for Big Gifts, reported at the close of the meeting, that \$740,000 had been pledged by those present. This represents a 14% increase over the amount given by the same contributors in 1949.

Leon Falk, Jr., presided, and, in addition to the others, Sidney Stark, Campaign Chairman, and Emanuel Spector, Welfare Fund President, also spoke. Eddie Cantor personally called every single card. In tribute to him and to the extraordinarily warm atmosphere that he created, many of those called offered increases as the evening proceeded.

Baltimore, being led by J. Benjamin Katzner as Campaign Chairman, reported a total of \$1,100,000 raised at its campaign opening addressed by Bartley Crum. This represented giving of about 10% better than last year.

### **MIAMI PASSES \$1,000,000 MARK, MAINTAINING INCREASED GIVING**

On March 16, the Miami Jewish Federation had passed \$1,000,000 in its current campaign and was maintaining the increased giving which was first indicated at the initial gifts meeting which was addressed by Mr. Morgenthau early in January. After the first results were announced, weekly progress reports on the Miami giving were not recorded in "Report to Members". As a result of this, some inquiries were made as to whether this meant that the increases first announced were not typical. But now that Miami has passed the substantial sum of \$1,000,000, an analysis of the progress made shows that the over-all increase was continued. The total raised in the whole campaign in Miami for all of last year is expected to be surpassed in the next few days; and from that point on, all additional funds represent excess over 1949.

The campaign officers headed by Dan Ruskin, as Campaign Chairman, and including William D. Singer, President of the Miami Federation, are anxious to establish a maximum increase over 1949, in order to encourage the rest of the country and to provide to the United Jewish Appeal the larger sums required by 1950 needs. Morris Klass is Executive Director of the Miami Federation. Other officers include: Sam Blank, Big Gifts Chairman and Mrs. Carl Weinkle, Chairman of the Women's Division.

### **OTHER FLORIDA TOWNS SHOW INCREASES**

Lakeland, Fla. With an opening gift of \$5,000 from Harris Wishnatski, this community registered contributions of \$16,925 at its campaign opening. The results, from thirty-five donors, compared with \$13,000 contributed by the same individuals in 1949 show a 30% increase. The campaign was opened with a big gifts dinner, which was addressed by Martin Abelove of Utica, followed by a community meeting that evening in the synagogue. Sam Seigel called cards and Chaim Teitler and Mr. Abelove spoke. An urgent plea for turning pledges into immediate cash keynoted the meeting.

Fort Lauderdale, Fla. At a meeting addressed by William D. Singer of Miami and attended by State Chairman N. C. Goldman, Fort Lauderdale opened its campaign with \$5,685 raised as against \$4,460 from the same contributors last year. Co-chairmen of the campaign are William Kretchman and Charles Reiss.

### **LEVITT & SONS DOUBLED GIFT OF \$250,000 PACES NEW YORK**

A contribution of \$250,000, twice as much as was given last year, from Abraham, Alfred and William J. Levitt of Levitt & Sons, the builders, paced the first Big Gift:



meeting held last week by the United Jewish Appeal of Greater New York. Over \$6,000,000, the largest sum ever reported at an opening function, was announced by Henry Morgenthau, Jr., who presided at the initial meeting.

Other leading contributions included the initial gift of Si Fabian and Sam Rosen for \$100,000; Benjamin and Max Abrams, \$50,000 initial; Rudolf G. Sonneborn, \$55,000 initial and Eisner & Lubin, \$40,000 initial.

The function was in the nature of a tribute to the five co-chairmen of the drive. The first Annual Chairmen's Award was presented to Samuel D. Leidesdorf, Treasurer of the New York UJA. As the cards of those present were read for the announcement of gifts, it was noted that many trades and industries were represented among the donors, showing that the tendency to give more than before was to be felt in all fields. Gifts in the real estate division, for example, included Jack D. Weiler, \$50,000; Louis Adler, from \$15,000 to \$25,000; Benjamin Bogart and associates, from \$8,660 to \$25,000; Joseph H. Schwartz, \$62,000.

In the men's and women's ready-to-wear and textiles there were such gifts as: Jack Goldfarb, from \$50,000 to \$60,000; Abraham and Herman Bernstein, from \$20,000 to \$25,000; Maurice Handler, \$25,000 initial. In the field of metals there were gifts of \$20,000 from Beno Elkan and \$25,000 initial from Charles and Henry Kahr.

Many of the top gifts which were announced at this function had been previously announced at the national Big Gifts meeting at Miami Beach recently and were reported in a previous issue.

#### **FOUR CONFERENCES IN DAY PRODUCE CASH AS WELL AS SPIRIT**

**F.D.R., Jr. and Dr. Israel Goldstein Address \$1,000,000 Cash Meeting at Syracuse  
Dr. Nahum Goldmann and Dr. Josephthal Talk at \$900,000 Paterson Assembly  
Quentin Reynolds Stimulates Illinois Conference at Springfield  
Commander Joshua Goldberg Stirs Delegates at Stockton Gathering**

In four widely separated parts of the country, the story of the United Jewish Appeal was told at regional conferences which brought together campaign leaders from scores of communities. The day was March 19. The cities were Syracuse, for a New York State meeting; Paterson, for a New Jersey rally; Springfield, for a conclave of Illinois and surrounding States; Stockton, for an assembly of communities in California. In each instance, the Conference was used not only to create a better understanding of the greater needs of 1950 but also to serve as a gathering place for the mobilization of cash, without which the United Jewish Appeal agencies cannot function.

At Syracuse, the principal speakers were Franklin D. Roosevelt, Jr., National Chairman of the Christian Committee, Dr. Israel Goldstein, former Treasurer of the Jewish Agency, Israel Jacobson, former Hungarian JDC head, David Uchill and Tracy Ferguson, Chairman of the Syracuse campaign, who presided.

A total sum of \$1,000,000 was provided by upper New York State communities at the Syracuse conference, when David Uchill began calling the roll for cash returns. Syracuse itself, about to launch on its 1950 campaign, provided \$250,000 of that sum. Rochester made available \$200,000. Albany furnished \$200,000, while Utica came up with \$100,000 and promised an additional \$15,000. Niagara Falls was represented with \$40,000. In almost all cases the money represented bank borrowings, in addition to intensified collections on previous pledges.



Other communities which presented checks included: Binghamton, \$75,000; Troy, \$50,000; Elmira, \$15,000; Ithaca, \$11,000; Auburn, \$10,000; Oswego, \$10,000; Schemectady, \$10,000; Watertown, \$10,000; Amsterdam, \$5,000.

Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency, and Dr. George Josephthal, Director of the Absorption Department of the Agency in Jerusalem, were the principal speakers at the New Jersey Regional Conference at Paterson. Joseph Shulman, President of the Paterson Community Council, presided at the morning session, and Nathan Kluger, Paterson Campaign Chairman, presided in the afternoon.

In addition to cash already forwarded to headquarters checks in the amount of \$443,000 were presented on the spot and checks for \$300,000 from adjacent communities were voted at morning meetings held the same day. Paterson itself handed in \$200,000 while Jersey City provided \$150,000. Hackensack announced \$51,000; North Hudson, \$31,000; Linden came forward with \$25,000. Fair Lawn presented \$15,000, while \$10,000 was handed in by Bayonne, which promised an additional \$50,000 as an advance on its 1950 fall campaign. Ridgewood brought \$2,500 and Bernardsville sent in a \$500.00 advance.

On the morning of the 19th, Elizabeth, N. J. met to discuss its own campaign plans and adopted a goal for 1950 of \$775,000. At the same time, a group of individuals signed notes to provide the United Jewish Appeal with \$200,000. Representing the United Jewish Appeal at the meeting were William Rosenwald, National UJA Chairman, and Jacob Salomon, noted Israeli attorney, of Haifa.

At Springfield, 175 leaders from Illinois and Eastern Missouri met to plan their 1950 campaigns. Principal speakers were Quentin Reynolds, Sam Kadison of St. Louis, Harold A. Goldman of Des Moines, National Vice-Chairman for Regions, and Mrs. Nathan A. Whitfield of Montclair, N. J. Checks in a total sum of \$181,500 were presented from various communities, while an additional total of \$65,000 will be forwarded during the course of the week. Communities which participated in the cash presentations were as follows: Springfield, \$31,500 representing cash borrowed from individuals, plus \$3,500 to be forwarded within the next few days; Joliet, \$40,000 representing a bank loan; Rockford, \$10,000 representing a bank loan; Danville, \$7,700; Southern Illinois, \$85,000; Quincy, \$5,000; Sikeston, Mo., \$2,300. Aurora is completing loan for \$50,000; Kankakee promised \$10,000 within the next few days and Mattoon will make \$1,500 available in 10 days.

In Stockton, Calif., twelve communities gathered to review campaign progress and to consider mutual problems. A total of \$222,500 from this area was announced as follows: Stockton, \$25,000; Reno, \$15,000; Sacramento, \$33,000 of which \$25,000 represents an advance on 1950; Modesto, \$5,000 advance on 1950; Napa, \$2,500 advance on 1950; Oakland, \$100,000; Salinas, \$15,000; Vallejo, \$7,500; Petaluma, \$5,000; San Cruz, \$2,000 with an additional \$1,000 promised shortly. Fresno promised \$10,500 and Merced a \$1,000 advance on 1950.

Other conferences were held in recent weeks at Old Point Comfort, Virginia, for Virginia-North Carolina; Augusta for the State of Maine; Columbia for the State of South Carolina; and Oshkosh for the State of Wisconsin.

Fourteen communities were represented at the Virginia-North Carolina meeting, presided over by Emanuel J. Falk of Newport News as Conference Chairman. I. Edwin Goldwasser, Co-Treasurer of the UJA, made a plea for cash which resulted in the presentation of \$214,000 with an additional \$26,500 promised. Communities which presented cash were Richmond, \$50,000; Norfolk, \$75,000; Newport News, \$25,000; Portsmouth, \$10,000; Emporia, \$1,500; Durham, N.C., \$2,500; Charlotte, \$25,000;



Hendersonville, N.C., \$3,000; Rocky Mount, N.C., \$4,000; Albemarle, N.C., \$10,000. Greensboro remitted \$75,000 prior to the Conference.

The Jewish communities of Maine announced a total cash advance of \$195,000 at the meeting held at Augusta. Bangor presented \$100,000; Lewiston, \$75,000; Waterville, \$11,000; Rockland, \$3,000; Calais, \$3,500.

South Carolina communities pledged cash of \$51,925 at a Conference addressed by Robert St. John, noted author and commentator; Eliezer Liebenstein, member of the Israel Parliament; James L. Permutt, UJA Chairman for the State of Alabama; and Sam Kadison, St. Louis communal leader. Among the communities which announced cash were Columbia, \$40,000; Georgetown, \$2,000; Sumter, \$5,000; and Beaufort, \$2,500.

#### **\$50,000 Advanced By Madison, Fall Community**

Madison, Wisconsin, which holds its campaign in the fall, sparked the Wisconsin State Conference with a 1950 advance of \$50,000. This sum was obtained by means of loans secured by individual leaders in the community. Max Weinstein is President of the Welfare Fund. Rabbi David Shapiro, UJA Chairman for the State of Wisconsin, was 1949 Campaign Chairman. Cash was announced from other communities as follows: Green Bay, \$25,000; Fond du Lac, \$10,000; Stevens Point, \$5,000; Oshkosh, \$10,000; Manitowoc, \$8,500; Marshfield, \$3,000; Beaver Dam, \$1,500; Appleton, \$13,000; Marinette, \$1,000; Waupaca, \$3,000; Wausau, \$2,000; Sheboygan, \$15,000.

#### **ARIZONA CAMPAIGNS SPURT AHEAD OF LAST YEAR'S RESULTS**

Tucson, Ariz. As of March 17, pledges recorded in the Tucson campaign totalled \$95,000, as compared with some \$75,000 from the same givers in 1949, it was reported by Joseph Brindis, Chairman of the drive. There is far greater enthusiasm in the current campaign, with correspondingly improved giving, it is conceded by all campaign workers.

Phoenix, Ariz. As of March 17, Charles Korrick, Chairman of the Phoenix drive, had reported pledges of \$44,820 from the same contributors who had given \$36,000 a year ago. A number of important gifts were still in the hands of big gifts solicitors, as campaign leaders pointed out that only increases would be accepted, in keeping with the greater needs of 1950.

#### **PORTLAND, OREGON SHOWS 33% INCREASE**

March 19 marked the opening of the Big Gifts section of the 1950 campaign in Portland. Guest of honor was Benjamin H. Swig, dynamic Co-Chairman of the San Francisco campaign. The function which brought together the pace-setters of the community showed 11 contributions totalling \$48,650. The leadership of the campaign, headed by Harry Mittleman, Campaign Chairman, was greatly encouraged since this total compares with \$36,500 from the same contributors a year ago, showing a total increase of 33%. Harry A. Herzog is President of the Oregon Jewish Welfare Fund and Milton D. Goldsmith is Executive Director. Mrs. Ben Rosenfeld is Chairman of the Women's Division.

#### **LINDEN, N. J. RECORDS 32% INCREASE**

Linden, N. J. believe it has at least as many problems as any other little community its size and, therefore, its campaign leaders were considerably enheartened



last week when, at the initial gifts meeting, forty-three men contributed \$18,250. This compared with \$13,775 given by the same group in 1949, to show an increase of 32½%. Rev. John Stanley Grauel was the speaker and Louis Rakin, Campaign Chairman, called the cards, after announcing his own gift of \$2,000. Recognizing the urgent need for immediate cash, the pledgors were asked to provide on the spot as much cash as possible. An additional amount was borrowed, in order that \$25,000 could be presented from Linden to the Regional Conference at Paterson on March 19. In 1949, the community provided a total of \$49,070 to the UJA for the year.

### **LAKESWOOD, N. J. INITIAL GIFTS SHOW 26% RISE**

Lakewood, N. J. is determined to raise the greater sums of money that are needed in 1950. Al Tisch, energetic Chairman of the campaign, started off with his own gift of \$5,000 toward the sum of \$19,200 that was raised at the opening meeting attended by 35 men. An increase of 26% was registered, since the same givers had pledged only \$15,200 in 1949. Speakers for the occasion were Commander Joshua Goldberg and Leona H. Gidding, of Plainfield.

### **PALM SPRINGS, CALIF. REGISTERS OVER 100% INCREASE**

Palm Springs, which last year provided a total of \$10,700 for the UJA, in 1950 set a goal of \$27,500, with UJA included for \$25,000. At the initial gifts meeting, community leaders sparked the campaign with gifts totaling \$11,600 as against \$5,700 from the same contributors last year, or an increase of over 100%. Chairman John Chernus doubled his own gift, going from \$500 to \$1,000. Among other increases were Charles Bonoff, \$1,250 to \$2,500; Frank Rusalem, \$500 to \$1,000; Aaron Sternberg, \$250 to \$750; Leib Rosen, \$500 to \$1,000; and Hon. William Friedman, \$1,000 to \$1,500. The community is going forward with spirit and determination to achieve goal.

### **BETTER RESULTS AMONG WOMEN AS WELL**

New Orleans: The need to "raise more money" in 1950 was the keynote of a series of women's division functions held last week as part of the New Orleans Jewish Welfare Fund drive. At one of these, a "\$365 minimum" luncheon at the home of Mrs. S. Walte Stern, a total of \$11,220 was contributed by women who had given \$9,900 last year. In addition, almost \$6,000 of this was paid in at once in cash, as speakers emphasized the urgent need for funds at once.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 7

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March 28, 1950

#### AMERICAN JEWISH ARCHIVES

#### UNIQUE NATIONAL UJA CONFERENCE AT WASHINGTON ON SUNDAY, APRIL 16

Leaders of Jewish communities from all parts of the United States are expected to attend the unique National Conference of the United Jewish Appeal to be held at the Shoreham Hotel, Washington, D. C. on Sunday, April 16.

Invitations to this Conference have been issued over the signatures of some of the foremost Americans of our time, headed by Franklin D. Roosevelt, Jr., Chairman of the National Christian Committee of the UJA, Secretary of the Interior Oscar Chapman, Secretary of Labor Maurice Tobin, Secretary of Agriculture Charles F. Brannan, William Green, President of the AFL, Philip Murray, President of the CIO, Mrs. J. Borden Harriman, Senator Robert P. Taft, and Mrs. Franklin D. Roosevelt.

The meeting is intended as an assembly of Jewish representatives, who will meet with some of the leaders of the National Christian Committee. There will be a review of the status of the United Jewish Appeal campaigns as of the mid-Spring phase. Reports on progress in various communities and the presentation of cash from communities which will be able to mobilize additional resources will be featured on the program. It is expected that some of the highlights in successful campaigns to date will be brought to the attention of the entire American community for the exemplary effect this may have on campaigns to be held during the balance of the Spring.

Some community leaders have indicated that they may bring along a number of Christian friends from their own cities to help in the launching of Christian solicitation efforts.

#### DETROIT CAMPAIGN OPENS WITH \$1,212,000, SURPASSING 1949

With the presence of Eddie Cantor as effective underscoring of the urgency of this year's campaign, the Detroit Jewish Federation was able to announce on Monday night, March 27, at the Big Gifts opening, that it has received in pledges a total of \$1,211,939, which represents a substantial improvement over the results from the same givers in 1949.



At the dinner marked by the participation of Eddie and Ida Cantor, the pledges from 152 men added up to \$1,076,733. This compared with \$981,837 from the same group of contributors the previous year. The Women's Division, whose results are not included in the foregoing pledges, was able to announce that its advance gifts have reached the amount of \$135,206.

Top gifts of the occasion included the following: From Andrew and Henry Wineman and People's Outfitting Co. \$65,000, Mrs. Henry Wineman, \$13,300 and Mrs. Andrew Wineman, \$10,300, for a grand total from the family of \$88,600; from the Wisper and Wetsman families, a total of \$77,500 of which \$65,000 is from Wisper and Wetsman, Inc., \$10,000 from Guardian Glass Co., and \$2,500 from Mrs. Frank A. Wetsman; L. and S. Hamburger (Production Steel Co.) \$56,000; Abner A. Wolf, from \$21,000 to \$25,000; Stanley Imerman, \$17,000; Keystone Oil (Nathan R. Epstein, Leon B. Kay and William Fisher), Aurora Gas (Max M. Fisher) and Speedway 79 Co. (Sucher Bros.), \$60,000; Julian H. Krolik, \$8,000; Louis Alper, from \$5,000 to \$6,600; Morey L. Abrahams, from \$3,000 to \$5,000; Joseph and Harry Slatkin (Dexter Chevrolet), \$17,000; Frieda G. Levine Foundation, from \$30,000 to \$32,500; Joseph Holtzman and associates, from \$39,000 to \$45,000; Max J. Kogan, from \$20,000 to \$25,000; Harvey H. Goldman Co., \$13,000; Merwin K. Grosberg, from \$1,000 to \$4,000; Odessa Progressive Aid Society, \$1,000 to \$4,500; Simons-Michelson Co., \$10,000; Morris and David Pollack, \$10,000; Ben L. Silberstein, \$16,000; Lurie Bros.-Wrigley Stores, \$23,000; Samuel Brody and Sons, \$5,000 to \$7,500; Paul Zuckerman and Velvet Peanuts Products, \$8,000 to \$10,000; Morey L. Rosenthal and Leo Mellon, \$5,000 to \$6,000; Irving W. and Louis C. Blumberg, \$6,700 to \$7,000; Nathan and Meyer M. Fishman Family Foundation, \$20,000; Jason L. Honigman, \$11,000 to \$12,000; Safran Printing Co., \$14,000; Robinson Furniture Co., \$11,000.

Detroit's 1950 campaign is under the leadership of a Cabinet comprising Julian H. Krolik, who is Chairman of the General Cabinet; Louis Berry, Chairman of the Pre-campaign Cabinet; and Harvey H. Goldman, President of the Detroit Service Group, Chairman of the Trades Cabinet. Mrs. John C. Hopp is Chairman of the Women's Campaign, and Mrs. Harry Becker, Chairman of Pre-campaign Women's Division.

### CINCINNATI OPENS WITH \$582,000 EXCEEDING 1949

Saturday night, March 25, saw the opening of the 1950 campaign of the Cincinnati O. Jewish Welfare Fund. From the group gathered at the Netherland Plaza, pledges totalling \$582,777 were recorded, showing an increase of 10% over the amount contributed by the same pledgors the year before. Eddie Cantor was the guest of honor of the occasion, and was introduced by Joseph Hoodin, Chairman of the campaign. Mrs. Pascal Schwartz is Chairman of the Women's Division. Frederick Rauh is President of the Welfare Fund and Maurice J. Sievers, Executive Director. Some of the leading gifts were: Meyers and Family, \$60,000; Moskowitz and Rose, \$52,500; Sol Luckman, \$18,000; Ed Jacobs and Shore Family, \$17,500; Shore Family additional \$5,000; Louis Kahn Family, \$16,500; Emil Frank, \$11,000; Rubel Family, \$10,000; Max Hirsch, \$8,500; Joseph Hoodin, \$8,000; Ben Doll, \$5,000.

### ALBANY BIG GIFTS MEETING EXCEEDS 1949 RESULTS

With Abraham Feinberg, National Chairman for UJA Trades and Industries, as the guest of honor, the Big Gifts phase of the Albany, N.Y. campaign was launched this week with a total of \$88,400 pledged by thirty pace-setters for the 1950 drive. Among the top pledges of the occasion were Henry Barnet & Co., \$15,300; Berkun Bros., \$8,900; Sidney Rosenstock, \$12,500; Samuel Aronowitz, \$6,500; and Levitz Co., \$6,500. The pledges of the same group in 1949 totalled \$87,950.



### LYNN, MASS. OPENS WITH NEW FUND-RAISING LEVELS

Morris Berinstein, of Syracuse, National Campaign Chairman of UJA, Dewey Stone, of Brockton, and Jacob Salomon, noted Haifa lawyer, were the United Jewish Appeal team visiting Lynn, Mass. on March 26 to meet with the pace-setters of the community. Responding to the presentation of the needs, the following were among the top gifts announced: Harry Cohen, from \$10,000 to \$20,000; Harry Remis, from \$12,000 to \$20,000; Eli Cohen, from \$7,500 to \$20,000; A. S. Burg, from \$12,000 to \$20,000; Louis Zaiger, from \$3,000 to \$4,000 initial. The total raised from 25 gifts was \$102,625 as against \$60,029 from the same people in 1949, or a 70% increase.

### NEW ORLEANS OPENS PARLOR MEETINGS WITH 19% INCREASE

The first of a series of parlor meetings through which New Orleans expects to achieve far better results this year was held last week, with Sam Rothberg as guest speaker. A group of givers who had pledged \$36,450 the year before went to \$43,400, showing an increase of 19%. The group was in the middle brackets, where a great deal of effort is now being concentrated to raise the entire level of giving. The campaign is continuing with meetings among trade groups as well as with parlor meetings in the homes of various campaign leaders.

At a \$100 minimum luncheon for women held this week, a total of \$10,616 was pledged, representing a 10% increase.

Frederick A. Kullman is Chairman of the drive; Malcolm Woldenberg, Big Gifts Chairman, and Mrs. Leon H. Rittenberg, Chairman of Women's Division. Frank Friedler is President of the Fund and Dr. David Fichman, Secretary.

### MIAMI GOES BEYOND 1949 FIGURE AS INCREASES GROW

In 1949, the Miami Federation ended its campaign with \$1,100,554. At a breakfast meeting on March 26, Dan Ruskin, Campaign Chairman, was able to announce that pledges already in hand in the 1950 campaign total \$1,101,000, with cards still outstanding that represent hundreds of thousands of dollars which are being worked on by the various campaign divisions. The campaign, one of the first in the nation to open, will be operating until April 15.

### BIRMINGHAM SETS CASH PACE IN NATION FOR COMMUNITIES ITS SIZE

Birmingham, Ala. is a modest Jewish community. But it is continuously conscious of the desperate need for funds for the United Jewish Appeal. Thus it is that I. Edwin Goldwasser, Treasurer of the United Jewish Appeal, is in receipt week by week of checks that keep flowing from the community officers. As soon as any appreciable amount, whatever its size, is available in the treasury of the United Jewish Fund of Birmingham, it is forwarded at once, without urging by the United Jewish Appeal, without fanfare on the part of the community itself.

The Birmingham campaign was held in late November, started in the midst of the serious steel and coal disputes. Despite a spirit that might have overwhelmed any other community, Birmingham moved forward, vigorously and successfully, to launch and complete its campaign. The Birmingham campaign, for the speed and the completeness of its operations, under the most difficult circumstances, could well be emulated by many other communities its size or larger. Already the UJA has received in cash \$318,500.



The President of the Fund is Alex Rittenbaum; Vice President, Leon Aland; Treasurer, Ike Gotlieb. The Executive Director, one of the most conscientious communal workers in the nation, who helps create the high standards of Birmingham, is Mrs. Benjamin A. Roth. The campaign was under the leadership of Leon Aland and Alex Rittenbaum was Big Gifts Chairman.

### COLUMBIA, S.C. BIG GIFTS RESULTS SHOW GAIN

The national trend was reflected this past week in Columbia, S.C. when, at a pacesetters' meeting, a total of \$30,500 was pledged toward the 1950 campaign. The same contributors had given \$28,800 last year. Herbert Spiers is Chairman of the campaign and M. B. Kahn, Big Gifts Chairman.

Albert Tenenbaum, leader of the Savannah community, accepted the invitation to address the Big Gifts meeting in Columbia. Mr. Kahn read the cards. Among the leading gifts were those of Kline Iron & Metal, from \$10,000 to \$11,000 and Kahn Construction Co., from \$7,500 to \$8,500.

### AMERICAN JEWISH TUCSON, ARIZ. SURPASSES 1949 AND GOES FORWARD

As of March 26, Tucson, Arizona exceeded its 1949 results of \$107,000 and the entire community was geared toward achievement of the goal of \$200,000 for 1950. Under the leadership of Joseph Brindis, Campaign Chairman, and Morris Shanhouse, Big Gifts Chairman, it is taken for granted that Tucson will raise the largest sum of money in its history. Raphael Brandes is President of the Community Council which sponsors the campaign and Benjamin N. Brook is Executive Director.

### CALIFORNIA COMMUNITIES PROVIDE CASH AT REGIONAL MEETING

Cash results of \$271,500 were announced at a United Jewish Appeal regional meeting held at Long Beach, Calif. on March 26, with fourteen communities represented at the Southern California gathering. Charles Brown, a National Campaign Chairman of UJA, was principal speaker, and also presided at the morning work session, while Isaac Sukman, of Long Beach, was the Conference Chairman. Through Mr. Sukman's dynamic leadership, the meeting, in terms of results produced and enthusiasm engendered for the campaigns ahead, was described as the most effective in the history of this area. The Long Beach community was itself further stimulated with the acceptance by Mr. Sukman of the Chairmanship of the 1950 campaign. Other Conference participants included Mrs. Kurt Laemmle, Dr. Karl Justus and Commander Joshua Goldberg.

Communities announcing cash were as follows: Long Beach, \$50,000; Pasadena, \$25,000; El Centro, which provided \$15,000 and promised an additional \$10,000; Bakersfield, which promised \$25,000; Ontario-Pomona, \$10,000; Palm Springs, which presented \$10,000 and promised an additional \$10,000; San Diego, which had previously provided \$75,000, promised an additional \$25,000 immediately; Ventura, \$5,000; Elsinore, \$2,500; also Fontana, \$1,000; San Bernardino, \$3,000; Santa Maria, \$1,500; Wilmington, \$1,000. Las Vegas, Nev., which brought \$2,500, later voted, as a result of the Conference, to make available a cash advance of \$25,000.

### WESTERN MISSOURI-KANSAS REGIONAL CONFERENCE STIMULATES CAMPAIGNS

Kansas City was the scene of the Western Missouri-Kansas Regional Conference,



which was attended by over 400 leaders from the area. The morning work session was chaired by I. J. Mnookin, Regional Chairman and one of the Conference Co-Chairmen. A. B. Saeks of Dayton, and Hyman Brand of Kansas City, also a Conference Co-Chairman, were among the participants in the panel which discussed techniques of campaigning.

Guests of honor at the afternoon session were Bartley Crum and Edward M. M. Warburg. Mr. Warburg's simple but moving presentation of the UJA story literally swept the audience off their feet, and was the highlight of a memorable meeting. Kansas City had forwarded \$300,000; Wichita announced \$20,000 with an additional \$15,000 in two weeks; St. Joseph brought \$25,000; Topeka announced \$10,000 with an additional \$15,000 within the next several weeks; Springfield, Mo. \$5,000 with an additional \$15,000 to follow; Joplin announced \$5,000; Leavenworth \$2,500 with a like sum to follow. The students of the University of Missouri and Stevens College brought \$400 and pledged \$3,600 more within the next 30 days.

### **\$400,000 BORROWED BY BUFFALO FOR UJA**

Buffalo, N.Y. this week forwarded \$400,000 to the United Jewish Appeal, representing another bank borrowing from a community which has been among the foremost in the nation in the past three years in helping the United Jewish Appeal beneficiaries meet each financial crisis as it arose. Stanley G. Falk is President of the United Jewish Fund and Arthur S. Gunzberg, Chairman of the Campaign. Arthur S. Rosichan is Executive Director.

### **NEW HAVEN SETS \$1,522,788 CAMPAIGN GOAL, SENDS \$200,000 CASH**

New Haven, Conn., strengthened by the leadership of Emanuel H. Gratenstein as Campaign Chairman, last week adopted one of the most ambitious campaign objectives in the entire nation. The Board of Directors of the Welfare Fund adopted a campaign goal of \$1,522,788. At the same time, the Board approved of borrowing \$200,000 and immediately obtained the funds from the bank and forwarded a check to the United Jewish Appeal.

### **LAKWOOD, N.J. IN STEADY DRIVE TO SURPASS PREVIOUS EFFORTS**

As of March 26, Lakewood, N.J. had raised \$40,090, as against \$29,385 from the same contributors in 1949, when a total of \$53,902 was realized by the community. The contributions from this little town, which is going forward under the dynamic leadership of Al Tisch, Chairman, continue to represent a 25% average increase. At the campaign opening held at Laurel-in-the-Pines, participants included Benjamin Browdy, newly elected President of the Zionist Organization of America, who was visiting Lakewood for his health, and Dr. Carl Voss. Alex Brandenburg, one of the active volunteer workers, is Campaign Director.

### **SIoux CITY BIG GIFTS SHOW 19% ADVANCE**

Hon. Henry Morgenthau, Jr., who has been making a swing of the far west and middle west for early pace-setting meetings, was the guest of honor at the campaign opening in Sioux City, Iowa last week. Mr. Morgenthau's visit was intended to aid the campaign and was to pay tribute to E. N. Grueskin, National Chairman for Regions of the UJA. Pledges announced at the close of a stimulating evening showed a total of \$101,170, representing a 19% increase over the amount pledged by the same givers last year.



**HAVE YOU  
MADE YOUR  
RESERVATION  
AMERICAN JEWISH  
FOR THE  
ARCHIVES  
*EXTRAORDINARY*  
*NATIONAL CONFERENCE*  
OF THE UNITED JEWISH APPEAL  
TO BE HELD AT THE  
HOTEL SHOREHAM  
WASHINGTON, D.C.  
SUNDAY, APRIL 16?**



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

**FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800**

Vol. V No. 8

NOT FOR PUBLICATION

April 4, 1950

### DR. DOV JOSEPH, KEY ISRAELI MINISTER, TO FLY HERE FOR APRIL 16 CONCLAVE

So important does the Government of Israel believe the National Conference of the UJA at Washington on April 16 to be that it has designated one of its key Ministers to represent the Government at this significant assembly. Dr. Dov Joseph, Israeli Minister of Supply and Rationing, one of the strongest personalities in the country today, will fly to the United States for a few days -- just to speak to the leaders of American Jewry who will be gathered at the Shoreham Hotel, Washington, on Sunday, April 16.

It is understood that Dr. Joseph, who gained international fame during Israel's war for independence as Military Governor of Jerusalem, has been assigned a special mission to apprise American Jewish community leaders of the current economic, political and military situation as a basis for action to be taken in the United States in the next few months.

The Conference, intended as a mid-campaign assembly for Jewish community leaders, was initiated under the auspices of the National Christian Committee, headed by Franklin D. Roosevelt, Jr., who will preside at the sessions. It is expected that a number of other key figures in the Christian Committee will be present to emphasize their belief that the total American community must give extraordinary support to the causes of the United Jewish Appeal.

#### IS YOUR RESERVATION IN?

The National UJA Conference at Shoreham Hotel, Washington, D. C. on April 16 Will Be the Most Vital National Jewish Gathering Since The Atlantic City Conference Last November.

Write or Wire Your Reservation to 165 West 46th Street, New York



### PHILADELPHIA CAMPAIGN OPENS WITH \$1,700,000 IN PLEDGES

With 200 pledgors announcing their 1950 contributions at the pace-setting function, the Philadelphia Allied Jewish Appeal last week started off with \$1,700,000. Abraham Feinberg, National UJA Chairman for Trades and Industries, was principal speaker. Sol Satinsky and Victor H. Blanc, Co-Chairmen of Advance Gifts, presided, while Samuel H. Daroff, President of the Allied Jewish Appeal, and Isadore Sabel, Chairman, called the cards.

The pledges recorded at the opening represented an increase over the year before, as repetition of last year's gift as a bare minimum was emphasized as an absolute "must" by the campaign officers.

One of the new top gifts was that of Joseph Liebman, a leader in the furniture industry, who contributed \$100,000, as against \$26,000 the year before.

### EDDIE CANTOR STIRS NORFOLK, VA. TO INCREASED GIVING

Eddie Cantor, one of the major props of the United Jewish Appeal in 1950, "did it again" in Norfolk, Va. this week. On April 3, he attended the campaign opening with Ida and converted a community which had talked widely of "cutting" into an enthusiastic sponsor of "more must be given in 1950."

The Norfolk campaign, at the end of its opening day, was able to announce \$191,200. This represented progress in the following divisions: A pace-setters' meeting, with 44 gifts registered, provided \$124,200, as against \$101,058 from the same contributors last year. The Women's Division has already reached the \$35,000 mark.

A unique experiment in fund-raising was tried in Norfolk, to take advantage of Eddie Cantor's presence. Normally, fund-raising in a big meeting is avoided like the plague. However, the campaign leaders tried a novel approach. A mass meeting was held in the evening so that the community at large as well as the pace-setters could see Eddie Cantor. Some eleven hundred people turned out. A group of sixty workers circulated around the auditorium, and a request for pledges was made from the dais. The response totalled \$32,000.

Leo Baydush, Chairman of Norfolk's drive, feels on the basis of the enthusiasm generated in the community that more can and will be raised in 1950.

### SAN FRANCISCO PACE-SETTERS SHOW 39% INCREASE

Spurred by the campaign drive brought back by a distinguished delegation of community leaders who recently visited Israel, the San Francisco Welfare Fund is experiencing an unusual response as it initiates its 1950 campaign. A preliminary sounding of pace-setters, prior to the official launching of the campaign, has brought forth gifts of \$180,000 from 14 contributors who last year gave \$130,000. It is the hope of the campaign heads that this 39% rate of increase may serve as a model for the community.

Messrs. Ben Swig and A. J. Shragge are Co-Chairmen of the drive. Lloyd Dinkelspiel is President of the Fund and Sanford M. Treguboff, Executive Secretary. Co-Chairmen of the Women's Division are Mrs. Robert L. Goldman and Mrs. Arthur A. Barnett,



### PORTLAND, ORE. MAINTAINS RATE OF INCREASE

The formal campaign opening of the 1950 Portland, Ore. drive, headed by Harry Mittleman, saw 68 pledges recorded for a total of \$80,000. This compares with \$64,500 contributed by the same givers in 1949. Mr. Mittleman was himself responsible for the vigorous approach to 1950 giving, with an increase to \$20,000 from a previous \$15,000. A community-wide rally to speed the campaign's progress is scheduled for April 9, with Maurice Samuel, famous novelist, as principal speaker.

The Women's Division, headed by Mrs. Ben Rosenfeld, is planning a \$100 luncheon and a \$36.50 luncheon. Mrs. Kurt Laemmle, one of the most brilliant speakers on the West Coast, will address these functions, together with Leo Lania, prominent writer.

One of the remarkable aspects of Portland's campaign opening was the distinguished array of civic leaders. These included the President of the Chamber of Commerce, President of the Community Chest, the Commissioner of Highways and the President of the First National Bank.

### PLAINFIELD, N. J. HEARS GOLDMANN AT CAMPAIGN OPENING

Prior to his departure for Israel to attend a meeting of the Actions Committee, Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency, attended the pace-setting function of Plainfield, N. J. Joining him was Joseph Shulman, a member of the National Campaign Cabinet. The standards were established at an intimate meeting at the home of Harry Bronston, Campaign Chairman. Pledges totalling \$40,345, representing an increase over last year, were recorded.

### "MORE MONEY IS BEING RAISED IN 1950," EVEN IN THE SMALLER TOWNS

Reports reaching national headquarters of the United Jewish Appeal show that even in the smaller communities the trend for 1950 is: "more money this year." Although the total sum in each of these towns may not bulk large against one of the big cities, the total sum received from these communities by the United Jewish Appeal runs into many millions of dollars and is one of the most important sources of income for United Jewish Appeal agencies. Here is a sampling of some of these reports:

Elkhart, Ind. raised \$4,825 at its initial gifts function, addressed by Samuel R. Hurwich, South Bend leader. A 22% increase was recorded. The leaders of the campaign are: Dr. Irving Mishkin, Chairman and David Raab, Secretary-Treasurer.

Woodbury, N. J. is just beginning to organize its campaign and has undertaken a goal of \$16,000, as compared with an allotment to the UJA last year of some \$6,000. A sampling among the first few givers brought forth pledges of \$5,000, which represents an increase of more than 100% over last year. Responsible for the vigorous spirit here are Philip Bleznak and Dr. Henry T. Spiegel, the Co-Chairmen. At an initial meeting to clarify the urgency of this year's drive, speakers were Louis A. Lewis, New Jersey UJA Chairman, and Judge David L. Horovitz.

Georgetown, S. C. has Abe I. Fogel as Chairman, and Mayor Sylvan Rosen as Co-Chairmen. Initial pledges in this small Jewish community started with \$4,210, a 33% increase over last year.



Sanford, Fla. is another typical small Jewish community, with 16 families. At campaign opening, gifts of \$4,591 were pledged by those who had given \$2,615 last year. Frank J. Shames is Chairman of the drive. Mrs. Herman Jacobson is Chairman of the Women's Division.

### **SAN DIEGO OPENS 1950 WITH INCREASES**

San Diego, Calif. is determined to raise more in 1950 than last year. That became clear at the pace-setting meeting at which pledges totalling \$42,200 were recorded. Last year contributions were at the \$36,500 level. Murray D. Goodrich is Chairman and Nathaniel Ratner, Co-Chairman, of the United Jewish Fund drive. A man who figured largely in generating a better understanding of the needs was Maurice Kompaniez, of Los Angeles, one of the UJA Co-Chairmen for the Western States. Mrs. Selma Getz is Chairman of the Women's Division.

Already, San Diego has advanced \$47,750 in cash toward its 1950 undertaking to the UJA and this week voted to provide an additional \$25,000 to help meet the urgent needs of the UJA. In this way, it is providing an example to other communities on the West Coast. Victor Schulman is President of the Fund and Albert A. Hutler, Executive Director.

### **TRENTON OPENING RECORDS \$123,000**

Returned from Israel but a few days previously, Leon L. Levy, former President of the Jewish Federation, was one of those responsible for the figure of \$123,000 which was pledged at the pace-setting meeting opening the Trenton, N. J. drive. A group of leaders constituting a Campaign Operating Committee had been hard at work preparing for the function for several weeks previously. They are: Sidney S. Stark, President of the Federation, Robert R. Garb, Samuel Kohn, Irvin J. Millner and Victor Pollak. The latter is also Big Gifts Chairman. Mrs. Mildred Fuld is Chairman of the Women's Division. Milton A. Feinberg is Executive Director.

The opening dinner was in the form of a testimonial to Mr. Levy, who had been accompanied to Israel by Louis C. Hano, Jr., who also spoke. Top gifts included Robert Marcus for \$12,000, as against \$9,000 in 1949; Israel Kramer, \$11,500; Arthur Sokalner, \$6,000; Benjamin P. Shein, \$6,000 and Louis Hano, \$6,000. Virtually all gifts represented either an increase or at least the same as last year.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 9

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April 18, 1950

#### SAN FRANCISCO LEADS NATION WITH 24% INCREASE AT OPENING

The tempo of the Golden West has characterized the preparations of the San Francisco Welfare Fund drive, with the result that its opening night increase of 24% over 1949 gives it the topmost position in the country for the percentage of increase registered thus far. An unusual combination of campaign leaders headed by A. J. Shragge and Benjamin H. Swig as Chairmen, and an enthusiastic delegation, led by Lloyd W. Dinkelspiel, Fund President, which recently returned from Israel — these are part of the San Francisco story of 1950.

It was the biggest fund-raising function in San Francisco Jewry's entire history when 250 people gathered at the "kick-off" dinner of the Business and Professional Division. There was deep emotion when Lloyd Dinkelspiel, one of the city's outstanding leaders, finished his appeal. Ben Swig, Peter Haas and Edwin Golden took turns calling the cards. Pledges of \$571,731 came from those who had given \$461,657 in 1949.

Messrs. Golden and Haas, Co-Chairmen of the B & P unit, chaired the meeting. Mr. Shragge gave a warm and moving account of his recent experiences in Israel. In his plea for greater giving, Mr. Dinkelspiel pointed out that the Israelis were being called on to share their homes, food, work, etc. with the newcomers. Americans were being called on to share in this great work only with dollars.

Leading gifts included those of the two Co-Chairmen, who doubled their gifts, Mr. Swig increasing from \$25,000 to \$50,000; and Mr. Shragge from \$10,000 to \$20,000; Lloyd W. Dinkelspiel from \$25,000 to \$30,000; Louis R. Lurie from \$20,000 to \$25,000; A. P. Schuman from \$5,000 to \$10,500; Mrs. Isadore Zellerbach from \$15,000 to \$25,000; Gustav Epstein from \$5,000 to \$8,000; Alfred Meyer from \$4,500 to \$6,500; and Judge Louis E. Goodman from \$7,000 to \$8,500. Similar increases have been registered in the lower and middle brackets, where gifts have gone from \$20 to \$500; from \$500 to \$1,500, and from \$1,000 to \$2,000.

Co-Chairmen of the Women's Division are Mrs. Robert L. Goldman and Mrs. Arthur A. Barnett. Sanford M. Treguboff is Executive Secretary.



### WASHINGTON, D. C. SHOWS 15% INCREASE AT \$925,000 OPENING

With Senator Herbert H. Lehman as the guest of honor, the Washington, D.C. United Jewish Appeal was formally launched on April 12 with gifts totalling \$925,000. Last year, the same contributors had given \$804,300. Thus, Rabbi Isadore Breslau, Campaign Chairman, was able to report a 15% increase. Leopold V. Freudberg is Special Gifts Chairman. The other speaker who created a profound impression was Judge Michael A. Musmano of Pittsburgh. Mrs. Cecil D. Kaufmann is Chairman of the Women's Division. Joseph Cherner is President of the United Jewish Appeal of Greater Washington, Inc., as well as a National Campaign Chairman.

What is remarkable about the Washington campaign is that it has already advanced \$1,000,000 in cash on the 1950 allotment, as a supreme expression of the community's confidence that it will raise more than last year.

### KANSAS CITY STARTS WITH LARGEST SUM ON RECORD

Last week, Kansas City opened its campaign with the largest total of initial pledges in its history, when it recorded \$662,000 at three opening functions within a 24-hour period. Comparisons with last year showed an increase of over 12%.

Vice-President Alben W. Barkley was the guest of honor at the Big Gifts function. Within the same period, meetings were held to launch the Women's Division and the Youth Division. George S. Lewis, Co-Chairman of Special Gifts, presided at the principal dinner. Milton W. Feld is the other Co-Chairman. Louis S. Myers, Chairman of the Campaign Executive Committee, called the cards. Morris Berinstein, UJA Campaign Chairman, also participated. General Chairmen of the Campaign are Hyman Brand and Milton Silverman. Abe L. Sudran is Executive Director. Mrs. Clarence Kivett and Mrs. Henry Newman are Co-Chairmen of the Women's Division.

### ST. LOUIS DRIVE, HEADED BY DUBINSKY, OPENS WITH \$693,123

Melvin Dubinsky, one of the members of the National Campaign Cabinet of the United Jewish Appeal, who was drafted into the Chairmanship of the 1950 St. Louis Welfare Fund drive, presided last week when, with Eddie Cantor as the stellar attraction, the community opened the big gifts section of the campaign. A total of \$693,123 was reported in pledges representing the largest sum ever pledged at a single function in St. Louis. An increase of 11% was recorded. The giving was paced by Abraham Tober and Sam Wolff, who pledged \$70,000; Charles Yalem who announced a gift of \$55,000 for himself, Harry Collinger, F. Bert Baer and Aetna Finance Company; and Melvin Dubinsky who announced a gift of \$25,000. Other leading gifts were A. J. Stanley and Jack Molasky of Food Center, Inc., \$20,000; the Sam and Harold Kopljar families, \$20,000; Mr. and Mrs. Robert Baskowitz and Aetna Bottle and Container Company, \$10,000; Mr. and Mrs. William Molasky, Alan and Jerome Molasky, \$16,000; David B. Portnoy, Jack Handelman and Simon Portnoy, \$10,700; William Rosenbaum, Ben Sobel and Harry I. Gale for the Gale-Sobel Company, \$8,500; and Robert L. Wolfson of Feld Chevrolet \$6,000.

Mrs. David Baron is Chairman of the Women's Division, which raised \$80,115 from 172 women at its opening function at which Mrs. Ida Cantor was guest of honor.

I. E. Goldstein is President of the Welfare Fund and Herman L. Kaplow Executive Director.



### CLEVELAND DRIVE OPENS WITH \$750,000

With Aubrey Eban, Israel Delegate to the United Nations, as the principal speaker, the Cleveland Jewish Welfare Fund opened its 1950 drive last week with a total of \$750,000 in pledges. Veteran communal workers described the meeting as the most successful big gifts opening in the history of Cleveland campaigning. Samuel H. Horwitz, Chairman of Big Gifts presided. The increases represented about a 6% average over last year.

Max Freedman is Chairman, with Eugene H. Goodman, Maurice Maschke, Jr., Alex Miller and Leonard Ratner as Co-Chairmen. The Women's Division is headed by Mrs. Howard Bloomfield and Mrs. M. E. Glass as Co-Chairmen. Henry L. Zucker is Executive Director of the Welfare Fund.

### 15% INCREASE ENCOURAGES NEWARK CAMPAIGN OPENING

After Drew Pearson and Michael Stavitsky finished their addresses, and the cards were called, Newark knew that it had made a sensational start in its campaign. Campaign leaders were frank, prior to the opening, in acknowledging anxiety about the prospects. There had been slowness in getting organized and in obtaining pace-setting gifts. But the whole campaign outlook was changed, once the Essex County United Jewish Appeal initial gifts function got under way. It was the pace-setting gifts of the leadership that made it a different story. Pledges of \$565,000 from 175 individuals were recorded. This represented a 15% increase over last year. With few exceptions, all contributions announced were increases, or at the very least repeats of 1949 amounts.

Among the top contributions announced were the following: Reinfeld-Holtz families, \$100,000 to \$110,000; George and Maurice Levin, \$25,000 to \$40,000; Sigmund Dornbusch, \$20,000 to \$30,000; Fred Goldberg and Dave Slobodian (Apollo Distributing Co.), \$10,000 to \$12,000; Joseph C. and Richard S. Kaltenbacher (Seton Leather Co.), \$10,000 to \$11,000; Harry A. Cooper (Cooper Alloy & Foundry), \$10,000 to \$11,000; Leo Brody (Rain or Shine Box Lunch), \$9,500 to \$11,500; Samuel Klein, \$8,000 to \$8,500; Joseph Stern & Family, \$8,000 to \$8,500; Joseph Waldman & Sons, \$6,700 to \$7,000; Meyers Parking Stations, \$6,000 to \$7,500; Harry Goldenberg (Teldisco), \$5,000 to \$8,500; Harry L., Herman and Sam Denburg, \$7,500; Gross, Blumberg, Mehler & Goldberger, \$5,000; Jerome Blumberg & Jerome Silverman, \$5,000; Joseph H. Cohen and Harry Heiligman, \$5,000; Henry and Herman Schlenger (Roth & Schlenger), \$6,000; Michael A. Stavitsky, \$3,000 to \$7,500; Samuel A. Gittlin & Bros., \$4,000 to \$6,000; Herman Gering, \$4,000 to \$5,000; Samuel Teiger, \$3,000 to \$5,000; Samuel Gross, \$3,000 to \$5,000; Erwin Gerber, \$2,500 to \$5,000; Leon Gruber, \$2,500 to \$3,000; Aaron Halprin & Dr. Saul Halprin, \$2,000 to \$2,500; Martin Levin & Alan Sagner, \$1,000 to \$2,000; Golden, Mandelbaum & Miller, \$1,500 to \$2,000; Phineas Wigler, \$1,500 to \$2,000; Samuel A. Kaplan, \$1,000 to \$2,000; Allan Miller, \$2,000.

The Chairmen of the campaign are Leo Brody, George Levin and Michael A. Stavitsky. The Co-Chairmen of Special Gifts are Sigmund Dornbusch and Ivan Levenson. Herman M. Pekarsky is Executive Director of the Jewish Community Council of Essex County, which conducts the campaign.

### BIG GIFTS OPENINGS SHOW DETERMINATION TO RAISE MORE

The month of April finds scores of communities in every part of the land launching



the big gifts sections of their drives, while the more formal opening functions will be held later. It is these initial meetings, which set the standard of giving at the top, which can help define the final outcome of these 1950 campaigns.

Jersey City, N.J. was given an electric start as a result of the presence of Mrs. Archibald Silverman, who has been one of the great assets of United Jewish Appeal campaigns through her masterful descriptions of the needs in Israel. The Big Gifts meeting saw pledges recorded of \$97,173 from those who had given \$88,408 last year. Louis Struhl, the dynamic Chairman of the Jersey City campaign, presided, and Emanuel Weitz, Big Gifts Chairman, who has been an outstanding factor in the growth of the community's drives, called the cards. Top gifts were made by Julius I. Kislak, for \$15,000 and the Struhl family for \$12,000. In addition to Messrs. Struhl and Weitz, officers include Harry Brody, Chairman of the Key Men's Division, and Harry Weinberg, Controller, whose patient devotion to the campaign has been one of the major pillars of its steady development. Mrs. Ralph Smitman is Chairman of Women's Division, and Sam Shair, Campaign Director.

Scranton, Pa. opened its big gifts drive on April 10, raising \$105,000 from a small group which had contributed \$100,000 the year before. Harry Dickstein is Chairman and J. Julius Levy, Co-Chairman. George Joel is Executive Secretary.

Passaic, N.J. started its Big Gifts drive at the home of Harold Kramer with contributions from 23 individuals amounting to \$100,200. This represented an increase of 20% over last year's giving. Speakers of the evening were Commander Joshua Goldberg and Morris Berinstein. Top gift of the meeting was from Mrs. Ida B. Friedman, Campaign Chairman, who gave \$25,500. Leon Kondell is President of the Welfare Fund and Max Grossman, Executive Director. The community was represented with a \$150,000 check at the National UJA Washington Conference on April 16. Al Levine presented it.

Hollywood, Fla., again headed by the able Ben Tobin as Chairman, increased its results for 1950 at the big gifts opening, raising \$75,250 from last year's givers of \$72,200. A mood that seemed heading the campaign for losses was completely transformed when the meeting started, after Ruth Gruber created a tremendous impression with her vivid description of the problems abroad; and after Mr. Tobin increased his gift to \$12,500 to give the signal to the others. E. I. Kaufmann aided immeasurably by the experienced manner in which he read the cards.

Sioux City, Ia., which opened its campaign in the presence of Hon. Henry Morgenthau, Jr., has reached the figure of \$135,000, representing an increase of approximately 20% over 1949. Samuel Cohen is Chairman of the drive. The Women's Division, headed by Mrs. Ben Kalin, is starting off with a substantial increase. E. N. Grueskin is President of the Federation, and Ralph Segalman is Executive Director.

Savannah, Ga. has opened its campaign with \$91,990 from those who gave \$88,100 last year. The initial function was held at the home of Chairman Meyer Warren Tenenbaum. Any intention there may have been to cut was abandoned when Joseph Cherner, a National UJA Campaign Chairman, finished his eloquent plea. Joseph Lesser is Initial Gifts Chairman; Paul Kulick, Executive Director.

Teaneck, N.J. An increase of 20% over 1949 was registered at the Big Gifts opening. Gifts of \$39,850 were reported, as compared with \$33,200. Fred Schneider is Campaign Chairman. Leonard H. Gidding of Plainfield, UJA New Jersey State Co-Chairman, participated in the meeting.



## AMERICA'S LEADERS ASK ALL-OUT SUPPORT OF UNITED JEWISH APPEAL

### National Conference of UJA Under Auspices of National Christian Committee Hears U.S. Cabinet Members Stress That Aid to Israel is Essential In Fight for Democracy

Christian Gift Campaign Starts, Led by Henry Ford, John Hay Whitney,  
Paul Hoffman, Averill Harriman, Mrs. Roosevelt and Many Others

Jewish Community Leaders Bring Checks Totalling \$5,300,000

Intensified support of the United Jewish Appeal is essential for the sake of humanity and all the democratic principles which America holds dear. That was the keynote struck by the nation's leaders at the April 15-16 Conference held at Washington, D.C. under the auspices of the National Christian Committee.

Three purposes were served by the Conference:

- (1) Leaders from various communities received a first-hand report of campaign progress in mid-season and were stirred to new effort by the tales of many campaign chairmen of increased giving over 1949.
- (2) Responding to the pressing needs of the United Jewish Appeal, community leaders brought checks, many of them representing bank borrowings, totalling \$5,300,000.
- (3) Concrete demonstration was given that it is both possible and desirable to obtain gifts from Christian sources for the United Jewish Appeal. Many gifts were forthcoming for the first time. Among these was one of \$50,000 from the Ford Motor Co., as well as contributions from other corporations and individuals.

At the Saturday night session, General Chairman Henry Morgenthau, Jr., presided. Walter H. Bieringer, President of the USNA; Moses A. Leavitt, Executive Vice-Chairman of the JDC; Dr. George Josephthal, Director of the Jewish Agency Absorption Department; and Mrs. S. A. Brailove, National Chairman of the Women's Division, were the scheduled speakers.

Congressman Franklin D. Roosevelt, Jr., presided at the two sessions on Sunday. Speakers included Secretary of the Interior Oscar Chapman, Secretary of Agriculture Charles F. Brannan, Mrs. J. Borden Harriman, Chairman of the Women's Division of the Christian Committee, Mr. Morgenthau, Dr. Jonah B. Wise and William Rosenwald. In the afternoon, the principal address, a brilliant summary of two years of achievement since the State of Israel came into being, was delivered by Dr. Dov Joseph, Minister of Supply and Rationing in the Israeli Government. Concluding statements were made by Morris Berinstein, Sam Rothberg and Abraham Feinberg.

### Community Leaders Present Checks

For Congressman Roosevelt and others, it was a unique sight when leaders from all parts of the country stood in line during the Sunday morning session in order to hand Mr. Roosevelt checks for the UJA. As each one approached, he was greeted by Mr. Roosevelt. At the same time, Raya Witkon, 16-year old daughter of the Economic Counsellor at the Israeli Embassy, pinned on each leader presenting a check a carnation that had been specially flown from Israel for the occasion.



The two largest checks came from Washington and Baltimore, with \$500,000 each. Joseph Cherner, who made the presentation from the capital city, pointed out that Washington has already advanced \$1,000,000 on its 1950 campaign. Elkan R. Myers of Baltimore reminded the assembly that his community has already advanced \$1,250,000 to the 1950 UJA. Rabbi Herbert Friedman came from Denver to present \$250,000. San Francisco made available \$250,000. Portland, Ore. was represented with checks for \$152,481. Sidney Stark, Chairman of the Pittsburgh campaign, presented another check for \$200,000, in addition to \$500,000 borrowed earlier in the year. Utica, N.Y. was represented by Sidney Lacher, Campaign Chairman with \$115,000 on account of 1950.

Other checks included the following:

Savannah, Ga., \$25,000, Joseph Mirsky; Council Bluffs, Iowa, \$15,000, Sam Saltzman; Lexington, Ky., \$20,000, Louis Ades; Haverhill, Mass., \$25,000, Robert Becker; Lawrence, Mass., \$5,000, Hyman Axelrod; Lynn, Mass., \$100,000, Harry Cohen; Pittsfield, Mass., \$10,000, Leon Mohill; Springfield, Mass., \$55,000, Harry Fieldman; Bridgeton, N. J., \$25,000, Louis A. Lewis; Camden, N. J., \$10,000, Bernard Dubin; Long Branch, N. J., \$10,000, Jack Levin; Millville, N. J., \$4,000, Philip Wodlinger; Passaic, N. J., \$150,000, Al Levine; Perth Amboy, N. J., \$20,000, Reuben Kadin; Trenton, N. J., \$100,000, Samuel Leopold; Vineland, N. J., \$15,000, Adolph Stern; Dayton, Ohio, \$20,000, Ben Kopelove; Lorain, Ohio, \$30,000, Edward J. Gould; Chambersburg, Pa., \$1,000, Oscar Tobey; Harrisburg, Pa., \$50,000, David Javitch; Burlington, Vt., \$5,000, Alex Colodny; Richmond, Va., \$50,000, Lewis C. Markel.

Philip N. Coleman of Jacksonville announced \$50,000 from his community; Isadore Alterman of Atlanta \$350,000; Rabbi Morris Gordon, Chairman of the Minneapolis campaign \$100,000; Emanuel Falk of Newport News \$25,000; James L. White of Salt Lake City \$50,000. Other communities which sent checks and pledges of cash to Washington or to national headquarters of the UJA were:

Birmingham, Ala.	\$ 26,500	North Platte, Neb.	\$ 900
San Jose, Calif.	20,000	Alliance, N. J.	3,000
Palm Springs, Calif.	5,000	Asbury Park, N. J.	1,000
Danbury, Conn.	30,000	Hightstown, N. J.	2,000
Waterbury, Conn.	39,500	Lakewood, N. J.	5,000
Wilmington, Del.	40,000	Morristown, N. J.	1,000
Hollywood, Fla.	25,000	Plainfield, N. J.	50,000
West Palm Beach, Fla.	12,000	Princeton, N. J.	10,000
Indianapolis, Ind.	150,000	Salem, N. J.	5,000
Lafayette, Ind.	25,000	Toms River, N. J.	5,000
Davenport, Iowa	3,000	Albuquerque, N. M.	2,500
Marshalltown, Iowa	5,000	Newburgh, N. Y.	25,000
Leavenworth, Kansas	2,500	Albemarle, N. C.	10,000
New Orleans, La.	100,000	Springfield, Ohio	2,000
Shreveport, La.	50,000	Erie, Pa.	50,000
Hagerstown, Md.	3,500	Lancaster, Pa.	15,000
Portland, Me.	100,000	Norristown, Pa.	3,000
Fall River, Mass.	25,000	Scranton, Pa.	100,000
Worcester, Mass.	25,000	York, Pa.	20,500
Duluth, Minn.	25,000	Nashville, Tenn.	50,000
Joplin, Mo.	2,000	Fort Worth, Tex.	25,000
Lincoln, Neb.	25,000	Portsmouth, Va.	10,000
		Milwaukee, Wis.	150,000



### CHRISTIAN GIFTS SHOULD BE SOLICITED, ROOSEVELT URGES

The Christians of every community in the United States ought to be given the opportunity to share in the great work of the United Jewish Appeal, it was asserted by Mr. Roosevelt. He stressed: "What we are concerned with in the organization and work of the Christian Committee is to make known our sense of kinship in the struggle to lift an oppressed people out of the toils of despair and to share to the best of our ability in the work of immigration and settlement in Israel and aid to distressed Jews in other parts of the world."

The first gift to the Christian Committee came from its Honorary Chairman, Mrs. Eleanor Roosevelt, who contributed \$3,500 in memory of Mrs. Henry Morgenthau, Jr. Other gifts announced by Mr. Roosevelt were as follows: John Hay Whitney, \$10,000; Dr. G. A. Wrightson, \$25,000; John Burke, for the Altman Foundation, \$10,000; American Tobacco Co., \$2,500; Deering-Milliken Co., \$15,000; Shell Oil Co., \$5,000; Winter & Co., \$5,000; North American Rayon, \$20,000.

Announcement was made also of a gift of Col. Augustus Busch, on behalf of Anheuser-Busch of St. Louis, of \$20,000. The Des Moines Register-Tribune contributed \$10,000; Marshall Field, Chicago, \$7,500; Frank Walker, Scranton, \$1,000.

W. Averill Harriman, ECA Roving Ambassador in Europe, contributed \$1,000, it was announced by Mr. Roosevelt, as did Eric Johnston, President of the Motion Picture Producers Association. Jesse Jones, of Houston, Tex., contributed \$5,000. The First National Bank, Frank N. Belgrano, President and the U. S. National Bank, E. C. Sammons, President, both of Portland, Ore., each contributed \$1,500.

#### Ford Motor Co. Gives \$50,000

Joseph Cherner, a Washington Ford dealer, read a telegram from Henry Ford II announcing a gift of \$50,000 to the 1950 United Jewish Appeal from the Ford Motor Co. At the same time, Jack Weiler, of New York, announced that \$50,000 as a cash advance had been received from J. P. Stevens Co. Oscar Smith, of Norfolk, gave \$6,000. Mr. Roosevelt announced that Norbert T. Burke, Chairman of the Elizabeth Christian Committee, had started its campaign with \$1,000; while George Brauning, of Trenton, had also started a news distributors drive with \$1,000. A similar amount came from William Kahr, of Albany, William L. Hinds, of Syracuse, Paul Burke, of Green Bay, Wis., W. D. Sutherland, Houston; American Viscose Co., \$5,000; Prof. Joseph P. Chamberlain, \$1,000; St. Louis Globe-Democrat, \$1,000; Union Electric Co., \$5,000; Brown Shoe Co., \$3,000; Harris-Langenberg, \$1,000; Von Hoffman Press, \$1,000.

Hailing these contributions as "a heartwarming manifestation of the spirit of brotherhood and friendship of the American people for the new democracy of Israel," Mr. Morgenthau declared that the campaign of the National Christian Committee had gotten off to an auspicious start.

### THERE MUST BE NO FAILURE, SAYS CHAPMAN

The keynote sounded at the Conference is reflected in these excerpts:

Secretary of the Interior Chapman: "Israel will win its heroic struggle to establish a sound economy just as it won the war for its freedom. Right now, in 1950,



its people must have help as they wrestle with problems of rehabilitation and reconstruction on a scale never undertaken by a small nation. The progress Israel makes this year will be in a real sense the measure of Israel's own future. The effort must not be allowed to fail. Whatever the citizens of America contribute today to build the strength and hope of Israel will be yielded back to them many times over, for Israel will remain on the side of humanity in its battle for a lasting peace."

Secretary of Agriculture Brannan: "Our own experience demonstrates that the peaceful assimilation of so many immigrants into so small a country as Israel is a task to stagger the imagination. Last year alone this small country took within its borders as many immigrants as our own nation took from the end of the Revolutionary War to the year 1820. The great endeavor must be to help the immigrants to become self-supporting as rapidly as possible and one of the most pressing problems is that of expanding agricultural production in Israel to provide enough food."

Franklin D. Roosevelt, Jr.: "Israel is not only a land of immigrants building. It is a land constantly building for immigrants, for the men, women and children still in the grip of fear, still wandering in search of freedom. But above all, Israel is a new breath of fresh air. In a world of doubt and cynicism, it is shaping a new faith and hope. In a world torn by fears of mass destruction, Israel is building, pioneering, blazing new trails of human liberty and fulfillment. America will be a better place to live in if the Christian Committee, working hand in hand with the Jewish community, forges a common bond of brotherly action and giving in behalf of saving and rebuilding human lives."

Secretary of Labor Maurice J. Tobin: In a message to the Conference, Secretary Tobin said: "The fate of Israel will record contemporary civilization's capacity to rise to the height of the great challenge of Jewish misery. No true Christian can stand apart from the campaign of the United Jewish Appeal."

Senator Robert A. Taft of Ohio: Reviewing the purposes of the UJA, Senator Taft, who is an Honorary Chairman of the National Christian Committee, said:

"The National Conference of the Christian Committee of the United Jewish Appeal represents a milestone in the devotion of Americans to the preservation of the human ideals and values that are the foundation of democracy.

"Throughout the history of the American people we have always recognized the importance of humanitarian endeavor without restriction as to race, religion or geography.

"What the people of Israel are accomplishing in receiving and rebuilding the lives of hundreds of thousands of victims of oppression and homelessness is an inspiring example of the kind of contribution which this new nation can make to the strengthening of democracy. I believe that the tasks of immigration and settlement in Israel represent a very important phase of human rescue.

"It is for this reason that the campaign of the United Jewish Appeal commands our wholehearted sympathy. The high purposes of the United Jewish Appeal are an integral part of our efforts to build the institutions of freedom and to fortify the bulwarks of world peace."

Additional messages came from Philip Murray, President of the CIO, William Green, President of the AFL, Drew Pearson, James Roosevelt and others.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL  
FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 10

NOT FOR PUBLICATION

April 25, 1950

#### LOS ANGELES PASSES \$3,000,000; STILL 20% AHEAD

Los Angeles celebrated the visit of Vice President Alben W. Barkley and the second anniversary of the State of Israel last Sunday by passing the \$3,000,000 mark in its current campaign. What was particularly encouraging to the whole community and stimulating to the entire nation is the fact that the Los Angeles Welfare Fund drive is still running about 20% ahead of the results of last year.

It was a gala occasion at the Hillcrest Country Club as hundreds of the foremost citizens of the community gathered for one of the great fund-raising functions of the year. The spirit in which the meeting was conducted was reflected in the giving of Leonard Chudacoff, a former Campaign Chairman and outgoing President of the Los Angeles Federation. At a previous session he had increased from \$15,000 to \$20,000. At the Hillcrest dinner he increased to \$50,000 and then again to \$55,000, as he paid tribute to his wife and child who are now visiting Israel.

Edward Mitchell and Oscar S. Pattiz, who had previously gone to \$75,000 from a 1949 gift of \$50,000, raised to \$80,000. Many others who had already made increases in their 1950 gifts added further amounts in honor of the occasion. Bertram Allenberg made a new pledge of \$10,000; the Factor Foundation increased from a previous pledge of \$30,000 to \$40,000; Jack M. Feldman from \$7,500 to \$11,500; Jacob M. Lazarus from \$6,500 to \$10,000. Jack Benny pledged \$25,000.

Judge Lester Roth, President of the Club, made the welcoming address. Jack Benny introduced the Vice President, who received a sustained standing ovation when he completed an address that paid tribute to Israel. Oscar Pattiz, Chairman of the drive, read the cards.

#### CHICAGO ZIONISTS SPUR GIVING AT PRE-CAMPAIGN SESSION

A pace-setting event, prior to the formal big gifts launching of the Chicago Welfare Fund drive on April 26, was held last week, with Dr. Dov Joseph, Israeli Minister of Supply and Rationing, as guest of honor at a special function for Zionist leaders.



A total of \$526,940 was raised from a group of contributors who had given \$425,000 in 1949. Benjamin R. Harris presided at the dinner. In addition to Dr. Joseph, speakers included Max Bressler, President of the Chicago Zionist Organization, and Judge Harry M. Fisher, whose experienced card-calling was one of the principal factors in the results obtained. A group of national UJA leaders, including Julian B. Venezky, Sam Rothberg, Louis Berry and Joseph Holtzman had spent several days in the community aiding in preparations for the event.

Face-setting gifts included the following: Benjamin R. Harris, from \$15,000 to \$26,000; Charles Helberg, from \$4,285 to \$10,000; Samuel Wolberg, from \$20,000 to \$25,000; Gottlieb Foundation, from \$25,000 to \$26,000; Herman and Maurice Spertus, from \$8,000 to \$12,000; Max Bressler, from \$3,000 to \$6,000; Maxwell Abbell, from \$7,500 to \$12,500; Ben A. Greenberg, from \$5,000 to \$10,000; Randolph Bohrer, from \$3,000 to \$5,000; M. A. Smoler, \$18,000 to \$20,000; Silverstein & Pinsoff, \$10,500 to \$11,500; Carl H. Borak, \$2,500 to \$5,000; Morris R. De Woskin, \$7,500 to \$11,000; Nathan H. Perlman, \$3,400 to \$10,000; Bernard Shulman and Meyer Abrams, \$6,000 to \$7,000; and Arnold Epstein, \$6,000 to \$7,000.

Reuben L. Freeman is General Chairman; Harris Perlstein, Chairman of the Special Gifts Dinner Committee; Samuel N. Katzin, General Chairman of Trades & Professions Division; and Mrs. William J. Tannenbaum, General Chairman of the Women's Division.

### **A BANK LOAN IS YOUR PERSONAL OBLIGATION**

When the officers of your community campaign, stirred to emergency action by the urgent needs of the United Jewish Appeal, borrow money from the local banks -- it is on the basis of your pledge. The borrowing of money is merely the anticipation of the payment of pledges -- it does not take the place of payment.

Have you examined the status of your own account with your local community campaign? Do you still owe anything on 1949 or perhaps 1948? The making out of a check, now, even as you read this, will enable your community to meet its responsibilities to the hundreds of thousands of men, women and children who depend on your generosity. If you have already made your 1950 pledge -- are you waiting for a bill from your local treasurer, or have you made every effort to forward the amount promptly, so that it may provide food, clothing, medicine, homes, work to your brother-Jew?

### **DETROIT PASSES \$2,000,000 MARK IN PRESENCE OF DR. JOSEPH**

Dr. Dov Joseph, Israeli Minister of Supply and Rationing, spent the second anniversary of the State of Israel far from Jerusalem, but had the satisfaction of knowing that Detroit, his host city on that festive day, had passed the \$2,000,000 mark in its current Welfare Fund drive. Moreover, the community is running "well ahead" of the results last year.

A special big gifts meeting was set up to take advantage of Dr. Joseph's last day in this country. An additional sum of \$251,000 was raised. This included the following gifts: Davidson brothers, from \$70,000 to \$73,500; Louis Berry, \$35,000; Abe Kasle, \$50,000; Louis Alper, from \$5,000 to \$7,500; Alex Schreiber, \$11,000.

### **AUBREY EBAN HELPS ATLANTA LAUNCH DRIVE ON SECOND ANNIVERSARY**

As though to emphasize that the best means of celebrating the independence of



Israel is to contribute generously to the United Jewish Appeal, Aubrey Eban, Israeli Delegate to the United Nations, spent the second anniversary of the State helping Atlanta, Ga. launch its 1950 campaign. With him for the occasion was Joseph Cherner, a National Campaign Chairman of the UJA.

The meeting of pace-setters was perhaps the finest ever held in Atlanta, from the point of view of both attendance and spirit. The results ensured that the entire campaign would get off on the best possible auspices. A total of 45 gifts was announced, representing the sum of \$337,000 as compared with \$303,450 from the same contributors a year ago. One of the outstanding gifts in the nation was made by Benjamin J. Massell, whose gift was \$67,000, as compared with his 1949 contribution of \$30,000. Other pace-setting gifts included: I. M. Weinstein, \$35,000; Frank Garson, \$21,600; David L. Slann and Ben A. Pollock, \$25,500; Louis Aronstam, \$15,000; Joseph B. Jacobs, \$15,000; A. J. Weinberg, \$15,000; Mandle Zaban, \$10,000; Thomas Makover, \$10,000; Louis Bresler, \$7,500; A. R. Abrams, Diamond Jewelry Co., Otto Orkin, Harold E. Montag, I. J. Paradies, \$5,000 each; Barney Medintz, \$3,600.

Rabbi Harry H. Epstein and Rabbi Jacob M. Rothschild are Chairmen of the Atlanta drive. Co-Chairmen of Advance Gifts are Frank Garson, David Slann and Louis Aronstam. I. M. Weinstein is Honorary President of the Welfare Fund and Frank Garson is President. Edward M. Kahn is Executive Director.

#### LEWISTON BIG GIFTS MEETINGS SETS PACE FOR STATE OF MAINE

Celebrating the second anniversary of the State of Israel with generous increases in giving to the United Jewish Appeal, parlor meetings held in Lewiston, Me. showed a total raised of \$111,350 as compared with \$90,140 contributed by the same persons last year. Chiefly responsible for the pace-setting standards, which should have a stimulating effect on the whole State of Maine, were J. R. Wilner, who increased from \$6,000 to \$10,000; Samuel Fradkin, who went from \$5,000 to \$6,500; Samuel Cohen, from \$6,000 to \$6,600; Abe I. Miller, from \$1,000 to \$2,900; Philip W. Lown, \$19,500. How substantial an increase these gifts represent is indicated in the fact that in 1949, the total raised in the community for the whole campaign was \$124,000. The Lewiston drive is headed by George Shapiro, Chairman.

#### SENDEROWITZ GIFT LIFTS LEVEL OF ALLENTOWN GIVING

Increasing his 1950 gift to \$85,000, Morris Senderowitz, Jr., philanthropic leader of Allentown, Pa., helped his community start off with \$211,700 at a pace-setting function held in his home on the second anniversary of the State of Israel. Guest of honor was Edward M. M. Warburg. Joining in the occasion was Samuel Daroff, a National UJA Campaign Chairman. Other top gifts included: Nathan Halperin, \$15,000; Smith and Shubin, \$12,500; Jerry and Joseph Rodale, \$11,000; Simon S. Brone, \$6,700; and Joseph Leonard, \$9,000.

Morris Senderowitz, Jr., is Campaign Chairman, and Nathan Halperin and George Lerner are Initial Gifts Co-Chairmen.

#### BIG GIFTS RESULTS IN CAPSULE FORM

Elizabeth, N. J. began the big gifts phase of its drive with a meeting at the home of William P. Schweitzer, who started the proceedings with an increase to \$71,100. Dr. Dov Joseph, Israeli Minister, and William Rosenwald, UJA National Chairman, were



special guests of the occasion, which saw \$161,460 from those who gave \$149,600 last year. With income from other sources, the Elizabeth drive had \$243,062 in pledges, compared with \$228,432. Lawrence Gering is Chairman; Harry A. Toker, Big Gifts Chairman; Mrs. Joseph Bernstein, Chairman of Women's Division. Abraham I. Uslander is President of the Council and Harry Lebau, Secretary.

New Haven, Conn. again has the benefit of the Campaign Chairmanship of Emanuel H. Gratenstein. The big gifts meeting last week had Aubrey Eban and Joseph Cherner of Washington as the key personalities. Mr. Gratenstein started off with an increase from \$50,000 to \$55,000. Other announcements included J. J. Cooley, from \$37,000 to \$40,000; Botwinik Foundation, from \$10,500 to \$12,500; David H. and Edward I. Levine, from \$16,000 to \$16,400; Empire Furniture Co., from \$11,000 to \$12,000. Total pledges were \$217,593 as against \$211,511.

Atlantic City, N. J. opened its 1950 drive with pledges of \$107,887 as against \$106,425. Samuel Backer, Federation President, opened the Country Club meeting, at which Dr. Dov Joseph was guest of honor. Mayor Joseph Altman presided. Rabbi Joseph R. Narot, who had just returned from Israel, and who is Campaign Co-Chairman with Morris Batzer, spoke, and Mr. Batzer called the cards.

New Orleans, La. revised its fund-raising procedures last week at a big gifts meeting in honor of Edward M. M. Warburg. Gifts totalled \$165,950 from those who last year gave \$151,500. Mr. Warburg was introduced by Edgar B. Stern. Malcolm Woldenberg, Special Gifts Chairman, called the cards. At the close of the meeting, a check for \$100,000 for the UJA was presented to Mr. Warburg by Frederick A. Kullman, Campaign Chairman. Frank Friedler is President of the Fund, and Dr. David Fichman, Executive Secretary.

Utica, N. Y. began its 1950 campaign with pledges of \$62,325 from those who last year had given \$54,525. The Initial Gifts meeting was ably piloted by Martin Abelow, Community Council President, and Sidney Lacher, Campaign Chairman, who took turns calling the cards. Mr. Abelow has proved an outstanding personality not only in his own community but throughout the State of New York. Mr. Abelow led off the campaign spirit with his own increase from \$12,000 to \$15,000. Hyman Sitrin, Big Gifts Chairman, made the needs in Israel the keynote of his own remarks as he increased from \$8,000 to \$10,000. Speakers were Dr. George Josephthal and Joseph Shulman, a National Campaign Chairman.

Long Beach, Calif. had the benefit of the attendance of Charles Brown, a National UJA Campaign Chairman, at its pace-setting meeting last Sunday. Fourteen gifts were announced for a total of \$37,100, as against \$30,986 from the same contributors in 1949. Leading off in setting the over-all 20% increase were Frank Fishman and Irving Schneider, \$5,000 each; and Maurice Carl, \$3,600. Isaac Sukman is Chairman of the Campaign. Murray Greenwood is Fund President and Joshua Marcus is Executive Director.

Savannah, Ga. already well set on its way by two stimulating pace-setting functions among the men, showed that women, too, share the forward spirit of the community. At a \$100 minimum luncheon for the Women's Division, headed by Mrs. Miller Kaminsky, 54 gifts were announced for a total of \$12,743. This compares with \$11,958 from the same persons last year. Ruth Gruber was the speaker of the occasion. General Chairman of the Savannah campaign is Meyer H. Warren Tenenbaum. Big gifts Co-Chairmen are Sam Robinson, Louis Slotin and Philip H. Bodziner.

#### **FLOW OF CASH GREET'S MORGENTHAU ON ISRAEL'S SECOND ANNIVERSARY**

Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, celebrated the second anniversary of the State of Israel with over 700 representatives



from some seventy communities in the Tri-State area surrounding Pittsburgh. Assembled at the William Penn Hotel in Pittsburgh, they observed a solemn, yet joyous function and marked the occasion by presenting and promising immediate cash that reached close to the \$1,000,000 mark -- in one of the greatest demonstrations ever to be seen in that part of the country.

It was a celebration in the grand style, with the dignity and solemnity befitting the occasion. It included the presentation of the colors by the Jewish War Veterans; the moving invocation by Rabbi Wolli Kaelter of McKeesport and an eloquent toast to Israel on its second birthday by Lester Cohen, of Uniontown, Pa. Mrs. Ben H. Richman lit the birthday candles on a huge cake baked for the occasion. Speakers were Mayor David L. Lawrence of Pittsburgh, Dr. George Josephthal, Alex Lowenthal and Mr. Morgenthau. Judge Samuel A. Weiss, Chairman of the Tri-State UJA Region, presided; Rabbi Israel Goodman of Washington, Pa. delivered the invocation.

Climaxing the speakers, Mr. Morgenthau urged that American Jewry not repeat its mistake of 1939 and 1940; that it not allow Jews to disappear from the face of the earth because of an unwillingness or inability to provide adequate funds with which to do a full-scale job of salvation for Jews who can be saved today from possible or certain disaster.

Men and women had to come for hundreds of miles to attend the celebration: from little towns with only 4 Jews to the larger communities in the Western Pennsylvania, Eastern Ohio and West Virginia triangle. They brought with them cash that they had accumulated during the past week. As each leader came forward to present a check, he was given a flower flown from Israel, by attractive Joy Weiss, the young daughter of Judge Weiss. Mr. Morgenthau received each check with a firm handclasp. The man responsible for the occasion, who called for the checks and was given a great ovation was Meyer Mintz, United Jewish Appeal Director in the Tri-State area, obviously the object of great affection in the far-flung area.

The following is a list indicating the name of the person who presented the check, the name of the community and the amount of the check: Louis Jacobson, Aliquippa, \$12,000; Myer Abelson, Altoona, \$40,000; Leonard Rogoff, Ambridge, \$10,000; Saul Kaplan, Ashland, Ky., \$1,500; Aaron Green, Lower Beaver Valley, \$6,000; I. H. Gordon and Samuel Gilbert, Upper Beaver Valley, \$30,000; Charles Levine, Beckley, W. Va., \$5,200; Fred Gilbert, Bluefield, W. Va., \$5,500; Harold Kirkell, Blairsville, \$2,000; Leon Smith, Braddock, \$13,000; Albert Davis, Brownsville, \$15,000; Maurice A. Berman, Butler, \$30,000; Dr. Abe Azorsky, California, Pa., \$3,017.50; E. L. Marcus, Canonsburg, \$3,500; Ben Sherman, Carnegie, \$5,000; Sam Krasik, Charleroi, \$5,500; C. Joseph Recht, Clairton, \$7,500; Robert Weiner, Clarksburg, W. Va., \$26,800; Mayor Abe I. Daniels, Connellsville, \$6,000; Reuben Bliwas, Coraopolis, \$3,500; Mano Lichtenstein, Donora, \$4,000; Ben Klewans, DuBois, \$8,500; Harry Soffer, Duquesne, \$5,000; Dr. J. W. Schoolnic, East Liverpool, Ohio, \$20,000; Allan I. Schwartz, Elizabeth, \$900; Abe Stein, Ellwood City, \$7,500; Rabbi Harold Friedman, Fairmont, W. Va., \$3,000; Abraham A. Raden, Glassport, \$3,000; Joseph Greenberg, Greensburg, \$20,000; Sam H. Gordon, Homestead, \$15,000; Abraham Swartz, Huntingdon, \$343.50; Hyman J. Brody, Indiana, \$7,000; Morris Colker, Irwin, \$3,000; Milton Redlich, Jeannette, \$12,500; David A. Glosser, Johnstown, \$60,000; Isidore Rubin, Kiski Valley, \$8,000; Isidore Pollock, Kittanning, \$10,000; William Kahanowitz, Latrobe, \$3,000; Harry Stern, Logan, W. Va., \$5,000; Charles Cohen, Martinsburg, W. Va., \$3,500; Charles Rosenson, Monesson, \$5,000; Michael Stadtlander, Monongahela, \$3,000; Sam Weissberg, McDonald, \$1,775; Samson Finn, Morgantown, W. Va., \$1,500; Leonard Wingert, McKeesport, \$75,000; Leonard Feldman, Mt. Pleasant, \$5,000; Lou Kohn, New Castle, \$21,000; Dr. Howard J. Dunhoff, New Kensington, \$5,000; David Cohen, Oil City, \$12,000; Max Beren, Parkersburg, W. Va., \$3,650; Moses Mirbach, Philipsburg, \$2,500; Bernard Levi, Portsmouth, Ohio,



\$1,500; Arthur G. Rosenthal, Punxsutawney, \$5,000; Herman Frank, Sharon-Farrell, \$25,000; Miss Ruth Radack, State College, \$5,000 representing student contributions from Penn State College; Morris Denmark, Steubenville, Ohio, \$5,000 to supplement \$20,000 borrowed and remitted some weeks ago; Saul Caplan, Tarentum, \$2,200; Lessor Levy, Titusville, \$1,050; E. Milton Cohen, Uniontown, \$20,000; Jack Levin, Warren, \$2,500; Ben H. Richman, Washington, \$25,000; Harry Hausman, Weirton, W. Va., \$10,000; Isadore Katzen, Welch, W. Va., \$2,000; Maurice Kaufman, Wheeling, W. Va., \$15,000; Kenneth Wells, Williamson, W. Va., \$7,500.

Robert Amper, President of the United Jewish Federation of McKeesport, was unable to be present, but was instrumental in negotiating a loan of \$75,000 to make possible the largest sum presented at the Conference.

When all the checks were presented and it was indicated that the full figure of \$1,000,000 had not been reached, David A. Glosser, Chairman of the Cash Mobilization Committee for the Conference, called upon the community leaders to undertake to add to the sums they had already presented. This resulted in an immediate response, with various communities undertaking to send in within the next three or four days substantial additional amounts.

Max Monarch, speaking for Altoona, which had already provided \$40,000 announced that an additional \$10,000 would be forthcoming.

Joseph Goldstein, one of the veteran campaign leaders of Johnstown, Pa., which had already presented \$60,000, arose to pay tribute to Solomon Glosser, great leader of the Johnstown community who had passed away two months previously. He announced that in memory of that devoted friend of the United Jewish Appeal, the community would provide an additional \$40,000 in the next three days. Others followed.

Vice-Chairman of the Cash Mobilization Committee was veteran leader Harry N. Cohn of Butler. Frank Titelman of Altoona was Chairman of the Reception Committee.

Mr. Morgenthau closed the conference, unique in its ceremonial splendor and in the amount of cash provided, with a tribute to the leadership in the Tri-State area and to the directorship of Meyer Mintz.

### **EDDIE CANTOR, PEERLESS STAR OF UNITED JEWISH APPEAL**

No award, in bronze or on parchment, has yet been devised that can even inadequately describe the immense debt which the United Jewish Appeal, the American Jewish community and all the beneficiaries of their fund-raising owe to Eddie Cantor. The record for 1950, a story of tireless campaigning, is in itself a tribute to the efforts of this great luminary of the Jewish community. What has marked Eddie Cantor is not only his extraordinary devotion to the cause of Israel and to the survival of his people everywhere, but the modesty and simplicity with which he has given himself—far beyond his physical capacity. He knows no distinction between small town and big city. To him the generous giver is the same in whatever size community he lives.

The big gifts meetings in Pittsburgh, Detroit, St. Louis, Cincinnati were launched by Eddie Cantor. It was his deep earnestness, shot through also with his great good humor, which turned each of these events into a memorable occasion in the life of the community. But Tucson and Norfolk were no less affected by his masterful interpretation of the greatness of being a Jew.

Before returning to the West Coast, Eddie Cantor spent a day in El Paso, Texas—



another glorious chapter in the voluminous record of his service to the United Jewish Appeal. The community now stands at \$166,881 as compared with \$153,694 a year ago. Two months ago, almost any sorrowful prediction on the outcome of the campaign would have been accepted. Today, El Paso is going forward to raise the largest amount it has ever obtained. As in every city he visits, Eddie Cantor left behind some of his own spirit. As Elias Krupp, veteran community leader and Co-Chairman of Special Gifts put it: "Eddie and Ida came to us as people whom we knew by name and reputation only; but left El Paso as real friends, leaving all of us with a glow in our hearts."

From the moment Eddie Cantor arrived in El Paso and he was handed the key to the city by Maurice Schwartz and Ida Cantor was presented with a bouquet, the whole time of these two gracious people was spent on the campaign. Ida went to the Women's Division meeting, where a total of \$19,500, more than last year, was raised—with the wonderful help of Mrs. Kurt Laemmle of Los Angeles, one of the most brilliant speaking discoveries of 1950.

About 300 people crowded into the ballroom for the El Paso dinner. Jerry Harris was Master of Ceremonies. Mrs. Laemmle spoke again. Herbert Given introduced Eddie Cantor, who, when he was finished speaking, began calling the cards. The first was that of Eli Krupp, who increased at once by 15%. From that point on, it was "the Cantor story" all over again.

If Eddie Cantor has not visited all the cities that wanted him, it is because even he is only human—despite the fact that what he accomplishes everywhere is superhuman.

#### THE LITTLE TOWNS TELL A UNIFORM STORY OF INCREASES

In the main, fashions in campaigning are national in scope; and the factors which make for better results in one type of town usually produce the same results in other towns. It is noteworthy in 1950 that, only with the rarest exceptions, the little communities of a few Jews or several hundred Jews are uniformly raising more money. It is easier to get the campaigns started and there is a better campaign atmosphere. East, Middle West and far West show the same pattern, as these illustrations indicate:

Marshalltown, Ia. is running a campaign headed by veteran leader Harry Druker. The opening produced \$13,070 from those who gave \$10,095 last year. The meeting was marked by the presence of State Chairman Frank Margolin. Mrs. Sam Gervich is Chairman of the Women's Division. To speed funds to the UJA, a bank loan of \$5,000 was obtained and forwarded.

Thomasville, Ga. started its drive with a meeting at the synagogue and raised \$4,185 from givers last year of \$3,500. Morris Rosenberg is Chairman.

Sarasota, Fla., whose campaign is headed by Percy Paderewski and Marvin Weiss as Co-Chairmen, has reached the figure of \$10,100. This compares with \$9,806 in 1949.

Ogden, Utah opened its drive with \$7,200, an increase over last year. Ralph Benowitz is Welfare Fund President and Harry Herscovitz Campaign Chairman. Mrs. Sam Herscovitz heads the Women's Division.

Millville, N. J. opened its drive at the home of James Kane, with Judge David L. Horovitz and Louis A. Lewis as speakers. Gifts increased from \$4,450 to \$5,425. Philip Wadlinger is Chairman, and Sol Polkowitz, Isadore Godet and Dr. Sol Rosen Co-Chairmen. James Kane is Treasurer and Mrs. Anne Pollack, Secretary. A loan of \$5,000 was made to forward to the UJA.



Sumter, S. C. obtained 27 pledges at its opening dinner for a total of \$4,877. This represents an 108% increase. Nathan Addlestone, whose own increase sparked the meeting, is Chairman, and Mrs. Ben E. Ness, Co-Chairman. State Chairman Sylvan Rosen attended the meeting.

Stroudsburg, Pa. has Lou Sommers as Chairman and Lester Abeloff as Co-Chairman. A total of \$5,935 was raised from those who gave \$4,768 last year. An intensive Christian campaign has also been inaugurated.

Santa Rosa, Calif. raised \$3,050 to start its 1950 drive, as against \$1,950 last year. Irving Klein is Chairman and Harry Harris, Co-Chairman. \$2,000 has already been remitted.

Aiken, S. C. started off with 12 pledges for \$2,275, showing a 76% increase. State Chairman Sylvan Rosen and Hyman Rubin of Columbia spoke eloquently. Sam Shenker leads the drive.

Napa, Calif. has the same type of increase, having raised \$2,830 to start with, against \$1,800. Wesley Meyer is Chairman.

Bainbridge, Ga. led by L. Wynn, raised \$3,125 against \$2,575. Julian and Max Kwilecki's gift paced the synagogue meeting.

North Platte, Neb. obtained \$3,250, as against \$2,855, with Joseph Hirschfeld, the Chairman, as top giver in this community with a handful of Jews.

Newton, Ia. has the leadership of Nate Gottner as Chairman. Those who gave \$1,460 last year contributed \$2,360. Morris Sanders led off in the giving.

Fredericksburg, Va. started with 18 pledges for \$2,675, showing a 123% increase. Rabbi Ariel L. Goldberg of Richmond spoke. Louis W. Hirsch is Chairman.

Keyport, N. J. now organizing its campaign, with Irving Ruben, Dr. Sidney D. Becker and Miss Dorothy Cohen as leaders, started off with \$1,827 for a 9% increase.

Walterboro, S. C. started its campaign with gifts of \$6,750, running approximately 20% ahead of last year. Bernard Warshaw is Chairman; Albert J. Novit and Edward Slotchiver, Co-Chairmen; Leon Gelson, Treasurer.

Westwood, N. J. opened its drive last week and raised \$15,327. This compares with \$12,150. Barnet Maron, Isidore Kiwad, Dr. David Goldberg, Philip Lack, Gluck Family, Tandy & Allen Construction Co., and Louis Coleman led off the giving. Barnet Maron is Campaign Chairman. Harry Zell is Treasurer.

Anniston, Ala. has Rudy A. Kemp as Chairman. From contributors of \$5,175 last year, the sum of \$5,425 was raised at the opening meeting.

Butte, Mont. has the problems of other communities its size, with removals and deaths cutting down the number of prospects. But despite local labor situations and other factors which seemed to make for a worse campaign, actually \$14,350 was raised, for a substantial increase over last year. Phil Judd is Chairman of the Welfare Fund. Joe Schwartz is Campaign Chairman and Morris H. Schwartz, Secretary - Treasurer.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 11

NOT FOR PUBLICATION

May 1, 1950

#### HAVE YOU PAID YOUR OWN PLEDGE?

Pledges are terribly important. Without them, there can be no campaign. Without them, there can be no planning. Without them, there can be no bank borrowing. But pledges reach their highest value — when they are transformed into cash.

The United Jewish Appeal desperately needs cash in order to function. When it has no cash, it means that food supplies, medical facilities, work, homes are denied to tens of thousands of Jews. When it has no cash, Jews who have exit visas in their hands and the chance, at last, to leave lands of despair, must stay where they are! When the UJA has no cash, the sympathy and the hope which you want so urgently to convey to your fellow-Jews become sterilized.

Have you paid your own pledge? Even as you read this, won't you take out your check book and fill out a check for the whole, or a large part, of your pledge — and forward it at once to your local community campaign treasurer.

#### MINNEAPOLIS AND MILWAUKEE SHOW INCREASES FOR EBAN

Aubrey Eban, Israeli Delegate to the United Nations, who made the long night and day flight in order to reach Minneapolis from Atlanta, found the Minnesota community turned out in gala array to welcome the representative of the State of Israel. The reception plans, in which Governor Luther Youngdahl and Mayor Eric Hoyer had participated, were marred somewhat by a heavy snowfall that blanketed Minneapolis for the festivities. Nevertheless, the Governor, the Mayor and 17 cars crowded with Jewish community representatives were on hand to greet the plane and to escort it on a parade through the city, flanked by the Minneapolis Police Department. In addition to Mr. Eban, the guest of the day was Abraham Feinberg, UJA National Chairman of Trades and Industries.

Presiding at the big gifts dinner in the evening was Jules Ebin, Big Gifts Chairman. The brilliant addresses of Messrs. Eban and Feinberg made a splendid foreground for the intensive solicitation that followed, with I. S. Joseph and Maurice L. Melamed



aiding him in the card-calling. With some 200 cards announced, there was a total of \$385,000 in gifts, compared with \$339,000 from the same sources in 1949. Lead-off gifts included \$75,000 from Jay Phillips, as against \$50,000 last year. Others that set the pace included: I. S. Joseph from \$5,000 to \$20,000; Louis S. Grossman from \$10,000 to \$16,000; Jules and Morris Ebin from \$10,000 to \$25,000; Wilfred Wolfson from \$6,000 to \$10,000; Samuel Maslon from \$7,000 to \$8,000; Max J. Sanders, \$16,000; Arthur and Maurice Melamed, \$25,000; P. B. Juster, \$8,000; Jaeson Kline, \$10,000; and Harry Bloom, \$7,500.

The Chairman of the Minneapolis campaign is Rabbi Morris Gordon. The Co-Chairman is Louis S. Grossman. Jay Phillips is Honorary Chairman. Dr. Louis R. Weiss is President of the Federation and Charles I. Cooper, Executive Secretary.

From Minneapolis, the Israeli statesman, again joined by Mr. Feinberg, flew southward to Milwaukee for the Big Gifts meeting there the next day. They arrived in time for a luncheon meeting of the Women's Division, at which 233 women announced gifts for a total of \$54,670, as compared with \$47,920 the year before.

The evening dinner meeting heard the announcement of advance gifts totalling \$300,000. The same givers had contributed \$281,000 in 1949. The presiding officer was Herbert H. Ribner, Campaign Chairman. Mrs. George P. Ettenheim is Women's Division Chairman. Benjamin F. Salzstein is President of the Fund and Elkan C. Voorsanger, Executive Director.

Gifts announced included Leonard and Stanley Glen, \$20,000; Sam Shapiro, \$15,000; Max Teweles, Ben Saltzstein, Ben Lewenauer, \$10,000 each; Max Karger, \$12,500; Harry L. Epstein, \$8,500; Gustave Frankel, \$11,000.

### **BRIDGEPORT, EXAMPLE TO THE NATION**

The case history of Bridgeport, Conn. is one of the most instructive that the 1950 campaign year has produced. Early in the year, the community leadership was convinced that Bridgeport was a distressed area, morally as well as physically. They decided that it would take a long time to recover and the first thing that must be done is to postpone the campaign from spring to fall. That way lay hope. For weeks and weeks that was the chief point of discussion: postponement, to avert disaster. But, finally, the seasoned Jews resolved that that was much too easy a way to escape responsibility. Two men, typical of the cross-section of the community, accepted campaign posts. Judge Samuel Mellitz, one of the most respected Jews in the State, took the Chairmanship. Philip Sagarin, one of the younger leaders, took the Chairmanship of the Executive Committee.

They decided that all the community needed was a process of consistent education in the needs. They realized that big gift solicitation could come only after the town was saturated with the urgent story. First Joseph Cherner of Washington, and Morris Berinstein of Syracuse, National Campaign Chairmen, visited the town and had heart-to-heart talks with the leadership. Then Sam Rothberg spent a day in the community. It was still "only educational." And each visit produced a broader understanding and a corresponding determination to pull the community up by its bootstraps. Then all preparations were made for the big gifts meeting, with Henry Morgenthau, Jr., as guest of honor. But at the very last moment, Mr. Morgenthau was taken to the hospital--and it seemed as though the community enthusiasm would evaporate. But the leadership had built well. Dr. Jonah B. Wise and Julian Venezky came to Bridgeport for the occasion and they were given a demonstration that a community which is seriously determined can do anything.



Thus it was last week that Bridgeport, which only two months ago, had been willing to sell its campaign at a big discount, turned in one of the best performances in the nation. Contributors who, in 1949, had given \$200,000, raised themselves to \$260,000. Contributing to the spirit of the occasion were the Big Gifts Chairmen, Leo G. Federman and Samuel E. Friedman. Top gifts included Leo G. Federman, \$41,000; Joseph H. Cone \$40,000; Nathan Harrison and David Bernstein, from \$5,000 to \$11,000; Jack Kunin, \$6,500; Hoffman Fuel, \$10,000; Dr. William Pious, \$7,000; Milton H. Friedberg, \$5,000; and William Smick, \$5,000. The Bridgeport Post Telegram pledged \$1,000.

Mr. Federman presided and Philip Sagarin called the cards, with wit and wisdom. Joining Dr. Wise and Mr. Venezky for the occasion was Emanuel Gratenstein, hard-hitting Chairman of the New Haven campaign.

What was especially noteworthy about the Bridgeport story was the willingness of its leadership to cooperate fully with the national United Jewish Appeal in the selection of representatives and speakers for each stage of the advance toward better giving. Mrs. Clara M. Stern is Executive Secretary and Rabbi Harry Nelson, President of the Community Council.

### AMERICAN JEWISH ARCHIVES COLUMBUS LEADS OHIO IN IMPROVED GIVING

With Richard J. Abel as Campaign Chairman and Ralph Lazarus as President of the United Jewish Fund, Columbus, Ohio last week was auspiciously started on its 1950 campaign. Its initial gifts totalled \$190,800 from those who gave \$182,950 the year before.

The standards were established at a small pre-campaign gifts meeting, with only 30 gifts announced. Speakers for the occasion were Rabbi Morris Lieberman of Baltimore, who continues to be one of the magnificent speakers of the national 1950 campaign, and Arnold Forster. The excellent card-calling by Mr. Lazarus helped to create the high enthusiasm which marked the entire session.

### "OPERATION MAGIC" IS WHAT THEY CALL LONG BEACH RESULT

For a town which had plummeted far down in 1949 and whose community spirit was said by the leaders themselves to have evaporated, the campaign results thus far revealed in Long Beach, California, are nothing short of phenomenal. In fact, the term "Operation Magic" is now being applied by the community leaders to the phenomenal upswing in the 1950 campaign, under the Chairmanship of Isaac Sukman. On Saturday night, April 29, the community staged its major big gifts function. The speaker was Quentin Reynolds. Joining him for the occasion were two of the foremost campaigners of 1950, Lou Boyar, Chairman of Advance Gifts in Los Angeles and Harry Rothberg, Chairman of Trades and Professions in Los Angeles. When these three top campaigners had concluded, the evening's results showed that 60 gifts had produced \$66,240 against \$44,800 contributed last year. Including these gifts and the pledges from the Women's Division, the Long Beach campaign now heads toward its formal opening with pledges of \$81,800 against the 1949 total from the same sources of \$58,300.

### A CROSS-SECTION OF THE STATUS OF THE CAMPAIGN

Cincinnati, O.: The campaign has passed the \$800,000 mark and continues to run ahead of the 1949 results. Joseph H. Hoodin is Chairman. Last week 27 Women's Division luncheons, involving 500 women, were held on the same day. Over \$85,000 was



raised, for a 10% increase. Mrs. Pascal Schwartz is Women's Division Chairman.

Portland, Ore., running under the vigorous chairmanship of Harry Mittleman, has passed the \$250,000 mark, maintaining an increased rate as compared with 1949.

Sioux City, Ia., passed the \$151,000 mark last week at a function attended by Sam Rothberg. An increase of 21% is being maintained. Samuel Cohen is Chairman.

Allentown, Pa., whose Chairman is Morris Senderowitz, Jr., now has about \$280,000 in hand. This community looks forward to being in 1950, as before, one of the record cities in the nation.

Jersey City, N. J., at its last report session, had \$140,000 in hand, for an 11% increase. Louis Struhl is Chairman.

Tucson, Ariz., is the first community in the United States to surpass not only its 1949 but also its 1948 results. Last week, Mr. Morgenthau received a telegram from Joseph Brindis, Chairman, that Tucson, with the campaign still in progress, had passed the \$118,000 mark.

Teaneck, N. J., at its formal campaign opening with Rabbi Charles Shulman, produced pledges of \$54,436, as against \$38,065, for a 43% increase. Fred Schneider is Chairman.

Phoenix, Ariz. New spirit was infused into this campaign at a special meeting addressed last Sunday by Quentin Reynolds. A progress report showed pledges of \$91,527. Governor Dan Garvey had proclaimed April 30 UJA Sacrifice Day. Nat G. Silverman is Campaign Chairman.

Pasadena, Calif., is moving forward to further campaign progress under the leadership of Ben Tufeld as Chairman. He and Phil Aronov started the campaign off with gifts of \$5,500 each. At the opening function, a 20% increase was registered. As of April 30, the campaign had in hand \$38,353, maintaining the level of 1949.

#### **EDWARD G. ROBINSON HELPS OPEN CHICAGO DRIVE AT \$3,077,000 MEETING**

A total of \$3,077,000 in pledges was announced last week at a great special gifts dinner meeting in Chicago, attended by 400 leaders of the community who were inspired by a powerful address by Edward G. Robinson, motion picture star, who recently returned from an extended visit to Israel. Hundreds of new and increased pledges were made at the meeting, which was presided over by Harris Perlstein. The meeting got under way with an address by Reuben L. Freeman, General Chairman of the 1950 campaign, who outlined the urgency of a major effort in Chicago this year.

Mr. Robinson, in the course of his remarks, declared that "the people of Israel have chosen by an act of collective will to double and redouble their personal burden, and not for their own sake, but for the sake of others unknown to them, speaking foreign tongues, men and women who have never seen Israel. All over the world a message of hope is flashed to Jews everywhere who may be homeless or oppressed, in need or suffering.

"Now that Israel can speak openly, now that it is sovereign, its beacon shines through the fog of mistrust, of enmity, of discrimination that clouds so much of the world. Its message is heard and it proclaims to the universe that brotherhood is



possible, that the morality all men yearn for can be achieved, that it can be seen and witnessed. I attest to it, because I have seen it."

After telling about the vast immigration that continues to pour into Israel, Mr. Robinson concluded: "I say to you, in pride and in humility, and in love, our future is not separate from the future of that land. We live 7,000 miles from Israel, but its survival is necessary to ours. To that living brotherhood, is tied our future. If we turn our backs on one, we turn our backs on the other. And now I close my remarks with a fear of ineptness and inadequacy. I ask your indulgence because of the emotion that has prompted them, the heartfelt longing that Jew and non-Jew, including the Moslems, may all be men of good will and, treating each other with respect, may achieve the peace that God ordained for all. Sholom."

### **San Francisco also hears Robinson**

At San Francisco, at a meeting chaired by Walter D. Heller, Mr. Robinson said that the greatness of Israel lies in its act of creative brotherhood. He emphasized that the Israelis have doubled their own burdens in order to give shelter and sustenance to their brethren. He asserted that the survival of Jews everywhere is bound up with the survival of the State of Israel. A great ovation was tendered to the film star when he concluded.

### **CALIFORNIA TOWN DOUBLES 1949 GIVING**

Determined that a new level of giving is essential for 1950, the little town of Salinas, Calif., started off its campaign on April 30 with a doubling of its 1949 gifts. As against \$10,419 raised from the same donors last year, a total of \$21,100 was subscribed at this year's opening function.

Ellis H. Spiegel, Campaign Chairman, himself set the pace for the community, when he increased from \$2,500 to \$6,000. Others throughout the community followed his lead.

Prior to the formal opening, A. J. Shragge, San Francisco Co-Chairman, and Sanford Treguboff, Executive Director of the San Francisco drive, visited Salinas to talk of their recent Israel experiences and to urge maximum giving.

### **BIG GIFTS OPENINGS REGISTER INCREASES**

Lowell, Mass. With Mrs. Archibald Silverman creating a profound emotional reaction, initial givers here contributed \$50,800 last week, to compare with \$48,500 from the same group in 1949. Chairman of the drive and President of the Fund is James Cantor. Edwin Braverman is Chairman of Special Gifts, and Samuel Porton, Treasurer. Rabbi Joseph Warren is Executive Director.

Lincoln, Neb., opened its big gifts with pledges of \$39,350 as against \$37,400 last year. Ralph Dworsky and L. J. Messer are Co-Chairmen. A. Q. Schimmel is President and Louis B. Finkelstein, Executive Director. Top gifts included Mr. Schimmel for \$10,000; Nathan J. Gold, \$9,000; L. J. Messer, \$5,250.

Lancaster, Pa., heard Dr. Joseph Dunner at its initial gifts meeting, which produced \$40,000 from those who gave \$36,000 in 1949. Emanuel Alboum, former Lancaster leader, returned to the community and helped provide the spark which set the community



on the proper path. Dr. Harry A. Elins is Chairman; Harry Chertcoff and Joseph Rabinowitz, Big Gifts Co-Chairmen. Sigmund C. Taft is Campaign Director. Mrs. Robert G. Levine is Chairman of Women's Division.

Fair Lawn, N. J., raised \$33,950 at two initial gifts meetings, to show a 26% increase over last year. Top gift was provided by Max and Julian Bornstein, at \$17,000. Irving Brawer increased from \$2,750 to \$5,000. Nathan Sprechman is Campaign Chairman and Max Bornstein, Honorary Chairman.

Spokane, Wash., opened its campaign last week with a 14% increase. Pledges now amount to \$36,250. Russell Walker is Chairman; Joseph Rosenfield, Co-Chairman and Maxwell I. Silverstein, Executive Secretary.

Cheyenne, Wyo., held its initial gifts meeting at the home of William Veta at which gifts of \$26,625 were pledged, to maintain last year's level of giving. Adolph Kiesler, UJA Regional Chairman, of Denver, and Rabbi Morris Margolies, also of Denver, were the speakers for the occasion, together with Joseph D. Sheftel, Denver Campaign Co-Chairman. The campaign is headed by a committee consisting of Jack Nathanson, Leonard Leff, Charles N. Bronstein, Sol Bernstein and Rabbi Leader.

### **SAN ANTONIO CAMPAIGN STARTS AT EVEN BALANCE**

The 1950 San Antonio campaign began last week with a pace-setting dinner at which 54 persons pledged \$126,000, maintaining the level of previous giving. The speakers were Moritz Gottlieb and Mrs. Kurt Laemmler. Jesse D. Oppenheimer is Chairman; Jake Karotkin, Big Gifts Chairman. The Women's Division is headed by Mrs. Phil Wise, Mrs. Sam Wish and Mrs. N. Strauss Nayfach. William Sinkin is Federation President and Louis Lieblich, Executive Director.

### **WOMEN'S DIVISION CHAIRMAN MAINTAINS WHIRLWIND PACE**

Mrs. S. Alexander Brailove, National Chairman of the Women's Division of the UJA, continues to symbolize and to stimulate the hundreds of women throughout the nation who have assumed responsibility for encouraging women to better giving required in 1950.

Immediately following upon her return from a 10,000 mile trip to the Southwest and West, Mrs. Brailove resumed her trips by plane and train to communities which urged her to come to speak at big gifts meetings, at educational functions and otherwise to inform and organize women's groups throughout the land. In addition, many communities, finding that Mrs. Brailove is not only an effective organizer but a brilliant speaker, have invited her to address the functions sponsored by men's divisions. In recent days, she has visited Chicago, Omaha, Memphis, St. Louis, returned to Dallas, and is scheduled to be in St. Paul, Cleveland, Indianapolis, Troy and Louisville.

Reports that come in to national headquarters of the Women's Division indicate that women continue to play a vital part in the national campaign, not only by way of creating a better understanding of the needs but also in terms of improved giving. In Philadelphia, the Women's Division reports results to date of \$181,000, as compared with last year's \$168,000. Mrs. David Salesky and Mrs. David Stein are Co-Chairmen. Essex County, of which Newark is the center, reports gifts of \$130,000, for an 8% increase. Mrs. Gustav P. Heller is Chairman of the Women's Division.

Washington, D. C., conducting one of the best campaigns in the nation, finds its



Women's Division under Mrs. Cecil Kaufmann, Chairman, reporting \$55,000 at the advance gifts tea. This compares with \$40,000 from this function last year.

Omaha, Neb., is organized under the leadership of Mrs. Ernest A. Nogg. The first \$365 function produced \$16,000, showing a 9% increase.

Minneapolis, Minn., has a Women's Division led by Mrs. Thomas I. Levitt. At an advance gifts luncheon of 56 women, \$32,000 was pledged by those who gave \$24,000 the year before.

Dallas, Tex., had a most encouraging special gifts function last week when \$93,000 was raised from a group of women who had given \$91,000 last year. Mrs. Morton Sanger is Chairman of the Division. Mrs. Brailove was the speaker.

Savannah, Ga., held its second Women's Division function at which 67 contributors gave \$2,587, maintaining the increase over 1949. Women's gifts now total \$15,330. Mrs. Miller Kaminsky is Chairman.

Albuquerque, N. M., is also proud of its Women's Division, headed by Mrs. David Spector. Pledges of \$4,750 came from those who gave \$2,800 last year.

Derby-Shelton, Conn., spurred on by Mrs. Bertha Shancupp, has already gone beyond the total the Women's Division raised in both 1949 and 1948. In 1948, the women obtained \$6,000, but with the campaign still in progress, the women already have about \$6,100.

Fort Worth, Tex., women began their campaign this year with a function which netted \$8,600 for a 33% increase over last year. Mrs. Elias Brachman and Mrs. Herman Miller are Co-Chairmen.

The National Women's Division has had the benefit of even greater participation by outstanding women leaders than ever before. For long distances and at short notice, these lay leaders have gone to communities to help organize, to raise funds and generally to stimulate women to their full share in the campaign. One of the most active personalities in this group is Mrs. Nathan Whitfield of Newark. One of the most remarkable discoveries of 1950 has been Mrs. Kurt Laemmle, of Los Angeles, whose speaking ability has become widely known from the first talk she made outside her own community. Others of this active group include Mrs. Albert Klein, of Perth Amboy; Mrs. Katharine S. Falk, who is also one of the most active figures in the New York campaign; Mrs. Louis Glasser, Miami; Mrs. Arthur Markson, Utica; Mrs. Sydney Albert, Akron; Mrs. M. H. Fisher, Pittsburgh; and Mrs. Jack Goodman, Indianapolis.

### **NORWICH BORROWS \$75,000 AS IT LAUNCHES DRIVE**

Recognizing the necessity for immediate cash for the United Jewish Appeal, the Norwich, Conn. campaign leadership borrowed and forwarded \$75,000, just as it was organizing its 1950 drive. The action was decided upon at an organization meeting, which, with Dr. Frank Kingdon as speaker, reached such a stage of stimulation that it was decided to start some of the initial gifts work on the spot. Geurson D. Silverberg and Lester B. Agronvitch will be Co-Chairmen of the drive, together with Eli L. Cramer, Norwich attorney. Big Gifts Chairmen are Abraham Levin, Samuel Raucher and Samson Cramer. Eli L. Cramer is Treasurer.

Checks were also received this week as follows: \$10,000 from Lowell, Mass.;



\$10,000 from Cleveland, Miss.; \$20,000 from Gloversville, N.Y.; \$5,000 from Scotts-bluff, Neb.; \$10,000 from Pawtucket, R.I.; \$23,150 from Sioux Falls, S. D.; \$8,000 from Tyler, Tex.

Southbridge, Mass., which is just beginning to organize its 1950 drive, has already forwarded \$14,000, which is more than the total made available to the UJA in 1949. Veteran leader Ralph Robbins is Chairman of the drive. He is assisted by Ben Horowitz as Co-Chairman, Hyman Goodwin, Treasurer and Miss Dorothy Krasnov, Secretary.

A loan of \$20,000 was obtained from the bank by Fresno, Calif. and forwarded on account of 1950 by Rabbi David L. Greenberg, Executive Director. Dr. H. M. Ginsburg is Campaign Chairman.

### THE PATTERN IS NOT ALWAYS EVEN

Houston, Tex., is now exploring ways and means of bringing its giving at least up to the level of last year, after a number of weeks of active campaigning that currently show pledges of \$497,051, as compared with gifts of \$546,958 from the same sources a year ago. Irvin M. Shlenker, President of the Jewish Community Council, is also serving as the hard-working Chairman of the 1950 campaign. I. S. Brochstein is Big Gifts Co-Chairman, together with Louis Pulaski. Mrs. I. B. Maltz is Chairman of the Women's Division.

Dallas, Tex., this year revised its method of fund-raising and engaged in a series of personal parlor meetings, with such personalities as Edward M. M. Warburg, Rabbi James G. Heller and Harold Linder in attendance. First results show pledges of \$468,658. The same contributors had given \$544,583 a year ago. Jerome K. Crossman and Sam R. Bloom are Co-Chairmen of the drive. Irving L. Goldberg is President of the Federation.

Evansville, Ind., finds its campaign at the \$55,000 level currently. This represents 1949 gifts of \$70,000. The Chairman of the drive is Alex B. Hamburg. Herman Salm and Sam Kessler are Big Gifts Co-Chairmen. Leon Weil is President of the Jewish Community Council and Rabbi Milton Greenwald is Secretary.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950—\$272,455,800

Vol. V No. 12

NOT FOR PUBLICATION

May 9, 1950

#### THERE IS NO SUBSTITUTE FOR CASH

The United Jewish Appeal again pleads with all contributors (1) to pay off any pledges that they may owe on previous years; (2) to pay in whole, or in large part, the pledges already made to the 1950 campaign.

In a few communities, there is a tendency to delay the issuance of bills on pledges until after the conclusion of the campaign. Every responsible contributor knows that the cause for which his gift is urgently solicited requires cash for its functioning. The sooner the pledge is paid, the quicker it can do its work of good.

In many communities it is becoming a regular campaign practice: to ask for cash as the pledge is being solicited. In Los Angeles, for example, a blank check is attached to the pledge card, so that just as the contributor is making out his 1950 gift, he can pay in full anything he owes on the past or else make out a check on his 1950 pledge.

There are Jews waiting at ports, unable to leave — because the United Jewish Appeal does not have adequate cash.

There are Jews who are living in hunger, in disease, in squalor — because the United Jewish Appeal does not have adequate cash.

There are Jews who may never have another chance at new home and freedom—because the United Jewish Appeal does not have adequate cash.

YOUR CHECK—AND YOUR CHECK ALONE—IS DECIDING THE DESTINY OF HUNDREDS OF THOUSANDS OF YOUR FELLOW-JEWS. YOUR CHECK TODAY.

#### FIVE TYPICAL DAYS IN A CAMPAIGN WEEK

The nature of reports that have come to national campaign headquarters is best reflected by the cold statistics. During the week May 1 through 7, several score



campaigns were opened by pace-setting meetings among top givers. Whether in the very small communities or in the larger towns, a uniform pattern seemed evident. Below are the comparative figures, which do not, of course, include the story of long preparations, careful organization and skillful handling of the meeting itself.

Monday evening, May 1

<u>Town</u>	<u>1950 Results</u>	<u>1949 Comparison</u>	<u>Speaker</u>
Stamford, Conn.	\$139,250	\$123,800	Abraham Feinberg
Albuquerque, N. M.	39,000	29,950	Quentin Reynolds
Charlotte, N. C.	23,475	20,490	Rabbi Isadore Breslau
Binghamton, N. Y.	37,210	33,760	Ruth Gruber
Fond du Lac, Wis.	22,470	20,895	Paul Edwards
			Martin Abelow
			Yehuda Hellman

Tuesday evening, May 2

Ithaca, N. Y.	\$ 19,830	\$ 19,692	Paul Edwards
Bridgeton, N. J.	41,190	38,600	Julian Venezky
Lafayette, Ind.	30,292	29,915	Hugh McDonald
Ft. Worth, Tex.	150,000	130,000	Sam Rothberg
York, Pa.	60,000	60,000	Quentin Reynolds
			Eleanor Abrams
			Abe Karol
Erie, Pa.	33,675	32,195	Sol Reiter
Joliet, Ill.	56,562	51,300	Paulette Oppert
Columbus, Neb.	5,000	4,900	Ben Adilman
Rockford, Ill.	45,500	37,609	Max Swiren
Newport News, Va.	59,560	65,410	Mrs. Archibald Silverman

Wednesday evening, May 3

Omaha, Neb.	\$160,000	\$140,000	Aubrey Eban
Princeton, N. J.	11,096	9,069	Morris Berinstein
Newburgh, N. Y.	26,900	25,150	Richard Gartner
Fayetteville, N. C.	10,500	7,400	Paul Edwards
			Martin Abelow

Thursday evening, May 4

Portland, Me.	\$101,142	\$ 90,000	Mrs. Archibald Silverman, Irving Usen
Indianapolis, Ind.	292,736	280,000	Aubrey Eban
Metuchen, N. J.	13,410	7,420	Morris Berinstein
Troy, N. Y.	46,225	48,325	Richard Gartner
			Harry Weltchek
			Joseph Shulman
Council Bluffs, Ia.	15,550	14,500	Mrs. S. A. Brailove
Ft. Wayne, Ind.	71,050	73,700	Ben Adilman
Saginaw, Mich.	18,925	16,725	Sol Luckman
Pontiac, Mich.	41,775	38,000	Dr. Joseph Dunner
			Yehuda Hellman



Sunday evening, May 7

<u>Town</u>	<u>1950 Results</u>	<u>1949 Comparison</u>	<u>Speaker</u>
Vallejo, Calif.	\$ 13,695	\$ 8,120	E. N. Grueskin Eleanor Levenson
Milford, Mass.	14,352	12,494	Isaac Paul
Topeka, Kan.	21,015	16,000	Sam Kadison
Charlotte, N. C.	41,545	36,000	Rabbi Morris Lieb- erman
Quincy, Ill.	12,765	11,670	Yehuda Hellman
Bangor, Me.	79,625	81,175	Frank Kingdon
(Regional Big Gifts)			
Southern Illinois	82,612	68,843	Ruth Gruber

### INDIANAPOLIS HEARS EBAN AT CAMPAIGN OPENING

When the big gifts meeting was ended, Victor Goldberg, Chairman of the Indianapolis Federation 1950 campaign, was able to report that the drive had opened with \$292,736 in gifts as compared with \$280,000 contributed by the same persons last year. Mr. Goldberg, who had served as Special Gifts Chairman last year, presided at the dinner meeting and read the cards. It was remarkable that not a single man in the entire assembly "passed" when his gift was called for. Every person present accounted for himself.

Guest of honor at the function was Aubrey Eban, Israeli delegate to the United Nations. He was followed in his brilliant address by Morris Berinstein, a National Campaign Chairman, who helped to cap the climax of the Israeli statesman's appeal. One of the most moving episodes of the evening was a statement by Lazure L. Goodman in tribute to his late brother, who had been President of the Indianapolis Federation and one of the State's foremost citizens.

In addition to Mr. Goldberg, officers include: Philip Adler, Jr. and Edward A. Dayan, Vice-Chairmen; David Lurvey and Charles S. Rauh, Special Gifts Co-Chairmen; Nathan Regenstrief and Maurel Rothbaum, Individual Gifts Co-Chairmen; Mrs. David Lurvey is Women's Division Chairman with Mrs. Victor Goldberg and Mrs. Lewis Levy as Co-Chairmen. Julian Freeman is President of the Federation and Sidney Cahn, Executive Director.

### OMAHA PASSES \$200,000 MARK IN SPURT OF GIVING

Omaha, Neb. is convinced that it will end up with one of the best campaigns of the Middle West, as a result of its good showing at the big gifts meeting honored by the presence of Aubrey Eban, Israeli delegate to the United Nations. With \$200,000 already raised, showing a 13% increase, the campaign officers, headed by Abe H. Brodkey, have every reason to be encouraged.

Joining Mr. Eban for the visit to Omaha was Morris Berinstein. The two complemented each other in a perfect campaign combination. Arthur H. Goldstein, Initial Gifts Chairman, presided at the meeting and called cards. At the big gifts meeting itself, contributors pledged \$160,000. This compared with \$140,000 from the same sources last year. Top gift announced at the meeting was that of Harry A. Wolf, who gave \$33,000, as compared with \$30,000 in 1949.



Joe M. Rice is President of the Federation and Paul Veret, Executive Director. Mrs. Ernest A. Nogg is Chairman of the Women's Division.

### FEINBERG STIRS STAMFORD TO CHANGED ATMOSPHERE

Stamford, Conn. has now endorsed the slogan: "More can be raised in 1950" by setting its own example to other Connecticut communities. Prior to the big gifts meeting last week, there was wide belief that the campaign would be difficult. When Abraham Feinberg, National Chairman of Trades and Industries had completed his talk, and the cards were read, it was disclosed that gifts totalled \$139,250, as compared with \$123,800 from the same contributors in 1949. This was the largest amount ever raised at any Stamford meeting, with 59 gifts making up the total. Joseph Gruber, Chairman, and Norman L. Spelke, helped to move the meeting into action. In this they were aided by Martin Levine, who was invited to call cards and who did an excellent job of it.

In addition to Mr. Gruber, the officers include: Harold E. Hoffman and Louis Lotstein, Big Gifts Co-Chairmen; and Mrs. Joseph J. Peltz, Chairman of Women's Division.

### FORT WORTH SETS A PATTERN OF GIVING FOR SOUTHWEST

Fort Worth, Tex. re-emphasized its position as one of the pace-setters in the Southwest with a stirring big gifts meeting held last week, at which Sam Rothberg and Quentin Reynolds were the principal speakers. With gifts from both men and women, the total stood at \$190,000 as against \$170,000 from the same sources a year ago.

The big gifts function held at Temple Beth-El was described by those present as the most inspiring meeting in the community's history. This was created not only by the eloquence of the speakers but by the spirit engendered by the community's leaders. Among the top gifts was that of Sol Brachman, one of the outstanding personalities in that section of the nation, and Mrs. Brachman, who contributed \$30,000, plus \$10,000 for Producers Supply. Mr. and Mrs. Leon H. Brachman gave \$22,000. Mrs. Elias Brachman, dynamic Chairman of the Women's Division, increased from \$10,000 to \$14,000. M. M. Goldman, President of the Federation, increased from \$5,000 to \$7,350. Rabbi and Mrs. A. J. Brachman increased from \$5,000 to \$7,000.

Other top gifts included: Mrs. Herman Miller, Women's Division Co-Chairman, \$5,000; Ben H. Rosenthal, \$3,000; Jack Gachman, \$5,600; Sol Rosenthal, \$8,500; Ike Sandler, \$3,000.

At the close of the meeting, which most of those present were reluctant to leave I. E. Horwitz, veteran community campaigner, declared that never in his thirty years of experience in the Fort Worth Federation had the community been so profoundly moved and felt so good about giving. As Mr. Horwitz summed up the evening: "Spiritually, the Fort Worth community really went to Israel tonight."

Ben H. Rosenthal and David Greines are Co-Chairmen. Mrs. Herman Miller and Mrs. Elias Brachman are Co-Chairmen of the Women's Division which has raised close to \$44,000 to date. Harold Temin is Executive Director of the Federation.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

**FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800**

Vol. V No. 13

NOT FOR PUBLICATION

May 15, 1950

### NATION'S LEADERS SEND BEST WISHES FOR MORGENTHAU RECOVERY

Jewish community leaders in all parts of the United States have sent messages of good cheer to Henry Morgenthau, Jr., who has been in New York Hospital for the past three weeks and is expected to be confined for another two or three weeks. Mr. Morgenthau has not yet been allowed to see visitors, as he recovers from a heart condition, but he has been permitted to read the greetings that have been sent to him. Mr. Morgenthau is reported to be deeply moved, and greatly encouraged, by the messages that have come from campaign leaders assuring him that they are intensifying their own efforts to insure a successful campaign — as a means of stimulating his rapid recovery.

### ST. LOUIS PROVIDES \$540,000 TO U.J.A.

The sum of \$540,000 was voted to be sent to the United Jewish Appeal at a meeting this week of the Board of Directors of the St. Louis Welfare Fund. At the same time, officers reported that the 1950 campaign has already passed the \$1,400,000 mark and that the amount raised continues to be ahead of the pledges from the same contributors last year. Chairman of the campaign is Melvin Dubinsky, a National Campaign Chairman of UJA. President of the Welfare Fund is I. E. Goldstein and Herman Kaplow is Executive Director.

### RECORD \$516,000 COMPARES WITH DENVER'S 1949 START OF \$342,000

The largest percentage increase of any city its size in 1950 was registered last week by Denver at a Big Gifts meeting which produced \$516,000 from those who had given \$342,000 the year before. Chiefly responsible for the impressive beginning of the Denver campaign were fine organization and generous giving on the part of community leaders and the presence of a delegation of national UJA leaders headed by Joseph Cherner of Washington, D. C.

Guest of honor of the occasion was Arthur Lourie, Israeli Consul General in New York. Visiting the community with him to help in the priming of gifts was Mr. Cherner,



National UJA Campaign Chairman, whose own generous gift and warmth of spirit as he spoke to individuals and to the group stirred an extraordinary response among the Denver pace-setters. Joining Mr. Cherner was Moritz Gottlieb of Allentown, Pennsylvania.

Lead-off gift was \$55,000, compared with \$40,000 in 1949, from Shwayder Foundation and Jesse Shwayder. Adolph Kiesler, the beloved President of the Community Council, whose generosity has always set standards for the community, increased his own gift of \$33,000 to \$40,000. Dave, Laurence, Harry and Felix Cohen, of the Denver-Chicago Trucking Company, increased from \$7,500 to \$25,000. An increase from \$3,500 to \$12,500 was registered by Louis Cohan and Harold Cohan and family. Joseph S. Alpert and the family foundation increased from \$3,500 to \$10,000.

Moe Miller, the energetic Big Gifts Chairman, joined with his brother Max to raise from \$20,000 to \$35,000. Other top gifts included Jack H. Levy and Raphael Levy Memorial Foundation, from \$10,000 to \$12,000; Meyer and Myron Neusteter, from \$10,000 to \$15,000; Robert S. Kohn, from \$5,000 to \$15,000; Isidor Hilb and associates, from \$7,500 to \$10,000; Philip Miller and company, from \$5,000 to \$10,000; Ruby Chevrolet, from \$7,300 to \$10,000. Hyman H. Goldman, the Chairman of the drive, increased from \$4,150 to \$7,500 at the initial gifts effort.

Mr. Jesse Shwayder was host to the meeting at his home. Rabbi Herbert Friedman contributed to the spirit of the meeting by his inspiring remarks. Moe Miller did an extraordinary job of card-calling which helped to account for the results. In addition to Mr. Goldman, the very forceful Chairman, the officers include Joseph Sheftel, dynamic Vice-Chairman and Trades Chairman, and Nathan Rosenberg, Executive Director.

### **SOUTH BEND PRESENTS \$150,000 TO ABE FEINBERG AT BIG GIFTS MEETING**

Abraham Feinberg, one of the outstanding factors in the results of the 1950 United Jewish Appeal, visited South Bend, Ind. last week and was presented with a check for \$150,000 to help meet the cash needs of the UJA at the meeting which saw the beginning of the community's drive. The amount of \$162,250 subscribed was the largest sum ever raised at a pace-setters' meeting.

The following were among the 39 gifts announced at the conclusion of Mr. Feinberg's address: Feferman family, \$21,000; Samuel Brown, \$21,000; Hurwich Iron Co., \$11,000; Simon Bros., \$12,000; Levy Bros., \$10,000; Gilbert family, \$9,000; Maurice Tucker, \$3,500; Leo Opperman, \$3,300; Julius Tucker, \$3,500; Welber family, \$25,000; Mooren Bros., \$2,750; Philip Frank, \$3,500; Barney and Sam Sandock, \$5,000; Sol and Louis Sandock, \$3,900; Ries Furniture Co., \$5,500; Eli Fink, \$2,300; Bert Liss, \$2,500.

Henry Feferman, President of the Welfare Fund, who is also State Chairman for the UJA, provides the leadership for the campaign. Among his co-workers are Campaign Chairman Samuel R. Hurwich, who did a splendid job in reading the cards at the Big Gifts meeting; General Co-Chairmen: Abe C. Simon, Sam Brown and Sig Welber; Chairmen of the Large Gifts Division: Arthur S. Simon and Sam Z. Gilbert.

An interesting feature of the meeting was that as soon as the pledges had all been recorded, an immediate call was made for cash to help meet the urgent requirements of the United Jewish Appeal. Because of the cash collected on the spot, it was necessary to borrow only \$50,000 to present the check for \$150,000 to Mr. Feinberg. Norman Edell is Executive Director.



**HENRY FORD TO SPEAK FOR UNITED JEWISH APPEAL**

Henry Ford II has accepted an invitation to speak for the United Jewish Appeal. In response to Joseph Cherner, National UJA Campaign Chairman, the head of the Ford Motor Co. has agreed to address the opening of the motion picture division of the Los Angeles Welfare Fund on June 1. Mr. Ford recently contributed \$50,000 to the UJA.

**THIS HAPPENED THE NIGHT OF MAY 10TH**

The month of May sees the climax of Spring campaigns and more campaign functions are held each night of the month than in any other season of the year. Every morning national headquarters of the United Jewish Appeal receives reports of what happened the night before at each campaign opening in the nation. Some of these functions are pace-setting meetings, where standards for the community are set. Others are the more formal campaign openings, which mark the transition from priming of big gifts to the general solicitation.

These are a few of the results as they looked on the morning of May 11, in the reports of meetings that took place on the night of May 10:

<u>Community</u>	<u>1950 Results</u>	<u>1949 Comparison</u>	<u>Campaign Chairman</u>
Denver, Col.	\$516,000	\$342,000	Hyman Goldman
New Brunswick, N. J.	19,468	17,375	Alex Katchen
Salt Lake City, Utah	96,000	76,000	David Michelson
Kiski Valley, Pa.	12,987	12,500	Sam Bernstein
Portland, Me.	128,583	109,810	Isadore Rubin
Hackensack, N.J.	63,650	58,750	Barnett I. Shur
Red Bank, N. J.	25,600	21,867	Morris L. Wiener
Dayton, Ohio	200,600	203,000	Philip April
			Morris Westerman
			Ben Kopelove
			Sidney G. Kusworm, Sr.
			A. B. Saeks
			Benjamin R. Shaman
			Samuel H. Thal
Wichita Falls, Tex.	11,336	8,375	Abe Raben

The results in Dayton, O. represent a triumph of perseverance. For months, the community leaders seemed to have persuaded themselves that no campaign was possible. They insisted that savage cuts were in prospect from every direction and that a decent 1950 drive could not be salvaged out of this atmosphere. But finally the campaign officers of Dayton arranged a conference with representatives of the United Jewish Appeal to plan a vigorous rebuilding program. As a result, a series of UJA leaders visited the community for educational and priming purposes. Men like Joseph Shulman, Sol Luckman, Irving Norry, Sam Rothberg, Moritz Gottlieb, Philip Meyers, Joseph Hoodin, Joseph Holtzman came to the community. As a result of this persistent effort, what everybody had said would be a certain debacle was converted into an enthusiastic campaign atmosphere. On the night of May 10, the formal campaign opening was held, with Vice President Barkley, UJA Big Gifts Chairman Sam Rothberg, National Campaign Chairman Sol Luckman and Irving Norry, of Rochester, in attendance. No community could have evidenced a more vigorous determination to have a successful campaign than was manifested at Dayton. Among the top gifts were: Joseph Thal, \$20,000; Arthur Beerman, from \$13,500 to \$25,750; Samuel H. Thal, \$5,000 to \$10,000; Nathan Sanders, \$25,000 to \$26,000.



The function which saw \$96,000 raised in Salt Lake City to open the campaign was in the nature of a testimonial to James L. White, veteran leader of the community, who had just returned from a trip to Israel. Top gift of the evening was Mr. White's own contribution of \$20,000. Stimulating speaker for the occasion was Mrs. Kurt Laemmle, of Los Angeles, who has rendered brilliant service this Spring.

Howard Mack, Big Gifts Chairman for Hackensack, N. J., was the host for a pace-setters' meeting held at his home. Jack D. Weiler, National Campaign Chairman, and Rabbi Max Schenk were the speakers. Twenty-one gifts totalled \$63,650. Sidney Goldberg, President of the Hackensack UJA, increased from \$25,000 to \$27,750; Howard Mack went from \$10,000 to \$11,500, Morris Tenenbaum from \$4,000 to \$4,750.

### **\$262,500 PLEDGED AT ST. PAUL OPENING**

With 66 gifts announced at the pace-setters' meeting last week, the St. Paul United Jewish Fund opened with \$262,500 for a 6% increase. Participating in the program were Samuel Rothberg and Ralph McGill, Editor of the Atlanta Constitution, who recently returned from Israel. The Women's Division has raised \$33,000 to date.

Kalman S. Goldenberg is President of the Fund. Morris B. Kuller is Campaign Chairman; Mack Wolf, Big Gifts Chairman and Mrs. Joseph Malmon, Chairman of Women's Division. Dan S. Rosenberg is Executive Director.

### **CALIFORNIA TOWNS RECORD INCREASES FOR E. N. GRUESKIN**

Because many of the smaller California communities are remote from the larger cities and have not always had the benefit of top national leadership, the National Campaign Cabinet of the UJA asked one of its members, E. N. Grueskin, to spend a week in California to help stimulate some of these towns. The result of his efforts are reflected in the initial gifts reports.

San Bernardino has Leonard Becker as Chairman and Leslie I. Harris as Big Gifts Chairman. At the Big Gifts meeting on May 8, 23 pledges brought \$14,000 from givers of \$9,000 in 1949. Jack Skadron is President of the Welfare Fund.

San Jose experienced the same result on the night of May 9. Thirty pledges brought \$14,350 from those who gave \$8,950 last year. Dr. Michael A. Garetz and Seaman L. Kay are Co-Chairmen and Mrs. Gladys Kaufman is Chairman of Women's Division. Kenneth Gordon is President of the Federation and Mrs. Herbert H. Schwalbe is Secretary.

Vallejo had 65 pledgors present at its opening meeting. They increased from \$8,120 to \$13,695. Joining Mr. Grueskin at this meeting was Eleanor Levenson. The high spirit of the evening, engendered by Mr. Grueskin, was reflected in some of the gifts. Mrs. Alec Heller, for example, took off her diamond ring to offer it for auction. Nathan Bonderow, whose \$2,000 gift sparked the evening, is Campaign Chairman. Maurice Raphael is Vice Chairman, David Ostrovsky, Treasurer and Saul Klein, Secretary.

### **THE BEGINNING IS A BEGINNING BUT ONLY A BEGINNING**

Campaign experts have been carefully watching the results of big gifts meetings during the past two months. They have noted that, with infrequent exceptions, there



has been an almost uniform story at each of these initial sessions. The top gifts have given more, or, at the very least, "have held the line." Those campaigns which started more recently have benefited by the experience of early campaigns, where the tendency was to assume that "holding the line" was an achievement. It has since been realized that "holding the line" at the top is not in itself an adequate campaign beginning.

Already the guessing begins: what will the 1950 campaign produce? It is really easy to forecast the answer, if two conditions are established. Those two conditions alone will determine whether 1950 will produce the greater sums of money required this year.

The first of these conditions is the relentless solicitation of those top gifts which always seem to elude the first or second big gifts meetings. It is natural that the most sympathetic leaders of a community, the most generous in their understanding of the needs, come forward first. Therefore, if an initial gifts meeting does not include the names of those who may be tempted, away from the pressure of example and social influence, not to hold up their end, the first stimulating results are tempered. What is required, therefore, on the part of the campaign workers in the big gifts bracket is patience and continuity of effort among those who have not yet given, so that the standard of giving in the top bracket is maintained.

The second of these conditions is the energy of campaign workers in all brackets. One of the unfortunate aspects of the 1949 campaign was that many contributors of previous years were not even solicited. Throughout the nation, literally millions of dollars never came in because the gifts were not solicited. Community leaders are doing everything in their power to avoid such a loss in this urgent year.

### **PHILIP LOWN AIDS TO BUILD UP MAINE INCREASES**

Philip W. Lown, President of the Maine Jewish Council, who recently returned from an extended visit to Israel, is demonstrating that no matter how enthusiastic a campaigner one may have been previously, a trip to Israel generates even more intensive desire to insure the success of the United Jewish Appeal. In addition to his own minimum gift of \$42,500, the largest in the State, Mr. Lown has been visiting communities throughout Maine to help prime gifts and to emphasize the urgent importance to Israel of both cash and maximum pledges.

The Lewiston-Auburn campaign now stands at \$127,000, which is already in excess of the total amount raised in 1949. Five parlor meetings were held on one day to help achieve the results. No cuts were recorded in the big gifts bracket. In addition to Mr. Lown's gift, others included: Joseph R. Wilner, from \$6,000 to \$10,000; Clark Shoe Co., from \$5,000 to \$6,500; Belgrade Shoe Co., from \$1,000 to \$2,900; Joseph Koss, from \$14,000 to \$15,000; Shapiro Bros. Shoe Co., from \$12,000 to \$13,000. George Shapiro is Campaign Chairman. Co-Chairmen are Samuel Fradkin and Samuel Cohen. Mrs. Ben Abromson is Women's Division Chairman.

Waterville opened its big gifts with \$23,700 from those who had given \$20,700 last year. Mr. Lown and John Stanley Grauel attended the meeting. Mr. Lown was in town to help prime the gifts. Among the gifts announced were Harold Alford, from \$7,500 to \$9,000; Sterns Department Store, \$5,000; Louis and Gertrude Levine, \$2,000; Jack Plavin, \$1,600; Louis Shiro, \$1,200; Henry Jacobson, \$1,500. George H. Sterns is Federation President and Jack Plavin is Campaign Chairman.



### DR. JOSEPH SCHWARTZ VISITS ISRAEL AND IRAN

Dr. Joseph Schwartz, Chairman of the European Council of the JDC, has been visiting Israel and Iran in order to bring himself up to date on the immigration situation, particularly with respect to Iraq. Dr. Schwartz is expected in the United States during June.

The JDC helped to move 9,500 Jews to Israel during April. Two ships from Rumania brought 1,725 immigrants and a third boat left on April 30 from Constanza with an additional 1,200 Rumanian Jews. The first group of 220 arrived in April from Hungary. Immigration during the month also included the flying of 1,500 Iraqi and Iranian Jews from Teheran and 1,015 Yemenite Jews from Aden.

### RESULTS IN SOME OF THE NEW JERSEY COMMUNITIES

New Brunswick, N. J. had Herbert R. Abeles, of Newark, a National Campaign Chairman, as a guest at its first big gifts meeting last week. The results were \$31,165, from those who gave \$27,750 last year. Together with sums raised at the second big gifts meeting on May 10, the campaign stands at \$50,633 against \$45,125 in 1949. Alex Katchen, widely active in all community affairs and President of Irvington Steel and Iron Works, and David Michelson, President of Michelson Auto Parts, and identified with various Jewish organizations, are Co-Chairmen of the drive. Samuel D. Hoffman is President of the Federation and Josef Perlberg is Executive Director.

Englewood, N. J. has Mervin D. Hyman as General Chairman and Bernard T. Hein as Big Gifts Chairman. At a small initial gifts meeting, a total of \$14,750 was recorded, to show a 6% increase.

Rahway, N. J. opened its pace-setters division with \$11,600, from those who last year gave \$9,700. George M. Kagan is Chairman.

Princeton, N. J. runs one of the most interesting campaigns in the country. Distinguished scholars are among the active workers, together with other local residents. Dr. Henry Abrams is Chairman and Dr. Erich Kahler is Co-Chairman. At the campaign opening on May 8, gifts totalled \$13,761.

Metuchen, N. J. has already raised more than the total it reached in 1949. The total raised to date is about \$20,000, which represents a substantial increase. George Olmezer and Samuel Simkin are Co-Chairmen. L. J. Kahn is Treasurer. Mrs. David Brown and Mrs. Robert Yedlin are Co-Chairmen of the Women's Division.

Red Bank, N. J. held its Initial Gifts meeting at the home of Mr. and Mrs. Samuel Weinstein, with Yehuda Hellman as guest speaker, and raised the sum of \$25,600 for a substantial increase over 1949. Philip April and Morris Westerman are Co-Chairmen, and hope to complete their fund-raising within the next two weeks.

### NEW YORK CAMPAIGN SEES REALTORS INCREASE

In one typical day of campaigning, on Thursday, May 11, the United Jewish Appeal of Greater New York received almost \$2,500,000 in contributions. Forty-five meetings, some organizational and some fund-raising, were held throughout the city by trade, community, women's and fraternal groups.



Increases of approximately 20% were scored by the Metals and Mining Division and the Artists Materials Division and impressive increases were also recorded at meetings of the Shoe Division, Millinery Division and Accountants Division.

The outstanding event of the day was the Real Estate dinner, which netted \$1,331,000, representing an increase of 25% over the previous year's giving by the same people. It was the largest amount ever raised by the Real Estate Division at its annual dinner.

William Rosenwald, National Chairman of the UJA, expressed his appreciation of the Real Estate Division and of its officers for the fine achievement. The Rosenwald Family gift for 1950 is \$300,000. This, in addition to Mr. Rosenwald, includes Mrs. David M. Levy, Mrs. Max Ascoli of New York, and Mr. and Mrs. Edgar B. Stern of New Orleans. This constitutes one of the largest contributions to this year's drive.

### **SOPHIE TUCKER PLEDGES \$5,000 TO UJA**

To the theatrical world, she is one of its most notable personalities. But Sophie Tucker made clear, once again, last week in St. Louis that the problems of the Jewish people are very much part of her concern. While playing some engagements in that city, she offered her aid to Melvin Dubinsky, Campaign Chairman, and made vivid talks on the UJA at two meetings. She also announced her own pledge of \$5,000 to the United Jewish Appeal.

### **ONE-DAY DRIVES INITIATED BY WOMEN PRODUCE GREATER SUMS**

The idea of a one-day city-wide solicitation sponsored by women has been one of the features of campaigns in a number of communities this spring. In each case, the results have proved gratifying. Hundreds, and in several instances, thousands of women have been recruited for this intensive day of fund-raising and weeks of coaching and organization have culminated in this one climactic day.

Three thousand workers were organized by the Women's Division of Philadelphia for such a one-day drive. Mrs. Herbert Frieder and Mrs. Simon Malis were given the leadership for the campaign event. Mrs. David Salesky and Mrs. David Stein are the over-all Co-Chairmen of the Division. They reported that the women covered almost 30,000 cards and raised some \$300,000 through this means.

Cleveland, O. has passed the \$330,000 mark in its Women's Division, headed by Mrs. Howard Bloomfield and Mrs. M. E. Glass as Co-Chairmen. The one-day effort in this city produced \$80,000.

Mrs. Irving Blum was the Chairman of the one-day drive of the Essex County Women's Division. Nine thousand cards were covered in one day, to produce pledges of \$75,250. Last year, Newark had tried the same thing, but had covered only 6,000 cards and raised \$61,000. Mrs. Gustav P. Heller is Women's Division Chairman.

The New York Women's Division, of which Mrs. Hal Horne is Chairman and Mrs. A. Louis Oresman is Co-Chairman, has reached the figure of \$1,936,146, it was announced this week.

### **HONESDALE BORROWS FOR UJA AS CAMPAIGN OPENS**

Determined that the intentions of its contributors should be realized immediately, the leadership of the Honesdale, Pa. community borrowed from the bank and forwarded



a check for \$11,000 to the United Jewish Appeal on the very day that the 1950 campaign was opened last week. Chairman Irving Newman presided and called the cards for the 21 gifts that were registered. The opening total was \$12,440 from those who gave \$10,610 last year. In addition to Mr. Newman, officers include William Manowitz, Vice Chairman; William Epstein, Treasurer; and Isadore Weber, Chairman of Camp Solicitation.

### MISSISSIPPI TOWNS PASS 1949 MARKS

Tupelo, Miss. does not have a hundred Jewish souls. But the spirit of its campaign, headed by Sol Weiner as Chairman, has usually served as a standard-bearer in the State. This year is no exception. At the campaign opening, the neighboring towns of Columbus and Starkville, each with a comparative handful of Jews, were also invited to share in a good start for the 1950 drive.

Columbus has Jack Gordon as Chairman and Irvine E. Weitzenhoffer as Honorary Chairman. In Starkville, Martin Epstein is Chairman and Raymond J. Goodman, Honorary Chairman. The two communities raised \$10,650 at their campaign opening, as compared with \$8,550 last year, and the enthusiasm to solicit every single Jew is high. Tupelo itself raised \$12,650 at its campaign opening. Cash for \$8,000 has already been remitted to the UJA.

#### IN MEMORIAM: HELEN ROSENFELD WISE

The officers of the United Jewish Appeal record with deep sorrow the passing of Helen Rosenfeld Wise, wife of Dr. Jonah B. Wise. A woman of rare grace and wisdom, she enriched the lives of all who were blessed with the knowledge of her.

#### DEATH OF HARRY A. WOLF IS MOURNED

The officers of the National United Jewish Appeal are deeply shocked at the passing of Harry A. Wolf of Omaha. Fervently Jewish in spirit, he was one of the keystones on which virtually every important Jewish undertaking in the community rested. He had an affirmative outlook and was deeply concerned with every aspect of Jewish life here and abroad. The community drew strongly from his self-reliance and his great Jewish self-respect. His life work is recorded in the building of the State of Israel and in every constructive enterprise that emanated from his generosity and imagination.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL  
FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

**FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800**

Vol. V No. 14

NOT FOR PUBLICATION

May 25, 1950

AMERICAN JEWISH  
APPEALS  
**CASH**  
**IS DESPERATELY NEEDED**

**Because UJA Cash is Far Behind  
Thousands are Suffering Needlessly**

These Figures Tell The Story:

From Jan. 1 to May 25, 1950—UJA received IN CASH ONLY \$41,000,000

From Jan. 1 to May 25, 1949—When CASH Receipts Were Inadequate — UJA  
had already Received In CASH—\$62,000,000

**What are YOU DOING TO AVERT GRAVE DANGERS?**



## CAMPAIGN CABINET CALLS NATIONAL CONFERENCE AT CHICAGO JUNE 10-11

To acquaint the country with the status of the 1950 campaign; and to point up the need for mobilizing vast sums of cash in order to avert grave dangers, the National Campaign Cabinet resolved at its meeting last Friday to convene a National Conference of the United Jewish Appeal at the Palmer House, Chicago, for Saturday evening, June 10 and Sunday, June 11.

The Conference will have as its guest of honor Golda Myerson, Minister of Labor in the Government of Israel, generally regarded as the most beloved personality of Israel among the communities of America which have had the privilege of hearing her on previous occasions. It is expected that her participation at the National Report Conference at Chicago will be her only formal address while on a brief stay in the United States.

Leaders of campaigns are invited to share their experiences this Spring with representatives of other communities. It is believed that in this interchange, there will be an opportunity of examining campaign problems and also to obtain inspiration from the account of campaign achievements. The Conference comes at a period when there will still be time, for communities which will not yet have finished their drives, to gather additional incentive for the rapid and successful completion of fund-raising efforts. The Chicago Conference will offer a full-dress opportunity to let campaign leaders know how the drive stands in all the communities, large and small alike.

At the same time, there will be occasion for the national officers of the United Jewish Appeal to offer public recognition to the many communities and campaign leaders who, through their exertion of energy and imagination, have already established the success of their 1950 campaigns and thus given encouragement to the country as a whole.

## MORGENTHAU TELLS OF CRUCIAL NEED FOR CASH

It was a solemn gathering last Friday when Julian Venezky, Chairman of the National Campaign Cabinet, read to his colleagues, assembled at the Waldorf-Astoria Hotel in New York, a communication which had been written by Hon. Henry Morgenthau, Jr., from his bedside at the New York Hospital. Mr. Morgenthau, who has been confined to the Hospital for weeks with a heart condition, expressed his gratitude to the members of the Campaign Cabinet for the devotion which they are giving day in and day out. At the same time, he stressed the theme that "CASH IS THE MOST VITAL PROBLEM WHICH FACES THE UNITED JEWISH APPEAL TODAY."

His letter to the Campaign Cabinet read as follows:

"I am sorry that this is the only way I can let you know what I am thinking and feeling. This is the first meeting of the Campaign Cabinet that I have missed. I wanted very much to be with you tonight. At the same time, some of the things I want to tell you are so deeply personal that it is probably easier to put them in writing than to say them.

"Though I have not been able to receive any visitors, I have tried to keep informed about the progress of the campaign. But maybe because I am situated in a hospital room as I am, and a little bit removed from the daily details of the campaign



I can see more clearly than before where we are heading. And what I see disturbs me a great deal. I am talking about the cash situation. No matter how I analyze the daily cash reports, they add up to danger. I would strongly urge that even at the risk of

neglecting other matters the members of the Campaign Cabinet should devote themselves almost entirely to the problem of getting cash. I think that at this meeting you ought to talk mainly about ways and means to correct the cash picture. We are really in a terrible position with regard to cash despite the fact that many campaigns seem to be showing an improvement in pledges over last year. I do not have to tell you how little can be accomplished with pledges or how much can be done with cash.

**MAKE YOUR RESERVATIONS FOR  
CHICAGO**

The National Report Conference of the United Jewish Appeal at the Hotel Palmer, Chicago, on Saturday evening, June 10, and Sunday, June 11, will provide an unusual opportunity to hear a first-hand, exciting report on the status of campaigns throughout the United States. Golda Myerson, that great woman in Israel, will give us a first-hand account of conditions in Israel after two years of Statehood.

Make your reservations through UJA national headquarters, 165 W. 46th St., New York City.

"I do not think that we can accomplish any miracles, but I know you boys pretty well and I know that among you there is a tremendous amount of intelligence. I hope you can figure out some way at this time to improve the cash picture.

"I have read the very nice letters you have sent to me. They are doing me more good than all the doctors and medicine that have come my way in the last few weeks. I am deeply, sincerely grateful to every one of you.

"I hope I will be able to join you at your next meeting. I miss you all and am eager to be with you again."

**LAG OF OVER TWENTY MILLION IN CASH**

Mr. Morgenthau's solemn appeal was occasioned by the fact that, despite his confinement to a bed in a hospital, he keeps steady contact with major developments in the campaign. Every morning a cash sheet, recording the income of the UJA, is provided to him for his analysis. As of May 25, the United Jewish Appeal had received in cash in 1950, on account of all campaigns, a total of \$41,000,000. This was the result of devoted effort on the part of many communities. It was the product of advances by individuals and communities all over the land. But how far this was from the basic needs of the UJA is revealed in the comparative figures. For the period in 1949, from January 1 to May 25, the UJA had already received in cash \$62,000,000. Last year, it will be recalled, it was a source of the deepest anxiety that even that sum was inadequate to meet the pressing needs. It is on that background that one must understand the gravity with which the present cash position of the United Jewish Appeal is viewed.

It has been suggested that one of the reasons for this lag may be due to the fact that the total raised in 1948 was much greater than in 1949 and, therefore, there was a greater reservoir of cash due from 1948 on which drawings were made in 1949. However, this explanation is not completely adequate. The figures show that from January 1 to May 25, 1950, the UJA received in cash on account of 1950 campaigns alone a total of \$25,000,000. In the same period of 1949, however, the cash collected



on 1949 campaigns alone (and not including income from 1948 or other years) was \$36,000,000. In other words, a number of communities were more enterprising last year than this in devising ways and means of furnishing the necessary cash.

### CABINET SAYS: TELL COUNTRY THE WHOLE STORY

Among those attending the meeting of the Campaign Cabinet, which resolved to convene the National Report Conference, were, in addition to Mr. Venezky, Eddie Cantor from Los Angeles; Herbert Abeles, Newark; Morris Berinstein, Syracuse; Joseph Cherner, Washington; Samuel Daroff, Philadelphia; Melvin Dubinsky, St. Louis; Sol Luckman, Cincinnati; William Rosenwald, New York; Samuel Rothberg, Peoria; Joseph Shulman, Paterson, N. J., and Jack Weiler, New York.

During a discussion of the cash situation, a cable was read which had been received that very afternoon. It reflected the impact which had fallen upon the agencies of the United Jewish Appeal and how the daily work was affected by the slowness with which cash was forthcoming. A cable from Levy Eshkol, Treasurer of the Jewish Agency, read as follows: "FINANCIAL SITUATION UNBEARABLE. IMPERATIVE GET HALF MILLION FOR TENTS IMMEDIATELY. WITHOUT TENTS NEWCOMERS WILL LIE ON SHORES WITHOUT ANY ACCOMMODATION WHATSOEVER."

The views expressed at the Cabinet meeting were summarized by Eddie Cantor when he said:

"I have visited many communities this year. Nowhere did I feel the urgency with regard to cash that has been disclosed here, both in the facts and in the analysis. I feel that the UJA national headquarters is at fault, and not the communities of America. I am convinced that if this story -- involving needless suffering for tens of thousands of Jews -- were told forcefully and quickly, there would be an outpouring of cash from the Jews of America that would, in large degree, meet the needs of the UPA, JDC and USNA. You can't tell this story fully by mail and certainly not in telegrams. It's got to be told face to face. I think that what American Jews have done this year, in the face of all kinds of dire predictions and against many obstacles, is a tremendous achievement. In the same way that they have responded to the need for getting maximum pledges, they can be counted on to get together the cash -- if we can get the facts over to them."

In the course of the discussion as to the reasons for the lag in cash, Mr. Venezky made this observation:

"It is true that the pressure for cash this year from the national headquarters of the United Jewish Appeal has been less than before. However unfortunate this may have been in not producing adequate cash to meet current operations, it was a calculated risk, in which both the national UJA and the communities shared. We felt that we had many hurdles to surmount in 1950. We wanted the communities to concentrate on getting the best kind of organization and on obtaining the largest possible pledges. In many of the communities, they felt that they could not at one and the same time do two things: press for cash and press for maximum gifts.

"The communities of America have a magnificent record of payment on pledges through the years. Therefore, if we were to have a solid foundation for 1950 activities of the United Jewish Appeal agencies, we had to be sure that the communities



would accumulate a worthwhile backlog of pledges. Payment will be made only insofar as pledges permit. I am of the opinion that this approach to the 1950 problem was justified. It helped many of the communities to do the kind of jobs that they are now doing. Few campaigns, especially in the larger cities, are finished. Most of them are in the half-way or three-quarter-way stage. I think it is fair to say, even at this stage, with regard to the overwhelming majority that because of persistence and good leadership, these communities have already raised much more than they thought possible four or five months ago. We know already that a number of major cities will raise more than they did in 1949. We already have the records of scores of smaller communities which have finished their drives which have raised more, some much more, than last year.

"But now with so many of the top pledges in and the campaigns running toward their conclusion, it is imperative that we bring home to all contributors the second phase of our drive: THE IMPERATIVE NECESSITY FOR CASH, LARGE SUMS OF CASH, IMMEDIATELY.

"That is why the National Report Conference at Chicago on June 10 and 11 can serve an effective purpose: to tell us the current status and to provide an opportunity for maximum cash mobilization."

ARCHIVES  
DIVISION OF FUNDS

The terrible effect of lack of cash is reflected in the figures showing how cash, derived from all campaigns, has been distributed from January 1 to May 25.

<u>Agency</u>	<u>1950 Amount</u>	<u>1949 Amount</u>
United Palestine Appeal	\$19,150,800	\$30,819,150
Joint Distribution Committee	\$13,784,366	\$26,240,850
USNA-NYANA	\$ 6,903,167	\$ 4,075,000



# **CASH** **IS DESPERATELY NEEDED**

**Because UJA Cash is Far Behind  
Thousands are Suffering Needlessly**

**These Figures Tell The Story:**

**From Jan. 1 to May 25, 1950—UJA received IN CASH ONLY \$41,000,000**

**From Jan. 1 to May 25, 1949—When CASH Receipts Were Inadequate — UJA  
had already Received In CASH—\$62,000,000**

**What are YOU DOING TO AVERT GRAVE DANGERS?**



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950—\$272,455,800

Vol. V No. 15

NOT FOR PUBLICATION

May 31, 1950

#### GREAT PERSONALITIES TO GATHER AT CHICAGO FOR JUNE 10-11 CONFERENCE

Leaders from Jewish communities of the United States will be joined by distinguished Jewish personalities from abroad to make a notable event of the National Report Conference of the United Jewish Appeal to be held at the Palmer House, Chicago, on Saturday evening, June 10 and Sunday, June 11.

Golda Myerson, Minister of Labor and Social Insurance in the Government of Israel, has just arrived in order to attend the Conference. She will leave the day following the Conference for the I.L.O. Conference at Geneva, where the world's top government officials will be meeting. Mrs. Myerson is expected to provide the story of the present economic, political and military situation in Israel in the simple, moving way which she alone possesses.

Dr. Joseph Schwartz, Chairman of the European Council of the Joint Distribution Committee, will fly from Paris in order to attend the Chicago gathering. Dr. Schwartz has just been visiting Iran, where final arrangements were made for the great "Operation Ezra," by which thousands of Jews are now being moved by the JDC out of Iraq into Israel. Dr. Schwartz also conferred with leaders in Israel in regard to this and other phases of JDC operations.

The first national conference to see Aubrey Eban in his new role as Israel's Ambassador to Washington will be that at Chicago. The Israeli delegate to the UN has visited many communities this year for the UJA and has endeared himself both for his patient helpfulness, despite his other arduous duties, and his oratorical brilliance.

For information on the details of the Conference and for reservations in Chicago, members of the Council are asked to write or wire to UJA headquarters, 165 West 46th Street, New York.

#### National Women's Leaders Also Meet

The National Women's Division is taking advantage of the event to arrange a special session of the women leaders of the national campaign, also at the Palmer



House, on June 8 and 9. Mrs. S. Alexander Brailove, National Women's Division Chairman, said: "In my visits around the country, I have had the rare privilege of meeting with a number of Chairmen of Women's Divisions in the larger communities. Our exchange of ideas has been of mutual benefit and the thought has been expressed many times that if there could be more of these discussion sessions, it would contribute greatly to the success and spirit of the campaign."

The women's conference will evaluate the methods used in the Spring campaigns, the new techniques that were successful and will attempt to analyze those factors which were unsuccessful and methods which might be devised for future drives.

### **EDDIE CANTOR BRINGS IN CASH BEFORE LEAVING FOR ISRAEL**

Eddie Cantor, accompanied by Mrs. Cantor, leaves this week for Israel, to which he has been invited by the Prime Minister, David Ben Gurion. The National Campaign Chairman of the United Jewish Appeal felt that the best way to prepare himself for the visit was to help get some of the cash which is so crucially needed in Israel. In almost as many days, he visited the Catskill area, New Haven and Boston for the specific purpose of stimulating cash collections.

#### **Over \$200,000 From Catskills**

More than 500 people representing at least 15 campaign communities in the Catskill Mountain area and vicinity attended a session at Grossinger's. Mrs. Jennie Grossinger welcomed the guests and turned the meeting over to Bernard Wiess of Monticello, Conference Co-Chairman with Dave Levison, of Ellenville. After Eddie Cantor spoke, he called the cards for community presentation of checks. With checks amounting to \$143,500 handed in at the time and commitments for additional \$61,000 within the succeeding few days, the meeting represented an unusual cash stimulation event.

The following checks were presented for the communities and by the individuals indicated: Monticello, New York, \$25,000, presented by Samuel Simon; Liberty, \$25,000 Dr. Louis Launer; South Fallsburg, \$25,000 Sam Roffman; Woodridge, \$15,000 Morris Fox; Loch Sheldrake-Hurleyville, \$15,000 Charles Brown; Newburgh, \$5,000 Morris Lascher; Kingston, \$11,000 Alfred D. Ronder; Ellenville, \$10,000 Joseph Kooperman; Mountindale, \$5,000 Sam Kantowitz; Woodbourne, \$3,000 Dr. Frederick Elias; Livingston Manor, \$2,500 Alex Wittenberg.

#### **New Haven Provides \$300,000 For Cantor**

The sum of \$300,000 was the response to Eddie Cantor from the New Haven community, where 2500 people turned out to greet him at the Arena. A check for \$250,000 was presented to him immediately and a further \$50,000 was promised within a few days. Admission to the Arena was through payment on a previously made pledge or if no pledge had yet been made, a new pledge and payment on at least part of it. It was said to be the largest congregation of Jews assembled in New Haven's history for philanthropic purposes. The proceedings were started by Barney Pitkin and Harry Barnett. Alexander Winnick, Chairman of the Welfare Fund, took over and introduced J. J. Cooley, Chairman of Arrangements; Emanuel Gratenstein, Chairman of the Campaign, then introduced



Mr. Cantor. The great star and spokesman for Jewish causes then went through a two-hour stint until every cent that was in the Arena had been turned into cash for the campaign. In addition to its great value in getting urgently needed cash, the meeting had enormous value in making the entire community feel a new responsibility for the drive.

But not only New Haven shared in the great occasion. A check for \$50,000, representing bank borrowings, was presented to Mr. Cantor by Joseph Gruber, the vigorous Chairman of the Stamford, Conn. campaign. A check for \$10,000 was forwarded from Meriden, Conn.; Abe Lavietes, Chairman of the Derby-Shelton campaign, presented \$5,600. The occasion was also marked by a telegram from Judge Samuel Mellitz, Chairman of the Bridgeport campaign, who advised Mr. Cantor that \$150,000 was being forwarded to the UJA. Middletown, Conn., whose Co-Chairmen are Hon. Israel Poliner, E. I. Schwarz and William Warshauer, forwarded \$10,000.

### **Boston Honors Cantor With Award**

The major occasion for Eddie Cantor's visit to Boston was the presentation to him of the annual award of the Massachusetts Committee for Christians and Jews. He, Mrs. Roosevelt and Frank Leahy were the three recipients for the respective faiths who were given recognition for their outstanding service to America and their symbolization of the best in their faiths. At noon, Mr. Cantor was guest at a special cash collection event of the Combined Jewish Appeal, at which checks for \$230,000 were handed in. Samuel Markell, President of the CJA, presided.

### **AKRON CAMPAIGN OPENS WITH \$355,450 IN INITIAL GIFTS**

What was generally described as the most successful and enthusiastic fund-raising meeting in the history of Akron, Ohio resulted in the raising of \$355,450, an increase over 1949, at the initial gifts function, at which 97 pledges were made.

The principal address was made by Vice President Barkley. Sydney L. Albert read the cards, a process which was greatly stimulated when Jerome Kaufman offered increases in relation to other gifts, so that his own pledge rose from \$15,000 to \$23,000. Other top gifts included: Akron Towel Supply, \$13,000; Sidney & Willard Bear, \$15,000; Albert Buxbaum, \$11,500; David & Harry Holub, \$15,000; Nobil family, \$30,000; Harry Sugar (Alsco, Inc.) \$45,000.

Harry Sugar, Sydney L. Albert, Sidney J. Bear, Albert Buxbaum, Samuel Friedman, Ben W. Holub, David C. Holub, E. R. Isroff, George Nobil and Charles E. Schwartz represent a campaign cabinet running the drive. Mrs. David C. Holub, Mrs. Louis Nobil and Mrs. Sydney L. Albert are Co-Chairmen of the Women's Division. Nathan Pinsky is Executive Director.

### **ROOSEVELT AND CHERNER HELP LOUISVILLE OFF TO GOOD START**

Louisville, Ky. opened its initial gifts campaign with the first \$25,000 contribution in its fund-raising history and obtained a total of \$194,880 from contributors of \$171,765 last year. The new pace-setting standard was established by the Switow family.

Representative Franklin D. Roosevelt, Jr., Chairman of the National Christian

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**DR. JOSEPH SCHWARTZ, BACK FROM IRAN, WILL TELL HIS STORY AT CHICAGO**

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Committee, and Joseph Cherner, of Washington, a National Campaign Chairman, were the guest speakers of the occasion. The gifts included Lewis W. Cole, David W. Karp, Jack Lynch & Bros., \$4,000 each; Max Miehler, \$4,500; Arthur & Morris Kling, \$4,700; Harry J. Klein, \$5,000; Will Sales Co., \$7,500; Jack A. Goldfarb, \$10,000; Ben Snyder Co., \$15,000; and Hon. Ben. F. Washer, \$15,000.

William S. Heidenberg is Chairman of the drive. Arthur Kling is Special Gifts Chairman and Mrs. Herman G. Handmaker, Chairman of Women's Division. J. Marshall Bensinger is Chairman of the Louisville Conference, which sponsors the drive, and Clarence F. Judah is Executive Secretary.

### "NEITHER SLEET NOR SNOW..." IS DENVER'S WATCHWORD

In a freak snowstorm at the end of May, Denver proved that it is determined to have the most successful campaign in its history. All day long snow fell and when evening came, the flakes were six inches deep and made the roads dangerous. But 140 persons turned out for the second big gifts meeting at the Green Gables Country Club. Julian Venezky, UJA Campaign Cabinet Chairman, was on the plane out of Chicago on his way to the meeting, but never arrived there, since the plane was turned back by the ceiling zero at Denver.

To add to the problems, there was a power failure at the start of the meeting. As a result the entire meeting had to be conducted in the gloom of candle light. But when it was all over, the total of pledges, including those of the first meeting, was \$657,000, as compared with \$460,000 contributed by the same givers in 1949.

Among the new gifts at the meeting were George Weisbart, from \$8,000 to \$10,000; Goodstein family, from \$10,000 to \$15,000; Morris E. Adelstein, from \$8,000 to \$10,000. The speakers of the occasion were Raymond Gram Swing and Rabbi Herbert Friedman. The meeting was a perfect tribute to the spirit of the community's leadership.

### NEWARK PASSES THE \$1,750,000 MARK

With \$350,000 contributed by the members of the Green Brook Country Club at its third annual UJA dinner, the Essex County United Jewish Appeal last week passed the \$1,750,000 mark in its current campaign.

Michael A. Stavitsky, a general chairman of the Newark drive and a club member, whose vigorous leadership in the community has been intensified by his recent visit to Israel, made the major appeal, which was seconded by Bartley Crum. Following a talk by George Sagan, club president, Herman Gering, chairman of Green Brook's UJA committee, who presided, called the cards, together with Harry Katchen, co-chairman of the club's UJA committee. A strong plea for cash, which was met with the immediate signing of checks, was made by Leo Brody, a General Chairman, and Ivan Levenson, Co-Chairman of Special Gifts and Community Council Treasurer.

### NORTH HUDSON, N. J. PASSES \$300,000 MARK

With all the proceeds going to the United Jewish Appeal, the North Hudson, N. J. UJA this week passed the \$300,000 mark in its current campaign for an increase of



about 12%. The bulk of the initial gifts was obtained at four parlor meetings, at the homes of Israel Rogosin, Honorary Chairman, Charles Stern, David Deitsch and Samuel Hirschberg. In addition, there was a women's tea at the home of Mrs. Arnold Silberg. All divisions are now hard at work in soliciting in the communities which comprise the so-called North Hudson section: Union City, West New York, North Bergen, Weehawken, Guttenberg and Secaucus.

One of the most effectively organized groups in the State, North Hudson has Alexander Grodnick as Chairman and Judge Abraham Lieberman as Advisory Chairman. The extraordinary energy which Judge Lieberman has always given to the drive was intensified this year following his visit to Israel. David Kahn is an Honorary Chairman, together with Mr. Rogosin. Charles Sprayregen is Treasurer. Vice-Chairmen are: Joseph Bialkin, Arthur L. Blum, Robert Frolow, Murray Gillette, Abel Goldstein, Louis Goldwyn, Newman Grodnick, Benjamin M. Halpern, Samuel L. Hirschberg, Arthur Knaster, Henry Knoll, Harold Kolovsky, Abraham Laster, Benjamin Laster, William Leshinsky, Irving Nashel, John N. Platoff, Marvel Platoff, Louis Podolsky, Paul Salzman, Solomon Slutzker, Charles Stern, Abner Sternberg, Morris Walter, Philip Wolkowitz, Harry Yager.

The Women's Division is headed by Mrs. Murray Gillette as Chairman, Mrs. Alexander Grodnick and Dr. Sophia Halpern, Co-Chairmen, Mrs. Henry Friedman, Secretary and Mrs. Samuel D. Bailyn, Treasurer.

One of the top gifts in the nation was recorded with Mr. Rogosin's contribution in North Hudson this year of \$150,000. Mr. Grodnick contributed \$25,000 and has been a powerful force in extending levels of giving. The David Kahn Foundation contributed \$25,000.

Mr. Grodnick, of Algro Knitting Mills, has been a powerhouse in the community and has held the chairmanship for five years. He and Harry Yager, a member of the Kahn Foundation, recently returned from a visit to Europe and Israel.

#### Other New Jersey Communities Register Progress

Red Bank, N. J. marked up a 19% increase at its big gifts meeting, raising \$30,775 from those who gave \$25,822 last year. Philip April and Morris Westerman are the Co-Chairmen.

Long Branch, N. J. has Jacob Levin as Chairman and George Vogel as Co-Chairman. Twenty-five gifts announced at the meeting totalled \$18,325 from \$17,500 the year before.

Cliffside Park, N. J. got off to an inspiring start last week, with contributions of \$22,720 as compared with \$16,335 in 1949. Harry Malakoff is Chairman of the drive. Harry Yager of North Hudson was extremely helpful in creating the proper spirit for the meeting. Since the total raised in 1949 was some \$23,000, it is clear that the community will substantially surpass its last year's results and help set standards for other communities. Top gifts were those of Benjamin Labov for \$5,000, and a similar pledge of \$5,000 by Samuel Rubin.

Palisades Park, N. J. was registering a 25% increase in its initial gifts, which this week stood at \$9,000. Benjamin Levy is Chairman of the drive.

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SEE AND HEAR ISRAEL'S NEW AMBASSADOR TO U.S.A., AUBREY EBAN, AT CHICAGO

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Woodbridge, N. J. has passed the \$8,000 mark, an increase over last year. A. J. Neiss spurred the giving with his own increase from \$1,500 to \$2,500. Edward A. Kopper is Chairman and Herman Stern, Co-Chairman.

Hackensack, N. J. continues to show substantial growth in its campaign, which has reached the figure of \$78,410, as compared with \$73,400 from the same givers last year. At the campaign opening dinner, Morris Wiener, the energetic Campaign Chairman, presided, with 150 people in attendance. Having organized an effective campaign machinery, Mr. Wiener is now driving all workers to cover outstanding cards in the next two weeks. Howard Mack is Big Gifts Chairman and Mrs. Louis Plager, Women's Division Chairman. Sidney Goldberg is President and Irving Warshawsky, Executive Secretary.

Bridgeton, N. J. now stands at \$53,000, which compares with \$48,000 last year. The officers of the campaign are: Max C. Schrank, Chairman and Louis A. Lewis, Big Gifts Chairman. Mr. Lewis is also a UJA State Co-Chairman. Mrs. Max C. Schrank is Chairman of the Women's Division.

Englewood, N. J. has a total of \$48,000, as compared with \$45,000 from the same givers a year ago, according to workers' reports brought in to Mervin D. Hyman, Chairman. Other officers include: Bernard T. Hein, Big Gifts Chairman, Mrs. H. N. Rosenberg, Chairman of Women's Division, Dr. L. Greenwald, Treasurer, and Seymour Horowitz, Campaign and Publicity Director.

#### CALIFORNIA TOWN DOUBLES UJA ALLOTMENT

Palm Springs, Cal. has allotted the United Jewish Appeal twice the amount it received in 1949, when the UJA obtained \$10,300. This year's allotment is a minimum of \$20,880, of which \$20,000 has already been received in cash. Chiefly responsible for this achievement is John Chernus, Chairman, whose unselfish devotion and tireless activity created a new spirit in the community. Hon. William H. Friedman is Honorary Chairman and Big Gifts Chairman. Other officers are: Henry Goldenberg and Harry Pitts, Co-Chairmen; Herman Reich, Treasurer; and Emil Laufer, Secretary.

Santa Barbara, Cal. opened its campaign on May 25 with a dinner at which Reuven Dafni, Israeli Consul in Los Angeles, was the speaker. Pledges of \$8,500 were made by those who gave \$7,185 last year. Dr. Lester A. Girsch is Chairman, and Jerry Harwin, Big Gifts Chairman.

Ontario-Pomona, Cal. registered a striking increase at its campaign opening dinner, as \$15,085 was raised as contrasted with \$6,671 last year. Speakers at the meeting were David Uchill, national UJA leader of New York, and Captain E. M. Ben Dror. Samuel Kelber, Chairman of the campaign, himself gave the spurt to the meeting when he raised his gift from \$1,000 to \$2,330 and gave the signal to everyone else. Forgetting business and family, Mr. Kelber has displayed the qualities which have marked national leadership, in order to place the community on a new footing. In 1949, the UJA was allotted \$10,954. A check for \$10,000 has already been received on account for 1950. Benjamin Swerdloff is President of the Welfare Fund. Other campaign officers are: Jack Greenburg, Dr. Jack Weiss, J. M. Kelber and Jacob Dubrofsky, Co-Chairmen.

Fresno, Cal. had Mrs. Kurt Laemle and Abraham Ben-Astar as the speakers at its



campaign opening, where pledges of \$43,000 were recorded. The occasion was utilized for the presentation of an award to Dr. H. M. Ginsburg, who is both Campaign Chairman and President of the Welfare Fund. Mrs. Laemmle, as a member of the National UJA Women's Division Council, presented the scroll which lauded Dr. Ginsburg for his sustained community services. Norman Rudy is Big Gifts Chairman. Samuel Davidson is Co-Chairman.

### THESE ARE SOME OF THE INITIAL GIFTS MEETINGS

Altoona, Pa. Joseph Cherner, whose indefatigable energy has taken him this year from coast to coast, drove his car from Washington to Altoona to speak at the initial gifts meeting of the Federation. The community until that very day was under the effects of the railroad strike. Nevertheless, a beginning was made among the handful of men who were present at the home of Max Monarch, Campaign Chairman, and \$51,872 was raised. Frank M. Titelman, Federation President, set the tone for the community with his own very generous gift of \$16,672.

Lorain, O. Having established a good record in previous years, Lorain continued to go forward when, at its big gifts meeting, it raised \$44,400 from 27 pledgors. David Gary is Chairman and Morris Asch, Co-Chairman. Edward J. Gould, President of the Fund, who has been a key factor in setting standards in the State, increased his own gift to \$12,000, which established the atmosphere for increases.

Bethlehem, Pa. An 11% increase was registered in the \$20,000 subscribed at the initial gifts meeting here. Sol J. Phillips, Morris Finkelstein and Milton Kessler are the Co-Chairmen. This community has already made a \$20,000 advance to the UJA.

Norristown, Pa., with David M. Feldman as Chairman, has now passed the \$55,000 mark in its current drive. Louis J. Davis, Leonard Tose and Louis Tose are Co-Chairmen for Initial Gifts. Mrs. Israel Abramowitz is Chairman of Women's Division.

Newburgh, N. Y. has Morris J. Lascher as Chairman; Moe Kreisel and Jack Dubroff, Big Gifts Chairmen and Mrs. Harry Finkel, Women's Division Chairman. The slogan is: "no cuts accepted." At the initial meeting, pledges of \$48,970 came from those who had given \$47,670 last year. An outstanding job of organization has been done in the community.

Rockford, Ill. is well on the way to improving its 1949 results, following the example set for the community by the Philip Behr family, which increased from \$7,500 to \$13,000. At the campaign opening dinner last week, pledges totalled \$65,302, a substantial increase over the year before, estimated at about 20%. Dr. Samuel Behr is Chairman, while Philip Behr is President of the Jewish Community Board. Mrs. Leo Blumenthal is Women's Division Chairman. Allan Bloom is Executive Director.

Erie, Pa. is experiencing the energy and administrative skill of I. J. Silin, Campaign Chairman. Herbert Jacobs is Big Gifts Chairman. Dr. Robert J. Lechtner is President of the Welfare Council and Herman Roth, Executive Director. At about the half-way mark, the campaign stood at \$75,366, as compared with \$69,556 from the same givers last year. One of the city's most distinguished citizens, Mr. Silin has been obtaining the wholehearted cooperation of the entire community.



Jasper, Ala. is notable for its steady increase in giving to the United Jewish Appeal, in a record which it maintained through 1949 and which it is now aiming to surpass for 1950. Sixty persons, or 98% of the community, attended the campaign opening dinner, which was the most widely attended in the town's history. Joseph Engel, Chairman of the campaign, called the cards after Richard Gartner had spoken. A total of \$9,510 was raised as compared with \$8,950 last year. A Christian campaign will also be conducted in this community. Mrs. Ike May is Chairman of the Women's Division.

Honesdale-Hawley, Pa. understands the urgency of the UJA cash need and, therefore, forwarded \$11,233, after obtaining a bank loan of \$10,000. At the campaign opening, with Paul Edwards as speaker, pledges of \$12,440 were made by those who gave \$10,610 last year. Irving Newman is Chairman. Isadore Weber is Co-Chairman.

Wichita Falls, Tex., whose Campaign Chairman is I. B. Persky, has sent in its first check of \$6,500 on 1950 and more money is on the way. The campaign currently stands at \$12,000, which represents a 35% increase over 1949. The campaign opening dinner was addressed by Harold Fishbein, who instilled the community leaders with enthusiasm. Associated with Mr. Persky in the vigorous campaign efforts are Co-Chairmen Aaron Kriss, Dan Goldfedder, Sidney Weiss and Reuben I. Wolfson.

**CAMPAIGN OPENINGS ACROSS THE NATION**

<u>City</u>	<u>1950 Gifts</u>	<u>1949 Comparison</u>	<u>Chairman</u>
Kankakee, Ill.	\$31,636	\$25,830	Roy Lang
Carnegie, Pa.	6,725	5,450	Irving Gollub
Syracuse, N. Y.	249,000	256,000	Benjamin Kahn
Mansfield, O.	26,123	24,621	Tracy H. Ferguson
Homestead, Pa.	25,630	24,972	Nathan Lifson
Ottumwa, Ia.	14,350	9,370	Bernard Grinberg
Aroostook Co., Maine	17,750	17,550	Nathan Bookin
Jackson, Tenn.	16,147	15,782	Herman Zimmerman
Suffern, N. Y.	14,025	12,570	Jonas Kisber
Wharton, Tex.	19,000	15,000	Sam Bergel
Lubbock, Tex.	7,905	7,605	Rabbi Moses Rosenthal
San Angelo, Tex.	7,985	7,590	Abe Davis
Massena, N. Y.	15,145	13,700	Archie Skibell
Southbridge, Mass.	18,646	8,325	Walter Goldberg
Burlington, N. C.	6,165	5,475	Jack Jacobs
Mattoon, Ill.	3,650	2,525	Mrs. Samuel B. Slavin
Eugene, Ore.	5,000	4,318	Ralph Robbins
Salem, Ore.	7,878	6,050	Sol I. Levin
Council Bluffs, Ia.	19,739	18,200	Isidore Goldman
Columbus, Ga.	27,275	26,895	Gilbert Shmikler
Minot, N. D.	3,775	2,800	Maurice L. Jacobs
High Point, N. C.	17,296	15,375	Paul Wolf
Austin, Tex.	17,270	15,525	Sam Saltzman
			Sol Singer
			Morris Brownstein
			Ben L. Herman
			Victor Ravel

**HAVE YOU PAID YOUR OWN PLEDGE, SO THAT CASH CAN BE BROUGHT TO CHICAGO?**



## NEXT FOUR WEEKS TO DETERMINE OUTCOME OF SPRING CAMPAIGNS

The next four weeks will mark the crucial testing period of the Spring campaigns. The amount of energy and skill poured into the drives in each community in the month of June will determine whether the early gains will be maintained and surpassed or whether they will be dissipated as a result of inertia, failure to cover cards -- or the failure of those who have not yet contributed to measure up to the standards already set by their fellow-townsmen. Since most communities are aware of this prospect, they are planning to redouble their efforts in the coming weeks: so that all big gifts which have not yet been pledged may be solicited; so that the mass coverage may be completed; so that the workers and solicitors in all divisions may be spurred to a renewed effort in achieving the better results that are required in 1950.

Many communities are still running ahead of their 1949 results at the same date. They hope, with a fresh burst of energy, to safeguard these gains. Others are beginning to slip, as cards remain uncovered or as energies lag, so that they are planning new devices to bolster flagging interest. One thing has become clear as a result of campaign experience this Spring: where the case for 1950 is put forcefully and clearly, there are gains. Conversely, where "pressure," which merely means that every Jew is asked to "stand up and be counted," is abhorred, there is likely to be an easing off. Communities quickly discover that the ones who resent "pressure" are those who wish to escape their fair share of responsibility. However, the great bulk of Jewish communities are putting the issue straightforwardly to their contributors so that the responsibilities of fund-raising may be shared equitably.

Campaign leaders in each community are trying to stimulate renewed campaign activity by pointing out that these next four weeks may insure that more will be raised than in 1949 or, if not properly utilized, may bring lesser results, which would prove unfortunate for the United Jewish Appeal and all other causes.

Los Angeles, still the premier city in its gains, stood at \$4,500,000 on May 29, as compared with \$3,870,000 from the same sources a year ago. But Los Angeles is not depending on previous results to protect its gains. On June 1, its Motion Picture Division will be started, with Henry Ford II as guest of honor. From then on new energies for campaigning will be harnessed.

Detroit, one of the great campaign cities of the past five years, stood at some \$3,610,000 on May 29 and was more or less matching the gifts from the same sources. However, with its usual campaign skill, Detroit was planning to inject new force into the campaign with a great meeting at the Franklin Hills Country Club on May 31, with Vice President Alben Barkley as guest of honor.

Kansas City is still ahead of last year's results, with over \$1,150,000 already raised. The total raised for the whole of 1949 was \$1,224,000, so that it is clear that Kansas City will surpass last year's results as it now goes into its wind-up stages.

Cincinnati, another of the top campaigning cities, passed the figure of \$1,248,000 last week and was determined that its advances should be preserved as it went into the final month of solicitation.



Philadelphia reported \$4,053,157 on May 29 and was embarked upon a maximum effort to wind up its campaign in the coming weeks with every single prospect in the city visited. It stood only slightly behind last year at the same time, but there was belief that if the community were put on the alert there was time to assure the proper 1950 result. St. Paul, Minn. passed the mark of \$410,610 and was ahead of the pledges from the same sources a year ago. Milwaukee, Wis. was at the figure of \$770,141, as compared with \$801,423 but the Chairman, Herbert H. Ribner, and his associates, including Ben Saltzstein, Welfare Fund President, were spending every day of the week galvanizing the community to a realization that there is the need to wind up with greater results than last year.

Pittsburgh was more or less holding its own, as the 1950 pledges showed \$1,664,580 as compared with \$1,707,694. Emanuel Spector, hard-working United Fund President, and Campaign Chairman Sidney Stark were rallying the community to cover all outstanding cards and to solicit additional funds wherever possible.

Lynn, Mass. had pledges of \$257,000, as against \$200,000 last year, and Chairman Samuel Bloomberg was hard at work to maintain the pace. In Atlanta, Ga. a hard-working crew, headed by Rabbi Jacob M. Rothschild and Rabbi Harry H. Epstein as Chairmen, and Frank Garson as Welfare Fund President, were spurred on by the knowledge that pledges on May 29 totalled \$680,000 as against \$706,000.

With Ben Swig and A. J. Shrage as the tireless Chairmen, aided by Lloyd W. Dinkelspiel, outstanding President of the Welfare Fund, the San Francisco community continued its record-breaking efforts with pledges in hand of \$1,120,000, as compared with \$945,000 from the same sources.

Minneapolis' pledges stood at \$690,000, comparing favorably with the 1949 comparative figure of \$672,000.

St. Louis, too, sparked by its dynamic Chairman Melvin Dubinsky has pledges of \$1,747,085, as compared with \$1,718,402 last year. Already, St. Louis has forwarded \$1,000,000 to the UJA on account of its 1950 drive.

The Baltimore campaign, led by energetic Benjamin Katzner, is now staging the second-wind phase of its drive, as it nears the \$3,000,000 mark, about \$76,000 less than from the same givers last year.

The Washington, D.C. campaign, headed by Isadore Breslau, is going very strong and has recorded \$1,550,000 to date which compares with \$1,462,000 from the same givers last year.



# REPORT TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950—\$272,455,800

Vol. V No. 16

NOT FOR PUBLICATION

June 15, 1950

#### NATIONAL REPORT CONFERENCE SETS NEW CAMPAIGN PRECEDENTS

At a stirring National Report Conference, at which more than 600 representatives of scores of communities throughout the country heard that for the first time in the history of the United Jewish Appeal immigration of Jews to safety and security has been drastically curtailed because of lack of funds, a resolution was unanimously adopted that is expected to break many campaign precedents and set new precedents for the future.

One ominous note was in the air throughout the Conference. It was the knowledge that outside forces had established deadlines for the immigration of tens of thousands of Jews from Roumania, Iraq and other countries. There was a general sense of fear and anxiety that unless the Jews of America moved quickly and generously many thousands of those Jews who were trapped in this now-or-never position would be lost. There was also an understanding that Israel had no choice but to receive all who could be saved even if the State itself were imperilled as a result.

In the three sessions, which ran from dinner on Saturday evening, June 10, through late Sunday afternoon, those who gathered in Chicago became increasingly aware that something new had to be added if all of the sweat and blood and generosity of the Jewish people in recent years were not to be wasted and rendered futile. Sparked and thrilled by exceptionally brilliant and moving addresses by Vice-President Alben W. Barkley, Golda Myerson, Minister of Labor in Israel and Dr. Joseph J. Schwartz, Director-General of the JDC, they responded by adopting an extraordinary resolution that aimed at abolishing campaign seasons, revolutionizing collection procedures, and awaking American Jewry to the critical danger of pledge-cutting among a limited group in the community at a time when only increased generosity could block catastrophe.

#### MANY COMMUNITY LEADERS PARTICIPATE IN DISCUSSIONS

Led by William Rosenwald, Judge Morris Rothenberg and Rabbi Jonah B. Wise, National Chairmen of UJA, who presided at the sessions, a large number of the delegates present participated for many hours in discussions. Reporting on their campaign problems and



progress were such outstanding community leaders as Joseph H. Hoodin, Chairman of the Cincinnati Welfare Fund Campaign; Barney Medintz, Chairman of the Atlanta Welfare Fund's Men's Division; Samuel H. Daroff, retiring President of the Allied Jewish Appeal of Philadelphia; Reuben L. Freeman, General Chairman of the Combined Jewish Appeal of Chicago; Joseph Holtzman, Vice-Chairman of the Allied Jewish Campaign Cabinet of Detroit; Moritz M. Gottlieb, President of the Jewish Federation of Allentown; Philip Sagarin, Chairman of the Executive Committee of the Bridgeport United Jewish Campaign; Adolph Kiesler, President of the Denver Allied Jewish Community Council; Melvin Dubinsky, Chairman of the St. Louis Welfare Fund Campaign; Benjamin F. Saltzstein, President of the Milwaukee Jewish Welfare Fund, and many others.

The delegates were greeted in behalf of the host city by A. Richard Frank, President of the Jewish Welfare Fund of Chicago, who gave a graphic account of a recent visit to Israel. E.N. Grueskin, Chairman of the Regional Division of the United Jewish Appeal, who at a private session had conducted a working clinic of a number of his regional chairmen who were in attendance, reported on the progress of the decentralization program which he heads. Mrs. S. Alexander Brailove, Chairman of the National Women's Division of UJA announced that her division had already raised more than seven million dollars and pleaded with the campaigners of the opposite sex to give the women in their communities a chance to activate and enrich their general campaigns.

Lawrence H. Vineburgh of Hartford, Vice-Chairman of the Board of Directors of the United Service for New Americans, explained the new tasks that had been created by the new DP bill, which liberalizes the conditions of entry of displaced persons into the United States.

In simple, moving fashion Joseph Cherner, President of the United Jewish Appeal of greater Washington, D.C. warned his fellow American Jews that their responsibility was even greater now than when Israel was under attack by all of the Arab states. "At that time," he said, "nobody thought the Jews could win. If they had lost, the whole world would have felt that we did the best we could but that it was impossible for us to overcome the great odds against us. The situation is different today. If we fail in Israel--if Jews die--if Israel should fall--it would be because we American Jews had failed to do what it was easily possible for us to do--because we were unwilling to share our means with sufficient generosity.

"If we fail now, the world will know where the blame lies, and the Jewish people, who have been made taller and prouder by the valor and the accomplishments of Israel, would become small again in the eyes of the world. We would be held in contempt by all the other peoples of the world."

#### **MORGENTHAU EMPHASIZES CASH EMERGENCY**

The urgency of the cash situation of the UJA was forcefully summarized by Henry Morgenthau, Jr., General Chairman. Prevented by illness from attending the Conference, Mr. Morgenthau addressed a personal message to each delegate in which he said:

"The rescue of tens of thousands of Jews is surrounded by a grim deadline. Let us beat this deadline with cash. Cash can convert the deadlines into lifelines.



**RESOLUTION ADOPTED AT NATIONAL REPORT CONFERENCE**

**OF UNITED JEWISH APPEAL - CHICAGO, JUNE 11, 1950**

HAVING REVIEWED THE STATUS OF CAMPAIGNS THROUGHOUT THE COUNTRY; HAVING HEARD OF NEW DEVELOPMENTS IN OVERSEAS NEEDS THAT TOUCH FAR GREATER DIMENSIONS THAN HAD BEEN FORESEEN ONLY A FEW MONTHS AGO,

THIS NATIONAL REPORT CONFERENCE OF THE UNITED JEWISH APPEAL, BEING ATTENDED BY REPRESENTATIVES OF JEWISH COMMUNITIES FROM ALL PARTS OF THE UNITED STATES, IN CHICAGO ON JUNE 11, 1950

**RESOLVES:**

TO ISSUE A SOLEMN WARNING TO AMERICAN JEWRY THAT URGENT DEADLINES HAVE BEEN ESTABLISHED FOR THE IMMIGRATION INTO ISRAEL OF TENS OF THOUSANDS OF JEWS FROM ROUMANIA, IRAQ AND OTHER COUNTRIES. FOR THE FIRST TIME IN THE HISTORY OF THE UNITED JEWISH APPEAL, IMMIGRATION OF JEWS TO SAFETY AND SECURITY HAS BEEN DRASTICALLY CURTAILED BECAUSE OF LACK OF FUNDS. THE COLD FACT IS THAT THE FAILURE OF AMERICAN JEWRY TO MAKE MONEY AVAILABLE AT THIS TIME WILL DEPRIVE TENS OF THOUSANDS OF JEWS OF THE OPPORTUNITY TO SAVE THEIR LIVES.

TO INFORM AMERICAN JEWS THAT CAMPAIGN RESULTS AND CASH PAYMENTS ON PLEDGES TODAY ARE TRAGICALLY INADEQUATE TO MEET THE INCREASED NEEDS THAT HAVE SUDDENLY ARISEN IN THE LAST FEW MONTHS.

THEREFORE, THIS NATIONAL CONFERENCE URGES UPON EVERY JEWISH COMMUNITY IN THE UNITED STATES THE FOLLOWING PROGRAM:

(1) THE CONTINUATION, REGARDLESS OF TIME SCHEDULE, OF ALL CAMPAIGNS THROUGHOUT THE SUMMER MONTHS, SO THAT THE THOUSANDS OF CONTRIBUTORS WHO HAVE NOT YET BEEN CALLED UPON MAY BE GIVEN THE OPPORTUNITY TO SHARE IN THIS LIFE-SAVING WORK;

(2) THE RESOLICITATION OF CONTRIBUTORS WHOSE GIFTS HAVE NOT MEASURED UP TO STANDARDS OF RESPONSIBILITY SET IN EACH COMMUNITY, SO THAT THE MILLIONS OF ADDITIONAL DOLLARS SO DESPERATELY NECESSARY NOW MAY BECOME AVAILABLE;

(3) THE ESTABLISHMENT OF NEW, ACTIVE CASH COLLECTION COMMITTEES, TO GO FORWARD AT ONCE, NOW AND IN THE SUMMER MONTHS AHEAD, TO PRESS SYSTEMATICALLY FOR THE TRANSFER INTO CASH OF ALL PLEDGES.

THIS NATIONAL CONFERENCE CALLS UPON THE UNITED JEWISH APPEAL TO TRANSMIT THIS RESOLUTION TO THE JEWS OF AMERICA, WITH THE FERVENT PLEA THAT IMMEDIATE ACTION BE TAKEN SO THAT THE GAINS AND ACHIEVEMENTS OF THE PAST FEW YEARS MAY NOT BE LOST.



"We are challenged today to a new measure of devotion. I pray for our sakes -- but even more for the sake of the lives of the Jews with whom we are concerned -- that we will measure up to the role history has given us."

Deeply stirred by messages from President Weizmann and Prime Minister Ben Gurion of Israel, which reaffirmed the devotion of the people of Israel to the primary task of rescuing their fellow Jews in Roumania, Iraq and other countries, but re-emphasized the pivotal role of the United Jewish Appeal, the Chicago Conference adopted a three-point program that would not only continue but intensify both cash and solicitation during the summer months.

As Golda Myerson put it, the people of Israel cannot build homes, make tents, or manufacture steel or lumber with "self-confidence and courage alone." The Jews of Israel never question whether they will be able to take the Jews who can come out of Roumania or Iraq. But they must know whether the Jews of the United States can carry on their responsibilities in the winter as well as in the summer, Mrs. Myerson said in a profoundly moving recital of the sacrifice and heroism of the Jews in Israel. Her statement that "the austerity of today may be the luxury of tomorrow" was an ominous index of the hardships and difficulties facing them in the coming months unless adequate help came promptly from the UJA.

The plight of Jews still in flight, still running for their lives was vividly portrayed by Dr. Schwartz, who made an on-the-spot survey of conditions among the Jews in the Near East prior to coming here to address the Chicago Conference. Dr. Schwartz reported that the funds of the JDC for emigration were practically exhausted and that American Jews must determine how the JDC is to transport 6,000 Jews from Roumania and to fly 5,000 Jews from Iraq to Israel every month.

The Conference was deeply impressed with Vice-President Barkley's speech in which he declared that the preservation of Israel was vital to all mankind and that hundreds of thousands of victims of persecution have nowhere to turn except to Israel for a haven and a permanent home.

#### COMMUNITIES ANNOUNCE CASH OF \$11,900,000

At the Sunday morning session scores of community leaders queued up on a specially constructed runway and gave a demonstration of the only way in which the gap between collections in 1949 and 1950 could be bridged--the only way in which the achievements of the past five years could be safeguarded. One after another they handed over to Judge Rothenberg checks that represented hurried borrowings from banks, intensive local collection efforts, loans from individuals, scrapings from "the bottom of the barrel," raids on jealously hoarded reserves, and any other source of funds that could be found.

At this session, Joseph Holtzman of Detroit pointed to the way in which individual contributors could help in the vital effort to bring cash together. He pledged that he would borrow personally from his bank or from friends to pay the balance of his own pledge, and he called upon all the delegates present to do the same and to bring the message home to their people.

A number of the delegates rose to say that the cash which was gathered as a result of the Conference was far from adequate and that they were going back at once to do something about it.



### **A RESOLUTION WITH TEETH**

The Resolutions Committee, composed of twenty-eight leaders of communities, and presided over by Morris Berinstein of Syracuse, met at breakfast on Sunday to draft resolutions. They drew up a message expressing the prayers of the American Jewish community for the speedy recovery of Mr. Morgenthau and a reply to a stirring cable from Dr. Chaim Weizmann, President of Israel.

Then, as one of the members of the Committee phrased it, they got down to the drafting of a resolution that could "bite into the critical problem of more pledges and more cash." They resolved at once to tell the country the cold truth about the consequences of failure to take extraordinary action to overcome the slump that was apparent in both phases of the campaign. They determined to get away from routine cliches and traditional solutions.

The members of the committee, who were later supported unanimously by the Conference; decided to call for an end to traditional campaign seasons--to urge upon American Jews that they do not let heat of summer or vacation plans stand in the way of action and exertion that were so urgently and so speedily required--to call upon communities which traditionally end their campaigns in the spring to carry on through the summer and those which begin their campaigns in the fall to forget the calendar and begin at once.

They took equally strong action with regard to those who had not pledged with the proper measure of responsibility, calling upon campaign leaders to go back to them for resolicitation. Finally, they appealed for the establishment of new, active collection committees, with new and separate officers, to carry out a collection program far beyond any previous effort in scope and intensity.

### **WOMEN LEADERS MAP PLANS**

Thirty women leaders representing fifteen of the larger communities sat in executive session in Chicago on Thursday and Friday, June 8 and 9, prior to the National Report Meeting. Important new techniques which had been successfully developed in spring drives were discussed for future campaigns. Mrs. S. Alexander Brailove, Chairman of the National Women's Division who presided, reported, "It was felt, however, that our crucial need was for immediate conversion of pledges into cash - cash for food, cash for housing, cash for transportation, - if we are to make the success of the spring campaigns known to Jews in Europe and Israel. The seven million dollars pledged by women thus far is impressive. But, it has no meaning unless the dollars are available. We have therefore decided each of us who has worked so hard in conducting the spring campaigns will go back to organize cash committees in order that the summer months will provide the money so sorely needed."



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HENRY MORGENTHAU JR GENERAL CHAIRMAN UJAPPEAL

NY(H MORGENTHAU JR GENL CHAIRMAN UNITED JEWISH APPEAL 165 W 46)

PLEASE CONVEY GREETINGS MYSELF AND COLLEAGUES TO LEADERS GATHERED AT NATIONAL CONFERENCE OF UNITED JEWISH APPEAL IN CHICAGO STOP ALL OF OUR PEOPLE COMMA COLLECTIVELY HARNESSED IN CONSTRUCTIVE EFFORTS TO ABSORB THOUSANDS OF IMMIGRANTS ARRIVING MONTHLY AND IN SELF-IMPOSED AUSTERITY IN ORDER PROVIDE

FOR ALL COMMA DEEPLY ENHEARTENED ENCOURAGING REPORTS YOUR EFFORTS AND PROMISING RESULTS UNITED JEWISH APPEAL CAMPAIGN STOP DEVELOPMENTS IN RECENT WEEKS PRESENT BOTH YOU AND US WITH OPPORTUNITY AND CHALLENGE STOP WE ARE NOW FACED WITH REAL TEST TO PROVE VALIDITY OF FAITH HUNDRED OF THOUSANDS SEEKING SALVATION IN JEWISH

STATE STOP TWO LARGE AND ANCIENT JEWISH COMMUNITIES LONG BORDER LOCKED AND RESTRICTED WITHIN CONDITIONS MAKING NORMAL LIFE IMPOSSIBLE NOW GIVEN OPPORTUNITY RELEASE AND CHANCE REHABILITATION STOP LIFTED RESTRICTION ON EMIGRATION ROUMANIA AND IRAQ MAKE POSSIBLE MIGRATION OF TENS OF THOUSANDS MONTHLY IN BRIEF PERIOD WHO CLAMORING FOR IMMEDIATE ADMITTANCE

TO ISRAEL STOP WE ARE PREPARED TO TAKE THEM WITHIN SHORT PERIOD WITHOUT LIMITATIONS STOP WITHOUT YOUR WHOLEHEARTED ASSISTANCE THIS IMPOSSIBLE STOP THREATEN WITH RAPID INCREASE OF CAMP POPULATION WHICH IN DEMORALIZING IDLENESS STOP IMPERATIVE WE TRANSFER NINETY THOUSAND NOW IN CAMPS AND ALL NEWCOMERS TO AGRICULTURAL SETTLEMENTS AND WORK

VILLAGES THROUGHOUT COUNTRY SO THAT THEY MAY UNDERTAKE WORK CRYING TO BE DONE AND PRODUCE FOOD SO VITALLY NEEDED STOP MUST HAVE CASH DOLLARS IMMEDIATELY TO PURCHASE TENTS LUMBER SANITATION FACILITIES TOOLS AND FOOD TO RESUME ABSORPTION ACTIVITIES STOP CONTINUED LACK CASH DOLLARS THREATENS PERPETUATION LARGE IDLE CAMP WITHIN ISRAEL STOP BEG URGE YOU ALL DESPITE APPROACHING SUMMER MONTHS TO REDOUBLE EFFORTS TO CONCLUDE SUCCESSFUL CAMPAIGNS PROMPTLY AND TO CONVERT ALL PLEDGES INTO CASH FOR IMMEDIATE RESCUE AND REHABILITATION WORK STOP ALL HERE DEEPLY GRATEFUL AMERICAN JEWRY'S PARTNERSHIP WITH US IN THIS SUPREME TASK UNDER YOUR LEADERSHIP UNITED JEWISH APPEAL

DAVID BENGURION

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# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 17

NOT FOR PUBLICATION

July 11, 1950

#### EDDIE CANTOR REPORTS ON HIS FIRST VISIT TO ISRAEL

Eddie Cantor, a National Campaign Chairman of the United Jewish Appeal, has just completed his first visit to Israel and is now on the high seas on his way back to the United States. A few days ago, Mr. Cantor delivered a report to the radio audience over a nationwide hookup of the National Broadcasting Company. His transcribed speech from Israel made such a profound impression on radio listeners throughout the country that we are devoting this issue of the Report to Members to his text.

This is Eddie Cantor speaking from Israel...greeting you with a word which I have heard every Israeli repeat over and over again...A word which more than anything else describes the deepest hopes of this wonderful people...Shalom!!...meaning peace. For hello...he says Shalom. For goodbye...he says Shalom. For how are you he uses the word. For today, for tomorrow, for the future always Shalom...peace. Peace to build, peace to reconstruct, peace to heal and resettle thousands upon thousands of homeless Jews who are pouring into this little country from every part of the world. I have seen them. I have eaten with them. I have talked with them. I have even lived with them. These weeks in Israel have been the most thrilling I have ever known in all my life.

If I sound a little excited, forgive me. I can't contain myself. I am seeing a world in the making...people being reborn. Broken men and women being made whole again. I don't know if I can actually make you understand what I have just seen. You have to see it and feel it. If only all of you could be here with me...to see the joy, the almost tender affection with which the new immigrant handles a plow. At last, once more he can work again...to be constructive, to help build his own country.

#### Every Israeli is Willing to Suffer to Keep the Promise

Remember, this entire country is no larger than the State of New Jersey, and yet, in two years, more than 400,000 homeless people have been finding a new home here in Israel. True, to many thousands "home" is only a tent or a small ramshackle hut.



But the occupant is aware of one thing...here he is wanted. He knows it because the Israeli proves it to him. Israel has been called the Promised Land. And, every Israeli is willing to suffer to keep the promise. Here, regardless of his past, the new immigrant will find a future. Here is hope. Here man can build a new life in an atmosphere of friendliness, love and freedom.

Before I came here, everything I knew about the New State was second hand. Someone told me this. I read that. I heard from so and so. I imagined many things. But, nothing that I heard equalled what I have seen here with my own eyes.

Just take one example. Have you got a map of the world in your home? Run your finger down to the southern tip of the Arabian Peninsula. Have you ever heard of a place called Yemen? Well, there are records of Jews who have been living in Yemen for more than 2,000 years...men and women right out of the Bible, deeply religious, honest, good people, vigilantly moral and yet, in Yemen, they were always considered second class citizens...always oppressed and frustrated.

For centuries they lived and died without knowing one single day of freedom. Actually, they were the chattel of the rulers of the country. Yet, somehow or other they never quite lost themselves. They never gave up and always prayed that the day would come...just as the Bible predicted...when they would fly to the promised land on the wings of an eagle. Now, the prophesy of the Bible has come true. You and I helped.

**"But They Don't Die -- They Are Reborn"**

In the last ten months, 50,000 Yemenites have come to Israel. Almost all of them have been flown here in skymaster four motored planes. I have seen thousands of them. The new ones, sick, emaciated, suffering from malnutrition and malaria. Children bone thin. You and I would have given them up. You and I might say - why transport these people thousands of miles to die? But, they don't die. Something happens to them in the State of Israel. I know, because I have seen other thousands of them who have been here a few months, plowing the fields, paving roads, building their own houses, teaching children a new life in a new land made possible through the United Jewish Appeal with American dollars.

I shall never in my life forget these Yemenites and their children. Nor can I ever forget the many others I have seen. New people every day from Roumania, Hungary, Germany, Iraq, from countries all over the globe. And, not all primitive peasants. Men who were scientists, writers, businessmen, musicians and what do you think they are doing? They are behind a horse and plow, tilling the soil, making concrete blocks, working in factories at this and that, building roads...creating a new kind of future for themselves and their children, and even their children's children.

If you think I am a highly emotional guy, you should hear what is said by other Americans. They are just as amazed as I am. I have been bumping into people from Chicago, Los Angeles, Cleveland, from all of the 48 states, and after the first Shalom I get this..."Cantor, isn't this wonderful? Have you ever seen anything like it?..."

**This is a Land of Miracles -- No One has seen Anything Like It**

No, I haven't. Neither have you. Nor has anyone seen anything like it. This is a Land of Miracles. Miracles performed through the sacrifices of every Israeli - every man, woman and child --- every day. They share their food. They share their clothing. They share their pleasures. They share everything, but their sorrows.



And, all they ask of their fellow Jews in America is to help them look after these newcomers as you have done and must do through the United Jewish Appeal.

The word austerity is almost foreign to us in America. But here right now, it is as much a part of life as breathing and walking and sleeping and talking. There are six meatless days a week. Get that? Six days without meat. Do you like eggs? They are rationed here. Each adult gets two a week. Do you enjoy butter? So would the citizens of Israel. But, right now, they are using margarine. There is no coffee. Tea is rationed, but that is all right. They know it has to be done and they take it good-naturedly. They even joke about it.

These people are taxed right up to the hilt and they laugh about that too. Like the fellow who noticed his friend eating what looked like a big meal in one of the larger cafes. He reproached him with: "How can you afford to eat such a meal." The other guy he spoke to whispered in his ear, "sssh, don't say anything. They made a mistake. They sent me the withholding tax instead of my salary."

Let me go back a bit because I feel that I passed over too lightly the fact that 400,000 people have come into the State in two years. Let me repeat that 400,000 human beings have come into a country that never had more than a population of 700,000 Jews. That would be equivalent to bringing 80 million people into the United States in 24 months. Kind of staggers the imagination, doesn't it? What do you think that would do to your standard of living? How much meat do you think you would get and eggs and butter and milk and cream? In Israel they are doing it voluntarily - they are actually asking for it. They know they must - in order to make room and absorb all the newcomers.

### Self-denial Alone is not the Answer

But we must not kid ourselves. All the austerity in the world couldn't do the trick. Self-denial alone isn't the answer. There are certain things you just cannot do without if you are to take in every homeless person who has reached your shores. You have got to have tools and machinery. You have got to have lumber and steel. You must have homes and factories. You have got to have medical supplies. Remember, even tents cost money. By now, I imagine you get the idea...money. What you have given...what you are giving to the United Jewish Appeal, is actually running interference while Israel carries the ball.

If you had been with Ida and me the other day at the children's camp at Nathanya, you would have been repaid for all the contributions you ever made. We sat and danced and sang with almost 700 children, 80% of whom were orphans. A great many of them without both mothers and fathers. If you could but know the feeling of having these children cuddle up to you and touch your hand and kiss your cheek. If you could but see the hunger in their eyes...hunger for someone to love them. My wife cried a little and she was not the least bit ashamed, and I was proud of her. And, I confess, I cried a little too. Whether you know it or not, these are your kids. You in America who are helping them to survive are their new parents. You have got to stand by them. You will - won't you?

### Throw a Brick at Someone and he has the Beginning of a House

But, get me right, all is not hearts and flowers in Israel. They are alive to everything that is going on. They never miss an opportunity. The night before last a group of us walked into the Ginati Cafe. Imagine my great surprise and the kick I got when the orchestra started playing "If You Knew Suzie". I almost felt like clapping



my hands and rolling my eyes...what do I mean I almost...I did!! Yes, my friends, they miss no opportunities here. The entire State is a beehive of activity. Everyone is doing, building something. You are constantly aware of hammers, saws, building, building, building. Wherever you go, a house, a hut, a factory. Throw a brick anywhere in Israel. A guy will pick it up and he has the beginning of a house. Oh! What these eyes have seen here!!!

But the greatest thrill of all is to drive the road to Jerusalem. I defy you to enter Jerusalem without a quickening of your pulse. You will find it hard to swallow the lump in your throat. Here is the City of cities. Here the Bible comes to life again. Here walked David and Solomon and Jesus in the days of old.

But you are shocked back into today. For on the road to Jerusalem, on both sides you see miles of burnt out trucks, mute mementos of the young Israelis who gave their lives so that the City of Jerusalem would not be destroyed. It is only when you come here that you fully realize the grim determination, the unshakeable will of these people to build, build, build and to breathe life into a city which is so much a part of this young State of Israel. While the most important word in their vocabulary is Shalom - peace - they have already proven that they are not afraid to fight in defense of their homes, their families, their country and the land which they are creating.

Yes, they are actually creating it. Desert, dry neglected wasteland is coming to life again. Where there were rocks - there are now trees. Where there were sands there are farms. Miles of lush green growth where not so very long ago there were deadly malarial swamps. Wherever you go, the north...the Sharon Valley...the Negev...the Jerusalem Corridor...You see groups of tents and huts and near them men and women, strong sturdy backs bent to the tilling of the soil, pushing hard in the race to produce the food which this growing population needs...both men and soil coming to life. In this miracle too, we are helping. You and I with our money.

### One Reason for which They Fought and Died

I have spoken to the taxi driver in the street, to the storekeeper in Tel Aviv and Haifa and Jerusalem, to the librarians, the musicians of the Israel Symphony Orchestra, to the rugged youngster behind the plow, to the worker in the factory. I have spoken to Mr. David Ben Gurion, Prime Minister, and to Dr. Chaim Weizmann, President. To members of the Cabinet, to people in all walks of life. They may differ politically, but one incentive they have in common...one reason for which they fought and for which so many died...the doors of Israel shall be kept open for all those who flee from persecution, and to all those who yearn for this freedom and this democracy.

As an American, who loves his country above all, I ask my fellow Jews within the 48 states to help keep alive this newest of all democracies.

The national anthem of Israel is "Hatikvah" - "The Hope". They sing it constantly and what makes me so proud is the fact that they have taken another song to their hearts - "God Bless America".



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL  
FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

Vol. V No. 18, October 2, 1950

165 West 46th St., New York City

NOT FOR PUBLICATION

#### AMERICAN JEWISH ARCHIVES

*New Wash. Conf.*

#### PLANNING CONFERENCE IN WASHINGTON, D. C. OCTOBER 27-29

The National Planning Conference of American Jewry — which had been projected last month at the Jerusalem meeting convened by Prime Minister David Ben Gurion — will be held at the Hotel Statler, Washington, D. C., on Friday, October 27, Saturday evening, October 28, and Sunday, October 29, it was announced this week.

In an effort to consider the over-all program for the development of Israel during the next three years, Mr. Ben Gurion, joined by Berl Locker, Chairman of the Jewish Agency Executive, had invited a group of American Jewish representatives, together with individuals prominent in various fields of industry, to confer with them on a blueprint for progress. The Jerusalem meeting, held on September 3-6, had been presented with a total scheme, involving an expenditure of \$1,500,000,000, for the consolidation of the economic strength of Israel and for a planned absorption of immigration. Of that sum, it was hoped that America might be able to provide \$1,000,000,000 during the next three years.

In a resolution adopted at the close of the Jerusalem meeting, it had been urged that a broadly representative conference of American Jews be summoned at the earliest possible moment so that the program outlined at Jerusalem might be presented to the American Jewish community and sanctioned by it. It was in keeping with this unanimous recommendation that the Washington meeting, perhaps the most significant ever planned in this country for these purposes, is being called.

The resolution adopted at Jerusalem which will be the outline with which the Washington conclave will concern itself read as follows:

"Meeting in the Holy City of Jerusalem, in the free and democratic State of Israel, which has admitted more than 450,000 homeless Jews in the last two years, and which has triumphed against all dangers and difficulties in establishing its independence, we, the fifty members of the delegation from the United States invited by Prime Minister David Ben Gurion and by Berl Locker, Chairman of the Executive of the Jewish Agency, have been privileged to meet with the Prime Minister and other members of the Government to consider the economic situation of Israel and a three-year program for the development of the country.



"After a comprehensive and frank discussion, we have arrived at the following conclusions:

"1. That the people of Israel are dedicated to keep the doors wide open for all the hundreds of thousands of Jews fleeing from persecution and misery; and that they are ready to make every sacrifice to preserve the democratic way of life which is the moral essence of their very existence and that Israel is striving for peace so that it may give the full benefits of a free and productive life to all its people.

"2. We have come to realize that the full magnitude of the tasks of absorbing hundreds of thousands of new immigrants in Israel and consolidating its economy on a sound basis is far beyond any conception which the Jews of America have so far entertained, and calls for a new approach to the scope of the cooperation between the Jews of the United States and the people of Israel.

"3. In the light of the tremendous achievements already made in rehabilitating the land and developing industrial activities, we are confident that if the tools and capital are made available Israel will not only become self-supporting, but it will also serve as a dynamic and democratic force in the development of the entire Middle East.

"4. The interest of American Jews in the future of Israel has been manifested by a high degree of generosity, and the flow of contributions to the United Jewish Appeal has made possible the outstanding accomplishments in mass immigration and settlement. However, the State of Israel has reached a crucial point of development in which contributions are not adequate to meet long-range economic needs, and the Jews of America must recognize that new methods must be found to provide the far larger resources required in this vital transition period.

"Far above the needs of financing this immigration is the program of complete absorption of many of those who have reached Israel in the past two years, and the hundreds of thousands who are expected to come in the next three years. To make this vast number of newcomers fully productive and integrate them into the economy of the country, Israel will require \$1,500,000,000 for the next three years. The people of Israel are ready to make the utmost sacrifice to assume the fullest share of this responsibility. But \$1,000,000,000 must come from the United States. Requirements of such scope cannot be provided in full through voluntary contributions alone, and consequently additional channels must be found to discharge this obligation.

"Therefore we believe

"a. That the United Jewish Appeal must be continued on an enlarged scale to elicit the widest possible response.

"b. That should the Government of Israel decide to float a public loan in the United States as a means of obtaining funds for the financing of constructive programs, American Jewry will extend its fullest support and we pledge ourselves to render maximum service in the attainment of this objective.

"c. There are many opportunities for private investment in Israel in productive and profitable projects. To realize the potentials in the field of private investment more intensive efforts should be undertaken both in the United States and Israel.

"Appreciating that this exploratory conference between American and Israel leaders will be productive to the degree that all of American Jewry will share in its conclusions, we of America urge the convening in the United States, at the earliest possible



date, of a fully representative, national conference of the Jews of America, at which the conclusions reached here may be presented for the understanding and sanction of American Jewry, so that, with full knowledge and determination, it may go forward in accomplishing the most constructive enterprise in the history of our people."

### **"C" DAY ON OCTOBER EIGHTH TO ASK EVERY JEW TO PAY HIS PLEDGE**

On Sunday, October 8, many thousands of volunteers, in hundreds of communities, will be visiting the homes of hundreds of thousands of contributors to get cash in redemption of campaign pledges.

At the initiative of the United Jewish Appeal, October 8 has been designated National "C" Day. Its slogan is: "C for Cash—Cash for Life."

National "C" Day is designed to achieve a number of objectives. The first and most important is to transform outstanding pledges, whether made in the Spring or Fall, this year or last, into the cash that is so desperately needed today. Many communities during the past few months have borrowed money in anticipation of the payment of pledges. This money was sent, in large part, to the United Jewish Appeal. Thus, these bank obligations must be repaid in order that the flow of money directly to the United Jewish Appeal, or to other beneficiaries, may be resumed.

It is hoped that as a result of National "C" Day, many additional millions of dollars may be forthcoming to the United Jewish Appeal in the following days.

The record of collections shows that from January 1 to September 30, the United Jewish Appeal received in cash — on account of 1950 and previous years — \$68,825,670. This compares with \$92,625,320 received during the same period in 1949—from 1949 and previous campaigns. This substantial difference in income is reflected in the distress felt by the beneficiaries.

Among the serious consequences is the strain on the program of immigration. Dr. Joseph J. Schwartz, European Director of the JDC, who arrived in the United States last week from Paris, reported that the Joint Distribution Committee had completely exhausted the funds available to it for immigration purposes as of September 30. Unless this situation can be remedied, the fate of thousands of Jews whose future existence depends on getting to Israel and who now have visas for immediate departure from their various countries of uncertain existence will be jeopardized.

Grave concern has been felt by the officers of the United Jewish Appeal at the fact that a large amount, totalling some \$13,000,000; is outstanding on account of 1949 and 1948. If communities would provide the money owing on allotments from these previous years it would immediately ease the entire situation for both the Joint Distribution Committee and the United Palestine Appeal, whose programs are suffering so gravely from lack of funds. But payments can be made by communities only to the extent that individual contributors redeem their pledges.

### **Eddie Cantor Heads "C" Day Effort**

Upon his return from Israel in July, Eddie Cantor, at the urgent request of the National Campaign Cabinet of the United Jewish Appeal, accepted the Chairmanship of National "C" Day. Moritz M. Gottlieb, of Allentown, Pa., who came back from Israel several weeks later, accepted the Associate Chairmanship of the national drive. They



have been in touch with communities, urging fullest participation and emphasizing the benefits to the local community as well as to the United Jewish Appeal in maximum success on "C" Day.

Mr. Cantor has been in receipt of hundreds of letters from all parts of the country describing the method being used to stimulate the collection of cash. He has communicated the best of these suggestions to all communities in a special news letter to the Chairman for "C" Day which communities appointed.

To all communities participating in National "C" Day, we offer our sincere hopes for outstanding success. And to help you "see the job through with cash," please alert your community to the special nationwide radio broadcast to be heard on Sunday, October 8 -- on National "C" Day -- over the American Broadcasting Company network from 7:00 to 7:30 P.M. (Eastern Standard Time). Eddie Cantor announced that the program, in which he will share, is entitled "Formula for Life," with Helen Hayes, that great lady of the theatre, as the star.

### **FALL CAMPAIGNS, LED BY BOSTON, SHOW RESULTS OF NEW ECONOMIC PICTURE**

The new economic picture in America -- involving a stable and expanding economy, generally higher incomes and substantially increased taxation -- is reflected in the early stages of campaigns just beginning this Fall, according to an analysis of some fifty community drives which were initiated in September. This represents encouraging news for the United Jewish Appeal, which is the major beneficiary of all these campaigns.

Boston, always possessing vigorous leadership, is conducting the largest of all the Fall fund-raising efforts. As the month opened, Boston had reached the \$2,000,000 mark in the early stages of the initial gifts campaigns. This reflected an average increase of 18% as compared with the same gifts last year. It was hoped that this trend could be maintained and, if possible, extended through the balance of the Combined Jewish Appeal drive. Boston's effort had been awaited with eagerness, since that community, based largely on a variety of soft goods industries, had suffered substantial losses in the past two years. This was the first occasion, therefore, on a large scale, to test the effect of the new economics on fund-raising.

Harold Sherman Goldberg is the dynamic Chairman of Boston's campaign under the Combined Jewish Appeal, of which Samuel Markell is President. Mrs. Carl Spector is Chairman of the Women's Division. Sidney S. Cohen is Executive Director. Other major campaign officers include: Howard S. Gutlon, Chairman, Business Men's Council; Harold Slate, Chairman, Metropolitan Division; Harry Olins, Chairman, Districts Division.

Typical of early results in trade groups are those in the Food and Shoe and Leather Divisions. Sidney R. Rabb and Otto Bresky, both of whom recently returned from Israel, were speakers at the Food dinner, which yielded \$263,142 as against \$211,525 last year, an increase of 24%. Stop and Shop, Inc., with which Mr. Rabb is associated, contributed \$102,000 as compared with \$85,000 in 1949. Other top gifts included Otto Bresky, \$50,000; Max Chernis, \$26,500; Colonial Provision, Sidney H. Rabinowitz, \$25,000. Sidney L. Kay is Chairman of the Food Division.

The Shoe and Leather Division, which is the largest fund-raising division of the campaign, has raised \$262,000 from those who pledged \$215,000 last year, for an increase of 20%. Hyman Cohen is Chairman of this division.



At a testimonial dinner for Joseph Ford, the Women's Wear Division raised over \$250,000. The largest contribution was that of Arthur Rosen & Son, who went from \$50,000 in 1949 to \$60,000. Enterprise Stores increased from \$50,000 to \$55,000. Mr. Ford pledged \$45,000. Hervey L. Solar is Chairman of the Division.

Providence, R. I., another of the major fall campaigns, enjoys the leadership of Alvin A. Sopkin, an outstanding factor in campaign results for the past few years, as President of the General Jewish Committee; and Joseph W. Ress as Campaign Chairman. The community started the October phase of its campaign with \$500,000 toward its goal. Big gifts were led off by the \$75,000 contribution of the Sopkin Family. Other officers include Archibald Silverman, Honorary President; Mrs. Abraham Percelay, Chairman, and Mrs. Albert Pilavin, Honorary Chairman of the Women's Division; and Joseph Galkin, Executive Director.

Springfield, Mass., which has Julius Popkin as effective Chairman, started the October phase of its drive with \$200,000 in pledges, showing an increase of 5% over last year. Joseph Cherner, a National UJA Campaign Chairman, had visited the community last month and was encouraged by the fine spirit of the leadership in planning for the drive. Top gifts include Jacob and Julius Popkin, \$27,500, as against \$20,000 last year; Max Katz, of State Line Potato Chip Co., \$22,000, an increase over last year's \$20,000; and Schaffer and Lavin, \$20,000; Abe Leo Cohen, \$16,500. Mrs. Julius Popkin is Chairman of the Women's Division. Harry Fieldman is President of the Community Council which sponsors the drive. Benjamin Wolf is Executive Director.

Jacksonville, Fla., shows a gratifying increase of 19% in its initial gifts opening. Samuel Kipnis is Chairman of the drive, with Ben Stein and Sam Wolfson as Co-Chairmen of Big Gifts. Mrs. Herbert Panken is Chairman of the Women's Division. Leonard Moss is President of the Community Council. Ben Stark is Executive Director. Dr. A. L. Sachar was guest at the Big Gifts dinner, which produced \$123,000, as compared with \$103,000 from the same givers last year. The Kipnis family contributed \$40,000; Wolfson Bros., \$15,000 to help spark the increased giving. Jerome Kipnis, who presided at the opening function, in the absence of the Chairman of the campaign, has also been a major factor in the improved results.

Flint, Mich. showed fine leadership for other Midwestern communities campaigning this Fall when it raised \$75,000 at its opening function from those who had given \$55,800 last year, an increase of almost 35%. Louis Kasle is Chairman; Sam Catsman is Initial Gifts Chairman. B. Morris Pelavin is President of the Community Council; and Philip Skorneck, Executive Director. Robert Nathan, noted economist, was guest speaker for the initial gifts dinner. Among the top gifts were the following: \$12,000 from Associates of Kasle Bros.; \$6,000, Sam Catsman; \$10,000, Ellis H. Warren; \$3,500, Louis E. Rudner; \$4,000, Henry and David R. Schafer. A luncheon meeting held prior to the formal opening was addressed by Irving Rhodes of Milwaukee who made a profound impression. The fine spirit of the Flint community was further reflected last week when the United Jewish Appeal received a check for \$45,000, an advance on its 1950 campaign. Mr. Kasle, who was drafted for the current campaign, because of the outstanding job he did in 1949, appointed a cabinet of six Flint leaders to share the campaign responsibility with him. These include Sam Catsman, Martin Gordon, Dr. S. S. Gorne, Jack Krause, B. M. Pelavin and Louis E. Rudner.

### **TOLEDO CAMPAIGN REGISTERS 21% INCREASE**

A stimulating start for the 1950 campaign in Toledo, Ohio was registered last week when 43 gifts at the Big Gifts meeting produced \$167,600 from those who had given



\$137,650 the year before. Some of the pace-setting gifts included these: Marvin S. Kobacker, Chairman of the campaign, announced \$25,000. This compares with \$17,000 in 1949. Abe J. Levine increased from \$11,400 to \$13,000; Jules D. Lippmann, from \$7,500 to \$8,000; Herman Wiener, from \$10,000 to \$12,000; Harold Woodruff, from \$2,000 to \$5,000; Lewis Basch, from \$6,000 to \$6,700; Joseph Cohen, from \$5,000 to \$6,000; Ralph Rosenthal, from \$5,000 to \$6,000.

In addition to Mr. Kobacker, campaign officers include: Abe J. Levine, Jules D. Lippmann and Charles Fruchtman, Honorary Chairmen; Louis Basch, Big Gifts Chairman; Mrs. Rubin G. Cohen, Women's Division Chairman and Julian G. Stone, Executive Director.

### **MIDWEST CAMPAIGNS SHOW IMPROVED RESULTS**

Kenosha, Wis. showed a 10% increase in gifts at an initial gifts breakfast attended by Benjamin F. Saltzstein, President of the Milwaukee Welfare Fund. Held at the home of Samuel Block, Campaign Chairman, the meeting produced \$19,237 from the small group present. The formal campaign opening is to take place next week. Harry Chemerow is Co-Chairman; Mrs. Alex Temmer, Chairman of Women's Division. Irving Berenson is Secretary-Treasurer; Harold A. Brosk is President of the Fund; Mrs. Maurice Gordon is Executive Secretary.

East Chicago, Ind. is at the \$53,000 mark, an increase of 10%, as the October phase of its drive begins, under the leadership of Harry Tarler, President of the Indiana Harbor-East Chicago Council of Jewish Welfare Funds, who is also Campaign Chairman. Henry Feferman, Indiana State Chairman of the United Jewish Appeal, visited the community to watch its progress. East Chicago has remitted \$25,000 for 1950 to date.

Aurora, Ill. raised \$56,114 at its big gifts opening, as compared with \$53,475 given in 1949. Eugene B. Kaufmann, President of the Welfare Fund, was joined by Charles and Lester Kaufman in a gift of \$17,900, as compared with \$16,400 last year. David P. Greenwald is Chairman, with Foster Grossman and Nathan Shorr as Co-Chairmen. Harold A. Goldman, Des Moines leader, was guest speaker at the opening function. The Women's Division is headed by Mrs. Foster Grossman.

Michigan City, Ind. recorded a gratifying 31% increase at its initial gifts function, when men who had given \$27,775 last year raised to \$36,285. The meeting, with Moritz Gottlieb, national UJA leader, as guest speaker, was held in the home of Jack Ruby. The campaign has raised \$50,000 to date, and has already sent in \$20,000. Alan Joseph is Campaign Chairman. Joseph S. Friedman is President of the Welfare Fund.

### **EDWARD MITCHELL ILLUSTRATES LAY LEADERSHIP ACHIEVEMENT**

Among the distinguished personalities who visited the Jerusalem conference held last month at the invitation of Prime Minister David Ben Gurion was Edward Mitchell of Los Angeles. For a number of years he has been one of the key factors in sparking the campaigns in the West Coast city. But his record of service to Israel goes back many years, including years of notable service in Canada, Germany and the United States.

The vital role that lay leadership plays on a national scale in the United Jewish Appeal is ably illustrated by Mr. Mitchell. As Chairman of the Board of Directors of the Beneficial Standard Life Insurance Co., and as the head of a number of other corporations, he might well claim that his time was occupied with business affairs to the exclusion of everything else. Instead, he has given prompt acceptance to every



invitation extended to him to help stimulate campaigns, not only by the force of his own personal example in giving but by virtue of his ability to tell the story of need simply and persuasively. Numerous communities all along the far-flung West Coast raised substantially more money in 1950 because "Ed" Mitchell was there as guest speaker.

Following a visit to Israel early this year, he called long distance to his partner, Oscar Pattiz, to urge him to take the Chairmanship of the 1950 Los Angeles campaign and, upon his return, gave Mr. Pattiz full cooperation. He was also the host at the meeting which opened the Los Angeles drive. Mr. Mitchell has one philosophy which symbolizes the thinking of the finest lay leadership which has placed itself at the disposal of the United Jewish Appeal: "no community is too small or too distant; and no job is too hard, where the problems of the UJA are concerned." By airplane or by auto, he has been ready, at all times, to bring the "Mitchell Magic" to the aid of local leaders in their efforts to meet this year's challenge.

### REGIONAL MEETINGS STIR SPIRIT, PRODUCE CASH

In addition to meetings held locally in each community, the United Jewish Appeal from time to time sponsors regional meetings, covering zones, entire States or several States. A series of these held in various parts of the country since Labor Day reflects an intensified interest in the United Jewish Appeal and a recognition that the tasks that lie ahead are even greater than those which American Jewry so superbly performed hitherto. Some of these conferences are also sponsored by agencies which compose the United Jewish Appeal.

On Sunday, September 24, a conference under the auspices of the United Palestine Appeal in Boston brought together almost a thousand representatives from all parts of New England. With the list of principal speakers headed by Attorney General J. Howard McGrath, Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency and Rudolf G. Sonneborn, Acting National Chairman of the UPA, the audience of representative leaders provided \$1,000,000 in checks for the United Jewish Appeal. Providence, R. I. provided the biggest individual check, with an advance of \$200,000. Alvin A. Sopkin, President of the General Jewish Committee of Providence presented the amount. Dewey D. Stone of Brockton, outstanding UJA leader, was responsible for the cash phase of the program. Fred Monosson, Chairman of the New England UPA, presided. Among checks of larger denominations -- although each community made a maximum presentation in relation to its obligations -- were Springfield, Mass., \$50,000, presented by Julius Popkin; Woonsocket, R. I., \$50,000, presented by Noah Finkelstein; Worcester, Mass., \$75,000, offered by Allan Farber; Pawtucket, R.I., \$25,000, presented by Harry A. Schwartz; New Bedford, Mass., \$90,000 presented by Jacob Minkin; Beverly, Mass., \$20,000, presented by Hyman Resnick; Fall River, Mass., \$23,257, presented by Alfred S. Sherwin; Fitchburg, Mass., \$25,000, presented by Abraham I. Rome; Haverhill, Mass., \$35,000, presented by Manuel M. Epstein; Lawrence, Mass., \$10,000, presented by Abraham Rappaport; Lowell, Mass., \$25,000, presented by Samuel Porton; Lynn, Mass., \$100,000, presented by Benjamin Olanoff; Manchester, N. H., \$25,125, presented by Joseph Rudnick.

The morning session of the conference was presided over by Eli Cohen, Lynn. Mrs. Archibald Silverman discussed her recent visit to Israel. A report was given by Ellis Radinsky, Executive Director of the UPA. Philip Lown, of Maine, described the Jerusalem meeting with Mr. Ben Gurion. Mr. Cohen opened the afternoon session and turned the chair over to Mr. Monosson. A eulogy on the late Judge Morris Rothenberg, a National Chairman of the United Jewish Appeal, was delivered by Elihu D. Stone. In addition to those listed above, participants also included Massachusetts Governor Paul Dever and Harold Sherman Goldberg, Boston Campaign Chairman, and Sidney R. Rabb.



### **Over \$500,000 at New Jersey Conference**

On September 24 the New Jersey State Conference of the UJA was held at Asbury Park and produced checks totalling \$504,672. Louis A. Lewis, New Jersey State Co-Chairman, chaired the morning session, at which Dr. Noah Brand, of Israel's Ministry of Rationing, was the guest speaker. Plans for "C" Day were discussed at length and campaign problems were reviewed by a panel which included Moritz Gottlieb of Allentown, Judge Abraham Lieberman of Union City, Mr. Lewis and Meyer Brissman, head of the UJA Cash Collection Department. Rabbi Sidney Shulman memorialized the late Judge Rothenberg.

Other participants in the day's session included Alan Silbergleit, Chairman of the Asbury Park campaign, Robert R. Nathan, Max Lerner and Rabbi Milton Tittlebaum of Belmar. Cash was then presented by the various community leaders to Moritz Gottlieb. These included Atlantic City, \$20,000, presented by Harry Cassman; Bridgeton, \$25,000, presented by Max C. Schrank; Bayonne, \$24,319; Englewood, \$10,000; Jersey City, \$15,000, presented by Dr. Irwin Markowitz; Morristown, \$15,000, presented by Harry I. Morchower; New Brunswick, \$23,000, presented by David Michaelson; North Hudson County, \$70,000, presented by Alexander Grodnick; Plainfield, \$35,000, presented by David Srager; Somerville, \$15,000, presented by Dr. George Greenberg; Vineland, \$15,000, presented by Adolph Stern.

A feature of the meeting was presentation of scrolls for outstanding service to Judge Abraham Lieberman and Louis Lewis by Mr. Gottlieb.

### **Eastern Pennsylvania Meeting Gets Over \$300,000**

The Eastern Pennsylvania Conference of the UJA, held at Wernersville, Pa., produced checks totalling some \$325,000. The principal contributors to this result were Allentown, \$75,000; Easton, \$20,000; Reading, \$50,000; Scranton, \$50,000; West Chester, \$30,000; Pottstown, \$16,500; Lancaster, \$11,000; and Pottsville, \$10,000.

Guest of honor at the function was Abba Eban, Israeli Ambassador to the United States. Moritz Gottlieb presided at the session and David Uchill, of New York, handled the cash advance period. In the evening a testimonial dinner was tendered to Mr. Gottlieb, who recently returned from Israel with Mrs. Gottlieb. A citation from the officers of the UJA was presented to Mr. Gottlieb by Morris Senderowitz, Jr., of Allentown, who was chairman of the dinner. Other participants in the session included Ruth Gruber, Harry Hershfield, Samuel H. Abramson, Nathan Halperin, Rabbi Louis M. Youngerman, Allentown and Rabbi Sidney Regner of Reading.

### **Michigan Conference Receives \$185,000 Total**

Fourteen communities in that State were represented at the Michigan State Conference, which resulted in presentations in the amount of \$185,118. Among those who shared in the meeting were Max Osnos, Detroit, State Chairman, Joseph Holtzman, B. M. Pelavin, Edward Vajda, Quentin Reynolds and Mrs. Avis Shulman.

### **North Carolina Leaders Spur Program**

Plans to intensify cash collections were formulated at the North Carolina leadership meeting in Raleigh. Among the participants were Moses Richter, State Chairman, E. J. Evans, and J. Herman Leder, State Co-Chairmen. Cash presented and amounts promised for immediate remittance totalled some \$45,000. Mrs. E. J. Evans, State Chairman for North Carolina Women's Divisions, spoke on the importance of women's divisions.



### **South Carolina Emphasizes: AID UJA NOW**

Leadership of communities throughout South Carolina gathered in Charleston to discuss collections on Spring campaigns and wind-up of Fall drives. Hon. Sylvan L. Rosen, Mayor of Georgetown, State Chairman for UJA, presided at the sessions. A keynote for the meeting was set by Edward Kronsberg of Charleston who reflected the judgment of the conference in urging: "Aid the UJA NOW." Rev. John Stanley Grauel was the principal speaker of the session. Checks totalling \$40,000 were presented.

### **Four Meetings on One Day**

On October 1, regional conferences were held at Elmira, for the southern tier of New York; in Davenport, for eastern Iowa and western Illinois; in Roanoke, Virginia; and in Gary, Ind., for the Calumet area. Vice President Barkley was the guest of honor at the Calumet Area Zone Conference. He was joined by Julian Freeman, President of the Indianapolis Jewish Welfare Federation, and Harry Seeve. Some \$108,000 was brought to Gary by community leaders. The Elmira meeting, at which checks totalling more than \$32,000 were presented, heard Ruth Gruber and David Uchill. Quentin Reynolds and Rabbi Herbert Friedman of Denver were principal participants in Iowa; and Commander Joshua Goldberg addressed the Roanoke Conference.

### **EASTERN CITIES REFLECT BETTER ECONOMIC SITUATION**

New Bedford, Mass. Dewey Stone, national United Jewish Appeal leader, was the guest speaker at the initial gifts meeting which raised \$43,860 from a handful of the pace-setters. Jacob Minkin is doubling as Campaign Chairman as well as Federation President. William Palestine is Initial Gifts Chairman. Saul Richman is Executive Secretary.

Morristown, N. J. A 14% increase was registered at the special gifts meeting which raised \$21,000 to set improved standards of giving this year. The campaign, which will open officially on November 2, has now reached \$30,000. Harry I. Morchower is Campaign Chairman. Mesdames Herbert Epstein, Simon Kasdin and Nathan Solodar are Co-Chairmen of the Women's Division.

Lock Haven, Pa. has the leadership of Dr. Edward Hoberman, Federation President, as Campaign Chairman. As a result of the vigorous efforts of Dr. Hoberman, standards of giving are being maintained, with \$22,500 pledged in the initial group.

Lawrence, Mass., which had been adversely affected economically by the closing of many plants, has seen a change of spirit as a result of the upsurge of industry. Early returns show a 6% increase over 1949, with over \$50,000 raised. Samuel White is Chairman of the campaign; Merrill Rosenberg is President of the Jewish Community Council; and Mrs. Mitchell Holt is Chairman of the Women's Division.

### **SUGGESTS ISRAEL WINES AT CAMPAIGN FUNCTIONS**

A method of helping to strengthen Israel economically was suggested this week to those who arrange campaign functions, who were urged to utilize Israel wines at fund-raising banquets. It is expected that Israel's wine exports to the United States will be sharply increased, with 30,000 cases scheduled to be shipped by the Rishon Wine



Cellars in the next twelve months. The Israel Middle East Corporation, 80 Broad Street, New York, has just been designated exclusive representative in the United States.

### **HON. HENRY MORGENTHAU, JR. ON VISIT TO ISRAEL**

Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, is now on a visit to Israel, to familiarize himself with developments in the Jewish State, with especial reference to the Washington Conference being held on October 27-29, at which Mr. Morgenthau plans to be present. During his stay in Israel, Mr. Morgenthau will also be inducted into his new post as Chairman of the Board of Governors of the Hebrew University.

On his departure for Israel this week, Mr. Morgenthau said:

"I am going to Israel to see what has been accomplished with the help of the United Jewish Appeal this year and to discuss the needs for the future. I plan to meet with Prime Minister Ben Gurion and other leaders in the Government to obtain their views on the economic and financial situation of the country.

"During my brief stay in Israel I also expect to assume my new duties as Chairman of the Board of Governors of the Hebrew University in Jerusalem.

"In the present world crisis we must strengthen the democratic forces throughout the world and Israel represents a very strong and devoted friend of freedom. We must provide increased assistance for the only democracy in the Middle East."

### **MORRIS ROTHENBERG: IN MEMORIAM**

The death of Morris Rothenberg, a National Chairman of the United Jewish Appeal, is mourned by all American Jewry. One of the great figures in American Zionism, an outstanding factor in the development of Jewish community life in America in the last two generations, Morris Rothenberg helped build many of the institutions which are today basic in American and world Jewish life. His identification was with every progressive and creative activity in American Jewry. He was the Chairman of the Council of the Jewish Agency and National Chairman of the United Palestine Appeal at the time of his death. He had been one of the founders of the Joint Distribution Committee and was on its Executive Committee.

His associates in the United Jewish Appeal issued this statement on his death:

"The officers of the United Jewish Appeal are profoundly shocked and grieved at the untimely death of our beloved National Chairman, Morris Rothenberg.

"For many years, Judge Rothenberg has been a symbol of service to the Jewish people and the ideal of Jewish Statehood. Long a leader in the Zionist movement, he gave unsparingly of himself in a ceaseless effort to make possible the establishment of the State of Israel as a homeland for the Jews.

"In a very real sense, Judge Rothenberg died as a casualty in the struggle for Jewish freedom and independence. Just returned from a strenuous trip to Israel, where he participated in discussions concerning the economic future of the Jewish State, he was stricken shortly after completing a report on the results of his journey.



"Judge Rothenberg's heroic work and lifelong devotion to the cause of Jews stand as an inspiration to the Jewish people everywhere."

**"NOT ONLY A DUTY, A PRICELESS PRIVILEGE," SAYS ATTORNEY GENERAL McGRATH**

For Jews of America, aid to the United Jewish Appeal "is not only a duty; it is a priceless privilege." That was the summation of J. Howard McGrath, Attorney General of the United States, in his recent address before the New England Conference of the United Palestine Appeal in Boston.

Recalling the aid which the United States Government had given in the establishment of the State of Israel and emphasizing his own keen concern with the uninterrupted development of the State, Mr. McGrath declared: "It is to the best interests of America that there be located a strong outpost of freedom and democracy in the Near East. A self-governing, dignified, strong and free nation in that part of the world will be a potent element in achieving and maintaining universal peace." The Attorney General also praised the position taken by Israel in the Korean struggle.

In the course of his extended address, the Attorney General also said:

"What the State of Israel has attained, since its inception, in other respects, despite severe hardships, staggers the imagination and transcends the miraculous. History has never recorded an episode of human and social engineering to equal what these brave people of Israel have done in the past twenty-eight months. It has shown by its deeds that it can be a self-governed, dignified and free nation. It was the greatest historical demonstration of the potency of unswerving faith...

"From May 15, 1948, to June 30, 1950, over 417,000 immigrants have come to Israel, almost as many as came under the British mandate during a period of 19 years and comprising two-thirds of the number of Jews in Israel at the time of the creation of the state. As a result, the Jewish population of Israel has been increased in twenty-seven months from 655,000 to one and one-fourth million.

"And yet, the speed of absorption of new immigrants has been faster than the steady stream of newcomers. Of the 200,000 immigrants who came last year, 130,000 were housed and absorbed in the country's economy. Areas under cultivation were almost doubled. More than 105 new settlements were established; large and new houses were erected; and many new industrial enterprises established. The evacuation of the oldest Jewish community outside of Israel -- 'Operation Magic Carpet,' that of the Jews of Yemen -- was completed. Thousands of Iraqi Jews were saved from a fate of spiritual and physical degradation unknown to many of us. The DP camps in Europe were practically emptied, and numerous under-privileged Jews have been liberated from the 'Mellahs' of North Africa...

"Little can be gained by minimizing the critical economic status of Israel at this moment. The tide of immigration has not ebbed in the slightest. The Jewish people are still confronted with the Herculean task of rescuing hundreds and thousands of their fellow Jews in many parts of the world from a life of degradation and humiliation, suffering and even death. There is even hope of rescuing many who are now enslaved behind the Iron Curtain, such as in Roumania and Poland.

"What is most urgent is that there is a deadline on the immigration of many of these. In a relatively short period many of these unfortunates will no longer be able to leave their country. These 'deadlines', in the words of Henry Morgenthau, 'must be



beaten into lifelines.' The means must be provided so that all that can may be rescued.

"While the center of gravity of immigration is shifting from Europe to North Africa, the task is not easier. Indeed, it is made much more difficult because the Jews of North Africa are more impaired in health and require greater care in integration and absorption. The overwhelming majority of them are poverty-stricken. Many of them are undernourished and ill; and, tragically enough, many of the children are orphans in dire need of long-range help.

"The United Palestine Appeal must provide that help. It has already helped to shape the map of Israel; rebuilt its people in morale and spirit; provided a sound structure for the independent state by enabling the routing of many of the immigrants to farming and labor...

"But there is much more to be done. Resettlement requires development by irrigation and reclamation. The soil which for centuries has been exposed to scorching suns and dust, crumbled and corroded by wind and storm, must be reclaimed into productive and food-giving agricultural lands. Uninhabitable barren slopes must be reforested to protect the soil from the sun and to enable it to hold the rains when they come.

"The financial burden of such a program is staggering in its magnitude, and manifestly cannot be carried by the people of Israel alone. It must be shared by the Jews the world over. The American Jews, needless to say, must carry the burden of the greatest proportional share of that responsibility...

"Jews the world over, and especially in America, must come to the rescue at once. The Jews in Israel have given all because they have been imbued with a spiritual fiber and strengthened by their sentiment and consciousness as a people. Their loyalty to Zion has been more than demonstrated in the sight of the world and history. It is up to the American Jews, as it is to Jews everywhere, to demonstrate their loyalty. There is much at stake.

"It is not amiss at this moment to emphasize that, as a non-Jew, I can see no possible problem of dual citizenship in anything any loyal American citizen of the Jewish faith does in helping Israel. This slur of double loyalty or dual citizenship has no basis in fact or theory. The State of Israel speaks for no one but the people of Israel. Its Prime Minister, in a speech given before prominent Jewish leaders recently invited to Israel to discuss the economic crisis, emphasized that. By helping Israel, the American Jew links himself with Jewry everywhere in developing their common heritage -- the ethical principles of every religion -- liberty, justice and the brotherhood of man. Indeed, the establishment of the State of Israel has brought new dignity to every Jew everywhere. A new pride has been instilled into the souls of all Jews.

"If ever a people had a date with destiny, the Jews of the world have it today. A great moment of great sacrifice and devotion has arrived; and history will judge the present generation by the method by which this challenge is met...

"In my judgment it is not only a duty to help at this time; it is a priceless privilege. You have already made a huge investment in Israel. Do not dissipate this investment. Israel has depended on the vast material and spiritual resources of the great Jewish community of America. That confidence must be vindicated. They have shed their blood; all you are asked to do is to give of your material possessions. American Jews have an historic opportunity. Surely they will make the most of it."



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL  
FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950—\$272,455,800

Vol. V No. 19, October 17, 1950

165 West 46th St., New York City

NOT FOR PUBLICATION

AMERICAN JEWISH  
ARCHIVES

#### YOU CAN GIVE MORE MONEY AWAY AS A RESULT OF THE NEW TAX LAW

The tax law recently passed by Congress makes it possible for contributors to re-examine their 1950 gifts and to make substantial additional contributions. They will be meeting their own basic desire to give more for urgent needs. They may even obtain substantial savings to themselves.

At the time that many people made their pledge to the United Jewish Appeal or to the local community in the early part of 1950, the economic picture appeared none too promising. The spectre of low income and unemployment was haunting the nation. In the late spring the outlook for the future began to brighten, and now it appears certain that 1950 will be a banner year. In view of this heartening economic change, it seems certain that many will wish to reexamine their pledge to the UJA. If their contribution was based on 15% of their gross income or 5% of their corporate income, they will probably find that they have not contributed to the maximum of their desires.

The contribution must be made before the end of the year to take full advantage of the tax deduction.

Congress has passed a new tax law affecting 1950 taxes. The taxes on both individuals and corporations have been increased appreciably. Although this tax law has made no provision for an excess profits tax on earnings, the consensus of authoritative opinion seems to be that such a law will be enacted immediately after the November elections. The likelihood is that this excess profits tax will be retroactive to at least October 1, 1950, and possibly to July 1, 1950. The last excess profits tax provided for a rate of 95% on excess profits.

As far as your contribution picture is concerned, this means that Uncle Sam will share a greater portion of your donation than heretofore. The following table shows how much each \$1,000 donation to the UJA costs you under the new tax law and to what extent Uncle Sam participates.



<u>Tax Bracket</u>	<u>Cost to Donor</u>	<u>Portion Contributed by Uncle Sam</u>
\$10,000.00	\$654.20	\$345.80
15,000.00	572.30	427.70
20,000.00	490.40	509.60
25,000.00	463.10	536.90
30,000.00	435.80	564.20
50,000.00	317.50	682.50
100,000.00	174.97	825.03
200,000.00	156.43	843.57

To tax payers having large paper profits on securities or other property, Uncle Sam is even more generous. The Bureau of Internal Revenue holds that when a contribution of securities is made to an exempt charitable organization, the amount of the contribution deductible for income tax purposes is measured by the fair market value of the securities at the time of the contribution. No taxable gain would accrue to the contributor by reason of the fact that the value of the securities had increased from the date of acquisition to the date of gift. By making such a contribution the following results may be accomplished:

1. The individual's income taxes are less;
2. In many instances, the out of pocket cost to the individual of his contribution is small;
3. The individual has made his contribution and yet conserved cash;
4. The UJA (or the local welfare fund) sells the securities, thus having cash available to carry on its functions.

The following example indicates the net cost to an individual who makes a contribution of stock having a market value of \$7500 on October 16 instead of just selling the securities and paying the tax thereon. (Assuming that the stock cost him \$4000 on June 30, 1950, and that the taxpayer has a net taxable income exclusive of this transaction of \$50,000 for the year.)

If no contribution is made:

Income	\$50,000.00
Profit on Securities Sold	<u>3,500.00</u>
Taxable Income	<u>53,500.00</u>
Income Tax on Above	<u><u>26,778.95</u></u>

If securities are contributed:

Income	\$50,000.00
Less Allowance for Contribution of stock	<u>7,500.00</u>
Taxable Income	<u>42,500.00</u>
Income Tax on Above	<u><u>19,517.15</u></u>
Value of Contribution	7,500.00
Savings in Tax	<u>7,261.80</u>
Cost to individual of \$7,500 contribution	<u><u>\$ 238.20</u></u>



This year is particularly favorable for this type of donation because of the rising market in both securities and property. Any individual in looking over his portfolio is sure to find some securities that have risen in value. An indication of this rise in a short period is found in the following list of securities. The rise is even more substantial if the period of comparison goes back to early 1950 prices.

	<u>Value July 19, 1950</u>	<u>Value October 13, 1950</u>
Atlantic Refining	51	63
General Motors	82	105
Gulf Oil	65	80
Chrysler	66	81
B. F. Goodrich	87	112
Central R.R. of New Jersey	9	23
General Tire	24	32
Lehigh Valley Railroad	6	10
International Mining	36	51
International Silver	45	60
Magma Copper	17	25
Studebaker	28	35
Zenith Radio	45	58

After consideration of the foregoing, the contributor will undoubtedly find that he is in a good position to increase his contribution.

#### EYES OF WORLD JEWRY ON WASHINGTON OCTOBER 26-29

World Jewry, deeply concerned with the fate of Israel and the great numbers of Jews whose own destiny is tied up with it, will focus its attention on the National Planning Conference to be held in Washington, D. C. from October 26 through 29.

Growing out of the conference called by Prime Minister David Ben Gurion in Jerusalem in September, the Washington assembly will concern itself with the three-year blueprint for Israel's economic development which Mr. Ben Gurion outlined in Jerusalem. For the first time since the State of Israel was established a representative gathering of American Jews will consider the full range of its economic problems.

Never before in the history of American Jewry will there be at one gathering so broadly representative a group of Jewish leaders, identified with every aspect of community life.

Although the formal program of the National Conference will open on Friday morning, October 27 at 10 A.M. at the Hotel Statler, Washington, D. C., the proceedings will actually start on Thursday, October 26 at 10 A.M. at the same place. On the latter day, the Steering Committee will be in session. This group, composed of representatives of communities and of organizations, will consider the resolutions to be submitted to the Conference delegates. Every attempt has been made to obtain the participation of the widest sections of the Jewish community.

The Steering Committee will be composed as follows: (1) Jewish communities with populations of from 2,000 to 15,000 have been asked to designate one representative on the Steering Committee; communities having from 15,000 to 40,000 will have two delegates on the Committee; those with populations above 40,000 will be represented by three persons on the Committee, with the exception of New York, which has been assigned fifteen. There will be no alternates. The purpose of this is to permit a maximum of discussion



within a wielyd group. (2) All major national Jewish organizations have been designated to name representatives based on membership, ranging from one to three members on the Committee, with the exception of United Jewish Appeal agencies which were given five.

There will be sessions of the Conference on Friday morning and afternoon at the Hotel Statler. The Conference will be resumed on Saturday evening—not at the Statler Hotel but at the NATIONAL GUARD ARMORY, 2001 East Capitol Street, which is about ten minutes from the Hotel. This session will also be in the form of a banquet. The sessions on Sunday morning and afternoon will be continued at the Statler Hotel.

### National Organizations Participating

In alphabetical order, the following is a list of the organizations which are participating in the Conference:

Achdut-Haavodah-Poale Zion	Labor Zionist Organization of America - Poale Zion
American Association for Jewish Education	Mizrachi Organization of America, Inc.
American Jewish Committee	Mizrachi Women's Organization of America, Inc.
American Jewish Congress	National Women's League of United Synagogue
American Jewish Joint Distribution Committee	Palestine Economic Corporation
American ORT Federation	Pioneer Women's Labor Zionist Organization of America
American Palestine Trading Corporation	Union of Orthodox Jewish Congregations of America
American Zionist Council	United Jewish Appeal
B'nai B'rith	United Palestine Appeal
Bnai Zion	United Service for New Americans
Brith Sholom	United Synagogue of America
Council of Jewish Federations and Welfare Funds, Inc.	University Institute Technion
Farband - Labor Zionist Order	Women's American ORT
Free Sons of Israel	Women's Branch, Union of Orthodox Jewish Congregations
Hadassah	Women's Division, American Jewish Congress
Hapoel Hamizrachi of America	Women's Division, United Jewish Appeal
Hashomer Hatzair	Women's Supreme Council of B'nai B'rith
Independent Order B'rith Abraham	Zionist Organization of America
Industrial Institute of Israel	Zionist Revisionists of America
Jewish Agency for Palestine, American Section	
Jewish Labor Committee	
Jewish War Veterans of the U.S.A.	

Leaders of communities from every section of the United States will be in attendance. The list of designees for the Steering Committee as well as the delegates to the Conference constitutes the honor roll of American Jewish community life. Those communities which have not yet responded to the invitation to name their designees are urged to wire to Dr. Nahum Goldmann, Chairman, Conference Arrangements Committee, 165 West 46th Street, New York.

### Subjects for Discussion

As it was in Jerusalem, the United Jewish Appeal is expected to be a major topic of discussion at the Washington Conference. Its extraordinary importance in terms of free dollars for Israel's needs was stressed by leaders of the Government and of the Jewish Agency at the September meeting in Jerusalem.



The themes of the Conference discussion are expected to be as follows:

- (1) Intergovernmental aid to the State of Israel
- (2) United Jewish Appeal
- (3) Private Investment in Israel
- (4) An Israel Loan

#### **Leaders Coming From Israel**

The extraordinary importance which Israel attaches to the Washington Conference is reflected in the outstanding delegation which will represent that country in the discussions. These include Moshe Sharett, Minister for Foreign Affairs of the State of Israel; Eliezer Kaplan, Minister of Finance; Abba Eban, Israel Ambassador to the United States; Dr. Aaron Barth, Managing Director of the Anglo-Palestine Bank, Israel's key financial institution; Berl Locker, Chairman of the Jerusalem Section, Jewish Agency for Palestine; Levi Eshkol, Treasurer of the Jewish Agency.

The head of every outstanding Jewish organization in America has already indicated that he or she will participate in the Washington deliberations, in addition to the heads of the various Welfare Funds which are basic to the United Jewish Appeal program.

Leading figures in the American economy will also join in these top level discussions of Israel's economic future. Among these are Leon Keyserling, Chairman of President Truman's Council of Economic Advisers.

#### **BRING CASH FOR UJA TO WASHINGTON CONFERENCE**

The officers of the United Jewish Appeal urge every community to make the maximum effort to make large sums of cash available for the National Planning Conference to be held in Washington, October 26-29. That does not mean that communities mobilizing funds, either through cash collections or borrowings, should necessarily hold these funds if they are available before the Washington meeting. Communities remitting cash between now and the Washington sessions will be given credit for such transmissions.

However, the presentation of large sums of cash -- the result of extraordinary efforts on the part of Welfare Funds and other community campaigns -- can be an enormous source of encouragement to those who will attend the meeting, especially the leaders from Israel.

#### **C-Day Results Begin to Show**

Communities throughout the country which responded to the United Jewish Appeal suggestion for holding C (Cash) Day on October 8 found an enheartening response among their contributors. Many were surprised by the enthusiasm of both solicitors and pledgors for this method of collecting on outstanding pledges. Many millions of dollars in pledges were transformed into cash on October 8. Those communities which had bank loans were able to liquidate these obligations in whole or large part. This, of course, clears the way for new bank borrowings to make possible further remittances to the United Jewish Appeal.

The largest sum of cash received at the national headquarters of the UJA during this period was from New York City, which transmitted \$2,168,960. The record of cash from New York in 1950 has been, percentage-wise, substantially ahead of the rate from the rest of the country. Los Angeles forwarded an additional \$300,000. Chicago sent



further remittances on 1946, 1947 and 1948 to a total of \$223,233, with an additional check for \$125,000 on account of 1949. Paterson, N. J. ran a special dinner in honor of its 1950 campaign chairman, Nathan Kluger, and had a gratifying cash response, which enabled the community to remit \$110,000 to the UJA.

Another outstanding remittance was forwarded by Memphis, Tenn. which borrowed \$100,000 in order to help the UJA during this critical period. Memphis has had one of the foremost records in cash remittances.

Among other cities which conducted successful C-Days were Bridgeport, Conn. and Duluth, Minn. Bridgeport, which fathered the C-Day idea, repeated its earlier success on October 8, collecting over \$90,000 under the veteran leadership of Phil Sagarin, who is already planning the community's next C-Day for December 10. Duluth, under the able direction of Welfare Fund President Ben Overman, brought in \$76,000 to make possible a reduction of the community's borrowings and a further remittance of \$10,000 to UJA.

Other communities which have participated in this month's cash remittances to the national UJA include:

Florence, Ala. ....	\$ 10,000	Atlantic City, N. J. ....	50,000
Phoenix, Ariz. ....	16,000	Dover, N. J. ....	5,000
San Francisco, Calif. ....	50,000	Elizabeth, N. J. ....	30,000
Denver, Col. ....	150,000	Newark, N. J. ....	100,000
Norwich, Conn. ....	14,000	Perth Amboy, N. J. ....	21,500
W. Palm Beach, Fla. ....	5,000	South River, N. J. ....	5,000
Augusta, Ga. ....	5,000	Albany, N. Y. ....	10,000
Columbus, Ga. ....	5,000	Amsterdam, N. Y. ....	7,000
Macon, Ga. ....	5,000	Newburgh, N. Y. ....	5,000
Decatur, Ill. ....	10,000	Olean, N. Y. ....	15,000
Joliet, Ill. ....	10,000	Poughkeepsie, N. Y. ....	5,000
Kankakee, Ill. ....	6,000	Schenectady, N. Y. ....	50,000
Peoria, Ill. ....	25,000	Spring Valley, N. Y. ....	13,500
Quincy, Ill. ....	6,000	Akron, Ohio ....	100,000
Rock Island, Ill. ....	30,000	Bellaire, Ohio ....	5,000
Gary, Ind. ....	50,000	Cleveland, Ohio ....	50,000
Lafayette, Ind. ....	5,000	East Liverpool, Ohio ....	5,000
Cedar Rapids, Ia. ....	10,000	Lorain, Ohio ....	10,000
Davenport, Ia. ....	10,000	Steubenville, Ohio ....	15,000
Des Moines, Ia. ....	20,000	Portland, Ore. ....	25,000
Mason City, Ia. ....	5,000	Beaver Falls, Pa. ....	10,000
Waterloo, Ia. ....	15,000	Bethlehem, Pa. ....	10,000
Wichita, Kan. ....	12,500	Braddock, Pa. ....	15,000
New Orleans, La. ....	50,000	Bradford, Pa. ....	10,000
Fitchburg, Mass. ....	5,000	Butler, Pa. ....	10,000
Taunton, Mass. ....	15,000	Carnegie, Pa. ....	5,500
Bay City, Mich. ....	7,500	Chester, Pa. ....	29,500
Benton Harbor, Mich. ....	5,000	Ellwood City, Pa. ....	5,000
Detroit, Mich. ....	250,000	Greensburg, Pa. ....	10,000
Jackson, Mich. ....	5,000	Homestead, Pa. ....	15,000
Duluth, Minn. ....	10,000	Indiana, Pa. ....	7,000
Minneapolis, Minn. ....	20,000	Johnstown, Pa. ....	50,000
Meridian, Miss. ....	5,000	Lebanon, Pa. ....	5,000
Kansas City, Mo. ....	10,000	New Castle, Pa. ....	15,000
St. Joseph, Mo. ....	7,000	New Kensington, Pa. ....	5,000



Oil City, Pa. ....	\$ 6,500	Norfolk, Va. ....	35,000
Punxsutawney, Pa. ....	6,000	Portsmouth, Va. ....	5,000
Sayre, Pa. ....	5,162	Richmond, Va. ....	11,541
Sharon, Pa. ....	10,000	Roanoke, Va. ....	10,000
Uniontown, Pa. ....	15,000	Tacoma, Wash. ....	5,000
Warren, Pa. ....	5,000	Clarksburg, W. Va. ....	5,000
Washington, Pa. ....	7,500	Fond du Lac, Wis. ....	5,000
Newport, R. I. ....	7,500	Kenosha, Wis. ....	5,360
Pawtucket, R. I. ....	20,000	Racine, Wis. ....	12,000
Charleston, S. C. ....	22,700	Wausau, Wis. ....	5,000
Galveston, Tex. ....	15,000		

### MORE MONEY IS AVAILABLE, FALL CAMPAIGNS SHOW

National headquarters of the United Jewish Appeal has been distinctly encouraged by the increases that have been registered in most communities now conducting their big gifts campaigns. There have been isolated communities where some of the experiences of the spring have been repeated. Generally, however, a more optimistic atmosphere — and better giving — dominate the bulk of the fall campaigns. This should be considered in relationship to the improved results which may be expected for the 1951 campaign, when substantially greater funds will have to be raised for the United Jewish Appeal.

These are among the communities which participated so effectively in this better trend:

Shreveport, La. Under the Chairmanship of Simon Herold, the campaign opened with \$120,000 from those who gave \$112,500 in 1949. As this issue went to press, the Shreveport campaign was approaching the \$250,000 figure and maintaining its past high levels of giving. Samuel G. Wiener is Big Gifts Chairman. James Muslow is President of the Federation; Louis R. Altshuler, Executive Director. Mrs. Jacques Wiener is Chairman of the Women's Division, Mrs. Samuel G. Wiener, Big Gifts Chairman of the Division. The campaign has special significance for the community as for the United Jewish Appeal since it is called the "Sidney L. Herold Memorial Campaign of the Shreveport Federation." Mr. Herold, one of the truly great American Jews of our generation, passed away six weeks ago. He had been a tower of strength to the United Jewish Appeal and one of the foremost figures in the Zionist Organization.

Oklahoma City, Okla. At the Big Gifts meeting here, \$104,212 was raised from those who gave \$92,850 the year before. Paul Lieberman, Sam J. Singer and I. J. Lappin are the Co-Chairmen. Aaron Weitzenhoffer and Sylvan Goldman are Honorary Chairmen. Mr. Goldman is also Big Gifts Chairman. Mrs. J. W. Urbansky is Women's Division Chairman. Dr. C. J. Fishman is President of the Community Council; Julius A. Graber, Executive Director.

Madison, Wis. One of the most stirring meetings in his experience was reported to national campaign headquarters by Melvin Dubinsky, a National Campaign Chairman, who, with Quentin Reynolds, attended the big gifts opening here. Contributions of \$71,725 were received from those who gave \$53,177 in 1949. Maurice B. Pasch is Campaign Chairman. Co-Chairmen are J. Jesse Hyman, Emanuel Simon and Rabbi David Shapiro. Ezra Frank is Big Gifts Chairman. Max Weinstein is President of the Welfare Fund.

Camden, N. J., at a Big Gifts meeting addressed by Melvin Dubinsky and Moritz Gottlieb, raised \$39,100. With the campaign opening scheduled for early November, \$75,000 has been raised to date. Chairman of the campaign is Leo Spector. Carl T. Mitnick



is Big Gifts Chairman; Mrs. David Luber, Chairman of the Women's Division. Moses Lavinsky is President of the Federation, and Bernard Dubin, Executive Director.

Lexington, Ky. is campaigning in a spirit of enthusiasm, with a total of \$85,897 raised representing a 15% increase. Hyman S. Levy and Alex Wenneker are Co-Chairmen of the campaign. Mrs. Louis R. Ades and Mrs. Norman Miller head the Women's Division. Edward Greenfield is Chairman of the Central Kentucky UJA, which sponsors the campaign.

Schenectady, N. Y. raised \$34,200 at an Initial Gifts meeting held on October 10, registering an increase over 1949. Max H. Hershkowitz, who is President of the Community Council, and Harry H. Ruvin, Chairman. Samuel Weingarten is Executive Director.

McKeesport, Pa., which has Arthur R. Rack as Chairman, bettered 1949 results at its Initial Gifts meeting with \$29,000 raised. Dr. James L. Auslander is Big Gifts Chairman. Robert Amper, whose gift sparked the meeting, is President of the United Jewish Federation. Mrs. David Roth is Secretary.

Fitchburg, Mass. got off to a good start with a Big Gifts function addressed by veteran leader Phil Lown, at which \$51,600 was raised. Other meetings have brought the total to date to \$62,145. The campaign is headed by Philip Salny, Chairman, with Jack Cohen and Herman Levin as Co-Chairmen. John J. Meyer is Big Gifts Chairman. President of the Federation is Abraham I. Rome.

Danbury, Conn. has raised more than \$48,000 towards its 1950 goal, registering an 8% increase. Samuel H. Feinson and Walter Werner are Co-Chairmen, with Lazarus S. Heyman as Big Gifts Chairman. William Goodman is Executive Secretary.

#### BINGHAMTON CHRISTIAN COMMITTEE RAISES \$10,000

Sparked by the energetic efforts of Senator Harvey D. Hinman, who himself contributed \$500.00, the Triple Cities Christian Committee of Binghamton wound up its 1950 campaign with a total of approximately \$10,000. The major gift, in the amount of \$5,000, was received from the Endicott Johnson Corporation, headed by Charles F. Johnson. The Corporation has been a generous supporter of the UJA for many years.

#### FREDRIC MARCH WILL STAR IN UJA BROADCAST

Fredric March will be starred in the United Jewish Appeal broadcast to be heard from 10:30 to 11:00 P.M. (Eastern Standard Time) on Thursday, October 26, over the network of the Columbia Broadcasting System. Entitled "Why Is The Sun?", the program will dramatize the critical shortages confronting Israel today, as reflected in the questions a little boy asks his father. Dr. Joseph J. Schwartz, Director-General of the Joint Distribution Committee, will deliver a brief address at the end of the network broadcast.



# REPORT

TO MEMBERS OF THE  
NATIONAL CAMPAIGN COUNCIL

FROM HENRY MONTOR, DIRECTOR



## UNITED JEWISH APPEAL

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

### FINANCIAL REQUIREMENTS FOR 1950—\$272,455,800

SPECIAL ISSUE, November 3, 1950

165 West 46th St., New York City

NOT FOR PUBLICATION

#### DRIVE FOR FIFTY MILLION DOLLARS CASH FOR UNITED JEWISH APPEAL BY DECEMBER 31

The first and most immediately pressing objective presented to American Jews at the extraordinary National Planning Conference held in Washington from October 26 to the 29th was the decision to urge upon the communities of the country that they bring together the sum of \$50,000,000 in cash to be remitted to the United Jewish Appeal by December 31 of this year, and start their 1951 campaigns at the earliest practical time.

This and the other decisions taken by the conference represented the fruits of four days of intensive discussions by all forces of American Jewry mobilized to achieve a comprehensive plan for American Jewish action in connection with the three-year program outlined by Prime Minister David Ben Gurion of Israel in Jerusalem last September.

Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, on his return from the conference in Washington wrote to the communities of the country calling upon the leadership of the Welfare Funds and campaign organizations to bend all their efforts toward the achievement of this goal of \$50,000,000 in cash by the end of December. Quotas were suggested to the communities for participation in the \$50,000,000 cash effort and Mr. Morgenthau requested that meetings between representatives of the United Jewish Appeal and representatives of communities should be arranged promptly for the purpose of arriving at the best means for implementing action based on the following resolution.

#### RESOLUTION ON UNITED JEWISH APPEAL

"In full recognition of the primary importance of the United Jewish Appeal as the vehicle through which cash can most quickly be made available in substantial amounts to meet the needs in Israel, and fully appreciative of the primary role which the United Jewish Appeal will play in the total three-year program for one billion dollars, this National Planning Conference recommends most strongly to the United Jewish Appeal that it initiate and start its 1951 campaign immediately after this Conference concludes its deliberations. The Jewish communities of America through their welfare funds are similarly urged to commence their 1951 campaigns at the earliest practical time. The basic elements involved in the early start of the 1951 campaign are the immediate selection of campaign leadership in each community and the setting up of complete campaign organization. The greatest single factor in insuring the success of the forthcoming United Jewish Appeal campaigns is establishment of standards of giving in each community and



throughout the country which will serve as a beacon light pointing the way to the greater generosity which is essential for the success of the UJA as part of the entire billion dollar three-year program. The United Jewish Appeal and the local welfare funds would be materially carrying through the objectives of revitalizing and strengthening the UJA by organizing, within sixty days wherever at all possible, Big Gifts meetings both on a national basis and in each city.

"Having before us the four-point program for the raising of one billion dollars during the next three years, and recognizing the need for the most comprehensive program of action to implement each point we nonetheless call to the attention of the American Jewish community that during the time between our decision to raise a billion dollars through these various sources and the time when large amounts can be forthcoming Israel will be faced with a desperate financial situation and in order to meet this short-term emergency which already exists and which will become aggravated in the next three months, it is our unanimous recommendation that the Jewish communities of America through their welfare funds endeavor to make available to the United Jewish Appeal \$50,000,000 in cash by December 31, 1950.

"The boldest and most ingenious new approaches, in addition to old and tried methods, must be applied within each community in order that it provide its fair share of this \$50,000,000 cash goal.

"Some of the best avenues are:

- (1) Payment of outstanding pledges of this and previous years' campaigns, requiring the most intensive cash collection effort within each city;
- (2) Cash payments on account of forthcoming 1951 pledges;
- (3) Bank borrowings;
- (4) Loans from other Jewish organizations in communities which may have funds available which are not immediately needed;
- (5) The making of loans by individuals or groups of individuals in each community on their personal endorsements, to be repaid from present accounts receivable or proceeds of the forthcoming campaign.

"The test of the overwhelming sentiments expressed here on behalf of Israel and the measure of our determination to carry through the entire four-point three-year program for one billion dollars will be our vigor and success in carrying through within the next two months the basic and urgent responsibility of providing \$50,000,000 to the United Jewish Appeal."

#### CONFERENCE REPRESENTATIVE OF ALL AMERICAN JEWRY

Contributing to the success of the National Planning Conference for Israel and Jewish Rehabilitation was the fact that here for the first time were gathered such a broadly representative group of all elements of the Jewish community of America. More than 1200 representatives of communities from coast to coast and delegates from the 45 major national organizations gathered to discuss the four-point program of economic aid to Israel projected at a meeting called in Jerusalem last September and attended by fifty American Jews who conferred with Prime Minister David Ben Gurion of Israel and other members of the Government of the Jewish Agency for Palestine. The conference in



Washington adopted a program going far beyond the existing boundaries of financial support and charting a course of action to add economic partnership to the philanthropic channels of assisting Israel.

Basically the entire conference was related to immigration. Just as immigration was the keystone of Israel's declaration of independence, so it now forms the very backbone of achievement and need for the future. An immigration of almost 500,000 since May 14, 1948 and an anticipated additional immigration of approximately 600,000 in the next three years has made necessary not a month-to-month or a year-to-year, but a three-year plan of economic enterprises to make it possible for the process of absorption to catch up with the flow of immigration.

The keynoters at the conference were: Finance Minister Eliezer Kaplan; Golda Myerson, Minister of Labor; Abba Eban, Ambassador to the United States; Berl Locker, Chairman and Levi Eshkol, Treasurer of the Jewish Agency for Palestine, speaking for Israel and Secretary of the Treasury, John W. Snyder and Leon Keyserling, Chairman of the President's Council of Economic Advisers, who expressed the American point of view.

A Statement of Principles was adopted unanimously by the delegates demonstrating that the Jews of the United States were ready for a challenge immeasurably greater than any responsibility that had ever been assigned to them in the past. It called upon American Jews to undertake to provide a billion dollars for Israel in the next three years through the following four channels: (1) an intensified United Jewish Appeal; (2) a concerted effort to urge the United States to provide grants-in-aid and other forms of financial help now being made available to other democracies; (3) the support of a bond issue, when the Government of Israel decides to float a public loan in the United States; and (4) the encouragement of private investments in Israel's industry and commerce.

### STATEMENT OF PRINCIPLES

"This National Planning Conference for Israel and Jewish Rehabilitation meeting in response to the call issued at the Jerusalem Conference, has considered problems, needs and opportunities which mark the beginning of a new era in the relationship of American Jewry to the future development of the democratic and independent State of Israel.

"We, the representatives of the major national Jewish organizations and communities of the United States, take the deepest pride in the share American Jewry has had in the establishment of the State of Israel, which has brought to fulfillment in our own time the highest hopes of redeeming large masses of Jews from suffering and homelessness, and placing them on the road to human dignity and a self-respecting, productive existence.

"In the two and a half years since its establishment, the State of Israel has demonstrated a devotion to the principles of democracy and human brotherhood which has served as an inspiration not only to Jews but to all other freedom loving men and women in the United States and other parts of the world.

"In the midst of receiving almost 500,000 new immigrants, most of them without means, Israel has made amazing progress in industrial and agricultural development through heroic pioneering and the highest degree of self-sacrifice.

"We recognize that we are still faced not only with the tasks of maintaining the relief and rehabilitation effort, but with a challenge of far greater magnitude - that of long-range planning to enable Israel to stand on its own feet economically and to make its highest contribution to the preservation of Jewry as well as to civilization



as a whole. Therefore, we endorse as eminently practicable and fully attainable the proposals made in Jerusalem by Prime Minister David Ben Gurion, and agreed upon in Jerusalem by a delegation of American Jewish leaders, for a three-year program for the absorption and creative rehabilitation of large-scale immigration and for the consolidation and development of Israel's economy, requiring \$1,500,000,000. We note with admiration Israel's readiness to assume responsibility for \$500,000,000 of this sum and we hereby adopt the following Four-Point Program to obtain a billion dollars for the attainment of this three-year objective by American Jewry.

"1. We believe that the American people, which is seeking to strengthen the forces of democracy in every corner of the world is eager to aid Israel as a land of affirmative democratic leadership and high moral inspiration. We therefore urge the Government of the United States to help Israel through grants in aid, loans and through other forms of financial support that have been mobilized by our government to further the cause of democracy everywhere.

"2. Our generation has the historic opportunity of completing the redemption of hundreds of thousands of Jews from lands where their political and economic status is precarious and their right to live freely as Jews is restricted or denied. The United Jewish Appeal, commanding the support of all American Jews, has been, and must continue to be our most potent weapon in the rescue of hundreds of thousands of our people, their rehabilitation in many lands and the settlement of the vast majority in Israel. This Conference therefore calls on all American Jews greatly to intensify their efforts on behalf of the United Jewish Appeal so that there shall be made available the increased funds required for rescue, transport, reception and the initial stages of settlement in Israel.

"3. The funds available through the United Jewish Appeal can meet at most only basic relief and initial resettlement needs. Therefore the conference calls upon the Jews of the United States to provide other resources to enable Israel to realize its great opportunities for the complete absorption of the newcomers through its industrial and agricultural development. With full confidence in Israel's capacity to achieve economic stability and self-sufficiency and to fulfill all obligations it will assume, we pledge our fullest cooperation for the success of any effort that will be made by the Government of Israel to float a public loan in the United States as a means of obtaining funds for the financing of its constructive programs.

"4. The progress which Israel has already registered in the development of its economic structure and the favorable conditions created by the Government of Israel for private investment should be made the basis for increased effort to encourage American investors to participate in the expansion of business enterprise which can bring profitable returns, and also serve as a vital factor in Israel's attainment of self-sufficiency.

"We call for the mobilization of all forces of American Jewry and the support of the entire American nation on behalf of this program, inspired by the example of the people of Israel itself. Deeply aware of the magnitude of our responsibilities we accept them with confidence. In earlier years we contributed aid to hopes in whose fulfillment we had faith. Today we respond to Israel's appeal for cooperation in the program it has projected, resolute in the conviction that in our dedication we are serving the highest interests and ideals of Israel, of our fellow-Jews in many lands and of a free world."

#### STEERING COMMITTEE CONSIDERS CONFERENCE PROBLEMS

The historic planning conference was preceded by a meeting of its Steering



Committee which began at 10:00 A.M. on Thursday, October 26th. Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency for Palestine, who had served as Chairman of the Arrangements Committee for the conference, presided over the sessions of the Steering Committee.

Harry Seeve, Secretary of the National Planning Conference, announced that the steering Committee was composed of 84 delegates from 45 national organizations and 194 delegates designated by the communities.

### **Nathan Reports on Action of Jerusalem Conference**

The first speaker at the Steering Committee session was Robert R. Nathan, the economist, who described the Jerusalem conference which he attended as a member of the delegation of 50 American Jewish leaders.

Discussing the purpose of the Jerusalem conference, Mr. Nathan said that it was convened as the result of the realization by the leaders of the Government of Israel and of the Jewish Agency that the continuation of large-scale immigration "posed a problem of increasing magnitude which called for a basic reappraisal and a basic reconsideration of the whole financial structure of Israel."

Mr. Nathan emphasized that the financial problems confronting Israel fell into two categories:

1. The funds needed to transport and care for immigrants arriving in Israel;
2. The much larger funds required for investment and economic development to assure the integration and economic absorption of the newcomers.

In presenting the resolution that was adopted at the Jerusalem conference, after careful consideration had been given to Prime Minister Ben Gurion's proposal for a program that will require \$1,500,000,000 in the next three years, Mr. Nathan said he was convinced that the resources are here and can be forthcoming, if there is a full realization of the historic importance of the tasks to be accomplished.

### **Eban Says Total Picture of Israel's Problems Requires New Approach**

Abba Eban, Israel Ambassador to the United States, who was the next speaker, pointed out that at the Jerusalem conference it was thought wise, instead of proceeding year by year, to paint a total picture of Israel's problems and to assess the needs and resources which must be made available for their solution. It was this approach which resulted in the presentation of a three-year plan for Israel's final economic consolidation.

Stating that the Jews of Israel have committed themselves to contributing \$500,000,000 towards this total, Mr. Eban said: "Compared with the conception of Israel producing \$500,000,000, the conception of the United States producing \$1,000,000,000 is rational, modest and almost unimaginative."

### **BEN GURION MESSAGE SUMS UP MAJOR TASKS FOR NEXT THREE YEARS**

The conference was given impetus in crystallizing its program by a forceful presentation of the present situation in Israel by Prime Minister David Ben Gurion. In a



cabled message, Mr. Ben Gurion emphasized "that dire need and great vision" were the two compelling forces that were driving Israel to move forward on an increased tempo of development.

Following is the text of the Prime Minister's message:

BEHALF GOVERNMENT ISRAEL WISH EXTEND TO DELEGATES NATIONAL PLANNING CONFERENCE WARM GREETINGS STOP ISRAEL DEEPLY IMPRESSED INTEREST AND DEVOTION AMERICAN DELEGATION WHICH MET WITH US LAST MONTH IN JERUSALEM AND ENCOURAGED BY PROGRAM THEY FORMULATED FOR PRESENTATION TO YOU STOP VICTORY OF OUR ARMY AND ESTABLISHMENT STATE OF ISRAEL ONLY INTRODUCTION TO GREAT CONSTRUCTIVE VENTURE WHOSE MAIN PURPOSE STILL UNATTAINED STOP

MUST RECEIVE HUNDREDS OF THOUSANDS OF IMMIGRANTS FOR WHOM ISRAEL ONLY SALVATION COMMA MUST RECREATE LAND LAID WASTE BY CENTURIES OF NEGLECT COMMA MUST INCREASE PRODUCTIVE AGRICULTURAL AND INDUSTRIAL CAPACITY WHICH WILL SUPPORT GROWING POPULATION AND SAFEGUARD OUR ECONOMIC INDEPENDENCE COMMA MUST ASSURE OUR SECURITY AND AT THE SAME TIME BUILD DEMOCRATIC AND PROGRESSIVE CIVILIZATION OF WHICH ALL JEWS MAY BE PROUD PARA POLITICAL UNCERTAINTIES THROUGHOUT WORLD WHICH BRINGING GREAT PRESSURES ON OUR PEOPLE IN ORIENTAL COUNTRIES AND EASTERN EUROPE COMPEL ACCELERATION OUR EFFORTS RESCUE AND ECONOMIC RESETTLEMENT STOP ANTICIPATE SIX HUNDRED THOUSAND NEW IMMIGRANTS NEXT THREE YEARS IN ADDITION TO ALMOST FIVE HUNDRED THOUSAND ARRIVED SINCE ESTABLISHMENT STATE STOP NOT ENOUGH TO PROVIDE ONLY TRANSPORTATION RELIEF IN ISRAEL STOP MUST PLAN AHEAD FOR BASIC INTEGRATION ALL BECOME SELF SUPPORTING MEMBERS PRODUCTIVE ECONOMY STOP TO ACHIEVE THIS COMMA TO ABSORB AND RESETTLE THOSE ARRIVED AND THOSE COMING NEXT THREE YEARS REQUIRE ONE AND HALF BILLION DOLLARS STOP OUR TREASURER ELIEZER KAPLAN COMMA GOLDA MYERSON AND DOCTOR BARTH WILL GIVE DETAILS STOP BY ACHIEVEMENTS SINCE MAY 14 1948 COMMA YOURS AND OURS COMMA HAVE PROVEN THIS NOT IDLE DREAM STOP HAVE BUILT WITHIN TWO YEARS FROM ESTABLISHMENT STATE SIXTY THOUSAND HOUSING UNITS FOR IMMIGRANTS COMMA HAVE ESTABLISHED 251 NEW AGRICULTURAL SETTLEMENTS COMMA HAVE EXPANDED CULTIVATED AREA FROM 800,000 DUNAMS TO 2,400,000 DUNAMS HAVE BUILT 284 MILES NEW ROADS HAVE INCREASED EXPORTS COMMA IN COMPARISON WITH FIRST HALF OF 1949 EXPORTS INCREASED BY ELEVEN PERCENT IN THE FIRST HALF OF 1950 COMMA HAVE STEPPED UP INDUSTRIAL PRODUCTION AS SHOWN BY USE OF ELECTRICITY FOR INDUSTRIAL PURPOSES WHICH ON A MONTHLY AVERAGE INCREASED BY 69 PERCENT COMMA HAVE ADDED SHIPS TO OUR MERCHANT FLEET AND NEW PLANES OUR COMMERCIAL AIRLINES STOP FIGURE EMPLOYMENT INCREASED IN INDUSTRY BY 47 PERCENT STOP ALL THIS HAVE BEEN ABLE ACCOMPLISH WITH YOUR HELP AND THROUGH HEAVY SACRIFICES AND AUSTERITY REGIME WHICH PEOPLE ISRAEL ACCEPTED

EFFORT MADE HEAVY DRAIN OUR RESOURCES STOP WE MUST EFFECT ABSORPTION MORE THAN 700,000 PEOPLE INCLUDING THOSE HERE NOW STOP OUR RESOURCES FAR TOO INADEQUATE FOR GIGANTIC PROGRAM TAKING BILLION AND HALF DOLLARS STOP WE WILLING TO PROVIDE ONE THIRD OF AMOUNT THROUGH HEAVY TAXATION INTERNAL LOAN AND CONTRIBUTIONS STOP MUST LOOK TO YOU TO FIND MEANS OBTAINING ADDITIONAL BILLION THROUGH UJA FOR NON REIMBURSABLE RELIEF AND CARE ALSO THROUGH PRIVATE INVESTMENT WHICH HAS ALREADY MADE GOOD START AND MUST BE CONTINUED IN GREATER MEASURE AND LOANS FOR WHICH WE WILLING OBLIGATE OURSELVES PARA YOU AND WE FACING GREATEST ADVENTURE JEWISH HISTORY STOP ONLY COMPARABLE EXAMPLE IS BUILDING AMERICA STOP OUR PIONEERS CAN BE COMPARED TO THOSE WHO FASHIONED NEW WORLD STOP THEY HAVE SAME INITIATIVE COMMA PIONEERING SPIRIT AND PRACTICAL IDEALISM STOP HISTORY REFUSES TIME DELAY STOP NONE KNOW WHAT MAY HAPPEN NEXT YEAR OR AFTER TO THOSE NOW HAVE OPPORTUNITY COME HOME ISRAEL STOP WE READY DO OUR PART STOP MUST LOOK TO YOU FOR PARTNERSHIP IN GREAT AND SACRED UNDERTAKING STOP TWO FORCES COMPEL US MOVE FORWARD COMMA DIRE NEED AND GREAT VISION OF SELF HELP STOP THIS COMBINATION MADE GREATNESS OF AMERICA STOP HAVE DONE PART OF TASK ALREADY STOP CAN DO GREATER THINGS IN YEARS AHEAD STOP THIS IS SUPREME TEST BOTH ISRAEL AND ALL JEWISH COMMUNITIES ABROAD STOP IN THIS GREAT HOUR IN OUR HISTORY WE MUST NOT FAIL

DAVID BEN GURION



### Kaplan Stresses Need for Constructive and Productive Program

Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, who recently returned from Israel, introduced Finance Minister Eliezer Kaplan. Mr. Morgenthau paid high tribute to Mr. Kaplan's leadership and achievement in the conduct of the financial affairs of the Government of Israel.

Outlining the needs for economic development in the next three years, Finance Minister Kaplan said, "We do not ask your help for current expenditures nor for our defense expenditures. What we ask of you is to accept our offer to be partners in this great project."

During the past year, Mr. Kaplan said, Israel sought to improve the balance of payments in two ways: 1. By increasing production. 2. By reducing imports and increasing exports. As a result of this effort, the per capita import of consumer goods including food has been reduced by 17 percent.

"I believe that the three-year plan is necessary to absorb the new immigrants and to achieve full economic independence. I believe we will be much stronger economically in the year 1953, and that in a space of another year or two, we will become self-supporting to a large extent. We will have an equilibrium even in our foreign income and expenditure and we will be in a position to repay existing debts and any other debts that we may incur in the immediate future."

Mr. Kaplan emphasized that the Government of Israel intends to invest the greatest part of the billion and a half dollars required for the three-year program in construction and productive programs as follows: \$340,000,000 for agricultural and irrigation projects, \$290,000,000 for the development of industry, \$600,000,000 for housing and public works and \$80,000,000 for the development of transportation, trade and other services.

Mr. Kaplan declared that private investments from abroad should play an increasing role in the economic development of the country. Urging "a closer association through the means of private investment," Mr. Kaplan said that it is the economic policy of the Government of Israel to encourage foreign investments on the principles of freedom and equality.

### Weizmann Sees Conference of Paramount Importance

In a cable addressed to the Conference, President Chaim Weizmann said that the Washington meeting was "of paramount importance to Israel and the Jewish people." Expressing confidence in the leadership of American Jews, Dr. Weizmann said: "Please convey my heartfelt greetings to delegates gathered at conference. I have deep personal regret my inability be with you at meetings which may be of paramount importance to Israel and to Jewish people. I am confident that in this great moment delegates of this American Jewish community will display high level of statesmanship and courage commensurate with great challenge embodied in resolution of Jerusalem Conference. Neither words nor figures adequate to describe great hardships and burdens which people in Israel assuming in order keep doors of Israel, young state, open to all who must enter, but our suffering is joy in face of historic opportunity which existence of Israel grants to us."

During the afternoon session of the Steering Committee the participants urged governmental aid from the United States, maintaining that Israel, as a new democracy in the Middle East, should share in the grants in aid and other forms of assistance which



the United States government has extended to other countries in its program of strengthening democratic forces throughout the world.

The Steering Committee unanimously decided to recommend to the Resolutions Committee that the request for American governmental aid for Israel be incorporated as a major plank in the billion dollar program for the next three years.

The Committee then moved on to a consideration of the role of the United Jewish Appeal. Reporting that an agreement would soon be reached to continue the United Jewish Appeal campaign for 1951 to include the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans, Rudolf G. Sonneborn, National Chairman of the United Palestine Appeal emphasized that it was vital that communities throughout the country initiate preparations as soon as possible for their 1951 campaigns. He also stated that favorable economic conditions should result in more successful campaigns in the coming year.

Charles Brown of Los Angeles supported Mr. Sonneborn's proposal for pre-campaign budgeting as a means of assuring maximum funds for the United Jewish Appeal in 1951. When questions were raised regarding the relationship of the United Jewish Appeal to other forms of financial aid to Israel, the Chairman called upon Henry Montor, Director of the United Jewish Appeal.

Mr. Montor explained that the United Jewish Appeal, governmental grants in aid, private investments and the proposed bond issue, were the four component parts of the total program to obtain \$1,000,000,000 in the United States in the next three years. He pointed out that the United Jewish Appeal was vital and necessary to maintain the immigration and rehabilitation programs in Israel. Because Israel is faced as well with the necessity of finding other channels of financial assistance, Mr. Montor said the Jerusalem conference had been convened to consider how the United Jewish Appeal could be strengthened and its funds supplemented by investments, loans and other resources.

#### **Dr. Barth Says Three-Year Program Based on Minimum Figure**

Dr. Aaron Barth, Managing Director of the Anglo-Palestine Bank, declared that \$1,500,000,000 was the minimum figure required for the three-year program. The fact that the great majority of the immigrants now entering Israel have no means of their own has placed the heaviest financial burden on the Government in providing housing and employment for them, he said.

On the subject of private investment Dr. Barth declared that the Government of Israel is now doing everything in its power to create an atmosphere helpful to private investors. He pointed to the fact that a special department of the Ministry of Trade and Industry has been set up for the purpose of facilitating private investments.

Morris Berinstein, of Syracuse, urged that the conference immediately proceed with plans to initiate the 1951 campaign of the UJA at the earliest possible moment.

George Backer, of New York, expressed the view that the National Planning Conference must plan for aid to Israel on the basis of the economic maturity of the country and its devotion to the democratic ideal.

Louis Boyar, of Los Angeles, said that the pride and dignity which the Jews of Israel achieved for Jews everywhere will be maintained through American Jewry's determination to give the people of Israel the tools to become self-sustaining.



Rabbi Irving Miller, President of the American Jewish Congress, proposed that a special committee of the conference be named to draw up a program for the 1951 campaign of the United Jewish Appeal.

### Venezky Proposes Four-Point Program for UJA

Following Rabbi Miller's suggestion, Julian B. Venezky, Chairman of the UJA National Campaign Cabinet, suggested the following program of action for the UJA: (a) that the planning of the UJA campaign for 1951 be inaugurated immediately; (b) that a realistic goal be adopted related to the total billion dollar program; (c) that between now and December 31, the communities be asked to undertake to borrow the sum of \$50,000,000 for the 1951 campaign; (d) that pre-campaign budgeting be adopted to assure adequate allotments to the UJA in the coming year.

Joseph Hoodin, of Cincinnati, urged that the members of the Steering Committee express themselves frankly on all questions related to the program adopted at the Jerusalem conference.

Sidney Rabb, of Boston, discussed the experience of the 1950 fall campaign in Boston and emphasized that in addition to the UJA, other channels of financial aid must be utilized to assure the success of the billion dollar program.

Benjamin G. Browdy, President of the Zionist Organization of America, urged that the Steering Committee adopt the program presented by Mr. Venezky and pledged the full support of the ZOA to the 1951 drive of the UJA and to any bond drive that might be undertaken in the coming months. He recalled the fact that at the Jerusalem conference he pledged the ZOA to sell a minimum of \$100,000,000 worth of bonds for the State of Israel during the next three years.

The Steering Committee unanimously adopted the decision calling for the appointment of a special sub-committee to consider the proposals for the 1951 UJA campaign.

### Mrs. Myerson Stresses Israel's Need to Achieve Economic Independence

The sessions of the Steering Committee were brought to a dramatic climax in a talk delivered by Golda Myerson, Minister of Labor of the Government of Israel, on the subject of a proposed Government bond issue. "As long as hundreds of thousands of Jews continue to flock to our shores said Mrs. Myerson, we must have the generous help of American Jews to receive and care for them. But it is our firm resolve to free ourselves at the earliest moment of any dependence on philanthropy.

"We must continue to receive large-scale help for the relief and initial rehabilitation of the newcomers. But if we want to build houses, if we need lumber, then we are ready to pay for it. If we need steel we must be ready to pay for it. If we want to build schools for our children we must be ready to pay for them. We have now reached the point in our development where we have the potential to borrow funds and by our own labor and resourcefulness repay every penny."

Oscar Pattiz of Los Angeles declared that to achieve economic self-sufficiency and absorb 600,000 Jews who are expected to enter the country by 1953, Israel must have the support of the total four-point program including a strengthened United Jewish Appeal.



### DR. GOLDMANN SEES NEED FOR RESHAPING CONCEPTS

Illustrative of the intensity of interest which prevailed among the delegates was the fact that only a few minutes after the scheduled opening of the plenary session on Friday morning, the large meeting hall was jammed to capacity and the meeting was under way.

Opening the session, Dr. Nahum Goldmann said: "I think that all of us will have to reshape our thinking about the magnitude of this problem. The great historical meeting of the Conference in Jerusalem, whatever its immediate practical results will be, was that for the first time the leaders of Israel, chief among them the Prime Minister of Israel, Mr. David Ben Gurion, had the vision and the courage and the daring to come to leaders of the American Jewish communities and to tell them the full story. We have to learn that the task of consolidating a State is not less difficult than the task of creating a State."

Dr. Goldmann then turned the meeting over to Mrs. Rose Halprin, Member of the American Section of the Jewish Agency, who presided over the first session. Mrs. Halprin said: "The kind of Conference this will be, will be a measure of our own stature. If we approach this meeting, knowing in advance that what we want from this Conference is something different, then perhaps we shall show wisdom as Jews and boldness as Americans and progressive thinking as men and women, as well as literacy in the reading of history."

### Dr. Joseph J. Schwartz Reports on Achievements and Needs

In an eloquent address Dr. Joseph J. Schwartz, Director General of the Joint Distribution Committee, told of the hundreds of thousands of Jews who had already been aided and of additional large numbers in Rumania, Hungary, Iran, Tripolitania and other areas who were desperately in need of an opportunity for emigration. He spoke of the terror and the hopelessness in which they live. "If I could take you by the hand," he said, "if I could lead you through the cities of Rumania, if I could take you through the cities of Hungary, if I could take you through the streets of Teheran and other centers of Jewish population in Iran, you would say to me, 'We cannot stop this immigration; we must not stop it; it is impossible; we cannot abandon these people to their hopelessness, to their misery, to their life which is bereft of all hope and of all dignity. We must take them out.'

### Levi Eshkol Expects Two Million Population

The closing address of the Friday morning session was delivered in Yiddish by Levi Eshkol, Treasurer of the Jewish Agency for Palestine. Mr. Eshkol said that Israel anticipated a total population of two million within the next few years. He reported that the immigrant camps in Israel which housed almost 100,000 refugee newcomers a year ago, were being cleared out as quickly as possible and predicted that they would have more than 30,000 by January 1, 1951 as a result of the progress in Israel's building program. "It took us more than 50 years until May 1948 to establish 300 towns and settlements in Palestine. In 30 months since, we have established 240 more."

### SECRETARY SNYDER CALLS ISRAEL INSPIRATION TO AMERICANS

When the Conference reconvened Friday afternoon, under the chairmanship of Benjamin G. Browdy, the delegates heard the Hon. John W. Snyder, Secretary of the Treasury of the



United States, declare that to every American, Israel has been "an inspiration, an inspiring example of the achievements which can be realized through the pioneering efforts of a free people, determined to forge a strong nation."

Emphasizing the strides which Israel has made in agricultural output, irrigation and water development, and industrial production, Secretary Snyder said that "with further intensive development of its exceptional mineral resources, its potentiality for specialized agriculture, its sea and air routes to other lands, and, above all, its abundant supplies of human skills and human resources, Israel can look forward to a secure and prosperous future."

Mr. Snyder said that those who had watched the achievements of Israel to date can share the confidence of the citizens of Israel. "When we turn our attention from the urgent problem of the present and look towards the future, the opportunities which lie ahead of Israel appear almost limitless."

#### **Browdy Urges American Jewish Support of Four-Point Program**

Mr. Browdy told the delegates that the program which Prime Minister Ben Gurion had offered American Jews "involves a realization that Israel is here—that it is a fact—and that its existence offers to this Jewish generation an opportunity and a hope of which we have been deprived these two thousand years."

Mr. Browdy pledged the full support of the ZOA to the four-point program of expanded UJA, intergovernmental aid, increased private investment in Israel, and an Israel Government bond issue.

#### **Frank Goldman Pledges B'nai B'rith Aid**

One of the highlights of the session was the address of Frank Goldman, President of B'nai B'rith, who assured the distinguished visitors from Israel that "the manpower and the womanpower of B'nai B'rith—350,000 in the United States and Canada," would be "dedicated to the attainment of the results which will be set forth in the resolutions adopted by this Conference."

Mr. Goldman said that he was deeply impressed by the plan for a bond issue. "I have read all through my life in our Bible and in our books about people being bondsmen; and I think another expression was about being bonded into slavery. These bonds are to be bonds of freedom—freedom bonds—freedom for six hundred thousand people."

#### **Adolph Held Tells Role of Organized Labor**

"We in the Labor Movement recognize the role Israel has played in establishing itself as a bulwark of political freedom and democratic values in its part of the world," said Adolph Held, President of the Jewish Labor Committee. "The Jewish workers of this country," asserted Mr. Held, "who are an integral part of the American Labor Movement, have once before mobilized the trade unions for the support of Israel in its struggle for recognition. In this very serious hour, there is no doubt in our minds that organized labor, as represented by the AFL and the CIO, will again be rallied for our program of material assistance, so essential for continued economic progress in Israel."



### DELEGATES ATTEND SABBATH DINNER

Though there was, of course, no regular session of the conference on Friday evening, the delegates attended a Sabbath dinner presided over by William Rosenwald, National Chairman of the UJA. Kiddush was rendered by the celebrated Cantor Miihal Kusevitsky who also sang Zmiroth and songs of Israel. He was accompanied by the Kruman Choir.

In his opening remarks, Mr. Rosenwald said, "Each one of us must ask himself -- is he prepared to seize the opportunity -- to fulfill the dream of being one of those who mold the history of our people. Your very presence here gives us the answer and it leaves no doubt that the gigantic task we undertook together a dozen years ago and have continued since with ever-broadening community support, will be successfully completed".

### Henry Albert Scores Complacency

In his address, Henry Albert, National Commander of the Jewish War Veterans of the United States, said that the Jews of Israel had made a great contribution to freedom and democracy.

Discussing the great needs of Israel, Mr. Albert declared "the principal roadblock we have to overcome is complacency. Those of us who are war veterans know all too well how momentary successes in battle can be vitiated by a false sense of security on the part of those who must be counted upon to build the instruments of war. Peace and security can only be assured to Israel when the immigrant tens of thousands have been restored to productive health."

### Berl Locker Says UJA Must Be Intensified

Berl Locker, Chairman of the Jewish Agency for Palestine in Jerusalem, told the delegates, "We come to you not only with our worries, but with our achievements. We can promise that we will not slacken our own efforts; we will redouble them. It is for you to do the same. In what ways can you best help? We have come to the conclusion that collections alone are not sufficient to finance the task. But equally, we have come to the conclusion that we cannot do without collections. Thus the United Jewish Appeal does not lose any of its importance because we are, in addition, trying other ways. There are great jobs to be done which can be done only by national capital -- gift capital, if you will. So the great UJA campaign must not only continue; it must be intensified."

### Bieringer Predicts End of Influx of Refugees to United States

Walter H. Bieringer, President of the United Service for New Americans, declared that all Jewish displaced persons in Europe who are eligible for admission to the United States will have reached America by the end of 1951. In that time, according to his estimate, from 20,000 to 25,000 would arrive in this country.

"Those of us who are interested in the DP who arrives here", he said, "and who are also interested in Israel and overseas needs must take a greater interest than in the past in finding a rapid adjustment for the new Americans."

### Rabbi Lookstein Calls for United Effort

In his address, Rabbi Joseph Lookstein, Chairman of the Executive Board of the Mizrahi Organization of America, declared, "This conference is an assertion by American Israel that in our concern for the well-being of our brothers in the land of our fathers



we stand united. Zionist and non-Zionist alike are prepared to beat their ideological swords into ploughshares and their denominational spears into pruning hooks, and together provide support and encouragement to the infant state and its people in their heroic effort to survive and to triumph."

### **GALA BANQUET HONORS DISTINGUISHED VISITORS**

The largest session of the conference was held on Saturday evening at a banquet at the National Guard Armory in honor of the visiting leaders from Israel. Through the cooperation of the United States Army, the Air Force Drill Team and Bugle Corps presented a very colorful program of music and Army exercises as a salute to the democracy of Israel. More than 3,000 persons participated in the dinner which served to underscore the high degree of unity and determination on the part of American Jews to embark on a new and expanded program of aid for Israel.

### **Morgenthau Cites Tremendous Progress**

Henry Morgenthau, Jr., who presided at the dinner, called upon the audience to demonstrate by a standing vote that American Jewry will see Israel through its present difficulties "until the last Jew who wants to come to Israel has reached the shores of the Jewish homeland." Referring to his recent trip to Israel, Mr. Morgenthau said that he was tremendously impressed with the progress which the country had made since last January.

"It seems to me," he said, "that while Hitler may be dead, his spirit roams this earth, making nations and individuals do cruel, unbelievable things, driving out the people who lived in their homes for hundreds of years, and making paupers out of them. With the exception of the trickle that comes to this country, Israel is their only hope."

The greetings of the Washington Jewish community were brought to the delegates and guests by A. S. Kay, Vice-President of the local United Jewish Appeal.

### **Warburg Calls for Courage to Accept Challenge of History**

Edward M. M. Warburg, Chairman of the Joint Distribution Committee, declared that American Jews must have the courage to accept the challenge of history as presented in the four-point program for Israel. Pointing out that the four-point program is interdependent, he urged that the channels of economic aid included in the program be coordinated on the basis of a strengthened United Jewish Appeal. In the course of his speech, which made a deep impression on the audience, Mr. Warburg said:

"The UJA is basic. There cannot be any question, when these four channels have been opened up to us, of one instead of another. It is one in addition to another. They must be coordinated and they must be coordinated on the firm foundation of a UJA beyond any that we have so far witnessed.

"If the UJA were capable of producing the billion dollars by itself, none of these other channels would have been projected at this time."

### **Blaustein Makes Strong Plea for Aid to Israel**

A strong plea for action on the part of all American Jews in behalf of Israel, was made by Jacob Blaustein, President of the American Jewish Committee. Declaring that Israel has meant much to Jews throughout the world, Mr. Blaustein asserted that "among Jews everywhere Israel has inspired pride and admiration. Israel's rebirth and progress,



coming after the tragedy of European Jewry in the 1930's and in World War II, has done much to raise Jewish morale. Jews in America and the world over can be more proud than ever of their Jewishness." Mr. Blaustein emphasized that for the sake of Israel itself, for Jews everywhere and for the good of the world "one of the most serious responsibilities facing American Jewry is to help Israel become a strong, viable, self-supporting State."

#### Dr. Miller Says Israel Deserves Full American Cooperation

Asserting that Israel can complete the process of the resettlement of hundreds of thousands of Jews within the next several years, Dr. Irving Miller, President of the American Jewish Congress, declared that Israel has a claim to the cooperation of all Americans in its program of economic development because of the "vigorous moral affirmation it has given to a world in which human dignity and fundamental moral values are being increasingly challenged and denied." Dr. Miller declared that not charity but justice must be the measure of America's response to Israel and pledged the wholehearted support of the American Jewish Congress for the four-point program for Israel.

#### Dr. Goldmann Calls for More Serious Attitudes

Dr. Nahum Goldmann said that he was greatly disturbed by the fact that at the present time many Jews are living in "a dangerous state of mind" in which they have the belief that everything is wonderful and that they should have no concern as to their present or future status. "The Jewish people must begin to be anxious and worried about Israel, not only happy and proud. Once this psychological state of mind has been reached, all other problems become technical questions. With this proper mental and emotional attitude, it will not be too difficult to mobilize the necessary resources in devotion and sacrifice, in responsibility and duty, in manpower and material resources, to solve all the problems of Israel and finish the job so magnificently started."

#### Mrs. Myerson Discusses Three-Year Program

In introducing Golda Myerson, Mr. Morgenthau paid glowing tribute to her leadership in the reconstruction of Israel.

In simple, moving words the Minister of Labor translated into human terms the meaning of the \$1,500,000,000 three-year development program.

"All we want is to be able to speak of the immigration into Israel of hundreds of thousands not only with a feeling that it is a burden," she said. "It is not true that only the Jews that come into Israel need Israel. It is just as true that this little, struggling State of Israel needs this mass immigration. The State of Israel is meaningless and has no purpose in its existence, unless this large immigration goes on as long as it is necessary and as long as it is possible."

Discussing the proposed bond issue, Mrs. Myerson said that the people of Israel welcome with joy the burden of a loan and would gladly repay every cent of it. In addition to the assets that are formally offered as security, Mrs. Myerson pointed to the fact that the people of Israel represented a "gilt-edged security" as do the new immigrants who are now coming into the country and the many thousands of children who would willingly accept any debt incurred in a bond issue and pay it back with interest.

"If you will undertake this bold program of supplying to Israel one billion dollars in the next three years for building up its agriculture and industry and for the development of the country, I am bold enough to say that not only those who will be coming



into the country will have a new purpose and a new reason for living, but the lives of men and women of the American Jewish community will become more purposeful and have a greater cause and a greater joy."

### KEYSERLING DISCUSSES ECONOMIC PROSPECTS

The final session of the Conference on Sunday, chaired by Edward M. M. Warburg, went forward after a keynote address by Leon Keyserling, Chairman of the President's Council of Economic Advisers. Indicating bright economic prospects in the United States for the year ahead, Mr. Keyserling declared, "Since I talked with this group or part of this group in Atlantic City a year ago, the national output on a yearly basis, the national production, that is the measure of the creation of our wealth in the United States, is well over twenty billion dollars a year higher in annual rate."

Mr. Keyserling expressed confidence in the ability of American Jews to achieve success in the three-year program to obtain a billion dollars for the consolidation of Israel's economy.

"There can be no question," Mr. Keyserling concluded, "in the minds of sensible and realistic men and women that we in the United States have the material ability to meet whatever goals our moral judgment may lead us to set."

Congressmen Emanuel Celler and Jacob K. Javits, both of New York, relinquished their time in order to give the delegates at the Sunday session a greater opportunity to discuss the resolutions presented to them.

### RESOLUTIONS ENTHUSIASTICALLY ADOPTED AT SUNDAY SESSION

After three days of discussion the resolutions which were presented to the conference crystallized the views expressed by the delegates on the two fundamental issues under consideration: a) The total four-point program for the three-year period ending 1953; and b) The importance of the United Jewish Appeal in meeting immediate emergency needs for transportation and settlement in Israel and for other phases of rescue and rehabilitation in all parts of the world.

As Chairman of the Resolutions Committee, Rudolf G. Sonneborn presented the resolution dealing with the overall program entitled "A Statement of Principles", which appears on page 3.

### National Organization Leaders Participate in Drafting Plan for UJA

The resolution on the United Jewish Appeal was then presented by Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, representing the recommendations made by the special sub-committee which included heads of the leading national organizations and heads of welfare funds in leading cities. The Committee articulated the great concern of the conference for concrete action to enlarge and intensify the campaign of the United Jewish Appeal for 1951, and to focus the attention of American Jewry on the pressing need for a minimum of \$50,000,000 in cash before the end of 1950.

The resolutions evoked enthusiastic support from the floor.

### \$5,651,000 in Checks Presented for UJA at Conference

Before the adoption of the resolution, Mr. Warburg requested that those delegates who had brought with them checks for the United Jewish Appeal from their communities bring them to the dais. A list of checks received, including a number which had been presented to the United Jewish Appeal immediately preceding the conference, was read by



Mr. Montor. Some 200 communities made available a total of \$5,651,000.

In the statements made by the delegates who supported the resolution, the greatest emphasis was placed upon the need for deeds rather than words, to bring their objectives to realization.

Both of the resolutions were unanimously adopted.

The conference also gave its unanimous and enthusiastic endorsement to a resolution paying tribute to Dr. Chaim Weizmann and Prime Minister David Ben Gurion, for their leadership in the forward progress of the State of Israel.

### **Eban Thrills Delegates With Extraordinary Address**

In his closing address, which many delegates said was the most moving and uplifting they had ever heard, Ambassador Eban declared: "If Israel is economically weak, it cannot be militarily strong. If Israel is not militarily strong, it cannot be politically resistant to the strong and violent pressures which are directed against it from the neighboring world, aimed at the undermining of its fundamental interests and survival.

"The political and military victories are provisional in character. They are not irrevocable. They stand to be rectified only by financial success."

Summarizing the Conference, Mr. Eban said, "I carry with me four impressions of the underlying principles which you have adopted.

"Firstly, you support the general objectives towards which the four-point program is devoted. In the short term this is perhaps a problem of absorption and relief, but in the final issue, the goal and the slogan is productivity, the transformation of Israel from a consumer society into a fully productive economy, the increase of agricultural production so that Israel can spare itself the expenditure of foreign exchange on food imports, the increase of industrial production in order to service the home market, and thus save further expenditures of foreign currency, and in the final resort, to earn Israel's own sources of foreign currency by export.

"Secondly, you support an approach to this problem of productivization of Israel through the instrumentality of a total loan.

"You do not intend now to proceed toward a goal that you cannot perceive. Therefore, you have chosen to envisage the task in its full complexity and with the goal well in sight, and you have taken upon yourself the process of a long pull as distinguished from the unsteady and irresolute stages through which you went before.

"Thirdly, you recognize your wedding with Israel, for you and we stand in the same position of moral responsibility towards the Jews of Eastern Europe, of the Arabic-speaking countries and of every other community outside of Israel where the Jewish masses have responded spontaneously to the challenge and responsibility of Israel's independence.

"Fourthly, you understand that what we are doing, significant as it is in its Israeli and Jewish context, is in full conformity with a wider international purpose -- the strengthening and disposition of democracy in a crucial area of the world. A common interest in the success of democratic institutions furnishes the chief basis for the development of friendly relations between Israel and the United States.

"If, as I believe, the objectives of this conference will be fulfilled and these pledges realized, then posterity will record that in the City of Washington in the last week of October 1950 the Jewish people gathered up its strength and its spirit and advanced with firm and majestic steps towards the final fulfillment of its destiny."



**UNITED  
JEWISH  
APPEAL**

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

# REPORT

to members of the  
**NATIONAL  
CAMPAIGN  
COUNCIL**



**1951 FINANCIAL  
REQUIREMENTS  
\$203,684,577**

SPECIAL ISSUE, December 27, 1950

165 West 46th St., New York City

NOT FOR PUBLICATION

## NATIONAL CONFERENCE ISSUE

### WARBURG DRAFTED AS UJA GENERAL CHAIRMAN -- 1951 MINIMUM NEEDS TOTAL \$203,684,577

In recognition of the "now or never" urgency of rescuing large numbers of Jews from oppression overseas and maintaining the flow of hundreds of thousands of homeless Jews to Israel, the National Conference of the United Jewish Appeal, meeting in Atlantic City on Saturday evening, December 16 and Sunday, December 17, called upon Jewish communities throughout the United States to provide greater sums than ever before in order to meet the 1951 minimum budgets of the United Jewish Appeal agencies, which amount to \$203,684,577.

Stirred by the impressive achievements of the United Jewish Appeal agencies in Israel, Europe and the United States, the more than 650 delegates assembled at the Traymore Hotel expressed their determination to make 1951 the biggest year for the United Jewish Appeal. Stressing the need for immediate campaign action in view of the present world emergency, the Conference unanimously adopted a resolution strongly urging that 1951 campaigns be initiated at the earliest possible date.

A resolution reaffirming the principle of pre-campaign budgeting and the resolution calling for early campaigns were the two basic decisions adopted by the Conference to assure increased funds for the United Jewish Appeal in 1951.

### MORGENTHAU RETIRES AFTER FOUR YEARS OF BRILLIANT LEADERSHIP

One of the most important developments at the Conference was the announcement of a change in the high command of the UJA campaign for 1951. After paying the highest tribute to Henry Morgenthau, Jr., former Secretary of the Treasury, who served as General Chairman of the United Jewish Appeal during the past four years, the delegates drafted Edward M. M. Warburg, Chairman of the Joint Distribution Committee since 1945, to occupy the post of General Chairman of UJA for the coming year.

As Mr. Morgenthau stepped down from the leadership which during the past four years brought about the raising of a record sum of more than \$465,000,000, the Conference



hailed him in a resolution of thanks for a job well done, expressing its "deepest appreciation and profound sense of indebtedness for four years of self-sacrificing leadership and inspiration which carried American Jewry to new heights of achievement in the historic tasks of building and settling Israel, and keeping alive the body and spirit of hundreds of thousands of Jews in all parts of the world."

Accepting with reluctance Mr. Morgenthau's decision to retire from the Chairmanship of the United Jewish Appeal, the Conference declared that "his memorable record of accomplishment will be a shining light of inspiration for all American Jewish communal service."

When Rudolf G. Sonneborn, National Chairman of the United Palestine Appeal and a National United Jewish Appeal Chairman, proposed Mr. Warburg as the General Chairman for 1951, the entire Conference rose to its feet and enthusiastically acclaimed him.

### WARBURG SOUNDS KEYNOTE FOR 1951 CAMPAIGN

In a speech of acceptance which brought the conference to a climax of high drama in American Jewry's historic effort in behalf of the Jews of Israel and other parts of the world, Mr. Warburg declared that a strong UJA will be the "key-stone" of the success of the entire four-point program which was first proposed by Prime Minister Ben Gurion in Jerusalem last September and presented to the Jews of the United States at the National Planning Conference in Washington two months ago.

Underscoring the fact that in the present world emergency the Jews of the United States must be prepared to assume greater responsibilities in preserving Israel and in rescuing large numbers of Jews in other parts of the world, Mr. Warburg said: "In terms of the realities and the emergencies now facing us, let us not worry about how tired we are; let us not worry about the sacrifices that we may have to make in our business and in being away from our families. Either this is or is not the channel through which we are prepared to do our duty in the present world emergency."

He added that in the present world situation, "sacrifice" was a weak word to measure the obligations which American Jewry must undertake in the coming year. He urged that the horizon of American Jewish action be broadened so that the United Jewish Appeal and the other phases of the four-point program might achieve the greatest possible success.

The newly elected General Chairman of the United Jewish Appeal said that all possible aid must be extended at this time to Israel. He declared that: "the new Jewish state represents a beach-head of democracy in the Near East and it is urgent that we do all in our power to strengthen it."

Widely known for his leadership and achievements in civic and communal affairs, Mr. Warburg is the son of the late Felix M. Warburg, distinguished philanthropist. In 1946 he served as General Chairman of the United Jewish Appeal of Greater New York, and from 1947 on as one of the five Co-Chairmen of the New York campaign.

After enlisting in the U.S. Army as a private during World War II, Mr. Warburg rose to the rank of Major. Attached to U.S. First Army headquarters in the Normandy invasion, and later to Supreme Headquarters of the Allied Expeditionary Forces in Belgium, Major Warburg established a series of centers for homeless and displaced war refugees.

Struck by the overwhelming tragedy of Europe's war-time refugees, particularly



that of the Jewish survivors of Hitlerism, Mr. Warburg accepted the active leadership of the Joint Distribution Committee upon completion of his army service.

### **DR. SCHWARTZ SUCCEEDS MONTOR AS EXECUTIVE HEAD OF UJA**

Another major change in the administration of the United Jewish Appeal was the appointment of Dr. Joseph J. Schwartz, who for more than a decade directed the far-ranging overseas operations of the Joint Distribution Committee, to succeed Henry Montor as Executive Vice-Chairman of the United Jewish Appeal.

Mr. Montor, who had served as Executive Vice-Chairman and Director of the United Jewish Appeal campaigns ever since its inception in 1939, resigned to organize and manage the flotation of a bond issue for Israel.

In welcoming Dr. Schwartz to the leadership of the United Jewish Appeal, a pre-conference statement by the National Chairmen -- William Rosenwald, Rudolf G. Sonneborn and Rabbi Jonah B. Wise -- emphasized "his excellent background and unique qualifications to maintain the high record of achievement of the United Jewish Appeal in supporting the worldwide rescue and resettlement operations of the United Palestine Appeal, the Joint Distribution Committee and the United Service for New Americans.

"We are confident that under his leadership, American Jewry will continue its generous response to the needs in Israel, Europe, North Africa and among the refugees in the United States. During the past decade, Dr. Schwartz has demonstrated a rare devotion to and understanding of the problems of Jews throughout the world. His administration of the far-flung program of relief and rehabilitation in the days of greatest tragedy for the Jews overseas and more recently in the period of renewed hope through migration to Israel, represents an historic milestone in the survival of the Jewish people."

### **CONFERENCE HONORS MONTOR FOR SUCCESSFUL GROWTH OF UJA**

The Conference expressed its profound appreciation to Mr. Montor for "his insight, his tenacity, his selfless devotion." In a resolution acknowledging his devoted efforts in building up the United Jewish Appeal, the Conference declared that "his genius served as the foundation stone for the success of the United Jewish Appeal."

The resolution went on to say, "Mr. Montor has made an invaluable contribution to a better future for Jews in Israel and elsewhere through his great zeal and irrepressible and untiring energy. His fighting spirit has been the badge of a man truly consecrated to the ideal of Jewish reconstruction.

"Throughout the length and breadth of this land he helped plant the banner of the United Jewish Appeal as a flaming symbol of self-realization and dignity for the Jewish people throughout the world.

"Although his resignation from the United Jewish Appeal marks many years of distinguished service, we feel confident that for decades to come his powers of leadership will be at the service of the highest interests of the Jewish people in Israel and throughout the world."

### **National Officers Elected**

In addition to drafting Mr. Warburg as General Chairman and hailing the election of



Dr. Schwartz as Executive Vice Chairman, the Conference elected William Rosenwald, Rudolf G. Sonneborn and Rabbi Jonah B. Wise, National Chairmen; I. Edwin Goldwasser and Jacob Sincoff, National Co-Treasurers; Mrs. S. A. Brailove, Chairman of the National Women's Division; and Herbert R. Abeles, Chairman of the National Trades and Industries Division.

The Conference rose in a moment of prayer in memory of the late Judge Morris Rothenberg, who passed away during his term as a National Chairman.

The first session of the Conference, which was held on Saturday evening, was addressed by Henry Morgenthau, Jr., who presided, and by Foreign Minister Moshe Sharett of Israel; Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency for Palestine; William Rosenwald, National Chairman of the UJA, and Honorary President of the United Service for New Americans; and by Dr. Joseph J. Schwartz.

The greetings of the Jewish community of Atlantic City were extended to the delegates by Samuel Backer, President of the Atlantic City Federation of Jewish Charities.

### MANY COMMUNITIES BRING LARGE SUMS OF CASH

One of the inspirational highlights of the Saturday evening session was the roll call of community representatives who came forward to present checks to Mr. Morgenthau as part of the closing chapter in the "\$50,000,000 before December 31st" cash drive that was launched at the National Planning Conference in Washington two months ago.

Scores of checks were brought to the Conference to swell the total received by UJA since November 1 when the \$50,000,000 cash drive started. Additional millions in cash have been promised by communities before the end of the year and while it now appears unlikely that the cash goal will be reached by the December 31 deadline, officers of UJA were encouraged by the fact that the cash drive had brought in a very substantial sum that might otherwise have been delayed until February or March. It is expected that the total cash receipts for the period of the drive will be approximately \$26,000,000.

### MILLION DOLLAR CHECK PRESENTED BY MEYERHOFF OF BALTIMORE

Among those who presented checks to Mr. Morgenthau in Atlantic City in behalf of their communities were Joseph Meyerhoff, Baltimore, who brought a check for \$1,000,000 as an advance against Baltimore's 1951 campaign; Paul Himmelfarb, Washington, D.C., who presented a check for \$500,000 toward 1951; David Feiner, Trenton, \$100,000; Mrs. Sol Aiolo, Rochester, \$250,000; Lou Berry, Detroit, \$250,000; A. B. Saeks, Dayton, \$100,000; Arthur Frankel, Harrisburg, \$74,500; Saul Hertzman, Louisville, \$50,000; Joseph Koss, Lewiston, \$75,000; Max Fisher, Reading, \$50,000; Max Tieger, Elizabeth, \$50,000; Charles Schwartz, Akron, \$50,000; Ralph Wechsler, Newark, \$75,000; Henry Feferman, South Bend, \$85,000; Julian Stone, Toledo, \$150,000; Jacob Viener, Richmond, \$50,000. Checks or pledges of remittances within the next few days were also submitted by many other delegates including Julian Freeman, Indianapolis; Archibald Silverman, Providence; Sol Luckman, Cincinnati; Albert Levin, Cleveland; Leon Levitz, Pottstown; Louis Struhl, Jersey City; Hon. Louis Rakin, Linden; Harry Lipsman, Davenport; Judge Abraham Lieberman, North Hudson; Samuel Backer, Atlantic City; David Michaelson, New Brunswick; Julian Venezky, Peoria; Gabriel Kahn, Lowell; Martin Danzig, Perth Amboy; Max Gottlieb, Woonsocket, and others.

Space does not permit the inclusion of hundreds of communities which sent checks in advance of the Conference.



Julius Bisno, Los Angeles, announced that his community was making a \$3,000,000 loan and Samuel H. Daroff, Philadelphia, declared that his city would send \$500,000 to UJA.

In mailing \$75,000 to the Conference, Victor Shulman, President of the United Jewish Fund of San Diego, California, wrote: "We are committing ourselves for \$100,000 instead of the \$75,000 requested. We are enclosing our check which is the maximum amount we were able to beg or borrow - and will forward the additional \$25,000 as quickly as practicable."

### SHARETT STRESSES IMPORTANCE OF UJA FOR ISRAEL

In one of the most inspiring addresses of the Conference, Mr. Moshe Sharett, Minister of Foreign Affairs of the State of Israel, hailed the "inauguration of a new chapter in the great effort of the United Jewish Appeal," which he characterized as "that great adventure of voluntary self-taxation, unprecedented and unparalleled in the experience of other nations." He added that the UJA "has helped in no small measure to make Israel what it is today and has supplied a new purpose and cohesive force in the life of American Jewry."

Delivering the principal talk at the Saturday night session, the Foreign Minister issued a stirring call to American Jewry: "Strengthen the State of Israel, help it to develop while the international situation still permits, while the precarious balance of the peace of the world still enables us to do the work. Tomorrow it may be too late. A storm may break out over our heads, a storm may break out over the heads of our people in countries where they live today; remove them to safety quickly, as quickly as you can. Be quick in consolidating the position of Israel to make it safe."

In a frank discussion of Israel's economic needs, Mr. Sharett emphasized that "there are functions -- most vital, primary functions -- which only the UJA can discharge. There are basic needs which only free gift money can cover, but a sovereign state, particularly one burdened with such staggering tasks, cannot possibly deny itself the opportunity of mobilizing new resources which only state finance can offer." He added that Israel believes it would be guilty of "gross negligence and of an unpardonable sin if it had not made a bold and determined attempt to enter the field of borrowing by launching a broad appeal to the large mass of its actual and potential supporters in this country, to aid in carrying these burdens by subscribing to governmental bonds. Both UJA and the future bond issue are vital requirements of our situation. UJA is out to get free money. The bond issue is in the nature of a loan. UJA is a self-imposed task to defray the normal cost of nation-building. On the other hand, the bond issue is a loan in spirit, inspired by the highest national and humanitarian motives."

Mr. Sharett paid warm tribute to Mr. Morgenthau, retiring General Chairman of the UJA, whom he described as "a staunch and loyal friend and supporter of Israel, always ready to shoulder increasingly heavy burdens on our behalf, always ready to respond to our call."

"I believe that as far as American Jewry is concerned," he said, "Mr. Morgenthau has stood out as an active symbol of constructive unity. It has been given to him to demonstrate by a living and noble example that complete harmony which can exist between a high American patriotism and a deep devotion to the cause of the Jewish people, a harmony which stems from the basic and vital interests of the Jewish people everywhere in the triumph of democracy."

The Foreign Minister also praised Henry Montor, retiring Director of the UJA. Mr. Sharett said that Mr. Montor's "part in enlarging the scope of the UJA and in



emboldening its conceptions has been monumental and historic. It has been an imaginative and creative effort in the highest sense of those terms. To me it was one of the greatest singlehanded achievements which it has been my privilege to witness."

### DR. SCHWARTZ WARNS OF "NOW OR NEVER" URGENCY

In introducing Dr. Schwartz, Mr. Morgenthau took occasion to express his high regard for Dr. Schwartz and to pay warm tribute to Henry Montor as retiring Director of the UJA.

Emphasizing the critical needs that must be met in 1951 through the United Jewish Appeal, Dr. Schwartz warned that "the things that we can do today we may never have the opportunity of doing again, not only from the point of view of transporting Jews, not only from the point of view of rescuing human lives, but also from the point of view of doing everything possible to take care of and to establish on a sound foundation those hundreds of thousands of Jews who have already been taken out, who have been brought to Israel, but who are not yet fully absorbed and are not yet fully established on a sound economic basis."

"Every dollar realized now," he said, "every immigrant helped to leave now for Israel or for the United States, every medical and welfare program that is gotten under way today, every colony which is completed in Israel in January instead of July or December, will make it possible to do something now and may perhaps prevent the lack of ability to accomplish that task."

Illustrating the "now or never" urgency of the situation, Dr. Schwartz cited the desperate need for housing in Israel. "Who knows when the day will come, who knows how long it will take before lumber and cement and steel and all of the things that go into the making of houses will not be exportable? Who knows how long it will be before countries like the United States and Canada and other exporting countries of the world will not permit the export of those essential goods. Every house that is built today can take care of an immigrant family, but a house which is not built today, which is delayed for a month, for two or three months because of the lack of funds may not be built within the next years ahead of us," he said.

Reporting on the needs in eastern Europe, in North Africa and in Moslem lands, Dr. Schwartz hammered away at his central theme which was that "only if we understand that these dollars that we are asking for today really represent human lives, will we succeed in meeting our responsibilities and in meeting the challenge that confronts us in this year of crisis of 1951."

"Lives are in the balance," he stressed. "Hundreds of thousands of people have to be saved. This is a job which under present circumstances cannot be put off. It is a job which cannot be delayed. The quotas cannot be cut. Doors must be opened and the gates of Israel must remain open. We no longer can blame others for shutting or closing the gates of Israel in the face of harassed or persecuted Jews. The fate of those people lies in our hands. We are the ones who decide how many of those thousands shall live and how many shall perish, how many shall be brought out and how many shall be abandoned."

### EMPHASIS IN ISRAEL MOVING AWAY FROM DIRECT RELIEF, SONNEBORN SAYS

The emphasis in Israel, Rudolf G. Sonneborn told the Conference, "is away from direct relief and towards increasing the basic productivity of the country."



"Specifically," the UJA National Chairman said, "the aim is to enlarge the framework to make possible the speedy absorption of newcomers." UJA agencies, he indicated, plan to set up 120 new agricultural settlements during 1951, to provide for the resettlement of 38,000 immigrants. Comprehensive blueprints have been developed, he reported, for regional and local irrigation systems to facilitate the intensive cultivation of the soil.

Without the UJA, he said, "Europe would still be the site of masses of uprooted Jews, living in back alleys, scavengers of bare existence. The Middle East would be one vast depressed area where Jews were third-class citizens who were barely allowed the basic means of existence. The Yishuv -- the Jewish community in Palestine -- would be a small struggling pin-point of light in a sea of darkness, and statehood would still be a dream."

"It is clear beyond question," he said, "that the future of Israel is intimately linked to what we decide here and what we do after we return to our homes and communities. The future of Israel is directly related to every Jew in this country."

### GOLDMANN EMPHASIZES IMPORTANCE OF CASH

In his address to the delegates at the Conference, Dr. Goldmann declared: "Cash today for the United Jewish Appeal has quite a different and more tragic significance than it had half a year ago when we thought that the world was going to be more or less at peace. What you can do today with a million dollars in taking Jews out of critical areas, you may not be able to do in April or in May. These Jews will not only be lost to the Jewish people but they may be actually endangered as to their physical survival."

### ROSENWALD DESCRIBES REFUGEE NEEDS IN UNITED STATES

Pointing out that we can confidently look forward to the entry of 20,000 newcomers to the United States in 1951, and perhaps additional thousands, Mr. Rosenwald told the delegates: "Most of the people will be coming in during the first ten months of the year and, talking about urgency, I want you to realize that the Displaced Persons Act expires six months from now. If a person doesn't at least have a visa by then, he is out as far as present immigration laws go. That is how urgent our work is.... We have every reason to expect that immigration will be at a rate to permit 2,000 Jews to come into this country this month, and that is the rate that we roughly expect to continue through October 1951."

### DELEGATES DEBATE RESOLUTIONS

At the Sunday morning plenary session of the Conference, Mr. Sonneborn, who presided, introduced the chairman of the Resolutions Committee, Milton Kahn of Boston. Mr. Kahn reported on the discussions of the Resolutions Committee which had lasted through the small hours of the morning.

The resolution calling for an early start for 1951 campaigns met with immediate and unanimous approval.

When the resolution on cash was presented by Mr. Kahn, however, there was extended discussion. Rabbi Jonah B. Wise explained why it was necessary for communities and individuals to pay allocations and pledges in cash, even if the money had to be borrowed.



He pointed out that the people of Israel were extending themselves to the limit and that the agencies of UJA are getting to the point at which they will not be able to maintain their programs unless substantial amounts of cash are forthcoming quickly.

After a number of the delegates had given their views on the best means for mobilizing cash, Herbert R. Abeles, of Newark, declared: "I am not in favor of the cash resolution unless all of us do something about the cash itself. If that resolution is passed and if we as individuals don't anticipate that we will pay our own pledges in cash right away and then influence our communities and those who are responsible for the campaigns to do the same, then we have no right to pass that motion at this time."

Mr. Montor reported on the cash receipts of UJA for the past three years, after which Elkan Myers of Baltimore told how his own community had borrowed in the past and intended to borrow again on the strength of notes signed by local contributors. He urged the leaders of large communities to go back and borrow against the 1951 campaign and "convince the bankers that you are not afraid, and if you are not afraid, certainly they won't be."

At the close of the discussion, the cash resolution, too, was unanimously adopted.

#### RESOLUTION ON NEEDS

When the resolution on the needs of UJA in 1951 was presented, Judge Abraham Lieberman, of North Hudson, N.J., Joseph Meyerhoff, of Baltimore, Albert Levin, of Cleveland, Herman L. Weisman, of New York, and others discussed it at considerable length. The major points at issue were: (1) whether the Conference should call upon UJA to set a goal equal to the budgetary requirements; (2) whether a "realistic" goal unrelated to the budget should be established; and (3) whether the budgets should be presented and the communities called upon to raise greater sums than ever before to meet the larger needs. The last view prevailed and the resolution was adopted overwhelmingly.

#### PRE-CAMPAIGN BUDGETING

The resolution reaffirming the 1950 resolution on pre-campaign budgeting was unanimously agreed to by the delegates without discussion. As soon as the motion was read and seconded, the question was enthusiastically called for and the resolution adopted.

#### FREEMAN SAYS UJA MOST IMPORTANT PHILANTHROPIC EFFORT FOR ISRAEL

"We must continue our emphasis on the primacy of the United Jewish Appeal as a channel of philanthropic aid to Israel," Julian Freeman of Indianapolis, President of the Council of Jewish Federations and Welfare Funds, stated in an address at the Sunday morning session of the Conference. "All other philanthropic campaigns for Israel," he stressed, "must be considered as supplementary to the United Jewish Appeal."

In his talk to the delegates, Mr. Freeman endorsed the principle of pre-campaign budgeting. He described pre-campaign budgeting as "a good educational process and a good fund-raising technique. It is extremely valuable," he said, "for each contributor to know in advance for what purposes his money will be used and how it will be divided."

"Economic conditions are improving," Mr. Freeman told the delegates. "Despite the threat of war and the serious world crisis, we have the prerequisites for effective



campaigning in 1951. We have the organizations, we have the workers, we have the leaders. Let us build on these assets."

### BROWDY PLEDGES FULLEST COOPERATION OF ZOA FOR 1951 DRIVE

Benjamin G. Browdy, President of the Zionist Organization of America, pledged the fullest cooperation of American Zionists for the 1951 UJA campaign. He said:

"The United Jewish Appeal this year poses the greatest challenge to American Zionists in their record of more than half a century of activity for Jewish statehood. Israel is faced with a staggering load in maintaining its security against possible aggression, in building its economy on sound foundations and in absorbing hundreds of thousands of newcomers. The outcome of the United Jewish Appeal in the coming year will virtually be a matter of life or death for hundreds of thousands of homeless Jews in the various parts of the world who must immigrate to Israel or perish.

"As President of the Zionist Organization of America, I pledge the wholehearted and maximum support of the nationwide membership of my organization toward insuring the success of the 1951 campaign of the United Jewish Appeal.

"American Zionists have additional and particular concern with the UJA this year. The Arab states, which have not to this day reconciled themselves to the existence of the Jewish State, and other anti-Zionist forces in this country and abroad are wishfully waiting for the collapse of Israel's economy in the hope that such a collapse would make Israel ripe for a 'second round' of Arab aggression against the fledgling state. American Zionists who have, by their labors and financial aid, contributed to the establishment of Israel, will not and must not permit the job to remain unfinished. Through the United Jewish Appeal and through the projected Israel bond drive, American Zionists are determined to furnish Israel with the sinews to integrate into its national structure the second million of Jews who will stream into the country within the next four years."

### MRS. BRAILOVE REPORTS \$12,000,000 RAISED BY WOMEN'S DIVISIONS IN 1950

Approximately \$12,000,000 was raised by UJA Women's Divisions throughout the country in 1950, Mrs. Brailove reported to the delegates in her remarks accepting National Chairmanship of the Division again in 1951. "We anticipate even better campaign results during 1951," she said. "We are particularly encouraged by the pledge made by ten national women's organizations indicating their readiness to mobilize their full organizational resources in support of the UJA drive. These groups have already sent instructions to their members throughout the country to give generous assistance to the UJA and we have felt the results of this help in the current drive for immediate cash."

### CONFERENCE HAILS MORGENTHAU

At the luncheon session on Sunday, which was in the form of a testimonial tribute to Mr. Morgenthau, the resolution in his honor was adopted with a prolonged, standing ovation.

In presenting a silver plaque to the retiring General Chairman, Rabbi Wise reviewed the four years of brilliant leadership which Mr. Morgenthau had given to UJA and to the entire American Jewish community.



Rabbi Wise asserted that the unswerving dedication to the preservation of democracy which Mr. Morgenthau demonstrated as Secretary of the Treasury throughout World War II motivated his inspiring leadership of the United Jewish Appeal during the last four years.

Following is the text of the plaque in tribute to Mr. Morgenthau, and signed by Rabbi Wise and Messrs. Sonneborn, Rosenwald and Montor:

"During his four years of memorable leadership of the United Jewish Appeal, he lifted American Jewry to great heights of achievement in the rehabilitation of Jewish life in Israel and other parts of the world.

"Through his statesmanship, vision and energy, he helped transform the Jewish outlook from one of despair to one of hope and confidence. As the symbol of the best instincts of American Jewry, he has won an enduring place in the world Jewish history of our generation."

Julian B. Venezky, chairman of the 1950 UJA National Campaign Cabinet, told the delegates that when news of Mr. Morgenthau's impending retirement had become known, hundreds of Jewish leaders from all parts of the country had sent letters of appreciation and affection to him, while President Chaim Weizmann, Prime Minister David Ben Gurion and other outstanding personalities in Israel had sent cables in the same vein. It had been intended, Mr. Venezky said, to bind these messages into a testimonial volume for presentation to Mr. Morgenthau. Pointing to five huge volumes that had already been filled, Mr. Venezky announced that letters and wires were still pouring in at such a rate that a number of additional volumes would have to be filled to record the widespread tributes to the retiring General Chairman.

In a simple, moving address in acknowledgment of the tribute, Mr. Morgenthau told the delegates that he was not actually retiring but had assumed new responsibilities in connection with the forthcoming Israel Bond Issue as a part of the four-point program for Israel adopted at the National Planning Conference in Washington. He pledged continued cooperation and counsel to UJA. At the conclusion of his remarks the delegates rose and cheered him.

#### RESOLUTION ON 1951 NEEDS

"This National Conference records with pride the achievements made possible by American Jewry through the United Jewish Appeal. American Jewry has derived inspiration from the historic accomplishments of the State of Israel in receiving and caring for more than 500,000 new immigrants in the thirty-one months since the establishment of its independence.

"This conference also notes with satisfaction the advances made in Europe and North Africa and among the refugees in the United States in the programs of rehabilitation and resettlement.

"As the world crisis places a 'now or never' urgency on our efforts, American Jewry must, in 1951, tackle needs which must be met on the basis of large-scale financial assistance that is required to buttress the foundations of the structure of worldwide rehabilitation and resettlement.

"Operations to rescue Jews from countries where deadlines mark them for despair must be stepped up in 1951 through the transportation to Israel of a minimum of 200,000 Jews from Iraq, Roumania, Tunisia, Iran and other countries.



"United Palestine Appeal agencies must provide transportation for immigrants to Israel and provide them with basic necessities -- food, shelter and training for useful, self-supporting labor after their arrival. Because agricultural settlement is one of the cornerstones of the integration of large numbers of newcomers in Israel, this phase of the UPA program must be expanded for the year 1951.

"Emigration to Israel has already saved many thousands of Jews from disease and sorrow in Moslem areas, but the Joint Distribution Committee must provide emergency relief and medical assistance in 1951 for additional tens of thousands still living in medieval bondage and squalor in North Africa. Greater funds must at the same time be available for the hard core social cases in Israel under Malben and for a continuation of aid to Jews in Eastern and Western Europe.

"In 1951 we must also make possible the adjustment through the United Service for New Americans of 20,000 displaced Jews who are expected to arrive in the United States from Western Europe, and to aid others who have recently arrived in this country.

"Mindful of the inescapable challenge of unfinished business in the job of rescuing Jews from persecution and homelessness overseas and of mass settlement in Israel, this National Conference calls upon the agencies of the United Jewish Appeal to go forward with courage and vision to achieve their sacred objectives.

"Recognizing the urgency of the needs in Israel, Europe and the United States involving minimum budgets totalling \$203,684,577 for 1951, this National Conference calls upon each of the Jewish communities of the United States to embark on an all-out campaign to provide greater sums than ever before to assure the effective continuation of these programs that are so vital for the future of the Jewish people."

#### RESOLUTION ON PRE-CAMPAIGN BUDGETING

"For the 1951 campaign this National Conference of the United Jewish Appeal reaffirms the policy of Pre-Campaign Budgeting adopted at Atlantic City, November 27, 1949, and it is therefore resolved that

"This National Conference, meeting at Atlantic City on December 17, 1950 solemnly urges upon all Jewish communities in the United States, in fairness to their contributors and to the urgent needs of the United Jewish Appeal, to plan their 1951 fund-raising campaigns on the basis of pre-campaign budgeting.

"This National Conference further urges that the participation of the United Jewish Appeal in any campaign shall be preceded by a mutually satisfactory agreement between the community and the United Jewish Appeal on the distribution to the United Jewish Appeal from funds to be raised in that community in 1951."

#### RESOLUTION ON HENRY MORGENTHAU, JR.

"On behalf of the Jewish communities of the United States, this National Conference wishes to convey to Henry Morgenthau, Jr., its deepest appreciation and profound sense of indebtedness for four years of self-sacrificing leadership and inspiration which carried American Jewry to new heights of achievement in the historic tasks of building and settling Israel, and keeping alive the body and spirit of hundreds of thousands of Jews in all parts of the world.



"This National Conference takes pride in recording the fact that during the period of Mr. Morgenthau's service as its General Chairman, the United Jewish Appeal raised a record total of more than \$465,000,000 for the vital programs of its constituent organizations in Israel, Europe, the United States and elsewhere.

"This National Conference expresses its gratitude to Mr. Morgenthau for his statesmanship, vision and vigor. At great personal sacrifice he led American Jewry in its effort to meet unparalleled responsibilities and opportunities in the reconstruction of Jewish life abroad. We also wish to convey thanks to him on behalf of the multitude of men, women and children in all parts of the world who face life today with renewed courage because of Mr. Morgenthau's devotion and dedicated labors. His memorable record of accomplishment will be a shining light of inspiration for all American Jewish communal service.

"This National Conference accepts with reluctance Mr. Morgenthau's decision to retire from the general chairmanship of the United Jewish Appeal. We are, however, heartened by the knowledge that he will continue to give his very valuable cooperation to the United Jewish Appeal and that he will sustain his deep personal interest in the future of Israel and the reconstruction of the Jewish people."

