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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME VIII
1953

REPORT



1953 CAMPAIGN

UNITED JEWISH APPEAL

To meet needs totalling

\$144,524,250

On behalf of UNITED ISRAEL APPEAL

JOINT DISTRIBUTION COMMITTEE

UNITED SERVICE FOR NEW AMERICANS

TO MEMBERS OF THE
**NATIONAL CAMPAIGN
COUNCIL**

from **JOSEPH J. SCHWARTZ**, Executive Vice-Chairman

Vol. VIII, No. 1, January 28, 1953

165 West 46th St., New York City

NOT FOR PUBLICATION

UJA ORGANIZES FOR EXTRAORDINARY CAMPAIGN

American Jewish Communities, Aroused by Anti-Semitic Threat in East Europe, Gear Their Campaigns to Meet Every Possible Emergency

Great UJA Inaugural Meeting to be Held February 15 in Miami Beach

Cognizant of the ominous cloud of anti-Semitism hanging over the skies of the satellite countries of East Europe and over Soviet Russia itself, the officers of the United Jewish Appeal have organized the national 1953 campaign on a new emergency basis calculated to enlist the best leadership in the country in the most effective manner.

The three National Chairmen who have in the past served as representatives of the constituent agencies of the UJA have been augmented by five National Campaign Chairmen, and the National Campaign Cabinet has been expanded so that every part of the country is represented on it by one of its outstanding leaders.

Serving as National Chairmen representing the agencies in 1953 are Walter H. Bieringer of Boston, for the United Service for New Americans; Rudolf G. Sonneborn of New York, for the United Israel Appeal; and Rabbi Jonah B. Wise of New York, for the Joint Distribution Committee.

The five members of the United Jewish Appeal National Campaign Cabinet who have been elected to serve as National Campaign Chairmen are Morris W. Berinstein of Syracuse, former Chairman of the United Jewish Appeal National Campaign Cabinet, Joseph Holtzman of Detroit, Sol Luckman of Cincinnati and William Rosenwald and Jack D. Weiler of New York.

Daroff Appointed Cabinet Chairman

The Cabinet has been strengthened and inspired by the appointment of Samuel H. Daroff, Honorary President of the Allied Jewish Appeal of Philadelphia and 1953 Co-Chairman of Special Gifts, to leadership as its Chairman. Mr. Daroff had been one of the most dynamic and hard-working members of the Cabinet since its inception and

his elevation to the Chairmanship was received by him as an opportunity "to give everything I've got to the job of raising more money for UJA in 1953."

To supplement this extraordinary leadership set-up, the Regional Division of the UJA is intensifying the organization of State and Regional Chairmen into a group that will serve with the Cabinet to arouse the entire Jewish community of the United States to an effort to reverse the downward trend of UJA receipts and conduct a campaign that will provide substantially larger sums to cope with any emergency that may arise out of the situation in East Europe.

Leaders Expect Record-Breaking Florida Meetings

In an all-out effort to launch the United Jewish Appeal campaign with one of the greatest inaugural meetings ever held, members of the UJA National Campaign Cabinet, national officers and local directors and officers are converging on Miami Beach to ensure an unprecedented attendance and an unparalleled pledge total on February 15 at the Saxony Hotel which will be the scene of the Inaugural Meeting.

In advance of this great meeting there will be many small parlor meetings in the area to obtain pace-setting pledges, as well as larger advance meetings at the Whitehall in Palm Beach on January 10, the Boca Raton on January 12 and the Hollywood Beach Hotel in Hollywood on February 13.

Communities Urged to Speed Big Gifts Activity

Since there will be many leading contributors throughout the country who will not be able to attend any of the meetings in Florida, a number of communities are advancing their initial gifts and pace-setting meetings so that they may speed the information about results to the United Jewish Appeal for announcement at the Miami Beach meeting on February 15. The officers of the United Jewish Appeal earnestly request campaign leaders to cooperate in this way and to send early 1953 big gifts information to the temporary office of the United Jewish Appeal at the Broadripple Hotel, 4370 Collins Avenue, Miami Beach, Florida.

MIAMI SETS EXAMPLE WITH 24% INCREASE

Traditionally the first major community in the country to get its campaign under way, Miami, Florida, came out of its opening dinner for pledges totalling \$580,000 from a group which contributed \$479,000 in 1952, an increase of 21%. The dinner meeting, which was dedicated to the memory of Jack Ablin who passed away suddenly after he accepted the chairmanship of the campaign, featured an address by Senator Wayne Morse. Jacob Sher presided and the delegates were also addressed by Joseph Cherner, a member of the UJA National Campaign Cabinet, Howard Kane, Campaign Chairman, Carl Weinkle, President of the Greater Miami Jewish Federation and Rabbi Irving Lehrman. Additional pledges since this meeting have brought the total to \$687,395 against \$553,514 in 1952, with the increase now at over 24%.

Prior to the Opening Meeting, Sol Luckman of Cincinnati, a member of the National United Jewish Appeal Cabinet, Ellis Radinsky, Executive Director of the United Israel Appeal and Dr. Joseph J. Schwartz came together with the officers of the Miami

campaign at a pre-campaign budgeting meeting at which a percentage formula was agreed upon on the same basis as that which prevailed in 1952. Following the budgeting meeting, Dr. Schwartz addressed a group of pace-setters whose substantially increased gifts stimulated the rest of the community and helped to produce the results that were achieved at the opening meeting.

The Miami campaign is completely organized by trade groups with overall group chairmen for each industry. Morris Klass is Executive Director.

OVER \$500,000 PLEDGED IN PHILADELPHIA PRE-CAMPAIGN MEETING

Philadelphia, Pennsylvania this week held the earliest pre-campaign parlor meeting in its history as a result of the community's intense concern with the plight of East European Jewry. In response to a stirring and informative address by Edward M. M. Warburg those present pledged over \$500,000, which represented approximately a 15% increase over the contributions of the same group last year. This increase does not take into account the promises of many who were present to give more than they were currently prepared to announce.

The enthusiasm engendered at the meeting, in terms of initial gifts and also in terms of volunteer campaign assistance, reflected the anxiety of those present about the critical position of Jews behind the Iron Curtain described daily in the newspapers.

Prior to the Big Gifts parlor meeting there was a meeting at which the officers of the Philadelphia Allied Jewish Appeal met with Edward M. M. Warburg, Dr. Joseph J. Schwartz and Moses A. Leavitt, Executive Vice-Chairman of the JDC, to discuss the participation of the UJA in the 1953 campaign in Philadelphia. At this meeting the budgets of the constituent agencies of the UJA were presented and special emphasis given to the new problems which have arisen in East Europe.

Fredric R. Mann is serving as General Chairman of the Philadelphia Allied Jewish Appeal. Chairman of the Trades Council is Harry Sylk. Samuel H. Daroff and George Friedland are Co-Chairmen of Special Gifts. Mrs. Sol Brody and Mrs. Jerome Markovitz are Co-Chairmen of the Women's Council. Ephraim R. Gomberg is Executive Director.

EAST EUROPE CRISIS LIFTS CLEVELAND GOAL TO \$4,860,000

Moved to action by a report by Dr. Joseph J. Schwartz of the growing seriousness of the position of Jews in countries behind the Iron Curtain, the leadership of the Cleveland campaign, gathered at a meeting summoned by Max Freedman, former Campaign Chairman and President-elect of the Jewish Community Federation of Cleveland, reconsidered their stated intention of setting a goal of approximately 5% more than the \$4,209,000 raised in Cleveland in 1952 and set their sights higher in 1953 with a goal of \$4,860,000. All those present pledged their full support to Henry A. Rocker, the new Campaign General Chairman, and made personal pledges of gifts substantially greater than they had contemplated when the original goal was discussed. As a result, the community is confident that the 1953 campaign will raise much more than was raised in 1952.

Serving with Mr. Rocker as Campaign General Co-Chairmen are Bertram W. Amster and Maurice H. Saltzman. William C. Treuhart is Special Gifts Chairman and William M.

Shipley is Special Gifts Co-Chairman. Campaign Senior Chairmen are Max Freedman, M. E. Glass, Eugene H. Goodman, Maurice Maschke, Jr., Alex Miller and Leonard Ratner. Henry L. Zucker is Executive Director and Robert I. Hiller is Campaign Associate.

BALTIMORE ENCOURAGED BY FAVORABLE OMENS

With its campaign thoroughly organized well in advance of the campaign opening date, officers of the Baltimore, Md. campaign are looking forward to a bang-up drive, greatly encouraged by the fact that a number of the community's bellwethers have committed themselves to substantial increases. A sizeable sum has already been promised by a representative group with the total exceeding last year's contributions of the same group by better than 20%.

Joseph Meyerhoff is President of the Jewish Welfare Fund of Baltimore, and Lee L. Dopkin is Chairman of the Campaign Steering Committee. Co-Chairmen are J. Benjamin Katzner, Joseph Meyerhoff and Elkan R. Myers. Mrs. Howard M. Kern and Mrs. Jacob Dashew are Co-Chairmen of the Women's Division. Harry Greenstein is Executive Director and Isador I. Sollod is Campaign Director.

WOMEN LEADERS OF UJA ON FACT-FINDING TRIP

Six officers of the National Women's Division of the UJA are currently visiting Israel, Europe and North Africa to make a special study "from the woman's point of view" of the problems of women and children in these areas whose welfare depends on the outcome of the UJA's 1953 campaign.

Led by Mrs. Albert Pilavin, of Providence, R. I., newly elected Chairman of the Division, the group includes Mrs. Hal Horne, of New York, Women's Division Chairman for Regions; Mrs. S. Alexander Brailove, of Elizabeth, N. J., Honorary Chairman, and Mrs. John C. Hopp of Detroit, Mrs. Henry Newman of Kansas City, Missouri and Mrs. Jacob H. Karp of Los Angeles, Calif.

On their return at the end of this month the women officers will report immediately on their findings to a conference of the Board of the National Women's Division in New York. Each member of the group will then present the story of her observations abroad to meetings of Women's Divisions in her community and region.

PITTSBURGH RAISES GOAL TO \$2,500,000

At a meeting attended by the officers and workers of the campaign in Pittsburgh, Pa., at which Nathaniel P. Kann, General Chairman of the Pittsburgh campaign, presided, William Rosenwald, a National Chairman of the United Jewish Appeal, and several of the local campaign officers reviewed the events currently taking place in countries behind the Iron Curtain, and discussed the potential emergencies which might arise out of the new situation.

At the beginning of the meeting, a goal of \$2,136,000 had been set and was just about to be released for publication. At the conclusion of Mr. Rosenwald's address, however, a motion was made and unanimously carried to increase the goal to \$2,500,000.

Earlier in the day, Mr. Rosenwald addressed a small meeting of pace-setters in the community, and a minimum of \$88,250 was pledged by a group which last year contributed \$79,285, an increase of 11%. Officers of the campaign expressed great confidence that the entire Jewish community of Pittsburgh would rally behind the leadership in the community's effort to help meet the emergency through a campaign that would greatly outdistance the 1952 results.

In addition to Mr. Kann, the officers are: Jacob Davis, President of the United Jewish Fund of Pittsburgh; Judge Samuel A. Weiss, Advance Gifts Chairman; Harry M. Epstine, Leon Falk, Jr., Stanley J. Kann, Louis J. Reizenstein and Sidney Stark, Advance Gifts Co-Chairmen; Mrs. Wilfred J. Finegold, Chairman of the Women's Division; Dr. Maurice Taylor, Executive Director and James D. Bronner, Assistant Director.

LOS ANGELES PREPARES FOR OUTSTANDING CAMPAIGN

At two meetings in Los Angeles, California, attended by Edward M. M. Warburg, Morris W. Berinstein and Dr. Joseph J. Schwartz, the matter of the Soviet and satellite activities against Jews in East Europe and Russia — a problem which is clearly in the forefront of American Jewish thinking from coast to coast — was reviewed at length, as were the other great and urgent responsibilities which must be met by UJA agencies in the months ahead. Preliminary discussions leading to a formula for the participation of the United Jewish Appeal in the 1953 campaign in Los Angeles were also held.

In addition, the United Jewish Appeal delegation met with a number of individuals and found the prevailing mood to be one of optimism and determination substantially to exceed last year's results, particularly in the light of the threatening events in Eastern Europe.

Contributing to the optimism which now pervades the Jewish community of Los Angeles, was the acceptance of Campaign Chairmanship by S. Mark Taper who received a pledge from all those who were present at the meeting at which he undertook his new responsibility that they would support him fully in his efforts to make the campaign successful. Mr. Taper is a prominent business man who in 1952 headed the Building Trade Division which in that year achieved the best record in the Los Angeles campaign.

Mendel B. Silberberg is President of the Los Angeles Community Council. Robert Rosenson is Chairman of Trades and Professions. Serving with Mr. Rosenson as Co-Chairmen are William W. Bruck and Leslie Gerson Cramer. Chairman of the Steering Committee is Joseph D. Shane, and Norman Goddell is heading the Manpower Committee. Mark Carter is Chairman of the Division of Organization. Mrs. Harry A. Hollzer is Chairman of the Women's Division and Julius Bisno is Executive Secretary.

WARBURG, BERINSTEIN AND SCHWARTZ ADDRESS SAN FRANCISCO STIMULATION MEETING

A group of the leading personalities in the San Francisco campaign last week heard Edward M. M. Warburg, Morris Berinstein and Dr. Joseph J. Schwartz discuss the tremendous responsibilities which would have to be assumed by the agencies of the United Jewish Appeal in 1953, and emphasize the importance of maximum results in the San Francisco campaign. Also discussed was the basis of the UJA's participation in the 1953 drive in San Francisco.

In this community, too, the United Jewish Appeal representatives found the campaign atmosphere to be one of great assurance that the trend in giving this year would be substantially upward.

Walter D. Heller is President of the Jewish Welfare Fund of San Francisco and Joseph Sloss, Jr., is serving as Campaign Chairman. Sanford M. Treguboff is Executive Secretary.

OUTSTANDING PERSONALITIES TO CAMPAIGN FOR UJA

Communities which conduct their campaigns in the early Spring will have an opportunity to receive authoritative and inspiring reports from an unusual group of personalities who will shortly come to the United States to take part in the UJA campaign.

David Hacohen, who will be remembered by many who heard him when he was here several years ago, has been a citizen of Israel for over 45 years. Since 1923 he has been active in all phases of the upbuilding of Israel. He is a founder and a member of the Board of Directors of Solel Boneh and associated companies which comprise the largest single economic and financial corporation in Israel. For over 23 consecutive years Mr. Hacohen was a member of the Haifa Municipal Council and Vice Mayor of that city. Since the establishment of the State of Israel he has been a member of the Knesset where he serves on the Political, Defense and Inner Affairs Parliamentary Committees.

Those who heard Ezra Haddad, distinguished leader of the Jewish refugees from Iraq, when he was in the United States, will look forward eagerly to the message of his daughter, Violet Haddad, when she arrives. Violet was born in Bagdad, Iraq. At a time when it was practically unheard of for Iraqi girls to make a career for themselves she started working as secretary to the editor of the Iraqi Times, the only English language newspaper published between India and Israel. Later she became assistant editor. At the time when anti-Semitism began to rise in Iraq she became a member of the Zionist movement there. During the period of greatest violence she joined the ranks of Jewish youth who worked to bolster the moral of the Jewish community in Iraq. Later it was necessary for the family to flee to Israel where Violet joined a group of pioneers from North and South America who established their own settlement on the Egyptian frontier.

Mme. Helene Cazes Benatar, the outstanding authority on the Jews of the Moslem world, heroine of the French underground movement and a noted international lawyer, will arrive in the United States early in February. A dynamic personality, some of her experiences would make good material for a thriller. Born in the International Zone of Tangier, Morocco, she moved with her family to Casablanca at the age of twenty. She helped form and become first President of the Moroccan Refugee Aid Committee after the French surrender to Germany. A year later the authorities closed her office and demanded the surrender of her records. The records were hidden and never recovered. She continued her refugee aid activities in secret and, thanks to her underground efforts, thousands of refugees were helped to find asylum. In 1945 she was named JDC delegate for North Africa.

Maurice Rosette, who is Clerk of the Knesset in Israel and a powerful orator, will arrive in the United States during the month of March to remain until May. Born in England, he has captivated audiences wherever he has spoken and he has achieved acclaim in his present post, which is one of great importance in the Knesset.

LUCKMAN GETS 13% INCREASE IN PATERSON

Sol Luckman, a newly-appointed National Chairman of the United Jewish Appeal, addressed an enthusiastic group of pace-setters at a brunch in Paterson, N.J., at the home of Archie Marcus, and so enthusiastic was the response to his stirring remarks, that the group pledged itself to go all out in an effort to reverse the downward trend in the country by raising more in Paterson, and no one present pledged less than the year before, while most of them made substantial increases. Pledges totalled \$87,500 against \$77,350, or 13% more than in 1952. It is expected that the percentage of increase will be higher, since a number of the contributors present indicated that they would give "more than last year", and this is not taken into account in the percentage increase.

Heartened by this evidence of community support, Jack Stern, who served as Campaign Chairman in 1952, agreed to heed the call of his colleagues and take the leadership again in 1953.

Mendon Morrill is President of the Welfare Fund and Raymond Kramer is serving with Mr. Stern as Big Gifts Chairman. Max Stern is Executive Director.

ROBERT W. SCHIFF APPOINTED CHAIRMAN OF NATIONAL TRADE AND INDUSTRY COUNCIL

Robert W. Schiff of Columbus, Ohio, founder and President of the Shoe Corporation of America and Chairman of the Board of the A. S. Beck Shoe Corporation, has accepted the 1953 Chairmanship of the National Trade and Industry Council of the United Jewish Appeal.

Mr. Schiff, a veteran leader in Jewish communal affairs, will head the United Jewish Appeal's 1953 drive among the nation's business and industrial enterprises.

Active in the United Jewish Appeal since its inception in 1939, Mr. Schiff assumed the Chairmanship of the drive in Columbus and held it for seven successive years. In 1948 and 1949, he served as President of the Columbus United Jewish Federation. For his long-time leadership in the United Jewish Appeal, he was cited in 1951 by the Shoe and Allied Industries as one whose "role in philanthropic achievement has kept pace with his predominant role in business enterprise."

Mr. Schiff, who has served also with the Joint Distribution Committee as a member of its Board of Directors, was reelected this year to his seventh term with the agency.

PHOENIX STARTS OFF WITH 19% INCREASE

\$35,161 was pledged at an Advance Gifts Meeting in Phoenix, Ariz. by a group which last year gave \$29,450, a 19% increase. The Women's Division shows a 54% increase over last year with \$9,997 pledged by a group which contributed \$6,475 in 1952.

David Bush is President of the Jewish Community Council of Phoenix and George Wolf is Campaign Chairman. Serving as Chairman of the Women's Division is Mrs. John Kruglick. Hirsh Kaplan is Executive Director.

CAMPAIGN BRIEFS

They're still buzzing with excitement in Danbury Conn. over the fine results achieved by the Women's Division under the leadership of Mrs. Ida Heyman. The Division which raised in 1951 \$7,500 against \$6,000 in 1950, made another climb to new heights in 1952, raising, under Mrs. Heyman's Chairmanship, the sum of \$8,500 ... Perrineville, New Jersey is a very small farming community with a group of big-hearted, hard-working Jews. In 1952 this small group sent almost \$1,800 in cash to the UJA and is striving to make this substantially more in 1953 ... A 10% decrease usually means less for the UJA, but in the case of the small student group of the B'nai B'rith Hillel Foundation at the University of Alabama, it meant a 10% increase, for the students contributed 10% more to UJA in spite of a 10% decrease in the number of Jewish students at the University ... Still travelling and working tirelessly for UJA and still stirring communities with her oratory, Mrs. Archibald Silverman of Providence continues to mark up new records of achievement. During the Fall campaign she visited Meriden, Conn., Taunton, Mass., Youngstown, Ohio, Rochester, N. Y., Newport, R. I., etc., and wherever she went community leaders sang her praises ... In a recent issue of the Report, Woodridge, New York was inadvertently omitted as one of the better communities in the Catskill Mountain area. The small village of Woodridge raised \$10,579 in 1952 and plans to go all out this year to top that figure by a generous amount ... Chaplain Murray I. Rothman, of Camp Lejeune, North Carolina, has forwarded a check for \$362.00 to the UJA representing a sum collected from the Jewish personnel at the Camp. Once again, those who are making sacrifices in the armed forces are demonstrating to the rest of us that everyone can do even more than he is doing.

UJA AGAIN APPOINTS GOLDWASSER AND SINCOFF TREASURERS, FRIEDMAN SPEAKERS CHAIRMAN

Completing the 1953 roster of officers, the United Jewish Appeal has again appointed I. Edwin Goldwasser and Jacob Sincoff as National Co-Treasurers for 1953. Mr. Goldwasser and Mr. Sincoff have served in this capacity for many years and their acceptance of renewed responsibility was based on their understanding of the importance of continued intensive effort to raise the largest sums possible so that the great tasks already under way in Israel, Europe and North Africa may be carried forward to completion and so that the threat to Jews in Eastern Europe may be met by the agencies of the United Jewish Appeal.

Rabbi Herbert A. Friedman of Milwaukee, who served last year as National Chairman of the Speakers Division has agreed to serve again in 1953. During the course of the year, he plans to enlist the cooperation of outstanding personalities not only in Jewish life but also leading members of all faiths in the professions and in government.

HENRY DREIER

The Jewish community of Plainfield and thousands of Jews throughout the country were grieved by the recent passing of Henry Dreier of Plainfield, New Jersey. Mr. Dreier was Chairman of the campaign in 1951 and was most active in communities in central New Jersey for many years. The officers of the UJA mourn his loss and send heartfelt condolences to his family.

REPORT

TO MEMBERS OF THE

NATIONAL CAMPAIGN COUNCIL

from JOSEPH J. SCHWARTZ, Executive Vice-Chairman



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UNITED SERVICE FOR NEW AMERICANS

Vol. VIII, No. 2, February 26, 1953

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\$14,150,000 PLEDGED AT FABULOUSLY SUCCESSFUL INAUGURAL CONFERENCE

**Increases From 25% to 100% Prevail At Greatest Single Meeting
In History Of Fund Raising**

East Europe Emergency Rouses 600 Leaders to Extraordinary Action

Communities Set For Greatest Campaign Since 1948

Miami Beach on the weekend of February 15 was the scene of a gathering which, in spirit and accomplishment, outdid any other fund raising meeting ever held anywhere. Stirred to action by the desperate necessity for meeting the grave emergencies which may arise out of intensified anti-Semitic manifestations in East Europe, the more than 600 community leaders and contributors who were gathered at the Saxony Hotel participated in an outpouring of generosity such as had never before been witnessed by anyone. At the same time scores of other contributors, who were unable to attend the meeting, wired and telephoned their pledges to swell the total to the unprecedented sum of \$14,150,000.

Substantial increases were the rule and ranged from 25% to 100% and more. Communities in all parts of the country were represented, and the gifts announced by contributors from these communities have already set off a chain reaction back home, which not only assures a reversal of the downward trend which has prevailed in recent years, but which guarantees a very substantial upward campaign surge.

Edward M. M. Warburg, General Chairman of the UJA, presided at the Conference which featured an address by Dr. Joseph J. Schwartz. The Conference closed, after the pledges were in, with remarks by George Jessel, noted actor and producer.

CAMPAIGN CABINET SETS EXAMPLE

At an emergency meeting prior to the Inaugural Conference, the members of the enlarged UJA Campaign Cabinet gathered to plan for the Conference and for the weeks of campaigning ahead under the leadership of their newly appointed Chairman, the dynamic Samuel H. Daroff of Philadelphia.

Although the meeting was intended to be solely a working and planning session, the members of the Campaign Cabinet spontaneously decided to take advantage of the occasion to set an example to contributors everywhere by making their own pledges on the spot. Every single member of the Cabinet and all of the officers of the UJA who were present announced substantial increases, the news of which later helped to stimulate the amazing response at the Inaugural Conference.

For days and weeks the UJA campaign officers and Cabinet members had spent their time tirelessly working on attendance for the Inaugural Conference. As Mr. Warburg declared in his opening remarks, "Meetings such as this don't just happen."

Preliminary pace setting meetings were organized in Palm Beach, Boca Raton and Hollywood Beach. Individuals were contacted again and again to assure their presence at the Conference and to make certain that they understood the grave problems which the UJA will be called upon to meet in the months ahead.

While four National Chairmen, Walter H. Bieringer of Boston, William Rosenwald and Rudolf G. Sonneborn of New York and Sol Luckman of Cincinnati, were tirelessly covering their home areas to round up gifts for announcement in Miami, the other four — Morris W. Berinstein of Syracuse, Joseph Holtzman of Detroit, Jack D. Weiler and Rabbi Jonah B. Wise of New York — were on the spot pounding the hot pavements and sands of Miami Beach, Hollywood Beach and Palm Beach.

Working right along with them were Campaign Cabinet members Louis Berry of Detroit, Michigan; Judge Maurice Bernon of Cleveland, Ohio; Joseph Cherner of Miami, Florida; Eli A. Cohen of Lynn, Massachusetts; Henry Feferman of South Bend, Indiana; Marvin H. Itts of Youngstown, Ohio; Milton Kahn of Boston, Massachusetts; Abe Kasle of Detroit, Michigan; Abe S. Kay of Washington, D. C.; Barney Rapaport of Hartford, Connecticut; Leonard Ratner of Cleveland, Ohio, as well as Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee; Ellis Radinsky, Executive Director of the United Israel Appeal; Henry C. Bernstein, Executive Vice-President of the United Jewish Appeal of Greater New York; Ephraim R. Gomberg, Executive Director of the Philadelphia Allied Jewish Appeal; Isidore Sobeloff, Executive Director of the Detroit Jewish Welfare Federation; Herman M. Pekarsky, Executive Director of the United Jewish Appeal of Essex County; Henry L. Zucker, Executive Director of the Jewish Community Federation of Cleveland, Murray J. Vale, Campaign Director of the Jewish Welfare Fund of Chicago, and many others.

WEILER AND BERINSTEIN CALL CARDS WITH UNPRECEDENTED RESULTS

After having spent many days of arduous effort in Miami Beach, Jack Weiler and Morris Berinstein capped their contribution to the great success of the Inaugural meeting by undertaking to share the difficult task of calling upon those present to respond with their pledges.

One of the largest gifts announced at the Conference was that of William Rosenwald, Mrs. Adele R. Levy and Mrs. Marion Ascoli of New York City, who increased their gift to \$200,000, while members of their family in New York are contributing additional sums. Other top New York City gifts reported by Jack D. Weiler, after he announced that he would personally increase his own gift for 1953, included the following: Mrs. Felix M. Warburg, more than last year's \$150,000 plus Foundation and family gifts; Charles Mayer family, \$150,000 against last year's \$125,000; Robert & Saul Schiff (A. S. Beck Shoe Corp.) considerably more than last year's \$150,000; Mrs. Louis Altschul, \$150,000; Anonymous, \$150,000; Abraham Mazer family, \$150,000 in cash now and a pledge of more than \$150,000.

The Blaustein family group of Baltimore, which last year contributed \$150,000, pledged \$155,000. Walter Annenberg and family, Philadelphia and New York, from \$50,000 to \$75,000; Sen. Herbert H. Lehman, New York City, from \$60,000 to \$75,000; Abe Kasle Associates, Detroit, \$68,500 to \$72,500; Anonymous, Cleveland, \$84,000 to between \$90,000 and \$95,000; Nathan R. Epstein, William Fisher and associates, Detroit, \$72,500 to \$80,000; Joseph Cherner, Miami and Washington, 25% increase over last year's gift; Jack Goldfarb, New York City, more than \$62,500; Calmon, Morris and Moses Ginsberg, Miami and New York, \$52,500 to \$55,000; Samuel H. Daroff (Ethel and Harry Daroff Foundation), Philadelphia, \$50,000 to \$55,000; Barney Rapaport, Hartford, \$50,000 to \$55,000; Morris Senderowitz, Jr., Allentown, \$50,000 to \$55,000; Kane family and associates, Miami, and Providence, \$35,000 to \$60,000; Adolph Kiesler, Denver, \$45,000 to \$50,000; Joseph Holtzman and Nathan Silverman, Detroit, \$46,500 to \$50,000; Sidney Rabb, Boston, more than last year's \$50,000; Phil W. Lown, Lewiston-Auburn, Me., more than \$50,000.

Weingarten - Alexander family, Houston, \$35,000 to \$40,000; Joseph Meyerhoff, Baltimore, \$35,000 to \$40,000; Harry and Robert Kangesser, Cleveland, \$36,000 to \$40,000; Rudolf G. Sonneborn family, New York, more than last year's \$43,000; Jacob Sapirstein, Cleveland, increased to \$42,500; Joseph Eisner and Joseph Lubin, New York, more than last year's \$40,000; Morris W. Berinstein, Syracuse, 20% increase over last year's \$35,000; Samuel D. Leidesdorf, New York, more than last year's \$37,500; Lurie Brothers, (Wrigley Stores), Detroit, \$30,000 to \$35,000; Mr. and Mrs. William Rosenthal, New York, \$30,000 to \$35,000; Lazure L. Goodman and family, Indianapolis, will increase over last year's \$36,000; Robert I. Wishnick, New York, more than last year's \$35,000; Irving Gelder and Herman Bralof, (Cauldwell-Wingate), more than last year's \$30,000; Joseph Schapiro, Baltimore, will give more than last year's \$30,000; Barney Hokin, Edwin E. Hokin and Edward M. Rabin, Chicago, \$28,000 to \$35,000; Harry and William Sylk, (Sun Ray Drug Co.) Philadelphia, \$20,000 to \$30,000; Jacob Friedman, Cleveland, \$26,000 to \$30,000; N. C. Goldman, Palm Beach, \$21,500 to \$28,600; Sol Satinsky (Frankford Woolen Mills) Philadelphia, \$25,000 to \$30,000; Frank family, Philadelphia, \$26,000 to \$27,500; Abe S. Kay, Washington, \$25,000 to \$27,500; Big Bear Markets (Shaye) Detroit, more than last year's \$26,000; Samuel Spatt, New York, \$25,000 to \$26,000; Jacob J. Bloch, Cleveland, more than last year's \$25,000; Isadore J. Behr, Rockford, 10% increase over last year's \$25,000; Charles Gutwirth, New York, more than last year's \$25,000; Jack M. Kaplan, New York, (J. M. Kaplan Fund) \$22,000 to more than \$25,000; Jack Albert (Albert Pipe Supply) New York, more than last year's \$25,000; Edwin Rosenberg and associates, (Glensder Textile) New York, more than last year's \$25,000; Philip and Carl Leff and Lawrence Freman, New York, more than last year's \$25,000; Samuel I. Newhouse, New York and Syracuse, \$22,000 to \$25,000; Wisper and Wetsman, Detroit, \$20,000 to \$25,000; Fredric R. Mann Foundation, Philadelphia, \$20,000 to \$25,000.

Marvin H. Itts, Youngstown, 25% increase over last year's \$19,000; Hyman M. Cohen, Boston, more than last year's \$21,500; William Shipley and associates, Cleveland, \$17,000 to \$22,000; Morris W. Zack, Detroit, \$16,500 to \$21,500; Mortimer I. Aronson (Aronson & Oresman) New York, \$18,500 to \$20,000; Samuel R. Hurwich, South Bend, \$17,000 to \$20,000; Louis Glickman, (Pincus Glickman & Sons), New York, \$15,000 to \$20,000; Jacob Sincoff, New York, \$15,000 to \$20,000; Sam Grundfest, Little Rock, \$15,000 to \$20,000; Winkelman Bros., Detroit, \$15,000 to \$20,000; Sol Friedman, Cleveland, \$18,000 to \$20,000; Benjamin S. Katz, Cincinnati, \$15,000 to \$20,000; David Glosser, Johnstown, more than last year's \$20,000; Lou Berry, Detroit, more than last year's \$20,000; Frank Garson, Atlanta, more than last year's \$20,000.

Jeffrey L. Lazarus, Cincinnati, \$15,000 to \$18,700; Max Chernis, Boston, \$15,000 to \$18,000; Joseph Koss, Lewiston-Auburn, \$15,000 to \$18,000; Albert M. Bershad, Philadelphia, \$15,000 to \$18,000; Progress Manufacturing Co. (Maurice and Ruben Rosen),

Philadelphia, \$15,000 to \$17,500; Edwin Farian, (Knomark Mfg. Co.) New York, \$14,000 to \$16,800; Mr. and Mrs. Sylvester Flesheim, Cleveland, \$14,000 to \$16,500; Isaac Hamburger & Sons Co., Baltimore, \$14,682 to \$16,050; Jack Gordon, Boston, will give more than last year's \$16,000; Joseph Markel, Buffalo, substantial increase over last year's \$15,200; Eli A. Cohen, Lynn, more than last year's \$15,000; George Sherman, Boston, more than last year's \$15,000; Alvin Handmacher, New York, more than last year's \$15,000; Joseph Warshow, New York, more than last year's \$15,000; Isaac Shalom and family, New York, more than last year's \$15,000; Fred J. Isaacson (L. Isaacson & Sons), New York, \$12,500 to more than \$15,000; Charles I. Kaplan, Washington, \$10,000 to \$15,000 at least; Louis Wolfson, Miami, \$10,000 to \$15,000; Samuel Genel, (Old English Printing Co.) Philadelphia, \$10,000 to \$15,000; Edward A. Jacobs, Cincinnati, \$11,500 to \$15,000; Julius I. Kislak, Jersey City, \$10,000 to \$15,000; Hyman Korman, Philadelphia, \$10,000 to \$12,000; Victor Frenkil, Baltimore, \$12,000 to \$15,000; Charles Borinsky, Newark, \$10,600 to \$15,000; Hon. David E. & Morgan Kaufman, (Pennsylvania Range Boiler Co.), Philadelphia, \$10,000 to \$15,000; Samuel Bernstein, (Infanta Knitting Mills) Philadelphia, \$12,500 to \$15,000; Isadore Roseman (Regal Shirt Co.) Philadelphia and New York, \$14,000 to \$15,000; Abe Levine, Elizabeth, \$14,000 to \$15,000; Shulman-Abrash, Paterson and New York, more than last year's \$14,000; Sam J. Singer, Oklahoma City, more than last year's \$14,000; Samuel H. Horelick, Pittsburgh, \$11,200 to \$14,000 minimum; Safran Printing, Detroit, \$12,000 to \$14,000; Louis Tabashnik, Detroit, \$12,500 to \$14,000; Daniel and Harry Sherby, Cleveland, \$12,500 to \$14,000; Philip Dimond, Paterson, more than last year's \$13,000; Harry Preston (Golden Fleece Tissue Mills), New York, \$10,000 to \$12,500; (Abelson and Getz Foundation) Oscar Getz, Chicago, \$10,000 to \$12,500; Myer and Rosalie Feinstein Foundation, Philadelphia, \$10,000 to \$12,500; Robert Bergstein, Cincinnati, \$10,000 to \$12,500; Herbert R. Abeles, Newark, more than last year's \$12,000; Fred Kronish, New York, more than last year's \$12,000; Benjamin Klausner, Cleveland, 10% increase over last year's \$11,000; David Levine, Cincinnati, \$10,000 to \$12,000; Reuben Gordon, Philadelphia, \$11,250 to \$12,000; Louis and Daniel Kasen, Newark, \$9,000 to \$12,000; Nathan Levine, Cincinnati, \$10,000 to \$12,000; Ben Kroot, Shelbyville, 20% increase over last year's \$10,000; Leo E. Levy, Memphis, 20% increase over last year's \$10,000; Jerome Lewine, New York, \$10,000 to \$12,000; Abraham Kamber, New York, \$9,000 to \$11,000; Herman Newberger, Chicago, \$8,000 to \$11,000 and more from the Foundation; Samuel Schwartz, Paterson, \$10,000 to \$11,000; Alfred A. Fain, Providence, will increase over last year's \$10,000; Max Feldberg, Boston, will increase over last year's \$10,000; Morris and Jules Haft, New York, more than last year's \$10,000; Philip A. Vogelmann, New York, more than last year's \$10,000; Saul Horowitz, (HRH Construction Co.) New York, more than last year's \$10,000; Nathan Schooler, New York, \$9,000 to \$10,000; Louis P. Puro (Purofied Down Products) New York, \$8,000 to \$10,000; Martin Greenblatt, Waterbury, \$8,000 to \$10,000; Mr. and Mrs. Nathan B. Spingold, New York, \$8,600 to \$10,000; Milton M. Hofkin and Harry Hofkin (Penn Galvanizing Co.) Philadelphia, \$9,000 to \$10,000; Nathan Manilow and associates, Chicago, \$7,500 to \$10,000; Morris Pollack, Detroit, \$8,000 to \$10,000; Rubel Baking Co., Cincinnati, \$8,000 to \$10,000; Samuel Friedman, Detroit, \$9,000 to \$10,000.

Edward and Harry Weisbaum, Cincinnati, \$7,500 to \$9,500; Irving W. Blumberg, Detroit, \$8,000 to \$9,000; Baron De Hirsch Meyer, Miami, \$8,500 to \$9,000; Israel Gitenstein (Riverside Shirt & Underwear Co.) New York, \$7,862 to more than \$9,000; Abraham Krakauer (Kay Mfg. Co.) New York, \$8,000 to \$9,000; Sam Cohen, Canton, substantial increase over last year's \$8,500; Leo Brody, Newark, \$7,000 to \$8,400; Robert M. Bernstein, Philadelphia, \$7,500 to \$8,000; Saxony Hotel, Miami, \$7,500 to \$8,000; Archie Rosenthal (Joseph Rosenthal's Sons) Philadelphia, \$6,000 to \$7,500; S. Robert Stone, Boston, will increase over last year's \$8,000; Nathan Appleman, New York, \$5,000 to more than \$7,500; Max Fine & Sons, New York, \$5,000 to \$7,500; Sol Kittay

(B.V.D. Corp.) New York, \$6,000 to \$7,500; Abraham L. Liebovitz, New York, \$5,000 to \$7,500; Sam H. Rost, Miami, \$7,000 to \$7,500; Maurice M. Robinson, Detroit, \$6,500 to \$7,500; Mandle Zaban, Atlanta, \$6,000 to \$7,500; Harry and Mark Jacobson, Detroit, \$6,600 to \$7,500; Paul Zuckerman, Detroit, \$5,400 to \$7,500; Max Bernstein, Cincinnati, \$6,000 to \$7,000; Jack Stern, Paterson, \$6,000 to \$7,000; Jules Salmanowitz (Produce Exchange), New York, \$6,000 to \$7,000 plus; M. L. Bork, Peoria, will give more than last year's \$7,500; Samuel Olesky, Newark, more than last year's \$7,500; Samuel H. Deutsch, Cleveland, \$5,000 to \$7,500; Behrend Brothers, Baltimore, \$6,000 to \$6,500; Jennie Grossinger, Liberty, \$6,500 - will increase in Liberty; Paul Heller, Canton, 15% increase over last year's \$5,500; Kevy K. Kaiserman, Philadelphia, \$5,500 to \$6,250; Shepard Broad, Miami, \$5,000 to \$6,250; Irving Geist, New York, \$5,400 to \$6,250; David Postal, New York, \$5,100 to \$6,250; Maurice Schlam, Cleveland, \$5,000 to \$6,000; Mrs. Helen S. Goldman, New York, \$5,000 to \$6,000; Jack Chutick and Harry Sudakoff, New York, more than last year's \$6,000; Jack L. Simon, Cleveland, \$5,000 to \$6,000; Albert H. Lieberman, Philadelphia, \$5,000 to \$6,000; Morris Sherman, Newark, \$5,000 to \$6,000; Mr. and Mrs. Nathaniel F. Cooper, Philadelphia, \$5,000 to \$6,000; Hyman N. Kohn, Chicago, \$5,000 to \$6,000; Abraham Watner, Baltimore, \$5,000 to \$6,000; Harry Goldman, Detroit, \$5,000 to \$6,000; Speert Foundation, Inc., Baltimore, \$5,000 to \$6,000; Sol Luckman, Cincinnati, \$5,000 to \$6,000; Irving Wolfgang, Detroit, \$5,000 to \$6,000; Michael A. Stavitsky, Newark, \$3,500 to \$6,000; Harry Schumer, Detroit, \$5,000 to \$6,000; Samuel D. Jacobs, Detroit, \$5,000 to \$6,000; Daniel A. Laven, Detroit, \$5,500 to \$6,000; Samuel H. Rubiner, Detroit, \$5,500 to \$6,000; Saul Katz, Detroit, \$4,200 to \$6,000; Moses H. Bresler, New York, \$5,000 to \$6,000 (personal); Charles S. Raizen, New York, \$5,000 to \$6,000; Kliegman Brothers, New York, \$5,500 to \$6,000; David Stein, Waterbury, more than last year's \$6,000; Nathan J. Sudow, Madison, will increase over last year's \$6,000; Ephraim J. Frankel, Philadelphia, \$5,000 to \$5,750; Joseph J. Greenberg, Philadelphia, \$5,000 to \$5,750; Sidney Smith, Cleveland, \$5,000 to \$5,500; Milton Kahn, Boston, more than last year's \$5,500; Lee L. Dopkin, Baltimore, will increase over last year's \$5,500; Hon. Arthur S. Meyer, New York, \$4,825 to \$5,136; Max S. Cohen, Chicago, will increase over last year's \$5,000; Louis Phillips, Philadelphia, \$4,000 to \$5,000; Louis and Joseph Brody, Chicago, \$4,000 to \$5,000; Bernard Stolinsky, Miami, \$3,000 to \$5,000; Sidney D. Ansin, Miami, \$4,000 to \$5,000; Seymour and Raymond Rubin, Miami, \$4,000 to \$5,000; Harry Galperin, Detroit, \$4,500 to \$5,000; Ben Doll, Cincinnati, \$3,000 to \$5,000; Joseph H. Hoodin, Cincinnati, \$4,000 to \$5,000; Alta Cohen, Newark, \$4,000 to \$5,000; Albert Harris, Cincinnati, \$4,000 to \$5,000; Harry Cassman, Atlantic City, \$3,500 to \$5,000; Julius Finkel, New York, \$4,018 to \$5,000; Harry Bunderoff, New York, \$4,000 to \$5,000; Louis Rosenbaum, Florence, Ala., \$3,000 to \$5,000.

MANY INCREASES OVER 100%

It is impossible in the limited space available to list all of the many hundreds of gifts which were announced in Miami Beach. However, one group of gifts stands out because each gift represents an increase of 100% or more as compared with the gift of the same contributor in 1952:

Charles Fruchtman, Toledo and Miami, \$65,000 to \$150,000; Samuel J. Goldfarb, New York, \$22,000 to \$60,000; Max J. Zivian, Detroit, \$16,500 to \$50,000; Maurice and George Levin, Newark, \$25,000 to \$50,000; Leon Jacobs and family, Miami, \$9,500 to \$20,000; Ben E. Nickoll, Milwaukee, \$7,500 to \$15,000; Uplands, Inc., Baltimore, \$2,500 to \$10,000; Herbert Glassman, Miami, \$5,000 to \$10,000; I. L. Mintzer, Miami, \$5,000 to \$10,000; Nathaniel P. Kann, Pittsburgh, \$5,000 to \$10,000; David Gottlieb, Chicago, \$5,000 to \$10,000; Sam Kasle, Toledo, \$5,000 to \$10,000; Theodore L. Warschauer,

Cincinnati, \$3,500 to \$7,000; David, Joseph, Moe and Phillip Handleman, Detroit, \$3,000 to \$6,000; Carl Shapiro, Baltimore, \$2,600 to \$5,200; Sidney Satenstein (American Book), New York, \$2,650 to \$5,300; Simon Miller, Philadelphia, \$2,500 to \$5,000; Seymour J. Phillips, New York, \$1,000 to \$5,000; Richard Tobias (Cramer, Tobias and Meyer), New York, \$1,000 to \$5,000; Bernard Rodins, Miami, \$1,000 to \$4,000; Charles Cohen, Miami, \$500 to \$2,500; Sidney Ginsburg, Miami, \$1,000 to \$2,500; Ben Markowitz, Miami, \$1,000 to \$2,500; Hanina Zinder, Washington, \$1,200 to \$2,500; Louis Rosen, Newark, \$1,135 to \$2,270; David L. Rodin, Sioux City, \$1,000 to \$2,000; Auto Clinics, Inc., Baltimore, \$1,000 to \$2,000; Harry Koretsky, Miami, \$1,000 to \$2,000; Mrs. Jacob Entine, Miami, \$365 to \$1,500; Yellow Cab Co., Baltimore, \$500 to \$1,500; Gerson Nordlinger, Washington, \$350 to \$1,000; Jack Cooper, Miami, \$50 to \$1,000; Herman Emerman, Miami, \$500 to \$1,000; Ellis A. Gimbel, Miami, \$500 to \$1,000; Charles Ludwig, Miami, \$75 to \$1,000; Mrs. Selma Oritt, Miami, \$400 to \$1,000; Mr. and Mrs. David Provus, Miami, \$500 to \$1,000; Mrs. Jules Simon, Miami, \$500 to \$1,000; Joseph Socolof, Miami, \$300 to \$1,000; Harry Steiner, Miami, \$500 to \$1,000; Mrs. Anna Wolf, Miami, \$365 to \$1,000; Fred S. Wolffs, Miami, \$500 to \$1,000; Joseph Wolf, Cincinnati, \$500 to \$1,000.

Other gifts, many of which also represent substantial increases, included: George and Samuel Friedland (Food Fair Stores), Philadelphia and Miami, \$100,000; Louis and Israel Davidson, Detroit, \$75,000 to start; Philip M. Meyers and Sidney Meyers, Cincinnati, \$60,000; Hutzler family, Baltimore, \$51,000; Si Neuman, Philadelphia, \$50,000; Robert Amper and business associates, McKeesport, \$50,000; Paul Himmelfarb, Washington, \$40,000; Katzner Foundation, Baltimore, \$40,000; Edward Suisman, Hartford, \$36,000; Matthew B. Rudofker, (S. Rudofker & Sons), Philadelphia, \$26,500; Carl Weinkle, Miami, \$25,000; Louis Pizitz and J. S. Smolian, Birmingham, \$22,500; Max Orovitz and Dan Ruskin, Miami, \$21,000; Harvey H. Goldman and William C. Sloman, Detroit, \$20,000; Jacob Sher and associates, Miami, \$20,000; Brand and Puritz, Kansas City, \$20,000 to start; Morris Fruman, Detroit, \$20,000; Nathan Fishman, Detroit, \$20,000; Morris Miller, Denver, \$20,000; Milton Silverman, (Central Bag Co.) Kansas City, \$18,500; Hammond Brass Works, Chicago, \$17,500; Henry Feferman, South Bend, \$16,000 to start; Krieger Foundation, Baltimore, \$16,000; Harry Sirkin, Miami, \$15,000; Norman Stone, Chicago, \$15,000; William Ross (ILGWU), Philadelphia, \$15,000; Gunther Brewing Co., Baltimore, \$12,500; Joseph Karp, Cincinnati, \$12,500; Albert A. Esterson, Baltimore, \$12,000; Morris Eisen, Baltimore, \$12,000; Kukes Foundation, Detroit, \$12,000 minimum; Sidney Stark, Pittsburgh, \$12,000; Archie B. Marcus, Paterson, \$11,000; Jacob Kopstein, Newark, \$10,000; Philip Horwich, Chicago, \$10,000; Wolfson-Meyer, Miami, \$10,000; Maurice W. Fried, Chicago, \$10,000; Ungar-Abess Foundation, Miami, \$10,000; Samuel Zussman, Cincinnati, \$10,000; Jacob Miller, Harrisburg, \$10,000; Joseph B. Liebman, Philadelphia, \$10,000; Samuel Edelstein, Philadelphia, \$10,000; Maurice Salwen (Crown Paper) Philadelphia, \$10,000; Harry Blum, Chicago, \$10,000; Abraham Ellis, Newark, \$10,000; Budde Schifffenhaus, Newark, \$10,000; Joseph Waldman and Sons, Newark, \$10,000; Mrs. J. Alexander Kline, Philadelphia, at least \$8,500; Ralph Lazarus, Cincinnati, \$8,000; Earl J. Tranin (Paper Supply Co.) Kansas City, \$7,800; Lawrence Saper, Miami, \$7,500; Phillip Morris, Miami, \$7,500; Ivan Levenson, Newark, \$7,500; Herman Lefco (Adams Clothes) Philadelphia, \$6,000 minimum; Raymond Kramer, Paterson, \$6,500 - more later; Samuel Teiger, Newark, \$6,000; Charles Gorfine, Baltimore, \$5,000; Harry B. Gorfine, Baltimore, \$5,000; Samuel Radbill, Philadelphia, \$5,000; Emanuel Wilf, Philadelphia, \$5,000; Raymond Halpern (Raymode, Inc.) New York, \$5,000; Leo Bauman, Newark, \$5,000.

WARBURG STRESSES TEAMWORK

In opening the Conference Mr. Warburg thanked the officers and Cabinet members

for their labors which resulted in the success of the meeting. He also expressed appreciation to the UJA field staff.

"I don't believe that any of us think of ourselves as playing a historic role or as being of any importance as individuals," said Mr. Warburg. "But we can take pride in the fact that today in Israel, where there is every reason for concern, and behind the Iron Curtain, there are millions of people who do not allow panic to seize them for one reason and one reason alone — they know that there is an American Jewish community that cares about them.

"Each one of us has his role. We are a team, a team which must serve as an example for others, a team which must prove once again that we are interested not only in the material things of life, but that we understand that the only legacy we can leave our children that is of any real meaning is not dollars but our record of service."

HOLTZMAN PRESENTS RESOLUTION OFFERING HAVEN TO EAST EUROPEAN VICTIMS

National UJA Chairman Joseph Holtzman, of Detroit, presented a resolution on aid to the Jews of East Europe which was unanimously adopted by the delegates at the Conference.

Following is the text of the resolution:

"This Inaugural Conference of the National United Jewish Appeal, with representatives in attendance from 125 major communities in every state of the Union, records with pride the dignified stand of the democratic State of Israel in the face of Soviet attacks and vituperation.

"Having been singled out for attack because it dared to offer refuge to Jews seeking to leave Eastern Europe and because it has established a democratic way of life on the shores of the Mediterranean, the small State of Israel has given the world a striking demonstration of the courageous attitude of free men in the face of totalitarian pressure.

"Free men everywhere will recognize this attitude as their own and join in supporting this latest victim of Soviet calumny.

"The United Jewish Appeal reaffirms its determination to cooperate with Israel in providing a haven of refuge to those Jews who succeed in escaping from the countries of Eastern Europe and to help Israel consolidate its democracy and freedom.

"Resolved, that this resolution be forwarded to the President of the United States and to the Secretary of State."

SCHWARTZ CALLS 1953 CAMPAIGN "FIGHT FOR SURVIVAL"

In his address Dr. Schwartz declared that the UJA "is no longer a philanthropy. The 1953 campaign is a fight for survival. The survival of the Jewish people hinges upon the outcome of the great campaign which we are launching today."

Dr. Schwartz was referring to the fact that in 1953, as in 1933, the Jews are meeting in the face of "a very great emergency, an emergency which in many terrible ways resembles the one of twenty years ago."

He pointed out, however, that there was one great difference between the present situation and that of 1933. "Then," declared Dr. Schwartz, "we were dealing primarily with the problem of Jewish homelessness, of no man's lands. Now we have been strengthened by the establishment of the State of Israel which has proclaimed to the world that Jews need never again find themselves in no man's lands."

Emphasizing the problems and emergencies which might have to be met in the near future, Dr. Schwartz pointed out that we are now reading again "of Jews crossing borders illegally, of refugees stealing across East Germany to West Germany from Hungary and Czechoslovakia into Vienna; and our chief concern today is that this present trickle of refugees who are managing to escape shall be made to grow into a flood or at least into a steady stream in order that a significant remnant of the Jews trapped behind the Iron Curtain may find escape and freedom."

"Let us make no mistake about it" added Dr. Schwartz. "We are confronted not with isolated instances of anti-Semitism here and there. We are face to face with an all-out attack upon Jews wherever they find themselves — a war on all fronts. Jews are being attacked behind the Iron Curtain and in front of it. This is an attack upon Israel. It is an attack against American Jews and their most honored organizations, particularly the Joint Distribution Committee. It is even more than that. It is an attack on democracy and democratic principles as enunciated in our sacred writings and as symbolized in our long history as a people."

Dr. Schwartz said that in total war there can be only one course of action, and that is, total mobilization. "We must have total mobilization of Jewish strength," he said, "of Jewish resources, of Jewish manpower, of Jewish money, in order to make possible the saving of as many lives as can be saved from this new conflagration which is raging over Eastern Europe. From this Conference let a call go out to the Jews of the United States and to the Jews of the rest of the free world that every day counts, that every dollar counts, that a day or a dollar lost may mean a life lost at some later period.

"Let a message also go forth from this Conference to the stricken communities trapped behind the Iron Curtain, a message of hope and encouragement, saying to them: 'We will not turn our backs upon you. We will not abandon you in this tragic hour through which you are passing.'

"Finally, let a message go out from this Conference to the Jews of Israel — a message of comradeship and support, telling them that we stand shoulder to shoulder with them in their heroic struggle to build their State, to defend their State, to preserve it from possible attacks. Let us say to them that we join with them in a dedicated effort to bring help and release to millions of Jews who can look only to us for hope and for help.

"In the face of such a situation and of such an emergency it becomes the clear duty of every Jew to stand up and be counted and lend his total support to this struggle to rescue the remnant of our people that must be rescued; to defend the great gains that have been made in Israel and to preserve, sound and whole, the body and the spirit of our people."

JESSEL PRAISES DELEGATES FOR THEIR GENEROSITY

George Jessel, whose address was the concluding feature of the Conference, expressed his pleasure at the generosity of the response to the appeal made by Dr. Schwartz.

He reviewed briefly his recent tour of Israel and said: "I saw with my own eyes the miracles that are being performed there. I saw sand dunes being transformed into blooming fields and orchards. I saw tents giving way to huts and then to permanent buildings, but most important of all, I saw sad-eyed, helpless and almost hopeless human beings miraculously transformed into confident, hard-working and dignified men, women and children.

"That is Israel. That is the land which, since it became a state only a few short years ago, took in as many new people as had settled there for generations in the past. That is the land which the money you have pledged today will strengthen so that when and if the thousands of new victims, about whom Dr. Schwartz spoke a little earlier, have a chance to escape, it will be ready to welcome them and take care of them and make them feel that they are home and that they are wanted."

GOODMAN URGES ALLOCATION OF ALL INCREASED FUNDS TO UJA

In a statement from the floor at the Conference in Miami Beach, Lazare L. Goodman, Vice-President of the Jewish Welfare Federation, Indianapolis, Indiana, declared:

"I come from Indianapolis where the UJA money comes from our Welfare Fund campaign, the same as in many communities. Therefore, my remarks may be of interest to similar cities.

"I wish to make three points:

"First - our family will increase its gift to our Welfare Fund so that more money is available for UJA. We all know that for the UJA to get more this year more money must be raised by our Welfare Fund. I also know that unless the leading givers increase, others will not - regardless of the fact that the recognized leaders may already be doing even more than their share.

"Secondly - in making our increased contribution, I am doing it with the confident hope that our welfare board will allocate substantially all of its increase to the UJA. I feel it will be so obvious to our board that the cause of the increased giving generally will be due to the new overseas crisis - the Russian situation - that the only fair thing to do is to pass the increased money on to the UJA.

"This will not be a case of the UJA demanding that our community 'freeze' its other allocations. Neither our community - nor in fact any local community - wants to be dictated to by the UJA or any national organization. Fortunately, the present UJA management does not favor such tactics. This will be a case of the local community wanting voluntarily to give the increase to the UJA - so it will automatically have to hold down its other allocations to last year's levels with minor exceptions.

"Furthermore, I believe that if all Welfare Fund communities make it known in advance of the campaign that the increased funds will go to the UJA, it will be the most effective means of helping the Welfare Fund to raise the most money.

"This leads me to my third point - I believe no large capital fund projects should be included as a part of the Welfare Fund campaign, not even by including any part of such projects on an installment basis like tacking on \$50,000 or \$100,000 to the budget for a future goal. Experience has shown that the additions of capital fund projects - in total or in parts - do not result in the Fund's raising any more money. Therefore, I feel capital fund projects should be raised in a separate campaign.

"In my opinion, if a capital fund project is included in the Welfare Fund campaign this year - it will cause confusion - it will detract from the overseas appeal of the UJA and many people will not increase because they will not be sure that there will be any total increase available for either the UJA or the capital fund project. Therefore, they will feel there is no point to making an increase in their gifts since they will have no assurance it will go for the cause they are most interested in."

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

At a dramatic weekend Conference in Houston, attended by more than 800 leaders from the States of Texas, Oklahoma, Louisiana, Arkansas and Tennessee, the sum of \$1,036,693 in cash was received at the Conference or promised for remittance during the next two weeks.

The Conference opened with a Saturday evening dinner meeting for area leadership, gathered in an off-the-record session to discuss campaign problems and responsibilities. Conference Chairman Martin Nadelman of Houston, presided, and speakers included Morris Laub, Assistant Secretary of the JDC, and Barney Medintz of Atlanta, Georgia, a member of the UJA National Campaign Cabinet.

The Conference reconvened on Sunday morning at a campaign work session at which Bernard Schaenen of Dallas presided. About 200 campaign leaders attended this session, which was summarized by Benjamin Goodman, President of the Memphis Jewish Welfare Fund.

The major session was conducted at luncheon on Sunday and this session drew more than 800 persons from scores of communities in the region. Martin Nadelman presided. The session was opened with a welcoming address by Mayor Roy Hofheinz of Houston. Rabbi Robert I. Kahn of Houston eulogized the late Moritz M. Gottlieb of Allentown. A stirring message from the UJA National Women's Division delegation, which had just returned from Israel, was brought to the Conference by Mrs. Daniel Schlanger of Houston. The Conference was held spellbound by an intensely moving address delivered by Rabbi Max Nussbaum of Los Angeles, who was followed by George Jessel. Rabbi Hyman Judah Schachtel delivered the benediction.

Colors were presented by the Air Police Squadron of the Ellington Air Force Base at Houston, Texas.

REPORT

TO MEMBERS OF THE
**NATIONAL CAMPAIGN
COUNCIL**

from **JOSEPH J. SCHWARTZ**, Executive Vice-Chairman



**1953 CAMPAIGN
UNITED JEWISH APPEAL**

*To meet needs totalling
\$144,524,250*

On behalf of UNITED ISRAEL APPEAL
JOINT DISTRIBUTION COMMITTEE
UNITED SERVICE FOR NEW AMERICANS

Vol. VIII, No. 3, March 24, 1953

165 West 46th St., New York City

NOT FOR PUBLICATION

NEW YORK BIG GIFTS MEETING SURPASSES 1952 WITH \$7,500,000 PLEDGED

Dinner In Tribute To General Campaign Chairmen Awards Highest Campaign Honor to William Rosenwald

The 1953 campaign of the United Jewish Appeal of Greater New York was formally launched with a dinner on March 12 at the Hotel Plaza which produced a record outpouring of gifts, bringing the campaign total to more than \$7,500,000.

One of the most effective campaign openings in New York history, the dinner was a tribute to the drive's five general chairmen — Samuel Hausman, Benjamin Lazrus, Abraham Levitt, Jerome I. Udell and Jack D. Weiler, who is a national chairman of UJA as well.

William Rosenwald received the Annual Chairmen's Award, the campaign's highest honor, at the dinner, which was addressed by Dr. Abba Hillel Silver, whose impassioned plea evoked a stirring response from the more than 600 business and community leaders present.

Among the outstanding gifts announced, in addition to top gifts recorded at the Florida meetings, was a \$40,000 contribution from Samuel D. Leidesdorf who increased from \$37,500 in honor of Mr. Rosenwald. Many of the increased gifts were so designated. Other top gifts included \$26,626 from M. Fine & Sons; \$20,000 from the Celanese Corporation of America; \$20,000 from the Best Coat & Apron Co.; \$20,000 from Liebmann Breweries and \$18,000 from Presto Lock.

Associated Minerals and Metals increased from \$25,000 last year to \$30,000; Morris Brecher, from \$15,000 to \$17,500; Abraham Goodman, from \$10,000 to \$12,500; Associated Hotel and Resort Clubs, from \$10,000 to \$15,000; Henry L. Moses, from \$15,000 to \$20,000.

Increased gifts were obtained in all special gifts brackets. Bernard Rosenberg went from \$2,000 in 1952 to \$5,000 minimum; Moses Hornstein, from \$4,500 to \$6,000; Samuel Lemberg, from \$9,000 to \$10,000; Sol Petchers, from \$11,000 to \$12,000 minimum; Lester Kandell, from \$3,000 to \$4,000; Albro Metals, from \$5,000 to \$7,000.

Irwin S. and Henry L. Chanin announced a contribution of \$37,500 minimum; Elite Silk Mills, \$10,000 minimum; Joseph and William Rubin, \$15,000 minimum; Barricini Candies contributed \$10,000 as did Mitchell Leventhal and Herman Lipman, Alex and Sidney Bernstein and Speed Products. Max L. Friedman contributed \$15,000; Oscar Lazrus, \$10,000; Ralph Lazrus, \$10,000; Mr. and Mrs. Benjamin Lazrus, \$16,650 and Holmes and Davis, \$11,500.

Among the other increases recorded were Col. Murray I. Gurfein from \$2,500 to \$3,000; Alfred Wohl from \$2,500 to \$3,500; Israel Cummings from \$2,500 to \$3,500; Harry A. Freedman from \$1,000 to \$2,500 and Irving Rothlein from \$1,000 to \$2,500.

Henry C. Bernstein, Campaign Director, received a surprise presentation for his distinguished services from William Rosenwald and other officers of the campaign. It was his 50th birthday.

PHILADELPHIA GETS 14% INCREASE AT \$1,117,470 BIG GIFTS MEETING

A resounding 14% increase was announced at the end of Philadelphia's Big Gifts meeting which produced pledges totalling \$1,117,470.

The dinner meeting, at which Frederic R. Mann, Chairman of the Philadelphia Allied Jewish Appeal, presided, was an enthusiastic and colorful affair. Featured speaker was Carlos P. Romulo, Phillipine Ambassador to the United States and permanent delegate to the United Nations. Mr. Mann also addressed the meeting and Samuel H. Daroff, National Chairman of the UJA Campaign Cabinet, called the cards. There was a musical interlude which featured Madame Jarmila Novotna, Metropolitan opera soprano.

Among the more than 200 gifts announced at the meeting were those of Mr. Mann, who went from \$20,000 to \$25,000 and Mr. Daroff, (Ethel and Harry Daroff Foundation) who increased from \$50,000 to \$55,000. Also announced was the gift of Walter H. Annenberg and family of Philadelphia and New York, who went from \$50,000 to \$75,000. Other major gifts were those of the Penn Fruit Company, (Samuel Cooke and Morris, Isaac and David Kaplan) \$55,000; Si Neuman, (Harry and Rose Publicker Foundation) \$50,000 and the Sheerr Foundation, \$35,000. Sol Satinsky (Frankford Woolen Mills) increased from \$25,000 to \$30,000; the Sylk family increased from \$25,000 to \$30,000; Sam Genel (Old English Printing Company) \$10,000 to \$15,000; Morgan and David E. Kaufman (Pennsylvania Range Boiler Company) from \$10,000 to \$15,000; Myer Feinstein, from \$10,000 to \$12,500 and the Bunting Glider Company from \$10,000 to \$12,500. Maurice Rosen (The Progress Manufacturing Company) whose gift was announced at the Miami Beach Inaugural Meeting as having been increased from \$15,000 to \$17,500, announced a further increase, bringing his gift up to \$20,000. The Philadelphia Joint Board, Waist and Dressmakers Union, pledged \$15,000.

Officers of the Allied Jewish Appeal, in addition to Mr. Mann, include Sol Satinsky, President, Mrs. Sol Brody, Chairman and Mrs. Jerome Markovitz, Co-Chairman of the Women's Division and Ephraim R. Gomberg, Executive Director.

BALTIMORE BIG GIFTS MEETING PRODUCES OVER \$1,000,000 - INCREASE 10%

At an enthusiastic Big Gifts meeting in Baltimore, Maryland, at which Lee L. Dopkin, Chairman of the Campaign, presided, pledges totalling \$1,072,000 were received, representing an increase of 10% over the amount given by the same persons in 1952. The meeting, which was addressed by Supreme Court Justice William O. Douglas and Rabbi Morris Lieberman of Baltimore, closed on a note of enthusiasm and confidence,

with the officers reassured that the campaign would go forward on the same high level to a result substantially better than last year's.

Serving with Mr. Dopkin as Co-Chairmen of the campaign are J. Benjamin Katzner, Elkan R. Myers and Joseph Meyerhoff, who is also Welfare Fund President. Harry Greenstein is Executive Director and Isadore I. Sollod is Campaign Director.

MIAMI PASSES \$1,000,000 MARK - 20% AHEAD

Miami, Florida, which last year raised a total of \$1,155,000, has already obtained pledges of \$1,000,000 from contributors who last year gave \$830,000 -- an increase of 20%, with the campaign still going strong.

Carl Weinkle is President of the Greater Miami Jewish Federation and Howard Kane is Campaign Chairman. Mrs. Louis Glasser is Chairman of the Women's Division and Morris Klass is Executive Director.

DETROIT PRECAMPAIGN DEVELOPMENTS BEST SINCE 1948

With a traditional campaign opening in May, the Detroit Allied Jewish campaign has moved ahead so rapidly, both in organization and in pre-campaign increased gifts, under the chairmanship of Irving W. Blumberg and Harvey H. Goldman, that the opening date of the drive has been pushed ahead to April 14.

The initial dramatic development of the drive was a meeting at the home of Max J. Zivian, President of the Detroit Steel Corporation, with the host sparking a spontaneous move to announce pledges by increasing his personal participation in the Miami Conference under its Detroit-in-Miami Committee, headed by Louis Berry, Joseph Holtzman and Abe Kasle, local members of the National UJA Campaign Cabinet. \$1,100,000 in pledges was announced, sending the drive far ahead of any such effort since 1948.

John E. Lurie, Pre-Campaign Chairman, has been driving hard with Irwin I. Cohn, as Review and Assignment Chairman, and Divisional Pre-Campaign Chairmen including Max Osnos, Louis Tabashnik, Morris L. Schaver, Harry Schumer, Max M. Fisher, Max J. Zivian, George D. Seyburn, Tom Borman, Paul Zuckerman, Hon. William Friedman, Dr. Hyman S. Mellen, Dr. Leo Orecklin, Hyman Safran and Leonard N. Simons.

Honorary Chairman of the campaign is Henry Wineman, with Justice Henry M. Butzel, Judge Theodore Levin and Julian H. Krolik serving as Honorary Vice-Chairmen, and Milton K. Mahler, Samuel H. Rubiner, President of the Jewish Welfare Federation, Abraham Srere and Melville S. Welt, as Associate Chairmen.

Mrs. Lewis B. Daniels is Chairman of the Women's Division. Gus D. Newman and George M. Stutz are Chairmen of Trades and Professions. Isidore Sobeloff is Executive Director.

HOUSTON SURGING FORWARD WITH 16% INCREASE

Under the leadership of a group of dynamic officers including Campaign Chairman Martin Nadelman, Jewish Community Council President Daniel Schlanger, Big Gifts Co-Chairmen General Louis Pulaski, Morris Rauch, Joseph Weingarten and Irving Alexander, more than 300 members of the Houston, Texas community gathered at the campaign opening meeting, addressed by Franklin D. Roosevelt, Jr., and pledged \$437,502 against \$378,215 from the same contributors last year for an increase of 16%. The remarkable

nature of this achievement can best be appreciated when it is recalled that the total amount raised in the entire 1952 campaign in Houston was \$504,000. The members of the Houston Jewish community are convinced that the 1953 campaign will substantially overtop that of last year.

Mrs. Joe Robinowitz is Chairman of the Women's Division and Albert Goldstein is Executive Director.

ATLANTA AHEAD OF 1952 WITH OVER \$300,000 IN BIG GIFTS

Following the Southeast Conference in Atlanta, Georgia, the community held its Big Gifts meeting on Sunday evening and George Jessel and Louis Nizer stayed over to address the guests. More than \$300,000 was pledged, including \$50,000 by Ben Massell; \$25,000 by I. M. Weinstein; \$21,600 by the Garson family; \$20,000 by David L. Slann and Ben Pollock; \$15,000 by J. B. Jacobs; \$15,000 by A. J. Weinberg; \$12,000 by Louis Aronstein; \$12,500 by Otto Orkin; \$11,000 by the Makover family; \$7,500 by the Gate City Table Company and \$3,500 by Barney Medintz. Also announced were the gifts of Mandel and Erwin Zabar, who increased from \$6,000 to \$7,500; Alterman Brothers, from \$2,000 to \$7,000; A. R. Abrams, from \$3,000 to \$3,500; A. L. and M. A. Feldman, from \$4,000 to \$6,000 and Mike Elman, from \$5,300 to \$6,000.

Abe L. Feldman and David L. Slann are Co-Chairmen of the Campaign. Edward M. Kahn is Executive Secretary.

NORTHERN HUDSON BIG GIFTS INCREASE OVER 12%

Stirred by addresses by Edward M. M. Warburg and Jack D. Weiler, contributors at the largest initial gifts meeting held in Northern Hudson, New Jersey in many years responded with pledges totalling \$173,215, an increase of more than 12% over the sum of \$154,415 which the same group gave last year. Israel Rogosin, whose increase from \$100,000 in 1952 to \$110,000 in 1953 sparked the meeting, also spoke and Judge Abraham Lieberman, Chairman of the campaign, presided.

Another outstanding gift was that of Alexander Grodnick, Honorary Chairman of the campaign, who went from \$10,000 to \$12,000, while Louis Goldwyn increased from \$6,500 to \$7,000. Judge Lieberman increased from \$2,200 to \$2,300 and Ben Halpern, from \$2,000 to \$2,100. Charles Sprayragen, Treasurer of the campaign, pledged \$3,000, David Hein pledged \$3,000 and John Platoff \$2,000.

Northern Hudson, which gives all the funds raised in the community to the UJA, has set a goal of \$650,000 for 1953.

PORTLAND, OREGON AHEAD OF 1952 BY 20%

With \$104,500 already pledged, Portland, Oregon's campaign is doing 20% better than last year.

The pledges were made at a dramatic and emotional meeting which paid tribute to "the grand old man of Portland", Arthur M. Eppstein who responded to the mood of the occasion by announcing that he was increasing his gift from \$10,000 to \$15,000. Julius S. Zell, who called the cards, announced that his family gift would be at least as much as last year's \$7,500. Other outstanding gifts, in addition to those of the Zell family and of Arthur Eppstein, were those of Ben Medofsky, who went from \$15,000 to

\$20,000, and Zidell Machinery, from \$10,000 to \$15,000. The meeting was addressed by William L. Shirer, author and commentator, and Ben Medofsky.

William Tannenbaum is President of the Oregon Jewish Welfare Fund and Alfred J. Davis is Campaign Chairman. Mrs. Sam Zidell is Chairman of the Women's Division and Milton D. Goldsmith is Secretary.

ELIZABETH AHEAD OF 1952 WITH BIG GIFTS PLEDGES OVER \$100,000

At a spirited Advance Gifts meeting at the home of Dr. Michael Holtzman, contributors in Elizabeth, N. J. pledged \$102,950 with many of the gifts showing substantial increases and with no contributor pledging less than last year.

Col. William P. Schweitzer presided at the meeting and Mrs. S. Alexander Brailove, former National Chairman of the UJA Women's Division and currently General Chairman of the Elizabeth campaign, delivered an interesting and inspiring report on her recent visit to Israel and North Africa.

The community, which raised about \$290,000 last year, set itself a goal of \$375,000 for 1953 and authorized the negotiation of a loan for \$150,000 for transmittal to the United Jewish Appeal.

President of the Elizabeth Jewish Council is Abraham Rocker, and serving with Mrs. Brailove are Abraham Levine, Co-Chairman and Dr. Saul M. Trister, Residential Chairman. Harry Diamond is Advance Gifts Chairman. Mrs. Saul M. Trister is Chairman of the Women's Division and Louis Kousin is Executive Director.

SAN ANTONIO BIG GIFTS SHOW INCREASES OVER 1952

Despite several campaign problems which still have to be overcome, San Antonio Big Gifts already announced total \$97,000 and are running well ahead of the gifts contributed by the same donors in 1952.

The Big Gifts meeting in San Antonio was addressed by Dr. Joseph J. Schwartz who gave those present an authentic and up to the minute report on developments in Eastern Europe, as well as in Israel, North Africa and Western Europe.

Robert S. Kaufman is President of the Jewish Social Service Federation of San Antonio and Alexander J. Oppenheimer is Campaign Chairman. Eph Charninsky and Israel Silber are Big Gifts Co-Chairmen. Chairman of the Women's Division is Mrs. Will Rips. Louis Lieblich is Executive Director.

UJA FREEDOM MOBILIZATION FROM COAST TO COAST MARCH 29TH

Scores of communities throughout the nation will simultaneously participate in a great Freedom Mobilization under the auspices of the UJA on Sunday, March 29th. Leaders and contributors will gather on that day to discuss recent anti-Semitic manifestations in the Iron Curtain countries and to plan practical measures for assistance to those who may be able to find their way to freedom as many have already done. William Rosenwald is serving as Chairman of the Mobilization.

A large number of the meetings will be combined at one point in the proceedings, beginning at 4:00 P.M. Eastern Standard Time, by a radio-telephone hookup through which Edward M. M. Warburg and Israel Ambassador Abba Eban will address all of the meetings at one time.

Communities are utilizing the event in various ways, depending on the status of their local campaigns. Thus, while New York City, the point of origin, will hold a mass rally which will include practically all of its divisions, and at which these divisions will bring checks for presentation at the meeting, Pittsburgh will combine it with the big gifts function of its Mercantile Division. Detroit will have a great stimulation rally with the slogan: "Resolutions, by all means — but resolutions are not enough." Some communities will tie the Freedom Mobilization up with annual welfare fund meetings, some will use it to inaugurate their general solicitations, and still others will launch intensive collection campaigns. In every way American Jewry will demonstrate on March 29th that it will not forget or neglect those in Eastern Europe who may need help in the coming weeks and months.

JERSEY CITY SHOWS 7% INCREASE

With UJA National Campaign Chairman Sol Luckman of Cincinnati present and at his oratorical best, and with David Hacoheh presenting a first-hand account of the situation in Israel, Jersey City's Big Gifts meeting was notable for its enthusiasm and for the fine increases which were announced, including that of J. I. Kislak who went from \$10,000 to \$15,000. Pledges totalled \$85,235 which was 7% more than the \$79,500 contributed by the same group last year.

George R. Milstein is Campaign Chairman and Louis Struhl is Big Gifts Chairman. Chairman of the Women's Division is Mrs. Saul B. Goldberg. Henry Gur-Arie is Executive Secretary.

OVER \$5,000,000 IN CASH ANNOUNCED AT MIDWEST LEADERSHIP MEETING

Representatives of thirty-six communities in the states of Colorado, Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Ohio and Wisconsin came together at the Central States Leadership Conference in Chicago and, at a meeting outstanding for its enthusiasm and purpose, produced cash totalling \$5,040,359 which included \$2,669,119 remitted in advance of the Conference because of the pressure of the need and \$1,640,210 at the Conference itself. In addition, the sum of \$730,950 was promised for remittance within the next two weeks.

Throughout the course of the meeting there was evident on the part of the delegates a sense of complete understanding of the urgency of the cash need and an awareness that even the very substantial amount provided was not enough to meet this need.

Reuben L. Freeman, President of the Chicago Combined Jewish Appeal and a member of the UJA National Campaign Cabinet, was Conference Chairman. Harold A. Goldman of Des Moines, also a member of the National Campaign Cabinet, was Co-Chairman.

The Conference opened with a morning work session, chaired by Mr. Goldman, at which David Hacoheh, prominent member of the Israel Knesset, addressed the delegates to provide the background for discussion. A panel, which was present to answer the questions of the delegates, included Mr. Freeman; Mr. Goldman; Louis L. Bennett, Assistant Executive Vice-Chairman of the United Jewish Appeal; Joseph Holtzman of Detroit, a UJA National Campaign Chairman; Oscar Getz, Chairman of the Chicago Combined Jewish Appeal; I. S. Joseph of Minneapolis, a member of the UJA National Campaign Cabinet; Adolph Kiesler of Denver, a member of the UJA National Campaign Cabinet and UJA Regional Chairman for Colorado; B. Morris Pelavin of Flint, UJA Regional Chairman for Michigan; Benjamin F. Saltzstein of Milwaukee, UJA Regional Chairman for Wisconsin; Morris M. Katz, Chairman of the Denver Allied Jewish Appeal; Julius Segal,

Chairman of the Minneapolis Campaign; Henry Feferman of South Bend, a member of the UJA National Campaign Cabinet and Regional Chairman for Indiana and Samuel A. Goldsmith, Executive Director of the Chicago Combined Jewish Appeal, who summarized the session at its conclusion.

The luncheon session, at which Mr. Freeman presided, featured outstanding addresses by Max Lerner, noted author and columnist, and Moses Beckelman, Director General of the American Joint Distribution Committee. Mr. Holtzman received the cash reports from the delegates of the various communities represented at the Conference.

UJA SOUTHEAST CONFERENCE PRODUCES OVER \$550,000 CASH

More than 600 delegates from sixteen communities in Georgia, Alabama, Mississippi, Tennessee and Northern Florida came together at the Southeast Leadership Conference of the UJA in Atlanta, Georgia at the largest Jewish meeting ever held in that city. According to Barney Medintz, a member of the UJA National Campaign Cabinet, who served as Conference Chairman, the spirit engendered at the Conference assured successful campaigns in the entire area. A total of \$554,265 was either sent in to UJA in advance of the Conference by communities in the area, brought to the Conference itself or promised for remittance in the near future.

Serving with Mr. Medintz as Co-Chairmen of the Conference were James L. Permutt of Birmingham, also a member of the UJA National Campaign Cabinet, and Gus B. Kaufman of Macon, Georgia, who is Regional Co-Chairman for the State of Georgia, of which Mr. Medintz is Chairman.

The Conference was opened on Saturday evening at a meeting of 100 top leaders at which Mr. Permutt presided. Mr. Kaufman took the chair at the Sunday morning work session at which several hundred delegates discussed campaign techniques.

George Jessel and Louis Nizer, well known New York attorney, addressed the luncheon session which was attended by over 600 persons and which was chaired by Mr. Medintz.

Mayor William B. Hartsfield, of Atlanta, greeted the delegates for the host city and the Dobbins Air Force Base Color Guard presented the colors.

NEW JERSEY REGIONAL CONFERENCE CASH TOTALS MORE THAN \$550,000

More than 100 delegates, representing 27 New Jersey communities, attended the New Jersey Regional Conference of the UJA at Asbury Park, New Jersey as a result of which \$550,550 in cash was produced by the time of the conference or promised within the next ten days.

George R. Milstein, Chairman of the Jersey City campaign, presided at a morning work session while the afternoon session was chaired by Judge Abraham Lieberman, Chairman of the Northern Hudson Campaign and State Chairman for New Jersey.

Featured speakers were Senator Wayne Morse and Israel Jacobson, formerly Director of the JDC program in Hungary.

OVER \$400,000 IN CASH AT EASTERN NEW YORK LEADERSHIP MEETING

Almost a hundred leaders of Eastern New York community campaigns attended the

Leadership Meeting of the area on March 17 and presented checks totalling \$308,845 to the UJA bringing to \$413,345 the total amount of cash received as a result of the meeting.

Delegates were addressed by Harold H. Goodman of Troy, and Moses Beckelman, Director General of the American Jewish Joint Distribution Committee. Moses A. Shapiro, Chairman of the Utica campaign, also spoke and Albert Dekker, motion picture actor, participated in the program. Samuel E. Aronowitz, of Albany, called the roll of communities. Charles Lieberman, Chairman of the Albany campaign, presided at the meeting.

COMMUNITIES RESPOND TO UJA APPEAL FOR CASH

The officers of the UJA have been heartened by the response since the beginning of the year to their appeals for cash with which to meet urgent needs, particularly in Israel. Community after community has negotiated with local banks for loans in advance of their 1953 campaigns.

Nevertheless, the need for cash remains critical. While the JDC has undertaken with the limited means at its disposal to take care of refugees from satellite countries into Western Germany who are escaping in numbers which as yet are not large, preparations must be made, both by the JDC and the Jewish Agency, for any possible emergency which may arise out of a situation which is so precarious for Jews in Eastern Europe. Israel, too, must be provided with sufficient means so that it may be ready if there is a sudden change in the situation.

At the same time, Israel is still confronted with the problem of meeting from week to week, and even from day to day, short-term loans and bills incurred as a result of the mass immigration with which it has had to cope in recent years. In April, May and June alone Israel will need \$42,000,000 in cash — an amount which must be provided in large sums every week as obligations fall due. It is only with additional help from communities which have already responded and maximum efforts on the part of those who have not as yet remitted cash that we can make it possible for Israel to carry through this difficult period.

Among the larger checks received since the beginning of the year by the UJA were the following: Detroit \$1,001,200; Cleveland \$885,060; Los Angeles \$648,633; Baltimore \$606,094; Chicago \$445,925; Milwaukee \$418,242; Philadelphia \$361,050; Cincinnati \$354,800; Newark \$281,662; San Francisco \$278,965; Denver \$262,000; Hartford \$250,000; Minneapolis \$205,200; Miami \$218,950; Albany \$160,000; Louisville \$158,078; St. Paul \$150,000; Elizabeth \$150,000; Houston \$185,951; Memphis \$135,000; Columbus \$130,951; Paterson \$125,000; Indianapolis \$124,456; Omaha \$104,500; Kansas City \$103,000; Birmingham \$101,500; Providence \$100,200; Trenton \$100,100; Jersey City \$100,000; Dallas \$98,371; South Bend \$97,898.

EL PASO AHEAD OF LAST YEAR WITH BIG GIFTS TOTALLING \$87,380

Louis B. Boyar and Harry Rothberg, both of Los Angeles, were guest speakers at a Big Gifts supper meeting in El Paso, Texas at which over \$87,000 in pledges were announced, a total substantially larger than the amount contributed by the same group in 1952.

Julian F. Bernat is President of the Welfare Fund and Albert J. Schwartz is

Campaign Chairman. Co-Chairmen of the campaign are Joshua Kahn, Myer Erlich and Ray Shapiro. Sam Katz is Big Gifts Chairman and Victor Grant is Executive Director.

NEW HAVEN INCREASES 1952 ALLOTMENT TO UJA

Moved by the seriousness of the problems which must be met by UJA agencies at the present time, the New Haven Jewish Community Council has voted to allocate an additional \$23,000 to the UJA out of the 1952 campaign in that community. The funds are to be taken from the reserve for shrinkage and will bring the total allocation to \$262,260.

Judge Charles Henchel was the 1952 Chairman of the New Haven Jewish Community Council and he has been succeeded in 1953 by Louis Feinmark. Abe Lapides is taking over the 1953 Campaign Chairmanship so ably held in 1952 by Rabbi Robert E. Goldberg. Rabbi Stanley Rabinowitz served as Co-Chairman in 1952 and Abe Lapides as Big Gifts Chairman. Norman B. Dockman is Executive Director.

35% INCREASE SPURS ATLANTIC CITY

Pledges totalling \$71,725 were made at the Initial Gifts meeting held in Atlantic City, New Jersey, at the home of Harry I. Waxmann by a group which last year contributed \$53,225, an increase of 35%. Morris Laub, Assistant Secretary of the Joint Distribution Committee, addressed the meeting at which Mr. Waxmann presided and Morris Batzer called the cards. Those who were present were greatly encouraged by the results and expressed their determination to speed the campaign and maintain the pace which had been set at the initial meeting.

Mr. Batzer is President of the Federation of Jewish Charities of Atlantic City and I. D. Sinderbrand is Campaign Chairman. Mrs. Matthew Molitch is Chairman of the Women's Division. Irving T. Spivack is Executive Director.

PEORIA BIG GIFTS AHEAD OF 1952 BY 17%

A vigorous and successful campaign was predicted for Peoria, Illinois as a result of a Big Gifts meeting at the home of Sam Rothberg, President of the Jewish Welfare Fund of Peoria and a member of the UJA National Campaign Cabinet, at which pledges totalling \$70,200 were made by contributors who gave \$60,025 in 1952, an increase of 17%. Mr. Rothberg and Julian B. Venezky addressed the meeting.

The total was brought up to \$112,900 at the campaign opening meeting with an increase of 14% still being maintained.

Howard Heller is Chairman of the Campaign. Mrs. Oscar Hokin is Big Gifts Chairman with Morris L. Bork serving as Co-Chairman. Daniel Balsam is Executive Director.

HOLLYWOOD, FLORIDA OPENS CAMPAIGN WITH 14% INCREASE

As the result of persistent leg work and follow through, the campaign opening dinner meeting in Hollywood, Florida, which was addressed by Bartley Crum and Yehuda Hellman, was well attended and eminently successful. Pledges totalling \$60,000 were made by a group which in 1952 gave \$52,500, an increase of 14%. The Women's Division, at its meeting, brought the total to \$68,000.

Stanley M. Beckerman is President of the Jewish Welfare Federation of Hollywood. Campaign Chairman is Eugene J. Schwaback who is also serving as Big Gifts Chairman. Mrs. Morris Madfis is Chairman of the Women's Division. Ben Salter is Secretary.

20% INCREASE OBTAINED IN GREENWICH

At a meeting addressed by William Rosenwald, a National Chairman of the UJA, at the home of Albert List in Greenwich, Conn., pledges totalling \$57,500 were obtained, 20% more than was given by the same group last year. This community raised a total of \$66,000 in 1952 and is striving earnestly to surpass this total by a substantial margin in 1953.

Co-Chairmen of the campaign are Jack Ditesheim, who is also serving as Chairman of the Welfare Fund, and Daniel Weiss.

NEW BRUNSWICK BIG GIFTS SHOW 12% INCREASE

New Brunswick, New Jersey is off to a good start with pledges totalling \$37,845, representing a 12% increase over the gifts of the same contributors in 1952.

Mrs. Irving Sosin is President of the Jewish Federation of New Brunswick, Highland Park and vicinity and David Darwin is Campaign Chairman. Big Gifts Chairman is Alex Katchen. Mrs. David Steinberg is Chairman of the Women's Division. Josef Perlberg is Executive Director.

STOCKTON RAISES 21% MORE AT BIG GIFTS MEETING

A gala Big Gifts meeting in Stockton, California, at which Chaplain Zelig Chinitz spoke, produced pledges totalling \$31,690 from a group of contributors who gave \$26,261 in 1952, an increase of 21%.

Forrest M. Greenberg is President of the Stockton Jewish Community Council and Max Sweet is Campaign Chairman. Leonard Krivonos is Executive Director.

UJA TO BROADCAST PASSOVER RADIO DRAMA

"THE EMPTY CHAIRS", an original United Jewish Appeal Passover radio drama, starring Academy Award Winner Mercedes McCambridge and Arnold Moss, will be presented over the coast-to-coast facilities of the Mutual Broadcasting System on Sunday, March 29 from 7:30 to 8:00 P.M. (Eastern Standard Time).

21% INCREASE IN UTICA

Community spirit was good at Utica, New York's Big Gifts meeting at which Judge Joseph Goldberg of Worcester was principal speaker. \$23,000 was pledged by contributors who gave \$19,000 last year, an increase of 21%. Leaders were delighted with the return to campaign activity of a number of Utica's outstanding citizens who had, in recent years, cut down somewhat on their personal participation.

Max Philipson is President of the Jewish Community Council of Utica. Campaign Chairman is Moses A. Shapiro. James M. Senor is Executive Director.

LAKWOOD, NEW JERSEY BIG GIFTS EXCEED LAST YEAR'S BY 7%

The campaign opening meeting in Lakewood, New Jersey launched that community's

drive with a bang when \$18,000 was pledged by contributors who gave \$16,800 in 1952, an increase of 7%.

Al Tisch is Chairman of the Lakewood campaign. Serving with him as Vice-Chairmen are Victor Cohen, Barney Gertner, Mrs. I. Kolevzon, David Obstein and Michael P. Silverman. Adolph Klingenstein is Executive Secretary.

TUCSON WOMEN GET 24% INCREASE

The women of Tucson, Arizona got off to an early start with pledges of \$24,736 from a group which last year gave \$19,988, an increase of 24%. This brought the total amount raised in Tucson to date to \$81,000, 17% more than last year. Mrs. Henry H. Kaufman is Chairman of the Women's Division.

President of the Tucson Jewish Community Council is Jacob C. Fruchthendler. Sidney M. Gilberg is Campaign Chairman. Benjamin N. Brook is Executive Director.

"OUR DOLLAR WILL STILL BUY THE MOST PRECIOUS THING IN THE WORLD" -- EDDIE CANTOR

Following is the text of an extraordinary telegram sent by Eddie Cantor to Samuel H. Daroff, Chairman of the UJA National Campaign Cabinet, at the National Inaugural Conference of the UJA in Miami Beach:

"NO ONE EXCEPT AN INSISTENT DOCTOR COULD KEEP ME FROM YOUR MEETING TODAY BUT WHY PAY A DOCTOR UNLESS YOU INTEND TO TAKE HIS ADVICE? I WONDER IF AMERICAN JEWRY REALIZES THE IMPORTANCE OF THIS YEAR 1953 IN THE LIGHT OF WHAT IS HAPPENING TO JEWS THROUGHOUT THE WORLD, ESPECIALLY IN THOSE COUNTRIES BEHIND THE IRON CURTAIN. I HEAR CRIES OF SOME AMERICAN JEWS THAT 'WE ARE BEING BLED WHITE' BUT THE CRIES OF OUR UNFORTUNATE JEWS WHO ARE BEING TORTURED BY THE RUSSIAN LEADERS NOT ONLY PIERCE MY EARS BUT BREAK MY HEART. ONE NEED NOT BE AN ECONOMIST TO REALIZE HOW MUCH OUR DOLLAR HAS SHRUNK BUT IT WILL STILL BUY THE MOST PRECIOUS THING IN THE WORLD, HUMAN LIFE. I PRAY THAT EVERY JEW IN AMERICA WILL MAKE THIS HIS PERSONAL RESPONSIBILITY AND START BUYING LIVES WITH DOLLARS. MAY GOD STRENGTHEN YOU, SAM, IN YOUR TREMENDOUS UNDERTAKING IN THIS, THE GREATEST YEAR OF OUR HISTORY. JUST AS SOON AS THE DOCTOR PERMITS YOU CAN COUNT ON MY WORKING FOR YOU AND WITH YOU IN EVERYTHING AND EVERY DIRECTION. AFFECTIONATELY,

EDDIE CANTOR"

SMALL COMMUNITIES -- BIG INCREASES

Leaders of the St. Petersburg, Florida campaign are going forward with justifiable pride in this small community's campaign accomplishment to date. The campaign opening meeting had a better attendance than any such meeting in recent years and \$11,200 was pledged by contributors who gave \$8,075 last year, an increase of 38%. Harold Rivkind is President of the Jewish Community Council of St. Petersburg and Marion B. Ross is Campaign Chairman. Mrs. Marion B. Ross is Chairman of the Women's Division.

At a meeting addressed by Rabbi William B. Schwartz, Helena, Arkansas' new rabbi who was at Bergen-Belsen for the JDC in 1945 and who recently was in Israel, pledges

totalling \$5,100 were obtained from a group which gave \$4,300 in 1952, an increase of 19%. George Goldsmith is doubling as Campaign Chairman and Executive Secretary while Rabbi William Schwartz is serving as Co-Chairman and President of the Federated Jewish Charities of Helena. Abe Danziger is Campaign Director.

Rosenberg, Texas, which raised a total of \$2,015 in 1952, already has pledges totalling \$1,875, representing a 7% increase over the contributions of the same givers last year. Isidore Schaffer is Campaign Chairman.

58% is the magic increase number of Carlsbad, New Mexico which, with \$1,575 raised, has already substantially surpassed last year's total campaign results and is running at the rate of 58% ahead of 1952. Herman Wertheim is Campaign Chairman.

With \$1,700 already raised in Augusta, Maine, which raised \$1,275 in the entire 1952 campaign, the community is 33% ahead of last year. Charles Schlesinger is Campaign Chairman. Joseph C. Cobb and Julius Sussman are Co-Chairmen.

Stamford, New York, which raised a total of \$1,135 throughout 1952, already has \$1,755 in pledges for 1953 and is running at the rate of 55% ahead of last year. Dr. David Reigrod is Chairman with Sam D. Harris and George Marcus serving as Co-Chairmen.

CHARLES L. SILVERMAN

The officers of the United Jewish Appeal are grieved at the passing of Charles L. Silverman of Providence, Rhode Island. Mr. Silverman had been for many years a prominent member of civic and Jewish organizations and was widely known for his philanthropies.

Brother and partner of Archibald Silverman, well-known UJA leader, Mr. Silverman was a past President of the South Providence Hebrew Congregation; first Treasurer of the South Providence Hebrew Free Loan Association; a member of the Board of Directors of the Jewish Community Center and of the Board of the Jewish Home for the Aged and the General Jewish Welfare Committee. He was also a member of the Board of Miriam Hospital, a member of Temple Beth-El, of B'nai B'rith, of the Zionist Organization of America.

Mr. Silverman's passing leaves a gap in Jewish community life which will not be easily filled.

DR. LOUIS LAUNER

It is with sadness that the officers of the United Jewish Appeal record the death of Dr. Louis Launer, for many years Chairman of the UJA campaign in Liberty, New York.

Dr. Launer, who died just a few days before he was scheduled to leave for his first visit to Israel, was a physician on the staff and board of Maimonides Hospital in Liberty. Dr. Launer was a county chairman of the Zionist Organization of America and Honorary President of Congregation Ahavah Israel Synagogue.

Dr. Launer will be sorely missed by the many scores of friends he made by his dedicated communal service.

REPORT

TO MEMBERS OF THE
**NATIONAL CAMPAIGN
COUNCIL**

from **JOSEPH J. SCHWARTZ**, Executive Vice-Chairman



**1953 CAMPAIGN
UNITED JEWISH APPEAL**

*To meet needs totalling
\$144,524,250*

On behalf of **UNITED ISRAEL APPEAL**
JOINT DISTRIBUTION COMMITTEE
UNITED SERVICE FOR NEW AMERICANS

Vol. VIII, No. 4, April 20, 1953

165 West 46th St., New York City

NOT FOR PUBLICATION

DETROIT BIG GIFTS OVER \$2,500,000

Extraordinary Campaign Results Assured With Pledges Running 12% Ahead Of Last Year

The entire Jewish community of Detroit is humming with campaign excitement following the extraordinary Big Gifts meeting in that community, addressed by columnist and author, Max Lerner, and presided over by Irving W. Blumberg, at which \$2,518,000 was pledged, an increase of 12% over 1952 for the group. John E. Lurie, Pre-Campaign Chairman; UJA National Campaign Cabinet members Abe Kasle, Detroit's 1952 Chairman, and Louis Berry; and UJA National Chairman Joseph Holtzman, called the cards. Samuel H. Rubiner, President of the Detroit Jewish Welfare Fund, also spoke at the meeting.

Notable among the many gifts announced were the following: Sidney J. Allen, \$13,500; Maurice Aronsson and Aronsson Printing Company, \$12,500; Louis Berry family and Berry Foundation, \$21,000; Big Bear Markets, \$15,000; Irving W. and Louis C. Blumberg, \$8,000 to \$9,000; Tom Borman and Associates, \$13,500; Irwin I. Cohn Foundation, \$12,250; Sol Eisenberg, \$15,000; Max M. Fisher, Keystone Oil Refining Company and Speedway Petroleum Corporation, \$72,500 to \$80,000; Nathan and Meyer Fishman Family Foundation, \$20,000; Mr. and Mrs. Samuel Friedman, \$10,000; Morris L. and Albert Fruman, \$17,000 to \$23,000; Joseph Gendelman, \$10,000 to \$12,600.

Other gifts included those of Harvey Goldman & Company, \$20,000; Grosberg Foundation and Mr. and Mrs. Charles Grosberg, \$10,000; Samuel & Louis Hamburger Foundation, \$62,000 to \$65,000; Samuel Hechtman, Jack Sylvan and Nathan I. Goldin, \$13,000; Holtzman and Silverman, \$46,500 to \$50,000; Maxwell Jopsey Foundation, \$9,000 to \$15,000; Abe Kasle and Associates, \$68,500 to \$72,500; Louis Kukes & Sons, \$12,000 to \$15,000; Frieda G. LeVine Foundation, \$25,000; Lurie Brothers (Wrigley Stores), \$30,000 to \$35,000; Morris and David Pollack, \$8,000 to \$10,000; Safran Printing Company, \$12,000 to \$14,000; Sam's, Inc. and the Osnos family, \$25,000 to \$27,500; Schlafer Iron and Metal Company, \$10,000; Mr. and Mrs. George D. Seyburn, \$11,000; Shiffman Foundation, \$15,000; Mr. and Mrs. Barney Smith, \$10,000; Solomon Family Foundation, \$15,000 to \$20,000; Abraham Srere, \$14,000; Louis Tabashnik, \$12,500 to \$14,000; Wineman Family, \$76,000; Winkelman Brothers Apparel, Inc., \$15,000 to \$20,000; Wisper & Wetsman, \$20,000 to \$25,000; Abner A. Wolf, \$27,500 to \$30,000; Morris W. Zack & Sons, \$16,500 to \$21,500; Max J. Zivian Family, \$16,500 to \$50,000; Theodore Bargman,

\$5,000 to \$9,000; Louis, Jerry and Bud Bielfield, \$4,000 to \$8,000; Robert Brody, \$2,000 to \$5,000; Theodore M. Curtis, \$5,000 to \$7,500; Joseph M. Mellon, \$3,000 to \$7,500; Handleman Drug Company, \$3,000 to \$6,000; Hughes & Hatcher (Bernard E. and Max J. Pincus), \$6,500 to \$7,500; Samuel D. Jacobs, \$5,000 to \$6,000; Maurice M. Robinson, \$6,500 to \$7,500; David and Harry Rott, \$5,000 to \$6,000; Victor and David Shiffman, \$5,000 to \$7,000; Hugo Slotkin, \$4,500 to \$6,500; Mark and Harry Jacobson, \$6,600 to \$7,500; Stollman Brothers, \$6,000 to \$7,000; Paul Zuckerman and Velvet Peanut Products and Krunchy Potato Chips Company, \$5,400 to \$6,800.

The Women's Division in Detroit is also making plans for an outstanding drive. On April 26th the women of Detroit will conduct their mass solicitation called "G Day" — Detroit's Great Day For Giving. Mrs. Lewis B. Daniels is Chairman of the Women's Division.

Irving W. Blumberg and Harvey H. Goldman are Campaign Chairmen. Isidore Sobeloff is Executive Director.

OVER \$2,000,000 PLEDGED AT CLEVELAND'S GREATEST SPECIAL GIFTS MEETING

Exceeding by over half a million dollars the largest previous Special Gifts meeting ever held in Cleveland, Ohio, and larger, indeed, than any fund-raising meeting ever held in Cleveland, the community's 1953 Special Gifts meeting resulted in pledges totalling \$2,062,000, an increase of 14% over the amount contributed by the same persons in 1952. The results are all the more remarkable in view of the fact that Cleveland was one of the few communities that did better in 1952 than in 1951.

Featured speaker was General Carlos Romulo, Ambassador to the United States from the Philippines and permanent delegate to the United Nations. Henry A. Rocker, Campaign Chairman, opened the meeting and turned it over to William C. Treuhart, Special Gifts Chairman. William A. Shipley, Special Gifts Co-Chairman, led the calling of the cards, assisted by Leonard Ratner, a member of the UJA National Campaign Cabinet, and Eugene Goodman, both former Chairmen of the campaign.

Typical of the many gifts announced at the meeting were the following: Max Friedman, for himself and associates, (Cook Coffee Company and Pick-'n'-Pay Super Market) from \$59,000 in 1952 to \$65,000 in 1953; William M. Shipley and Herman Blum, from \$17,000 to \$24,000; Builders Structural Steel Corporation, (Jacob and Herman Friedman) from \$25,000 to \$30,000; Joseph, Alex and Lewis Miller, \$43,000; Martin Friedman and M. M. Weiner, (Momart Steel Corp.) from \$10,000 to \$12,000; Anonymous, from \$9,000 to \$14,000; Henry A. Rocker, (Lester Engineering Company) \$4,000, a 20% increase over last year; Anonymous, from \$4,000 to \$7,500; Rudolph Deutsch Company, from \$5,000 to \$7,500; Joseph E. Cole, from \$4,000 to \$5,000; William I. Katz, from \$4,000 to \$5,000; Milton C. Kane, from \$4,000 to \$4,500; Robert L. Kann, from \$3,500 to \$4,200; Leo Goldberg, from \$1,000 to \$1,500; Jack Goldberg, from \$500 to \$1,250.

In addition to the officers mentioned above, the following are serving in official capacity in the Cleveland campaign: Max Friedman, President of the Jewish Community Federation of Cleveland; Bertram W. Amster and Maurice H. Saltzman, General Co-Chairmen; Mrs. Gerald J. Miller and Mrs. Jack Bloch, Co-Chairmen of the Women's Division; Henry L. Zucker, Executive Director.

LOS ANGELES SHOWS LEAD OF 17% WITH \$1,895,450 RAISED

With the campaign now in high gear, Los Angeles, California has announced pledges

for 1953 totalling \$1,895,450 from contributors who last year gave \$1,619,290, an increase of more than 17%. Meetings and special events will crowd the Los Angeles calendar in the days ahead and workers and leaders are going all out to cover the community and turn in a final total substantially in excess of that achieved in 1952.

Included in the gifts thus far announced are the following: Lakewood Park (Louis H. Boyar, Mark Boyar, G. Harry Rothberg and Ben Weingart) from \$66,000 in 1952 to \$100,000 in 1953; Music Corporation of America, \$37,500 to \$50,000; Jack L. and Harry M. Warner, \$20,000 to \$50,000; Mark Taper Foundation, \$33,000 to \$50,000; Beneficial Standard Life Insurance Company (Oscar S. Pattiz and Edward D. Mitchell) \$60,000; The Deutsch Foundation, \$20,000 to \$25,000; Emil Brown Fund, \$25,000; Samuel Goldwyn Foundation, \$25,000; Harvey Machinery Company, \$10,000 to \$25,000; Simon-Levi Company, \$15,000; Maurice, Rose and Charles Holman, \$13,500 to \$15,000; Friedman Bag Company, \$15,000; Richard S. Diller, \$12,000; Ben Heller, \$3,000 to \$10,000; George Miller and Family, \$10,000 to \$12,000; Alfred and Viola Hart Foundation, \$10,000; Nathan Davidson, \$10,000; Leslie G. Cramer, \$10,000; Michael C. Birnkrant Foundation, \$10,000; Harris and Frank, \$10,000; L. A. Period Furniture Company, \$10,000; Schulhofer-Eisendrath Foundation, \$10,000; Joseph D. Shane, \$10,000.

S. Mark Taper is Chairman of the Los Angeles campaign. Judge David Coleman is President of the Los Angeles Jewish Community Council and Mischa F. Berg is President of the Los Angeles Jewish Federation. Louis H. Boyar is Chairman of Special Gifts, and serving with him as Co-Chairmen are Y. D. Markson, Oscar S. Pattiz and G. Harry Rothberg. Joseph D. Shane is Chairman of the Steering Committee with Ben Solnit as Co-Chairman. Maurice Holman is President of the Keymen. Robert Rosenson is Chairman of Trades and Professions with William W. Bruck, Judge Isaac Pacht and Leslie Cramer as Co-Chairmen. Jules Bisno, Irwin E. Kane and Herbert Silverberg are Co-Chairmen of the Greater Los Angeles Area. Mrs. Harry A. Hollzer is Chairman of the Women's Division. Julius Bisno is Executive Director of the United Jewish Welfare Fund and Ben Z. Wagschal is Campaign Director.

PHILADELPHIA REPORTS \$1,823,790 -- STILL 15% AHEAD

At a report meeting addressed by Dr. Frank Kingdon last weekend in Philadelphia, Pennsylvania, pledges totalling \$1,823,790 were announced from cards which produced \$1,583,625 in 1952, an increase of 15%. This sum represents only 14% coverage of all cards in the campaign and vigorous efforts are going forward, not only to speed the coverage, but to raise the rate of increase.

Tribute was paid at the report luncheon to Samuel H. Daroff, National Chairman of the UJA Campaign Cabinet and Co-Chairman of Special Gifts of the Philadelphia Allied Jewish Appeal, for his extraordinary efforts in obtaining big gifts. Mr. Daroff, who personally solicited more than eighty of the most important gifts in the campaign, was dubbed, "Philadelphia's one-man campaign."

The Women's Division has scheduled a great G Day effort (Great Day for Giving). In this one day campaign 3,500 workers will cover 25,000 cards by personal visits.

Philadelphia in 1953 is making the most intensive use of radio and television in its history. Judge Nochem Winnet is cooperating in this effort as Chairman of Public Relations.

Sol Satinsky is President of the Welfare Fund and Frederic R. Mann is Chairman of the campaign. Mrs. Sol Brody is Chairman of the Women's Division and serving with her as Co-Chairman is Mrs. Jerome Markovitz. Ephraim R. Gomberg is Executive Director.

NEWARK, WITH OVER \$1,000,000 RAISED, SHOWING 25% INCREASE

Following a Big Gifts meeting addressed by Dr. Joseph J. Schwartz at which the contributors present pledged \$473,000 or 37% more than last year, additional gifts have been made in Newark, New Jersey which bring the total to date to \$1,050,000 with the increase still running at the rate of better than 25%.

Louis D. Stern is President of the Jewish Community Council of Essex County and Louis A. Kasen is General Chairman of the campaign. Charles R. Davis and Philip E. Hoffman are Co-Chairmen of Special Gifts. Mrs. Joseph Skwirsky is Chairman of the Women's Division. Herman M. Pekarsky is Executive Director.

NEW YORK UJA HONORS HENSHEL

The UJA of Greater New York, which raised \$7,500,000 at its first Big Gifts meeting, paid tribute to Harry D. Henshel at its second citywide Special Gifts dinner at which \$750,000 in contributions was announced. Mr. Henshel, known throughout the country for his service as National Chairman of UJA's Jewelry Division, is active in the New York Jewelry drive as well and is one of the top leaders of the National Jewish Welfare Board, which sponsored the event.

Many increased gifts were recorded at the function: Jacob Sincoff, a national Treasurer of the UJA, increased from \$15,000 to \$20,000; Bulova Foundation increased from \$27,250 to \$30,000, with the executives of the Bulova Watch Company pledging to contribute an additional \$20,000; Oscar Heyman and Bros. increased from \$10,000 to \$11,000; the Longine-Wittnauer Watch Co. from \$7,500 to \$10,000; members of the Lazrus family (Benrus) announced gifts totalling \$36,500.

Other top gifts included \$16,000 from D. Samuel Gottesman; \$12,000 from David Rose; \$6,500 from Shapiro Brothers Factors; \$6,000 from Michael Addison; \$6,000 from Kaspar and Esh; \$3,500 from J. Sklar Mfg; and \$3,000 from Maurice Magid.

Among other increased contributions were those of Harvey Berin who went from \$2,000 to \$3,000 and Henry Goldberg from \$500 to \$1,000. Milton Weill contributed \$2,000 over and above his regular gift as a tribute to Harry Henshel. Irving Edison, of Edison Brothers, St. Louis, also added another \$1,000 to his gift to honor Mr. Henshel and there were a number of other contributions so designated. The employees of the Jewish Welfare Board, whose Armed Services Division Mr. Henshel heads, contributed \$9,072.

The dinner was addressed by Comptroller Lazarus Joseph of New York City and Mr. Edison, who is JWB's President. Other speakers included Melvin Krulewitch, Chairman of the JWB's New York City Council, who presided, Samuel Hausman, a General Chairman of the New York UJA drive and Monroe Goldwater, an Honorary Chairman of New York UJA's Board of Directors, who made the formal presentation to Mr. Henshel.

Those present responded to an impassioned appeal by Comptroller Joseph who recalled the tragedy which occurred to six million Jews under Hitler's rule, reminding the guests of the difference it would have made if Israel had been a nation at that time and urged them to give their utmost support to UJA in an effort "to help save 2,500,000 people behind the Iron Curtain who desperately need to get out."

DENVER BIG GIFTS SURPASS 1952 BY 10%

Pledges totalling \$410,974 were made at a Big Gifts meeting in Denver, Colorado

which was addressed by Dr. Joseph J. Schwartz. This represented a 10% increase over the \$372,397 contributed by the same group last year. Leaders of the community declared after the meeting that the results would spark an outstandingly successful campaign in Denver this year.

Following are a few of the contributions announced: Shwayder Bros., from \$55,000 to \$60,000; Adolph Kiesler, from \$45,000 to \$50,000; Morris Miller, from \$20,000 to \$22,000; Neusteter's (Meyer and Myron D. Neusteter) \$15,000; Robert Kohn, \$10,000; Jack Levy, \$10,000; S. Friedman, \$8,000; Harry Goldberg, \$7,500; Edward Hirschfeld, \$8,000 to \$8,500; Carl Tucker, \$7,000 to \$7,500; Sam S. Sigman, \$2,500 to \$5,000; Emil P. Berkowitz, \$2,000; E. D. Seldin, \$5,000 to \$6,500; J. S. A. Sharoff, \$5,000; Jack Bernstone, \$3,000 to \$4,000; M. Adelstein, \$12,375; Rothberg-Zerobnick, \$6,000; Max Weinstein, \$5,000; Stein-Nerenberg, \$5,000; Lou Luby, \$5,000; Dave Garlett, \$3,500 to \$4,000; Irving Pasternak, \$2,000; Harry Rosenbaum, \$2,000 to \$2,500; Shore Foundation, \$2,500 to \$3,000; Abe Perlmutter, \$5,500; Moe Katz, \$5,000 to \$6,000; Benjamin Krasner, \$5,000 to \$5,500; Joseph D. Sheftel, \$2,500 to \$3,000; Sam Boscoe, \$2,000 to \$2,500.

Joseph D. Sheftel is President of the Allied Jewish Community Council of Denver. Moses M. Katz is Campaign Chairman. Co-Chairmen of Big Gifts are Harry Rosenbaum and Moe Miller. Mrs. William Nelson is Chairman of the Women's Division and Nathan Rosenberg is Executive Director.

HARTFORD AHEAD OF 1952 WITH BIG GIFTS OVER \$400,000

At a spirited Big Gifts meeting in Hartford, Connecticut, addressed by Governor Theodore McKeldin of Maryland, pledges of \$401,768 were made by contributors who gave \$381,768 in 1952. A number of notable increases were sparked by the pledge of Barney Rapaport, a member of the UJA National Campaign Cabinet, who went from \$50,000 to \$55,000.

Judge Abraham S. Bordon, Chairman of the campaign, presided at the meeting and Governor McKeldin was introduced by Governor John D. Lodge of Connecticut.

Francis E. Stern is President of the Hartford Jewish Federation. Oscar Levine is Chairman of Special Gifts and Frank Novick is Advance Gifts Chairman. Mrs. David T. Weinman is Chairman of the Women's Division. Bernard L. Gottlieb is Executive Director.

MILWAUKEE BIG GIFTS TOP THOSE OF 1952 BY 15%

Running under the slogan, "Reverse The Trend," Milwaukee, Wisconsin is proceeding to do just exactly that. Two extraordinary meetings in one day — one of Men's Big Gifts and the other of the Women's Initial Gifts section — produced pledges totalling \$312,000 with an overall increase of 15% over the gifts of the same contributors last year.

Harry Bloch, Jr., General Chairman of the Milwaukee campaign, presided at the Men's Big Gifts dinner meeting which was addressed by George Jessel and Abraham Feinberg of New York. The Women's Luncheon meeting was addressed by Rabbi Herbert A. Friedman of Milwaukee, National Chairman of the UJA Speakers Division, and Mrs. Louis A. Weisfeldt, Chairman of the Initial Gifts section of the Women's Division.

In addition to the officers mentioned above, the following are serving in Milwaukee in 1953; Harry L. Epstein, President of the Milwaukee Jewish Welfare Fund; Mrs. Hyman Peckarsky, Chairman of the Women's Division and Elkan C. Voorsanger, Executive Director.

MEMPHIS SURGES FORWARD, 21% AHEAD OF LAST YEAR

Starting with a bang-up Initial Gifts dinner at which contributors pledged \$82,330, or 49% more than last year, Memphis, Tennessee increased the total to \$186,769 at its opening meeting with the increase over last year still running a whopping 21%.

The Initial Gifts dinner was addressed by Barney Medintz of Atlanta, Ga., a member of the UJA National Campaign Cabinet. The Campaign Opening meeting was in the form of a double function with the Women's Division meeting in one room and the men in another at the Gayoso Hotel. Mrs. Henry Newman, of Kansas City, addressed the Women's Division meeting while Rabbi Joseph Narot of Miami Beach, Florida, addressed the men. After the fund raising both meetings came together to hear George Jessel.

Among the gifts announced thus far which are equal to or greater than last year are the following:

Shainberg family, from \$7,500 to \$15,500; William A. Loewenberg and Ira Lichterman, \$10,000 to \$13,000; Goldsmith family, \$15,000; Philip Belz, \$10,750; Abe Plough and family, \$12,000; Graber Associates, \$10,000; Herbert Herff Foundation, \$6,500; Leo Levy, \$5,000 to \$6,000 personal; Levy's Ladies Toggery \$5,000 to \$6,000; Margolin Brothers, \$5,000; Wurzburg Brothers, \$5,000; Julius Lewis, \$5,000; Sam Fortas, \$3,000 to \$3,500; Sidney Perlberg, \$3,000; Sam, Jack and Abe Belz, \$2,000 to \$3,000; Dave Dermon, \$3,000 to \$3,250; American Linen Service, (Louis Klitzner) \$1,000 to \$1,500; Dr. Gilbert J. Levy, \$1,000 to \$1,200; Julian Allenberg, \$1,750 to \$2,250; Farber Bros., \$1,200 to \$1,500; Benjamin Goodman, \$1,000 to \$1,250; Ben R. Morris, \$1,200; Manny Dlugach, \$1,000; Gilbert Dlugach, \$1,000; Gilbert M. Schloss, \$1,000; Louis Fooks, \$1,000 to \$2,000.

Benjamin Goodman is President of the Memphis Jewish Welfare Fund and the campaign is headed by a presidium with Philip Belz as Chairman, which also includes Mrs. Sam Franklin, Herbert Glazer, William A. Loewenberg and Herbert Shainberg. Mrs. Richard Block is Chairman of the Women's Division and Jack Lieberman is Executive Director.

COMMUNITIES PASS LAST YEAR'S TOTALS

Houston Reaches \$510,000 Mark

Houston, Texas, which last year raised a total of \$503,611, has already raised in 1953 the sum of \$510,000 and the campaign is still going strong. Community leaders expect to beat last year's total by at least \$60,000.

Daniel Schlanger is President of the Houston Jewish Community Council and Martin Nadelman is Campaign Chairman. Big Gifts Co-Chairmen are Irving Alexander, General Louis Pulaski, Morris Rauch and Joseph Weingarten. Mrs. Joseph Rabinowitz is Chairman of the Women's Division. Albert Goldstein is Executive Director.

Peoria Passes 1952 Total of \$131,665

Peoria, Illinois, which raised altogether \$131,665 in 1952, has already passed that total by \$8,000 in the 1953 campaign and is going forward to exceed the 1952 total by a substantial margin. According to the formula agreed upon in advance of the campaign, the UJA is to receive 100% of all funds raised above last year's total and it is expected in the community that UJA will get at least 20% more from Peoria than it did last year. Peoria, incidentally, raised and allocated more to UJA in 1952 than in 1951.

Samuel Rothberg, a member of the UJA National Campaign Cabinet, is President of the Peoria Jewish Welfare Fund. Howard Heller is Campaign Chairman. Co-Chairmen with him are Mrs. Oscar Hokin and Morris L. Bork. Daniel Balsam is Executive Director.

Dallas Expects To Pass Last Year's Total By End Of April

Dallas, Texas raised \$678,000 in 1952 and expects to pass that mark by the end of April with over \$660,000 already pledged to date.

Morton H. Sanger is President of the Jewish Welfare Federation of Dallas and Albert Susman is Chairman. Co-Chairmen are Bernard Schaenen and Henri L. Bromberg, Jr. Mrs. Albert Susman is Chairman of the Women's Division. Jacob H. Kravitz is Executive Director.

Tucson Races By 1952 Figure

Tucson, Arizona has joined the growing list of communities which are not only obtaining increases in individual gifts but which have already raised amounts which are greater than their total proceeds in 1952. With \$115,000 pledged at the last report, Tucson, which raised \$110,000 in the 1952 campaign, is still going forward and is hoping for a final figure in excess of \$125,000.

Jacob C. Fruchthendler is President of the Tucson Jewish Community Council and Sidney M. Gilberg is Campaign Chairman. Mrs. Henry H. Kaufmann is Chairman of the Women's Division. Executive Director is Benjamin N. Brook.

Miami Fast Approaching 1952 Achievement

With \$1,100,000 already raised, Miami, Florida is just about \$50,000 short of last year's total campaign achievement and it is expected that shortly the 1952 total will be passed and substantially exceeded.

Carl Weinkle is President of the Greater Miami Jewish Federation and Howard Kane is Campaign Chairman. Mrs. Louis Glasser is Chairman of the Women's Division and Morris Klass is Executive Director.

LOUISVILLE LAUNCHES BIG GIFTS EFFORT WITH 10% INCREASE

Addressed by Rabbi Herbert A. Friedman of Milwaukee, contributors at the Big Gifts meeting in Louisville, Kentucky chalked up a total of \$142,000 in pledges compared with \$129,000 in 1952, an increase of 10%. The meeting was one of the largest and most effective Big Gifts meetings ever held in the community. New pledges to date bring the total to \$215,000, still maintaining a substantial increase.

Following are some of the major gifts announced, all of which are equal to or greater than the amounts given by the same contributors last year:

Benjamin F. Washer, \$16,000; Jack Goldfarb, from \$11,000 to \$12,000; Harry J. Klein, \$5,500 to \$6,750; Max M. Lipski, \$5,000; Norbert Friedman, \$3,600; Kling Co., \$3,000 to \$3,500; C. Saul Hertzman, \$1,900 to \$2,600; Sam H. and Isidore Klein, \$2,000 to \$3,000.

Samuel J. Beierfield is President of the Louisville Conference of Jewish Organizations. Chairman of the campaign is C. Saul Hertzman. Norbert Friedman and Arthur S. Kling are Initial Gifts Co-Chairmen. Special Gifts Co-Chairmen are Rabbi J. J. Gittleman and Lewis D. Cole. Mrs. Martin Perley is Chairman of the Women's Division and Clarence F. Judah is Executive Secretary.

PASSAIC PLEDGES STAND AT \$137,245 -- INCREASE 16%

Pledges totalling \$137,245 were announced at the Keymen's Mobilization Meeting in Passaic, New Jersey, which was addressed by Rabbi Max Nussbaum of Los Angeles, California. The meeting was attended by about 150 persons at Temple Israel and Jack Feintuch, President of the Keymen, presided. Sylvan Strauss, President of the Community Council, and Elmer Friedbauer, Campaign Chairman, delivered the reports on the campaign status. Spirit ran high at the meeting and campaign leaders were encouraged by the large turnout of workers. The general campaign atmosphere is good and there is every confidence in the community that Passaic will go over the 1952 total.

In addition to the officers mentioned above, the Hon. Samuel Nelkin is serving as Initial Gifts Chairman, Mrs. Leo Rudin as Chairman of the Women's Division and Max Grossman as Executive Director.

SAN DIEGO RUNNING 10% AHEAD OF 1952

With the Women's Division of the San Diego, California campaign going all out to keep pace with the fine start made by the Men's Division, pledges already announced total \$126,373 as against \$115,000 in 1952, an increase of 10%.

The Big Gifts meeting of the men was addressed by Joseph D. Shane of Los Angeles and Chaplain Zelig Chinitz. Mr. Shane spent the entire day in San Diego meeting with key leaders and contributors and was in great measure responsible for the excellent results.

The Women's Division, which was addressed by Lloyd Nolan, motion picture and TV star, was in the form of a testimonial luncheon to Mrs. Ida H. Nasatir, Chairman of the Women's Division, who also spoke.

Among the gifts announced thus far are the following: Jack O. Gross, from \$5,000 in 1952 to \$6,000 in 1953; Max Maisel, from \$1,000 to \$2,000; Murray D. Goodrich, from \$2,000 to \$2,500; Harry B. Sugarman, from \$900 to \$2,000; Carl M. Esenoff, from \$1,000 to \$1,500; Albert Steinbaum, from \$2,000 to \$2,500; Sol Price, from \$600 to \$1,000; Milton Roberts, from \$850 to \$1,000; Louis Steinman, from \$1,000 to \$1,200; Irving Solomon, from \$500 to \$1,250 and the Rabinowitz family, \$4,500.

Murray D. Goodrich is President of the United Jewish Fund of San Diego and Carl M. Esenoff is Campaign Chairman. Special Gifts Chairman is Jack O. Gross. Albert A. Hutler is Executive Director.

NORFOLK RAISES \$121,344 AT BIG GIFTS MEETING

A number of individual increases were recorded at the Big Gifts meeting in Norfolk, Virginia where \$121,344 was pledged by a group which gave \$114,118 in 1952, an overall increase of 6%.

George Jessel and Rabbi Charles E. Shulman, of New York, addressed the meeting. An earlier Advance Gifts meeting was addressed by Charles L. Kaufman, prominent local attorney.

Among the gifts recorded, all of which were greater than or at least as large as those of 1952, were the following:

Herbert Altschul, \$1,500 to \$1,750; the Brody family, \$6,800 to \$7,500; Dan Dalis, \$2,000 to \$2,500; Jake Goodman & Son, \$3,000 to \$4,000; George M. Gordon, \$500 to \$1,000; Hofheimer Shoes, \$1,000 to \$1,250; Charles L. Kaufman, \$3,000 to \$3,500; Rice's Fashion Corner, \$2,000 to \$2,500; Ben Simon, \$1,450 to \$1,750; Dr. Dudley Cooper, \$1,600 to \$1,750; Henry Sohmer, \$350 to \$750; Barr Brothers, \$3,000; Leon and Ruby Fine, \$3,500; David Krug, \$2,100; Harry Mansbach, \$2,500; L. Snyder Foundation, \$5,000. Louis Leep, \$2,500.

Harry Elson is President of the Norfolk Jewish Community Council. George M. Gordon is Campaign Chairman. Big Gifts Co-Chairmen are Dr. Dudley Cooper and Ben Simon. Morton J. Gaba is Executive Director.

RABBI SILVER ADDRESSES HARRISBURG BIG GIFTS MEETING

Inspired by an address by Rabbi Abba Hillel Silver of Cleveland and sparked by the pledge of Mary Sachs, who increased from \$20,000 to \$25,000, contributors at the Big Gifts meeting in Harrisburg, Pennsylvania pledged \$118,500.

Louis S. Snyder is President of the United Jewish Community of Harrisburg. General Campaign Chairman is Rabbi David L. Silver. Henry H. Brenner is Big Gifts Chairman and Mrs. Arthur Lehrman is Chairman of the Women's Division. Albert Hursh is Executive Director.

DULUTH BIG GIFTS EXCEED LAST YEAR'S BY 26%

Kalman S. Goldenberg, of Minneapolis, a member of the UJA National Campaign Cabinet, addressed the Initial Gifts meeting in Duluth, Minnesota and was gratified at the announcement of pledges totalling \$118,400 by contributors who gave \$94,275 in 1952, an increase of 26%.

Among the pledges made were those of Duluth Iron & Metal (Arthur C. Josephs and L. Z. Zalk) \$40,000; Minnesota Woollen (A. B. and Nat C. Polinsky) from \$32,000 to \$40,000; David S. and Joseph E. Gershgol, from \$7,500 to \$10,000; Maurice Crane, from \$1,000 to \$3,000; Harry K. Goldenberg, from \$2,500 to \$4,500; Jerome Seiler, from \$1,000 to \$1,500.

Robert J. Karon is President of the Duluth Jewish Federation and Community Council. Herbert Samuels is Campaign Coordinator. David S. Gershgol is Big Gifts Chairman and Mrs. Isadore Simon is Chairman of the Women's Division. Mrs. Harry W. Davis is Executive Director.

LYNN RUNNING 12% AHEAD OF LAST YEAR

Big gifts announced in Lynn, Massachusetts total \$110,928, an increase of 12% over last year. Leaders expect that after some difficulties which still exist in the campaign are overcome the percentage of increase will be higher. The Big Gifts meeting, which was held at the home of Ted Poland, Chairman of Big Gifts, was addressed by Maurice Samuel, noted author, and Milton Kahn of Boston, a member of the UJA National Campaign Cabinet.

Benjamin Olanoff is President of the United Jewish Appeal of Greater Lynn, while Samuel Bloomberg is Campaign Chairman. Samuel Robinson and Sydney Sugarman are Co-Chairmen of General Solicitation. Advance Gifts Co-Chairmen are Nathan Cohen, Samuel P. Backman and Melvin Edinberg. Mrs. Solomon Feldman is Chairman of the Women's Division and William M. Pruss is Executive Director.

WOMEN'S DIVISION TOPPING 1952 RESULTS

With the Passover Holidays in the background Women's Divisions throughout the country are getting into full swing and first reports of Big Gift functions are most encouraging.

At the \$100 function in Newark, New Jersey, \$52,720 was announced as against \$45,706, an increase of over 15%. Mrs. Joseph Skwirsky is Chairman of the Women's Division.

In Richmond, Virginia, at an Initial Gifts Dinner addressed by Mrs. Hal Horne, National Women's Division Chairman for Regions, \$28,406 was announced as against \$24,324 in 1952. Mrs. Sydney Lewis is Chairman of the Women's Division.

A 15% increase was secured in the Big Gifts category in Detroit, Michigan with the total raised at this pace-setting meeting amounting to \$133,000. Mrs. S. A. Brailove, Honorary Chairman of the National Women's Division, was the principal speaker. The Division is under the leadership of Mrs. Lewis B. Daniels.

First reports from Los Angeles, California announced \$109,879 against last year's gifts of \$96,362. Mrs. Harry A. Hollzer is Chairman of the Women's Division.

The \$500 Minimum Gift Meeting in Kansas City, Missouri resulted in a total of \$44,000 for a 7% increase. The Chairmanship of the Women's Division is held by Mrs. Arthur Bloomgarten.

Miami Beach, Florida's Women's Division, under the Chairmanship of Mrs. Louis Glasser, has already exceeded its 1952 total raised of \$133,000 and is still going strong.

A fund-raising function in St. Petersburg, Florida, produced a 13% increase, as reported by the Chairman, Mrs. Marion B. Ross.

RICHMOND BIG GIFTS SHOW 17% INCREASE

Contributions at the Richmond, Virginia Big Gifts meeting, which was addressed by George Jessel and Rabbi Charles E. Shulman of Riverside Temple, New York, totalled \$96,224 as against \$85,223 from the same group in 1952, an increase of 17%.

Women's Division gifts, which are also running ahead at approximately the same rate, total over \$28,000, bringing the combined total to approximately \$125,000.

Richard Schwarzschild is President of the Richmond Jewish Community Council. Campaign Chairman is Irvin S. Markel. Mrs. Sydney Lewis is Chairman of the Women's Division.

ALBANY BIG GIFTS EXCEED THOSE OF 1952 BY OVER 15%

At an enthusiastic Big Gifts meeting at the Colonie Country Club addressed by Edward M. M. Warburg, approximately 150 persons, who had braved an unseasonable snow storm to attend the Big Gifts function of the Albany, New York campaign, pledged \$95,928 as against contributions from the same group in 1952 totalling \$83,121, an increase of over 15%.

The meeting was opened by Charles Lieberman, General Chairman of the campaign, who turned it over to Jerome Kapner, Co-Chairman of Special Gifts, who presided. Cards were called for the men by Harry Marks and for the women by Mrs. David Wanger, Chairman of the Women's Division.

Serving with Mr. Kapner as Big Gifts Chairman is Samuel Stein. Charles Lieberman, in addition to serving as Campaign Chairman, is President of the Albany Jewish Welfare Fund. Sydney S. Abzug is Executive Director.

10% INCREASE RECORDED IN FORT WAYNE

The sum of \$78,400 was pledged at a Big Gifts dinner meeting addressed by Hal Lehrman, well-known author and lecturer, in Fort Wayne, Indiana. This represented a 10% increase over the \$71,010 contributed by the same persons last year. Later pledges brought the total to \$106,000, with the increase remaining at 10%.

G. Irving Latz II, who is doubling as President of the Ft. Wayne Federation and as Big Gifts Chairman, presided at the meeting. He was assisted in the solicitation by Sidney Hutner who is serving as Co-Chairman of the campaign as is Sol Rothberg.

Mrs. I. L. Bronstein is Chairman of the Women's Division and Joseph Levine is Executive Director.

INCREASES REPORTED FROM ALL PARTS

From every corner of the nation reports continue to come of increased giving and outstanding campaigns. The following are a few brief reviews of these reports:

At a Big Gifts meeting in Springfield, Illinois, addressed by Judge Maurice Bernon of Cleveland, a member of the UJA National Campaign Cabinet, pledges totalling \$38,881 were made by contributors who gave \$32,466 in 1952. New pledges to date bring the total to \$52,209 with the increase standing at 26%. Michael Eckstein is President of the Springfield Jewish Federation and William Gingold is Campaign Chairman. Eric Nadel and Sidney Goldman are Campaign Co-Chairmen. Dorothy Wolfson is Executive Director.

Savannah, Georgia has \$52,500 pledged by contributors who gave \$49,450 in 1952, an increase of 6%. Joseph Lesser is Campaign Chairman. Serving with him as Co-Chairmen are Raymond Kuhr, Harry R. Friedman, Ralph Tenenbaum and Dr. William A. Wexler. Samuel Robinson is serving as Big Gifts Chairman as well as President of the Savannah Jewish Council. Mrs. Joseph L. Wilensky is Chairman of the Women's Division and Paul Kulick is Executive Director.

Southern Illinois has already raised \$85,360, an increase of 8% over the gifts of the same contributors last year. Hirschel Eichhorn is President of the Jewish Federation of Southern Illinois. Herman Morton is Campaign Chairman. Mrs. Isadore Friedman is Chairman of the Women's Division. Hyman H. Ruffman is Executive Director.

The Big Gifts meeting in Reading, Pennsylvania, addressed by Samuel H. Daroff of Philadelphia, Chairman of the UJA National Campaign Cabinet, produced pledges totalling \$44,000, an increase of 18% over the \$37,350 contributed by the same persons last year. Max Fisher is President of the Reading Jewish Community Council. Campaign Chairman is Morris N. Blumberg. Harry S. Sack is Executive Director.

Phoenix, Arizona now stands at \$91,000 against \$80,000 from the same contributors

in 1952, an increase of 14%. David Bush is President of the Phoenix Jewish Community Council. George Wolf is Campaign Chairman. Big Gifts Chairman is Si Kauffman. Mrs. John Kruglich is Chairman of the Women's Division. Hirsch Kaplan is Executive Director.

New Britain, Connecticut is running about 5% ahead of last year with \$30,620 raised. Dr. Charles T. Schectman is President of the New Britain Jewish Federation and Samuel W. Menus is Campaign Chairman. Big Gifts Co-Chairmen are Nathan Bisberg and Harold A. Lewis. Mrs. Charles T. Schectman is Chairman of the Women's Division. Irving K. Furst is Executive Director.

With \$40,000 raised, West Palm Beach, Florida is running 38% ahead of last year. Nathan C. Goldman is Campaign Chairman. Serving with him as Co-Chairman are Dr. Arthur I. Shain, who is also President of the Welfare Fund, Harry Fein, Maurice Brams, Max Sonberg and Joel Drucker. Samuel A. Schutzer is Executive Secretary.

Albuquerque, New Mexico is a healthy 47% ahead of last year with \$37,293 already raised. Lewis R. Sutin is President of the Albuquerque Jewish Welfare Fund. Martin Morrison is Campaign Chairman and Melvin Robbins is Co-Chairman. Joseph B. Land is Big Gifts Chairman. Mrs. Si Goldman and Mrs. J. Rothman are Co-Chairmen of the Women's Division. Rana Adler is Executive Secretary.

Orlando, Florida has received pledges of \$30,000 from contributors who gave \$29,000 last year. Frank R. Stein is President of the Welfare Fund. Sidney C. Gluckman is Campaign Chairman and Mrs. Albert Morrell is Co-Chairman.

A fine 30% increase has been reported in Palm Springs, California from contributors who gave \$28,000 in 1952 and pledged \$36,500 this year. Emil D. Laufer is Campaign Chairman and Hon. William H. Friedman and Henry Weinberger are Honorary Chairmen.

13 is Pensacola, Florida's lucky number for the increase is 13% over last year with \$12,600 raised. Julian Siegal is serving as President of the Welfare Fund and Campaign Chairman. Advance Gifts Chairman is Abe Levin. Mrs. Morris Parker is Chairman of the Women's Division.

Seattle, Washington has gifts totalling \$85,055 from a group which gave \$81,815 in 1952. Sam Rubinstein is President of the Federated Jewish Fund and Council of Seattle. Richard Weisfeld is Chairman of the campaign and Mrs. Alexander Grimstein is Chairman of the Women's Division. Samuel G. Holcenberg is Executive Director.

OVER \$1,000,000 CASH AT EASTERN PENNSYLVANIA REGIONAL CONFERENCE

Cash made available to the UJA directly as a result of the Eastern Pennsylvania Regional Conference in Allentown, Pennsylvania totalled \$1,007,000. This includes \$225,000 promised for remittance in the near future.

The Conference was attended by more than 300 persons from 21 communities in the area. Samuel K. Mittelman, President of the Scranton-Lackawanna Jewish Community Council, presided at the morning session, and the Conference was addressed by Samuel H. Daroff, Chairman of the UJA National Campaign Cabinet, and Charles Weisman, Chairman of the National Automotive Division of UJA.

Mr. Lynn Hirshorn, of Allentown, Co-Chairman of the Conference, presided at the afternoon session. Morris Senderowitz, Jr., Chairman of the Conference, was confined to his home, where he is convalescing from a recent illness. Mrs. Morris Senderowitz, Jr.,

spoke to the delegates who were welcomed to Allentown by Councilman Norman Lichtenwahler.

Mr. Daroff eulogized the late Moritz Gottlieb of Allentown, who was UJA National Chairman for Regions.

The major addresses of the Conference were delivered by Rabbi Max Nussbaum of Temple Israel, Hollywood, California, and George Jessel, noted actor-producer. The Army ROTC of Lehigh University presented the colors during the course of the afternoon session.

CONNECTICUT LEADERSHIP MEETING PRODUCES OVER \$750,000 CASH

The Leadership Meeting for the State of Connecticut, held in Waterbury, Connecticut, produced cash and promises of early remittances of cash totalling \$764,000. Communities represented at the Conference proper were Hartford, Waterbury, New Britain, Bristol, New London, Stamford, New Haven, Danbury, Bridgeport, Torrington and Meriden.

The Conference was addressed by Moses W. Beckelman, Director-General of the Joint Distribution Committee, and Albert Dekker, well-known film star.

\$90,000 CASH AT NORTH CAROLINA STATE LEADERSHIP MEETING

Over \$90,000 cash was made available to UJA as a result of the North Carolina State Leadership meeting in Charlotte, North Carolina. UJA State Chairman, J. Bernard Stein, presided at both sessions. Jacob M. Viener, of Richmond, Virginia, a member of the UJA National Campaign Cabinet, and Madame Helene Benatar addressed the meeting. Yeoman work in assuring the success of the Conference was done by Mrs. Daniel Green, Mrs. Arthur Goodman, Jr., and Mrs. I. Ashendorf.

CARBONDALE PAYS IN FULL IN ADVANCE

UJA has already received in advance of the Carbondale campaign, cash for 1953 totalling \$15,000, an amount equivalent to the total amount given to the UJA in 1952. Ben Weisberg is Chairman of the campaign and Dr. Howard R. Alexander is Treasurer.

HONESDALE RUSHES CASH TO UJA

Another community which has borrowed almost the entire amount of the campaign in advance is Honesdale, Pa. Honesdale, which raised \$14,000 in 1952, has already forwarded \$10,000 to UJA on account of 1953.

CAMPAIGN BRIEFS

Minneapolis, Minnesota has provided an additional \$25,000 from reserves for the UJA toward the 1952 allocation in recognition of UJA's urgent needs ... A check for \$1,000 was contributed to the UJA by Mr. and Mrs. Richard P. Samuels of Aberdeen, Maryland in memory of their parents. The late Aaron J. Hutner was Chairman of the Aberdeen campaign and a deeply devoted UJA leader ... The children of the Lutheran Sunday School in Thompson Falls, Montana contributed \$25.00 to the UJA through Mrs. Jacob Repp of the Sunday School.

MORRIS J. APPELMAN

The death of Morris J. Appelman, Executive Director of the Richmond, Virginia Jewish Community Council, brought grief to his many friends. Mr. Appelman, who had formerly been Executive Director of the Jewish Federation of Southern Illinois and, at one time, Executive Director of the Jewish Vocational Service in St. Louis, was a devoted public servant. The officers of the UJA extend sincere condolences to his family and to the Richmond Jewish Community.

HARRY FIELDMAN

The officers of the UJA mourn the passing of Harry Fieldman, President of the Springfield, Massachusetts Jewish Welfare Fund and a staunch supporter of the UJA. They send sincere condolences to his grieving family and to the Jewish community of Springfield.

NEW YORK CITY BORROWS \$4,000,000

The officers of the United Jewish Appeal of Greater New York, cognizant of the critical need for cash in Israel and Europe, this week negotiated a loan for \$4,000,000 from the banks for the immediate use of UJA. This brings the total amount provided by the New York City UJA this year to \$6,615,000 in cash.

LATE NEWS FLASHES

As this Report went to press, the following last minute news reached the office of the UJA. Fuller reports will be given in the next issue.

The Big Gifts meeting in Pittsburgh, Pennsylvania, addressed by George Jessel and Rabbi Max Nussbaum, resulted in an increase over last year with pledges totalling \$917,000.

Kansas City, Missouri, whose earlier Pace-setters meeting had been addressed by Edward M. M. Warburg, announced over \$450,000 at its Big Gifts meeting, which was addressed by Gov. Theodore McKeldin of Maryland. This total represented a substantial increase over the contributions of the same persons in 1952.

Rabbi Irving Miller, President of the Zionist Organization of America and a member of the UJA National Campaign Cabinet, was the principal speaker at the Syracuse, New York Big Gifts meeting where \$120,000 was pledged by contributors who gave \$107,000 in 1952, an increase of 12%.

The Big Gifts meeting in Trenton, New Jersey ended with pledges totalling \$178,000, an increase of 5% over last year.

REPORT

Special

SATURDAY EVE.
JUNE 6
MAYFLOWER
HOTEL



SUNDAY
JUNE 7
WASHINGTON,
D. C.

1953 CAMPAIGN NATIONAL ACTION CONFERENCE

*to rededicate and intensify our efforts
in behalf of economically embattled Israel
and millions of Jewish men, women and children
in lands of oppression and danger*

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

from **JOSEPH J. SCHWARTZ**, Executive Vice-Chairman

May 12, 1953

165 West 46th St., New York City

NOT FOR PUBLICATION

AMERICAN JEWISH ARCHIVES

UJA CAMPAIGN NOW AT CRUCIAL STAGE

A country-wide survey of campaigns in communities of all sizes, recently completed, justifies the optimistic conclusion that campaign accomplishments thus far in most communities are good enough to assure campaign totals substantially in excess of last year. One cautionary note must be made, however, and that is that the majority of the communities which are ahead of last year, pledge for pledge, must buckle down to even more dedicated and intensive effort to sustain the high level of enthusiasm and generosity which prevailed in the first part of the campaign. Unless they do this the gains which have already been made may be seriously cut down or even wiped out. The few communities which, because of late starts or other adverse factors are running somewhat behind last year, must get their leadership and workers to put their shoulders to the wheel so that they may catch up with the rest of the country.

American Jewry knows why it is being called upon to give and to give more generously. It is mature enough to understand that the success of the UJA is a total community project. It cannot be assured by a few contributors in each community or by a few communities in the country. Every contributor and every community must be in the campaign all the way and without stint if the historic task that has been given to American Jewry is to be accomplished.

On the following page you will find graphic charts of the campaign status in a number of representative communities in various campaign brackets throughout the country. The charts constitute a typical cross section of the campaign and give a visual picture of the national campaign scene as it is at the present date. While the picture is reassuring, it can be made truly satisfactory only if every community doubles and redoubles its efforts to make its chart-line as strong as human willingness and energy can possibly make it.

Community	Total Raised 1952	Campaign Opening Date	Raised to Date 1953	
			\$	% Increase
<i>Green bar represents 1953 raised through May 8, 1953. White bar shows percent increase over 1952 from same givers</i>				
Albany	\$325,000	May 5	\$161,385	+6.7%
Atlantic City	299,000	Apr. 20	303,540	+14.6%
Baltimore	3,125,000	Mar. 22	2,700,000	+2.3%
Bridgeport	284,959	May 18	98,510	+27.9%
Buffalo	780,453	Apr. 22	477,000	+5.5%
Cincinnati	*1,375,000	Apr. 21	500,000	+15.2%
Cleveland	4,210,000	Apr. 28	3,237,000	+9.4%
Columbus, Ohio	540,558	May 6	369,000	+12.5%
Dallas	675,000	Feb. 23	675,130	+5.2%
Denver	898,000	Apr. 1	520,000	+7.4%
Detroit	4,347,000	Apr. 14	3,540,000	+10.1%
Duluth	162,000	Apr. 16	153,100	+23.2%
Elizabeth	290,000	Apr. 18	249,148	+4.3%
Flint	93,000	Apr. 24	73,000	+21.7%
Fort Wayne	146,997	Apr. 13	108,127	+10.8%
Houston	503,611	Mar. 8	532,768	+16.0%
Los Angeles	4,932,000	Apr. 15	2,767,040	+13.9%
Louisville	465,000	Apr. 9	360,000	+5.3%
Lynn	273,000	Apr. 20	230,000	+5.0%
Memphis	350,000	Apr. 9	283,000	+18.9%
Miami	1,158,000	Jan. 11	1,153,330	+21.0%
Milwaukee	879,370	Apr. 8	390,000	+9.9%
Minneapolis	682,000	Apr. 21	365,000	+5.8%
Newark	2,100,000	Apr. 23	1,346,388	+13.6%
Newport News	126,000	May 5	53,800	+15.0%
Norfolk	205,000	Apr. 9	187,300	+7.3%
Northern Hudson	330,000	Apr. 22	270,000	+11.1%
Omaha	450,000	Apr. 15	265,603	+6.1%
Passaic	324,000	Apr. 14	243,758	+9.6%
Paterson	394,000	Apr. 21	294,550	+6.6%
Peoria	131,640	Mar. 17	140,800	+22.9%
Perth Amboy	153,800	May 4	69,850	+8.5%
Philadelphia	**4,317,000	Apr. 1	3,413,769	+6.2%
Phoenix	93,000	Feb. 4	94,000	+16.0%
Portland, Me.	146,842	May 6	140,383	+13.7%

*Includes \$123,000 in hospital funds

**Includes \$500,000 medical campaign

Community	Total Raised 1952	Campaign Opening Date	Raised to Date 1953	
			\$	% Increase
Portland, Ore.	\$350,000	Mar. 15	\$213,447	+6.7%
Richmond	303,000	Apr. 11	258,000	+7.1%
St. Paul	437,000	Apr. 22	250,300	+14.8%
Southern Illinois	175,000	Mar. 26	106,129	+10.3%
Springfield, Mass.	256,499	Apr. 19	150,000	+20.0%
Stockton	49,000	Mar. 21	47,000	+27.0%
Syracuse	384,975	Apr. 19	230,000	+7.5%
Utica	138,000	May 11	80,000	+11.1%
Worcester	410,000	Apr. 28	199,000	+19.9%

Green bar represents 1953 raised through May 8, 1953. White bar shows percent increase over 1952 from same givers.

STATISTICAL CHARTS AND HUMAN LIVES

In issuing these periodic Reports to Members of the UJA National Campaign Council, it is my endeavor to present factually the campaign situation in communities throughout the country so that the leaders in each campaign may have a bird's-eye view of the total campaign picture. I have rarely used the pages of the Report for a personal message but I feel that an explanation should be made in connection with the charts that appear above.

To me, these lines of achievement mean far more than mere statistical data. They represent the potential of the UJA for saving lives, restoring hopes and rebuilding futures. A single percentage point of increase in a community may mean all of these things to a number of Jewish men, women and children. Every percentage point is worth struggling for, fighting for and sacrificing for.

Mr. Warburg and I reviewed these charts and agreed that they were very encouraging. However, I want to tell you frankly that they will have real meaning for us only if the story they have started to tell is finished in a manner that will do credit to the maturity of the American Jewish community. What I mean is that the toughest part of the campaign lies ahead. There must be no relaxation of effort anywhere along the line. Here at the national office of UJA we shall continue to devote all our energies to the task of helping the communities bring their individual campaigns to a successful conclusion so that the total campaign may be brought to a successful conclusion.

I know that you in the communities who carry the heaviest burden of responsibility for a successful campaign will not relax your own efforts until the last percentage point of increase and the last dollar of pledges have been obtained. I know, too, that when allocations are made full consideration will be given to the fact that increased pledges this year are largely due to the contributors' understanding of the greater and more urgent needs of the UJA, and that the largest possible sums will be made available to the UJA out of the proceeds of the campaign.

We've got to work together, all of us, to finish the job we have started so well and to finish it as well as we have started it. If there is any way in which the national office of UJA can be of help to you, please feel free to ask for that help.

Joseph J. Schwartz

NATIONAL ACTION CONFERENCE IN WASHINGTON TO BE FOCAL POINT FOR \$25,000,000 CASH DRIVE

Stassen, Lehman, Eshkol, Eban, Goldmann, Warburg And
Others To Address Great June 6 and 7 Gathering

Aroused to action by the acute emergency situation facing Israel as a result of the recent crop failure and the continuing difficulty of meeting short-term obligations incurred because of the tremendous influx of immigration; concerned about the necessity for providing for those who have fled from East Europe and for any eventuality that may arise because of the delicate situation in that area; and disturbed by the fact that the flow of cash to the UJA has not kept pace with the improved campaign results, American Jewry, on May 1, launched a nation-wide "drive within a drive" to provide \$25,000,000 in cash for the UJA.

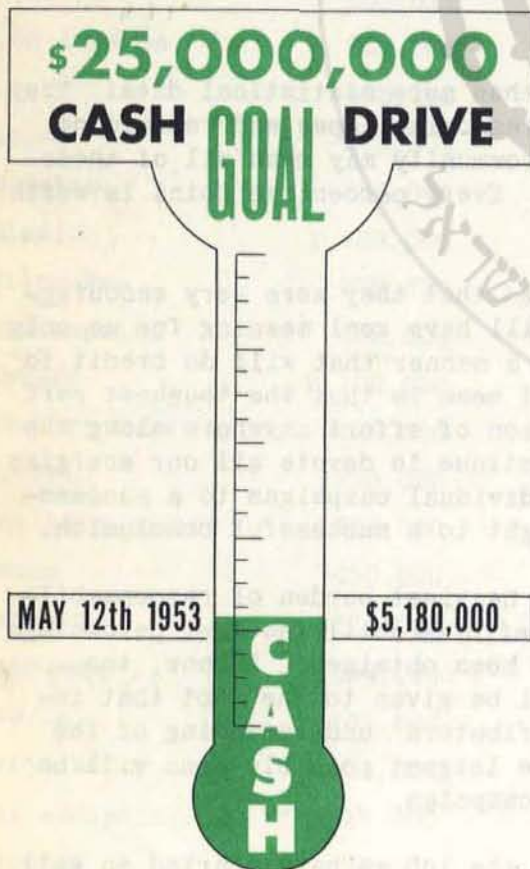
A great National Action Conference about which this huge cash effort will revolve, has been scheduled for Saturday evening, June 6 and Sunday, June 7 at the Mayflower Hotel in Washington. Already scheduled to participate in this extraordinary convocation are Harold E. Stassen, Director for Mutual Security, Senator Herbert H. Lehman, of New York, Levi Eshkol, Israel Minister of Finance, Abba S. Eban, Israel Ambassador to the United States, Dr. Nahum Goldmann, Chairman of the Jewish Agency for Palestine, and Edward M. M. Warburg, General Chairman of the United Jewish Appeal.

Holtzman Named National Cash Chairman

Spearheading the cash drive as National Cash Chairman is Joseph Holtzman of Detroit, a National Chairman of the UJA. Serving with him will be a Cash Cabinet composed of outstanding members of communities from coast to coast. The National Campaign Cabinet of UJA has been mobilized for action and already many of the members of the Cabinet are in communication with communities assigned to them to urge the negotiation of loans and the inauguration of intensive collection efforts.

\$5,180,000 Cash Received

The thermometer reading at the left shows that \$5,180,000 has been remitted to the UJA since the beginning of the present \$25,000,000 cash drive. Let's all pull together to shoot the mercury up to the \$25,000,000 mark before the end of June. Israel depends on it. Helpless Jews in Europe, North Africa and the Moslem countries depend on it. Lives depend on it. We must not fail.



REPORT

TO MEMBERS OF THE

NATIONAL CAMPAIGN COUNCIL

from **JOSEPH J. SCHWARTZ**, Executive Vice-Chairman



1953 CAMPAIGN

UNITED JEWISH APPEAL

To meet needs totalling

\$144,524,250

On behalf of UNITED ISRAEL APPEAL

JOINT DISTRIBUTION COMMITTEE

UNITED SERVICE FOR NEW AMERICANS

Vol. VIII, No. 5, June 2, 1953

165 West 46th St., New York City

NOT FOR PUBLICATION

STASSEN, LEHMAN, EBAN, GOLDMANN, WARBURG AND OTHERS TO ADDRESS UJA NATIONAL ACTION CONFERENCE IN WASHINGTON JUNE 6 AND 7

From all parts of the country campaign leaders are getting ready to attend what promises to be one of the greatest Conferences in UJA history — the National Action Conference, scheduled for Saturday evening, June 6th and Sunday, June 7th at the Mayflower Hotel in Washington, D. C.

An extraordinary program has been arranged, including addresses of the most vital importance by Harold Stassen, Director for Mutual Aid; Senator Herbert H. Lehman of New York; Abba Eban, Israel Ambassador to the United States; Dr. Nahum Goldmann, Chairman of the Executive of the Jewish Agency for Palestine; Edward M. M. Warburg, General Chairman of the UJA and others.

Scores of communities are cooperating in the great cash effort which will focus on one of UJA's historic check presentation queues at the Washington Conference.

The cash drive is headed nationally by Chairman Joseph Holtzman of Detroit, who is doing a bang-up job throughout the country with the aid of the National Cash Cabinet and the National Campaign Cabinet as well as with the full cooperation of community leaders everywhere. Campaigns which have not yet participated in the current cash drive are urged to join with the rest of the country and make a maximum sum available by the time of the Conference on June 6th and 7th.

ADDITIONAL COMMUNITIES RAISE MORE THAN LAST YEAR'S TOTALS

In the last issue of the REPORT, Houston, Texas, Peoria, Illinois and Tucson, Arizona were recorded as having already raised more than they raised altogether in 1952. We also reported that Dallas, Texas was expected to pass last year's total and that prediction has come true. Dallas, which raised a total of \$675,000 in 1952, is already several thousand beyond that figure. A number of communities are now at the same position that Dallas was at that time and we shall soon be reporting them as over-the-top. Judge Abraham Lieberman, Chairman of the Northern Hudson County, New Jersey campaign, for instance, advises that his community is hopeful of exceeding last year's total results by about 10%. Following are reports on additional communities which have already earned their place on this growing roll of honor.

Detroit Looks For More Than \$4,500,000 To Top 1952 By Over \$160,000

There was rejoicing throughout Detroit, Michigan after the recent closing rally at which an estimated minimum total of \$4,509,000 was announced based on pledges of \$4,362,000 recorded at an earlier date and the remainder in transit or conservatively estimated. The total amount raised in Detroit last year was \$4,346,659.

The meeting, at which Samuel H. Rubiner, President of the Detroit Jewish Welfare Federation, spoke and presided, was marked by special campaign citations which Mr. Rubiner presented to Irving W. Blumberg and Harvey H. Goldman, Co-Chairmen of the campaign; John E. Lurie, Pre-Campaign Chairman and Mrs. Lewis B. Daniels, Chairman of the Women's Division. Isidore Sobeloff, Executive Director of the campaign, also spoke.

Philadelphia Passes Last Year's Total With \$4,408,242

At one of the most exciting and best attended closing meetings ever held in Philadelphia, total pledges of \$4,408,242 were announced, including subscriptions which had not yet been recorded. Last year the Allied Jewish Appeal campaign in Philadelphia produced a net of \$4,316,000 which included \$500,000 for a combined medical center campaign which is not included this year and which makes the result all the more sensational.

Featured speaker at the meeting was Governor Theodore McKeldin of Maryland. Sol Satinsky, President of the Allied Jewish Appeal, who is a member of the UJA National Campaign Cabinet, opened the meeting at which Frederic R. Mann, Chairman of the campaign, presided. Ephraim R. Gomberg, Executive Director, also spoke and Ezio Pinza sang for the gathering.

Samuel H. Daroff, Honorary President of the Allied Jewish Appeal and Chairman of the UJA National Campaign Cabinet, presented awards to the leaders of the campaign.

Cleveland \$116,000 Ahead With \$4,325,000 Already Raised

Cleveland, Ohio, which raised a total of \$4,209,548 in 1952, had, at its last report, recorded in its books for 1953, pledges totalling \$4,325,000 with the campaign still unfinished.

Max Freedman is President of the Jewish Community Federation of Cleveland and Henry A. Rocker is Campaign Chairman. Serving with Mr. Rocker as Co-Chairmen are Bertram W. Amster and Maurice H. Saltzman. Mrs. Jack J. Block and Mrs. Gerald J. Miller are Co-Chairmen of the Women's Division. Henry L. Zucker is Executive Director.

Miami Does Better Than Last Year

Miami, Florida has passed last year's total of \$1,155,000 by almost \$45,000 and is running better than 5% ahead of last year, pledge for pledge with the campaign still unfinished and a substantial additional amount expected.

Carl Weinkle is President of the Greater Miami Jewish Federation. Howard Kane is Campaign Chairman. Mrs. Louis Glasser is Chairman of the Women's Division.

Duluth Overtops 1952 Results

Duluth, Minnesota is not only running 18% ahead of last year, gift for gift but

has already raised \$178,000 with more to go as compared with a total campaign achievement of \$162,000 last year.

Robert J. Karon is President of the Jewish Federation and Community Council. Herbert Samuels is Campaign Coordinator and David S. Gershgol is Big Gifts Chairman. Mrs. Samuel Singer is Chairman of the Women's Division and Mrs. Harry W. Davis is Executive Director.

Atlantic City Shoots Past 1952 Total

Atlantic City, New Jersey, which raised a total of \$298,995 in 1952, has already passed that total with pledges amounting to \$310,020 and is running 15% ahead on gifts from the same contributors. Leaders hope to pass \$325,000 by the end of the drive.

Morris Batzer is President of the Federation of Jewish Charities of Atlantic City. Campaign Chairman is I. D. Sinderbrand. Mrs. Matthew Molitch is Chairman of the Women's Division and Irving T. Spivack is Executive Director.

Spokane Already At \$41,000 Mark Compared With \$30,000 Total in 1952

\$41,000 in pledges has already been obtained in Spokane, Washington, which raised \$30,000 in 1952. The campaign, which is running a sensational 60% ahead of last year, still has a considerable amount of money to raise.

Dr. Joseph Thaler is President of the Spokane United Jewish Fund. Sam Rykus is Campaign Chairman with Dr. Albert S. Weiland serving as Co-Chairman.

Flint Reports \$2,000 Over 1952 Final Figure

Flint, Michigan, which raised a total of \$93,000 last year, has already reported pledges of \$95,000 for 1953 and is running 17% ahead, pledge for pledge.

Dr. Saul S. Gorne is President of the Flint Jewish Community Council. Louis Kasle is Campaign Chairman and Arthur Hurand is Co-Chairman. Louis E. Rudner is Big Gifts Chairman. Mrs. R. J. Mittleman and Mrs. B. Morris Pelavin are Co-Chairmen of the Women's Division and Irving Antell is Executive Director.

Phoenix 1953 Pledges Exceed Total 1952 Campaign

With its campaign still far from finished, Phoenix, Arizona is running 16% ahead with pledges totalling \$94,000. The entire amount raised by Phoenix in 1952 was \$93,300.

David Bush is President of the Phoenix Jewish Community Council. Campaign Chairman is George Wolf. Si Kauffman is Big Gifts Chairman. Mrs. John Kruglick is Chairman of the Women's Division and Hirsh Kaplan is Executive Director.

Springfield Outdoes Last Year's Results

Springfield, Illinois, which raised a total of \$69,000 in 1952, already has 1953 pledges of more than \$71,500. It is running at the rate of 14% ahead of last year, pledge for pledge.

Michael Eckstein is President of the Springfield Jewish Federation. William Gingold is Campaign Chairman. Serving with Mr. Gingold as Co-Chairmen are Eric Nadel, William Sherman, Sidney Goldman and Jean Tick. Chairman of the Women's Division is Mrs. Stanley C. Myers. Dorothy Wolfson is Executive Director.

Albuquerque \$12,000 Ahead of Last Year's Final Figure

Running 33% ahead of last year on a comparative basis, Albuquerque, New Mexico has already passed last year's total results by a substantial margin with \$68,000 in pledges recorded for 1953 as compared with a total campaign achievement of \$56,461 in 1952.

Lewis R. Sutin is President of the Albuquerque Jewish Welfare Fund and Martin Morrison is Campaign Chairman with Melvin L. Robins serving as Co-Chairman. Joseph B. Land is Big Gifts Chairman. Co-Chairmen of the Women's Division are Mrs. Simon Goldman and Mrs. Julius Rothman. Rana Adler is Executive Secretary.

Tyler Already \$2,000 Over Last Year's Total

Tyler, Texas with \$86,000 raised has joined the roster of over-the-top communities. The total amount raised in Tyler last year was \$84,000.

Bernard Wolf is serving as President of the Tyler Federated Jewish Welfare Organization and as Campaign Chairman. Chairman of the Women's Division is Mrs. Philip Golenternek.

Corpus Christi Pledges Past Last Year's Total

Corpus Christi, Texas has already announced pledges for 1953 totalling \$59,000. The entire amount raised by Corpus Christi in 1952 was \$55,500. The 1953 campaign is still going ahead at full steam.

Ben D. Marks is President of the Jewish Community Council of Corpus Christi. Simon Grossman is Campaign Chairman, and serving with him as Co-Chairmen are Abe Block, Eli H. Lipner and Charles Maltz. Abe Katz is Big Gifts Chairman. Harold H. Benowitz is Executive Director.

Stockton 21% Ahead With Pledges Over 1952 Total

Stockton, California, which raised a total of \$49,000 in 1952, already has \$51,000 pledged for 1953 with pledges running 21% ahead of last year.

Forrest M. Greenberg is President of the Stockton Jewish Community Council. Max Sweet is Campaign Chairman. Mr. Sweet has the able assistance of Jack Cooper, Alvin Davidson, B. J. Frankenheimer and Mrs. Joseph Sweet as Associate Chairmen. Stanley Davidson is Big Gifts Chairman and Leonard Krivonos is Executive Director.

Palm Springs 'Way Ahead of Last Year

Palm Springs, California, which raised \$29,650 throughout 1952, already has pledges totalling \$40,500 for 1953 and is running 40% ahead of last year.

Honorary Chairmen of the Palm Springs Campaign are Hon. William H. Friedman and Henry Weinberger. Emil D. Laufer is Campaign Chairman.

Willimantic Exceeds 1952 Total by Big Margin

Willimantic, Connecticut is running 31% ahead of last year, pledge for pledge, with \$34,000 already raised. The total amount raised in Willimantic in 1952 was \$28,000.

Mrs. Jessie Greer is Chairman of the Willimantic campaign. Serving with her as Co-Chairman is Benjamin Eisenberg.

AND STILL THEY COME

Following is a list of additional communities which have raised more already than they managed to raise throughout 1952. This is the true test of the campaign. Early increases have no meaning unless they are maintained until last year's total has been reached and until it has been surpassed. It is gratifying indeed that so many communities, so early in the campaign, have reached and passed their 1952 achievements.

<u>Community</u>	<u>1953 Raised to date</u>	<u>1952 Total Raised</u>	<u>Chairman</u>
Jasper, Ala.	\$ 7,130	\$ 6,200	Mike Buchstein
Merced, Calif.	2,350	1,812	Morton Kamson
Riverside, Calif.	7,000	4,300	Richard S. Brill
Santa Rosa, Calif.	10,476	7,300	Mike Cohen
Vallejo, Calif.	15,150	13,000	Dr. Morris Zlot
Torrington, Conn.	7,045	5,560	Joseph Strogatz
Carrollton, Ga.	1,375	565	Al I. Smith
Anderson, Ind.	10,685	8,975	Joseph S. Simkins
Bloomington, Ind.	1,530	1,088	Sidney B. Salinger, Jr.
Kokomo, Ind.	7,280	7,020	Robert Freed
Marion, Ind.	26,725	25,785	Sam Fleck
Milford, Mass.	15,600	14,800	Dr. Harry Helfand
Grand Island, Nebr.	5,975	5,875	Bernard Greenberger
Cohoes, N. Y.	3,225	2,765	Isadore Siegal
Cornell University, N. Y.	4,000	2,900	Louis Nezvesky)Co- Rabbi Morris Goldfarb)Chrmn.
Norwich, N. Y.	3,322	2,677	Kurt Hirsch
Winston-Salem, N. C.	16,913	15,000	Ernest W. Lefkowitz
Ardmore, Okla.	10,760	9,400	Sidney Yaffe
Blairsville, Pa.	9,000	7,600	Dr. David H. Buchman
Lewistown, Pa.	20,857	19,657	Harold I. Cohen)Co- Louis M. Glick)Chrmn.
Mt. Pleasant, Pa.	6,288	5,298	Leonard Levin
Allendale, S. C.	1,205	930	Bernard Laden

WOMEN'S DIVISIONS OUTDO 1952 ACHIEVEMENTS

The first final reports of Women's Division accomplishments in Spring campaigns have just come in with most encouraging figures.

From the West Coast, Phoenix, Arizona reports that under the leadership of Mrs. John Kruglick the women raised \$12,192 against last year's \$6,945.

Miami, Florida, which like Maine is supposed to set the tone for the rest of the

country, approached the \$150,000 mark in 1953. Last year they had raised only \$135,000. Mrs. Louis Glasser headed this group.

In the Southwest, Mrs. Albert Susman, Chairman, announced a final figure of \$111,651 for Dallas, Texas against the previous year's total of \$109,437.

Richmond, Virginia, under the Chairmanship of Mrs. Sydney Lewis, has gone \$2,000 beyond the 1952 total.

On the East Coast, the Atlantic City, New Jersey Chairman, Mrs. Matthew Molitch, enthusiastically announced that they have surpassed their 1952 record of \$53,450 by close to \$10,000.

Another \$10,000 increase for 1952 was reported this week by Cleveland, Ohio's Women's Division at its final report meeting. Total raised here was \$464,718. Mrs. Jack J. Block and Mrs. Gerald J. Miller are Women's Division Co-Chairmen.

CHICAGO RAISES OVER \$2,750,000 IN FIRST WEEKS OF DRIVE

Chicago's 1953 campaign got under way in earnest at the Inaugural meeting in the Bryn Mawr Country Club and chalked up the grand sum of \$1,488,465 that evening. In quick succession four other Country Club dinners were held — at Green Acres, at Twin Orchard, at Ravisloe and at Idlewild. These meetings, too, were marked by generous giving as were three pace-setting meetings, the first at the home of Mr. and Mrs. Max Cohen, the second, privately called by Harris Perlstein and the third in the home of Harry I. Hoffman. Two more Country Club dinners will be held, one of North Shore residents on June 2nd at the Northmoor Country Club, and the other on June 16th of members and friends of the Lake Shore Country Club at the Ambassador East Hotel.

Chicago's goal for 1953 is \$7,500,000, 25% greater than the amount raised in 1952.

Among the gifts announced in Chicago are the following: Abelson & Getz Foundation, from \$10,200 to \$12,500; Milton Altheimer, \$4,000 to \$5,000; American Community Builders, \$7,500 to \$10,000; Samuel W. Banovitz, \$6,000 to \$7,500; Nathan Blum, \$10,103 to \$11,100; Bradley Mfg. Co., \$12,800 to \$15,000; Mr. and Mrs. Harold Brady, \$5,000 to \$11,000; Louis & Joseph Brody, \$4,000 to \$5,000; Chicago Pump Company, \$1,500 to \$5,000; Charles L. Cohen & Herbert B. Snower, \$20,000 to \$21,500; Milton & Morton Cohen, \$9,000 to \$11,000; Edward Don & Co. & Associates, \$9,600 to \$10,500; Louis Duman and Advance Transformer Company, \$3,000 to \$5,000; George M. Eisenberg Foundation, \$5,000 to \$7,500; Sol Fox, \$8,000 to \$10,000; Mr. and Mrs. Reuben L. Freeman & Mr. and Mrs. Maurice E. Paradise, \$8,662 to \$10,000; Goldblatt Bros. Foundation, \$17,500 to \$18,000; Gottlieb Foundation, \$5,000 to \$11,000; Grawoig Family Foundation, \$4,000 to \$5,000; Harry I. Hoffman, \$21,000 to \$26,000; Arthur, Philip & Theodore Horwich, \$10,000 to \$12,000; M. S. Kaplan Company, \$35,200 to \$36,000; Robert H. Klein, \$10,000 to \$11,000; Hyman N. Kohn, \$5,000 to \$6,000; Sam Laud, \$8,000 to \$10,000; Ira Loewenstein, \$2,500 to \$5,000; Mogen David Wine Charitable Fund, Mr. and Mrs. Max Cohen, \$35,000 to \$40,000; Newberger Foundation, \$7,000 to \$10,000; Morris & Richard Norian, \$6,200 to \$8,500; The Pritzker Foundation, \$11,000 to \$21,000; Edward M. Rabin, Barney E. & Edwin E. Hokin, \$28,800 to \$35,500; Reflector Hardware Corporation, \$17,250 to \$20,000; Morris Rosenthal, \$5,000 to \$6,500; Hyman A. Shankman, \$5,700 to \$6,000; Nathan H. Sherman, \$2,500 to \$5,050; Stone Container Company, \$16,000 to \$17,000; Mr. and Mrs. Irvin Swartzberg, \$5,000 to \$5,500.

Also, Maxwell Abbell, \$10,000; Jacob M. Arvey, \$7,000; Albert & Joseph Baer, \$5,500; Harry Blum, \$10,000; Sam Briskin, \$50,000; Judge Isidore Brown, \$10,000; Caine Foundation, \$12,500; Henry Crown Family, \$40,000; Emerman Machinery Corporation, \$15,000; Felt Products Mfg. Co. & Albert Mecklenburger, \$10,000; Gerald, Joseph & Willard Gidwitz, \$15,000; Hammond Brass Works, \$17,500; Benjamin R. Harris, \$10,000; Mortimer B. Harris, \$10,000; Dr. S. S. Hollender, \$5,500; Meyer Katz, \$11,500; Samuel N. Katzin & Morton B. Weiss, \$30,000; Richard Koolish Foundation & Navidico, Inc., \$21,000; Maxwell Kunin, \$10,000; R. Lavin & Sons, \$11,000; Dr. Robert S. Levy, \$8,000; Maling Brothers, \$5,000; Maremont Automotive Products and Associates, \$21,050; Metalcraft Corp. & Associates, \$8,000; Moordale Casuals, Inc., \$10,000; Harris Perlstein, \$65,000, personal; Lee Rose, \$5,000; Ruby Chevrolet, Inc., \$20,000; Morris B. Sachs, \$10,000; Peter Sampson & Associates, \$18,000; Shelley Steel Corp., \$15,500; Harry M. Shore, \$7,500; Boris Smoler & Sons, \$10,000; Mr. and Mrs. Otto Vogl, \$15,000; Simon Wexler & Abram D. Davis, \$20,500; Pinsof Foundation, \$10,000.

Space does not permit the recording of scores of splendid increases in amounts below \$5,000.

Oscar Getz is General Chairman of the Campaign. Dr. Samuel S. Hollender is Chairman of Special Gifts. Chairman of the Women's Division is Mrs. Harold S. Brady and Abram N. Pritzker is Chairman of Trades and Professions. Jacob Siegel is Chairman of the Folks Organizations and Synagogues Division and Bennett Shulman is Chairman of the Young People's Division. Samuel A. Goldsmith is Executive Secretary.

NEW YORK CITY UJA CONTINUES "MILLION DOLLAR DINNER" SERIES

The United Jewish Appeal of Greater New York maintained its "million dollar dinner" pace at its third citywide function at which contributions totalling \$1,250,000 were announced.

500 guests attended the dinner, held under the sponsorship of the American Jewish Congress, and heard Governor Theodore R. McKeldin of Maryland call for the release by the Soviet satellite countries of at least 182,000 Jews who have registered for emigration to Israel.

Samuel Bronfman, President of the Canadian Jewish Congress, was the guest of honor at the dinner. Those gathered in tribute to him included members of the American Jewish Congress, representatives of the wine and spirits industry — in whose humanitarian endeavors Mr. Bronfman has played a leading role — and leaders in many business and communal activities. Mr. Bronfman is President of Distillers Corporation, Seagrams Ltd. of Canada.

Among the increased gifts announced were those of Samuel Spatt, from \$25,000 to \$30,000; Seagram Distillers, from \$15,000 to \$25,000; Gustav and Max Stern, from \$18,000 to \$20,000; D. Samuel Gottesman, from \$17,000 to \$18,000 and Jacob Bluestein from \$9,000 to \$10,000.

Increases in the lower categories included Benjamin S. Kalnick and Associates from \$3,200 to \$4,200; Commissioner William H. Friedman, from \$3,200 to \$4,000; Century Curtain Co., from \$2,500 to \$3,500; Joseph K. Alliger, from \$1,500 to \$1,800; and Harry Greene, from \$250 to \$1,000.

Other outstanding contributions included the Reisman-Rothman Corporation, \$20,000; Joseph Durst, \$15,000; Irving Feinberg, \$10,000; Biflex Foundations, \$5,000;

Adolph H. Klein, \$5,000; Dr. Viola Bernard, \$4,000; Milton J. Bluestein, \$2,500 and Isidor Teitelbaum, \$2,000.

Speakers of the evening included Dr. Nahum Goldmann, Chairman of the Jewish Agency for Palestine; Dr. Israel Goldstein, President of the American Jewish Congress; Theodore R. Racoosin, Chairman of the Dinner Committee; Morris O. Alprin, Chairman of the New York UJA's Wine and Spirits Division; Jack D. Weiler, a General Chairman of the United Jewish Appeal of Greater New York and a National Chairman of UJA; and Tubie Resnik, Vice-President of Calvert Distillers Corp. Rabbi David J. Seligson, President of the New York Board of Rabbis, delivered the invocation and Cantor Robert E. Segal of Congregation B'nai Jeshurun rendered vocal selections.

PITTSBURGH PASSES \$1,300,000 MARK

With all divisions and with leaders of all divisions pressing ahead for campaign victory, Pittsburgh, Pennsylvania is rapidly approaching its campaign wind-up with \$1,300,000 already pledged. The community is still maintaining an increase over 1952 and is exerting every effort to hold on to the increase until the very end.

Jacob Davis is President of the United Jewish Fund of Pittsburgh and Nathaniel P. Kann is Campaign Chairman. Judge Samuel A. Weiss is Advance Gifts Chairman. Co-Chairmen of the Women's Division are Mrs. Wilfred J. Finegold, Mrs. M. H. Fisher and Mrs. Louis J. Reizenstein. Dr. Maurice Taylor is Executive Secretary and James D. Bronner is Assistant Director.

CINCINNATI 14% AHEAD WITH OVER \$1,000,000 PLEDGED

Cincinnati, Ohio in its latest report announced pledges totalling \$1,001,000. This amount represents a 14% increase over the sum contributed by the same givers last year.

Alfred J. Friedlander is President of the Jewish Welfare Fund of Cincinnati and Joseph H. Hoodin is Chairman of the campaign. Serving with Mr. Hoodin as Vice-Chairmen are Sam Lipman, Dr. Charles Siegal and Joseph Wolf. Chairman of the Women's Division is Mrs. Harold Dine. Maurice J. Sievers is Executive Director.

ST. LOUIS PLEDGES TOTAL MORE THAN \$1,375,000

Every officer and worker in St. Louis, Missouri is working under full steam to rush the campaign to completion. Already, pledges announced total \$1,375,594.

I. E. Goldstein is President of the Jewish Federation of St. Louis and Alvin A. Wolff is Campaign Chairman. Mrs. Sidney Strauss is Chairman of the Women's Division and Herman L. Kaplow is Executive Director.

KANSAS CITY HOLDS ON TO LEAD AS IT PASSES \$900,000 MARK

Kansas City, Missouri with over \$900,000 already raised is pushing hard to hold on to the substantial lead it now has until the campaign winds up. Edward M. M. Warburg was the speaker at the pace-setters meeting in this community and Governor Theodore McKeldin of Maryland came into town for the Big Gifts meeting.

Harry L. Jacobs is President of the Jewish Federation and Council of Greater Kansas City. General Co-Chairmen of the campaign are Milton W. Feld, Milton Silverman and Benjamin Sosland. Serving as Special Big Gifts Co-Chairmen are Samuel D. Goller,

George S. Lewis and Jack Rieger. Mrs. Arthur Bloomgarten is Chairman of the Women's Division. Abe L. Sudran is Executive Director.

BUFFALO APPROACHES \$650,000 MARK STILL AHEAD OF LAST YEAR

\$400,000 was raised at the campaign opening meeting in Buffalo, New York which was addressed by Dr. Abraham L. Sachar. This represented a 6% increase over the \$377,350 given by the same group in 1952. Pledges to date have been brought up to \$648,000 which is about 5% ahead of last year. The aim of Buffalo's leadership is to exceed last year's final total and all campaign plans and activities are geared to this goal.

Joseph Markel is President of the United Jewish Federation of Buffalo. Arthur Victor, Jr. is Campaign Chairman and Stanley G. Falk is Associate Chairman. Joseph Desmon is Special Gifts Chairman and Joseph Markel and D. Sloan Hurwitz are Associate Special Gifts Chairmen. Meyer A. Kahn is Chairman of the Men's Division and Isidore Morrison is Chairman of the Metropolitan Division. Mrs. Henry Engert is Chairman of the Women's Division. Arthur S. Rosichan is Executive Director.

MINNEAPOLIS APPROACHES HALF MILLION MARK WITH PLEDGES AHEAD OF 1952

The most recent figures received from Minneapolis, Minnesota indicate that \$484,721 has been pledged to date with the campaign still running 6% ahead of last year, pledge for pledge.

Leaders and workers are devoting their energy ceaselessly to bringing the campaign to a conclusion that will outdistance last year's achievement.

Arthur C. Melamed is President of the Minneapolis Federation of Jewish Service. Chairman of the campaign is Julius Segal who is aided by Co-Chairmen Nathan M. Berman and Joseph King. The Women's Division Chairman is Mrs. Martin D. Lebedoff. Martin M. Cohn is Executive Secretary.

WASHINGTON BIG GIFTS 8% HIGHER

Dr. Joseph J. Schwartz addressed Washington, D. C.'s Big Gifts meeting at which \$458,525 was raised by a group which contributed \$426,215 in 1952. The increase percentage-wise was 8%. Additional gifts have brought the total to \$833,000 with a 7% lead over last year being maintained.

Rabbi Isadore Breslau is President of the Welfare Fund and Leopold V. Freudberg is Campaign Chairman. Mrs. Samuel M. Dodek is Chairman of the Women's Division. Louis E. Spiegler is Director.

OMAHA HAS \$385,000 PLEDGED -- LEAD OVER LAST YEAR MAINTAINED

I. J. Mnookin of Kansas City addressed the Big Gifts meeting in Omaha, Nebraska and pledges totalling \$142,300 resulted. This was 6% more than was contributed by the same givers last year. Late reports give \$385,000 as the current pledged figure with a good increase being maintained.

J. Harry Kulakofsky is President of the Federation for Jewish Service of Omaha and Jack W. Marer is Campaign Chairman. The Women's Division Chairman is Mrs. Hubert Somer. Paul Veret is Executive Director.

TRI-STATE CONFERENCE PRODUCES \$700,000 IN CASH

More than 700 leaders from 70 communities in the UJA Tri-State Region were present at the Region's Fifth Anniversary celebration for Israel which produced approximately \$700,000 in cash for UJA.

Dr. Joseph J. Schwartz was the featured speaker. Judge Samuel A. Weiss, Tri-State Chairman, presided and Mayor David L. Lawrence of Pittsburgh served as Honorary Chairman of the Reception Committee. A toast to the State of Israel was given by David Olbum, and Mrs. Myer Abelson lighted the birthday candles. Albert Perelman presented the resolutions. Mrs. M. H. Fisher, Vice-Chairman of the National Women's Division of UJA, also addressed the delegates. The concluding speaker was George Jessel, noted actor and producer.

Following is a list of the checks presented by communities represented and the names of those who brought the checks.

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>DELEGATE</u>
Aliquippa, Pa.	\$10,000	Morris Chamovitz
Altoona, Pa.	50,000	Myer Abelson
Ambridge, Pa.	6,500	William Green
Upper Beaver Valley, Pa.	20,000	Harry Markson
Lower Beaver Valley, Pa.	4,000	Aaron Green
Blairsville, Pa.	9,000	Dr. David N. Buchman
Braddock, Pa.	10,000	I. H. Zeff
Brownsville, Pa.	10,000	Jack Greenfield
Butler, Pa.	20,000	Hyman Hurwitz
California, Pa.	1,150	Dr. Abe Azorsky
Canonsburg, Pa.	3,300	William Katz
Carnegie, Pa.	6,500	Ben E. Sherman
Clairton, Pa.	6,873	Arch Lhormer
Connellsville, Pa.	3,500	Mayor Abe I. Daniels
Coraopolis, Pa.	2,500	Phil Wekselman
Donora, Pa.	1,500	Mano Lichtenstein
DuBois, Pa.	3,000	Ben Klewans
Duquesne, Pa.	4,800	Louis C. Burstin
Elizabeth, Pa.	700	Allen I. Schwartz
Ellwood City, Pa.	3,000	Victor H. Cohen
Erie, Pa.	23,052	Seymour Rudolph
Farrell, Pa.	5,000	William Feinberg
Glassport, Pa.	2,000	LeRoy Broder
Greensburg, Pa.	15,000	Milton Goldberg
Homestead, Pa.	13,000	Samuel H. Gordon
Indiana, Pa.	7,000	Leo Lipman
Irwin, Pa.	2,500	Mrs. Anna Cohen
Jeannette, Pa.	7,500	Essak Weiner
Johnstown, Pa.	60,000	Elliot B. Levine
Kittanning, Pa.	6,000	Isadore Pollock
Latrobe, Pa.	2,500	Louis Slomoff
McDonald, Pa.	1,650	Sam Weissberg
McKeesport, Pa.	25,000	Mrs. Arthur R. Rack
Meadville, Pa.	1,000	Ben B. Kramer
Monessen, Pa.	2,600	Edward Berkowitz

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>DELEGATE</u>
Monongahela, Pa.	\$ 2,000	William M. Stadtlander
Mt. Pleasant, Pa.	6,000	Phillip Poster
New Castle, Pa.	15,000	Dr. Phil I. Ginsberg
New Kensington, Pa.	7,500	A. H. Bleier
Oil City, Pa.	4,000	Shefty Slesnick
Philipsburg, Pa.	800	Bernard Navasky
Punxsutawney, Pa.	1,250	Rev. C. Lerer
Sharon, Pa.	12,000	Martin Shanks
State College, Pa.	3,000	Miss Nedra LeVine
Tarentum, Pa.	2,200	Alfred Harrison
Titusville, Pa.	5,951	Dr. Irving Bernstein
Uniontown, Pa.	15,000	Dr. Edward Kaplan
Vandergrift and Leechburg, Pa.	5,000	Isadore Rubin
Washington, Pa.	20,000	Ben H. Richman
Beckley, W. Va.	300	Isadore Wein
Bluefield, W. Va.	2,000	Isadore Cohen
Clarksburg, W. Va.	10,000	Lenard Gotlieb
Charleston, W. Va.	21,000	Charles Cohen
Fairmont, W. Va.	2,000	Arthur Seff
Huntington, W. Va.	20,523	E. Henry Broh
Logan, W. Va.	4,400	Donald S. Levinson
Parkersburg, W. Va.	1,800	David Cremer
Weirton, W. Va.	6,000	Louis Forgash
Wheeling, W. Va.	13,135	Max L. Horne
Bellaire, Ohio	2,500	Hyman L. Mendelson
East Liverpool, Ohio	5,000	Martin Gluchow
Steubenville, Ohio	30,000	Joseph G. Denmark
Ashland, Ky.	4,500	Samuel Mansbach
Harlan Zone, Ky.	2,279	I. Roodine

12% INCREASE STILL STANDS IN COLUMBUS

Sparked by a characteristically outstanding presentation by Rabbi Abba Hillel Silver of Cleveland, contributors at a Big Gifts meeting in Columbus, Ohio pledged \$369,150, which was 12% more than they had given last year. Subsequent pledges have brought the total to \$476,342 with the 12% increase being maintained.

Richard J. Abel is President of the United Jewish Fund of Columbus. Fred Yenkin is Campaign Chairman. Serving as Special Gifts Chairman is Jack S. Respler. Co-Chairmen of the Women's Division are Mrs. M. J. Papurt, Mrs. Herbert Schiff, Mrs. Richard J. Abel and Mrs. Milton L. Leeman. Maurice Bernstein is Executive Director.

PATERSON PLEDGES NOW TOTAL OVER \$356,000 -- INCREASE AT 6%

Herbert Abeles of Newark, a member of the UJA National Campaign Cabinet, addressed a Big Gifts meeting in Paterson, New Jersey at which pledges of \$29,750 brought the total to date to \$356,058. The increase is still running better than 6%.

Mendon Morrill is President of the Jewish Community Council of Paterson. Jack Stern is Campaign Chairman. Serving with Mr. Stern as Co-Chairmen are Archie B. Marcus, Samuel S. Schwartz, Joseph Shulman, a member of the UJA National Campaign Cabinet, and Albert H. Slater. Raymond J. Kramer is Big Gifts Chairman. Chairman of the Women's Division is Mrs. Raymond J. Kramer. Max Stern is Executive Director.

AKRON MARKS UP OUTSTANDING INCREASE

Starting off with a lead of 25% over last year at a Big Gifts meeting addressed by Dr. Joseph J. Schwartz at which \$279,000 was raised, Akron, Ohio has gone forward to a pledge figure to date of \$395,131 with the increase still holding up at about 15%.

Much of the success of the Big Gifts meeting, which sparked the drive, was due to Dr. Schwartz' tribute to the late Irving Shaw who had been Chairman of the campaign.

Great credit for the progress of the campaign was given to the new Chairman, Jerome Kaufman who took over in the emergency which existed as a result of Mr. Shaw's death.

Norman C. Nobil is President of the Jewish Welfare Fund of Akron. Tremendous help is being given to Mr. Kaufman by other leaders in the community including Morris Sacks and Dr. Alvin M. Weil. Chairman of the Women's Division is Mrs. Alvin M. Weil. Nathan Pinsky is Executive Director.

MEMPHIS HOLDS 11% LEAD

With almost \$348,000 raised, Memphis, Tennessee is running 11% better than last year and will undoubtedly pass last year's total figure in a very short time.

Benjamin Goodman is President of the Memphis Jewish Welfare Fund. Philip Belz is Chairman of the Campaign Presidium which includes Mrs. Sam Franklin, Herbert Glazer, William A. Loewenberg and Herbert Shainberg. Mrs. Richard Block is Chairman of the Women's Division and Jack Lieberman is Executive Director.

\$335,000 RAISED IN WILKES-BARRE

Wilkes-Barre, Pennsylvania has reported pledges totalling \$335,000 after an intensive campaign headed by a group of devoted and effective leaders. Wilkes-Barre has advanced \$75,000 in cash to the UJA and is carrying forward a stepped-up cash collection effort to make more cash available at the earliest possible time.

Arthur Silverblatt, who is Chairman of the campaign in Wilkes-Barre, is the son of Jacob Silverblatt, dean of the Jewish community, who is himself serving as Treasurer of the campaign. Another important leader in the campaign, Nathan I. Kuss, is UJA Co-Chairman for the State of Pennsylvania. Leroy Landau is Chairman of the Wyoming Valley Jewish Committee. Chairman of the Women's Division is Mrs. Norman Sondheim. Louis Smith is Secretary.

ST. PAUL LEAD OVER LAST YEAR STANDS AT 13%

At a Big Gifts meeting in St. Paul, Minnesota, which was addressed by George Jessel and Rabbi Max Nussbaum of Los Angeles, an 18% increase was obtained from contributors who pledged \$240,040 as compared with \$203,670 from the same group last year. Subsequent pledges have brought the total to \$325,942 which is 13% ahead of the amount received pledge for pledge last year.

Leonard H. Heller is President of the United Jewish Fund and Council of St. Paul. Hess Kline is Campaign Chairman. Serving as Special Gifts Co-Chairmen are Mack Wolf, Sylvan J. Mack, Kalman S. Goldenberg, a member of the UJA National Campaign Cabinet;

Theodore L. Cook, Morris B. Kuller, Harry Rosenthal, Z. Willard Finberg and Charles W. Bronstien. Chairman of the Women's Division is Mrs. Marion C. Newman. Dan S. Rosenberg is Executive Director.

SYRACUSE AT HOME STRETCH WITH 7% LEAD

With over \$300,000 pledged and with the increase still running at better than 7% over last year, Syracuse, New York is preparing for the final stages of the campaign which campaign leaders are confident will result in a total greater than the entire amount raised last year.

Samuel Greene is President of the Syracuse Jewish Welfare Federation. Lewis Goldner is Chairman of General Solicitations. Asher S. Markson, Bernard G. Rudolph and H. Hiram Weisberg are Big Gifts Co-Chairmen. Co-Chairmen of the Women's Division are Mrs. Harold Lerman and Mrs. S. Katz Solomon. Gerald S. Soroker is Executive Director.

TRENTON CONTINUES AHEAD OF LAST YEAR WITH OVER \$280,000 RAISED

Trenton, New Jersey is still running better than 4% ahead of last year as it nears the finish date of its campaign race with \$280,000 pledged. A special effort is being made by the officers to wind the campaign up at an early date with a total greater than that obtained by the community last year.

Irvin J. Millner is President of the Jewish Federation of Trenton. Arthur Teich is Campaign Chairman. Serving as Big Gifts Chairmen are Leon L. Levy and Robert G. Marcus. Chairman of the Women's Division is Mrs. Theodore Sutnick. Milton A. Feinberg is Executive Director.

WORCESTER WELL AHEAD OF LAST YEAR WITH \$302,000 RAISED

A Big Gifts meeting in Worcester, Massachusetts, addressed by Dr. Joseph J. Schwartz, resulted in pledges totalling \$199,000 against \$165,500 from the same contributors in 1952, an increase of 20%. Additional pledges bring the total to \$302,000 and community leaders are certain that the final total of the campaign will be substantially higher than the total raised last year.

Among the pledges announced at the Big Gifts meeting were the following: Leon S. Newton, \$2,000 to \$4,200; Joseph B. Cohan, \$4,000 to \$5,200; Ben & Morris Cohen, \$4,000 to \$5,000; Farber Bros., \$5,500 to \$6,000; Louis Pemstein, \$3,000 to \$3,500; Joseph Talamo, \$5,000; Frank Stone, \$600 to \$1,200; Daypol Plastics, \$1,000 to \$1,950; Sam Frank, \$1,000 to \$1,500; Arthur Seder, \$1,000 to \$1,250.

Joseph B. Cohan is President of the Worcester Jewish Federation. Leon S. Newton is Special Gifts Chairman and serving with him as Special Gifts Co-Chairmen are Ben Cohen, Arthur Seder and Louis Pemstein. Jacob Gross is Executive Secretary.

NEW HAVEN SPEEDS CAMPAIGN WITH INCREASE AT MORE THAN 11%

New Haven, Connecticut, whose Big Gifts meeting, addressed by Dr. Joseph J. Schwartz, produced pledges of \$211,823 from contributors who last year gave \$194,256, is intensifying its efforts to speed the campaign to a successful conclusion with pledges now standing at \$311,815 for an increase of more than 11% over last year from the same contributors. Report meetings are held periodically and a spirit of high enthusiasm is being maintained among leaders and workers.

Louis Feinmark is President of the New Haven Jewish Community Council. Abe Lapides is Campaign Chairman. Co-Chairmen of the Women's Division are Mrs. Merwin M. Krevit and Mrs. Paul R. Press. Norman B. Dockman is Executive Director.

BRIDGEPORT CAMPAIGN OPENS 22% AHEAD WITH \$210,685 PLEDGED

At a well-attended campaign opening meeting in Bridgeport, Connecticut at which George Jessel and Hal Lehrman, well-known author and journalist, spoke, pledges totalling \$210,685 were announced from contributors who gave \$172,500 in 1952, an increase of 22%.

This followed a dramatic big gifts meeting at the home of Judge Samuel Friedman which was addressed by Sol Luckman, a National Chairman of UJA.

Isaac E. Schine is President of the Bridgeport Jewish Community Council and Abe Skydel is Campaign Chairman. Maurice J. Hoffman is Chairman of Big Gifts. Chairman of the Women's Division is Mrs. Michael Beck. Mrs. Clara M. Stern is Executive Secretary.

DAYTON SHOWS 6% INCREASE PLEDGE FOR PLEDGE

Stimulated by a Big Gifts meeting which was addressed by Edward M. M. Warburg, contributors in Dayton, Ohio pledged \$101,000 which has since been increased to \$186,550 with pledges running 6% better than last year.

J. Edward Wasserman is President of the Jewish Community Council of Dayton. Harry Potasky is Campaign Chairman and Mose Duberstein is Big Gifts Chairman. Chairman of the Women's Division is Mrs. Elmer H. Mayer. Robert Fitterman is Executive Director.

FORT WORTH ANNOUNCES \$172,709 AT OPENING MEETING

At a well attended campaign opening meeting Fort Worth, Texas, contributors, inspired by a moving address by Rabbi Charles Shulman of Riverdale Temple, New York, announced pledges which brought the total in Fort Worth to \$172,709 with the community still running well ahead of last year on a comparative basis.

Ben H. Rosenthal is President of the Fort Worth Jewish Federation and Abe M. Herman is Campaign Chairman. Mrs. Marion Lederman is Chairman of the Women's Division. Eli Fahn is Executive Director.

PORTLAND, WITH OVER \$143,000 RAISED, 14% AHEAD OF 1952

Portland, Maine has recorded pledges totalling \$143,183 from contributors who gave \$125,320, an increase of 14% over the amount contributed by the same persons last year. The Big Gifts phase of the campaign was conducted at a meeting at the home of George I. Lewis which was addressed by Rabbi Charles Shulman of Riverdale Temple in New York and at which a 19% increase was obtained from pledges totalling \$41,385.

Arthur Waterman is President of the Jewish Federation of Portland and Harold J. Potter is Campaign Chairman. Serving with Mr. Potter as Vice-Chairmen are Edward D. Sacknoff, Mrs. Barnett I. Shur and Harold P. Nelson, who is also serving as Big Gifts Chairman. Mrs. Shur is also serving as Women's Division Chairman. Jules Krems is Executive Director.

CANTON BIG GIFTS TOP 1952 BY 12%

Canton, Ohio, led by a group of young and vigorous leaders in their twenties and thirties, welcomed Dr. Joseph J. Schwartz at their Big Gifts meeting and responded to his appeal with pledges totalling \$114,000, an increase of 12% over last year. Since the meeting, the total has been lifted to \$131,000 with the increase holding steady at 12%.

Arthur Genshaft is President of the Jewish Welfare Fund of Canton. Leonard Narens is Campaign Chairman. Chairman of the Women's Division is Mrs. Ernest H. Cohen. Leonard Sebrans is Executive Director.

STAMFORD BIG GIFTS SURPASS LAST YEAR'S BY 18%

Rabbi Irving Miller, President of the Zionist Organization of America and a member of the UJA National Campaign Cabinet, was the featured speaker at the Big Gifts meeting in Stamford, Connecticut at which \$106,732 was pledged by contributors who last year gave \$90,126, an increase of 18%. Additional pledges have now brought the total to \$126,547.

Samuel Zales is serving as Chairman of the Welfare Fund and, at the same time, as Chairman of the campaign. Norman L. Spelka is Big Gifts Chairman. Chairman of the Women's Division is Mrs. Joseph Ackerman. Mrs. Leon Kahn is Executive Director.

SPRINGFIELD STILL HOLDING 12% INCREASE

Congressman Franklin D. Roosevelt, Jr., of New York, was guest of honor at the opening meeting of the Springfield, Massachusetts campaign at which \$100,000 was raised by a group which last year contributed \$76,925. Campaign Chairman Edward Schaffer and the other officers have since then managed to increase the total to \$225,000 with a substantial increase being maintained.

Serving with Mr. Schaffer as Co-Chairmen of the Men's Division are Joseph Radding and Philip E. Saks. Rabbi Moses D. Sheinkopf is Special Gifts Chairman. Benjamin Wolfe is Executive Director.

SALT LAKE CITY AHEAD WITH PLEDGES OF MORE THAN \$87,000

Still running ahead of last year after the Big Gifts meeting addressed by Lou Boyer and Harry Rothberg of Los Angeles, Salt Lake City, Utah now has pledges totaling \$87,200.

Samuel Bernstein is President of the Salt Lake City Jewish Welfare Fund and Sam Movitz is Campaign Chairman.

ORLANDO MAINTAINS LEAD

With \$30,000 raised, Orlando, Florida still holds a substantial lead over last year.

Frank R. Stein is President of the Central Florida Jewish Community Council and Sidney C. Gluckman is Campaign Chairman. H. George Miller is Co-Chairman and Treasurer.

LORAIN LEAD OVER 1952 IS 6%

At a meeting addressed by Judge Maurice Bernon, a member of the UJA National Campaign Cabinet, and Cecil Brown, noted writer and lecturer, pledges totalling \$67,280 were announced. This compares with \$63,663 last year, an increase of 6%.

Edward J. Gould is President of the Lorain Jewish Welfare Fund. Dave Gary is Campaign Chairman.

YORK HAS 8% LEAD OVER LAST YEAR

Pledges received in York, Pennsylvania now stand at almost \$86,000 and are running 8% ahead of those from the same persons in 1952. Community leaders expect the campaign to wind up ahead of last year's total.

Joseph E. Rubin is President of the York Jewish Organized Charities and is also serving as Initial Gifts Chairman. Ben Lavetan is Campaign Chairman. Joseph Sperling is Executive Director.

PORTSMOUTH 20% AHEAD WITH OVER \$70,000 RAISED

Dr. Frank Kingdon, noted columnist, commentator and lecturer, was guest speaker at the campaign opening meeting in Portsmouth, Virginia at which pledges totalling \$70,080 were announced. This compared with \$58,793 from the same group last year, an increase of 20%.

Leonard G. Karp is President of the Portsmouth Jewish Community Council and Bernard Rivin is Campaign Chairman. Campaign Co-Chairmen are Zalman Blackman and Robert Rosenfeld. Big Gifts Co-Chairmen are Sol Fass, Harry Goldman and Julius Peck. Mrs. Sidney Pilzer and Mrs. Elias Friedman are Co-Chairmen of the Women's Division. Mrs. Ruth Silverman is Executive Secretary.

CHATTANOOGA OPENS CAMPAIGN 15% AHEAD OF 1952

Pledges totalling \$49,600 were announced at the campaign opening meeting in Chattanooga, Tennessee. This compares with \$43,150 from the same group last year, an increase of 15%.

Louis Winer is President of the Chattanooga Jewish Welfare Federation. Campaign Chairman is Harry A. Levin, and serving with him as Co-Chairman is Abe J. Koblentz. Col. Harry Miller is Big Gifts Chairman. Mrs. Diana M. Cove is Executive Secretary.

ALLENTOWN GIFTS 6% BETTER THAN IN 1952

Stimulated by an address by Joseph Holtzman, a National Chairman of UJA, and sparked by an increase from \$50,000 to \$55,000 by Morris Senderowitz, Sr., Morris Senderowitz, Jr. and Nathan Halperin (Royal Manufacturing Company), contributors at a Big Gifts meeting in Allentown, Pennsylvania pledged \$152,000 against \$143,525 from the same group in 1952, an increase of 6%. With \$245,778 pledged at the latest report, the community is maintaining the lead over last year.

Morris Senderowitz, Jr., a member of the UJA National Campaign Cabinet, is President of the Allentown Jewish Federation. Lynn Hirshorn is Campaign Chairman. Big Gifts Co-Chairmen are Nathan Halperin and Samuel Smith. Chairman of the Women's Division is Mrs. Irving Friedman. George Feldman is Executive Director.

SIoux CITY MAINTAINS 13% LEAD

Rabbi Herbert Friedman of Milwaukee, National Chairman of the UJA Speakers Division, addressed the Big Gifts meeting in Sioux City, Iowa and was delighted at the response. \$57,740 was pledged at the meeting for a 13% increase over the \$51,320 contributed by the same persons last year. Subsequent gifts obtained at a Women's Division meeting and a general Men's Division meeting, both addressed by Gitti Zand, brought the total to \$74,635 with the increase still remaining at the 13% rate.

Marvin Klass is President of the Jewish Federation of Sioux City and Edward E. Baron is Chairman of the campaign. Co-Chairmen of Big Gifts are Lou Agronoff, Jake Kalin and Mark Krueger. Mrs. W. C. Slotsky is Chairman of the Women's Division. Ralph Segalman is Executive Director.

16% INCREASE IN LEWISTON-AUBURN GRATIFIES LEADERSHIP

Leaders of the Lewiston-Auburn, Maine campaign are greatly encouraged by the progress of their campaign to date and are hopeful of outdistancing last year's results. The Big Gifts meeting, addressed by Judge Joseph Goldberg, produced \$73,350 in pledges and a 15% increase over the \$64,000 given by the same group last year. Pledges now stand at \$96,556, 16% more than last year.

John A. Platz is doing double duty as President of the Lewiston-Auburn Jewish Federation and Chairman of the campaign. Co-Chairmen are Leonard Bell, Shepard Lee, Jerome Ross, Charles Traister and Burton Wilner. Joseph Koss is Big Gifts Chairman. Serving as Women's Division Chairman is Mrs. Irene Cohen.

PERTH AMBOY 7% AHEAD OF 1952

An 8% increase was chalked up at a Big Gifts meeting in Perth Amboy, New Jersey, which was addressed by Helen Gahagan Douglas. \$69,850 was pledged by a group which last year gave \$64,380. A later report brought the total to \$93,000 representing a 7% increase.

Morris Margaretten is President of the Jewish Community Council of Perth Amboy and Herman Stein is Campaign Chairman. Harold Levy is Chairman of Big Gifts. The Women's Division Coordinator is Mrs. Isidore Jacobson. Martin E. Danzig is Executive Director.

PLAINFIELD SHOWS 7% INCREASE

Dr. Israel Goldstein was guest speaker at the campaign opening dinner in Plainfield, New Jersey where pledges totalling \$81,754 were announced by contributors who gave \$76,119 last year, an increase of 7%. Intensive work is being continued to keep the campaign ahead of last year until the very end.

Charles Kurtzman is President of the Plainfield Jewish Community Council. Campaign Chairman is Julius Sand. Alexander Fromm is Big Gifts Chairman. Chairman of the Women's Division is Mrs. Douglas W. Kramer. Aaron Allen is Executive Director.

WATERBURY MAINTAINS INCREASE WITH \$106,348 RAISED

Waterbury, Connecticut is running 4% ahead of last year. The Big Gifts meeting in that community was addressed by Dr. Joseph J. Schwartz and produced approximately \$55,000 of the amount mentioned above with the same rate of increase prevailing.

David Stein is President of the Jewish Federation of Waterbury and Louis Dibner is Campaign Chairman. Big Gifts Chairman is Aaron D. Solomon. Mrs. Nathan Newman is Women's Division Chairman. Oscar A. Mintzer is Executive Director.

ROCKFORD GIFTS RUNNING 14% BETTER THAN LAST YEAR

Rockford, Illinois, which raised over \$64,000 at its opening meeting addressed by Moses Beckelman, Director-General of the Joint Distribution Committee, now has pledges of over \$80,000 and is running 14% ahead of last year.

Philip Behr is President of the Rockford Jewish Community Board. Campaign Chairman is Benjamin Behr who was elected as "Man of the Year" by the Junior Chamber of Commerce of Rockford in 1951 because of his wide leadership in civic and community enterprises. Allan Bloom is Executive Director.

13% INCREASE OVER LAST YEAR IN NEWPORT NEWS

Starting with a Big Gifts meeting addressed by Rabbi Charles Shulman of Riverdale Temple, New York, at which a 17% increase was obtained from contributors who pledged \$42,390, Newport News, Virginia went forward to a campaign opening meeting which brought the total to \$82,901, an increase of 13%.

Theodore H. Beskin is President of the Newport News Jewish Community Council and Bernard L. Lipman is Campaign Chairman. Emanuel E. Falk is Big Gifts Chairman. The Women's Division Chairman is Mrs. A. L. Drucker. Charles Olshansky is Executive Director.

SMALLER COMMUNITIES ALSO REPORT INCREASES

Every mail brings to the UJA additional reports of community campaigns in which pledges exceed those of last year by margins ranging up to 71%.

The officers of the UJA wish it were possible to find the space to report in detail on all of these communities, for their achievements, whether they be large or small, are in the aggregate the total achievement of the American Jewish community.

Following is a tabular review of the campaign status of a number of communities throughout the country:

<u>Community</u>	<u>1953 Raised</u>	<u>1952 Comparison</u>	<u>% Increase</u>	<u>Chairman</u>
Gadsden, Ala.	\$ 4,785	\$ 4,500	6	Louis S. Klein
Petaluma, Calif.	9,200	8,300	11	Max Fishman
Sacramento, Calif.	32,895	28,816	14	Dr. Paul H. Guttman
Santa Barbara, Calif.	7,500	6,500	15	Fred Conrad
Ventura, Calif.	11,000	9,500	16	Ronald Bank
Danbury, Conn.	38,200	31,250	24	Walter Werner
Rockville, Conn.	7,000	5,350	31	Joseph Homelson
Daytona Beach, Fla.	6,000	4,900	22	Rabbi Bernard Perelmuter)Co- Rabbi Henry Okolica)Chrmn.
Lakeland, Fla.	6,200	6,100	2	Melvin Estroff
Sarasota, Fla.	4,310	4,010	7	Martin Paver
Augusta, Ga.	29,500	24,600	20	Lee Blum

<u>Community</u>	<u>1953 Raised</u>	<u>1952 Comparison</u>	<u>% Increase</u>	<u>Chairman</u>
Columbus, Ga.	\$ 25,000	\$ 24,000	4	Sam L. Weil
Dalton, Ga.	5,650	4,100	38	Sam Millender
Champaign, Ill.	14,235	12,585	13	Joseph Shmikler
Kankakee, Ill.	21,500	18,600	16	Dr. Gabriel Rose
Quincy, Ill.	14,205	13,250	7	Dr. Walter M. Libmann
Elkhart, Ind.	4,000	2,700	48	Melvin Cohn
Shelbyville, Ind.	33,725	31,332	8	Philip Cohen
Oskaloosa, Iowa	6,886*	4,136	66	Max Shrago
Leavenworth, Kans.	3,105	2,350	32	Hillel Samish
Topeka, Kans.	10,423	9,783	7	Samuel C. Cohen
Biddeford-Saco, Me.	5,934	4,713	26	Simon Spill
Waterville, Me.	21,145	19,495	8	George H. Sterns
Gardner, Mass.	4,725	4,425	7	Nathan Parnes
Greenfield, Mass.	6,560	6,245	5	Herman B. Kramer
Ann Arbor, Mich.	21,500	19,000	13	Osiias Zwerdling
Bay City, Mich.	36,000	33,000	9	Arthur F. Leebow
Pontiac, Mich.	41,000	38,000	8	Irving G. Kampner)Co- Meyer Simon)Chrmn.
Ypsilanti, Mich.	5,050	3,900	27	Herbert O. Schlager
Austin, Minn.	6,836	5,900	16	David R. Averbrook
Greenwood, Miss.	9,021	8,235	10	Harry Diamond
Hattiesburg, Miss.	7,500	6,750	11	Sam B. Eisman
Jackson, Miss.	5,355	4,025	33	William J. Rabin
St. Joseph, Mo.	33,902	26,285	29	Louis Kranitz
Billings, Mont.	5,830	5,415	8	Morris Niss
Butte, Mont.	9,500	8,425	13	Phil Judd
Reno, Nev.	10,028	5,850	71	Sonner Greenspan
Asbury Park, N. J.	30,620	28,955	6	Joseph Rediker
Deal, N. J.	12,900	11,000	17	Mrs. Alfred Stalford
Fair Lawn, N. J.	24,560	19,979	23	Nathan Sprechman
Hackensack, N. J.	29,750	27,450	8	Joseph M. Saunders
Linden, N. J.	20,177	13,468	50	Irving V. Schwartz
Princeton, N. J.	12,452	12,116	3	Prof. Irving Alexander
Rutherford, N. J.	9,091	7,406	23	Joseph Spevack
Union, N. J.	4,601	2,851	61	Rabbi Elvin I. Kose
Woodbridge, N. J.	25,435	22,160	15	Maurice Polkowitz) Milton Simkin)Co- Norman Tanzman)Chrmn.
Beacon, N. Y.	6,750	6,340	6	Dr. Simon Lewis
Haverstraw, N. Y.	3,136	2,855	10	Abraham Englander
Hudson, N. Y.	19,570	17,641	11	Paul Amerling
Massena, N. Y.	9,175	9,025	2	Samuel B. Slavin
Charlotte, N. C.	34,770	32,000	9	Isadore C. Kurtz
Durham, N. C.	11,200	9,200	22	Max H. Lieberman
Fayetteville, N. C.	7,100	6,650	7	Louis Green
Bismarck, N. D.	3,965	2,845	39	Sam Sloven
Ashtabula, Ohio	6,520	6,125	6	Dr. Louis Roth
Piqua, Ohio	5,868	5,420	8	Joseph M. Kastner
Steubenville, Ohio	24,300	23,000	6	Myer Pearlman

*Includes \$2,500 special grant

<u>Community</u>	<u>1953 Raised</u>	<u>1952 Comparison</u>	<u>% Increase</u>	<u>Chairman</u>
Eugene, Ore.	\$ 4,600	\$ 3,900	18	Louis Sherman
Chambersburg, Pa.	4,350	3,175	37	Samuel Tobey
Duquesne, Pa.	4,875	4,200	16	Joseph Soffer)Co- Louis C. Burstin)Chrmn.
Erie, Pa.	53,000	46,690	16	Seymour Rudolph
Jeannette, Pa.	11,398	10,173	12	Henry Gold
Norristown, Pa.	53,381	46,677	14	Paul Rudberg
Columbia, S. C.	32,000	30,000	7	M. B. Kahn
Abilene, Tex.	8,055	6,775	19	Jack S. Belsky
Galveston, Tex.	54,500	49,000	11	Joseph Swift
Wichita Falls, Tex.	6,400	5,925	8	Morris J. Persky
Ogden, Utah	6,200	5,700	9	Harry Herscovitz
Hampton-Phoebus, Va.	7,785	7,077	10	Arthur R. Lieverman
Martinsville, Va.	7,362	6,970	6	Abe Globman
Fond du Lac, Wisc.	16,395	15,685	5	Leo L. Gilmore

CAMPAIGN BRIEFS

Sam Robock, Chairman of the Waupaca, Wisconsin campaign, has to cover six towns in a fifty mile area to reach all seventeen families for UJA. He does this with the help of Rose Nemschoff and Adolph Lercher and never fails to cover every prospect... Mrs. Jessie Greer, Chairman of the Willimantic, Connecticut campaign, was so thrilled by her visit to Israel that on her return at a testimonial affair given in her honor she increased her pledge from \$10,000 to \$20,000.

IRVING SHAW

A tragic automobile accident resulted in the death of the Chairman of the Akron, Ohio campaign, Irving Shaw, and the entire community is grieving the loss of its young leader. Further details appear in the story of the Akron campaign elsewhere in this issue. The officers of the United Jewish Appeal extend heartfelt condolences to his family.

JOSEPH SHUMAN

The officers of the United Jewish Appeal were grieved at the passing of Joseph Shuman of Pittsfield, Maine. Mr. Shuman was a devoted, tireless and sincere worker on behalf of the UJA and is deeply missed by all who knew him. To his family, the UJA offers condolences.

REPORT

TO MEMBERS OF THE
**NATIONAL CAMPAIGN
COUNCIL**

from **JOSEPH J. SCHWARTZ**, Executive Vice-Chairman



**1953 CAMPAIGN
UNITED JEWISH APPEAL**

*To meet needs totalling
\$144,524,250*

On behalf of UNITED ISRAEL APPEAL
JOINT DISTRIBUTION COMMITTEE
UNITED SERVICE FOR NEW AMERICANS

Vol. VIII, No. 6, October 15, 1953

165 West 46th St., New York City

NOT FOR PUBLICATION

OVERFLOW UJA REPORT CONFERENCE YIELDS \$15,000,000 CASH

**Lie, Silver, Goldmann, Goldenberg, Harman, Harari and Others
Stir Record Gathering**

Over 1,000 Community Leaders Plan Action to Alleviate Cash Crisis

Over-capacity reservations marked the first major United Jewish Appeal meeting of the Fall campaign season when more than 1,000 Jewish community leaders from coast to coast poured into Cleveland for UJA's National Report Conference as a result of which \$14,973,000 in cash, including remittances to be made in the near future, was provided for UJA toward the current goal of \$25,000,000 cash by the end of the year.

The delegates, who at the Sunday morning session participated in a general discussion of possible solutions for the periodic crises resulting from Israel's short-term obligations, were inspired at the other sessions by addresses by Trygve Lie, Dr. Abba Hillel Silver, Dr. Nahum Goldmann, Harold Goldenberg, Avraham Harman, Ishar Harari, and others.

Throughout the entire conference there was apparent on the part of the delegates a mature sense of the serious situation in which Israel finds itself after five years of sacrificial effort and tremendous accomplishment. There seemed to be, too, a recognition that the cash flow thus far was not sufficient to meet the need and a general determination to come to grips with the total problem in a realistic and businesslike manner which would match Israel's budget-balancing and belt-tightening approach.

The word "CASH" was the keyword throughout the conference, for it was recognized that American Jewry's chief and most effective weapon against the economic dangers now confronting Israel was its ability and willingness to provide the cash that would bridge the gap between Israel's present difficulties and the country's achievement of self-sufficiency — an achievement now well on the way to fruition.

LIE CALLS ISRAEL'S PROGRAM A LESSON FOR THE WORLD

In his first public address since his retirement as Secretary-General of the United Nations, Mr. Trygve Lie recalled the difficulties encountered in the United Nations in the solution of the Palestine problem and he expressed his satisfaction that the will of the majority of the nations in establishing a homeland for the Jewish people coincided with his own convictions.

He said that when the Arabs proclaimed their defiance of the resolution for the partition of Palestine passed by the United Nations and when the Mandatory Power felt unable to assist in carrying out partition if it were opposed, member states who had bravely spoken up for partition became less than resolute when it came to acting in support of their decision and in support of the authority of the United Nations. He added that carrying out of the resolution was, for him, a matter of principle and that this principle was the authority of the United Nations.

"The United Nations," he said, "could not yield to threats and survive as a force for peace which people would take seriously." Mr. Lie said that while he was proud of the role of the United Nations in Palestine and glad that it finally acted in bringing an armistice about, he could have been "far prouder of the organization's Palestinian record" if the world had acted sooner and with greater determination to uphold its decision. It was his feeling that if it had acted quickly and collectively, the tragedy of the Palestinian war "probably never would have occurred."

Mr. Lie spoke of his visit to Israel in 1951 when he had an opportunity to "contrast the bitter fruit of war with the happier possibilities of peace." He said that he could also "contrast the sight of the heartrending human misery one sees generally in this part of the world with Israel's progressive advance."

In Israel he found the attitude toward the Jewish refugees and immigrants an example of what might be done for the Arab refugees. "The building of a new healthful life was going forward at a remarkable rate," he said. "I watched refugees from Iraq arriving at the airport. From there they went to tents and to hygienic treatment. The next step of organized uplift was a plot of land, an aluminum hut, nine hens, a rooster and a goat; and, if they did well, they were graduated to better housing. The difficulties are enormous and they are not simply physical. The cultural differences among immigrant groups are very wide. The forward surge of Israel might almost be called an experiment in international administration and cooperation."

What Israel is accomplishing with help from outside, said Mr. Lie, is "another lesson of the Palestine experience which the world would do well to take seriously. People can be effectively helped to help themselves. The program of human uplift of the UJA and the program of human uplift of the United Nations have much in common. They both in part are concerned with the same challenge: the challenge to share the benefits of decent living which modern science can provide with those territories of the world which so far have lagged behind."

WARBURG REVIEWS 15 YEARS OF UJA

Edward M. M. Warburg, General Chairman of the UJA, who presided at the opening session Saturday night, called attention to the fact that the UJA, at the conclusion of this year's annual campaign, will have completed 15 years of major fund raising activity in behalf of Israel and Jews in other parts of the world.

Mr. Warburg said that "what started out as a temporary measure nearly 15 years ago to meet the emergencies brought on by Hitler's oppression of European Jewry has become a power of enduring good.

"The Hitler nightmare is over," he declared, "but what remains out of that period is this united instrument representing American Jews of every shade of opinion working side by side to stave off homelessness and hunger and death. The UJA has grown into an amazing phenomenon, a reality that has proved better than a dream."

In a brief review of the UJA's 15 year record Mr. Warburg pointed out that since January 1951, less than three years ago, more than \$200,000,000 has been received by the UJA to finance the rescue "of hundreds of thousands of men, women and children, their rehabilitation in many lands and the settlement of the vast majority in Israel." Of this thirty-three month total of over \$200,000,000, he stressed, \$145,000,000 has been made available by UJA to the United Israel Appeal and the Joint Distribution Committee for reconstruction, agricultural development and allied programs in Israel and for refugee immigration to Israel.

"WE SHALL NOT TURN AWAY FROM OUR BROTHERS IN ISRAEL" -- SILVER

Reviewing the new technique of keeping world problems in suspense through the tension of cold war, Dr. Abba Hillel Silver, in an address which moved the delegates deeply, declared that Israel, too, was being subjected to this tension by the Arab states and by the failure of the great powers to make it clear to the Arab states that peace was necessary and desirable in the Middle East.

"What shall be our attitude," asked Dr. Silver, "the attitude of the Jewish people of the diaspora the world over, especially the United States, during this cold war, this present tension, this deliberately sustained tension which is now the technique, the routine of international relationships in the world today? What shall be our attitude in the situation today towards Israel which is thus beset and encompassed by this kind of strategy? Why, what else can our attitude be but that of vigilance, of mobilized alertness and maximum support to help this little state consolidate its statehood."

Dr. Silver said that while declining a peace settlement "the Arab League is stoking the fires of propaganda against Israel, trying to sour friendly governments against it and employing rash methods of diplomatic blackmail with governments all too eager to make friends and influence people." He added that "a favorite propaganda theme is the internationalization of Jerusalem, the insincerity of which becomes patent when one recalls that the one Arab state directly concerned in the matter -- Transjordan -- is adamant in its opposition to internationalization.

"A two-fold misfortune is bedeviling the situation" he went on. "First is the failure of the great democratic powers, principally the United States, to tell these governments with unmistakable firmness to get on with the business of making peace. Instead of which they are sending arms, wooing and cozening them in the hope that they will some day use these arms and their manpower in defense of a free world. This is bizarre statesmanship for anyone who knows the history of that region."

Emphasizing that the foreign policy of the United States and other nations was based on strength, Dr. Silver asked, "How can a small state like Israel base its foreign policy in relation to its neighbors on weakness? Economic weakness spells

military weakness and military weakness is an invitation to aggression and that aggression might endanger all that we have built in Israel. And what we have built in Israel -- what we have achieved in status and in dignity after so many centuries of lack of status and indignity we are not going to forfeit now by any short-sightedness, by any loss of interest, by any lack of generosity. We shall not turn away from our brothers in Israel who have performed, as everyone acknowledges, Jew and non-Jew alike, a veritable miracle of state building, of pioneering, of establishing settlements, of rehabilitating wastelands which have been waste from the beginning of time, because we have grown weary."

HARMAN TELLS OF TREMENDOUS DIFFICULTIES SURMOUNTED BY ISRAEL

Avraham Harman, Consul General of Israel in the United States, spoke with pride of the resiliency of the Jewish people who, in the face of the worst catastrophe that had ever been visited upon any people, arose from degradation and despair to build the State of Israel in dignity and hope.

In his address, he said of the 750,000 immigrants that Israel had received since its establishment as a state: "Who were these people? As they entered our country they filled out questionnaires. They were asked how they earned their living in their countries of origin. Less than 1% of them recorded that in their countries of origin they earned their livelihoods through agricultural pursuits. But 100% of them needed to eat.

"Of all these people 2% recorded that they had earned their livelihoods in one or another of trades connected with the building industry. But 100% needed homes in which to live and in which to find shelter for their children."

Mr. Harman pointed out that the immigration to Israel in recent years consisted mainly of people who were making a living in the cracks and gaps of a much wider economy because they were not granted the privilege in their countries of origin of seeking their livelihoods where they wanted to in accordance with their needs and abilities. He said that the vast majority had come to Israel after being in one sort of confinement or another for years -- concentration camps, extermination camps, displaced persons camps, etc.

He said, too, that in the period of 1919 to 1937 when there had been a small selected Jewish immigration into Palestine, 80% of all the capital funds flowing into the country were brought in by the immigrants themselves. They brought not only enough capital to take care of themselves but also to provide employment for others. In contrast, of the immigration since 1940, only 3% of the capital funds brought into Israel was brought in by the immigrants themselves.

They came in recent years from sixty lands, speaking twenty different languages.

"From these elements," declared Mr. Harman, "it is necessary for us to take the steps needed in order to find the creative means to build a democratic system and a population composed of men and women who can stand on their own two feet."

While, Mr. Harman added, Israel has not yet provided the final answer to the problem, this mixed multitude had been tested during these past six years and had stood up to the test in a remarkable way.

Mr. Harman said that the assistance which had been given to the newcomers by UJA and other sources of help was being truly productive in human terms and in terms of the dignity of the Jewish people everywhere.

UJA VITAL TO ISRAEL'S CONSOLIDATION, SAYS GOLDMANN

Pointing out that Israel's first five years were a period of expansion in which every sphere of the country's life was dominated by the hectic tempo of development, progress and expansion, Dr. Nahum Goldmann, Chairman of the Jewish Agency for Palestine, declared: "Israel has now entered into a period of consolidation. History shows that the process of building new countries and civilizations is always determined by this pattern. The dynamic periods of expansion are followed by slower and patient periods of consolidation which, in turn, prepare the way for further development. Unless this great expansion is succeeded by consolidation, all the gains of the expansion are jeopardized and may even be lost completely. The consolidation of things achieved, although less heroic and spectacular than expansion, is important and vital none the less."

Dr. Goldmann said that the role of American Jewry in this new period of consolidation remains fully as important as it was in the first stage of Israel's history. "Just as Israel would have been unable to absorb immigrants, launch new enterprises, construct roads, settlements and factories without the cooperation of American Jewry, represented primarily by the UJA," he declared, "Israel is equally unable to consolidate these tremendous achievements without such continued support and cooperation."

HARARI DECLARES SUPPORT OF AMERICAN JEWS MADE ISRAEL INDEPENDENCE POSSIBLE

Visiting the United States for the first time as a member of the Israel Knesset delegation to the Inter-Parliamentary Union meeting in Washington, Mr. Ishar Harari told the delegates that the "first aim of the State of Israel is to be a self-supporting state. We are already on the way to self-support but the road is a very long one and that is why the United Jewish Appeal and the leaders of the United Jewish Appeal will have to help us for a long period."

Mr. Harari said that he knew that it was difficult to be called upon for help again and again. He said that it was also difficult for the people of Israel to carry on. "The question is," he said, "whether we are entitled to be tired. Have we in Israel the right even to think for a moment that we are tired of the State of Israel, that we are tired of getting new immigrants, that we are tired of defending our frontier, that we are tired of building up the country? Have we the right to weaken for a moment? In my humble opinion, we can not be tired and you cannot be tired."

Reviewing the events that led to the establishment of the free and independent state of Israel, Mr. Harari said: "I think there would not have been any hope of declaring the independence of the state of Israel and Israel would never have reached the day of its Declaration of Independence without the support of the great community of Jews in the United States."

GOLDENBERG TERMS UJA VITAL FACTOR IN ISRAEL'S DEVELOPMENT

In his remarks at the opening session, former UJA Campaign Cabinet Member Harold

J. Goldenberg, who left Minneapolis to take up residence in Israel and who is now head of the Investment Center in Israel, declared that the UJA was a vital factor in the four-point program for Israel's development. He pointed out that the dollars provided by UJA not only do their job of establishing hundreds of thousands of newcomers to Israel and integrating them into the economy but also serve a major purpose in adding to the country's dollar balances.

He stressed the opportunities for private investment in Israel, stating that in his opinion would-be investors could go ahead in Israel in a spirit of confidence. While Israel offers no get-rich-quick opportunities, he said, the realistic and constructive efforts being made to develop the country's economic capacity offer many chances for sound investment.

He expressed the belief that these efforts would lead eventually to a well balanced economy and added that "the money that has been spent to date in enlarging Israel's economic capacity has been money well spent."

ISRAEL'S BASIC PROBLEM TIME AS WELL AS MONEY, SAYS SONNEBORN

Rudolf G. Sonneborn, a National Chairman of the UJA and Chairman of the United Israel Appeal, who presided at the Sunday morning session, said that Israel's basic problem was a matter "not only of money but of time as well." Mr. Sonneborn said that Israel's short term loans are "the great source of chronic economic crises and of persistent financial difficulty." He warned that the short term debts must be consolidated within next year if Israel is to remain solvent.

Explaining the distinction between short term needs and long term undertakings, Mr. Sonneborn said: "Short term needs mean food, housing, vocational training, health and similar projects, while the long range program must be aimed at creating productivity and self-sufficiency." He said that the only solution is to provide sufficient funds to make it possible to feed, house and to train Israel's newcomers and simultaneously to build up the general economy of the State.

ROSENWALD CALLS CASH NEED "CRISIS OF SUCCESS"

William Rosenwald, National Chairman of UJA, who presided at the Sunday luncheon session, commented on the difference between the crises that confronted UJA leadership in years gone by and the crises of cash that exist today. He called the present situation a "crisis of success" because today's problems are based on success in bringing great numbers of people to Israel and success in starting them on a new life. He said that the crisis of success could be as dangerous as any crisis rising from failure if because of accomplishments already effected American Jews should become complacent.

"I know we will not consider the job done," declared Mr. Rosenwald, "until we have eliminated the word 'crisis' from the phrase 'crisis of success' and left only the single word 'success'."

"RAISING DOLLARS A WORK OF CREATION" - - - HOLTZMAN

Joseph Holtzman of Detroit, UJA National Chairman for Cash, told the conference of the hard work of the members of the Cabinet prior to the conference in their effort

to bring together a maximum amount of cash. He paid tribute to local leadership throughout the country for its ever-ready willingness to respond when called upon in an emergency. After reviewing the difficulties faced by many of the communities when called upon for cash, Mr. Holtzman pointed to the delegates and said: "But you did handle the problem, ladies and gentlemen. You handled it superbly. This weekend proves again the truth that Israel has staunch friends in America who will never let her down."

"The work of raising dollars," continued Mr. Holtzman, "is hard work and at times it may seem to you like drudgery. I say to you that it is not drudgery. I say to you it is a work of creation that involves every one of us."

BERINSTEIN POINTS UP SHORT TERM DEBT PROBLEM

Morris W. Berinstein of Syracuse, a National Campaign Chairman of UJA, who led the discussion at the Sunday morning work session, told the delegates that Israel today is operating on a balanced budget but that the short term debts incurred by Israel in order to handle the great influx of immigration during the first three years of its existence was imperilling the country's economic future. He declared that a mature American Jewish community must and would find a way to solve this problem which was the cause of so many emergencies and crises from month to month and from week to week.

He told of the steps that Israel was taking to help itself. "It is important to remember," he said, "that Israel today is one of the few nations in the world that is operating on a balanced budget... Israel is showing improvement in the exploitation of natural resources, expansion of industry and agriculture and exports which are beginning to catch up with imports, diminishing Israel's unfavorable balance of trade."

Mr. Berinstein warned that fulfillment of the \$25,000,000 cash goal by the end of the year was "a matter of the utmost urgency and necessity ... the future of Israel and its ability to survive economically are tied up with this emergency cash drive."

"BOND OF PATIENCE AND PERSEVERANCE UNITE WOMEN OF AMERICA AND ISRAEL" -- MRS. PILAVIN

Mrs. Albert Pilavin of Providence, Rhode Island, Chairman of the National Women's Division, told the delegates at the Sunday luncheon session that women throughout the United States were working steadfastly in the ranks of UJA. "One fact stands out," she declared. "The women of Israel and the women of the United States are joined by many bonds. One transcends all the rest. That is the quality of patience and perseverance which unites them so firmly. The women of Israel are determined that their nation shall grow strong, go forward and flourish -- that their children shall be enabled to look ahead to a future stable and secure. In that determination they work tirelessly, day in and day out."

"Our women in their own way are equally resolute. For nearly eight years now they have stood alongside the men -- first in helping to bring the State of Israel into being and then in seeing the infant nation through its early years. We worked day in and day out in bringing together the funds that have made possible some of the most wondrous accomplishments the world has ever seen."

SCHWARTZ REPORTS OVER \$50,000,000 ALLOCATED BY UJA

Meeting in executive session just before the start of the conference, the members of the UJA National Campaign Cabinet, of which Samuel H. Daroff of Philadelphia is Chairman, heard Dr. Joseph J. Schwartz, Executive Vice-Chairman of the UJA, report that the UJA has thus far allocated a total of \$50,423,936 to finance the assistance programs of its constituent agencies in 1953. Of this sum, he told the Cabinet members, \$33,559,697 was allocated to the United Israel Appeal, \$15,501,124 to the Joint Distribution Committee, \$394,349 to the United Service for New Americans, and \$968,766 to the New York Association for New Americans.

Dr. Schwartz emphasized that 85% of the UJA allocations to its constituent agencies, or \$42,860,346, went for programs to strengthen the State of Israel. This included the more than \$33,500,000 allocated to the United Israel Appeal and \$9,300,000, or 60% of the total allocated to the Joint Distribution Committee.

Cabinet Members Accept Assignments

Members of the Cabinet who attended the session voted to intensify the cash drive, and each Cabinet member undertook responsibility for following through with a number of communities which had either not yet participated in the cash drive or which it was felt could provide additional cash.

SHERMAN EXPLAINS ISRAEL'S DOLLAR SHORTAGE

Guest speaker at a breakfast meeting on Sunday was Meir Sherman, Chief of the Israel Office of Economic Services for North America, who gave the members of the Cabinet a detailed review of the budget of the Government of Israel, the nature of its short-term obligations and its plan for balancing the budget and closing the gap between imports and exports.

Mr. Sherman placed great weight on the importance of the dollars made available by UJA and said that the results of the current cash drive for \$25,000,000 were far more vital to Israel than perhaps most American Jews understood. He expressed the hope that a way might be found to fund the short-term obligations of Israel, which amounted to approximately \$100,000,000, and consolidate them into a single obligation of long duration. He urged American Jewry to give consideration to ways and means of achieving this result which, he said, would serve greatly to ease Israel's cash position and eliminate in great measure the repeated cash crises which now occur.

PARTICIPATING COMMUNITIES IN \$25,000,000 CASH DRIVE

Following is a list of communities which have participated thus far in bringing the total of cash and cash commitments for the near future up to almost \$15,000,000 toward the \$25,000,000 cash goal. Space unfortunately prevents our listing the many fine and cooperative communities whose remittances were under \$5000.

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>COMMUNITY</u>	<u>AMOUNT</u>
New York City	\$3,500,000	Cleveland, O.	800,000
Los Angeles, Cal.	1,000,000	Boston, Mass.	750,000
Chicago, Ill.	1,000,000	Philadelphia, Pa.	700,000

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>COMMUNITY</u>	<u>AMOUNT</u>
Detroit, Mich.	\$500,000	Savannah, Ga.	\$25,000
Newark, N.J.	350,000	Lexington, Ky.	25,000
Baltimore, Md.	350,000	Fitchburg, Mass.	25,000
Milwaukee, Wisc.	300,000	Springfield, Mass.	25,000
St. Louis, Mo.	250,500	Grand Rapids, Mich.	25,000
Rochester, N.Y.	250,000	Jersey City, N.J.	25,000
San Francisco, Cal.	200,000	Plainfield, N.J.	25,000
Washington, D.C.	200,000	Canton, O.	25,000
Kansas City, Mo.	188,295	Lorain, O.	25,000
Pittsburgh, Pa.	184,920	Oklahoma City, Okla.	25,000
Miami, Fla.	150,000	Allentown, Pa.	25,000
Buffalo, N.Y.	150,000	Scranton, Pa.	25,000
Denver, Colo.	100,000	West Chester, Pa.	25,000
Bridgeport, Conn.	100,000	Wilkes-Barre, Pa.	25,000
Syracuse, N.Y.	100,000	Charleston, S.C.	25,000
Cincinnati, O.	100,000	Fort Worth, Tex.	25,000
Dayton, O.	100,000	San Antonio, Tex.	25,000
Toledo, O.	100,000	Salt Lake City, Utah	25,000
Providence, R.I.	100,000	Norfolk, Va.	25,000
New Orleans, La.	80,000	Lawrence, Mass.	24,500
Columbus, O.	75,000	Jacksonville, Fla.	20,000
Houston, Tex.	75,000	Gary, Ind.	20,000
Seattle, Wash.	75,000	Flint, Mich.	20,000
New Haven, Conn.	70,000	Vineland, N.J.	20,000
Paterson, N.J.	70,000	Spring Valley, N.Y.	20,000
Akron, O.	70,000	New Castle, Pa.	20,000
Louisville, Ky.	65,000	Nashville, Tenn.	20,000
Worcester, Mass.	65,000	Huntington, W.Va.	20,000
Lynn, Mass.	61,000	Madison, Wisc.	20,000
Youngstown, O.	55,985	Las Vegas, Nev.	17,500
Hartford, Conn.	50,000	Peoria, Ill.	17,227
Indianapolis, Ind.	50,000	York, Pa.	17,000
Des Moines, Ia.	50,000	Pottstown, Pa.	15,150
Shreveport, La.	50,000	Long Beach, Cal.	15,000
Fall River, Mass.	50,000	New London, Conn.	15,000
Minneapolis, Minn.	50,000	So. Illinois	15,000
Omaha, Nebr.	50,000	E. Chicago, Ind.	15,000
Passaic, N.J.	50,000	Haverhill, Mass.	15,000
Schenectady, N.Y.	50,000	Taunton, Mass.	15,000
Portland, Ore.	50,000	Pontiac, Mich.	15,000
Johnstown, Pa.	50,000	Middletown, N.Y.	15,000
Dallas, Tex.	50,000	Troy, N.Y.	15,000
Charleston, W.Va.	50,000	Erie, Pa.	15,000
South Bend, Ind.	40,000	Sharon, Pa.	15,000
New Bedford, Mass.	40,000	Woonsocket, R.I.	15,000
Camden, N.J.	40,000	Beaumont, Tex.	15,000
Atlantic City, N.J.	35,000	Waco, Tex.	15,000
Trenton, N.J.	35,000	Cedar Rapids, Ia.	12,500
Atlanta, Ga.	31,000	Springfield, Ill.	12,000
Birmingham, Ala.	30,000	Manchester, N.H.	12,000
Chester, Pa.	30,000	Poughkeepsie, N.Y.	12,000
San Diego, Cal.	25,000	Pawtucket, R.I.	12,000

<u>COMMUNITY</u>	<u>AMOUNT</u>	<u>COMMUNITY</u>	<u>AMOUNT</u>
Holyoke, Mass.	\$11,000	Wilmington, Del.	\$7,500
Northern Hudson Co. N.J.	11,000	New Kensington, Pa.	7,500
Chicago Hts., Ill.	10,425	Cheyenne, Wyo.	7,000
Knoxville, Tenn.	10,300	Saratoga Springs, N.Y.	6,500
New Brunswick, N.J.	10,015	Salinas, Cal.	6,000
Pueblo, Colo.	10,000	Utica, N.Y.	6,000
Danbury, Conn.	10,000	San Jose, Cal.	5,500
Meriden, Conn.	10,000	Red Bank, N.J.	5,500
Waterbury, Conn.	10,000	Roanoke, Va.	5,500
Tallahassee, Fla.	10,000	Montgomery, Ala.	5,000
Augusta, Ga.	10,000	Little Rock, Ark.	5,000
Joliet, Ill.	10,000	Stockton, Cal.	5,000
Rock Island, Ill.	10,000	Colchester, Conn.	5,000
Evansville, Ind.	10,000	Manchester, Conn.	5,000
Terre Haute, Ind.	10,000	New Britain, Conn.	5,000
Wichita, Kans.	10,000	Willimantic, Conn.	5,000
Alexandria, La.	10,000	Daytona Beach, Fla.	5,000
Salisbury, Md.	10,000	Tampa, Fla.	5,000
Beverly, Mass.	10,000	Macon, Ga.	5,000
Peabody, Mass.	10,000	Lafayette, Ind.	5,000
Bay City, Mich.	10,000	Marion, Ind.	5,000
St. Joseph, Mo.	10,000	Davenport, Ia.	5,000
Englewood, N.J.	10,000	Topeka, Kans.	5,000
Fairlawn, N.J.	10,000	Cumberland, Md.	5,000
Hackensack, N.J.	10,000	Annapolis, Md.	5,000
Morristown, N.J.	10,000	Hagerstown, Md.	5,000
Teaneck, N.J.	10,000	Saginaw, Mich.	5,000
Albuquerque, N. Mex.	10,000	Greenville, Miss.	5,000
Niagara Falls, N.Y.	10,000	Lincoln, Nebr.	5,000
Asheville, N.C.	10,000	Nashua, N.H.	5,000
Wilmington, N.C.	10,000	Amsterdam, N.Y.	5,000
Whiteville Zone, N.C.	10,000	Glens Falls, N.Y.	5,000
Springfield, O.	10,000	Hudson, N.Y.	5,000
Braddock, Pa.	10,000	Liberty, N.Y.	5,000
McKeesport, Pa.	10,000	Fargo, N.D.	5,000
Reading, Pa.	10,000	Mansfield, O.	5,000
Uniontown, Pa.	10,000	Steubenville, O.	5,000
Washington, Pa.	10,000	Warren, O.	5,000
Corpus Christi, Tex.	10,000	Bethlehem, Pa.	5,000
Galveston, Tex.	10,000	Butler, Pa.	5,000
Port Arthur, Tex.	10,000	Farrell, Pa.	5,000
Portsmouth, Va.	10,000	Greensburg, Pa.	5,000
Tucson, Ariz.	9,500	Indiana, Pa.	5,000
Lansing, Mich.	9,000	Sunbury, Pa.	5,000
Westport, Conn.	8,000	Upper Beaver Valley, Pa.	5,000
Shelbyville, Ind.	8,000	Columbia, S.C.	5,000
Homestead, Pa.	8,000	Spokane, Wash.	5,000
Oakland, Cal.	7,994	Casper, Wyo.	5,000
Kenosha, Wisc.	7,655		

CASH AT TRI-STATE LUNCHEON CONFERENCE TOTALS \$450,000

Leaders of scores of communities in the Tri-State area of Pennsylvania, Ohio and West Virginia gathered in Pittsburgh last week at the UJA Luncheon Conference in connection with the current drive for \$25,000,000 cash and as a result of their combined efforts made \$450,000 in cash available to the UJA. About 350 persons were present from sixty communities. Judge Samuel A. Weiss, Tri-State UJA Chairman, presided.

A highlight of the conference was a moving tribute to the memory of the late Myer Abelson of Altoona, Pa. by Judge Weiss.

The delegates were welcomed by Mayor David L. Lawrence of Pittsburgh and heard addresses by Milton K. Susman of Pittsburgh who told of his recent visit to Israel, and Reuven Dafni, Israel Consul, who described the current needs of Israel. Mrs. M. H. Fisher of Pittsburgh appealed for the organization of Women's Divisions in all the communities. David Olbum, Chairman of the Tri-State Speakers Committee, offered a resolution urging a continuation of the cash effort in the area which was unanimously adopted.

The meeting closed with an address by Mrs. Helen Gahagan Douglas.

Following is a list of the communities whose checks were received at the conference and the names of the representatives of these communities who presented the checks:

<u>COMMUNITY</u>	<u>CHECK PRESENTED BY</u>	<u>COMMUNITY</u>	<u>CHECK PRESENTED BY</u>
Aliquippa, Pa.	Louis Jacobson	Homestead, Pa.	I. Lincoff
Ambridge, Pa.	William Green	Huntington, W. Va.	E. Henry Broh
Lower Beaver Valley Rochester, Pa.	Leonard Winograd	Indiana, Pa.	Reuben Edelstein
Upper Beaver Valley Beaver Falls, Pa.	Meyer B. Berkman	Irwin, Pa.	Mrs. Anna B. Levin
Bellaire, Ohio	Louis M. Duga	Jeannette, Pa.	Henry Gold
Bluefield, W. Va.	Isadore Cohen	Johnstown, Pa.	Meyer Silberstein
Braddock, Pa.	I. H. Zeff	Latrobe, Pa.	Louis Slomoff
Brownsville, Pa.	Jack Greenfield	McKeesport, Pa.	Mrs. Arthur R. Rack
Butler, Pa.	Hy Hurwitz	Meadville, Pa.	Abe L. Green
California, Pa.	Dr. Abe Azorsky	Monessen, Pa.	Charles R. Rosenson
Canonsburg, Pa.	William Katz	New Castle, Pa.	Edward Haimes
Carnegie, Pa.	Ben E. Sherman	New Kensington, Pa.	Robert J. Kanselbaum
Charleroi, Pa.	Leo D. Guttman	Oil City, Pa.	Herman Brody
Charleston, W. Va.	Isadore J. Berman	Parkersburg, W. Va.	David Cremer
Clairton, Pa.	Arch Lhormer	Portsmouth, Ohio	Celia Glick
Coraopolis, Pa.	Abe Wekselman	Punxsutawney, Pa.	Arthur G. Rosenthal
Donora, Pa.	Mano Lichtenstein	Sharon, Pa.	George Lurie, Jr.
Duquesne, Pa.	Meyer Finkelstein	State College, Pa.	Rabbi Benjamin M. Kahn
E. Liverpool, Ohio	Judge Louis Tobin	Steubenville, Ohio	Myer Pearlman
Elizabeth, Pa.	Allen I. Schwartz	Tarentum, Pa.	Alfred Harrison
Ellwood City, Pa.	Milton Schweiger	Titusville, Pa.	Dr. I. A. Bernstein
Erie, Pa.	Mace Levin	Uniontown, Pa.	L. Irving Silverman
Farrell, Pa.	Leonard Rosenberg	Vandergrift- Leechburg, Pa.	Isadore Rubin
Glassport, Pa.	David Coslov	Warren, Pa.	Jacob Levinson
Greensburg, Pa.	Joseph B. Greenberg	Washington, Pa.	Sam Berman
		Weirton, W. Va.	Louis Forgash

MYER ABELSON

Friends of Myer Abelson in Altoona, Pennsylvania, where he made his home, and throughout the country were deeply grieved by his sudden passing a short time ago. Mr. Abelson was Altoona's Campaign Chairman in 1949 and served as Big Gifts Co-Chairman for a number of years. It was Mr. Abelson who established the custom of bringing \$50,000 checks to the annual Tri-State Conferences of UJA, half of which amount he would lend to the campaign and half of which he would borrow on his signature from the banks. In the last two years of his life, he was Israel Bond Chairman for Altoona, an office which he held without diminishing his tireless efforts for UJA.

The officers of the United Jewish Appeal offer condolences to his stricken family and to the entire Jewish community of Altoona.



REPORT

TO MEMBERS OF THE

NATIONAL CAMPAIGN COUNCIL

from JOSEPH J. SCHWARTZ, Executive Vice-Chairman



1953 CAMPAIGN

UNITED JEWISH APPEAL

To meet needs totalling

\$144,524,250

On behalf of UNITED ISRAEL APPEAL

JOINT DISTRIBUTION COMMITTEE

UNITED SERVICE FOR NEW AMERICANS

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165 West 46th St., New York City

NOT FOR PUBLICATION

MINIMUM GOAL OF \$119,921,150 SET FOR 1954 UNITED JEWISH APPEAL BY 1300 DELEGATES FROM ALL PARTS OF COUNTRY

Finance Minister Eshkol, Ambassador Eban, Mrs. Roosevelt,
Governor Fine And Others Address Sessions

Warburg Drafted To Serve Again As General Chairman

All Communities Urged To Adopt Pre-Campaign Budgeting

More than 1,300 representatives of communities from every state gathered in New York last week to lay plans for the 1954 United Jewish Appeal campaign and, with the slogan "Israel must not stand alone" dominating the deliberations, unanimously called for a goal of \$119,921,150 as the minimum required to meet the 1954 budgets of the United Israel Appeal, the Joint Distribution Committee, the United Service for New Americans and the New York Association for New Americans in the year ahead.

A resolution strongly reaffirming the importance of pre-campaign budgeting was also unanimously adopted by the Conference, and those communities which have not yet undertaken such advance budgeting as a matter of local policy were urged to do so in 1954.

All of the sessions of the Conference, which lasted from lunch on Friday through Sunday afternoon, were more fully attended than at any time in recent years and discussion on all phases of 1954 planning was thorough and exhaustive. No decisions were arrived at without full expression of all shades of opinion and the resolutions that were finally adopted represented the consensus of opinion among the delegates after differences were ironed out.

Despite his own desire to retire from the General Chairmanship this year, after three years of service in that capacity, Edward M. M. Warburg was drafted for another year. Elected with him as National Chairmen for the constituent agencies of UJA were Walter Bieringer, USNA; Rudolf G. Sonneborn, UIA; and Rabbi Jonah B. Wise, JDC. The National Campaign Chairmen elected to serve again were Morris W. Berinstein of

Syracuse, Joseph Holtzman of Detroit, Sol Luckman of Cincinnati, William Rosenwald of New York City and Jack D. Weiler of New York City. Dr. Joseph J. Schwartz was re-elected Executive Vice-Chairman.

A report by Mr. Holtzman, Chairman of the current National Cash Campaign, to the effect that 1953 cash was lagging behind that of last year, brought forth a resolution calling for intensified cash efforts in the communities and the promptest possible payment of individual pledges and community allocations through whatever means might have to be employed.

MESSAGE FROM DAVID BEN GURION

A message from David Ben Gurion, who recently gave up his post as Prime Minister, was brought to the Conference by Finance Minister of Israel, Levi Eshkol. In his message, Mr. Ben Gurion declared: "In relinquishing presently the high office which it has been my privilege to hold I wish all of you, my friends, to know that I did so in the knowledge that the State of Israel which we all helped to build stands today stronger, more settled and developed and more firmly established than on the day I had the honor of proclaiming its birth.

"In this great development, unprecedented in its nature, you, the great Jewish community in America, have played an impressive part... but much remains to be done. Freedom, political and economic freedom, requires constant vigilance and constant nourishment. And our eyes must be firmly set on tomorrow. We may permit ourselves a glance over our shoulders only to draw from the past sustenance, courage and stimulus to make the future secure.

"We have many friends and allies who are with us in this greatest of all undertakings in Jewish history. But our enemies, too, are numerous and strong and seek every opportunity to bring to naught our achievements. We must together mobilize all our moral and physical resources to bring to fruition the great ideal with which our generation of Jews has been privileged and honored. Let us all be worthy of our historic mission."

ESHKOL TELLS OF SEVEN YEAR DEVELOPMENT PLAN FOR ISRAEL

In his address at the banquet session on Saturday evening, Mr. Eshkol, who came to the United States especially to address the Conference, told of the recent meeting called by Prime Minister David Ben Gurion in Jerusalem and attended by more than 120 Jewish leaders from the United States.

"Our economic problems were the over-riding item on the agenda of the Jerusalem Conference," he said. "They shall be the over-riding item on the agenda of this Conference which I now have the honor of addressing." After reviewing the accomplishments of Israel since its establishment as a State, Mr. Eshkol told of a detailed plan which had been prepared for the development of the various branches of the Israel economy during the next seven years. He said that Israel development plans call for enlarging the irrigated area to nearly 2,000,000 dunams from the present 700,000 dunams and raising the number of farm units from the present 58,000 to 100,000 by 1961.

Mr. Eshkol also stressed the importance of developing the water resources of Israel because "water and irrigation are the life blood of our economic system. They are veritably our bread, our staples, the body, the soul, the sinews of our State. We

shall be unable to develop a modern agriculture unless we achieve large scale irrigation; we shall be unable to build an industry based in part on agricultural raw material. We shall in effect be unable to take firm root as a nation without the implementation of these schemes. Trees and plants and fields require water; so does the nation of Israel."

A major part of the program must be done in the field of housing, Mr. Eshkol said. "Each room in Israel today is occupied on the average by approximately three persons," he said. "By April 1, 1954 there will still be some 14,000 families in canvas and tin huts in Maabarot. In the next few years we must provide housing for these families even before meeting the urgent needs of multitudes living in overcrowded dwellings."

Stressing the role of UJA, whose leaders in the past "set precedents in Jewish giving and spared no effort to put at our disposal the funds needed for our overwhelming effort," Mr. Eshkol declared: "We now turn again to you who lead the UJA. We trust and we know that you will rededicate the UJA to the new aims, the new obligations and the new functions growing out of the old... We are certain that the Jewish leaders assembled here will find the ways and means to rise to the historic opportunity before them. It is this faith which gives us the courage and hope to continue our work."

WARBURG SAYS ISRAEL MUST NOT BE LEFT TO STAND ALONE

In his opening remarks Mr. Warburg, who presided at the Saturday evening session, told the delegates that the Conference marked the completion of 15 years of UJA activity and the start of its 16th year.

"The people of Israel," he declared, "have been blessed with the fortune and the privilege of seeing their dream of a land of their own become a reality. We of the UJA who began our work at a time of unrelieved darkness and despair have shared their job and the privilege of seeing in our own lifetime that some measure of restoration has been made to those of our fellow Jews abroad who suffered but survived. What did not seem possible has come to pass. Often we have had cause to remember, to mourn, that 6,000,000 Jews perished in the Hitler holocaust. This loss is irreplaceable and it is right that we should never forget it. But it needs also to be remembered that more than 2,000,000 Jews were saved, saved through the efforts of the American Jewish community and its instrument, the UJA and its agencies, working in close cooperation with the people of Israel."

MRS. ROOSEVELT LIKENS ISRAEL TO UNITED STATES

Mrs. Eleanor Roosevelt drew for the delegates an analogy between the people of Israel and the people of our own country.

"Her people," she said, "have a background of escape from oppression, of desire for building their own country; so that I think we in the United States have a very special interest in them. And there are other ways in which there are similarities. Israel is built on law, on respect for law, on respect for the human personality, on a desire for a democratic way of life. We also believe in government by law, in respect for the human personality, in a democratic way of life. I think it is very interesting that in so many ways there is a link between us, and it is a link that covers the whole American people, all the people of the United States."

Mrs. Roosevelt told of her own visit to Israel, and said that what she saw increased her appreciation for the work of the UJA.

"I saw people doing things in Israel," she said, "that we in the United States would hesitate to do; but they were doing them with the help of the American Jewish community. They were doing them with the help that you are giving... I think the things that come out of Israel in the future will be of benefit to the world that all of us are hoping to build some day on a peaceful basis."

EBAN LINKS ECONOMIC CONSOLIDATION WITH PEACE IN MIDDLE EAST

The concluding address on Saturday evening was that of Israel's Ambassador Abba S. Eban who underlined the importance and the relationship of Israel's economic strength to peace in the Middle East. "The consolidation of Israel's economy is necessary for at least three reasons," he said. "It is necessary for its own sake—for the sake of a thriving society and culture in Israel to be developed and maintained at least on European if not on American levels of material progress..."

"Economic consolidation is also essential for our sovereignty. You cannot separate political sovereignty from economic independence, as so many countries have learned to their cost in recent years. There is something in a vulnerable and weak country which undermines that liberty which it should enjoy, if not in its own heart, at least in the hearts of others. It is not good to appear before your friends any more than before your adversaries in a constant posture of financial weakness..."

"Thirdly, the economic welfare of Israel is needed for peace. I need hardly embark upon any emphasis of the degree to which the hope for Israel's extinction is linked with a close contemplation of our economic fortunes. The day that the convincing fact appears to our neighboring world that Israel is established, not only militarily and politically, but economically as well, the days of hopeful and harmonious negotiation will have been brought nearer."

Mr. Eban lauded the UJA for the role it had played in making possible Israel's achievements. "The UJA," he said, "has been the equal and the constant partner of our own community in Israel in every phase of its struggle to triumph over the ordeals of adversity and on to victory..."

"There is no power in language by which any man can convey the depth and warmth of the brotherhood which the people and the Government of Israel have felt for your organization and workers in every stage of this monumental process. Whether others in the world were with us or whether we were alone, at times when our fortunes were sweeping forward with majestic speed and at other times when those fortunes were temporarily blocked by the counter-pressures of a hostile region, in welfare or in woe, in difficulty or in triumph, you were at our side..."

"I come here not so much to thank you for this cooperation as to invoke its undiminished continuation in the hazards and perils which still await us in the future."

RADINSKY, BECKELMAN AND GREENLEIGH PRESENT BUDGETS

The Conference opened with a luncheon on Friday at which the budgets of the agencies of the United Jewish Appeal were outlined by Ellis Radinsky, Executive Director of the United Israel Appeal, Moses W. Beckelman, Director-General of the Joint

Distribution Committee and Arthur Greenleigh, Executive Director of the United Service for New Americans.

Mr. Radinsky said that the minimum budgetary requirements of the UIA for 1954 totalled \$91,620,000, while Mr. Beckelman reported for the JDC that it would need for the same period a minimum of \$26,186,000. Mr. Greenleigh said that the USNA would require \$647,000, while \$1,468,150 was needed by the New York Association for New Americans.

The budgetary meeting featured, in addition to the speakers mentioned above, a panel of experts introduced by Harry Greenstein, Executive Director, Jewish Welfare Fund, Baltimore, who reported on his recent visit to Jerusalem, Paris and Germany. Among the members of the panel were Gottlieb Hammer, Executive Director, Jewish Agency for Palestine; Moses A. Leavitt, Executive Vice-Chairman, JDC; Isidore Sobeloff, Executive Director, Jewish Welfare Federation, Detroit; Philip Soskis, Executive Director, NYANA; and Dr. Maurice Taylor, Executive Secretary, United Jewish Fund, Pittsburgh.

ROSENWALD OUTLINES THREE AREAS OF NEED

Mr. Rosenwald, who presided at the budgetary session on Friday, highlighted three areas in which the needs continue to be as great as or greater than before. In this country, he said, "we have to continue to take care of the people who have come here in the past and who are coming here at present, as has been true in the years up to now; but over and above that, we have the additional burdens brought about by the complexity of the recent immigration legislation. One of those burdens is a peculiarly welcome one because it gives us the hope that we may be able to offer a haven to thousands of Jews overseas who need that haven and who, but for the Emergency Immigration Act, would not be able to have it.

"In Europe we continue to deal with the remnants of the people who were left there following the cataclysmic second world war, a problem which, by and large, we dealt with successfully but one to which in the last few months some new angles have been added. In North Africa and elsewhere we have been successful in upsetting that horrible tradition of fatalism which has been the obstacle to all progress in the Moslem world down through the centuries. We have dared to suggest that it is not necessary that babies shall die, that their parents are not necessarily foredoomed to live lives of infirmity and of misery, and we have not only suggested that that may be so, we have really succeeded in proving it.

"But as all of us know, the real challenge before us is Israel, and Israel is now confronting a particularly dark and solemn hour, the causes for which will emerge as this conference progresses. For whatever the details of these causes may be we shall continue to keep our attention focused upon the real problem, the real reason, the basic reason why Israel is of such enormous and primary concern to us. That is, that hundreds of thousands of lives depend upon Israel."

PLENARY SESSION ELECTS OFFICERS AND ADOPTS RESOLUTIONS

The Sunday morning plenary session, at which Morris Berinstein presided, heard the report of the Resolutions Committee from Dewey Stone, Chairman, and unanimously adopted the resolutions presented by the Committee. Texts of the resolutions appear elsewhere in this issue.

Milton Kahn then reported for the Nominating Committee and the delegates unanimously elected the following slate, cheering when they heard that Mr. Warburg had agreed to serve for another year:

National Chairmen representing the agencies of UJA - Walter Bieringer, President, USNA; Rudolf G. Sonneborn, General Chairman, UIA and Rabbi Jonah B. Wise, JDC.

National Campaign Chairmen - Morris W. Berinstein, Syracuse; Joseph Holtzman, Detroit; Sol Luckman, Cincinnati; William Rosenwald and Jack D. Weiler, New York.

Executive Vice-Chairman - Dr. Joseph J. Schwartz.

General Chairman - Edward M. M. Warburg.

Dr. Schwartz and Leon Keyserling, Former Chairman of the President's Council of Economic Advisors, addressed the delegates at this session.

BERINSTEIN STRESSES PLEDGES, CASH AND LEADERSHIP

In his opening remarks at the plenary session, Chairman Morris Berinstein told the delegates that there were three vital elements in a successful campaign: adequate allocations to UJA, prompt payment of pledges, and leadership to carry out both of these objectives.

"What I am interested in, just as you are," he declared, "is the total amount of money that comes to UJA. In order to get an adequate amount of money we know that a sensible pre-campaign budgeting formula is essential.

"As for cash, I know that sometimes you may get a little tired of hearing from us about why we need a certain amount of money at a certain time. But I am sure that after the reports you have heard you know that when you are called, it is because the money is really needed and not merely because we just decide at random to call you.

"Finally, there is the matter of leadership. Very often people say to us, 'Why don't you get new leadership? Why must it be the same ones day in and day out? We are getting a little tired.' That is normal. I know what it is to be tired and I know that new leadership is important. I stress it. I say try to obtain it wherever and whenever you can. But this does not mean that the old leadership is going to be spared."

KEYSERLING SOUNDS OPTIMISTIC ECONOMIC NOTE BOTH FOR ISRAEL AND UNITED STATES

Mr. Keyserling, in a penetrating analysis of the economies of both Israel and the United States, said that the outlook for the State of Israel over the next few years is infinitely more promising than in the last few years "for the very simple reason that never again, although the State of Israel will keep its doors open for those who seek to find refuge within its shores, never again will the State of Israel be faced with the virtually impossible task which has been accomplished of absorbing more than a doubling of its population within five years. Never again will it be faced with the task of feeding and clothing and teaching a new language to more than half of its population, at the same time trying to integrate them into industry and agriculture and trade, and having to divert so much of its economic resources to these purposes that it had very little left over proportionately for building the economic strength of the country.

"The great feature of Israel's current economic program is that more and more of its resources, this first job having been done, are being devoted to what might be called productive economic enterprise, to the increase of production in the factory, on the farm, in transport and in every branch of economic life."

Mr. Keyserling said that he for one rejected "the idea that the size of our goals, the extent of our efforts should be reduced because in one sense the picture is more hopeful. I think hope is more inspiring than fear. I think progress is more deserving of reward than failure."

Mr. Keyserling said that he thought the economic situation in the United States was now better than it was in early 1949.

"We have all heard many times from the gloomy forecasters over the years that the level of business investment was going to move sharply downward," he said, "not only in 1954, but that it was going to move sharply downward in 1952, 1953, etc. It has not done so. One of the fantastic things about the most recent financial developments to which I want particularly to call your attention is that the advance figures, based upon reputable sources, for the first quarter of 1954 show a higher level of fundamental business investment in plant and equipment than the first quarter of 1953, and that is the most important single indicator of all of the general trend of economic conditions in 1954."

SCHWARTZ REVIEWS THREE YEAR PERIOD

Dr. Schwartz, in his address, told the delegates that during the last three years, beginning with January 1951 and ending with December 1953, "you have raised for the UJA the sum of \$223,000,000. During that time you have sent in, in cash, as separate and apart from pledges, the sum of \$215,000,000 for distribution to the agencies constituting the UJA.

"It is interesting to note that of the total amount of money distributed, 79.3% went to Israel, either directly through the United Israel Appeal or through the American Joint Distribution Committee which, as you know, operates the magnificent Malben program in Israel for which it sends over dollars in order to procure the necessary local currency in pounds with which to operate."

Referring to the increased goal of the UJA, Dr. Schwartz declared: "I do not know how many of you realize that during the time when the UJA has been collecting these large sums of money for work in Israel and for work overseas, the American Jewish community has also grown and expanded its local programs and activities. More money and not less has been spent locally in these years, and the fact that funds had to be sent abroad did not in any way impede the development of the local communities." He referred to the fact that in the last five years the American Jewish community has spent for construction of new hospitals, new synagogues, new centers, new homes for the aged, etc., a total of \$209,000,000.

"It does seem to me," he went on, "that as we face 1954 we ought to keep this figure before us because certainly some of the building requirements of a great many communities have by now been completely met. I take it that there is a limit to the absorptive capacity of a community with respect to synagogues, centers and even hospital beds. Therefore it seems to me that this should be a point of reassurance for us as we face 1954 and future years — in that the vast sums for these purposes have already been spent and will not constitute recurring expenditures."

In conclusion, Dr. Schwartz said: "It seems to me that when we come out of a conference of this kind where there has been so much enthusiasm, so much understanding, so much readiness to face facts, that we go away convinced and able to convince the people in Israel that they do not stand alone. That is the message, the fervent message which we send to the people in Israel -- that they do not stand alone -- that they will not be permitted to stand alone in this great sea of difficulties which is engulfing them, and that we here, in the UJA, despite the increased needs, despite the additional effort that will be required of us, stand ready to go on with the work and to see it through to a successful conclusion."

STEERING COMMITTEE DEBATES ISSUES

The Steering Committee, over which Sol Luckman of Cincinnati presided and which included representatives from the various communities in accordance with their Jewish populations, met for four hours in a session that was marked by the widest possible participation of the delegates.

There were thorough discussions on all phases of the 1954 campaign, including goal, pre-campaign budgeting, cash, etc. The spirit of the meeting was one of conviction that the budgets that had been presented represented the minimum that was required by the agencies of UJA in 1954. The members of the Committee unanimously expressed the feeling that the most intensive efforts would have to be made next year to assure increased funds for UJA. It was on the basis of these factors that the decision was made to establish a UJA goal of \$119,921,150 for 1954 and to call upon all communities to participate in pre-campaign budgeting. The Committee also felt that special efforts should be made to get individuals and communities to pay up their pledges and allocations for 1953 and prior years so that the gap between the UJA's cash receipts in 1952 and those of 1953 might be closed.

The members of the Steering Committee heard reports on the problems created by Israel's short term indebtedness by Mr. Warburg and Dr. Schwartz and a report on progress made in pre-campaign budgeting by Mr. Berinstein.

SONNEBORN TELLS OF DANGERS OF DEFICITS

Mr. Sonneborn, who presided at the concluding session of the Conference, pointed out that in previous years the efforts which were made had fallen short of the targets set. "I would like to take a moment," he said, "to read a few figures which by themselves will give the most concrete representation of what I mean. In 1948 the deficit of the Jewish Agency in Israel was the equivalent of \$59,000,000. In 1949 the deficit was \$33,000,000. In 1952 it was \$19,000,000 and in 1953 it will probably be \$10,000,000. These are not deficits in the strict bookkeeping sense of the term. When the monies were not forthcoming the Jewish Agency had to go out and borrow by whatever methods it could find and whatever currencies it could find. These are not just red figures on an accountant's balance sheet. They are not simply abstract symbols. They translate themselves readily, almost too easily, into what might have been. They translate themselves into naked human want, into slums, into patched and peeling houses, into uncared-for orphaned children, into uncultivated land, into areas parched for water, into the broad gap between what is needed and what we have made available."

He said that the delegates should resolve before returning to their communities, their friends and their colleagues, that they will not avert their eyes from the challenges but that they would meet them squarely with vigor and forthrightness.

"Let us look at our responsibilities," he said. "Let us share the burden of Israel. Let us elevate ourselves to the stature that we, in this country, would wish ourselves to grow to, because then we will truly fulfill our destiny."

HOLTZMAN CALLS FOR HELP IN RAISING CASH

Referring to the deficits mentioned by Mr. Sonneborn and likening them to the amount of cash by which the UJA fell behind last year's receipts, Mr. Holtzman said: "That is a deficit that can be overcome and that can be met in the remaining days of this year and that can take care of a lot of daily woes. The point I want to make is this: when you good people go back to your communities, some of you can look into your Federations' treasuries. Some can look into your own accounts. You have only eighteen days left to fulfill your pledges this year. Please make an effort in these last eighteen days so that we can say that in the year 1953 we gave Israel as much as we did in 1952."

MRS. HORNE ELECTED CHAIRMAN OF THE NATIONAL WOMEN'S DIVISION

At the closing session, Mr. Warburg presented a Menorah to the outgoing Chairman of the National Women's Division, Mrs. Albert Pilavin of Providence, Rhode Island, "as a token of our affection, our esteem and our appreciation."

In her final address as Chairman of the Women's Division Mrs. Pilavin said that in the eight years of the existence of the National Women's Division more than \$100,000,000 has been contributed to the UJA by women over the country. She said that in her travels abroad she had "gained new insight into the feelings of those less fortunate than we. I have learned that no matter how wretched his condition or how difficult his struggle for existence, our fellow Jew has a resiliency, a verve, a sturdy spirit which will assure his eventual triumph in achieving all he holds most dear.

"This I have seen in the mellahs of Morocco, in the orphanages of France, in the settlements and on the frontiers and in the cities of Israel; and, as I have travelled back and forth across our own great country, I have learned that the American Jewish woman, although living in comparative comfort and ease, is keenly aware of her responsibility to those in need and in despair, imbued with the conviction that she is truly her brother's keeper. She continues to work quietly but with resolution to make their dreams of peace and security a reality."

Mrs. Pilavin introduced the new Chairman of the National Women's Division, Mrs. Hal Horne of New York. In accepting the office Mrs. Horne said: "It is with a great deal of humility and gratitude that I accept this position, and I accept it in the name of every woman in the United States. This past year I have travelled a great deal and I have come to know you wonderful women who live in this great country of ours and I know that together we will try to do as good a job as was done by Mrs. Brailove and Mrs. Pilavin, than whom there are no two greater women in our country."

Mrs. Horne said that the last time she was in Israel she went to an old people's home where she met an old lady who had come originally from a well-to-do home in Hungary, who said to her: "When you go back, will you please tell all your people what they have done for us. Never, never when I was sitting on a curbstone in Hungary did I believe that I would end my life like this, as comfortable as I could have been if nothing had happened to me, and tell them please that if the prayers that our people say for them every night come true, none of them will ever know another moment's unhappiness."

"I ask you, ladies," said Mrs. Horne, "to rededicate yourselves with me now to the great task which we must still do so that every woman who needs that kind of help will have it."

GOVERNOR FINE LAUDS PEOPLE OF ISRAEL

The concluding address of the Conference was made by Governor John S. Fine of Pennsylvania who was introduced by Harry Sylk, 1954 Chairman of the Philadelphia Allied Jewish Appeal.

Governor Fine, who recently returned from a visit to Israel, declared that what the Jews of Israel were doing was not a miracle. "It is," he said, "the same thing that all nations will try for in times of distress and trouble and travail -- they strive for toil, for labor, for industry, for productivity. It is the same thing that the great Prime Minister of a great empire, Winston Churchill, asked for when Britain was tiring and ready to fall. He called not for more arms and ammunition, not for more ships, but he had to go down to the core of everything and say, 'I can only ask you for toil and sweat.' That is the miracle, if there is a miracle, of Israel -- toil, labor, industry, men who are proud to go back to the soil and create a country, build a nation and give hope to Jews wherever they are in the world... We need more democracies like Israel. We need more friends who are democratically minded. We need friends who are able and willing to work, men and women who are creative, people who are dedicated to an ideal and willing to labor with industry and devotion and dedication to secure and hold an ideal. God bless Israel."

TEXTS OF RESOLUTIONS

Following are texts of the three major resolutions adopted at the Conference:

Resolution on Goal

We, the delegates to the Annual National Conference of the United Jewish Appeal gathered in New York on this 13th day of December 1953, have given earnest consideration to the 1954 budgets which have been outlined to us by representatives of the United Israel Appeal, the Joint Distribution Committee, the United Service for New Americans and the New York Association for New Americans, the constituent members of the United Jewish Appeal.

We have discussed in detail all phases of these budgets and we accept their combined total as the minimum amount required for the 1954 programs of the agencies of the United Jewish Appeal. We understand that these budgets do not cover the total needs of those who look to these agencies for help but represent an effort on the part of the agencies to pare their programs down to the minimum consistent with the safeguarding of the historic accomplishments of the United Jewish Appeal in the fifteen years of its existence.

We are aware of the fact that because of the limitations placed on the budgetary totals, the people of Israel - whose willingly accepted sacrifices in behalf of the hundreds of thousands who have come to their shores have won the admiration of the world - will be compelled to continue and perhaps intensify the austerity which they have imposed upon themselves; and that additional restrictions will have to be placed on the amount of help which can be made available to Jewish men, women and children still desperately in need in Europe, North Africa and the Moslem countries.

We commend the Jewish communities of the United States for the truly great efforts made in 1953. We are gratified at the general success which has accompanied this effort; but we regret, nevertheless, the fact that the sums made available to the United Jewish Appeal fell short of providing adequate assistance to those in need in Israel, Europe, the United States and other parts of the world.

We, therefore, urge the American Jewish community to accept the combined total of the budgets of the agencies of the United Jewish Appeal - namely \$119,921,150 - as the minimum goal for the United Jewish Appeal for 1954.

We solemnly pledge ourselves, as leaders of our communities, to set an example of generosity, of service and of work so that the goal of \$119,921,150 for 1954 may be reached and generously exceeded.

We call upon each community to establish a total goal for its local campaign which will enable it to provide for the UJA an amount commensurate with the community's fair share of this national goal.

Resolution on Pre-Campaign Budgeting

The delegates to the Annual National Conference of the United Jewish Appeal, gathered in New York on December 13, 1953, record their satisfaction at the reports which have been presented to them to the effect that a substantially increased number of communities undertook in 1953 to allocate the proceeds of their campaigns on the basis of pre-campaign budgeting formulas worked out with the United Jewish Appeal in advance of their campaigns.

We are concerned, however, that some communities still conduct their campaigns without such pre-campaign budgeting arrangements.

We recall the resolution adopted at the Annual National Conference of the United Jewish Appeal in New York City in December 1952 in which the delegates then assembled declared: "We earnestly believe that only through the process of pre-campaign budgeting can community funds be distributed on a basis that is equitable to all who are concerned."

We are convinced of the validity of the 1952 resolution which, in turn, reiterated similar resolutions unanimously adopted in prior years.

We call upon every American Jewish community to budget in advance as a fixed policy of its campaign effort. In establishing the UJA allocation, proper weight and consideration should be given to the present critical needs of the constituent agencies of the UJA.

Resolution on Cash

We, the delegates to the Annual National Conference of the United Jewish Appeal gathered in New York on December 13, 1953, wish to record our anxiety at the report which we have received that cash receipts of the United Jewish Appeal for 1953 are running behind those of 1952 despite the conduct of a campaign at which the level of giving has been maintained.

We are keenly conscious of the additional difficulties which this situation places upon Israel at a time when more cash is desperately needed.

We, therefore, urge all communities and all contributors in these communities to undertake at once an effort to enable the agencies of the United Jewish Appeal to continue without interruption or delay their great humanitarian programs in Israel, Europe, North Africa and the Moslem countries, and the United States, through:

1. Full payment of pledges by individual contributors before the end of the year.

2. Payment in full by communities of all outstanding amounts on account of allocations to the United Jewish Appeal for 1953 and prior years.

We call upon officers and leaders of community campaigns to take all steps necessary to accomplish these purposes.

Resolution on David Ben Gurion

We, the delegates to the Annual National Conference of the United Jewish Appeal, gathered in New York on December 13, 1953, wish to express to David Ben Gurion, as he yields his post as first Prime Minister of Israel, our warm affection and high esteem.

We recall with deep gratitude his years of dynamic leadership prior to the establishment of the State of Israel; the unbounded imagination and courage with which he helped to shape the new State and carry its people forward to victory over aggression by the combined forces of five hostile nations, and the incomparable wisdom with which he guided the affairs of State as Prime Minister in the years since then.

We take pride in Israel's magnificent achievements under his guidance and in the respect which Israel has gained among the nations of the world. We view with admiration the great strides which Israel has made during his tenure, in industry, agriculture, settlement and development of every sort, in providing new lives and new hope for over 750,000 Jewish men, women and children who came to Israel since he began his service as Prime Minister.

It is our hope that he may find renewed strength in the rest which he has so richly earned; that many more years of good health and happiness may be granted to him, and that his wise counsel may continue to be available to his people.