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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL

VOLUME VI

1951





UNITED

JEWISH

APPEAL

REPORT

to members of the
**NATIONAL
CAMPAIGN
COUNCIL**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN

1951 FINANCIAL

REQUIREMENTS

\$203,684,577

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

Vol. VI No.1, January 17, 1951

165 West 46th St., New York City

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NOT FOR PUBLICATION

MIAMI LAUNCHES FIRST MAJOR 1951 CAMPAIGN WITH 15% INCREASE

The optimistic note struck first at the great National Planning Conference in Washington, then at the General Assembly of the Council of Jewish Federations and Welfare Funds in the same city, and again last month at the National Conference of the United Jewish Appeal in Atlantic City, was given tangible expression at a meeting of 125 of the larger givers in Miami this week. In this first major 1951 campaign meeting in the country those present pledged \$448,000 as compared with \$387,000 from the same group last year, an increase of a little over 15%.

Among the contributors at the meeting, which was addressed by former Ambassador to Israel James G. McDonald, were Samuel Friedland who gave \$50,000 as compared with \$25,500 last year, the Kane Family and Marcie Liberman, who gave \$30,000 against \$19,000 last year, Matthew Bandler, \$3,500 against \$2,500 last year, Jack Ablin, \$7,500 against \$6,300 last year, Sam Kulok, \$3,000 against \$2,000 last year, Dr. Simon Gerber, \$6,500 against \$5,000 last year, Baron de Hirsch Meyer, \$7,500 against \$5,000 last year, Sam Luby, \$10,000 against \$8,000 last year, Sam Rost, \$7,500 against \$5,000 last year, Jacob Sher, \$20,000 against \$10,000 last year, Otto Bresky, \$5,000 against \$500.00 last year. The following contributions were also received: Philip Morris, \$5,000; Carl Weinkle, \$22,500; Moses Ginsberg, \$25,000; Abe and Dr. Morris Goodman, \$15,000; Samuel Blank, \$15,000; Harry Sirkin, \$15,000.

Precampaign Budgeting Formula Same As 1950

Prior to the Big Gifts meetings in Miami, several meetings were held between the leaders of the Miami campaign and representatives of the United Jewish Appeal for the purpose of establishing a pre-campaign budgeting formula for the participation of UJA in Miami's 1951 campaign. Participating in these meetings for the UJA were Henry Montor, Moritz M. Gottlieb, Ellis Radinsky, Moses A. Leavitt and Dr. Joseph J. Schwartz. Agreement was obtained on a formula percentagewise substantially the same as that which prevailed in 1950. Favorable campaign prospects in Miami give indication that as a result of this formula the United Jewish Appeal may look forward to a larger sum from Miami this year than last.

William D. Singer is President of the Greater Miami Jewish Federation and Samuel N. Friedland is Chairman of the campaign. Samuel Blank is serving as Chairman of the

Pace Setters Unit. Five Co-Chairmen head the Initial Gifts Unit: Jacob Sher, Max Orovitz, Howard Kane, Carl Weinkle and Dan B. Ruskin. Jack Ablin is Chairman of the Winter Residents Unit. Mrs. Louis Glasser is Chairman of Miami's Women's Division and Morris Klass serves as Executive Director.

UTICA ADOPTS PRECAMPAIGN BUDGETING FORMULA

Close upon the heels of Miami, Utica, N.Y., at a meeting attended by the full membership of the Welfare Fund's Finance and Budget Committee, conforming to the spirit of the Precampaign Budgeting Resolution adopted unanimously in Atlantic City in December, approved a formula which follows the pattern of the community's 1950 budget. In accordance with the formula, the United Jewish Appeal is to receive 75% of the net proceeds of the campaign up to \$200,000. Sums raised over that amount will be allocated on the basis of agreements to be made at subsequent negotiations.

Martin Abelow is President of the Utica Jewish Community Council, Sidney Lacher is Campaign Chairman, and David M. Goldenberg is Executive Director.

Other Cities Schedule Precampaign Budgeting Meetings

Many other cities have already scheduled meetings with UJA representatives for the purpose of precampaign budgeting. Early meetings for precampaign budgeting are in keeping with the general desire to start and finish community campaigns earlier this year as expressed in resolutions adopted at national conferences in November and December, 1950.

Among the larger communities in which meeting dates have been definitely set for this month are: Cleveland, Newark, Detroit, Baltimore, Chicago and Philadelphia. The officers of a number of additional communities are now in the process of discussing mutually satisfactory dates with officers of UJA.

COMMUNITIES ORGANIZE FOR EARLY START OF CAMPAIGNS

Following are brief summaries of important reports that have reached the office of UJA concerning the organization of 1951 community campaign structures:

CLEVELAND: Eugene H. Goodman will be General Chairman of the 1951 campaign. Henry A. Rucker is President of the Jewish Welfare Federation of Cleveland and Henry L. Zucker is Executive Director. Mrs. M. E. Glass will serve as Chairman of the Women's Division.

BALTIMORE: Joseph Meyerhoff, who is President of the Baltimore Jewish Welfare Fund, will also serve as Chairman of the 1951 Campaign. Harry Greenstein is Executive Director. Chairman of the Women's Division is Mrs. Jacob Blaustein.

MILWAUKEE: Sol J. Rosenberg will be 1951 Campaign Chairman. Benjamin F. Saltzstein is President of the Milwaukee Jewish Welfare Fund and Elkan C. Voorsanger is Executive Director.

NEW ORLEANS: Malcolm Woldenberg has accepted the 1951 Chairmanship, Frank Friedler is President of the New Orleans Jewish Welfare Fund and Meyer Barton is Chairman of Big Gifts. Dr. David Fichman is Executive Secretary.

MEMPHIS: This campaign will have a new Welfare Fund President in 1951, Herbert Kohn, and a new Chairman, Aaron Brenner. Jack Lieberman is Executive Secretary.

LOUISVILLE: J. Marshall Bensinger will serve as Chairman of the Louisville Conference of Jewish Organizations in 1951 and C. Saul Hertzman will be Campaign Chairman. Louisville will also have the leadership of Julius Frehling as Initial Gifts Chairman and Murrel D. Klein as Special Gifts Chairman. Clarence F. Judah is Executive Secretary.

PORTLAND (Oregon): Ben Rosenfeld will serve as 1951 Campaign Chairman and William Tannenbaum as Vice-Chairman. Abe Leo Cohn is President of the Oregon Jewish Welfare Federation and Milton D. Goldsmith is Executive Secretary.

TUCSON: Joseph Brindis, who is President of the Tucson Jewish Community Council, will serve also as 1951 Campaign Chairman. Mrs. Leo Berner is Chairman of the Women's Division. Benjamin N. Brook is Executive Director.

RICHMOND (Virginia): Sidney Lewis will serve as 1951 Campaign Chairman with Henry Stern as Co-Chairman. Jacob M. Viener is 1951 President of the Richmond Jewish Community Council and Irving K. Furst is Executive Director.

HOLLYWOOD (Florida): Ben Tobin has accepted 1951 Campaign Chairmanship and Stanley M. Beckerman will serve as Co-Chairman. A. J. Dimond is President of the Hollywood Jewish Welfare Federation. Mrs. Morris Madfis is Chairman of the Women's Division.

UJA NATIONAL CAMPAIGN CABINET ENLARGED FOR 1951 DRIVE

Committed to the continuance of the effective and devoted efforts which marked the activities of the National UJA Campaign Cabinet in 1950 under the leadership of Henry Morgenthau, Jr., the 1951 Cabinet met in New York more than a week ago to assume its responsibilities even before the membership was complete. There was general agreement that the work of the Cabinet could be made even more successful if additional members were recruited to serve with the 1951 General Chairman, Edward M. M. Warburg.

Members of the Cabinet as this Report goes to press, in addition to the officers of UJA, who serve ex-officio, are: Herbert R. Abeles, Newark; Morris W. Berinstein, Syracuse; Hon. Maurice Bernon, Cleveland; Louis Berry, Detroit; Benjamin G. Browdy, New York; Charles Brown, Los Angeles; Eddie Cantor, Beverly Hills; Joseph Cherner, Washington; Samuel H. Daroff, Philadelphia; Lloyd W. Dinkelspiel, San Francisco; Henry Feferman, South Bend; Nolan Glazer, Dallas; Dr. Israel Goldstein, New York; Moritz M. Gottlieb, Allentown; Joseph Holtzman, Detroit; I. S. Joseph, Minneapolis; E. N. Grueskin, Sioux City; Milton Kahn, Boston; Stanley J. Kann, Pittsburgh; Abe S. Kay, Washington; Hymen Lefcowitz, Buffalo; Julius Livingston, Tulsa; Alex Lowenthal, Pittsburgh; Phil W. Lown, Auburn; Sol Luckman, Cincinnati; Joseph M. Mazer, New York; Barney Medintz, Atlanta; Joseph Meyerhoff, Baltimore; Louis S. Myers, Kansas City; Charles J. Rosenbloom, Pittsburgh; Samuel Rothberg, Peoria; Joseph Shulman, Paterson; Dewey D. Stone, Brockton; Julian B. Venezky, Peoria; Jack D. Weiler, New York.

NORTH HUDSON SEEKS TO RAISE \$650,000 IN 1951

The North Hudson United Jewish Appeal, which gives all of the proceeds of its

campaign to the United Jewish Appeal and remits cash weekly or oftener, has undertaken to raise \$650,000 in 1951. North Hudson raised just over \$440,000 in 1950.

Sparkplugs of the North Hudson campaign are Alexander Grodnick, Chairman, and Judge Abraham Lieberman, Executive Chairman, both of whom have agreed to take the helm again in 1951. Judge Lieberman has been one of the most active leaders in the North Hudson campaign ever since it was first organized in 1943, while Mr. Grodnick has served as Chairman since 1946. Mrs. Bilee Baum Steinberg is Executive Secretary.

According to plans now under way, the North Hudson campaign will start several weeks earlier than last year.

MORITZ M. GOTTLIEB NAMED NATIONAL CHAIRMAN OF REGIONS

Moritz M. Gottlieb, President of the Jewish Federation of Allentown, Pa., and a member of the UJA National Campaign Cabinet, has been named National Chairman of the Regional Division of UJA, succeeding E. N. Grueskin of Sioux City, Iowa, according to an announcement by General Chairman of UJA, Edward M. M. Warburg. Mr. Gottlieb is President of the Middle Atlantic Section of the Council of Jewish Federations and Welfare Funds.

Jewish Leaders of Sixteen States to Meet in Chicago

One of the first conferences held under the aegis of the Regional Division will be the Mid-West Leadership Conference on Sunday, February 4, at the Sheraton Hotel in Chicago. The purpose of the Conference will be to map out a program to meet the now-or-never needs of Jews in Israel, Europe and Moslem lands, and to discuss 1951 United Jewish Appeal campaign plans in the states represented at the sessions.

Leaders of campaigns in the following states will attend: Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee and Wisconsin.

NATIONAL INAUGURAL ASSEMBLY IN MIAMI FEBRUARY 18

Plans have been completed for conducting the National Inaugural Assembly of UJA in Miami on Sunday, February 18, at the Saxony Hotel. It is hoped at this meeting to bring together a large number of community leaders from all parts of the country for the purpose of setting initial gifts standards in all brackets. A temporary United Jewish Appeal office to take care of the preparations and details of the Conference has been set up at the Broadripple Hotel, Suite 201, 4370 Collins Avenue, Miami Beach, Florida.

JOURNALISTS TO VISIT ISRAEL

A group of leading American journalists met this week with officers of the United Jewish Appeal in New York just prior to taking off by air for Israel, where they will make a survey of conditions in the new State and study the problems faced in meeting the needs of 200,000 expected newcomers in 1951 and the more than 500,000 who arrived since the State came into being in 1948. The survey tour will be conducted under the auspices of UJA.

Participating in the survey will be: George Carroll, New York Journal-American; Harry B. Wilson, St. Louis Globe-Democrat; Otto Zausmer, Boston Globe; Grace Davidson, Boston Post; Dickson Preston, Cleveland Press; Max Wiener, Newark News; David Karno, Chicago Sun Times; Dick Pearce, San Francisco Examiner and George Cassidy, Brooklyn Eagle and Bridgeport Herald.

The group will remain in Israel until February 4 and on the return journey will inspect Joint Distribution Committee installations in Europe.

NATIONAL WOMEN'S DIVISION BOARD TO HOLD TWO-DAY MEETING

Mrs. S. Alexander Brailove, Chairman of the National UJA Women's Division, has summoned the members of the Division's Board to the 1951 annual meeting which will be held at the Plaza Hotel in New York on January 30 and 31. The sessions will be devoted to discussions of the needs of UJA this year and of new techniques in local Women's Division fund raising.

Mr. Warburg, Dr. Schwartz and economist Leo Cherne will address the luncheon sessions.

Mrs. Brailove has advised the members of the Board that Mrs. Herbert H. Lehman and Mrs. Felix M. Warburg have agreed to continue as Honorary Co-Chairmen of the National Women's Division.

HERBERT R. ABELES TO HEAD NATIONAL TRADE & INDUSTRY DIVISION

National Campaign Cabinet member Herbert R. Abeles, of Newark, who served in 1950 as National Chairman of the UJA Automotive Division and who was for four years President of the Jewish Community Council of Essex County, N.J., has been appointed National Chairman of the National Trade and Industry Division of the 1951 United Jewish Appeal.

Mr. Abeles is a Vice-President of the Council of Jewish Federations and Welfare Funds and Chairman of its National and Local Relations Committee.

Louis Berry of Detroit, Louis Boyar of Los Angeles, Louis Myers of Kansas City and Joseph Shulman of Paterson have agreed to serve as Vice-Chairmen of the Division.

Automotive Accessories Manufacturers to Meet

In connection with the Convention of the Automotive Accessories Manufacturers of America which will take place in New York early in February, the National Automotive Division of UJA, which is a major unit of the Trade and Industry Division now headed by Mr. Abeles, has arranged to hold a dinner in honor of Ray Jesselson, who served as 1950 Chairman of the Christian Committee of the Division.

Other Trade and Industry divisions are now in process of organization.

UJA RECEIVES CASH ADVANCES AGAINST 1951 CAMPAIGNS

Recognizing the critically urgent need for cash to maintain the uninterrupted

operation of the programs of UJA agencies and to hasten the immigration into Israel of men, women and children from countries with emigration deadlines, communities throughout the country are rallying to the support of these programs with cash advances against 1951 campaigns. Communities which have not yet made advances or which may be able to send cash on account of past campaigns, are urged to join in this cash remittance movement.

Following are some of the communities which have forwarded cash on account of and in advance of their 1951 campaigns, largely as a result of borrowings from local banks:

Baltimore, \$1,000,000; St. Louis, \$600,000; St. Paul, \$250,000; Minneapolis, \$300,000; Phoenix, \$40,000; Tucson, \$30,000; Long Beach, \$40,000; Oakland, \$75,000; San Diego, \$75,000; Norwich, \$62,000; Washington, \$250,000; Fort Wayne, \$54,000; Des Moines, \$60,000; Sioux City, \$75,000; New Orleans, \$177,000; Bangor, \$50,000; Lewiston, \$75,000; Lowell, \$25,000; Worcester, \$50,000; Perth Amboy, \$25,000; Trenton, \$150,000; Troy, \$32,500; South Bend, \$50,000; Utica, \$100,000; Cincinnati, \$350,000; Reading, \$22,000; Nashville, \$26,000; Dallas, \$150,000; Fort Worth, \$65,000; Galveston, \$25,000; San Antonio, \$100,000; Salinas, \$15,000; Vallejo, \$5,000; Ann Arbor, \$15,000; Linden, \$10,000; Sioux Falls, \$10,000; New Britain, \$10,000; Joliet, \$7,500; Stockton, \$20,000; Council Bluffs, \$5,000; Worcester, \$16,350; Duluth, \$6,000; Kansas City, \$8,000; Allentown \$10,000; Chattanooga, \$15,000.

UJA DEADLINE DATES

- March 5, 1951 -- Registration of Iraqi Jews for immigration to Israel ends. 70,000 Jews who have already registered, must be moved to Israel immediately.
- June 30, 1951 -- Registration for emigration to the U.S. under DP Act ends. Thousands of persons with visas under the act must be aided to reach U.S. within four months of this time.
- Sept. 30, 1951 - IRO aid to Jewish DP's ends. Some 4,000 hard core cases and dependents must be moved to Israel before this date.
- November, 1951 - The rainy season begins in Israel. Housing units must be completed before then for 40,000 immigrants now living in tents.
- Dec. 31, 1951 -- Libya becomes an independent Arab State. 10,000 Jews in the city of Tripoli must be brought to Israel before that time.

GIVE QUICKLY - GIVE GENEROUSLY - GIVE CASH

TO TURN THESE DEADLINES INTO LIFELINES

UNITED

JEWISH

APPEAL

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

REPORT

to members of the
**NATIONAL
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from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



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Vol. VI No. 2, February 9, 1951

165 West 46th St., New York City

NOT FOR PUBLICATION

MRS. FELIX M. WARBURG MARKS 75TH BIRTHDAY WITH \$650,000 GIFT TO UNITED JEWISH APPEAL

Moved by the now-or-never needs of the large numbers of recent immigrants to Israel as well as the many thousands still waiting for an opportunity to settle there, Mrs. Felix M. Warburg last week made a special gift of \$500,000 to the United Jewish Appeal in addition to a gift of \$150,000 which repeats her 1950 contribution. The gift was timed to mark Mrs. Warburg's 75th birthday on Saturday, February 3rd and also the 80th birthday of her late husband which occurred on January 14th. The total contribution of \$650,000 was made through the United Jewish Appeal of Greater New York.

Following is the text of a letter to the United Jewish Appeal from Mrs. Warburg in connection with her gift:

"It gives me great pleasure to inform you that in commemoration of my own 75th birthday and also the 80th birthday of my dear husband, Felix M. Warburg, I propose to make a special one-time gift of \$500,000 to the UJA campaign for 1951, in addition to repeating my last year's contribution of \$150,000. Although on my husband's and on my various trips to Palestine prior to World War II, we never became political Zionists, we were so much impressed by the cultural needs of the Jewish settlers that we gave considerable sums toward that end and toward the strengthening of the newly founded Hebrew University under the far-seeing idealistic leadership of our dear friend, Judah L. Magnes, who was our guide on our first trip to that country.

"My particular purpose in making a special gift at this time is to increase the funds available in dollars to alleviate the dire need for housing and to get the immigrants out of the camps and integrated into the life of Israel as quickly as possible.

"It is my wish that this special gift be used by the UJA both for housing and educational facilities for the new immigrants in Israel in such manner as is conducive to the accomplishments of these purposes."

Mrs. Warburg, daughter of the late Jacob H. Schiff, has a life-long record of service and benefactions to communal and philanthropic causes. She and her husband actively aided settlement and educational programs in Palestine before it became an independent Jewish State. Late last month, she accepted the post of Honorary Co-Chairman of the National Women's Division of the United Jewish Appeal.

Mrs. Warburg is the only woman who has received honorary degrees from both the Jewish Theological Seminary of America and the Hebrew Union College. She has long been associated with the Joint Distribution Committee, of which she is an Honorary Chairman. She has also been actively associated with the Federation of Jewish Philanthropies of New York, and the Young Men's and Young Women's Hebrew Association. In 1947, she gave the former Warburg home at 1109 Fifth Avenue, in New York, to serve as the Jewish Museum of the Jewish Theological Seminary.

With the late Felix M. Warburg, she was a leading supporter of the Hebrew University in Jerusalem founded under the leadership of their life-long friend, the late Dr. Judah L. Magnes. In his honor, Mrs. Warburg established the Judah L. Magnes Fund for the post-graduate training of physicians resident in Israel. Mrs. Warburg has also supported various phases of Hadassah activities, and served as Honorary Chairman of the building fund campaign for the Rothschild-Hadassah University Hospital.

HENRY MORGENTHAU, JR., ACCEPTS HONORARY CHAIRMANSHIP

Henry Morgenthau, Jr., former U. S. Secretary of the Treasury, who served as General Chairman of the United Jewish Appeal for four years through 1950, has agreed to serve in 1951 as Honorary Chairman. In accepting the office Mr. Morgenthau wrote to Mr. Warburg, "I need hardly tell you how close to my heart the United Jewish Appeal is and how deeply concerned I am for its maximum accomplishment."

During the period of Mr. Morgenthau's outstanding service as General Chairman the United Jewish Appeal raised over \$450,000,000. On the occasion of the announcement of his retirement as General Chairman, which was made at the National Conference of UJA in Atlantic City in December, Mr. Morgenthau was presented with a plaque symbolizing the appreciation of the American Jewish community for his splendid leadership. He announced at that time that although he was relinquishing the title of General Chairman he was retaining his interest and devotion to the United Jewish Appeal and would continue to make his leadership and guidance available in the campaigns.

MIDWEST LEADERSHIP MEETING ANNOUNCES \$2,935,000 IN CASH

The Midwest leadership meeting of the United Jewish Appeal, which was held in Chicago on February 4th, was attended by 225 enthusiastic leaders of 39 communities in the area. The morning session was devoted to a discussion of campaign plans and techniques guided by a panel consisting of Messrs. Moritz M. Gottlieb, UJA National Chairman for Regions, Samuel A. Goldsmith, Executive Director of the Jewish Federation and Jewish Welfare Fund of Chicago, Ellis Radinsky, Executive Vice-Chairman of the United Palestine Appeal, M. M. Nisselson, Assistant Executive Vice-Chairman of the United Jewish Appeal, and UJA National Campaign Cabinet members E. N. Grueskin, Sioux City, Louis S. Myers, Kansas City, Harold Goldman, Des Moines, Henry Feferman, South Bend and Joseph Holtzman, Detroit. Confidence was expressed on all sides that the 1951 campaign would be substantially greater than that of last year.

Featured speaker at the meeting was Pinhas Lavon, Minister of Agriculture of Israel, who declared that the UJA has made possible the immigration of more than 500,000 homeless Jews to Israel since the end of World War II. "We must look to the UJA", he said, "and only to the UJA to meet the deadlines that have been placed upon the thousands of homeless Jews still waiting to come to Israel". Conference speakers also included Dr. Joseph J. Schwartz, Samuel A. Goldsmith, Rabbi Herbert A. Friedman of Denver, Henry Feferman and Moritz M. Gottlieb. Dr. S. S. Hollander, 1951 Chairman of the Chicago Combined Jewish Appeal, welcomed the delegates in behalf of the host city, and Mr. I. J. Mnookin, Regional Chairman for Kansas and Missouri, introduced Mr. Lavon.

Community checks totaling almost a million dollars were brought to the meeting by the leaders who attended, while those who could not reach the meeting because of the railroad strike wired that checks would be forwarded in the very near future. This brought the total cash announced at the meeting to \$2,935,073.17.

Statements in support of the United Jewish Appeal by Governor Adlai E. Stevenson of Illinois, Governor Luther W. Youngdahl of Minnesota and Governor G. Mennen Williams of Michigan were received at the meeting.

Communities Continue To Send 1951 Cash Advances

Following are cash remittances received from communities in advance of 1951 campaigns since the last issue of this Report.

Los Angeles, \$2,000,000; Philadelphia, \$500,000; San Francisco, \$250,000; Miami, \$250,000; Wilkes-Barre, \$124,000; Louisville, \$100,000; Norwalk, \$78,000; Memphis, \$75,000; Duluth, \$50,000; Canton, \$50,000; Plainfield, \$35,000; Richmond, \$23,160; Des Moines, \$22,000; Sacramento, \$17,000; San Jose, \$15,000; Peoria, \$12,000; Waterbury, \$11,800; Waterville, \$10,000; Fond du Lac, \$10,000; Little Rock, \$8,000; Montgomery, \$5,000; Petaluma, \$5,000; Little Falls, \$5,000; Southern Illinois, \$5,000.

The need for cash to enable the agencies of the United Jewish Appeal to maintain their now-or-never life-saving programs without interruption continues to be acute. Communities which have not yet forwarded cash are urged to do so at the earliest possible time and to utilize whatever means may be necessary to provide maximum amounts.

CHICAGO ADOPTS PRE-CAMPAIGN BUDGETING FORMULA FOR UNITED JEWISH APPEAL

At a meeting between representatives of the United Jewish Appeal and representatives of the Jewish Welfare Fund of Chicago, a formula for the participation of the United Jewish Appeal in the 1951 campaign in Chicago was adopted in accordance with the following terms:

- A. Of up to \$4,500,000 of allocable funds received by the Jewish Welfare Fund from the Combined Jewish Appeal, the United Jewish Appeal will receive 75% of such funds;
- B. Of the next \$500,000 of such funds, or any portion thereof, the United Jewish Appeal will receive 85%;
- C. Of any sum over \$5,000,000 of allocable funds, the Jewish Welfare Fund will allot 90% of such funds to the United Jewish Appeal.

The meeting which was held in Chicago was attended in behalf of the United Jewish Appeal by Edward M. M. Warburg, Rudolf G. Sonneborn, Dr. Jonah B. Wise, Dr. Joseph J. Schwartz, Julian B. Venezky and Sol Luckman.

Jersey City Formula

The United Jewish Appeal of Jersey City, which gave the UJA \$225,000 in 1950 has voted to allocate 70% of the gross amount raised in 1951 to the UJA. Louis Struhl is Chairman of the campaign and Samuel Shair is Executive Secretary.

Many other cities have completed pre-campaign budgeting formulas for acceptance by the United Jewish Appeal and their own boards, while others have scheduled meetings to discuss formulas. These include Denver, Detroit, Newark, Cincinnati, Milwaukee, Richmond, Atlantic City, Trenton, Utica, Harrisburg, Pittsburgh and others, in addition to those reported earlier.

MORRIS W. BERINSTEIN NAMED CHAIRMAN OF THE UNITED JEWISH APPEAL NATIONAL CAMPAIGN CABINET

Morris W. Berinstein, a leading business and communal leader of Syracuse, New York, was last week named Chairman of the United Jewish Appeal National Campaign Cabinet, succeeding Julian B. Venezky. Mr. Berinstein, whose dynamic and tireless activity was a major factor in the effectiveness of the Campaign Cabinet last year, and who for a number of years played an important role nationally in UJA campaigns, is presently in Miami Beach supervising arrangements of the National Inaugural Conference to be held there at the Saxony Hotel on February 18th. Mr. Berinstein served as New York Regional Chairman of the United Jewish Appeal in 1948, and in this capacity was responsible for developing and coordinating local campaigns throughout the state.

Alex Lowenthal Heads Speakers Division

National Chairman of the Speakers Division of the United Jewish Appeal for 1951 will be Alex Lowenthal of Pittsburgh. Mr. Lowenthal, who is a member of the Cabinet, serves on the Board of Trustees of the United Jewish Fund of Pittsburgh. He also holds key positions in a number of other communal groups and is a past President of the Pittsburgh District of the Zionist Organization of America. Mr. Lowenthal, who recently visited Israel, has for many years served UJA on a national level, visiting communities from coast to coast in behalf of the campaign.

EBAN, WARBURG AND SCHWARTZ TO ADDRESS MIAMI CONFERENCE

The National Inaugural Conference to be held at the Saxony Hotel, Miami Beach, on February 18th, will be addressed by Israel Ambassador Abba Eban, Edward M. M. Warburg and Dr. Joseph J. Schwartz, it was announced this week. The conference, which will be attended by several hundred community leaders who will be in Miami Beach at the time, will be the occasion for the announcement of a large number of gifts which represent substantial increases over 1950.

Many communities have already advised the United Jewish Appeal of gifts that may be

announced in Miami in behalf of contributors who will not be present at the conference. Leaders of communities which have not yet made such information available are urged to advise the United Jewish Appeal as promptly as possible of 1951 commitments so that they may be included in the general announcement which is designed to stimulate the big gifts phase of campaigns throughout the country. This information may be wired or airmailed to the temporary office of the United Jewish Appeal at the Broadripple Hotel, Miami Beach, Florida.

MRS. DAVID M. LEVY TO SERVE AS HONORARY CHAIRMAN OF NATIONAL WOMEN'S DIVISION

Mrs. David M. Levy, who inaugurated the National Women's Division of the United Jewish Appeal, and served as its first National Chairman in 1946 and 1947 and later as Honorary Chairman in 1948 and 1949, has accepted the Honorary Chairmanship of the Division for 1951. In 1949 Mrs. Levy was voted Jewish Woman of the Year. She will share the Honorary Chairmanship with Mrs. Felix M. Warburg and Mrs. Herbert H. Lehman, whose acceptance had been announced earlier.

National Women's Division Launches 1951 Campaign At Two Day Conference

The campaign of the National Women's Division of the United Jewish Appeal, under the Chairmanship of Mrs. Mathilda Brailove, was officially launched at a two day meeting in New York last week which was addressed by Edward M. M. Warburg, William Rosenwald, Rudolf G. Sonneborn, Dr. Joseph J. Schwartz and Leo M. Cherne. Mr. Warburg told the women leaders from all parts of the country who were present that "the Jewish women of America can take justifiable pride in their distinguished record of service and generosity on behalf of their people in overseas lands".

Mrs. Brailove announced that Women's Divisions throughout the country had raised over \$70,000,000 for the United Jewish Appeal since 1946. She also announced the names of those who were serving for 1951 as members of the Advisory Board, as Vice-Chairmen and as members of the Executive Committee of the Women's Division.

The spirit of the conference was one of complete confidence that the Women's Division would surpass previous achievements in 1951.

MIAMI CAMPAIGN CONTINUES TO MAINTAIN LEAD OVER 1950

Latest reports from the campaign in Miami, Florida indicate that \$624,000 has been raised to date. Miami is thus maintaining an increase of 16.8% over pledges made by the same contributors last year.

Leaders of the Miami campaign express confidence that when the final results are in for 1951 the total will substantially exceed that of 1950.

LEXINGTON, KENTUCKY REPORTS 1950 RESULTS

Lexington, Kentucky has reported that the total proceeds of its 1950 campaign exceed the amount raised in 1949. Among the leading contributions were those of David Ades, who gave \$12,500 as against \$10,000 in 1949; Mr. Herschel Weil, United Jewish Appeal

Co-Chairman for the State of Kentucky, who contributed \$7,500 in 1950, as against \$6,500 in 1949. The Electric Steam Radiator Corporation of Paris, Kentucky (Mr. and Mrs. Roy R. Fischer, Sr. and Mr. and Mrs. George F. McIntosh), which contributed \$500 in 1949, increased to \$5,000 in 1950.

NATIONAL TRADE AND INDUSTRY DIVISION ORGANIZES FOR ALL-OUT EFFORT

Under the leadership of Herbert R. Abeles, who is serving as 1951 National Chairman of the United Jewish Appeal Trade and Industry Division, speedy organization of major industries is being effected so that the Division will be ready for cooperation with campaigns throughout the country which have set earlier campaign dates in accordance with the resolution adopted at the National Conference of UJA in Atlantic City last December.

Joseph Shulman, Paterson, New Jersey, Louis Berry, Detroit, Michigan, Louis Meyers, Kansas City, Missouri and Louis Boyar, Los Angeles, California have agreed to serve with Mr. Abeles as National Vice-Chairmen of the Trade and Industry Division.

Following are the industries in which organization is either completed or well under way, and the names of the Chairmen who will head them:

Waste Material Joseph Schapiro - Baltimore, Maryland
A. J. Levine - Toledo, Ohio

Tobacco Joseph Kolodny - New York City

Shoe Robert W. Schiff - Columbus, Ohio
Phil W. Lown - Auburn, Maine

Jewelry Allen B. Gellman - Elgin, Illinois
Harry D. Henshel - New York City
Howard D. Schaeffer - Kenilworth, Ill.

Automotive Milton C. Sapinsley - Pawtucket, R. I.
(Jobbers)
Ben Kravitz - Cleveland, Ohio
(Chain Stores)
Fred Keuthan - Indianapolis, Indiana

Men's Clothing Samuel H. Daroff - Philadelphia, Pa.

Women's Wear Sol Luckman - Cincinnati, Ohio

Drug Harry Sytk - Philadelphia, Pa.

Rainwear Fred Monosson - Boston, Mass.

Electrical Stanford C. Goldman - Toledo, Ohio

Real Estate Jack D. Weiler - New York City
Ben Swig - San Francisco

Rubber Albert M. Kahn - New York City

In addition, plans are going forward for the organization of the Liquor, Department Store, Furniture, Textile, Food, Radio and Television, and News Distributors Divisions.

Automotive Division Honors Jesselson

The National Automotive Division of UJA last week tendered a Testimonial Dinner in New York to Ray Jesselson, 1950 Co-Chairman of the Division's Christian Committee. It was attended by an enthusiastic group of three hundred fifty Jewish and Christian leaders of the industry, from all parts of the country, who were in New York for the National Auto Accessories Exposition. The principal speaker was Edward M. M. Warburg, General Chairman, who emphasized the need for accelerating the 1951 campaign.

Charles Weissman, of Wilkes-Barre, who has been spear-heading the division since its inception in 1949, and who headed it in 1950, presented an illuminated scroll of appreciation on behalf of the United Jewish Appeal to Mr. Jesselson for his leadership, and a gavel to Ben Kravitz of Cleveland, the Chairman of the division for 1951. Arthur Taubman, of Roanoke, who presided, reported that the members of the Automotive Division contributed more than \$6,300,000 to the United Jewish Appeal during 1949 and 1950. On behalf of the members of his industry, he pledged an expanded 1951 drive for the United Jewish Appeal in keeping with the greater and more urgent needs.

NEWARK, NEW JERSEY GIFTS SHOW 25% INCREASE

Two early meetings in Newark, one an Advance Gifts dinner meeting for trades and professions, and the other, a Maximum Gifts luncheon of the Women's Division, produced \$451,000 in 1951 pledges as compared with \$362,000 for the same contributors last year, an increase of approximately 25%.

Co-Chairmen of the Advance Gifts dinner were Samuel I. Kessler, Alan V. Lowenstein and George Sagan. Mrs. I. Bernard Harkavy is Chairman of the Women's Division and Mrs. Israel B. Greene is Overall Chairman of Initial Gifts for the Women's Division. Herman M. Pekarsky is Executive Director.

TUCSON, ARIZONA SHOWS 20% INCREASE

At an Advance Gifts meeting in Tucson, Arizona, those present pledged \$38,555 compared with \$31,985 for the same group last year, an increase of 20%. Joseph Brindis is Chairman of the Tucson campaign and also President of the Welfare Fund. Mrs. Leo Berner is Chairman of the Women's Division and Benjamin N. Brook is Executive Director.

CHAIRMEN OF REGIONS ANNOUNCED

The National Regional Division of the United Jewish Appeal, which is headed by Moritz M. Gottlieb, Chairman, this week announced that the following community leaders had accepted Regional Chairmanship for the states and regions indicated:

James L. Permutt, for the State of Alabama; G. Harry Rothberg, for the State of California; Dan Ruskin, for the State of Florida; Barney Medintz, for the State of Georgia; Albert K. Livingston, for the State of Illinois; Dr. Herbert Shulman, Ben Handler and Frank Margolin, Co-Chairmen for the State of Iowa; I. J. Mnookin, for the

States of Kansas and Missouri; Sam Lerman, for the State of Kentucky; Phil W. Lown, for the State of Maine; Lee L. Dopkin, for the State of Maryland; Norman Winestine, for the State of Montana; Abe H. Brodkey, for the State of Nebraska; Judge Abraham Lieberman, and Louis A. Lewis, Co-Chairmen for the State of New Jersey; Sol M. Reiter, for the State of New York; Mortimer A. Wilk, for the State of North Dakota; Joseph H. Hoodin, for the State of Ohio; Morris Senderowitz, Jr., for Eastern Pennsylvania; Samuel Z. Troy, for the State of Virginia; Irving Anches and Sam W. Tarshis, Co-Chairmen for the State of Washington; Rabbi David Shapiro, for the State of Wisconsin; Judge Samuel A. Weiss, for Tri-State-Western Pennsylvania; Hon. Sylvan Rosen, for the State of South Carolina; Nolan Glazer, for the State of Texas; Morris Speizman, Emanuel J. Evans and J. Herman Leder, Co-Chairmen for the State of North Carolina.

↓ **CASH MEANS LIFE** ↓

**ISRAEL IMMIGRATION AUTHORITIES PLEAD FOR HELP
FOR 45,000 JEWS IN IRAQ**

In an urgent cable to the United Jewish Appeal, Itzhak Raphael, Jewish Agency Immigration Chief, last week appealed for financial aid to mobilize a fleet of airplanes and other resources for a monthly movement of 13,500 Jews out of Iraq, so that 45,000 Jews in that country might be rescued before May 30th.

Following is the text of the cable:

AFTER A DISCUSSION DEALING WITH THE QUESTION OF IMMIGRATION FROM IRAQ WHICH THE FOREIGN MINISTER TOOK PART, THE COORDINATION COMMITTEE DECIDED TO BRING IN BY THE FIRST OF JUNE 54,000 IN ADDITION TO 36,000 WHO HAVE ARRIVED SINCE MAY TILL TODAY STOP THE REGISTRATION FOR NEW IMMIGRANTS WILL TERMINATE IN BAGDAD IN MIDDLE OF MARCH; IT IS FEARED THAT THE PERIOD OF FREE IMMIGRATION WILL NOT BE EXTENDED BY BAGDAD GOVERNMENT FURTHER THAN MAY STOP THIS MEANS GOAL ON THE MONTHLY IMMIGRATION WILL BE NEARLY 22,000 STOP IN SPITE OF CUTS ON IMMIGRATION FROM OTHER COUNTRIES WE CANNOT CUT IMMIGRATION FROM EASTERN EUROPE SO THAT AN AVERAGE OF 5000 WILL COME IN FROM THESE SOURCES DURING THESE MONTHS STOP IMMIGRATION DEPARTMENT HAS TO MOBILIZE NECESSARY PLANES AND WE HAVE ALREADY BEGUN THIS WORK STOP FUNDS URGENTLY REQUIRED.

↑ **SPEED MEANS LIFE** ↑

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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

Vol. VI No. 3, February 20, 1951

165 West 46th St., New York City

NOT FOR PUBLICATION

\$10,150,000 IN PLEDGES AT NATIONAL INAUGURAL CONFERENCE IN MIAMI

Increased Giving Sets Pace For Greater-Than-Ever 1951 Campaign

At one of the greatest and most productive meetings ever held by the United Jewish Appeal since its inception in 1939, more than 500 dedicated and enthusiastic leaders and contributors, gathered at the Saxony Hotel in Miami Beach last Sunday, established a pattern of giving reminiscent of the peak year 1948. Pledges totalling \$10,150,000 — the greatest amount ever announced at a single United Jewish Appeal meeting — included increases in the higher and middle brackets ranging from 15% to 100% as well as a number of major so-called hold-the-line gifts in the very top brackets.

Moved at times to heights of exaltation by major addresses by Israel Ambassador Abba Eban, Edward M. M. Warburg and Dr. Joseph J. Schwartz, the conference served notice to the world that American Jews would continue to share with the Jews of Israel the responsibility of saving hundreds of thousands of men, women and children and helping them to start life over again in Israel.

Gifts announced came from all parts of the country. Many communities sent in word of pledges from local contributors who were unable to attend the conference. Even as the meeting proceeded additional announcements were received by telegram and telephone. When the conference was finally concluded, it was the conviction of all who attended that it marked the opening gun of a campaign that was geared to meet the greater and more urgent needs of 1951.

Warburg, Mazer and Levitt Gifts Total More Than Million

The major gifts announced at the conference were those of Mrs. Felix M. Warburg, \$650,000, reported earlier, the Mazer Family of New York, \$300,000 and Levitt and Sons of New York, a minimum of \$250,000. Other outstanding gifts were: Robert and Saul Schiff and Associates of New York and Columbus, Ohio, a minimum of \$150,000; Joseph Cherner and A. S. Kay, Washington, \$150,000; Mrs. Louis Altschul, New York, \$150,000; Blaustein family group, comprising Mr. & Mrs. Jacob B. Blaustein, Mrs. Louis Blaustein, Dr. & Mrs. Alvin Thalheimer, Mr. & Mrs. Henry A. Rosenberg, Baltimore, \$150,000;

Reinfeld-Holtz group, Newark, \$110,000; Jack D. Weiler, New York and Benjamin H. Swig, San Francisco, a minimum of \$100,000; Y. D. Markson, Los Angeles and Boston, \$100,000; Morris Senderowitz, Jr., Allentown, \$100,000; Si Fabian, New York, \$100,000; Joseph Levy, New York, \$100,000; Louis Myers, Kansas City, \$85,000; Israel and Louis Davidson, Detroit, \$75,000; H. Daroff and Sons, Philadelphia, \$75,000; Samuel Zemurray, New Orleans, \$70,000; M. Fine & Sons, New York, \$65,000; Albert M. Greenfield, Philadelphia, \$64,000; Fred and J. Benjamin Katzner, Baltimore, \$60,000; Rudolf G. Sonneborn, New York, \$60,000; Philip Meyers family, Cincinnati, \$60,000; Joseph Meyerhoff, Baltimore, \$60,000; Samuel and Louis Hamburger, Detroit, \$56,000; Abe Kasle, Detroit, \$60,000; Robert J. Gurney, Gastonia, N. C., \$55,000; Maurice Sanditen, Tulsa, a minimum of \$52,000; Rose & Moskowitz, Baltimore, \$51,000; Samuel N. Friedland, Miami Beach, \$50,000; Samuel Goldfarb and Son, New York, \$50,000; Samuel Katz, North Hudson County, N. J., and Miami, \$50,000; Carl and Philip Leff, New York, a minimum of \$50,000; Winer family, Baltimore, \$50,000; Joseph Holtzman, Detroit, \$46,000. Henry Wineman, Detroit, announced that the family gift would not be less than that of last year. In 1950, the Wineman family contributed \$88,000.

AMERICAN JEWISH
ARCHIVES
Increases Range Up To 100% and More

The conference was notable for the large proportion of increases as compared with the amounts given in 1950. The following pledges, which include some of those mentioned above, represent only a sampling of the increases announced. Space does not permit publication of a complete listing:

Mazer Family, New York, \$250,000 to \$300,000; Jack D. Weiler, New York and Benjamin H. Swig, San Francisco, \$90,000 to \$100,000 minimum; Mrs. Louis Altschul, New York, \$125,000 to \$150,000; Morris Senderowitz, Jr., Allentown, \$85,000 to \$100,000; Joseph H. Schwartz, New York, \$65,000 to \$70,000; Abe Kasle, Detroit, \$50,000 to \$60,000; M. Fine & Sons, New York, \$50,000 to \$65,000; Winer family, Baltimore, \$30,000 to \$50,000; Ben Kravitz, Cleveland, \$20,000 to \$25,000; Samuel J. Goldfarb, New York, \$47,000 to \$50,000; Sam Briskin, Chicago, \$50,000 to \$75,000; Albert M. Kahn, New York, \$25,000 to \$50,000; William Rosenthal, New York, \$27,500 to \$30,000; Robert Amper, McKeesport, Pa., \$40,000 to \$50,000; Samuel Greenblatt, New York, \$12,000 to \$15,000; Sam Wilkofsky, Cleveland, \$11,000 to \$13,000; Jacob Neinken, New York, \$10,000 to \$12,000; William Salzman, New York, \$7,500 to \$10,000; Harry C. Oppenheimer, New York, \$17,000 to \$25,000; Robert and Saul Schiff and Associates of New York and Columbus, Ohio, \$130,000 to \$150,000; Herman P. Taubman, Dallas, \$10,000 to \$20,000 minimum; Samuel Zemurray, New Orleans, \$60,000 to \$70,000; I. S. Joseph, Minneapolis, \$15,000 to \$25,000; Joseph Meyerhoff, Baltimore, \$50,000 to \$60,000; Max and Nolan Glazer, Dallas, \$20,700 to \$25,000; Ben Feferman, South Bend, Indiana, \$21,000 to \$23,000; I. Alexander Weingarten, Houston, \$30,000 to \$35,000; Solomon Spector, Syracuse, \$10,000 to \$15,000; David Kirstein, Peabody, Massachusetts, \$12,000 to \$20,000; Eugene, Philip and Albert Goodman, Cleveland, \$26,000 to \$32,000; Sol J. Rosenberg, Milwaukee, \$5,000 to \$7,500; Jack A. Ablin, Miami, \$63,000 to \$75,000; Louis Modell, Detroit, \$7,000 to \$8,000; Jennie Grossinger, Miami, \$5,000 to \$12,000; Harry Goldenberg, Newark, \$8,500 to \$15,000; Sam Edelstein, Philadelphia, \$10,000 to \$12,000; Jacob C. Gutman, Philadelphia, \$10,000 to \$20,000; Hyman and Lester Blaushild, Cleveland, \$20,000 to \$25,000; Harry A. Kangesser, Cleveland, \$30,000 to \$35,000; Henry S. Gottfried, Cleveland, \$7,000 to \$10,000; Henry Winski, Michigan City, Indiana, \$10,000 to \$25,000; David M. Siff, Cleveland, \$5,500 to \$10,000; Scribner & Louis, Inc., Bridgeton, N. J., \$5,250 to \$6,000; Max C. Schrank, Bridgeton, N. J., \$10,500 to \$12,000; Samuel Beckerman, Miami, \$6,000 to \$12,000; Jacob Morrison,

Buffalo, \$10,500 to \$12,000; David Weber, Philadelphia, \$7,000 to \$8,000; Samuel N. Friedland, Miami, \$25,000 to \$50,000; Harry Simonhoff, Miami, \$4,000 to \$5,000; M. J. Ehrlich, Cleveland, \$2,000 to \$3,000; Maurice Schlam, Cleveland, \$5,000 to \$10,000; Albert Levin, Cleveland, \$15,000 to \$25,000; George Sagan, Newark, \$25,000 to \$30,000; Benjamin and Jack Klausner, Cleveland, \$9,000 to \$25,000; Sam Grundfest, Little Rock, Arkansas, \$8,500 to \$15,000; Simon H. Scheuer, New York, \$30,000 to \$35,000; I. S. Brochstein, Houston, \$6,000 to \$7,500; William S. Lasdon, New York, \$7,500 to \$15,000; Barney Balaban, New York, \$41,000 to \$46,000; Hoffman family, Phoenix, Arizona, \$9,000 to \$15,000; Benne Katz, New York, \$5,000 to \$6,000.

BEHIND THE SCENES IN MIAMI

An extraordinary conference such as that which launched the National United Jewish Appeal campaign in Miami, does not, as everyone knows, take place without feverish behind-the-scenes activity for many days in advance. If ever the National Campaign Cabinet of the United Jewish Appeal proved its tremendous value, it was in connection with the Miami meeting. Summoned to duty by Morris Berinstein, Cabinet Chairman, who spent weeks of gruelling activity in Miami before the event, the Cabinet responded splendidly, and the results of the Conference were due largely to their blood, sweat and tears.

There was Joseph Shulman, of Paterson, who gave up the pleasure of observing his 30th wedding anniversary at home to come down to Miami and work like a beaver. There was Joseph Cherner, of Washington, who made an invaluable contribution, over the urgent protest of his doctor. There was Joseph Mazer, of New York, who came down especially for the meeting, and whose announcement of a \$300,000 family gift gave an enormous fillip to the meeting. There was Jack Weiler, of New York, who left a sickbed to act as the initial card-caller at the Conference. There was Samuel Daroff, of Philadelphia, who came to the meeting to work with the Philadelphia group and others, despite the fact that his wife was ill. There was Joseph Holtzman, of Detroit, who gave invaluable assistance in the lining-up of big gifts. There was his colleague, Lou Berry, of Detroit, who was of enormous help in shaping up the Detroit delegation and Lou Myers of Kansas City, who shared the difficult job of card reading at the conference. There was Joseph Meyerhoff, of Baltimore, who left Miami to go back to Baltimore to make certain that his city's gifts would be in on time. There was Judge Maurice Bernon, of Cleveland, who got down early (February 1st) and worked day and night to help make the meeting a success. There was Moritz Gottlieb, of Allentown, who worked until the last minute before the meeting and then flew on to Houston to take charge of the very successful conference there, which is described on another page. There were Sol Luckman, of Cincinnati, Dewey Stone of Brockton, and Hy Lefcowitz of Buffalo, who were unable to get down to Miami but who worked hard at home to make sure that there would be announcements from their own communities and areas. There were the hard-working Peoria Cabinet members, Sam Rothberg and Julian Venezky, who made their usual important contributions to success. There was Alex. Lowenthal, of Pittsburgh, who didn't spare himself for a minute.

There were, of course, others in addition to the members of the Cabinet whose help did much to bring about the final result. Leonard Ratner of Cleveland, was immeasurably helpful as was Abe Kastle of Detroit. I. S. Joseph, of Minneapolis, pitched in and did yeoman work. Henry C. Bernstein, Director of the United Jewish Appeal of Greater New York, Isidore Sobeloff, Executive Director of the Jewish Welfare Federation of Detroit, and Henry L. Zucker, Executive Director of the Jewish Welfare

Federation of Cleveland, were there and spared no effort to make sure that their own cities came through in fine shape.

As far as Morris Berinstein is concerned, everyone agreed that he did a superb job. He was responsible for bringing in many big gifts, and for a magnificent performance by way of organization and card-calling, despite the fact that he was seriously perturbed by an accident to his wife, who broke her ankle the night before the meeting.

In addition to the main event, there were a number of smaller meetings which were held in the days before the Conference for purposes of preparation and priming. Chief among these was a meeting at Boca Raton at which Si Fabian was host, and one at the Whitehall Hotel in Palm Beach. At these meetings, a substantial number of announcements and increases were assured for the Miami Beach Conference.

BEN GURION HAILS UJA - URGES AMERICAN JEWS NOT TO FAIL ISRAEL

Following is the text of a cable from Prime Minister of Israel, David Ben Gurion, to Dr. Joseph J. Schwartz on the occasion of the National Inaugural Conference in Miami:

AM GRATIFIED TO LEARN YOU ARE ABOUT TO LAUNCH UJA CAMPAIGN STOP WOULD ASSURE YOU AND ASSOCIATES THAT IT IS WELL TIMED AND THAT MUCH DEPENDS ON ITS FRUITFUL RESULTS STOP AT NO TIME HAVE THE DEMANDS ON OUR RESOURCES BEEN MORE UNRELENTING, THE NEED FOR SWIFT ACTION MORE PARAMOUNT OR OPPORTUNITIES FOR SOUND INTEGRATION OF BOTH THE EXISTING POPULATION AND THE TENS OF THOUSANDS KNOCKING AT ISRAEL'S DOOR MORE SOLID STOP AMERICAN JEWS SHARE IN THE PAST JUSTIFIES THE HOPE THAT THEY WILL NOT FAIL ISRAEL IN THIS CRUCIAL HOUR STOP I WISH UJA AND YOU EVERY SUCCESS

DAVID BEN GURION

EBAN EXPRESSES ISRAEL'S GRATITUDE TO UJA

In a historic address to those who attended the National Inaugural Conference in Miami, Abba Eban, Ambassador from Israel to the United States, declared: "It is not an exaggeration to describe this meeting as a historical milestone in the relationship of American Jewry and the State of Israel, for it foreshadows the continued vitality, vigor and resilience of the United Jewish Appeal.

"This meeting represents far more than the financial results which will later be announced. It symbolizes the ardent and active solidarity of American Jewish leadership which has been manifested towards Israel at every state of its rise to independence. It is appropriate that the representative of Israel should now come before you to report on the state of our republic at the present critical juncture of world affairs, but I cannot embark upon that review without expressing the great gratitude of my Government at the success of the United Jewish Appeal in finding this year such vigorous and resolute leadership as is expressed in the Chairmanship of Eddie Warburg and the executive direction of Joe Schwartz.

"I would ask you to reflect for a moment upon the capacity of the Jewish people in the United States to confer upon tens of thousands of fellow Jews, desperately seeking refuge in Israel, the priceless boon of liberty. By unique circumstances of history this capacity to confer a life of freedom upon other Jews reposes in the Jews

of America and in them alone. Israel diplomacy has been able to keep open a situation in which the Jews of America, if they will, can confer freedom and liberty and dignity upon tens of thousands of their fellowmen; a unique capacity shared by no one else".

Mr. Eban went on to describe the accomplishments in Israel and the needs which still have to be met. He outlined the discussions which led to the adoption of the four-point program at the National Planning Conference last December. "We envisage this as a total and integral program", he said, "and no one serves our purposes who attempts to argue in subordination of any part of that program to any other. Every one of them plays an individual part which would be left completely and vacuously empty if it were to fail".

WARBURG CALLS FOR ACTION

In his address to the Conference Edward M. M. Warburg, General Chairman of the United Jewish Appeal, said: "All of us know that we are living today under the tensions of an international crisis, and all of us know also, if we have any insight whatsoever, that it is of the essence to United States foreign policy that that little area in the Near East, situated as it is on the crossroads of three democracies, be not only what it is today, a beachhead of democracy, but become a stronghold of democracy. When we live in times such as these, it is obvious that no matter who we may be, we cannot stand by, we cannot be observers, we must be people of action.

"When we came into this room we were a strange mixture of different walks of life, of individuals who as such might not have very great importance. We know ourselves pretty well and we do not think of ourselves in historic proportions. But as we sit here as a group we are of the utmost importance. We gain strength from each other. What we do here is not done because we want to show off. We do it as a statement of what we believe in as Americans and as Jews.

"In these perilous times we have two choices -- to sit back and become driftwood tossed about by any current that happens to flow our way, or by uniting ourselves, to become a force of meaning and have something to say -- to become, in effect, designers of destiny".

SCHWARTZ SAYS DOLLARS REPRESENT HUMAN LIVES

After reviewing the accomplishments of Israel with the help of the United Jewish Appeal, Dr. Joseph J. Schwartz told the Conference that as a result of a new emergency involving 130,000 Jews of Iraq, Israel would have to take in even more than the 200,000 estimated at the beginning of the year. "Thousands of Jews are literally sleeping in the streets of Bagdad, waiting for the opportunity to get out", he declared. "That opportunity exists for them only up to May 31st. After that, the gates are closed and there is no avenue of escape left to them. As a result of this crisis, the government of Israel is determined that in the next 100 days, 100,000 people will have to be brought in to Israel --- 54,000 from Iraq, and some 40,000 or more from Eastern Europe and other areas of oppression. That means more money for transportation. That means more money for the reception of the new immigrants, and for their absorption into the economy and the life of Israel.

"This is a real crisis, which confronts not only the Jews of Israel, but the Jews

of the entire free world, and particularly the Jews of the United States, because in order to save these 100,000 people, it is necessary to have dollars. It is necessary to have foreign exchange. It is necessary to import the food which Israel must have to feed them, and to feed the immigrants which have already come in to the country.

"No sacrifice up to now has been too great for the people of Israel, and they are ready to tighten their belts even further to make possible the saving of additional human lives. But we must have the help and cooperation of the American Jewish community throughout the 48 states. In every city, cash must pour in, dollars must pour in, because those dollars represent human lives and they represent a great constructive effort on the part of this great American Jewish community."

SOUTHWEST REGIONAL CONFERENCE STARRING JACK BENNY PRODUCES OVER \$1,000,000 IN CASH

On the day that the National Inaugural Conference in Miami was establishing new standards of giving, the National Regional Division of the United Jewish Appeal conducted its annual Southwest Regional Conference in Houston. A thousand delegates, representing 31 communities from four states, gathered under the Co-Chairmanship of Nolan Glazer of Dallas, Joe Weingarten of Houston, and Morris Rauch of Houston, made this the largest Jewish assemblage ever brought together in the area. Inspiring addresses by Jack Benny, guest of honor, Rabbi Charles Shulman of New York, and Moritz M. Gottlieb, National Chairman of Regions, aroused the delegates to pledges of increased giving and campaign acceleration, and brought in checks and promises of checks totalling \$1,067,570. It was agreed by the delegates that the Conference had so stimulated the area that extraordinary campaigns in all the communities represented were assured.

COMMUNITY CAMPAIGNS CONTINUE TO SHOW INCREASES

A number of communities which are advancing the dates of their campaigns in order to complete them at the earliest possible dates have already conducted some of their Initial or Advance Gifts efforts. Following are returns received from a few of these communities:

Dallas, Texas - At a meeting in Dallas in behalf of the United Jewish Appeal attended by Dr. Joseph J. Schwartz, a few of the leading contributors pledged a minimum of \$121,000 compared with \$96,700 from the same group last year, an increase of approximately 25%. Dallas, which raised \$705,000 in 1950, has set a goal of \$1,000,000. Herman P. Taubman is Chairman of the Dallas campaign and Julius Schepps is serving as Co-Chairman. Irving L. Goldberg is President of the Dallas Jewish Welfare Federation. Chairman of the Women's Division is Mrs. Lawrence S. Kann. Jacob H. Kravitz is Executive Director of the campaign.

Pittsburgh, Pennsylvania - Advance gifts already received in Pittsburgh total \$268,200 compared with \$250,000 from the same contributors in 1950, an increase of 7%. Women's Division gifts thus far total \$44,715 against \$37,748 in 1950, an increase of 18%. Pittsburgh's goal is \$2,400,000 as compared with a total of \$1,962,479 raised last year. Emanuel Spector is Acting Chairman of the campaign with Sidney Stark as Co-Chairman. Leon Falk, Jr. is President of the United Jewish Fund in Pittsburgh. Chairman of Advance Gifts is Harry M. Epstine, while Mrs. Milton K. Susman is serving

as Chairman of the Women's Division with Mrs. Harry Epstine as Chairman of Advance Gifts of the Division. Dr. Maurice Taylor is Executive Director.

Orlando, Florida - Orlando's first Big Gifts meeting produced \$22,450 against \$15,800 from the same group last year, an increase of 42%. Orlando seeks to raise \$60,000 compared with \$52,466 raised last year. Irving Gibbs, who is President of the Welfare Fund, is also serving this year as Chairman. Frank Stein and Ralph Meiten are serving as Big Gifts Co-Chairmen. Jerome Bornstein is Treasurer and Mrs. S. Eckelman is Chairman of the Women's Division. Aaron D. Aronson is Secretary.

Houston, Texas - The first big gifts reported in Houston total \$138,075 compared with \$125,917 in 1950, an increase of 10%. Houston has set a goal of \$675,000. Last year Houston raised \$557,536. Leopold Meyer is Chairman of the Houston campaign and A. I. Lack is serving with him as Co-Chairman. Irvin M. Shlenker is President of the Jewish Community Council of Metropolitan Houston. Big Gifts Chairmanship is shared by Irving Alexander and I. S. Brochstein. Mrs. M. M. Lewis is Chairman of the Women's Division. Albert Goldstein is Executive Director.

New Orleans, Louisiana - The first Big Gifts meeting in New Orleans, which was attended by Dr. Schwartz, resulted in contributions totalling \$119,675 against \$104,000 for the same contributors last year, an increase of more than 15%. Chairman of the New Orleans campaign is Malcolm Woldenberg, and Meyer Barton is serving as Big Gifts Chairman. President of the Jewish Welfare Fund of New Orleans is Frank Friedler. Dr. David Fichman is Executive Secretary.

Phoenix, Arizona - Early big gifts in Phoenix total \$54,750. This compares with \$43,200 from the same group in 1950 and represents an increase of 27%. The Women's Division of Phoenix at a luncheon raised \$7,500 compared with \$5,500 from the same group last year, a 36% increase. Phoenix, which raised \$95,700 last year, has set a goal of \$175,000 for 1951. Newton R. Rosenzweig is Chairman of the campaign and Nat G. Silverman is President of the Jewish Community Council. Mrs. Joseph Ehrlich is serving as Chairman of the Women's Division and Hirsh Kaplan is Executive Director.

Pensacola, Florida - At the campaign opening meeting in Pensacola \$23,500 was raised against \$21,300 from the same people in 1950, an increase of approximately 10%. William D. Pollack and Sam Rosenblum are serving as Co-Chairmen of the Pensacola campaign. Dr. Nathan S. Rubin is President of the Pensacola Federated Jewish Charities.

CAMPAIGN BRIEFS

Morris M. Sachar has accepted the Chairmanship of the 1951 Campaign in St. Louis. Trades and Industry Chairman will be Harry A. Collinger. I. E. Goldstein is President of the Welfare Fund and Herman L. Kaplow is Executive Director ... Paterson, New Jersey has forwarded a check for \$165,000 to the United Jewish Appeal. \$135,000 of this represents an advance against the 1951 Campaign ... Adolph M. Lubin, who was Co-Chairman of the Springfield, Illinois Campaign in 1948, 1949 and 1950, has agreed to serve as Chairman in 1951. Louis Schwartz and William Gingold will serve with him as Co-Chairmen. Dr. Leonard M. Schuman is President of the Welfare Fund. Mrs. Harry Stern is Chairman of the Women's Division, and Miss Dorothy Wolfson is Executive Director.

UNITED JEWISH APPEAL NATIONAL TREASURERS REPORT ON 1950 ALLOCATIONS TO AGENCIES

I. Edwin Goldwasser and Jacob Sincoff, National Co-Treasurers of the United Jewish Appeal, this week announced the following distribution to the constituent agencies of the United Jewish Appeal out of UJA funds received in 1950 on account of all campaigns. The total distribution was \$86,355,662.38.

United Palestine Appeal	\$44,289,080.49
Joint Distribution Committee	30,188,275.89
USNA-NYANA	11,878,306.00

PRE-CAMPAIGN BUDGETING DATES SET BY COMMUNITIES

Acceleration of campaigns continues to be the order of the day. Communities which last year at this time were just beginning to plan for pre-campaign budgeting are already into the Initial Gifts stages of their campaigns while others, which started much later, have now scheduled pre-campaign budgeting meetings. Among the latter are: Pittsburgh, February 26th; Canton, February 27th; Cincinnati, February 27th; St. Louis, February 28th; Atlantic City, March 4th; Duluth, March 5th; Minneapolis, March 6th; Omaha, March 7th; Denver, March 8th.

EDWARD R. MURROW TO BE NARRATOR ON UJA NETWORK DRAMA

Edward R. Murrow, radio's top-flight reporter, commentator and editor, will be featured as the narrator of "Pioneer-'51", an original half-hour drama to be presented by the United Jewish Appeal over the Columbia Broadcasting System network on Thursday, March 1st, from 10:00 to 10:30 P. M. (Eastern Standard Time.)

The program is the first of four half-hour dramatic shows featuring star entertainers which will be broadcast over America's four major networks during March and April in connection with the 1951 United Jewish Appeal campaign.

HAVE YOU MADE YOUR PLEDGE?

IF YOU HAVE, YOU HAVE GIVEN HOPE.

HAVE YOU PAID YOUR PLEDGE?

IF YOU HAVE, YOU HAVE GIVEN LIFE.

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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

Vol. VI No. 4, March 7, 1951

165 West 46th St., New York City

NOT FOR PUBLICATION

NEW YORK UJA CAMPAIGN OPENS WITH \$7,150,000 - 34.7% INCREASE

The forecasts of success which were made at the great National Inaugural Conference of the United Jewish Appeal in Miami last month are coming true in communities throughout the country, from Murphy, North Carolina, with a Jewish population of 11 souls, which has increased its pledges over last year by 100%, to New York City, with the largest Jewish population in the world. Reports that come in each day constitute one success story after another as far as Initial and Big Gifts are concerned.

As a result of a record-breaking opening dinner meeting attended by 500 leaders on March 5th, the New York United Jewish Appeal is on its way to the most successful campaign in its history. The gifts announced at this dinner brought the total sum pledged to the campaign since February 1st up to \$7,150,000. This is an increase of at least 34.7% over gifts from the same people a year ago since many of the givers involved indicated their intention to increase later in the year. The \$7,150,000 total is a record for the initial phase of a New York UJA drive.

Principal speaker at the dinner was United States Senator Herbert H. Lehman. Edward M. M. Warburg, formerly a chairman of the New York campaign and now General Chairman of the national campaign, was the guest of honor. Senator Lehman stressed that "success of the United Jewish Appeal in 1951 is terribly urgent and important. Now, this year, time has become our enemy in the struggle to save human lives. In the face of the tensions which grip the world, in the face of arbitrary emigration deadlines, in the face of economic crisis in Israel, we must act quickly."

WARBURG INSPIRES EXTRAORDINARY GIVING IN BALTIMORE

Baltimore this week conducted the greatest Big Gifts fund raising meeting ever held in the community. Inspired by what was generally acknowledged to be a remarkable address by Edward M.M. Warburg, who received a standing, cheering ovation, 180 members of the Baltimore Jewish Community pledged \$1,186,874. The same group pledged \$976,541 in 1950, thus increasing this year by 22%. J. Benjamin Katzner, President of the Associated Jewish Charities and Joseph Meyerhoff, General Chairman of the 1951 Combined Campaign and President of the Jewish Welfare Fund of Baltimore, shared speaking honors with Mr. Warburg.

Among the gifts announced was a special contribution of \$125,000 announced by Sidney Lansburgh for the trustees of the Jacob Epstein Foundation, Inc.; \$150,000 from the Blaustein family; \$60,000 from the Katzner family (Fred and J. Benjamin); \$60,000 from Joseph and Jacob Meyerhoff and sons who contributed \$50,000 in 1950; \$50,000 from the Hutzler family; \$50,000 from the Winer family which last year contributed \$30,000. Other outstanding contributions follow:

	<u>1950</u>	<u>1951</u>
Louis Marcus Foundation, Inc.	40,000	45,000
Herman and Benjamin Cohen	23,000	25,000
Isaac Hamburger & Sons	17,300	20,760
Steinbach family	20,000	20,000
Morton M. and Philip Macht	15,000	20,000
Read's Foundation	17,075	17,200
Mahr family	15,000	15,000
Richard B. Ayares and Associates	12,500	15,000
Polan-Katz Company	12,400	13,450
Schwaber family	10,000	12,500
D. & H. Distributing Co.	10,000	12,000
Maryland Baking Co., and Associates	12,000	12,000
Morris and Sidney Snyder	10,000	10,000
Cohen & Silverstein	6,500	10,000
Paul and Bertram Gordon	8,000	8,500
Specialty Candy Co. & Morris Spector	6,500	7,500
Corman & Wasserman Company	6,000	7,000
Fox family (Louis J. and Robert L. Fox)	6,500	6,500
Burke, Landsberg & Gerber	6,200	6,200
Recipe Food Co.	4,500	6,000
Rombro Bros.	4,500	5,000
Samuel Brown Foundation	4,000	5,000

Standard Set For Entire Baltimore Campaign

The Baltimore Big Gifts meeting set the tone for the entire campaign and gave the leaders full confidence that the goal of \$3,904,000 will be exceeded. At a meeting of the Builders Division which followed close upon the heels of the Big Gifts meeting, 61 contributors pledged \$179,396 as compared with \$153,745 from the same group last year, an increase of 17%. Morton Macht and Jacob Meyerhoff are serving as Co-Chairmen of the Builders Division. The meeting was addressed by Rabbi Israel M. Goldman of Baltimore, who recently returned from a visit to Europe and Israel.

HOUSTON OPENS CAMPAIGN WITH 14% INCREASE

The campaign opening meeting in Houston, Texas produced pledges totaling \$356,262 from contributors who last year gave \$313,115, an increase of approximately 14%. Gifts announced were led by that of Joe Weingarten and Irving Alexander who increased from \$30,000 to \$32,000. Morris Rauch and General Louis Pulaski, driving forces of the campaign, went from \$15,450 to \$15,500 and \$15,475 to \$15,500 respectively. Ben Taub pledged \$10,000. The Finger family increased from \$8,500 to \$10,000 and the Gordon family from \$11,250 to \$12,000. Mose M. Feld, who gave \$10,000 last year, pledged

Lexington, Missouri - \$1,850 was pledged at the opening meeting in Lexington from a group which contributed \$1,600 in 1950, an increase of 16%. Herbert Berman is Chairman of the campaign.

Bishopville, South Carolina - A group which pledged \$1,365 in 1950 announced \$1,775 at the campaign opening meeting this year, an increase of 30%. Howard Ginsberg is Chairman.

Murphy, North Carolina - The increase at the campaign opening meeting in Murphy was 100%. A group which contributed \$1,250 pledged \$2,500 in 1951. S. P. Horowitz is Chairman.

Laurens, South Carolina - \$1,150 was pledged at the campaign opening meeting in Laurens against \$1,075 from the same group last year, an increase of 7%. Melvin G. Feins is Chairman.

Leesburg, Virginia - Leesburg has already raised \$685 against a total of \$560 raised in 1950. Milton Myers is Chairman and Mrs. Milton Myers is Treasurer.

St. Matthews, South Carolina - St. Matthews raised a total of \$302 in 1950. The community has already raised \$725 in 1951. Murray I. Linett is Chairman.

ZIONIST ORGANIZATIONS PROCLAIM PRIMACY OF UJA

Following is the text of a proclamation endorsing the primacy of the United Jewish Appeal issued by the leading Zionist organizations of the country including B'nai Zion, Hadassah Women's Zionist Organization of America, Hapoel Hamizrachi of America, Jewish National Fund (Keren Kayemeth), Jewish National Workers Alliance of America, Labor Zionist Organization of America, Mizrachi Organization of America, Mizrachi Women's Organization of America, National Committee for Labor Israel, Palestine Foundation Fund (Keren Hayesod), Pioneer Women's Organization of America, United Labor Zionist Party, United Palestine Appeal, United Zionist Revisionists of America and Zionist Organization of America.

"We endorse the primacy of the United Jewish Appeal as the main channel for American philanthropic support of Israel in 1951 and as the keystone of Israel's 3-year economic plan. As Zionists, we must assume the role of pacemakers in support of the United Jewish Appeal, setting an example for others in the generosity of our giving and in the zeal of our labors.

"We pledge this in recognition of the unique and irreplaceable role which the United Jewish Appeal must play in behalf of Israel and world Jewry.

"1951 is again a year of decision for Israel - but with a difference.

"The spectre of economic crisis shadows the land. Its nearness is measurable in the deteriorating standard of living of its people - a sacrificial deterioration voluntarily assumed so that the lifeline to Israel from Diaspora Jewry may remain intact. The Jews of Israel have already given up many essentials of life that immigration may go on unimpaired.

"We have said that 1951 is a year of crisis - but with a difference.

"The difference is that this time, even as life in Israel becomes more difficult from day to day, great constructive forces are shaping up which augur brilliantly for the future.

"The 600,000 Jews who have come into Israel since May, 1948, have not been idle. Under their hands vast areas of the land, hitherto barren, are moving slowly into productivity - agricultural and industrial. The hill cleared of rock in 1949 becomes a garden in 1950, a modest farm in 1951, a rich and productive region capable of feeding thousands in 1953 or 1954. A hundred small business enterprises established in 1950, hampered by old equipment and lack of raw material, can become a great industry in 1953 or 1954, a source of livelihood for whole communities and a source of dollars for the nation.

"But what of the Jews still to come to Israel - her citizens of tomorrow? What of the 200,000 Jews of Europe and North Africa and other corners of the world whose faces are set towards Israel in this year of 1951? Who will take care of them? Who will bring them into Israel? Who will give them the food, the clothing, the roof, the ground beneath their feet which they must have before they, too, can begin to produce for themselves and for Israel?

"That is the unique, the irreplaceable responsibility of the United Jewish Appeal. Only the gift dollar can yield the gift of life to these 200,000 Jews. Only the dollar which has no strings, the dollar which is given with no prospect for return, can do this job.

"As Zionists we rejoice in the opportunity which the United Jewish Appeal gives to us to enable Israel to hold on until the great productive potential of the nation begins to be realized. And as an earnest of our intent to support the UJA with unprecedented generosity, we herewith pledge that all Zionist groups in the New York area will join immediately in a representative council which will place its services at the disposal of the United Jewish Appeal of Greater New York to assure the overwhelming success of the 1951 campaign. We further pledge that all other activities of our respective groups will be planned in close consultation with the United Jewish Appeal of Greater New York so as to provide the best possible conditions for the success of the UJA campaign."

WOMEN'S DIVISION CAMPAIGNS SURGE FORWARD

Women's Division campaigns are forging ahead to levels far beyond 1950. The Miami, Florida Women's Division, headed by Mrs. Louis Glasser, who is also a member of the National Women's Division Board, has passed the \$100,000 mark for the first time in its history and is still going strong. Last year the women raised \$91,894.

A top gifts workers meeting in Baltimore addressed by Mrs. Gisella Warburg Wyzanski produced \$24,000 - a 15% increase over 1950. Mrs. Jacob Blaustein is Chairman of the Women's Division.

Under the Chairmanship of Mrs. Israel M. Ulian, Worcester women pledged \$12,000 against \$10,000 last year at their \$100 luncheon.

A 15% increase to date has been announced by Mrs. Milton K. Susman, Women's Division Chairman in Pittsburgh. In the first three weeks of their campaign, \$92,000

has been raised toward a goal of \$277,500. Mrs. S. Alexander Brailove addressed their \$365 function recently.

EDWIN SAMUEL COMING TO UNITED STATES FOR UNITED JEWISH APPEAL

The officers of the United Jewish Appeal, who had invited the Honorable Edwin Samuel — son of the Right Honorable Viscount Herbert Samuel, first High Commissioner to Palestine — to the United States for a brief campaign speaking tour, were heartened by his cabled acceptance this week. He will arrive in the United States for a limited number of community engagements on April 4th and will remain for a period of two to three weeks before returning to his home in Jerusalem.

Professor Samuel, who was the principal and founder of The Middle East College of Public Administration in Jerusalem, is a noted civil servant, teacher, writer, broadcaster and orator. He has a distinguished war record and originally went to Palestine as an Artillery officer in the first world war. He first became interested in the Jewish State when he served as a liaison officer to the first Zionist Commission that visited Palestine under the Chairmanship of Dr. Chaim Weizmann. He has been active in academic circles in Israel as a lecturer at the Hebrew University and in the development of an adult education program throughout the country.

CAMPAIGN BRIEFS

Westwood, New Jersey has organized an unprecedented campaign in 1951. Barnet Maron is serving as Chairman with Dr. David Sosnow and Conrad Kluger as Co-Chairmen. Harry Vell is Secretary-Treasurer. Westwood has already forwarded \$5,500 to UJA as an advance against the 1951 allotment . . . Report to Members failed to mention in its last issue that Sig Welber of South Bend, Indiana, had pledged a minimum of \$25,000 at the National Inaugural Conference in Miami . . . Louis B. Fine has been named General Chairman of the Norfolk, Virginia United Jewish Fund campaign. Mr. Fine, a prominent attorney, is active in both Jewish and civic affairs in Norfolk.

NEW REGIONAL CHAIRMEN APPOINTED

In addition to the large group of Regional Chairmen who were announced in an earlier issue of Report to Members, the following have accepted service in 1951:

Dewey D. Stone, Brockton, Massachusetts, will serve as Regional Chairman for New England. Henry Feferman, South Bend, Indiana, 1950 Regional Chairman for Indiana and Herman Morton, Centralia, Illinois, 1950 Co-Chairman for Illinois, have again accepted these posts for 1951. Harold Gardenswartz, Albuquerque, New Mexico, has undertaken Chairmanship for the State of New Mexico and Eugene M. Klein, Cleveland, Ohio, has accepted Co-Chairmanship for the State of Ohio.

WARBURG UNDERTAKES GRUELLING CAMPAIGN SCHEDULE

General Chairman Edward M. M. Warburg does not spend much time at the office of the United Jewish Appeal. The reason is he is so busy working for the UJA all over the country that he does not have time to visit the office. Following is a partial

schedule of his March and April dates in communities in behalf of the UJA: March 19, New Haven, Connecticut, Pace Setters; March 20, Louisville, Kentucky, Campaign Opening; March 21, St. Louis, Missouri, Initial Gifts afternoon and Special Gifts evening; March 27, Newark, New Jersey, Campaign opening; April 2, Memphis, Tennessee, Big Gifts; April 3, Milwaukee, Wisconsin, Big Gifts; April 4, Cincinnati, Ohio, Big Gifts; April 5, Akron, Ohio, Big Gifts; April 9, Washington, D. C., Big Gifts; April 10, North Hudson, New Jersey, Initial Gifts; April 17, Minneapolis, Minnesota, Campaign Opening; April 18, Minneapolis, Minnesota, Women's Division Advance Gifts; April 18, St. Paul, Minnesota, Campaign Opening; April 30, Chicago, Illinois, Big Gifts.

This is not, of course, a complete schedule, for a number of additional meetings are planned on the dates not yet taken. For instance, in the period listed above, Mr. Warburg will also be in Denver, Hartford, Nashville, etc.

THE PEOPLE WHO MAKE CAMPAIGNS

Who are the men and women who sacrifice their time and their energy, who neglect their businesses, who become strangers to their families so that they may devote themselves to the campaigns in their communities? Who are the men and women who work with single-minded purpose and generous hearts to serve the causes which mean so much to Jewish life throughout the world? From time to time this Report will publish thumbnail biographies of community leaders whose combined efforts have been responsible for the tremendous accomplishments of the United Jewish Appeal through the years. Following are a few of the hundreds who have made the 1951 honor roll:

MINNEAPOLIS

Dr. Louis R. Weiss is serving this year as President of The Minneapolis Federation For Jewish Service. A specialist for more than 25 years in oral surgery, Dr. Weiss received his A.B. and D.D.S. degrees from the University of Minnesota in 1913. He is Chairman of the social planning committee for the Federation, President of Emanuel Cohen Center, Vice-President of the Minneapolis Jewish Camping Association, and a member of the Board of the Minnesota Zionist District organization and the advisory board of the Boy Scouts. Dr. Weiss holds membership in the Masonic order, the Minneapolis District Dental Society, The Minnesota State Dental Society, the American Dental Association, the American Society of Oral Surgeons, the medical advisory committee of the Council of Social Agencies and the medical advisory committee of Mt. Sinai Hospital. Dr. Weiss has written numerous magazine articles dealing with social problems and contributed scores of articles to the literature on oral surgery.

Max J. Sanders, is Chairman of the campaign in Minneapolis. Mr. Sanders is President of Lake Street Pontiac and Radisson Ramp, Inc., automobile distributors in Minneapolis. He is a graduate of McMaster College at Brandon, Manitoba, Canada, and served in the Canadian army during the first world war. He moved to Minneapolis 30 years ago and is now a member of Beth El Synagogue, Oak Ridge Country Club, Standard Club, Z.O.A., Talmud Torah and the Minneapolis Automobile Dealers Association. He has been active in Federation work for 17 years. He has two children who welcome him back eagerly after campaigns.

ST. LOUIS

Morris M. Sachar, President of The Sachar Realty Company, is Chairman of the

campaign of the St. Louis Jewish Welfare Fund for 1951. Mr. Sachar, who was born in New York in 1901, moved to St. Louis at the age of nine. Mr. Sachar and his wife, the former Rae Frank, have both been exceptionally active in community and philanthropic affairs for the past twenty years. They have four children. Mr. Sachar's brother, Dr. Abram Leon Sachar, is president of Brandeis University. Mr. Sachar served as Co-Chairman of the 1948 campaign in St. Louis and as Chairman of the Real Estate group in 1947. He and his wife headed the 1944 Red Cross drive in Minneapolis and the following year led the War Bond Drive in that community.

Paul H. Berwald, Director of the Senack Shoes branch and Vice-President of Consolidated Retail Stores, Inc., of which he is also a member of the Board of Directors, has been appointed Chairman of the Special Gifts Division of the 1951 campaign in St. Louis. Formerly of Dallas, Mr. Berwald has been active in philanthropic and civic affairs since his arrival in St. Louis. He served also as Chairman of the Shoe group of the Trade and Industry Division and is a member of the Board of Directors of the Jewish Federation, the YMHA, the Jewish Employment and Vocational Service and Shaare Emeth Temple.

Harry Collinger has accepted the Chairmanship of the Trades and Industries Division of the 1951 St. Louis campaign. He has been an ardent worker in St. Louis drives for the past 15 years. President of the Admiral Finance Company, Mr. Collinger has been well known in national finance and banking circles since the start of his career 25 years ago. In addition to his work in Jewish Welfare Fund campaigns, he has been active in Community Chest and Red Cross drives. He is Chairman of the Finance Committee and a member of the Board of Directors of the St. Louis Society for Crippled Children. He is also on the boards of directors for Shaare Emeth Temple, the Children's Research Foundation and the Jewish Family Service Agency.

Abraham Tober and Charles Yalem, both leading business men of St. Louis, have been named Vice-Chairmen of the 1951 campaign in St. Louis. Both have outstanding records of community service. Mr. Tober, who is president of the Tober-Saifer Shoe Company, pledged \$70,000 last year on behalf of himself and his partner, Sam Wolff. Mr. Yalem last year announced a \$55,000 contribution from himself, his business associates and the Aetna Finance Company, of which he is President.

ALBANY

Isador Taub, prominent Albany attorney, has been named General Chairman of the 1951 Jewish Welfare Fund campaign in that city. Mr. Taub, who has been a resident of Albany for many years, has been active in communal affairs almost all his life. In addition to his service as an officer and worker in the Welfare Fund, he has been a leading participant in the affairs of the Albany Jewish Community Council, chairman of the blood donor group for Red Cross during the last war and a speaker in behalf of Community Chest campaigns for many years. He is a member of the Washington Lodge of Masons and past chancellor of City Lodge 540, Knights of Pythias. Mr. Taub has served for many years as treasurer of the Jewish Community Council and is a member of the board of Temple Israel as well as B'nai B'rith, the Jewish Community Center and the Zionist Organization of America.

PATERSON SHOWS 10% INCREASE

As we go to press we have a flash report of a pace-setters' meeting in Paterson, New Jersey attended in behalf of UJA by Dr. Joseph J. Schwartz. Pledges totalled \$157,900, an increase of 10% over the contributions of the same group last year.



A child—afraid of the Springtime?

Spring was made for children, like laughter and warm sun. Why should a child be afraid of these?

You would have to live where she lives to understand. You would have to know that your home can be entered and searched night or day, your father taken off to prison for as little reason as—that he received a letter post-marked "Israel."

Yes, there is a place in the world where *that* can be a reason for persecution. This little girl lives there. She saw her father taken away three years ago.

Now he has come out of prison. And he and all the Jews of that land, which shall be nameless here, have—miraculously—been given permission to leave. Of course, most of what they possess will have to remain behind. No matter.

What matters is that they must leave before May 31, this year—or never leave at all. For on that fateful day the exit doors will be slammed shut. Now do you understand how a little girl can be afraid of the Springtime? Understanding, will you help wipe the fear from her heart?

Will you help her and all the other thousands who pray for the ships and planes that can take them out of danger and oppression to Israel and freedom? Will you help them—as you helped 500,000 others in the last three years—build homes and a new life there?

You can—so easily—by contributing to the United Jewish Appeal. For those who wait you can make Spring the time of gladness it should be. Do it now, quickly, while there is time. Give today. Give more than ever before.

In 1951—Before Time Runs Out—the United Jewish Appeal Must:

Save 200,000 homeless Jews by bringing them to Israel from danger zones in Eastern Europe and Arab lands.

Help the people of Israel make their country a bulwark of democracy—by aiding them establish 120 new agricultural settlements; build housing units for 40,000; care for 50,000 immigrants in reception centers plus 15,000 children and 5,000 aged and handicapped newcomers.

Supply relief, care and rehabilitation assistance to 400,000 distressed Jews in Europe and Arab countries, 90,000 of them children.

Resettle in this country and in other western democracies a total of 25,000 displaced Jews from Europe.

United Jewish Appeal

on behalf of Joint Distribution Committee • United Palestine Appeal • United Service for New Americans • 165 W. 46 St., N. Y. 19, N. Y.

TO SAVE LIVES—TO STRENGTHEN THE FREE PEOPLE OF ISRAEL—TO AID DEMOCRACY EVERYWHERE

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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

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PHILADELPHIA JOINS INCREASE PARADE -- RUNNING 42% AHEAD OF LAST YEAR

Not to be outdone by New York, which at last reports was running over 34% ahead of 1950, Philadelphia, third largest city in the land, came through its Advance Gifts dinner last week with pledges totalling \$2,054,272 — an increase of 42%. Gifts thus far received represent more than one-third of the total amount raised last year.

Philadelphia's campaign, which promises to be an outstanding success, is headed this year by Chairman Samuel H. Daroff, of H. Daroff and Sons, Inc., leading clothing manufacturers, who is serving his fifth year in this top post. Working with Mr. Daroff as Associate Chairmen are Albert M. Greenfield, well-known realtor and President of the Philadelphia Chamber of Commerce; Leon C. Sunstein, broker and second President of the Allied Jewish Appeal of Philadelphia; and Morris Wolf, distinguished Philadelphia attorney, who served as first President of the Allied Jewish Appeal.

Serving as Chairman of the Trade Council, the Trade and Industry section of Philadelphia's well-organized campaign, is Ephraim J. Frankel, prominent builder. Sol Satinsky, President of Frankfort Woolen Mills, and Leo Heimerdinger, founder and former Chairman of the Board of the Pioneer Suspender Company, are Co-Chairmen of Advance Gifts. The Women's Council is headed by Mrs. Sol Brody, well-known club woman, with Mrs. Louis E. Levinthal serving as Chairman of Special Gifts.

Bernard G. Segal, Vice-Chancellor of the Philadelphia Bar Association, is President of the Allied Jewish Appeal, and Ephraim R. Gomberg is Executive Director.

Edward M. M. Warburg, General Chairman of the United Jewish Appeal, was the featured speaker at the Advance Gifts dinner which brought Philadelphia into the ranks of communities on the way to exceeding last year's results.

DETROIT OPENS WITH RECORD \$1,610,000 FOR 12% INCREASE

Crowding the Grand Ballroom of the Hotel Book-Cadillac to capacity, leaders and workers in the Allied Jewish Campaign of Detroit took a running start on their 1951 drive — pledging a record \$1,610,000 in advance gifts at their official opening dinner

this week. Top campaigners set an impressive tone for the evening, as Rabbi Jonah B. Wise, National UJA Chairman, dramatically spelled out the urgency of Israel's situation; Detroit Jewish Welfare Federation President Samuel H. Rubiner painted the total Welfare Fund picture; Campaign Chairman Abe Kasle set an exciting example with a generous increase, announcing with his associates his pledge of \$60,000; and Pre-campaign chairmen Louis Berry and Joseph Holtzman secured a flood of top gifts running an average increase of 12% over 1950 pledges from the same people. With a reminder from Women's Division Chairman, Mrs. John C. Hopp, that women's giving was to be "plus" money, contributor after contributor specifically emphasized that his gift was separate from that of his wife. The meeting was closed on a note of high inspiration with a magnificent address by Supreme Court Justice William O. Douglas.

Among the outstanding gifts - in addition to those announced at the UJA's tremendous Miami meeting - were Davidson Brothers, \$75,000; Nathan W. and John E. Lurie, \$27,500; Joseph Holtzman and Nathan Silverman, \$46,000; Joseph Frenkel, \$23,000; Joseph Gendelman, \$21,000; Osnos Brothers, \$35,000; Abner A. Wolf, \$26,000; Samuel B. and Jules G. Solomon families, \$40,000; and Frieda G. LeVine Foundation, \$32,500.

Increases included Atlas Steel from \$200 to \$4,000; Harry H. Bielfield, \$2,000 to \$4,000; Jerry, Louis and Bud Bielfield, \$4,000 to \$8,000; Philip P. Brown, \$1,500 to \$2,250; Elliot D. & Barry Cohen Enterprises, \$10,000; Albert Fruman Family, \$2,000 to \$10,000; Ruben Grevnin, \$1,000 to \$3,000; House of Modern Chairs, \$1,500 to \$2,500; Robert Huler, \$1,500 to \$2,500; Samuel D. Jacobs, \$1,750 to \$4,000; Kolden Sheet Steel Products, \$8,000 to \$16,000; David Kay & Maurice Zeiger, \$500 to \$3,000; Lightstone Building Co., \$2,000 to \$4,000; Philip Lipson, \$5,000 to \$8,000; Michigan Bag & Barrel Company, \$500 to \$1,000; Midwest Waste Material, \$2,500 to \$5,000; Orley Bros. Company, \$1,500 to \$2,500; Prince & Sons Motor Sales, \$500 to \$2,000; Edward Robinson, \$1,000 to \$2,000; Harold Schokne, \$500 to \$1,000; Schlafer Iron & Metal, \$5,000 to \$10,000; Louis Schluskel, \$500 to \$1,000; Ben B. Schwartz & Sons, \$2,750; Atlas Steel Company, \$200 to \$4,000; Hugo Slotkin, \$400 to \$4,250; Herbert H. Warner, \$500 to \$1,000; Harry, Joseph & Lawrence Weingarden, \$300 to \$1,000; Abraham & Charles Wolok, \$2,000 to \$10,000; Morris W. Zack & Sons, \$9,000 to \$15,000.

Isidore Sobeloff is Executive Director of the Jewish Welfare Federation of Detroit.

CLEVELAND REACHES \$1,300,000 WITH 22% INCREASE

At a meeting in Cleveland, Ohio addressed by Dr. Abba Hillel Silver, who presided, and Louis Broido of New York, pledges totalling \$1,310,695 were received for an increase of 22% over last year. The community gave much of the credit for this achievement to the splendid efforts of Dr. Silver and the inspiring participation of Mr. Broido.

In addition to a \$76,000 gift, the largest ever announced in Cleveland, some of the pledges were: Max Freedman and Cook Coffee Company, \$42,000; American Greeting Publishers from \$35,000 to a minimum of \$42,000; Maurice Schlam, \$5,000 to \$10,000; David M. Siff, \$5,500 to \$10,000; Ben & Jake Klausner, \$9,000 to \$25,000.

Henry A. Rucker is President of the Cleveland Jewish Welfare Federation and Eugene H. Goodman is Campaign Chairman. Serving with Mr. Goodman as Co-Chairmen are Maurice Maschke, Jr. and Leonard Ratner. Big Gifts Chairmen are Samuel H. Horwitz and Alex Miller. Mrs. M. E. Glass is Chairman of the Women's Division and Henry L. Zucker is Executive Director.

GREATEST MEETING IN PITTSBURGH'S HISTORY NETS OVER \$1,000,000

Another all-time high was reached in the 1951 campaign when for the first time in the history of the community more than a \$1,000,000 was raised at a Big Gifts meeting in Pittsburgh this week. The exact amount pledged by the 350 top contributors who attended and heard addresses by Faye Emerson and Dr. Joseph J. Schwartz was \$1,010,110. These pledges represent an 8% increase over those of the same contributors in 1950.

An indication of the thorough and effective manner in which Pittsburgh is taking advantage of every opportunity to promote the campaign was the heavy program scheduled for Miss Emerson and Dr. Schwartz. The day started with a luncheon with the editors and publishers of the Pittsburgh newspapers and the representatives of all the radio and television stations, as well as Senator Edward Martin, Congressmen James Fulton and Robert Corbett and Mayor David Lawrence. The editors said that for the first time they really got a first-hand feeling of what the campaign was all about. The luncheon was followed by a television broadcast participated in by all of the above and then by a press interview. Following this, there was a nine-station radio broadcast in which the top leadership of the campaign participated with Dr. Schwartz and Miss Emerson. There was then just time to race to a cocktail meeting with 90 top givers at the home of Leon J. Falk, President of the Pittsburgh United Jewish Fund. The busy day was topped off by the unprecedented Big Gifts dinner meeting at Webster Hall reported above.

Officers of the campaign, in addition to Mr. Falk, are Emanuel Spector, Chairman; Harry M. Epstine, Chairman of Advance Gifts; Louis J. Reizenstein, Associate Chairman of Advance Gifts; Mrs. Milton K. Susman, Chairman of the Women's Division; Mrs. Harry M. Epstine, Chairman of Advance Gifts, Women's Division; Stanley J. Kann, Herman Fineberg, Sidney Stark and Joseph W. Feldman, Vice-Chairmen; Dr. Laibe Kessler, Chairman of the Young Adult Division; Dr. Maurice Taylor, Executive Secretary; and James D. Bronner, Campaign Director.

EBAN AND CANTOR ADDRESS WASHINGTON'S PRECEDENT-SHATTERING ADVANCE GIFTS MEETING

The largest and most enthusiastic Inaugural dinner in the history of campaigning in the nation's capital took place this week at the Woodmont Country Club with Advance Gifts Chairman Leopold V. Freudberg presiding. Addresses by Israel Ambassador Abba S. Eban and Eddie Cantor stimulated responses to the tune of \$932,507, the largest amount ever raised at a single meeting, for an increase of 8% over last year. The officers of the campaign stated that the enthusiasm aroused by the meeting was enough to carry the entire campaign forward to a greater achievement than last year.

Joseph Cherner, one of the leading members of the National Campaign Cabinet of the United Jewish Appeal, is President of the United Jewish Appeal of Greater Washington, and A. S. Kay, who shares honors with Mr. Cherner on the Campaign Cabinet, is General Chairman of the campaign. Associate Chairmen are Milton W. King and Col. Gustave Ring. Rabbi Isadore I. Breslau is a Vice-Chairman and Louis E. Spiegler is Executive Director.

SAN FRANCISCO HOPES TO BEAT OUTSTANDING 1950 RESULTS

San Francisco, one of the very few communities in the country which raised more

in 1950 than it did in 1949, is determined to do it again. At last reports, the community had raised \$800,000, representing an increase of approximately 5% over last year. There is every indication that San Francisco will maintain a lead over 1950 to the very end of the drive.

The San Francisco campaign started with the Business and Professional Kick-Off dinner at which Quentin Reynolds was the featured speaker. The attendance was higher than in any previous year, even exceeding that at the 1950 affair which had a very strong appeal to the community since it was built around the ten San Franciscans who traveled to Israel. The Kick-Off dinner alone produced \$490,000 in pledges.

Lloyd W. Dinkelspiel is President of the Jewish Welfare Fund of San Francisco, and Marcel Hirsch and Benjamin H. Swig are serving as Co-Chairmen of the campaign. Mortimer Fleishhacker, Jr. is Advance Gifts Chairman and Mrs. Reuben R. Rinder is Chairman of the Women's Division. Executive Secretary is Sanford M. Treguboff.

KANSAS CITY CONTRIBUTORS PLEDGE \$604,134 AT GREATEST FUND-RAISING MEETING

Still another all-time high was chalked up by Kansas City, Missouri, when, at a meeting addressed by Dr. Abba Hillel Silver, \$604,134 was pledged. This was the largest sum ever raised at a single meeting in Kansas City. These pledges represent a substantial increase over the gifts of the same contributors in 1950.

Officers of the Kansas City campaign include Hyman Brand, President of the Federation and Council of Kansas City; Milton W. Feld, Milton Silverman, and Harry B. Strauss, General Chairmen; Jack Rieger, Benjamin Sosland and Earl J. Tranin, Special Gifts Chairmen; Louis S. Myers, Chairman of the Campaign Executive Committee; and Abe L. Sudran, Executive Director.

NEWARK MAINTAINS 25% LEAD

With \$630,000 announced at its major Big Gifts meeting last week, Newark, New Jersey still stands 25% ahead of last year. Present at the meeting in behalf of the United Jewish Appeal were Edward M. M. Warburg and Moritz M. Gottlieb.

Samuel I. Kessler, Ivan Levenson and Alan V. Lowenstein are heading the 1951 effort in Newark as Campaign Co-Chairmen. Chairman of Special Gifts is Herman Gering. Mrs. I. Bernard Harkavy is Chairman of the Women's Division and Mrs. Israel B. Greene is Chairman of Initial Gifts for the Women's Division. Herman M. Pekarsky is Executive Director.

CINCINNATI LAUNCHES BIG GIFTS EFFORT WITH 21% INCREASE

An outstanding event in the fund raising history of Cincinnati took place this week when 480 men and women, stimulated by an address by Edward M. M. Warburg, announced pledges totalling \$498,000 compared with \$412,000 from the same individuals last year.

Among the gifts announced were those of Frank Adams Company, who went from \$3,500 in 1950 to \$4,500 in 1951; Frank, Robert & Sam Bergstein, \$6,000 to \$13,000; Albert Butchkes, \$1,250 to \$4,000; Abe Byer, \$500 to \$3,000; Sydney Goldfarb, \$1,000 to \$3,000; Jerome Goldman, \$1,500 to \$2,500; Jerome K. Jelin, \$2,400 to \$4,800; Benjamin S. Katz, \$16,000 to \$20,000; L. Levine & Sons, \$3,000 to \$4,000; Meyers Family,

\$60,000 to \$75,000; Rose-Moskowitz Bros., \$50,000 to \$62,500; E. Kahn & Sons & Associates, \$15,500 to \$18,500; Stanley Steinharter, \$2,000 to \$5,000; Theodore L. Warschauer, \$2,500 to \$5,000; Artistic Furniture Co., \$2,000 to \$3,000; William Brenner, \$2,500 to \$3,150.

Joseph H. Hoodin is President of the Cincinnati Jewish Welfare Fund and Harold K. Goldstein is Campaign Chairman. Sidney G. Rose is serving as Initial Gifts Chairman and Mrs. Philip Meyers is Chairman of the Women's Division. Maurice J. Sievers is Executive Director.

BUFFALO HAMMERS OUT 11% INCREASE

Buffalo's Big Gifts meeting this week resulted in pledges of \$464,272 for an increase of 11% over last year for the same group. These results were obtained after a brilliant address by Israel Ambassador Abba S. Eban. Moritz M. Gottlieb, National UJA Chairman for Regions, also participated in the meeting.

Stanley G. Falk is President of the Buffalo United Jewish Federation and Hymen Lefcowitz, UJA National Campaign Cabinet member, is Campaign Chairman. Serving with Mr. Lefcowitz as Vice-Chairmen are Arthur Victor, Jr., Paul P. Dosberg and Arnold Jacobowitz. Mrs. John Maisel is Chairman of the Women's Division with Mrs. Max M. Yellen as Co-Chairman. Arthur S. Rosichan is Executive Director.

FIFTEEN REGIONAL CONFERENCES PRODUCE \$11,500,000 CASH

With tremendous enthusiasm and inspiration emanating from 15 regional conferences held to date from coast to coast, and an outpouring of over \$11,500,000 in cash advances from 1951 campaigns presented at the conferences by communities from every segment of the country, the impact of these conferences on campaigns has already manifested itself with increases reported from the areas in which conferences have been held.

A number of the members of the UJA National Campaign Cabinet have participated in these conferences and their presence augured very well for the success of these meetings. The following members of the Cabinet attended the conferences: Messrs. Samuel H. Daroff of Philadelphia; Hymen Lefcowitz of Buffalo; Barney Medintz of Atlanta; I. S. Joseph of Minneapolis; Sol Luckman of Cincinnati; Morris W. Berinstein of Syracuse; Louis S. Myers of Kansas City; Charles Brown of Los Angeles; Lloyd W. Dinkelspiel of San Francisco; Judge Maurice Bernon of Cleveland; Harold A. Goldman of Des Moines; Moritz M. Gottlieb of Allentown; E. N. "Zeke" Grueskin of Sioux City; Joseph Holtzman of Detroit; Nolan Glazer of Dallas; Henry Feferman of South Bend; and Milton Kahn of Boston. In addition, State Chairmen participated at every conference.

Highlighting some of the conferences were the dynamic and inspiring talks of Jack Benny and Rabbi Charles Shulman at the Southwest Regional Conference held in Houston on February 18th; Dr. Joseph J. Schwartz and Israel Cabinet Minister Pinhas Lavon at the Midwest Leadership meeting held in Chicago on February 4th; Ambassador Abba Eban and Executive Director Samuel A. Goldsmith of Chicago at the Missouri-Kansas Regional Conference held at Kansas City on March 11th; Senator Hubert Humphrey of Minnesota and Governor Adlai E. Stevenson of Illinois at the Illinois Conference on March 18th; Avraham Harman at the West Coast Conference held on February 25th; Congressman Franklin D. Roosevelt, Jr., at the New Jersey-Eastern Pennsylvania Conference, held at Trenton on March 18th; Max Lerner at the Connecticut Conference held in New Haven on March 18th; and Dr. Joseph J. Schwartz and Helen Gahagan Douglas at the Central and Western New York Conference held at Syracuse on April 1st.

Moritz M. Gottlieb is National Chairman of the Regional Division of UJA which conducts the Regional Conference program.

COMMUNITIES RESPOND TO CASH APPEAL

Since the last report on cash advances appeared here, the United Jewish Appeal has been confronted with an extraordinary emergency related to the panic-exodus from Iraq. Communities have responded generously to urgent pleas for immediate funds, but the need for cash remains desperately acute and the officers of the United Jewish Appeal urge individuals and communities to continue to go all-out to provide cash in the largest possible sums.

Following are communities which have made cash advances on account of 1951 in addition to amounts published earlier. It should be noted that some of these communities have also sent checks on account of earlier years. These are not recorded below.

NEW YORK CITY, N. Y.	\$ 2,530,000	FRESNO, CALIF.	\$ 20,000
CLEVELAND, OHIO	700,000	DULUTH, MINN.	20,000
BUFFALO, N. Y.	300,000	TROY, N. Y.	15,000
KANSAS CITY, MO.	250,000	RENO, NEV.	15,000
WASHINGTON, D. C.	250,000	LINDEN, N. J.	15,000
ATLANTA, GA.	250,000	TERRE HAUTE, IND.	14,500
DENVER, COLO.	250,000	EL CENTRO, CALIF.	13,950
MILWAUKEE, WISC.	250,000	WEST PALM BEACH, FLA.	12,000
INDIANAPOLIS, IND.	200,000	BINGHAMTON, N. Y.	11,000
ALBANY, N. Y.	200,000	ERIE, PA.	10,000
PITTSBURGH, PA.	175,000	SCOTTSBLUFF, NEBR.	10,000
BALTIMORE, MD.	125,000	COUNCIL BLUFFS, IOWA	10,000
OMAHA, NEBR.	100,000	SOUTH RIVER, N. J.	10,000
HOUSTON, TEXAS	100,000	PORTSMOUTH, VA.	10,000
SCRANTON, PA.	100,000	GREENWICH, CONN.	10,000
JERSEY CITY, N. J.	75,000	ORLANDO, FLA.	10,000
SOUTHERN ILLINOIS	70,000	ROCKFORD, ILL.	10,000
WORCESTER, MASS.	60,000	CHARLOTTE, N. C.	10,000
EL PASO, TEXAS	55,000	TUCSON, ARIZ.	10,000
SAVANNAH, GA.	40,000	ONTARIO, CALIF.	10,000
GREENSBORO, N. C.	40,000	PALM SPRINGS, CALIF.	10,000
WATERBURY, CONN.	38,200	SAN DIEGO, CALIF.	10,000
BRIDGEPORT, CONN.	37,150	OSHKOSH, WISC.	10,000
STAMFORD, CONN.	36,000	SHEBOYGAN, WISC.	10,000
POUGHKEEPSIE, N. Y.	35,000	AUBURN, N. Y.	10,000
JOLIET, ILL.	32,500	MONTGOMERY, ALA.	7,500
GREEN BAY, WISC.	30,000	MANITOWOC, WISC.	7,000
DES MOINES, IOWA	26,000	HICKORY, N. C.	6,000
KINGSTON, N. Y.	25,000	SUFFERN, N. Y.	5,700
ST. JOSEPH, MO.	25,000	ROME, GA.	5,000
BAYONNE, N. J.	25,000	CORSICANA, TEXAS	5,000
LAKEWOOD, N. J.	25,000	WILLIAMSON, W. VA.	5,000
SPRING VALLEY, N. Y.	25,000	DAYTONA BEACH, FLA.	5,000
BRIDGETON, N. J.	25,000	APPLETON, WISC.	5,000
PASADENA, CALIF.	25,000	MANCHESTER, CONN.	5,000
ALLENTOWN, PA.	20,000	DANVILLE, ILLINOIS	5,000

AKRON BIG GIFTS MEETING PRODUCES \$401,000 -- 29% INCREASE

In response to what community leaders called a "terrific" address by Edward M. M. Warburg, contributors at a Big Gifts meeting in Akron pledged \$401,000 against \$310,000 last year, an increase of 29%.

Among the pledges were those of Alex Schulman & A. Schulman, Inc., from \$5,000 to \$35,000; Alside Corporation (Jerome Kaufman & Louis Maines) from \$23,000 to \$35,000; AlSCO Company (Harry Sugar & Associates) \$46,000 to \$47,600; Nobil Shoe Company, \$30,000 to \$31,000; Akron Towel Supply Company, \$13,000; Sacks Electric Company, \$10,000 to \$12,000; Buxbaum Company, \$11,500; Leroy & Irving Shaw, \$7,500 to \$8,000; Charles E. Schwartz and George B. & Burton Nobil, \$6,500 to \$7,500; Louis Ostrov, \$7,500; Willard & Sidney Bear, \$15,000 to \$15,500.

Sydney L. Albert is President of the Jewish Welfare Fund of Akron and Charles E. Schwartz is Campaign Chairman. Executive Director is Nathan Pinsky.

ATLANTA AHEAD OF 1950 BY 7%

At a Big Gifts dinner in Atlanta, Georgia, addressed by Joseph Meyerhoff, Chairman of the Baltimore campaign and a member of the UJA National Campaign Cabinet, pledges were announced bringing the campaign's total to date to \$342,550, an increase of approximately 7%.

Frank Garson is President of the Atlanta Jewish Welfare Fund. Serving as Co-Chairmen of the Atlanta campaign are Meyer L. Balser and Benjamin J. Massell. Co-Chairmen of the Women's Division are Mrs. Nathan Blass, Mrs. Kurt Holland, and Mrs. Barney Medintz. Edward M. Kahn is Executive Director.

DAVID HOROWITZ ADDRESSES RECORD ALLENTOWN MEETING

David Horowitz, Director-General of the Ministry of Finance in Israel, this week addressed an Initial Gifts meeting in Allentown, Pennsylvania at the home of Morris Senderowitz, Jr., who presided. Those who attended constituted the largest group ever present at an Initial Gifts meeting in Allentown, and the \$267,550 minimum which was raised was the largest sum ever pledged at a single meeting. The amount compared with \$252,000 from the same contributors last year, an increase of 7%. Allentown's per capita contributions have been consistently among the highest in the country.

In addition to Morris H. Senderowitz, Morris Senderowitz, Jr. and Nathan Halperin, who pledged \$100,000, some of those who announced gifts were Samuel Smith and Louis Subin from \$12,500 to \$13,500; Joseph Leonard, \$9,000; Joseph Rodale and Jerry Rodale, \$11,000 to \$15,000; Max Hess, Jr., \$10,000.

Moritz M. Gottlieb, National Chairman For Regions for the United Jewish Appeal, is President of the Allentown Jewish Federation and Morris Senderowitz, Jr. is Campaign Chairman. Big Gifts Chairman is Samuel Smith with Nathan Halperin and Max Hess, Jr. serving as Co-Chairmen of Big Gifts. George Feldman is Executive Secretary.

MRS. BRAILOVE ON SECOND WEST COAST TOUR FOR UNITED JEWISH APPEAL

Mrs. S. Alexander Brailove, National Women's Division Chairman, left last week

for her second annual swing to the West Coast. Her first stop was Salt Lake City, where she addressed an organization meeting of top givers. Mrs. Milton Pepper is Chairman of the Women's Division in Salt Lake City.

Proceeding to Seattle, she addressed a joint men's and women's educational meeting followed by a planning meeting with the women, whose Chairman is Mrs. Irving Anches, also a member of the National Women's Division Executive Committee.

Her next stop will be Portland, then San Francisco, Oakland, Sacramento, Stockton, San Diego, Long Beach and Los Angeles, where she will conclude her trip with a State Regional Cabinet meeting and a Women's Division top fund raising meeting. Co-Chairmen for the California State Cabinet are Mrs. Jacob H. Karp, Mrs. Kurt Laemmle, Mrs. Bertram Allenberg - all of Los Angeles - and Mrs. Arthur Barnett of San Francisco. Mrs. David Tannenbaum is Chairman of the Women's Division drive in Los Angeles.

MEMPHIS BIG GIFTS MEETING RESULTS IN 27% INCREASE

The first Big Gifts meeting in Memphis, which was addressed by Mr. Warburg, brought out pledges totalling \$245,475. These represented an increase of 27% over the contributions of the same persons in 1950. Among the larger gifts were those of Sam Shainberg & Company, \$30,000; William and Charles Goodman, \$10,000, Abe Lewis & Sons, \$10,000; Abe and Reginald Wurzburg, \$10,000; Southern Leather, \$22,500 compared with \$15,000 last year and F. Perlman & Company, \$10,000 against \$5,000 last year. Other gifts included Lester Krieger from \$5,000 to \$8,500; Bertrand W. Cohn, \$3,300 to \$5,000; Margolin Brothers, \$5,000 to \$7,500; United Liquors, \$2,500 to \$3,750; Iskiwitz Brothers, \$1,650 to \$2,750; Louis Fooks, \$2,000 to \$3,500; Herbert S. Kahn, \$1,000 to \$2,500; American Linen, \$1,200 to \$2,000; Joseph Altfater and Morton Epstein, \$2,000 to \$2,800; Dr. Louis Brown, \$1,000; Morris Fogelman, \$750 to \$1,500; Harry Bloomfield, \$250 to \$1,800; Arthur Malkin, \$400 to \$1,250; Lazarov Brothers, \$1,000 to \$2,000.

Herbert Kohn is President of the Memphis Jewish Welfare Fund and Aaron Brenner is Campaign Chairman. William A. Loewenberg is serving as Big Gifts Chairman. Chairman of the Women's Division is Mrs. Sam Franklin. Jack Lieberman is Executive Secretary.

LYNN MAINTAINS 19% INCREASE

Latest reports from Lynn, Massachusetts show pledges totalling \$180,776, an increase of 19% over last year's \$152,247 from the same group. President of the United Jewish Appeal of Greater Lynn is Benjamin Olanoff and Samuel Bloomberg is Campaign Chairman. William M. Pruss is Executive Director.

MILWAUKEE SHOWS EARLY LEAD OF 11%

A private meeting at the Brynwood Country Club in Milwaukee, at which Mr. Warburg was present, brought forth a hundred pledges totalling \$215,000 as compared with \$193,000 from the same group in 1950, an increase of 11%.

Benjamin F. Saltzstein is President of the Milwaukee Jewish Welfare Fund and is also serving as Co-Chairman of Initial Gifts with Ben E. Nickoll. Sol J. Rosenberg is Campaign Chairman. Elkan C. Voorsanger is Executive Director.

SOUTH BEND ADVANCE GIFTS 23% BETTER THAN LAST YEAR

At a meeting addressed by Dr. Joseph J. Schwartz this week contributors in

South Bend, Indiana pledged \$172,455 against \$140,650 in 1950, thus showing an increase of 23% over last year.

Henry Feferman, a member of the UJA National Campaign Cabinet, is President of the Welfare Fund, and Maurice Tucker is Campaign Chairman. Serving with him as Co-Chairmen are Sig Welber, Samuel Brown and Arthur S. Simon. Samuel R. Hurwich is Big Gifts Chairman. Norman Edell is Executive Director.

PORTLAND CONTRIBUTORS PLEDGE 44% MORE THAN LAST YEAR

Total pledges to date in Portland, Oregon are \$165,652 against \$114,846 from the same contributors last year. The latest meeting, at the Tualatin Country Club, produced \$63,470 against \$43,610. Rabbi Herbert A. Friedman of Denver addressed the Country Club meeting.

Louis Gevurtz is President of the Welfare Fund and Ben Rosenfeld is Campaign Chairman. Serving with him as Vice-Chairman is William Tannenbaum. Frank M. Fink is Big Gifts Chairman and Mrs. Herbert Lauterstein is Chairman of the Women's Division. Milton D. Goldsmith is Executive Secretary.

TRENTON 12% AHEAD OF 1950

Trenton, New Jersey joined the better-than-last-year club at a meeting which produced pledges totalling \$160,300 against \$142,600 last year. Dr. Schwartz was guest speaker. Leaders of the campaign are confident that the increase will be maintained throughout. Sidney S. Stark, who is President of the Trenton Jewish Federation, is also serving as Chairman of the Campaign Committee. Robert C. Marcus is Initial Gifts Chairman and Mrs. Israel Richmond is Chairman of the Women's Division. Executive Director is Milton A. Feinberg.

INCREASE IN ELIZABETH STANDS AT 13%

At a Big Gifts meeting at the home of Col. William P. Schweitzer in Elizabeth, New Jersey at which William Rosenwald, a National Chairman of the United Jewish Appeal, was guest speaker, pledges totalling \$151,400 were obtained from a group which last year contributed \$134,500.

Nathan Reibel is President of the Elizabeth Jewish Council and Max Yospin is Campaign Chairman, with Abraham Levine and Harry A. Toker serving as Co-Chairmen. Col. William P. Schweitzer, who increased his pledge from \$71,000 in 1950 to \$75,000 this year, is Big Gifts Chairman. Mrs. Michael Holtzman is Chairman of the Women's Division and Louis Kousin is Executive Director.

LOUISVILLE AHEAD OF 1950 BY 10%

\$148,880 was pledged at the Big Gifts meeting in Louisville, Kentucky by contributors who last year gave \$135,880, an increase of 10%. Edward M. M. Warburg and Sol Luckman of Cincinnati addressed the meeting. Louisville's leadership is out to maintain the community's lead over 1950 with the help of an enthusiastic Women's Division of which Mrs. Max Waldman is Chairman.

Chairman of the Louisville Conference of Jewish organizations is J. Marshall Bensinger. Campaign Chairman is C. Saul Hertzman. Dr. Joseph Frehling is serving as Chairman of Big Gifts. Clarence F. Judah is Executive Secretary.

RICHMOND MEETING PRODUCES 9% INCREASE

William Rosenwald and Frank Kingdon sparked Richmond, Virginia's Big Gifts meeting last week for a total announcement of \$137,000 against \$125,400 for the same contributors last year, an increase of 9%. Jacob M. Viener is President of the Richmond Jewish Community Council. Sydney Lewis is Campaign General Chairman and Henry F. Stern is serving with him as Co-Chairman. Big Gifts Chairman is H. J. Bernstein. Mrs. Sol Axel is Chairman of the Women's Division and Morris J. Appelman is Executive Director.

RUDOLF G. SONNEBORN GREETED BY 8% INCREASE IN LEWISTON

Pledges totalling \$107,048 were received at a meeting addressed by National UJA Chairman Rudolf G. Sonneborn in Lewiston, Maine from a group which last year gave \$99,300. Total gifts to date in Lewiston stand at \$114,893 against \$106,755 in 1950, an increase of 8%.

UJA National Campaign Cabinet member Phil W. Lown, who is President of the Welfare Fund, is also serving this year as Campaign Chairman. Working with him as Co-Chairmen are Bernard Cohen, Samuel E. Fradkin, Hy Miller and Emanuel Plavin.

CREDO FOR AMERICAN JEWS: GIVE COURAGEOUSLY!

Mrs. Sadie Danciger, of Tucson, Arizona, has been confined to St. Mary's Hospital in Tucson for almost 14 years. Being unable to attend a meeting to which she was invited she wrote the following moving letter to Mrs. Bernice Berner, Chairman of the Women's Division of the Tucson campaign, which was brought to the attention of UJA by Herman P. Taubman of Dallas.

Dear Mrs. Berner:

Your willingness and ability to take on the tough and laborious job of Committee Chairman inspires my admiration, and I wish you high success in your undertaking.

Through a non-recurring circumstance I was able this year safely to give to Jewish and other charities, what was for me, a considerable sum. Being a woman, and naturally cautious, I found it took courage for a run-of-the-mill person to part with more than a nominal amount of money. I found myself wanting to hold out on my contributions! Upon reflection, however, I realized that nothing this money could buy for me was of great importance, so I made out my check and handed it to your office for processing.

My check was for \$40,000.00. I hope this contribution will give impetus to your drive, and encourage other Tucsonians to give courageously.

Unfortunately we, in America, cannot share with the less fortunate outside our country, that which we possess and hold most precious: our liberty, our security, our equality. We can share our material wealth, without leaving ourselves too poor in the things that count most.

Sincerely,

Sadie Danciger
St. Mary's Hospital
Tucson, Arizona

SYRACUSE RUNNING 9% AHEAD OF LAST YEAR

After an address by Dr. Joseph J. Schwartz reviewing UJA needs and responsibilities and a speech by UJA National Campaign Cabinet member Sol Luckman of Cincinnati who spoke of the trend toward increased giving throughout the country, a group at the Initial Gifts dinner in Syracuse, New York pledged \$130,725 compared with \$120,237 last year, an increase of 9%. It was only the fact that one contributor cut from \$20,000 to \$10,000 that prevented Syracuse from showing a 25% increase rather than the 9% indicated. Latest figures show a total of \$141,525 pledged with the 9% increase being steadily maintained.

Ives Jacobs is President of the Syracuse Jewish Welfare Fund and Malcolm Sutton is Chairman of the campaign. Campaign Vice-Chairmen are Tracy H. Ferguson, Philip Roth, H. Hiram Weisberg and Melvin Rudolph. Morris W. Berinstein, Chairman of the UJA National Campaign Cabinet, is Big Gifts Chairman of the Syracuse campaign. Milton Fromer is Executive Director.

ATLANTIC CITY'S \$125,000 IS 18% AHEAD OF LAST YEAR

Ellis Radinsky, Executive Director of the United Palestine Appeal, was guest speaker at a meeting in Atlantic City, New Jersey last week which resulted in pledges totalling \$125,000 from a group which gave \$106,000 last year. This represented an increase of 18%. The atmosphere created at the meeting by Mr. Radinsky's address and by the announcement of Campaign Chairman Harry Cassman's increase from \$3,000 in 1950 to \$5,500 this year, as well as a number of other increases, gave the entire group confidence that the community will definitely exceed last year's results.

Officers of the campaign, in addition to Mr. Cassman, are Samuel Backer, President of the Atlantic City Federation of Jewish Charities; Morris Batzer and Joseph L. Soloff, Campaign Co-Chairmen, Mrs. Marc Malamut, Chairman of the Women's Division and Irving T. Spivack, Executive Director.

NEW HAVEN SHOWING 18% INCREASE

The first Big Gifts meeting held in New Haven was addressed by Morris W. Berinstein and Edward M. M. Warburg and resulted in pledges totalling \$120,500 which compares with \$102,450 from the same group last year, an increase of 18%. Among the gifts received at the meeting were those of Jacob J. Cooley, Chairman of the campaign, who pledged \$50,000 against \$40,000 in 1950; Alex L. Adelman, Bob Adelman and Samuel I. Hershman from \$2,500 to \$6,000; Abe and Harris Lapidés from \$8,000 to \$10,000.

Serving with Mr. Cooley are Samuel I. Hershman as Vice-Chairman of Big Gifts and Abe Lapidés as Vice-Chairman of Advance Gifts. Chairman of the New Haven Jewish Welfare Fund is Judge Charles Henchel. Norman B. Dockman is Executive Director.

SEATTLE ENTERS INCREASE CONTEST WITH 16%

Rabbi Herbert A. Friedman of Denver was guest speaker at Seattle, Washington's Big Gifts meeting at which contributors, who last year pledged \$85,750, increased to \$100,500. Total pledges in Seattle, as we go to press, are \$112,530, representing a

16% increase. The Seattle campaign is headed by Irving Anches, Chairman. Sam W. Tarshis is President of the Seattle Federated Jewish Fund as well as Chairman of Big Gifts. Samuel G. Holcenberg is Executive Director.

JERSEY CITY MARKS UP 13% INCREASE

At a meeting addressed by Dr. Schwartz, contributors in Jersey City, New Jersey announced \$105,000 as compared with \$93,000 from the same group last year, an increase of 13%. Additional increases from some of those who announced their gifts at the meeting are expected. Louis Struhl is Chairman of the campaign and A. D. Hirsch is Big Gifts Chairman. Mrs. Horace Davis is serving as Chairman of the Women's Division. Samuel Shair is Executive Secretary.

RABBI JONAH B. WISE PRINCIPAL SPEAKER IN SOUTHERN ILLINOIS -- INCREASE 10%

Rabbi Jonah B. Wise, National Chairman of UJA, was given major credit for the excellent results at the campaign opening meeting this week in Southern Illinois, where, together with Louis S. Myers, UJA National Campaign Cabinet member from Kansas City, who arrived early Sunday morning and was responsible for securing a number of increases, he was gratified by pledges totalling \$79,710 compared with \$72,210 in 1950

Joseph H. Goldenhersh is President of the Jewish Federation of Southern Illinois and Aaron Karchmer is Campaign Chairman. Mrs. Rose Spritz is Women's Division Chairman and Hy Ruffman is Executive Director.

FORT WAYNE'S FIRST PLEDGES 12% AHEAD OF LAST YEAR

Pledges obtained at the first Big Gifts meeting in Fort Wayne, Indiana reached a total of \$75,310. These pledges came from a group which last year contributed \$67,160. The increase was 12%. Dr. Joseph J. Schwartz addressed the Fort Wayne meeting.

Byron F. Novitsky is President of the Fort Wayne Jewish Federation and Dr. N. Gladstone is Campaign Chairman. Big Gifts Chairman is Rabbi Joseph A. Gorfinkel. Joseph Levine is Executive Director.

DAROFF SPARKS NORFOLK PACE-SETTING MEETING FOR 23% INCREASE

An early pace-setting meeting in Norfolk, Virginia, addressed by UJA Campaign Cabinet member Samuel Daroff of Philadelphia, resulted in pledges totalling \$49,065 against \$39,872 last year. The increase was 23%.

Harry Elson is President of the Norfolk Jewish Community Council and Louis B. Fine is Campaign Chairman. Morton J. Gaba is Executive Director.

BRIDGETON ACHIEVES 15% INCREASE

Bridgeton, New Jersey obtained pledges of \$41,600 at the Big Gifts meeting there this week. This compares with \$36,275 last year, an increase of 15%.

Among the gifts announced were those of Max Schrank, Campaign Chairman, who went from \$10,500 to \$12,000; Scribner and Lewis, from \$5,250 to \$6,000; Seibel and Stern, from \$2,200 to \$2,500; and Guss Pollock, from \$1,500 to \$2,000.

In addition to Mr. Schrank, officers of the campaign are Louis A. Lewis, Regional Co-Chairman of the United Jewish Appeal for the State of New Jersey, who is Big Gifts Chairman; Michael Steinbrook and Judge David L. Horovitz, Vice-Chairmen, and Arthur Rovner, Treasurer.

ZIONISTS RALLY FOR UJA

More than 2,000 members of sixteen major Zionist organizations gathered in New York at the Broadway Theatre on April 1st to pledge their support of the United Jewish Appeal. An equal number had to be turned away for lack of seats.

The meeting, which was co-sponsored by the sixteen Zionist organizations under the auspices of the United Palestine Appeal, heard ringing addresses by Hon. Abba S. Eban, Israel Ambassador to the United States; Edward M. M. Warburg, General Chairman of the United Jewish Appeal; Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency for Palestine; Baruch Zuckerman, President of the Labor Zionist Organization of America; Mrs. Rose Halprin, National President of Hadassah; Dr. Pinchas Churgin, President of Mizrachi, and Rudolf G. Sonneborn, who presided.

Messages were received from Prime Minister of Israel David Ben Gurion; Israel Finance Minister Eliezer Kaplan; Berl Locker, Chairman of the Jerusalem Section of the Jewish Agency for Palestine; and Benjamin G. Browdy, President of the Zionist Organization of America.

CAMPAIGN OPENINGS THROUGHOUT THE COUNTRY

Keeping pace with the larger communities, cities and towns in smaller brackets from coast to coast are consistently showing increases over last year at their big gifts and opening meetings. Following is a partial list of such communities based on reports already received at the national office of the United Jewish Appeal. Others will be listed in future issues of Report to Members.

<u>CITY</u>	<u>1951 PLEDGES</u>	<u>1950 COMPARISON</u>	<u>PERCENTAGE OF INCREASE</u>	<u>CHAIRMAN</u>
Fontana, Calif.	\$ 1,250	\$ 1,000	25%	Louis Helfman
Fresno, Calif.	40,000	36,000	10%	Erwin S. Lehmann
Long Beach, Calif.	52,410	38,150	37%	Harry Smith
Ontario-Pomona, Calif.	22,000	14,000	57%	Samuel Kelber
Palm Springs, Calif.	20,000	15,000	33%	John Chernus
Pasadena, Calif.	26,820	25,135	7%	David Goldman) Dr. Emanuel Rosenberg) Louis B. Silver) Ben Tufeld)
Sacramento, Calif.	16,425	12,125	35%	Paul David
Stockton, Calif.	34,627	30,296	14%	Jack Cooper
New London, Conn.	33,660	24,175	39%	Max Beit
Daytona Beach, Fla.	11,792	9,702	22%	Louis Ossinsky
Fort Lauderdale, Fla.	7,500	5,500	36%	Abe Markowitz
St. Petersburg, Fla.	9,315	7,210	31%	Joseph Silverberg

CITY	1951 PLEDGES	1950 COMPARISON	PERCENTAGE OF INCREASE	CHAIRMAN
Council Bluffs, Ia.	\$14,350	\$13,850	4%	Sam Saltzman
Oskaloosa, Ia.	7,955	6,050	31%	Ben J. Bernstein
Ottumwa, Ia.	15,630	14,000	12%	Nathan Bookin
Fremont, Nebr.	2,650	2,400	6%	Abner J. Verbin
Lakewood, N. J.	35,096	31,575	11%	Al Tisch
Cobleskill, N. Y.	1,157	975	19%	Jules Westheimer
Spring Valley, N. Y.	20,773	17,545	18%	Abraham Meltzer
Durham, N. C.	14,016	11,815	19%	Emanuel J. Evans
Fayetteville, N. C.	14,800	12,765	16%	Monroe E. Evans
Hendersonville, N. C.	11,000	9,550	14%	Morris Kalin) Morris Kaplan) Jack Schulman)
Marshall, Texas	3,730	3,425	10%	Jack Applebaum
Bethlehem, Pa.	17,185	15,925	8%	Milton Goodman) Morris Mindlin) Milton Kessler) Sol J. Phillips) Dr. Morris Spector)
Odessa, Texas	3,475	1,775	96%	Ben Glast) Abe Gerson)
Freeport, Ill.	3,613	3,385	7%	Harold Jacobs
Elgin, Ill.	14,950	8,050	86%	Harold Seigle) Adolph Bernstein)
New Britain, Conn.	19,400	16,350	19%	Morton Mag
New Canaan, Conn.	3,205	2,010	60%	Martin Meizner
Cochran, Ga.	1,700	1,400	21%	Julius Davidson
Champaign, Ill.	8,000	5,500	45%	Ezra Levin
Ottawa, Ill.	4,350	4,250	2%	Dr. M. William Greenspan
Clinton, Iowa	3,210	2,760	16%	Sam V. Heend
Bangor, Me.	72,450	70,150	3%	William Viner
St. Joseph, Mo.	27,500	25,000	10%	Rabbi Myron M. Meyer) Martin H. Braun)
Newburgh, N. Y.	28,775	24,350	18%	Rabbi Maurice J. Bloom
Mt. Vernon, Ohio	3,470	3,395	2%	Ben Verson
Abilene, Texas	7,975	7,618	5%	Reuben Anton
Denison, Texas	1,293	-	6%	Sam Label
Lubbock, Texas	8,750	5,200	68%	Archie Skibell
Portsmouth, Va.	64,798	54,800	18%	Sol Fass
Kankakee, Ill.	13,850	13,600	2%	Irving Gollub
Anniston, Ala.	8,434	6,636	27%	Sam Edelman
Sterling, Ill.	5,055	4,850	4%	Simon Chapman, Jr.
Saginaw, Mich.	14,150	12,730	11%	Dr. H. L. Diamond
Billings, Mont.	8,000	6,700	19%	Aaron Lipsker
Fredericksburg, Va.	2,000	1,850	8%	Louis W. Hirsch
San Angelo, Texas	6,618	5,200	27%	Herman Donsky
Lowell, Mass.	46,200	45,450	2%	James Cantor

NATIONAL SCRAP METAL DIVISION MEETING RAISES \$416,000 FOR 30% INCREASE

About 45 contributors who were attending the Convention of the National Association of Waste Material Dealers in Chicago took time out from their business interests

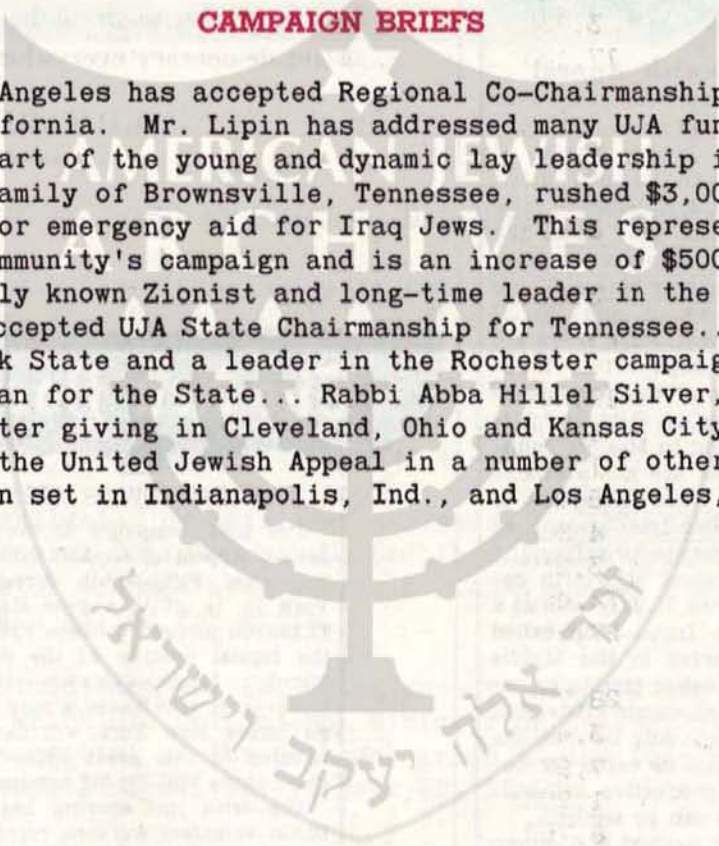
at the Convention to conduct a fund-raising meeting in behalf of UJA. Pledges totaling \$416,000 were obtained for an increase of 30% over the gifts of the same contributors last year.

The meeting was addressed by Congressman Franklin D. Roosevelt, Jr., and Joseph Schapiro of Baltimore. Mr. Roosevelt warned that immediate steps must be taken to save the Jews of Iraq. "Every information I have", he said, "points to the existence of panic conditions in Iraq, where Israel-bound Jews have been told by their government that they must leave by May 31st."

Co-Chairmen of the National Scrap Metal and Waste Material Division are Joseph Schapiro of Baltimore, and Abe J. Levine of Toledo.

CAMPAIGN BRIEFS

Max Lipin of Los Angeles has accepted Regional Co-Chairmanship of the United Jewish Appeal for California. Mr. Lipin has addressed many UJA functions on the West Coast and represents part of the young and dynamic lay leadership in the area ... The Tamm-Silverstein family of Brownsville, Tennessee, rushed \$3,000 to the UJA in response to the call for emergency aid for Iraq Jews. This represents the first contribution to the community's campaign and is an increase of \$500 over last year... Mortimer May, nationally known Zionist and long-time leader in the United Jewish Appeal campaign, has accepted UJA State Chairmanship for Tennessee... Joseph Goldstein, long active in New York State and a leader in the Rochester campaign, has agreed to serve as UJA Co-Chairman for the State... Rabbi Abba Hillel Silver, who has already helped to inspire greater giving in Cleveland, Ohio and Kansas City, Mo., is scheduled to speak in behalf of the United Jewish Appeal in a number of other communities. Dates have already been set in Indianapolis, Ind., and Los Angeles, Calif.



Los Angeles	12,500	12,500	12,500
San Francisco	8,000	8,000	8,000
Chicago	4,500	4,500	4,500
New York	12,750	12,750	12,750
Los Angeles	8,700	8,700	8,700
Los Angeles	1,000	1,000	1,000
Los Angeles	2,500	2,500	2,500
Los Angeles	43,250	43,250	43,250

About 45 contributors who were attending the Convention of the National Action of Waste Material Dealers in Chicago took time out from their business interests...

What they Say about the UJA

NEW YORK Herald Tribune

The United Jewish Appeal

The largest philanthropic campaign ever undertaken in this city was opened on Monday when the United Jewish Appeal of Greater New York began its 1951 drive. Across the nation the U. J. A. hopes to raise \$203 million, in a critical year when the scope and needs of the organization have become more vital than ever before. There are important factors which lend special urgency to the 1951 appeal. First, there are emigration deadlines which affect thousands of Jewish victims of war and persecution in Eastern Europe, in displaced persons areas of Europe and in Moslem countries. If sufficient funds are not available this year to transport these thousands to Israel, America and other free lands, they may lose forever their chance for safety and freedom. Second, in present efforts in defense of the free countries, U. J. A. acts as a bulwark of strength to Israel—well called a beachhead of democracy in the Middle East. U. J. A. provides dollar credits essential to the new state's economic crisis, and it constantly meets with many services the human needs which must be cared for before the new state's productive self-sufficiency for its citizens can be secured.

United States Senator Herbert H. Lehman has pointed out that loans by the Export-Import Bank have tokened the interest felt at Washington in Israel's development. But no intergovernmental aid, now or in the future, Mr. Lehman declared, can supplant the first-hand assistance furnished Israel's population through U. J. A. New York's share in U. J. A.'s campaign for funds will stretch far beyond the five boroughs. It will maintain programs for religious, morale and welfare services to Jewish youth in the nation's armed forces. It will become a worldwide constructive support of the basic beliefs which underlie the American way of life. Contributions should be sent to the United Jewish Appeal of Greater New York, 220 West Fifty-eighth Street, New York 19.

Here is what two great newspapers in New York say editorially about the United Jewish Appeal. Similar editorials calling for support of UJA are appearing in cities throughout the country. With the same urgency that these facts are reported to you, with the same urgency that compels the UJA to act now, we ask that you give today to your community campaign—to save lives, to strengthen the free people of Israel, to aid democracy everywhere.

EDWARD M. M. WARBURG

General Chairman, United Jewish Appeal

The New York Times

UNITED JEWISH APPEAL

The 1951 campaign of the United Jewish Appeal of Greater New York, 220 West Fifty-eighth Street, New York 19, is off to a good start with \$7,150,000 pledged between Feb. 1 and the formal opening of the drive on March 5. Large as this amount seems, however, it still leaves a long way to go before New York will have contributed to this great cause its full share of the \$203,684,577 national quota.

The drive just opening has rallied 20,000 volunteer workers, representing industrial as well as civic, religious and welfare groups, to aid this year's cause. Through their work, made possible by the financial help of the public, 200,000 Jews will be assured of passage to Israel before emigration deadlines cut them off.

Some 400,000 distressed Jews in Europe and North Africa will be assisted under the plans. Food and shelter will be sought and provided for tens of thousands of refugees arriving in Israel and for 50,000 more still in transit camps. In all, it is hoped to establish 120 new agricultural settlements and build 10,000 housing units for Israel's new citizens. The program is intensive and far-reaching. Its breath-taking scope calls for all the financial aid that can be given to it.

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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

Vol. VI No. 6, May 2, 1951

165 West 46th St., New York City

NOT FOR PUBLICATION

\$1,822,000 PLEDGED AT CHICAGO BIG GIFTS MEETING

All signs point to a better-than-last-year campaign in Chicago, now that the Big Gifts meeting at the Bryn Mawr Country Club, the first of a series of seven country club meetings, has come and gone with pledges totalling \$1,822,000. Since "Report To Members" is being sent to press only a few hours after the meeting, it has not yet been possible to compare the total with last year's results from the same contributors, but the community reports that there is a sizable overall increase.

The meeting was highlighted by brilliant addresses by UJA General Chairman Edward M. M. Warburg and the General Chairman of the Combined Jewish Appeal of Chicago, Dr. Samuel S. Hollender. Peter Sampson and Charles L. Cohen shared the Chairmanship of the meeting and Meyer Katz called for gifts.

The total amount raised thus far including amounts pledged two weeks ago at a meeting of Zionists, at which Dr. Dov Joseph, Minister of Communications of Israel was guest of honor, and at a meeting of the Orthodox group at the home of Max Cohen, which was addressed by Dr. Joseph J. Schwartz, is over \$2,250,000.

Plans are well under way for the other six country club meetings to be held at Green Acres Country Club, Northmoor Country Club, Ravisloe Country Club, Twin Orchards Country Club, Idlewild Country Club, and Lakeshore Country Club.

Among the gifts announced at the Bryn Mawr meeting were those of Sam Briskin, Revere Camera Company, from \$50,000 to \$75,000; Max Cohen, Mogen David Wine, from \$25,000 to \$40,500; Abe Koolish, from \$5,500 to \$25,000; Leon Caine, Caine Steel Company, from \$2,000 to \$15,000; Shelley Steel Company, from \$4,700 to \$15,000; Peter Sampson and Associates of the Sampson Company, from \$23,000 to \$25,000; Sam Greenwald, Hammond Brass Works, from \$8,000 to \$13,000; Samuel Froehlich, Reflector Hardware Core Company, from \$11,000 to \$15,000; George B. & C. Kenneth Kurtzon, Garden City Plating and Manufacturing Company, from \$5,000 to \$10,000; Charles Helberg, from \$5,000 to \$10,000; Dr. Samuel S. Hollender, General Campaign Chairman, from \$5,000 to \$10,000; Samuel Katz, Katz Exclusive Millinery, from \$4,000 to \$5,000; Ralston Steel Company, Morris and Roy Rubin, from \$1,500 to \$5,000; William M. Chukerman, J. Chukerman and Sons, from \$3,200 to \$5,000; Herman J. Finder, Perry State Paper Mills, from \$4,600 to \$10,000; Gilbert H. Ruderman, United Wholesale Grocers, \$3,600 to \$5,000; Tabin-Picker

Company, from \$7,500 to \$10,000; Nat Ribback and Maurice W. Fried, Moordale Casuals, from \$6,051 to \$10,000; Milton Silverstein, from \$5,750 to \$10,000; Silverstein-Pinsof, from \$5,750 to \$7,500; Morris and Richard Norian, Industrial Container and Paper Corporation, from \$3,360 to \$6,800; Albert F. Mecklenburger, Felt Products Manufacturing Company, from \$7,250 to \$10,000; George M. Eisenberg, American Decalcomania Corporation, from \$15,000 to \$15,700; William A. Leeb, Illinois Rockford Corporation and Stickley Brothers Corporation, from \$17,000 to \$20,000; Joseph H. and Michael B. Makler, Waterfill and Frazier Distributing Company, from \$5,000 to \$10,000; Edward Don and Company, from \$7,000 to \$9,000; Joseph Levy, Walton Motors, from \$7,500 to \$8,000; Otto Vogl, Chicago Printed String Company, from \$15,000 to \$20,000; Simon Wexler and Abram Davis, Allied Radio Corporation, from \$15,000 to \$20,000.

Other gifts included Benjamin R. Harris, Emulsol Corporation, \$26,000; Aaron, Harry and Victor Schaffner, North Chicago Foundry, \$8,000; Sidney R. Robinson, Robinson Brothers and Company, \$10,000; Nathan Blum, Wimbledon Shirt Company, \$10,000; Meyer Katz, Rival Packing Company, \$15,000; Maxwell Abbell, \$12,500; Boris Smoler and Sons, \$21,300; Maxwell Kunin, \$10,000; Gustave and Louis Frankel, Holeproof Hosiery Company, \$25,000; Samuel N. Katzin, Midway Chevrolet, \$25,000; Marshall Field, \$7,500.

In addition to General Chairman Dr. Hollender, officers of the Chicago Combined Jewish Appeal are Reuben L. Freeman, William J. Friedman and Harris Perlstein, Vice-Presidents, and Sam Laud, Treasurer. A. Richard Frank is President of the Chicago Jewish Welfare Fund and Samuel A. Goldsmith is Executive Secretary.

DENVER MEETING SETS RECORD FOR COMMUNITY

Largest in attendance, greatest in amount, and most enthusiastic in spirit, Denver's Pace Setting Dinner broke all records for that community. Moved by addresses by Gershon Agron, [REDACTED] Morris Berinstein, UJA National Campaign Cabinet Chairman, and Rabbi Herbert A. Friedman of Denver, gifts totalling \$552,714 were announced from contributors who last year gave \$513,000, an increase of 8%.

Included among the pledges were those of Miller's Groceteria from \$35,000 in 1950 to \$40,000 in 1951; Neusteter's (Meyer and Myron D.) from \$15,000 to \$18,000; Hyman Friedman, (Friedman and Son), \$12,000 to \$14,000; Goldberg Bros., \$10,000 to \$12,500; Hilb and Company, \$10,000 to \$11,000; Carl Tucker (Rockmont Envelope Company), \$6,000 to \$7,500; A. B. Hirschfeld, \$7,500 to \$8,000; Herman Horwich, \$6,000 to \$7,000; Moses M. Katz, (Chemical Sales), \$3,000 to \$4,000; E. D. Seldin, \$3,000 to \$4,000; Seymour Heller, (Denver Rendering), \$2,000 to \$3,500; David W. Garlett, \$3,000 to \$3,500; Winter-Weiss, \$1,500 to \$2,500; Miller Foundation \$15,000; Shwayder Bros., \$50,000; Adolph Kiesler, (Peerless Alloy), \$40,000; Louis Cohan, (Denver Buick), \$12,500.

Hyman H. Goldman is President of the Allied Jewish Community Council of Denver. Campaign Chairman is Jack H. Levy. Morris Miller is serving as Big Gifts Chairman and Nathan Rosenberg is Executive Director.

MINNEAPOLIS BIG GIFTS 23% AHEAD OF LAST YEAR

Aroused to greater generosity by inspiring addresses by Edward M. M. Warburg and Morris Berinstein, contributors at the Initial Gifts function in Minneapolis pledged \$373,000, an increase of 23% over the gifts of the same contributors last year. The spirit of the meeting was further heightened by the stimulating remarks of Jay Phillips,

Honorary Chairman of the Minneapolis Federation for Jewish Service, and by the effectiveness and skill of Big Gifts Chairman I. S. Joseph who called for pledges. Gifts announced subsequent to the meeting brought the total raised in Minneapolis to \$462,061 to date with the 23% increase still being maintained.

Among the outstanding gifts were those of Jay and Lewis Phillips, who went from \$75,000 in 1950 to \$100,000 in 1951; I. S. Joseph, \$15,000 to \$25,000; Thomas I. Levitt and Abraham Davidson (Boutells) \$10,000 to \$17,000; Benjamin N. Berger, \$5,000 to \$6,000; Sam Bright and Leonard Margolis (N. W. Corrugated Box Co.) \$3,500 to \$5,000; Philip Sieff, in behalf of S & M Tire Co., \$4,000 to \$6,000; Ed Rappaport & Sons (N. W. Auto Parts) \$3,500 to \$7,000; Sol Rosen, in behalf of Union Scrap Iron and Metal Co., \$1,500 to \$3,000; Max J. Sanders, \$16,000 to \$18,000; P. B. Juster, \$8,000 to \$9,000; Sigmund Harris, \$3,000 to \$4,000; Chenille Rug Co. \$6,000 to \$7,500; Samuel H. Maslon, \$8,000 to \$10,000; Wilfred Wolfson, \$10,000; Louis S. Grossman, \$15,000; Harry Werner \$5,000; Arthur C. and Maurice L. Melamed, \$25,000; Roy B. Cohen, \$7,000; American Lumber and Wrecking Co., \$6,000.

Officers in addition to Messrs. Phillips and Joseph are Dr. Louis R. Weiss, President of the Minneapolis Federation for Jewish Service; Max J. Sanders, Campaign Chairman; Mrs. Thomas I. Levitt, Women's Division Chairman; and Charles I. Cooper, Executive Director.

GREAT NATIONAL ACTION CONFERENCE IN CHICAGO PLANNED FOR MAY 26-27

On Saturday evening, May 26th and Sunday, May 27th, the Palmer House in Chicago will be the scene of what promises to be one of the most significant and far-reaching gatherings in American Jewish life when community leaders from all parts of the country, who for more than a decade have carried responsibility for the great rescue, reconstruction and rehabilitation programs of the United Jewish Appeal, gather at the National Action Conference of the UJA to take stock of a decade of achievement and to lay plans for the continuation and completion of a historic task. Arrangements are now under way for an exciting and highly constructive program led by some of the top personalities of the United States and Israel. In addition, all of the resources of the UJA that can be provided by staff and lay leadership will be devoted between May 1st and the date of the Conference to an all-out effort to bring together a minimum of \$25,000,000 in cash for the purpose of making a major impact on the crisis posed by the May 31st deadline on emigration from Iraq, as well as the increasing immigration from Roumania, while at the same time maintaining all of the other vital programs of the UJA agencies.

In connection with the cash phase of the National Action Conference in Chicago, communities are requested not to hold up checks for the date of the Conference but to forward them as quickly as possible to the UJA. Announcements and full credit for all checks received during the period of May 1st to May 27th will be made at the Conference.

The officers of the UJA call upon American Jews to dedicate themselves during this period of the third anniversary of the State of Israel to the task of achieving successful community campaigns and preparing to make the National Action Conference a historic landmark in Jewish history.

WORCESTER BIG GIFTS INCREASE THERMOMETER HITS 22%

Following a meeting in Worcester addressed by Dr. Ruth Gruber and Moritz M. Gottlieb, a second meeting was held this week which brought the total pledges to \$304,000 from contributors who gave \$249,000 last year, an increase of 22%.

Among the pledges thus far announced are the following. Farber Brothers, from \$15,000 to \$18,000; Glick Brothers, \$14,500; Seder Associates, \$12,500 to \$13,500; Jerome Friedman, \$2,000 to \$10,000; Louis Kunin, \$6,500 to \$7,500; Jack and Ed Zellin, \$7,500; Jacobson Brothers, \$5,000 to \$7,500; Carl Burwick Co. \$7,000; Joseph Talamo, \$5,100 to \$5,200; Sidney and James Wilensky, \$5,000; Krintzman Dusting Mills, \$3,500 to \$6,000; William and Ed Levine \$4,500; Leon S. Newton, \$3,500 to \$4,200; Jacob Hiatt, \$8,000 to \$8,500; Aaron Krock, \$7,500; B. & M. Cohen, \$7,500; Albert Green, \$5,500; Kulin Waste Co., \$5,000; I. S. Zelkind, \$5,000; Charles Putnam & Son, \$3,500 to \$5,000; Lewis Wald, \$2,500 to \$3,800; Samuel Freedman & Sons, \$2,500 to \$3,500; Louis Pemstein, \$2,000 to \$3,000; Harry Siff, \$500 to \$3,000; David I. Seder, \$2,500 to \$3,000; Israel M. Ulian, \$3,000; Max Rubinstein, \$2,800; Melvin Sawyer & Ernest Abeles, \$5,000; Ory and Savat, \$4,500; I. I. and D. Katz, \$4,500; Cotton Bros., \$3,500 to \$4,000; Harry Medlinsky, \$3,000 to \$3,500; H. M. Cotton, \$2,000; Emil Eisenberg, \$2,000; Louis Kumin, \$2,000 to \$2,400.

Joseph Talamo is President of the Worcester Jewish Federation and Joseph Goldberg is General Campaign Chairman. Jerome Friedman is serving as Advance Gifts Chairman. Mrs. Israel M. Ulian is Chairman of the Women's Division. Jacob Gross is Executive Director.

ST. PAUL ACHIEVES 8% INCREASE

"Absolutely sensational" was the description of speeches by Edward M. M. Warburg and Morris Berinstein at the St. Paul Big Gifts meeting where contributions totalling \$243,575 were received from a group which last year gave \$228,243. A follow-up meeting by the Women's Division produced \$34,850 as against \$30,241 last year, resulting in a total of \$278,425 as compared with \$258,484 in 1950, an aggregate increase of 8%. As a result of pledges made subsequent to these meetings, the total raised in St. Paul to date is \$298,800, with the 8% increase still being maintained.

Kalman S. Goldenberg is President of the United Jewish Fund and Council of St. Paul, and Sylvan J. Mack is Campaign Chairman. Serving with Mr. Mack as Co-Chairmen are Albert H. Heller, Jr., Morris B. Kuller and Mack Wolf. Big Gifts Chairmen are Hess Kline and Kalman S. Goldenberg.

JOSEPH MAZER AND SOL LUCKMAN SEE NORTH HUDSON TOP 1950 BY 17%

With almost \$270,000 already raised towards its goal of \$650,000, North Hudson is maintaining a steady 17% increase over 1950. The campaign in North Hudson, the entire proceeds of which go to the UJA, is sparked by the dynamic leadership of its officers, Alexander Grodnick, Chairman, and Judge Abraham Lieberman, Executive Chairman, and the generosity of its leading contributor, Israel Rogosin, who increased from \$150,000 in 1950 to \$165,000 in 1951. Working in the community in advance of the North Hudson Big Gifts meeting and inspiring those present at the meeting by their remarks, UJA National Campaign Cabinet members Joseph Mazer of New York and Sol Luckman of Cincinnati were given credit by Judge Lieberman and Messrs. Grodnick and Rogosin for a very helpful contribution to the results achieved.

Among the other contributions received thus far are those of Alexander Grodnick, \$25,000; Gibraltar Corrugated Paper Box Co., \$20,000; North Hudson Jewish Relief, \$16,000; Louis Goldwyn, \$6,500; Blickman Foundation, \$10,000; Harry J. Srulowitz, \$4,000; Charles Sprayregen, \$3,000; David Hein, \$2,500; Joseph & Samuel Leshinsky, \$2,200; Judge Abraham Lieberman, \$2,000; Sam Augenlicht, \$1,650; Samuel H. Ershler, \$1,500;

Morris Breakstone, \$1,100; Murray Gillette, \$1,100; Harry Lehr, \$1,000; David Deitsch, \$1,250; Irving Low, \$1,500.

Mrs. Bilee Baum Steinberg is Executive Secretary of the North Hudson campaign.

HOW THEY'RE DOING

It is interesting and informative to watch the progress of community campaigns after the first flush of enthusiasm and dedication makes its mark upon Initial and Big Gifts meetings. Let's go back to a few of the communities on which we have reported before and see how they're doing.

San Francisco, which has passed the \$1,100,000 mark, is still 5% ahead of last year.

Atlanta is now beyond \$533,000 and maintaining a 5% increase.

Baltimore stands at better than \$3,155,000 and is still running 8% ahead of last year.

Detroit has topped the \$2,900,000 mark and is running 15% ahead.

Kansas City has raised more than \$1,000,000 and is 5% ahead of 1950.

Newark has gone by the \$1,350,000 figure and shows an increase of better than 15%.

Cincinnati has about \$900,000 in, with the increase standing at 12%.

Cleveland is just about at the \$3,000,000 mark and running 14% ahead of last year.

New York City has passed the \$14,000,000 mark and is \$3,000,000 ahead of 1950 results in the corresponding period.

Philadelphia has raised more than \$3,500,000 thus far and shows a 17% increase.

Pittsburgh has raised well over \$1,500,000 and is 8% ahead.

Dallas has raised more than \$746,000 to date and is already ahead of last year's final total.

Memphis has passed the \$350,000 mark and is running 22% ahead.

Houston has more than \$540,000 recorded and is already past the total amount raised last year.

Washington has exceeded \$1,300,000 and is maintaining an 8% increase.

INDIANAPOLIS RESPONDS TO SILVER WITH 25% INCREASE

The Initial Gifts meeting in Indianapolis, which was addressed by Dr. Abba Hillel Silver, scored pledges totalling \$260,000 from a group which last year gave \$208,000. The increase represented a resounding 25%.

Julian Freeman, President of the Council of Jewish Federations and Welfare Funds, is serving as President of the Indianapolis Jewish Welfare Federation, and Lazure L. Goodman is Campaign Chairman. Edward M. Dayan and Harry Sidrow are Special Gifts Co-Chairmen. Mrs. J. A. Goodman is Chairman of the Women's Division. Sidney Cahn is Executive Director.

HARTFORD SHOWS 19% INCREASE

Excited by the results achieved at the Initial Big Gifts meeting, which was addressed by Dr. Ruth Gruber and Moritz M. Gottlieb, Hartford, Connecticut contributors who last year gave \$202,000 pledged \$240,000 for 1951, an increase of 19%.

Among the outstanding pledges here were those of dynamic Campaign Co-Chairman Samuel Roskin, who went from \$7,500 to \$15,000; Co-Chairman Arthur D. Weinstein, (Schapz and Weinstein), from \$2,500 to \$5,000; Advanced Gifts Co-Chairman Francis E. Stern from \$10,000 to \$15,000; Advance Gifts Co-Chairman Israel Grody, \$8,000 to \$15,000; Barney Rapaport, \$25,000.

I. Oscar Levine is President of the Hartford Jewish Federation. Mrs. Harry S. Blumenthal and Mrs. Max Meyers are Co-Chairmen of the Women's Division. Bernard L. Gottlieb is Executive Director.

PASSAIC BREAKS ALL RECORDS AT INITIAL GIFTS MEETING

The Initial Gifts Meeting in Passaic, New Jersey, held at the home of Al Levine, was the best such meeting ever held in the community. A group of contributors, addressed by Cecil Brown, pledged \$122,860 as compared with \$92,430 from the same group last year. Practically all of the gifts received were increases over last year. There was not a single out. The quality of leadership and the spirit of the community are indicated by the fact that of a total Jewish Population of 12,000, the Passaic campaign counts 6,000 individual contributors.

The total amount raised to date in Passaic is \$230,000. This compares with \$200,000 in 1950, an increase of 15%.

Irving D. Peisner is President of the Jewish Community Council of Passaic. Dr. Irving E. Ehrenfeld is Campaign Chairman, and Daniel Rachles is serving with him as Co-Chairman. Max Grossman is Executive Director.

BEN SOLNIT HEADS LOS ANGELES CAMPAIGN

Heading the campaign of the Los Angeles United Jewish Welfare Fund for 1951 is Ben Solnit, Los Angeles industrialist, who for many years has given devoted service to the community in all welfare projects.

President of Solnit Shoe Company, Mr. Solnit is actively connected with the Federation of Jewish Welfare Organizations and Mt. Sinai Hospital, and is past president of the Jewish Consumptive Relief Association. He is third vice-president of the Los Angeles Jewish Community Council.

A resident of Los Angeles for thirty years, Mr. Solnit has achieved a position of extraordinary affection and esteem in the community, and the many friends he has

made through the years are working devotedly with him to produce maximum results in the campaign.

The Los Angeles campaign, which has already reached almost \$3,500,000 was sparked by Mr. Solnit's gift of \$30,000 as against \$20,000 last year.

HARRISBURG CAMPAIGN OPENING MEETING HITS NEW HIGH

The largest campaign opening in the history of Harrisburg, Pennsylvania, which was addressed by Franklin D. Roosevelt, Jr., resulted in pledges totalling \$190,200 from contributors who last year gave \$182,634, an increase of 4%.

Among the contributions announced were those of Charles M. Feller, from \$15,000 to \$16,000; B. Abrams, \$5,000 to \$10,000; Berman Foundation, \$2,000 to \$4,000; Yaverbaum & Company, \$750 to \$2,000; Horace S. Goldberger, \$2,500 to \$3,000; Gustav Kaplan, \$5,000 to \$5,500; Morris Weiner, \$1,200 to \$1,500; Milton M. Cohen, \$2,000 to \$2,300; Buch Express, \$3,350 to \$3,500; Joseph F. Brenner, \$4,100 to \$4,600; Meyer S. Jacobs, \$2,000 to \$2,500; Zommitt Cleaners, \$600 to \$1,000; Max Cohen & Sons, \$1,125 to \$1,500. Other notable gifts were those of Samuel, Henry, Ephraim and Simon Brenner, \$5,000 each; Sol Hurwitz, \$1,500, Jacob Miller, \$12,000; Stanley Distributors, \$4,000; Philip Menaher, \$6,000; D & H Distributors, \$6,500; Irwin Yaffe, \$2,000; Caplan's, \$5,000; Rubin Brothers, \$4,000.

Irving Yaverbaum is President of the Welfare Fund and Charles M. Feller is Campaign Chairman. Serving with Mr. Feller as Co-Chairmen are Samuel L. Abrams, Samuel Brenner, Milton M. Cohen and Horace S. Goldberger.

SAN DIEGO A NEAT 30% AHEAD OF 1950

San Diego, California, which at its Big Gifts meeting chalked up a remarkable increase of 56%, has now raised a total of over \$160,000 and is still 30% ahead of last year. What this means is further demonstrated by the fact that the total amount raised last year in San Diego was slightly over \$187,000.

Victor Schulman is President of the United Jewish Fund in San Diego. Campaign Co-Chairmen are Morris Douglas and Rodin S. Horrow. Mrs. Abe Rattner, Mrs. M. D. Goodrich and Mrs. Al Newmann are Co-Chairmen of the Women's Division. Albert A. Hutler is Executive Director.

SAVANNAH, GEORGIA SHOWS 7% INCREASE

Initial Gifts in Savannah, Georgia shows \$94,000 against \$87,465 from the same contributors last year, an increase of 7%. Pledges made since the meeting have brought the total raised figure in Savannah to date to \$150,835 as compared with \$140,000 last year. The 7% increase is still being maintained.

Among the contributors were Chatham Iron and Metal, from \$15,500 to \$17,000; Slotin and Company, \$16,000 to \$16,500; Philip H. Bodziner, \$7,500 to \$8,250. Meddin Brothers, \$7,500 to \$8,250.

Albert Tenenbaum is President of the Savannah Jewish Council and Dr. William A. Wexler is Campaign Chairman. Paul Kulick is Executive Director.

FORT WAYNE STILL 9% AHEAD

With \$130,000 already raised, Fort Wayne, Indiana still shows an increase of 9% over last year. Intensive efforts are being made to wind up the campaign on a basis of "more-than-last-year".

Byron F. Novitsky is President of the Jewish Federation of Fort Wayne and Rabbi Frederic A. Doppelt is Campaign Chairman. Serving with Rabbi Doppelt as Co-Chairman is Dr. Naf Gladstone. Rabbi Joseph A. Gorfinkel and G. Irving Latz II are Big Gifts Co-Chairmen. Joseph Levine is Executive Director.

PORTLAND, MAINE BIG GIFTS MEETING RAISES \$75,310 - 4% INCREASE

The first Big Gifts meeting in Portland, Maine ended with an announcement of \$75,310 in pledges which compared with \$72,365 from the same individuals last year, an increase of 4%.

Sydney W. Wernick is President of the Jewish Federation of Portland. Campaign Chairman is Louis E. Weiner, and serving with him as Big Gifts Chairman is William Goodman. Jules Krems is Executive Director.

ALEX LOWENTHAL GETS 30% INCREASE IN MANCHESTER

An outstanding address by Alex Lowenthal, National Chairman of the UJA Speakers Division, in Manchester, New Hampshire was followed by pledges of \$53,775 from a group which contributed \$41,225 in 1950, an increase of 30%. The meeting was hosted by Murray Samuels.

Saul Greenspan is President of the Welfare Fund and Joseph Rudnick is Campaign Chairman. Campaign advisors to Mr. Rudnick are Saul Greenspan and Saul O. Sidore. Jack H. Cohen is Executive Director.

CHATTANOOGA ESTABLISHES 25% INCREASE PATTERN

Officers of the Chattanooga, Tennessee, campaign were heartened by the results of the first Big Gifts meeting which brought out pledges totalling \$52,800 from a group that contributed \$42,300 last year, an increase of 25%.

Abe J. Koblentz is President of the Chattanooga Jewish Welfare Federation and Ira Trivers is Campaign Chairman. Mrs. Diana W. Cove is Executive Secretary.

LEADERS OF SEVEN STATES MEET IN PLANNING CONFERENCE IN NEW YORK

Leaders of community campaigns in New York, New Jersey, Massachusetts, Connecticut, Rhode Island, Eastern Pennsylvania and Virginia met on May 2nd in New York with Edward M. M. Warburg, Morris Berinstein, Dr. Joseph J. Schwartz and Michael M. Nisselson, Assistant Executive Vice-Chairman of UJA, to discuss campaign problems and work out plans for winding up campaigns in a manner that would assure success.

The meeting was a fruitful working session which resulted in campaign blueprints

for the acceleration and wind-up of campaigns, thorough coverage of outstanding cards and the speedy remittance of cash.

SINCOFF GREETED WITH 11% INCREASE IN NEW BRUNSWICK

Following a memorable address by Jacob Sincoff, National Co-Treasurer of the UJA, contributors attending the first Big Gifts meeting in New Brunswick, New Jersey, pledged \$43,800. The same group contributed \$39,500 in 1950, thus setting a standard of 11% increase for this year.

Harry S. Feller is President of the Jewish Federation of New Brunswick. Serving as Campaign Co-Chairmen are Alex Katchen and David Michelson. Mrs. Samuel Kronman is Chairman of the Women's Division and Josef Perlberg is Executive Director.

ROSENWALD ADDRESSES PERTH AMBOY MEETING - INCREASE 16%

A Big Gifts meeting in Perth Amboy, New Jersey, addressed by UJA National Chairman, William Rosenwald, wound up with pledges in the amount of \$47,500 from a group which gave \$40,800 last year.

Among the contributions announced were those of David T. Wilentz, who went from \$2,000 to \$5,000; Sol Schwartz, \$4,000; William Braunstein, \$4,000; Goldberg Brothers, from \$1,700 to \$2,000; Raymond & Sheldon Safran, \$2,300 to \$2,400; Jacobson and Goldfarb, \$2,700 to \$2,800; Leon Hess, \$1,000 to \$2,000; Morris Margaretten, \$1,200 to \$1,500; Kapowlitz Brothers, \$2,000; Reuben Kaden, \$1,000 to \$1,100; Spivack Brothers, \$1,000; Dr. Klufft, \$750 to \$1,000; J. Levinson, \$1,000 to \$1,500; Hyman Davidson, \$2,100 to \$2,200; Saul Kaufman, \$750 to \$1,000; Witco Chemicals, \$1,000 to \$3,000.

Dr. William Wedeen is President of the Perth Amboy Jewish Community Council. Mortimer W. Greenspan, Warren W. Wilentz and William Zweigbaum are serving as Co-Chairmen of the Campaign, and Martin E. Danzig is Executive Director.

CORPUS CHRISTI RUNNING 13% AHEAD

Corpus Christi's Campaign opening meeting raised \$40,913, an increase of 13%, from contributors who last year gave \$36,213. Dr. Frank Kingdon was the principal speaker.

Ben Marks is President of the Jewish Welfare Fund of Corpus Christi and is also serving as Big Gifts Chairman. Campaign Chairman is Nat Selinger.

WOONSOCKET STARTS OFF WITH 10% INCREASE

The first Big Gifts meeting in Woonsocket, Rhode Island produced pledges totalling \$36,100 from a group that gave \$33,000 last year.

Among the increases announced were those of the Finkelsteins, who went from \$14,500 in 1950 to \$15,000 this year; Siegmund Berger, from \$3,700 to \$4,000; Louis Macktez, from \$3,500 to \$3,850; Israel Goldstein from \$2,500 to \$3,000; Samuel Kornstein, from \$2,100 to \$2,250; Sidney Silverstein, from \$1,150 to \$1,350. Mrs. Sarah Kaplan, from \$1,050 to \$1,150; Sam Ketover, from \$500 to \$1,000.

Noah Finkelstein is Chairman of the Woonsocket Campaign.

MANSFIELD, OHIO 19% AHEAD

With \$25,000 raised at an enthusiastic meeting in Mansfield, Ohio, the community now stands 19% ahead of last year.

Nathan Lifson, whose family contributed \$15,600 against \$15,000 last year, is Honorary Chairman of the campaign. M. J. Berer is President of the Welfare Fund and is also serving as Campaign Co-Chairman with Leonard J. Goler. Morton Stern is Treasurer.

SAN JOSE CHASES THE BLUES WITH 25% INCREASE

Despite many misgivings, the leaders of the San Jose, California campaign went forward with determination to do the best they could. They were delighted when, after a brilliant address by Max Lipin of Los Angeles, the Advance Gifts meeting showed an overall increase of 51%. The Campaign Opening meeting brought the early total to \$22,285 with the aggregate increase standing at 25% and with all the leaders now confident that the campaign will be an outstanding success.

Dr. Elliot G. Schneider is President of the Jewish Community Council of San Jose and Dr. Michael A. Garetz is Campaign Chairman. Chairman of Big Gifts is Seaman L. Kay.

DOV JOSEPH, EDDIE CANTOR AND JOSEPH J. SCHWARTZ STIMULATE CASH ACTION IN TRI-STATE AREA

Conference in Honor of Israel's Third Anniversary Produces \$1,000,000

The Tri-State Region, which traditionally conducts an annual cash conference at this time of the year, outdid itself last weekend at a conference commemorating the third anniversary of Israel's independence, when 700 campaign leaders representing 71 communities in Western Pennsylvania, Eastern Ohio and West Virginia heard Israel's Minister of Communications, Dr. Dov Joseph, report on the urgent needs of the hundreds of thousands of newcomers streaming into Israel. Dr. Joseph described the plight of the Jews in Iraq who are confronted with a May 31st emigration deadline. He told of the shuttle plane service which had been set up and through which nine or ten flights were made daily to bring from 800 to 1,000 Iraqi Jews to Israel and described the need for immediate cash to add planes so that a maximum number might be brought out of Iraq before the deadline. The delegates responded with checks totalling more than a million dollars.

Sharing speaking honors with Dr. Joseph were Mayor David L. Lawrence of Pittsburgh, who served as Honorary Chairman of the Reception Committee, Eddie Cantor, who is a member of the UJA National Campaign Cabinet, and Dr. Joseph J. Schwartz.

Judge Samuel A. Weiss is Chairman of the Tri-State Region; Meyer B. Berkman of Beaver Falls, Pa., and Nathan Kaufman of Uniontown, Pa., served as Co-Chairmen of the Reception Committee, which brought Dr. Joseph to the meeting with a police escort. Jack H. Millstein of Greensburg, Pa., and Ben H. Richman of Washington, Pa., served as Co-Chairmen of the Cash Mobilization Committee. John Wiseman of Wheeling, W. Va. was Chairman of the Resolutions Committee.

Following is a list of the persons who presented checks in behalf of the communities indicated: Harry Jackson, Aliquippa, \$15,000; S. B. Maximon, Altoona, \$75,000;

Dr. Mark Levin, Ambridge, \$10,000; Dr. Harry Cohen, Blairsville, \$4,200; Charles Mann, Upper Beaver Valley, \$30,000; Aaron Green, Lower Beaver Valley, \$4,000; Leon Smith, Braddock, \$20,000; Jack Greenfield, Brownsville, \$10,000; Hyman Hurwitz, Butler, \$20,000; Dr. Abe Azorsky, California, \$1,053; William Katz, Canonsburg, \$1,500; Benjamin Kahn, Carnegie, \$7,700; Leo D. Guttman, Charleroi, \$5,500; Arch Lhormer, Clairton, \$7,500; Philip Wekselman, Coraopolis, \$3,000; Rubin Hirsch, Donora, \$1,000; Louis L. Steinberg, Dubois, \$4,000; Louis C. Burstin, Duquesne, \$5,300; Allen I. Schwartz, Elizabeth, \$1,100; Allan D. Keller, Ellwood City, \$6,500; Samuel Papernick, Glassport, \$3,000; Jack H. Millstein, Greensburg, \$20,000; Isaac Lincoff, Homestead, \$12,000; Hyman J. Brody, Indiana, \$5,000; Samuel W. Berk, Irwin, \$4,000; Theodore Levin, Jeannette, \$15,000; Samuel Rapoport, Johnstown, \$75,000; Isadore Rubin, Kiski Valley, \$5,000; Harry Lurie, Kittanning, \$10,000; Irving G. Lowenstein, Latrobe, \$3,000; Sam Weissberg, McDonald, \$1,805; Robert Amper and Dr. James L. Auslander, McKeesport, \$75,000; S. R. Greenfield, Meadville, \$1,000; David H. Weiss, Monessen, \$5,000; Michael Stadlander, Monongahela, \$4,000; Leonard Feldman and Leonard Levin, Mt. Pleasant, \$5,500; Lawrence E. Perelman, New Castle, \$20,000; Sam Meyers, New Kensington, \$10,000; Samuel I. Slesnick, Oil City, \$12,500; Arthur G. Rosenthal, Punxsutawney, \$2,000; David Goldberg, Sharon-Farrell, \$10,000; Joseph Wikes, Tarentum, \$3,000; Jacqueline Cohen and Julius Marcus, State College, \$4,000; Dr. Edward Kaplan, Uniontown, \$25,000; Jacob Levinson, Warren, \$1,500; Samuel A. Meyer, Washington, \$15,000; Charles H. Levine (individual gift), Beckley, W. Va., \$2,500; Fred Gilbert, Bluefield, \$3,000; George Rosen, Clarksburg, \$25,000; Ivor Boiarsky, Charleston, \$50,000; E. Henry Broh, Huntington, \$25,000; Allen Katz, Martinsburg, \$3,400; David Cremer, Parkersburg, \$2,000; Isadore Katzen, Welch, \$2,500; Louis Forgash, Weirton, \$5,000; Max L. Horne, Wheeling, \$25,591; Louis Duga, Bellaire, Ohio, \$5,000; Mrs. Marcus L. Ginsburg, Steubenville, \$30,000.

FRANKLIN D. ROOSEVELT, JR. ADDRESSES NEW ENGLAND CONFERENCE

In one of the greatest UJA gatherings ever held in the area, over 500 leaders from 32 communities attending the recent New England Conference of UJA in Worcester presented over \$1,250,000 to the UJA in advance cash on account of 1951 campaigns. Congressman Franklin D. Roosevelt, Jr., guest of honor and principal speaker, urged that "nothing be left undone to speed the removal of thousands of Jews from the dead-line countries to Israel — no stone should be left unturned to keep sending cash to UJA to help insure the speedy removal of every emigrant from these countries before the Iron Curtain falls." Congressman Roosevelt further stated that "I am interested in Israel because this little state is committed to peace, because it is opposed to aggression, and because it is in the forefront today of the major powers fighting for freedom."

Other speakers included Col. Maxwell Grossman, personal representative of Gov. Paul A. Dever of Massachusetts, Mayor Andrew Holstrom of Worcester, and UJA National Campaign Cabinet member, Moritz M. Gottlieb of Allentown, Pa. Dewey D. Stone of Brockton, Mass., also a member of the UJA National Campaign Cabinet, was Conference Chairman and Joseph Talamo of Worcester served as Co-Chairman.

CARBONDALE, PENNSYLVANIA 20% AHEAD

With the drive 90% completed, Dr. Howard R. Alexander, Chairman of the Carbondale, Pennsylvania campaign, has announced that the total raised to date is \$14,595 from a group which last year gave \$12,130, an increase of 20%.

Serving with Dr. Alexander as Co-Chairmen are Samuel Edelstein, Samuel Letzic and Michael Kaufman.

COLUMBUS SETS GOAL OF \$631,660

Columbus, Ohio, which last year raised \$536,000, has announced a goal of \$631,660 for 1951.

President of the United Jewish Fund of Columbus is Ralph Lazarus. Samuel M. Melton is serving as General Campaign Chairman. Special Gifts Co-Chairmen are Troy A. Feibel, Herbert Linick, Jack S. Resler, Jack Schiff, Sam Schlonsky and Fred Yenkin. Maurice Bernstein is Executive Director.

WOMEN'S DIVISIONS CONTINUE TO SHOW INCREASES

Women's Division drives from coast to coast have been showing excellent increases in the special gifts phase of their campaigns and are now working toward clean-up and the final stages, determined to hold these fine percentages of increase, it was reported this week by Mrs. S. A. Brailove, National Chairman of UJA Women's Division.

In San Diego, where Mrs. Abe Rattner, Mrs. M. D. Goodrich and Mrs. Al Neumann are Women's Division Co-Chairmen, the Women's Division has already exceeded its 1950 total by \$4,000 and is still going strong.

The Minneapolis pace-setters meeting produced \$35,375, a 7% increase over the previous year. Mrs. Thomas I. Levitt is Women's Division Chairman.

At the Top Gifts function of its twin city, St. Paul, according to an announcement by Mrs. Joseph J. Malmon, Chairman, \$34,850 was raised against \$30,241 last year.

Cincinnati Women's Division, using for a second year the device of simultaneous luncheons, netted \$101,415 as against a 1950 total of \$94,132. This Women's Division is headed by Mrs. Philip Meyers.

Another Ohio community, Cleveland, reports its Women's Division 10% ahead of last year. Mrs. M. E. Glass is Chairman of this Division.

In the Southwest, the Tyler, Texas women got off to a good start with their initial function producing \$17,160 against \$16,760 last year. The Chairman of the Women's Division is Mrs. Jesse Goldfeder.

Detroit Women's Division, at a Gifts and Dolls luncheon addressed by Mrs. Kurt Laemmle, Vice Chairman of the National Women's Division, announced a total raised of \$212,000, better than a 19% increase over 1950. Mrs. John C. Hopp is the very able Chairman here.

On the east coast in Metuchen, N. J., Mrs. Lloyd B. Kornblatt, Chairman, announced that at their initial gifts meeting \$2,550 was pledged against \$1,738 last year.

An auspicious beginning was made by the Allentown Women's Division where \$36,650 was raised against \$32,850 the previous year. The Women's Division Chairman in this community is Mrs. Irving Friedman.

Memphis Women's Division, with only about half of its campaign finished, is close to its 1950 total. To date, Mrs. Sam Franklin, Chairman, announced the women have raised \$40,459 against \$30,276.

In Louisville, first reports announce \$48,700 raised against a 1950 figure of \$44,122. The Chairmanship is held by Mrs. Max Waldman.

The Women's Division in South Bend, under the leadership of Mrs. Joseph Fischhoff, has topped its \$35,000 quota by raising \$37,358 as compared with \$28,000 last year for an increase of 33%.

Mrs. Ernest A. Nogg, Chairman of Omaha's Women's Division, announced that the campaign has raised over \$44,000 to date for a 10% increase over last year.

DES MOINES REACHES \$306,000 WITH 5% INCREASE

The campaign in Des Moines has recorded over \$306,000 to date toward its \$375,000 goal, and is maintaining a 5% increase. Officers are confident that final results will be greater than last year.

A. J. Myers is President of the Des Moines Jewish Welfare Fund. Jack Wolfe is Campaign Chairman with Robert G. Sandler serving as Co-Chairman. Ike Sherman is Chairman of the Executive Committee. Sidney Speiglmán is Executive Director.

FROM COAST TO COAST THE SLOGAN IS "MORE THAN LAST YEAR"

The large communities throughout the country continue to show encouraging increases, but the campaign as a whole cannot be successful unless communities with smaller Jewish populations keep pace. That they are doing so with vim, vigor and vitality is evidenced by the following record of smaller-community achievement.

<u>Community</u>	<u>1951 Pledges</u>	<u>1950 Comparison</u>	<u>Percentage of Increase</u>	<u>Chairman</u>
Anniston, Ala.	\$ 9,694	\$ 7,700	26	Sam Edelman
Gadsden, Ala.	4,115	3,586	15	Martin R. Sacher
Elsinore, Calif.	2,100	1,700	23	Samuel Figen
Santa Maria, Calif.	4,000	2,800	43	Dr. Henry Linker
Santa Rosa, Calif.	5,138	3,690	39	Harry Harris
Ventura, Calif.	14,200	13,000	9	Max Pavin
Wilmington Calif.	1,100	900	22	Ben Cohn
Sanford, Fla.	2,375	1,712	39	Frank Sandler
West Palm Beach, Fla.	40,000	34,000	18	Carl F. Altman
Columbus, Ga.	19,000	17,460	9	Maurice D. Rothschild
Dalton, Ga.	5,350	5,000	7	Sam Millender)Co- Ira N. Nochumson)Chairmen
Macon, Ga.	26,000	24,500	6	Izzie Chanin
Boise, Idaho	9,941	9,415	6	Leo J. Falk
Nampa, Idaho	6,000	4,400	36	Julian M. Kleiner
Pocatello, Idaho	3,985	3,200	25	Mel Morgan

<u>Community</u>	<u>1951 Pledges</u>	<u>1950 Comparison</u>	<u>Percentage of Increase</u>	<u>Chairman</u>
Decatur, Ill.	\$27,067	\$21,850	24	Joseph Rosenberg
Mattoon, Ill.	5,940	3,650	63	David Ratner
Quincy, Ill.	9,985	9,265	8	Ben Brodsky
Rockford, Ill.	47,445	36,831	29	Philip Behr
Anderson, Ind.	11,425	7,725	48	Leon Glazer
Goshen, Ind.	6,710	6,275	7	William Katzinger
Marion, Ind.	27,400	24,997	10	Sam Fleck
Terre Haute, Ind.	52,050	48,100	8	Melvin J. Goodman
Lawrence, Kans.	3,650	3,100	18	Simon Hurwitz
Topeka, Kans.	10,512	8,085	3	Meyer Tkatch
Milford, Mass.	16,313	13,352	22	Joseph Rosenfeld
Ann Arbor, Mich.	20,078	18,105	11	Osias Zwerdling
Saginaw, Mich.	27,283	25,160	8	Dr. H. L. Diamond
Jefferson City, Mo.	1,750	1,620	8	Dave Herman
Boonton, N. J.	4,208	3,120	35	Bernard Kipperman
Fair Lawn, N. J.	36,425	31,960	14	Charles Berman)Co- Louis L. Croland)Chairmen Nathan Sprechman)
Metuchen, N. J.	15,395	11,490	34	George Olmezer
Pompton Lakes, N. J.	7,250	3,465	109	Ben Levine
Salem, N. J.	2,495	2,250	11	Dr. Israel J. Kramer
Teaneck, N. J.	48,550	38,700	25	Fred Schneider
Westwood, N. J.	12,400	10,118	23	Barnet Maron
Albuquerque, N. M.	51,500	38,400	34	David Specter
Los Alamos, N. M.	2,010	1,675	20	Maurice Shurman
Kingston, N. Y.	19,743	17,566	12	Abraham Streifer
Asheville, N. C.	33,475	30,338	10	Alfred Lichtenfels
Canton, N. C.	2,205	2,000	10	Mrs. M. F. Raiff)Co- Mrs. Louis Kaplan)Chairmen
Charlotte, N. C.	17,825	15,570	14	I. H. Madalia
Winston-Salem, N. C.	8,450	7,150	18	Abe Brenner)Co- Al E. Schwartz)Chairmen
Carnegie, Pa.	5,015	4,150	21	Benjamin Kahn
Irwin, Pa.	5,350	4,535	18	Morris R. Colker
Jeannette, Pa.	15,000	13,500	11	Theodore Levin
Florence, S. C.	2,025	1,530	32	Dr. Michael M. Morse
Sumter, S. C.	2,270	1,525	49	Ira Kaye
Baytown, Texas	3,960	3,300	20	Mose Sumner
Breckenridge, Texas	6,365	5,350	19	Isadore Cohen
Galveston, Texas	35,235	31,733	11	William N. Zinn
Sherman, Texas	1,645	872	89	Milton B. Schwartz
Wharton, Texas	13,110	11,845	11	Ben L. Meisel
Wichita Falls, Texas	15,350	10,300	49	I. B. Persky
Ogden, Utah	8,390	7,980	5	Harry Herscovitz
Newport News, Va.	63,000	58,000	9	Charles Segaloff
Aberdeen, Wash.	7,125	5,765	24	Lawrence Weinstein
Tacoma, Wash.	31,850	28,000	12	Morris Kleiner
Sheboygan, Wisc.	17,680	15,870	11	Ben Zimmerman

CAMPAIGN BRIEFS

Preston Pfeifer, outstanding Little Rock, Arkansas, leader and a member of one of the South's oldest families, has accepted the UJA Regional State Chairmanship for Arkansas ... Mr. J. Bernard Stein of Fayetteville, North Carolina, is the new UJA Regional State Chairman for North Carolina. His Co-Chairmen are Morris Speizman of Charlotte, Emanuel J. Evans of Durham and J. Herman Leder of Whiteville ... At a recent meeting of New Hampshire state leaders, Attorney J. Morton Rosenblum of Manchester was named UJA Regional State Chairman for New Hampshire ... Jacob Kosloff of Las Vegas, Nevada, has been appointed Nevada State Chairman for the United Jewish Appeal. Mr. Kosloff is also serving as Big Gifts Chairman in the Las Vegas campaign ...

NASHVILLE LEADERS CONFIDENT AS BIG GIFTS SHOW 17% INCREASE

At a Big Gifts meeting addressed by Edward M. M. Warburg last week in Nashville, Tennessee, contributors who in 1950 gave \$110,000 pledged \$130,000 for 1951. A Women's Division Initial Gifts meeting held the same day produced \$27,200 in pledges against 1950's \$24,500.

The aggregate sum of \$157,200 represents more than a 17% increase over last year. Campaign leaders are confident that the increase will be maintained throughout the campaign.

Manuel M. Eskind, President of the Nashville Jewish Welfare Fund, is also serving as Big Gifts Co-Chairman. General Campaign Chairman is Morris Davis. The other Big Gifts Co-Chairmen are Mortimer May, Simon Weil and Albert Werthan. Mrs. Irving Silver, Mrs. Manuel M. Eskind and Mrs. Percy Cohen are Co-Chairmen of the Women's Division. Harold E. Katz is Executive Secretary.

MAYOR IMPELLITTERI PROCLAIMS MAY UJA MONTH IN NEW YORK

In an official proclamation naming the month of May as UJA month in New York, Mayor Vincent R. Impellitteri called upon "my fellow citizens of all faiths to join in contributing generously to the 1951 campaign of the United Jewish Appeal of Greater New York." The proclamation emphasizes the fact that the UJA "is this year embarked on a great campaign to save lives, strengthen the free people of Israel and the forces of democracy everywhere."

It points out that the UJA "must speed the rescue of more than 200,000 Jews from areas of great danger and oppression in the face of emigration deadlines which threaten to cut off their escape ... helps the free people of Israel to give these refugee immigrants haven and an opportunity for a decent future by providing them with relief and medical care, by building settlements and homes, by developing the resources of the country through science and research ... seeks to rehabilitate some 400,000 impoverished Jews in Europe and many other parts of the world ... aids thousands of displaced persons coming to America to sink firm roots in the soil and traditions of our own beloved country."

FLASH - ROSENWALD OBTAINS 34% INCREASE IN SCRANTON

Five minutes before press time comes the news that Scranton, Pennsylvania's first Big Gifts meeting with William Rosenwald as guest speaker, was an outstanding success with \$127,712 pledged by contributors who last year gave \$95,300, an increase of 34%. All of the gifts announced at the meeting represented increases over last year.

Harry Dickstein is President of the Scranton-Lackawanna Jewish Council. Co-Chairmen of the Scranton Campaign are two young and dynamic newcomers to Welfare Fund campaigning, Bertram M. Linder and Arthur F. Horowitz. Theodore Koppelman is Chairman of Big Gifts, with Harold C. Kaplan serving as Vice-Chairman of this Committee. George Joel is Executive Director.

UJA NATIONAL CO-TREASURERS MAKE URGENT PLEA FOR CASH



I. EDWIN GOLDWASSER
*National Co-Treasurer
United Jewish Appeal*



JACOB SINCOFF
*National Co-Treasurer
United Jewish Appeal*

Deeply concerned by the dangerous situation arising in Iraq from the panic-exodus of tens of thousands of Jewish men, women and children confronted with a May 31st deadline, I. Edwin Goldwasser and Jacob Sincoff, National Co-Treasurers of the United Jewish Appeal, this week joined in an extraordinary plea to communities and individuals to make cash available to the UJA in the largest possible amounts through payments on pledges, through bank borrowings and through any other available resources.

"Never in the history of the UJA", they declared, "has it been called upon to provide for the movement of so many Jews from one country in so limited a time". They pointed out that the Iraq crisis had to be provided for without causing the interruption of other vitally important life-saving and rehabilitation programs. "The UJA", they said, "must provide for the movement to Israel not only of the Jews of Iraq, but of Jews from Eastern Europe, principally from Roumania".

Messrs. Goldwasser and Sincoff said that emigration from Roumania has soared to 7,000 per month as compared with approximately 4,000 a month in the first three months of the year. Total immigration into Israel for April reached the staggering figure of 30,000. They disclosed that between May 15, 1948 and the end of March, 1951 American Jews, through the UJA, made possible the transfer to Israel of the overwhelming majority of the more than 564,000 immigrants brought to the Jewish State.

"We can take pride in this great record", they declared, "a record that shows as nothing else can show how superbly generous American Jewry is. We must meet the present emergency as we have met those of the past and carry on until the job is done".

777



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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN

1951 FINANCIAL

REQUIREMENTS

\$203,684,577

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NOT FOR PUBLICATION

UJA NATIONAL ACTION CONFERENCE TO HONOR PRIME MINISTER DAVID BEN-GURION

Delegates In Chicago To Be Addressed By Alben W. Barkley,

Eliezer Kaplan, Nahum Goldmann, Edward M. M. Warburg And Others

The officers of the United Jewish Appeal announced last week that Prime Minister of Israel David Ben-Gurion would be the guest of honor at the great National Action Conference of the United Jewish Appeal to be held at the Palmer House in Chicago, Saturday evening, May 26th and Sunday, May 27th. Delegates will gather from communities in all parts of the country to pay tribute to the man whose courage and determination held the people of Israel firm in their hour of great peril. The event will serve also to symbolize the solidarity of American Jews with their brothers in Israel through a great outpouring of community checks to help meet the enormous burden of receiving hundreds of thousands of Jewish men, women and children whose only hope for the future lies in immigration to Israel.

Among the leading American and Israel personalities who will address the Conference, in addition to the Prime Minister, will be Alben W. Barkley, Vice-President of the United States, Eliezer Kaplan, Finance Minister of Israel, Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency for Palestine, and Edward M. M. Warburg, General Chairman of the United Jewish Appeal. A colorful program is being arranged to add to the significance of the occasion which promises to be one of the most outstanding gatherings of American Jews ever convened.

Ben-Gurion To Witness Flood Of Community Checks

One of the major highlights of the Conference will be the presentation of community checks to the UJA in the presence of Prime Minister and Mrs. David Ben-Gurion. Scores of communities, as soon as they received word that the Prime Minister would attend the Conference in Chicago, advised the UJA that they would come to the Conference with checks in the largest amounts they could muster through intensive collection efforts, through borrowings from banks and through any other means available to them.

The members of the National Campaign Cabinet of the UJA and the UJA Regional officers throughout the country have volunteered to put their shoulders to the wheel in this great cash effort. Setting aside their own personal responsibilities under the leadership of Morris W. Berinstein of Syracuse, New York, Chairman of the Cabinet and Moritz M. Gottlieb of Allentown, Pennsylvania, National Chairman for Regions, they are visiting communities, calling campaign leaders and doing everything in their power to bring the cash presented at the Conference up to the largest possible total.

Following is a partial list of the communities which have indicated that they would provide substantial sums in cash between the date of the announcement and the date of the Conference. Full credit will, of course, be given at the Conference to all communities that remit cash during this period since the UJA cannot afford an interruption in the flow of cash until the Conference date:

Birmingham, Alabama	New Orleans, Louisiana	Akron, Ohio
Tucson, Arizona	Fall River, Massachusetts	Canton, Ohio
Long Beach, California	Fitchburg, Massachusetts	Cincinnati, Ohio
Oakland, California	New Bedford, Massachusetts	Cleveland, Ohio
San Diego, California	Pittsfield, Massachusetts	Lorain, Ohio
Sacramento, California	Detroit, Michigan	Toledo, Ohio
Denver, Colorado	Flint, Michigan	Youngstown, Ohio
Hartford, Connecticut	Grand Rapids, Michigan	Oklahoma City, Oklahoma
New Haven, Connecticut	Muskegan, Michigan	Portland, Oregon
Waterbury, Connecticut	Pontiac, Michigan	Allentown, Pennsylvania
Willimantic, Connecticut	Duluth, Minnesota	Easton, Pennsylvania
Wilmington, Delaware	Minneapolis, Minnesota	Philadelphia, Pennsylvania
Washington, D. C.	Joplin, Missouri	Pittsburgh, Pennsylvania
Miami, Florida	Kansas City, Missouri	Scranton, Pennsylvania
Atlanta, Georgia	Springfield, Missouri	Woonsocket, Rhode Island
Chicago, Illinois	St. Joseph, Missouri	Memphis, Tennessee
Quincy, Illinois	Lincoln, Nebraska	Corpus Christi, Texas
Rockford, Illinois	Omaha, Nebraska	Dallas, Texas
Rock Island, Illinois	Manchester, New Hampshire	Fort Worth, Texas
South Bend, Indiana	Atlantic City, New Jersey	Galveston, Texas
Cedar Rapids, Iowa	Jersey City, New Jersey	Houston, Texas
Council Bluffs, Iowa	Long Branch, New Jersey	San Antonio, Texas
Davenport, Iowa	Plainfield, New Jersey	Salt Lake City, Utah
Sioux City, Iowa	Albuquerque, New Mexico	Richmond, Virginia
Waterloo, Iowa	New York, New York	Roanoke, Virginia
Marshalltown, Iowa	Buffalo, New York	Tacoma, Washington
Topeka, Kansas	Woodridge, New York	

COMMUNITIES BY THE SCORE GO OVER THE TOP

Earlier issues of Report to Members this year have highlighted encouraging increases in pledges in communities all over the United States. The question in the minds of those who understand campaign trends, however, was this: would the communities maintain the pace to the very end - would they actually raise more than they raised last year?

The answers to this question are beginning to flock into the office of the UJA as community after community reports current figures which already exceed the total amounts raised in 1950. The next few weeks are expected to add considerably to the honor roll of communities which have passed their 1950 totals.

The following reports are not final. The communities listed are still going forward to raise maximum sums for they are not content with merely passing last year's total.

Cleveland Ahead Of 1950 By \$200,000

Cleveland, Ohio which last year raised a total of \$4,005,000 had reported pledges totalling \$4,202,586 early last week.

\$28,000 More In Akron This Year Than Last

The latest news from Akron, Ohio tells of pledges totalling \$605,000. The total amount raised in Akron last year was \$578,541.

South Bend Tops 1950 By \$21,000

\$292,000 in pledges have already been announced in South Bend, Indiana which last year raised a total of \$271,158.

San Diego Already \$4,000 Ahead

San Diego, California raised \$187,494 last year. The last report received by the UJA showed \$191,580 already pledged for 1951.

Little Rock \$14,000 Past Last Year's Total

\$100,000 in pledges have been received in Little Rock, Arkansas which, in 1950, raised a total of \$86,324.

Dallas \$58,000 Beyond Last Year's Total

Latest figures for Dallas, Texas give \$763,000 as the total raised to date. The entire campaign in 1950 resulted in pledges of \$705,000.

Tucson \$13,000 Over Last Year's Top

Tucson, Arizona has \$132,000 recorded according to latest reports. The total amount raised in Tucson in 1950 was \$119,200.

Allentown Gifts \$2,500 Ahead Of 1950 Total

Allentown, Pennsylvania has reported to date pledges amounting to \$419,000 as compared with a total of \$416,459 raised in 1950.

Houston Excess Over 1950 Total -- \$11,000 To Date

Houston, Texas reports pledges on the books aggregating \$568,644 to date. The total amount raised in Houston last year was \$557,536.

Lynn Passes 1950 Total By \$5,000

Lynn, Massachusetts now stands at \$297,000 which is \$5,000 more than the \$292,000 raised in 1950.

WILLIMANTIC DOUBLES LAST YEAR'S TOTAL CAMPAIGN AT FIRST MEETING

The opening meeting of the Willimantic, Connecticut campaign produced pledges totalling \$25,840, more than twice the total amount of \$12,650 raised last year.

Mrs. Jessie Greer is serving as Chairman of the Willimantic campaign.

And So It Goes

While it is, of course, too early for most of the larger campaigns to announce totals in excess of last year, many of them are well on the way toward achieving this result. The smaller communities are able more quickly to reach last year's figure, and the following list includes the communities which have been able to do so at this date:

<u>Community</u>	<u>1950 Total Raised</u>	<u>1951 Raised At Last Report</u>
Anniston, Alabama	\$ 8,241	\$ 9,694
El Centro, California	18,110	19,000
Ontario, California	17,000	22,000
Palm Springs, California	25,000	25,500
Santa Maria, California	3,850	4,000
New Canaan, Connecticut	2,350	3,380
Seymour, Connecticut	1,650	2,025
Quincy, Florida	4,400	5,500
Key West, Florida	8,215	9,215
Cochran, Georgia	1,400	1,700
Nampa, Idaho	4,400	6,000
Anderson, Indiana	9,180	11,425
Centerville, Iowa	3,050	3,335
Oskaloosa, Iowa	8,175	8,955
Ottumwa, Iowa	17,330	17,400
Rochester, Minnesota	2,605	3,300
Hannibal, Missouri	2,195	2,500
Jefferson City, Missouri	1,620	1,750
Lexington, Missouri	1,750	1,850
Poplar Bluff, Missouri	2,381	2,650
Grand Island, Nebraska	6,750	6,950
Scottsbluff, Nebraska	9,500	10,000
Hasbrouck Heights, New Jersey	1,655	7,300
Woodbridge, New Jersey	11,835	26,000
Cobleskill, New York	1,000	1,157
Dunkirk, New York	7,955	8,350
Rome, New York	9,800	11,560
Asheville, North Carolina	61,767	68,000
Canton, North Carolina	2,100	2,205
Hendersonville, North Carolina	9,050	11,000
Bartlesville, Oklahoma	1,485	1,775
Chickasha, Oklahoma	8,425	8,500
Blairsville, Pennsylvania	2,575	4,200
Bishopville, South Carolina	1,365	1,775
Columbia, South Carolina	46,000	51,406
Florence, South Carolina	1,060	2,025
Georgetown, South Carolina	5,695	5,975

<u>Community</u>	<u>1950 Total Raised</u>	<u>1951 Raised At Last Report</u>
Kingstree, South Carolina	\$ 1,115	\$ 1,230
Laurens, South Carolina	1,075	1,500
Dyersburg, Tennessee	3,300	3,560
Abilene, Texas	7,618	8,075
Breckenridge, Texas	5,485	6,365
Brownwood, Texas	2,125	2,240
Lubbock, Texas	9,815	10,335
Odessa, Texas	1,825	3,475
Sherman, Texas	872	1,645
Wichita Falls, Texas	14,400	17,010
Ogden, Utah	8,200	8,390
Martinsville, Virginia	5,635	7,304
Aberdeen, Washington	8,100	8,200
Walla Walla, Washington	3,435	3,680

WOMEN'S DIVISION PROGRESS REPORT

Newark, N. J. and Detroit, Michigan Women's Divisions both announced tremendous success with their one-day drives. In Newark, under the Chairmanship of Mrs. Irving Blum, \$100,000 was raised. Detroit, which used this plan for the first time, reported \$85,000. Mrs. John C. Hopp is Chairman of the Women's Division drive in this community.

In Scranton, Pa., Mrs. S. Alexander Brailove, National Women's Division Chairman, addressed the Women's Division initial gifts function and obtained \$21,356 from a group that had pledged \$17,650 last year. The Chairman of the Women's Division is Mrs. Ted Smolowitz.

The Nashville, Tennessee women's effort raised \$27,200 at its first meeting from 26 women who gave \$24,500 in 1950, according to Mrs. Percy Cohen, Mrs. Manuel M. Eskind, and Mrs. Irving Silver, Co-Chairmen.

The total for the New Brunswick, N. J. Women's Division, under the Chairmanship of Mrs. Samuel Kronman, is \$28,050 against last year's figure of \$25,180.

The initial Women's Division tea in Duluth last week resulted in a 20% increase. According to the Chairman, Mrs. Sam Golden, \$6,000 was raised from the same group that contributed \$4,450 the previous year.

In the last issue of Report to Members Mrs. Ernest Nogg was erroneously reported as Chairman of the Omaha Women's Division. Mrs. Edward Brodkey should have been listed in this capacity.

JUDGE MAURICE BERNON OBTAINS 38% INCREASE IN COLUMBUS

A Pace-Setting meeting in Columbus, Ohio last week, addressed by UJA National Campaign Cabinet member Judge Maurice Bernon, resulted in pledges totalling \$103,300 from contributors who gave \$75,100 last year, an increase of 38%.

Ralph Lazarus is President of the United Jewish Fund of Columbus. Campaign Chairman is Samuel M. Melton. Mrs. Leo Kessell, Mrs. Samuel Schlonsky, Mrs. Harry Schwartz and Mrs. William Wasserstron are Co-Chairmen of the Women's Division. Maurice Bernstein is Executive Director.

OMAHA RUNNING 15% AHEAD

A Special Gifts meeting in Omaha, Nebraska, at which Vice-President Alben W. Barkley was the guest of honor, ended with the announcement of pledges totalling \$303,000. The same contributors pledged \$263,000 in 1950. The increase over that year was therefore 15%.

Hy Ferer is President of the Omaha Federation for Jewish Service, and Dr. Abraham Greenberg is Campaign Chairman. Chairman of Big Gifts is Ernest A. Nogg and Earl Siegel is serving as Chairman of General Solicitation. Mrs. Edward Brodkey is Chairman of the Women's Division. Paul Veret is Executive Director.

DULUTH PACE-SETTERS INCREASE BY 19%

A Pace-Setters meeting in Duluth, Minnesota produced pledges totalling \$96,500 from a group that contributed \$81,300 last year, an increase of 19%.

Ben H. Overman is President of the Welfare Fund. Campaign Chairman is Arnold R. Nides and serving with him as Big Gifts Chairman is A. B. Polinsky. Robert Gurovitsch is Chairman of General Solicitation. Mrs. Sam Golden is Chairman of the Women's Division and Mrs. Harry Davis is Executive Director.

FORT WORTH OPENS CAMPAIGN WITH 5% INCREASE

The official opening of the Fort Worth, Texas campaign resulted in pledges totalling \$174,000, a 5% increase over last year's \$165,000 from the same contributors.

M. M. Goldman is President of the Fort Worth Jewish Federation. Campaign Chairman is I. E. Horwitz and serving with him as Co-Chairmen are Leslie J. Frankrich, Marcus Ginsburg, Maurice Rabinowitz and Ben H. Rosenthal. Co-Chairmen of the Women's Division are Mrs. Elias Brachman, Mrs. Leo Lederman, Mrs. Sam Lipshitz, Mrs. H. H. Miller and Mrs. Ike Sandler. Eli Fahn is Executive Director.

READING BIG GIFTS 8% AHEAD

Reading, Pennsylvania has raised thus far in Big Gifts the sum of \$83,000. This compares with \$77,000 for the same group last year for an increase of 8%.

Max Fisher, who is President of the Reading Jewish Community Council, is also Campaign Co-Chairman with Morris N. Blumberg and Harry Fischman. Mrs. Aaron Babbitt is Chairman of the Women's Division. Harry S. Sack is Executive Director.

16% INCREASE IN CANTON

\$79,990 in pledges was obtained at a Big Gifts meeting in Canton, Ohio from contributors who gave \$69,125 in 1950, an increase of 16%.

Paul Heller is President of the Canton Jewish Welfare Fund and Arthur I. Lavin is Campaign Chairman. Chairman of the Women's Division is Mrs. Edward M. Feiman. Leonard Sebrans is Executive Director.

SMALLER COMMUNITIES CONTINUE TO REPORT INCREASES

The Report to Members has already published in earlier editions the names of many hundreds of communities in the smaller brackets which have launched their campaigns with gratifying increases.

Following is a further roll-call of standard-bearers in this category:

<u>Community</u>	<u>1951 Pledges to Date</u>	<u>1950 Comparison</u>	<u>Percentage of Increase</u>	<u>Chairman</u>
San Bernardino, Calif.	\$28,500	\$24,000	19	John Dick Isenberg
Riverside, Calif.	5,500	4,600	20	Arthur Goldberg
Tulare & Kings Counties, California	5,400	5,000	8	Erich Menders
Middletown, Conn.	27,650	26,516	4	Joseph Itkin
Augusta, Ga.	33,400	31,200	7	Leopold Mothner, Chairman Steering Committee
Evansville, Ind.	39,650	35,900	10	Alan A. Brentano
Kokomo, Ind.	7,855	7,680	2	Harry Mayer
Biddeford-Saco, Maine	6,078	5,985	2	Bernard Cohen
Athol, Mass.	9,715	8,270	17	Dr. Samuel Glazer
Gardiner, Mass.	8,800	8,540	3	Bernard L. Cohen
Millis, Mass.	1,578	1,198	32	Joseph Mael
Turners Falls, Mass.	2,700	2,525	7	Robert J. Silver
Bay City, Mich.	44,740	39,500	11	Herman Koffman)Co- Albert K. Rogers)Chairmen
Greenwood, Miss.	18,350	17,150	7	Millard K. Weiler
Springfield, Mo.	16,200	14,525	12	Nathan Karchmer
Belmar, N. J.	6,500	5,000	30	Julian Hoffman)Co- Harry Hirsch)Chairmen
Englewood, N. J.	44,350	38,625	15	Ben Kasser)Co- Harold Rosenberg)Chairmen Fred Thomases)
Hackensack, N. J.	70,825	69,815	1	I. B. Gelber
Princeton, N. J.	14,973	14,125	6	Percy I. Siskowitz
Rahway, N. J.	10,580	9,690	9	George M. Kagan
Red Bank, N. J.	17,060	14,475	16	Edwin Lichtig
Haverstraw, N. Y.	3,600	2,900	24	Robert Kaufman)Co- Samuel Slack)Chairmen
Highland Falls, N. Y.	1,725	1,100	57	William J. Haft)Co- Max L. Weiner)Chairmen
Hudson, N. Y.	16,715	15,735	6	Samuel Siegel
Ithaca, N. Y.	15,425	13,785	12	Nathan Weiner)Co- Harold Wallace)Chairmen
Little Falls, N. Y.	8,925	8,700	3	Samuel Grieff
Charlotte, N. C.	31,452	25,126	25	I. H. Madalia
Raleigh, N. C.	14,509	13,710	6	Sylvan Springer
Lorain, Ohio	55,015	51,425	7	David Gary
Piqua, Ohio	16,675	12,675	32	Joseph M. Kastner
Upper Beaver Valley, Pa.	20,800	19,786	5	Walter H. Gross
Braddock, Pa.	14,775	11,875	24	Abe Ohringer, Hon.Chairman Dr. Harry S. Kopsofsky
Chambersburg, Pa.	5,200	4,860	7	Oscar I. Tobey

<u>Community</u>	<u>1951 Pledges to Date</u>	<u>1950 Comparison</u>	<u>Percentage of Increase</u>	<u>Chairman</u>
Clarion County, Pa.	\$ 3,335	\$ 2,555	31	Dr. Harry Wachs
Kiski Valley, Pa.	8,070	7,460	8	Isadore Rubin
McDonald, Pa.	2,025	1,875	8	Sam Weissberg
Victoria, Texas	2,500	1,700	47	David Engel
Hampton-Phoebus, Va.	9,473	6,330	50	Milton Familant)Co- Arthur Lieberman)Chairmen
Staunton, Va.	1,800	1,575	14	Al Snyder
Manitowoc, Wisc.	18,506	15,096	23	Leo Balaban
Cheyenne, Wyo.	14,600	12,000	22	Martin Bernstein

NORTH HUDSON REACHES \$369,000 WITH 14% INCREASE

The campaign in North Hudson County, New Jersey which comprises the communities of North Bergen, Union City, West New York, Weehawken, Guttenberg and Secaucus, is proceeding steadily at a 14% increase with \$369,000 raised to date as compared with \$325,000 last year. It is expected that the campaign will wind up this year well over its 1950 final figure of \$445,000.

Not only are these communities getting increased pledges but they have responded magnificently to UJA's desperate need by remitting \$42,500 in cash so far during the month of May alone.

The excellent results in this campaign are due mainly to the vigorous efforts of Campaign Chairman Alexander Grodnick, Advisory Chairman Judge Abraham Lieberman, who was incorrectly referred to in a previous issue as Executive Chairman, and Israel Rogosin, its leading contributor, who recently left for a two week visit in Israel. Mrs. Bilee Baum Steinberg is Executive Director.

ASHEVILLE DOES IT AGAIN

Asheville, North Carolina was one of the first communities in the country to complete its campaign. As announced elsewhere in this issue, the total raised was \$68,000 against 1950's total of \$61,767. The community has already sent in over \$25,000 in cash against 1951. Asheville gives more than 80% of its proceeds to the UJA and has an outstanding cash record.

Alfred Lichtenfels, who is President of the Federated Jewish Charities of Asheville, is also serving this year as Campaign Chairman. Rudolf Gumpert is Big Gifts Chairman. Co-Chairmen of the Women's Division are Mrs. Leon Lochman and Mrs. Lou Rifkin.

CAMPAIGN BRIEFS

Chicago's Country Club meetings continue to produce gratifying results. The recent Northmoor Country Club meeting, addressed by Vice-President Barkley, resulted in over \$400,000 in new money, an increase of 42% over last year from the same contributors. The Ravisloe Country Club meeting which followed, was addressed by Dr. Joseph J. Schwartz. \$410,000 was raised. Murray Vale is doing a bang-up job in Chicago as Fund-Raising Director... Rabbi Charles E. Shulman of Riverdale Temple, New York, is one of the rising stars on the UJA speakers' horizon this year. The last city to rave about his oratory was Philadelphia... Mrs. Archibald Silverman of Providence, Rhode Island, continues to arouse audiences to heights of emotion and generosity.

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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

SPECIAL ISSUE, May 31, 1951

165 West 46th St., New York City

NOT FOR PUBLICATION

AMERICAN JEWISH COMMUNITY BACKS UP TRIBUTE TO BEN-GURION WITH PRESENTATION OF \$15,731,000 CASH TO UJA AT NATIONAL ACTION CONFERENCE IN CHICAGO

Prime Minister Expresses Amazement And Appreciation

Many records were broken in the great United Jewish Appeal National Action Conference last weekend when a thousand inspired and enthusiastic community leaders from practically every state in the Union gathered in Chicago to pay tribute to the guest of honor, Prime Minister of Israel David Ben-Gurion, and to lay plans for the continued success of the 1951 campaign.

But the most important record-breaking event of all at the conference was that which was referred to by UJA General Chairman Edward M. M. Warburg in the presence of the Prime Minister as the "tachlis" record. This was established when delegates lined up by the score to present checks to Mr. Warburg for the UJA as the Prime Minister looked on. The total announced for the conference was \$15,731,000 which included \$3,906,000 sent in to the UJA in May in advance of the conference because of UJA's plea that cash be not held for the conference if it could be remitted earlier. Actually presented in cash at the conference was \$9,902,000. \$1,923,000 was promised for remittance during the next few days, almost \$1,000,000 of which has already been received. The UJA was able on Monday following the conference to process and deposit in the banks \$9,500,000. This was the largest single day's deposit ever made in the thirteen years of the UJA's history.

Commenting on the amazing cash demonstration later, the Prime Minister said: "In the last few years I have seen a great number of Jews standing and waiting for something. This is the first time I have seen them just standing in a queue with checks to be given to somebody who represents the Jewish people. I recall only one queue where there was some resemblance to that which I have seen this afternoon. It was three years ago when our boys and girls were standing in queues waiting to be received in the new-born Jewish Army which was fighting for the life and liberty of our people. I felt this afternoon some of the spirit of that queue and I am happy to bring to you the deep appreciation of the people and the Government of Israel for what you have been doing and are doing in the UJA."

EXCITEMENT AND DRAMA MARK SESSION

The Sunday luncheon session, at which the above presentation of cash took place, was so colorful and so filled with dramatic significance that it will long remain an outstanding memory among those who attended.

The entrance of the Prime Minister and Mrs. Ben-Gurion into the jam-packed Grand Ballroom of the Palmer House brought the delegates to their feet with a thunderous roar of applause. As the Prime Minister and his wife stood at attention on the dais, the delegates broke into Hatikvah.

From that moment on the proceedings went forward with a combination of precision and excitement seldom witnessed at conferences in the past.

Mr. Warburg, who presided at this session, first called upon Dr. Samuel S. Hollender, Campaign Chairman of the Combined Jewish Appeal of Chicago, who welcomed the delegates in behalf of the host city and told them that the campaign pattern which had been set in Chicago indicated that more would be raised than last year and that the "net result in Chicago will be very, very satisfactory to all concerned."

Honor Roll Of Communities Called

Mr. Warburg then called the honor roll of communities which, on the date of the conference, had raised more, although in most cases their campaigns were not yet completed, than the total amount these communities had raised in 1950. These included Philadelphia, Pa.; Cleveland, Ohio; Dallas, Texas; Akron, Ohio; Houston, Texas; Northern Hudson County, N. J.; Allentown, Pa.; Atlantic City, N. J.; Scranton, Pa.; Portland, Oregon; Lynn, Mass.; South Bend, Indiana; San Diego, Calif.; Fort Wayne, Indiana; Lewiston, Maine; Tucson, Arizona; Little Rock, Ark.; Chattanooga, Tenn.; Asheville, N. C.; Columbia, S. C.; Palm Springs, Calif.; Greenville, S. C.; Woodridge, N. J.; Willimantic, Conn.; Ontario, Calif.; El Centro, Calif.; and 74 smaller communities throughout the country.

DELEGATES ON PARADE

This ceremony was followed by the parade of delegates with checks described above. Each delegate who presented a check to Mr. Warburg was photographed with Mr. Warburg and Prime Minister Ben-Gurion, and the flashes of the cameras interrupted by bursts of applause gave the effect of simulated thunder and lightning — just the right tone for an occasion so thrilling.

The largest checks handed over to Mr. Warburg were the following:

- \$2,500,000 - presented in behalf of New York City by William Rosenwald
- 1,500,000 - for Chicago by Dr. Samuel S. Hollender
- 1,500,000 - for Detroit by Abe Kasle
- 500,000 - for Cleveland by Henry A. Rocker
- 400,000 - for Washington by Paul Himmelfarb
- 350,000 - for Baltimore by Joseph Meyerhoff
- 250,000 - for Philadelphia by Ephraim R. Gomberg
- 250,000 - for Cincinnati by Joseph Wolf

\$250,000 - for Pittsburgh by Emanuel Spector
200,000 - for Miami by I. L. Mintzer
150,000 - for Kansas City by Hyman Brand
150,000 - for Buffalo by Hymen Lefcowitz
150,000 - for Dallas by Herman P. Taubman
150,000 - for Hartford by Samuel Roskin
135,000 - for Columbus by Samuel Melton
110,000 - for Toledo by Julian Stone
105,000 - for Allentown by Moritz M. Gottlieb
100,000 - for Denver by Adolph Kiesler
100,000 - for Minneapolis by I. S. Joseph
100,000 - for Akron by Dr. Alvin M. Weil
100,000 - for Houston by A. I. Lack

Among the other checks presented were the following:

\$ 75,000 - for Richmond by Samuel Z. Troy
75,000 - for South Bend by Ben Feferman
75,000 - for Omaha by Hyman Ferer
65,000 - for Atlantic City by Ike Sinderbrand
50,000 - for Atlanta by Barney Medintz
50,000 - for Newport News by Mrs. William Diamondstein
50,000 - for Aurora by Rabbi Albert Troy
35,000 - for Fort Worth by Leon H. Brachman
35,000 - for Flint by B. Morris Pelavin
35,000 - for Savannah by Ralph Tenenbaum
35,000 - for Pontiac by Joseph Holtzman of Detroit
30,000 - for Dayton by Ben Kopelove
25,000 - for Seattle by Mrs. Irving Anches
25,000 - for Grand Rapids by Arthur Schechter
25,000 - for Gary by Milton Levenberg
25,000 - for Jersey City by Emanuel Weitz
20,000 - for Lincoln by A. Q. Schimmel
20,000 - for Youngstown by Stanley Engel
20,000 - for Niagara Falls by Samuel S. Carl and William Nimelman
20,000 - for Duluth by Arnold R. Nides
17,500 - for Muskegon, Michigan by Mrs. J. S. Strifling
16,000 - for Springfield, Ill. by Dorothy Wolfson
15,000 - for Rockford, Ill. by Philip Behr
15,000 - for Michigan City, Indiana by Sam Hurwich of South Bend
15,000 - for Indiana Harbor-East Chicago by Simon Miller
15,000 - for Elgin, Ill. by Mrs. Joseph Goldman
15,000 - for Lafayette, Ind. by Jacob Singer
10,432 - for Chicago Heights by Harry Friedlander
10,000 - for Southern Illinois by Aaron Karchmer
10,000 - for Danville, Ill. by Isadore Mervis
10,000 - for Topeka by Meyer Tkatch
10,000 - for Decatur, Ill. by J. Melnick
7,500 - for Camden by Mrs. Harold H. Bloom
7,500 - for Lima, Ohio by Sam Kamin
7,000 - for Appleton, Wisc. by Isadore Bahcall
5,000 - for Quincy, Ill. by Ben Brodsky
5,000 - for Piqua, Ohio by Joseph Kastner
5,000 - for Hammond, Ind. by Hyman Schneider

5,000 - for Fond du Lac by Ely Tannenbaum
5,000 - for Ann Arbor by Mrs. Reuben Kahn
3,000 - for Muncie, Ind. by Bernard Freund
2,000 - for Kankakee by Irving Gollub
2,000 - for La Salle, Ill. by Louis Raizes
1,625 - for Harvey, Ill. by Leslie Bolnick
1,000 - for Hibbing, Minn. by Moses Sapero
1,000 - for Hamilton, Ohio by Harry Strauss
600 - for Bowling Green, Ohio by Harry Baron

Frank J. Margolin, Regional Co-Chairman for the State of Iowa, brought the following checks for the communities indicated:

Des Moines, Iowa	- \$50,000	Ft. Dodge, Ia.	- \$2,186
Sioux City, Iowa	- 50,000	Joplin, Mo.	- 2,000
Cedar Rapids, Iowa	- 10,000	Ottumwa, Ill.	- 1,600
Davenport, Iowa	- 10,000	Burlington, Ia.	- 1,500
Rock Island, Ill.	- 10,000	Muscatine, Ia.	- 1,000
Council Bluffs, Ia.	- 5,000	Columbia, Mo.	- 900
Marshalltown, Iowa	- 5,000	Jefferson City, Mo.	- 820
Springfield, Mo.	- 5,000	Hannibal, Mo.	- 450
Oskaloosa, Ia.	- 2,400		

Moritz M. Gottlieb brought the following checks for the communities indicated:

Memphis, Tenn.	- \$99,346	Chattanooga, Tenn.	- \$20,000
Portland, Oregon	- 75,000	Tucson, Arizona	- 10,000

Dewey D. Stone, a member of the UJA National Campaign Cabinet, announced \$1,034,000 for a number of New England communities.

A great many of the communities listed above had already sent in substantial amounts this year — some of them considerably more than they brought to the conference.

The following communities sent checks to the UJA during the month of May in advance of the Conference: New York City, \$1,328,275; Philadelphia, \$250,000; Birmingham, Ala., \$26,500; Oakland, Calif., \$25,000; San Francisco, Calif., \$27,499; New Haven, Conn., \$150,000; Willimantic, Conn., \$15,000; Wilmington, Del., \$50,000; Jacksonville, Fla., \$20,000; Miami, Fla., \$20,000; Pensacola, Fla., \$10,000; Sarasota, Fla., \$7,000; Tampa, Fla., \$15,000; West Palm Beach, Fla., \$10,000; Augusta, Ga., \$25,000; Chicago Heights, Ill., \$7,823; Shelbyville, Ind., \$20,000; Terre Haute, Ind., \$7,500; Alexandria, La., \$10,000; New Orleans, La., \$40,000; Shreveport, La., \$50,000; Portland, Me., \$50,000; Boston, Mass., \$7,500; Fall River, Mass., \$25,000; Ware, Mass., \$7,000; Cleveland, Miss., \$15,000; Greenwood, Miss., \$7,000; Manchester, N. H., \$25,000; Englewood, N. J., \$25,000; New Brunswick, N. J., \$25,000; Northern Hudson County, N. J., \$87,500; Teaneck, N. J., \$10,621; Massena, N. Y., \$5,850; Asheville, N. C., \$6,500; Columbus, Ohio, \$35,000; Hamilton, Ohio, \$5,500; Allentown, Pa., \$15,000; Easton, Pa., \$7,500; Ephrata, Pa., \$5,450; Pottstown, Pa., \$7,000; York, Pa., \$10,000; Providence, R. I., \$50,000; Greenville, S. C., \$7,500; San Antonio, Texas, \$50,000; Salt Lake City, Utah, \$50,000; Norfolk, Va., \$50,000; Portsmouth, Va., \$10,000; Tacoma, Wash., \$10,000; Huntington, W. Va., \$25,000; Manchester, Conn., \$25,000; Las Vegas, Nev., \$25,000 and several other communities throughout the country.

WOMEN'S DIVISION HONORS MRS. BEN-GURION

In a truly touching ceremony, Mrs. S. Alexander Brailove, National Chairman of the United Jewish Appeal Women's Division, presented Mrs. Ben-Gurion with a silver reproduction of the historic Liberty Bowl created by Paul Revere.

"Mrs. Ben-Gurion", said Mrs. Brailove, "since you represent for us the women of Israel from whom we derive our inspiration by your example of service and sacrifice, we want you to take with you when you return home this evidence of the closeness and friendship we feel for you. The Liberty Bowl was created to commemorate the first unified stand for liberty years before the American Revolution in 1768. This courageous action marked one of the first steps towards a United States of America. In the same way history has already recorded that the Prime Minister of Israel, your husband, years before the establishment of the State, called together a group of liberty-loving men who were, as the inscription on the Bowl has it, 'undaunted by the insolent menaces of villains in power and acting from a strict regard to conscience and the liberties of their constituents', moved toward the formation of a free Jewish home ... this bowl, Mrs. Ben-Gurion, will be safe and at peace in your home, and we give it to you with the inscription: 'To Paula Ben-Gurion, in lasting friendship, the Women's Division of the United Jewish Appeal'."

There were tears in the eyes of many of the delegates as Mrs. Brailove handed the historic bowl to Mrs. Ben-Gurion.

In her remarks, Mrs. Brailove pointed out that 91 Women's Divisions had raised thus far \$7,663,000, which was \$850,000 more than the \$6,813,000 raised by 98 divisions three weeks earlier last year.

later than

SONNEBORN INTRODUCES THE PRIME MINISTER

To Rudolf G. Sonneborn, Chairman of the United Palestine Appeal and a National Chairman of the United Jewish Appeal, fell the honor of introducing Prime Minister Ben-Gurion. In the course of his remarks, Mr. Sonneborn reviewed the accomplishments of the UPA and the UJA, pointing out that in the 13 years of the UPA's existence it had transmitted approximately \$307,000,000 to Israel and to Palestine, while at the same time, the JDC spent approximately \$75,000,000 for immigration to and social welfare programs in Israel.

"Mr. Prime Minister," said Mr. Sonneborn, "for us, the UJA is a democratic movement of voluntary self-taxation. It is a taxation decreed by no government, but having in every sense a compulsion stronger than law. It is a taxation that stems from the hearts and minds of Jews, of Zionists and non-Zionists alike. It is a self-taxation that was made an unwritten law by the onrush of history, by the desperate need of hundreds of thousands of Jews throughout the world. It is a self-taxation that has helped change the course of history."

BEN-GURION LAUDS THE UJA

The conference closed with a ringing address by Prime Minister of Israel, David Ben-Gurion, who received ovation after ovation as he spoke.

In the course of his remarks, the Prime Minister said:

"The word 'philanthropy' has lost its original meaning. It had a great meaning, 'love of man' but it became synonymous with 'charity'. The UJA is not dealing with charity. The work UJA has done is a great constructive work. The UJA was instrumental before the establishment of the State in that unique fight of a people for its national liberty in the so-called traffic of illegal immigration of which we are proud.

"It was with this money that Jews escaped from Europe to go to their homeland and they were sent to Cyprus. They even were sent back to Germany. But new ships arrived. It was this money which built new settlements in spite of the White Paper. It was this money which helped our boys and girls in the Haganah and in the Israel Defense Army to fight for and to win the liberty of our people. It is one of the greatest constructive works in Jewish history and in modern history."

The Prime Minister emphasized the importance to Israel of each of the four points of the three-year program formulated in Jerusalem last year and subsequently endorsed by the American Jewish community at the great Planning Conference in Washington.

BARKLEY, GOLDMANN, ROSENWALD, WISE AND SCHWARTZ ADDRESS OPENING SESSION

The opening session of the conference on Saturday evening, at which Rabbi Jonah B. Wise, National Chairman of the United Jewish Appeal, presided, made it evident that from the point of view of spirit, enthusiasm and dedication, as well as the "tachlis" mentioned above, the National Action Conference was destined to stand out as one of the greatest within the memory of those who attended. Rabbi Wise welcomed the delegates and declared that "the Jews of the world of today, the Jews of tomorrow as far as history is concerned, will be deeply grateful to you men and you women who have given so much of yourselves, of your time, your talent and your money in order to meet these pressing problems which are ours seemingly alone, in which we have few allies, and in which we have few helpers, but which, by the grace of God, we Jews of America will be able to meet and to carry".

Barkley Calls Israel A Matter of Democracy And Liberty And Dignity

Vice-President Alben W. Barkley, guest of honor at the Saturday night session, in a ringing address urging all Americans to support the UJA declared: "If there was no other problem that faced the State of Israel except the mere feeding of the hungry and the clothing of the naked and the housing of the homeless and the administering to the diseased, it would be worthy of our highest efforts ... but there is more involved than that. It is not merely permitting crumbs to fall from the table of God in order that Lazarus may pick them up and eat. It partakes more of justice than of charity. It partakes of more than a program to allow the poor and unfortunate to eat from the table where God sits rather than to eat the crumbs that fall from his table. But it is broader even than that. It is a matter of democracy and liberty and the dignity of man. I am interested in the problem because I am a human being ... I am interested in democracy and in equality and dignity, and I am interested in justice and I am interested in seeing, insofar as my efforts and considerations may go, that those who are distressed and who were despised in communities where they lived and were compelled to leave, may find and enjoy the same kind of liberty and the same kind of dignity that I enjoy as an American citizen. In that sense Israel offers the only solution that I know anything about for these homeless people".

Rosenwald Reports 300,000 Jews Resettled In America

In the opening address of the conference, William Rosenwald, Honorary President

of the United Service for New Americans and a National Chairman of the United Jewish Appeal, declared that "the need for emigration is primarily in the countries of Iraq and Iran and in certain countries that are satellites of Russia, countries where the Jews are trapped and must get out and can get out only to Israel. As a result of that enormous pressure the Jews in the displaced persons countries of Germany, Austria and Italy must turn promptly to the United States to seek a haven of refuge. We can look with justifiable pride upon the hundreds of thousands of Jews whom we have helped get to Israel and we can look with comparable pride on the fact that we have succeeded in helping to bring and to settle in this country 300,000 Jews, 120,000 of them since the end of the World War; and with the General Bradford transport landing in New York it will bring to 8,000 the number of Jews brought to this country this year already".

Mr. Rosenwald spoke of the role of the United Service for New Americans and the New York Association for New Americans in receiving these newcomers and integrating them into the life of the United States.

Schwartz Reads Kaplan Message To Conference

The delegates at the conference were saddened by two unfortunate circumstances. Eliezer Kaplan, Israel Minister of Finance, who had planned to attend the conference, had been stricken seriously ill and was confined to his bed. Golda Myerson, Israel Minister of Labor, who had undertaken to attend the conference in Mr. Kaplan's place, learned as she was about to take the plane to Chicago that her husband in Israel had passed away and she had to fly immediately to Israel.

So interested was Mr. Kaplan in the National Action Conference of the United Jewish Appeal that from his sick bed he prepared an address which was read in his behalf by Dr. Joseph J. Schwartz. In the course of his message Mr. Kaplan said: "During many years the UJA, by supplying funds to the Jewish Agency and to the Jewish National Fund, was our main partner in the upbuilding of the country, in our fight for free immigration and in the establishment of the State. The UJA contributed hundreds of millions of dollars and may share with us the glory of achievement, and, I dare say, the responsibility for some of our failures. There are achievements of which everyone may be proud ... It is our right and our duty, and it is a great honor upon the other communities in the world to share in the partnership of building a new Jewish nation and reassembling the remnants of Jewry, providing them with new life and new hopes and establishing a new democracy in the Near East.

"I congratulate the UJA on the results attained thus far this year. I ask you, on behalf of the State of Israel, to go on with increased efforts to raise the maximum possible, and I promise our full cooperation."

Mr. Kaplan pointed out, however, that even with increased effort the means provided by the UJA are not sufficient. He told of the tremendous burden of expense with which the Government of Israel was confronted over and above the funds provided through UJA and emphasized the importance of a successful Israel Bond Issue, a successful private investment program and intergovernmental aid.

After reading Mr. Kaplan's message, Dr. Schwartz thanked the delegates at the conference and all the leaders in the United States who participated in the campaign for their support of the UJA. "I want you to know", said Dr. Schwartz, "that without your help and without your cooperation this life-saving effort could not be possible, and that if we are able to continue at the present time to bring out a thousand Jews a day from the danger spots of the world, it is because of you, because of your efforts,

because of your presence here, because of your willingness and readiness to help, even at the cost of sacrifice ...

"We, who have the responsibility of conducting this UJA, which concerns itself with life-saving tasks, are proud of you. We are grateful to you, and we want to take this opportunity to express to you our great and deep appreciation of all that you have done and all that you will continue to do as long as the need exists and as long as people are in danger anywhere in the world."

Goldmann Calls UJA Vital Necessity

Taking cognizance of questions that have arisen with the projection of the Israel Bond Issue, Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency for Palestine, said in his address, "It was inevitable that the moment there was a decision to start two campaigns there would have been certain misunderstandings. Certain conflicts may have arisen, certain doubts may have been aroused. Some people have asked, 'is a UJA still necessary today — will it be necessary tomorrow?'

"I would like to say from the start that nothing would be more tragic for Israel and the Jewish community of this country than to allow any doubts to arise with regard to the urgent and vital necessity of the UJA for many years to come. Nothing would be more tragic for Israel and, in my humble opinion, for Jewish life here, than to allow any weakening of the great efforts of this common enterprise of the American Jewish community which is called the UJA".

Pointing out that Israel is a country which has many unsolved problems, Dr. Goldmann declared, "I say all of the temporary and transitory difficulties which I know very well should not conceal or obscure the larger picture of what the UJA and other expressions of cooperation with Israel mean as a partnership of Jewish communities throughout the world in this great task, in a task for which many Jewish generations have prayed and hoped without being able to achieve it, in a task for which we were privileged and blessed to lay the foundation".

Dr. Goldmann, at the conclusion of his remarks, received a rising ovation.

NATIONAL ACTION CONFERENCE ADOPTS RESOLUTIONS

After hours of deliberation at an early morning breakfast meeting of the Resolutions Committee, chaired by Joseph Meyerhoff of Baltimore, the delegates on Sunday morning unanimously adopted a resolution on the 1951 campaign. The resolution called on Spring campaign communities to complete their campaigns as quickly and successfully as possible, the Fall campaigns to begin at once to organize and solicit advance gifts, and all communities and contributors to intensify their efforts to provide cash for the UJA.

Also unanimously adopted were a pledge to the Prime Minister and the people of Israel that American Jews would rededicate themselves to their partnership with Israel, and a resolution reaffirming support of the four-point program for the economic development of Israel.

The delegates called upon the UJA to send messages in their behalf to Golda Myerson expressing grief and condolences, and to Eliezer Kaplan expressing their hope that he would recover rapidly and completely.

The resolutions follow:

Resolution on 1951 Campaign

WHEREAS the course of events has made certain areas of the world perilous for Jewish men, women and children so that the only hope for hundreds of thousands of them lies in emigration to Israel, to the United States and other lands of haven and,

WHEREAS in some of these areas deadlines have been placed on emigration making it imperative that aid be brought as promptly as possible to the Jews in these areas lest they be lost to us forever and,

WHEREAS there remain many thousands of Jews who will be unable to find security through emigration but who, nevertheless, desperately need maintenance, medical care, training and other forms of aid that can come only from American Jews and,

WHEREAS the United Jewish Appeal is a vital and primary factor in Israel's three-year program of economic rehabilitation and,

WHEREAS the complete success of the 1951 campaign of the United Jewish Appeal is a critical necessity at a time when the lives of hundreds of thousands of Jews hang in the balance,

THEREFORE BE IT RESOLVED that we, the delegates assembled at the National Action Conference of the United Jewish Appeal in Chicago on Sunday, May 27th, 1951, call upon the Jewish communities of America to take the following action:

1- We call upon those communities which conduct their campaigns in the Spring and which have not yet completed these campaigns to speed and intensify their efforts so that they may be completed at the earliest possible time, and to take steps to assure that all prospective contributors are solicited so that the maximum potential of each campaign may be realized.

2- We call upon the communities which campaign in the Fall to begin at once the organization of their local efforts and the solicitation of advance gifts so that the trend, established in the Spring, toward early campaigning and generous response among contributors, may be maintained throughout the year and,

3- We call upon all communities in the United States and all contributors in these communities to enlarge and intensify their efforts to provide a maximum amount of cash with all possible dispatch so that there need be no interruption in the life-saving programs of the United Jewish Appeal agencies upon whom so many tens of thousands of our fellow Jews depend for their hopes, for their futures and in many cases, for their very lives.

Pledge to the Prime Minister

INSPIRED by the presence in our midst of Prime Minister of Israel David Ben-Gurion whose courage, devotion and steadfastness have carried the new State of Israel safely through the first three perilous years of its existence and,

HEARTENED by the determination of the people of Israel to keep the gates open for every Jew who needs or desires to go to Israel though this has called for great sacrifice and austerity and,

PROUD of the opportunity we have been given in the past, through the United Jewish Appeal, to play a major role, in cooperation with the people of Israel, in

making it possible for more than 600,000 Jewish men, women and children to find new lives of dignity and freedom in Israel and,

COGNIZANT of the critically urgent need for continued help on the most generous and statesmanlike scale that can be achieved by the American Jewish community,

WE, the delegates assembled at the National Action Conference of the United Jewish Appeal in Chicago on Sunday, May 27th, do hereby pledge to the Prime Minister, and through him to the people of Israel, that we shall rededicate ourselves to the task which history has assigned to us and,

WE FURTHER PLEDGE to give without stint of our time, our energy and our means, to assure the success of the United Jewish Appeal campaign so that the funds which are so desperately needed to supplement the heroic conduct of the people of Israel shall be available and,

WE FURTHER PLEDGE to continue our efforts undiminished until the great job of human rescue, resettlement and rehabilitation which we have undertaken together with the people of Israel has been completed, and the State of Israel stands safe, secure and at peace with the world.

ARCHIVES
Resolution on Four-Point Program

When the delegates representing American Jewry gathered at the great National Planning Conference in Washington last October, whole-hearted support was pledged for the Four-Point Program outlined earlier at the meeting of American Jewish leaders in Jerusalem with Prime Minister of Israel David Ben-Gurion and other leading officials and personalities of Israel.

Since the Washington meeting, it has become evident that the burden of immigration which Israel was prepared to assume during the three year period of the program would be even greater than had been projected. Immigration into Israel during the first five months of 1951 has proceeded at such a pace that there is every evidence that substantially more than 200,000 newcomers would arrive during this first year.

In view of these developments the delegates assembled at the National Action Conference of the United Jewish Appeal in Chicago on Sunday, May 27th, 1951, hereby reaffirm their support of and dedication to the Four-Point Program outlined in the Washington and Jerusalem conferences.

1- We reaffirm the primacy of the UJA which, during the past 13 years, provided hundreds of millions of free dollars for the upbuilding and settlement of Palestine and which, since the establishment of the State of Israel, has continued to provide large sums for the immigration, initial reception, medical care, housing and training of hundreds of thousands of Jewish men, women and children from Eastern Europe, the Moslem countries and North Africa who were thereby enabled to start their lives over again as free citizens of Israel; and to the United Jewish Appeal we pledge our continued and increased support.

2- We reaffirm our support of the Israel Government Bond Issue as a vital factor in the economic development and security of Israel through the provision of investment dollars on the largest possible scale by the American Jewish community, and we pledge ourselves to do everything in our power to assure its success.

3- We reaffirm our understanding of the importance of the investment of private capital in Israel to help build up the new nation's industrial and agricultural resources through which Israel can become economically self-sufficient, and we call upon all American Jews who are able to do so to make capital investments in Israel to the maximum extent within their means.

4- We reaffirm our belief in Israel as a bulwark of democracy at a time when our own great country is engaged in a crusade to spread the principles of democracy throughout the world. We appeal to the Government of the United States to act favorably upon Israel's request for a grant-in-aid so that Israel may be helped to overcome the great difficulties confronting it and continue to serve as a beachhead in this crusade for democracy.

DELEGATES TAKE THE FLOOR

The Sunday morning session, presided over by Mr. Rosenwald was, in the main, turned over to the delegates for discussion and for consideration of the resolutions. Much of the discussion, which was led by Morris W. Berinstein, Chairman of the National Campaign Cabinet of the UJA, concerned itself with questions relating to the relationship of the Israel Bond Issue and the UJA. The discussion was on a mature level and gave evidence of full understanding on the part of those who were present of the importance of both the UJA and the Bond Issue and the difference between them.

The consensus of opinion seemed to be summed up by Joseph Hoodin of Cincinnati who declared: "It seems to me that the men and the women who can give free dollars out of their earnings should give to the utmost of their ability to give, and that men who have vested capital and vested interests should give freely by loans to the Government of Israel ... I believe that in every community coordination can be had and should be had so that one will not conflict with the other".

Among others who participated in the discussions were Herman P. Taubman of Dallas, Texas; I. Weiner of Houston, Texas; W. B. Samuelson of Houston, Texas; Dan Hill of Lincoln, Nebraska; Ben Kopelove of Dayton, Ohio; I. S. Joseph of Minneapolis, Minnesota and Joseph D. Shane of Los Angeles, California.

BERINSTEIN URGES COMMUNITIES TO JOIN OVER-THE-TOP HONOR ROLL

In launching the discussion, Mr. Berinstein referred to the fact that there were a great many communities in the United States that were within 10% of last year's results, with far more in outstanding values than would be required to make up the difference. "I plead with you", said Mr. Berinstein, "not only as successful campaigners, not only because it doesn't make sense to take the sort of thing that we have started and not finish it properly, not only because you want to have your own community on the honor roll of communities that have already reached and surpassed last year -- not only for these reasons but because of the great work that we have to do, I plead with you to finish your campaign..."

"We are so close to surpassing last year's total. We are ahead in so many communities. For God's sake, let's finish the job!"

FREEMAN STRESSES CASH AND COVERAGE

Julian Freeman of Indianapolis, President of the Council of Jewish Federations & Welfare Funds, answered some of the questions raised by the delegates during the

Sunday morning discussion and said, "This Spring in many of our cities, success has already been achieved, but the job is not yet done. Let's finish it quickly and fully. Let's finish it as magnificently as we have begun it.

"There are two major tasks that remain before us", said Mr. Freeman, "number one is that every person whose gift is not yet in must be seen and his maximum contribution obtained. We know that all people will give and they will give generously if they are approached and if they are made to understand the story of the need ... The longer the campaigns drag, ladies and gentlemen, the smaller is the return for the efforts put in. We can do best and most by finishing the campaigns fully and completely and now. We must convert pledges into cash. The cash is needed most urgently now and it will do the most good now and we should collect outstanding pledges from previous years and current 1951 pledges now".

Referring to the questions about the Israel Bond Issue, Mr. Freeman said, "It should be clear that in any event what Israel needs is dollars, dollars, cash, and that is what we must concern ourselves with and concentrate on getting cash through all of the four points of the projected program".

WARBURG PRAISES COMMUNITY LEADERS

In a moving address that brought the Sunday morning session to a close on a note of high inspiration, Edward M. M. Warburg, UJA General Chairman, said, "I arise to express in as warm a way as I can my admiration for the communities that you represent and for you yourselves ... I think that all of us should take a tremendous sense, not of pride, but a sense of warmth and comradeship -- a sense of vitality -- vitality in the sense of being alive, because all of us, at least in this effort, show that we are not drones; that we are not those who sit by at a cataclysmic moment in history, but that we are people who, through the channels already existing, have found a means to do something, to make a better world ...

"None of us is interested in an organization. I am not talking to you as head of JDC or head of UJA. I do not think the organizations are important. They are the means towards the solution of one of the biggest problems that any generation has had to face. And as Americans, and as Jews, at a time that is discouraging, and when there is very little that we can feel in the way of security -- either for ourselves or for our children -- let us not sell ourselves short, or minimize the security that we feel here in this room, and throughout the country. The togetherness we feel in this great work is in itself a goal worth achieving."

As this issue of Report to Members went to press, the UJA received word of the tragic accidental death of UJA National Campaign Cabinet member, Louis S. Myers of Kansas City. Mr. Myers, in addition to being an outstanding leader in his own community, was one of the bulwarks of the Campaign Cabinet, and in the course of his tireless and dedicated efforts in behalf of UJA grew to be one of the most admired and beloved American Jews on the national scene. The officers of UJA are deeply grieved at his passing and extend sincere condolences to his family in their hour of bereavement.

**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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

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NOT FOR PUBLICATION

SEQUEL TO NATIONAL ACTION CONFERENCE: CASH

So numerous were the checks received for presentation in the presence of the Prime Minister of Israel, David Ben-Gurion, at the UJA National Action Conference in Chicago last month, that a number were omitted from the last issue of Report to Members. Following is an additional list of communities which participated in the effort which brought the total cash announced at the Conference to more than \$15,700,000:

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>COMMUNITY</u>	<u>AMOUNT</u>
Louisville, Ky.	\$40,889	Waterloo, Ia.	\$10,000
Birmingham, Ala.	30,000	Monroe, La.	10,000
Holyoke, Mass.	25,000	Salisbury, Md.	10,000
San Diego, Cal.	15,000	Bay City, Mich.	10,000
Bridgeton, N. J.	15,000	Rutherford, N. J.	7,500
Long Branch, N. J.	15,000	Jackson, Tenn.	7,500
Teaneck, N. J.	13,000	Willimantic, Conn.	5,000
Cheyenne, Wyoming	12,000	Pittsfield, Mass.	5,000
Long Beach, Cal.	10,000	Belmar, N. J.	5,000
Hollywood, Fla.	10,000	Manitowoc, Wisc.	5,000
Marion, Ind.	10,000		

And More Cash

Some checks did not arrive in time to be announced at Chicago. In addition there have been communities which, since their Chicago announcements, have made additional remittances. Following is a list of checks received since the National Action Conference:

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>COMMUNITY</u>	<u>AMOUNT</u>
New York, N. Y.	\$1,234,070	Stamford, Conn.	\$50,000
Newark, N. J.	100,000	Northern Hudson County, N.J.	47,972
Lynn, Mass.	75,000	Lorain, Ohio	30,000
Waterbury, Conn.	52,000	Woonsocket, R. I.	30,000
Columbus, Ohio	50,000	Greenwich, Conn.	30,000
Nashville, Tenn.	50,000	Galveston, Tex.	25,000

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>COMMUNITY</u>	<u>AMOUNT</u>
Liberty, N. Y.	\$25,000	Hudson, N. Y.	\$8,500
Worcester, Mass.	25,000	Ansonia, Conn.	8,297
Hackensack, N. J.	20,000	Key West, Fla.	8,081
Asbury Park, N. J.	15,000	West Palm Beach, Fla.	8,000
Ellenville, N. Y.	18,000	Greenville, S. C.	8,500
South Fallsburg, N. Y.	18,000	Rutherford, N. J.	7,500
New London, Conn.	13,000	Sioux Falls, S. D.	5,000
Haverhill, Mass.	13,000	Lebanon, Pa.	5,000
New Brunswick, N. J.	10,000	Canton, Ohio	5,000
Macon, Ga.	10,000	Charlotte, N. C.	5,000
Woodridge, N. Y.	10,000	Mountaintdale, N. Y.	5,000
Sunbury, Pa.	10,000	Woodbridge, N. J.	5,000
Honesdale, Pa.	10,000	Palisades Park, N. J.	5,000
Loch Sheldrake-)		Champaign, Ill.	5,000
Hurleyville, N. Y.)	10,000	Milford, Conn.	5,000
Middletown, N. Y.	10,000	Torrington, Conn.	5,000
		Teaneck, N. J.	5,000

In addition, the United Jewish Appeal has received scores of checks in smaller amounts which, in the aggregate, have served to boost the total substantially.

SAN FRANCISCO SENDS MORE CASH

San Francisco, one of the most cooperative communities in the country with regard to cash remittances to UJA, has already remitted \$600,000 on account of the 1951 allotment, including the check for \$350,000 brought to the National Action Conference of UJA in Chicago on May 27th by Walter Heller. Incidentally, the San Francisco check was the sixth largest check turned over to UJA in the presence of Prime Minister David Ben-Gurion and contributed greatly to the outstanding success of the occasion.

However, San Francisco never forgets that every dollar means life to those who are dependent upon the UJA, and in tallying its receipts for 1950 found that there was the possibility of sending an additional \$27,499.34 over and above the allotment of \$1,025,000 already fixed for that year. Therefore, without a moment's delay this additional sum was forwarded to the UJA.

San Francisco, which was one of the very few communities in 1950 to raise more than the previous year, is again doing an excellent job in 1951. The amount raised to date in San Francisco is \$1,500,000, with the campaign still going strong.

President of the San Francisco Jewish Welfare Fund is Lloyd W. Dinkelspiel. Marcel Hirsch and Ben Swig are Campaign Co-Chairmen. Sanford M. Treguboff is Executive Secretary.

FALL COMMUNITIES REMIT CHECKS BEFORE CAMPAIGNS

One of the most encouraging phenomena of the 1951 campaign is the cash response of communities which campaign in the fall and which have, therefore, not even started. For instance, McKeesport, Pa. has already remitted in cash the sum of \$75,000, which is equal to the total amount of that community's allocation to the UJA in 1950, and more is still to come. Aurora, Illinois has sent in \$50,000, which is 87% of last

year's allotment. There is even one smaller community, Monongahela, Pa., which has sent in 109% of last year's total allocation. Monongahela has remitted \$4,000 in advance of its fall 1951 campaign as compared with a total allotment of \$3,675 in 1950.

Following are the names of other communities which have not yet begun their campaigns in 1951 but which have sent cash to the UJA in advance of them:

<u>COMMUNITY</u>	<u>1951 CASH</u>
Providence, R. I.	\$100,000
Danbury, Conn.	25,000
Gary, Ind.	7,000
Michigan City, Ind.	15,000
Waterloo, Iowa	10,000
Manhattan, Kansas	1,039
Shreveport, La.	50,000
New Bedford, Mass.	51,000
Peabody, Mass.	15,000
Bayonne, N. J.	25,000
Poughkeepsie, N. Y.	35,000
Bellaire, Ohio	2,500
Oklahoma City, Okla.	11,490
Ambridge, Pa.	3,000
Donora, Pa.	1,000
Huntingdon, Pa.	1,256
Indiana, Pa.	5,000
Pawtucket, R. I.	25,000
Clarksburg, W. Va.	25,000
Wheeling, W. Va.	18,091
Appleton, Wisc.	12,000
Marinette, Wisc.	1,200
Madison, Wisc.	38,000
Stevens Point, Wisc.	5,000
Titusville, Pa.	5,000
State College, Pa.	4,000

HONOR ROLL OF COMMUNITIES STILL GROWING

Each day that goes by brings new reports to the office of the United Jewish Appeal of communities that have already raised more than the total amount they raised in 1950 despite the fact that the campaigns of many of them are not yet completed. More than a hundred such communities have already been listed in Report to Members. Following are the latest communities to achieve the distinction of surpassing their 1950 results:

Memphis, Tenn.; Terre Haute, Ind.; Phoenix, Ariz.; Englewood, N. J.; Fair Lawn, N. J.; Mobile, Ala.; Las Vegas, Nev.; Decatur, Ill.; Nashville, Tenn.; Jeannette, Pa.; Vallejo, Calif.; Hampton, Va.; Sumter, S. C.; Cape Girardeau, Mo.; Alpena, Mich.; Johnson City, Tenn.; Pocatello, Idaho; Findlay, Ohio; Beaver Dam, Wisc.

LATE NEWS IS GOOD NEWS

Following are some late reports on communities indicating that they are well on the way to achieving a place on the honor roll:

Chicago, Illinois at last reports had reached a total of \$4,800,000 with a 15% increase still being maintained. Dozens of important meetings are still to be held, and the general feeling in the community is optimistic as to final results.

Columbus, Ohio has reached the \$460,000 mark and is still holding its 12% lead over last year on the gifts of the same contributors.

New Brunswick, N. J. is, at the latest reading, 9% ahead of 1950 with almost \$135,000 raised to date.

Erie, Pa. is at the \$85,000 mark, with the overall increase standing at 7%.

Rockford, Illinois has almost \$80,000 raised with pledges running 19% ahead of the corresponding gifts last year.

And Still They Come

The smaller communities are matching and sometimes exceeding the results of the larger ones as they have been doing since the 1951 campaign got under way. Following is an additional list of smaller communities showing the percentage of increase over last year to date:

<u>Community</u>	1951 <u>Pledges</u>	1950 <u>Comparison</u>	Percentage of <u>Increase</u>	<u>Chairman</u>
Salinas, Calif.	\$20,245	\$16,822	20	George Genser
Santa Barbara, Calif.	10,117	8,000	26	Harry Fields
Manchester, Conn.	31,470	31,000	2	Jay E. Rubinow
Milford, Conn.	7,800	6,800	15	Mrs. Barrett Jacobs)Co- Dr. Ben B. Rosenthal)Chr.
Putnam, Conn.	5,050	4,525	12	Arthur S. Kaminsky
Southington, Conn.	3,620	3,435	5	Abraham Raskin
Torrington, Conn.	6,381	5,539	15	Joseph Strogatz
Valdosta, Ga.	4,400	3,500	26	Nathan Friedlander)Co- Mel Giges)Chr. Sidney F. Pearlman) Mrs. Al H. Siskind)
Chicago Heights, Ill.	31,212	30,952	1	Benjamin Diengott
Dixon, Ill.	3,900	3,600	8	Barney Wienman
La Salle, Ill.	6,160	5,825	6	Louis Raizes
Shelbyville, Ind.	33,715	26,100	29	Ben Kroot
Marshalltown, Ia.	13,550	11,320	20	Harry Druker
Monroe, La.	41,500	33,000	26	Herman Masur
Tupelo, Miss.	12,000	11,600	3	Sol Weiner
Reno, Nev.	21,220	15,000	41	Jack Fetner
Bradley Beach, N. J.	7,500	5,000	50	Irving Keith
Long Branch, N. J.	22,150	18,525	20	Arthur Harman) Co- Irving Kaye) Chr.
Palisades Park, N. J.	9,095	5,752	58	Herbert J. Schlesinger
Ridgewood, N. J.	9,645	9,527	1	Benjamin Greene
South River, N. J.	28,788	25,030	15	Simon Baumrind
Plattsburg, N. Y.	7,325	6,000	22	Robert Feinberg
Ashtabula, Ohio	5,412	4,980	9	Melvin I. Goldstein

<u>Community</u>	<u>1951 Pledges</u>	<u>1950 Comparison</u>	<u>Percentage of Increase</u>	<u>Chairman</u>
Steubenville, O.	63,000	61,165	3	Henry Greenberger
Butler, Pa.	32,137	29,375	9	Maurice A. Berman
Carbon Co., Pa.	11,379	11,000	3	William Cohen
Homestead, Pa.	23,349	22,000	6	Isaac Lincoff
Norristown, Pa.	56,815	48,745	17	Louis J. Davis
Stroudsburg, Pa.	7,032	5,856	20	Maxwell H. Cohen) Co- Dr. Neil Josephson) Chr.
Sioux Falls, S. D.	27,790	21,449	30	Ned Etkin
Bennington, Vt.	5,825	5,295	10	Charles Fienberg
Lynchburg, Va.	6,240	5,640	11	Harry Berman) Co- Abraham M. Schewel) Chr.
Petersburg, Va.	11,155	8,490	31	Irving B. Struminger
Spokane, Wash.	32,100	29,800	8	Joseph Rubens
Marshfield, Wisc.	2,875	2,790	3	Leo A. Miller
Oshkosh, Wisc.	10,775	10,225	5	Ben Marcus

MOBILE RUNNING 68% AHEAD

Mobile, Alabama, which has joined the honor roll of communities which raised more than last year's total, has reached \$65,000 for an increase of 68% over last year's final results with some \$7,000 of outstanding values still to be covered.

The dynamic Chairman of the Mobile campaign, Myron R. Rubey, modestly gives a great deal of the credit to his fellow officers, E. M. Zivitz and John Strauss, Co-Chairmen, Ferdinand Beer, Initial Gifts Chairman. Ike Gurwitch, Chairman of General Solicitation, and Sidney B. Simon, Treasurer. Mobile has already sent in \$25,000 cash on account of the 1951 campaign and more is on the way.

WOMEN'S DIVISIONS SURPASS 1950 TOTALS

In the wind-up of Women's Division drives in the Spring campaigns, the picture continues to be bright. Final figures have been received from the following communities comparing very favorably with 1950.

The Phoenix, Arizona Women's Division, headed by Mrs. Joseph C. Ehrlich, completed its drive with \$9,086 against \$9,018 last year.

Canton, Ohio reports a final figure of \$27,140.50 compared with \$25,254 last year. Mrs. Edward M. Feiman was Chairman of the Women's Division.

Mrs. Philip Meyers, Chairman of the Cincinnati Women's Division advises that with a few pledges still out, the Women's Division accounts for \$149,127.40 against a final figure in 1950 of \$145,366.24.

The Memphis, Tennessee Women's Division chaired by Mrs. Sam Franklin completed its campaign with \$52,000 against \$45,958 the previous year.

Tucson, Arizona rolled up a total of \$70,000 including one large gift of \$40,000 in its Women's Division which compares most favorably with a final figure last year of \$27,000. Mrs. Leo Berner was Chairman in this campaign.

The Atlantic City, N. J. Women's Division headed by Mrs. Max Malamut reports a final total of \$66,000 as against \$59,000 in 1950.

Tampa, Fla. Mrs. Jules Bragin, Chairman, rolled up a final total of \$12,672 against last year's figure of \$12,331.78.

CAMPAIGN BRIEFS

Responding to the unanimous will of his community, Shepard Saltzman has accepted the Chairmanship of the 1951 campaign in Greenville, South Carolina ... Stamford, Conn. has initiated a UJA "Doorbell Week" beginning Tuesday, June 19th. All publicity is focused on the need for winding up the campaign during that week ... Rabbi I. M. Davidson, devoted Chairman of the Wilkes-Barre, Pa. campaign, advises that this community of 5,000 Jewish souls has already reached a total of \$411,000 in pledges and expects to go to \$420,000. Serving with Rabbi Davidson as Co-Chairmen are Arthur Silverblatt, Jesse Hyman, and Morton Blum. Morris Weiss is Big Gifts Chairman. Mrs. Herman Blum is Chairman of the Women's Division and Leroy Landau is President of the Welfare Fund ... Sam B. Miller, former resident of Miami, who attended a campaign meeting in Tucson, Arizona, was so moved by an address by Quentin Reynolds that he donated a lot which was sold for \$801.00 ... Despite a deduction of 25% in the enrollment of Jewish students attending San Jose State College, the launching meeting of the Student's campaign produced an increase of 71% over the entire campaign collection last year and was more than 300% over the amount raised at the kick-off meeting a year ago. Director of the Hillel Chapter which conducts the campaign is Chester M. Zeff of Berkeley, California ... Holyoke, Mass. does not begin its campaign until the fall, but plans are already under way for holding a meeting with all of last year's officers and campaign workers, with M. Bernard Resnikoff serving as Executive Director. Holyoke is one of the communities that borrowed cash in advance of the fall campaign.

IRAQ DEADLINE EXTENDED TO JUNE 30TH - CASH CAN SAVE LIVES

Here is a challenge to American Jews. The deadline on emigration from Iraq, which had been set for May 31st, has been extended to June 30th. Fifteen days remain between the date of this issue of Report to Members and June 30th. During this period 15,000 Jews who might have been lost forever under the old deadline can be saved if enough cash is forthcoming to maintain the airlift from Iraq to Israel. These Jews are not mere statistics. They are human beings. They are men, women and children who have suffered the agony of despair and who have now been given another chance to hope.

The cash response from American Jewish communities has been generous, as a reading of Report to Members can testify. But we dare not let this new opportunity for saving lives go by without putting our shoulders to the wheel again and bringing together the sums that are needed. Every dollar received in June is a life-saving dollar. These dollars will save Jews who may be lost to us if remittances are delayed.

A number of communities have undertaken special cash efforts to provide the largest possible sums in June. The officers of the United Jewish Appeal plead with all contributors and with all communities to make the extra effort necessary to meet the challenge. We must not allow delay to cause disaster for a single Jew who might be saved if we act in time.

UNITED

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

REPORT

to members of the
**NATIONAL
CAMPAIGN
COUNCIL**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

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COMMUNITY HONOR ROLL GROWING

Additional Scores Of Campaigns Raise More Than Last Year's Totals

Cities, towns, villages and hamlets in every state of the Union have entered the great 1951 competition for a place on the honor roll of communities which have raised more to date than they raised during the entire year 1950.

Following is a series of reports on communities in which leaders and contributors have recognized their increased measure of responsibility in 1951 and have already, as this issue of Report to Members goes to press, joined the large number of communities which earlier achieved a place on the honor roll.

Detroit Already Ahead Of 1950 Total By \$35,250

Detroit, Michigan, which raised a total of \$4,684,750 in 1950, has recorded pledges for 1951 totalling \$4,720,000 thus far. This places Detroit \$35,250 ahead of last year's total result despite the fact that the campaign for 1951 has by no means been completed.

Miami Touches Last Year's High Point

Miami, Florida just reached and passed its 1950 total as this issue of Report to Members went to press. Miami raised \$1,199,568 in 1950. The up-to-the-minute report for 1951 shows pledges totalling \$1,200,465. Miami is not resting on this total but is doing everything possible to drive forward.

Cincinnati Rings The Bell With \$1,425,600

Cincinnati, Ohio is another community that has just become eligible for the honor roll. With the campaign still incomplete Cincinnati has reported \$1,425,600 in 1951 pledges as compared with the total of \$1,425,000 raised in 1950.

Indianapolis Passes 1950 Total By \$6,500

Indianapolis, Indiana which last year raised a total of \$543,566 reports pledges to date for 1951 totalling \$550,000. Thus, with the campaign still pushing forward, Indianapolis has already raised about \$6,500 more than it raised throughout 1950.

Omaha Takes \$10,000 Lead

In 1950 Omaha, Nebraska raised a total of \$525,000. Late reports received from Omaha on the 1951 campaign show pledges totalling \$535,000 with the community \$10,000 ahead of the total 1950 result and still trying for more.

Duluth Exceeds 1950 Results By \$11,000

Duluth, Minnesota has \$200,000 recorded in its books for 1951. This is \$11,000 more than the \$189,207 raised during the whole of 1950.

Columbus Goes Over 1950 By \$2,500

With the campaign still going forward Columbus, Ohio reports pledges totalling \$538,468 for 1951. This is approximately \$2,500 more than the total amount raised in 1950 - \$536,000.

Canton Ahead Of 1950 By \$4,000

Canton, Ohio has raised \$192,000 to date in its 1951 campaign as compared with a total of \$188,213 raised altogether in 1950, thus leading last year by \$4,000 with more to come.

Manchester Goes Over By \$5,000

Manchester, New Hampshire with \$107,000 in pledges already tallied for 1951 is ahead of 1950's total of \$102,000 by \$5,000, and still going forward.

Lewiston-Auburn \$2,800 Ahead

Lewiston-Auburn, Maine has \$144,000 in 1951 pledges. This compares with a total of \$141,189 raised in 1950, bringing Lewiston-Auburn \$2,800 ahead, with more to come.

Tyler Leads 1950 By \$2,000

\$92,000 has been raised to date in Tyler, Texas on account of the 1951 campaign. In 1950 Tyler raised \$90,000.

Smaller Communities On Honor Roll

In addition to the communities recorded above, the following communities have already reached and passed last year's total results:

Monroe, Louisiana
Norristown, Pennsylvania
New London, Connecticut
Sioux Falls, South Dakota
Raleigh, North Carolina
Daytona Beach, Florida
Hattiesburg, Mississippi
Anniston, Alabama
Huntsville, Alabama
Santa Rosa, California

Fort Lauderdale, Florida
Athens, Georgia
Creston, Iowa
Athol, Massachusetts
Jackson, Mississippi
Kirksville, Missouri
Hastings, Nebraska
North Platte, Nebraska
Boonton, New Jersey
Penns Grove, New Jersey

Pompton Lakes, New Jersey
Ridgefield Park, New Jersey
Lake Placid, New York
Ithaca, New York
Ogdensburg, New York
Asheboro, North Carolina
Brevard, North Carolina
Chapel Hill, North Carolina

Murphy, North Carolina
Ada, Oklahoma
Duncan, Oklahoma
Burgettstown, Pennsylvania
McDonald, Pennsylvania
Hopewell, Virginia
Petersburg, Virginia
Williamson, West Virginia
Marshfield, Wisconsin

Far more communities than have already been reported on are within a few hundred or a few thousand dollars of over-topping last year's totals. For instance, Baltimore, with \$3,382,000 raised has only \$9,000 to go before equalling the 1950 total and is running almost 5% ahead of last year, pledge for pledge. Milwaukee has reached the \$976,000 figure, which compares with a total of \$992,000 in 1950. Milwaukee expects to go over the top in a week.

AMERICAN JEWISH PROGRESS REPORT ARCHIVES

Pittsburgh, Pennsylvania records 1951 pledges to date totalling \$1,905,000. Pittsburgh raised \$1,962,479 in 1950 and is driving forward to exceed last year's total.

Washington, D. C., which raised a total of \$1,843,736 in 1950, reports \$1,682,000 already pledged. Washington is running 5% ahead of last year on pledges of the same contributors.

Worcester, Massachusetts has \$525,000 raised to date which is 12% ahead of 1950. It needs only \$15,000 more to hit last year's total of \$540,000.

Minneapolis, Minnesota which raised \$830,000 in 1950 has more than \$750,000 raised for the 1951 campaign. Uncovered cards total substantially more than the amount necessary to surpass the 1950 total.

BISHOP SHEIL PLEDGES \$200.00 A MONTH TO CHICAGO CAMPAIGN

At one of the most memorable campaign meetings ever held in Chicago, Bishop Bernard J. Sheil, Auxiliary Bishop of the Chicago Archdiocese, addressing the Bankers, Finance and Investment Division of the Chicago Combined Jewish Appeal, himself pledged \$200.00 per month to the campaign.

"We are related in the great culture that stems from the prophets of old," the Bishop told the group. "We are related because we are interested in the poor and the oppressed everywhere. If I may be permitted," he continued, "I would like to give \$200.00 a month for one year to this cause."

For a moment there was complete silence in the room. Then, one after another, the guests rose and made substantial increases in the pledges they had already made, and a far larger sum was realized than would have been the case if the Bishop's generous gesture had not been made.

Incidentally, Chicago is at the five and a half million dollar mark and still

running 8% ahead of last year. Leaders report that they are having larger attendance at meetings and more enthusiasm among the workers than ever before. The month of June alone saw fifty successful trade dinners in Chicago.

SYRACUSE ANNOUNCES \$471,000 AT TRIBUTE DINNER TO BERINSTEIN

At a testimonial dinner to Morris Berinstein, Chairman of the UJA National Campaign Cabinet in Syracuse, it was announced that that community had raised \$471,000 to date. This compares with a total of \$480,000 raised in 1950 and leaders are confident that Syracuse will soon go over the top to join the honor roll.

More than 200 of Mr. Berinstein's friends in the community gathered at the dinner to give expression to the admiration and the pride they feel at his splendid national and local leadership. Speakers stressed his outstanding contribution to Jewish life all over the world, emphasizing the role he played in bringing about this year's UJA results.

COMMITTEE FORMED TO COORDINATE EFFORTS OF BOND DRIVE AND UJA

The formation of a coordinating committee on behalf of the State of Israel Bond Issue and the United Jewish Appeal was announced last week. This followed action taken earlier by Eliezer Kaplan, Finance Minister of Israel, who had stated prior to his departure for Israel that such a committee would be set up. The following have been designated as members of the committee: Henry Morgenthau, Jr., Edward M. M. Warburg, Rudolf G. Sonneborn, Dr. Nahum Goldmann, Henry Montor, Dr. Joseph J. Schwartz, Julian B. Venezky and Morris Berinstein.

In announcing the establishment of the committee Mr. Kaplan had pointed out that a number of problems had arisen as a result of which it was believed that coordinated action would be helpful. "The aim of this committee," he explained, "would be to implement the desire of Israel to see maximum results for both endeavors...It is gratifying to be able to announce that the UJA and the Bond organization have accepted the proposal for a joint committee and are going forward to implement it."

CAMPAIGN BRIEFS

Rockville, Connecticut started its campaign with pledges totalling \$6,830 and is running 36% ahead of last year. Campaign Chairman is Joseph Homelson and Abner Brooks is Treasurer ... Lake Placid, New York, which this week joined the honor roll, expects to raise nearly twice last year's total. H. N. Sadove is Chairman ... Binghamton, New York reports that the Endicott-Johnson Shoe Company of that city has pledged \$5,000 for 1951, duplicating last year's gift ... Orlando, Florida is looking forward to surpassing its 1950 total as a result of the devoted efforts of the leadership in that community. Irving B. Gibbs is Chairman of the campaign and H. G. Miller is Financial Secretary ... Also hopeful of substantially exceeding last year's total is St. Petersburg, Florida. St. Petersburg is one of the communities that participated in the cash presentation at the National Action Conference in Chicago last month. Joseph Silverberg is Campaign Chairman with M. G. Rosenberg as Co-Chairman ... Goldsboro, North Carolina, which campaigns in the fall, has already remitted \$21,000 in cash. Herman Weil is Chairman of the Jewish Welfare Fund ... Hickory, North Carolina, from which the UJA received \$12,500 in 1950, has already remitted \$12,000 in cash against its 1951 campaign. Abe L. Harrison is serving as Chairman of the campaign of the Hebrew Federation.

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TOBIN, GOLDMANN, WARBURG, BERINSTEIN AND SCHWARTZ TO ADDRESS UJA NATIONAL REPORT CONFERENCE IN NEW YORK CITY

Leadership Mission to Israel to Report on Emergency Need for \$35,000,000 Cash

Maurice J. Tobin, United States Secretary of Labor, Nahum Goldmann, Co-Chairman of the Jewish Agency, Edward M. M. Warburg, General Chairman of the United Jewish Appeal, Morris Berinstein, Chairman of the UJA National Campaign Cabinet and Dr. Joseph J. Schwartz, Executive Vice-Chairman of the United Jewish Appeal, will be the principal speakers at the great National Report Conference to be held at the Commodore Hotel in New York City on Saturday evening, October 27th and Sunday, October 28th, it was announced this week.

More than a thousand leaders of communities in all parts of the country are expected to gather at this Conference at which results of the Spring phase of the 1951 campaign will be reviewed and plans for the Fall phase considered, and a program for bringing together \$35,000,000 in cash by the end of the year will be adopted.

A large number of communities have already indicated that their delegates will bring to the Conference substantial sums of cash which they will be making available toward the \$35,000,000 objective. The officers of the United Jewish Appeal have appealed to communities to rush to the office of the UJA all cash as it becomes available because of the critically urgent nature of the cash situation in Israel at the present time. Full credit will be given at the Conference for all funds received prior to October 27th.

The leadership mission to Israel, consisting of Mr. Warburg, Mr. Berinstein and Dr. Schwartz, will report on their findings during their visit to that country. In public statements, they have already indicated that in the present interim period, while Israel is developing its industrial and agricultural potential through an intensive investment program, the people of Israel are undergoing a period of sacrifice and hardship approaching the limit of their endurance. In this period, they point out, it is absolutely essential for the United Jewish Appeal to obtain sufficient cash as speedily as possible to carry them through to their goal of self-sufficiency. The difficulties are, of course, aggravated by the continued flow of newcomers from danger areas of the world.

ROSENWALD HEADS CASH CAMPAIGN

William Rosenwald has accepted a call to head the \$35,000,000 cash program, in addition to his other heavy responsibilities as a National Chairman of the United Jewish Appeal and as Honorary President of the United Service for New Americans.

Mr. Rosenwald recently completed an extensive tour of Israel and Europe, and in undertaking the chairmanship of the cash drive indicated that he felt impelled to do so by his first hand observation of the critical needs he found in Israel and among tens of thousands of Jews still in Europe. He also emphasized the desperate plight of hundreds of thousands of Jews in North Africa and the Moslem countries and the needs of newcomers to the United States.

SPRING COMMUNITIES VOTE INCREASED ALLOTMENTS TO UJA

Hundreds of communities throughout the country, currently engaged in the process of budgeting the proceeds of their Spring campaigns, are giving statesmanlike consideration to the needs of the UJA agencies. A number of communities have already allotted sums for 1951 in excess of those made available in 1950.

Cleveland Provides \$144,000 More Than Last Year

The allocation to the UJA out of the proceeds of the 1951 campaign in Cleveland, Ohio, was voted at \$2,471,805. This compares with an allotment of \$2,327,500 in 1950.

Henry A. Rucker is President of the Jewish Welfare Federation and Eugene H. Goodman is Campaign Chairman. Serving with Mr. Goodman as Co-Chairmen are Maurice Maschke, Jr. and Leonard Ratner. Big Gifts Chairmen are Samuel H. Horwitz and Alex Miller. Mrs. M. E. Glass is Chairman of the Women's Division. Henry L. Zucker is Executive Director.

Buffalo's \$600,000 Allotment Tops 1950

Buffalo, New York, in allocating \$600,000 to the UJA for 1951, topped the 1950 allotment of \$597,000 by \$3,000.

Stanley G. Falk is President of the United Jewish Federation of Buffalo and Hymen Lefcowitz is Campaign Chairman. Serving with Mr. Lefcowitz as Vice-Chairmen are Arthur Victor, Jr., Paul P. Dosberg and Arnold Jacobowitz. The Hon. David Diamond is Chairman of the Allocations Committee and Arthur S. Rosichan is Executive Director.

Minneapolis Tops 1950 Appropriation by \$7,500

Minneapolis, Minnesota voted \$537,500 to the UJA for 1951, as compared with an allotment of \$530,000 in 1950.

1951 President of the Minneapolis Federation for Jewish Service is Dr. Louis R. Weiss. Max J. Sanders is Campaign Chairman, while I. S. Joseph is Chairman of Big Gifts. Mrs. Thomas I. Levitt heads the Women's Division as Chairman and Charles I. Cooper is Executive Secretary.

Northern Hudson County Raises \$29,000 More

Northern Hudson County, New Jersey has raised \$471,000 in 1951 as compared with

\$442,000 in 1950. Northern Hudson County allocates all of the proceeds of its campaign, apart from expenses, to the UJA.

Judge Abraham Lieberman is Advisory Chairman of the campaign and Alexander Grodnick is Chairman.

\$24,000 More From Akron

Akron, Ohio, which gave \$386,000 to the UJA in 1950, has appropriated the sum of \$410,000 for UJA this year.

Samuel Friedman is President of the Akron Jewish Welfare Fund and Charles E. Schwartz is Campaign Chairman. Co-Chairmen with Mr. Schwartz are David C. Holub, George Nobil and Harry Sugar. Morris Sacks, who is Big Gifts Chairman, also serves as Chairman of the Budget and Allocations Committee. Chairman of the Women's Division is Mrs. Marvin M. Perelman. Executive Director is Nathan Pinsky.

St. Paul Increases UJA Allotment to \$395,000

St. Paul, Minnesota, which last year gave \$382,168 to the UJA, increased this by about \$13,000 this year to \$395,000.

Kalman S. Goldenberg is President of the United Jewish Fund and Council of St. Paul, and Sylvan J. Mack is Chairman of the Campaign. Co-Chairmen with him are Albert H. Heller, Jr., Morris B. Kuller and Mack Wolf, while Hess Kline is serving as Big Gifts Chairman. Ted Abramson is Chairman of the Allocations Committee and Mrs. Anne Stameshkin is acting Executive Director.

Fort Worth Allocates \$175,000 Against \$150,000 in 1950

Fort Worth, Texas gave UJA \$25,000 more this year than last year out of the proceeds of its campaign, allocating \$175,000 to the UJA for 1951 against \$150,000 for 1950.

M. M. Goldman is President of the Fort Worth Jewish Federation and I. E. Horwitz is Chairman of the campaign. Leslie J. Frankrich, Marcus Ginsburg, Maurice Rabinowitz and Ben H. Rosenthal are Co-Chairmen. Eli Fahn is Executive Director.

Duluth's 1951 Allotment Tops 1950

A minimum allotment of \$130,000 to UJA was granted by Duluth, Minnesota. This is \$6,000 more than the \$124,000 voted in 1950.

Ben H. Overman is President of the Jewish Federation and Community Council of Duluth. Campaign Chairman is Arnold R. Nides with A. B. Polinsky serving as Big Gifts Chairman. Chairman of the Allotment Committee is Irving Raihill. Mrs. Sam Golden is Chairman of the Women's Division and Mrs. Harry David is Executive Director.

Perth Amboy Grants Increase of \$5,000

The allotment from Perth Amboy, New Jersey to UJA in 1951 is in the amount of \$120,000. This compares with a \$115,000 allocation last year.

Dr. William Wedeen is President of the Perth Amboy Jewish Community Council. Co-Chairmen of the Campaign are Mortimer W. Greenspan, Warren W. Wilentz and William

Zweigbaum. Mrs. Joseph Mandel and Mrs. J. P. Gindin are Co-Chairmen of the Women's Division and Martin E. Danzig is Executive Director.

SMALLER ALLOTMENTS ALSO SHOW INCREASES

Following is a list of communities in the bracket under \$100,000 which gave more to UJA in 1951 than in 1950:

<u>COMMUNITY</u>	<u>1951 Allotment</u>	<u>1950 Allotment</u>
Phoenix, Ariz.	\$58,026	\$56,772
El Centro, Calif.	19,200	18,110
Ontario, Calif.	16,000	12,500
Palm Springs, Calif.	26,370	24,500
Santa Maria, Calif.	4,500	3,850
Santa Rosa, Calif.	7,100	6,137
Vallejo, Calif.	12,650 Min.	11,000
New Canaan, Conn.	3,620	2,350
Willimantic, Conn.	25,000	14,000
Key West, Fla.	8,081	7,374
Orlando, Fla.	43,825 Min.	40,000
Quincy, Fla.	4,625	4,400
St. Petersburg, Fla.	18,250	18,000
West Palm Beach, Fla.	48,000	40,000
Augusta, Ga.	39,000	37,500
Nampa, Idaho	6,000	4,400
Pocatello, Idaho	4,915	3,680
Dixon, Ill.	4,535	4,279
Anderson, Ind.	8,000 Min.	7,000
Centerville, Iowa	3,850	3,050
Clinton, Iowa	4,720	4,645
Creston, Iowa	3,000 Min.	2,750
Oskaloosa, Iowa	9,457	7,767
Ottumwa, Iowa	17,400	17,330
Pittsfield, Maine	9,710 Min.	4,850
Athol, Mass.	9,465 Min.	9,100
Greenfield, Mass.	14,620 Min.	14,195
Milford, Mass.	19,000	18,800
Turners Falls, Mass.	3,000	2,850
Alpena, Mich.	4,635 Min.	4,500
Copper Country, Mich.	3,030 Min.	2,883
Rochester, Minn.	3,300	2,605
Hattiesburg, Miss.	10,000	9,000
Cape Girardeau, Mo.	6,120	5,210
Hannibal, Mo.	2,500	2,195
Jefferson City, Mo.	1,750	1,620
Kirkville, Mo.	2,600	2,400
Poplar Bluff, Mo.	2,510 Min.	2,075

<u>COMMUNITY</u>	<u>1951 Allotment</u>	<u>1950 Allotment</u>
Great Falls, Mont.	\$ 8,000 Min.	\$ 6,955
Grand Island, Nebr.	6,950	6,750
Hastings, Nebr.	3,925	3,125
North Platte, Nebr.	3,500	3,436
Scottsbluff, Nebr.	10,000	9,500
Las Vegas, Nev.	61,413 Min.	33,250
Reno, Nev.	26,500	26,100
Boonton, N. J.	4,000	3,348
Elmer, N. J.	4,765	4,470
Lyndhurst, N. J.	2,990 Min.	2,235
Maywood, N. J.	2,840	2,330
South River, N. J.	25,504 Min.	25,213 Min.
Ridgefield Park, N. J.	6,037 Min.	5,800
Woodbridge, N. J.	21,000	8,403
Hunter, N. Y.	2,512 Min.	1,909
Ithaca, N. Y.	21,168	19,550
Lake Placid, N. Y.	8,500 Min.	5,880
Livingston Manor, N. Y.	4,450	3,376
Ogdensburg, N. Y.	8,820	7,500
Oneida, N. Y.	3,595	3,080
Sharon Springs, N. Y.	6,000	5,175
Murphy, N. C.	2,500	1,250
Raleigh, N. C.	18,842	17,500
Bismarck, N. D.	6,490 Min.	5,800
Alliance, Ohio	4,013	3,940
Cambridge, Ohio	2,775 Min.	2,725
Findlay, Ohio	2,565	1,795
Fostoria, Ohio	3,025	2,555
Marion, Ohio	5,205	5,029
Chickasha, Okla.	8,500	8,425
Baker, Ore.	3,530	1,375
Blairsville, Pa.	4,200	2,575
Clarion Co., Pa.	5,020 Min.	4,505
Danville, Pa.	2,551	2,510
Irwin, Pa.	6,145 Min.	6,000
Pike Co., Pa.	4,259 Min.	3,740
Columbia, S. C.	46,913	40,000
Georgetown, S. C.	6,010 Min.	5,695
Brownsville, Tenn.	3,750	3,540
Johnson City, Tenn.	4,810 Min.	4,340
Abilene, Texas	8,075	7,618
Baytown, Texas	5,500 Min.	5,000
Brady, Texas	4,050 Min.	2,975
Breckenridge, Texas	7,420 Min.	5,485
Lubbock, Texas	11,800 Min.	9,815
Odessa, Texas	3,475	1,825
Wichita Falls, Texas	16,000 Min.	13,500
Newport, Vt.	3,180	3,080
Hampton, Va.	12,410 Min.	8,500
Martinsville, Va.	6,800 Min.	5,100
Walla Walla, Wash.	3,680 Min.	3,235
Marshfield, Wisc.	4,800	4,705

FALL BIG GIFTS SHOW SUBSTANTIAL INCREASES

Keeping pace with the trend established in communities which campaigned in the Spring, many Fall campaign communities, now in the process of conducting Big Gifts meetings, are maintaining the trend toward larger giving in this bracket that was established earlier in the year. With the ending of summer heat and vacations, enthusiasm for UJA is running high in these communities and notable achievements are being chalked up in many areas.

Jacksonville 24% Ahead

A pace-setters meeting in Jacksonville, Florida, presided over brilliantly by Samuel Kipnis, Campaign Chairman, and addressed by Moritz M. Gottlieb of Allentown, Pennsylvania, National Chairman for Regions for UJA, produced pledges totalling \$90,000 compared with \$75,000 from the same contributors last year, an increase of 20%. Among the gifts announced were those of Mr. Kipnis himself, who increased from \$40,000 to \$50,000; Ben Stein and Ben Yoffee, from \$5,500 to \$6,500; Superior Iron and Metal (Maurice Bartley, Joseph Bartley and Irving Levin) from \$3,200 to \$3,800; Philip N. Coleman, \$2,500 to \$4,000; Max Leitman, \$2,000 to \$2,500 and Robert Jacobs from \$750 to \$1,500. A number of contributions equal to those made last year included those of Leonard Moss, \$4,500; Samuel Green, \$2,000 minimum; Morton R. Hirschberg, \$2,000; Abe and Nathan Newman, \$1,500; Morris H. Witten, \$2,000; Rieders & Fink, \$1,100 and Sol D. Kramer, \$1,000. Subsequent gifts have brought the total in Jacksonville to \$125,850 compared with \$101,400 in 1950 for an overall increase of 24%.

The Women's Division of the Jacksonville campaign is also greatly encouraged by results thus far. A meeting at the home of Mrs. Ben Setzer resulted in a total of \$20,000 against \$14,000 from the same givers last year.

In addition to Mr. Kipnis, the officers in Jacksonville are as follows: Leonard Moss, President of the Jacksonville Jewish Community Council; Sam Green and Robert Jacobs, Campaign Co-Chairmen; Ben Stein, Sam Wolfson and Jerry C. Kipnis, Big Gifts Chairmen; Mrs. I. D. Glickstein and Mrs. Clement L. Littauer, Co-Chairmen of the Women's Division and Ben Stark, Executive Director.

New Bedford Starts With 9% Lead

An Initial Gifts meeting, which was held in New Bedford, Massachusetts, at the home of William Palestine, brought forth a number of increases. Among those were the gifts of Irving Mathews & Brother, from \$3,000 to \$4,000; Samuel Ades, (State Manufacturing Company) \$2,000 to \$3,000; Hyman Krivoff, \$3,500 to \$4,000; Harry Milman, \$1,000 to \$2,000 and Morris Horvitz, (Union Liquor Co.) \$1,500 to \$2,000. Other gifts which maintained last year's level were those of Raphael Mutterperl, \$2,500; Samuel B. Finger, \$5,500; William Palestine and Lester Palestine (Monarch Clothing Company) \$5,500; and Alden Corrugated Box Company, \$1,000. Noah Finkelstein, of Woonsocket, Rhode Island, addressed the meeting.

A subsequent Big Gifts meeting, at the home of Harry Milman, brought the total gifts in New Bedford to \$61,600 as compared with \$56,640 from the same contributors in 1950, an increase of 9%. Much of the success of the meeting was attributed by those who attended to the able participation of Archibald Silverman, of Providence, Rhode Island.

Selwyn I. Braudy, President of the Jewish Welfare Federation of Greater New Bedford, is also serving as Campaign Chairman. Mrs. Charles S. Lipsitt is Chairman of the Women's Division and Saul Richman is Executive Director.

Oklahoma City Running 14% Ahead

A Big Gifts meeting in Oklahoma City, Oklahoma, addressed by Bartley Crum, managed to dispel some pessimism among the leadership when the results indicated that gifts were running 14%, on the average, ahead of last year. Among the increases were those of Samuel Skalovsky, President of the Oklahoma Jewish Community Council, who went from \$500 to \$3,000; Dave Schonwald, from \$7,500 to \$8,000; Walter Bendorf, \$350 to \$500; Henry Fine, \$312 to \$500; Bernard & Ben Shanker, \$2,000 to \$2,500. A number of \$500 and \$100 gifts were received from individuals who did not contribute last year.

In addition to Mr. Skalovsky, who is also serving as a Co-Chairman, the officers are as follows: Joe Singer and Stanley Hirsch, Co-Chairmen; Sylvan N. Goldman, Chairman of Big Gifts, Dr. C. J. Fishman, Chairman of the Budget Committee and Julius A. Graber, Executive Director.

ARCHIVES

Lawrence Obtains 5% Increase

At one of the best attended Big Gifts meetings to be held in Lawrence, Massachusetts in recent years, contributions ran 5% ahead of those from the same individuals last year. Harold Sherman Goldberg of Boston, who addressed the meeting, succeeded in arousing an enthusiastic response, even from those who had had doubts as to the success of the meeting. Among those who increased their gifts were David Auerback, who went from \$3,000 to \$3,100; Harry Koffman, \$750 to \$1,000; Louis Master, from \$1,100 to \$1,210; Harry N. Steinberg, \$1,100 to \$1,210; Samuel White, from \$1,050 to \$1,100 and Harry Freedman, from \$800 to \$1,000. Among the larger contributors who maintained their previous rate of giving were Max M. Warshaw, \$4,700; Jack Tatelman, \$1,500; Merrill Rosenberg, \$1,250; Sam Samel, \$1,100 and Benjamin Kenner, \$1,000.

Samuel White is President of the Jewish Community Council of Greater Lawrence. Harry Koffman and Abraham Rappaport are serving as Campaign Co-Chairmen. Mark Mazel is Executive Director.

Danbury Maintaining 12% Lead

\$40,923 was raised at the Campaign Opening meeting in Danbury, Connecticut by contributors who gave \$36,500 last year, an increase of 12%. The community is confident that the final results will still reflect the pace that has already been set.

Rabbi Jerome R. Malino is President of the Jewish Federation of Danbury. Serving as Campaign Chairman is Walter Werner. Mrs. Benjamin Heyman is Chairman of the Women's Division.

Michigan City Increase Stands at 28%

The campaign in Michigan City, Indiana opened with pledges totalling \$46,395. The same contributors gave \$36,215 last year thus achieving an increase of 28% in 1951.

The Winski Family sparked the campaign by increasing their 1950 gift of \$10,000 to \$25,000 in 1951.

Henry A. Hirsch is President of the Michigan City United Jewish Fund. Fred G. Hoodwin is Campaign Chairman and serving with him as Co-Chairman is Burton B. Ruby.

McKeesport Running 19% Ahead

McKeesport, Pennsylvania, which earlier in the year had remitted \$75,000 in cash to the UJA — a sum equal to last year's total allocation — raised \$41,000 at its first meeting from contributors who gave \$34,500 in 1950, an increase of 19%. Those who attended the meeting came away convinced that the campaign will maintain this trend towards larger giving to the end.

Robert Amper is President of the United Jewish Federation of McKeesport and Arthur R. Rack is Campaign Chairman. Advance Gifts Chairman is Dr. James L. Auslander. Mrs. David Roth is Secretary.

Lexington Starts 3% Ahead of Last Year

A Big Gifts dinner meeting at the home of Campaign Chairman David S. Weil in Lexington, Kentucky resulted in gifts totalling \$47,680 from contributors who gave \$46,110 in 1950.

Hyman S. Levy and Alex Wenneker are Co-Chairmen of the Welfare Fund. Serving with Mr. Weil as Campaign Co-Chairman is Dr. Sherman E. Miller.

CAMPAIGN BRIEFS

A late report from Meriden, Connecticut tells of a Big Gifts meeting which produced \$19,050 from contributors who gave \$16,675 in 1950, an increase of 14%. The campaign is headed by Judge Selig Schwartz who is also the President of the Welfare Fund. He is assisted by I. Albert Lipman and A. J. White... Another last minute report from Parkersburg, West Virginia points to \$7,875 raised from a group which gave \$7,000 last year, an increase of 13%. Max Beren is serving as President of the Welfare Fund and as Campaign Chairman... An achievement worthy of emulation is that of Irving Golfman and Max Feldman who utilized their time during the summer to collect \$2,301 for the UJA from vacationers at the Somerset Bungalow Colony, near Poughkeepsie, New York.

FLASH! BOSTON BIG GIFTS SHOW OVER 11% INCREASE

Presses were stopped to include last minute news from Boston where a record-breaking Big Gifts meeting, addressed by Dr. Joseph J. Schwartz, produced gifts totaling \$1,017,900 from contributors who gave \$912,950 last year, an increase of more than 11%. Among the major gifts, which included many substantial increases, were those of Panther-Panco Rubber Company and American Biltrite Company (Bernstein and Marcus Families), \$77,000; Trimount Clothing Company (Morris, Alexander and Abraham Shapiro), \$60,000; Reuben B. Gryzmish, \$50,000; Enterprise Department Stores, \$50,000; James J. and Joseph H. Axelrod, \$50,000; Robert P. Cable, \$50,000; Joseph and Myer Riesman, \$45,000; Ginsburg Brothers, \$31,500; Jacob Slosberg & Sons, \$30,000; Jacob S. Gordon, \$30,000; Allied Container Corporation (Nathan Schwartz and

Family), \$27,500; Colonial Provision Company (Sidney H. Rabinowitz & Sons), \$26,500; A. Shapiro Family, \$25,000. Dewey Stone, of Brockton, Massachusetts, announced \$30,000 for Converse Rubber Company as part of the total gift of Dewey Stone and associates, Y. D. and Robert Markson pledged \$30,000 to Boston as part of their total gift.

Samuel Markell, who presided, is President of the Welfare Fund and Simon J. Helman, who started calling for gifts by increasing his own from \$10,000 to \$12,500, is General Chairman of the campaign. Matthew Brown is Chairman of Trades and Professions and Moses D. Feldman is Chairman of the Metropolitan Division. Mrs. William J. Talcoff is Chairman of the Women's Division. Sidney Cohen is Executive Director.

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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

SPECIAL ISSUE, November 1, 1951

165 West 46th St., New York City

NOT FOR PUBLICATION

AMERICAN JEWISH

**\$20,152,570.37 ANNOUNCED AT UNITED JEWISH APPEAL NATIONAL REPORT
CONFERENCE TOWARD \$35,000,000 CASH GOAL**

Delegates Call Upon Country To Provide Balance By December 31st

United Jewish Appeal conferences are always inspiring but it is the Accounting Department of the UJA in which the final decision as to the success of a cash conference is made. The UJA Accounting Department has judged that the National Report Conference of the UJA in New York last weekend was one of the most successful in the thirteen years of the existence of the UJA.

From the inception of the cash drive for a minimum of \$35,000,000 on September 1st to the conclusion of the thrilling check-presentation ceremony last Sunday, the UJA received \$16,135,665.37 in actual cash and promises of \$4,016,905 additional, bringing the total to \$20,152,570.37. There was evident throughout the conference a sympathetic understanding among the delegates of the urgency of the need for \$35,000,000 and a determination to finish the job by December 31st.

Discussions participated in by delegates from many communities resulted in a resolution embodying various measures for obtaining the balance needed before December 31st. The resolution appears in full elsewhere in this Report.

EBAN, GOLDMANN, WARBURG AND ROSENWALD ADDRESS OPENING SESSION

The National Report Conference started with a dinner meeting at the Hotel Commodore in New York, presided over by William Rosenwald, a National Chairman of the United Jewish Appeal. The ballroom was filled to capacity with leaders of communities from Coast to Coast. The delegates, who had been reading about the critical situation in Israel, were eagerly attentive as the speakers outlined the problems with which Israel was faced and described what American Jewry would be called upon to do in the coming weeks and months. A standing ovation was given to Ambassador Abba Eban of Israel as he entered the hall and enthusiastic applause greeted the inspiring remarks of all of the speakers.

Eban Stresses Indispensability of UJA

After a brilliant explanation of the situation in the Middle East, Mr. Eban declared, "Such then are the global and regional difficulties which accumulate on Israel's already heavily weighed shoulders, and it is in relation to these problems within this area of regional insecurity that the workers of the UJA consider their duty and their opportunity. There appears to be a misconception in some quarters which holds that since the UJA is no longer the only large source of Israel's dollar currency and has receded into the wider framework of a four-point program it has lost something of its importance and its indispensability. I am here tonight primarily to dispel that illusion with all the strength at my command.

"It is true that the sale of Israel bonds has opened up a new source of investment capital, which promises for Israel a productive industrial and agricultural future. It is true that the sympathetic action of the American people, whose representatives in Congress have approved the inclusion of Israel in the Mutual Security Program, has enormously strengthened our prospect of building a healthy economic structure. But the short term difficulties are still extreme and acute. The continued success of the UJA as a source of free dollars for Israel is absolutely indispensable to our economic security, especially in the coming days and weeks.

"I stress the importance of the UJA as a source of free dollars. The certain prospect that the investment capital flowing into the country, through the bond issue and the Export-Import loan, will enable Israel to earn adequate dollars by export and fulfill the main basic requirements of an expanding home market, encourages our hopes for the future. However, as with all investments, some time must pass before their full fruits are reaped. Do not think that the other parts of the Four-Point Program are in any sense a substitute for the UJA. Take away this foundation of our structure and the other parts would be deprived of a firm, expanding basis from which to operate.

"The UJA should not regard itself as being either replaced or on threshold of replacement. This great instrument, representing the united will of American Jewry which stood at the cradle of Israel's birth, will surely stand with us now amid the labors of consolidation and attend us until we have built a complete and coherent society in the image of our ancient traditions and of our modern ideals."

Goldmann Says Israel Chooses Financial Rather Than Moral Crisis

In his address, Dr. Nahum Goldmann, Chairman of the Jewish Agency, said: "I can tell you that in the next few weeks the crisis will not be over. There will remain a crisis for some time to come because the only real possibility of doing away with the crisis — which Israel could easily do if it would act from a purely economic point of view — is to stop or reduce immigration ... When we had the Conference a year ago with the Government of Israel, the Jewish Agency and leaders of American Jewry in Israel, which worked out and elaborated the Four-Point Program about which you know, I said at the opening session of the Conference that Israel, in the next few years, would have to face two possibilities: a choice between two crises. It would either face a moral crisis if it stopped immigration or a financial crisis if it went on with immigration. I was sure, and I am sure now, that if Israel has a choice between the two it will choose the financial crisis and not the moral crisis."

After elaborating on the great sacrifices which the people of Israel are making to maintain the flow of immigration, Dr. Goldmann declared: "Despite the splendid

record of the UJA from the point of view of the upbuilding of Palestine yesterday and of Israel today — and there were many occasions when the UJA made contributions to this upbuilding without which it would have been impossible to achieve what has been achieved within the last ten or fifteen years — I say that despite this great historical record, there was never a moment when the UJA was as vital and as important to Israel as it is today."

Warburg Pictures Israel's Austerity

After telling of the meetings which the UJA Leadership Mission had had with Israel government leaders, Edward M. M. Warburg, General Chairman of the United Jewish Appeal, described the sacrifices which the people of Israel are making and the wonderful spirit with which they are carrying on. "In Israel today," said Mr. Warburg, "shortages are to be seen everywhere, yes, shortages even of manpower, manpower trained and skilled enough to meet the challenge which faces them. We don't even have to discuss the dollar shortage because it is so obvious to all of us. The food shortage is of burning importance and the shortage of housing is all too apparent. And yet, the cheerfulness, the humor, the vitality — a vitality that is in such sharp contrast to the over-opulent or austere or defeated areas of Europe that I saw prior to my visit to Israel — comes through and it is for that vitality, that cheerfulness, that faith, that we are working."

Calling attention to the importance of Israel in the world struggle to sustain the principles of democracy, Mr. Warburg declared, "Tonight in Israel, there is a country which represents, as I have said before and others have said before me, a beachhead of democracy in an area where democracy has been perverted, if it existed at all. And all of us as Jews, but more importantly as Americans, have to see that these areas of freedom are strengthened and enlarged."

Mr. Warburg thanked the delegates for their presence and for their tireless work, declaring, "We are all in a pretty magnificent task together. I think that most of us will be remembered more for the task than for ourselves. I think all of us will have the satisfaction of knowing that, as small cogs in a very dramatic moment of history, we will, at least, have had something to do with seeing that history was not perverted, but that there was still hope for things we believed in."

Rosenwald Emphasizes Work of United Service for New Americans

Mr. Rosenwald, presiding officer at the session, who returned recently from an extended tour of Israel and Europe and accepted the Chairmanship of the National Cash Campaign for \$35,000,000, described some of his experiences in Israel and in the other countries he visited. He told of the new understanding he had achieved of the work of the United Service for New Americans in the United States. "We, in this country," he declared, "have gotten used to talking about, let us say, 14,000 Jews who have come to this country this year, another 3,000, conservatively, are expected before the end of the year — or we may talk about the \$5,000,000 that has been spent by the United Service for New Americans and the New York Association for New Americans, which have to be financed by the United Jewish Appeal — or in terms of the magnitude of the job.

"But, I learned when I got abroad that you see these people, not in terms of statistics, you see them in terms of human beings...I saw not only the grown-ups and heard their story and learned what fine people they are, but saw the little children too. They just touched my heart."

Mr. Rosenwald expressed confidence that those who were given the opportunity of coming to the United States would integrate most satisfactorily.

PANEL OF EXPERTS DEALS WITH DELEGATES' QUESTIONS

The Sunday morning session presided over by Louis Broido, Executive Vice-President of Gimbel Brothers, who is serving as a General Chairman of the United Jewish Appeal of Greater New York in 1951 and who has agreed to serve again in 1952, featured a panel of experts which was set up to answer questions that the delegates might have about any phase of the campaign or the work of the UJA agencies. Included in the panel were: Herbert R. Abeles, Vice-President of the Council of Jewish Federations and Welfare Funds; Louis L. Bennett, Executive Director of the New York Association for New Americans; Henry C. Bernstein, Executive Vice-President of the United Jewish Appeal of Greater New York; Moritz M. Gottlieb, UJA National Chairman for Regions; Gottlieb Hammer, Executive Director of the Jewish Agency; Morris Laub, Assistant Secretary of the Joint Distribution Committee; Joseph Meyerhoff, President of the Jewish Welfare Fund of Baltimore; Michael M. Nisselson, Assistant Executive Vice-Chairman of the United Jewish Appeal; Miss Ann S. Petluck, Assistant Executive Director of the United Service for New Americans; Ellis Radinsky, Executive Director of the United Palestine Appeal; and Jack D. Weiler, a General Chairman of the United Jewish Appeal of Greater New York.

After the introductory remarks by Mr. Broido the meeting was turned over to the delegates and a comprehensive discussion of campaign problems, plans and questions took place. Delegates from all parts of the country offered suggestions and techniques for raising more money and obtaining cash. Among those who participated in the discussion were: Alfred Shyman of Seattle; Abe Kastle of Detroit; Max L. Wile of New York City; Irving S. Norry of Rochester; Hyman Brand of Kansas City; Leonard Moss of Jacksonville; Miss Juliet N. Benjamin of New York City; Jacob Sincoff of New York City, National Co-Treasurer of the United Jewish Appeal; Judge Abraham Lieberman of Northern Hudson County, New Jersey; William Keyserling of Beaufort, South Carolina; and others.

Weiler and Schwartz Explain Israel Open Door Policy

One of the major questions posed by the delegates at the morning session was that which referred to the possibility of limiting immigration to Israel in order to give the people of Israel a breathing spell. In reply to this question Jack Weiler, a General Chairman of the United Jewish Appeal of Greater New York, declared, "I don't think there is an individual in this room who goes out soliciting for the UJA who does not use as his main argument the open door policy for the State of Israel. The whole concept, the whole principle, the whole ideal of the State of Israel is the open door policy. So long as there is a Jew on the face of this earth who is looking for a haven, who is being persecuted, who must have a home, the State of Israel is there for him."

Dr. Joseph J. Schwartz, Executive Vice-Chairman of the United Jewish Appeal, supplemented Mr. Weiler's statement: "I think it ought to be realized by all of us that in a very real sense there has always been a policy of regulated immigration into Israel; and while we talk of unlimited immigration and while we talk of the open door, it is true only to this extent: that no Jew who comes to Israel is turned away. The Government of Israel and the Jewish Agency have always taken measures to see to it that immigrants under present conditions come from those countries where their movements cannot be delayed, from those countries where their lives are in danger at the

present time or at the particular time when the immigration is taking place. And so wherever Jews are in danger, whether it happens to be in Eastern Europe, in a Moslem country or in any other spot on the globe, the policy of Israel has been and will continue to be to keep the doors open. I am convinced that the Jews of the United States agree with that policy, support that policy and want to see it continued as long as there are Jews whose lives have to be saved."

Death of William Keyserling Saddens Conference

Shortly before the morning session was to have been adjourned, William Keyserling, Chairman of the United Jewish Appeal of Beaufort, South Carolina, since its inception, and father of Leon Keyserling, Chairman of President Truman's Council of Economic Advisors, collapsed and died in the midst of a statement he was making.

The delegates were deeply moved by the tragic occurrence and many of them were heard to remark as they left the ballroom upon the sudden adjournment of the session that they would never forget Mr. Keyserling's last words, which symbolized the whole purpose of the conference.

Following is Mr. Keyserling's statement as transcribed from the stenotypist's notes: "My strongest appeal to the people in my community, both for UJA and for bonds, is the statement that there is a real meaning to life itself. When it comes to that we all understand it. It doesn't matter whether we are deeply religious or otherwise, but when the end does approach we begin to think seriously on it and we concentrate on it and we try to set our thinking in order.

"People are being deported right now from Hungary. We don't know where they are being carried to. Some say to the Russian border. Others say to work camps. We don't know. There is a deadline set in Iraq and other countries. Now it is a question of life and death. We have to save those people. We will find a way to save them and sustain them." At this point Mr. Keyserling collapsed.

RESOLUTIONS COMMITTEE CONCERNS ITSELF EXCLUSIVELY WITH CASH

After hours of deliberation following the Saturday evening session of the Conference, the Resolutions Committee decided to limit itself to the submission of a single resolution concerned exclusively with the importance of obtaining the balance of the \$35,000,000 which the UJA seeks to collect before the end of the year. There was unanimous agreement on the following resolution which was subsequently adopted, also unanimously, at the plenary session:

"We note with satisfaction that the combined effort of the Jewish communities of the United States to provide a minimum of \$35,000,000 in cash for the critically urgent needs of the United Jewish Appeal agencies by the end of 1951 has thus far gone forward in a gratifying manner.

"We are aware, however, that the people of Israel, as a result of their determination to welcome every Jew who must find haven in the new State, now find themselves in a period of sacrifice and austerity greater than they have known at any time since the State's establishment.

"We understand that the burden of immigration which they have assumed is not

their responsibility alone but the responsibility as well of all Jews everywhere who are able to help.

"We are eager to assist the people of Israel through this trying period — before they can begin to reap the fruit of their great constructive program of industrial and agricultural expansion — and to alleviate, in whatever measure we can, the self-deprivation which they have unselfishly imposed upon themselves.

"We are conscious, too, of our great responsibilities toward tens of thousands of Jews in the Moslem countries, in North Africa and in Europe who desperately need aid in the form of food, medical care, shelter, clothing, retraining and emigration.

"We are determined to stand by the newcomers to the United States who have arrived and who will arrive in the coming weeks so that they may be enabled to become a self-supporting part of our community.

"THEREFORE, we, the delegates assembled at the National Report Conference of the United Jewish Appeal in New York on this 28th day of October, 1951, do hereby resolve that during the months of November and December we shall continue and intensify our efforts to obtain the funds necessary to provide the balance of at least \$35,000,000 in cash required by the United Jewish Appeal to meet the existing needs; and we urge the individuals and the campaign organizations in every community to enter into this task with the utmost devotion and dedication so that through prompt payment of pledges, bank loans and all other available resources the goal of a minimum of \$35,000,000 in cash may be achieved before this year has ended.

"We further urge that all communities which conducted their campaigns in the Spring embark forthwith on a program of action that will enable them to pay in full their 1951 allotments to the United Jewish Appeal by December 15th of this year; and that communities which have balances outstanding on account of UJA allotments for prior years undertake to remit these balances as well to the UJA by December 15th.

"We urge, finally, that each community make every possible effort to obtain cash in advance of the 1952 campaign — either through bank loans or advance payments on 1952 pledges of individuals, or both — for prompt transmittal to the UJA as an additional assurance that the \$35,000,000 minimum cash goal may be reached.

"The representatives here assembled are conscious that only through the utilization of all of these measures can the desired result be achieved, and they pledge that they will return to their respective communities and use all the force at their command to assure its achievement."

Leaders Pledge Action on Resolution

The determination expressed in the resolution to complete the task of obtaining \$35,000,000 in cash for the United Jewish Appeal by the end of the year, was echoed by a number of the community leaders who were attending the Conference. There was general acceptance of the idea of completing payments on 1951 allotments by December 15th when the Annual National Conference of the UJA will take place in Atlantic City. Several delegates announced that their communities had already completed payment of the 1951 allotment while others said that only a comparatively small sum remained to be paid. Still others declared that they would make it one of the first orders of business on their return to their communities to set up a program to assure full payment of 1951 allotments by the date signified.

At a small meeting of community officers, Dr. Schwartz took up that part of the resolution which dealt with advance payments on account of the 1952 campaign. Calling upon the delegates at this meeting, one by one, to obtain their views on this, he was assured by most of them that they would do everything within their power to obtain bank loans on the strength of 1952 potential receipts, and advance cash payments on individual pledges from contributors who might be able to make such payments. Several campaign leaders stated that they had undertaken such projects in the past and would continue the practice this year. Mr. Joseph Meyerhoff, of Baltimore, pointed out that Baltimore had obtained a bank loan of \$1,000,000 for the United Jewish Appeal in advance of the 1951 campaign.

Morris W. Berinstein, who presided at the meeting of the Resolutions Committee and who together with Moritz M. Gottlieb had worked incessantly with Mr. Rosenwald to obtain the cash received at the Conference, also stressed the importance of utilizing all of the proposals in the resolutions to obtain the required cash.

All of the delegates were encouraged by the great strides that had already been made toward the achievement of the \$35,000,000 goal and full confidence was expressed that the balance would be obtained by the end of the year, particularly in view of the critical nature of Israel's cash position as outlined by several of the speakers.

SECRETARY OF LABOR TOBIN FEATURED IN CLOSING SESSION

The final session of the Conference, beginning with lunch on Sunday, and presided over by Mr. Warburg, was marked by an eloquent address by United States Secretary of Labor Maurice J. Tobin, as well as by moving talks by Rudolf G. Sonneborn, a National Chairman of the United Jewish Appeal and a National Chairman of the United Palestine Appeal, Morris W. Berinstein, Chairman of the UJA National Campaign Cabinet, and Mrs. S. Alexander Brailove, National Chairman of the UJA Women's Division.

In his address, Mr. Tobin gave a stirring report on his recent visit to Israel. "In Israel, there is a determination to suffer what must be suffered," he said, "to sacrifice what must be sacrificed, to toil only as an inspired people can toil in order to build and solidify and protect the 2,000-year dream of the Jewish people that has come to life in the State of Israel. When I saw that spirit, I understood what it is that has sustained and preserved the Jewish people through 2,000 years. I know that the Jewish people have not come this far to fail. I know that the State of Israel will not fail. Despite its staggering problems, Israel will succeed, it must succeed, and the Jews all over the world and right-thinking people all over the world must see to it that it will succeed. I am sure these people will not fail."

Mrs. Brailove reported that the Women's Division of the United Jewish Appeal has thus far raised for the year 1951 a total of \$10,000,000 and expects to maintain the rate of \$1,000,000 a month until the end of the year. During the first five years and nine months of the Women's Division's existence, she said, it has raised \$80,000,000. "Although the women of this country have done a magnificent job," declared Mrs. Brailove, "they are not satisfied because, with the ever increasing problems, it simply means we, too, must go on and we, too, must expand. There is no room for apathy at this moment because we are only too well aware that apathy would cancel out that high indignation which gave us the energy to go on to great achievement and which would give us the energy to go on to final victory."

Mr. Sonneborn declared that in the first nine months of 1951 the United Palestine

Appeal agencies of Israel spent more than \$81,000,000 for relief, rehabilitation and resettlement. Transportation of 165,000 immigrants during the first nine months of this year cost the UPA agencies more than \$7,500,000; agricultural development accounted for expenditures of close to \$35,000,000; reception and absorption of immigrants cost more than \$20,000,000; maintenance, acquisition of land, draining of swamps, reforestation, etc. cost \$7,500,000. \$6,300,000 was spent on the Youth Aliyah program. Mr. Sonneborn said that the budget of \$116,000,000 which had been set for the nine months, had to be reduced 30% because of the shortage of funds. "Internal conditions in Israel," declared Mr. Sonneborn, "as reflected primarily in housing and in the desperate food situation, testify to what great extent the people of the Jewish State will go to keep open, to keep completely open, if possible, the doors of immigration. Yet, it should be apparent to Jews of this country that the overall aim of the people of Israel cannot be reached without our help and that on the Jews of America depends this new civilization which Israel is seeking and will achieve in the Middle East."

The concluding address of the Conference was a stirring speech by Morris W. Berinstein. "We need the people in this room," he said, "to go home and carry out to a finish the job in 1951 and almost immediately afterwards to start the job in 1952. We cannot allow forgetfulness. We just can't get tired. We have saved a great many lives; we have seen a great many that were snuffed out, and we saw one that was snuffed out today. I don't want to become emotional but isn't it a wonderful thing that we have it within our power to save lives, to give dignity, to give stature!"

CASH POURS IN

The crowning achievement of the Conference was an outpouring of cash that rivaled the record set in May in Chicago in the presence of Prime Minister of Israel David Ben-Gurion. Mr. Rosenwald and Mr. Warburg stood at the head of a runway which crossed the ballroom of the Commodore Hotel and received checks tendered by scores of community leaders from all over the country, as cameras snapped and UJA adding machines ticked. The total amount announced was reported earlier in this issue.

Among the largest amounts presented in the present cash drive for \$35,000,000 were those turned over by the following communities: New York City \$5,511,798; Boston \$1,055,771; Chicago \$1,000,000; Detroit \$700,000; Newark \$500,000; Cleveland \$372,715; Baltimore \$300,000; Milwaukee \$243,721; Philadelphia \$200,000; Hartford \$200,000; Syracuse \$200,000; Rochester \$174,900; San Francisco \$150,000; Buffalo \$150,000; Minneapolis \$137,500; St. Louis \$133,123; Washington, D. C. \$100,000; Cincinnati \$100,000; New Haven \$100,000; Kansas City \$100,000; Wilkes-Barre \$100,000; Providence \$100,000; Akron \$99,000; Youngstown \$92,226; and Worcester \$90,000.

695 Cities Participate in Cash Drive

695 communities made cash available to the United Jewish Appeal between the inauguration of the \$35,000,000 cash drive and the close of the Conference. Although space does not permit recording here all of the communities which sent in funds, the officers of the United Jewish Appeal want to take this opportunity to express their deepest thanks to every community and every individual involved. Following is a list of communities in addition to those mentioned above which sent \$5,000 and over:

Dayton, Ohio	\$75,191	Hackensack, N. J.	\$25,000	Tucson, Ariz.	\$10,000
Fall River, Mass.	75,000	Plainfield, N. J.	25,000	Long Beach, Calif.	10,000
McKeesport, Pa.	75,000	Binghamton, N. Y.	25,000	Joliet, Ill.	10,000
Dallas, Texas	75,000	Chester, Pa.	25,000	Alexandria, La.	10,000
Ft. Worth, Texas	68,000	Johnstown, Pa.	25,000	Monroe, La.	10,000
Atlantic City, N. J.	65,000	Pawtucket, R. I.	25,000	Lowell, Mass.	10,000
Grand Rapids, Mich.	60,000	Nashville, Tenn.	25,000	Pontiac, Mich.	10,000
Louisville, Ky.	56,000	El Paso, Tex.	25,000	Clarksdale, Miss.	10,000
St. Paul, Minn.	55,100	Beaumont, Tex.	25,000	Las Vegas, Nev.	10,000
Passaic, N. J.	52,000	Norfolk, Va.	25,000	Jersey City, N. J.	10,000
South Bend, Ind.	50,700	Norwich, Conn.	24,500	Vineland, N. J.	10,000
Scranton, Pa.	50,250	Trenton, N. J.	24,372	Albuquerque, N. M.	10,000
Denver, Colo.	50,000	New Bedford, Mass.	22,000	Kingston, N. Y.	10,000
Stamford, Conn.	50,000	Montgomery, Ala.	20,000	Middletown, N. Y.	10,000
Jacksonville, Fla.	50,000	Portland, Me.	20,000	Niagara Falls, N. Y.	10,000
Haverhill, Mass.	50,000	Bridgeton, N. J.	20,000	Steubenville, Ohio	10,000
Lynn, Mass.	50,000	Altoona, Pa.	20,000	Farrel, Pa.	10,000
Springfield, Mass.	50,000	Erie, Pa.	20,000	Sharon, Pa.	10,000
Omaha, Nebr.	50,000	Pottstown, Pa.	20,000	Sharon-Farrel, Pa.	10,000
Paterson, N. J.	50,000	Uniontown, Pa.	20,000	UpperBeaverValley, Pa.	10,000
Gastonia, N.C.	50,000	Woonsocket, R. I.	20,000	Washington, Pa.	10,000
Greensboro, N. C.	50,000	Burlington, Vt.	20,000	Port Arthur, Tex.	10,000
Columbus, Ohio	50,000	Tacoma, Wash.	20,000	Portsmouth, Va.	10,000
Portland, Ore.	50,000	Kenosha, Wis.	19,680	W. Palm Beach, Fla.	9,500
Allentown, Pa.	50,000	Morristown, N. J.	18,700	Braddock, Pa.	9,000
Harrisburg, Pa.	50,000	New Orleans, La.	18,134	Roanoke, Va.	8,790
Reading, Pa.	50,000	Lebanon, Pa.	18,000	Red Bank, N. J.	8,600
Seattle, Wash.	50,000	Ft. Wayne, Ind.	17,682	Asbury Park, N. J.	8,000
Charleston, W. Va.	50,000	Charleston, S. C.	17,500	Suffern, N. Y.	8,000
Tulsa, Okla.	49,475	Pittsfield, Mass.	16,103	Huntington, W. Va.	8,000
Perth Amboy, N. J.	42,000	Hollywood, Fla.	16,000	Cheyenne, Wyo.	8,000
Des Moines, Iowa	40,000	Lexington, Ky.	16,000	Evansville, Ind.	7,500
Salt Lake City, U.	40,000	Coatesville, Pa.	16,000	Cedar Rapids, Iowa	7,500
No. Hudson Co., N.J.	39,000	Hazleton, Pa.	15,020	Paducah, Ky.	7,500
Peoria, Ill.	38,000	New London, Conn.	15,000	Greensburg, Pa.	7,500
West Chester, Pa.	37,500	Rock Island, Ill.	15,000	Homestead, Pa.	7,500
Oklahoma City, Okla.	37,000	Terre Haute, Ind.	15,000	Norristown, Pa.	7,500
Birmingham, Ala.	35,000	Beverly, Mass.	15,000	Williamsport, Pa.	7,500
Atlanta, Ga.	35,000	Taunton, Mass.	15,000	Chattanooga, Tenn.	7,500
Southern Illinois	35,000	Duluth, Minn.	15,000	Elmira, N. Y.	7,373
Flint, Mich.	35,000	Lorain, Ohio	15,000	Salinas, Calif.	7,000
San Antonio, Tex.	35,000	New Castle, Pa.	15,000	Davenport, Iowa	7,000
Houston, Tex.	35,000	Corpus Christi, Tex.	15,000	No. Adams, Mass.	7,000
Bayonne, N. J.	33,580	Waco, Tex.	15,000	Meridian, Miss.	7,000
Little Rock, Ark.	30,845	Ashland, Ky.	14,250	Manchester, N. H.	7,000
Elizabeth, N. J.	30,000	Teaneck, N. J.	12,700	Asheville, N. C.	7,000
Oakland, Calif.	29,453	Ellenville, N. Y.	12,500	Lancaster, Pa.	7,000
Fitchburg, Mass.	27,500	Bay City, Mich.	12,000	Ardmore, Okla.	6,644
Pittsburgh, Pa.	26,700	Glens Falls, N. Y.	12,000	Oil City, Pa.	6,500
New Brunswick, N. J.	25,260	Troy, N. Y.	12,000	Durham, N. C.	6,200
New Britain, Conn.	25,000	Mt. Carmel, Pa.	10,750	Athens, Ga.	6,000
Waterbury, Conn.	25,000	Long Branch, N. J.	10,500	Nyack, N. Y.	6,000
Gary, Ind.	25,000	Somerville, N. J.	10,075	Aliquippa, Pa.	6,000
Lawrence, Mass.	25,000	Spring Valley, N. Y.	10,050	Connellsville, Pa.	6,000

Chicago Hgts., Ill.	\$5,900	Marion, Ind.	\$5,000	Mahanoy City, Pa.	\$5,000
Parkersburg, W. Va.	5,850	Greenfield, Mass.	5,000	Shenandoah, Pa.	5,000
Cranford, N. J.	5,700	Ann Arbor, Mich.	5,000	Newport, R. I.	5,000
Englewood, N. J.	5,600	Muskegon, Mich.	5,000	Columbia, S. C.	5,000
Ithaca, N. Y.	5,595	St. Joseph, Mo.	5,000	Richmond, Va.	5,000
Bristol, Conn.	5,525	Springfield, Mo.	5,000	Weirton, W. Va.	5,000
Gloversville, N. Y.	5,500	Lincoln, Nebr.	5,000	Sheboygan, Wis.	5,000
Orlando, Fla.	5,200	Camden, N. J.	5,000	Casper, Wyo.	5,000
San Diego, Calif.	5,000	Dover, N. J.	5,000		
Manchester, Conn.	5,000	Liberty, N. Y.	5,000		
Middletown, Conn.	5,000	Loch Sheldrake-		The Wolens Foundation pre-	
Tampa, Fla.	5,000	Hurleyville, N.Y.	5,000	sented \$20,000 for the fol-	
Columbus, Ga.	5,000	Utica, N. Y.	5,000	lowing Texas communities:	
Macon, Ga.	5,000	Walden, N. Y.	5,000	Corsicana, Tyler, Waxahachie,	
Danville, Ill.	5,000	Charlotte, N. C.	5,000	Overton, Marshall, Kilgore,	
Kankakee, Ill.	5,000	Bethlehem, Pa.	5,000	Denison, Bryan, Hillsboro	
Lafayette, Ind.	5,000	Brownsville, Pa.	5,000	and Corpus Christi.	

TRI-STATE CONFERENCE IN PITTSBURGH PRODUCES \$380,000 CASH

The sum of \$379,450 in cash was obtained for UJA as a result of an extraordinary conference held in Pittsburgh in October for the Tri-State area of Western Pennsylvania, West Virginia and Ohio. These funds helped to swell the total received toward the \$35,000,000 cash goal as announced at the National Report Conference described above. Leaders of 66 communities participated.

Featured speaker at the conference was Maurice J. Tobin, United States Secretary of Labor, and presiding officer was Judge Samuel A. Weiss, Tri-State Regional Chairman for UJA. Max Monarch, President of the Altoona, Pa. welfare fund, who was Chairman of the Reception Committee, welcomed the guests of honor. Mayor David L. Lawrence, of Pittsburgh, who was the Honorary Chairman of the Reception Committee, spoke on the needs of UJA and Mrs. M. H. Fisher, of Pittsburgh, addressed the delegates on the participation of women in the campaign. Alex Lowenthal, of Pittsburgh, who is National Chairman of the UJA Speakers Division, then introduced Avraham Harman, Director of the Israel Office of Information, who addressed the delegates. Arthur Rack, Chairman of the McKeesport, Pa. campaign, served as Chairman of the Resolutions Committee. David Glosser, of Johnstown, Pa., and Robert Amper, of McKeesport, Pa., served as Co-Chairmen.

The Tri-State conference was an outstanding success despite a blinding rainstorm which made it difficult for the delegates to attend. The spirit of the delegates was high and Judge Weiss felt confident that this spirit would be maintained throughout the balance of the year and that it would make itself felt in the organization and conduct of next year's campaign.

CAMPAIGN BRIEFS

Like father, like son is the rule of the Levitz' of Pennsylvania. R. B. Levitz, long an outstanding leader in Lebanon, Pa., is Chairman of the campaign in that community. His dynamic son, Leon, is Chairman of the campaign in Pottstown, Pa. ... From far off Japan comes a check for \$100.00 sent by Chaplain Zelig Chinitz in behalf of Louise Robins of the Special Services Library at the Osaka Army Hospital. In a letter accompanying Miss Robins' check Chaplain Chinitz writes, "I am the only Jewish Air Force Chaplain for Japan and Korea. No less than 300 Jews attended Rosh Hashona services last week. It's actually Jewish history unrolling before my eyes." ... Robert Amper, President of the McKeesport Jewish Federation, who arranged for payment of \$75,000 to UJA in advance of his community's campaign, has also promised in advance that UJA's allotment would be increased by \$7,500 this year.

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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

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FALL CAMPAIGNS RACING FORWARD

The same vigorous campaigning and the same generous response which were met in the Spring phase of the UJA national campaign are strongly evident in the Fall as well.

The following stories of results in communities which are conducting their campaigns in the Fall give inspiring statistical proof of the year-round generosity of American Jewish men and women.

BOSTON PLEDGES TOTAL MORE THAN \$5,100,000

In a spirit of enthusiasm that keeps all leaders and workers driving forward to a bang-up finish, the Boston campaign is in its final phase with over \$5,100,000 raised. Everyone in Boston is working hard to wind up the campaign with the greatest possible results, and if the high campaign spirit is a criterion these results will be far better than was anticipated when the campaign began. Final figures will be announced in a few weeks.

Samuel Markell is President of the Welfare Fund, Simon J. Helman is Chairman of the campaign. Matthew Brown is Chairman of Trades and Professions and Moses D. Feldman is Chairman of the Metropolitan Division. Mrs. William J. Talcoff is Chairman of the Women's Division and Sidney S. Cohen is Executive Director.

ROCHESTER LEAD OVER LAST YEAR NOW 10%

Following a meeting with UJA General Chairman Edward M. M. Warburg at which a check for \$250,000 was presented to him for UJA as an advance against the 1951 Campaign, some 500 members of the Rochester, New York Jewish community were advised at a rousing campaign opening dinner, presided over by Hyman Kolko, President of the Welfare Fund and Chairman of the campaign, that pledges of \$270,689 have already been received in the community's campaign and that this sum represents a 10% increase over contributions from the same group in 1950. Spencer Irwin, Associate Editor of the Cleveland Plain Dealer, addressed the meeting. Mr. Kolko stated that he is confident that the goal of \$150,000 more than last year's total would be reached and topped before the drive ends on December 5th.

Serving with Mr. Kolko as Special Gifts Chairman is Irving S. Norry, a member of the UJA National Campaign Cabinet, Mrs. Sol Aiolo, Chairman of the Women's Division, David Rosenthal, Chairman of Business Trades and Professions, Abraham Schulman, Chairman of Organizations, Albert Goldberg, Chairman of Districts, Curtis Berger, Chairman of Youth Division and Elmer Louis, Executive Director.

TOLEDO RUNNING 35% AHEAD OF LAST YEAR

Pledges received to date in the campaign in Toledo, Ohio total \$357,673. This compared with \$265,083 from the same contributors in 1950, an increase of 35%. Among the contributions announced were the following: Alfred H. Billstein from \$5,000 in 1950 to \$13,000 in 1951; Chester and Frank G. Tuschman, \$1,850 to \$15,000; Charles Fruchtman and Sons, \$50,000 to \$90,000; Harold Woodruff, \$5,000 to \$8,000; Jerry and Sidney Baron, \$6,500 to \$7,500; Joseph Cohan (Main Line Distributors), \$6,000 to \$7,000; Arthur H. and Myron Edelstein, \$6,000 to \$7,500; Stanford C. Goldman, \$5,000 to \$10,000; Joe Kasle, \$7,500 to \$12,500; Sam Kasle Family, \$6,000 to \$11,000; Abe J. Levine, \$13,000 to \$32,000; I. R. Miller, \$2,200 to \$4,400; Max, Jack and Louis R. Romanoff, \$4,000 to \$6,300; Norman R. Thal and Roy Thal (Inshield Die & Stamping Co.), \$2,750 to \$4,000; Jay R. Isaacson and Harry Rosenzweig, \$6,000 to \$8,000; People's Watch Repair, \$5,000 to \$7,500; Jerome M. and Marvin S. Kobacker, \$25,000, including \$2,500 from Tiedtke's.

Jules D. Lippmann is President of the United Jewish Fund of Toledo and the Jewish Community Center. Campaign Co-Chairmen are Marvin S. Kobacker and Ralph Rosenthal. Co-Chairmen of Big Gifts are Sam Youngheart and Joe Kasle. Mrs. Geoffrey H. Himelhoch is Chairman of the Women's Division and Julian G. Stone is Executive Director.

PROVIDENCE BIG GIFTS SHOW INCREASE

The campaign atmosphere of Providence, Rhode Island was changed from one of doubt to one of enthusiasm and reassurance when, at the Initial Gifts meeting addressed by Dr. Joseph J. Schwartz, contributors who last year gave \$249,000 announced \$254,000, an increase of 2%. Total pledges, as we go to press, are \$453,000, with the increase being maintained.

Officers of the campaign in Providence, which is known far and wide as the community in which Archibald Silverman is the dean, are as follows: Alvin A. Sopkin, President of the General Jewish Committee of Providence; Joseph W. Ress, Campaign Chairman; Henry Hassenfeld, Big Gifts Chairman; Mrs. Archie Fain, Chairman of the Women's Division and Joseph Galkin, Executive Director.

WARBURG OBTAINS 8% INCREASE IN BIRMINGHAM

Pledges totalling \$186,046 were obtained at the Big Gifts dinner at the Fairmont Country Club in Birmingham, Alabama, after an inspiring address by UJA General Chairman Edward M. M. Warburg. The pledges represented an increase of 8% over last year.

The campaign was further stimulated by the largest campaign mass meeting ever held in Birmingham at which stirring appeals were made by Senator Wayne Morse of Oregon and James L. Permutt, UJA State Chairman for Alabama. This was followed by a Women's Division luncheon addressed by Mrs. S. Alexander Brailove, National Chairman of the UJA Women's Division, results of which are reported elsewhere in this issue.

Hyman S. Miller is President of the United Jewish Fund of Birmingham and Max Hurvich is Campaign General Chairman. Serving with Mr. Hurvich as Co-Chairman is

Ben S. Weil. Leon Aland and Fred W. Nichols are Special Gifts Co-Chairmen and Jerome A. Cooper is General Solicitations Chairman. Mrs. Leroy Monsky is Chairman of the Women's Division and Mrs. Benjamin A. Roth is Executive Secretary.

TULSA PASSES \$260,000 MARK

Two Phi Beta Kappa members of the Tulsa Jewish community are serving as Campaign Co-Chairmen in 1951: Samuel H. Minsky and Elliott Davis. Results thus far indicate that their leadership is clicking because over \$260,000 has already been raised. This is approximately the same amount as was pledged by the same contributors last year.

Isidore E. Nadel is President of the Welfare Fund. Co-Chairmen of Big Gifts are Samuel H. Moran and Irving Weber. Mrs. Maurice Schiller is Women's Division Chairman and Emil Salomon is Executive Director.

YOUNGSTOWN BIG GIFTS 19% GREATER THAN IN 1950

Enthusiasm reigned supreme at Youngstown, Ohio's Big Gifts meeting, addressed by Edward M. M. Warburg, when contributors who gave \$104,000 last year pledged \$123,550 for an increase of 19%.

Murray A. Nadler is President of the Jewish Federation of Youngstown. Campaign Chairman is Martin Berger. Samuel Gluck is serving as Big Gifts Chairman and Mrs. Louis Sniderman is Chairman of the Women's Division. Stanley Engel is Executive Director.

FALL RIVER HAS RECORD BIG GIFTS MEETING

The largest Big Gifts meeting ever held in Fall River, Massachusetts, was addressed by Dr. Joseph J. Schwartz and resulted in pledges totalling \$130,000, approximately the same amount as was given by the same group last year. Community leaders are hopeful that as the campaign goes forward, an increase over last year will mark the results.

Joseph Gittelman is Chairman of the Welfare Fund and of the Campaign. Mrs. Edwin Jaffe is Chairman of the Women's Division.

FLINT SHOWS LEAD OVER 1950

Pledges totalling \$70,200 have thus far been announced in Flint, Michigan compared with \$67,970 from the same contributors last year, an increase of 3%. The results achieved in this community followed an address by Dr. Joseph J. Schwartz.

B. Morris Pelavin is President of the Flint Jewish Community Council. Campaign Co-Chairmen are Louis E. Rudner, Jack Shaprow and Dr. Saul S. Gorne. Big Gifts Chairman is Samuel M. Catsman. Mrs. H. H. Kesten is Chairman of the Women's Division and Philip Skorneck is Executive Director.

LITTLE ROCK MAINTAINING INCREASE OF 3%

With pledges totalling \$84,188 already in as compared with \$82,115 from the same contributors last year, Little Rock, Arkansas is maintaining a 3% lead.

Phillip Back is President of the Little Rock Jewish Welfare Agency and Rabbi Samuel Fox is Campaign Chairman. Serving with Mr. Fox as Co-Chairmen are M. J. Block and Ben Kluglose. James S. Binder and Julian Blass are Big Gifts Co-Chairmen. Mrs. Max Heiman is Chairman of the Women's Division. Mrs. Louise S. Thalheimer is Executive Secretary.

WILMINGTON STARTS WITH LEAD OVER LAST YEAR

At a Big Gifts meeting attended by Morris W. Berinstein in Wilmington, Delaware, those present pledged \$85,600 compared with \$81,000 from the same group last year, an increase of 6%. A subsequent meeting addressed by Bartley Crum and Yehuda Hellman brought the total to \$163,000 as against \$161,000 in 1950.

I. B. Finkelstein is President of the Jewish Federation of Delaware and Milton Kutz is Chairman of the Campaign. Serving with him as Big Gifts Co-Chairmen are David Braunstein and William Feinberg. Mrs. Sam Eisenstat is Chairman of the Women's Division. Ben V. Codor is Executive Director.

9% INCREASE MARKS WICHITA BIG GIFTS

\$54,200 was pledged by contributors at the first Big Gifts meeting in Wichita, Kansas by a group which last year pledged \$49,900. The increase this year over last was over 9%. Pledges, at press time, total \$93,406.

William C. Cohen is President of the Mid-Kansas Jewish Welfare Federation. Campaign Co-Chairmen are Sheldon Beren, Lester Greenberg and Sam L. Raskin. Harold A. Zelinkoff is Secretary.

FEFERMAN GREETED BY INCREASE IN GARY

A Big Gifts meeting in Gary, Indiana, which was addressed by Henry Feferman, a member of the UJA National Campaign Cabinet, produced pledges totalling \$53,100 which brought the total raised to date to \$73,100, an increase of 15% over last year.

Milton Levenberg is President of the Gary Jewish Welfare Federation and Irving I. Brenman is Campaign Chairman. Mrs. Adolph Deutsch and Mrs. Lewis Simon are Co-Chairmen of the Women's Division. Frank H. Newman is Executive Director.

McKEESPORT MAINTAINING 17% LEAD

McKeesport, Pennsylvania now reports pledges totalling \$89,439 compared with \$76,370 from the same group last year, an increase of 17%.

Robert Amper is President of the United Jewish Federation of McKeesport and Arthur R. Rack is serving as Campaign Chairman. Dr. James L. Auslander is Advance Gifts Chairman and Mrs. Ann Gordon is Chairman of the Women's Division. Executive Secretary is Mrs. David Roth.

KNOXVILLE 7% AHEAD

A Big Gifts meeting in Knoxville, Tennessee brought forth pledges of \$47,260, an increase of 5% over the \$45,100 given by the same group last year. Subsequent gifts have brought the total to \$62,250 and raised the rate of increase over last year to 7%.

Louis A. Glazer is Chairman of the Campaign. Dr. M. H. Konigsberg is Secretary and Isadore Rosenblatt is Treasurer.

EARLY RESULTS IN POUGHKEEPSIE SHOW LEAD OVER 1950

Poughkeepsie, New York, which established a 9% lead over 1950 at its Big Gifts meeting when \$22,185 was raised by a group which last year contributed \$20,310, has

recorded at latest reports pledges totalling \$64,326 from a group which last year gave \$61,921.

Nathaniel Rubin is serving as Chairman of the Poughkeepsie Jewish Welfare Fund and of the Campaign. Co-Chairmen are Irving D. Kraut and Irving Schlossberg. Mrs. Louis Lipman is Chairman of the Women's Division and Samuel Kurzon is Executive Director.

BAYONNE OBTAINS INCREASES

A meeting in Bayonne, New Jersey addressed by Dr. Joseph J. Schwartz, elicited pledges of \$37,200 from a group which last year gave \$36,535, an increase of 2%. Contributions reported to date total \$59,000, with an increase over last year being maintained.

Abram S. Turteltaub is President of the Bayonne Jewish Community Council. Sam Flax is Campaign Chairman and Mrs. Jack Schechter is Women's Division Chairman. Max M. Kleinbaum is Executive Director.

21% INCREASE IN HUNTINGTON

A meeting addressed by Quentin Reynolds in Huntington, West Virginia resulted in pledges of \$61,178 which compared with \$50,636 given by the same group in 1950.

Herman Fetter, President of the Welfare Fund, is also serving as Campaign Chairman. M. D. Friedman is Big Gifts Chairman.

PEABODY CAMPAIGN RUNNING 17% AHEAD

A 17% increase is being maintained in Peabody, Massachusetts where \$59,883 has been pledged by contributors who last year gave \$51,297.

David Kirstein, Chairman, and Daniel Turkanis sparked the campaign with a \$20,000 gift against their 1950 gift of \$15,000. Other outstanding gifts were those of Meyer Kirstein, Vice-Chairman, who went from \$7,500 to \$10,000, and Max Korn, Honorary President, who gave \$12,500. Eleanor Abrams, noted radio commentator, addressed the meeting at which these results were achieved.

Other officers are David Rosenfelt, Co-Chairman, M. Irving Herbster, Financial Secretary, Barnet Smid, Recording Secretary and Jay Karelitz, Treasurer.

GRAND RAPIDS RAISES \$50,000 AT BIG GIFTS MEETING

Despite several setbacks the Grand Rapids, Michigan campaign was successfully launched last week with a Big Gifts dinner addressed by Dr. Joseph J. Schwartz. About \$50,000 in pledges was announced, approximately the same amount as was contributed by this group last year, and the leadership of the campaign is determined to hold the line until all returns are in.

Paul O. Liebert is President of the Welfare Fund, and Abe Drasin and Aaron H. Stolorow are Chairmen of the campaign.

SCHENECTADY LEADS 1950 RESULTS BY 25%

Contributions totalling \$50,000 have already been received in the Schenectady, New York campaign from contributors who gave \$40,000 last year, an increase of 25%.

Max H. Hershkowitz is President of the Welfare Fund and Harry H. Ruvin is Campaign Chairman. Mrs. Helen Freedman is Chairman of the Women's Division and Samuel Weingarten is Executive Director.

POTTSTOWN OPENS CAMPAIGN 21% AHEAD

Pledges totalling \$47,600 were announced at the Campaign Opening meeting in Pottstown, Pennsylvania by the same people who contributed \$39,465 in 1950, an increase of 21%. Leon J. Levitz is Campaign Chairman.

CHARLESTON RESULTS THUS FAR TOP 1950 BY 7%

Pledges reported to date in Charleston, South Carolina total \$43,335 from a group that last year contributed \$40,375, an increase of 7%.

Henry Yaschik is President of the Charleston Jewish Welfare Fund and Milton W. Kronsberg is Chairman of the campaign. Nat Shulman is Executive Secretary.

BIG INCREASES IN SMALLER COMMUNITIES

Superior, Wisconsin is breaking all records with an increase of 114%. Contributors, who last year gave \$3,385, pledged \$7,235 in 1951. Hyman Greenblatt is President of the Welfare Fund and Campaign Chairman. Serving with him as Co-Chairmen are Dr. Milton Finn and David Siegel.

Lima, Ohio has marked up a sensational 82% increase with \$12,223 pledged by contributors who gave \$6,760 last year. Henry Popkin is President of the Welfare Fund and Chairman of the Campaign, while Samuel Kamin is Campaign Co-Chairman and Chairman of Big Gifts.

Bakersfield, California is running a close third percentagewise with \$23,400 raised against \$12,900 last year, an increase of 81%. Welfare Fund President and Campaign Chairman is Dr. David Falk. Harry W. Rubin is serving as Co-Chairman and Chairman of Advance Gifts.

Port Arthur, Texas chalked up an impressive 75% increase with \$24,500 raised from contributors who last year gave \$14,000. President of the Welfare Fund Dr. Harvey H. Goldblum is also Chairman of the Campaign. Serving with him as Co-Chairman is Dr. Harris Hosen.

Beaumont, Texas raised \$48,000 at its Campaign Opening meeting from a group which, in 1950, contributed \$29,000 for a whopping increase of 66%. Arthur M. Kaufman, President of the Welfare Fund, is also serving as Campaign Chairman. Jacob L. Eisen and Benjamin Greenberg are Big Gifts Co-Chairmen. Chairman of the Women's Division is Mrs. Albert Klein.

Salisbury, Maryland is following right along with a 64% increase having raised \$31,545 from a group which last year gave \$19,250. Milton Rabinowitz is Campaign Chairman.

Burlington, Vermont is right in the swim with a 61% lead over 1950. Contributions totalling \$14,100 have been received from a group which last year gave \$8,548. Nathan Gladstone is Campaign Chairman.

Carteret, New Jersey is 46% ahead of 1950 with \$7,425 raised from a group which

last year gave \$5,150. Dr. Bernard Weiss is Campaign Chairman. Serving with him as Co-Chairmen are Louis Brown, Robert Chodosh and Jack Hirsh.

Saranac Lake, New York is 46% ahead of last year. Total raised thus far is \$6,135 compared with \$4,200 in 1950. Morris Dworski is Campaign Chairman.

Springfield, Ohio has raised \$10,250 thus far. This compares with \$7,650 in 1950, an increase of 34%. Ben Goldman is President of the Welfare Fund and Campaign Chairman.

Portsmouth, Ohio is running 32% ahead with \$9,200 raised as against \$6,955 in 1950. Bernard Levi is President of the Welfare Fund and Paul Warsaw is Campaign Chairman.

Tuscaloosa, Alabama has a 39% lead with \$24,065 raised from contributors who gave \$17,309 last year. William P. Bloom is Campaign Chairman.

Catskill, New York's \$3,555 current figure is 27% ahead of the comparative amount of \$2,800 last year. Philip Lerner and Isidor Lerner are Co-Chairmen of the Campaign.

Herkimer, New York has a lead of 25% over last year with \$6,561 raised against 1950's \$5,240. Norman Jacobs is Campaign Chairman and Jacob Dresner, William Vogel and Gordon Weinstein are serving as Co-Chairmen.

Holyoke, Massachusetts has pledges totalling \$25,975, an increase of 28% over the \$20,250 contributed by the same persons last year. Robert Belsky is President of the Welfare Fund and Jacob L. Barowsky is Campaign Chairman. Felix E. Brawer is Big Gifts Chairman. Co-Chairmen of the Women's Division are Mrs. Edward Hano and Mrs. Harry Bernstein. M. Bernard Resnikoff is Executive Director.

East Chicago and Indiana Harbor, Indiana are 27% ahead of 1950 with \$24,800 raised against \$19,500 last year. Irving L. Lewin is serving as Welfare Fund President and Campaign Chairman.

Titusville, Pennsylvania has raised \$9,600 from a group which gave \$7,575 in 1950, an increase of 27%.

AND STILL THE INCREASES COME

When communities by the score and by the hundred achieve results worthy of honorable mention in this Report, the limited space available must be rationed, and it becomes impossible to give full credit to those who are worthy of mention. The appreciation of their efforts is no less keen, however, among the officers of the United Jewish Appeal and among those who are the beneficiaries of the generosity of those communities. The following is an additional list of Fall campaigns which are showing increases over last year:

<u>Community</u>	<u>1951 Raised</u>	<u>1950 Comparison</u>	<u>% Increase</u>	<u>Chairman</u>
Pueblo, Colo.	\$20,300	\$17,500	16	Eugene Untermeyer
Waukegan, Ill.	29,260	25,200	16	Henry D. Fisher
Muncie, Ind.	17,783	15,645	13	Martin D. Schwartz
Waterloo, Iowa	25,260	24,700	2	Dr. Herbert Shulman
Paducah, Ky.	11,950	11,890	1	Norman Greenberg
Hagerstown, Md.	21,900	19,230	14	Maxwell Greenwald)Co-
				Harry P. Cohen)Chairmen
Kalamazoo, Mich.	8,480	7,540	12	Dr. Harry Sofen)Co-
				Dr. Morris B. Sofen)Chairmen

<u>Community</u>	<u>1951</u> <u>Raised</u>	<u>1950</u> <u>Comparison</u>	<u>%</u> <u>Increase</u>	<u>Chairman</u>
Lansing, Mich.	\$25,505	\$23,935	7	David Kahn
Mt. Clemens, Mich.	17,651	15,591	13	Baruch Litvin
Owosso, Mich.	3,000	2,850	5	Samuel Ossapove
Eveleth, Minn.	3,600	3,500	3	Morris H. Greenberg
Greenville, Miss.	9,650	8,100	19	William Friedman
Farmingdale, N. J.	6,300	6,000	5	Benjamin Peskin
Vineland, N. J.	21,000	19,000	11	Adolph Stern
Amsterdam, N. Y.	19,175	15,550	23	Marcus Breier
Glens Falls, N. Y.	23,413	20,543	14	Edward Rosenbaum
Malone, N. Y.	6,840	6,680	2	Benjamin B. Bregman
Nyack, N. Y.	17,140	15,791	9	Murray Stern
Wilson, N. C.	4,450	4,125	8	Leon M. Leder
Coshocton, Ohio	2,500	2,200	14	Adolph Golden, Leader
New Philadelphia, Ohio	6,301	5,745	10	Joseph Rapport
Norwalk, Ohio	2,950	2,750	7	Edward S. Rubinow, Leader
Ambridge, Pa.	11,530	11,000	1	Dr. Mark Levin
Coatesville, Pa.	27,850	24,100	16	Morris Greenberg
Connellsville, Pa.	3,770	3,245	16	Hon. Abe I. Daniels
Coraopolis, Pa.	4,380	3,675	19	Leonard Morris
Farrell, Pa.	3,975	3,565	12	William Feinberg
Latrobe, Pa.	7,055	6,825	3	Edward L. Friedman)Co- Irving G. Lowenstein)Chairmen
Lebanon, Pa.	19,650	17,815	10	Richard B. Levitz
Quakertown, Pa.	7,460	6,685	12	Herbert N. Haas
Sharon, Pa.	33,000	29,465	12	Myer Yanowitz
West Chester, Pa.	45,000	38,000	18	Sydney T. Kauffman
Kingsport, Tenn.	1,355	1,065	27	Dr. J. Leonard Supman
Waco, Texas	34,760	31,284	11	Wilford W. Naman
Montpelier, Vt.	3,226	2,688	20	Nathan Harris
Roanoke, Va.	27,395	25,010	10	Morton Honeyman
Wheeling, W. Va.	24,743	22,380	11	Charles Perelman
La Crosse, Wisc.	8,300	7,800	6	David Levenstein

WOMEN'S DIVISIONS RAISING MORE

An initial gifts function in Birmingham, Alabama produced \$36,000, or a 5½% increase. Mrs. Leroy Monsky is Women's Division Chairman.

At a meeting in Little Rock, Arkansas the women pledged \$8,186 against \$7,044 - a 16% increase over 1950. The Women's Division Chairmanship is held by Mrs. Max Heiman.

With four Co-Chairmen in Wichita, Kansas - Mrs. Harry Boge, Mrs. Sam Marcus, Mrs. Sam Raskin and Mrs. Mandel Silver - the first Women's Division gathering showed an 11% increase over the previous year.

An initial gifts meeting in Springfield, Mass. where Mrs. Maurice Kurn is Chairman, produced \$10,200 against last year's figure of \$10,148.

Mrs. Louis Lipman, Chairman of the Poughkeepsie, New York Women's Division, announced that to date \$11,736 has been raised against a 1950 figure of \$11,156.

Toledo, Ohio women under the Chairmanship of Mrs. Geoffrey H. Himelhoch, have reported thus far \$34,500 against last year's \$29,000.

McKeesport, Pennsylvania, under the leadership of Advance Gifts Co-Chairmen Mrs. Robert Amper, Mrs. James L. Auslander and Mrs. Maurice Kessler, have had a series of teas which have netted \$7,722 against \$6,585.

The Roanoke, Virginia Women's Division secured a 23% increase at its first meeting. Mrs. Julius Fisher is Chairman of this group.

NOVEMBER 18TH BROADCAST CONCLUDES UJA'S MOST SUCCESSFUL RADIO YEAR

With the presentation of a special UJA program Sunday evening, November 18th on the coast-to-coast facilities of the National Broadcasting Company, the United Jewish Appeal brought to eight the number of nationwide broadcasts presented to the general public in 1951 over the nation's major networks. This represents more nationwide broadcasts than in any other year since establishment of the UJA in 1939.

The UJA this year brought to nationwide radio audiences a galaxy of distinguished personalities in the entertainment world who volunteered their talents, their time and their energies in support of the 1951 campaign. This roster of stars includes such outstanding Hollywood, Broadway, radio and television personalities as Jack Benny, Sid Caesar, Joseph Cotten, Greer Garson, Danny Kaye, Fredric March, Edward G. Robinson, Ralph Bellamy, John Garfield, John Hodiak, Mercedes McCambridge and Edward R. Murrow.

This year's programs were produced and directed by Himan Brown of New York, noted radio producer, who rounds out his third successive year as the UJA's volunteer national chairman for radio. Mr. Brown is chiefly responsible for the superb dramatic excellence of these programs.

The United Jewish Appeal is also especially grateful to the major radio networks themselves: the NBC network, the Columbia Broadcasting System, the American Broadcasting Company and the Mutual Broadcasting System, which made available their facilities and technical assistance for two nationwide broadcasts each.

Through this year's series of broadcasts the United Jewish Appeal has established itself as one of the radio industry's pace-setters for continued high excellence in radio performance. The show business newspaper "Variety", which has followed these broadcasts closely in its columns of criticism, has each time lauded the shows for their dramatic impact, and their effective presentation of real and urgent needs.

Others who have cooperated with the United Jewish Appeal in the presentation of these nationwide broadcasts include James C. Petrillo, President, American Federation of Musicians; Local 802 of the A.F. of M; Bernard Green, Eliot Jacoby, Milton Katims and Alfredo Antonini, the well-known musical directors; the noted basso Mr. Sidor Belarsky; and a host of outstanding supporting players.

\$20,000,000 RECEIVED BY UJA IN \$35,000,000 IN CASH CAMPAIGN

William Rosenwald, Chairman of the National Cash Campaign to raise \$35,000,000 in cash by December 31, has announced that the sum of \$20,000,000 has been received by UJA since September 1 when the project began. This includes several million dollars which was promised at the National Report Conference in New York in October and which has since been received.

Mr. Rosenwald said that scores of communities were conducting intensive activities to bring the total substantially closer to the goal by the time of the National Conference in Atlantic City on December 14, 15 and 16 — details of which appear on page 12 — and to complete the job by the end of the year.

Los Angeles Borrows Another \$1,500,000 for UJA

Actively participating in the \$35,000,000 Cash Campaign is Los Angeles, California, which earlier this year borrowed \$2,000,000 to help meet urgent UJA needs, and which this week borrowed another \$1,500,000 and rushed it to the UJA office.

SPRING CAMPAIGNS ALLOCATE MORE TO UJA THIS YEAR

In addition to the hundreds of communities, large and small, whose increased 1951 allocations to UJA were announced in earlier issues of this Report, the following are worthy of note:

Dallas, Texas has included UJA for \$500,000 in its 1951 budget. Last year UJA's allocation was \$470,070.

Houston, Texas increased its UJA allotment from \$355,299 in 1950 to a minimum of \$370,000 in 1951.

Memphis, Tennessee has allocated \$360,000 to UJA this year which is \$10,000 over its 1950 allotment of \$350,000.

Indianapolis, Indiana has allotted \$347,000 as UJA's share of the 1951 campaign. This compares with \$315,000 last year.

Allentown, Pennsylvania has voted a minimum of \$330,000 for UJA in 1951 compared with \$320,000 in 1950.

Syracuse, New York has budgeted an allocation of \$312,000 to UJA for 1951 as compared with the sum of \$304,000 given to UJA in 1950.

Portland, Oregon appropriated \$255,000 out of the proceeds of its 1950 campaign for UJA. In 1951, Portland's allotment is \$271,000.

Nashville, Tennessee is giving a minimum of \$170,000 to the UJA this year as compared with \$164,715 in 1950.

Fort Wayne, Indiana's 1951 allocation of \$132,770 to UJA compares with \$124,133 last year.

Canton, Ohio which last year provided \$130,000 for UJA needs has budgeted \$132,000 for 1951.

Terre Haute, Indiana will give \$67,000 to UJA in 1951. Last year's allotment was \$60,500.

SMALLER COMMUNITIES WHICH CONTRIBUTED MORE IN 1951 THAN IN 1950

	<u>1951 Allotment</u>	<u>1950 Allotment</u>
Huntsville, Ala.	\$ 8,500	\$ 7,500
San Bernardino, Calif.	28,000	25,750
Tulare & Kings Co., Calif.	6,500	6,000
New Canaan, Conn.	3,620	2,350
Milford, Conn.	9,500	9,000
Seymour, Conn.	2,350	1,650
Lake City, Fla.	2,250	1,970
Champaign, Ill.	21,072	18,800
Anderson, Ind.	9,000	7,000
Iron County, Mich.	2,735	1,925
Sault Ste Marie, Mich.	3,075 Min.	2,995
Ypsilanti, Mich.	5,205 Min.	5,170
Beach Haven, N. J.	3,155 Min.	3,050
Chatham, N. J.	2,217 Min.	2,161
Hasbrouck Hgts, N. J.	7,425	2,880
Lake Hiawatha, N. J.	2,438 Min.	2,272
Penns Grove, N. J.	2,090	1,770
Salem, N. J.	4,480	3,725
Cohoes, N. Y.	2,200 Min.	2,125
Fleischmans, N. Y.	3,567 Min.	2,978
Herkimer, N. Y.	5,696 Min.	5,000
Hunter, N. Y.	2,556 Min.	1,909
Highland Falls, N. Y.	2,115 Min.	1,968
Warwick, N. Y.	7,100 Min.	6,738
Canton, N. C.	2,105 Min.	2,100
Hickory, N. C.	15,815	11,500
High Point, N. C.	13,450 Min.	13,177
Enid, Okla.	2,400	2,200
Chickasha, Okla.	8,500	8,425
Chambersburg, Pa.	10,500 Min.	10,080
Corry, Pa.	2,532 Min.	2,475
Jeannette, Pa.	16,000 Min.	15,000
McDonald, Pa.	2,025 Min.	1,925
Mt. Pleasant, Pa.	6,500	6,440
Florence, S. C.	2,155	1,030
Sumter, S. C.	5,750 Min.	5,500
Brownwood, Texas	2,240	2,125
Marshall, Texas	4,530	4,230
Montpelier, Vt.	3,226	2,780
Marshfield, Wisc.	4,800	4,705

"PLENTY TO EAT ON THEIR JOURNEY"

Frank O. Butler of Orlando, Florida contributed \$125.00 to the UJA early this year. A receipt and a letter of acknowledgement were sent to him. Last month the UJA received the following letter from Mr. Butler:

Dear Sir:

I just ran across the enclosed receipt and it made me visualize how sweet it would be to think of a little brother and sister being taken from Europe to Israel. I enclose check for \$250.00 for same. Your office wrote me it took about \$100.00 a child to move them. This will allow them plenty to eat on their journey.

Yours truly,

Frank O. Butler

CAMPAIGN BRIEFS

Chairman Joseph Kelman, Co-Chairman Isadore Shapiro, Treasurer Benjamin Halperin and Financial Secretary Martin Kosberg of the North Adams, Massachusetts campaign are pushing hard to beat last year's results. Thus far, they have raised \$20,000 which is 5% ahead of last year...Englishtown, New Jersey had a wonderful head start as a result of a gift of \$5,000 from Milton and Joseph Berger. The total amount raised in this community in 1950 was \$2,572.94. Milton Berger is Chairman of the Campaign...Dr. Sidney Milavetz of Virginia, Minnesota is doing double duty as President of the Welfare Fund and Chairman of the Campaign. This community prides itself on the speed with which it remits cash to the UJA.

GREAT ANNUAL NATIONAL CONFERENCE OF THE UNITED JEWISH APPEAL IN ATLANTIC CITY DECEMBER 14-15-16

What promises to be one of the largest and most successful Annual Conferences ever held in Atlantic City by the United Jewish Appeal will take place at the Hotel Traymore on Friday, December 14, Saturday evening, December 15 and Sunday, December 16. Requests for reservations were received from community leaders in all sections of the country as soon as word of the scheduled dates became known and long before the invitations were mailed. Such keen interest is being displayed in the Annual Conference this year that UJA officers are urging community delegates to rush acceptance of their invitations so that accommodations may be available for them.

The delegates to the Conference will review American Jewry's accomplishments in behalf of Israel, Jews overseas, and refugees in the United States in 1951; examine the budget of the United Jewish Appeal agencies; assess American Jewish responsibility in 1952; and lay plans for the national campaign of the United Jewish Appeal in 1952.

This year's Conference assumes historic importance in the light of the extraordinary situation in Israel, where great promise for the future exists as a result of tremendous agricultural and industrial expansion which is getting underway, and where, at the same time, there is a most critical period of sacrifice currently facing the Jews of Israel and the scores of thousands who will come to Israel in 1952. The problem of negotiating the distance between the dangerous seas in which Israel's ship of state now floats and the security of firm anchorage already in sight is one that will require statesmanship, not only on the part of the Jews of Israel, but also on the part of the American Jewish community which shares the responsibility. Decisions taken at the Atlantic City Conference will be a major factor in the solution of this problem.

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**

from **DR. JOSEPH J. SCHWARTZ**
EXECUTIVE VICE-CHAIRMAN



1951 FINANCIAL

REQUIREMENTS

\$203,684,577

National Conference Issue, December 19, 1951 165 West 46th St., New York City

NOT FOR PUBLICATION

750 DELEGATES CALL FOR \$151,500,000 GOAL FOR UJA IN 1952

Annual National UJA Conference in Atlantic City Launches Extraordinary Campaign
To Equal 1948 Achievement

American And Israel Leaders Plead For Crusade to Turn
Homecoming Into Homemaking

Despite raging snowstorms in many areas which prevented over 250 delegates from reaching Atlantic City last weekend, more than 750 community leaders from hundreds of cities and from every State in the Union defied the elements and came together at the Annual National Conference of UJA to lay plans for 1952. In sessions marked by an unusually solemn understanding and acceptance of responsibility, and a grim determination to meet it, the delegates called for a UJA goal of \$151,500,000 in 1952. The goal represents the American share of responsibility for budgets totalling \$175,400,500 submitted to the delegates by the beneficiary agencies of the United Jewish Appeal: the United Palestine Appeal, the Joint Distribution Committee and the United Service for New Americans—New York Association for New Americans.

Israel Expecting 120,000 Newcomers in 1952

The Conference, which lasted for three days, went thoroughly into all phases of the budgets and discussed in detail the problems to be met and solved in 1952. The delegates concluded their deliberations convinced that the year ahead would bring more difficult and costly, if less dramatic, problems to be met than was the case in the year of the creation of the State of Israel and the defense against the invasion, when American Jewry raised \$150,000,000 for the UJA.

It was pointed out that the 1952 goal was a practical, realizable target which could be met by this country since it had been done in 1948, while the needs in Israel as a result of overwhelming problems caused by the great tide of immigration and by a devastating drought were even greater than they had been in that year. At the same time, it represented the minimum responsibility of American Jews for the provision of free dollars. Authoritative estimates made at the Conference indicated that in addition to the necessity for turning the great homecoming of hundreds of thousands of

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Members

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newcomers already in Israel into homemaking so that they might achieve a measure of dignity and self-support, it would be necessary to make provision for the reception and integration of some 120,000 new immigrants in 1952.

WARBURG DRAFTED AS 1952 GENERAL CHAIRMAN

During the course of the Conference a resolution was introduced, to the accompaniment of thunderous applause and cheers, appealing to Edward M. M. Warburg to accept service again as General Chairman of UJA in 1952. This followed an equally enthusiastic meeting of the Steering Committee at which a sub-committee, headed by Elkan Myers of Baltimore, was delegated to wait upon Mr. Warburg for his consent to serve.

Recording their appreciation of the "magnificent leadership given to the UJA by Edward M. M. Warburg as its General Chairman," the delegates in their resolution declared:

"We have been inspired by his dedication to the responsibilities he has assumed and by his tireless labors to achieve the greatest possible success for the United Jewish Appeal so that the causes for which it exists might be best served.

"Although we recognize the sacrifice which Mr. Warburg has been called upon to make in order that he might devote himself so wholeheartedly and tirelessly to this great cause, we are convinced that his continued leadership is essential to the success of our efforts.

"We appeal to him to accept the General Chairmanship of the United Jewish Appeal in 1952 so that the objectives we have set for ourselves may be fulfilled and,

"We pledge him our constant support and cooperation so that together we may go forward to an achievement that will be worthy of the historic opportunity for service that is presented to us."

In responding to the draft Mr. Warburg said, "We are faced this year with a difficult situation. We must become warmed again to the task. It is always difficult to repeat, it is always difficult if we go back into a thing as a routine assignment. But this is a new year and it is a new assignment. Only if we see it as such have we a chance of meeting the challenge of the goal we have just accepted -- a goal that was realized by this community of ours in 1948.

"It is just a question of regalanizing ourselves to those new heights again. I hope we are not of that material that still requires those awful situations of war, of the liquidation of camps, to make us realize our responsibility.

"I think that all of us grow stronger year by year because of our identification with this work. I think there are few in this room who have not grown in stature, who have not had richer lives because of what this work has come to mean. We have dared to dream along with those who had the vision to lay the foundations so soundly in the past. Let us not fail our own bravery by being inadequate to the fulfillment of those dreams."

DOUGLAS, LOCKER, PINKAS AND SILVER ADDRESS DELEGATES

Over a thousand persons, including a number of visitors to Atlantic City who were not officially delegates to the Conference, packed the great ballroom of the Hotel

Traymore at the banquet session on Saturday evening, at which Rabbi Jonah B. Wise, a National Chairman of UJA, presided.

After reviewing the history and organization of UJA and the Jewish communities of the United States, Rabbi Wise declared: "We are the heirs of a history of enormous effort, but that effort would have been without any glimmer of the possibility of success had it not been for the fact that the Jews of the United States, separated into literally thousands of communities of diverse opinions and various forms of thought, were mobilized through the UJA into concerted action, a concerted action which resulted eventually in the raising of sums far beyond the dreams of any private charitable organizations. We shall not separate. We shall keep the joint effort of this UJA in strength and in vigor and by the help of God we shall rescue and assist our people until they find security and happiness."

Locker Describes Immigration And Absorption Problems

The delegates listened with intense interest to the address of Berl Locker, Chairman of the Jewish Agency for Palestine, Jerusalem. In his address Mr. Locker detailed the myriad problems arising from the unprecedented immigration that more than doubled the population of Israel in three years. He said that mass immigration into Israel would go on even if the Jewish position did not deteriorate in any part of the world. "We are receiving immigration from about seventy countries in the world," he said, "and I do believe that whatever may happen in the next four or five years we shall be prepared to receive at least 120,000 Jews per year. Mass immigration is very far from being ended." Speaking of the goal which was projected, Mr. Locker said: "I listened today to the discussions in your Steering Committee about the needs of Israel. I said to myself, 'if I should speak I don't know whether I would frighten my friends or not, but I would have to tell them that the needs are much greater than you, my friends, really know.'"

Silver Proclaims Solidarity With Israel

The oratorical genius and the capacity for brilliant analysis which have won such wide acclaim for Dr. Abba Hillel Silver were clearly present in his extraordinary address. After highlighting the historic events and accomplishments of recent years and relating them to the early history of the United States, Dr. Silver declared:

"We shall stand by the State of Israel through its present trials and difficulties because, in helping to create it, we assumed tremendous commitments which will not be fully discharged until the State of Israel is strong and secure and safely launched upon its historic career."

Answering the question, "how long will we have to continue to do it?" Dr. Silver said, "Assuredly as long as we shall ask of Israel to accept and harbor homeless or endangered fellow Jews from this or that part of the world — and as long as those whom we have already sent there are still a financial burden upon the State — so long will we have to give our support. As long as the war danger exists on the borders of Israel and there is need for costly defense measures to assure survival, so long will we want to assist in ways which will lighten the burden... It is a great cause in which we are engaged, friends. Let us persevere until we have completely and gloriously accomplished it."

Pinkas Emphasizes Israel's Need of UJA

H. E. David Zvi Pinkas, Minister of Communications of Israel, who flew to the United States especially to greet the delegates in behalf of the Government of Israel outlined the hardships placed upon Israel by the heavy burden of immigration. "But it would be quite wrong to transmit to you a picture of unredeemed blackness," he said. "There are few countries in the world which can match us for buoyancy, hopefulness and optimism. Referring to the relationship between the UJA and the Israel Bond Drive, Mr. Pinkas declared: "Far from standing in mutual contradiction the UJA and the Bond Drive are, in the view of the Israel Government, complementary operations, each engaged in its special sphere of vital aid to Israel. One point in particular is worth recalling: The Bond Drive is a loan to the State. It has to be repaid — and it will be repaid, every cent of it — by the people of Israel whose very capacity to repay will be stimulated by the loan. But the allocation of UJA funds for Israel's purpose is free. The interest and return which UJA donors receive on their contributions are the basic satisfactions of having contributed to the rescue of lives, the maintenance of the welfare and the revival of the happiness of hundreds of thousands of our immigrant brethren, and to the consolidation of our statehood."

Douglas Calls Israel An Inspiration

In the closing address of the Saturday evening session, the Honorable William O. Douglas, Associate Justice of the United States Supreme Court, lauded the Jews of the United States for their great accomplishments in Israel, Europe and this country through the UJA. After referring to his experiences during his recent visit to Israel Justice Douglas said: "On the world scene Israel is a symbol of hope and strength. Israel is a strong addition to the growing forces of nations who seek to uphold and defend the sanctity of the individual and his freedom. Israel is a vital link in a free association of freedom loving nations and peoples. When we preserve Israel we make that link stronger and forge a stronger union of the free world... Israel is an inspiration to many who know no home but camps and prisons. Israel is hope to many yet to return. Israel is an example of a democratic society where tolerance and understanding flourish. Israel needs help and it needs sympathetic understanding as it struggles to make permanent its home along the narrow stony strip between the Mediterranean and the mountains of Judea."

STEERING COMMITTEE DISCUSSES 1952 PLANS AND PROBLEMS

The meeting of the Steering Committee, which was presided over by Milton Kahn of Boston, was one of the most effective sessions of its kind in the history of UJA. The deliberations of the Committee were preceded by addresses by Dr. Nahum Goldmann, Chairman of the Jewish Agency for Palestine, Julian Freeman, President of the Council of Jewish Federations and Welfare Funds and Jack D. Weiler, Chairman of the United Jewish Appeal of Greater New York.

Dr. Goldmann gave the delegates a picture of the economic situation in Israel and the problems which must be met in the year ahead to guide them in their discussions. Mr. Freeman pictured the background of the American scene and presented the point of view of the Welfare Funds on the matters to be taken up. Mr. Weiler spoke of the increased effort that would have to be made in 1952 and proposed the leadership mobilization program which was later embodied in a resolution unanimously adopted by the Conference.

A number of hours were devoted to discussions of the goal. There were some who felt that no goal should be announced but that the budgets should be presented and the

country asked to provide as much as possible toward meeting the budgets. One group proposed that a goal embodying the total needs of \$175,400,500 should be presented to the country. It was pointed out that approximately \$24,000,000 would be raised in countries outside the United States and that therefore the American obligation would be \$151,500,000.

A large number of delegates gave their views and the final consensus was in favor of a specific goal which could be realized because the American Jewish community had once before, in 1948, raised the amount suggested and which represented the actual minimal requirement from American Jewry in view of the fact that the need for funds was greater than it was in 1948.

Other subjects discussed included pre-campaign budgeting, cash collections and coordination between UJA and the Israel Bond Issue.

RESOLUTIONS

The Resolutions Committee, headed by Joseph Meyerhoff of Baltimore, grappled for long hours to frame statements that would fully express the decisions of the Steering Committee for presentation to the plenary session on Sunday morning. Following are digests of the resolutions adopted.

Goal

The resolution reviewed the accomplishments of the United Jewish Appeal agencies in Israel, Europe, the United States and other parts of the world. The delegates declared that they considered it a great privilege to have participated in these achievements, expressing a keen consciousness of the lives still to be saved and the work still to be done, as well as full confidence in the "validity and urgent reality" of the budgets. The delegates resolved "that we call upon the Jewish communities of the United States and all of the friends of the UJA in these communities to undertake in 1952 the task of providing a minimum of \$151,500,000 for the UJA so that the tasks we have set for ourselves may be accomplished, and we call upon each community to take upon itself a specific proportionate share of responsibility for the total goal." The delegates pledged themselves to go back to their communities in a spirit of service and dedication and to devote themselves wholeheartedly and unremittingly in the year ahead to the task of achieving the goal.

Pre-Campaign Budgeting

The policy of pre-campaign budgeting adopted at Atlantic City in 1949 was re-affirmed and the delegates resolved that "this National Conference, meeting at Atlantic City on this 16th day of December, 1951, 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 1952 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 1952."

Cash

In their resolution on cash collections the delegates announced their understanding of the great and critical needs.

"We pledge ourselves," they resolved, "and call upon communities and contributors throughout the country to join in the pledge, to continue and intensify the efforts which have been made to accelerate the remittance of cash to the United Jewish Appeal through vigorous collection efforts and bank borrowings.

"We call upon community campaign organizations to take every possible action that will enable them to pay in full as quickly as possible all allocations due the United Jewish Appeal for their 1951 campaigns and all balances due on account of prior campaigns.

"As an additional assurance that our efforts in behalf of the United Jewish Appeal will have maximum value, we further urge the communities to borrow the largest possible sums and to utilize all other available sources of cash on the strength of pledges to be received in the 1952 campaign."

Leadership Mobilization

The Conference unanimously adopted the following resolution on leadership mobilization proposed by Jack D. Weiler, Chairman of the United Jewish Appeal of Greater New York:

"We believe that only by the effective mobilization of additional leadership will we be able to do the bigger job that is required in 1952:

"We urge every community in the country to organize a local leadership mobilization effort;

"And we call upon the United Jewish Appeal to assist in this effort by launching a nation-wide leadership mobilization drive as the initial effort of its 1952 campaign."

President Chaim Weizmann

Disturbed by reports of the serious illness of President of Israel Chaim Weizmann, the National Conference of the United Jewish Appeal unanimously adopted a resolution which declared:

"We, the delegates at the National Conference of the United Jewish Appeal, gathered in Atlantic City this 16th day of December, 1951, and representing 3,000 organized Jewish communities throughout the United States, do hereby register our deep affection for Dr. Chaim Weizmann, President of the State of Israel.

"It is with a sense of anxiety that we have received the news of his serious illness.

"We pray for his rapid and complete recovery, both in our own behalf and for the sake of the many thousands of others who look to him for continued guidance and leadership.

"With these wishes for his good health go our warm expression of friendship, brotherhood and solidarity."

AGENCIES PRESENT BUDGETS

The Conference began with a luncheon on Friday at which representatives of the constituent agencies of UJA presented the budgets of their respective agencies. The session was opened by Mr. Warburg who introduced the presiding officer, Rudolf G. Sonneborn, a National Chairman of the UJA.

A panel of experts was on hand to answer any questions that might be raised at the close of the presentations. Mr. Sonneborn told the delegates that he was gratified that this year it was his privilege to report "that the UJA is equalling its achievements of 1950 and that gloomy predictions have been wiped out by the full-fledged efforts of community after community throughout the country and by the inspired and inspiring generosity of the workers and the givers in this nation-wide campaign.

"It is fitting, therefore, at this time," continued Mr. Sonneborn, "as we open this National Conference, that we formally express our heartfelt appreciation for the great and dedicated leadership of Edward M. M. Warburg, our General Chairman, and Dr. Joseph J. Schwartz, our Executive Vice-Chairman."

The delegates were welcomed to Atlantic City by Samuel Backer, President of the Atlantic City Federation of Jewish Charities, who handed the key to the city to Mr. Warburg in behalf of the Hon. Joseph Altman, Atlantic City's Mayor.

Walter H. Bieringer, President of the United Service for New Americans, addressed the delegates on the subject of the 1952 budget of that agency as well as the budget of the New York Association for New Americans. The Joint Distribution Committee budget was outlined by Moses W. Beckelman, Director-General; and Ellis Radinsky, Executive Director of the United Palestine Appeal, spoke on the 1952 needs of the UPA.

Following the presentation of the budgets, the meeting was turned over to the delegates for questions and comments. Several hours were devoted to this phase of the deliberations, in which a great many of the delegates participated. Items in the budgets which were at first not clear to the delegates were explained in detail by the panel and by the time the meeting was over the Conference was thoroughly prepared for the 1952 planning which was to follow at the later sessions.

SCHWARTZ REPORTS ON 1951 STEWARDSHIP OF UNITED JEWISH APPEAL

A comprehensive report on the results achieved and the problems overcome in the 1951 campaign was made to the delegates at the Sunday morning plenary session at which Morris W. Berinstein of Syracuse, Chairman of the National Campaign Cabinet of the United Jewish Appeal, presided. Dr. Schwartz told the delegates that the campaign of the United Jewish Appeal in 1951 would result in total pledges to the UJA amounting to about \$85,000,000, which is approximately the amount that was raised in 1950. He pointed out that as of December 10, 1951, the United Jewish Appeal had received in actual cash the sum of \$76,500,000 exclusive of the amount that was to be delivered at the conference by community leaders during the closing session.

Dr. Schwartz said that in 1952 there were three tasks to be accomplished through the United Jewish Appeal. The first is to complete the liquidation of the camps in Germany and Austria. The second is to rescue those who can still be rescued, especially from Eastern Europe and the Moslem countries. "And then there is a third major task", he declared, "and that is the consolidation of the gains that have been made in Israel. For the last three and one-half years we have been living through a period of

a great homecoming for hundreds of thousands of people and now in 1952 we must convert this period of homecoming into a period of homebuilding and homemaking in the true sense of the words - a consolidation of the economy of Israel, a consolidation of those programs of expansion and absorption that have been going on with your aid since the establishment of the State and which we now have the opportunity of placing on a sound and lasting basis."

Mrs. Brailove Accepts Women's Division Chairmanship for 1952

During the course of this session Mr. Berinstein announced that Mrs. S. Alexander Brailove of Elizabeth, New Jersey, had agreed to serve again as Chairman of the Women's Division of the United Jewish Appeal in 1952, after two years of successful leadership.

Mrs. Brailove reported that the women of the country had raised \$12,000,000 in 1951 for the United Jewish Appeal, bringing the grand total in the six years of the division's existence to \$82,180,000.

"You have heard the needs", said Mrs. Brailove, "and it is quite obvious that this is no hour to pause even for a moment because we who are so tall and straight and free, so much alive and a part of living things, want to use our blessings to be the eyes for the blind and the feet for the lame and the food for the hungry. We want to use our blessings for those who yearn for a chance to help themselves so that one day soon they may be as tall and as free and as straight as we are here in America."

Session Adopts Resolutions

After Dr. Schwartz' report Mr. Kahn reported to the plenary session on the discussion held at the meeting of the Steering Committee. Following this, Mr. Meyerhoff presented the resolutions, all of which, after some discussion, were unanimously adopted.

In the deliberations on the 1952 goal Mr. Berinstein said, "I plead with you, let's be honest with ourselves. Let's be honest with the people who are going to be solicited by us. Let's tell them honestly and genuinely, 'This is what we need. We hope that through your efforts and our efforts the people of Israel will not have to go through the difficulties and the hardships and the sacrifices that have been the rule in the year just past.'"

Delegates Call for UJA - Israel Bond Drive Coordination

After the adoption of the resolutions presented by Mr. Meyerhoff, Mr. Joseph W. Ress of Providence, R. I., asked for the floor and said, "Many of our communities have coordinated their efforts in behalf of both the bond drive and the UJA. In order to realize the complete fulfillment of the four-point program, I think we ought to go on record urging the rest of the communities as well as the people at the national level to further this coordination." He then proposed a resolution which was adopted by the delegates. The resolution follows:

"We of the American Jewish Community have pledged ourselves to the successful implementation of the four-point program for Israel.

"In order to better implement that pledge, local and national coordinating committees were set up during 1951.

"It has been clearly demonstrated that action either locally or nationally in its influence is not restricted but affects us all on both the local and national levels.

"Therefore, be it resolved:

- I. That where no local coordinating committees have been set up, the communities forthwith proceed to do so.
- II. That all local coordinating committees meet immediately to develop the necessary plans for next year.
- III. We urge the National Coordinating Committee to meet immediately to institute action to develop a greater degree of coordination on the national level between the United Jewish Appeal and the Bond organization than was achieved in 1951.
- IV. Such action on the local and national level will avoid unnecessary confusions and frictions, will assure the success of both efforts, will prevent problems before they arise, will develop the conditions which will through both efforts assure the maximum success of both campaigns and the maximum funds for Israel, which is our goal."

\$8,037,111 IN CASH ANNOUNCED

For the third time this year American Jewish community leaders, gathered at a UJA conference, lined up in a queue of the sort that so amazed and delighted Prime Minister of Israel David Ben Gurion in Chicago last May, and turned over to Mr. Warburg and Mr. Rosenwald checks which, together with checks received in advance of the Conference since the last such demonstration in New York in October, totalled \$8,037,111, bringing the total cash for the year to approximately \$80,000,000.

Mr. Rosenwald who, for the past four months, had been serving as National Chairman for Cash and who presided at the session, told the delegates that he had accepted the additional responsibility because he had seen with his own eyes in Europe and Israel how great the needs were. "After I got home," he said, "one fact became apparent to me and increasingly so to all of us, and that is that these dollars not only represent life and death to individuals but are also the life blood of the State of Israel. I think that all of us can be proud of the result that has been achieved, a result not achieved only by Eddie Warburg and Joe Schwartz and the Cabinet, led by Morris Berinstein, but by the communities' response to our appeals for cash. And when I talk of this result I am talking not only of a result in dollars; much more important is the result that you have achieved in the accomplishments made possible by these dollars."

Among the largest checks announced at the conference were those delivered by Elkan R. Myers of Baltimore, who turned in a check for \$1,000,000 representing bank borrowings as an advance against the 1952 campaign; \$1,000,000 by Monroe Goldwater of New York City; \$600,000 by Samuel A. Goldsmith of Chicago and \$485,000 by Albert A. Levin of Cleveland. Los Angeles had forwarded a check for \$1,500,000 prior to the conference.

Detroit indicated that by the following week an additional \$450,000 would have been made available, while Philadelphia announced \$400,000 for the same period.

Following is a list of communities which have made available to the UJA checks in the amount of \$5,000 or more toward the total announced at the conference. In addition to these there were, of course, hundreds of checks in smaller amounts which space does not permit recording but for which the deep appreciation of the officers of the UJA is hereby extended.

Rochester, New York	\$250,000	Canton, Ohio	\$25,000
St. Paul, Minnesota	215,000	Dayton, Ohio	25,000
Indianapolis, Indiana	186,078	Pottsville, Pennsylvania	25,000
Pittsburgh, Pennsylvania	128,750	Newport News, Virginia	25,000
Memphis, Tennessee	115,000	Seattle, Washington	25,000
Boston, Massachusetts	100,000	Cedar Rapids, Iowa	20,000
Akron, Ohio	100,000	Des Moines, Iowa	20,000
New Haven, Connecticut	100,000	Whiteville Zone, North Carolina	20,000
Providence, Rhode Island	100,000	Johnstown, Pennsylvania	20,000
Tulsa, Okla.	100,000	Pottstown, Pennsylvania	20,000
Toledo, Ohio	81,846	Woonsocket, Rhode Island	20,000
Northern Hudson County, N. J.	80,302	Roanoke, Virginia	20,000
Houston, Texas	75,000	Montgomery, Alabama	18,150
Richmond, Virginia	75,000	Charleston, South Carolina	17,500
New Orleans, Louisiana	66,600	Gary, Indiana	17,000
Columbus, Ohio	65,000	Hamilton, Ohio	16,000
Dallas, Texas	65,000	San Bernardino, California	15,000
Hartford, Connecticut	58,612	Albany, Georgia	15,000
San Francisco, California	50,000	Savannah, Georgia	15,000
Wilmington, Delaware	50,000	East Chicago, Indiana	15,000
South Bend, Indiana	50,000	Hagerstown, Maryland	15,000
Louisville, Kentucky	50,000	Peabody, Massachusetts	15,000
Leominster, Massachusetts	50,000	Duluth, Minnesota	15,000
Springfield, Massachusetts	50,000	Englewood, New Jersey	15,000
Worcester, Massachusetts	50,000	Perth Amboy, New Jersey	15,000
Minneapolis, Minnesota	50,000	Elmira, New York	15,000
Kansas City, Missouri	50,000	Fargo, North Dakota	15,000
Schenectady, New York	50,000	Norfolk, Virginia	15,000
Nashville, Tennessee	50,000	Norwich, Connecticut	14,200
Omaha, Nebraska	41,000	Muskegon, Michigan	13,350
Albany, New York	40,000	Terre Haute, Indiana	12,000
Birmingham, Alabama	35,000	Goldsboro, North Carolina	11,750
Wichita, Kansas	35,000	Davenport, Iowa	11,533
Flint, Michigan	35,000	Miami, Florida	11,512
Elizabeth, New Jersey	35,000	Muncie, Indiana	11,500
Greensboro, North Carolina	35,000	Lewiston, Maine	11,456
Paterson, New Jersey	30,745	Gloversville, New York	10,500
Shreveport, Louisiana	30,000	Waterbury, Connecticut	10,300
Allentown, Pennsylvania	30,000	Olean, New York	10,240
Tyler, Texas	30,000	Oakland, California	10,000
Huntington, West Virginia	27,000	Meriden, Connecticut	10,000
Salisbury, Maryland	25,845	Norwalk, Connecticut	10,000
Tucson, Arizona	25,000	Augusta, Georgia	10,000
Stamford, Connecticut	25,000	Rockford, Illinois	10,000
Lexington, Kentucky	25,000	Lansing, Michigan	10,000
Holyoke, Massachusetts	25,000	Cumberland, Maryland	10,000
Jersey City, New Jersey	25,000	Lowell, Massachusetts	10,000
Vineland, New Jersey	25,000	Camden, New Jersey	10,000

Amsterdam, New York	\$10,000	Waterville, Maine	\$5,150
Spring Valley, New York	10,000	Haverhill, Massachusetts	5,080
Bradford, Pennsylvania	10,000	Tri-Cities, Alabama	5,000
Lebanon, Pennsylvania	10,000	Pine Bluff, Arkansas	5,000
Uniontown, Pennsylvania	10,000	Modesto, California	5,000
El Paso, Texas	10,000	Orlando, Florida	5,000
Racine, Wisconsin	10,000	Pensacola, Florida	5,000
Springfield, Ohio	10,000	Decatur, Illinois	5,000
Lake Charles, Louisiana	9,500	Waukegan, Illinois	5,000
Forth Smith, Arkansas	9,000	Dubuque, Iowa	5,000
Waterloo, Iowa	9,000	Alexandria, Louisiana	5,000
Danbury, Connecticut	8,500	Mankato, Minnesota	5,000
Shelbyville, Indiana	8,500	St. Joseph, Missouri	5,000
Manchester, New Hampshire	8,487	Englewood, New Jersey	5,000
Monticello, New York	8,274	Englishtown, New Jersey	5,000
Peoria, Illinois	8,000	Rahway, New Jersey	5,000
Fort Wayne, Indiana	8,000	Albuquerque, New Mexico	5,000
Michigan City, Indiana	8,000	Middletown, New York	5,000
Bay City, Michigan	8,000	Poughkeepsie, New York	5,000
Mt. Clemens, Michigan	8,000	Saratoga Springs, New York	5,000
Atlanta, Georgia	7,900	Troy, New York	5,000
Greeley, Colorado	7,521	Charlotte, North Carolina	5,000
Claremont, New Hampshire	7,500	Lima, Ohio	5,000
Appleton, Wisconsin	7,500	Lorain, Ohio	5,000
Cheyenne, Wyoming	7,500	Middletown, Ohio	5,000
Nyack, New York	7,400	Zanesville, Ohio	5,000
Springfield, Illinois	7,000	Oklahoma City, Oklahoma	5,000
North Adams, Massachusetts	7,000	Norristown, Pennsylvania	5,000
Albemarle, North Carolina	6,925	Washington, Pennsylvania	5,000
Helena, Montana	6,500	Williamsport, Pennsylvania	5,000
Lincoln, Nebraska	6,500	Columbia, South Carolina	5,000
Mansfield, Ohio	6,000	Chattanooga, Tennessee	5,000
Superior, Wisconsin	6,000	Portsmouth, Virginia	5,000
Winona, Minnesota	5,629	La Crosse, Wisconsin	5,000
Bakersfield, California	5,500	Wausau, Wisconsin	5,000

GIBSON LAUDS AMERICAN JEWS FOR REFUGEE WORK

Following the presentation of checks, the Honorable John Gibson, Chairman of the United States Displaced Persons Commission, Dr. Nahum Goldmann, Chairman of the Jewish Agency for Palestine in New York and H. E. Abba Eban, Ambassador to Israel to the United States, addressed the delegates.

Mr. Gibson said that the American government and his Commission could not have done the job they had to do without the aid and support of organizations like the UJA and the USNA.

"We call you a voluntary agency," he said. "Not only have you made great contributions to your own people and to the work throughout the world but you have made a much bigger contribution to the broad immigration problem here in the United States." Mr. Gibson said that there is "still a greater responsibility ahead in refugee and migration work throughout the world and with it goes the hope of world peace or world chaos... You have literally thousands of people, thousands of Jews who, between now and 1954, should find their way to our shores. It is tremendously important that the work go on."

GOLDMANN TELLS OF GREAT TASKS STILL AHEAD

Saying that he had never liked the idea that the UJA and Israel had lived for years from hand to mouth, with the community aroused each year by a special emergency, Dr. Goldmann continued, "I am pleased with the mood of this conference which is not one of pure emotional enthusiasm — that we are not saying a miracle has happened and another miracle will happen and let us do it this year and then we are through. We must realize that we will have to face a continued period of great difficulties, of great efforts and of great statesmanship and staying power... I am glad that this understanding of the situation has come about. I am glad that we are demonstrating the sober determination to see the thing through and I am sure that we have the desire and the ability to see it through and finish the greatest job which our generation has undertaken."

EBAN ASKS SUPPORT OF FOUR POINT PROGRAM

The conference was inspired by the closing address of Ambassador Eban who, in scholarly fashion, analyzed the present position of Israel. He stressed the importance of success in the total four point program adopted at the National Planning Conference in Washington in 1949 and told of the need for American skills and knowhow in the new State.

Referring to the role played by the UJA he declared: "The Government of Israel certainly takes pride and satisfaction in the continued success of the UJA this year. The UJA, first in the field, is an instrument of massive financial effort for Jewish existence... I devoutly hope that the very practical target which you have set yourselves will be effectively attained... I hope that a successful UJA will, in the coming crucial year, radiate its victorious example to all other branches of our common efforts."

BEN GURION CABLES APPRECIATION

Prime Minister of Israel David Ben Gurion in a letter to Mr. Warburg said:

"The Government of Israel continues to regard the UJA an essential part of the four point program and an indispensable instrument of help for Israel, as well as a bond of unity between American Jews. As you hold your conference in Atlantic City which will proclaim the campaign for 1952 I want to express our deep concern and hope that both you and Dr. Schwartz will continue to lead the UJA in the coming year, which will ensure its success in 1952."

Messages were also received from Levi Eshkol, Israel Minister of Agriculture and Development and Director of the Settlement Department of the Jewish Agency; David Horowitz, Director-General of the Ministry of Finance in Israel and Eliahu Dobkin, Arthur Hantke and Zvi Herman, Chairmen of the Keren Hayesod in Israel.