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**REPORT TO MEMBERS**  
**UJA NATIONAL CAMPAIGN COUNCIL**  
**VOLUME IX**  
**1954**

# REPORT

TO MEMBERS OF THE  
**NATIONAL CAMPAIGN  
COUNCIL**

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



1954 CAMPAIGN  
**UNITED JEWISH APPEAL**

*To meet needs totalling*

**\$119,921,150**

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

Vol. IX, No. 1, February 26, 1954

165 West 46th St., New York City

NOT FOR PUBLICATION

**1954 UNITED JEWISH APPEAL CAMPAIGN LAUNCHED IN MIAMI WITH  
PLEDGES TOTTALLING \$12,900,000**

**600 Top Leaders and Contributors Demonstrate Support of Israel**

**Many Large Gifts and Substantial Increases Mark Inaugural Conference**

Responding wholeheartedly and enthusiastically to the call of the United Jewish Appeal for an expression of identification with the people of Israel as their freedom and independence are threatened on every border, approximately 600 Jewish community leaders and contributors launched the 1954 campaign at the National Inaugural Conference of the United Jewish Appeal in Miami Beach last weekend with pledges totalling \$12,900,000.

Among the gifts announced were a large number which represented substantial increases over the gifts of the same contributors in 1953. The results were described by Edward M. M. Warburg, General Chairman of the UJA, as "assurance to Israel's people that the friends of freedom do not intend to let them stand alone in this time of sustained tension and danger".

Pointing out that a great deal of hard work had to be put into the campaign in the months ahead, Dr. Joseph J. Schwartz said that the action of the contributors at the Conference represented "the kind of response that must be emulated in all communities throughout the country if the UJA is to achieve its goal of almost \$120,000,000".

Mr. Warburg presided at the Conference, at which the keynote address was made by Dr. Abba Hillel Silver. The program closed with a humorous presentation by Sam Levenson.

### **ESHKOL GREETES DELEGATES**

Following is the text of a cable received by Mr. Warburg and Dr. Schwartz from Levi Eshkol, Finance Minister of Israel, in connection with the National Inaugural Conference:

WARMEST GREETINGS TO DELEGATES UNITED JEWISH APPEAL CONFERENCE MIAMI STOP THROUGH GENEROUS CONTRIBUTIONS TO UJA AMERICAN JEWRY HAS PLAYED GREAT ROLE IN IMMIGRATION AND ABSORPTION OF HUNDREDS THOUSANDS HOMECOMERS VAST EXPANSION AGRICULTURAL SETTLEMENTS AND SWIFT DEVELOPMENT COUNTRY STOP YOU SHARE IN ISRAEL'S ACCOMPLISHMENTS AND CAN TAKE PRIDE WITH US OVER FACT THAT OUR EXPORTS HAVE VIRTUALLY DOUBLED IN THE PAST YEAR AND OUR IMPORTS HAVE DROPPED CONSIDERABLY STOP ISRAEL'S AMAZING GAINS ARE NOT YET SECURED STOP WE DO NOT YET PAY OUR OWN WAY AND OUR ECONOMY IS UNDER HEAVY STRAIN STOP SURROUNDED BY HOSTILE NEIGHBORS WE MUST BUILD AND EXPAND PRODUCTION AND INCREASE IRRIGATION STOP TENS THOUSANDS NEWCOMERS MUST BE INTEGRATED INTO OUR ECONOMY AND SOCIETY STOP TENS OF THOUSANDS DUNAMS DESERT LAND MUST BE BROUGHT UNDER CULTIVATION STOP IN THIS CRUCIAL HOUR GOVERNMENT AND PEOPLE OF ISRAEL ARE CONFIDENT THAT AMERICAN JEWRY THROUGH UJA UNDER YOUR DEVOTED LEADERSHIP WILL REDOUBLE EFFORTS TO STRENGTHEN ISRAEL'S ECONOMY.

LEVI ESHKOL

### **LEADERSHIP ADVANCE ACTION ASSURES CONFERENCE SUCCESS**

A small army of devoted campaign officers, Campaign Cabinet members and local community leaders set aside everything else for a week to ten days in advance of the Conference to enlist the participation of the hundreds who attended and whose combined action was responsible for the splendid results achieved.

A special meeting of the UJA Campaign Cabinet was held in advance of the Conference in Miami Beach under the chairmanship of Samuel H. Daroff of Philadelphia who has agreed to serve again as Chairman of the Cabinet in 1954.

The Cabinet meeting was supplemented by advance pace-setting meetings in Hollywood, Boca Raton and Palm Beach. At these meetings, bellwether gifts were announced which served to stimulate the gratifying pledge announcements which were made at the major session in Miami Beach on Sunday, February 21st.

Among those who were working around the clock to build the Conference were UJA National Chairmen William Rosenwald of New York, Morris W. Berinstein of Syracuse, Joseph Holtzman of Detroit and Jack D. Weiler of New York, as well as National Campaign Cabinet Chairman Samuel H. Daroff of Philadelphia.

Cooperating closely with them were National Campaign Cabinet members Joseph Cherner of Miami, Florida and Washington, D.C.; Eli A. Cohen of Lynn, Massachusetts; Abe Kasle of Detroit, Michigan; Joseph Meyerhoff of Baltimore, Maryland; Irving S. Norry of Rochester, New York; Barney Rapaport of Hartford, Connecticut; Leonard Ratner of Cleveland, Ohio; and Joseph Shulman of Paterson, New Jersey. Also cooperating were Judge Maurice Bernon of Cleveland, Ohio, UJA Chairman of Regions, and Jacob Sincoff of New York, UJA National Co-Treasurer, as well as Charles Fruchtman of Toledo, Ohio and Miami, Florida; and Sidney R. Rabb of Boston, Massachusetts. Executives who worked with the above included 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 Allied Jewish Appeal of Philadelphia; 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; and Murray J. Vale, Campaign Director of the Jewish Welfare Fund of Chicago.

## OUTSTANDING TEAM TAKES OVER CARD CALLING

### Most Gifts Show Increase Over 1953

The calling of the cards of the hundreds who attended the Conference was shared by four UJA stalwarts: Campaign Cabinet Chairman Samuel H. Daroff, National UJA Chairmen Joseph Holtzman and William Rosenwald and Campaign Cabinet member Joseph Shulman. This difficult assignment followed a number of days of arduous preparatory work among potential contributors in the area.

Following is a partial list of the larger gifts announced at the Conference. The majority of these gifts represent increases over last year and others represent hold-the-line giving.

Mrs. Felix M. Warburg and her sons (exclusive of Warburg Foundation gift), New York City, \$175,000; the Blaustein Family group, Baltimore, \$155,000; Robert Schiff (A. S. Beck Shoe Co.) Columbus, \$150,000; Charles Mayer (J. H. Taylor Construction Co.) New York City, \$150,000.

Mrs. Louis Altschul, New York City, \$125,000; Benjamin H. Swig, San Francisco and Jack D. Weiler, New York City, more than \$100,000; George and Samuel N. Friedland (Food Fair Stores) Philadelphia and Miami Beach, \$100,000; William Rosenwald, New York City, more than \$100,000; Anonymous, Cleveland, \$100,000; Keystone Refining Co. (C. William Sucher, William Fisher, Max Fisher, Nathan R. Epstein and Leon Kay) Detroit, \$100,000.

Charles H. Fruchtman, Toledo and Miami Beach pledged \$88,000; the Wineman Family, Detroit, \$76,500; Joseph Cherner, Washington, D.C. and Miami, \$75,000; Abraham Levitt, New York City, \$75,000 Initial Gift; Anonymous, Detroit, \$65,000; Max Freedman, Cleveland, \$63,000; Barney Rapaport, Hartford, \$60,000; Abe Kasle and Associates, Detroit, \$60,000; Edward D. Mitchell and Oscar S. Pattiz, Los Angeles, \$60,000.

Adolph Kiesler, Denver, \$55,000; Moses and Morris Ginsberg, New York City and Miami Beach, \$52,500; Phil W. Lown, Lewiston-Auburn, Me., \$50,000; Samuel H. Daroff (Ethel and Harry Daroff Foundation) Philadelphia, \$50,000; Gustave Etra, New York City, \$50,000 Initial Gift; George and Maurice Levin, Newark, \$50,000; Joseph Holtzman and Nathan Silverman, Detroit, \$50,000; Benjamin J. Massell, Atlanta, \$50,000.

Eisner & Lubin, New York City, \$42,000; John E. and Nathan W. Lurie (Lurie Bros.-Wrigley Stores) Detroit, \$42,000; Herman Taubman, Dallas, \$40,000; Anonymous, Cleveland, \$40,000; Baroness Pierre de Gunzburg, New York City, \$40,000; Baroness Robert de Gunzburg, New York City, \$30,000; Samuel D. Leidesdorf, New York City, \$40,000 plus; Block Drug Co., New York City, \$40,000 Initial Gift; Joseph Meyerhoff, Baltimore, \$40,000; Paul Himmelfarb, Washington, D. C., \$40,000; Weingarten and Alexander Families, Houston, \$39,000; Mrs. Henry Ittleson, New York City, \$37,500; William Rosenthal, New York City, \$35,000; Sheerr Foundation, Philadelphia, \$33,000; Samuel and Leighton A. Rosenthal and Milton A. Kramer, Cleveland, \$30,000 plus; Harry and William Sylk (Sunray Drug) Philadelphia, \$30,000; Abner A. Wolf, Detroit, \$30,000 Initial Gift; Samuel N. Katzin and Mort Weiss, Chicago, \$30,000; Max Firestein, Los Angeles, \$30,000; Manuel Frank, Philadelphia, \$27,500; Kane & Liberman, Miami Beach, \$27,000; William M. Shipley and Herman L. Blum, Cleveland, \$26,500; the Katzner Family, Baltimore, \$25,500; Aronson & Oresman, New York City, \$25,500; Samuel Paley, Philadelphia, more than \$25,000;

Lew Wisper and Frank A. Wetsman, Detroit, \$25,000; Jack Rothenberg, New York City, \$25,000; Samuel Spatt and Selig S. Burrows, New York City, \$25,000 Initial Gift; Barney E. Hokin & Associates, Chicago, more than \$25,000; Abram N. Pritzker, Chicago, \$25,000; Carl Weinkle and Family Foundation, Miami Beach, \$25,000; Emil Brown, Los Angeles, \$25,000; Leo G. Federman, Bridgeport, \$25,000; Leon Falk, Jr., Pittsburgh, \$25,000; Julius Klein, Philadelphia, \$25,000; Sol Satinsky (Frankford Woolen Mills) Philadelphia, \$25,000; Leon C. Sunstein, Philadelphia, \$25,000; Maurice Levin and Jack Kaplan, New York City, \$25,000 minimum; Jack S. Liebowitz, Harry Donenfeld and Paul Sampliner, New York City, \$25,000 Initial Gift.

Samuel and Sidney Epstein, Baltimore, \$23,000; Leon B. Jacobs and Family, Philadelphia and Miami, \$23,000; Progress Manufacturing Co., Philadelphia, \$22,000; Hyman M. Cohen, Boston, \$22,000; Fred Forman, Rochester, \$20,000 minimum; Irving S. Norry, Rochester, \$20,000; Maurice H. Saltzman and Ritmore Sportwear, Cleveland, \$20,000; Loren B. Weber, Cleveland, \$20,000; Julius Klorfein, New York City, \$20,000; Charles, Lester and Joseph Maslow, New York City, \$20,000; Jacob Sincoff, New York City, \$20,000; Nathan Fishman, Detroit, \$20,000; Harvey H. Goldman, Emil T. Stern and William C. Sloman (Harvey Goldman & Co.) Detroit, \$20,000; John and Ella Imerman Foundation and Imerman Screw Products, Detroit, \$20,000; Jack Meyerhoff, Baltimore, \$20,000; Irwin I. Altschuler, Chicago, \$20,000; Morris Falk, Fitchburg, Mass., \$20,000; David L. Slann, Atlanta, \$20,000.

Space does not permit publication of hundreds of additional gifts, many of them greater than last year, in amounts from \$5,000 to \$20,000.

### **"THEIR EYES ARE WATCHING US" - WARBURG**

In his opening remarks as Chairman, Mr. Warburg said: "Their eyes are watching us from behind the Iron Curtain, the eyes of people whose only hope is escape and the welcoming hands of our workers. They watch. They wonder. Those in North Africa, those in Europe and those who will come to our shores here, they are all watching anxiously the degree of our continued interest. And in Israel, on that beachhead of democracy, they watch and wonder and they are concerned about the state of their supply lines. And watching us too are those who are hoping fervently for our failure — the Arab world, seeking the destruction of Israel. The answer to the questions that all these eyes are asking gives to this meeting and to all of the campaign meetings to be held in the months ahead an awesome responsibility".

Referring to the achievements of the UJA in recent years, Mr. Warburg said: "If we only pause long enough to recognize it, we can see the evidence of what we have accomplished on every hand. We do not have to go abroad to be aware of the effects of our work. In every city, we can find 'success stories' — examples of successfully rebuilt lives in the persons of Jewish refugees we helped to escape from an intolerable Europe. But if we do go abroad — to Europe — to North Africa — to Israel — we are then privileged to see — strikingly evident — the effects of our work on a large scale.

"We can see it in the growing, healthy children whom we have rescued from the mellah of Casablanca. We can see it in the youth of Israel — the youth that has poured in from more than sixty lands — and that works and struggles proudly to rebuild the old-new land.

"We can see it in the faces of the old people in a Malben home in Israel, faces that at last reflect a measure of peace and security. We can see it in the land -- taking on a 'new look' after generations -- proudly cared for -- turning green and fruitful -- and marked everywhere by new houses, new settlements, new crops. Ours is the privilege of knowing that our work has prospered. It is there to be seen, and to inspire us."

### DOCTOR SILVER OUTLINES ISRAEL'S AIMS

After comparing the United States in the days of George Washington, on the eve of whose birthday the Conference was held, with present-day Israel, Dr. Silver said: "The question which I sometimes ask myself is have the Israelis, and have we in the United States, that perseverance, that courage, that loyalty, which are the very essence of character, which will enable the State of Israel to tide over these early trying and testing years. It is not the character of one man in this instance, but it is the character of a people -- of one people. I believe that we have that essential requirement.

"The remarkable and heroic labors and the achievements of the men and women of Israel in the face of formidable obstacles and tremendous odds demonstrate above all else, above skill, above confidence, above initiative -- demonstrate their character. They are dependable. They are reliable. They are determined to see it through. And I believe that your presence here today demonstrates that the American Jewish community has the same kind of character."

Dr. Silver said that Israel wants the following things: Israel wants peace; Israel wants to cooperate with the Arab peoples in bringing prosperity to the entire Middle East; Israel wants to be a modern and progressive state -- to build a good society where the principles of social justice will prevail and where no man will be denied his God-given rights; Israel wants to be self-sufficient and economically strong; Israel wants to continue to be the home for all who may wish to go there and who may have to go there; Israel wants to make a success of its heroic enterprise, to vindicate the fair name of the Jewish people in the world; and Israel wants to bring about a renaissance and revival of the Hebrew culture. Dr. Silver said that this program "corresponds to our own deepest and most sacred convictions because we want to help the people of Israel, because we feel that through Israel the Jewish people is making a tremendous contribution to the solution of its own problems, present and future, and a contribution to mankind.

"We want to help them through these next few trying, testing, searching years. This is not an easy thing which they and we are engaged in. It never was. Nothing in our history was ever easy. We may be God's chosen people but we certainly are not God's pampered people.

"We told the world 'give us a chance, just give us a chance and we will build and we will show you how we will build.' They gave us the chance. Shall we now, after five or six years of marvelous building and construction, progress and pioneering work that have amazed the world, with the task only half done -- shall we now say, 'Well, we are tired, spent and exhausted and we are through'? Shall we permit this magnificent experiment of our people to go down to defeat and be compelled to hang our heads in shame and acknowledge to our children that this generation which could help build the State was not strong enough or generous enough or wise enough to see the thing through? Knowing my people, its wisdom, its intelligence, its loyalty, its pride, I know we will not permit ourselves and the State of Israel to suffer defeat."

## WOMEN'S DIVISION MEETING PRODUCES \$1,829,000 IN PLEDGES

A record-breaking meeting of the UJA National Women's Division in Miami Beach three days before the Inaugural Conference brought forth pledges totalling \$1,829,000 from the more than 350 women who attended.

Featured speaker at this meeting was Mrs. Eleanor Roosevelt. Mrs. Roosevelt told the Women's Division Conference that "Israel's survival is important not just to American Jews; it is important to all Americans and to all the free world". She compared the people of Israel to the people of the United States, pointing out that "this nation, like Israel, was built by immigrants, people who came to this country to escape oppression, to find new ways of life. It took people with a spirit of adventure, skills, inventiveness and courage. We see the same forces operating in Israel." Mrs. Roosevelt said she thought that "the things that come out of Israel in the future will be of benefit to the world of peace that all of us are hoping to see built some day."

The Women's meeting highlighted a ceremony in which special tribute was paid to Mrs. Louis Altschul of New York and Miami who was praised for generous and consistent support of the UJA and other philanthropic causes. The officers of the Women's Division presented a specially inscribed silver bowl to her as a memento of the occasion. Mrs. Hal Horne of New York, 1954 National Chairman of the UJA Women's Division, presided and Mrs. S. Alexander Brailove, of Elizabeth, New Jersey, and Mrs. Albert Pilavin of Providence, Rhode Island, two of the Honorary Chairmen, also participated.

In her remarks, Mrs. Horne declared that in 1953 the UJA Women's Division's effort had been felt in 200 American communities and that one of the major objectives in 1954 was to expand the number of local units participating in the nationwide effort. She called upon the women leaders to "follow up your leadership in giving, with leadership in getting others to emulate your high example". She stressed the fact that "only increased giving, vigorous leadership and dedication to the campaign" can help the UJA attain its 1954 goal of \$119,921,150.

A feature of the Women's Division meeting was a song recital by Lena Horne.

## ROSENWALD REPORTS ON \$75,000,000 FIVE-YEAR LOAN PROJECT

William Rosenwald announced in Miami Beach that the effort to float a five-year loan of \$75,000,000 in 1954 in addition to the normal UJA campaign effort was meeting with heartening success in communities all over the country. He said that the loan would serve not only to relieve the Jewish Agency of some of its most pressing problems but would also have the effect of making it possible for the Government of Israel to consolidate some \$75,000,000 in short term debts which now impose a staggering burden on the new State's economy.

As of the date of the Inaugural Conference, Mr. Rosenwald said, some 69 communities had already pledged to borrow \$63,350,000 toward the total of \$75,000,000 sought. He stressed the fact that it is the aim of the leaders of UJA to complete the effort in the next six weeks to avoid interference with the regular campaign of the UJA. Mr. Rosenwald heads an Organizing Committee, comprised of ninety-nine members, which is leading the effort to present the plan to the local Jewish community groups.

The loan is to be retired by payment by UJA of 20% of the principal plus interest each year for a period of five years. The loan will serve to alleviate the existing



situation of repeated cash crises brought on by the critical short-term indebtedness arising out of the mass influx of 750,000 immigrants in the first years of Israel's existence.

### **MIAMI OPENS WITH \$736,105**

Traditionally the first major community in the country to launch its campaign, Miami this year announced pledges totalling \$736,105 at its opening meeting. This represented an increase of better than 5% over the amount pledged by the same contributors last year. Featured speakers at the meeting, which was attended by a record 1,400 persons, with more than 500 turned away, were Mrs. Eleanor Roosevelt and Rabbi Irving Miller, President of the Zionist Organization of America. Leaders are pressing forward in an effort to outdo last year's total results.

Carl Weinkle is President of the Greater Miami Jewish Federation and Aaron M. Kanner is Campaign Chairman. Sam C. Levenson is Initial Gifts Chairman. Mrs. Jack A. Ablin and Mrs. Irving Lehrman are Co-Chairmen of the Women's Division, Ben Rosenberg is Executive Director.

### **DETROIT AHEAD OF 1953 WITH \$1,233,000 RAISED**

A meeting in Detroit, Michigan, which was held at the home of C. William Sucher on Tuesday, February 9th, in preparation for the Miami Beach Conference, produced pledges totalling \$857,000. Featured speakers at the meeting, at which Harvey H. Goldman presided, were Congressman Jacob Javits of New York and Dr. Joseph J. Schwartz. Pre-Campaign Chairman John E. Lurie called for the gifts.

A subsequent meeting, held in Miami Beach in connection with the UJA Inaugural Conference, brought the pledges to \$1,233,000 with a substantial increase being maintained.

Samuel H. Rubiner is President of the Jewish Welfare Federation of Detroit. Campaign Chairmen are Irving W. Blumberg and Harvey H. Goldman. Max M. Fisher and James Wineman are Assistant Chairmen of Pre-Campaign, responsible with Chairman Lurie for advance gifts. Mrs. Sidney J. Karbel is Chairman of the Women's Division. Isidore Sobeloff is Executive Director and William Avrunin is Associate Director.

### **HOUSTON HONORS TWELVE PAST CHAIRMEN - PLEDGES SHOW INCREASE**

More than 300 members of the Houston Jewish community attended a citywide dinner at which twelve of the past campaign chairmen were honored and pledges totalling \$464,473 were announced by contributors who gave \$436,457 in 1953, an increase of over 6%. Featured speaker was Senator Guy M. Gillette and a light touch was added by comedian Joey Adams.

Martin Nadelman is President of the Jewish Community Council of Metropolitan Houston and is doubling as Big Gifts Co-Chairman with Irving W. Alexander, Louis Pulaski and Morris Rauch. Reuben W. Askanase is Campaign Chairman. Mrs. Joseph Rabinowitz is Chairman of the Women's Division and Albert Goldstein is Executive Director.

### **NATHANIEL P. KANN TO SERVE AGAIN AS PITTSBURGH CHAIRMAN**

Precedent has been broken in Pittsburgh, where Nathaniel P. Kann has agreed to serve for a second year as Chairman of the United Jewish Fund Campaign, the first

chairman in the history of the community to serve for two successive years. Louis J. Reizenstein will serve as President of the United Jewish Fund. Both officers promised that the 1954 Campaign "will be swift, hard-driving and over the top".

### 33% INCREASE IN HOLLYWOOD, FLORIDA

The campaign in Hollywood, Florida was launched with a bang when, at the opening meeting, contributors who last year gave \$62,000 pledged \$82,500, an increase of 33%. Harry Hershfield addressed the meeting. Stanley M. Beckerman is President of the Jewish Welfare Federation of Hollywood and A. L. Mailman is serving as Campaign Chairman. Ben Tobin is Big Gifts Chairman. Mrs. Stanley M. Beckerman is Chairman of the Women's Division. The campaign is benefiting by the active leadership of A. J. Dimond as well and there seems to be no doubt that the total will go well past last year's achievement.

### LYNN ORGANIZES FOR VIGOROUS CAMPAIGN

Headed by dynamic Willy Nordwind as President, the Jewish Community Federation of Lynn, Massachusetts is mobilizing its leadership for a whirlwind campaign in 1954. Samuel Bloomberg, Harry Cohen, Harry Remis and Samuel M. Klivansky have agreed to serve with him as vice-presidents. Mr. Klivansky will also serve as Chairman of the 1954 Allocations Committee. Samuel P. Backman will serve as Treasurer with Hyman Addis as Assistant Treasurer. Nathan Cohen will be Financial Secretary and Samuel Robinson, Recording Secretary. The Executive Committee and the Allocations Committee have also been completely organized. Albert M. Stein is Executive Director.

### SOUTHWEST REGIONAL CONFERENCE CASH TOTALS MORE THAN \$800,000

The first UJA Regional Conference for 1954 was held in San Antonio and was attended by more than 400 representatives from 30 communities in Arkansas, Louisiana, Oklahoma and Texas. It was the largest Jewish gathering in San Antonio since the 1947 Regional Conference. Cash received as a result of it totalled \$810,051.

The Saturday evening dinner session was chaired by Henry Maslansky of New Orleans, UJA National Campaign Cabinet member, and was addressed by Judge Maurice Bernon and Meir Sherman, head of the office of Economic Services of the Government of Israel for North America. Martin Nadelman of Houston presided at the Texas State Cabinet breakfast meeting the following morning, which was followed by a Youth Division meeting, addressed by Paulette Oppert. A Workshop meeting was presided over by Ben Marks of Corpus Christi, Texas and addressed by Tony Spitzberg of Tyler, Texas. Mr. Nadelman also presided at the luncheon session at which Maurice Samuel and Drew Pearson spoke.

### I. M. WEINSTEIN

I. M. Weinstein, who during his years of service in Atlanta, Georgia served as Campaign Chairman, Welfare Fund President, President of the Jewish Community Center and in many other important posts, died suddenly this month and is being mourned by Jews all over the country who knew and respected him because of his unstinting service to Israel and to Jews everywhere. At the time of his death, he was Honorary President of the Jewish Welfare Fund of Atlanta and was deeply involved in that community's negotiations with the banks in connection with Atlanta's participation in the \$75,000,000 five-year loan project. The officers of the UJA send their condolences to his grieving family and friends.

# Report

to the members of the  
**NATIONAL CAMPAIGN COUNCIL**

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



**1954 CAMPAIGN**

**UNITED JEWISH APPEAL**

To meet needs totalling

**\$119,921,150**

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

SPECIAL ISSUE, March 24, 1954

165 West 46th St., New York City

NOT FOR PUBLICATION

**\$65,805,000 MARK HIT IN \$75,000,000 FIVE-YEAR-LOAN PROGRAM**

**Over One Hundred Cities Coast-To-Coast Participate As Drive Nears Goal**

**\$41,710,000 In Loans Already Committed by Banks - - \$24,105,000 More  
Pledged By Communities**

In one of the most amazing whirlwind drives ever undertaken by American Jewry, 112 communities have already agreed to participate to the extent of \$65,805,000 in the \$75,000,000 five-year-loan project recently launched by the United Jewish Appeal.

Of the above amount the sum of \$29,560,000 has already been remitted to the UJA while \$12,150,000 represents loans for which bank negotiations have already been completed with checks to be forwarded soon. The remainder of \$24,095,000 represents loans which communities have agreed to make and which are still in the process of negotiation with their local banks. Community participation has generally been based upon one and one-third times the community's 1953 allocation to UJA, though a number of communities have undertaken to obtain substantially more than this proportion.

Proceeds of the loan will be utilized to accelerate the work of the UJA agencies. At the same time they will help to relieve the strain that has been placed upon Israel because of its short-term indebtedness arising from the fact that the dollar requirements necessary to handle the mass immigration in the first years of Israel's existence were so greatly in excess of the gift dollars available to meet them.

All efforts are geared toward completing the loan project within the next few weeks so that there will be no interference with the regular campaign of UJA. Communities which have not yet held meetings to make their decisions on participation or which have not yet completed negotiations with their banks are urged to do so without delay.

**CHECKS ALREADY RECEIVED BY UJA**

Following is a list of communities which have already sent the proceeds of their loans to UJA. This list is headed by New York's \$20,000,000 and includes San Francisco's \$1,000,000 which was the first check received.

New York, N. Y.	\$20,000,000
Philadelphia, Pa.	3,300,000
Boston, Mass.	2,250,000
San Francisco, Calif.	1,000,000
Cincinnati, Ohio	800,000
Buffalo, N. Y.	600,000
Memphis, Tenn.	300,000
Paterson, N. J.	300,000
Youngstown, Ohio	275,000
Wilkes Barre, Pa.	250,000
Norfolk, Va.	160,000
Newport News, Va.	125,000
Camden, N. J.	100,000
Gastonia, N. C.	100,000

**Communities Complete Bank Negotiations - Checks Awaited**

The following communities have already completed negotiations with their banks for loans in the amounts noted and checks to cover these loans will be transmitted to the UJA in the immediate future:

Cleveland, Ohio	\$2,500,000	Tulsa, Okla.	\$300,000
Pittsburgh, Pa.	1,000,000	Trenton, N. J.	250,000
Miami, Fla.	750,000	Dayton, Ohio	225,000
Rochester, N. Y.	700,000	Bangor, Me.	200,000
Milwaukee, Wisc.	650,000	Jersey City, N. J.	200,000
Minneapolis, Minn.	500,000	Lewiston, Me.	200,000
Providence, R. I.	500,000	Lynn, Mass.	200,000
Columbus, Ohio	450,000	South Bend, Ind.	200,000
Houston, Texas	400,000	Brockton, Mass.	100,000
Worcester, Mass.	400,000	Schenectady, N. Y.	100,000
Syracuse, N. Y.	350,000	Manchester, N. H.	100,000
Omaha, Nebr.	325,000	Flint, Mich.	100,000
St. Paul, Minn.	325,000	Chattanooga, Tenn.	75,000
Albany, N. Y.	300,000	Charlotte, N. C.	50,000
Louisville, Ky.	300,000	Kingston, N. Y.	50,000
Seattle, Wash.	300,000	Pittsfield, Mass.	50,000

**COMMUNITIES ACCEPT QUOTAS**

The first step toward the negotiation of a loan to make possible a community's participation in the \$75,000,000 loan project is the acceptance of a community quota. The officers of the UJA have been gratified and encouraged by the universal acceptance of quotas of at least one and one-third times each community's 1953 allocation to UJA.

Over 100 meetings have already been held to make decisions for the participation of the communities listed in this Report. Plans for additional meetings are now being made so that maximum community participation may be enlisted toward the achievement of the \$75,000,000 goal in the shortest possible time.

Following is a list of communities which have accepted the quotas recorded and which are now in the process of negotiating loans with their banks:

Chicago, Ill.	\$4,000,000	Waterbury, Conn.	\$150,000
Los Angeles, Calif.	3,500,000	Utica, N. Y.	140,000
Baltimore, Md.	2,000,000	Gary, Ind.	125,000
Detroit, Mich.	2,000,000	Jacksonville, Fla.	125,000
Washington, D. C.	1,350,000	Peoria, Ill.	125,000
Newark, N. J.	1,000,000	Perth Amboy, N. J.	125,000
Denver, Colo.	625,000	Sioux City, Iowa	125,000
Atlanta, Ga.	500,000	So. Illinois, Ill.	125,000
Dallas, Texas	500,000	Savannah, Ga.	120,000
New Orleans, La.	350,000	Altoona, Pa.	100,000
Akron, Ohio	300,000	Charleston, S. C.	100,000
Allentown, Pa.	300,000	Long Beach, Calif.	100,000
Bridgeport, Conn.	300,000	New Britain, Conn.	100,000
Elizabeth, N. J.	300,000	New Brunswick, N. J.	100,000
Indianapolis, Ind.	300,000	Plainfield, N. J.	100,000
New Haven, Conn.	300,000	Grand Rapids, Mich.	90,000
Northern Hudson, N. J.	300,000	Danbury, Conn.	75,000
Portland, Ore.	300,000	Erie, Pa.	75,000
Passaic, N. J.	250,000	Joliet, Ill.	75,000
Richmond, Va.	250,000	Madison, Wis.	75,000
Scranton, Pa.	250,000	Newburgh, N. Y.	75,000
Toledo, Ohio	250,000	Pawtucket, R. I.	75,000
Atlantic City, N. J.	200,000	Poughkeepsie, N. Y.	75,000
Fort Worth, Texas	200,000	Springfield, Ill.	75,000
Harrisburg, Pa.	200,000	Tampa, Fla.	75,000
San Antonio, Texas	200,000	Teaneck, N. J.	75,000
Canton, Ohio	175,000	Troy, N. Y.	75,000
Duluth, Minn.	150,000	Rockford, Ill.	60,000
Ft. Wayne, Ind.	150,000	W. Palm Beach, Fla.	60,000
New Bedford, Mass.	150,000	Asbury Park, N. J.	50,000
Portland, Me.	150,000	Columbia, S. C.	50,000
Salt Lake City, Utah	150,000	Holyoke, Mass.	50,000
San Diego, Calif.	150,000	Spring Valley, N. Y.	50,000

**CAMPAIGN FOLLOW-UP ESSENTIAL**

In assessing the progress of the \$75,000,000 loan project, William Rosenwald, Chairman of the five-year-loan Organizing Committee, indicated that it was already evident that the project will be sufficiently successful to accomplish the purposes for which it was undertaken. He said that the response of the American Jewish community provides the means to enable the agencies of the UJA to accelerate programs long delayed because sufficient funds were not available during the overwhelming immigration in the first years of Israel's existence. At the same time the funds will help the Government of Israel to cope with the constant and harrowing problems of the short-term indebtedness incurred to buy food and other essential supplies in these years of heavy immigration.

"This effort will go down in history as one of the American Jewish community's great achievements," Mr. Rosenwald declared, "if two things are done:- obtaining commitments for the final amount of approximately \$9,000,000 to bring the loan to its full goal of \$75,000,000, and intensifying the UJA campaign and the local cash collection efforts.

"Only if the increased income for current operations of UJA is provided plus an additional amount of 20% to cover the initial repayment on the five-year-loan," he added, "can the full benefit of the loan be reaped in terms of fully meeting pressing needs."

He appealed to community leaders, workers and contributors everywhere to spring into action, to mobilize all their resources and to devote all their energies to the accomplishment of this vital corollary of the loan — a successful UJA campaign in 1954 with stepped-up local cash collections.

"If we do this," Mr. Rosenwald said, "we have every right to expect that in 1955 Israel can begin to go forward toward its goal of economic self-sufficiency."



# Report

to the members of the  
**NATIONAL CAMPAIGN COUNCIL**

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



1954 CAMPAIGN

**UNITED JEWISH APPEAL**

To meet needs totalling

**\$119,921,150**

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

Vol. IX, No. 2, April 12, 1954

165 West 46th St., New York City

NOT FOR PUBLICATION

## BIG INCREASE IN GIVING AT NEW YORK UJA'S INAUGURAL DINNER

**\$2,000,000 Pledged Brings Amount Already Raised Over \$8,000,000**  
**Governor Dewey Honored at Formal Opening of Campaign**  
**Ambassador Eban Addresses Group**

The United Jewish Appeal of Greater New York's 1954 Inaugural Dinner last week not only saw a record turnout of 521 business and communal leaders but 70% of the gifts announced were increases over last year and 60% of the givers raised their contributions by 20% or more.

The contributors did so in keeping with increased agency needs and the special effort under way to help repay UJA's nationwide \$75,000,000 loan out of additional contributions to the campaign.

More than \$2,000,000 was announced at the dinner, bringing to more than \$8,000,000 the total already raised in the New York drive.

Governor Thomas E. Dewey was honored at the dinner for "the warm and helpful interest" he has taken in the United Jewish Appeal since its inception fifteen years ago. Israel's Ambassador Abba S. Eban was principal speaker. Samuel Hausman, a General Chairman of the drive, presided at the dinner.

Other speakers at the dinner were Monroe Goldwater, President of the UJA of Greater New York, Jerome I. Udell and Jack D. Weiler, General Chairmen of its 1954 campaign.

Among the guests at the dinner were representatives of the seven banks which have just lent the UJA of Greater New York \$20,000,000 in connection with the nationwide effort by the UJA to borrow \$75,000,000 to speed immigrant absorption and agricultural development in Israel and indirectly to help Israel resolve a pressing short-term indebtedness.

Governor Dewey in his address described past accomplishments of the UJA as "a thrilling tale of the saving of more than 2,000,000 lives" and said money raised by UJA was the "firm rock" upon which the "priceless refuge" of Israel was founded.

He added, however, that "there is much — far too much — still to be done. The deserts have blossomed in Israel, the homeless have shelter and industry has begun to flower. But the hard task of building a full economic life in the desert has not been completed and immense help is needed."

Ambassador Eban told the guests that, despite the increased pressure by hostile Arabs, Israel has made gigantic strides during the past year in its drive to absorb unintegrated refugee immigrants, develop its agricultural productivity and attain economic stability. He said: "The United Jewish Appeal has many battle honors in these great achievements. In the past year, your leaders, more than any others, have helped to liberate us from our most acute financial burden by raising a loan in the neighborhood of \$75,000,000 in order to enable our fiscal system to be liberated from the constant crisis of emergency. The profound respect and appreciation of Israel's government and people go out to the United Jewish Appeal for this performance."

### **PATERSON BIG GIFTS A ROUSING 21% AHEAD**

A record-breaking Big Gifts dinner meeting was held in the home of Campaign Chairman Jack Stern of Paterson, New Jersey at which Ambassador Eban was the guest of honor and featured speaker. Pledges announced at this meeting totalled \$152,150 for an increase of 21% over last year. The total has since reached \$185,000 with the increase at 20%.

The meeting was opened by Mr. Stern who then turned it over to Initial Gifts Chairman Nathan Kluger. Joseph Shulman, Campaign Vice-Chairman and a member of the UJA National Campaign Cabinet, called the cards. Every single gift announced represented an increase over last year. The campaign is geared to maintaining a 20% increase rate.

Among the gifts which were announced were: Abrash & Shulman from \$15,000 to \$17,500; Nathan Kluger from \$10,000 to \$12,500; Archie Marcus from \$11,000 to \$12,000; Jack Stern from \$7,000 to \$8,000; Anonymous from \$6,000 to \$9,000; Raymond Kramer from \$6,500 to \$7,000; Milton Makowsky from \$6,000 to \$6,500; Morris Friedman from \$5,000 to \$6,000; Morris Lesenger from \$5,250 to \$5,500; Irving Brawer from \$4,000 to \$5,000; Harry Gordon from \$2,750 to \$3,000; Herman Yucht from \$2,400 to \$3,000; David Greenberg from \$2,000 to \$2,500; Saul Rosen from \$2,000 to \$2,500; Samuel M. Schwartz from \$2,000 to \$2,500; Edward Konner from \$2,000 to \$2,500; Nathan Schwartz from \$2,000 to \$2,500; Philberg & Surosky from \$2,000 to \$2,500; Cole, Morrill & Berman from \$2,250 to \$2,500; Harry Haines from \$1,000 to \$2,000; Kent & Kent from \$1,500 to \$2,000.

Albert H. Slater is President of the Paterson Jewish Community Council. Jack Stern, Joseph Shulman and Nathan Kluger are, as indicated above, Chairman, Vice-Chairman and Initial Gifts Chairman respectively. Mrs. Raymond Kramer is Chairman of the Women's Division. Max Stern is Executive Director.

### **LOS ANGELES AHEAD WITH PLEDGES REACHING \$2,017,853**

The latest announcement from Los Angeles, California indicates that pledges totalling \$2,017,853 have been received, with the campaign running ahead of 1953. As for the tempo of the campaign, the community is approximately two weeks ahead of last year so that the opportunity is greater for more complete coverage.

The Inaugural Dinner in March had an attendance of approximately 325 and the sum of \$1,008,000 was announced, the first time in the history of the Los Angeles campaign that a single fund-raising dinner had produced in excess of \$1,000,000. Governor John S. Fine of Pennsylvania was the principal speaker at the Inaugural Dinner.

Judge David Coleman is President of the Los Angeles Jewish Community Council and Joseph D. Shane is Campaign Chairman. Serving with Mr. Shane as Vice-Chairmen are Ike Greenberg, Felix Juda and William Bruck. Max Firestein is Big Gifts Chairman.



Mrs. Maurice Turner is Chairman of the Women's Division. Julius Bisno is Executive Director and Albert A. Dorner is Assistant Executive Director.

### **\$1,900,000 PLEDGE TOTAL REACHED IN BALTIMORE**

Following a Big Gifts dinner meeting, addressed by Louis Broido of New York, at which more than \$1,000,000 was pledged, additional commitments to the Baltimore, Maryland campaign have brought the total to date to \$1,900,000. Pledges are keeping pace with those of last year.

Lee L. Dopkin is doubling as President of the Jewish Welfare Fund of Baltimore and Campaign Chairman. Serving with him as Co-Chairmen of the campaign are J. Benjamin Katzner, Joseph Meyerhoff and Elkan R. Myers. Mrs. Jacob Dashew is Chairman of the Women's Division. Harry Greenstein is Executive Director.

### **\$1,327,250 PLEDGED AT PHILADELPHIA LEADERS DINNER - INCREASE 12%**

Philadelphia, Pa. got off to an excellent start at its well-attended Leaders' Dinner at which those present pledged \$1,327,250, which was 12% more than the same contributors gave last year. Governor John S. Fine of Pennsylvania was the principal speaker.

Sol Satinsky, a member of the UJA National Cabinet, is President of the Allied Jewish Appeal of Philadelphia and Harry S. Sylk is General Chairman of the campaign. Keyv K. Kaiserman is Advance Gifts Chairman. Alex F. Stanton is serving as Chairman of the Trade Council and Myer Feinstein is Chairman of the Campaign Council. Co-Chairmen of the Women's Division are Mrs. Leonard Liss and Mrs. Jerome Markovitz. Ephraim R. Gomberg is Executive Director and Philip Silverman is Executive Secretary of the Campaign Council.

### **PITTSBURGH PASSES \$650,000 WITH LEAD OVER LAST YEAR GROWING**

Pittsburgh, Pennsylvania is this year following a pattern which has been set for the first time in a number of communities -- instead of starting high and diminishing as the campaign proceeds, it began at a lower point and is advancing with the progress of the campaign. Pledges to date have passed the \$650,000 mark and the comparison with last year's results is slowly taking on a more and more favorable aspect.

Contributors at a Big Gifts meeting were the guests of Julius Halpern, President of the Washington Trust Company, who is one of the major contributors in Pittsburgh. Joseph Holtzman, a National Chairman of UJA, was guest speaker. The results achieved at the meeting were inspired by Campaign Chairman Nathaniel P. Kann, who increased his pledge 20% over the amount he gave in 1953.

Louis J. Reizenstein is President of the United Jewish Fund of Pittsburgh. Serving with Mr. Kann as Advance Gifts Chairman is Leon Falk, Jr. Mrs. Theodore Abrams is Chairman of the Women's Division. Dr. Maurice Taylor is Executive Secretary and James D. Bronner is Campaign Director.

### **NEWARK PLEDGES REACH \$750,000**

With a lead of 4% over last year being solidly maintained, pledges in Newark, New Jersey have hit the \$750,000 mark. Leaders are speeding up every phase of the campaign effort in an attempt to sustain the prevailing spirit and to wind up ahead of last year at the earliest possible time.

Louis D. Stern is President of the Jewish Community Council of Essex County. Campaign Chairman is Charles R. Davis. Dr. Saul Halprin is Big Gifts Chairman. Mrs. Louis Frankel is serving as Chairman of the Women's Division. Herman M. Pekarsky is Executive Director and Martin S. Rackitt is Assistant Campaign Director.

### ST. LOUIS PLEDGES REACH \$708,000

Following a series of Big Gifts parlor meetings, St. Louis, Missouri was able to announce pledges totalling \$708,000, with last year's pace being confidently maintained.

Irwin Bettman, Jr. is President of the Jewish Federation of St. Louis. Campaign Chairman is Elmer D. Abramson. Paul H. Berwald is Special Gifts Chairman and Mrs. Isadore Wolff is Chairman of the Women's Division. Irl Baris is Chairman of the Young Adults Division. Herman L. Kaplow is Executive Director.

### DENVER 10% AHEAD WITH \$444,102 RAISED

Denver, Colorado is one of the many communities in 1954 which are following the trend of enlarging their increases as the campaign goes forward. The very first gifts received brought the increase to 5%. This was subsequently raised to 9% and the Pace Setters meeting at the Green Gables Country Club which brought the pledges to \$444,102 also brought the increase to 10%.

Spencer Irwin, Associate Editor of the Cleveland Plain Dealer, was the featured speaker. Moe Miller and Sam Sigman shared the chairmanship of the meeting. Jan Pearce, Metropolitan Opera star, sang for the guests.

Hyman Friedman is President of the Allied Jewish Community Council of Denver. Campaign Chairman is Jess Kortz. Mrs. Ben Miller is Chairman of the Women's Division. Nathan Rosenberg is Executive Director.

### KANSAS CITY BIG GIFTS MEETING RAISES \$473,000

Running well ahead of last year, gifts announced at the Big Gifts meeting in Kansas City, Missouri, which was attended by 350 persons and addressed by Mrs. Franklin D. Roosevelt, totalled \$473,000.

Harry L. Jacobs is President of the Jewish Federation and Council of Greater Kansas City. Serving as General Campaign Chairmen are Milton W. Feld, Earl J. Tranin and Benjamin Sosland. Milton Silverman and Harry C. Finegold are Associate Chairmen. Special Gifts Chairmen are Leon Karosen, Samuel D. Goller and Morris R. Shlensky. Mrs. Chester Litman and Mrs. Herman Hershman are Co-Chairmen of the Women's Division. Abe L. Sudran is Executive Director.

### SAN FRANCISCO ADVANCE GIFTS MEETING PRODUCES OVER \$411,000

A well attended Advanced Gifts meeting in San Francisco, California, addressed by Lloyd W. Dinkelspiel, elicited pledges totalling \$411,647 which included many increases over last year, a number of hold-the-line gifts and only one slight decrease. As a result, San Francisco leadership is looking forward to a campaign in 1954 that will exceed last year's accomplishment.

Walter D. Heller is President of the Jewish Welfare Fund of San Francisco.

Robert J. Koshland is Campaign Chairman. George Edelstein is Big Gifts Chairman. Chairman of the Women's Division is Mrs. Robert M. Levison. Sanford M. Treguboff is Executive Secretary.

### SPIRITS HIGH IN NEW ORLEANS WITH \$285,000 RAISED

Leaders of the campaign in New Orleans, Louisiana, are filled with confidence as they step forward from the \$285,000 mark which has already been reached. This total represents better than a 6% increase over the gifts from the same contributors last year. There is a general expectation throughout the community that the final results will be materially greater than those of 1953.

An illustration of the sort of dynamic action which is being undertaken in New Orleans is the fact that 400 new contributors who had either not given before or who were not represented in the 1953 campaign had been brought into the campaign. While these were small contributors who accounted for only \$13,000 in new money, they give evidence of the determination to tap all possible sources of revenue for 1954.

Featured speakers at the Campaign Opening Dinner in New Orleans were Congressman Franklin D. Roosevelt, Jr. of New York and Rabbi Herbert A. Friedman, of Milwaukee, Chairman of the National Speakers Division of UJA.

Henry Maslansky is President of the New Orleans Jewish Welfare Fund. Label A. Katz is Campaign Chairman. Big Gifts Chairman is M. E. Polson and Mrs. Isaac S. Heller is Chairman of the Women's Division. Benjamin B. Goldman is Executive Secretary.

### ATLANTA BIG GIFTS AT QUARTER MILLION MARK

A number of increases highlighted the Big Gifts Pace-Setters meeting at the Standard Country Club in Atlanta, Georgia at which Sol Luckman of Cincinnati, a National Chairman of UJA, made an outstanding address. The total amount pledged was \$251,000.

Leading the parade of increases was the gift of Benjamin J. Massell who gave \$52,500 as compared with \$50,000 in 1953. The Garson Family increased from \$21,600 to \$22,000; the Makover Family from \$11,000 to \$11,700; Alterman Brothers from \$7,000 to \$7,200; I. J. Paradies from \$3,000 to \$3,800 and Harry Dvoskin from \$2,500 to \$3,500.

Other important gifts in the hold-the-line column were: Slann & Pollock (Butler Shoes), \$20,000; Joseph Jacobs, \$15,000; A. J. Weinberg, \$15,000; Louis Aronstam, \$12,000; A. L. Feldman, \$6,100; Barney Medintz, \$4,000; Abe Goldstein, \$3,000 and others.

Frank Garson is President of the Atlanta Jewish Welfare Fund. Serving as Campaign General Co-Chairmen are Daniel L. Slann and Abe L. Feldman. Mrs. S. J. Steinbach, Mrs. Barney Medintz and Mrs. Harold E. Marcus are Co-Chairmen of the Women's Division. Edward M. Kahn is Executive Secretary.

### RICHMOND PLEDGES STAND AT \$143,418

An enthusiastic Big Gifts dinner, addressed by Alex Lowenthal of Pittsburgh and entertainer Joey Adams, produced \$101,500 for Richmond, Virginia. This represented an increase of 8% over last year. Since then, the total has risen to \$143,418 and the campaign is still running ahead of 1953 and the officers of the campaign are determined to maintain the increase until the very end.

Sydney Lewis is President of the Richmond Jewish Community Council. Adrian L. Bendheim, Jr. is Campaign Chairman. Chairman of the Women's Division is Mrs. Max O. Laster. Julius Mintzer is Executive Director.

### ELIZABETH BIG GIFTS TOP 1954 - \$124,000 PLEDGED

Dr. Giora Josephthal, Treasurer of the Jewish Agency for Palestine, was the featured speaker at a Big Gifts meeting in the home of William P. Schweitzer, Advance Gifts Chairman of the Elizabeth, New Jersey campaign. Pledges totalled \$124,000 which represented an increase over the amount provided by the same persons last year. Mr. Schweitzer presided at the meeting at which Mrs. S. Alexander Brailove, Campaign General Chairman and former National Chairman of the UJA Women's Division, also spoke.

Abraham Rocker is President of the Elizabeth Jewish Community Council and Mrs. Albert Schnitzer is Chairman of the Women's Division. Louis Kousin is Executive Director.

### SEATTLE BIG GIFTS MEETING RAISES \$111,000

A very substantial increase over last year, sparked by the gift of Harry Lewis, who went from \$5,000 to \$20,000, was achieved at the Big Gifts meeting in Seattle, Washington, at which George Jessel and Ralph Kaplan, well known educator and news analyst, spoke.

\$111,000 was announced and the campaign leadership is confident that the final result will be greater than the 1953 total.

Richard Weisfield is President of the Federated Jewish Fund and Council of Seattle. Campaign Chairman is Archie Katz who is assisted by Co-Chairmen Benjamin S. Asia and Robert J. Black. Mrs. J. Jay Jacobs and Mrs. Louis Dulien head the Women's Division as Co-Chairmen. Samuel G. Holcenberg is Executive Director.

### ATLANTIC CITY BIG GIFTS PASS LAST YEAR'S BY 20%

Gifts announced at the Linwood Country Club meeting in Atlantic City, New Jersey totalled \$92,880 as compared with \$77,435 from the same contributors last year, an increase of 20%. Since then, the total has been brought to \$197,365 with a 10% lead being maintained. Campaign officers are sure that the final total will be well ahead of last year's and enthusiasm is running high.

Morris Batzer is President of the Federation of Jewish Charities of Atlantic City. Dr. Edward R. Knight is Campaign Chairman and serving with him are Co-Chairmen I. D. Sinderbrand and Julius Waldman. Mrs. M. Milton Singer is Chairman of the Women's Division. Irving T. Spivack is Executive Director.

### WATERBURY AT \$104,200 MARK WITH 12% INCREASE

Latest figures in Waterbury, Connecticut show \$104,200 raised for a 12% increase over 1953. The campaign started with a successful kick-off meeting at the home of Harry Fleisher where out of 64 pledges, thirty-three were increased and twenty-nine held the line with promises of additional increases later.

President of the Jewish Federation of Waterbury is Aaron D. Solomon. Sydney Zelig Matzkin is Campaign Chairman and Harry Fleisher is Chairman of Big Gifts. Mrs. Morris Stein is Chairman of the Women's Division. Ralph Segalman is Executive Director.

### LEWISTON-AUBURN BIG GIFTS TOTAL \$93,000

An increase over last year was registered at the Big Gifts meeting of the Lewiston-Auburn campaign at the home of Joseph Koss when \$93,000 was raised.

Burton Wilner, who is Chairman of the Lewiston-Auburn Jewish Federation, is Campaign Chairman. Shepard Lee is Vice-Chairman and Joseph Koss is Big Gifts Chairman. Mrs. Bernard M. Cohen is Chairman of the Women's Division.

### LYNN SHOWS 8% INCREASE

The vigorous plans of the Lynn, Massachusetts campaign, which were noted in the last issue of the Report, have now borne fruit to the extent of \$92,697 which was raised at that community's Big Gifts meeting, addressed by Mrs. Ida Silverman of Providence, Rhode Island. The total represents an 8% increase over last year.

Willy Nordwind is President of the Jewish Community Federation of Lynn. Campaign Chairman is Harold O. Zimman. Mrs. Solomon Feldman is Chairman of the Women's Division. Albert M. Stein is Executive Director.

### \$87,670 PLEDGED AT DRAMATIC PORTLAND MEETING

One of the most moving gatherings in the history of UJA was this year's Big Gifts meeting in Portland, Oregon at which George Jessel and Ralph Kaplan spoke.

During the course of the meeting, Rabbi Julius J. Nodel, Campaign Chairman, read a letter from Honorary Chairman Arthur Eppstein who was desperately ill. In the message, Mr. Eppstein appealed to the community to continue doing its share and asked his friends to face their responsibilities as he intended to do as long as he lived. He said he feared he might never see another meeting and asked that they make this meeting a successful one. He himself, he declared, would give \$15,000.

Mr. Eppstein's message had an electrifying effect on the meeting. Many who felt that they would have to decrease their pledges decided then and there not only to maintain last year's standards but to increase them so that the total amount raised was more than the same people gave in 1953.

The officers of the United Jewish Appeal wish to take this opportunity to express heartfelt hope that Mr. Eppstein will recover and be restored to full health. He has been a source of great strength to many of his fellow-Jews and all of his friends are praying for his recovery.

Alfred J. Davis is President of the Oregon Jewish Welfare Fund. Serving as Co-Chairmen with Rabbi Nodel are A. Victor Rosenthal and Harry A. Herzog who is doubling as Big Gifts Chairman. Milton D. Goldsmith is Secretary.

### PASSAIC BIG GIFTS TOP 1953 BY 9%

\$85,000 was pledged at a Big Gifts meeting, addressed by Rabbi Charles Shulman of Riverdale Temple, New York at the home of Abe Glicksman in Passaic, New Jersey. This represents an increase of \$7,000 or 9% over the amount contributed by the same group last year. \$16,000 from the Women's Division brought the total for Passaic to \$101,000 with the rate of increase being maintained.

Sylvan Strauss is President of the Jewish Community Council of Passaic while Judge Elmer Friedbauer is heading the campaign as Chairman. At the helm in the Women's Division is Mrs. Daniel Rachles, Chairman. Max Grossman is Executive Director.

### HOLLYWOOD SURPASSES LAST YEAR'S TOTAL

Hollywood, Florida has reached the \$90,000 mark against the total of \$83,000 raised all together last year. The current total is 29% more than the comparable gifts of 1953.

Hollywood's extraordinary achievement is due to the dynamic efforts of the community's official family:- Stanley M. Beckerman, President of the Jewish Welfare Federation of Hollywood; Abe L. Mailman, Campaign Chairman; Ben Tobin, Big Gifts Chairman and Mrs. Stanley M. Beckerman, Chairman, Women's Division.

### PHOENIX 3% AHEAD WITH \$75,665 RAISED

Phoenix, Arizona has pledged totalling \$75,665 from a group which gave \$73,337 last year, an increase of 3%. The officers are confident the percentage increase will be maintained to the finish.

David Bush is President of the Phoenix Jewish Community Council. Campaign Chairman is Si Kauffman, assisted by Co-Chairmen Rabbi A. Lincoln Krohn, Harold Alpert and George Wolf, who is also Big Gifts Chairman. Mrs. Sidney Pickelner is Chairman of the Women's Division. Hirsh Kaplan is Executive Director.

### WOMEN'S DIVISIONS REPORT INCREASES

First results from Women's Divisions in Spring communities are encouraging:

Baltimore, Md. Women's Division announced in its top gifts category \$124,600 against 1953 figures of \$120,600. Mrs. Jacob Dashew is Chairman of the Women's Division.

On the West coast, Mrs. Maurice Turner, Women's Division Chairman in Los Angeles, Calif., reported that to date the Women's Division has \$87,821 in its initial gifts, against \$75,966 in 1953.

Another West coast community, Tucson, Arizona, is 13% ahead of last year's drive in the first phase of its campaign according to Mrs. Henry H. Kaufman, Women's Division Chairman.

In New Orleans, La., first reports show \$27,000 pledged against \$26,000 last year. Chairman of the Women's Division is Mrs. Isaac Heller.

In the Midwest, Peoria, Ill., held its first initial gifts luncheon addressed by National Women's Division Chairman, Mrs. Hal Horne. Results showed \$4,765 raised against \$3,505. Mrs. Samuel Rothberg and Mrs. M. Bork are Women's Division Co-Chairmen.

The first Southern community to forge ahead is San Antonio, Texas, where the first Women's Division function produced \$7000, a 14% increase over the previous year. Mrs. Sam Wish is Chairman.

On the East coast, Troy, New York and Waterbury, Conn., have gotten under way to

good women's division campaigns. The former under the Chairmanship of Mrs. Ely Kopolvitz, announced \$3120 at its first meeting from a group which previously gave \$2602. The latter raised at its initial gifts function \$8725 against \$8275 in 1953. Mrs. Morris Stein is the Women's Division Chairman.

### NORFOLK 7% AHEAD

Pledges stand at \$76,534 at Norfolk, Virginia, an amount which is 7% more than the total pledged by the same donors last year.

Hyman H. Block is President of the Jewish Community Council of Norfolk. Chairman of the campaign is Norman Berlin who is assisted by Vice-Chairmen Sidney J. Gates and Sam Weisberg. Mrs. Mervin Cooper is Chairman of the Women's Division. Morton J. Gaba is Executive Director.

### FLASH -- DETROIT PASSES \$2,000,000 MARK

At an exciting pre-campaign meeting in Detroit, reported just as we went to press, it was announced that Detroit had passed the \$2,000,000 mark and was running well ahead of last year. Full details in the next issue of the Report.

### MIAMI NOW 9% AHEAD OF LAST YEAR

Another of the communities whose rate of increase grows greater as the campaign goes forward is Miami, Florida. In the last issue of the Report, Miami had \$736,105 pledged which was 5% more than the amount pledged by the same contributors last year.

At the \$965,000 mark, Miami is now 9% ahead of last year and no one in town has any doubt that 1954 will be better than 1953 campaign-wise.

### SMALLER COMMUNITIES KEEPING PACE

The encouraging results in the larger communities are being duplicated and in many cases surpassed in those in the lower brackets. As a result of dynamic local leadership in all parts of the country we are able to record the following gratifying campaign news.

#### Troy Increase at 16%

Troy, New York, whose Big Gifts meeting was addressed by Reuven Dafni, Director of the Israel Office of Information, now has pledges totalling \$41,180, an increase of 16%. Solomon Boxer is President of the Jewish Welfare Fund of Troy. The campaign is headed by Chairman Julius J. Goodman. Big Gifts Chairman is Louis Rubin. Mrs. Ely S. Kopolvitz is Chairman of the Women's Division. Fred A. Glass is Executive Director.

#### Lincoln 11% Ahead

With \$23,400 raised, Lincoln, Nebraska stands 11% ahead of last year, gift for gift. Jake W. Chesen is president of the Jewish Welfare Federation of Lincoln. Samuel Chesnin is Chairman of the campaign with Robert Cohen as Co-Chairman. Chairman of the Women's Division is Mrs. Benjamin Ross. Louis B. Finkelstein is Executive Secretary.

#### West Palm Beach has \$37,500

A 4% increase is recorded by West Palm Beach, Florida on the basis of \$37,500

raised thus far. Stanford Goldman of Toledo, Ohio addressed the Campaign Opening meeting.

Dr. Arthur I. Shain, who is President of the Federated Jewish Charities of Palm Beach County, is also General Chairman. Campaign Chairman is H. Irwin Levy. Samuel A. Schutzer is Executive Director.

### Warren Batters 1953 by 14%

Pledges of \$19,892 in Warren, Ohio bring the community's current rating to 14% more than last year. Eugene Kay, who is President of the Warren Jewish Federation, is also Chairman of the campaign. Serving with him as Co-Chairmen are Abe Knofsky and Leonard Lavine.

### Danbury Campaign Opening Nets \$35,000

The Campaign Opening Meeting in Danbury, Connecticut, addressed by Bartley Crum, resulted in pledges totalling \$35,000, substantially more than the amount contributed by the same group last year. Rabbi Jerome R. Malino is President of the Jewish Federation and Frederick Adler is Chairman of the campaign.

### Palm Springs Nets 5% Increase

The Campaign Opening Meeting of Palm Springs, California resulted in pledges of \$25,690, an increase of 5% over last year. Zachary Pitts and the Honorable William Friedman are leaders of the campaign.

### Orlando Running 7% Ahead

Orlando, Florida is doing a very good campaign job this year with \$15,000 already raised on the basis of a 7% increase over last year. The Campaign Opening Meeting, addressed by Rabbi Irving Miller, President of the Zionist Organization of America, and Harry Hershfield, noted cartoonist and humorist, had the largest attendance in Orlando's campaign history. Sidney C. Gluckman is Campaign Chairman and is aided by Co-Chairmen S. Morris Abramowitz and Al Emoff. H. George Miller is Treasurer. Aaron D. Aronson is Executive Secretary.

### 17% For Ottumwa

A small community with big increase ideas is Ottumwa, Iowa which has a 17% increase in its \$3,625. Ernest Brody is Chairman of the campaign.

### Baytown Chalks Up 12% Lead

Another big-thinking small community is Baytown, Texas. The community has a 12% increase on pledges totalling \$3850. Mose Sumner, who is also president of the United Jewish Charities, is Campaign Chairman.

### Breckenridge Ahead By 25%

There is no doubt that Breckenridge, Texas will do better than last year because it is 25% ahead on pledges totalling \$3,095. The community raised a total of \$3,460 in 1953. Jake Socol is Campaign Chairman.



### **El Centro Gifts Pass Last Year's By 47%**

Everyone in El Centro, California is excited about the 47% increase to date in campaign results. Pledges already announced total \$12,035. Frank Ullman is Campaign Chairman.

### **Daytona Beach Lead Stands at 36%**

With \$8,150 in the till, Daytona Beach, Florida is a whopping 36% ahead of last year. Louis Ossinsky, Sr. is President of the Federated Jewish Charities of Daytona Beach. Louis Unatin is Campaign Chairman and is assisted by Co-Chairmen Rabbi Bernard Perelmuter and Rabbi Henry Okolica.

### **16% Lead in St. Petersburg**

Pledges totalling \$8,100 have been recorded in St. Petersburg, Florida for an increase of 16% over 1953. Dr. David Lee Mendelblatt is President of the Jewish Community Council of St. Petersburg. Campaign Chairman is Rabbi Morris B. Chapman and Big Gifts Chairman is Maurice A. Rothman. Mrs. Harold C. Rivkind is Chairman of the Women's Division.

### **Greenfield Has 15% Increase**

With \$7,540 raised, Greenfield, Massachusetts is running 15% ahead of last year. Herman B. Kramer is President of the Greenfield Community Council and Co-Chairmen Benjamin Wainshall and Simon Cohn head the campaign.

### **CINCINNATI HOLDS 10% LEAD WITH HALF-MILLION MARK PASSED**

A last-minute report from Cincinnati, Ohio gives the current total as \$502,000, pledged by a group that gave \$454,000 in 1953, bringing the increase to 10%. Philip Steiner is Campaign Chairman. Maurice J. Sievers is Executive Director.

### **SAPHIR, ISRAEL'S MINISTER OF COMMUNICATIONS, TO SPEAK FOR UJA**

Joseph Saphir, Israel's dynamic Minister of Communications and former Mayor of Petah-Tikva, will visit this country shortly to participate in the UJA campaign. Mr. Saphir is an example of the native Israeli whose hardy spirit and determination were the guiding forces in shaping Israel's great drive for independence and now lead her courageously on the road to a self-sustaining economy. Mr. Saphir's expert knowledge of farming has greatly contributed to Israel's success in reclaiming unproductive land. He is a leading authority on citrus products and the citrus industry.

A member of the first and second Knesset of Israel, Mr. Saphir was instrumental in formulating many of the bold policies that brought the new state through the stormy days of her first few years. His story is the stirring story of Israel's pioneers who braved hardship and struggle to carve a free land from the ancient soil of the prophets.

### **ADA SERENI, ISRAEL'S "FIRST LADY OF ACTION," VISITING UNITED STATES**

Mrs. Ada Sereni, one of Israel's most colorful personalities and often called Israel's "First Lady of Action", has agreed to come to the United States this spring to contribute her talents to the UJA campaign. Mrs. Sereni has had a dramatic career as one who was responsible for saving many Jews whom she helped bring to Palestine,

as a founder of one of Israel's most successful agricultural settlements and as one of Israel's leading managers of industry.

She is the widow of Enzo Sereni, one of the greatest Jewish heroes of our time who was killed in the Nazi extermination camp at Dachau after being captured in Italy while on a parachute mission behind enemy lines to organize the liberation of Jews in Hitler-dominated lands.

Mrs. Sereni and her husband were descended from some of Italy's earliest families. Mr. Sereni's father was personal physician to King Emanuel of Italy. Dedicated Zionists from their earliest years, Mr. and Mrs. Sereni gave up all of the comforts of their wealthy Italian background to pioneer in Palestine. Mrs. Sereni's visit to the United States will afford an opportunity to Jews in all parts of the country to welcome a great lady of Israel.

### UJA FIVE-YEAR-LOAN PROJECT NEARS \$67,000,000 MARK

One hundred and twenty-eight communities have thus far agreed to participate in the current UJA five-year-loan effort. Of these, twenty-nine have already remitted checks to cover their loans in the aggregate amount of \$35,835,000. Thirty-six additional communities have completed negotiations with their banks for loans totalling \$13,070,000 and checks from these communities will be received in the very near future. The balance of the sixty-three communities already involved have accepted quotas of a minimum of one and one-third times their 1953 allocations to UJA and are negotiating loans totalling \$17,970,000.

Following is a list of communities whose checks have already been received by UJA:

Baltimore, Md.	\$1,500,000	Newport News, Va.	\$ 125,000
Boston, Mass.	2,250,000	Norfolk, Va.	160,000
Brockton, Mass.	100,000	Paterson, N. J.	300,000
Buffalo, N. Y.	600,000	Philadelphia, Pa.	3,300,000
Camden, N. J.	100,000	Providence, R. I.	500,000
Cincinnati, O.	800,000	Rochester, N. Y.	700,000
Dayton, O.	225,000	San Francisco, Cal.	1,000,000
Gastonia, N. C.	100,000	Schenectady, N. Y.	100,000
Kingston, N. Y.	50,000	Seattle, Wash.	300,000
Louisville, Ky.	300,000	Syracuse, N. Y.	350,000
Manchester, N. H.	100,000	Trenton, N. J.	250,000
Memphis, Tenn.	300,000	Wilkes Barre, Pa.	250,000
Miami, Fla.	750,000	Worcester, Mass.	400,000
Milwaukee, Wisc.	650,000	Youngstown, O.	275,000
New York, N. Y.	20,000,000		

#### Correction

In the last issue of the Report it was stated that Richmond, Va. had undertaken to negotiate a loan in connection with the UJA five-year-loan project. This was published in error. No official action on the loan has yet been taken in Richmond.

### BULLETIN -- MORE THAN \$350,000 RAISED AT HARTFORD'S BIG GIFTS MEETING

Results of Hartford's Big Gifts meeting, addressed by Dr. Joseph J. Schwartz, were received at press time. Over \$350,000, almost one-half of last year's total campaign results, was announced. The amount represented a substantial increase over the pledges of the same contributors last year. Full details will be published in the next issue.

# Report

to the members of the  
**NATIONAL CAMPAIGN COUNCIL**

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



1954 CAMPAIGN

**UNITED JEWISH APPEAL**

To meet needs totalling

**\$119,921,150**

On behalf of UNITED ISRAEL APPEAL

JOINT DISTRIBUTION COMMITTEE

UNITED SERVICE FOR NEW AMERICANS

Vol. IX, No. 3, May 6, 1954

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NOT FOR PUBLICATION

## CLEVELAND HOLDS GREATEST OPENING MEETING - \$2,075,000 RAISED

Unprecedented Total Represents 6% Increase

"A large number of increases are available this year," says Max Freedman, President of the Jewish Community Federation of Cleveland, Ohio and General Chairman of the campaign. "However," he continues, "you have to go out after them and really work hard at the job. We are doing it here in Cleveland and finding it extremely successful and gratifying."

To bear out Mr. Freedman's statement, an increase of over 6% was registered at the community's Campaign Opening meeting at which \$2,075,000 — the largest sum ever announced at an opening meeting in Cleveland — was pledged. Robert Hutchins, Associate Director of the Ford Foundation, was guest speaker.

Cleveland is experiencing very encouraging results in the \$1,000 to \$10,000 brackets. Mr. Freedman mentioned one solicitor who had 12 cards to cover and turned in 11 increases. He also said that the leaders were encouraged by the fact that in some industries, such as scrap metal, the tide seems to have turned and very substantial gifts are being obtained.

Serving with Mr. Freedman as General Co-Chairmen are William M. Shipley and Maurice Saltzman. Co-Chairman for Agency Participation is Bertram W. Amster. Maurice M. Maschke, Jr. is Special Gifts Chairman and serving with him as Special Gifts Co-Chairman is Harold H. Kahn. Mrs. Jack Bloch and Mrs. Albert J. Goodman are Co-Chairmen of the Women's Division. Henry L. Zucker is Executive Director.

## WASHINGTON RUNS AHEAD WITH \$700,000 BIG GIFTS MEETING

There was an innovation this year at the Big Gifts meeting in Washington, D.C. For the first time the women, as well as the men, were invited and called upon for their gifts. Officers of the campaign declare now that the fact that \$700,000 was raised and that an increase of over 3% was registered is largely due to the participation of the women and they are planning to make the experiment a permanent feature of campaigning in Washington.

Fred S. Kogod, Special Gifts Chairman, presided at the meeting at which the principal speaker was Governor John S. Fine of Pennsylvania. Joel S. Kaufmann,

Campaign Chairman, also addressed those present while Leopold V. Freudberg, President of the UJA of Greater Washington, called the cards.

Mrs. Cecil D. Kaufman is Chairman of the Women's Division and Louis E. Spiegler is Campaign Director.

### **MINNEAPOLIS 15% AHEAD WITH \$368,000 RAISED**

After a magnificent preparatory job by David L. Goldenberg and Irving Schechtman, Co-Chairmen of the Advance Gifts Division, an extraordinarily successful Big Gifts meeting was held in Minneapolis, Minnesota. Pledges totalling \$334,000 were announced for a 16% increase over the gifts of the same group in 1953. Ira Hirschman was the featured speaker.

The tone of the meeting was set by increases like those of Jay Phillips who went from \$60,000 to \$65,000 and the Rappaport Family from \$5,000 to \$10,000. Additional gifts since the meeting have raised the total to \$368,000, still 15% over last year.

A vital feature of the 1954 campaign in Minneapolis is the work of the Young Men's Advance Section which is approaching men under 40 years of age on an advance gifts basis and succeeding in raising the level of giving in this group to a very considerable degree. The Young Men's Advance Gifts dinner meeting is scheduled for May 6th with Morton Brown serving as Chairman and Milton Silverman and Burton Joseph as Co-Chairmen.

Arthur C. Melamed is President of the Minneapolis Federation for Jewish Service. Mrs. Martin Lebedoff is Chairman of the Women's Division. Martin M. Cohn is Executive Secretary.

### **MILWAUKEE PILES UP 15% INCREASE**

Milwaukee, Wisconsin's Initial Gifts meeting, which was addressed by Dr. Joseph J. Schwartz, set the stage in that city for a successful campaign by producing pledges totalling \$120,000. These gifts represent a 15% increase over last year.

Since that sparking meeting, the pace has been vigorously maintained by a dynamic leadership and a sympathetic community so that the results — announced at the Campaign Opening meeting — now stand at \$271,000 with the 15% increase still holding.

Even the \$25,000 pledged by 300 women at the Women's Division meeting represented an increase of 15% and all efforts are being exerted by the community to hold on to the lead.

Harry L. Epstein is President of the Milwaukee Jewish Welfare Fund and Bernard Sampson is General Chairman of the campaign. Lawrence Katz is Chairman of the Trades Division. Mrs. Louis A. Weisfeldt is General Chairman of the Women's Division with Mrs. Emil Hirsch serving as Chairman of Initial Gifts and Mrs. Fred A. Berman as Chairman of the General Division. Elkan Voorsanger is Executive Director.

### **OVER 500 AT THE BUFFALO BIG GIFTS MEETING WITH WARBURG**

One of the best attended Big Gifts meetings ever held in Buffalo, New York was this year's gathering at which more than 500 members of the community came together to hear Edward M. M. Warburg and to pledge in response the sum of \$443,000. This sum,

which is approximately the same amount as that pledged by the same contributors last year, brings the campaign more than half way toward completion.

One of the features of the evening was a musical playlet based on "Oklahoma" and produced and acted by members on Buffalo's Women's Division. Arthur Victor, Jr. is President of the United Jewish Federation of Buffalo. The campaign leadership is vested in Stanley G. Falk, Chairman. Meyer A. Kahn is Big Gifts Chairman. Mrs. Sidney B. Maisel is Chairman of the Women's Division. Arthur S. Rosichan is Executive Director.

### **7% INCREASE AT OMAHA BIG GIFTS MEETING**

At an enthusiastic and well-attended Big Gifts meeting in Omaha, Nebraska pledges totalling \$233,000 were announced for an increase of 7% over last year's gifts by the same contributors. The number of increases at the meeting was ascribed to the stirring address of Edward M. M. Warburg, keynote speaker.

Since the Big Gifts meeting, the pledge total has been brought to \$260,000 and the campaign is still running well ahead of last year.

Community leaders are encouraged by the fact that the top gifts all represent increases while the overwhelming majority of the remaining gifts are also increases or hold-the-line contributions.

J. Harry Kulakofsky is President of the Omaha Federation of Jewish Service. Robert H. Kooper is Campaign Chairman. Mrs. Aaron Rips is Chairman of the Women's Division. Paul Veret is Executive Director.

### **SEATTLE PLEDGES REACH \$185,000 WITH 8% INCREASE REGISTERED**

Latest reports from Seattle, Washington indicate that the community has hit the \$185,000 mark and that the pledges are running 8% ahead of 1953. The push which was given to the campaign by the increase of the Harry Lewis and Myer Lurie families who went from \$5,000 to \$20,000 is having a beneficial effect on campaign activity.

Seattle's progress is not an accident but is the result of a splendid leadership and a splendid campaign team. Richard Weisfield is President of the Seattle Federated Jewish Fund. Archie Katz is Campaign Chairman and serving with him as Co-Chairmen are Benjamin S. Asia and Robert J. Block. Co-Chairmen of the Women's Division are Mrs. Irving Anches, who is also a member of the National Women's Division of UJA, Mrs. Louis Dulien and Mrs. J. Jay Jacobs. Samuel G. Holcenberg is Executive Director.

### **WORCESTER AHEAD WITH BIG GIFTS AT \$158,500**

Completely reversing all pessimistic predictions, Worcester, Massachusetts came out of its Big Gifts meeting with an increase over last year on pledges totalling \$158,500. Ira Hirschman addressed the meeting at which Worcester Jewish Federation President Jacob Hiatt presided and at which Judge Joseph Goldberg, Campaign General Chairman, also spoke. Cards were called by Special Gifts Chairman Arthur Seder.

The community leadership is now planning ways and means of keeping the campaign ahead of last year until the very end and, if initiative and hard work will do the trick Worcester will come through. The current figure is \$172,000 with the increase at 4%.

In addition to the officers mentioned above, the following are serving in the Worcester campaign: George Kanesser, Initial Gifts Chairman; Mrs. Abe Krintzman and Mrs. Hiram Sugarman, Women's Division Co-Chairmen and Jacob Gross, Executive Secretary.

### **DALLAS NOW HAS \$580,000 PLEDGED**

Following a lively Big Gifts meeting addressed by Edward M. M. Warburg at which \$336,000 was pledged, the Dallas, Texas campaign surged forward so that the community is now at the \$580,000 mark. The leadership, according to one report, "is really working on all eight cylinders" to overcome all difficulties and to carry the campaign forward to a successful conclusion.

Heading the effort, as officers of the campaign, are Morton H. Sanger, President of the Jewish Welfare Federation of Dallas and Bernard Schaenen, Campaign Chairman, who is aided by Co-Chairmen Henri L. Bromberg, Jr., Sherman M. Kaplan and Irving L. Goldberg. Julius Schepps and Herman P. Taubman are Big Gifts Co-Chairmen. Jacob H. Kravitz is Executive Director.

### **NEW HAVEN BIG GIFTS TOP 1953 BY 28%**

Moved by an address by ZOA President Rabbi Irving Miller and sparked by the increase of Big Gifts Chairman Emanuel H. Gratenstein from \$10,000 in 1953 to \$15,000 in 1954, a group of the leading contributors in New Haven, Connecticut pledged over \$125,000 for a 28% increase. Mr. Gratenstein, who called the cards at the meeting, won community-wide acclaim for an outstanding job.

Subsequent pledges have brought the total to \$211,494 with a very substantial lead being maintained as a result of which leaders are now confident that the total raised in New Haven this year will surpass the 1953 overall results.

A moving feature of the community's Opening Dinner was a silent prayer in memory of Samuel Botwinik who died on April 17th. In his lifetime, Mr. Botwinik served for many years in the forefront of New Haven's leadership and his friends all over the country join with his neighbors in mourning his loss.

Louis Feinmark is President of the New Haven Jewish Community Council. The campaign is being conducted vigorously and effectively under the leadership of Abe Lapidès who is serving as Campaign Chairman for the second year. Mrs. David H. Levine and Mrs. Perla Rubin are Co-Chairmen of the Women's Division. Norman B. Dockman is Executive Director.

### **DAYTON SCORES BIG ADVANCE**

Two extremely successful meetings have been held in Dayton, Ohio thus far. The first, a Big Gifts meeting, addressed by economist Robert Nathan and chaired by Samuel H. Thal, brought forth pledges of approximately \$100,000 for an increase of 15% over last year.

This was followed by the Campaign Opening meeting, addressed by Rabbi Charles Shulman of Riverdale Temple in New York and comedian-producer George Jessel, which brought the pledges to \$146,298, the increase holding at approximately 14%. Sidney G. Kusworm presided. This meeting was stirred by the gift of Nathan Sanders in the amount of \$25,000 and the additional gift of \$2,700 by Mrs. Nathan Sanders as well as a contribution of the Joseph Thal family who increased from \$12,500 to \$15,000.

Ralph N. Kopelove is President of the Jewish Community Council of Dayton and Louis Broock is Campaign Chairman. Leo Sajovitz is Chairman of General Solicitation. Nathan Sanders and Joseph Thal are Honorary Chairmen. Special Gifts Co-Chairmen are Arthur D. Friedman, Dr. Hans Lieberman, Leon Nizny and Eugene Schear. Co-Chairmen of the Women's Division are Mrs. Alfred Srere, Mrs. Elmer Moyer, Mrs. Simon Furick, Mrs. Jule Levinson and Mrs. Mose Duberstein, and Mrs. Nathan Sanders is Honorary Chairman. Robert Fitterman is Executive Director.

### **SYRACUSE PLEDGES EXCEED COMPARATIVE 1953 GIFTS**

Almost 350 persons attended the 1954 Big Gifts meeting in Syracuse, New York at which Ambassador Abba Eban of Israel moved his hearers to a response that exceeded the same group's participation last year by 4%. UJA National Chairman Morris Berinstein called the cards at the meeting at which Welfare Fund President Samuel H. Greene presided and Campaign Chairman Ben Zion Miller also spoke. Mrs. Louis Spector, Big Gifts Chairman of the Women's Division, made an appeal to the women present and their contributions totalled almost \$10,000 of the approximately \$120,000 pledged at the meeting.

Subsequent pledges have raised the total to \$157,000 with the increase holding.

In addition to the officers mentioned above, Mrs. S. Pat Solomon is serving as Chairman of the Women's Division and Gerald S. Soroker is Executive Director.

### **ATLANTIC CITY GOES OVER THE TOP**

One of the first communities in the country to top last year's total results is Atlantic City, New Jersey which at the last report had \$327,000 raised. The total amount raised by Atlantic City in 1953 was \$321,068. This means that, with additional pledges still to be obtained, Atlantic City has already gone well beyond the 1953 total. The feeling of elation that pervades the community is therefore quite understandable.

The officers responsible for this achievement are: Morris Batzer, President of the Federation of Jewish Charities of Atlantic City; Dr. Edward R. Knight, Campaign Chairman; Co-Chairmen I. D. Sinderbrand and Julius Waldman; Mrs. M. Milton Singer, Chairman, Women's Division. Irving T. Spivack is Executive Director.

### **HOLLYWOOD, FLORIDA DOES IT TOO**

Sharing honors with Atlantic City for early over-the-top achievement is Hollywood, Florida which has not only raised more than it had in 1953, as announced in the last issue of this Report, but has allocated \$80,000 to UJA, a 14% increase over the 1953 allotment.

Praise for Hollywood's accomplishments goes to Stanley M. Beckerman, President of the Hollywood Jewish Welfare Federation; Abe L. Mailman, Campaign Chairman; Ben Tobin, Big Gifts Chairman and Mrs. Stanley M. Beckerman, Women's Division Chairman.

### **ST. PAUL GIFTS PASS \$125,000 MARK - INCREASE AT 6%**

At an enthusiastic meeting in St. Paul, Minnesota, attended by approximately 140 men and women contributors and addressed by Ira Hirschman, pledges totalling \$125,350 were announced for an overall increase of 6%. The total represented \$110,000 from the men and \$15,350 from the women. Cards were called by Kalman S. Goldenberg, a member

of the UJA National Campaign Cabinet and Co-Chairman of Big Gifts in St. Paul.

Charles W. Bronstien is Campaign Chairman. The other Co-Chairmen of Big Gifts are Sylvan J. Mack, N. Lawrence Bentson, Allen Shores, Harold Feder, Ralph Stacker, Samuel R. Miller, Mack Wolf and Leonard H. Heller. Mr. Heller is also Welfare Fund President. Mrs. Marion E. Newman is Chairman of the Women's Division. Dan S. Rosenberg is Executive Director.

### TRENTON PLEDGES HIT \$200,000 MARK

Maintaining a comfortable lead over last year, Trenton, New Jersey which raised \$60,000 at its Big Gifts meeting, addressed by Newark's Chairman, Charles Davis, now has \$200,000 raised with only one-third of the campaign to go.

Those who attended the Big Gifts meeting had high praise for the address of Mr. Davis. Arthur Teich, Big Gifts Chairman, at whose home the meeting was held, presided. Irvin J. Millner, President of the Jewish Federation of Trenton also spoke.

Mrs. Mildred Fuld is Chairman of the Women's Division. Milton A. Feinberg is Executive Director.

### LOUISVILLE PLUGGING AHEAD WITH 6% INCREASE

The campaign in Louisville, Kentucky, sparked by a Big Gifts meeting, which was addressed by humorist Harry Hershfield and which produced \$115,000 in pledges with an 8% increase, is going forward with a 6% increase still showing on pledges that now total over \$160,000. The Big Gifts meeting was well attended and was presided over by Sam Beierfield, President of the Welfare Fund. Campaign Chairman Arthur S. Kling and Big Gifts Co-Chairman Max Waldman also spoke. Cards were called by Rabbi Jacob J. Gittleman.

Serving as Big Gifts Co-Chairman with Mr. Waldman is Norbert Friedman. Mrs. Carl Helman and Mrs. Martin Perley are Co-Chairmen of the Women's Division. Clarence F. Judah is Executive Secretary.

### FLINT STEPS AHEAD BY 9%

Flint, Michigan, which is enlisting young and vigorous leadership to share community responsibility, raised \$90,493 at its Big Gifts meeting among a group that gave \$83,157 in 1953, an increase of 9%. Spirit runs high in the community and no detail that will contribute to a successful campaign is being neglected.

Dr. Saul S. Gorne is President of the Flint Jewish Community Council. Arthur Hurand is serving as Campaign Chairman and Louis Lebster is Honorary Chairman. Dr. Julian D. Feiler is Associate Chairman. Big Gifts Co-Chairmen are Martin Gordon, Louis Kasle and Louis E. Rudner. Mrs. William Bailies and Mrs. Henry Livingston are Co-Chairmen of the Women's Division. Irving Antell is Executive Director.

### WOMEN'S DIVISIONS MAKING NEW RECORDS

Detroit, Michigan reports that its first two Women's Division functions produced \$183,018 against \$164,799 in 1953. Mrs. Sidney Karbel is the chairman of the Women's Division.



The twin cities, Minneapolis and St. Paul, Minnesota have both gotten their Women's Divisions off to an excellent start at initial gifts meetings. Minneapolis, chaired by Mrs. Martin Lebedoff, announced \$36,500 against last year's total of \$33,500, while a 10% increase was chalked up by the St. Paul Women's Division, whose chairman is Mrs. Marion E. Newman.

Another Midwestern city which has surpassed 1953 in its initial gifts phase, is Kansas City, Missouri where \$90,000 was totalled against the previous year's figure of \$87,000. Co-Chairmen of the Women's Division are Mrs. Chester Litman and Mrs. Herman Hershman.

Mrs. Hal Horne, Chairman of the National Women's Division, returned recently from a coast to coast tour during which she addressed meetings in a dozen communities all the way from Atlanta, Georgia, to Seattle, Washington. This last community raised \$27,411 against \$25,924 last year. There are three Co-Chairmen of the Women's Division in Seattle: Mrs. Irving Anches, Mrs. Louis Dulien, and Mrs. J. Jay Jacobs.

Milwaukee, Wisconsin inaugurated its 1954 Women's Division drive by raising 15% more than in 1953 at its initial gifts function, according to Mrs. L. A. Weisfeldt, Chairman of the Women's Division.

Buffalo, New York, Women's Division, according to its Chairman, Mrs. Sidney B. Maisel, has passed the \$100,000 mark, and is still going strong.

From the Midwest, too, comes the report that the Omaha Women's Division kicked off its drive with an exciting meeting addressed by Helen Gahagan Douglas, at which close to 800 women were present. As a result, the Women's Division now stands at \$45,263 against the 1953 figure of \$42,436. Mrs. Aaron Rips is Chairman of the Women's Division.

### **MEMPHIS PLEDGES PASS \$234,000 MARK**

The latest pledge total received from Memphis, Tennessee is \$234,000. The Campaign Opening meeting in Memphis was memorable for the addresses of Senator Wayne Morse of Oregon and Dr. Giora Josephthal, Treasurer of the Jewish Agency.

The leadership is really out to do a job of complete coverage and is bending every effort toward closing the campaign quickly and successfully.

Sidney Perlberg is President of the Memphis Jewish Welfare Fund while Louis Klitzman is doubling as Campaign Chairman and Big Gifts Chairman. Jack Lieberman is Executive Director.

### **SAN DIEGO REPORTS INCREASE WITH \$120,000 RAISED**

San Diego, California has reported that pledges already in total \$120,000 with the campaign well past the halfway mark. The amount represents an increase of better than 3% over last year, gift for gift.

Louis Moorsteen is President of the United Jewish Fund of San Diego while Sol Price is Campaign Chairman. Seymour Rabin is Co-Chairman and Mrs. Victor Schulman is Chairman of the Women's Division. Albert A. Hutler is Executive Director.

### **AKRON CURRENT PLEDGE FIGURE STANDS AT \$180,000**

Latest figures from Akron, Ohio indicate that pledges now recorded total \$180,000 with the campaign running ahead of last year.

Harry Sugar is President of the Jewish Welfare Fund of Akron. Abe I. Ostrov is Campaign Chairman. Co-Chairmen are Joseph R. Bear, LeRoy Shaw, Nathan Koplin and E. R. Isroff who is also Big Gifts Chairman. Nathan Pinsky is Executive Director.

### **OAKLAND, CALIFORNIA HAS \$107,000 IN PLEDGES**

With the officers of the campaign in Oakland, California working devotedly around the clock, the campaign has moved forward with gratifying progress. Pledges received thus far total \$107,000.

Lawrence S. Simon is President of the Jewish Welfare Federation of Oakland. Harry Epstein is Chairman of the campaign. Mrs. Etta Kushner is Chairman of the Women's Division. Harry J. Sapper is Executive Director.

### **TRI-STATE CONFERENCE PRODUCES \$629,000 IN CASH**

The annual Tri-State Conference of the UJA, held this year at the William Penn Hotel in Pittsburgh as a sixth anniversary celebration of the establishment of the State of Israel, produced \$629,000 in cash from 65 communities in Western Pennsylvania, West Virginia and Eastern Ohio.

Supreme Court Justice William O. Douglas and Dr. Giora Josephthal, Treasurer of the Jewish Agency, were featured speakers at the Conference.

Included in the program was the presentation of colors by members of Pittsburgh Post #49 of the Jewish War Veterans and Miss Rita Cohen, a student at Penn State College, as well as a stirring toast to Israel by David Olbum of Pittsburgh. Six birthday candles on a huge 350 lb. cake were lighted by Mrs. W. H. Fisher, Pittsburgh member of the National Advisory Board of the UJA Women's Division; Mrs. Julius Caplan of Jeannette, Pa.; Mrs. Nathan Goetz of Ambridge, Pa.; Mrs. Myer Pearlman of Steubenville, Ohio; Mrs. Arthur Rack of McKeesport, Pa. and Mrs. Louis B. Rose of Greensburg, Pa.

Miss Shoshana Shushan, star of the Israeli Folk Opera, sang a number of Israeli songs.

Judge Samuel A. Weiss, Tri-State Chairman of the United Jewish Appeal, presided. Mayor David L. Lawrence, Honorary Chairman of the Reception Committee, addressed the delegates who were welcomed by Samuel D. Lopinsky of Charleston, W. Va., Chairman of the Reception Committee. Resolutions were presented by Judge David H. Weiner of Washington, Pa.

Following is the list of those who presented checks in behalf of their communities and the amounts turned over by them: Louis Jacobson for Aliquippa, Pa., \$10,000; Harold Roth for Ambridge, Pa., \$6,000; R. Charles Klatzkin for Altoona, Pa., \$50,000; Aaron Green for Lower Beaver Valley, Pa., \$3,500; Harry Markson for Upper Beaver Valley, Pa., \$20,000; Dr. Saul Greizman for Blairsville, Pa., \$5,125; I. H. Zeff and Leon Smith for Braddock, Pa., \$11,000; Jack Greenfield for Brownsville, Pa., \$7,500; Hy Hurwitz

for Butler, Pa., \$20,000; Mrs. William Katz for Canonsburg, Pa., \$2,100; Ben Sherman for Carnegie, Pa., \$5,500; Dr. Abe Azorsky for California, Pa., \$1,200; Mrs. Sally Jeremias for Charleroi, Pa., \$2,000; Arch Lhormer for Clairton, Pa., \$5,500; Abe Wekselman for Coraopolis, Pa., \$2,000; Mano Lichtenstein for Donora, Pa., \$1,000; Ben Klewans for DuBois, Pa., \$3,300; Miss Betty Burstin for Duquesne, Pa., \$3,000; Alan R. Mervis for Ellwood City, Pa., \$3,000; Barney R. Radov for Erie, Pa., \$78,649; William Feinberg for Farrell, Pa., \$3,000; Sol Darling for Glassport, Pa., \$2,000; Louis B. Rose for Greensburg, Pa., \$10,000; Ralph Grinberg for Homestead, Pa., \$10,000; Hyman Brody for Indiana, Pa., \$6,000; Sam Davison for Irwin, Pa., \$2,500; Henry Gold for Jeannette, Pa., \$7,500; Elliott B. Levine for Johnston, Pa., \$40,000; Morris Silberblatt for Kittaning, Pa., \$3,500; Louis Slomoff for Latrobe, Pa., \$2,000; Sam Weissburg for McDonald, Pa., \$2,000; Arthur Rack for McKeesport, Pa., \$25,000; Rabbi Samuel Zakuto for Monessen, Pa., \$1,000; Robert Pirchesky for Monongahela, Pa., \$1,500; Harry Berger for Mt. Pleasant, Pa., \$5,000; Edward Haimes for New Castle, Pa.; \$15,000; Milton Myers for New Kensington, Pa., \$5,000; Herman Brody for Oil City, Pa., \$3,000; Abraham Pete for Punxsutawney, Pa., \$1,000; Bernard Goldstone for Sharon, Pa., \$8,700; Donald Pripstein for State College, Pa., \$2,500; Alfred Harrison, for Tarentum, Pa., \$1,700; Dr. Irwin A. Bernstein for Titusville, Pa., \$5,800; Louis Gallet for Uniontown, Pa., \$18,500; Isadore Rubin for Vandergrift and Leechburg, Pa., \$5,000; Louis Segel for Warren, Pa., \$2,500; Judge David H. Weiner for Washington, Pa., \$15,000; Frank Klauber for Bluefield, W. Va., \$1,000; Samuel D. Lopinsky for Charleston, W. Va., \$35,000; Dr. David Bressler for Fairmont, W. Va., \$3,000; Jacob Berman for Clarksburg, W. Va., \$10,000; E. Henry Broh for Huntington, W. Va., \$20,000; Fred Spitzer for Logan, W. Va., \$1,232; Dave Cremer for Parkersburg, W. Va., \$2,000; Louis Forgash for Weirton, W. Va., \$5,000; John Wiseman for Wheeling, W. Va., \$15,000; Harry Klayman for Williamson, W. Va., \$2,000; Sam Rudner for Bellaire, Ohio, \$1,500; Leslie Blumenthal for East Liverpool, Ohio, \$5,000; Morton Atlas for Portsmouth, Ohio, \$1,000; Myer Pearlman for Steubenville, Ohio, \$30,000; Sam Mansbach for Ashland, Ky., \$2,000.

Arnold and Wallace Hirsch of Donora, Pa., presented a check for \$5,000 representing a bequest to the UJA by their late uncle, Isaac Meyerson.

Checks in smaller amounts were presented by Allen I. Schwartz for Elizabeth, Pa.; Harry Barasch for Corry, Pa.; Ben Kramer for Meadville, Pa.; Harry Parsky for Philipsburg, Pa. and Adolph Beren for Marietta, Ohio.

Rabbi Nathan Kollin of Johnstown, Pa. gave the invocation and Rabbi Joseph H. Freedman of Wheeling, W. Va. gave the benediction.

### PROGRESS REPORT

Following are brief reports of current totals in communities whose campaigns are under way:

Jersey City, New Jersey is keeping up with last year with \$146,790 raised. George R. Milstein is Campaign Chairman. Big Gifts Co-Chairmen are Harry A. Brody, Louis Kohl and Louis Struhl.

Pledges now stand at \$320,000 in Birmingham, Alabama. The total amount raised in this city last year was \$343,000. Carl H. Hess is President of the Birmingham United Jewish Fund. I. L. Rosen is Campaign Chairman. Mrs. Benjamin A. Roth is Executive Secretary.

Allentown, Pennsylvania has reached the \$173,000 mark. Morris Senderowitz, Jr. is President of the Allentown Jewish Federation. George Lerner is Campaign Chairman and Big Gifts Co-Chairman. The other Big Gifts Co-Chairman is Arnold Goldstein. George Feldman is Executive Director.

Albany, New York has exceeded the \$101,000 mark as of the last report. Charles Lieberman is serving as President of the Jewish Welfare Fund of Albany and also as Campaign Chairman. Sydney S. Abzug is Executive Director.

The latest pledge figure for Indianapolis, Indiana is \$169,000. Maurel Rothbaum is President of the Indianapolis Jewish Welfare Federation. David Cook is Chairman of the campaign. Big Gifts Chairman is Jacob Lutz. Oscar A. Mintzer is Executive Director.

Southern Illinois, at whose Big Gifts meeting Julian Venezky of Peoria, Illinois spoke, now has pledges of over \$62,000. Jacob J. Altman is President of the Jewish Federation of Southern Illinois. Herman E. Morton is Campaign Chairman and Herschel Eichhorn is serving with him as Co-Chairman. Aaron Karchner is Big Gifts Chairman. Hyman H. Ruffman is Executive Director.

\$176,000 in pledges has already been obtained in Harrisburg, Pennsylvania. Milton M. Cohen is President of the United Jewish Community of Harrisburg. Campaign Chairman is Louis S. Snyder. Sondell Coleman is Initial Gifts Chairman. Albert Hursh is Executive Director.

Fort Worth, Texas pledges now add up to \$151,000. Maurice Rabinowitz is President of the Fort Worth Jewish Federation. Leon H. Brachman is Campaign Chairman. Eli Fahn is Executive Director.

San Antonio, Texas has a total of \$135,000 in pledges already on the books. Herman Glosserman is President of the Jewish Social Service Federation of San Antonio. Abe Epstein is Campaign Chairman and Harold Franzel and Irving A. Mathews are Co-Chairmen. Big Gifts Chairman is Dr. Herman Wigodsky. Louis Lieblich is Executive Director.

Fort Wayne, Indiana reports \$97,000 in pledges in hand. Chester M. Leopold is President of the Ft. Wayne Jewish Federation. Campaign Chairman is Abe J. Kaplan. Joseph Levine is Executive Director.

El Paso, Texas has reached the \$110,000 mark. Albert J. Schwartz is President of the El Paso Jewish Community Council. Campaign Chairman is Robert H. Given with Ray A. Shapiro serving as Co-Chairman. A. Milton Feinberg is Big Gifts Chairman. Victor Grant is Executive Director.

Pledges totalling \$120,000 have been announced by Savannah, Georgia. Samuel Robinson is President of the Savannah Jewish Council and Isaac Meddin is Campaign Chairman. Co-Chairman is Dr. William A. Wexler. Paul Kulick is Executive Director.

The sum of \$67,100 has been raised thus far in Peoria, Illinois. Robert E. Pincus is President of the Jewish Welfare Fund of Peoria. Charles Alexander is Campaign Chairman with Leonard Heller and Warner Whitney assisting as Co-Chairmen. Harry M. Goldstein and Howard Heller are Big Gifts Co-Chairmen. Daniel Balsam is Executive Director.

The campaign total to date in Portland, Maine is over \$102,000. Arthur M. Waterman is President of the Portland Jewish Federation. Sidney Davidson is Campaign Chairman and Maurice B. Cohen is Big Gifts Chairman. Jules Krems is Executive Director.

Reading, Pennsylvania now has \$30,200 in pledges. Max Fisher is President of the Reading Jewish Community Council. Harry S. Sack is Executive Director.

Tucson, Arizona has reached the \$87,000 mark. Jacob C. Fruchthandler is President of the Tucson Jewish Community Council and Reuben Gold is Campaign Chairman. Rabbi Marcus Breger and Morris Shanhouse are Co-Chairmen. Big Gifts Chairman is Leo Rich. Benjamin W. Brook is Executive Director.

Little Rock, Arkansas announces that \$78,000 has been raised to date. Arthur O. Sanders is President of the Little Rock Jewish Welfare Agency. H. M. Franklin is Campaign Chairman with Arnold Myerson as Co-Chairman. Mrs. Sidney Rosenberg is Executive Director.

St. Joseph, Missouri is running well ahead of last year with \$24,000 raised. Dr. I. H. Droher is President of the Federated Jewish Charities of St. Joseph. James Potlitzer is Campaign Chairman. Co-Chairmen are Louis H. Herman, Rabbi A. Y. Klein, Louis Kranitz, Dr. Jacob Kulowski and Jack M. Zurow. Martin H. Braun is Big Gifts Chairman. Mrs. S. L. Goldman is Executive Director.

Columbia, South Carolina, whose Big Gifts meeting was addressed by author and lecturer Leo Lania, has \$27,000 in pledges with the increase standing at 11%. M. B. Kahn is doubling as President of the Federated Jewish Charities of Columbia and Campaign Chairman. Co-Chairmen are Jules Bank, Professor Coleman Karesh and Professor Samuel Litman. Co-Chairmen of the Women's Division are Mrs. H. Bernard Kahn and Mrs. H. Simon.

A 7% increase was recorded in Tampa, Florida at the Campaign Opening meeting, addressed by James Permutt of Birmingham and comedian Joey Adams. Approximately \$24,000 was raised. David Cowen is President of the Jewish Welfare Federation of Tampa, while Clarence Berolzheimer is Campaign Chairman. Big Gifts Chairman is Charles J. Adler. Mrs. Charles J. Adler and Mrs. Jack Weissman are Co-Chairmen of the Women's Division. Nathan Rothberg is Executive Director.

Congressman Emanuel Celler spoke at the Campaign Opening meeting in Galveston, Texas. Pledges at the meeting totalled \$47,000. Joseph Swift is serving as President of the Galveston United Jewish Welfare Association and as Campaign Chairman.

There is an 8% increase in New Britain, Connecticut where pledges now total \$28,000. Meetings in that community were addressed by Frank Kingdon and Captain Joshua Goldberg. Zundie A. Finkelstein is President of the New Britain Jewish Federation, while Samuel W. Menus is Campaign Chairman, assisted by Vice-Chairman Sam Mag. Nathan Bisberg is Big Gifts Chairman. Chairman of the Women's Division is Mrs. Irving Rachlin. Gordon B. Alt is Executive Director.

Fair Lawn, New Jersey has a healthy 32% increase with pledges at the \$21,500 mark. Alvin J. Honigfeld is Chairman of the Campaign and serving with him is Co-Chairman Julian Bornstein. Charles Berman is Big Gifts Chairman. Albert Harris is Executive Director.

Pledges totalling almost \$48,000 have been obtained in Plainfield, New Jersey. David Srager is serving both as President of the Plainfield Jewish Community Council and Campaign Chairman. Big Gifts Co-Chairmen are Albert A. Kaufman and Morris Velinsky. Aaron Allen is Executive Director.

\$32,300 has been raised thus far in Spokane, Washington for a 6% increase. Dr. Albert S. Weiland is President of the Spokane United Jewish Fund. Sam Rykus is Campaign Chairman, assisted by Co-Chairmen Al Diskin, Sidney Duitch and David Levitch.

Robert J. Koshland of San Francisco spoke at the Big Gifts meeting in Fresno, California which is ahead by 5% with \$17,225 raised. Dr. Hyman M. Ginsburg is President of the Fresno United Jewish Welfare Fund. Campaign Chairman is Dr. Leopold J. Snyder and serving with him are Co-Chairmen Aaron Maisler and J. E. Schwartz. Norman Rudy is Big Gifts Chairman. Mrs. Sam Rodder is Chairman of the Women's Division. Rabbi David L. Greenberg is Executive Secretary.

Decatur, Illinois is running 4% ahead of last year with pledges totalling more than \$12,000. Emanuel Rosenberg is doubling as President of the Decatur Jewish Federation and Campaign Chairman.

There is an 18% increase in St. Petersburg, Florida where pledges stand at \$16,500. Dr. David Lee Mendelblatt is President of the Jewish Community Council of St. Petersburg. Campaign Chairman is Rabbi Morris B. Chapman. Maurice A. Rothman is serving as Co-Chairman as well as Chairman of Big Gifts. Mrs. Harold C. Rivkind is Chairman of the Women's Division.

The Mountain Area of North Carolina is 28% ahead of last year with \$15,320 pledged. Jack Schulman is Chairman of the campaign while Morris Kaplan is Treasurer.

With \$43,850 pledged at its Big Gifts meeting, Teaneck, New Jersey is now 14% ahead of last year. Fred Schneider is President of the Allied Jewish Appeal of Teaneck and Matthew Feldman is Campaign Chairman. Serving as Co-Chairmen of Big Gifts are Arthur Baum, Theodore J. Ignald, Bernard Nowack and David Ross.

Big Gifts in Kingston, New York are running 4% ahead of last year with \$25,575 already announced. Arthur B. Ewig is serving as President of the Welfare Fund and Chairman of the campaign while David Kline and Seymour Werbalowsky are aiding him as Co-Chairmen. Joseph E. Honig is Big Gifts Chairman. S. Lewis Gaber is Executive Director.

A meeting addressed by Frank Kingdon in Norwich, Connecticut resulted in pledges of over \$34,000 which represents a slight increase over last year which the leadership is striving to maintain. Dr. Jonas Zucker is Campaign Chairman. Working with him as a Big Gifts Committee are Lester Agranovitch, Sampson Cramer, Philip J. Gould, Geurson D. Silverberg and George E. Silverman.

Running ahead of 1953 by 6% is Newport News, Virginia, which now has \$47,247 in the till. Theodore H. Beskin is President of the Newport News Jewish Community Council. Co-Chairmen of the campaign are Samuel J. Silverman and Leonard P. Harris. Leon Wilks is Big Gifts Chairman. Mrs. Harry Penn is Chairman of the Women's Division. Charles Olshansky is Executive Director.

Tyler, Texas which raised a total of \$92,000 last year was able to announce

\$85,000 at its 1954 Opening meeting which was addressed by Congressman Emanuel Celler of New York. Pledges are running ahead of last year. Bernard Wolf is President of the Welfare Fund and Chairman of the campaign. Mrs. Marcus Strum is Chairman of the Women's Division.

The Campaign Opening meeting in Northern Hudson, New Jersey, which gives its total proceeds to the UJA, was addressed by Reuven Dafni, Director of the Israel Office of Information. To date, \$65,000 has been raised by contributors who gave the same amount last year. Irving Nashel, Louis Podolsky and Morris Walter are serving as Co-Chairmen. Big Gifts Chairman is Judge Abraham Lieberman.

### CORRECTION

In an item on Daytona Beach, Florida in the last issue of the Report, the list of officers was incorrectly given. The community which now has \$10,000 raised for a 25% increase over last year is headed by the following dynamic team: Harry Pepper, who is President of the Federated Jewish Charities of Daytona Beach; Louis Unatin, Campaign Chairman; Dr. C. M. Lytton, Campaign Co-Chairman; Leo Epstein, Secretary and Ben Bear and Phillip Rothenberg, Co-Treasurers.

### OVER \$10,000,000 ADDITIONAL CASH RECEIVED ON FIVE-YEAR LOAN

Since the last issue of this Report in which it was announced that cash already received by the United Jewish Appeal in the UJA five-year loan project had reached the total of \$35,835,000, more than \$10,000,000 in additional cash has been received, bringing the total to \$46,257,500. This represents the participation in the project of 55 communities.

Bank negotiations have been completed in 28 additional communities for a total of \$12,270,000 and this amount will shortly be remitted to UJA.

Another 54 communities have approved their quotas in the loan project and are negotiating with their local banks for loans aggregating \$8,705,000. The total participation by 137 communities is therefore \$67,232,500 to date. Discussions are being held with communities not yet involved to enlist their participation in the \$75,000,000 goal which was set for the loan.

Following is a list of communities which have sent in their checks since the last issue of the Report was published:

Allentown, Pa.	\$ 250,000	Indianapolis, Ind.	\$ 300,000
Atlanta, Ga.	400,000	Lake County, Ohio	7,500
Birmingham, Ala.	125,000	Oakland, Calif.	175,000
Chattanooga, Tenn.	75,000	Omaha, Nebr.	325,000
Cleveland, Ohio	2,500,000	Passaic, N. J.	250,000
Denver, Colo.	625,000	Pawtucket, R. I.	75,000
Des Moines, Iowa	225,000	Perth Amboy, N. J.	75,000
Detroit, Mich.	2,000,000	Phoenix, Ariz.	65,000
Duluth, Minn.	150,000	Pittsburgh, Pa.	1,000,000
Erie, Pa.	75,000	St. Louis, Mo.	750,000
Fall River, Mass.	110,000	South Bend, Ind.	200,000
Harrisburg, Pa.	200,000	Troy, N. Y.	75,000
Holyoke, Mass.	50,000	Tulsa, Okla.	300,000

### HOUSTON TOPS 1953 WITH \$500,000 RAISED

With \$500,000 raised and the campaign now in the home stretch, Houston, Texas is holding doggedly on to the lead it has been maintaining over last year.

Confidence runs high in the community because of the leadership of Campaign Chairman Reuben W. Askanase and the great campaign team working with him. Martin Nadelman is President of the Jewish Community Council of Metropolitan Houston and Big Gifts Co-Chairman with Irving W. Alexander, Louis Pulaski and Morris Rauch. Mrs. Joseph Rabinowitz is Chairman of the Women's Division. Albert Goldstein is Executive Director.

### HOLTZMAN AND JESSEL GET 10% INCREASE IN SIOUX CITY

At press time, the news came from Sioux City, Iowa that at the Big Gifts meeting there, addressed by Joseph Holtzman of Detroit, National Chairman of Regions for UJA and George Jessel, pledges totalling \$71,085 were announced by contributors who gave \$65,365 last year, an increase of 10%.

Marvin Klass is President of the Jewish Federation of Sioux City. Campaign Chairman is David Albert, assisted by Co-Chairman Edward W. Baron, Adolph M. Davis, E. N. Grueskin, Saul Melcher and W. C. Slotsky. Mrs. Morton Harrison is Chairman of the Women's Division. Oscar Littlefield is Executive Director.

### UNITED JEWISH APPEAL MARKS ISRAEL'S SIXTH ANNIVERSARY

On the eve of the sixth anniversary of the establishment of the State of Israel, the United Jewish Appeal in cooperation with the American Broadcasting Company presented a star-studded telecast entitled "A Birthday for Freedom". Among the guest artists heard on the show were Ezio Pinza, basso; Hume Cronyn, star of stage and screen; Shoshana Shushan, soprano; Earl Wild, pianist; Frances Magnes, violinist; Rena Gluck, Israeli dance soloist and the Merry-Go-Rounders, Israeli dance ensemble. William Balaban directed the show.

The Hon. Joseph Saphir, Minister of Communications of the State of Israel acknowledged the tribute in a closing message in which he expressed the appreciation of the State of Israel to the American people for their sympathy and understanding.

### FLASH - CHICAGO LAUNCHES CAMPAIGN WITH \$1,311,000

Chicago, Illinois got off to a flying start at its initial meeting at the Bryn Mawr Country Club. According to a last minute report received by UJA, the pledges announced totalled \$1,311,000. Further details will be published in a later issue.

Abram W. Pritzker is Chairman of the Chicago campaign. Dr. S. S. Hollender is Chairman of Special Gifts. Co-Chairmen for the Bryn Mawr Opening with Dr. Hollender were Meyer Katz, Charles Cohen and Peter Sampson. Oscar Getz is President of the Combined Jewish Appeal of Chicago.



# Report

to the members of the  
**NATIONAL CAMPAIGN COUNCIL**

from JOSEPH J. SCHWARTZ, Executive Vice-Chairman



1954 CAMPAIGN

**UNITED JEWISH APPEAL**

To meet needs totalling

**\$119,921,150**

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

Vol. IX, No. 4, June 4, 1954

165 West 46th St., New York City

NOT FOR PUBLICATION

## **UJA FIVE-YEAR LOAN PROJECT PASSES \$65,000,000**

**Leaders Here and in Israel Hail Phenomenal Success of Unprecedented Effort**

**Over \$55,000,000 in Cash Already Remitted by Communities from Coast to Coast**

Supported enthusiastically by community leaders in scores of cities in almost every state of the Union, the UJA five-year loan project has passed the \$65,000,000 mark and is speeding forward to a successful climax beyond the most optimistic predictions made at the time the effort was undertaken.

The gratifying progress of the loan project has been a source of satisfaction to the American Jewish community and great encouragement to the people of Israel. The funds made available through the loan have been of major importance in the Jewish Agency's program of absorbing immigrants and at the same time they have had a measurable impact on the serious problem of short-term obligations with which Israel was confronted.

Of the total sum mentioned above, \$55,407,500 has actually been remitted by 80 communities to the United Jewish Appeal while \$2,860,000 represents loans negotiated by 17 additional communities, with checks to be forwarded in the very near future. In addition, there are 45 communities which have assumed obligations of \$9,485,000 toward the total and which are now negotiating with their banks for loans to cover their commitments.

## **1954 CAN BE A GREAT YEAR FOR ISRAEL**

There is no doubt of the overwhelming success of the loan project. It has been pointed out above that the impact of the loan proceeds in Israel has been of major importance. However, one thing still remains to be done if 1954 is to go down in history as one of the years of greatest cooperation between the Jews of America and of Israel — and that is the successful conduct and completion of the regular 1954 UJA campaign.

It is obvious that the benefits of the loan can only be reaped if the campaign is successful since the value of the loan would be diminished if the proceeds were offset by a falling off in campaign results.

Let us finish the double job we undertook in 1954. Let's follow up the magnificent results of the loan project with an all-out effort to raise maximum sums and provide maximum cash through the regular UJA campaign.

If we do this, we shall have helped set Israel firmly on the road to economic self-sufficiency and demonstrated the maturity and wisdom of the American Jewish community.

### COMMUNITIES SPEED CHECKS TO UJA

Below is a list of the communities which have already actually forwarded checks in the amounts indicated to the offices of UJA.

New checks come in daily and no list can be up-to-date for more than 24 hours. In order to get this issue out, it has been necessary arbitrarily to set as a deadline the publication date of the Report.

Akron, Ohio.....	\$ 200,000	Lake County, Ohio.....	\$ 7,500
Allentown, Pa.....	250,000	Louisville, Ky.....	300,000
Albany, N. Y.....	300,000	Lynn, Mass.....	170,000
Atlanta, Ga.....	400,000	Madison, Wisc.....	75,000
Atlantic City, N. J.....	200,000	Manchester, N. H.....	100,000
Baltimore, Md.....	1,500,000	Memphis, Tenn.....	300,000
Birmingham, Ala.....	125,000	Miami, Fla.....	750,000
Boston, Mass.....	2,250,000	Milwaukee, Wisc.....	650,000
Brockton, Mass.....	100,000	Nashville, Tenn.....	125,000
Buffalo, N. Y.....	750,000	New Orleans, La.....	350,000
Camden, N. J.....	100,000	Newport News, Va.....	125,000
Chattanooga, Tenn.....	75,000	New York, N. Y.....	20,000,000
Chicago, Ill.....	3,500,000	Norfolk, Va.....	160,000
Cleveland, Ohio.....	2,500,000	Oakland, Cal.....	175,000
Cincinnati, Ohio.....	800,000	Omaha, Nebr.....	325,000
Columbus, Ohio.....	450,000	Passaic, N. J.....	250,000
Dallas, Texas.....	500,000	Paterson, N. J.....	300,000
Danbury, Conn.....	75,000	Pawtucket, R. I.....	75,000
Dayton, Ohio.....	225,000	Perth Amboy, N. J.....	75,000
Denver, Colo.....	625,000	Philadelphia, Pa.....	3,300,000
Detroit, Mich.....	2,000,000	Phoenix, Ariz.....	65,000
Des Moines, Iowa.....	225,000	Pittsburgh, Pa.....	1,000,000
Duluth, Minn.....	150,000	Providence, R. I.....	500,000
Erie, Pa.....	75,000	Reading, Pa.....	100,000
Fall River, Mass.....	150,000	Rochester, N. Y.....	700,000
Flint, Mich.....	100,000	Rockford, Ill.....	60,000
Fort Worth, Texas.....	200,000	St. Louis, Mo.....	750,000
Gastonia, N. C.....	100,000	San Diego, Cal.....	75,000
Harrisburg, Pa.....	200,000	San Francisco, Cal.....	1,000,000
Hartford, Conn.....	500,000	Schenectady, N. Y.....	100,000
Holyoke, Mass.....	50,000	Seattle, Wash.....	300,000
Houston, Texas.....	400,000	Sioux City, Iowa.....	110,000
Indianapolis, Ind.....	300,000	South Bend, Ind.....	200,000
Jacksonville, Fla.....	120,000	Spring Valley, N. Y.....	50,000
Kingston, N. Y.....	50,000	Syracuse, N. Y.....	350,000

Trenton, N. J.....	\$ 250,000	West Chester, Pa.....	\$ 50,000
Troy, N. Y.....	75,000	West Palm Beach, Fla.....	40,000
Tulsa, Okla.....	300,000	Wilkes Barre, Pa.....	250,000
Washington, D. C.....	1,150,000	Worcester, Mass.....	400,000
Waterbury, Conn.....	100,000	Youngstown, Ohio.....	275,000

**ADDITIONAL CHECKS TO COME - LOAN NEGOTIATIONS COMPLETED**

In addition to the communities listed above which have already sent in to the UJA checks representing their participation in the loan project, there are a number of communities which have completed negotiations with their banks and are awaiting checks which will be forwarded to the UJA as soon as they are turned over by the banks.

Following is a list of these communities:

Bangor, Me.....	\$ 200,000	New Haven, Conn.....	\$ 200,000
Canton, Ohio.....	175,000	Peoria, Ill.....	125,000
Charleston, S. C.....	100,000	Pittsfield, Mass.....	50,000
Charleston, W. Va.....	125,000	St. Joseph, Mo.....	50,000
Charlotte, N. C.....	50,000	St. Paul, Minn.....	350,000
Gary, Ind.....	125,000	Salt Lake City, Utah.....	100,000
Jersey City, N. J.....	200,000	Savannah, Ga.....	120,000
Minneapolis, Minn.....	525,000	South Illinois, Ill.....	125,000
New Brunswick, N. J.....	100,000	Utica, N. Y.....	140,000

**COMMUNITIES REPORT PROGRESS**

Following is a list of communities which have agreed to participate in the loan and which have accepted the quotas assigned to them. These communities are in the process of negotiating with their banks or planning ways and means of providing their proportionate share of the total.

Altoona, Pa.....	\$ 100,000	Lowell, Mass.....	\$ 65,000
Asbury Park, N. J.....	50,000	Mansfield, Ohio.....	50,000
Ashtabula, Ohio.....	20,000	New Bedford, Mass.....	150,000
Bay City, Mich.....	50,000	New Britain, Conn.....	100,000
Bethlehem, Pa.....	50,000	Newark, N. J.....	1,000,000
Bridgeport, Conn.....	300,000	Newburgh, N. Y.....	75,000
Columbia, S. C.....	50,000	Plainfield, N. J.....	100,000
El Paso, Texas.....	75,000	Pontiac, Mich.....	75,000
Elizabeth, N. J.....	300,000	Portland, Me.....	150,000
Fair Lawn, N. J.....	50,000	Poughkeepsie, N. Y.....	75,000
Flemington, N. J.....	10,000	Richmond, Va.....	175,000
Fort Wayne, Ind.....	150,000	San Antonio, Tex.....	200,000
Grand Rapids, Mich.....	90,000	Scranton, Pa.....	250,000
Greenville, S. C.....	50,000	Springfield, Ill.....	75,000
Hollywood, Fla.....	100,000	Springfield, Mass.....	150,000
Kansas City, Mo.....	600,000	Stamford, Conn.....	200,000
Lancaster, Pa.....	50,000	Teaneck, N. J.....	75,000
Leominster, Mass.....	100,000	Toledo, Ohio.....	250,000
Lewiston, Me.....	200,000	Tucson, Ariz.....	80,000
Long Beach, Cal.....	50,000	Vineland, N. J.....	60,000
Lorain, Ohio.....	100,000	Warren, Ohio.....	25,000
Los Angeles, Cal.....	3,500,000	Woonsocket, R. I.....	60,000

## BRIEF CAMPAIGN REPORTS

### Cleveland Finishes Whirlwind Campaign With Over \$4,000,000 Raised

In a campaign remarkable for its speed and enthusiasm, Cleveland, Ohio has closed the books with well over \$4,000,000 raised. Max Freedman is President of the Jewish Community Federation of Cleveland and General Chairman of the campaign. William M. Shipley and Maurice Saltzman are General Co-Chairmen. Co-Chairman for Agency Participation is Bertram W. Amster. Maurice M. Maschke, Jr. is Special Gifts Chairman assisted by Harold H. Kahn, Co-Chairman. Mrs. Jack Bloch and Mrs. Albert J. Goodman are Co-Chairmen of the Women's Division. Henry L. Zucker is Executive Director.

### Detroit Ahead Of Last Year With \$3,805,000 Reported

Detroit, Michigan is still running ahead of its 1953 results with the current pledge figures standing at \$3,805,000. Samuel H. Rubiner is President of the Jewish Welfare Federation of Detroit. Campaign Chairmen are Irving W. Blumberg and Harvey H. Goldman. Max M. Fisher and James Wineman are Assistant Chairmen of Pre-campaign, responsible with Chairman John E. Lurie for advance gifts. Mrs. Sidney J. Karbel is Chairman of the Women's Division. Isidore Sobeloff is Executive Director and William Avrunin is Associate Director.

### Chicago Keeping Pace at \$3,000,000 Mark

The campaign in Chicago, Illinois has passed the \$3,000,000 pledge total with the campaign maintaining the 1953 level of giving. Reuben L. Freeman is President of the Jewish Welfare Fund of Chicago. Abram N. Pritzker is Chairman of the Chicago campaign. Dr. S. S. Hollender is Chairman of Special Gifts. Mrs. Harold S. Brady is Chairman of the Women's Division. Oscar Getz is President of the Combined Jewish Appeal of Chicago. Samuel A. Goldsmith is Secretary and Murray J. Vale is Campaign Director.

### Denver Has 7% Lead

Denver, Colorado is 7% ahead of last year with the current pledge total standing at \$737,129. Hyman Friedman is President of the Allied Jewish Community Council of Denver. Campaign Chairman is Jess Korts. Moe Miller is Big Gifts Chairman. Mrs. Ben Miller is Chairman of the Women's Division. Nathan Rosenberg is Executive Director.

### Atlanta Pledges Now Total Over \$585,000

With results approximating those of last year, Atlanta, Georgia has now arrived at a pledge total of over \$585,000. Among the latest gifts announced were those of the Estate of I. M. Weinstein in his memory, \$13,000; Mrs. I. M. Weinstein and her son, a personal gift of \$5,000 and Otto Orkin (The Orkin Exterminating Company), \$12,500. Frank Garson is President of the Atlanta Jewish Welfare Fund. Serving as Campaign General Co-Chairmen are David L. Slann and Abe L. Feldman. Mrs. S. J. Steinbach, Mrs. Barney Medintz and Mrs. Harold E. Marcus are Co-Chairmen of the Women's Division. Edward M. Kahn is Executive Secretary.

### Correction

In the last issue of this Report, the name of Ralph Silverman, Co-Chairman of the Big Gifts Division in Southern Illinois was inadvertently omitted.

# Report

to the members of the  
**NATIONAL CAMPAIGN COUNCIL**

from JOSEPH J. SCHWARTZ, Executive Vice-Chairman



1954 CAMPAIGN

**UNITED JEWISH APPEAL**

To meet needs totalling

**\$119,921,150**

On behalf of UNITED ISRAEL APPEAL

JOINT DISTRIBUTION COMMITTEE

UNITED SERVICE FOR NEW AMERICANS

Vol. IX, No. 5, July 6, 1954

165 West 46th St., New York City

NOT FOR PUBLICATION

## UJA LAUNCHES EXTRAORDINARY \$50,000,000 CASH CAMPAIGN

### Leaders Report on Developments in Israel

#### Berinstein to Head Cash Program to Assist Israel's Economic Advance

Following five days of intensive conferences with government and Jewish Agency leaders in Israel, Dr. Joseph J. Schwartz, Executive Vice-Chairman of the UJA and Morris W. Berinstein, a UJA National Campaign Chairman, declared that it was a matter of the most urgent necessity that the UJA launch without delay a campaign for \$50,000,000 in cash to help sustain the remarkable progress which Israel has made in the last seven months in its drive to attain economic independence. Dr. Schwartz announced that Mr. Berinstein had agreed to assume the additional responsibility of serving as National Cash Chairman and would shortly begin formation of a special cabinet of regional and state leaders to work out the details of the nationwide \$50,000,000 cash mobilization.

Dr. Schwartz contrasted Israel's economic position with that which prevailed on his last visit in October, 1953 and said that the situation showed great improvement. "Hundreds of new agricultural settlements are now firmly established," he declared, "thanks to American Jewry's support of this program through the UJA." Dr. Schwartz added that the gap between imports and exports had narrowed appreciably and that the acute food shortage had been largely overcome. In every direction, he said, the people of Israel are making progress toward economic stability and self-sufficiency.

"It would be tragic," Dr. Schwartz said, "if the shortage of funds due to relaxed support of the UJA forced any slow-down in the pace and tempo of Israel's drive toward economic stability. If Israel is to attain the economic strength necessary to offset Arab economic and political pressures, American Jews must not only continue but must intensify their support of the UJA."

#### GREAT CASH MEETING SCHEDULED FOR OCTOBER 23 AND 24 IN CINCINNATI

To rally the all-out cooperation of communities and individuals from coast to coast for the extraordinary \$50,000,000 cash campaign, a great national report and cash conference has been scheduled for October 23rd and 24th in Cincinnati. The conference will serve as the focal occasion toward which cash efforts in the intervening

months will be geared. All checks remitted to the UJA in 1954 on or before the dates of the conference will be credited to the communities involved and toward the total of the \$50,000,000 sought.

An unusually interesting and informative program is being arranged for the conference which promises to be the best attended in recent years. Community leaders, workers and contributors are urged to set aside the dates of October 23rd and 24th so that they may be free to attend. Although official invitations will not go forward for some weeks, reservations for hotel accommodations and banquet sessions will be recorded on a tentative basis by UJA for those who wish to signify at this time their intention of attending the conference.

### BERINSTEIN STRESSES IMPORTANCE OF CASH

On his return, Mr. Berinstein, in assuming the chairmanship of the \$50,000,000 cash drive, said, "We are all proud and gratified at the remarkable response of the American Jewish community to the five-year loan project. Once more, American Jews have demonstrated their deep devotion to their brothers in Israel and their determination to stand by them as they go forward to consolidate the foundations of the new state. I want to add one word of caution, however. Israel can only enjoy the full benefit of the five-year loan if the proceeds of the loan are supplementary to and not a substitute for a successful UJA campaign in 1954 and a successful cash program this year. If, in addition to the five-year loan, we can bring together \$50,000,000 in cash in 1954, we shall have taken a great step toward assuring a stable economic future for Israel."

### SHARETT HAILS SUCCESS OF FIVE-YEAR LOAN

One of the major factors contributing to the importance of the \$50,000,000 cash effort announced above is the necessity for guaranteeing the effectiveness of the unprecedented five-year loan project conducted this year by the UJA which has resulted thus far in the receipt of more than \$55,000,000, with large additional sums assured within the next few weeks.

The five-year loan, which is serving to relieve the strain on the Jewish Agency, caused by the tremendous influx of newcomers in the first few years of Israel's existence, and which has at the same time played a significant role in solving the serious problem of Israel's short-term obligations — also brought about by the overwhelming immigration — won high praise from Israel's Prime Minister, Moshe Sharett. Following is the text of Mr. Sharett's statement:

"With Dr. Joseph Schwartz and Mr. Morris Berinstein of the leadership of the United Jewish Appeal once again on a mission to Israel, it is altogether fitting that attention be called to the magnificent contribution made by that organization and its many thousands of loyal workers to the stability and well-being of the State of Israel.

"A willing and most generous partner in the historic movement of Jews to Israel from the DP camps of Europe, the ghettos of Moslem countries and other areas of danger or servitude, the United Jewish Appeal has made possible the transporting and processing of these hundreds of thousands of immigrants and has contributed immensely to their absorption into the culture and economy of Israel.

"Recently the United Jewish Appeal assumed an additional heavy burden, the burden

of raising 75 million dollars in loans from Jewish communities in the United States to enable the Jewish Agency to intensify its program of immigrant absorption and, at the same time, to provide Israel with the acutely needed opportunity of reducing its short-term indebtedness. This added effort was unprecedented in that it was the first loan project of its kind by an American philanthropic organization and was undertaken simultaneously with the carrying on of the regular annual UJA drive. Nevertheless, the Consolidation Loan campaign has been crowned with success.

"In but four months the United Jewish Appeal has, in addition to the large sums contributed to its regular campaign, been able to secure 55 million dollars in cash through its Consolidation Loan efforts in Jewish communities throughout the United States. An additional number of communities are now in the process of completing their share in this Loan Campaign and a further 12 million dollars will shortly be made available through these undertakings.

"While these monies do not go directly to the State, the benefits to Israel are huge. Already, more than seven million dollars in interest on short-term loans and reductions because of cash purchases has been saved by means of the refunding operation made possible by the Consolidation Loan campaign. Public confidence in the State's financial position, without which no nation can long survive, has been greatly strengthened. Israel's status in the international monetary market has not only become stabilized but has improved measurably.

"In this historic campaign we are once again provided with proof of the solidarity of American Jewry with the aims and achievements of the people of Israel.

"The people of Israel, who are making their enormous sacrifices in toil, blood and treasure to maintain the integrity and security of the State, are deeply grateful to the Jewish communities in the United States and to the leadership of the United Jewish Appeal for their unselfish response to Israel's need in the Consolidation Loan campaign. It is our confident belief that the target goal of 75 million dollars will soon be reached."

### MINNEAPOLIS TOPS LAST YEAR'S TOTAL

At a Victory Meeting in Minneapolis, Minnesota at which the community awarded certificates to all key campaign workers, it was announced that \$644,000 had already been raised with the outstanding cards assuring a substantial additional sum in the next few weeks. Minneapolis raised a total of \$642,500 last year and the 1954 campaign will thus go substantially ahead of that conducted in 1953.

Arthur C. Melamed, President of the Minneapolis Federation for Jewish Service, presided at the Victory Meeting, which was addressed by Barbara Lawrence.

David L. Goldenberg and Irving Schectman are Co-Chairmen. Mrs. Martin Lebedoff is Chairman of the Women's Division and Martin M. Cohn is Executive Secretary.

### SCRANTON PASSES 1953 TOTAL BY WIDE MARGIN

Scranton, Pennsylvania, which raised a total of \$290,870 in the entire 1953 campaign, raised \$358,032 this year, a smashing 23% more than last year's total.

Credit for the extraordinary results in the Scranton campaign is due to the dynamic

leadership of the following officers: Irving Harris, President of the Scranton-Lackawanna Jewish Council, as well as Campaign Chairman and Big Gifts Chairman; Milton Aronsohn and Ellis Openheim who are both Co-Chairmen of the Campaign and Big Gifts; Henry Nogi, Chairman of the Executive Board and Mrs. David Lear, Mrs. Richard Oppenheim and Mrs. Morris Schiff, Co-Chairmen of the Women's Division. George Joel is Executive Secretary.

### NEW ORLEANS RUNS AHEAD OF 1953

With a number of gifts still to be obtained, New Orleans, Louisiana has already passed its 1953 total of \$345,500 and has joined the honor roll of communities which have done better in 1954 than in 1953.

Henry Maslansky, a member of the UJA National Campaign Cabinet, is President of the New Orleans Jewish Welfare Fund, as well as a Campaign Vice-Chairman. Campaign Chairman is Label A. Katz. Rabbi Emil W. Leipziger, Harold Mayer and Percival Stern are serving as Vice-Chairmen with Mr. Maslansky. M. E. Polson is Chairman of Big Gifts. Mrs. Isaac S. Heller is Chairman of the Women's Division and Benjamin B. Goldman is Executive Secretary.

### LAS VEGAS GOES OVER THE TOP WITH 28% INCREASE

Las Vegas, Nevada, raised \$114,000 in 1953. When leaders started the 1954 campaign, they made up their minds that this year would be better. How well they have succeeded in their determination is demonstrated by the fact that, with the campaign still unfinished, they have already raised almost \$131,000. Many cards still remain to be covered.

Officers of this outstanding campaign are Harry A. Levy, who doubles as President of the Jewish Community Council and Co-Chairman of the campaign and Jake Freedman, who is Campaign Chairman.

### MANCHESTER JOINS BETTER-THAN-LAST-YEAR GROUP

Manchester, New Hampshire, will be far ahead of last year's total of \$83,000 by the time its campaign is over for it has already raised \$87,315 among those who gave only \$78,000 of last year's total. These outstanding results have been accomplished by a leadership team comprised of J. Morton Rosenblum, President of the Combined Jewish Appeal of Manchester, Campaign Co-Chairmen William Green and Harvey Winneg, Big Gifts Chairman Louis Miller, Women's Division Co-Chairmen Mrs. Harold Goodman and Mrs. Arnold Polonsky, and Jack H. Cohen, Executive Director.

### MIDDLETOWN BEATS LAST YEAR'S FINAL TOTAL BY MORE THAN 64%

Middletown, New York is another smaller community whose results far surpass those of last year. Middletown, which raised \$29,754 in its entire campaign in 1953, already has \$41,571 from contributors who gave \$25,324 last year. This represents a 64% increase which will be even greater by the time the campaign has been completed.

The opening meeting was held at the home of Charles Geisenheimer and was addressed by Josselyn Shore of Great Neck, New York who showed films he had taken in Israel. Louis Schwartz is President of the Welfare Fund and Chairman of the campaign.

### NORRISTOWN BREAKS ALL RECORDS SINCE 1948

Norristown, Pennsylvania, which last year raised a total of \$57,000, has already



raised \$80,000 in its 1954 campaign, an increase of better than 40% over last year. The allocation to UJA has been increased proportionately since the UJA receives 90% of all funds raised above last year's total.

Following are the officers who conducted Norristown's sensational 1954 campaign: Louis J. Davis is President of the Allied Jewish Appeal of Norristown. Raymond Pearlstine is Chairman of the campaign and Louis Tose is Chairman of the Leaders Group. Mrs. William Axelrod is Chairman of the Women's Division. Rabbi Harold M. Kamsler is Executive Director.

### TROY'S \$70,200 EXCEEDS LAST YEAR'S TOTAL

Troy, New York which raised \$68,000 in 1953 has already received pledges against the 1954 campaign totalling \$70,200. This brings the community into the select company of over-the-top cities.

Leaders of this campaign were Solomon Boxer, President of the Jewish Welfare Fund of Troy and Julius Goodman, Campaign Chairman. They were assisted by Big Gifts Chairman Louis Rubin and Mrs. Ely S. Koplovitz, Chairman of the Women's Division. Fred A. Glass is Executive Director.

### ENGLEWOOD TOPS 1953 TOTAL

\$55,503 was the total amount raised by Englewood, New Jersey in 1953. In 1954, to date, this figure has been topped by the \$56,748 already raised. The amount raised to date was pledged by a group that contributed \$50,160 of last year's total campaign for an increase of 13%, gift for gift. It is evident that, when the campaign has been completed, the percentage of increase will be considerably higher since every dollar brought in now raises the percentage of increase.

Englewood's campaign is being led by Max Grobow who is both President of the Jewish Welfare Fund of Englewood and Campaign Chairman. Serving with him are Vice-Chairmen Harold Meltzer and Joseph Nelson. Mrs. Edward Schreiber is Chairman of the Women's Division and George Hantgan is Executive Director.

### CHARLOTTE SHOOTS PAST 1953 TOTAL

Charlotte, North Carolina, leaders are justifiably proud of their 1954 achievement. This community, which raised all together in 1953 the sum of \$43,252 now stands at a total of \$45,522 for a 33% increase by a group which gave only \$34,202 of last year's total. That 33% increase will keep growing until the campaign ends. The leaders who achieved this increase were the late I. H. Madalia, President of the Charlotte Federation of Jewish Charities and Campaign Chairman Harry L. Schwartz. Serving also are Co-Chairmen Paul Stewart, Nathan Sutker and Morris Speizman who doubles as Big Gifts Chairman.

The community was saddened in the midst of its campaign by the untimely passing of I. H. Madalia. Mr. Madalia, who was only 51 years old, was one of the community's most vigorous and effective leaders and a staunch friend of the UJA. The officers of the UJA extend their deepest sympathy to his family and friends.

## LORAIN HAS MODEL JEWISH COMMUNITY LIFE

An interesting Jewish community is that of Lorain, Ohio, where Edward J. Gould, President of the Lorain's Jewish Welfare Fund, has been for many years an outstanding leader and contributor.

There are about 280 Jewish families in Lorain and at the campaign opening meeting more than 200 persons attended. Reports from the community indicate that all of the women in town belong to Hadassah, 95% of them to the Temple Sisterhood and 98% of the population belongs to B'nai B'rith. All the Jewish children in town belong to one youth group or another.

For several years the community has consistently raised about \$85,000 through the Lorain Jewish Welfare Fund, \$75,000 of which is allocated to UJA. Collections run 100% and campaign expenses last year amounted to \$63.27.

The annual dinner in behalf of the Welfare Fund is regarded as a town meeting. An accounting of the previous year's income and disbursements is made at this dinner meeting before the UJA speaker is introduced and the cards read from the dais. Spirit, enthusiasm and pride in their communal life run very high among the Jews of Lorain.

Thus far the campaign has raised \$75,000 and is running at the same pace as last year when \$85,000 was raised.

David Gary is Campaign Chairman and Simon S. Maier and Harry Mayer are Vice-Chairmen. Mrs. Joe Rabinowitz is Chairman of the Women's Division.

## NEW HAVEN STILL 14% AHEAD WITH \$316,000 RAISED

New Haven, Connecticut, which launched its campaign with extraordinary increases, is still surging forward with \$316,000 raised against \$278,000 from the same contributors last year, an increase of better than 14%.

The leadership of New Haven's campaign is in the able hands of Louis Feinmark, President of the New Haven Jewish Community Council and Campaign Chairman Abe Lapes, aided by Big Gifts Chairman Emanuel H. Gratenstein. Mrs. David H. Levine and Mrs. Perla Rubin are Co-Chairmen of the Women's Division. Norman B. Dockman is Executive Director.

## DAYTON 9% AHEAD WITH \$234,000

Latest reports from Dayton, Ohio indicate that pledges have reached the \$234,000 mark which is 9% ahead of the \$215,000 pledged by the same contributors last year.

Ralph N. Kopelove is President of the Jewish Community Council of Dayton and Louis Broock is Campaign Chairman. Special Gifts Co-Chairmen are Arthur D. Friedman, Dr. Hans Lieberman, Leon Nizny, Eugene Schear, Leo Sajovitz, Paul Levitt and Jack Margolies. Heading the Women's Division are Co-Chairmen Mrs. Alfred Srere, Mrs. Elmer Moyer, Mrs. Simon Burick, Mrs. Jule Levinson, Mrs. Mose Duberstein. Robert Fitterman is Executive Director.

## WATERBURY INCREASES INCREASE

Waterbury, Connecticut, which showed a substantial increase earlier in the

campaign, has now reached the \$135,000 mark with the increase itself increased to 13%. Waterbury's achievements were obtained through the energetic leadership of the following officers: Aaron D. Solomon, President of the Jewish Federation of Waterbury; Sydney Zelig Matzkin, Campaign Chairman; Harry Fleisher, Big Gifts Chairman and Mrs. Morris Stein, Chairman of the Women's Division. Ralph Segalman is Executive Director.

### SALT LAKE CITY AHEAD WITH \$93,400 RAISED

Pledges totalling \$93,400 have been recorded in Salt Lake City, Utah from contributors who gave \$88,650 last year for an increase of 5%. Max Siegel is President of the Salt Lake City Jewish Welfare Fund. Rabbi E. Louis Cardon is Campaign Chairman and Mrs. Milton Rosen is Chairman of the Women's Division. Philip Stillman is Executive Director.

### JOLIET 18% AHEAD

With \$48,310 raised, Joliet, Illinois is 18% ahead of its 1953 results, card for card. Irving L. Greene is President of the Joliet Jewish Welfare Chest and in addition serves as Campaign Chairman with Albert Terry as Co-Chairman. Rabbi Morris M. Hershman is Secretary.

### CATSKILL MOUNTAIN AREA SPURTS FORWARD

Aroused by the vigorous leadership of Paul Grossinger, who is serving for the first time as General Chairman for the Catskill Mountain Area, New York, communities throughout the entire region have launched their campaigns with excellent increases.

Woodridge, Liberty, South Fallsburgh, Ellenville and Loch Sheldrake-Hurleyville are running well ahead of their 1953 results.

Mr. Grossinger is also cognizant of the extreme importance of cash and at the recent conference which took place at Grossinger's community advances totalled more than \$125,000 in cash.

### \$250,000 CHECK FROM TOLEDO BRINGS FIVE-YEAR LOAN CASH TO \$57,000,000

Although the campaign in Toledo, Ohio does not begin until the fall, the leaders of the campaign were eager to participate in the UJA five-year loan project and the latest check received was one for \$250,000 from Toledo. This check brought the total cash proceeds of the loan to date to \$57,000,000. Leading the loan effort in Toledo were Abe J. Levine and Joseph Cohan who are serving as President of the United Jewish Fund of Toledo and Campaign Chairman, respectively.

Following is the list of the communities in addition to Toledo which sent checks toward the loan project total since the last issue of this report was published.

Bangor, Me.	\$200,000
El Paso, Texas	75,000
Jersey City, N. J.	200,000
Lowell, Mass.	65,000
New Bedford, Mass.	150,000
New Haven, Conn.	200,000
St. Joseph, Mo.	50,000
Southern Illinois	125,000
Stamford, Conn.	200,000

Within the next few days checks will be received in the amounts indicated from the following communities which have already completed negotiations with their local banks:

Charlotte, N. C.	\$ 50,000
Grand Rapids, Mich.	90,000
Lewiston, Me.	125,000
Minneapolis, Minn.	525,000
Newburgh, N. Y.	50,000
Peoria, Ill.	100,000
St. Paul, Minn.	350,000
Utica, N. Y.	140,000
Warren, Ohio	25,000
Ft. Wayne, Ind.	150,000
Poughkeepsie, N. Y.	75,000
San Antonio, Texas	200,000
Tucson, Ariz.	80,000
Savannah, Ga.	120,000

When the above checks are received, the total amount of cash received by UJA will be \$58,497,500.

In addition to the above, there are more than 30 communities which have accepted quotas in connection with the loan and which must still complete negotiations with their local banks. The aggregate amount represented by these communities will be between \$7,000,000 and \$9,000,000.

### BETTER INTER-FAITH RELATIONS THROUGH UJA

Campaign leaders and workers in Willimantic, Connecticut were moved by the action of an eleven-year old Christian boy, named Jack Pickett, who recently went to see Mrs. Jessie Greer, Campaign Chairman, to make a gift of \$25 to the UJA campaign.

Jack told Mrs. Greer that he had been selling papers for more than a year and had saved the \$25 to give to her for the wonderful causes of the UJA. He said that when his grandfather was very ill, the Jews of the town were very good to him and have always been good to everyone in his family and this was his way of showing appreciation. Incidentally, Willimantic which raised \$37,000 last year already has \$35,000 raised and is keeping pace with the 1953 results.

Benjamin Eisenberg is serving as Co-Chairman with Mrs. Greer.

### CORRECTION

The names of Abe Aaronson and Myer Erlich, Co-Chairmen of Big Gifts in the El Paso, Texas campaign were inadvertently omitted in the May 6th issue of this Report. Mr. Aaronson and Mr. Erlich, together with Big Gifts Co-Chairman A. Milton Feinberg, did an outstanding job in their division.

# Report

to the members of the  
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from JOSEPH J. SCHWARTZ, Executive Vice-Chairman



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Vol. IX, No. 6, October 11, 1954

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NOT FOR PUBLICATION

## **KEFAUVER, MYERSON, EBAN, JAVITS, GOLDMANN, BRAUNSCHVIG, WARBURG AND BERINSTEIN TO ADDRESS NATIONAL UJA REPORT MEETING**

### **Countrywide Delegation to Chart Completion of \$50,000,000 Cash Drive**

### **Conference to Review Position of Jews in Tunisia and Morocco**

More than 750 delegates from every state in the Union are expected to participate in the great National Report Conference of the UJA, scheduled to be held at the Netherland Plaza Hotel, Cincinnati, Ohio, Saturday evening, October 23rd and Sunday, October 24th. Featured speakers will include the Hon. Estes Kefauver, U. S. Senator from Tennessee; the Hon. Golda Myerson, Minister of Labor of the Government of Israel; His Excellency Abba S. Eban, Ambassador of Israel to the United States; the Hon. Jacob K. Javits, U. S. Congressman from New York; Dr. Nahum Goldmann, Chairman of the Jewish Agency; Jules Braunschvig, Vice Chairman, Alliance Israelite Universelle; Edward M. M. Warburg, General Chairman of UJA and Morris W. Berinstein, Chairman of the UJA National Cash Campaign, who will present reports on the current economic situation in Israel, the critical plight of many thousands of Jews in Tunisia and Morocco, the effect in Israel of the UJA Consolidation Loan and the progress of the current UJA drive for \$50,000,000 in cash by the end of 1954.

Scores of communities have already remitted or are planning to present at the Conference checks on account of pledges made in their campaigns and once again American Jewish leadership will form a check presentation queue of the sort that has so consistently amazed visitors from other countries.

Mr. Berinstein, under whose guidance the UJA Campaign Cabinet, the UJA Cash Cabinet, the UJA Women's Division, the UJA Regional Division and local leadership all over the country have been exerting all their energies for maximum results, expressed his confidence that the cash goal will be achieved.

"The only thing that could stand in our way," he declared, "would be a lessening of the feverish activity which all of our groups are now displaying. If we continue and intensify our labors, we shall not only collect the cash required but we shall also guarantee the effectiveness of the Consolidation Loan which, with more than \$63,000,000 cash received, is already making itself felt in Israel in a most salutary manner."

He urged leaders of communities throughout the country to "hop on the band-wagon with checks" and see to it that representative delegations from their communities attend the Conference in Cincinnati. He said that all checks received before the Conference would be credited and announced at the Conference itself.

## UJA STUDY MISSION DEPARTS OCTOBER 29

A Study Mission, composed of about 25 top community campaign leaders, will leave for Europe, North Africa and Israel on October 29th. The purpose of the Mission is to bring back to the American Jewish community through its own objective observers a definitive report on the total picture in Israel from the standpoint of the stewardship of the UJA. The Study Mission is expected to assess the results and the effectiveness of the funds made available through UJA, including the Consolidation Loan, and to gain a basic understanding of the job that lies ahead for the American Jewish community through the instrumentality of UJA.

The group will spend the first few days after departure at the JDC Annual Country Directors Conference in Paris at which those who are charged with responsibility for JDC operations in the various countries will give an account of their activities and plans.

The Mission will appoint a delegation to visit North Africa in its behalf so that there may be incorporated in its final report a comprehensive analysis of the increasingly tense situation confronting Jews in that part of the world.

The Mission, which will return to the United States on approximately November 15th, will of course give the bulk of its time and attention to the situation in Israel. While there will be no formal conference, there will be ample opportunity for the Study Mission to meet with all of the leaders in the Israel Government and the Jewish Agency to obtain firsthand, authoritative information on all phases of life in Israel today with emphasis on the role of UJA. There will be no set agenda and it is planned that the members of the Mission will seek and obtain answers to all questions that may be of concern or interest to the American Jewish community.

An official report of the Study Mission will be rendered at the Annual National Conference of the UJA which is scheduled to be held in New York City during the week-end of December 10th to 12th, at which plans of American Jewry for the 1955 UJA campaign will be made.

Edward M. M. Warburg, General Chairman of the UJA, and Dr. Joseph J. Schwartz, Executive Vice-Chairman, will accompany the Mission to Europe and Israel.

## FALL CAMPAIGN SEASON STARTS WITH BOSTON 14% AHEAD

With division after division outpacing last year's results by a wide margin, Boston, Massachusetts at last reports had almost \$1,700,000 pledged, an increase of 14% over last year's gifts from the same contributors.

The Big Gifts meetings of the various divisions are being made the occasion for tributes to outstanding Boston leaders. Thus, the Men's Apparel Division, which went from \$157,000 last year to \$184,000 this year, paid tribute to Robert Cable who was the first to receive the Israel Friedlander Memorial Award. Saul Fechter is Chairman of this division.

The Food Division, under the chairmanship of Sidney Lang, held a testimonial dinner in honor of Sidney Rabb, and increased its initial receipts to \$214,000 from 1953's \$189,000.

Richard Berenson, Chairman of the Business Men's Council was the honored guest at the Beverage Division function at which those who attended went from \$84,000 to \$102,000. This division is headed by Edward Lipman, Chairman.

The Women's Wear Division dinner, at which tribute was paid to David L. Rosenberg, raised \$160,000, representing a \$30,000 increase over last year. George Mover is Chairman of the Women's Wear Division.

The largest sum raised in any division thus far at a special gifts function was the \$276,000 produced by the Shoe and Leather Division which is under the chairmanship of George Shapiro. This compares with \$238,000 from the same contributors last year.

Jacob L. Wiseman is President of the Combined Jewish Appeal of Greater Boston. Louis P. Smith is Campaign Chairman and serving with him is Myer Riesman as Vice-Chairman. Joseph M. Linsey and Max Chernis are Co-Chairmen of Special Gifts. Mrs. Isadore Slotnick is Chairman of the Women's Division. Sidney S. Cohen is Executive Director.

### PRE-CAMPAIGN ENTHUSIASM GRATIFIES ROCHESTER LEADERSHIP

Unqualified predictions of a better-than-last year campaign are being made by the leaders of the drive in Rochester, New York, some of whom have already indicated substantial increases in their gifts over the amounts they gave in 1953.

Headed by the dynamic Fred Forman, who is serving as Campaign Chairman, the drive will get its first fund raising function under way in less than three weeks. Serving with Mr. Forman are William F. Feinbloom and David J. Rosenthal as Co-Chairman of Special Gifts; Albert A. Goldberg, Chairman of Publicity Committee; Joseph H. Kaplan, Chairman of Trades and Professions; Curtis Berger, Chairman, Districts Division; Joseph Goldstein, Chairman, Personnel Committee. Elmer Louis is Executive Director.

### JACKSONVILLE OPENS CAMPAIGN WITH 9% INCREASE

At the best attended dinner in the history of campaigning in Jacksonville, Florida, \$78,800 was announced by a group which gave \$72,000 in 1953, an increase of 9%.

The Opening meeting was preceded and sparked by the Big Gifts Men's Division function which was addressed by Sol Luckman of Cincinnati, a National Chairman of UJA. The Women's Division meeting, addressed by former National Chairman of the Women's Division, Mrs. S. Alexander Brailove of Elizabeth, New Jersey, also showed a substantial increase with \$11,516 contributed by a group of women who gave \$10,666 last year.

Philip N. Coleman is doubling as President of the Jacksonville Jewish Community Council and Chairman of the campaign. Mrs. Felix Glickstein is Chairman of the Women's Division.

### CAMPAIGN NOTES AND NEWS

Pittsfield, Massachusetts is running 17% ahead of last year with almost \$30,000 already pledged. Dr. Sidney M. Zeff is President of the Pittsfield Jewish Community Council. Serving as Campaign Chairman is Mrs. Jay C. Rosenfeld, assisted by Big Gifts Chairman Monroe B. England and Women's Division Chairman Mrs. Robert Briskin. Herman Shukovsky is Executive Director.

Alexandria, Louisiana is running ahead of last year with \$24,517 raised to date. Irving Goldstein is President of the Jewish Community Council of Alexandria, while Barnett Brezner is doubling as Campaign Chairman and Big Gifts Chairman. Arthur Kahn and Nathan Kaplan are serving as Co-Chairmen of the campaign.

Monroe, Louisiana, with \$15,000 raised, is a smashing 50% ahead of last year. Clifford Strauss is welfare fund President as well as Big Gifts Chairman. Campaign Chairman is Sackman Marx, Jr. Alan F. Sugar, Jr. and Jack Ansell, Jr. are Co-Chairmen of the campaign. Mrs. Stewart Doernberg is Chairman of the Women's Division.

Poughkeepsie, New York has announced pledges totalling almost \$50,000. The increase stands at 9%. Dr. Maurice Sitomer is Chairman both of the Poughkeepsie Jewish Welfare Fund and the campaign. Vice-Chairmen of the campaign are Dr. Marc Eckstein, Merrill Effron and Arthur Levinsohn. Mrs. Maurice Sitomer is Chairman of the Women's Division. Julius Dorfman is Executive Director.

Schenectady, New York has passed the \$45,000 mark and is running at a rate of more than 10% better than it did in 1953. Alexander Diamond is President of the Jewish Community Council of Schenectady. Bernard Golub is Campaign Chairman. Samuel Weingarten is Executive Director.

Austin, Texas has an 11% increase over last year with approximately \$20,000 pledged. Saul M. Gellman doubles as President of the Austin Jewish Federation and Campaign Chairman.

Charleston, West Virginia has hit the \$37,000 mark, 5% better than contributions of the same persons last year. Lawrence C. Kaufman, Jr. is President of the Federated Jewish Charities of Charleston. Lester J. Mann is Campaign Chairman and serving with him is Co-Chairman Louis Cohen and Big Gifts Chairman Michael M. Margolis. Mrs. Sam Silverstein and Mrs. Philip Preiser are Co-Chairmen of the Women's Division. Charles Cohen is Executive Secretary.

Madison, Wisconsin, with \$40,000 pledged, is 13% ahead of last year. Harry Epstein is President of the Madison Jewish Welfare Fund. Laurence A. Weinstein is Campaign Chairman. Campaign Co-Chairmen are Herman Black and Alex Temkin who is also a Big-Gifts Co-Chairman. Ezra Frank is Big Gifts Chairman, with Irwin A. Goodman as a Co-Chairman. Mrs. Laurence Weinstein is Chairman of the Women's Division. Bert N. Jahr is Executive Director.

Chester, Pennsylvania, at a well-attended Big Gifts dinner, addressed by Dr. Carl Voss, raised \$18,000 which was 10% more than was contributed by the same group last year. Frank Berman is Campaign Chairman and President of the Welfare Fund. Serving with him are Co-Chairmen Samuel Friedman, William Pressman, Allen Swimmer and Joseph Zommick.

Wheeling, West Virginia is also maintaining a lead over last year. \$14,000 was raised at the Opening dinner, addressed by Herman Fineberg of Pittsburgh. John Wiseman is President of the Jewish Community Council of Wheeling and is assisting Campaign Chairman Charles Jay Stein as a Campaign Co-Chairman. Also serving as Campaign Co-Chairmen are Sidney S. Good, Jr., Max L. Horne, Herman S. Levin and Charles Perelman.



## WOMEN'S DIVISION OFFICERS TO VISIT ISRAEL

A delegation of National Board members of the UJA Women's Division and leaders of the Women's Division drives in various parts of the country will leave the United States on October 24th for a visit to Israel and North Africa. Mrs. Hal Horne, National Chairman of the UJA Women's Division, will head the delegation.

The group is planning to see at first hand the accomplishments made possible with UJA funds and to study the needs that must be met in the year ahead. The members of the delegation will help to spark the 1955 campaign of the Women's Division by reporting their findings to women all over the country.

## SPRING COMMUNITIES ALLOT MORE TO UJA

Following is an additional group of spring campaign communities which have allocated more to UJA in 1954 than they did in 1953.

Las Vegas, Nevada came through its spring campaign with \$130,665 raised as compared with \$102,000 raised in the 1953 campaign, an increase of 28%. It is estimated that this community which gave the UJA \$87,600 in 1953 will provide \$107,000 for UJA in 1954. This community not only has the advantage of having Jake Freedman at the helm as Campaign Chairman with Harry A. Levy serving as President of the Las Vegas Jewish Community Council and Campaign Co-Chairman, but also the dynamic leadership of UJA's State Chairman Jake Kozloff whose efforts are largely responsible for the success that was achieved.

Quincy, Illinois, which gives 90% of its funds to the UJA, will make available an estimated \$16,000 this year which compares with \$14,000 in 1953. The community raised \$17,800, an increase of 14% over last year. Irving J. Rosen is doubling as Welfare Fund President and Campaign Chairman while Lawrence Mendelson and Max Chanen are serving with him as Co-Chairmen. Julian Roman is Treasurer.

Norristown, Pennsylvania has raised \$80,000 this year against \$57,000 in 1953. This 40% increase will enable the community to up its allocation to UJA to \$40,500 against last year's \$31,950. Louis J. Davis is President of the Allied Jewish Appeal of Norristown. Campaign Chairman is Raymond Pearlstine. Louis Tose is Big Gifts Chairman and Paul Rudberg is Treasurer. Mrs. William Axelrod is Chairman of the Women's Division with Mrs. Morris Gerber serving as Co-Chairman. Rabbi Harold M. Kamsler is Executive Director.

Greenville, South Carolina has already given UJA in cash the sum of \$20,550 which is \$4,000 more than the entire amount received thus far for 1953. The community raised \$27,614, an increase of 19% over last year. Max Shore is doing a triple job as Welfare Fund President, Campaign Chairman and Big Gifts Chairman. Victor Davis and William Rosenfeld are Co-Chairmen.

**THE TIME**  
**OCTOBER 23 AND 24**

**THE PLACE**  
**NETHERLAND PLAZA HOTEL**  
**CINCINNATI, OHIO**

**THE OCCASION**  
**NATIONAL REPORT CONFERENCE**  
**OF UJA**

**SPEAKERS**

**HON. ESTES KEFAUVER**  
U. S. Senator from Tennessee

**DR. NAHUM GOLDMANN**  
Chairman of the Jewish Agency

**HON. GOLDA MYERSON**  
Minister of Labor, Government of Israel

**JULES BRAUNSCHVIG**  
Vice-Chairman, Alliance Israelite Universelle

**HON. ABBA S. EBAN**  
Ambassador of Israel to the United States

**EDWARD M. M. WARBURG**  
General Chairman, United Jewish Appeal

**HON. JACOB K. JAVITS**  
U. S. Congressman from New York

**MORRIS W. BERINSTEIN**  
Chairman, UJA National Cash Campaign

**REMINDER**

**Have You Sent in Your Reservation Yet?**

**TIME IS SHORT — FACILITIES ARE LIMITED — ACT NOW**

# REPORT

...to members

OF THE  
NATIONAL CAMPAIGN COUNCIL



**UNITED  
JEWISH  
APPEAL**

1955 CAMPAIGN GOAL

**\$99,521,275**

ON BEHALF OF

UNITED ISRAEL APPEAL

JOINT DISTRIBUTION COMMITTEE

NEW YORK ASSOCIATION FOR NEW AMERICANS

Vol. IX, No. 7, December 28, 1954

165 West 46th St., New York City

NOT FOR PUBLICATION

**ADOPTION BY 1000 DELEGATES OF \$99,521,275 GOAL FOR 1955  
SETS STAGE FOR 17th ANNUAL CAMPAIGN OF UNITED JEWISH APPEAL**

**William Rosenwald Named General Chairman by Acclamation**

**Edward M. M. Warburg Elected President of UJA**

**American Jews Called on to Return to Giving Standards of Prior Years**

**Communities Urged to Enter into Pre-Campaign Budgeting with UJA**

**Delegates Hear Stirring Report by UJA Study Mission**

**Israel Finance Minister Levi Eshkol, JDC Director General Moses W. Beckelman,  
Ambassador Eban, Bruce McDaniel, Others, Address Annual Conference**

Deeply conscious that the campaign they were about to set in motion would be the tenth great effort since 1946, and that these efforts had already saved and aided more than 2,000,000 lives and given sustenance and strength to the heroic people of Israel, the more than 1,000 delegates who attended the UJA's Annual National Conference on December 10, 11 and 12 at the Waldorf-Astoria Hotel in New York hoisted a banner they flew at the beginning of this decade. They called for the raising in 1955 of \$99,521,275 — or almost the \$100,000,000 they set as a goal in 1946 — this time to assure the continued economic strengthening of the people of Israel, and the saving of added tens of thousands of lives from areas of growing tension and danger.

The goal — the adoption of which cleared the way for the UJA's 17th successive nationwide campaign — was described by the delegates as the minimum required of American Jews in 1955 to help the United Israel Appeal, the Joint Distribution Committee and the New York Association for New Americans meet budgetary needs totalling \$119,521,275. In setting the goal at less than the full amount required by the UJA agencies, the delegates took into account that some \$20,000,000 would be forthcoming from the Reparations Fund now accruing to the Conference on Jewish Material Claims Against Germany.

At the same time, in a major and historic rotation of leadership, the delegates elected William Rosenwald by acclamation to serve as General Chairman of the UJA, and unanimously named Edward M. M. Warburg, who had served a memorable four-year term as General Chairman, to the post of President of the Corporation of the United Jewish Appeal.

### **UJA NATIONAL CHAIRMEN RETURNED TO OFFICE**

In establishing the UJA's campaign leadership for 1955, the delegates returned almost the same body of National Chairmen and National Campaign Chairmen that served in the 1954 effort. They reelected Rabbi Jonah B. Wise of New York as a National Chairman to represent the Joint Distribution Committee, and Morris W. Berinstein of Syracuse, New York, Joseph Holtzman of Detroit, Sol Luckman of Cincinnati and Jack D. Weiler of New York, as National Campaign Chairmen. They also named Dewey D. Stone of Brockton, Mass., a National Chairman to represent the United Israel Appeal, with Mr. Stone succeeding Rudolf G. Sonneborn of New York. I. Edwin Goldwasser and Jacob Sincoff were again named National Co-Treasurers. Samuel H. Daroff of Philadelphia was re-elected as Chairman of the Appeal's National Campaign Cabinet, while Mrs. Hal Horne of New York was returned to a second term as Chairman of the National Women's Division. Dr. Joseph J. Schwartz was drafted for a fifth term as the UJA's Executive Vice-Chairman.

Dr. Schwartz, who assumed office in January of 1951 with the understanding that it would be for a period not to exceed two years, will have served as Executive Vice-Chairman for a period of five full years by the end of 1955. With his retirement at that time, the Executive Vice-Chairmanship will be assumed by Rabbi Herbert A. Friedman of Milwaukee.

### **RESOLUTIONS CALL ON AMERICAN JEWS TO DO UTMOST FOR UJA IN 1955**

The three-day conference, which lasted from Friday noon through Sunday afternoon, was marked throughout by outstanding addresses; by a particularly moving and stirring report from the 35-member Overseas Study Mission; by full, free and frank discussion both in committees and at the plenary business sessions, and by the adoption of resolutions on the goal and on pre-campaign budgeting that reflected the unanimous determination of the delegates to return to the extraordinary successes of previous years.

Moved profoundly by the depth of need as outlined in the budgetary statements of the constituent agencies, and by the splendid report of the UJA Overseas Study Mission, the delegates called upon "every Jewish community to do its utmost in 1955 to round out a noble and dynamic decade that began in 1946, for which American Jews raised their first hundred million dollars for overseas needs, by producing \$99,521,275, which has been adopted by this Conference as the minimum need and the goal for the year 1955."

At the same time, the delegates called upon American Jewry "to rise to the full stature of their responsibilities" by acknowledging "the urgency and primacy" of overseas needs. Thus, the delegates reaffirmed and reiterated the need for "pre-campaign budgeting," asserting: "We urge every community to arrive at a formula acceptable to the UJA, to provide adequate safeguards so that the program of the UJA as related to emigration from North Africa, and economic independence and security for Israel will not be endangered."

These resolutions gave emphatic point to the report of the UJA Study Mission,

to the presentation of the UJA agency budgets, and to the dramatic addresses of Mr. Levi Eshkol, the Finance Minister of the State of Israel; Mr. Moses W. Beckelman, the Director-General for Overseas Operations of the Joint Distribution Committee; Mr. Bruce McDaniel, the former head of the United States Foreign Operations Mission in Israel, and Ambassador of Israel Abba S. Eban.

**DELEGATES PLEDGE FULL CAMPAIGN SUPPORT TO MR. ROSENWALD**

In a resolution of support hailing Mr. Rosenwald's election, the Conference delegates declared: "We look upon his choice to this high office as another step forward in an outstanding career of Jewish leadership. His role in the organization and direction of refugee services, his position in the Council of Jewish Federations and Welfare Funds, his dynamic role as a National Chairman of the UJA, eminently qualified him for General Chairmanship in a critical moment of the destiny of the Jewish people. In these troubled days ahead we are eager to pledge him our rededicated support, and we promise him that we will make ourselves available for more work and more devotion than ever before. We also promise him that we will work untiringly with him to increase giving in 1955. We promise to make ourselves available not only within our local communities but also to carry the message of the needs, and their urgency, to other parts of the country. We will also, under his leadership, urge the reconsideration of all giving in 1955, so that we may amass the highest possible income for the United Jewish Appeal."

Mr. Rosenwald, in acknowledging the enthusiasm and acclaim accorded him by the delegates, paid tribute to Paul Baerwald as "that wise, great, beloved leader and elder statesman" who twenty years ago brought him into the United Jewish Appeal and its family of agencies, and added:

"The UJA is made possible by you, and by people like you, hundreds of thousands of them in communities throughout the country, who over the years, with amazing devotion, have given sacrificially of themselves and of their substance to make of the UJA what is undoubtedly the greatest philanthropic effort in the history of the world."

"The UJA is a great team," Mr. Rosenwald continued. "We are all members of that team, and only by continuing our fine teamwork can we continue to make the kind of success of the UJA that we made it in the past, and that we must increasingly make it in 1955."

**MR. ROSENWALD A LEADER IN MANY CAUSES, WITH PARTICULAR DEVOTION TO UJA**

The newly elected General Chairman has been a National Chairman of the UJA since 1942, and has served for the past 12 years in various key posts in the UJA of Greater New York.

He has been actively identified since 1936 with programs aiding refugees overseas, and in this country. Since 1941, he has been a Vice-Chairman of the Joint Distribution Committee, and currently is Vice-President of the newly formed United-HIAS Service. From 1946 until it merged with HIAS, he was Honorary President of USNA, and from 1939 to 1946 was President and then Honorary President of the National Refugee Service, a precursor organization of the USNA.

Other Jewish bodies with which Mr. Rosenwald has been identified include the Council of Jewish Federations and Welfare Funds, the American Jewish Committee, the Federation of Jewish Philanthropies of New York, and the American Jewish Tercentenary Committee.

Mr. Rosenwald is also an Officer and Director of the Philharmonic Symphony Society, a Trustee of the Tuskegee Institute and Chairman of its Finance Committee and a director of the American Arbitration Association, as well as other organizations. His chief business interest is the American Securities Corporation, of which he has been Chairman of the Board since 1946.

### **MR. WARBURG HAILED AS HE ACCEPTS UJA PRESIDENCY**

The high enthusiasm engendered by Mr. Rosenwald's acceptance of office was sustained with the announcement that Edward M. M. Warburg, far from retiring from the work of the United Jewish Appeal, had agreed to serve in another capacity following his four arduous terms as General Chairman. The nominating committee, in presenting his name for election as President of the Corporation of the UJA, thereby moved to continue in high office one of the most distinguished and beloved of American Jewry's leaders.

Mr. Warburg's election was moved by acclamation. In a resolution taking cognizance of the leadership he had provided over the past four years as General Chairman, the delegates expressed their "affection, esteem and gratitude" to him.

Mr. Warburg, in responding, told the delegates: "I look forward with you to the work which must be on an entirely new level this year, and I can assure you, under the leadership that you will have, you will have the most wonderful opportunity to use this tried and true organization for the noble ends it serves."

### **CONFERENCE KEYNOTE: LIFE SAVING, STRENGTHENING ISRAEL, GREATER GIVING**

The Conference keynote — the need to resettle in Israel a minimum of 30,000 men, women and children from tension-ridden Tunisia and Morocco; the need to strengthen Israel's economy in the face of this growing immigration from North Africa, and a need to return to the great campaign standards of prior years — was sounded at the opening session Friday noon by Rudolf G. Sonneborn, National Chairman of the United Israel Appeal, and National Chairman of the UJA.

"The troubled situation in North Africa is projecting a steady stream of immigrants to Israel's shores, a matter of at least 30,000 people within the next year", Mr. Sonneborn pointed out. "The fact of the matter is that, if Israel wishes to retain its economic achievements of the past three years, it cannot afford to receive these destitute Jews unless ample aid is brought from the outside."

### **DR. SCHWARTZ EMPHASIZES INNOVATIONS AND SAVINGS IN BUDGETS OF UJA AGENCIES**

Dr. Joseph J. Schwartz, reporting at the opening session on behalf of the UJA constituent agencies, made a single presentation of the needs in 1955. The budgetary statements of the constituent agencies had been distributed to the delegates for study beforehand.

Of the \$119,521,275 required by the UJA constituents, Dr. Schwartz reported, \$88,980,000 has been budgeted by the United Israel Appeal, \$29,400,000 by the Joint Distribution Committee, and \$1,138,275 by the New York Association for New Americans. Dr. Schwartz pointed out that, of this total, the UIA and the JDC have scheduled \$103,344,000 or 86½ per cent for expenditure in Israel alone.

In amplifying the budgetary statements of the three agencies, Dr. Schwartz

emphasized that these represent "changes and innovations of considerable significance." He pointed out that there is no request in 1955 from the United Service for New Americans, in view of the fact that this one-time agency of the UJA has been merged with the Hebrew Immigrant Aid Society and the Migration Service of the Joint Distribution Committee. The new agency will assist Jewish refugees in their migration from one country to another, and in the resettlement of those who arrive in the United States, while NYANA will help those who settle in the New York area.

Dr. Schwartz pointed out also that, "for the first time since 1945, there is no separate item labeled 'DP countries' in the budget presented by the JDC." He termed this "remarkable" in view of the fact that this area of need had become almost a standard fixture in the budgets of the last ten years. He noted that while there are still thousands of Jews in Europe who represent the "hard core" of the 250,000 DPs of the immediate post-war years, "we are dealing now with less than one per cent of the problem that existed in 1947 and 1948."

Dr. Schwartz cited a further "saving" in the fact that there is no budgetary request for programs in Eastern Europe. He termed this "a negative factor" in view of the fact that the JDC has been forced to leave this part of the world. He reminded the delegates, however, that during the last ten years, the Jewish population of Eastern Europe has been considerably reduced through emigration, with some 500,000 East European Jews helped by UJA funds to emigrate to Israel and other lands, 400,000 of them to Israel alone.

Important savings have also been made in Israel, he stated. He explained that whereas close to \$60,000,000 was spent in 1949 by the Jewish Agency for the initial absorption of immigrants, the budget of the United Israel Appeal shows a request of only \$5,450,000 for this same purpose in 1955. "This reduction shows more eloquently than any words can express", Dr. Schwartz declared, "that the job of absorbing Israel's immigrants has been well done, that the immigrant camps have been liquidated, that the tent cities have disappeared, and that while some 70,000 to 80,000 persons still are in maabaroth, even these are working and are at least partially self-supporting."

In 1949, he added, the Jewish Agency spent \$28,000,000 on agricultural settlement, as against more than twice this amount for purposes of immigrant relief. In 1955, he emphasized, the UJA budgetary request on behalf of the Jewish Agency is for a total of \$48,741,000 for purposes of agricultural settlement, or \$20,000,000 more than was used for this same program in 1949.

"More than half of the money spent by UJA-aided agencies in Israel represents investment: capital investment and development of lands, the development of settlements, and the promotion of irrigation projects," he declared. "It is investment of this kind that brings returns not only in the form of lives rebuilt, but also returns in the building up of Israel's economy."

In presenting the 1955 needs of the UJA agencies, Dr. Schwartz was aided by a consultative panel made up of Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee; Ellis Radinsky, Executive Director of the United Israel Appeal, who is also an Assistant Executive Vice-Chairman of the UJA; Philip Soskis, Executive Director of the New York Association for New Americans; Gottlieb Hammer, Executive Director of the Jewish Agency; William Avrunin, Assistant Executive Director of the Jewish Welfare Federation of Detroit; Henry C. Bernstein, Executive Vice-President of the United Jewish Appeal of Greater New York; Jacob L. Kravitz, Executive Director of the Jewish Welfare Federation of Dallas; Sanford M. Treguboff, Executive Secretary of

the Jewish Welfare Fund of San Francisco; and Henry L. Zucker, Executive Director of the Jewish Community Federation of Cleveland. With the exception of Mr. Soskis and Mr. Hammer, all the members of the panel served as members of the recently returned Overseas Study Mission of the UJA.

### **STUDY MISSION REPORT FOCUSES GRAPHICALLY ON ISRAEL AND NORTH AFRICA**

The report of the UJA Study Mission, presented to a meeting of the Steering Committee by Max M. Fisher, Treasurer of the Jewish Welfare Federation of Detroit, told graphically of the Group's visit to Europe, Israel and Morocco.

With reference to Morocco, which was visited by a Mission sub-committee, Mr. Fisher reported this finding: "The Jewish population is desperately poor; its living conditions are primitive; its rights are a matter for constant vigilance and protection, and its future is completely overshadowed by the possibility that a hostile Arab nationalism may come to power. Both the present situation and the grim possibilities inherent in it suggest no other course to American Jews than to maintain the highest degree of vigilance and preparedness, in this specific way: to assure that the beneficiary agencies of the United Jewish Appeal are at all times in a position to carry out their gigantic humanitarian responsibilities. This plainly calls for greater giving on the part of every American Jew, and a greater allocation to the United Jewish Appeal on the part of every single community in the country."

With reference to Israel, the Mission's report declared: "The sober judgment that must be rendered is that Israel's progress since its establishment has been not only remarkable, but phenomenal. This is due in part to American Jewry's spectacular help. But — and this must be grasped and taken to heart — Israel has not yet emerged from the shadows; it lives in a state of siege; it is not yet fully self-supporting; it is still faced by potential heavy immigration from lands of danger, and, except for the Jews of the United States and other countries, it stands increasingly alone and exposed."

"It would be a tragic mistake for American Jews to believe that Israel's progress of the past means that it no longer requires assistance," the report declared. "The stark, unalterable fact is that American Jews must remain at its side for years to come."

The report added: "The grim fact is that Israel today is what the economists term 'a garrison state' — that is, a state that lives in an atmosphere of war without actually being at war; and even this definition does not quite apply to Israel, because day and night there are hostile raids and forays and skirmishes and battles that convulse the 600 mile frontier with the Arab states."

"Given all these conditions," the Mission emphasized, "the wonder of it is that Israel has been able to do so much nevertheless. But if help from the outside should weaken and continue to decline, there is the danger that the general population would have to suffer a new reversal in its standard of living. The Mission is convinced that a complete cessation of aid would mean the collapse of the State of Israel."

In conclusion, the report stated: "The Mission is convinced that Israel's future, and the future of the Jews of North Africa, cannot be viewed or dealt with in terms of routine campaign giving, or in terms of normal campaign budgeting...if lives are to be saved, if Israel is to be helped to survive."



## LEVI ESHKOL EXTENDS ISRAEL'S THANKS FOR SUCCESS OF CONSOLIDATION LOAN

Israel's position, in terms of its economy, its strategic position in the Middle East and its growing immigration of Jews from North Africa, was covered in broad review by Levi Eshkol, who had come from Jerusalem expressly to participate in the Conference. The Israel Finance Minister took the occasion to report on the benefits to Israel of the UJA's unique and successful Consolidation Loan. He told an overflow assembly of delegates and guests at the Saturday evening session that the Loan had produced some \$64,000,000 to date and that these funds have "changed the face of our foreign exchange debt picture." As a result, the Israel Finance Minister said, there is "new confidence in our economy, both at home and abroad."

Mr. Eshkol took the opportunity to express the thanks of both the people and the government of Israel for American Jewry's initiative in conceiving the Loan, and in implementing it.

At the same time, the Israel Finance Minister called special attention to the effort by some communities to prepay installments to their local banks and, in some cases, to set aside some funds as a reserve against next due payments. He cautioned that these practices might have an "adverse effect on the flow of cash to the UJA." Explaining this further, he said that the UJA thereby would get less cash, Israel would get less dollars and, as a result, the benefits of the Consolidation Loan would be materially lessened.

If there is any single practice that can undo some of the good made possible by the Consolidation Loan, he stated, "It is this practice of pre-payment, of setting aside." He expressed the sincere hope that "all communities will listen to the counsel of the UJA in this respect, lest they undo with the left hand what they have achieved with the right."

Mr. Eshkol told the delegates also that "neither you nor we can be satisfied simply with the removal from our path of the obstacle of short-term debts. We must vigorously continue the UJA annual campaigns to mobilize still larger sums for the constructive work that will lead us forward to economic independence. It would be sad indeed, if, in the wake of a successful funding loan, UJA campaign income is reduced. What is the good of strengthening our foreign exchange position through a funding operation, only to weaken it again because of insufficient UJA campaign receipts." Mr. Eshkol urged America's Jewish communities "to give priority to the UJA," asserting that every community in the United States should realize that in determining its allocation to the UJA, it is deciding the future of tens of thousands of human lives.

Mr. Eshkol enumerated many of Israel's recent economic accomplishments and gains, and stated that while Israel has reasons to be proud, "we have no reason to be complacent. We have cut our imports by \$100,000,000 and more", he declared, "and we have increased our exports greatly. But we still import much more than we export. Yes, we have made progress, but we are still dependent on aid from abroad." At the same time, he stated, Israel must continue its effort "to integrate fully the masses of immigrants who have come into Israel since statehood."

In addition, he pointed out, "new responsibilities arrive at Haifa Port each week. They are the newcomers from North Africa, seeking an escape from tension, seeking a chance for a new life in a land of their own. Thirty thousand of them, and perhaps more, will enter Israel during the coming year. Some of the newcomers are going

straight from the ship to settlements already prepared for them. Others are going straight from the ship to new frontier development areas...As Minister of Finance, I am bound to tell you that our sources of foreign currency income are inadequate. We need increased funds if we are to carry out all the obligations facing us today" with respect to immigration and development.

**MOSES W. BECKELMAN URGES ACTION NOW IN BEHALF OF JEWS IN NORTH AFRICA**

Moses W. Beckelman, the JDC Overseas Director General, in a moving analysis of the Jewish plight in Moslem lands, told the Saturday evening session with respect to the Jews in Tunisia and Morocco that "when one moves from Europe to North Africa, one moves from the twentieth century to the twelfth, from the present to the past."

Mr. Beckelman told the Conference that while life for a Jew in these backward Moslem countries "is a compost of sheer physical misery and human degradation," the JDC is convinced that its work "is not useless, that we have made an impact on death rates, and disease rates and illiteracy rates." All this work is hopeful, productive and expanding, he stated, "but it does not begin to be enough, because the funds are not enough." And added to this, he stressed, "is an urgency" created by the aspirations of Arab nationalism. He told the delegates that "time is running out for the Jews of North Africa."

"The question is," Mr. Beckelman stated, "how much time do we dispose of and what shall we do with it."

Mr. Beckelman emphasized that "we do not cry havoc; we are not talking about mass evacuation; we do not envisage panic flight or anticipate that the need for it will arise. We say the opposite. We say that intensive action now, based on adequate financial needs, will avoid precisely these catastrophies. We say, without pretending to the mantle of prophecy, that the currently contemplated migration of 30,000 persons a year to Israel, if backed up by adequate preparation, both in the reception area and in the area of departure — which means money for colonization at the one end and for more schooling and more medical care at the other — gives us a reasoned expectation that those of our people who will go, will go ready to become useful and proper citizens upon their arrival; and that others will be enabled to grow up and live where they are as free members of a twentieth century society, if history should so move."

**BRUCE MC DANIEL LAUDS ISRAEL'S PROGRESS, STRESSES NEED FOR CONTINUED AID**

Israel's economic standing, and its diplomatic problems, were further amplified in the addresses of Mr. Bruce McDaniel and Ambassador Eban. Mr. McDaniel, who headed the U.S. Foreign Operations Mission in Israel from the end of 1951 to August, 1954, and whose address brought a standing ovation from the crowded Saturday evening session, reviewed Israel's upward progress from the bleak day he arrived there to find that the crops had been a failure and that Israel was without food, fuel or fodder.

"The Israel we left was not the Israel which we had found in December three years ago," Mr. McDaniel declared. "It was a new Israel, built stronger, not only by the \$190,000,000 from America, but by the combined efforts of your organization, of all groups which, during the intervening months, had shared their money and their friendship with the young nation. Above all else, Israel had revealed to us the indomitable spirit of its men, its women and its children who met disaster with self-sacrifice and courage, with determination and hard work, with faith in God."

But Mr. McDaniel cautioned that this is still "a critical time in Israel's economic life. It is a time when greater rather than less effort should be made to sustain its foreign exchange income for basic investments, to capitalize on what has been done, to continue necessary social, welfare and educational work, and to build up reasonable reserves in fuel and food." He termed Israel "more than a haven for refugees. It is another link in the chain of democratic nations being forged in an area where democracy means much to the free world." He told the delegates that while Israel's people look forward to the time when they will no longer require help from the outside, Israel still "needs continued support with free dollars...the kind of help your organization, with your leadership, is in a position to give...In your hearts and in your hands, in large measure, rests their tomorrow."

### **AMBASSADOR EBAN HAILS UJA ROLE, NOTES WEST HAS IMPROVED OUTLOOK ON ISRAEL**

Ambassador Eban in the final address of the Conference Sunday afternoon, hailed the role which UJA has played since Israel's establishment six and a half years ago. Today, the Ambassador declared, "the signature of the UJA is written upon every acre of the country...above all, the UJA has placed its mark upon the faces of our people. No other agency, among those which have operated in the sphere of aid for Israel, has been so intimately associated with the individual and personal welfare of our people, with their aspirations as immigrants, as workers and citizens."

Mr. Eban underscored Israel's ceaseless effort to achieve economic self-reliance, and, "with reference to the disturbed political situation in North Africa," stressed that "the mission of Israel as a country of immigration has not been exhausted." In addition, he pointed out, Israel continues to be preoccupied with its position in the family of nations and "its relationship with a hostile" group of neighboring states.

For the first time in many months, Mr. Eban was able to report a hopeful sign in Israel's diplomatic position. He told the Conference that Western statesmanship has made some progress in appreciating Israel's problems of national defense, and that "far from dismissing this problem as non-existent, as was the fashion a few months ago, the leaders of Western nations now openly declare their understanding of Israel's sense of apprehension and vulnerability, their belief that measures can be formulated to allay those feelings, and their invitation to us to cooperation in such formulation. This in itself, of course, marks a distinct progress of mood." Mr. Eban warned, however, that "we should not for a single moment confuse recognition of a problem with its solution."

Mr. Eban stressed, however, that the "greater American tendency in recent weeks to articulate and to affirm" America's friendship for Israel is important and hopeful "but it still remains for us to see it used as an instrument for the solution of problems and the avoidance of dangers in the plan of Middle Eastern security." At the present time, he declared, Israel stands "pitifully" and "significantly alone as the only center and sanctuary of free institutions in our region, and this, too, gives to the State of Israel a significance beyond the proportion of its size."

### **DR. NAHUM GOLDMANN SAYS UJA LEADERS HAVE WON LASTING GRATITUDE**

Dr. Nahum Goldmann, Chairman of the Jewish Agency, took part in the closing Sunday morning business session expressly to convey to the delegates, and to Mr. Warburg and Mr. Rosenwald, the feeling of Jews in other lands toward the UJA and "its campaigners."

He assured the delegates that the people of Israel, and all in other lands who

have been helped by the UJA and its agencies, will be unforgettable in their gratitude. "You have not only earned the thanks of millions," he declared, "but you have earned the thanks of future generations."

### **MORRIS W. BERINSTEIN ACCORDS TRIBUTE TO MESSRS. WARBURG AND ROSENWALD**

Morris W. Berinstein, a National Campaign Chairman of the UJA, who presided at the decision-making and all-important plenary business session Sunday morning, and who contributed much to make this one of the outstanding sessions of the Conference, took the occasion during these deliberations to pay tribute to the leadership given the UJA by Mr. Warburg and Mr. Rosenwald. He spoke with deep personal warmth and affection of Mr. Warburg and Mr. Rosenwald and described them as men of unique statesmenlike gifts.

Earlier at a breakfast meeting of regional officers, Mr. Berinstein drew attention to the complexities of UJA campaigns, and emphasized in particular the role of pre-campaign budgeting. He termed the conduct of the UJA a three-part operation, in which there is a campaign to raise funds, a campaign to raise cash, and an inner drive to assure the swiftest possible distribution of these funds to the constituent agencies. He pointed out that a fair and comprehensive description would also take into account a campaign that precedes the above three, namely, the campaign for pre-campaign budgeting. He pointed out that "the UJA did vastly better in securing pre-campaign budgeting arrangements in 1954 than was achieved in 1953, with at least three times as many communities entering into these arrangements in 1954." He stated that while this was a most encouraging development, an even greater progress must be made in the area of pre-campaign budgeting in 1955. Mr. Berinstein stressed that substantial progress could be made provided each community enters fully into the spirit of partnership with the UJA, a partnership, he stated, which every leader — national, regional and local — must foster.

### **JOSEPH HOLTZMAN CITES URGENT NEED FOR LEADERSHIP AND CASH**

Joseph Holtzman of Detroit, a National Campaign Chairman of the UJA and Chairman of the UJA's Regional Division, who presided at a meeting of Regional officers, focused on four of the most serious problems in UJA fund-raising. He named these as the need for a swifter development of new leadership; a greater encouragement of individualized solicitation; an extension of the concept of pre-campaign budgeting, and the regularized channelling of cash to UJA national headquarters.

With reference to the UJA's continuing crucial need for cash, Mr. Holtzman pointed out that the Consolidation Loan was a tremendous success because very little time was lost between the successful negotiation of bank loans and the remittance of these funds to the UJA. He stressed that the UJA in turn was able to remit these funds almost as quickly to the Jewish Agency in Jerusalem. He stressed, however, that "the beneficial effects of the funding program are dependent on a continuing and adequate flow of cash to the UJA from collections on current campaigns. This money has not been forthcoming in the anticipated manner and we are greatly concerned over the implications of this in relation to the problem of short-term debts." He urged the Regional Officers to see to it that communities within their areas maintain a regular flow of cash, asserting that "the UJA cannot operate on a hit or miss basis as far as cash is concerned; we must do everything possible to promote an awareness and a continuing concern on the part of local communities of UJA's cash needs."

Mr. Holtzman pointed out that tremendous strides had been made in the last several years in the area of pre-campaign budgeting, but he noted "there are still many

campaigns throughout the country where campaign losses are automatically deducted from the UJA allocation." He made plain that "no community in any area should go through its entire budgeting process and make an allocation to the UJA without some discussion with a regional leader of the United Jewish Appeal." Mr. Holtzman termed pre-campaign budgeting "the best means of furthering the concept of partnership" with the UJA, adding that "it is the only way to assure equitable budgeting and to avoid the unhappy situation of UJA being saddled with the major share of campaign losses."

### **JACK WEILER, MILTON KAHN, MRS. HAL HORNE IN LEADING CONFERENCE ROLES**

Others who took part in the eventful three-day sessions included Jack D. Weiler of New York, a National Campaign Chairman, who presided at the closing session Sunday afternoon; Milton Kahn of Boston, who served again as Chairman of the all-important Conference Steering Committee and who performed this difficult task with patience, humor and great distinction; Avraham Harman, Israel Consul General in New York, who addressed a special Sunday breakfast meeting; Joseph Shulman of Paterson, N. J., a member of the UJA's National Campaign Cabinet, who as Chairman presented the various texts prepared by the Resolutions Committee; Mr. Joseph Meyerhoff of Baltimore, who presented the recommendations of the Committee on Nominations which he headed; Mr. Samuel D. Leidesdorf, Treasurer of the United Jewish Appeal of Greater New York, who moved adoption of the resolution on Mr. Warburg's election as President of the UJA in a warm and inspired address, and Mrs. Hal Horne of New York, Chairman of the National Women's Division of the UJA, who reported on a recent visit to Europe, Israel and Morocco by a group of nine leaders of the Women's Division, and who, on behalf of women leaders throughout the country, pledged to Mr. Rosenwald "every aid that we can possibly give."

### **RESOLUTIONS AND NOMINATING COMMITTEES MADE UP OF OUTSTANDING LEADERS**

The Resolutions Committee was one of the broadest and most representative ever named to frame the aims and objectives of a UJA campaign, with 96 outstanding communal leaders named to it from the roster of the Conference Steering Committee. Its main work was conducted under the chairmanship of Joseph Shulman of Paterson, N. J., a member of the National Campaign Cabinet of the UJA.

The Nominating Committee, made up of an equally distinguished group of community leaders was headed by Joseph M. Meyerhoff of Baltimore, and consisted of Louis J. Reisenstein, Pittsburgh; Henry Rocker, Cleveland; Samuel Rubiner, Detroit; Sol Satinsky, Philadelphia; Robert W. Schiff, Columbus, Ohio; Philip W. Steiner, Cincinnati, and Rudolf G. Sonneborn, New York.

### **UJA OVERSEAS STUDY MISSION ATTENDS CONFERENCE IN FORCE**

Members of the UJA Study Mission, whose report had so much to do in influencing the size and scope of the UJA's campaign for 1955, and who, with two or three exceptions, attended the conference in full force, included: Herbert R. Abeles, Newark, N. J.; Albert Abrahamson, Brunswick, Me.; William Avrunin, Detroit, Mich.; Morris Batzer, Atlantic City, N. J.; Charles J. Bensley, New York City; Henry C. Bernstein, New York City; Morris Brecher, New York City; Abner Bregman, New York City; Max Finkelstein, New York City; Max M. Fisher, Detroit, Mich.; Fred Forman, Rochester, N. Y.; Samuel F. Gingold, New Haven, Conn.; Monroe Goldwater, New York City; Walter D. Heller, San Francisco, Calif.; Label A. Katz, New Orleans, La.; Jacob L. Kravitz, Dallas, Tex.; Moses A. Leavitt, New York City; Joseph M. Mazer, New York City; Barney Medintz, Atlanta, Ga.; Edward Mitchell, Los Angeles, Calif.; Theodore Racoosin, New

York City; Ellis Radinsky, New York City; Barney Rapaport, Hartford, Conn.; Robert W. Schiff, Columbus, O.; Charles E. Schwartz, Akron, O.; Joseph J. Schwartz, New York City; Mendel Silberberg, Los Angeles, Calif.; Sanford M. Treguboff, San Francisco, Calif.; Edward M. M. Warburg, New York City; Max J. Zivian, Detroit, Mich.; and Henry L. Zucker, Cleveland, O.

The report of the Study Mission, the text of which will be available shortly, was prepared for the full Mission by a committee consisting of Mr. Abeles, Prof. Abrahamson, Mr. Bensley, Mr. Fisher, Mr. Heller and Mr. Silberberg.

Sol Luckman of Cincinnati, a National Campaign Chairman of the UJA, who was to have presided at the Sunday morning breakfast meeting for members of the National Campaign Cabinet, Regional Officers and members of the Conference Steering Committee, was unable to attend, owing to illness, but news has since been received of his recovery.



### **NEWS OF TESTIMONIAL TO WARBURG ELECTRIFIES COUNTRY**

The announcement that a testimonial dinner honoring Edward M. M. Warburg for his four-year General Chairmanship of the UJA will be held Saturday evening, January 22nd, at the Waldorf-Astoria Hotel in New York, has electrified the entire American-Jewish community. Jack D. Weiler of New York is serving as Chairman of the Dinner Committee, and Senator Herbert H. Lehman will preside at the Dinner as Toastmaster. To assure the kind of testimonial that Mr. Warburg would consider most meaningful in terms of the years of effort he has given to the humanitarian cause represented by the United Jewish Appeal, scores of communities throughout the country have already set up advance meetings of their topmost contributors, with a view to securing the highest possible advance gifts for announcement at the testimonial dinner. It promises to be one of the most brilliant and exciting events in many years, and a most fitting opening to an annual UJA campaign.