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REPORT TO MEMBERS  
UJA NATIONAL CAMPAIGN COUNCIL  
VOLUME XIII  
1958

# REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

Over **\$100,000,000**

UJA RESCUE FUND

Over and Above  
1958 REGULAR CAMPAIGN GOAL  
\$102,031,800

1958 UNITED JEWISH APPEAL on behalf of United Israel Appeal, Joint Distribution Committee, New York Association for New Americans

1939-1958



ANNUAL CAMPAIGN FOR LIFE AND FREEDOM

Vol. XIII, No. 1, January 6, 1958

165 West 46th St., New York City

NOT FOR PUBLICATION

## ANNUAL CONFERENCE ISSUE



**National Leadership Calls on Country to Raise  
100,000,000 Rescue Fund Over and Above Regular Drive  
To Save and Build Lives in 1958**

## UJA HEADS INTO 20TH CAMPAIGN AFTER HISTORIC CONFERENCE

### CONFERENCE HIGHLIGHTS

Morris W. Berinstein named General Chairman to lead 1958 drive.

Delegates vote for \$100,000,000 Rescue Fund over and above regular campaign to transfer 80,000 refugees, meet absorption crisis in Israel.

Leadership backs up call for two-fold campaign with outpouring of gifts.

Outgoing General Chairman William Rosenwald honored.

Sharett, Warburg, Goldmann, Joseph, give major addresses.

Saltzman, Friedman return from Poland with eye-witness story.

Back in their home communities after an historic and inspiring Annual National Conference of the United Jewish Appeal, campaign leaders already were pressing forward vigorously with plans for a powerful 1958 UJA drive that would crown two decades of life-saving and life-building service.

The more than 1,300 delegates who attended the Conference at the Waldorf-Astoria Hotel in New York on December 14-15, elected Morris W. Berinstein of Syracuse, N.Y., as General Chairman to lead the 1958 nationwide drive in behalf of uprooted Jews, immigrants to Israel, distressed Jews overseas and refugees in this country.

Faced with towering humanitarian needs, the delegates voted for a special Rescue Fund of \$100,000,000 to be raised over and above proceeds from the UJA's regular 1958 campaign. The two-fold drive must meet the urgent migration, welfare and rehabilitation needs of 615,000 men, women and children during the coming year.

### Leaders Back Up Double Campaign with Torrent of Great Gifts

In the discussions at a special pre-Conference session of communal leaders, held on Friday, December 13, that led to the adoption of the new Rescue Fund drive, leader after leader arose to back up the call for a two-pronged 1958 campaign with an immediate personal gift commitment.

As one leader after another stood up to support the Rescue Fund resolution with deeds as well as words, the 1958 drive got a tremendous multimillion dollar sendoff. At the previous National Conference, 19 top-order advance gifts were announced. At this Conference, 43 leaders came forward with high-level gifts — four of \$250,000 and over, six of \$150,000 to \$250,000, eight of \$50,000 to \$100,000, eight of \$25,000 to \$50,000, and 17 gifts of from \$5,000 to \$25,000.

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## MORRIS W. BERINSTEIN

### THE FOURTH IN A GREAT LINE OF UJA GENERAL CHAIRMEN

The United Jewish Appeal headed into its 20th campaign year after more than 1,300 delegates to the Annual National Conference unanimously elected Morris W. Berinstein of Syracuse, N. Y., as General Chairman to lead the 1958 life-saving nationwide drive.

Mr. Berinstein becomes the UJA's fourth General Chairman since its inception in 1939, succeeding William Rosenwald of New York, who served for the campaigns of 1955, 1956 and 1957 in this position of leadership. The other two distinguished Americans who served as UJA General Chairmen are Edward M. M. Warburg and Henry Morgenthau.

In accepting the General Chairmanship, Mr. Berinstein declared:

"To assume an office which was filled by such outstanding leaders leaves me with a profound responsibility and a feeling of deepest humility. I am fully aware of the vital importance of our work, and the great example set by these men will serve as an inspiration to me in meeting the task you have given me. In entering this new path, I am thankful that I will have the support and guidance of keen minds and generous hearts — my colleagues in the UJA.

"There are many tens of thousands of Jews in dire need, living in countries where they cannot live as Jews, who want to reach the sacred soil of Israel. All American Jews, I am sure, will want to see that this is accomplished. By the end of 1958, we must do our best to remove 80,000 from such lands to countries where they can take up new lives."

His Excellency, Abba S. Eban, Israel's Ambassador to the United States, who introduced the principal Conference speaker, former Prime Minister Moshe Sharett, pledged the cooperation of the State of Israel to the new General Chairman.

"Before the election of Morris Berinstein as General Chairman of the United Jewish Appeal," Ambassador Eban stated, "I pledged to your Cabinet the constant cooperation of the Israel Government and its representatives with whomsoever you might elevate to that distinguished and responsible office. Now the lot has fallen upon Mr. Berinstein, and I am proud to reiterate the Israel Government's pledge of cooperation in his presence."



Incoming General Chairman Morris W. Berinstein (second from left) receives congratulations from his predecessor, William Rosenwald, as Honorary General Chairman Herbert H. Lehman (left) and Conference guest speaker Moshe Sharett add their best wishes.

## A Tireless Leader in Jewish Life

Mr. Berinstein, who was President of the UJA during 1957, and was previously a National Chairman for four years, is known as one of the hardest working and most dedicated men in the American Jewish community.

Active in local campaigns in Elmira and Syracuse, N. Y., since 1939, his vigor, outstanding speaking and organizing ability quickly brought him into national leadership of the UJA.

In 1951, he was named Chairman of the UJA National Campaign Cabinet. Following two years of distinguished leadership of the Cabinet, Mr. Berinstein was elected a National Chairman in 1953, and President in 1957.

Since 1951, Mr. Berinstein has participated in many special Missions to Israel, including the 1957 UJA Overseas Study Mission. At the 1953 Economic Conference in Jerusalem he was a leading proponent of the special Consolidation Loan which in 1954 raised \$65,000,000 to strengthen Israel's economic structure at a crucial time.

Mr. Berinstein's tireless efforts for UJA have meant countless days and weeks away from his gracious wife, Elsie, his 14 year old daughter, Beth Ann, and his son, Edward, who is the father of the Berinstein's two granddaughters.

To devote his fullest energies to the work of the United Jewish Appeal, Mr. Berinstein has moved his home from Syracuse to New York City to be close to the national UJA offices.

Yes, there is a big job ahead for UJA in 1958, and a big man has been chosen to get it done!



Former Prime Minister of Israel, Moshe Sharett, is shown making his inspiring address to the UJA leadership from all sections of the country at the dinner meeting on Saturday evening, December 14, the main session of the Annual National Conference which set the course for UJA's 1958 campaign—its 20th life-saving drive.

## UJA LEADERS NAMED TO NEW POSTS

Besides electing Morris W. Berinstein as General Chairman to lead the 20th nationwide campaign, other distinguished leaders chosen to fill new posts by the UJA included:

William Rosenwald of New York, as UJA National Chairman representing the Joint Distribution Committee; Dr. Jonah B. Wise of New York, as Honorary National Chairman; Samuel Rubin of New York, as Honorary Chairman of the 1958 UJA Rescue Fund; Joseph Meyerhoff of Baltimore, as one of the UJA National Chairmen for the 1958 campaign, and Fred Forman of Rochester, N.Y., as Chairman of the UJA National Campaign Cabinet for 1958.

### Rosenwald Receives Award

To mark his outstanding leadership as one of the founders of the UJA and his major role as General Chairman for the past three years, William Rosenwald was presented with an antique silver Menorah. The presentation was made by Charles Mayer, a General Chairman of the UJA of Greater New York, who expressed the sentiments of all in the UJA when he told Mr. Rosenwald:

"You helped found the UJA as the conscience of American Jewry and as a mighty instrument of mobilizing help for all Jews in need. You have advanced UJA to new heights of achievement in the relief, rescue and resettlement of the oppressed and uprooted."

In expressing his thanks for the presentation of the Menorah, Mr. Rosenwald said:

"To the extent that your tribute is a personal one, most of the credit goes to my family and to those associated with my business office, because it was due to their steadfast devotion that I have been able to enjoy the privilege of serving as your General Chairman. Although the word 'Menorah' means 'lamp', a Menorah has not one, but many lights. And in the same way, the UJA shines not because of what any one person does, but because of that which many — very many — people do. And so, in that spirit, I accept your kind words and your beautiful gift as a symbol of all that we, working together, have accomplished."

In addition to his outstanding service to the UJA, Mr. Rosenwald has given invaluable leadership and guidance to the UJA of Greater New York and to many of the most important national organizations in Jewish life. In his new position as National Chairman representing the Joint Distribution Committee, he will represent the organization which he has served as Vice-Chairman since 1941 and in other leading capacities since 1935.

### Wise Becomes Honorary National Chairman

Dr. Jonah B. Wise, newly-elected Honorary National Chairman, is an outstanding figure of the American Jewish community. He has been a National Chairman of the UJA since its inception in 1939 and Vice-Chairman of the Joint Distribution Committee since 1936. He represented President Roosevelt at the International Refugee Conference in Switzerland in 1938. He has served as spiritual leader of Central Synagogue in New York since 1925.

### Rubin to be Honorary Head of Rescue Fund

Samuel Rubin of New York, who served as Chairman of the UJA 1957 Emergency Rescue Fund, was chosen as Honorary National Chairman of the 1958 UJA Rescue Fund. In the two extraordinary drives since the UJA Special Survival Fund in 1956, Mr. Rubin was in the forefront of these special efforts, both in his personal support on a magnificent level and in his work to build the special funds. He is President of the American-Israel Cultural Foundation and recently created the Middle East Scholarship Fund enabling Arab students to study in Israel. Mr. Rubin founded the Academy of Music in Israel and established the Cancer Detection Clinic in Haifa in honor of his mother.

### Meyerhoff Receives Tribute

Presentation of a specially inscribed Bible was made to Joseph Meyerhoff of Baltimore, who is ending his 1957 term as Chairman of the UJA National Campaign Cabinet to assume the duties of a National Chairman for the 1958 campaign. In the past year he served as leader of the UJA's top planning body through an extraordinary campaign and has been a leading member of the Campaign Cabinet since 1951. The award was made by National Chairman Samuel H. Daroff of Philadelphia, who, in his presentation, explained that the Bible was given to Mr. Meyerhoff because it is "the greatest creation of the country which he has helped to rebuild."

### Forman Heads Cabinet

Fred Forman, newly elected Chairman of the UJA National Campaign Cabinet, has served as Cabinet Vice-Chairman since 1953. His dynamic leadership in the United Jewish Welfare Fund of his own city, Rochester, N.Y., has carried over into the national scene, where he has for many years given tireless effort to the nationwide campaigns of the UJA. Mr. Forman was invited by Prime Minister David Ben-Gurion to participate in the history-making Jerusalem Economic Conference of 1953. Since then he has acquired an authoritative knowledge of international political and economic affairs affecting Jewish communities through his many overseas survey trips, including a leading role in the UJA Overseas Study Missions of the last four years.

### 1957 Officers Re-Elected

The following officers were re-elected for 1958:

Former Governor and U.S. Senator Herbert H. Lehman of New York, UJA Honorary General Chairman; Edward M. M. Warburg of New York, Honorary Chairman; Dewey D. Stone of Boston, National Chairman representing the United Israel Appeal; Samuel H. Daroff of Philadelphia, Joseph Holtzman of Detroit, Sol Luckman of Cincinnati, and Jack D. Weiler of New York, National Chairmen for the 1958 campaign; Rabbi Herbert A. Friedma of New York, Executive Vice-Chairman, and Joseph I. Lubin and Jacob Sincoff, both of New York, National Co-Treasurers.



Re-elected National Chairmen are (left to right) Dewey D. Stone, Samuel H. Daroff, Joseph Holtzman, Sol Luckman and Jack D. Weiler.



## UNFORGETTABLE MOMENTS AT UJA NATIONAL CONFERENCE



William Rosenwald accepts hand-wrought, antique silver Menorah presented by UJA to mark his two decades of leadership as he completes three record-making years as General Chairman.



Samuel Rubin (left), named Honorary Chairman of the 1958 UJA Rescue Fund, greets Moshe Sharett, former Prime Minister of Israel, major speaker at the Conference.



Joseph Meyerhoff (left), former Cabinet Chairman named a National Chairman, receives UJA award of an inscribed Bible from Fred Forman, who served as Vice-Chairman and becomes Cabinet Chairman for 1958.



Israel's Ambassador to the United States, Abba Eban, introduced Moshe Sharett at the main session and extended his Government's best wishes to the UJA campaigners.



Honorary Chairman Edward M. M. Warburg shown as he was delivering his stirring address at the main gathering of the Conference, the dinner session on Saturday, December 15.



Mrs. Michael H. Katz lights candles on Menorah made by students at UJA-supported vocational school in Poland to signalize renewed contact between Polish Jews and the American Jewish community.

(Continued from Page 2)

At the Conference session on Sunday, December 15, after National Chairman Jack D Weiler called for the "cash line" of representatives from communities throughout the country to make their community check presentations, Mr. Berinstein noted that they used the same microphone that was utilized for the big individual gift announcements. "You have used the most expensive 'mike' in the world!" he commented.

### **Rescue Fund Action Follows Reports on Migration and Absorption Crisis**

The Rescue Fund decision was taken after the delegates heard reports which indicated that up to 80,000 Jews from Eastern Europe and Moslem countries may reach Israel and other countries in which they can make a new start next year.

In voting the Rescue Fund, the Conference observed that UJA's regular campaign, meanwhile, must make possible continued welfare and absorptive aid to an additional 535,000 men, women and children, including immigrants already in Israel, distressed Jews in Europe and Moslem lands, and refugees in this country, for which \$102,031,800 would be required.

### **Lehman's Words Spark Rescue Fund Response**

If there was one influence more than any other that assured the adoption of the 1958 Rescue Fund, it was the words spoken by that beloved figure in American Jewish life, the former Governor and U.S. Senator from New York and the Honorary General Chairman of the UJA, Herbert H. Lehman.

Calling forth "pride that we are part of the generation that salvaged the survivors of the concentration camps and then saw 2,000 years of Jewish longing come to fruition," Mr. Lehman declared:

"Now we have come together again in the face of another emergency. What would be more tragic than the possibility that on the 10th anniversary, in the midst of their thanksgiving, the people of Israel would be forced to say to Jews who wished to come to Israel, who must come to Israel, 'No, you cannot come!'"

Strongly urging the gathering of key leaders to vote for the new Rescue Fund, Mr. Lehman added, "And if I am permitted to read your minds and interpret the well-springs of your hearts, I am certain that all of us will support that effort with all our might." A tremendous ovation showed that he had truly read their minds and their hearts.

### **Gift Outpouring Underlines Sharett's Theme of Rededication**

The flood of advance gifts served to underscore the main theme of the major Conference address made on Saturday evening, December 14, by Moshe Sharett, member of the Knesset and former Prime Minister and Foreign Minister of Israel. Mr. Sharett, pointing out that the building of Israel as a democratic haven for the homeless was the mission of Jews everywhere, declared that "American Jewry's response to the historic challenge has been of decisive importance."

"Under the auspices of the United Jewish Appeal," Mr. Sharett stated, "and also in recent years, under the aegis of the Israel Bond issue, American Jewry has become imbued with a sense of rededication to its share of responsibility in that great historic partnership. The record is not only one of massive and continuous performance, but it is of a deeply moving moral significance."

The Israel statesman stressed that not all those who are entering Israel are fleeing from misery in the material sense. "Many of them are fugitives from quite a different type of misery," he emphasized. "They flee from bondage, human and national, even religious. They seek freedom and dignity, national and personal."

Mr. Sharett warned, however, "that just as man does not live by bread alone, even less can he live by dignity and freedom alone. In the countries of origin of some of these people, they used to buy bread and work at the price of freedom. It is inconceivable that they should be invited now to acquire freedom in Israel at the price of bread and work. Therein lies your responsibility. Israel can only give them freedom, dignity, a chance of a secure and independent existence. The rest you must provide."

### Warburg Gives Inspiring Account of UJA Role in Jewish Life

In one of the most moving addresses of the Conference, UJA Honorary Chairman Edward M. M. Warburg traced the significance of the UJA in Jewish life during the last two decades and made a stirring plea for carrying forward its great humanitarian work to meet the stern tasks of its 20th campaign.

"The forthcoming drive is not just another campaign," Mr. Warburg stressed. "It is the beginning of the 20th successive year in which we speak and act as the United Jewish Appeal — and it is thus a moment when we may soberly appraise ourselves and the meaning of what we have done."

### History's Command Answered

"It was in a dark moment of history that the United Jewish Appeal was born — out of our anguish and our helplessness, the child of our determination and anger. And in these dark days we were given a mission, a command, brief and without qualification. Quite simply it was; go save them! We accepted the mission. We obeyed the command and those who have given us the mission and the command responded again and again by giving us the weapons and the ammunition for this particular battle."

### 'Givers of Life' and 'Makers of History'

Since the days of its founding, the UJA's mission has been one of mercy, Mr. Warburg noted. "But the accomplishment of that mission has helped to change the face of the world", he pointed out. "We have moved hundreds of thousands of men, women and children to safety, to new homes. We have taken the entire Jewish communities of Yemen, Bulgaria, Libya and of other countries and brought them to Israel. Without us, where would these be now? Would they still live?"

"We are the Givers of Life, but we are also the Makers of History, and we shall continue to be," he went on. "In fulfilling our purpose we have molded and changed the face of the earth, we have helped to transform its peoples. And in my opinion, the changes we have wrought have helped to make the world a better place, not only for its Jews, but for all mankind."

### UJA's Continuing Mission

"This is what is in my heart — and in yours," Mr. Warburg concluded: "Wherever there are Jews hungry, there we must be. Wherever they are in need, there we must go."

Wherever they lack a place to rest and be saved, we must bring them shelter. Wherever they are in sickness and in distress, we must heal them and comfort them.

"We need give each other no pledges. We need ask no vows. We nonetheless go forth with our mission clear and the goal before us. We who have given life to hundreds of thousands will give more. We who have made history will make more. We who have helped to change the world will change it even more. We have chosen. We have been chosen. We are dedicated. Out of their need, out of their anguish, they have cried out to us. I hope we have given clearly our answer."

### **Rosenwald Hails UJA Supporters -- Asks Another Great Effort**

UJA General Chairman William Rosenwald, who presided at the main session on Saturday evening, traced the magnificent record made possible by UJA supporters since 1939 — more than a billion dollars raised to aid more than 2,600,000 men women and children, with 1,300,000 brought to safety in free lands, 1,000,000 of these to the land of Israel.

While hailing the past accomplishments, Mr. Rosenwald called for no letup in meeting the responsibility and opportunity of saving the thousands of Jews who still look to the UJA as their one hope. "From bitter experience," Mr. Rosenwald declared, "we have learned that when we have those opportunities we must seize them promptly and to the hilt."

Pointing out that "a common heartbeat unites rescued and rescuer alike," Mr. Rosenwald said "this unity includes masses of refugees fleeing for their very lives and large groups in America, like this meeting tonight...ships and planes landing in Israel with their precious cargoes of homeless souls and groups of volunteers traveling to visit communities on behalf of the UJA...a unity that combines the anguished cries of suffering with the joyous shouts of reunion."

"This coming year," Mr. Rosenwald told the deeply-moved gathering, "Israel and the United Jewish Appeal will celebrate this brotherhood of man, and in the name of this sacred brotherhood I am glad and proud to welcome you here tonight."

### **Dr. Goldmann Warns of Threat to Israel**

In the major address of the final session, Dr. Nahum Goldmann, Chairman of the Jewish Agency, the organization which carries out immigrant aid programs in Israel and financed chiefly by the UJA, warned against any settlement of the Middle East problem at "the expense of Israel's territorial integrity."

Emphasizing that such attempts would be "perilous to Israel's existence and would not stabilize the Middle East," Dr. Goldmann stressed that "the weakening of Israel, an exemplar of democratic living to all Africa and Asia, would weaken the democratic cause among the underdeveloped countries and could be a fatal blow to the moral stature of the free world."

### **Dr. Joseph Cites Absorption Crisis**

Earlier Conference sessions heard addresses by Dr. Dov Joseph, Treasurer of the Jewish Agency for Palestine; Albert A. Levin, UJA Chairman for Regions, and an

emotion-stirring report on their tour of Poland by Maurice Saltzman, Chairman of the Cleveland campaign, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman. For the Polish report see Page 16.

Dr. Joseph warned that the severe shortage of philanthropic funds had slowed down Israel's absorption program "to the danger point." The Jewish Agency Treasurer emphasized that the problem of housing continues to be Israel's "greatest financial headache," with the inflow of newcomers outpacing the housing construction program.

On the positive side, Dr. Joseph noted that since the establishment of Israel, new housing has added 471,000 rooms to accommodate some 240,000 families; that Israel's labor force had increased from 250,000 in 1948 to 521,000 today; that the country's national income increased by 19 per cent.

Dr. Joseph also pointed to Israel's achievements in the field of science and technology "in which it stands head and shoulders above all the much larger and richer countries of the Middle East."

### **UJA Overseas Mission Report Spurs Special Fund Decision**

A report on the 1957 UJA Study Mission to Europe and Israel by Mr. Levin paved the way for adoption of the UJA's 1958 Rescue Fund. He summarized the findings of the 100 leaders who attended the JDC Country Directors' Conference in Paris, surveyed UJA-aided programs in Israel, and met with leaders of the Israel Government and the Jewish Agency in October. A sub-committee of the Mission went to Vienna to study Jewish refugee conditions there.

Mr. Levin declared that the Jews of America have played "an indispensable part in helping Israel receive nearly a million immigrants in the first decade", but that "all we have given has obviously not been adequate to absorb the immigrants who have reached Israel's shores.

"If we are to help many thousands more people reach Israel in the year ahead, if we are to help tackle the enormous backlog of needs arising from the fact that Israel's doors opened to 82,000 newcomers in 1957, if we are to take advantage of the historic opportunity to help people at the moment they have the right to move, American Jews must take special measures to deal with these special situations," Mr. Levin said.

Other key leaders who addressed Conference sessions were Dewey D. Stone, Joseph Holtzman, Samuel H. Daroff, Jack D. Weiler and Sol Luckman, National Chairmen of the UJA; I. D. Fink, a member of the UJA National Campaign Cabinet, who gave a special report on Iran, and Charles H. Jordan, Director General of JDC Overseas Operations.

### **Delegates to Press for Early Action in Campaign**

The general feeling of the delegates as to the first goal for 1958 was to meet the greatest part of the year's commitments by the time of the UJA Anniversary Conference in Jerusalem next June 24-26. Thereby, when UJA marks its 20th year, as Israel celebrates its 10th year of independence, UJA results will be able to give the occasion real meaning.

## CASH FLOOD FROM COMMUNITIES SPEEDS UJA LIFE-SAVING WORK

At the final session of the Annual National Conference on Sunday, December 15, representatives from many communities from coast to coast formed a "cash line" to present checks from their local drives to help assure that UJA's overseas migration and resettlement programs can be kept going with no delays. Morris W. Berinstein, incoming General Chairman, and National Chairman Samuel H. Daroff received the checks on behalf of the UJA. The pictures on the following two pages were snapped as the community representatives presented the checks. Many other communities already had sent in their checks to the UJA headquarters.



Jack D. Weiler, N. Y., Joseph Holtzman, Detroit



A. Stanton, G. Borowsky, Philadelphia



L. Goldman, A. Kanner, Miami



Herbert Schiff, Columbus



Adolph Kiesler, Denver



Martin Nadelman, Houston



W. Seltzer  
St. Louis



D. Mullen  
Sheboygan



R. Lowenstein  
St. Paul



Mrs. M. Katz  
Kansas City



C. Schwartz  
Akron



L. Kaufman  
Metuchen



I. Levick  
Buffalo



Ben Golub  
Schenectady



M. Glauspiegel  
Milwaukee



Mrs. W. Diamonstein  
Newport News



G. Feldman  
Allentown



J. Gittelman  
Fall River



M. Webster  
Flint



Mrs. S. Aiolo  
Rochester



S. Goodwin  
New Haven



L. Goldner  
Syracuse



B. Natkow  
South Bend



N. A. Naboichek  
Hartford



B. Kramer  
Atlantic City



Z. Resnick  
Asbury Park



L. Resnick  
Ellenville



B. Silverblatt  
Lowell



B. Dubin  
Camden



M. Aronsberg  
Hoboken



Mrs. O. Shindler  
Hurleyville



L. Glusman  
Lower Bucks County



Dr. A. P. Nassiter  
San Diego



H. Rubenstein  
Wilmington



L. Willis  
Portland



Mrs. B. Fensterwald  
Nashville



N. Friedman  
Louisville



R. Kapelove  
Dayton



Judge A. Lieberman  
No. Hudson



Mrs. L. Rosenbloom  
Elmira



H. Weiner  
Toledo



S. Beren  
Wichita



M. R. Tamoff  
Plainfield



J. Sher  
Easton



B. Swirsky  
Springfield



H. Hassenfeld  
Providence



P. Himmelfarb  
Washington



I. Factor, D. D. Stone, A. Freeman  
Wallingford



L. Kagan  
Jersey City



Irving Jaffe  
Dallas



R. Segalman, D. Stein  
Waterbury



M. O. Laster, J. Mintzer  
Richmond



S. Weisberg, J. Goodman  
Norfolk



Dr. & Mrs. H. Jasper  
Albany

## COMMUNITIES HONORED FOR RECORD-BREAKING EFFORTS

The following pictures taken at the UJA National Conference show National Chairman Joseph Holtzman, 1957 General Chairman William Rosenwald and Executive Vice-Chairman Herbert A. Friedman presenting special awards to representatives of communities that topped all records in their 1957 campaigns. The complete list of record-breaking communities included: Arizona—Phoenix, Tucson; California—Elsinore, Palm Springs, San Francisco, San Diego; Colorado—Denver; Connecticut—Newton, Willimantic; Florida—Clearwater, Hollywood, Miami, St. Petersburg, Sarasota; Idaho—Idaho Falls; Louisiana—New Orleans; Maine—Lewiston; Michigan—Albion, Detroit; New Hampshire—Dover; New Jersey—Chatham, Englewood, Metuchen, Princeton, Teaneck, Westfield; New Mexico—Albuquerque; North Carolina—Chapel Hill; Ohio—Cleveland; Oklahoma—Tulsa; Pennsylvania—Lower Bucks County, Mt. Pleasant and Titusville.



Paul Kapelow, New Orleans



Milton Taubman, Tulsa



Dr. A. P. Nassiter, San Diego



William Friedman, Palm Springs



Samuel Smith, Dover, N. H.



Dr. Morris Goodman, Miami





David Goldman, Teaneck



Adolph Kiesler, Denver



G. Marvin Schoenberg, San Francisco



Edward L. Myerson, Chatham, N. J.



Alfred Warner, Lower Bucks County



Mrs. Henry Wineman, Detroit



Leonard Ratner, Cleveland



Lester Kaufman, Metuchen

## MAURICE SALTZMAN AND RABBI FRIEDMAN RETURN FROM POLAND AND GIVE CONFERENCE DELEGATES DRAMATIC STORY OF THE JEWISH REMNANT THERE

With the recent invitation from the Government of Poland to the Joint Distribution Committee to return to Poland to aid Jewish repatriates from Russia, the American Jewish community for the first time in eight years now has direct contact with the remnant of a Jewish community that was the most populous in pre-Hitler Europe.

To bring back an eye-witness picture of Jewish life in Poland today and first-hand information on the requirements of UJA-financed aid programs there, a two-man UJA mission made a six-day intensive tour of Poland and returned in time to report to the UJA National Conference on December 13. The two-man team consisted of Maurice Saltzman, nationally prominent UJA leader who is Chairman of the Cleveland campaign, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

### Rabbi Friedman Tells of the Repatriates

In his report on Poland, Rabbi Friedman gave the story of the Jews who are among the thousands of Poles being repatriated from Russia. Some 10,000 Jews already are back in Poland after years of existence in various sections of the Soviet Union and are receiving help from the Joint Distribution Committee, a major agency of the UJA.

Noting that next Pesach would mark the 15th anniversary of the Warsaw Ghetto's last-ditch stand against the Nazis, Rabbi Friedman told of his visit to the sacred rubble of the Ghetto. He reminded the gathering how, in the Pesach season of 1943, youngsters in one bunker with a Haggadah they had saved "read the story of the fight against Pharaoh, and the Exodus and freedom, and then went out of the bunker with the bottles of gasoline and the hand grenades" to face the Wehrmacht.

Only a handful survived the destruction of the Warsaw Ghetto, but, Rabbi Friedman explained, many Jews had gotten away to the east as the German armies advanced. Many of them came back to Poland in 1946, he continued, "and that was the first time I saw them, when we took them to DP camps and then put them on boats and they went to Palestine."



At a reception center for returnees to Poland from the Soviet Union, Maurice Saltzman and Rabbi Herbert A. Friedman hear the stories of some of the Jewish men, women and children recently repatriated.

## The New Returnees

Now, other Jews are coming back after long train-rides out of the depths of the Soviet Union. On their arrival at a Polish repatriation point, Rabbi Friedman reported, they are given 300 zlotys — about \$1.50 — and wait for weeks while the Government does its best to find housing to assign them. When a group of families finally is assigned to some town, they go to the committee working with the JDC and receive up to 5,000 zlotys — roughly \$20 — per family to buy a bed, a chair, a pair of shoes or some other necessity.

This help, said Rabbi Friedman, does not have the mere meaning of dollars or of shoes, "but it is the saving of the soul, because they know that they are not being forgotten."

## Remembrance of Things Past

He told of the tragic compulsion that the returnees feel — to seek from town to town for any sign of those they left behind. But they soon learn that the past is dead. The Jews who lived by the hundreds of thousands in such cities as Lublin and Crakow and Bialystok as well as in scores of towns and villages are all gone. In Bialystok today there are 20 Jewish families, in Lublin, 50. "The biggest Jewish community in Poland today," Rabbi Friedman commented, "is in a town called Lignitsa, with 700. There are five rabbis in all of Poland. Do you know what this means in a Poland where the mothers called a child 'a little tzaddik'?"

Rabbi Friedman emphasized that most Jews want to leave Poland because they cannot see the possibility of a full Jewish life for themselves or their children.

## The Chance for the Future

The one bright picture that emerges from the dark story of Poland's Jews, Rabbi Friedman said, is the fact that 35,000 were enabled to start new lives in Israel during the past twelve months and that, with the continued helpful attitude of the Polish Government, the emigration is continuing.

Citing this task of assisting the remnant as "an act of holiness," Rabbi Friedman concluded with this moving message:

"Our continued dedication to the holiness of helping to build new lives for others is the way we shall save ourselves. We shall reunite land with people... people of Morocco, people of Tunisia, people of Egypt, people of Poland. They are the ones who carry the ideals burning in the breast. They are the people who taught the children who shall teach the future. Land with people, salvation and rescue of both is our holy mission.

"We won't discharge it in one year. This is what we live for. We pay our debt to the dead by the depth of our love for the living. This is our task for the year ahead."

### Saltzman: "Where Are the Jews of Nishelsk?"

Mr. Saltzman told of his pilgrimage to Nishelsk, a town of 6,000 people 40 miles north of Warsaw. He went there not only because his mother and father were born there, but because the place symbolizes "the kind of town from which came the parents or grandparents of a great majority of our Jewish people here in America."

Fifty years ago, Mr. Saltzman pointed out, Nishelsk was more than 90 per cent Jewish, but he couldn't find a single Jew in the town. "Where did they all go?" he asked. And then he gave the bitter answer:

"A certain number came to America and I am so thankful that my parents were among them. A certain number went to Israel. Others fled before the invading German armies into Russia, in search of a haven. But what happened to the largest number? They went to Oswiecim, which the Germans called Auschwitz."

### But What of the Living

Then Mr. Saltzman told of his visit to Auschwitz and its neighboring camp, Birkenau, where more than a million Jews were murdered. He described the grisly reminders of that orgy of slaughter. The piles of clothing stripped from the victims before they entered the gas chambers ... the tons of hair shorn from the heads of the dead ... the heaps of eyeglasses, watches and rings ... thousands of children's and infants' shoes from the babies who perished with their parents ... the vast mound of human ashes lumped together in one cairn.

"That is what is left," Mr. Saltzman said, "of 6,000,000 Jews from Nishelsk, from Amsterdam, from Warsaw, from every Jewish community in Europe. I traveled 350 miles out of my way just to see that place. But it really wasn't out of my way. Because if every Jew in America went out of his way to see the place, the United Jewish Appeal would be able to raise \$500,000,000."

Then Mr. Saltzman turned to the problem of the living, some 40,000 left from the pre-war Polish Jewish community of more than 3,000,000. He and Rabbi Friedman traveled to Warsaw, Lodz and Upper and Lower Silesia, where the majority of the Polish Jews are to be found today. "For most of those who survived," explained Mr. Saltzman, "did not go back to the cities and towns from which they originally came. They felt that they would be tormented by the memories of their loved ones."

The UJA visitors spoke with hundreds of Jews during their survey tour. "The vast majority," Mr. Saltzman said, "want to go to Israel." He told of one white-haired old lady living in a home for the aged that also sheltered the maimed, the sick and even many who were mentally ill. Her arm bore the tattooed concentration camp number. Her husband, children, relatives were all gone. "'What can we do for you?' I asked. First she looked right into my eyes and then, looking up into heaven, she said, 'Oh, God! To spend the rest of my days in Israel, that is all I ask!'"

### These Can Be Saved

"We did not have the opportunity of saving the 3,000,000 Jews who were exterminated," Mr. Saltzman summed up, "but now, today, we can help those who are left. We must take care of these people. We must help them right now."

**NOTABLE GROUP OF ISRAELIS COMING TO SPEAK ON BEHALF OF UJA CAMPAIGN;  
 GEN. DAN TOLKOWSKY, COMMANDER OF AIR FORCE, HEADS YOUNG LEADERS LIST**



Gen. Dan Tolkowsky



Gershon Avner



Arieh Nesher



Dr. Bernard Casper



Yaacov Vilan



Theodore Feder



Max Braude



Mrs. Rachel Hubner



Daniel Brisker



Benjamin Kaplan



Rolf Kneller



Moshe Nacht

A group of Israel's most dynamic younger leaders and "doers" is coming to the United States to address audiences throughout the country on behalf of the United Jewish Appeal. The visitors from Israel will begin arriving here in February and several will be available to communities until the end of May.

Led by Brigadier General Dan Tolkowsky, brilliant young Commander of the Israel Air Force, and Gershon Avner, recently appointed Director of the United States Division of Israel's Ministry for Foreign Affairs, the speakers include topflight representatives of Israel's people from the military and diplomatic services, agriculture, business and academic worlds. These Israelis, who are in the forefront of the building of the young State and the absorption of new immigrants, speak with authority on the major phases of Israel life. They represent the outstanding young men already in positions of high command or being groomed to shape Israel's future.

In addition, top officials of overseas relief and emigration programs are coming here from Europe to spotlight the work of caring for and bringing masses of Jewish refugees to Israel and other free lands.

General Dan Tolkowsky is the man who built from a tiny collection of World War II aircraft a trained jet-propelled striking arm that surprised the world with its major role in the smashing Sinai effort of 1956.

Now 37, he was a wartime combat flyer with the RAF. The British-educated Sabra was instrumental in modernizing the Jewish State's air arm in 1957. He assumed command of the Air Force in 1953 after serving under General Chaim Laskov, famed Sinai Armored Corps Commander, then Air Force Chief. A jet pilot himself, enthusiastic fruit grower, trained engineer, son of a well-known pioneer family in Palestine, the handsome, erudite General Tolkowsky is one of the most exciting visitors ever to come here from Israel.

Here are the other speakers who will appear for the UJA:

Gershon Avner, who has established a reputation as one of the State's outstanding young diplomats, holds a key post in the Ministry for Foreign Affairs as Director of its United States Division. Formerly Counselor to the Israel Embassy in London, he has served as Director of the West European Division of the Foreign Ministry. Mr. Avner also was Chargé d'Affaires at Israel Consulates in Budapest and Sofia. Not yet 40, he received his education at Oxford and Exeter Universities in England.

Colonel Gideon Alrom is another of Israel's brilliant young military leaders. A striking personality and an excellent speaker, this young Sabra is Commander of the Israel Air Force Fighter-Bomber Base, a post he held during the Sinai campaign. Previously he commanded the Flying School and the Air Force Staff School. He served in England's Royal Air Force from 1940 to 1946.

A top leader of the Mapai Party, presently its Information Chief, the dynamic Arieh Nesher comes to the United States for the second time to speak for the United Jewish Appeal. In late 1946-47 as "Foreign Minister" of the Central Committee of Liberated Jews of Europe — the association of Jewish concentration camp survivors in Europe — he stirred the UJA Annual National Conference at Atlantic City and other American audiences with his compelling report of the needs for Jewish displaced persons to start their lives anew in Palestine. At that time he was known as Leon Retter. Born in Russia, he survived the Nazi occupation as an underground leader, and later he became a leader of the Jewish DP's in Germany. He emigrated to Israel in 1948 and has worked extensively in providing vocational training for immigrant youth.

Jerusalem-born Yehoshua Almog, secretary to Israel's President Itzhak Ben-Zvi, is an authoritative writer on economic and historical subjects and one of the best informed men in Israel. Educated at the American University, Beirut, he conducted several foreign missions for the Jewish National Fund, and joined the Foreign Ministry in 1952.

Dean of Students of the Hebrew University, Dr. Bernard Casper achieved a brilliant record as Senior Chaplain to the Jewish Brigade during World War II. A graduate of Cambridge University, he is the former spiritual leader of the Western Synagogue, London, and was Director of Education of the Manchester Central Board of Religious Hebrew Education.

Captain Shmuel Gat, outstanding young Public Information Officer of the Israel Army, who pursued his university studies in Massachusetts, has conducted many visiting groups of American leaders on special Study Missions in Israel.

Founder and President of El Al Israel Airlines from 1949 to 1956, Louis Pincus presided over the purchase of its new Britannia jet airliners, and negotiated rights for El Al in the United States, England, and a dozen other important countries. In 1948, arriving in Israel from his native South Africa, he was named legal advisor to Israel's first Ministry of Transport.

Another one of Israel's most vigorous political figures is Yaacov Vilan, a leader of the Hashomer Hatzair youth group. A founder of Kibbutz Negba, and British Eighth Army veteran, he was commander of the Negba post which repelled the Egyptian invasion in the South, during the War of Independence. During the Sinai Campaign he was commander of the Beersheba area. Mr. Vilan was in the United States previously as a member of a Histadrut Mission with President Ben-Zvi.

One of the top authorities on the Middle East, Jack Lavie, noted journalist and foreign correspondent, will also be featured on this year's roster of speakers. Born and reared in Egypt, he has reported world events from Israel for many years as correspondent for International News Service.

From Europe, two top figures in refugee relief work will speak for the UJA this year. With a background of active leadership in every phase of Jewish rescue and resettlement work on three continents, both men are especially familiar with the situation of surviving Jews in Poland.

Theodore Feder, Director for Austria of the Joint Distribution Committee, recently cared for thousands of Jewish escapees from Hungary. A U. S. Army officer at the time of the liberation of Europe, he served from 1946 to 1952 as JDC Deputy Director and Liaison Officer with the U. S. Army and the International Refugee Organization, and later as JDC Director for Germany as well as Austria. He helped care for more than 150,000 Polish Jews who fled to the Western-occupied zones following the war, and was one of the major figures in emptying the DP camps. He not only eased the lot of post-war Jewish survivors of nazism but expedited the emigration of tens of thousands of Jews to Israel.

Max A. Braude, Director-General of the World ORT Union, with headquarters in Geneva, is one of the best informed Americans on work being done to help Jews in need build useful new lives. Chaplain with the U.S. 7th Army in Europe, following hostilities, he concerned himself with the interests of the Jewish DP's and resigned from service in 1957 with the rank of Lieutenant Colonel, to continue his program for them. He served with the International Refugee Organization from 1947-51 when he joined ORT. In Germany he was Chief of Camp Operations, Chief of Care and Maintenance, and later was appointed Special Assistant to the Chief of Mission and Liaison to the Bonn Government and the U. S. High Commissioner.

Returning to this country are several of Israel's outstanding personalities who have previously participated in successful speaking tours for the UJA. They include Daniel Brisker, a Youth Aliyah leader who has helped thousands of young newcomers become productive citizens; Mrs. Rachel Hubner, noted for her work with immigrant women and a founder of the Women's Corps of Israel's Defense Force; Benjamin Kaplan, a top expert in land utilization who is Deputy-Director of the Lachish Development Region of the Jewish Agency's Agricultural Settlement Department; Rolf Kneller, a pioneer of Israel's motion picture industry who filmed stirring scenes of the War of Liberation as a combat photographer, and Moshe Nacht, Legal Advisor to the Ministry of Defense and an authority on defense problems.

**UJA ANNOUNCES EXTENSIVE PROGRAM FOR 20TH ANNIVERSARY CONFERENCE  
IN JERUSALEM NEXT JUNE 24-26, AND THRILLING TOURS OF ISRAEL**



A glimpse of a modern quarter of Jerusalem, where the UJA will hold its Anniversary Conference next summer.

The United Jewish Appeal national office has just announced new details of the inspiring program being arranged for attendees at the UJA 20th Anniversary Conference to be held in Jerusalem on June 24, 25 and 26, 1958. The latest announcement also listed the exciting itinerary for the optional extended tour of Israel that will be available to those participating in the Conference.

Besides the special events planned for the unprecedented UJA meeting, all who attend the Conference will be in Israel during the height of the State's celebration of its 10th year of independence and will be able to join with Israel's people in this festival of freedom.

**Low-Cost Tour Offered**

In cooperation with the Israel El Al Airlines, the UJA Anniversary Conference Committee has arranged a 15-day, all-expense tour from New York which offers a full sightseeing program in Israel of 14 days and 13 nights, including the Conference in Jerusalem. The trans-Atlantic flights will be made in El Al's new fleet of long range, turbo-propelled Bristol-Britannias — the plane that just flew from New York to Tel Aviv in 14½ hours, a new record for commercial airliners. The total cost is \$998.00 divided as follows: \$831.60 for the round trip flight, economy class, and \$166.40 for the sightseeing program and full maintenance in Israel. The UJA also will make arrangements for those who want trips of shorter duration.

**UJA Anniversary Conference Program**

On June 23rd, the Israel Army and Air Force will stage special maneuvers for the Conference attendees, climaxed by a mass parachute jump. That evening, the army will give a ball in honor of their American guests.

Conference sessions will begin on the evening of June 24, in the Amphitheatre of the Hebrew University in Jerusalem. Itzhak Ben-Zvi, President of Israel, will address the Conference's opening session. The Kol Israel Symphony Orchestra, mass choirs and famous dance groups will provide the entertainment.



The morning of June 25 will be devoted to a special tour of historic and religious shrines and other places of interest in Jerusalem and a visit to the Jerusalem Exhibit. The mayor will proclaim this 6 UJA Day in Jerusalem.

The Conference will assemble at noon in the main auditorium of the Convention Hall — the Binyana Hauma. There will be a Roll Call of the American communities represented at the Conference, followed by the formation of the "Cash Line", the traditional mid-year ceremony of transmitting funds from communal campaigns to the UJA.

The Conference attendees will be the honored guests of President Ben-Zvi at a reception and garden party at the Rose Garden — Gan Hashoshana. Prime Minister David Ben-Gurion will address the evening session of the Conference.

On June 26, the Conference attendees will join in a program that will include:

1. Pilgrimage to Mt. Herzl, the final resting place of Dr. Theodore Herzl, father of the Jewish State; then to the Military Cemetery and the War Memorial honoring the fighters who died in the war for Israel's liberation.
2. Pilgrimage to the Mount of Remembrances — Har Hazikaron — for memorial services for the 6,000,000 Jews martyred by the Nazis.
3. Visits to Kibbutz Ramat Rahel and the Mandelbaum Gate — scenes of the fiercest fighting between Israel's defenders and the Arab forces during the War for Liberation.
4. Ceremonial of inscribing of names of 20th Anniversary Conference attendees in "The Book of the Pilgrimage", which will remain in Jerusalem as a permanent record of their participation in the Festival celebrating Israel's 10th Anniversary.
5. Distribution of certificates to Conference attendees.

#### **Tour to Cover All Regions**

The 14-day, 13-night tour will cover virtually every place of current, historic and religious interest in the four great geographical regions of Israel — Judea, the Plains of Sharon, the Negev and Galilee. Trips will be taken through Tel Aviv, Jerusalem, Haifa, Nazareth, Safed, Beersheba, the border settlements along the Gaza Strip, and the Huleh and Lachish development areas.

In all places visited, the Conference attendees will see their UJA gifts at work — in the vast network of health and welfare projects maintained by Malben for the sick and handicapped immigrants of all ages; in the Ulpanim, the specialized Hebrew language schools for newcomers; the docks of Haifa where ships from Marseilles and Naples bring in Jewish immigrants from Poland, North Africa and other areas; the new development villages and agricultural centers replete with schools, hospitals, synagogues, roads, built and building to absorb immigrants old and new.

#### **Where to Get More Information**

Complete information on all phases of the Conference and the tour can be obtained at local Welfare Federation offices or by writing directly to: UJA 20TH ANNIVERSARY CONFERENCE COMMITTEE, 165 West 46th Street, New York 36, N. Y.

Special Announcement  
JERRY LEWIS, America's Top-Flight Comedian  
GEN. DAN TOLKOWSKY, Commander of Israel's Air Force  
will appear as guest speakers



YOU ARE EARNESTLY INVITED

TO JOIN IN THE

*National Inaugural Dinner*

OF THE

*1958 United Jewish Appeal*

TO HONOR

*William Rosenwald*

FOR HIS INSPIRED LEADERSHIP AS

GENERAL CHAIRMAN OF THE UNITED JEWISH APPEAL

*1955-1957*

CLIMAXING TWO DECADES OF SELFLESS SERVICE TO  
REFUGEES, JEWS IN NEED OVERSEAS AND ISRAEL'S NEWCOMERS

AND TO LAUNCH THE

20TH ANNUAL UNITED JEWISH APPEAL

FOR LIFE AND FREEDOM

*Fontainebleau Hotel*

*Miami Beach, Florida*

SUNDAY EVENING, MARCH 2, 1958

AT SIX-THIRTY

*Morris W. Berinstein*

GENERAL CHAIRMAN, 1958

# REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

\$100,000,000

UJA RESCUE FUND

Over and Above

1958 REGULAR CAMPAIGN GOAL

\$102,031,800

1958 UNITED JEWISH APPEAL on behalf of United Israel Appeal, Joint Distribution Committee, New York Association for New Americans

1939-1958



ANNUAL CAMPAIGN FOR LIFE AND FREEDOM

Vol. XIII, No. 2, March 21, 1958

165 West 46th St., New York City

NOT FOR PUBLICATION

UJA INAUGURAL SETS RECORD ATTENDANCE

**\$18,400,000**  
**INITIAL GIFTS**  
**ANNOUNCED**



WILLIAM ROSENWALD HONORED FOR LEADERSHIP

## LEADERS AT NATIONAL INAUGURAL CONFERENCE SET MAGNIFICENT STANDARD OF GIVING



Milton Kahn, of Boston, Chairman of the UJA Speakers Division, opens card-calling at UJA Inaugural Campaign Dinner, in the Fontainebleau Hotel, Miami Beach, on March 2, where 1500 enthusiastic guests launched the UJA's 20th Annual Campaign.

The time was Sunday night, March 2, 1958. In the Fontainebleau Hotel at Miami Beach, 1,500 American Jewish leaders gathered at the National Inaugural Dinner of the United Jewish Appeal, poured forth \$18,400,000 in initial gifts as a resounding assurance that there would be no relaxation in the UJA's life-saving work.

### Berinstein Hails Inspiring Example Set by Leaders

UJA General Chairman Morris W. Berinstein, who presided, announced that this 10th successive Inaugural Dinner in Miami Beach had set a new record for attendance. But far more important, he said, was the "outpouring of magnificent gifts which proves that there is no recession in your support of those who desperately need your help. And as many of you are business leaders in your home communities, your response gives confidence that the American economy is heading for a renewed upsurge. All UJA supporters now will be inspired to follow the high standard of giving you have set here tonight."

### Action Answers Plea by Gen. Tolkowsky

The multi-million-dollar response which launched UJA's 20th annual campaign during Israel's 10th year of independence, came as a meaningful answer to a moving plea on behalf of Israel's immigrants by Brigadier General Dan Tolkowsky, 37-year-old Commander of the Israel Air Force.

Gen. Tolkowsky stressed that recent new alignments of Arab countries have produced new stresses and difficulties for Israel's people. "No one knows," he commented, "what the new political combinations hold in store for the Middle East and the rest of the world. But Israel's people know that they must tighten their belts another notch to continue the building of a free and democratic nation."

This new development, he said, makes it more imperative than ever for American Jews to take over financial responsibility for the humanitarian work of caring for the hundreds of thousands of uprooted Jews who were given haven in Israel in recent years.

"This is the task that we are confident will be met in greatest possible measure by the conscience and conscientiousness of the United Jewish Appeal supporters," he said.

## Unique Honor For Rosenwald

For the first time in UJA history, the formal launching of a new campaign was focussed on the honoring of an individual. This unique tribute was given to William Rosenwald, a key figure in organizing the UJA in the dark period of 1939 as the unified humanitarian instrument of the American Jewish community. Mr. Rosenwald served as General Chairman for the highly successful drives of 1955, 1956 and 1957.

On behalf of the UJA, Joseph M. Mazer, Chairman of the 1958 UJA Rescue Fund, presented Mr. Rosenwald with a silver-encased Hebrew scroll of the Book of Esther. The presentation bore this inscription:

"Presented by the United Jewish Appeal Inaugural Conference to William Rosenwald, in grateful acknowledgment of the brilliant leadership he provided the United Jewish Appeal, and of the heart, soul and high sense of dedication he brought to this great cause."

In making the presentation, Mr. Mazer referred to the Menorah which had been presented to Mr. Rosenwald at the UJA Annual Conference in New York in December of last year. That gift, presented on the eve of Chanukah, was given because "the Menorah is a symbol of light and, as such, is due a man who has done so much to illuminate the life of people who otherwise would live in darkness and despair." He then added that on the eve of Purim, the Book of Esther was being given to Mr. Rosenwald because "the Megillah tells a story which symbolizes the work of the UJA, the rescue of a Jewish community in grave peril. In the work of rescue of fellow Jews, Mr. Rosenwald has played an unforgettable role."

Mr. Mazer then pointed out that while the UJA is actually 20 years old, it is so deeply rooted in the life of the American Jewish Community that its existence is already taken for granted.

"But it took men of vision," he said, "and of great moral and spiritual strength to bring the UJA into being. Foremost in the ranks of those who helped form the UJA and who have been responsible for its destinies since that date is the man we are honoring this evening, William Rosenwald."

## Ben-Gurion Lauds Rosenwald

In Israel, too, he added, there is grateful recognition of Mr. Rosenwald's outstanding leadership. He read to delegates a letter sent by Prime Minister David Ben-Gurion to Mr. Rosenwald which stated, in part:

"Throughout these critical times, we in Israel drew much sustenance, both moral and material, from the Jewish community in America. And the UJA, under your leadership, was in the forefront of this lifeline of assistance and support without which our progress might well have been jeopardized.

"May I therefore express to you, on behalf of the Government of Israel and myself, our sincere appreciation for your invaluable contribution to the State of Israel, and indeed to the entire Jewish people."

## Rosenwald Credits Communities With UJA Progress

In response to the presentation, Mr. Rosenwald expressed thanks for the tribute paid him but said that the real credit for "everything that has been accomplished by UJA belongs to the Jewish communities of the United States, to the people who have shown by their work and great giving a burning desire to help our suffering fellow-Jews overseas."



**William Rosenwald (left), UJA National Chairman, and General Chairman for 1955, '56 and '57, was guest of honor at the Inaugural Campaign Dinner at Miami Beach, March 2. Joseph M. Mazer, of New York, Chairman of the UJA Rescue Fund, here presents him with an ancient silver-encased scroll of the Book of Esther, in token of "the heart, soul and high sense of dedication" which he brought to the cause of the United Jewish Appeal.**

"You are the people who have shown true leadership," he added. "The most meaningful words that have been spoken here are those that announced your contributions. These are the words that are spoken from the heart. These are the words that make it possible for us to launch our campaign on a proper basis and most important, these are the words that stand as a challenge and as an inspiration throughout the country.

"Everyone of us here tonight must resolve not only to give as generously as possible and to work as hard as possible, but also to do everything that we can to persuade others to give and work in the same manner."

#### **Jerry Lewis Heads Volunteer Entertainment World Salute**

At the close of the dinner, Jerry Lewis, film and television star, who flew in from California to volunteer his services along with those of a company of top-flight entertainers he brought with him, staged an elaborate show-business salute to the humanitarian work of the UJA.

#### **Friedman Reports on Global Needs**

At a session of the UJA National Campaign Cabinet on Saturday night, March 1, Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, called for "a greater than ever response from American Jews during 1958 to start tens of thousands of Jews on the way to freedom and to bring hundreds of thousands, already started on a new life, the rest of the way to freedom."

Rabbi Friedman stressed the "dire alternatives" if the funds are not available to fulfill the UJA's globe-girdling program as "a peril to life and limb" for tens of thousands who want to emigrate to Israel, and "untold suffering" for additional scores of thousands who benefit from the welfare aid provided by UJA in 24 countries.

Rabbi Friedman declared that "our tasks this year can be accomplished only if American Jews fully support our two fund-raising programs." The twin UJA drives include a \$100,000,000 Rescue Fund "over and above" the regular campaign, to transport and resettle scores of thousands of Jews from Europe and North Africa, most of whom will go to Israel and the rest to the United States, British Commonwealth countries and Latin America; and the regular UJA campaign to meet the welfare, medical and

rehabilitation needs of more than half a million persons in Israel, 23 other overseas lands and the U.S., with budgetary needs of more than \$102,000,000 for the work of its three agencies.

### **Berinstein Sums Up Two Decades of Saving Lives**

At a Friday afternoon executive session, the opening meeting of the Conference, Mr. Berinstein declared that "the American Jewish community, through support of the UJA on the highest possible level, must provide the means to build new lives for the scores of thousands of Jewish refugees who were given haven by Israel's hard-pressed people."

He hailed American Jewry for its "year-by-year unflagging support which provided more than a billion dollars since our first campaign in 1939, making it possible to aid more than 2,600,000 men, women and children; bringing 1,300,000 of them to safety in free lands, more than 900,000 of these to the land of Israel."

The UJA head stressed that the establishment of Israel gave the UJA "its greatest opportunity to meet the central issue of UJA work during the past decade — the rescue and resettlement of close to a million Jewish refugees."

### **Leaders Take Prominent Roles**

Other leading participants at the closing dinner session were Dr. Morris Goodman, Chairman of the Combined Jewish Appeal of Greater Miami, who welcomed the delegates; UJA National Chairmen Samuel H. Daroff of Philadelphia, and Joseph Holtzman of Detroit; Albert A. Levin of Cleveland, UJA National Chairman for Regions; Fred Forman of Rochester, N.Y., Campaign Cabinet Chairman, and Milton Kahn of Boston, Speakers' Division Chairman.

## **WHY ONE LEADER IS REPEATING HIS \$50,000 GIFT**

**Letter from Philip M. Klutznick, B'nai B'rith President, UJA Cabinet Member**



"My partners and I were under the severe handicap of having personal and intimate knowledge of the situation in Israel, specifically as it affects the present and potential refugees. This knowledge made it impossible for us to think in terms of cutting our gift. In spite of business conditions, we wish to renew our commitment of last year to the regular and Rescue Fund of \$50,000.

"An Israel which loses any part of the substantial support of its great friends, the Jewish people, becomes a weaker participant in its effort to solve the many troubles that are still on the agenda after ten years. So, while it would ease our burden to reduce our commitment, it would so increase the burdens of others that simple justice and common sense compel us to do as we did. I am only sorry it cannot be more."

## OUTPOURING OF GIFTS MARKS UJA'S 20TH YEAR OF LIFE-SAVING AND BUILDING

This list represents some of the gifts announced at the Inaugural in Miami, gifts announced since the last issue, increased gifts and corrected gifts. Not all Miami gifts are listed here, since some contributors preferred to make a local announcement prior to national announcement of their contributions.

SAMUEL RUBIN, New York, \$30,000 for the regular campaign and \$300,000 toward the Rescue Fund, for a total of \$330,000.

MAZER FAMILY, New York, \$125,000 for the regular campaign and \$150,000 toward the Rescue Fund, for a total of \$275,000.

SCHIFF FAMILY, New York and Columbus, Ohio, \$150,000 for the regular campaign and \$100,000 toward the Rescue Fund, for a total of \$250,000.

CHARLES MAYER FAMILY, New York, \$150,000 for the regular campaign and \$100,000 toward the Rescue Fund, for a total of \$250,000.

MRS. FELIX M. and EDWARD M.M. WARBURG, New York, \$165,000 for the regular campaign and \$75,000 toward the Rescue Fund, for a total of \$240,000.

NATIONAL CONTAINER, a subsidiary of OWENS-ILLINOIS, \$150,000 for the regular campaign and \$50,000 toward the Rescue Fund, for a total of \$200,000.

MAX M. FISHER, C. WILLIAM SUCHER AND ASSOCIATES, Detroit, \$110,000 for the regular campaign and \$80,000 toward the Rescue Fund, for a total of \$190,000.

JACK D. WEILER and BENJAMIN H. SWIG, \$85,000 for the regular campaign and \$100,000 toward the Rescue Fund, for a total of \$185,000.

ADOLPH KIESLER, Denver, \$60,000 for the regular campaign and \$110,000 toward the Rescue Fund, for a total of \$170,000.

CONTRIBUTOR, \$152,000 for the combined campaigns.

STONE CHARITABLE FOUNDATION, Boston and Brockton, \$50,000 for the regular campaign and \$100,000 toward the Rescue Fund, for a total of \$150,000.

BENJAMIN J. MASSELL, Atlanta, \$60,000 for the regular campaign and \$65,000 toward the Rescue Fund, for a total of \$125,000.

BARNEY RAPAPORT, Hartford, \$61,000 for the regular campaign and \$49,000 toward the Rescue Fund, for a total of \$110,000.

RABB FAMILY (Stop and Shop), Boston, \$105,000 for the combined campaigns.

HOLTZMAN AND SILVERMAN, Detroit, \$52,000 for the regular campaign and \$51,000 toward the Rescue Fund, for a total of \$103,000.

SIEGFRIED ULLMAN, PHILLIPS BROS. INC., New York, \$100,000 for the combined campaigns.

JACOB A. GOLDFARB, New York, \$100,000 for the combined campaigns.

COOK COFFEE CO., PIC-N-PAY SUPER MARKETS and MAX FREEDMAN, Cleveland, \$90,000 for the combined campaigns.





**Morris W. Berinstein, UJA General Chairman, calls for increased support of UJA in 1958.**



**General Dan Talkowsky, Commander of Israel's Air Force, speaks of Israel's needs and problems.**

JACOB SAPIRSTEIN, HARRY H., IRVING I. STONE and AMERICAN GREETINGS CORP., Cleveland, \$77,000 minimum gift for the combined campaigns.

LEON FALK, JR., Pittsburgh, \$60,000 for the regular campaign and \$16,000 toward the Rescue Fund, for a total of \$76,000.

CHARLES H. YALEM, St. Louis, \$47,500 for the regular campaign and \$18,500 toward the Rescue Fund, for a combined total of \$66,000.

MORRIS BRECHER, New York, \$25,000 for the regular campaign and \$35,000 toward the Rescue Fund, for a total of \$60,000.

CHARLES C. BASSINE, New York, \$60,000 for the combined campaigns.

MAX FACTOR MEMORIAL FOUNDATION, Los Angeles, \$30,000 for the regular campaign and \$30,000 toward the Rescue Fund, for a total of \$60,000.

ABRAHAM and JACOB GOODMAN, New York; DR. MORRIS GOODMAN, Miami; J. C. FOSTER, Leominster, Mass., \$30,000 for the regular campaign and \$30,000 toward the Rescue Fund for a total of \$60,000.

### **MORE HIGH-LEVEL GIFTS FLOW IN FROM ALL SECTIONS OF THE COUNTRY**

In the following listing, the first figure represents the gift to the regular campaign and the second figure is a gift to the UJA Rescue Fund. Where only one figure is listed, it is a contribution to the combined campaigns.

PHILIP M. KLUTZNICK, SAM BEBER and NATHAN MANILOW, Chicago, \$20,000 and \$30,000, total \$50,000. LEON LOWENSTEIN, New York, total \$50,000. SAMUEL H. DAROFF, Philadelphia, \$25,000 and \$25,000, total \$50,000. CONTRIBUTOR, Cleveland, total \$50,000. MAX LEVINSON, Philadelphia, total \$50,000. TOM and ABRAHAM BORMAN and ASSOCIATES, Detroit, total \$50,000. EMANUEL H. GRATENSTEIN, New Haven, \$20,000 and \$30,000, total \$50,000. EDWARD D. MITCHELL, BENEFICIAL STANDARD LIFE INSURANCE CO., Los Angeles, total \$50,000. JOSEPH M. LINSEY and ASSOCIATES, Boston, total \$50,000.

THESE NATIONAL AND COMMUNAL LEADERS AT  
IN UJA'S LIFE-SA



Joseph M. Holtzman  
UJA National Chairman  
Detroit



Joseph M. Mazer, Rescue Fund Ch.,  
and Herbert A. Friedman, UJA  
Executive Vice-Chairman



Dr. Morris Goodman,  
Chairman, Miami  
Jewish Federation



Fred Forman  
UJA Ch. Campaign Cabinet  
Rochester



Barney Rapaport  
UJA Campaign C  
Hartford



Morris and Jack Schiff  
Columbus, Ohio



Melvin Dubinsky  
UJA Campaign Cabinet  
St. Louis, Mo.



Leon Lowenstein  
New York



Milton Kahn  
UJA Ch. Speakers Div.  
Boston



Maurice Levinsky  
New York

SAMUEL H. HORELICK, Pittsburgh, \$25,000 and \$20,000, total \$45,000. SHIFFMAN FOUNDATION, Detroit, total \$45,000. CONTRIBUTOR, Cleveland, total \$46,200. ALBERT A. LEVIN and JULIUS PARIS, Cleveland, total \$40,000. THEODORE W. BERENSON, Boston, \$20,000 and \$20,000, total \$40,000. CONTRIBUTOR, New York, total \$40,000. IRVING LEVICK, Buffalo, total \$40,000. MR. and MRS. F. GORDON BOROWSKY and FAMILY, Philadelphia, total \$43,000.

PHILIP SMITH, Boston, \$24,000 and \$13,500, total \$37,500. EDWARD C. LEVY FOUNDATION, Detroit, total \$33,000. MORRIS W. BERINSTEIN, Syracuse, \$16,000 and \$14,000, total \$30,000.

JACOB SINCOFF, New York, \$20,000 and \$10,000, total \$30,000. MR. and MRS. LOREN B. WEBER, Cleveland, total \$30,000. FINKELSTEIN FOUNDATION, Los Angeles, \$10,000 and \$20,000, total \$30,000. MAURICE and RUBEN ROSEN (Progress Mfg. Co.), Philadelphia, total \$35,000. SOSLAND BROTHERS, Kansas City, Mo., total \$31,000. MAURICE LEVIN and JACK M. KAPLAN, New York, initial total \$30,000.

HYMAN and DAVID SAFRAN, Detroit, total \$25,000. DAVID M. and FRIEDA G. LEVINE FOUNDATION, Detroit, total \$25,000. JACOB L. BAROWSKY, Holyoke, Mass., \$2,500 and \$22,500, total \$25,000. CHARLES G. RESKIN, Chicago, \$22,000 and \$3,000, total \$25,000. PHILIP DIMOND, Paterson, \$12,000 and \$13,000, total \$25,000. LEVINSON STEEL CO.,

RESPONDED WITH TOP GIFTS TO PLEA FOR NO "RECESSION"  
AND LIFE-BUILDING WORK



Jerry Lewis flew in from Las Vegas to entertain the Dinner audience.



Jacob Sincoff  
UJA Co-Treasurer  
New York



Albert A. Levin  
UJA Ch. for Regions  
Cleveland



Samuel Daroff  
UJA National Chairman  
Philadelphia



Harry Ginsberg  
New York



Jack Stern  
UJA Campaign Cabinet  
Paterson, N. J.



Abraham Levitt  
New York



Abe S. Kay  
UJA Campaign Cabinet  
Washington, D. C.



Leonard Ratner  
UJA Campaign Cabinet  
Cleveland



Abraham Bronfman  
Canada



Morris Breecher  
New York

Pittsburgh, total \$25,000. EMIL BROWN FUND, Los Angeles, total \$25,000. LOUIS ADLER, New York, total \$25,000. MR. and MRS. MYER FEINSTEIN, Philadelphia, total \$27,000. A. H. WEISS and MONTY TYSON, Philadelphia, total \$26,000.

ELIAS FIFE, New York, \$5,500 and \$20,000, total \$25,500. JULIUS KLORFEIN, New York, total \$25,000. MAURICE ROSENFELD, New York, \$20,000 and \$5,000, total \$25,000. ROBERT Z. GREENE, New York, total \$25,000. ONONDAGA SUPPLY CO., Syracuse, \$16,000 and \$8,000, total \$24,000. FRED and REUBEN ISAACSON, New York, \$15,000 and \$10,000, total \$25,000.

JASON L. HONIGMAN, Detroit, total \$22,000. JACK, JOSEPH and MORTON MANDEL, Cleveland, total \$22,000. EDWARD ROSE FOUNDATION, Detroit, total \$22,000. LOUIS TABASHNIK, Detroit, total \$23,000. DAVID LOWENTHAL and MORTON CHATKIN, Pittsburgh, \$4,000 and \$18,000, total \$22,000. HANDLEMAN DRUG CO., Detroit, total \$22,000. BRAND-PURITZ, Kansas City, Mo., total \$23,000. TOM MAY and FAMILY, Los Angeles, total \$22,500.

I. D. FINK, Minneapolis, \$8,700 and \$12,000, total \$20,700. JOSEPH SMOLIAN, Birmingham, \$19,000 and \$2,000, total \$21,000. PAUL ZUCKERMAN & COMPANIES, Detroit, total \$20,800. DAVID SLANN, Atlanta, \$17,000 and \$3,000, total \$20,000. CONTRIBUTOR, Cleveland, total \$20,000. KUKES BROTHERS, Detroit, total \$20,000. MORRIS L. SCHAUER, Detroit, total \$20,000. HAYMARKET CLOTHING, Boston, total \$20,000.

LEW WISPER, Detroit, total \$20,000. BEN PAUL BRASLEY, Pittsburgh, \$12,500 and \$7,500, total \$20,000. LOUIS D. BEAUMONT FOUNDATION, Los Angeles, total, \$20,000. B. N. MALTZ FOUNDATION, Los Angeles, \$10,000 and \$10,000, total \$20,000. JOSEPH D. SHANE, Los Angeles, \$5,000 and \$15,000, total \$20,000. MORSE GOULD and LOUIS RUSSEK, New York, \$13,000 and \$7,000, total \$20,000. CONTRIBUTOR, New York, total \$20,000.

BERNARD, JOE and HOWARD WERTHAN, Nashville, \$16,000 and \$2,000, total \$18,000. THEODORE BARGMAN, Detroit, total \$18,775. RUBIN SHAYE FAMILY, Detroit, total \$18,000. MRS. HENRY WINEMAN, Detroit, total \$18,250. HARRY M. EPSTINE, Pittsburgh, \$13,000 and \$5,000, total \$18,000. WILLIAM P. GOLDMAN, New York, \$15,000 and \$3,000, total \$18,000. MR. and MRS. KEVY K. KAISERMAN, Philadelphia, total \$18,000.

SIDNEY J. ALLEN, Detroit, total \$17,750. SIMONS-MICHELSON FOUNDATION, Detroit, total \$17,000. LOUIS J. REIZENSTEIN, Pittsburgh, total \$17,200. ABRAHAM GEVIRTZ, New York, \$12,500 and \$5,000, total \$17,500. M. & D. SIMON CO., Cleveland, total \$16,500. W. B. DONER & COMPANY, Detroit, total \$16,500. MAXWELL JOSPEY, Detroit, total \$16,700. WOOLF BROTHERS, Kansas City, Mo., \$16,500. MR. and MRS. SIMON J. HELMAN, Boston, total \$17,500.

MANDLE ZABAN, Atlanta, \$7,500 and \$7,500, total \$15,000. PHILIP HORWICH FOUNDATION, Chicago, \$12,000 and \$3,000, total \$15,000. MELVIN DUBINSKY, St. Louis, \$6,000 and \$9,000, total \$15,000. SIDNEY ZEHMAN, MILTON WOLF and HARLAN E. SHERMAN, Cleveland, total \$15,000. MURRAY COHEN, New York and Atlanta, total \$15,000. JUSTICE HENRY M. BUTZEL, Detroit, total \$15,000. JACOB A. CITRIN & SONS FOUNDATION, Detroit, total \$15,000. ISADORE and MILTON NEWMAN, Philadelphia, total \$15,000.

SAMUEL FRANK FAMILY, Detroit, total \$15,000. DAVID and HARRY ROTT, Detroit, total \$15,000. ABRAHAM SREERE, Detroit, total \$15,000. MRS. FRANK A. WETSMAN, Detroit, total \$15,000. JACK STERN, Paterson, \$9,000 and \$6,000, total \$15,000. HERMAN FINEBERG, Pittsburgh, \$10,000 and \$5,000, total \$15,000. STARK FAMILY, Pittsburgh, total \$15,500. MRS. ARTHUR LEHMAN, New York, \$10,000 and \$5,000, total \$15,000. HERMAN NEWBERGER, Chicago, \$10,000 and \$5,000, total \$15,000. CARL E. TROY, New York, total \$15,000.

MURRAY COHEN, New York, total \$15,000. STANDARD BRAND PAINT CO., Los Angeles, \$12,500 and \$2,500, total \$15,000. MILLARD MAYER and CHESTER K. LITMAN, Kansas City, Mo., total \$14,000. PAUL UHLMANN and SONS, Kansas City, Mo., total \$14,000. A. P. ORLEANS, Philadelphia, total \$14,000.

LOUIS and HAROLD ROBINSON FOUNDATION, Detroit, total \$14,000. DOSBERG FOUNDATION, Buffalo, total \$13,500. HAMBURG BROTHERS, INC., Pittsburgh, \$6,000 and \$7,000, total \$13,000. CHESTER ROTH, New York, \$6,000 and \$7,000, total \$13,000. HARRY BECKER, Detroit, total \$12,500. CHARLES GROSBERG, Detroit, total \$12,500. RICHARD SLOAN, Detroit, total \$12,000. MRS. SAUL SLOAN, Detroit, \$12,500. DALTON OF AMERICA, Cleveland, total \$12,000.

MRS. EUGENE WARNER, Buffalo, total \$12,000. JOSEPH M. KATZ, Pittsburgh, \$7,500 and \$5,000, total \$12,500. ALEX ROBINSON, Pittsburgh, total \$12,500. STANLEY S. SLOTKIN, Los Angeles, \$7,500 and \$5,000, total \$12,500. LOUIS A. GREEN, New York, total \$12,500. MORTEN and ISADORE BROWN, Kansas City, Mo., total \$12,750. EARL J. TRANIN, Kansas City, Mo., total \$12,500.

HARRY and EDYTHE BARNETT FOUNDATION, Detroit, total \$10,500. ARNOLD E. FRANK, Detroit, total \$11,000. CHARLES H. GERSHENSON, Detroit, total \$10,500. GRAND STEEL AND MANUFACTURING CO., Detroit, total \$10,400. BARNET FAMILY, Albany, total \$10,760.

MAURICE HOLMAN, Los Angeles, \$8,500 and \$2,500, total \$11,000. PENSICK & GORDON, Los Angeles, \$10,000 and \$1,000, total \$11,000. MAX FRANKLIN and WILBUR S. LIBERMAN, Syracuse, total \$10,500.

COPCO STEEL and ENGINEERING CO., Detroit, total \$10,000. CROWN FURNITURE CO., Detroit, total \$10,000. ALEXANDER Z. FREEMAN, Detroit, total \$10,000. SAMUEL D. JACOBS, Detroit, total \$10,000. HARRY JACOBSON, Detroit, total \$10,000. SYD and ROBERT LEVISON, Detroit, total \$10,000. HERMAN RADNER, Detroit, total \$10,000. ANDREW GELLER, New York, \$9,000 and \$1,000, total \$10,000. JACK W. GOLDEN, Philadelphia, total \$10,000. EASTERN MORTGAGE CO., Philadelphia, total \$10,000. MR. and MRS. JACOB BERESIN, Philadelphia, total \$10,000.

HARRY WAXMAN, New York, total \$10,000. SAMUEL A. SHULANSKY, Hartford, total \$10,000. HENRY S. ALPER & ASSOCIATED COMPANIES, Detroit, total \$10,000. HARRY I. WAXMANN, Atlantic City, \$1,000 and \$9,000, total \$10,000. GIANT EAGLE MARKET FOUNDATION, Pittsburgh, total \$10,000. KAUFMAN DEPT. STORE, Pittsburgh, total \$10,000. ALEX F. STANTON, Philadelphia, total \$10,000. ABRAM BERKOWITZ, Boston, total \$10,000.

CHARLES I. BROWN FOUNDATION, Los Angeles, \$6,000 and \$4,000, total \$10,000. FRIEDMAN BAG CO., Los Angeles, \$6,500 and \$3,500, total \$10,000. MARK S. SCHULMAN, Los Angeles, \$5,000 and \$5,000, total \$10,000. MORRIS BROWN, New York, \$5,000 and \$5,000, total \$10,000. ARTHUR WOLFF, New York, \$7,000 and \$3,000, total \$10,000. RUDOLPH ORGANIZATION, Syracuse, total \$6,000 and \$4,000, total \$10,000. MAURICE LINDER, New York, \$7,500 and \$2,500, total \$10,000. ISEN FAMILY (Enterprise Paper Co.) Philadelphia, total \$10,000.

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## INITIAL CAMPAIGN REPORT SHOWS COMMUNITIES 5 TO 10 PER CENT AHEAD OF COMPARABLE 1957 PERIOD

(Note: Campaign totals given are those reported to the National Office by March 14, when the RTM went to press and may not, therefore, be completely up-to-date.)

**DETROIT, MICH.:** At an opening campaign meeting held in the home of William Sucher, an inspiring address by Edward M. M. Warburg, UJA Honorary Chairman, raised the level of initial gifts to an all-time high. To-date \$2,611,000 has been contributed and the campaign is running well ahead of 1957. The Hon. Theodore Levin is President of the Jewish Welfare Federation; Max M. Fisher, Campaign Chairman; Irwin I. Cohn and Leonard M. Simons, Campaign Co-Chairmen; Paul Zuckerman, Pre-Campaign Chairman; Abe Green and Abe Shiffman, Co-Chairmen; Louis C. Blumberg and Hyman Safran, Vice-Chairmen; Mrs. Lewis D. Daniels, Chairman of the Women's Division; Isidore Sobeloff, Executive Vice-President.

**SYRACUSE, N. Y.:** The home town of the UJA's General Chairman, Morris W. Berinstein, gave the national leader a tremendous ovation following his speech at a Big Gifts meeting on February 6. Better yet, the total raised so far of \$156,000 is an increase over last year's similar effort. Lewis R. Goldner is President of the Jewish Welfare Federation; Isadore J. Elman, 1958 Campaign Chairman; Marshall M. Reisman, Vice-Chairman; Dr. Kenneth E. Gale, Leonard S. Goldberg, Sidney H. Greenberg, Sanford E. Lavine and Louis A. Yaffee, Initial Gifts Vice-Chairmen, and Norman Edell, Executive Director.

**WASHINGTON, D. C.:** An increase of \$11,000 in advanced gifts over the same period for 1957 is reported here, where the campaign is edging toward the half-million mark with a total of \$450,000 raised at an Initial Gifts meeting on March 10 at which Joseph Meyerhoff of Baltimore, a UJA National Chairman, was principal speaker. The meeting was held at the home of Morris Cafritz. Abe S. Kay is President of the United Jewish Appeal of Greater Washington; Joel S. Kaufmann, Campaign Chairman; Isadore S. Turover, Advance Gifts Chairman; Louis E. Spiegler, Director; Meyer H. Brissman, Campaign Director.

**SAN FRANCISCO, CALIF.:** An impressive Initial Gifts meeting has raised a total of \$800,000, with the Campaign itself not due to open until April 22. A number of top level meetings are scheduled for the next two months. Peter E. Haas is President of the Jewish Welfare Federation; John Blumlein, Campaign Chairman; Sanford M. Treguboff, Executive Secretary.

**BOSTON, MASS.:** In advance of its Big Gifts meeting planned for March 27 with Moshe Sharett, former Prime Minister of Israel as principal speaker, the campaign here has already scored a total of \$800,000. Louis P. Smith is President of the Combined Jewish Appeal of Greater Boston; Joseph M. Lindsey, Chairman; Mrs. Walter Bieringer, Chairman of the Women's Division; Sidney S. Cohen, Executive Director.

**NEWARK, N. J.:** With its overall campaign organization structure nearing completion, this community plans a Special Gifts Dinner for March 31 with Israel's Brigadier General Dan Tolkowsky as speaker, and moves into gear with a big gifts total of \$150,000. Ralph Wechsler is President and Martin Levin, Campaign Chairman of the Jewish Community Council of Essex County; Charles R. Davis, Special Gifts Chairman; Leo Brody, Alta Cohen, Ben Gordon, Dr. Eugene V. Parsonnet, Robert S. Puder, Lawrence Schacht, Charles Stern, Samuel Teiger and Jack Waldman, Special Gifts Vice-Chairmen, and Herman M. Pekarsky, Executive Director.

**CLEVELAND, OHIO:** More than \$700,000, representing an almost ten per cent increase over 1957, has been raised in advance of the campaign opening on April 15. Top level meetings planned before that date are expected to further swell the 1958 total. The Jewish Community Federation is headed by Max D. Simon, President. Maurice Saltzman is Campaign Chairman; Mrs. Sanford R. Arsham, Chairman of the Women's Division; Henry L. Zucker, Executive Director.

**ALBANY, N. Y.:** Despite 15-foot snow drifts and below zero weather Albany held its opening campaign meeting and raised \$166,071, putting the campaign ten per cent ahead of last year's opening. Rabbi Herbert A. Friedman, unable to reach Albany because of the weather, nonetheless was able to speak to the hardy UJA leaders over a hastily assembled telephone hook-up. William Barnett II, who is President of the Jewish Welfare Fund also heads the campaign this year, with Maurice J. Roses as Co-Chairman. Big Gifts Co-Chairmen are Jack Goodman and James C. Myers. Mrs. Harry Jasper and Mrs. Henry B. Barnet are Co-Chairmen of the Women's Division. Max C. Gettinger is Executive Director.

**CINCINNATI, OHIO:** A Big Gifts Kick-Off meeting on February 16 brought Cincinnati's pre-campaign total well above the 1957 figure of the same date. A total of \$330,000 was raised and a number of big meetings are planned between now and the April campaign period. Norbert J. Covy is President of the Jewish Welfare Fund; James L. Magrish, Campaign Chairman; Henry L. Hersch, Edgar J. Mack, Jr., and Richard A. Weiland,

Special Gifts Chairmen; Robert B. Barnett, Benjamin Bernstein, Saul Bloom, Albert L. Brown, Jr., Alfred M. Cohen, Bernard L. Dave, Oscar Lerner, George Newberger, Edward Schulzinger, Lawrence J. Shapiro, Jerome S. Teller and Gordon Weil, Vice-Chairmen of the Special Gifts Committee; Mrs. I. M. Zeligs, Chairman of the Women's Division; Martin M. Cohn, Executive Director.

**PITTSBURGH, PA.:** With more than a month still to go before the actual opening campaign date, Pittsburgh raised \$593,000 as a result of its first Big Gifts meeting in February. Louis Caplan is President of the United Jewish Federation; Louis J. Reizenstein, UJA Campaign Chairman; Big Gifts Chairman is Leon Falk, Jr., assisted by Co-Chairmen Joseph M. Katz, Lester S. Nolan and Jacob A. Markel. Mrs. Theodore Abrams is Chairman of the Women's Division; Robert Hiller, Executive Director.

**NASHVILLE, TENN.:** Moving ahead of the comparable period in 1957, the campaign opened here with a meeting addressed by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman. A total of \$206,000 has already been raised, with major campaign activity still to come. The Jewish Community Council is headed by Morris Davis, President, and Chairman of the campaign is I. L. Kunian; Initial Gifts Co-Chairmen: Bernard Goldstein, Carl L. Goldstein, Albert G. Morris and Jack Speller; Advisors to the Initial Gifts Committee: Robert D. Eisenstein and Herschel Katzman; Co-Chairmen of the Women's Division: Mrs. Robert D. Eisenstein and Mrs. Gilbert S. Fox, Jr. Sam A. Hatow is Executive Director.

**MIAMI, FLA.:** Within a few weeks after the opening campaign meeting in February, this energetic community had raised more than half its 1958 goal and was seven per cent ahead of the comparable period last year. Total raised so far is \$1,156,865. The UJA drive is conducted by the Greater Miami Jewish Federation, whose President is Aaron M. Kanner. Dr. Morris Goodman is Chairman of the UJA Campaign; Shepard Broad, Chairman of Initial Gifts; Samuel N. Friedland, Pace-Setters Chairman. Initial Gifts Vice-Chairmen are: Sam Blank, Jack Carner, A. J. Harris, Sam C. Levenson and Carl Weinkle. Mrs. Aaron Farr is Women's Division Chairman; Dr. Benjamin B. Rosenberg, Executive Director, and Martin Peppercorn, Campaign Director.

**CHICAGO, ILL.:** An Advanced Gifts meeting held here on March 12, with Brigadier General Dan Tolkowsky, Commander of the Israel Air Force speaking, raised a total of \$650,000, which started the campaign off ahead of the 1957 comparable figure. Bernard Nath is President of the Jewish Welfare Fund and Joshua B. Glasser is Campaign Chairman. Mrs. Isaac Wagner is Chairman of the Women's Division. Executive Vice-President of the Fund is Samuel A. Goldsmith.

**LOS ANGELES, CALIF.:** A Big Gifts meeting on February 10 drew top leadership to hear outstanding speakers, and the campaign is now over the million mark. Addressing L.A. leaders were: UJA National Chairman Dewey D. Stone, Honorary Chairman Edward M. M. Warburg, and Executive Vice-Chairman Herbert A. Friedman. Ike Greenberg is President of the Jewish Community Council. He is also serving as Chairman for Trades and Professions. Jules Bisno is Campaign Chairman; Leslie Cramer, Special Gifts Chairman. Campaign Vice-Chairmen are Steve Broidy, Jacob Karp, Victor Carter, Irving Kalsman and Robert Rosenson. Mrs. Max W. Bay is Chairman of the Women's Division; Julius Bisno, Executive Secretary.

**BUFFALO, N. Y.:** Launching the 1958 UJA campaign with the first big Gifts function in the country on January 6, Buffalo set a fast pace with gift increases ahead of last year's comparable period. A total of \$371,000 has been raised with many additional functions planned. Maurice H. Saltzman, of Cleveland, and Rabbi Charles

Shulman of New York, addressed the initial meeting. Victor Wagner is President of the United Jewish Federation; Irving Levick, Chairman; Dr. John J. Maisel, Vice-Chairman. Clarence Oblatz heads the Advance Gifts Committee, with Co-Chairmen Robert Hayman and Paul Sukernek. Chairman of Intermediate Gifts is Haiman S. Nathan. Mrs. Milton E. Kahn is Chairman of the Women's Division; Sydney S. Abzug, Executive Director.

**BIRMINGHAM, ALA.:** A campaign progress report discloses that this city has raised \$287,193 for the regular campaign and an additional \$32,117 for the UJA Rescue Fund to date. Edward M. Friend, Jr., is President of the United Jewish Fund; Wallace Cohen, Campaign Chairman; Fred W. Nichols, Big Gifts Chairman; Dr. Irving Zulie Harris, Hyman S. Miller, James L. Permutt, Big Gifts Co-Chairmen; Mrs. Benjamin A. Roth, Executive Secretary.

**TRENTON, N. J.:** A campaign opening meeting here on March 10, with UJA Executive Vice-Chairman Herbert A. Friedman as speaker, brought in \$111,460 in big gifts as compared with \$110,075 last year at this time. Charles Sabin is President of the Jewish Federation of Trenton; Ramon B. Fisch, Chairman; Arthur Teich, Big Gifts Chairman; Mrs. Albert E. Ring, Chairman of the Women's Division; Milton Feinberg, Executive Director.

**PHOENIX, ARIZ.:** A number of small "parlor" meetings have resulted in a large increase over last year's comparative total, with contributions adding up to \$135,445, nearly 30 per cent more than in 1957. President of the Jewish Community Council is Harold H. Alpert. Co-Chairmen are: Sam A. Fineberg, Harry Rosenzweig, and Malcolm Strauss. Mrs. Harry Rubenstein is Women's Division Chairman; Hirsh Kaplan, Executive Director.

**SAN DIEGO, CALIF.:** With a record crowd at its campaign opening meeting on March 13 to hear Israel's Ambassador to the U.S. Abba Eban, this community's pre-campaign total had already soared to \$133,000. Dr. Walter Ornstein is President of the United Jewish Fund of San Diego; Harry Wax, Chairman; Mrs. Harry Wax, Women's Division Chairman; Albert A. Hutler, Executive Director.

**EL CENTRO, CALIF.:** This small farming community forged ahead of last year's campaign total, despite poor crop and market conditions. A total of \$19,000 was raised at the opening meeting and the campaign goal is expected to be reached within a month. Chairman of the UJA Campaign is Mrs. Ida Goldfine and Co-Chairmen are Charles Freedman and Frank Ullman.

**ST. PETERSBURG, FLA.:** The opening campaign meeting last week was a spectacular success, with contributions 50 per cent higher than at the similar 1957 meeting. A total of \$30,000 was raised. Marion B. Ross is President of the Jewish Community Council; Harold C. Rivkind, Chairman; Sidney Colen, Co-Chairman; Irving Green, Big Gifts Chairman.

**HOLLYWOOD, FLA.:** This small community once again is outdoing its previous year's effort and raised a total of \$137,500. Stanley M. Beckerman is President of the Jewish Welfare Federation; Ben Salter, Campaign Chairman; Abe L. Mailman, Big Gifts Chairman; Mrs. Frances M. Briefer, Executive Secretary.

**PATERSON, N. J.:** With a first Big Gifts meeting scheduled for March 25, this community is already well ahead of funds raised in a comparable period last year. A



total of \$89,698 was reported following an informal meeting attended by UJA General Chairman Morris W. Berinstein. The Jewish Community Council of Paterson is headed by Jack Stern and Jack Gruber is 1958 Campaign Chairman; Mrs. Jack Gruber, Chairman of the Women's Division; Max Stern, Executive Director.

**CORPUS CHRISTI, TEX.:** A men's Big Gifts meeting was held here on March 3, bringing the year's total thus far to \$18,977, with the campaign opening scheduled for March 27. Edgar S. Hurst is President and Co-Chairman for Big Gifts of the Jewish Community Council of Corpus Christi. Louis Spivak is Chairman; Hy Goodman, Associate Chairman; Sheldon Katz, Big Gifts Chairman; Mrs. Sheldon Katz and Mrs. Harry Weisman, Co-Chairmen of the Women's Division; Harold H. Benowitz, Executive Director.

**SAVANNAH, GA.:** Already ten per cent over last year's comparable contributions, this community raised \$43,195 at an Initial Gifts meeting last week addressed by Albert A. Levin, of Cleveland. Raymond Rosen is President of the Jewish Council, Philip Cranman, Campaign Chairman; Herman Director, Chairman for Big Gifts; Paul Kulick, Executive Director.

**KANSAS CITY, MO.:** A pace-setters meeting, with UJA National Chairman Sol Luckman as speaker, has raised \$255,000, an increase over the 1957 combined total for the same period. Daniel L. Brenner is President of the Jewish Federation and Council of Greater Kansas City; Joseph Cohen, Chairman; Elliot K. Jacobson and Herbert L. Plotsky, Vice-Chairmen; Martin Brown and Benjamin Sosland, Special Gifts Co-Chairmen; Mrs. Clarence Kivett and Mrs. Chester K. Litman, Co-Chairmen of the Women's Division; Abe L. Sudran, Executive Director.

**WEST PALM BEACH, FLA.:** This community headed off to a promising start when a parlor meeting brought pledges of \$13,000 on February 11, compared with \$11,000 for a comparable meeting last year. Thus far, the total for West Palm Beach is \$18,000 as against \$16,000 for the same period in 1957. Max Greenberg is President of the Federated Jewish Charities of Palm Beach County and also Chairman of the Campaign; Samuel A. Schutzer, Executive Secretary.

**TUCSON, ARIZ.:** The appearance of Benjamin H. Swig, San Francisco leader, at the Big Gifts meeting, proved so inspiring that the total raised was nearly 15 per cent above 1957. So far, \$136,151 has poured in, including \$34,151 for the Rescue Fund, with additional top meetings still to be held. David N. Ginsburg is President of the Jewish Community Council; Marvin H. Volk, Campaign Chairman; Rabbi Marcus Breger, Harry W. Gilberg, Davis N. Ginsburg, Henry H. Kaufmann and Morris C. Rosenbaum, Co-Chairmen. Chairman of the Women's Division is Mrs. Murray Shiff; Benjamin N. Brook, Council Executive Director.

**DALLAS, TEX.:** Pre-campaign solicitation elicited a high percentage of gifts as Dallas moved into campaign activity on March 9. So far, \$386,000 has been raised. Henri L. Bromberg, Jr., is President of the Jewish Welfare Federation; Sherman M. Kaplan, Campaign Chairman. Co-Chairmen are: Leo M. Davis, Nolan Glazer, Morton H. Sanger and Jacob Feldman, who is also Big Gifts Chairman. Mrs. Herman M. Waldman is Chairman of the Women's Division; Jacob H. Kravitz, Executive Director.

**PLAINFIELD, N. J.:** An over-flow Initial Gifts Dinner resulted in contributions of \$58,169, as the campaign got under way. Dr. Arthur Saitz is President of the Jewish Community Council; Max Rosenbach, Chairman of the Campaign; Leonard H. Gidding and Albert A. Kaufman, Big Gifts Chairmen; Ruben Lefkowitz, Executive Director.

**COLUMBUS, OHIO:** An exciting Big Gifts meeting on March 13 with Dewey D. Stone, of Boston, and General Dan Tolkowsky, Commander of the Israel Air Force, as speakers, raised \$306,000, moving the campaign well ahead of last year's opening. President of the United Jewish Fund is Samuel Shinbach; Campaign Chairman, Herbert H. Schiff; Big Gifts Chairman, Abe I. Yenkin; Chairman of the Women's Division, Mrs. Ben A. Yenkin and Co-Chairman, Mrs. Ben W. Abramson; Executive Director, Ben. M. Mandelkorn.

**EL PASO, TEX.:** In advance of the campaign opening, a Big Gifts meeting addressed by Albert A. Levin, of Cleveland, elicited \$54,385, nearly five per cent more than comparable 1957 gifts. Willie Wildstien is President of the Jewish Community Council; Isadore J. Kahn is Campaign Chairman; Jack L. Marcus and Jules Novick are Co-Chairmen; Albert J. Schwartz is Big Gifts Chairman; Women's Division Co-Chairmen are: Mrs. Joe Aaronson, Mrs. Javis Frieden and Mrs. Vincent Ravel, and Victor Grant is Council Executive Director.

**HOUSTON, TEX.:** An early campaign effort put Houston ahead of last year's drive, with a total of \$676,000 raised. The Jewish Community Council of Metropolitan Houston is headed by Gerald Rauch, President; Bernard Weingarten, Campaign Chairman; Irving M. Shlenker, Big Gifts Chairman; Mrs. Morris Glesby, Chairman of the Women's Division; Albert Goldstein, Executive Director.

**CHATTANOOGA, TENN.:** With the campaign just getting under way, \$36,000 was raised at the opening meeting in early March. Jay Solomon is President of the Jewish Welfare Federation; Jay A. Silverstein, Chairman; Mitchell Bush, Vice-Chairman; Harry Miller, Chairman of Advance Big Gifts; William L. Grossman, Executive Director.

**PALM SPRINGS, CALIF.:** A meeting addressed by Benjamin H. Swig of San Francisco put the campaign ahead of last year with \$45,000 raised to date. Max Grone is President of the Jewish Welfare Fund and 1958 Campaign Chairman.

**PRINCETON, N. J.:** Student members of the Princeton University Hillel Foundation led the nationwide college campaign for UJA to a flying start with an initial contribution of \$2,200, presented to UJA by Dr. Irving M. Levey, Hillel Director at Princeton.

**OAKLAND, CALIF.:** More than 16 per cent ahead of last year's comparable period, \$65,605 was raised here at a Big Gifts meeting on March 11, addressed by Albert A. Levin, of Cleveland, and Theodore D. Feder of the Joint Distribution Committee. President of the Jewish Welfare Federation is Samuel M. Shapero and Harry J. Sapper is Executive Director.

The following communities are all getting into campaign stride and report fine progress, with the level of gifts in many instances higher than in 1957:

ADA, Okla.; BARTLESVILLE, Okla.; BRISTOW, Okla.; VINCENNES, Ind.; EAGLE PASS, Tex.; HEARNE, Tex.; LUFKIN, Tex.; NACODOCHES, Tex.; NORTH TEXAS ZONE, Tex.; LACONIA, N. H.; NEWMARKET, N. H.; FREEPORT, Ill.; NORTH PLATTE, Nebr.; MINOT, N. D.; NEWTOWN, Conn.; LOGAN, W. Va.; HUNTINGTON, Pa.; MEADVILLE, Pa.; LEWISTOWN, Mont.; JUNCTION CITY, Kans.; MANHATTAN, Kans.; LUDINGTON, Mich.; ANNISTON, Ala.; OPELIKA, Ala.; LAKE PROVIDENCE, La.; BROOKHAVEN, Miss.; INDIANOLA, Miss.; LAUREL, Miss.; HELENA, Ark.; SAN JOSE, Calif.; KOKOMO, Ind.; TUPELO, Miss.; HENDERSONVILLE, N. C.; MOUNTAIN AREA, N. C.; CONNELLSVILLE, Pa.; SUMTER, S. C.; ODESSA, Tex.; DECATUR, Ill.; DAYTONA BEACH, Fla.

**CORRECTION:** We regret that Benjamin Sheib, of Chatham, N.J., pictured on page 15 of the last issue of RTM, was erroneously identified as Edward Meyerson.

## RESERVATIONS MOUNTING FOR UJA CONFERENCE IN JERUSALEM

The traditional annual "line-up" to turn over community funds to UJA will be a long one this year, if reservations already made for the UJA Jerusalem Conference on June 24, 25 and 26 are any indication. Taking advantage of the special tour of Israel being provided by the Conference Committee, representatives of more than 100 communities have already signed up and reservations are being received daily.

The extraordinary opportunity provided to Conference delegates to visit every corner of Israel, to meet with the top government officials and to join in the joyful celebration of Israel's 10th Anniversary, has already decided the 1958 vacation plans of many UJA supporters.

To make the trip easier for delegates, El Al Israel Airlines has set the following schedules:

Departures from the United States: Friday, June 13; Saturday, June 14; Monday, June 16; Tuesday, June 17, and Friday, June 20.

Departures from Tel Aviv:

Friday, June 27 - to New York and European stopovers

Saturday, June 28 - non-stop to New York

Monday, June 30 - to Rome only, making connections for London and European cities

Tuesday, July 1 - to New York and European stopovers

Friday, July 4 - to New York and European stopovers

For detailed information on Israel tours, Conference events, costs, etc., write to: UJA 20th ANNIVERSARY CONFERENCE COMMITTEE, 165 West 46th Street, New York 36, N.Y., or to your local Welfare Federation office.

### **REUVEN DAFNI, FORMER ISRAEL CONSUL IN NEW YORK, APPOINTED DIRECTOR OF UNITED JEWISH APPEAL ISRAEL OFFICE, SUCCEEDING SHLOMO EISENBERG**

Reuven Dafni, former Israel Consul in New York, has been appointed Director of the Israel office of the United Jewish Appeal. He will succeed Shlomo Eisenberg, former Secretary-General of the Jewish Agency, who has been Honorary Representative of the UJA in Israel for the past ten years. The United Jewish Appeal office in Israel facilitates visits of Americans, including UJA officers and contributors, and serves as liaison with the Jewish Agency.

In announcing Mr. Dafni's appointment, Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, declared that "As the 20th life-saving campaign of the UJA gets under way, we are fortunate to have as able and experienced a hand as Reuven Dafni to represent us in Israel. The man he succeeds has rendered invaluable service to the UJA for over a decade. His work has had a direct effect on the success of UJA campaigns."

Mr. Eisenberg has asked to be relieved of his UJA responsibilities for personal reasons and to devote himself more fully to his responsibilities in Israel. He was associated with the Jewish Agency for Israel, formerly the Jewish Agency for Palestine, from 1926 until his retirement from the post of Secretary-General in 1957.

Mr. Dafni was born in Yugoslavia and emigrated to Palestine in 1935. He was the first Israel Consul for the Western states, and became Consul in New York and Director of the Israel Office of Information in 1953. He became Israel Director of the America-Israel Cultural Foundation in 1957.

## UJA Women's Division Leaders Appointed by General Chairman Berinstein



Mrs. Goodman

Mrs. Jack A. Goodman, of Indianapolis, has been re-appointed National Women's Division Chairman for 1958, and Mrs. S. Alexander Brailove, of Elizabeth, N.J., has been appointed Chairman of the Rescue Fund, it was announced by UJA Chairman Morris W. Berinstein.

Mr. Berinstein also announced that a special citation for her superb leadership had been sent by delegates to the Annual Conference to Mrs. Goodman, who was unable to attend because of illness. The citation stated, in part:



Mrs. Brailove

"Bringing to her position of leadership in the UJA wisdom, skill and experience derived from years of devoted service in many humanitarian causes, Mrs. Goodman led the Women's Division to new heights of achievement during 1957.

"But Mrs. Goodman did more than lead. She participated as an indefatigable worker in every phase and facet of the 1957 UJA campaign and especially in behalf of the Emergency Rescue Fund . . . She traversed the length and breadth of the United States many times and inspired communities, large and small."

Mrs. Brailove, who was Chairman of the Women's Division from 1950 to 1952, and Co-Chairman of the 1957 Emergency Rescue Fund, reported on Women's Division activities at the December Conference. She paid high tribute to Mrs. Goodman as one who had "given us one of the best years in campaigning" and told delegates that "You can be sure wherever you have a strong, well-organized, dynamic Women's Division, your UJA household in that community is in good order."

### New Women's Division Board Meets with UJA General Chairman.



Members of the Board of the UJA Women's Division are—seated, left to right: Mrs. Irving Ehrenfeld, Passaic, N. J.; Mrs. Jacob Blaustein, Baltimore, Md.; Mrs. John C. Hopp, Detroit, Mich., Vice-Chairmen; Mrs. Hal Horne, New York City, past National Chairman; Mr. Morris W. Berinstein, General UJA Chairman; Mrs. S. Alexander Brailove, past National Chairman; Mrs. Jakob Michael, New York City; Mrs. Joseph Cohen, New Orleans, La.; Mrs. William Diamonstein, Hampton, Va., Vice-Chairmen; Mrs. Henry Wineman, Detroit, Mich.; Mrs. Simon Lazarus, Columbus, Ohio; Mrs. Bertram Allenberg, Los Angeles, Calif. and Mrs. Sol Aiole, Rochester, N. Y., Advisory Board.

Standing, left to right: Mrs. Katharine S. Falk, Pittsburgh, Pa., Advisory Board; Mrs. Isadore Slotnick, Brookline, Mass., Executive Committee; Mrs. Carl Spector, Boston, Mass., Vice-Chairman; Mrs. Raymond Kramer, Paterson, N. J.; Mrs. Leonard Gidding, Plainfield, N. J.; Mrs. I. F. Sterne, Atlanta, Georgia; Mrs. Nathan Levine, Cincinnati, Ohio; Mrs. Israel D. Fink, Minneapolis, Minn.; Mrs. Charles Cohen, Milwaukee, Wis.; Mrs. Meyer Riwchun, Buffalo, N. Y.; Mrs. Harry Cassman, Atlantic City, N. J.; Mrs. Morris Senderowitz, Allentown, Pa.; Mrs. Henry Luby, Denver, Colo.; Mrs. Harry Jones, Detroit, Mich.; Mrs. Bernard Fensterwald, Nashville, Tenn.; Mrs. I. Bernard Harkavy, Newark, N. J.; Mrs. Arthur Hertzmark, Waterbury, Conn.; Mrs. Edward Schaffer, Springfield, Mass., all members of the Executive Committee.

Those not pictured are: Past National Chairmen Mrs. Henry Newman, Kansas City, Mo.; Mrs. Albert Pilavin, Providence, R. I.; Honorary Chairmen Mrs. David M. Levy, Mrs. Herbert H. Lehman, Mrs. Felix Warburg, all of New York City; Vice-Chairmen Mrs. M. H. Fisher, Pittsburgh, Pa.; Mrs. Jacob H. Karp, Los Angeles, Calif.; Advisory Board Members, Mrs. Jennie Grossinger, Ferndale, N. Y.; Mrs. Sigmund A. Siegel, Mrs. Burt J. Siris, New York City; Exec. Committee Members, Mrs. Irving Anches, Seattle, Wash.; Mrs. Gabriel Berg, San Diego, Calif.; Mrs. John J. Fox, New Haven, Conn.; Mrs. Mike Freeman, Omaha, Nebr.; Mrs. Edgar Goldstein, San Francisco, Calif.; Mrs. Albert A. Goodman, Cleveland, Ohio; Mrs. Kurt Laemmle, Los Angeles, Calif.; Mrs. Jerome L. Markovitz, Philadelphia, Pa.; Mrs. Noah Miller, Akron, Ohio; Mrs. Abraham Percelay, Providence, R. I.; Mrs. Bernard Schaenen, Dallas, Texas; Mrs. Samuel Simonhoff, Miami Beach, Fla.; Mrs. Leon Weinstein, Birmingham, Ala.; Mrs. Isaac Wagner, Chicago, Ill.; and Mrs. Sidney Zelman, Cleveland, Ohio.

## PRESIDENT DWIGHT D. EISENHOWER Congratulates UJA Supporters And Sends Best Wishes for Success of 'This Great Mission'

HERBERT A. FRIEDMAN, UNITED JEWISH APPEAL

February 24, 1958

THE OVERSEAS RELIEF EFFORTS OF OUR MAJOR RELIGIOUS FAITHS EMPHASIZE THE SPIRITUAL BROTHERHOOD OF MAN AND DEMONSTRATE THE CONCEPT OF NEIGHBORLINESS WHICH IS THE ESSENTIAL FOUNDATION OF PEACE. THROUGH THE "UNITED JEWISH APPEAL RESCUE FUND", THE CATHOLIC "BISHOPS RELIEF FUND" APPEAL AND THE PROTESTANT "ONE GREAT HOUR OF SHARING" MILLIONS OF NEEDY PERSONS IN ALL PARTS OF THE FREE WORLD ARE ASSISTED BY THE PRIVATE GENEROSITY OF AMERICAN CITIZENS. THESE PROGRAMS OF VOLUNTARY SERVICE ARE AN INSPIRING EXAMPLE OF THE OVERALL EFFORT OF OUR PEOPLE — AS INDIVIDUALS AND AS A NATION — TO BUILD A FUTURE IN WHICH THE PEOPLES OF THIS EARTH CAN LIVE TOGETHER IN STRENGTH AND FRIENDSHIP. TO ALL ENGAGED IN THIS GREAT MISSION, I SEND MY CONGRATULATIONS AND BEST WISHES FOR SUCCESS.

DWIGHT D. EISENHOWER

## MOSHE SHARETT ARRIVES FOR FLYING TRIP TO EIGHT CITIES



Moshe Sharett

On a whirlwind tour to spur UJA campaign activities, Moshe Sharett is taking a ten-day leave from important duties as a member of Israel's Knesset to speak for UJA and meet with UJA leaders in eight cities.

Arriving on the 16th of March, Mr. Sharett, former Prime Minister and Foreign Minister of Israel, spoke in New York the same day. His schedule includes Washington, D.C., on March 17; Milwaukee, March 18; Chicago, March 19; New York, March 20; Baltimore, March 23; Cincinnati, March 24; Pittsburgh, March 25, and Boston, March 27.

Those who were fortunate enough to hear Mr. Sharett at the UJA Annual Conference in New York last December or on his previous visits to this country, will welcome the opportunity to hear him again in their own communities. For those who have never heard Mr. Sharett speak, a rare treat is in store.

### Sharett Speaks for Israel

Above all, Mr. Sharett is a man who exemplifies the leadership which established the State of Israel and which built it in ten short, difficult years into a leading democratic state. In introducing him at the UJA December Conference, Abba S. Eban, Ambassador of Israel to the United States, described him as:

"...The pre-eminent messenger of Israel's tidings of salvation to the ears of the world...Israel's cause needed an advocacy more persistent and tenacious, more original and varied, more flexible and far-flung than any cause ever resolved by the opinion of mankind. He speaks for Israel from deep roots of citizenship, both in the geographical fact and in the historic idea."

(AN EDITORIAL)

## THE SIGNIFICANCE OF MIAMI

A Message from HERBERT A. FRIEDMAN

Executive Vice-Chairman, United Jewish Appeal

Amidst the talk of recession and retrenchment, the results achieved by the UJA's National Inaugural Conference in Miami on March 2 are like a fresh breeze dispelling clouds of doubt. The more than 1500 people who thronged the ballroom of the Fontainebleau Hotel that Sunday evening responded to the first challenge of the 1958 United Jewish Appeal with a resounding "Yes."

The significance of \$18,400,000 announced at the dinner lies beyond the sum of the dollars involved. It is proof that the Jews of America know what is at stake in this year's campaign and have resolved to give, in the highest possible measure.

As card after card was called, the leaders in that crowded room responded by surpassing their previous pledges or by repeating their 1957 total gifts.

The facts are inspiring. Comparative figures on 1957 and 1958 giving are available on \$15 million of the \$18,400,000 announced at the Inaugural Dinner. This comparison shows that these \$15 millions, which include gifts at every level, represent an increase of \$320,000 over the 1957 gifts from the same people. It is tremendously heartening that 50 per cent of gifts of \$50,000 and over in the entire United States have already been announced and that almost all of them represent either increases over 1957 or are a repetition of the 1957 gifts.

The lesson of the National Conference is clear. While the going may be tougher this year, the sum needed can be raised.

The eyes and the ears of American Jews are open still — to the situation confronting Israel; to the problems of transporting and resettling scores of thousands; to the unmet needs of Israel's immigrants; to the spectre of inadequate housing forcing thousands to wait in overcrowded ma'abaroth; to the cries of hungry children in Morocco, and to every play of hope or despair on the far-off faces of the old, the idle, the maimed, the unrescued. The hearts of American Jews are open, even as in previous years.

The Miami meeting has proved that American Jews have confidence in this country's future, and in the future of Israel's people. In every bracket, the gifts are obtainable — but they must be sought out. The campaign can succeed — but hard work is ahead. For this work the March 2 meeting has provided a magnificent impetus. We can take heart from this fine beginning, draw a deep breath and plunge with resolution into the exacting job before us in this 20th life-giving campaign.

# REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

\$100,000,000  
UJA RESCUE FUND

Over and Above  
1958 REGULAR CAMPAIGN GOAL  
\$102,031,800

1958 UNITED JEWISH APPEAL on behalf of United Israel Appeal, Joint Distribution Committee, New York Association for New Americans

1939-1958



ANNUAL CAMPAIGN FOR LIFE AND FREEDOM

Vol. XIII, No. 3, May 12, 1958

165 West 46th St., New York City

NOT FOR PUBLICATION

## UJA LAUNCHES CASH DRIVE for JUNE CONFERENCE



### SAMUEL DAROFF TO HEAD UJA CASH PROGRAM

Wise Auditorium, Hebrew University, Jerusalem—  
where UJA leaders will meet, June 24, 25, 26

COMMUNITY DRIVES CHALK UP IMPRESSIVE EARLY TOTALS

## DAROFF HEADS CASH COLLECTION DRIVE TO BRING IN \$40,000,000 BEFORE UJA ANNIVERSARY CASH CONFERENCE OPENS IN JERUSALEM

One of the mightiest and most intensive cash collection drives in UJA history is under way from coast to coast to bring in \$40,000,000 before the UJA Anniversary Conference opens its three-day sessions in Jerusalem on June 24.

UJA National Chairman Samuel H. Daroff of Philadelphia, has been named National Cash Chairman to head the big cash push. A call has already gone out to community leaders stressing the urgency of supplying cash to maintain the programs of UJA agencies operating in Israel and other areas.

Mr. Daroff will fly to Jerusalem to take charge of the all-important "cash line" at the UJA Conference, where he hopes that the response of American Jewry to Israel's urgent needs will outstrip the \$40,000,000 cash goal set.

"The holding of our annual mid-year meeting in Jerusalem, for the first time," Mr. Daroff stressed, "presents us with an extraordinary opportunity and a great challenge."

### **Dramatic Demonstration of Partnership**

"Of course, it will be an inspiring experience for UJA supporters to gather on the soil of Israel as the nation celebrates its 10th Year of Independence — to see at first hand the magnificent achievements they helped bring about.

"They will meet face-to-face with many of the hundreds of thousands of immigrants they helped bring to a free and independent Israel. They will have the opportunity to demonstrate the living partnership of the Jews of America with the people of Israel in speeding the integration of the newcomers and keeping the way open for the thousands still waiting to come.

"But think how electrifying it will be for both the UJA conferees and the people of Israel when the announcement is made that the American Jewish community has sent forward \$40,000,000 in immediately needed cash — cash to help rescue our waiting brethren and cash to provide the desperately-needed homes, farms, jobs and schools for the scores of thousands who have reached freedom in Israel, but who have overtaxed Israel's immigrant absorption facilities."

### **Immediate Cash Flow Urged**

"We must not let this opportunity slip by. We must reach our \$40,000,000 cash goal. That will be a dramatic — and meaningful — way of celebrating Israel's 10th Anniversary and marking the UJA's 20th campaign."

Mr. Daroff called upon every contributor and campaigner in all communities to take a personal responsibility to help assure the attainment of the cash goal.

"Please do not wait until the Conference to deliver cash," he cautioned community leaders. "All cash can be put to vital use as soon as it comes in. All sums that are received by the UJA before the Conference will be credited to the record of the community making the remittance and will be announced at the Conference."



## COMMUNITY DRIVES CHALK UP IMPRESSIVE EARLY TOTALS



NEW YORK—Former Senator Herbert H. Lehman, Jack D. Weiler and Edward M. M. Warburg



DENVER—J. L. Berman, Robert Briscoe, former Lord Mayor of Dublin, Adolph Kiesler, Harold Lustig and Richard Tucker

Reports coming in to the National Office as campaigns swing into high gear show an intensive effort to reach every section of the community. In many instances where individuals have been forced to reduce their gifts, others, realizing the great needs, have given in increased measure to compensate for these losses.

All in all, despite the business recession, the level of giving in 1958 has shown that community leaders and contributors are highly conscious of the imperative need to push the campaign over the top this year. The 1958 campaign proves again that when the Jews of America fully understand the needs, they find the means to meet them, no matter what the obstacles.

**NEW YORK, N.Y.:** Despite a heavy snowfall paralyzing the metropolitan area, New York UJA's Anniversary dinner launching the campaign on March 29 was well attended by an audience of top leaders who enthusiastically greeted the news that the drive was already over the \$10,000,000 mark. Former Senator Herbert H. Lehman, New York Governor Averell Harriman and former Israel Prime Minister Moshe Sharett joined in lauding the effective humanitarian work of the UJA. More than 100 top volunteers are spearheading an intensive personal solicitation effort to maintain the higher level of giving shown so far by 1958 contributors. Jack D. Weiler is Chairman of N.Y. UJA's Trustees. Campaign General Chairmen are: Charles Frost, Louis J. Lefkowitz, Charles Mayer, William Mazer and M. Lester Mendell. Co-Chairmen of the Women's Division are Mrs. Sigmund Siegel and Mrs. Burt J. Siris. Henry C. Bernstein is Executive Vice-President.

**BALTIMORE, MD.:** Moshe Sharett, former Prime Minister of Israel, started the campaign off on March 23 with an exciting address which has set the climate for an effective follow-up. Latest meeting, addressed by Dr. Bernard Casper, Dean of Students at Hebrew University in Jerusalem, reported a total of \$1,953,020 raised to date. Louis J. Fox is President of the Jewish Welfare Fund, Harry Greenstein is Executive Director. Campaign officers are: Elkan R. Myers, Chairman; Emanuel A. Deitz, Jerome C. Hoffberger, Morton M. Macht, Co-Chairmen; Mrs. M. Shakman Katz, Women's Division Chairman, Mrs. Richard Marcus, Co-Chairman; Isadore I. Sollod, Campaign Director.

(Note: Campaign totals given are those reported to the National Office by May 5 when the RTM went to press and may not, therefore, be completely up-to-date.)

## MORE TOP COMMUNITIES OPEN ALL-OUT DRIVES TO REACH MAXIMUM GOALS

**ST. LOUIS, MO.:** With the campaign opening later in the month, two Special Gifts meetings are scheduled early in May and campaign leaders are looking forward to a vigorous drive. Willard L. Levy is President of the Jewish Federation; Herman L. Kaplow, Executive Director. Campaign officers are: David Baron, Chairman; Howard F. Baer, Melvin Dubinsky, Big Gifts Co-Chairmen; Mrs. Marjorie Lesser, Women's Division Chairman.

**PHILADELPHIA, PA.:** A Leaders' Dinner opening the campaign here was addressed by Senator Jacob Javits, who stressed Israel's needs to the 200 community leaders attending. Results announced to date are over the two million mark for a total of \$2,796,990. President of the Federation of Jewish Agencies is Abraham L. Freedman; Executive Director, Donald B. Hurwitz. Campaign officers are: Alex F. Stanton, General Chairman; Harry S. Sylk, Special Gifts Chairman; F. Gordon Borowsky, Advance Gifts Chairman; Albert M. Bershad, Abraham Gitlow, Paul J. Johnson, William Shore, Edwin Wolf, II, Advance Gifts Co-Chairmen; Mrs. Keyv K. Kaiserman, Women's Division Chairman.

**ATLANTA, GA.** The campaign was opened here on April 20 by an enthusiastic audience gathered to hear Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, describe the emergency needs in Israel, Poland and other Eastern European and North African countries. A total of \$578,170 has been raised to date and the campaign is moving swiftly ahead. Benjamin J. Massell is President of the Jewish Welfare Fund; Edward M. Kahn, Executive Director. Campaign officers are: Sidney Feldman, Nathan Lipton, Co-Chairmen; Bernard Howard, Max Kuniansky, Big Gifts Chairmen; Mrs. Jake Friedman, Mrs. Bernard Howard, Mrs. Harold Marcus, Women's Division Co-Chairmen.

**HARTFORD, CONN.:** An Advance Gifts meeting held in the mansion of Governor Abraham Ribicoff, heard a stirring presentation of Israel's needs from Ambassador to the U.S. Abba S. Eban and a moving plea for emergency gifts from UJA National Chairman Dewey D. Stone. A total of \$694,974 advance gifts was announced. Abraham I. Savin is President of the Jewish Federation; Bernard L. Gottlieb, Executive Director. Campaign officers are: N. Aaron Naboichek, Chairman and Big Gifts Co-Chairman; Samuel C. Suisman, Big Gifts Chairman; Mrs. Harry Bishop, Women's Division Chairman.

**MILWAUKEE, WISC.:** Pre-Campaign meetings here addressed by Moshe Sharett, former Prime Minister of Israel, Israel's Brigadier General Dan Tolkowsky, and Fred Forman, UJA National Campaign Cabinet Chairman, brought contributions to a total of \$321,000 to date. President of the Jewish Welfare Fund is Harry Bloch, Jr.; Melvin S. Zaret is Executive Director. Campaign officers are: Marvin B. Glasspiegel, Chairman; Mrs. Louis A. Bernhard, Women's Division Chairman.

**DENVER, COLO.:** A series of pre-campaign meetings inspired Denver contributors to a high of \$730,000 in gifts. Israel's Brigadier General Dan Tolkowsky and Pittsburgh's David Lowenthal proved an effective team in reaching the heart of the community. Adolph Kiesler is Honorary President of the Allied Jewish Community Council; J. L. Berman, President; Nathan Rosenberg, Executive Director. Campaign officers are: Harold V. Lustig, Chairman; Morris Miller, Richard B. Tucker, Big Gifts Co-Chairmen; Hyman Friedman, Edward Hirshfeld, Moses M. Katz, Joseph D. Shaftel, Campaign Co-Chairmen; Mrs. Henry Luby, Mrs. William Stein, Women's Division Co-Chairmen.

**TULSA, OKLA.:** A pre-campaign meeting addressed by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, stirred this community to a high level of giving with a total of \$300,000 raised to date. Ohren Smulian is President of the Jewish Community Council and Emil Salomon is Executive Director. Co-Chairmen are: Jack Satin and Henry Zarrow.



**HOUSTON**—Gerald Rauch, Irvin Shlenker, Martin Nadelman, Rabbi Herbert A. Friedman and Bernard Weingarten



**MINNEAPOLIS**—I. D. Fink, Edward M. M. Warburg and Jay Phillips

**MINNEAPOLIS, MINN.:** Honorary Chairman Edward M. M. Warburg's inspired address at the Big Gifts dinner meeting here on April 14 has so far brought in \$540,000 in gifts. I. D. Fink is President of the Federation for Jewish Service; Norman B. Dockman is Executive Director. Campaign officers are: Dr. William S. Eisenstat, Donald Graceman, N. Bud Grossman, Co-Chairmen; Jay Phillips, Big Gifts Chairman; Mrs. Harold N. Lieberman, Mrs. William S. Eisenstat, Women's Division Co-Chairmen.

**NEW ORLEANS, LA.:** Following a Big Gifts meeting on February 20, small meetings here have pushed the campaign total to \$343,857. Label A. Katz is President of the Jewish Welfare Fund; Harry I. Barron, Executive Secretary. Campaign officers are: M. E. Polson, Chairman; George E. Marcuse, Co-Chairman; Werner Friedman, Big Gifts Chairman; Irving Gerson, Saul Singer, Vice-Chairmen; Mrs. Moise Dennergy, Women's Division Chairman.

**NEW HAVEN, CONN.:** The opening campaign meeting on April 15 was attended by 150 community leaders who heard UJA General Chairman Morris W. Berinstein, Robert Briscoe, former Lord Mayor of Dublin, and Jacob L. Barowsky of Holyoke, Mass., stress the emergency nature of needs in Israel and countries of emigration. A total of \$285,500 has been raised to date. Jacob J. Cooley and John J. Fox are Honorary Chairmen of the Jewish Community Council; Samuel Goodwin is President; Benjamin N. Levy, Executive Director. Campaign officers are: Louis A. Ketover, Joseph N. Weiner, Co-Chairmen, Emanuel H. Gratenstein, Albert Cott, Big Gifts Co-Chairmen; Nathan Feldman, Advance Gifts Chairman; Mrs. Alex L. Adelman, Mrs. Albert Benenson, Women's Division Co-Chairmen.

**WORCESTER, MASS.:** The campaign opened here on April 14 with a well attended Big Gifts dinner that drew major contributions following eloquent appeals from Robert Briscoe, former Lord Mayor of Dublin, and UJA National Campaign Cabinet Chairman Fred Forman, of Rochester. Total announced to date is \$250,000. Eli Jacobson is President of the Jewish Federation and also serving as Campaign Chairman. Melvin S. Cohen is Executive Director. Campaign officers are: Dr. Edward Budnitz, Allen Farber, Samuel Glick, Sidney Wilensky, Co-Chairmen; Mrs. Samuel Seder, Women's Division Chairman.

**OMAHA, NEB.:** Three top UJA leaders have addressed pre-campaign meetings here to spark Big Gifts meetings, resulting in a total to date of \$226,385. Sol Luckman, UJA National Chairman, Albert A. Levin, UJA Chairman for Regions, and Rabbi Herbert A. Friedman, teamed up to stimulate top giving that is expected to carry the campaign to a successful conclusion. Robert H. Kooper is President of the Federation for Jewish Service; Paul Veret, Executive Director. Campaign officers are: S. Elmer Gross, General Chairman; Samuel N. Wolf, Initial Gifts Chairman; Paul Blotcky, Initial Gifts Vice-Chairman; Mrs. Ben Shapiro, Women's Division Chairman.



MIAMI—A gigantic Worker's Rally puts special emphasis on the UJA Rescue Fund with banners on display



LOS ANGELES—Comedian Red Skelton, Arieh Neshet, speaker from Israel, and Arthur Edmond

## ALL SECTIONS OF THE COUNTRY SWINGING INTO HIGH GEAR

**AKRON, OHIO:** A Big Gifts meeting on April 30 responded to the stirring addresses of Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, and Edward M. M. Warburg, Honorary Chairman, by announcing the impressive total of \$293,957. Abe I. Ostrov is President of the Jewish Welfare Fund; Nathan Pinsky is Executive Director. Campaign officers are: Julius Darsky, Chairman; Bernard Schulman, Big Gifts Chairman; Willard C. Bear, Big Gifts Vice-Chairman; Mrs. Edward J. Rabb, Women's Division Chairman.

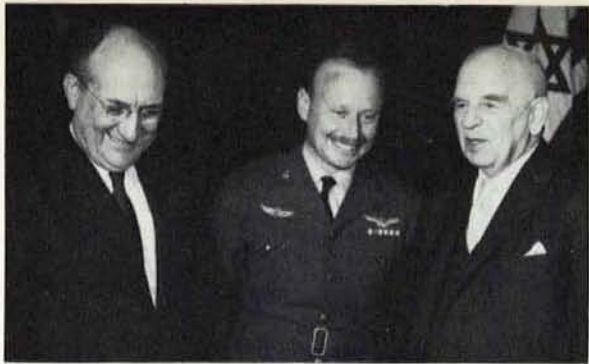
**ELIZABETH, N. J.:** An Initial Gifts meeting prior to the campaign opening was addressed by UJA Rescue Fund Chairman Joseph Mazer of New York City, who impressed his audience of top leaders with the need for speed in raising funds. Total raised to date is \$195,645. Louis Staub is President of the Eastern Union County Jewish Council; Louis Kousin, Executive Director. Campaign officers are: Julius Kwalick, Chairman; Joseph Weinstein, Co-Chairman; Mrs. Simon Raicer, Women's Division Chairman.

**TOLEDO, OHIO:** This community focused attention on a May 4 meeting to pay tribute to Israel's Tenth Anniversary, with Ambassador Abba Eban as major speaker. Big Gifts and Pace-Setters meetings have already raised \$315,975. Joseph Cohan is President of the United Jewish Fund; Marvin G. Lerner, Executive Director. Campaign officers are: Stanley K. Levison, Chairman; Alfred H. Samborn, Advance Gifts Chairman, with Co-Chairmen Elliot L. Davis, Dr. Francis W. Epstein, Norman Perlmutter, Seymour C. Swartz, Stanford E. Thal, Roy Treuhart, Wilfred Williams; Mrs. Morton Goldman, Women's Division Chairman.

**ATLANTIC CITY, N. J.:** A well-attended Workers Rally on April 13 heard a stirring recital of Israel's progress from Arieh Neshet, Israeli production expert, and promptly raised \$182,500 as initial contributions. Benjamin Kramer is President of the Federation of Jewish Charities; Irving T. Spivack, Executive Director; Campaign Chairman is Dr. Edward R. Knight; Mrs. Louis Kligerman, Women's Division Chairman.

**DES MOINES, IOWA:** Two meetings here in April have set the pace for a successful and quick campaign. Daniel Brisker, Israeli Youth leader, addressed a pre-campaign pace-setting meeting on April 8, and I. D. Fink, UJA Campaign Cabinet member, delivered a stirring message on UJA-Agency needs at a top level meeting on April 17. Results to date total \$221,000. Sam Abramson is President of the Jewish Welfare Federation; Sidney Speiglmán is Executive Director. Campaign officers are: Donald Schwartz, Chairman; Edward Glazer, Co-Chairman; Lester Bookey, Gig Gifts Chairman; Harry Marks, Big Gifts Co-Chairman; Mrs. Edward Glazer, Women's Division Chairman.

**FORT WORTH, TEX.:** General Dan Tolkowsky, Commander of the Israel Air Force, and Benjamin Sosland, of Kansas City, addressed a top level meeting here. Raised so far is



**DETROIT**—Judge Theodore Levin, Gen. Dan Talkowsky, Israel Air Force Commander, retired Judge Henry M. Butzel



**PITTSBURGH**—Leon Falk, Jr., Louis J. Reizenstein, Morris W. Berinstein and Louis Caplan

\$120,000. Leon H. Brachman is President of the Jewish Federation and is also serving as Campaign Chairman. Eli Fahn is Executive Director.

**WILKES-BARRE, PA.:** Community leaders here are winding up an active campaign with an impressive \$355,880. Harold Rosenn is President of the Wyoming Valley Jewish Committee; Louis Smith, Secretary. Campaign officers are: Morton B. Weiss, Chairman; Morton Blum, Big Gifts Chairman; Richard Levy, Seymour Weisberger, Big Gifts Co-Chairmen; Mrs. Nathaniel Landau, Women's Division Chairman.

**NORFOLK, VA.:** A pre-campaign Workers' Rally, moved by the address of Joshua Almog, Secretary to Israel President Ben-Zvi, started early solicitation of funds. A total of \$199,788 has been raised to date. Morris B. Gutterman is President of the Jewish Community Council; Morton J. Gaba, Executive Director. General Chairmen are Julian Rashkind, Samuel W. Robbins, Samuel Weisberg. Mrs. Alan Fleder is Women's Division Chairman.

**SAN ANTONIO, TEX.:** The campaign here is off to a good start with \$132,345 raised to date and a number of community meetings still to come. Louis J. Scharlack is President of the Jewish Social Service Federation; Louis Liebllich, Executive Director. Charles M. Browne is Campaign Chairman. Women's Division Co-Chairmen are Mrs. Milton Fink and Mrs. R. B. Pomerantz.

**LOUISVILLE, KY.:** The April 1 Big Gifts meeting here heard from one of Israel's top women, Mrs. Rachel Hubner, and Fred Forman, National Campaign Cabinet Chairman, who got the drive off to an impressive start with \$340,000 raised to date. Norbert Friedman is Chairman of the Conference of Jewish Organizations; Clarence F. Judah, Executive Director. Campaign Chairman is Samuel M. Rosenstein; Mrs. Irvin S. Rosenbaum, Women's Division Chairman.

**MEMPHIS, TENN.:** An intensive solicitation following the campaign opening on March 31 has raised \$258,268 to date. Philip Belz is President of the Jewish Welfare Fund; Jack Lieberman, Executive Director. Campaign officers are: Herbert Glazer, Chairman; Murray Reiter, Big Gifts Chairman; Jack Kopald, Stanley Molasky, Sam Myar, Jr., Big Gifts Co-Chairmen; Mrs. Lester Samelson, Women's Division Chairman.

**HARRISBURG, PA.:** A community-wide dinner meeting on May 21 is being preceded by Big Gifts meetings which have already netted \$122,030 for the campaign. President of the United Jewish Community is Sondell Coleman; Albert Hursh is Executive Director. Charles M. Feller is Campaign Chairman.

**DAYTON, OHIO:** Morris W. Berinstein, UJA General Chairman, addressed a small Initial Gifts meeting on April 28 that started the campaign rolling with \$130,000. William N. Leviton is President of the Jewish Community Council; Robert Fitterman is Executive Director. Elmer L. Moyer is Campaign Chairman.

(continued on page 10)

# SALUTE TO THE PEOPLE OF ISRAEL ON THEIR TENTH ANNIVERSARY

A Message from HERBERT A. FRIEDMAN

Executive Vice-Chairman, United Jewish Appeal

The celebration of the Tenth Anniversary of the State of Israel is an event which stirs the hearts of all men and holds special significance for millions of American Jews. The return of the Jewish people to the ancient homeland, following the slaughter of six million innocent Jewish men, women and children, is one of the most dramatic epics of all time.

When we go to Jerusalem on June 24 to celebrate UJA's Twentieth Anniversary amidst the rejoicing for Israel's Tenth year, we go as partners in a joint enterprise whose success can still astound even us. We have been so busy laboring in the vineyards that we rarely take time to savor the fruit of our work.

We well know, in cold statistics, what the UJA and its agencies have accomplished. The familiar figure of 2,600,000 persons aided in our 20 years of existence and 1,300,000 rescued and brought to freedom and hope — nearly a million in Israel itself — takes on new meaning for us in the context of a history still in the making.

The very fact of the existence of the State of Israel re-writes the UJA's own history and lends deeper significance to the life-saving work of UJA prior to Israel's rebirth. We didn't know it then, but we know now that every life snatched from Hitler's inferno, every survivor aided to prepare for a constructive new life, was a contribution to the establishment and development of the newest democracy in the world.

At the Jerusalem Conference, we will not indulge in self-congratulations. We will simply say to ourselves that we have done a good job the best way we could up to now, and proceed to the business in hand — evolving the means of doing a better job in ever more energetic and imaginative ways.

We will stand in the cash line at Jerusalem eagerly, proudly, to express what is in our hearts for the people of Israel. And when our turn in line is reached, when each community check is handed in, this is the message we will bring to them:

"In New York, in Los Angeles, North, South, East and West in the United States of America — thousands of workers and contributors have spared neither time nor energy to turn the love and admiration in their hearts into this practical demonstration that the well-being of Israel's people is inseparable from our own well-being.

"Every dollar of this cash contribution is warmed by the affection and respect of some individual man, woman, and yes, even child, in the United States, who wants to share in the best way he can your magnificent achievements, your glorious hope, your steadfast faith, your unfaltering labors. We do not give in charity nor in pity. We give from the deep well-springs of the soul, whose yearnings, love and belief in the spiritual force of the heritage we share are clothed in the habiliments of the farmer, the worker, the teacher, the mother, the child, — you, the people of Israel."

There can be no community in the United States that would want to fail this opportunity to reach into the hearts of Israel's people and to record directly the message that thousands of words could never convey. Our congratulations to Israel on its Tenth birthday can be an unforgettable experience, for them and for us.

## UJA CONGRATULATES ISRAEL'S PEOPLE ON 10TH YEAR

(Cabled message)

David Ben-Gurion, Prime Minister of Israel  
Jerusalem, Israel

All of us in the United Jewish Appeal send heartfelt congratulations to the people of Israel on the joyful occasion of Israel's Tenth Anniversary of Independence. To Jews everywhere, the birth of free Israel a decade ago signaled the glorious fulfillment of age-old aspirations. The establishment of Israel lifted despair from the hearts of the Jewish people and brought a shining hope for the future. Now on this Tenth Anniversary we can rejoice in even fuller measure that so many hopes have been realized. In their first decade of freedom, Israel's self-sacrificing people have opened a life of dignity to nearly one million of our fellow Jews who fled from tyranny, persecution and insecurity to the haven of Israel. As Israel goes forward into its second decade, we pray that it can have the gift of peace so that all its energies can be given to constructive endeavors to benefit its people and all mankind. We are with you in this hour of great rejoicing and pledge our continued dedication to the solution of those problems in which the people of Israel and the Jews of America have a common interest.

MORRIS W. BERINSTEIN  
UJA GENERAL CHAIRMAN

HERBERT A. FRIEDMAN  
EXECUTIVE VICE-CHAIRMAN



Out of the DP camps



State of Israel is proclaimed



Operation "Magic Carpet"



The future is theirs



And still they come



Israel's people on guard

## ADVANCE GIFTS TOTAL SUBSTANTIAL SUMS AS THESE CAMPAIGNS GET UNDER WAY

**LYNN, MASS.:** UJA Speaker's Division Chairman Milton Kahn spoke at a Pace-Setters meeting on May 1 which responded with \$122,048. Charles Shulman is President of the Jewish Community Federation; Albert M. Stein is Executive Director. Campaign Co-Chairmen are: Abraham S. Burg, Harry Remis, Louis H. Salvage.

**SPRINGFIELD, MASS.:** A Big Gifts meeting opening the campaign on April 1 was addressed by Albert A. Levin, UJA Chairman for Regions, who impressed his audience with the special needs this year. Contributions now total \$86,000 as the campaign swings into high gear. Arthur J. Paroshinsky is President of the United Jewish Welfare Fund; Benjamin Wolf is Executive Director. Campaign officers are: Benjamin Swirsky, Chairman; Edward Schaffer, Julius Popkin, Co-Chairmen; Mrs. Charles Skvirsky, Women's Division Chairman.

**ST. PAUL, MINN.:** Top leaders at the April 16 Kick-off meeting contributed initial gifts of \$168,000 to start the campaign rolling. Mack Wolf is President of the United Jewish Fund and Council; Dan S. Rosenberg, Executive Director. Robert S. Loewenstein is Campaign Chairman; Mrs. Arnold Rubenstein, Women's Division Chairman.

**SEATTLE, WASH.:** A Kick-off campaign dinner on April 20, addressed by Gov. Mennen Williams of Michigan, was attended by more than 500 persons. The campaign is off to a good start with \$53,000 raised so far. Harold I. Poll is President of the Federated Jewish Fund and Council; Samuel G. Holcenberg, Executive Director. Campaign officers are: Nathan Feinberg, Chairman; John M. Friedlander, Vice-Chairman; Mrs. William S. Wiener, Women's Division Chairman.

**INDIANAPOLIS, IND.:** Two meetings addressed by Samuel H. Daroff, UJA National Chairman, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, have started the campaign rolling with a total to date of \$160,000. Manuel D. Leve is President of the Jewish Welfare Federation; Oscar A. Mintzer, Executive Director. Campaign officers are: Wilfred R. Borinstein, Chairman; Mrs. Manuel I. Leve, Mrs. Victor A. Teixler, Women's Division Co-Chairmen.

**PASSAIC, N. J.:** An Initial Gifts meeting on April 15 responded to Max M. Varon, of the New York Israeli Consulate, with \$132,400 in advance contributions. Aaron D. Endler is President of the Jewish Community Council of Passaic, Clifton and Vicinity and Max Grossman is Executive Director. Campaign officers are: Max Gurtman, Chairman, and Edmond Entin, Big Gifts Chairman.



**BOSTON—**Moshe Sharett, former Prime Minister of Israel, addresses campaign dinner



**PHILADELPHIA—**Building Trades dinner: Myer Feinstein, William J. Levitt of New York, Barnett Lieberman, Hyman Korman, Harry M. Buten and F. Gordon Borowsky.



## CAMPAIGNS OPENING WITH CONTRIBUTIONS AT A HIGH LEVEL

<u>CITY</u>	<u>CAMPAIGN CHAIRMAN</u>	<u>TOTAL RAISED TO DATE</u>
WATERBURY, CONN.	Isidore Dibner	\$ 89,957
JERSEY CITY, N. J.	Louis R. Kagan	122,936
SALT LAKE CITY, UTAH	Ralph Tannenbaum	112,000
SOUTH BEND, IND.	Louis Wolfberg	48,550
SOUTHERN ILLINOIS	Jacob Altman; Harry Wolff	68,639
FORT WAYNE, IND.	Dr. Elmer Zweig	106,964
SIOUX CITY, IOWA	Henry H. Ginsburg	69,600
PORTLAND, MAINE	William Cohen	61,125
FLINT, MICH.	Marcus A. Lebster	101,000
PERTH AMBOY, N. J.	Dr. Jack E. Shangold	82,000
UTICA, N. Y.	Jules Savlov	63,025
TEANECK, N. J.	Jacob Schneider	107,000
ENGLEWOOD, N. J.	Joseph Nelson	32,473
ALBUQUERQUE, N. M.	David D. Cooper;	
	Edward L. Yudin	60,700
ALTOONA, PA.	Melvin A. Kadane	39,915
OKLAHOMA CITY, OKLA.	Dr. Harold Buchner	60,000
GALVESTON, TEXAS	Oury L. Selig	43,625
CANTON, OHIO	Jack B. Fisher	166,000
PEORIA, ILL.	Jacob W. Rothbaum	41,387
NEWPORT NEWS, VA.	Albert T. Brout	42,082
PORTSMOUTH, VA.	Robert D. Hecht	40,655
FAIR LAWN, N. J.	Ivan Grossman	48,634
MADISON, WIS.	Laurence A. Weinstein*	41,841
RICHMOND, VA.	Daniel Schiller	72,285
TYLER, TEX.	Israel Smith	85,250
SCRANTON, PA.	Bertram Mushkin	110,000
PORTLAND, ORE.	Bertram P. Friedman	65,000
NORRISTOWN, PA.	Aaron Dairs	61,857
HOLYOKE, MASS.	Jacob L. Barowsky	46,000
SAN BERNARDINO, CALIF.	Hyman Shane	40,500
NORTH HUDSON COUNTY, N. Y.	Louis Podolsky	70,840
EASTON, PA.	Rabbi Alexander Feinsilver	35,686

\* President

## NEW FIGURES FROM COMMUNITIES REPORTED IN MARCH RTM SHOW STEADY GAINS

<u>CITY</u>	<u>NEW CAMPAIGN TOTALS</u>	<u>CITY</u>	<u>NEW CAMPAIGN TOTALS</u>
SAN FRANCISCO, CALIF	\$1,202,000	HOUSTON, TEX.	\$718,000
BOSTON, MASS.	2,800,000	PHOENIX, ARIZ.	181,000
DETROIT, MICH.	4,510,000	TUCSON, ARIZ.	154,000
NEWARK, N. J.	1,503,000	BIRMINGHAM, ALA.	324,585
CLEVELAND, OHIO	2,841,000	OAKLAND, CALIF.	219,000
PITTSBURGH, PA.	1,229,000	PALM SPRINGS, CALIF.	50,974
WASHINGTON, D. C.	1,050,000	SAN DIEGO, CALIF.	159,000
CHICAGO, ILL.	1,700,000	HOLLYWOOD, FLA.	150,383
LOS ANGELES, CALIF.	3,031,276	ST. PETERSBERG, FLA.	43,000
MIAMI, FLA.	1,489,310	WEST PALM BEACH, FLA.	40,000
KANSAS CITY, KAN.	737,000	SAVANNAH, GA.	130,510
BUFFALO, N. Y.	550,000	PLAINFIELD, N. J.	112,568
CINCINNATI, OHIO	869,522	TRENTON, N. J.	290,000
COLUMBUS, OHIO	536,392	ALBANY, N. Y.	285,000
DALLAS, TEX.	592,900	CHATTANOOGA, TENN.	63,450
PATERSON, N. J.	288,000	NASHVILLE, TENN.	226,414
SYRACUSE, N. Y.	286,342	EL PASO, TEXAS	116,338
		CORPUS CHRISTI, TEX.	68,300

## WOMEN'S DIVISION CAMPAIGNS GOING OVER TOP; RESCUE FUND MOUNTING



Cleveland's Women's Division dinner heard from Mrs. Abba Eban (center) shown here with Maurice Saltzman, Campaign General Chairman, and Mrs. Sanford Arsham, Chairman of the Women's Division. Cleveland reports show increases in women's gifts ranging from 6 to 18 per cent. Among other Women's Division campaigns already over the top are DES MOINES, LOUISVILLE, NEW ORLEANS, MINNEAPOLIS, and COLUMBUS.

Mrs. S. Alexander Brailove, National Chairman of the Women's Division Rescue Fund, reports that thus far the following women have made contributions of at least \$1000 extra to the Rescue Fund, in addition to contributions to the regular UJA campaign:

PHOENIX, Ariz.: Mrs. Dasha Todd. DENVER, Colo.: Mrs. Dave Cook; Mrs. Carl L. Tucker; Mrs. Max Rifkin; Mrs. Jesse Shwayder, and Mrs. Henry Luby. NEW HAVEN, Conn.: Mrs. John J. Fox and Mrs. Sidney Licht. BALTIMORE, Md.: Mrs. Charles Austrian; Mrs. Jacob Blaustein; Mrs. Hugo Dalsheimer; Mrs. Sidney Lansburg; Mrs. William Levy; Mrs. Henry A. Rosenberg; Mrs. Solomon Rothschild; Mrs. Louis Weinberg. MINNEAPOLIS, Minn.: Mrs. Thomas I. Levitt. ATLANTIC CITY, N.J.: Mrs. Morris Batzer; Mrs. Harry Cassman; Mrs. Samuel Edelstein. NEWARK, N.J.: Mrs. Larry Schatz. BUFFALO, N.Y.: Mrs. Irving Levick; Mrs. Eugene Warner. COLUMBUS, Ohio: Mrs. Simon Lazarus. PITTSBURGH, PA.: Mrs. Louis J. Reizenstein; Mrs. Samuel Horelick; Mrs. Mayer Forst; Mrs. Leon Falk, Jr.; Mrs. Harry M. Epstine Mrs. Katharine S. Falk. WILKES-BARRE, Pa.: Mrs. Aaron Weiss. DALLAS, Tex.: Mrs. Jacob Feldman; Mrs. Leslie L. Jacobs; Mrs. Laurence S. Kahn; Mrs. Richard Nathan; Mrs. Bernard Schaenen. FORT WORTH, Tex.: Mrs. Louis Barnett. INDIANAPOLIS, Ind.: Mrs. Jack A. Goodman. ELIZABETH, N.J.: Mrs. S. Alexander Brailove.

### **Flash!** TRI-STATE REGIONAL CONFERENCE IN PITTSBURGH RAISES \$835,000

As the RTM went to press, news was received of the outstanding Tri-State Conference held in Pittsburgh on May 4. Six hundred representatives of 80 communities in Western Pennsylvania, Eastern Ohio and Western Virginia joined together for one of the most successful regional conferences ever held for UJA. Advance gifts announced at the Conference reached the impressive total of \$835,000.

Delegates were addressed by Governor George M. Leader of Pennsylvania, Mayor David L. Lawrence of Pittsburgh, and Mordecai R. Kidron, Israel's Minister Plenipotentiary to the U.S. Greetings were received from Governor William O'Neill of Ohio and Governor Cecil H. Underwood of West Virginia, who were unable to attend.

Judge Samuel A. Weiss of Pittsburgh, UJA Tri-State Chairman, and Judge David H. Weiner of Washington, Pa. presided over the Conference.

## ISRAEL FINANCE MINISTER MEETS WITH UJA LEADERS ON LOAN RENEWAL

ALBERT A. LEVIN OF CLEVELAND HEADS LOAN PROGRAM

Meeting in New York City on April 14 to consider means of easing the resettlement crisis in Israel, the UJA Cabinet and leaders of Jewish communities throughout the country, voted to seek an immediate renewal of the 1956 loan made in behalf of the UJA. Finance Minister Levi Eshkol, who flew from Israel to attend the meeting, movingly described the plight of new immigrants forced to bring up their children in the crowded Ma'abarot, and farmers unable to produce properly for lack of equipment and livestock.

"Some of you here," he said, "were on the last UJA Study Mission and saw with your own eyes that although we have built some 20,000 homes, there are still more than 200,000 persons living for the last six or eight years in the canvas huts and wooden structures of the Ma'abarot and other sub-standard dwellings."

William Rosenwald, UJA National Chairman, presented the background of the loans made in 1954 and 1956. He pointed out that approximately \$65,000,000 had been borrowed in 1954, and the total raised to \$75,000,000 in 1956. Repayments made against this sum will bring the debt down to \$35,000,000 during the 1958 campaign. Renewal of the \$75,000,000 loan, Mr. Rosenwald said, would actually release millions in cash immediately, to help stem the mounting immigrant absorption emergency in Israel.

"He who gives quickly gives doubly," Mr. Rosenwald reminded delegates. "This is the key to our 1958 renewal operation, for through such renewal the proceeds from future campaigns will be available now, and this will double their effectiveness."

A resolutions committee, headed by Joseph Meyerhoff, UJA National Chairman, drafted a resolution which was unanimously approved by the Conference. Pointing up the nature of the need in Israel, it stated, in part:

"Today, the United Jewish Appeal is again called upon to help in the solution of one of the most serious problems confronting the people of Israel. On the one hand, since 1956 Israel has had to receive new waves of refugees. On the other hand, Israel's people have been unable to cope with this problem inasmuch as the unsettled conditions in the Middle East have forced Israel to devote a large share of its limited resources for the defense of its people and its territorial integrity.

(continued on page 14)



Levi Eshkol, Finance Minister of Israel, who is also in charge of agricultural development for the Jewish Agency, arrives at Idlewild Airport to address meeting of UJA Cabinet and community leaders. He is shown here (center) being greeted by Morris W. Berinsein, UJA General Chairman, (left) and Simcha Pratt, New York Israel Consul General.

"Moreover, while the Jewish Agency has devoted itself to the absorption of the immigrants in Israel, the funds supplied the Jewish Agency have not kept pace with the size and tempo of migration to Israel. The problem of the rapid absorption of the tens of thousands of newcomers in Israel can be solved only by the acceleration of the supply of funds to the Jewish Agency."

### All Communities Asked to Participate in Loan Program

The resolution urged all Jewish communities in the United States to borrow an amount which, inclusive of the balance on its outstanding loan, should at least be equal, and if possible, exceed, its previous maximum indebtedness in behalf of the UJA. The resolution stated that the UJA would furnish the same protective features with respect to repayment as had been provided for the loans of 1954 and 1956.

In appointing Albert A. Levin of Cleveland as Chairman of the new Loan Project, Morris W. Berinstein, UJA General Chairman, said that "He has won the respect and admiration of Jewish communities throughout the country during his arduous schedule of coast-to-coast efforts on behalf of the UJA over the past few years."

As of May 2, New York City has renewed its loan for \$20,000,000, providing the UJA with \$13,000,000 in new funds; Boston has negotiated a new loan for \$3,500,000, providing \$1,400,000 in new funds; Baltimore has completed a loan for \$1,500,000, of which \$1,000,000 is in new funds; Pittsburgh is negotiating a loan of \$1,200,000, representing \$480,000, in new funds; Milwaukee has increased its loan to \$900,000; Rochester has secured a loan of \$1,300,000, and Detroit is negotiating for \$3,000,000. At present, Atlanta and Houston are negotiating with their respective banks for \$600,000 each. Other communities have informed the UJA that positive action will be taken by them in the next few weeks.

## SAMUEL H. DAROFF, MASTER CAMPAIGNER FOR THE WELFARE OF OTHERS



Samuel H. Daroff

Reared in the Biblical tradition of sharing his bounty with those less fortunate, Samuel H. Daroff has, for a long time, given his time and energy as well in the cause of his fellow-man. A key leader and a National Chairman of the UJA, he somehow also manages to maintain an active interest in many other local and national civic and welfare organizations.

Widely known in Philadelphia as "Mr. AJA" — Allied Jewish Appeal — the initials of almost any worthy cause could be appropriate in the title. Philadelphians joke about the fact that Sam Daroff is never without a pocket full of pledge cards.

He is Vice-Chairman of the Philadelphia United Fund, which supports all local welfare services; a member of the Philadelphia Board of Trusts; Chairman of the State Fair Employment Practices Committee; Chairman of the Governor's Industrial Race Relations Committee, and active in many other causes. In 1952, the Chamber of Commerce presented him with an award for his outstanding services to the community.

In the field of Jewish affairs, Daroff is Chairman of the Board of Governors of the American Association for Jewish Education; a member of the Boards of the Joint

Distribution Committee and the United Israel Appeal; a member of the Executive Committee for State of Israel Bonds; Honorary President of the USO Army-Navy Service Committee of the National Jewish Welfare Board; a past President of Congregation B'nai Jeshurun, and active in other national and local groups far too numerous to list.

He is Secretary-Treasurer of H. Daroff and Sons, clothing manufacturers of Philadelphia and New York.

In 1956 and '57, Daroff headed the UJA Cash Drives so successfully that it was inevitable he should be asked to head this one. And with his strong sense of duty, it was inevitable that he should accept. Samuel Daroff is a man who cannot resist the opportunity to work even harder in the UJA — a cause that he supports with his heart, his soul and with an incredible amount of plain hard work.

### ALBERT A. LEVIN, DYNAMIC CIVIC LEADER AND UJA SPARKPLUG



Albert A. Levin

In 1957, Al Levin was formally awarded the prized title of "best-traveled man in the UJA." He may well qualify again in 1958 if he keeps up his extraordinary mileage record.

UJA National Chairman for Regions since 1957, and a member of the UJA Cabinet since 1955 — there is hardly a community in the United States, large or small, that he does not know, and which does not know and honor him.

The call for "Al" is apt to come from any community whose campaign needs an extra push to go over the top, or which has a problem that cannot be solved locally. Levin is not only in demand as a forceful and witty speaker, he is equally at home in a mass meeting or in a small, intimate gathering of leaders.

A Cleveland attorney now prominent in the real estate field, Levin also manages to play a leading role in many welfare and civic organizations. He is a member of the Executive Committee and the Board of Governors for State of Israel Bonds and was named Chairman of the Community Leadership Division of Israel Bonds in September of 1956. He is a Co-Chairman of the Jewish Welfare Fund campaign of Cleveland; a trustee of the Jewish Community Federation and a member of its Budget, Jewish Welfare Fund and Public Relations Committees. He is President of the Cleveland Zionist District.

Levin has extensive business interests in Israel. Among other enterprises, he is President of Israel Fine Cotton, Ltd.; President of the American Israel Textile Industries, and Vice-President of Electro-Chemical Industries of Israel.

As a Chairman for Regions of the UJA, he is charged with the responsibility of heading lay leadership in the regional structure of the UJA. It is not an easy job. But Al Levin is not a man interested in easy jobs. The tougher the problem, the better he seems to like it.

His added responsibility to head the Renewal Loan program will be met with his usual tireless enthusiasm. One thing he can be sure of, he will be welcomed in every community by old friends who have come to know and respect his leadership and his talents in the art of practical campaigning.

## UJA 20TH ANNIVERSARY JUNE CASH CONFERENCE DRAWS AMERICANS TO ISRAEL'S CAPITAL

One of the great events during Israel's Tenth Anniversary year takes place in Jerusalem on June 24, 25 and 26, when the largest number of UJA leaders ever to meet in the Jewish State join in the UJA's historic 20th Anniversary Conference.

The Conference, which will take place in the Wise Auditorium of Jerusalem's Hebrew University, marks a milestone in Jewish life. It will recall the two decades of life-saving and life-giving activity by American Jewry from the formation of the UJA in the black days of 1939, to the joyous occasion of Israel's 10th birthday.

Among conference speakers will be President Itzak Ben-Zvi; Prime Minister David Ben-Gurion; Mrs. Golda Meir, Foreign Minister; Moshe Sharett, former Prime Minister; General Haim Laskov, Chief of Staff; Dr. Dov Joseph, Treasurer of the Jewish Agency; Edward B. Lawson, U. S. Ambassador to Israel; Edward M. M. Warburg; Morris W. Berinstein; Samuel H. Daroff, and Rabbi Herbert A. Friedman.

A series of five low-budget UJA tours of 14 days duration each, will permit delegates to visit world-renowned sites which mark the roots of Jewish heritage, and the dynamic developments which are causing every corner of the land to blossom.

They will tour old Jaffa and modern Tel Aviv; ancient Acre and Caesarea, once Roman capital of Palestine, and Haifa Port, the gates of freedom for hundreds of thousands of Jewish men, women and children. They will visit the venerated Cabalistic city of Safed; the Huleh drainage project in the Galilee; Tiberias on the Sea of Galilee; Beersheba, capital of the Negev; a Gaza Strip border settlement; Heletz oil fields; Weizmann Institute, and villages of the Jerusalem Corridor.

They will meet Prime Minister David Ben-Gurion, President Itzhak Ben-Zvi, and other leaders of Israel. They will meet its people, new settlers from many lands, Sabras, school children and old-timers. They will visit with students, soldiers, farmers, city folk and Negev pioneers.

They will dramatically bring to Israel's people the warm bonds of affection and dedication which bind American Jewry to them. And these bonds will be further cemented by an outpouring of contributions as evidence of the debt all Jews owe these heroic people for their defense of the right to maintain a haven for the homeless.

TV  
SALUTE  
TO UJA's  
20th  
ANNIVERSARY

see . . .

**WHERE IS  
THY BROTHER?**

with

**ELI WALLACH**

stage and screen star

An exciting drama of a life reborn

**SUNDAY,  
MAY 18**

NBC TELEVISION  
NETWORK

**6:30-7:00 PM** EDT

CHECK YOUR LOCAL TV LISTING FOR STATION

# REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

\$100,000,000  
UJA RESCUE FUND

Over and Above  
1958 REGULAR CAMPAIGN GOAL  
\$102,031,800

1958 UNITED JEWISH APPEAL on behalf of United Israel Appeal, Joint Distribution Committee, New York Association for New Americans

1939-1958



ANNUAL CAMPAIGN FOR LIFE AND FREEDOM

Vol. XIII, No. 4, October 14, 1958

165 West 46th St., New York City

NOT FOR PUBLICATION



*not huts...*

*but homes*



**UJA NEEDS \$40,000,000 IN CASH!**

- \$20,000,000 BY OCTOBER 29
- \$20,000,000 MORE BY DECEMBER 13

# PLEDGES GIVE HOPE . . . .

# ONLY CASH GIVES LIFE!

**AMERICA'S JEWS CALLED ON TO SPEED TORRENT OF CASH  
FOR LIFE-GIVING AID TO HALF-A-MILLION JEWS OVERSEAS**

**UJA PRESSES CASH COLLECTION DRIVE TO REALIZE  
\$40,000,000 FROM CAMPAIGN PLEDGES BY DEC. 13**

**FIRST \$20,000,000 NEEDED BY OCTOBER 29**

**BEN-GURION'S CABLED PLEA TO 'DEVOTED FRIENDS OF UJA'  
SPARKS NATIONWIDE DRIVE FOR DESPERATELY NEEDED CASH**

Leading campaigners and supporters of the United Jewish Appeal are now rallying communities throughout the nation to answer the UJA's call for \$40,000,000 in cash by December 13, to meet a cash emergency involving the lives, the hopes and the future of more than 500,000 Jewish men, women and children in Israel and 24 other countries.

This most urgent and forceful cash collection drive in recent UJA history was set in motion at a special session of the National Campaign Cabinet held in New York on September 8. The Cabinet acted after reports revealed that a swift step-up in the cash flow was desperately needed by the UJA-financed rescue, relief and immigrant aid agencies to keep pace with the sharply rising needs.

### **New Burden Falls on Jewish Agency and UJA**

The Cabinet members adopted a resolution declaring a "cash emergency" and calling upon all communities to conduct special organized efforts to secure payment of outstanding pledges. The resolution pointed to the recent dangerous developments in the Middle East which "have placed Israel's people in the midst of peril" and have forced them "to devote almost every resource to stringent safety measures." The threat to Israel, the resolution continued, makes it "impossible for Israel's Government to continue major allocations of funds to the Jewish Agency for the absorption of immigrants, leaving virtually the entire burden upon the Agency and the United Jewish Appeal."

The UJA cash campaign aims to collect \$40,000,000 in cash against community pledges by December 13, when the annual UJA National Conference opens in New York City. The first \$20,000,000 of this sum is sought by October 29, to be turned over to members of the UJA Overseas Study Mission leaving for Europe and Israel on that date. The Study Mission group hope to bring this amount with them to aid the overseas programs of the Joint Distribution Committee and the Jewish Agency for Israel.

### **Ben-Gurion Cable Underlines UJA Action**

Two days after the UJA Cabinet voted for the \$40,000,000 cash effort, a Rosh Hashanah message to the Jews of America sent to UJA General Chairman Morris W. Berinstein by Israel Prime Minister David Ben-Gurion gave new weight to the UJA cash push.



Pointing out that recent events in the Middle East have forced Israel's people to take "rapid and costly steps" to strengthen their security at the expense of urgent needs connected with the absorption of tens of thousands of immigrants, Mr. Ben-Gurion's cable called upon American Jews to help maintain the vital humanitarian work of the immigrant aid programs through the UJA.

"I am sure," Israel's leader concluded, "that our good friends in the United States, whose support of the UJA is so devoted, will recognize the urgent needs of the moment and will do their utmost to enable us to advance the welfare of our immigrants without interruption."



Morris W. Berinstein

### Berinstein Urges Swift and Generous Response

In transmitting Prime Minister Ben-Gurion's message to the American Jewish community, Mr. Berinstein declared:

"With Israel's people in the midst of peril and compelled to divert their own resources toward bolstering their safety, the Jews of America must quickly provide the financial help that can meet the threat to the immigrant aid programs in Israel.

"Acting on this humanitarian responsibility, the UJA has launched a nationwide emergency cash drive for \$40,000,000. UJA supporters have always responded to the challenge of history. Certainly, in this grave moment in Jewish life, the response will be made in swift and generous measure."

At the same time that great cash sums are needed to keep the immigrant aid work at the Jewish Agency going ahead in Israel, Mr. Berinstein emphasized, a speedy cash flow of large proportions is essential to maintain the vital migration, welfare and rehabilitation services carried on by UJA agencies for scores of thousands of distressed and dependent Jews in 24 countries other than Israel.

(For a picture-story of UJA's most pressing cash needs, see Pages 6 and 7.)

JERUSALEM, ISRAEL. SEPT. 10, 1958

MORRIS W. BERINSTEIN, GENERAL CHAIRMAN UNITED JEWISH APPEAL.

THE PEOPLE OF ISRAEL JOIN ME IN SENDING YOU AND ALL FRIENDS OF UNITED JEWISH APPEAL WARMEST ROSH HASHANAH GREETINGS AND BEST WISHES FOR YEAR AHEAD. RECENT EVENTS IN MIDDLE EAST HAVE UNDERLINED THE STABILITY OF ISRAEL AND ITS UNSWERVING DEDICATION TO REHABILITATING A PEOPLE AND DEVELOPING THE LAND WHILE NEIGHBORING STATES HAVE UNDERGONE VIOLENT UPHEAVALS. BUT THE DANGEROUS IMPLICATIONS OF THESE EVENTS TO THE SECURITY OF ISRAEL CANNOT BE IGNORED. WE HAVE THEREFORE BEEN OBLIGED TO TAKE RAPID AND COSTLY STEPS TO STRENGTHEN OUR SECURITY. BUT THIS HAS HAD NECESSARILY TO BE AT THE EXPENSE OF URGENT NEEDS CONNECTED WITH THE ABSORPTION OF MASSES OF IMMIGRANTS REQUIRING ADDITIONAL RESOURCES. I AM SURE THAT OUR GOOD FRIENDS IN THE UNITED STATES WHOSE SUPPORT OF UJA IS SO DEVOTED WILL RECOGNIZE THE URGENT NEEDS OF THE MOMENT AND WILL DO THEIR UTMOST TO ENABLE US TO ABSORB AND ADVANCE THE WELFARE OF OUR IMMIGRANTS WITHOUT INTERRUPTION.

DAVID BEN-GURION

Commercial Mackay  
Radio Cables and Radio  
All America  
Commercial Ra

em American Cable & Radio System  
American Cab  
MURRAY HILL 2-1110  
EAST 43RD STREET, N. Y. 17

**FIFTH ANNUAL UJA STUDY MISSION TO LEAVE FOR EUROPE AND ISRAEL OCT. 29;  
GROUP WILL REPORT ON CASH NEEDS AND HELP SHAPE UJA 1959 OBJECTIVES**

Approximately 100 community leaders from all parts of the nation will participate in the UJA's Fifth Annual Study Mission which leaves from New York on October 29 for an intensive 11-day survey of UJA-supported aid programs in Europe and Israel. After their return on November 10, the group will give their findings as to the most critical programs requiring immediate cash support and will prepare a more extensive report to be placed before the UJA Annual National Conference opening in New York on December 13. The full Mission report will help lay the basis for the UJA's programs and campaign objectives in 1959.

**UJA Officers Lead Mission**

Mission leaders include Morris W. Berinstein, UJA General Chairman; Edward M. M. Warburg of New York, UJA Honorary Chairman; Dewey D. Stone of Boston, Joseph Holtzman of Detroit, and Joseph Meyerhoff of Baltimore, UJA National Chairmen; Fred Forman of Rochester, N. Y., Chairman of the UJA National Campaign Cabinet; Max M. Fisher of Detroit, UJA Big Gifts Chairman; Albert A. Levin of Cleveland, UJA Chairman for Regions, and Herbert A. Friedman, UJA Executive Vice-Chairman.

First of the Mission's activities will be its participation in the Joint Distribution Committee's Conference of Country Directors on October 30-31, in Geneva, Switzerland, JDC overseas headquarters. The UJA group will get first-hand information on the JDC's current needs, especially in North Africa and other Moslem lands where some 100,000 Jews — a majority of them children — could scarcely survive without daily aid from JDC, and in Israel, where JDC's services for aged, dependent and handicapped immigrants, known as Malben, must meet the sharply mounting needs resulting from the heavy stream of newcomers in recent years. JDC is a constituent agency of the UJA.

During their stay in Israel, the UJA Study Mission will hear from President Itzhak Ben-Zvi, Prime Minister David Ben-Gurion, Finance Minister Levi Eshkol and other Government leaders, and will hold important discussions with Dr. Dov Joseph, Treasurer of the Jewish Agency and other Agency leaders in the areas of immigration, settlement and absorption. The Agency is the philanthropic body charged with the tasks of absorbing and integrating Israel's immigrants. Since the recent Middle East crisis has forced Israel's people to divert all possible resources of their own into imperative safety measures, the Jewish Agency must carry a greatly increased financial responsibility for taking care of the continued flow of newcomers and coping with the vast backlog of unmet human needs resulting from the mass immigration of the last three years. The Jewish Agency receives most of its funds from the United Israel Appeal, major UJA constituent agency.

Primary concern of this year's Mission in Israel will be to make an on-the-spot survey of the most critical unmet needs — what is lacking in the jammed-up absorption programs to give a proper start toward a new and productive life to many of the 170,000 immigrants who found haven in Israel since 1955. The UJA group will pay particular attention to the needs of the 400 post-Statehood immigrant farmsteads which could soon become economically self-sufficient if the lacking livestock, equipment and technical help could be provided immediately.

## NATIONAL UJA LEADERS AND REPRESENTATIVES OF ISRAEL'S PEOPLE TO TEAM UP IN THIRD ANNUAL UJA GOOD WILL TOUR OF COMMUNITIES

A group of 20 national UJA leaders along with 13 Israelis will make up a score of two-man teams for the UJA's third annual Good Will Tour during October. The UJA "Good Will Ambassadors" will visit about 75 key cities to exchange views and information with local community groups on campaign progress and continuing problems and to reaffirm the partnership between the nationwide UJA and local affiliates in advancing their joint humanitarian programs.

The Israeli participants in the Good Will Tour include 9 members of Israel's diplomatic and economic staffs stationed in this country and four representatives coming here directly from Israel to join the tour. All are authorities on Israel's pressing problems in receiving and integrating the continuous inflow of newcomers while facing a piling-up of unmet needs of earlier immigrants.

The Good Will Tour will not engage in fund-raising activities. The communities, however, will take the opportunity to turn over to tour leaders cash proceeds from local campaign pledges to the UJA's current special drive to raise \$40,000,000 in cash by the end of the year to meet urgent needs of immigrants to Israel and dependent and distressed Jews in 24 other countries.

(For names and pictures of Good Will Ambassadors — see pages 8, 9 and 12.)

## UJA WOMEN'S DIVISION LEADERS LEAVE FOR OVERSEAS SURVEY



Women leaders of community campaigns benefiting the United Jewish Appeal shown leaving from New York on October 1st, as members of the Fourth UJA Women's Division Overseas Survey Mission. The three-week tour includes a reception at the Geneva, Switzerland, international headquarters of the Joint Distribution Committee, UJA constituent agency, and a survey of UJA-financed immigration, settlement and welfare programs in Europe and Israel.

Heading the Mission is Mrs. Jack A. Goodman of Indianapolis (front, center), National Chairman of the UJA Women's Division. The other survey members shown embarking are: Mrs. Louis Myers, Akron; Mrs. Harold E. Marcus, Atlanta; Mrs. Nathan Lippman, Atlantic City; Mrs. Harry L. Michaels, Boston; Mrs. Adolph H. Feibel, Cincinnati; Mrs. I. Jerome Hauser and Mrs. Harold A. Robinson, Detroit; Mrs. Gerald S. Berson and Mrs. Morris Joseloff, Hartford; Mrs. Samuel Schohet, Indianapolis; Mrs. Irvin S. Rosenbaum, Louisville; Mrs. Joseph Cohen, New Orleans; Mrs. William T. Robinson, New York; Mrs. Dasha Julia Todd, Phoenix; Mrs. Bertram L. Bernhardt and Mrs. Julius Irving, Providence, and Mrs. Marvin Stang, Director of the UJA Women's Division. Mrs. Harry Kairys of Baltimore, will join the group abroad.

# \$40,000,000 in CASH required to



1

## THEY HAVE SHELTERS— NOT HOMES

Funds must be rushed to provide decent housing in Israel for more than 100,000 newcomers still living in tin huts or other sub-standard "temporary" shelters.

AMERICAN JEWISH  
ARCHIVES

## A NEW FRIEND— MORE NEEDED

Dollars are needed to provide equipment, livestock, water, power lines and technical training to advance the network of immigrant farmsteads in Israel toward economic self-sufficiency. Of 488 farm settlements organized since 1948, only 58 are as yet self-sustaining.

2



3

## SETTLEMENTS GROW— SO DOES WAITING LIST

Funds are required to step up land improvement and expand regional development in Israel to provide job opportunities for thousands of new immigrants among Israel's 40,000 partly or wholly unemployed persons.



# meet these six most acute needs...

4

## HELP TODAY MEANS A BRIGHTER TOMORROW

Help must be available to provide adequate medical, welfare and cultural aid for newcomers, especially for youngsters. Of 170,000 newcomers to Israel since 1955, the majority are children under 15.



AME  
ARCHIVES

5

## LIFESAVING WORK MUST GO ON OUTSIDE ISRAEL

Aid is essential to continue programs of help for hundreds of thousands of distressed Jews in 24 countries outside Israel. In Moslem lands alone, 100,000 Jews can scarcely survive without day-to-day aid.



6

## THESE CAME HOME— OTHERS STILL WAIT

Dollars are needed to transport and resettle Jews on the move from Eastern Europe and North Africa who seek new lives in Israel and other areas of the free world, and take advantage of new emigration opportunities now opening up.



## UJA LEADERS ON THIRD GOOD WILL TOUR



**Herbert R. Abeles, Newark**  
UJA National Campaign Cabinet



**Charles Auerbach, Cleveland**  
Co-Chairman, UJA Ohio Region



**Morris W. Berinstein, Syracuse**  
UJA General Chairman



**Isadora Breslau, Washington**  
UJA Nat. Ch. for Allocations



**Rabbi Seymour Cohen, Pittsburgh**  
General Ch. United Jewish Fed.



**Samuel H. Daroff, Philadelphia**  
UJA National Chairman



**Melvin Dubinsky, St. Louis**  
UJA National Campaign Cabinet



**Mrs. P. Oppert Fink**  
Minneapolis



**I. D. Fink, Minneapolis**  
UJA National Campaign Cabinet



**Herbert A. Friedman**  
UJA Executive Vice-Chairman



**Joshua B. Glasser, Chicago**  
Gen. Ch. Combined Jewish Appeal



**Sam J. Helman, Miami**  
UJA Chairman, Florida State



**J. C. Hoffberger, Baltimore**  
UJA National Campaign Cabinet



**Joseph Holtzman, Detroit**  
UJA National Chairman



**Label A. Katz, New Orleans**  
UJA National Campaign Cabinet



**Albert A. Levin, Cleveland**  
UJA National Ch. for Regions



**Elkan R. Myers, Baltimore**  
UJA National Campaign Cabinet



**Maurice Saltzman, Cleveland**  
Gen. Ch. Jewish Welfare Fund



**Rabbi Charles E. Shulman,**  
New York

## ISRAEL REPRESENTATIVES IN U. S. JOIN GOOD WILL TOUR



**Nathan Bar-Yaacov, Labor Attache  
Israel Embassy, Washington**



**Shamay Cahana, Second Sec.  
Israel Embassy, Washington**



**Simcha Pratt, Consul General  
Israel Consulate, New York**



**Gideon Saguy, Consul  
Israel Consulate, New York**



**Raanan Sivan, Consul  
Israel Consulate, New York**



**David Tesher, Consul General  
Israel Consulate, Chicago**



**Itzhak D. Unna, Vice-Consul  
Israel Consulate, Chicago**



**Max Varon, Consul  
Israel Consulate, New York**



**Aviad Yafeb, Consul and Dir.  
Israel Information Office, N. Y.**

### AKRON YOUNG LEADERSHIP GROUP MAKES UJA SURVEY IN ISRAEL

A delegation of seven young business executives and leaders of Akron's Jewish community left New York via El Al Israel Airlines on Friday, October 3, for a two-week survey of welfare, rehabilitation and refugee settlement programs in Israel.

The group arrived during the last phase of Israel's Tenth Anniversary celebrations. The survey members will observe how Israel's people are going ahead with the overwhelming task of integrating a million immigrants who found a haven in Israel during the past decade, especially at this period when dangerous developments in the Middle East are a threat to Israel's progress. With Israel's people forced to divert their resources to safety needs, American Jews, through UJA, must take over the increased responsibility for the humanitarian work of building new lives for Israel's newcomers.

(continued on Page 11)

**1958 LOAN RENEWAL PROJECT WILL PROVIDE \$40,000,000 FOR UJA AGENCIES—  
77 COMMUNITIES PARTICIPATE IN RENEGOTIATIONS**



**Albert A. Levin**

Nearly \$40,000,000 in new funds will be made available for the life-saving operations of UJA-supported agencies through the 1958 UJA Loan Renewal project, it was reported by Albert A. Levin of Cleveland, Chairman of the nationwide renewal effort. The exact figure will be known when reports are received from a few communities that have not yet completed their loan arrangements. Welfare Federations in 77 communities will participate in this year's loan renegotiations with local financial institutions.

UJA General Chairman Morris W. Berinstein hailed the cooperation of the leadership of community welfare funds "whose personal efforts achieved such an excellent result in a period when business conditions made it more difficult to renew loans." Mr. Berinstein declared that "all friends of the UJA are thankful that we found in Al Levin, our National Chairman for Regions, the right man at the right time to head this most arduous job. He practically lived in planes and trains for many months in his visits to communities from coast to coast to help push through the gigantic loan project."

Communities which have completed, or are in the process of completing, negotiations in the 1958 Loan Renewal Project include:

Akron  
Albany  
Allentown  
Atlanta  
Baltimore  
Birmingham  
Boston  
Buffalo  
Camden  
Canton  
Chicago  
Cleveland  
Columbus  
Dallas  
Danbury  
Dayton  
Detroit  
Denver  
El Paso  
Flint

Fort Wayne  
Fort Worth  
Gary  
Haverhill  
Holyoke  
Houston  
Indianapolis  
Jacksonville  
Jersey City  
Kansas City  
Los Angeles  
Louisville  
Madison  
Mansfield, O.  
Memphis  
Miami  
Milwaukee  
Minneapolis  
Nashville

Newark  
New Bedford  
New Brunswick  
New Orleans  
New York City  
Oakland  
Omaha  
Passaic  
Paterson  
Peoria  
Pawtucket  
Philadelphia  
Pittsburgh  
Pittsfield  
Plainfield  
Portland, Me.  
Providence  
Rochester  
St. Paul

Salt Lake City  
San Diego  
San Francisco  
Savannah  
Scranton  
Seattle  
Sioux City  
Southern Illinois  
Syracuse  
Teaneck  
Toledo  
Trenton  
Troy  
Tucson  
Tulsa  
Washington, D. C.  
Wilkes-Barre  
Worcester  
Youngstown

**DISTINGUISHED BRITISH RELIGIOUS LEADER TO SPEAK FOR UJA**



**RABBI KOPUL ROSEN**, distinguished member of Britain's Orthodox Rabbinate and a noted spokesman of British Jewry, has arrived in the United States to address Fall Campaign communities throughout the country on behalf of the UJA.

Rabbi Rosen held the post of Chief Rabbi of the Federation of British Synagogues for many years. In 1948 he founded Carmel College in Berkshire, England. This unique preparatory school for Jewish youth combines a modern English scientific and classical curriculum with a thorough grounding in traditional Jewish values and culture.

A noted scholar, philosopher and orator, Rabbi Rosen also is an authority on Israel, which he visits several times each year, and has traveled widely in Europe, South Africa and Australia on behalf of Jewish causes.



## FIRST REPORTS FROM 1958 FALL CAMPAIGN CITIES INDICATE STRONG GAINS OVER 1957; FINAL PHASE OF 1958 NATIONWIDE DRIVE REFLECTS U. S. ECONOMIC UPTURN

With fall campaigns just getting under way, initial reports from some representative cities throw an optimistic light on the final drives of the nationwide UJA 1958 effort, reflecting the marked upturn in general business conditions throughout the country. Here are a few trend-pointing first reports:

**ROCHESTER, N. Y.:** A fast moving campaign is gearing up here after a spirited meeting which took place at the home of Fred Forman, Chairman of the UJA National Campaign Cabinet. Significant gift increases announced by many of the 30 top leaders who attended the meeting should serve as pacesetting examples for the community at large. Other initial gifts meetings are scheduled at the homes of Isaac Gordon, Chairman of the Pace Setters Division, and Fred Neisner and Irving S. Norry, Pace Setters Co-Chairmen. Joseph A. Goldstein is President of the United Jewish Welfare Fund. Hanon Berger is Campaign Chairman. Leon H. Sturman is Professional Division Chairman. Max A. Goldstein is Business and Industry Division Chairman, with Joseph H. Kaplan as Co-Chairman. David M. Gray is Districts Division Chairman. Elmer Louis is Executive Director.

**PROVIDENCE, R. I.:** A hard-working campaign effort is showing excellent progress here, with early gifts totalling \$290,000, a marked increase over last year's early giving from similar sources. Henry J. Hassenfeld is President of the General Jewish Committee. Joseph K. Levy is Campaign Chairman, with Benjamin Brier, Sydney A. Kane, Samuel Rapaport, Jr., and Joseph W. Ress as Co-Chairmen. Irving Jay Fain is Big Gifts Chairman, with Ira S. Galkin, Stanley Grossman, Merrill L. Hassenfeld, Sol Koffler and Robert A. Riesman as Co-Chairmen. Joseph Galkin is Executive Director.

**WILMINGTON, DEL.:** An enthusiastic response to the address given by UJA Executive Vice-Chairman Herbert A. Friedman at a meeting of key supporters helped bring early results here to \$135,000, a good increase over last year's initial response from a similar group. The determined campaign effort is now rolling forward with growing support. Sol Zallea is President of the Jewish Federation of Delaware. Harry Rubenstein is Campaign Chairman. Sidney Laub is Big Gifts Chairman. Simon Krakow is Executive Director.

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### AKRON YOUNG LEADERSHIP SURVEY IN ISRAEL

(continued from Page 9)

With the benefit of this on-the-spot study, the group which departs from Israel on October 16, will transmit to the Akron community authoritative reports on the accomplishments as well as the further urgent needs of the life-saving and life-building programs that are largely financed by UJA supporters.

#### More Communities Preparing Similar Tours

The Akron Tour is expected to be the forerunner of many more such young leadership visits to Israel during the coming months. Boston arranged such a tour of Israel last autumn and a number of New Jersey communities also sent a joint group to Israel at that time. The enthusiasm generated by those survey visits to Israel gave great impetus to the local campaigns and has resulted in a widespread movement for further young leadership groups to be organized in communities throughout the country.

Members of the Akron Survey Team include: Mr. and Mrs. Herman L. Arenson; Mr. and Mrs. Seymour J. Kaplan; Mr. and Mrs. Jerrold A. Mirman; Mr. and Mrs. Carl Osherow; Lawrence Perelman; Mr. and Mrs. Herman B. Rogovy, and Nathan Pinsky, Executive Director of the Jewish Welfare Fund of Akron.

## DYNAMIC PERSONALITIES FROM ISRAEL JOINING UJA GOOD WILL AMBASSADORS



**RAPHAEL BLUMENFELD** is a leader in the development of modern architecture in Israel, specializing in design of interiors. He designed the widely-admired interiors of the Israel Pavilion at the Brussels World Fair, the Wise Auditorium of Hebrew University and the new Physics Building of the Weizmann Institute of Science. Born in Germany in 1923, he is the son of Kurt Blumenfeld, for 20 years President of the Zionist Organization of Germany. The family came to Palestine in 1933. At the age of 15, he joined the Haganah and later the Palmach, the Jewish defense force's famed Commando group. An outstanding athlete, he was junior tennis champion and a member of the national basketball team. In 1941 he joined the Jewish Brigade of the British Army and served in Palestine, North Africa, Italy, Belgium and Holland. He suffered a wound in the foot which has halted his competitive athletic career.

**ARTHUR BROZA**, one of Israel's outstanding experts in aviation and in the oil industry, is an executive of the British-Israel oil firm, formerly PAZ.

He was born in London in 1924, son of the manager of the London Branch of the Anglo-Palestine Bank, now the Bank Leumi, Israel's largest bank. In 1935 the family moved to Palestine, where Mr. Broza specialized in electrical engineering. In World War II he enlisted in the Royal Air Force and was trained as an operations and traffic officer. He saw service in every part of the Middle East, from Cairo to Iraq. After the war he served with the British Overseas Airways Corporation in Israel and as a business executive in Cairo until the Arab attack on Israel in 1948. He got back to Israel and joined the Israel Air Force, putting in two and a half years of service before joining the Shell Oil Company. In 1956 he directed the Jewish Agency's New York office for the recruitment of professional and technical American workers to work in Israel. He is married to Sharona Aron, noted folk singer.



**GIDEON HAUSNER**, known as a "lawyer's lawyer," is one of Israel's most noted attorneys and legal scholars. He served as legal adviser to the Jewish Agency and to many corporations and industries. He also teaches business law at the School of Economics of the Hebrew University. He was born in Polish Galicia in 1915. His father, who during his days in Vienna had served as secretary to Theodor Herzl, founder of the Zionist movement, was one of the pioneers of the Zionist movement in Galicia. In 1927 the Polish Government, for the moment liberal in its attitude to the Zionist movement, appointed Gideon's father as first Polish Consul-General in Palestine, as a gesture to the Jews and the Zionist movement. The family moved to Palestine and remained. In 1935, young Gideon joined the Haganah, serving in the field and in the information services. From 1945 until the end of the mandate he was the legal adviser for the Haganah and in 1948 he joined the Judge Advocate's department of the Israel Defense Forces.

**FRIEDEL STERN**, Israeli writer and cartoonist, is one of Israel's most impish satirists. Her recent book "Israel—In Short" is a hilarious cartoon story of an American Jewish tourist view of Israel. Miss Stern was born in Leipzig, Germany, in 1917. She came to Palestine in 1936 as a refugee from Hitlerism, and joined Kibbutz Kfar Hamaccabi in the Emek Zebulum. While studying art, subsequently, she went to work as a cook and as a housemaid. In 1940 she joined the Women's Corps of the British Army. She became an Army nurse and served in Palestine and in Italy. During the War of Independence in 1948 she served in the Israel Army as a camouflage expert. Now on the staff of "Davar Hashava," one of Israel's most popular weeklies, she is considered one of Israel's finest humorists as well as a perceptive observer.

