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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME XV
1960

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL



22nd ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM

...
United Jewish Appeal

on behalf of United Israel Appeal, Joint Distribution
Committee, New York Association for New Americans

600,000 people throughout the world need help through -
1960 regular United Jewish Appeal and UJA Special Fund

Vol. XV, No. 1, January 15, 1960

165 West 46th Street, New York City

NOT FOR PUBLICATION

ANNUAL CONFERENCE ISSUE

\$69,300,000 CASH CONTRIBUTED IN 1959 BY COMMUNITIES



22ND ANNUAL CONFERENCE HONORS TWO OUTSTANDING LEADERS FOR EFFORTS ON BEHALF OF UJA. SHOWN HERE ARE MORRIS W. BERINSTEIN, REELECTED UJA GENERAL CHAIRMAN (LEFT) AND HONORABLE HERBERT H. LEHMAN, UJA HONORARY CHAIRMAN (RIGHT), SHOWN HERE PRESENTING SILVER MENORAHS TO SOL LUCKMAN, NEWLY ELECTED HONORARY NATIONAL CHAIRMAN AND FRED FORMAN, NEWLY ELECTED NATIONAL CHAIRMAN.

**Community Leaders Vote 1960 Special Fund
for Extra Aid to Immigrants to Israel;
Greatest Gathering in a Decade
Plans all-out Campaign to Speed Absorption**

1,500 DELEGATES AT CONFERENCE HEARD THESE OUTSTANDING PERSONALITIES



Herbert H. Lehman



Dr. Dov Joseph



Morris W. Berinstein



Avraham Harman



Leon Uris

Opening Session of Conference Hears Dr. Joseph Answer 'Four Questions'

Dr. Dov Joseph, Treasurer of the Jewish Agency for Israel, said that most American Jews visiting Israel asked the same four questions and he answered them thus:

1. Has our money been well and properly spent?

"Remember first, all those things which have been done with your money. Nearly a million Jews, fleeing from persecution, want and fear, have been brought to Israel. Every two out of three of these newcomers are now self-sustaining citizens of Israel, contributing to the economy and to the welfare of those less fortunate. This has been done with your help.

"Your money is spent for the purpose for which you send it, and only for this - to aid immigrants to reach haven and to adjust to a new country."

2. Have the funds provided in the past been adequate?

"The money raised in the United States is less than half of the total required annually for the job we are trying to do with newcomers. There are not many Jews in other sections of the free world who can contribute in large sums, so the burden naturally rests upon the Jews of the United States. I do not fail to realize what a wonderful thing it is that the Jews in a free country have, year after year, been providing hundreds of millions of dollars. You have done magnificently. But it just happens that this magnificent work has not been equivalent to the needs.

3. Do we need more funds for new absorption and immigration activities?

"Immigration into Israel is continuing all the time, and it will continue. But it is wrong to try to base your activities only on the specific number of immigrants in any particular month or year. The right approach is to figure on an average per year. In 1957 the average since Statehood was 90,000 immigrants annually. At that time, I suggested to you that we should look forward to an average annual immigration of some 50,000. If you will look at the figures for the past four years, you will see that the average has been a little over 45,000 per year.

"It doesn't matter how many of these immigrants come in one year or the next - the fact is that they do come and the money for their absorption is needed, whether it is spent in one year or another.

LEADERS WHO URGED AMERICAN JEWS TO MEET ISRAEL'S UNMET IMMIGRANT NEEDS



Edward M. M. Warburg



William Rosenwald



William Goldenberg



Herbert A. Friedman



Moses A. Leavitt

4. Why is a Special Fund needed when there is no immigration emergency?

"I think you already know the answer to this one! We have not received, year by year, except for the year 1948, the money needed for our work. And we are consequently left, year by year, with a moral deficit as well as a financial one. When we receive less than we need, the difference is paid in suffering by human beings. We cannot permit this suffering to continue. Only your extra contributions will insure that together we will see the Israel we all dreamed of, prayed for and hoped for — become reality."

Friedman Describes Two Israels and Need For Long-Range Planning

Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, pointed out that it was imperative for American Jews to understand both sides of the picture in Israel today. They could be intensely proud, he said, of the side of growth and progress, but should not be blinded to the deficiencies which have kept 345,000 newcomers dependent.

"One man out of three of the nearly one million refugees who have found haven in Israel since Statehood is missing something," he said. "He is missing a house, or a job, or a farm tool, or proper welfare services for his family, and he is crippled as a result. He cannot yet stand on his own feet without more help.

"The problem in Israel now, a critical one, is to provide as quickly as possible the extra aid which will make these people self-sufficient. This is the problem of our generation — nothing less. We must help to create one Israel; we must dedicate ourselves to one Jewish people; we must be more than simply our brother's keeper. We must be our brother's brother."

JDC Leaders Give Off-The-Record Summation of Needs In Moslem, European Countries

William Rosenwald was Chairman of a special session in which JDC overseas directors painted a picture of mounting needs and increased tension for Jewish populations in some Moslem and East European countries. Throughout Europe the need for aid has become greater in the last two years because of refugees, mainly from Egypt and Hungary, still awaiting permanent settlement. In Israel, JDC must provide for some 45,000 immigrants, most of them through the Malben program for aged, chronically ill and handicapped newcomers.

Reporting to the delegates were Moses A. Leavitt, Executive Vice-Chairman of the JDC; Charles Jordan, Director-General for JDC Overseas; Louis Horwitz, Director of JDC activities in Israel, and Samuel Haber of the JDC overseas office in Geneva.

MORRIS W. BERINSTEIN ELECTED TO LEAD UJA FOR THIRD YEAR Other Leaders Named to Top Posts and Re-Elected to Office



Morris W. Berinstein
General Chairman



Herbert H. Lehman
Honorary General Chairman



E. M. M. Warburg
Honorary Chairman



Mrs. Jack A. Goodman
National Women's
Division Chairman



Herbert A. Friedman
Executive Vice-Chairman

Heading a list of top officers re-elected for the 1960 campaign was Morris W. Berinstein of New York and Syracuse, N. Y. The Chairman of the Nominations Committee, Elkan R. Myers of Baltimore, referred to Mr. Berinstein as "a man who has rightly demanded a great deal from others, but even more from himself."

Many men in the American Jewish community, he said, are "deserving of the highest honors. But few have both the experience of long years of devotion and the virtually limitless strength and energy required to bear the burdens of the General Chairmanship. Morris Berinstein has led two splendid campaigns and we know that we can count on his giving of his full energies and great talents again."

Berinstein said that he was vastly encouraged by the large attendance and earnest deliberations of delegates, and confident that he could count on the support of all community leaders.

Philip Klutznick, Former B'nai B'rith Head, Becomes National Chairman

Philip M. Klutznick, formerly President of B'nai B'rith for two terms and currently its Honorary Chairman, was elected a National Chairman of UJA. He had previously served as a member of the National Campaign Cabinet and was Chairman of the Conference of Presidents of Organizations for the 1959 campaign of the United Jewish Appeal.

Delegates re-elected Mrs. Jack A. Goodman of Indianapolis, for a third term as Chairman of the National Women's Division. Elected to new posts were Sol Luckman of Cincinnati, UJA Honorary National Chairman; Fred Forman of Rochester, UJA National Chairman; and Melvin Dubinsky of St. Louis, Chairman of the National Campaign Cabinet.

The following were re-elected as national officers: Herbert H. Lehman, Honorary General Chairman; Edward M. M. Warburg of New York, Honorary Chairman; Joseph Holtzman of Detroit, Honorary National Chairman; Samuel Rubin of New York, Honorary Special Fund Chairman; William Rosenwald of New York, National Chairman representing the JDC; Dewey D. Stone of Boston, National Chairman representing the UIA; Samuel Daroff of Philadelphia, Albert A. Levin of Cleveland, Joseph Meyerhoff of Baltimore, and Jack D. Weiler of New York, National Chairmen.

Also re-elected were: Max M. Fisher of Detroit, and Joseph M. Mazer of New York, Special Fund Chairmen; Joseph I. Lubin of New York, and Jacob Sincoff of New York, National Co-Treasurers; Robert W. Schiff of Columbus, and Benjamin H. Swig of San Francisco, Big Gifts Chairmen; Rabbi Isadore Breslau of Washington, D. C., Allocations Chairman, and Moses A. Leavitt of New York, Secretary.

THESE LEADERS WILL HELP GUIDE VIGOROUS 1960 CAMPAIGN



Joseph Holtzman
Hon. Nat. Chairman



Sol Luckman
Honorary National Chairman



Samuel Rubin
Hon. Sp. Fund Chairman



William Rosenwald
National Chairman for JDC



Dewey D. Stone
Nat. Chairman for
United Israel Appeal



Samuel H. Daroff
National Chairman



Fred Forman
National Chairman



Phillip M. Klutznick
National Chairman



Albert A. Levin
National Chairman



Joseph Meyerhoff
National Chairman



Jack D. Weiler
National Chairman



Max M. Fisher
Spec. Fund Chairman



Joseph M. Mazer
Spec. Fund Chairman



Joseph I. Lubin
Nat. Co-Treasurer



Jacob Sincoff
Nat. Co-Treasurer



Moses A. Leavitt
Secretary



Mel Dubinsky
National Campaign
Cabinet Chairman



Robert W. Schiff
Big Gifts Chairman



Benjamin H. Swig
Big Gifts Chairman



Isadora Breslau
Allocations Chairman

Conference Honors Fred Forman of Rochester, and Sol Luckman of Cincinnati

Magnificent silver Menorahs, made in Israel and personally inscribed to each, were presented to Fred Forman and Sol Luckman on Saturday evening. In making the presentations, Morris W. Berinstein lauded Mr. Forman for "the dedicated way you have served during two successive years as Chairman of the National Campaign Cabinet and for all your wonderful work and effort for UJA over the years."

To Mr. Luckman he expressed thanks for his long service as a National Chairman and his tireless travel in behalf of UJA. "He is a terrific talker and a wonderful fellow," he said, "and he is not only one of the solid fixtures but a big part of the backbone of the UJA."

Harman Says UJA is Towering Symbol in Jewish Life

Avraham Harman, Israel's Ambassador to the U.S., pointed out that there was little choice in the determination of where Jewish refugees could go. Restrictive immigration laws in many countries left no doubt that only Israel would take in all Jews without regard to physical, financial or other conditions.

"The United Jewish Appeal and its agencies all share in common a concentration on the process of helping Jews from subjection to human dignity," he said. "The UJA is entirely without parallel in the history of voluntary associations in our time."

"You have written into Jewish history, after the worst calamity that we ever experienced, a new, noble and dignified chapter. You here in America, who enjoy a status you seek to share with the rest of the Jewish people, will stay with your sacred task, I know, until you can write 'finish' to the story of Jewish subjection for all time to come."

Leon Uris Tells of Miracles He Observed in Israel

Author of the best-selling novels "Exodus" and "Battle Cry," Leon Uris retraced for the audience some of the problems involved in his research for "Exodus" and how he finally came to believe that miracles can happen, given the human determination to accomplish them.

"Ours is a constant job of rededication," he said, "to the principle that we are not going to rest until every modern Pharaoh in every land 'Lets our people go.' We have seen one goal established in our lifetime - the State of Israel - but we don't know where or when the next emergency will come.

"The miracle makers in Israel are people with calloused hands, and those who died far too young. But I have also seen a miracle here - the American Jewish community standing up en masse and vowing to create a strong Israel because it is the best insurance that Jews will never again have to walk quietly into gas chambers."

OTHER LEADERS AT UJA CONFERENCE



Label Katz

Irving Kane

Morris Senderowitz, Jr.



I. D. Fink



Chas. H. Jordan

PICTORIAL HIGHLIGHTS OF CONFERENCE



UJA's Big Three came together at the Conference: General Chairman Morris W. Berinstein, Mrs. Jack Goodman, of Indianapolis, Women's Division Chairman, and Edward M. M. Warburg, Honorary Chairman.



Leon Uris, author of best-selling novel about Israel, "Exodus," meets with top UJA leadership. Standing (L to R): Joseph Meyerhoff, of Baltimore, Leon Uris, and Fred Forman, of Rochester; seated, left to right: William Rosenwald, of New York; Dewey D. Stone, of Boston, Herbert A. Friedman, Executive Vice-Chairman, and Joseph Holtzman, of Detroit.



Executive Vice-Chairman Herbert A. Friedman (left) looks on as Cash Collection Chairman Melvin Dublinsky, St. Louis, turns over to Dewey D. Stone, of Boston, part of the cash turned in by local communities at the December National Conference.



General Chairman Morris W. Berinstein, Honorary General Chairman Herbert H. Lehman and Dr. Dov Joseph, Treasurer of the Jewish Agency, discuss UJA's problems in helping 600,000 people around the world.



A cross-section of UJA leadership meet at the December Conference (standing left to right): 1959 Cabinet Member Bernard J. Sampson, of Milwaukee; Cabinet Member Leonard Ratner, of Cleveland; seated (left to right): Cabinet Member Max Bressler, of Chicago, Adolph Kiesler, of Denver, 1959 Chairman of the National Campaign Committee, and Charles Frost, of New York.



An audience of 1500 thrilled to hear Itzhak Perlman (above), Israel's 14-year-old violin virtuoso, perform.



Leon Uris, author of "Exodus," and Israel's Ambassador to the United States, Avraham Harman, meet for friendly chat before sharing the speaker's rostrum at the Saturday evening dinner meeting.

Young Hillel Leader Pledges Student Support for Cause of UJA

William S. Goldenberg, a student at the University of Pennsylvania and a leader of the Hillel Foundation, reported that Jewish students at colleges and universities throughout the country have been conducting campaigns for UJA under Hillel leadership.

"For us," he said, "\$15 may be a pace-setting gift, but the important thing is that through these campaigns our fellow students become impressed with their responsibility to other Jews. Students now at universities have hardly any personal knowledge of the pre-war period, Hitlerism and other things which have shaped the thinking and reaction of UJA leaders. But we are not living in 'ivory towers.' Some of us are deeply aware of the problems UJA is trying to solve and we intend to bring this awareness to every Jewish student.

"Out of today's and tomorrow's campuses will come the future leaders of American Jewry. I am confident that in a few years you will find us among your ranks, pulling our weight in the great mission American Jewry has undertaken."

Young Israeli Violinist Charms Audience

Itzhak Perlman, 14-year-old violinist, a virtuoso since the age of six, played several selections for the dinner audience. Mrs. Barbara Baron opened the meeting with the singing of "Hatikvah" and the "Star Spangled Banner." Rabbi Max Schenk of Temple Shaari Zedek in Brooklyn, delivered the invocation.

Sunday Meeting Brings Flow of Cash Totaling \$69,300,000 For Year

The traditional cash line formed on Sunday morning to present community checks to Melvin Dubinsky, National Cash Committee Chairman, and Joseph Meyerhoff of Baltimore, UJA National Chairman. Total announced reached \$69,300,000 for the year.

Community leaders, one after the other, seized microphones in the Friday afternoon session to express their firm conviction that a Special Fund was essential in 1960. They added individual pledges to increase contributions and to arouse community understanding of the need for extra gifts. Here are excerpts from the resolution and the remarks of a few of these nationwide pace-setters:



H. Brand, M. Taubman, M. Taubman



Abe S. Kay



P. Zinman

B. Medintz



Mrs. Avraham Harman



Henry C. Bernstein Elkan Myers



F. G. Borowsky



H. Taubman



S. Pratt



Abe Kasle



Paul Baerwald

DELEGATES UNANIMOUSLY SECOND RESOLUTION FOR 1960 SPECIAL FUND

Excerpts From 1960 Special Fund Resolution

One of the most urgent and pressing problems which has ever confronted the UJA is the grave need of 345,000 Jews in Israel who are part of the nearly one million fellow Jews whom we helped rescue and bring to Israel within the past decade.

- (a) Some 90,000 are still living in the squalor of the ma'abarot and in other miserable slum dwellings.
- (b) Many other thousands live in farm settlements which are not self-sustaining because they are deficient in irrigation, livestock, and a large variety of essential buildings, equipment and machinery.
- (c) A great number of the settlers on the incompletd farm communities are forced into make-work projects where their earnings are hardly sufficient to sustain life.

We owe these people a special debt of honor because when we helped bring them to Israel we did so with the understanding that we would give them not only the precious gift of freedom but also the opportunity for a life of dignity. Such a life is possible only if we provide the additional funds needed to give these people decent homes and the means to become self-sufficient.

In addition to the needs of those who have come to Israel in the past, there is the continuous immigration of the present. Jews are coming into Israel in substantial numbers from Europe, Africa and Asia. We must make sure that when these new immigrants reach their destination, their absorption is completed with the minimum delay. This, in itself, will require vast outlays of money.

We further recognize that all of these needs set forth above are in addition to our commitments to fellow Jews in need in twenty-five countries other than Israel, whose only hope lies in the help we provide.

It is apparent that an extraordinary effort on the part of the Jews of America will be required in 1960 to meet the needs which press upon us. Only if we make this effort shall we discharge our obligations and enable the heroic people of Israel to maintain Israel as a true haven for distressed Jews everywhere.

We, therefore, RESOLVE, that there be constituted a 1960 UNITED JEWISH APPEAL SPECIAL FUND, and, in implementation of this resolution, further resolve:

1. That the 1960 United Jewish Appeal Special Fund campaign be conducted by the Jewish communities of the United States corollary to the regular campaign for 1960.

(continued on page 14)

COMMUNITY DELEGATES PRESENT CHECKS AT



H. Wolff, H. Ruffman, H. A. Friedman, R. Silverman
Southern Illinois

Shown on these two pages are pictures of community leaders at the December Conference presenting to National Cash Chairman Melvin Dubinsky, of St. Louis, checks for the cash raised in their home localities.



D. M. Wise, Wm. Rosenwald, J. Backer
Stamford, Conn.



C. Goldberg, B. Bronstine
Denver, Col.



L. P. Smith, E. M. M. Warburg, G. Shapiro, Mrs. J. M. Cashman
Boston, Mass.



P. Dimond, A. Slater, C. Bromberg
Paterson, N. J.



Dr. W. S. Gross, W. Rosenwald, P. M. Clark
Schenectady, N. Y.



I. D. Fink
Minneapolis, Minn.

A. Naboichek
Hartford, Conn.



L. Muhlfelder, J. H. Einhorn
Albany, N. Y.



Mrs. and Mr. L. Richmand
Farmingdale, L. I.



P. Saks, Mrs. E. Schaffer, I. S. Kimball
Springfield, Mass.



J. Meyerhoff, J. Mintzer, N. Petersell
Richmond, Va.



N. C. Goldman
W. Palm Beach, Fla.



C. Schwartz
Akron, O.



R. Silverman
So. Illinois

RENCE TO BRING 1959 TOTAL TO \$69,300,000



H. Brand
Kansas City



B. Silverblatt
Lowell



L. P. Smith
Boston



J. Gittleman
Fall River



E. Kaminsky
Binghamton



Mrs. A. Zacks
Columbus



L. Podolsky
No. Hudson



S. Singer
New Orleans



Hon. D. Diamond
Buffalo



H. Blum
Holyoke



L. Schacht
New York City



I. L. Kunian
Nashville



J. Bornstein
Fair Lawn



B. Natkow
So. Bend



J. Waldman
At. City



S. Seder
Worcester



Mrs. I. S. Benjamin
Cincinnati



Mrs. E. Shiner
New Haven



N. I. Levy
Scranton



I. Rabinovitz
Sheboygan



J. Stuchen
Los Angeles



R. Brandwene
Wilkes-Barre



B. L. Green
Trenton



L. Resnick
Ellenville



S. Kravitz
Grand Rapids



L. Sebrans
Canton



J. A. Zissen
Dayton



L. A. Yaffee
Syracuse



Mrs. H. L. Jones
Detroit



S. Mostov
Toledo



G. Feldman
Allentown



S. Zallea
Wilmington



B. N. Brook
Tucson



A. Silverman
Providence



I. S. Turover
Washington



H. H. Alpert
Phoenix



P. B. Levitch
Louisville



M. M. Cuba
Atlanta



C. Olshansky
Newport News



P. Schumer
Bound Brook



D. Darwin
New Brunswick



(continued from page 11)

2. That, in addition to their contributions to the regular campaign, the Jews of America be called on to contribute to an extent even greater than in previous years.
3. That contributions to this Fund be obtained through the local Jewish Welfare Funds, and the Welfare Funds be called upon to provide a clear and distinct channel for such contributions.
4. That the responsibility of participating in the 1960 Special Fund be placed on each and every contributor.
5. That contributions by individuals to the 1960 Special Fund be made without reduction of their respective contributions to the regular campaign to be conducted in 1960.
6. That the leaders of the communities' Federations and Welfare Funds confer with the leaders of the United Jewish Appeal to the end that the UJA shall receive a fair and equitable share of the proceeds of the communities' 1960 regular campaign.
7. That each Jewish community of the country agrees that contributions to the Fund be in addition to the United Jewish Appeal's fair share from the regular annual campaign in 1960.

Community Leaders Speak Out In Support Of Need For Extra Funds

MAX M. FISHER, Detroit: We owe the people we helped to bring to Israel a special debt of honor, because we brought them with the understanding that we would give them not only the precious gift of freedom, but also the opportunity for a life of dignity. Such a life is possible only if we provide the additional funds needed to give them decent homes and the means to become self-sufficient...

DEWEY D. STONE, Boston: We are dealing with the substance of an important resolution. It has the backing of all your officers, the members of the Resolutions Committee, and the members of the Sixth Study Mission. But I want it to be clear that the action we take here is your action. What we decide will be our collective action. It is an action of faith, a plotting of the chart for our 1960 campaign...

EDWARD GINSBERG, Cleveland: There is one thing that has always bothered me: we are almost in the position of being God. This frightens me. In terms of our dollars we determine what we can do for human beings, to give them a chance for a new life, to create a home for their families, to live in a democracy with self-respect and dignity. When you equate dollars and human lives, you are in trouble; I, for one, can't do it. Let us be mature enough to rise to the occasion...

DAVID LOWENTHAL, Pittsburgh: The people in Israel are doing their job to help save our people. Experience has taught us to expect an upsurge in immigration resulting from suddenly lowered exit barriers. I have faith in the people of Israel and I have faith in the Jews of America too. Between us, we must build a home for the newcomers and for those already in Israel who need extra help...

HERBERT H. SCHIFF, Columbus: Whatever we have done in the past, and whatever we will do in the future, we must keep in mind that it is our lot to be our brother's keeper and to take care of the "wandering" Jew, wherever he may be...

MORRIS ABRAMS, Cleveland: It was my privilege to be on the last Study Mission and to see the need for myself. We have already started work on the campaign in Cleveland, and the very first prospect I saw was persuaded to increase his gift...

F. GORDON BOROWSKY, Philadelphia: There is no question in my mind that this Special Fund is necessary this year. I won't talk about the need. We have already heard a lot about it. Anyone who had any idea of cutting this year had better decide now, as I have, that they must increase instead...

CHARLES FROST, New York: You know that I am retiring. I had hoped the time would now come when I could go back to my original UJA gift without the "extra." But I realize that I cannot discontinue it. It is still needed...

CHARLES GUTWIRTH, New York: I spoke before the Resolutions Committee this morning and I thought it my duty, after all we heard and after all I have just seen in Israel, to speak up for the Special Fund. Now I am getting up again, just to say that I will do even better than I promised before...

PHILIP ZINMAN, Camden-Philadelphia: One of the messages that we have to carry back to our communities is that lip service to this resolution is not enough. Let us realize that this is the extra giving we must produce for the people of Israel every year for a while...

HAROLD H. ALPERT, Phoenix: I want to pledge that Phoenix, which has already started its campaign, is going to go way over and provide extra for the Special Fund too...

LAWRENCE SCHACHT, New York: I am not afraid of all the increases that have to be made. We have had business trouble for 13 weeks and I never lost so much money in my life — but that's no reason why I can't give generously...

JOSEPH MEYERHOFF, Baltimore: I know I am in the position of a lot of people who hoped there wouldn't be another Special Fund this year. But the more I have thought about the situation, the more I have realized that this was wishful thinking. As long as the needs are so urgent, we just simply have to meet them...

LEONARD RATNER, Cleveland: I went into one ma'abara on the last Mission. A fellow there said to us: "I am seven years in this camp. One time the camp had 30,000 people in it and now it has only about six or seven thousand. Why should I have to sit here, when so many of the others are already in homes?" Who can give a man an answer for that? There is only one answer — we don't have to be ashamed to go and ask for extra contributions to a Special Fund. This is the answer to the man in the camp and all those others who need our extra help...

MRS. JACK A. GOODMAN, Indianapolis: We women, too, have just come back from a Mission overseas and we understand as well as you men do what is going on in Israel. Now that this State is created, after so many problems, I am going to do everything in my power to keep the State alive and to keep it the way the people of Israel want it — a real democracy with its doors open to all...

COMMUNITIES ORGANIZING EARLY DRIVES FOR TOP CONTRIBUTIONS

(Although few community campaign meetings have actually taken place yet, many communities have planned well ahead and are setting up campaign leadership for 1960. Additional details and campaign activities of other communities will be reported in the next issue of the RTM.)

SAN FRANCISCO, Calif.: At the December 15 Annual Meeting, officers for the 1960 campaign were announced as follows: Walter D. Heller, President, Jewish Welfare Federation of San Francisco, Marin County and the Peninsula; Dr. Abraham B. Sirbu, Chairman; John L. Blumlein, Robert E. Sinton, Melvin M. Swig, Richard N. Goldman, Vice-Chairmen; Daniel E. Koshland, Advance Gifts Chairman; Mrs. Louis Werth, Women's Division Chairman; Sanford M. Treguboff, Executive Director.

PITTSBURGH, Pa.: Formal campaign will open on March 5 with Israel Ambassador Avraham Harman as major speaker. Campaign officers are: Herman Fineberg, President, United Jewish Federation; Lester A. Hamburg, General Chairman; Aaron P. Levinson, Dr. Seymour J. Cohen, David Lowenthal, Co-Chairmen; Samuel A. Baskind, Advance Gifts Chairman; Leonard H. Rudolph, Julian H. Ruslander, Associate Advance Gifts Chairmen; Mrs. Wilfred J. Finegold, Women's Division Chairman; Robert I. Hiller, Executive Director.

PHILADELPHIA, Pa.: Morris W. Berinstein, UJA General Chairman, addressed a Pace-Setters meeting on January 11, with an eloquent report on the recent UJA mission to Israel and the desperate needs of immigrants still unabsorbed. Campaign opening dinner on February 29 will hear from Israel Ambassador Avraham Harman. Campaign officers are: Edwin Wolf II, President, Federation of Jewish Agencies; F. Gordon Borowsky, Chairman, Bernard Weinberg, Advance Gifts Chairman, Mrs. Kevy K. Kaiserman, Women's Division Chairman; Donald B. Hurwitz, Executive Director.

MIAMI, Fla.: Campaign chairmen announced for the coming drive are: Sam J. Heiman, President, Greater Miami Jewish Federation; Thomas Kravitz, Chairman, Sam Blank, Samuel C. Levenson, Harold Thurman, Co-Chairmen; Mrs. Shari Silverman, Women's Division Chairman, Arthur S. Rosichan, Executive Director.

LOS ANGELES, Calif.: Community leaders met on December 2 to report on the UJA Sixth Overseas Study Mission and plan 1960 activities. Campaign officers are: Steve Broidy, President, Jewish Federation - Council of Greater Los Angeles, and a Campaign Vice-Chairman; Jacob M. Stuchen, General Chairman; Victor M. Carter, Vice-Chairman and Big Gifts Chairman; Joseph N. Mitchell, Vice-Chairman and Big Gifts Co-Chairman; Raymond E. Lee, Big Gifts Co-Chairman; Mrs. Louis Wagman, Women's Division Chairman; Julius Bisno, Exec. Dir.; Charles Zibbell, Ass't. Director.

BALTIMORE, Md.: Pace-Setters breakfast meetings on February 28 and March 6 will start the campaign rolling. Campaign officers are: Julius Offit, President, Jewish Welfare Fund, and Campaign Chairman; Elkan R. Myers, Big Gifts Chairman; Mrs. Hugo Dalsheimer, Women's Division Chairman; Harry Greenstein, Executive Director; Isadore I. Sollod, Campaign Director.

CLEVELAND, Ohio: A Pace-Setters lunch on December 15 was addressed by Morris W. Berinstein, UJA General Chairman. Campaign officers are: L. W. Neumark, President, Jewish Community Federation; Edward Ginsberg, Chairman; Leonard I. Abrams, Leighton A. Rosenthal, Co-Chairmen; Maurice H. Saltzman, Special Gifts Chairman; Arthur Dery and Albert B. Ratner, Special Gifts Co-Chairmen; Mrs. Merrill D. Gross, Mrs. Daniel E. Rocker, Women's Division Co-Chairmen; Henry L. Zucker, Executive Director.

HOUSTON, Texas: A luncheon on December 17 heard from Sol Luckman of Cincinnati, UJA Honorary National Chairman. He described overseas needs. Campaign officers are: Bernard Weingarten, President, Jewish Community Council; Harding S. Frankel, Milton Levit, Sol B. Weiner, General Co-Chairmen; Dr. Samuel S. Schaffer, Big Gifts Chairman; Mrs. Harding Frankel, Women's Division Chairman; Albert Goldstein, Executive Director.

NEW ORLEANS, La.: A dinner meeting on December 16 was addressed by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, recently returned from an overseas survey in Europe and Israel. Campaign officers are: Paul Kapelow, President, Jewish Welfare Fund; Saul Singer, Chairman; George E. Marcuse, Co-Chairman; Dudley Yoedicke, Big Gift, Chairman; Mrs. Lester Gerson, Mrs. Howard Gruenberg, Mrs. Gerald Berenson, Mrs. Loris K. Levy, Mrs. Saul Singer, Mrs. Irving Levin, Mrs. Moise Fishman, Mrs. Jules Cahn, Women's Division Co-Chairman, Harry I. Barron, Executive Director.

CHICAGO, ILL.: The new Workers' Leadership group was inaugurated on November 15 at a meeting where Israel's Inbal dancers performed. It was announced at the same time that Howard G. Miesrow would serve as Chairman. Bernard Nath is President of the Jewish Welfare Fund and Samuel A. Goldsmith is Executive Vice-President.

DENVER, Colo.: Campaign plans include a dinner on January 14, an Initial Gifts meeting on Feb. 24 and the Annual meeting on February 25. Campaign officers named so far are: Adolph Kiesler, Honorary President and Morris Miller, President, Allied Jewish Community Council; Charles Goldberg, Chairman; Nathan Rosenberg, Executive Director.

DALLAS, Texas: Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, spoke at a Big Gifts luncheon on December 20. Campaign officers are: Sherman M. Kaplan, President, Jewish Welfare Federation; Sig H. Badt, Chairman; Jacob Feldman and Nolan Glazer, Co-Chairmen of the campaign and Big Gifts Co-Chairmen; Mrs. Richard Nathan and Mrs. Edward C. Stern, Women's Division Co-Chairmen; Jacob H. Kravitz, Executive Director.

MAJOR CONFERENCES NEXT MONTH FOR CENTRAL AND WESTERN STATES

A Midwest UJA Leadership Institute is being held the weekend of February 12-14 at the Hotel Moraine in Highland Park, Ill. Leaders from over 100 communities in 12 states will gather to exchange ideas and make plans for the 1960 campaign. Major speakers will be Israel Ambassador to the U. S. Avraham Harman; Philip M. Klutznick, UJA National Chairman, Edward M. M. Warburg, UJA Honorary General Chairman, and Charles Jordan, Director-General for Overseas, of the Joint Distribution Committee.

At Palm Springs, Cal., leaders from the Western Region, representing 11 states, will gather for a three-day Conference and work-shop sessions February 19-21. This annual Conference has served in the past to bring together top campaign officers and set the pace for the entire region. Mr. Harman and Mr. Jordan will also speak here. Leading UJA speakers will be Morris W. Berinstein, General Chairman; William Rosenwald, National Chairman; Dewey D. Stone, National Chairman, and Rabbi Herbert A. Friedman, Executive Vice-Chairman.

TRI-STATE CONFERENCE GIVES OVER HALF-MILLION TO UJA



Judge Samuel A. Weiss, a leading force in the Tri-State Region, was presented with a silver-bound Bible from Israel in recognition of his outstanding services in behalf of UJA. Shown here, from left to right are: David A. Glosser, Judge Samuel A. Weiss, Gov. David L. Lawrence, Philip M. Klutznick.

One of the most successful conferences ever held by the UJA Tri-State Region heard a stirring address by Pennsylvania Governor David L. Lawrence and Philip M. Klutznick, B'nai B'rith Honorary National President and UJA National Chairman, on November 1 in Pittsburgh. More than 500 delegates lined up to present over \$500,000 to the UJA campaign. Among major features of the program were the singing of Cantor Jacob Barkin of Pittsburgh, and the famous Andrews Sisters.

Governor Lawrence, who has visited Israel recently, described the extraordinary progress of the young Mid-East democracy, but warned that propaganda has been intensified recently and the blockade around Israel tightened. The effect of these on Israel's economy cannot help but be serious, he said, and UJA help is more important than ever before in aiding newcomers.

Mr. Klutznick expressed the hope that the American Jewish community would not become complacent about Israel's impressive progress, for, he said, "Israel's people will continue to need outside support for integration and rehabilitation of the many thousands who have not yet been absorbed."

Community leaders presenting checks on behalf of their local campaigns were:

PENNSYLVANIA: Harry Jackson, Aliquippa, \$3,500; Samuel Port, Altoona, \$15,000; Bernard Rogoff, Ambridge, \$1,000; I. H. Gordon, Beaver Falls, \$3,000; Dr. H. S. Kopsosky and Harry Stark, Braddock, \$3,000; Max Greenfield, Brownsville, \$1,500; William Katz, Canonsburg, \$1,800; Ben E. Sherman, Carnegie, \$2,000; Edward Feinberg, Charleroi, \$2,000; Isidor Lieber, Donora, \$1,500; Milton Stone, Erie, \$22,509; Leonard Konigsburg, Farrell, \$3,000; Jack Moldovan, Greensburg, \$10,000; Samuel H. Gordon, Homestead, \$1,500; Hyman J. Brody, Indiana, \$5,000; Julius Caplan, Jeannette, \$1,000; Elliot B. Levine, Johnstown, \$50,000; Harry Sparks, Kittanning, \$1,500; Samuel Berkosky, Latrobe, \$1,000; M. A. Cowan, McKeesport, \$5,000; Irving Badner, Meadville, \$1,000; Samuel L. Weiner, New Castle, \$10,000; Bernard S. Shire, Monessen, \$3,500; Archie Miller, New Kensington, \$10,000; Sigmund Klivans, Oil City, \$3,500; Arthur G. Rosenthal, Punxsutawney, \$4,500; Leon Bolotin, Sharon, \$10,000; Dr. Irwin A. Bernstein, Titusville, \$6,000; Morris Frank, Uniontown, \$5,000; Harry Segel, Warren, \$2,500; Hon. David H. Weiner, Washington, \$5,000.

WEST VIRGINIA: Herman Diamond, Bluefield, \$6,362; Harry N. Barton, Charleston, \$50,000; Harry Berman, Clarksburg, \$7,500; Jack Cuttler, Huntington, \$25,000; Donald S. Levinson, Logan, \$4,880; Louis Cohen, Martinsburg, \$2,000; Max Yunker, Parkersburg, \$3,500; Louis Forgash, Weirton, \$3,000; Kenneth Wells, Williamson, \$1,100; **OHIO:** Myron Weis, E. Liverpool, \$2,500. **KENTUCKY:** Harold Freedman, Ashland, \$3,100. Checks in smaller amounts were presented by: Dr. Abe Azorsky, California, Pa., Louis C. Burstin, Duquesne, Pa.; Allen I. Schwartz, Elizabeth, Pa.; Sol Darling, Glassport, Pa.; Robert Pirchesky, Monongahela, Pa.; G. B. M. Stein, State College, Pa.; Frank Gladstone, Portsmouth, Ohio; Alfred Harrison, Tarentum, Pa.

NEW JERSEY STATE CAMPAIGN CABINET FORMED AT NEWARK GATHERING

More than 180 delegates, representing American Jewish communities throughout New Jersey, met in Newark on November 29 and urged formation of a campaign steering committee for the 1960 UJA campaign. Philip Zinman, of Camden, a member of the UJA National Cabinet, was named Chairman by delegates. The statewide Cabinet was formally authorized by the UJA several days later. The impressive all-day Conference was addressed by former Governor Theodore R. McKeldin of Maryland, Morris W. Berin-stein, UJA General Chairman, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, who reported on the current picture in Israel.

Governor McKeldin recounted his personal observations on Israel during several visits and asserted that "although a magnificent job has been done, there is still much more to be done."

Observing that it was the first time in 11 years that such a gathering had taken place in New Jersey, Berin-stein urged delegates to redouble the efforts of their respective communities so that "every Jew is given an opportunity to contribute."

In addition to Mr. Zinman, other New Jersey leaders named by the Conference to serve as members of the new State Campaign Cabinet are: Mrs. S. Alexander Brailove of Elizabeth; David Goldman of Teaneck, and Leonard H. Gidding of Plainfield.

A New Jersey State Campaign Cabinet was formed last month with the aid of state and national leaders meeting in Newark. Shown here, from left to right are: Carl Mitnick, Philip Zinman, Herbert A. Friedman, Morris W. Berin-stein, David W. Goldman



OUTSTANDING OVERSEAS SPEAKERS ARRIVING FOR 1960 COMMUNITY CAMPAIGNS



MRS. IDA LOEW, the real-life heroine of Meyer Levin's best-selling novel, "Eva", is now a housewife and mother in Ramat Gan, Israel. "Eva" is a stirring account of her struggle at first to conceal and ultimately to assert her identity as a Jew. She brings the message of modern Israel to American Jewry, as part of the presentation of a dramatized reading of excerpts from the book.



Raphael Blumenfeld



Dita Natzor



Arie Neshet



Dr. Moses C. Weiler



Max M. Varon

RAPHAEL BLUMENFELD, noted architect who has done much to advance Israeli building interiors, returns here a second time to present a picture of the achievements and continuing problems of the people of Israel.

DITA NATZOR, Public Relations Officer of the municipality of Beersheba, who has played a real-life role in the reclamation and flowering of the Negev wilderness, describes the new frontiers challenging Israel today.

ARIEH NESHER, well-known to American audiences, an outstanding leader of post-war DP's and now a Management Consultant and lecturer at Tel-Aviv University, is deeply involved in Israel's key problem of immigrant education and integration.

MAX M. VARON, Israel's Consul in New York for several years and now Chief Assistant in the Economic Division of the Israel Ministry for Foreign Affairs, is a frequent visitor to border settlements and educational centers for new immigrants. He is an authority on Israel's international and domestic problems.

DR. MOSES CYRUS WEILER, spiritual leader for over a quarter of a century of Progressive Judaism in South Africa, left his distinguished post to join a kibbutz in Israel in 1957. A topflight orator, he tells his story in the U.S. for the first time.

TWO EXCITING NEW FILMS MADE IN ISRAEL BY UJA TELL STORY OF IMMIGRANT HOUSING, ABSORPTION PROBLEMS

"The Key" and "The Dock", exciting new films shot by UJA in Israel and produced with the cooperation of top Hollywood studios. "The Key" is now available in two 16 mm versions, one running 28 minutes, and the other 14. "The Dock," which runs 28 minutes, will be available in 16 mm prints in February.

"The Key" tells Story of a Ma'abara Family

"The Key" is the poignant story of David, a young boy who has lived in a ma'abara with his family ever since he came to Israel. David is beginning to think that the temporary tin hut in which they live is no longer "temporary" after seven years, and is miserably aware of the tension and problems created for the family by their impossible living conditions. He visits a new house and dreams of the changes that a real home might make for all of them. He clings to the belief that their turn will come soon and that the key to the new home will prove the solution of many other problems as well.

The part of David is skillfully and tenderly played by Moshe Dagon, talented young star of the Israel Chamber Theater. The film was written and directed by Bernard Evslin. It was produced with the cooperation of Columbia Pictures Corporation. Closing remarks by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, are included in both versions.

"The Dock" Relives Experiences of Immigrants

"The Dock" was made in Israel with a cast of leading Israel actors. It tells the individual stories of a group of persons waiting at the dock in Haifa for the arrival of an immigrant ship on which each expects a relative. There is the architect who has slowly come to realize that designing functional homes for newcomers is as important as his ideas of more beautiful architecture in Israel...a Yemenite who has become a crack pilot in Israel's Air Force...a teacher who understands that teaching "oldsters" is more important and even harder than his work as a professor in Germany.

Their different stories are told in exciting flashbacks to their old lives. "The Dock" presents in capsule form some of the many problems faced by Israel's immigrants in becoming adjusted to a new life in a new country. And it dramatically depicts the joy and bewilderment of the newest arrivals as they come down the ship's gangplank.

"The Dock" was written and directed by Paul Kresh and produced with the cooperation of Paramount Pictures, Inc. and Universal-International Pictures. It has a closing message by Morris W. Berinstein, UJA General Chairman. Geva Films in Israel was the cooperating studio for both films.

WOMEN'S DIVISION LEADER RE-ELECTED; \$173,000,000 RAISED IN 14 YEARS

Mrs. Jack A. Goodman of Indianapolis, was re-elected for a third term as National Chairman of the UJA Women's Division at the Annual Conference. In a report to delegates, Mrs. Goodman said that women throughout the country had contributed over \$173,000,000 in extra funds in community campaigns.

Joseph Meyerhoff, Chairman of the Sunday session at which Mrs. Goodman reported, spoke glowingly of the work of the Women's Division, stating that the Women's actual contributions increased along with their enthusiasm.

"But," he said, "far and beyond their actual contribution is the fact that they do a remarkable job in setting the proper climate in every community, and no small part of this really wonderful contribution is due to the energy, devotion and effectiveness of the Chairman."

Mrs. Goodman said that the women of America's Jewish communities were convinced that "the greatest sociological drama in the world is being enacted in Israel. The first two acts have been played — Statehood for Israel, and the opened gates for refugees.

"Many dramas have failed because of a weak third act. It is in our hands to write the third act upon which the curtain is about to rise. It will be in Israel, the time — 1960. We don't know the length of the act yet, but we are determined to see it finished, with the glory, the beauty, the hope with which this great drama began."

An Oneg Shabat of the Women's Division on Saturday heard an inspiring message from the women of Israel by Mrs. Avraham Harman, wife of Israel's Ambassador to the U.S.

NATIONAL WOMEN'S DIVISION BOARD MEETS TO PLAN FOR 1960



Seated—(left to right) Mrs. Joseph Cohen, New Orleans, La.; Mrs. Jacob Blaustein, Baltimore, Md.; Mrs. William Diamonstein, Newport News, Va., Vice-Chairman; Mrs. S. Alexander Brailove, Elizabeth, N. J., and Mrs. Albert Pilavin, Providence, R. I., Honorary Vice-Chairmen; Mrs. Jack A. Goodman, Indianapolis, Ind., Chairman; Mrs. Hal Horne, New York, N. Y., Mrs. John C. Hopp, Detroit, Mich. and Mrs. Irving Ehrenfeld, Passaic, N. J., Vice-Chairman.

Standing—(left to right) Mmes. Jerome Meier, Newark, N. J.; Noah Miller, Akron, Ohio; Nathan Levine, Cincinnati, Ohio; Leslie W. Moses, Baltimore, Md.; Ralph M. Brandwene, Wilkes-Barre, Pa.; Isadore Slotnick, Brookline, Mass.; Merwin M. Krevit, North Haven, Conn.; Harry Bishop, West Hartford, Conn.; Arthur S. Pos, Chicago, Ill.; Harry Cassman, Atlantic City, N. J.; Morris Senderowitz, Allentown, Pa., members of the Executive Committee. Mmes. Sigmund A. Siegel, New York, N. Y.; Simon Lazarus, Columbus, Ohio; Henry Wineman, Detroit, Mich.; Ludwig Kaphan, St. Petersburg Beach, Fla.; Sol Aiolo, Rochester, N. Y., members of the Advisory Board.

Standing—(left to right) *second row*: Mmes. Harold E. Marcus, Atlanta, Ga.; Israel D. Fink, Minneapolis, Minn.; Edward Schaffer, Springfield, Mass.; Meyer H. Riwehchun, Buffalo, N. Y.; Harry Jones, Detroit, Mich.; Bernard Schaeenen, Dallas, Texas; Harry Wax, San Diego, Calif.; Irwin Yoelson, Cleveland, Ohio; Irvin S. Rosenbaum, Louisville, Ky.; Charles T. Cohen, Milwaukee, Wis.; Harold N. Rosenberg, Englewood, N. J.; Alexander Hassan, Washington, D. C.; Raymond Kramer, Paterson, N. J., members of the Executive Committee.

UNTIL THE LORD HATH GIVEN YOUR BRETHREN REST

By MORRIS W. BERINSTEIN
General Chairman, United Jewish Appeal

The Jews of the world have been faced with crises, decisions, hardships, for all the years of recorded history as we know it. We know it from our Bible, and we know it from our mothers and fathers, and from generations back. Those of us who never knew the pogroms; those of us who were spared the extermination camps of Hitler; those of us who were not in Israel to fight and die and live to build the new land from the ancient soil, have been privileged to share and understand how it was, how it is, how it must be.

We have done much. None can gainsay our concern, our efforts to aid the people of Israel in absorbing nearly one million refugees, cast out from the countries in which they lived for hundreds of years, who felt the imperative need to return to the land of their fathers - their only haven.

But have we done enough? Have we given in equal measure for our blessings? Have we completely understood the problems? Have we, perhaps, been a little complacent in the light of our own benefits here in America and permitted the warm glow of giving to obscure the fact that what we gave was not equal to the needs? I think so. And the UJA leaders who have recently been to Israel think so.

At no time have we given enough to do more than cope with emergency needs. We brought these refugees to safety - and indeed this was a great achievement - but it was not, it is not, enough. We must also be responsible for bringing them to true self-sufficiency in this land of Israel, still struggling for security as a democratic nation. The people of Israel have wrought miracles. But that, too, is not enough.

For the first time since Israel was proclaimed and won as a State in a bitter battle, there seems to be no violent crisis or immigrant emergency to swallow up the money we here in America give. For the first time, then, we have the chance to make up to those who have suffered for the lack of sufficient funds to help them stand on their own feet.

Let us seize this opportunity - none knows how long it may last - and let us give greater sums and in greater numbers than ever before. I have great faith in the people of Israel, and that they are doing every thing humanly possible, despite their own deprivations, to help the newcomers. I have great faith in our own people, here in America, but I think we can do more.

Do we need alarums and trumpet calls to sound danger signals for us? Can we not rise to this need, as our people have so often risen when called upon for deeds which seem almost beyond human strength? I believe that we can, and that we will.

In the words of Joshua, when the Lord had commanded him to go forth into Israel after the death of Moses:

"Ye shall pass before your brethren armed, all the mighty men of valour, and help them, until the Lord hath given your brethren rest, as He hath given you."

And now it is given us, in our generation, to help our brethren find rest from oppression and want to reach haven in their own land - the land of our people - for the first time in centuries. This is an opportunity for which we are grateful. I have no doubt that we will measure up to it.



You are cordially invited
to attend the

National Inaugural Conference

of the

United Jewish Appeal

launching the

nineteen hundred and sixty

campaign

Honoring

His Excellency

Avraham Harman

Ambassador of Israel

to the United States

Fontainebleau Hotel

Miami Beach, Florida

Sunday, February seventh

nineteen hundred and sixty

at twelve-thirty p. m.

Morris W. Berinstein
General Chairman

R.S.V.P.

Dietary laws observed

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL



22nd ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM

...
United Jewish Appeal

on behalf of United Israel Appeal, Joint Distribution
Committee, New York Association for New Americans

600,000 people throughout the world need help through -
1960 regular United Jewish Appeal and UJA Special Fund

Vol. XV, No. 2, March 3, 1960

165 West 46th Street, New York City

NOT FOR PUBLICATION

NATIONWIDE CAMPAIGN LAUNCHED AT MIAMI INAUGURAL CONFERENCE WITH \$12,130,000 INITIAL GIFTS

OVER ONE BILLION DOLLARS CONTRIBUTED
BY AMERICAN JEWS TO UJA IN TWO DECADES

*"I have accepted a major responsibility in the
1960 campaign of the United Jewish Appeal
because I believe this is a decisive year for UJA..."*

HERBERT H. LEHMAN

MANY COMMUNITIES ALREADY IN CAMPAIGN
REPORT INCREASED GIFTS FOR 1960

TOP LEADERSHIP AT NATIONAL INAUGURAL SETS NEW PATTERN FOR GIVING



Israel Ambassador Avraham Harman speaks at Miami Inaugural Dinner.

Phenomenal Outpouring of Gifts Marks Inaugural

Total initial gifts of \$12,130,000, an 11 per cent advance over 1959, electrified delegates, who pledged to increase the percentage in community drives. From this Inaugural Conference, many UJA leaders have gone on to the various Regional Leadership Conferences taking place in different parts of the country during February and March. Campaigns in the big cities, a month or more ahead of 1959 timing, are resulting in significant increases in Big Gifts which are expected to raise community gift levels by appreciable sums.

National leaders of the United Jewish Appeal met in Miami the weekend of February 6 - 7 to open a campaign which is almost unprecedented in the history of the UJA. A deep understanding of existing needs was clearly evidenced in an outpouring of gifts that topped 1959 figures.

For the first time in the 21 years that the UJA has been aiding Jews in need, there was no dire emergency for Jews in one part of the world or the other. And speaker after speaker at the Inaugural Conference Luncheon in the ballroom of the Fontainebleau Hotel emphasized the resulting golden opportunity to channel all effort into speeding the absorption of immigrants in Israel. Many who announced increased gifts made it clear that 1960 was all-important as the year in which to consolidate some of the gigantic gains already made by immigrants in Israel with UJA help.

Meyerhoff Calls Inaugural Meeting a 'Leadership Round-Up'

UJA National Chairman Joseph Meyerhoff of Baltimore, who presided, pointed out that the 1960 Inaugural had no "fan dancers" to pack the hall. It was, he said, a

"round-up of the leadership of the American Jewish community to set a tone and climate for the campaign." He urged leaders to return to their communities determined to spark all-out drives because "what the leadership wills and does in every community, unquestionably becomes what the community itself does."

Max Orovitz of Miami, who served as Chairman of the UJA Inaugural Conference Committee, welcomed delegates and called them "the pulse and the conscience of American Jewry."

Ambassador Harman Describes UJA as 'Extraordinary Humanitarian Agency'

Israel Ambassador Avraham Harman's moving plea for help to Israel's people in speeding up the absorption of immigrants was coupled with warm gratitude for the "extraordinary humanitarian work of the UJA."

"I stand before you as a spokesman of about a million men, women and children who are today living in Israel because of what you have consistently done for many years. These are the people who, until 1948, experienced in a direct personal way a question running through centuries of Jewish history, the question: where to? Where can Jews go? And you have helped give the answer."

Two-Thirds of Immigrants are 'Settled Well'

Harman pointed out that of every three immigrants to Israel, two were "in steady jobs in agriculture and in industry. Many have learned the skills needed for these jobs after arriving in Israel. The majority," he said, are "moderately well-housed. But in this generally bright picture, there are some black spots."

The 90,000 immigrants in substandard housing, including 60,000 in ma'abarot, immigrant shanty towns, seem a small percentage of the total, he said, but this statistic represents human beings who pose a grave social problem. If permitted to persist, he added, the situation can breed social diseases which could have serious consequences. The problems of providing adequate educational opportunities for young immigrants is equally important, he stated, as is the plight of 130,000 immigrant farmers unable to earn a living from the land for lack of proper equipment and facilities.

Unlimited Immigration Raises Number of Social Cases to High for Any Country

Ambassador Harman reiterated his country's policy of keeping its gates open to any Jew needing haven without the usual health, age and financial immigration requirements. But as a result, he added, many thousands of aged, chronically ill and handicapped survivors of World War II are dependent on aid and most of them will continue to be.

"This is a continuous problem that will be with us as long as this generation, which is the crippled symbol of Jewish catastrophe, is still alive."

Immigration of all kinds is continuing and will continue, he said, since the "desire to come to Israel continues on the part of a large number of Jews."

American Jews Urged to Continue Aid

"Speaking in the name of the million in Israel whom you have aided," the Ambassador concluded, "my prayer is that you will go forward to add to this achievement."



Samuel Bronfman of Toronto and UJA General Chairman Morris W. Berinstein talk over initial gifts.



Max Orovitz of Miami welcomes guests to the Miami dinner.



Rabbi Herbert A. Friedman and Joseph Meyerhoff of Baltimore chat with Israel Ambassador Avraham Harman.

The many tens and hundreds of thousands who still look to you and to us for help that only we can give, will thus have cause to cherish the name of American Jewry as those million and a quarter people in Israel whom you have helped up to now cherish you and bless you as they rejoice daily in their liberty and in freedom for their children."

Former Senator Herbert H. Lehman Pledges Active Role in Campaign

UJA Honorary Chairman Herbert H. Lehman addressed a message to the Conference in which he stated that "it is imperative that the life-line through which aid is being brought remains strong." He said that his belief in the urgency of the 1960 campaign was so great that he would undertake an active role in the day-to-day leadership, along with other prominent New Yorkers, to "dramatize our view of the seriousness of this campaign.

"I have accepted a major responsibility in the 1960 campaign of the United Jewish Appeal because I believe that this is a decisive year for UJA. For more than 50 years the cause which the UJA represents has been close to my heart and I have determined this year I will do all I can to advance it."

Friedman Says, 'Great, Creative Opportunity Exists in 1960'

Rabbi Herbert A. Friedman, Executive Vice-Chairman of the UJA, declared that a great opportunity existed in 1960 to "wipe the slate clean of many long-standing refugee problems that have confronted us since World War II."

Speaking to national leaders and special guests prior to the Inaugural Luncheon, Rabbi Friedman summed up the story of the campaign as an obligation "to launch an all-out effort for 600,000 Jews still in need overseas. For the first time in two decades we are not compelled to operate under the gun of a mass expulsion or mass emigration of Jews from some overseas country."

Describing five major categories of need among immigrants in Israel are housing, economic independence for farm settlers, auxiliary employment for unabsorbed immigrants, special welfare and rehabilitation services and programs of social service, vocational and agricultural training to more than 38,000 immigrant youth, he said it was imperative to meet some of these needs without delay.

Berinstein Sums Up Conference As 'Coming of Age' of American Jews

UJA General Chairman Morris W. Berinstein closed this stimulating Conference with the statement that it proved "we Jews in the United States have come of age and we have matured.



Melvin Dubinsky of St. Louis calls on UJA supporters to make an extra gift in 1960.



I. D. Fink of Minneapolis urges dinner guests to set the pace of community giving.



Shown at a cocktail party given by Chicago delegation at the Inaugural Conference are, l. to r.: Chicago leaders Col. Jacob M. Arvey, Harris Perlstein, Oscar Gitz and Morris Norlan.

"This is a key year. This is a year when we must consolidate. This is a year when we must raise more money," he stated. "Your response here shows that you understand. This room is not filled to overflowing with human beings. It is filled with human hearts."

AMERICAN JEWISH

Mr. Berinstein pointed out that many campaigns were getting under way earlier than usual this year and that the results so far showed an extraordinary understanding of campaign issues, despite the lack of burning headlines. As for the individual gift, he said, "No one knows what is the proper gift except yourselves. Only you and you alone will know whether you have done the right thing in the gift you make - the thing that accomplishes what we all pray to God for. I pray to God that you will do this right thing, and I believe that you pray for this too."



Barney Medintz

BARNEY MEDINTZ 1910-1960

The sudden death of Barney Medintz of Atlanta, long-time member of the UJA National Campaign Cabinet, has come as a shocking blow to his colleagues in the United Jewish Appeal and to the thousands of leaders in local and national community welfare organizations to whom he has been an inspiration. In his all-too-short lifetime, Barney Medintz did more for his fellow-man and fellow-Jews than many accomplish in a full span of life. There was hardly a cause of benefit to others which he did not support, and to many he gave both time and seemingly boundless energy as an active worker. He literally wore himself out in his efforts for others less fortunate than himself. The Officers and Cabinet of the United Jewish Appeal record his passing with deepest sorrow and offer their profound sympathy to his bereaved family.

PARTICIPANTS ANNOUNCE TOP INITIAL GIFTS FOR THEMSELVES AND COMMUNITIES

Shown at the Miami Inaugural Conference are some of the UJA supporters who pledged to spur increased giving in 1960 in every section of the country. Early returns from community campaigns getting under way after the Conference evidence a strong swell of support for the drive to aid unabsorbed immigrants in Israel and Jewish men, women and children in need overseas and immigrants in the U.S.



Nehemiah M. Cohen
Washington, D. C.



Irwin M. Cohn
Detroit



Charles Frost
New York



Abe Kasle
Detroit



Abe S. Kay
Washington, D. C.



Mrs. Hattie Kutz
Wilmington, Del.



Benjamin J. Massell
Atlanta



Leonard Ratner
Cleveland



Morris S. Schiff
Columbus and New York



Morris Stone
Cleveland



Charles H. Yalem
St. Louis

COMMUNITIES MOVING INTO EARLY CAMPAIGNS REPORT INCREASES IN ADVANCE GIFTS

(Note: Campaign totals are those reported to National Headquarters by February 25, when the RTM went to press and may not, therefore be completely up-to-date. Percentage figures given are in comparison to sums raised by the similar campaign period in 1959.)

WASHINGTON, D.C.: Israel Ambassador Avraham Harman eloquently described his country's progress, despite grave needs of immigrants, at a Top Gifts meeting held at the home of Morris Cafritz. Two weeks later, a meeting addressed by UJA National Campaign Cabinet member, David Lowenthal of Pittsburgh, raised community sights to bring contributions above 1959. Campaign officers are: Isadore S. Turover, President, United Jewish Appeal; Joseph Ottenstein, Chairman; David L. Kreeger, Advanced Gifts Chairman; Mrs. Alexander Chase, Women's Division Chairman; Meyer H. Brissman, Executive Director. Total raised so far is \$582,000.

MIAMI, FLA.: Two UJA leaders who recently addressed pre-campaign meetings helped bring campaign total well ahead of 1959. UJA Executive Vice-Chairman Herbert A. Friedman and Campaign Cabinet Member Charles Frost of New York, spoke to top leaders at a Pace-Setters meeting and a Parlor meeting. Campaign officers are: Sam J. Heiman, President, Greater Miami Jewish Federation; Sam Blank and Harold Thurman, Campaign Chairman; Mrs. Anna Brenner Meyers, Women's Division Chairman; Arthur S. Rosichan, Executive Director; Robert Golden, Campaign Director. Total raised so far is \$750,000 as against \$625,000, a 20 per cent increase.

CHICAGO, ILL.: The campaign here is just getting underway, but an 11 per cent increase has already been registered. Israel Ambassador Avraham Harman addressed a large meeting on February 15 and was enthusiastically received. Campaign officers are: Bernard Nath, President, Jewish Welfare Fund; Howard G. Mesirow, Chairman, sixteen Co-Chairmen, including Jacob M. Arvey, Russell Bernstein, Max Bressler, Max Cohen, Samuel T. Cohen, Abram D. Davis, Jacob A. Dubow, Samuel Greenwald, Hyman D. Heyman, Arthur N. Horwich, Philip M. Klutznick, David K. Olin, Chester H. Schultz, Milton H. Schwartz, Nate H. Sherman, David Silbert, Marvin J. Welfeld; Nate H. Sherman, Special Gifts Chairman; David Borowitz, Morris R. DeWeskin, Joshua B. Glasser, and Morris Norian, Big Gifts Co-Chairmen; Samuel A. Goldsmith, Executive Vice-President; Albert A. Hutler, Fund-Raising Director. Results to date are \$1,435,000 as against \$1,293,000, an 11 per cent increase.

BOSTON, MASS.: Dewey D. Stone of Boston, UJA National Chairman, addressed his home town at a Pace-Setters meeting which brought contributions up over 1959. The campaign is warming up for a March 13 opening. Campaign officers are: Louis P. Smith, President, Combined Jewish Appeal; George Shapiro, Chairman; Samuel Pinsly, Advanced Gifts Chairman; Mrs. J. Maynard Cashman, Women's Division Chairman; Dr. Benjamin B. Rosenberg, Executive Director. Raised to date is \$725,000, as against \$650,000, a 12 per cent increase.

NEW YORK, N.Y.: Five simultaneous luncheons of the Women's Division brought in \$1,250,000 as an exciting prelude to the formal Campaign Inaugural dinner to be held on March 16. Speakers at the dinner will be New York Governor Nelson A. Rockefeller, former Governor Averell Harriman, Israel Ambassador Avraham Harman and Mrs. Eleanor Roosevelt. The annual Chairmen's Award for distinguished service to UJA will be presented at the Dinner to Mrs. David M. Levy, long an outstanding leader in UJA, and to

(continued on page 9)

RABBINICAL ADVISORY COUNCIL ESTABLISHED; CALLS FOR 'FULLEST SUPPORT OF UJA'

The spiritual leadership of the Jewish Community of the United States has been mobilized in support of the UJA with the recent formation of the UJA Rabbinical Advisory Council, consisting of 24 leading members of the American Rabbinate. The membership constitutes a cross-section of the spiritual leaders of the Orthodox, Reform and Conservative movements in Judaism.

Meeting in New York on February 11, the Council determined on a plan of action to implement its declaration that "The Jews of America must continue their work with the same high sense of dedication and enthusiasm which has marked their efforts thus far."

The Council statement of policy declared that the "mission undertaken by American Jewry through the United Jewish Appeal is a continuing responsibility which will take many years to complete. . . . It is our sacred duty as rabbis to communicate to old and young alike the vision and the comprehension of the nature, magnitude and duration of this task so that American Jewry will complete what it has so nobly started."

The Council, under the Chairmanship of Rabbi Morris Lieberman of Baltimore, has arranged two major big city rabbinical meetings, one in Los Angeles on February 29 and one in Chicago on March 15. The Los Angeles meeting was held in cooperation with the Board of Rabbis of Southern California at the Beverly Hilton Hotel. The Chicago meeting, at the Morrison Hotel, is co-sponsored by the Chicago Board of Rabbis. Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, and Rabbi Morris Lieberman, Chairman of the Council, are addressing both meetings.

At its February meeting, the Council agreed to encourage the establishment of Rabbinical Councils in the larger cities to provide a channel for consultation, information and support of local campaigns. Smaller cities will be asked to establish similar councils on a regional basis. Rabbis will be asked to dedicate a special weekend on a city-wide basis to the United Jewish Appeal drives.

Shown below are the Chairman and some of the members of the Council, at the UJA Annual Meeting in New York City last December. Other members, not appearing in the photograph, are: Rabbi Morris Adler, Detroit, and Rabbi Arthur J. Lelyveld, Cleveland, members of the Executive Committee; Rabbi Alvin I. Fine, San Francisco; Rabbi Roland B. Gittelsohn, Boston; Rabbi Israel Goldstein, New York; Rabbi Richard C. Hertz, Detroit; Rabbi Isaac Klein, Buffalo; Rabbi Joseph H. Lookstein, New York; Rabbi Julius Mark, New York; Rabbi Irving Miller, New York; Rabbi Abba Hillel Silver, Cleveland; Rabbi Hillel E. Silverman, Dallas, and Rabbi Harold P. Smith, Chicago.



Top row, l. to r.: Rabbis Bernard D. Bamberger, Irving Lehrman, David I. Golovensky, Harry H. Epstein, Edward T. Sandrow, Emanuel Rackman; Bottom row, l. to r.: Rabbis Maurice D. Solomon, Ralph Simon, Manuel Laderman, Morris Lieberman, Herbert A. Friedman, Simon G. Kramer.

COMMUNITY ACTIVITIES REACHING HIGH POINT

Charles Mayer, a Chairman of New York UJA's Trustees. Chairmen of the New York City campaign are: Charles Bassine, Charles Frost, State Attorney-General Louis J. Lefkowitz, Theodore R. Racoosin and Charles Revson. Mrs. Sigmund A. Siegel and Mrs. Burt J. Siris are Co-Chairmen of the Women's Division. Henry C. Bernstein is Executive Vice-President.

DETROIT, MICH.: With campaign opening on March 21, a Top Gifts meeting on January 26 at the home of William Sucher brought in pledges well above 1959 levels. Top speaker was Morris W. Berinstein, UJA General Chairman. Campaign officers are: Max M. Fisher, President, Jewish Welfare Federation; Irwin I. Cohn, Chairman; Paul Zuckerman, Co-Chairman; John E. Lurie, Abe Schiffman, Louis C. Blumberg, Co-Chairmen; Mrs. Eugene J. Arnfeld, Women's Division Chairman; Isadore Sobeloff, Executive Vice-President; William Avrunin, Associate Director. Total raised so far is \$2,005,000, as against \$1,790,000, a 12 per cent increase.

PITTSBURGH, PA.: A job of personalized Advance solicitation of gifts is being done here quietly and effectively prior to March campaign opening. Campaign officers are: Herman Fineberg, President, United Jewish Federation; Lester A. Hamburg, General Chairman; Aaron P. Levinson, Dr. Seymour J. Cohen, David Lowenthal, Co-Chairmen; Samuel A. Baskin, Advance Gifts Chairman; Eugene S. Cohen, Donald Robinson, Leonard H. Rudolph, Julian H. Ruslander, Associate Advance Gifts Chairmen; Mrs. Wilfred J. Finegold, Women's Division Chairman; Robert I. Hiller, Executive Director. Total raised so far is \$360,000, as against \$318,000, a 13 per cent increase.

NEWARK, N. J.: Five or six Parlor Meetings are planned prior to a Special Gifts dinner on March 15, following the first Pace-Setters meeting on February 11. Campaign officers are: Leo Yanoff, President, Jewish Community Council of Essex County; Dr. Eugene V. Parsonnet, Chairman; Alvin C. Schottenfeld, Charles Stern, Associate Chairmen; Jack J. Waldman, Special Gifts Chairman; Herman M. Pekarsky, Executive Director. Total raised to date is \$502,000, as against \$469,000, a 7 per cent increase.

LOS ANGELES, CALIF.: The first Big Gifts meeting here on February 22 heard two top speakers discuss different aspects of UJA needs and the serious situation of Israel's unabsorbed immigrants. Speakers were Israel Ambassador Avraham Harman and UJA National Chairman Dewey D. Stone of Boston. Mrs. Avraham Harman addressed a Women's Division meeting on the same day. Campaign officers are: Steve Broidy, President, Jewish Federation - Council of Greater Los Angeles; Jacob M. Stuchen, General Chairman; Victor M. Carter, Big Gifts Chairman; Joseph N. Mitchell, Irving L. Kalsmin, Raymond E. Lee, Big Gifts Co-Chairmen; Mrs. Louis Wagman, Women's Division Chairman. Julius Bisno, Executive Director; Julius Ratner, Assistant Campaign Director. Total raised so far is \$1,025,300, as against \$882,485, a 16 per cent increase.

SAN FRANCISCO, CALIF.: An inspiring Initial Gifts meeting addressed by Charles Jordan, Overseas Director General of the Joint Distribution Committee, has resulted in setting a campaign pace ahead of 1959. Campaign officers are: Walter D. Heller, President, Jewish Welfare Federation of San Francisco, Marin County and the Peninsula; Dr. Abraham B. Sirbu, Chairman; John L. Blumlein, Robert E. Sinton, Melvin M. Swig, Richard N. Goldman, Vice-Chairmen; Daniel E. Koshland, Advance Gifts Chairman; Samuel A. Ladar, Advance Gifts Co-Chairman; Mrs. Louis Werth, Women's Division Chairman; Sanford M. Treguboff, Executive Director.

CLEVELAND, OHIO: The campaign is in full swing, with advance gifts forging ahead of previous levels. Campaign officers are: L. W. Neumark, President, Jewish Community Federation; Edward Ginsberg, Chairman; Leonard I. Abrams, Leighton A. Rosenthal,

(continued on page 12)

MIDWEST REGIONAL INSTITUTE DRAW



UJA Executive Vice-Chairman Herbert A. Friedman addresses the Mid-West Conference.

A group of 300 Mid-West community leaders spent three days in sessions, February 12-14, at the Moraine Hotel in Highland Park, Ill. to discuss campaign techniques and problems. Despite one of the country's worst snow storms, frigid weather and virtually impassable roads, they gathered from 12 states to get the exciting story of UJA aid to Israel and 25 other countries.

A thrilling presentation of a dramatized version of Meyer Levin's best-seller "Eva," was climaxed by the appearance of the book's heroine, Mrs. Ida Loew, who survived Hitler's holocaust and lives happily in Israel with her husband and children.

Major speaker Saturday night was Israel Ambassador Avraham Harman whose plea for continuing humanitarian aid to nearly 350,000 unabsorbed immigrants brought delegates to their feet. Philip M. Klutznick, newly elected UJA National Chairman and former President of B'nai B'rith, in a brilliant report told of his recent trip to Israel and examined the implications of current Middle East unrest. He said that he considered the 1960 UJA campaign as "one of the most important and significant factors" in the future of Israel's people, particularly newcomers.

UJA Executive Vice-Chairman Herbert A. Friedman, in a deeply moving address, summed up the theme and direction of the 1960 United Jewish Appeal, and its relationship to all that American Jews have accomplished in recent years in salvaging and restoring the survivors of the Hitler era. Consensus was presented in a resolution unanimously adopted which recognized the serious problems for unabsorbed immigrants in Israel and pointed to 1960 as the year of opportunity to bring them special aid. The Resolution also reminded UJA community leaders that it was essential to bear in mind the needs of future immigrants who might find themselves suddenly in need of haven.



Elliott Jacobson (left), Kansas City, and Leonard Glaser, Chicago, at the session devoted to Big City campaigning.



Shown at the session for small and medium sized communities are: (l. to r.) Nathan Pinsky, Akron; David Citron, Peoria; Robert Mullins, Sheboygan, and Charles Auerbach, Cleveland.

LEADERSHIP FROM TWELVE STATES



Ambassador Avraham Harman



Philip M. Klutznick



Mrs. Jack A. Goodman



Edward M. M. Warburg



Moses A. Leavitt



Charles H. Jordan

In separate sessions, large communities, medium and small communities, and Women's Division leaders examined campaign techniques and exchanged information and ideas for reaching more people and increasing the level of giving.

Melvin Dubinsky of St. Louis was Chairman of the Midwest Leadership Institute Committee and Sol Luckman of Cincinnati was Honorary Chairman. Co-Chairmen were I. D. Fink, Minneapolis; David Citron, Peoria; Edward Ginsberg, Cleveland; Leonard Laser, Howard G. Mesirov and Edward M. Pinsof, all of Chicago; Bernard Sampson, Milwaukee. Vice-Chairmen were: Charles Auerbach, Cleveland; Bernard Barnett, Louisville; Charles M. Messer, Cincinnati; D. R. Mullen, Sheboygan; Charles H. Yalem, St. Louis; Hyman Brand and Earl J. Trainin, Kansas City; Sam Jacob and Richard Sloan, Detroit; Leo Gross, Minneapolis; Ralph Kopelove, Harry Schear, Herbert Schear, Dayton; Col. Jacob M. Arvey, Max Bressler, Joshua B. Glasser, Samuel N. Katzin, Chicago.

JDC SESSION MAKES DEEP IMPRESSION ON CONFERENCE PARTICIPANTS

An evening session devoted to the global aid program of the Joint Distribution Committee was an exciting and enlightening discussion of the problems encountered in bringing aid to Jews in need in many countries outside of Israel. Led off by Edward M. M. Warburg, UJA Honorary Chairman and Chairman of the JDC, it brought to participants the acute knowledge of dreadful conditions under which many hundreds of thousands of Jews live, with only the aid provided through JDC offering any hope of life.

Mr. Warburg described the tremendous scope and scale of JDC activity. In its 45 years of existence, he said, it had brought aid to more than 5,000,000 persons, "as many as make up the entire American Jewish community. It has given life to generations which might have perished or remained unborn." He told of the network of services and institutions, set up by JDC in 25 countries.

"But," he added, "there is no way of counting or weighing what the JDC staff and those working with them have given, and continue to give, in the way of love, devotion and self-sacrifice."

Moses A. Leavitt, JDC Executive Vice-Chairman, described conditions in Western Europe and discussed the JDC Malben program for the aged, chronically ill and handicapped immigrants in Israel. Following the war, he said, the JDC in Europe had "as great a problem as was ever faced by any welfare agency in the history of organized philanthropy." The recovery of those Jewish communities left in Europe is a triumph, compounded of their will to survive and JDC aid.

Charles Jordan, JDC Director General for Overseas, summarized needs in Moslem and other areas in an off-the-record report which gave participants a keen insight into the misery of lives handicapped by want and further complicated by deteriorating political conditions. Rabbi Friedman summed up this particularly stimulating session with a stirring talk in which he ticked off every hour of the day in a different part of the world as the time for awakening came and some JDC officer started off on his round of aid to the 250,000 Jewish men, women and children dependent on JDC care.

CAMPAIGNS GAINING MOMENTUM AS OPENINGS NEAR

Co-Chairmen; Maurice H. Saltzman, Special Gifts Chairman; Arthur Dery and Albert B. Ratner, Special Gifts Co-Chairmen; Mrs. Merrill D. Gross, Mrs. Daniel E. Roker, Women's Division Co-Chairmen; Henry L. Zucker, Executive Director; Gerald S. Soroker, Campaign Director. Total raised so far is \$1,050,000, as against \$980,000, a 7 per cent increase.

PHILADELPHIA, PA.: Nine Senior Campaign Chairmen recently named are helping to speed up the campaign which opens formally on February 29. Meetings in the last few weeks have been addressed by UJA Campaign Cabinet Chairman Melvin Dubinsky of St. Louis and I. D. Fink, UJA Cabinet member of Minneapolis. Campaign officers, including the newly named Chairmen, are: Edwin Wolf II, President, Federation of Jewish Agencies; F. Gordon Borowsky, Chairman; Bernard Weinberg, Advance Gifts Chairman; Walter H. Annenberg, Harry Berger, Samuel Cooke, Abraham L. Freedman, George Friedland, Joseph J. Greenberg, Sr., Albert M. Greenfield, Hon. Louis E. Levinthal and Chief Justice Horace Stern, 1960 Senior Chairmen; Mrs. Kevy K. Kaiserman, Women's Division Chairman; Donald B. Hurwitz, Executive Director; Samuel Melnick, Campaign Director. Total to date is \$822,452 as against \$718,137, an increase of 15 per cent.

PHOENIX, ARIZ.: The best-attended Big Gifts meeting in years was held here in January to hear UJA Executive Vice-Chairman Herbert A. Friedman report on major overseas needs. Rabbi Friedman also addressed a Workers' luncheon on the following day. An increase in immediate pledges was reflected. Campaign officers are: Sam A. Fineberg, President, Jewish Community Council; Philip W. Taxman, Chairman; Harold H. Alpert, Joseph Stern and Mrs. Dasha Todd, Co-Chairmen. Mrs. Todd is also Women's Division Chairman. Hirsh Kaplan is Executive Director. Total raised to date is \$173,000, as against \$142,000, a 22 per cent increase.

TUCSON, ARIZ.: Benjamin H. Swig, veteran UJA campaigner from San Francisco who is UJA Big Gifts National Chairman, spoke at a Big Gifts meeting prior to the Campaign opening meeting on January 28, which was addressed by U. S. Congressman James Roosevelt. Enthusiastic audiences pushed 1960 totals over 12 per cent ahead. Campaign officers are: David N. Ginsburg, President, Jewish Community Council; Henry H. Kaufmann, Chairman; Stanley A. Katcher, Big Gifts Chairman; Mrs. Alex E. Weiss, Women's Division Chairman; Benjamin N. Brook, Executive Director. Total raised so far is \$130,000, as against \$116,000, a 12 per cent increase.

DALLAS, TEXAS: Campaign opens on March 3, with contributions already ahead. Recent meetings addressed by John S. Grauel, Middle East expert, and Miriam Hadar, Miss Israel of 1959, were well-attended. Campaign officers are: Sherman M. Kaplan, President, Jewish Welfare Federation; Sig H. Badt, Chairman; Jacob Feldman and Nolan Glazer, Co-Chairmen; Mrs. Richard Nathan and Mrs. Edward C. Stern, Women's Division Co-Chairmen; Jacob H. Kravitz, Executive Director. Total raised to date is \$507,328, as against \$469,262.

HOUSTON, TEXAS: The campaign opened here a few weeks ago with results already ahead of last year. Campaign officers are: Bernard Weingarten, President, Jewish Community Council; Harding S. Frankel, Milton Levit, Sol B. Weiner, General Co-Chairmen; Dr. Samuel S. Schaffer, Big Gifts Chairman; Mrs. Harding Frankel, Women's Division Chairman; Albert Goldstein, Executive Director. Raised so far is \$537,000, as against \$605,000.

NEW ORLEANS, LA.: Campaign opened here on February 7 with a well-attended campaign dinner addressed by John S. Grauel, noted expert on Middle East Affairs. Campaign officers are: Paul Kapelow, President, Jewish Welfare Fund; Saul Singer, Chairman;

George E. Marcuse, Co-Chairman; Dudley Yoedicke, Big Gifts, Chairman; Mrs. Lester Gerson, Mrs. Howard Gruenberg, Mrs. Gerald Berenson, Mrs. Loris K. Levy, Mrs. Saul Singer, Mrs. Irving Levin, Mrs. Moise Fishman, Mrs. Jules Cahn, Women's Division Co-Chairmen; Harry I. Barron, Executive Director. Total raised is \$305,000.

HOLLYWOOD, FLA.: The January 31 Initial Gifts Meeting heard Bernard Cherrick, Executive Vice Chairman of Hebrew University, explain why needs this year are so great and responded enthusiastically. Campaign officers are: Stanley M. Beckerman, President, Jewish Welfare Federation; Murray Simons, Honorary Chairman; Abe L. Mailman, Initial Gifts Chairman; Israel Silver, Executive Director. Total raised so far is \$135,000.

RICHMOND, VA.: A February 7 Big Gifts meeting set the tone for a campaign which is running ahead of 1959. Campaign officers are: Nathan Petersiel, President, Jewish Community Council; Richard I. Schwarzschild, Chairman; Nathan J. Forb and I. R. Levet, Big Gifts Co-Chairmen; Mrs. Abe W. Grandis, Women's Division Chairman; Julius Mintzer, Executive Director. Total raised so far is \$127,700.

BALTIMORE, MD.: The campaign is rolling smoothly ahead here, with new officers recently announced to head up Special Gifts. A recent Pace-Setters meeting started pre-campaign solicitation. Campaign officers are: Julius Offit, President, Jewish Welfare Fund, and Campaign Chairman; Herman Cohen, Big Gifts Chairman; Jerome L. Klaff, Special Gifts Chairman; Irving J. Applefeld and Samuel M. Hecht, Pace-Setters Co-Chairmen; Mrs. Hugo Dalsheimer, Women's Division Chairman; Harry Greenstein, Executive Director; Isadore I. Sollod, Campaign Director.

SCRANTON, PA.: A Pace-Setters and Initial Gifts meetings on February 16 both heard from Samuel F. Gingold, UJA Campaign Cabinet member from New Haven, whose description of 1960 need brought in increased gifts. A recent speaker was Moses A. Leavitt, JDC Executive Vice-Chairman. Campaign officers are: Nat E. Levy, President, Scranton-Lackawanna Jewish Council; Arthur L. Abrams, Chairman; Mrs. Seymour Bachman and Mrs. David B. Miller, Women's Division Co-Chairmen; George Joel, Executive Director. Total raised to date is \$110,450.

PATERSON, N. J.: Melvin Dubinsky, UJA National Campaign Cabinet Chairman, helped send the drive more than 10 per cent ahead at the first Big Gifts meeting here on January 24. Campaign officers are: Charles Bromberg, President, Jewish Community Council; Herman Yucht, Chairman; Mrs. Samuel Singer, Women's Division Chairman; Max Stern, Executive Director. Total raised to date is \$71,525, as against \$64,925.

NEW HAVEN, CONN.: The first Big Gifts meeting of the campaign was held on February 3. Zvi Kolitz, prominent Israeli author and producer, and Theodore Racoosin, economist, spoke to the group of 30 community leaders. A second meeting on February 17, heard from Mayor Richard C. Lee and Yehuda Hellman, correspondent for many Israeli publications. Campaign officers are: Samuel Goodwin, President, Jewish Welfare Fund; Robert V. Adelman, Chairman; Mrs. Samuel Hershman, Women's Division Chairman; Benjamin N. Levy, Executive Director. Total raised so far is \$170,000, as against \$164,000.

BIRMINGHAM, ALA.: The Big Gifts luncheon on February 9 was the setting for the first local showing of a dramatized version of "Eva", the best-selling novel by Meyer Levin, with the real heroine, Mrs. Ida Loew of Israel, as a speaker. The presentation received an ovation. Several Women's Division functions are setting a fast pace for the campaign and a recent Pace-Setters meeting heard an eloquent plea for increased aid from Bess Meyerson, TV and radio personality. Campaign officers are: Julian Aland, President, United Jewish Fund, Seymour Marcus, Chairman; Emil C. Hess, Big Gifts Chairman; Barney Copeland, Isadore E. Simon and Sidney Ziff, Big Gifts Co-Chairmen; Mrs. James L. Permutt and Mrs. Robert M. Unger, Women's Division Chairmen; Mrs. Benjamin A. Roth, Executive Secretary. Total raised so far is \$180,560.

WESTERN INSTITUTE CALLED 'MOST SUCCESSFUL TO-DATE'



Shown at the West Coast Conference dinner are, l. to r. seated: Author Leon Uris; Joseph D. Shane, Los Angeles; Israel Consul General Yaakov Avnon; Rabbi Herbert A. Friedman. Standing: Dewey D. Stone, Boston; Morris W. Berinstein, Hank M. Greenspun, Las Vegas.



West Coast Conference Co-Chairman Benjamin H. Swig of San Francisco (left) and Chairman Dr. Max W. Bays of Los Angeles shown with Ambassador Avraham Harman.

The fifth Annual UJA Western Leadership Conference, held at Palm Springs, Calif., the weekend of February 19-21, was termed the most successful to date by Chairman Dr. Max W. Bay of Los Angeles, and Co-Chairman Benjamin H. Swig of San Francisco. More than 750 community leaders attended the Conference, representing 18 States from the Western region, including Alaska, Hawaii and British Columbia.

Noted actor Jeff Chandler brought an enthusiastic response from an overflow crowd as he described his recent trip to Israel and urged his audience to put forth every effort to make 1960 a banner campaign year. Key address was delivered by Israel Ambassador Avraham Harman, whose heartening outline of the tremendous advances made by Israel's people in the last 12 years, was tempered by the somber picture of one out of every three immigrants during the same period still unable to care for their families.

Dewey D. Stone, UJA National Chairman from Boston, reviewed the needs and problems ahead for community campaigns, as well as the global picture of Joint Distribution Committee activities, supplemented by reports from JDC Overseas Director Charles Jordan.

Major addresses were made during this outstanding three-day Institute by UJA General Chairman Morris W. Berinstein and UJA Executive Vice-Chairman Herbert A. Friedman. Among West Coast leaders responsible for the success of the Conference, which was jointly sponsored by UJA and the United Jewish Welfare Fund of Los Angeles, were: Max Firestein, Jack H. Karp, David Lipton, Joseph D. Shane, J. M. Stuchen, Steve Brody and Victor Carter of Los Angeles; Dr. Abraham Sirbu of San Francisco; Sol Esfeld of Seattle, and Charles Goldberg of Denver. Mrs. Jack Karp, who is Chairman of the Los Angeles Women's Division, chaired a special session which was addressed by Mrs. Avraham Harman. A noted participant in several sessions was the famed author of EXODUS, Leon Uris.

Leaders who attended the Conference returned to their home communities to launch campaigns and to attend a series of local Big Gifts meetings throughout the region.

ALBANY INTERSTATE CONFERENCE TO HEAR JORDAN LAUNCH AREA DRIVES

An Interstate Regional Conference of some 300 leaders of 25 upper New York and Eastern Massachusetts communities will be held Sunday, March 6, at Albany's De Witt Clinton Hotel. The Conference will take up vital leadership and campaign problems in the area. Samuel E. Aronowitz of Albany is Conference Chairman. Among the speakers will be Frederick B. Forman of Rochester, a UJA National Chairman; Charles H. Jordan, JDC Overseas Director General, and Rabbi Irving Miller, Chairman of the American Zionist Council.

CONNECTICUT MEETING IN JANUARY HONORS GOV. RIBICOFF



Gov. Abraham A. Ribicoff

The first of a number of important regional meetings organized by the UJA was held by Connecticut leaders in Hartford on January 17. More than 80 top contributors gathered to hear Edward M. M. Warburg, UJA Honorary Chairman, make a vivid and moving plea for increased aid in 1960, particularly to speed the absorption of immigrants in Israel. Mr. Warburg, who is also Chairman of the Joint Distribution Committee, pointed up the great needs still facing 600,000 Jews overseas, including immigrants in Israel. UJA Executive Vice-Chairman Herbert A. Friedman summed up the reasons why early campaigning and all-out support to the campaign was essential.

Mr. Warburg presented a silver-bound Bible to Governor Abraham Ribicoff of Connecticut in behalf of the national UJA, for his magnificent work in the cause of aid to refugees and Jews in need.

N. Aaron Naboicheck, a member of the UJA National Cabinet and UJA State Chairman, obtained pace-setting gifts during his card calling. These resulted in setting local campaigns well ahead of previous years.

BERGEN COUNTY MASS MEETING MARCH 7 TO HEAR FRIEDMAN; TOP ENTERTAINERS

A mass rally to spur the 1960 campaign in Bergen County is being held in Teaneck, N. J. on Monday, March 7. David Goldman of Teaneck is Chairman of the Sponsoring Committee. Jewish leaders from a dozen county communities will participate in the rally and get a first-hand account of overseas needs and problems from UJA Executive Vice-Chairman Herbert A. Friedman. Entertainment will be provided by noted American humorist Sam Levenson, 14-year-old Israel violin prodigy Itzhak Perlman and the famous Israel Yemenite Dance Troupe.

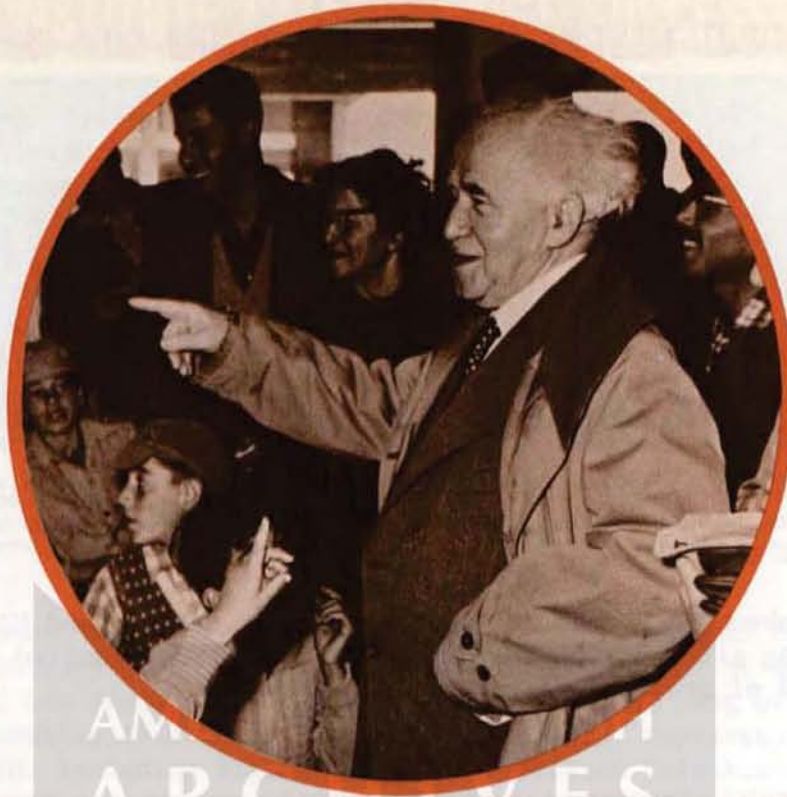
'A MOTHER FOR SHAMSI,' NEW JDC FILM, IS MOVING STORY OF JDC AID

"A Mother For Shamsi" is a 28-minute black and white documentary just completed in Iran for showing to UJA audiences. It is narrated by Eli Wallach, Ann Jackson and Dena Brown. "Shamsi" is the story of a newly widowed, pregnant and penniless woman who has come to Tehran with her five-year-old daughter, Shamsi, convinced by an ancient superstition that she will die in childbirth.

Hakim, the Joint Distribution Committee public health Officer of the Tehran ghetto, who tells their story, takes them under his wing and arranges for their care. The film presents unusual scenes of a little-known land and people and reveals the important work done by JDC in Iran in kindergartens, schools, clinics, vocational training shops and hospitals.

"A Mother For Shamsi" was photographed in the Tehran ghetto by Iranian cameraman Mohammed Ali Issari. The music score was composed and conducted by Dov Seltzer, brilliant young Israeli musician. Geula Gill, Israeli recording artist, sings in Persian and Hebrew.

"A Mother For Shamsi" is available upon request from the Publicity Department, United Jewish Appeal, 165 West 46th St., New York 36, N. Y.



AMERICAN
ARCHIVES

A Message from
DAVID BEN-GURION
PRIME MINISTER OF ISRAEL

To The 1960 United Jewish Appeal

TO you and all friends of the United Jewish Appeal, I send warm greetings from the people of Israel as you gather to launch the 1960 campaign. This year offers us a great and creative opportunity to bring up to self-sufficient level those immigrants not yet absorbed in our economy.

The work of receiving and absorbing nearly a million newcomers to Israel, in which you have been so notably engaged together with us, has resulted in magnificent accomplishments. Two out of every three newcomers are today contributing to Israel's advancement but some 350,000 men and women and children must have quickly decent housing, full-time work, farming necessities, special educational and welfare services. And we must never permit ourselves to forget the many thousands of people who wait for the opportunity to join us in building our own land.

We must speed up help to those immigrants still not absorbed so that they too can take their places in the ranks of citizens lending a helping hand to other newcomers as they arrive. Our partnership, which has resulted in the miracle of a reborn nation and people, is as important today as in the days of emergency immigration.

I am confident you will prove in 1960 that the mission of UJA is not only to save lives but to rebuild them on a solid foundation for the future.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL



22nd ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM

...

United Jewish Appeal

on behalf of United Israel Appeal, Joint Distribution
Committee, New York Association for New Americans

600,000 people throughout the world need help through -
1960 regular United Jewish Appeal and UJA Special Fund

Vol. XV, No. 3, May 10, 1960

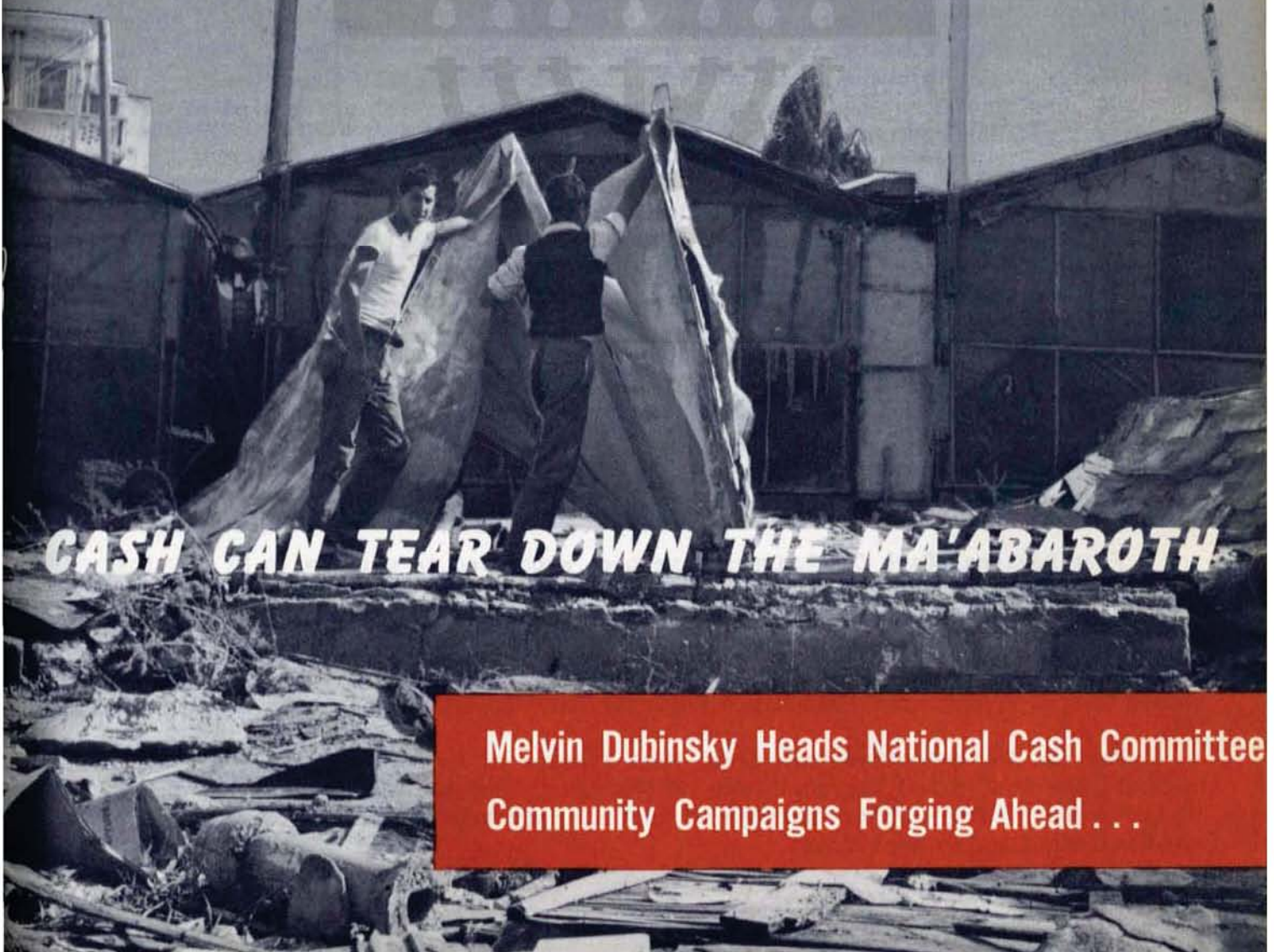
165 West 46th Street, New York City

NOT FOR PUBLICATION

UJA LEADERS CALL FOR \$35,000,000 BY JUNE 18 WASHINGTON CONFERENCE

CASH CAN TEAR DOWN THE MA'ABAROTH

Melvin Dubinsky Heads National Cash Committee
Community Campaigns Forging Ahead...



BERINSTEIN CALLS FOR \$35,000,000 CASH BY JUNE 18 TO MEET HUGE AID COSTS IN ISRAEL, OTHER COUNTRIES

A whirlwind nationwide cash collection drive to realize \$35,000,000 in cash funds from pledges thus far to the 1960 United Jewish Appeal, has been announced by UJA General Chairman Morris W. Berinstein. Climax of the special campaign will be reached the weekend of June 18 and 19, with a National Midyear Leadership Conference to be held at the Shoreham Hotel, in Washington, D.C.

Declaring that the seven-week drive is a real test of American Jewry's determination to continue needed aid to Israel's people, Berinstein stated that the increasing success of Israel as a nation should not blind its supporters to the tremendous human needs which still exist for hundreds of thousands of immigrants. He pointed out that the worst drought in Israel's history this winter created additional problems for already hard-pressed immigrant farmers.

"We must have cash for the farmer-aid program immediately," he said, "if advances of the last few years are not to be lost. And the effects of this drought once again point up the absolute necessity of helping to expand the irrigation system to reach farms established with UJA funds."

Altogether, 345,000 immigrants in Israel are in dire need of additional help to speed their absorption," Berinstein said, "and another 45,000 must be aided through the Joint Distribution Committee's Malben program in Israel for the aged, handicapped and chronically ill. Throughout the world, in Israel and 25 other countries, a total of 600,000 Jews depend on the cash provided by American Jews for every kind of welfare, migration and absorption service."

Melvin Dubinsky Serving As Cash Chairman Again

Melvin Dubinsky, UJA Campaign Cabinet Chairman from St. Louis, will again head a 50-man National Cash Committee which will fan out into the communities to spearhead the drive. (See names and pictures on pages 4, 5.) In naming Mr. Dubinsky as Chairman, Berinstein paid tribute to the extraordinary devotion and energy which he brought to the task in 1959.

"The excellent results of last year's cash drive can largely be credited to the outstanding work of Mr. Dubinsky and his committee," he said. "They are prepared once again to devote all their efforts to stimulating the all-out drive which we consider essential." (See page 5, for an editorial by Mr. Dubinsky on cash needs.)

Four Regional Cash Co-Chairmen have been appointed to serve with Mr. Dubinsky for the nationwide cash effort, all of them outstanding national and local leaders. F. Gordon Borowsky, General Chairman of the Allied Jewish Appeal Campaign in Philadelphia, will serve as UJA Regional Cash Co-Chairman for the East Coast; Joshua B. Glasser of Chicago, Ill., a Special Gifts Co-Chairman of the 1960 campaign of the Chicago Combined Jewish Appeal, has been named Regional Cash Co-Chairman for the Central States.

For the South-Southwestern area, Paul Kapelow of New Orleans, La., a UJA Cabinet member, has been named Regional Cash Co-Chairman. Benjamin H. Swig of San Francisco, Calif., who is a Big Gifts Chairman of the UJA, has been appointed the Regional Cash Co-Chairman for the West Coast.

VICE-CHAIRMAN SUMS UP CAMPAIGNS AND OVERSEAS NEEDS

UJA Executive Vice-Chairman Herbert A. Friedman reported this week to UJA leaders that on his many trips to communities he found that campaigns had gotten off to an early and good start. In most instances, they are running well ahead of 1959. The morale of leadership and campaign workers is high, he said, and they are optimistic that drives will be concluded successfully.

A major reason for the forceful 1960 campaign, Rabbi Friedman said, is an "increasingly deep understanding of the philosophy behind the UJA.

"We are finally achieving a truly mature point of view which can separate emergency or crisis needs from long-term rehabilitation needs while responding fully to both. It is heartening that this year, when there are no headlined emergencies, that community response continues at an extremely high level."

Rabbi Friedman pointed out that the need for cash by June 18 was urgent since tremendous sums of money are required to honor commitments in behalf of newcomers in Israel and Jews in need abroad, which cannot be delayed.

Housing in Israel continues to be a most pressing need, he said. There are still 14,000 families (about 60,000 persons) living in the disgraceful one-room shacks of the ma'abarot. There are 4,000 new housing units currently under construction, but only 3,000 more can be included in the April 1960-61 budget, thus leaving half the ma'abarot dwellers still in shanty towns a year from now. In addition, since housing cannot be built for new immigrants who continue to arrive, many will have to go into vacated ma'abarot, thus continuing the vicious circle.

Help must be increased also to immigrant farmers, of whom there are some 130,000 settled on the land with UJA funds, who still cannot make ends meet.

In addition to the 45,000 persons dependent on JDC-Malben aid in Israel who continue to require care, there are some 38,000 young people among the unabsorbed immigrants. "We must not fail to provide the kind of care, education and welfare services they require to grow strong, spiritually as well as physically," Rabbi Friedman said.

Magnificent Global Program of JDC Still Unable to Meet All Needs

The programs of the Joint Distribution Committee, world-wide UJA agency, are a miracle of efficient organization, Rabbi Friedman said. "With the sums which we put at their disposal, they reach the greatest number of persons possible and their aid is administered with great economy, great compassion for the people they serve and a lightning ability to cope with emergencies."

But JDC aid, Rabbi Friedman said, of necessity must often be selective, a sometimes heartbreaking process. "Available funds rarely cover full needs and so JDC must assess the prospective value of long-term aid against short-term help. It takes a warm heart - and, believe me, JDC personnel has that - balanced by a cool head to make these critical decisions. Here, in America, our decision is simpler. It is: how much shall we give?

"The leaders of the United Jewish Appeal are convinced that the decision American Jews make at the June Cash Conference will take into account the needs of all the 600,000 Jews dependent on them."

SOME NATIONAL CASH COMMITTEE MEMBERS AIDING COMMUNITIES IN DRIVE



Martin Abelow
Utica, N. Y.



Samuel E. Aronowitz
Albany, N. Y.



Charles Auerbach
Cleveland, Ohio



Jacob L. Barowsky
Holyoke, Mass.



David M. Citron
Peoria, Ill.



I. D. Fink
Minneapolis, Minn.



Leonard H. Gidding
Plainfield, N. J.



Samuel F. Gingold
New Haven, Conn.



Edward Ginsberg
Cleveland, Ohio



Nolan Glazer
Dallas, Tex.



Judge Joseph Goldberg
Worcester, Mass.



Nathan C. Goldman
W. Palm Beach, Fla.



Jerold C. Hoffberger
Baltimore, Md.



Nathan I. Kuss
Wilkes-Barre, Pa.



Martin Levin
Newark, N. J.



Julius Livingston
Tulsa, Okla.



David Lowenthal
Pittsburgh, Pa.



Philip W. Lown
Boston, Mass.



Joseph Mosko
Denver, Colo.



N. Aaron Naboichek
Hartford, Conn.



Irving S. Norry
Rochester, N. Y.



James L. Permutt
Birmingham, Ala.



Albert B. Ratner
Cleveland, Ohio



Sam S. Schahet
Indianapolis, Ind.



Herbert H. Schiff
Columbus, Ohio



Judge Selig Schwartz
Meriden, Conn.



Joseph D. Shane
Beverly Hills, Cal.



Richard Sloan
Detroit, Mich.



Joseph Talamo
Worcester, Mass.



Milton I. Taubman
Tulsa, Okla.



Lawrence A. Weinstein
Madison, Wis.



Judge Samuel A. Weiss
Pittsburgh, Pa.



Philip Zinman
Camden, N. J.





CASH IS THE LIFE-BLOOD OF AID

By Melvin Dubinsky

UJA National Cash Committee Chairman



A superlative job has already been done in soliciting pledges in the communities during the 1960 campaign. But pledges, no matter how generous, cannot do the full job of saving and rebuilding lives.

It is cash, and cash only, that keeps the vital programs of the agencies of the United Jewish Appeal going. It is cash that brings new hope, comfort, freedom and dignity daily to the 600,000 men, women and children throughout the world who depend on UJA. Every day of every week of every month, it is cash that meets the needs, pays the bills and expands the services of UJA in Israel and 25 other countries.

It was cash that made it possible recently to tear down Ma'abara Jalil, which Study Mission members will remember as one of the worst sore spots in all Israel.

It was cash that made it possible for the Joint Distribution Committee to be the first international welfare agency on the spot after the catastrophic earthquake in Agadir, Morocco, where two-thirds of the Jewish population was killed. And it is cash that is enabling JDC to care for the still dazed survivors.

Immigration crises, disasters such as the Agadir earthquake, make the headlines; tearing down a ma'abara hut does not. Yet in the sum total of human need which we must meet, each is critical. And this is the year during which we can demonstrate that the Jews of America respond with cash to basic need as well as crisis. We must reach - and if we can, exceed - the goal of \$35,000,000.

The National Cash Committee and I, as its Chairman, stand ready to help every community in the job ahead. Working together, I am confident that we can make the 1960 National Midyear Leadership Conference to be held June 18 - 19 at the Hotel Shoreham, Washington, D.C., an outstanding success.

Regional Co-Chairmen Named to Cash Committee



F. Gordon Borowsky
Philadelphia, Pa.



Joshua B. Glasser
Chicago, Ill.



Paul Kapelow
New Orleans, La.



Benjamin H. Swig
San Francisco, Cal.

Other members of the National Cash Committee, whose photographs were not available as the RTM went to press:

Harold H. Alpert, Phoenix, Ariz.; Morton S. Bookey, Des Moines, Iowa; Sol Esfeld, Seattle, Wash.; Abe L. Drasin, Grand Rapids, Mich.; Allan Farber, Worcester, Mass.; Matthew Feldman, Teaneck, N. J.; Joseph E. Honig, Kingston, N. Y.; Lawrence S. Katz, Milwaukee, Wisc.; Edward H. Kavinoky, Buffalo, N. Y.; Elias G. Krupp, El Paso, Tex.; I. L. Kunian, Nashville, Tenn.; Nathan Lipton, Atlanta, Ga.; Edward M. Pinsof, Chicago, Ill.; Max Siegel, Salt Lake City, Utah; Isaac Sukman, Long Beach, Cal.; Earl J. Tranin, Kansas City, Mo.; Bernard Wiess, Monticello, N. Y.

1960 CAMPAIGN UNIQUE IN UJA HISTORY

One of the most extraordinary campaigns in UJA history will be winding up its spring phase soon with a giant cash collection drive. Outstanding in the minds of UJA supporters are the crash campaigns of the late '40's, when the very life of Israel was at stake. But the 1960 campaign has been conducted in a period of such relative quiet that its success seems particularly astonishing.

Veteran campaigners feel that even the swing back from last year's business recession cannot explain this year's results: the extra giving, the packed meetings; the enthusiastic response at regional and leadership conferences; the determined efforts of workers, from canvassers to top committee chairmen. Consensus is: "We must be growing up!"

Every fund drive requires months of careful planning from top leadership down. And it requires the early recruiting of leadership, not always easy to persuade into taking on the back-breaking job of directing a campaign. Here is one thing the veterans have in mind when they speak of the "maturity" of American Jews in UJA. Leaders are not only accepting heavy responsibility again and again and discharging it faithfully, but helping to train younger men who are bringing a special vitality and enthusiasm to the job.

These same leaders, all thoroughly familiar with Israel, its history, its problems, and with the work supported by UJA there and in 25 other countries, have been bringing this story to the community at large. Putting aside personal and business problems, they have been travelling widely, not just to speak to mass audiences, but to meet with small groups as well - putting themselves at the disposal of community leaders to work in the most effective ways. Here, probably, is another answer to the success of the 1960 campaign.

This campaign is actually a triumph of cooperative endeavor. Lacking the spectacular aspects of previous campaigns, the drive has continued steadily on course. American Jews know, now, that the needs faced by fellow-Jews in Israel and other countries can't be solved by giving once or twice or three times to meet emergencies. They have steadied down to the long-haul ahead - with love, generosity, and a knowledge that they are building a strong foundation for the future of our people.

COMMUNITY CAMPAIGNS FORGING AHEAD OF 1959 LEVELS

Following is a progress report and list of campaign officers in communities not previously reported in the REPORT TO MEMBERS. New figures for communities previously reported are on Page 18. Campaign totals are those reported to National Headquarters by April 29, when the RTM went to press and may not, therefore, be completely up to date. Percentage figures given are based upon comparison of sums raised in 1959 and contributions now being reported.

ST. LOUIS, MO.: An April 19 Big Gifts meeting heard UJA Executive Vice-Chairman Herbert A. Friedman and responded with major increases along the line. Campaign officers are: President, Jewish Federation, Joseph F. Ruwitch; Chairman, Charles K. Berger; Associate Chairmen, Irving Edison, Leo C. Fuller, Benjamin M. Loeb, Charles H. Yalem; Vice-Chairmen, Melvin Dubinsky, Milton Frank, Edwin B. Meissner, Jr., I. E. Millstone, William S. Seltzer; Special Gifts Chairman, H. Robert Champaine; Women's Division Chairman, Mrs. Maurice L. Hirsch; Executive Director, Herman L. Kaplow. Campaign total is now \$836,447, an 8 per cent increase.

CINCINNATI, OHIO: A battery of UJA national officers have addressed meetings here and met with a soaring response in gifts. Among speakers were David Lowenthal, of Pittsburgh, I. D. Fink of Minneapolis, Charles Frost of New York and F. Gordon Borowsky of Philadelphia, National Cabinet members, and Philip Klutznick of Chicago, UJA National Chairman. Campaign officers are: President, Jewish Welfare Fund, James L. Magrish; Chairman, Joseph Wolf; Initial Gifts Chairman, Harold K. Goldstein; Special Gifts Co-Chairmen, Saul Bloom, Oscar Lerner; General Gifts Co-Chairmen, Stanley Fisher, Marvin Rosenberg, Lee Schimberg; Women's Division Chairman, Mrs. Irving S. Benjamin; Executive Director; Martin M. Cohn. Total raised so far is \$761,475, a 5 per cent increase.

MILWAUKEE, WISC.: Big news in Milwaukee is the newly organized "Big Ten" Committee for \$10,000 and over givers headed by Chairman Albert B. Adelman, former All-America football star; who is building a strong UJA team. Recent Big Gifts meeting was addressed by Joseph M. Mazer of New York City, UJA Special Fund Co-Chairman, and Arieh Neshet, dynamic business consultant from Israel. Campaign officers are: Jewish Welfare Fund President, Bernard J. Sampson; Chairman: Mr. Adelman; Major Gifts Chairman, Joseph J. Zilber; Women's Division Chairman, Mrs. Edward M. Lazarus; Executive Director, Melvin S. Zaret. A 19 per cent increase has been registered to date, with \$572,785 raised.

KANSAS CITY, MO.: Big Gifts meeting here had an unprecedented attendance and UJA National Chairman Joseph M. Meyerhoff of Baltimore, the guest speaker, got a top response in gifts. Campaign Officers are: Jewish Federation and Council President, Harry C. Finegold; Co-Chairmen, Morten Brown and Elliott L. Jacobson; Initial Gifts Co-Chairmen, E. B. Berkley, Julius Karosen and Leon Karosen; Women's Division Co-Chairmen, Mrs. Elliot L. Jacobson and Mrs. Simon Yukon; Executive Director, Abe L. Sudran. Total raised so far is \$812,500, a substantial increase over last year.

MINNEAPOLIS, MINN.: Bernard H. Barnett, young Louisville leader who has galvanized his own community's campaign since a first trip to Israel with the UJA 1959 Mission, was the eloquent speaker at an April 7 Big Gifts meeting. Campaign officers are: Federation for Jewish Service President, I. D. Fink; Chairman, Ellis Peilen; Co-Chairman, Norman D. Levitt; Special Gifts Co-Chairmen, Arthur E. Forman and Robert Karatz; Initial Gifts Co-Chairmen, Fred Rappaport and Samuel Shapiro; Women's Division Chairman, Mrs. Ellis Peilen; Executive Director, Norman B. Dockman. Raised so far is \$570,597, a 6 per cent increase.



IN MEMORIAM—*Adele Rosenwald Levy*

Adele Rosenwald Levy, founder and first Chairman of the UJA National Women's Division, was a member of a family which is committed by philosophy and character to the idea of helping others. She filled this commitment in the greatest measure during her lifetime. But Adele Levy was more than a leader, more than a doer, more than a giver — she was a woman of great heart and conscience.

Adele Levy became the Chairman of the National Women's Division in 1946, and served in that capacity for two years. She then became Honorary Chairman. But until the day she died her leadership in the UJA was not a matter of title. She continued to give completely of herself, in every way that was possible to her, so that others might live and grow.

ATLANTA, GA.: In memory of the late Barney Medintz, UJA leader active in many communal and welfare causes, Atlantans added to their gifts following an opening meeting addressed by UJA Executive Vice-Chairman Herbert A. Friedman. Campaign officers are: Jewish Welfare Fund President, Abe Goldstein; Chairman, Dr. Irving H. Goldstein; Women's Division Co-Chairmen, Mrs. Meyer L. Balser, Mrs. Henry L. Caplan, Mrs. I. F. Sterne; Executive Director, Edward M. Kahn. A total so far of \$751,000 has been raised.

BUFFALO, N. Y.: William Walker, a Philadelphia banker who recently visited Israel, gave a moving talk at the Initial Gifts Luncheon, ably backed by Edward H. Kavinoky, local attorney and UJA veteran. Campaign officers are: United Jewish Federation President, Judge David Diamond; Chairman, Clarence Oblatz; Vice-Chairman, Arnold Jacobowitz; Advance Gifts Chairman, Robert C. Hayman; Advance Gifts Vice-Chairmen, Leo Chapin, Joseph N. Desmon, Harold S. Goldman, Edward Polakoff, David Reifer, Haskell Stovroff, Paul Sukernek and Charles J. Victor; Women's Division Co-Chairmen, Mrs. Harold S. Goldman and Mrs. Israel Dautch; Executive Director, Sydney S. Abzug. The Campaign now totals \$631,909.

COLUMBUS, OHIO: Enthusiasm was high at the Big Gifts meeting opening the campaign on March 29 with UJA's Executive Vice-Chairman Herbert A. Friedman as speaker. Campaign officers are: United Jewish Fund & Council President, Herbert S. Levy; Chairman, Charles C. Goldsmith; Associated Chairmen, Robert A. Glick, Harold Schottenstein, Morris L. Mattlin, Morris Skilken, Jack Wolman; Advance Gift Chairman, Ralph Rosenthal; Women's Division Co-Chairmen, Mrs. Abe Yenkin and Mrs. Aaron Zacks; Executive Director, Ben M. Mandelkorn. Total raised so far is \$504,442, a 5 per cent increase.

WORCESTER, MASS.: Samuel Haber, European Assistant Director for the Joint Distribution Committee, spoke to a group of young leaders on April 7 who responded enthusiastically. Campaign officers are: Jewish Federation President, Samuel Seder; Chairman, Morris Boorky; Women's Division Chairman, Mrs. Nathan Satter; Executive Director, Melvin S. Cohen. A total so far of \$225,000 has been raised.

INDIANAPOLIS, IND.: UJA's National Chairman Fred Forman opened the campaign in March. Campaign officers are: Jewish Welfare Federation President, David M. Cook; Chairman, Milton J. Fineberg; Big Gifts Chairman, Maurice Lippman; Women's Division Chairman, Mrs. Maurel Rothbaum; Executive Director, Frank Newman. Total raised so far is \$300,000.



THE UNITED JEWISH APPEAL IS HONORED by survivors of the Auschwitz-Buna death camp for its work of rescue, resettlement and rehabilitation on behalf of Jews in Europe who outlasted the Nazi terror. Norbert Wollheim (left) presents Rabbi Herbert A. Friedman, UJA executive vice-chairman, with a scroll on behalf of 800 survivors gathered in New York last April for the first Auschwitz Memorial Dinner. Looking on is Ernest W. Michel, Chairman of the unique reunion dinner.

LOUISVILLE, KY.: Big Gifts Co-Chairman Bernard H. Barnett, has electrified this community following his first visit to Israel with the 1959 UJA Study Mission. A fine campaign is in the making with a 13 per cent increase so far. Campaign officers are: Conference of Jewish Organizations President, William S. Heidenberg; Chairman, Paul B. Levitch; Initial Gifts Chairman, Murrel D. Klein; Big Gifts Co-Chairmen, Bernard H. Barnett and Morris M. Kling; Women's Division Chairman, Mrs. S. Pearson Auerbach, Executive Director, Clarence F. Judah. Total raised to date is \$440,447.

TOLEDO, OHIO: A 7 per cent increase has been registered here as a result of a number of meetings. Campaign officers are: United Jewish Fund President, Arthur H. Edelstein; Chairman, Philip L. Miller; Vice-Chairmen, Sydney Mostov and Norman R. Thal; Advance Gifts Co-Chairmen, Myron B. Edelstein and William Osterman; Pacesetters Chairman, Alfred H. Samborn, Women's Division Chairman, Mrs. Harold S. Green; Executive Director, Marvin G. Lerner. Total raised to date is \$313,000.

SYRACUSE, N. Y.: Senator Jacob Javits opened the campaign with an inspired address which sent gifts soaring. Campaign officers are: Jewish Welfare Federation President, Lewis R. Goldner; Chairman, Louis A. Yaffee; Advance Gifts Chairman, William M. Ginsburg; Advance Gifts Vice-Chairmen, Irving J. Bronstein and Sanford E. Lavine; Initial Gifts Chairman, Sidney H. Greenberg; Initial Gifts Vice-Chairman, Melvin R. Rudolph; Pacesetters Chairman, Leonard S. Goldberg; Pacesetters Vice-Chairmen, Wilbur S. Liberman and Joseph Roth; Women's Division Chairman, Mrs. Daniel Adler; Executive Director, Norman Edell. Total so far is \$218,888, a 4 per cent increase.

MEMPHIS, TENN.: A Big Gifts meeting with UJA Cabinet member I. D. Fink of Minneapolis, and a Women's Division meeting with Mrs. Jack A. Goodman of Indianapolis, National Women's Division Chairman, got the drive off to a good start. Campaign officers are: Jewish Welfare Fund President, Herbert Glazer; Chairman, Julius Frank; Co-Chairmen, Julian Allenberg and Joseph Lewis; Special Initial Gifts Co-Chairmen, Robert Goldsmith, Leslie Gruber, Sigmund F. Hiller; Initial Gifts Co-Chairmen, Jack A. Belz, Edwin M. Marks, Stanley Molasky; Women's Division Chairman, Mrs. Emile L. Grossbart; Executive Director, Jack Lieberman. A total of \$289,490 has been raised.

(Continued on page 12)

DIGNITARIES HELP LAUNCH DRIVES ON WEST COAST, IN PUERTO RICO



PUERTO RICO: Mrs. Ines Mendoza de Munoz Marin, wife of the Governor of Puerto Rico, makes the first contribution to the 1960 United Jewish Appeal campaign of Puerto Rico and the Virgin Islands to Irving H. Franklin, Campaign Co-Chairman.



LOS ANGELES: California's Gov. Pat Brown (left) helps launch the United Jewish Welfare Fund campaign. With the Governor are Mrs. Louis Wagman, Women's Division Chairman, and J. M. Stuchen, General Campaign Chairman.



SAN FRANCISCO: Walter D. Heller (center) President of the Jewish Welfare Federation, joins Campaign Chairman Dr. Abraham B. Sirbu, (left) and Marshall H. Kuhn, Business and Professional Division Chairman, at a campaign meeting.

ONLY CASH CAN GET T

A few of the 60,000 Ma'a



"My name is Pinchas. I came from Iraq nine years ago, leaving behind a good business as a rice merchant. My wife, my mother, six children and I have been living in this wood shack ever since. My family is barely able to exist on the money I earn distributing milk in the ma'abara. Business is very bad because some of my customers have been able to move out. We can't go on like this much longer."



"My husband, Ramati, is working today. That is not something we can count on as we wake up each morning. Ramati is a good, willing worker, but he gets only 15 days work every month on an emergency relief project. When I came from Tripoli a few years ago, I had no idea we would still be in this shack after all this time. I try to keep things as clean and nice as I can for the children, but I get so discouraged. What is their future here?"



"We have been married nine years and live in this shanty all that time. We both came from Turkey ten years ago, with my mother-in-law, who lives with us. I work at any kind of job I can get so that we can try to save a little money and get out of the ma'abara. In all this time we have bought only beds, a table and stools because we think a decent apartment is the most important thing for us and the children."

M INTO DECENT HOMES

dweller tell their stories



"The children look especially happy for the photographer - and they are happy children, despite our miserable living conditions. We are proud of them and we want so much to have things a little better for them. We came from Iraq seven years ago, and we've had a hard time because my husband, Salah, who was a goldsmith, had to start all over again. He has a job as a cleaner for a bus company and the pay is small. By the time the family is clothed and fed, there is little left over. I wonder how many more years it will be before we have a better home."

AMERICAN JEWISH
ARCHIVES



"My eldest son is a brilliant boy who was studying to be a mining engineer when we left Poland a little over a year ago. He has received top honors and a scholarship. But when we had the chance to leave, we took it because we wanted our children to grow up as Jews. Unfortunately, my husband, Yakov, had to have a stomach operation which disabled him and made him a chronic invalid. Then he had a heart attack and can do no work now. And so my son went to work as a road laborer to support us. He will be going into the army soon. If we could only get out of this shack, I am sure things would improve for us."



"I have worked as night watchman, and it is not easy for me, who was a public relations counsellor and government translator in Egypt. Then I was imprisoned for some months, stripped of everything, and my family expelled. My mother, my wife and our five children came to Israel. I did not know Hebrew or how to apply my special experience and training here, but we had to live. We are all studying and hope to improve our situation. A decent place to live would make a great difference in our lives."

CAMPAIGNS REACHING CLIMAX

PASSAIC, N. J.: Label A. Katz of New Orleans, President of B'nai B'rith, opened the campaign. Campaign officers are: Jewish Community Council President, Judge Elmer Friedbauer; Chairman, David Tanenbaum; Women's Division Chairman, Mrs. Milton Worksman; Executive Director, Max Grossman. Total raised is now \$300,000.

DAYTON, OHIO: Big Gifts meeting prior to April 27 opening dinner heard UJA's Herbert A. Friedman. Campaign officers are: Jewish Community Council President, Boris F. Sokol; Chairman, Harry Schear; Big Gifts Chairman, J. A. Zissen; Advance Gifts Chairman, Max Isaacson; Special Gifts Chairman, Dr. Charles Froug; Women's Division Chairman, Mrs. Max Schriber; Executive Director, Robert Fitterman. Total raised to date is \$146,900, a 26 per cent increase.

ATLANTIC CITY, N. J.: Melvin Dubinsky of St. Louis, UJA National Chairman and 1960 Cash Chairman, did an outstanding job in his presentation of UJA needs at the March 3 Big Gifts meeting. The campaign is gathering momentum. Campaign officers are: Federation of Jewish Charities President, Dr. Edward R. Knight; Chairman, Morton Epstein; Co-Chairmen, Bernard H. Budmen and Henry L. Cohen; Women's Division Chairman, Mrs. Jack M. Soble; Executive Director, Irving T. Spivack. Total so far is \$308,000.

ALBANY, N. Y.: UJA General Chairman Morris W. Berinstein addressed a packed Big Gifts meeting on April 2 at which increases were made along the line. Herbert H. Schiff, UJA Cabinet member from Columbus spoke at a March Advance Gifts meeting. Campaign officers are: Jewish Welfare Fund President, Joseph H. Einhorn; Chairman, Lewis Muhlfelder; Special Gifts Co-Chairmen, Henry B. Barnet, Jr., Arnold Dubb, Jack Goodman, Harry Marks; Women's Division Chairman, Mrs. Ralph Rosen; Executive Director, Edward Phillips. Total raised so far is \$229,776, a 4 per cent increase.

TRENTON, N. J.: A Pace-Setters meeting at which Fred Forman of Rochester, UJA National Chairman, got the campaign off to a flying start last month has been followed by an equally successful dinner. Campaign officers are: Jewish Federation President, Honorable Joseph Fishberg; Chairman, Bernard L. Green; Vice-Chairman, Albert Haveson; Women's Division Co-Chairmen, Mrs. I. Herbert Levy, Mrs. Robert Albert, Mrs. Mildred Fuld; Executive Director, Milton A. Feinberg. A 5 per cent increase is registered so far, with \$317,000 raised.



HARRISBURG: Mrs. Eleanor Roosevelt and Miss Mary Sachs pin on corsages presented to them at opening campaign dinner where Mrs. Roosevelt was the major speaker and Miss Sachs, one of American Jewry's great ladies, was guest of honor.



PITTSBURGH: Guest speaker Herbert A. Friedman (left), Executive Vice-Chairman of the UJA, is shown with Lester Hamburg, General Chairman of the United Jewish Federation, and Mrs. Wilfred J. Finegold, Women's Division Chairman.



DALLAS: Philip M. Klutznick, UJA National Chairman, speaks at opening dinner of outstanding campaign, which was first spring drive in country to be completed. Shown with him is Campaign Chairman, Sig Badt.



BOSTON: Samuel Bronfman (second from right) of Montreal is saluted at a Beverage Division dinner by Boston leaders. Shown with him are (l. to r.) Bernard A. Riemer, Business Men's Council Chairman; Louis P. Smith, Combined Jewish Appeal Chairman, and Joseph M. Linsey, former Campaign Chairman of the Hub City drive.



CHICAGO: Examining the 1960 Combined Jewish Appeal poster are (l. to r.) David Silbert, Chairman of Trades, Industries and Professions; Morris Norian, Special Gifts Co-Chairman and former Campaign Chairman; Max R. Schroyer, Co-Chairman of the Trades Division, and Joshua B. Glasser, Co-Chairman of Special Gifts and former Campaign Chairman.

SPRINGFIELD, MASS.: A big increase is on the books here following campaign opening on March 30 when Morris W. Berinstein, UJA General Chairman, spoke eloquently of UJA's world-wide programs. Campaign officers are: United Jewish Welfare Fund president, M. George Koplin; Chairman, Bernard Freed; Co-Chairmen, Sidney Throne and Karl Zuckerman; Spec. Gifts Co-Chairmen, Irving S. Kimball and Abbott S. Roberts; Executive Director, Benjamin Wolf. Total raised to date is \$150,000.

SAN DIEGO, CALIF.: Despite a business cut-back because several large employers have sharply reduced staffs, the campaign is going well. Benjamin H. Swig of San Francisco, UJA Big Gifts Co-Chairman, helped get things rolling at a Big Gifts meeting the end of February. Former Lord Mayor Robert Briscoe, of Dublin, Ireland, addressed campaign opening meeting on March 15. Campaign officers are: United Jewish Federation President, Seymour Rabin; Chairman, William B. Schwartz; Women's Division Chairman, Mrs. Alexander Wise; Executive Director, Louis Lieblich. Total raised is \$160,829, an 9 per cent increase.

ALLENTOWN, PA.: An April 3 Big Gifts meeting gave a resounding response to UJA Cash Chairman Melvin Dubinsky of St. Louis. Campaign officers are: Jewish Federation President Morris Senderowitz, Jr.; Chairman, Morton R. Levy; Co-Chairmen, Jay Aronsky, Arnold Goldstein, Jack I. Greenblatt; Women's Division Chairman, Mrs. Lillian Rosenberg; Executive Director, George Feldman. Total raised is \$226,860.

ELIZABETH, N. J.: An increase is being sustained here following March campaign opening. Campaign officers are: Eastern Union County Jewish Council President, Joseph Weinstein; Co-Chairmen, Donald J. Cooper, Jesse Resnick, Dr. Saul M. Trister; Big Gifts Chairman, Joseph Weinstein; Initial Gifts Chairman, Dr. Saul M. Trister; Initial Gifts Co-Chairman, Leonard J. Whitken; Women's Division Chairman, Mrs. Alvin Stein; Executive Director, Louis Kousin. Total raised so far is \$218,952.

CAMDEN, N. J.: A group of top leaders just returned from a tour of Israel were guests of honor at a special meeting on April 26 which sent gifts soaring. Campaign officers are: Jewish Federation President, Samuel L. Rosenberg; Chairman, Carl T. Mitnick; Vice-Chairman, David H. Markowitz; Initial Gifts Chairman, Harry N. Goldstein; Initial Gifts Co-Chairman, Edward W. Saline; Women's Division Chairman, Mrs. Norman Heine; Executive Director, Bernard Dubin. Total raised so far is \$125,360, an 12 per cent increase.

JERSEY CITY, N. J.: Israel's Arieh Neshar, one-time DP leader in Germany and now a management-labor expert, excitingly described the young nation's advances to a large audience at campaign opening meeting on March 31. Campaign officers are: United Jewish Appeal President, and Chairman, George Clott; Women's Division Chairman, Mrs. Saul Safier; Secretary, Mrs. Jeanne Schleider. Total raised to date is \$108,414.

LONG BEACH, CALIF.: It was old home week here when the former Lord Mayor of Dublin, Robert Briscoe opened the campaign. The wife of the Campaign Chairman, Mrs. Abe Tenenbaum, and Mr. Briscoe grew up together in Ireland. Even more dramatic was the meeting of Ida Loew, the heroine of Meyer Levin's best-selling "Eva", with a local Women's Division member who had shared her "Lager" in Auschwitz. Benjamin H. Swig of San Francisco, UJA Big Gifts Co-Chairman, addressed a Big Gifts meeting on March 8. Campaign officers are: Jewish Community Council President, Sam E. Leddel; Chairman, Abe Tenenbaum; Women's Division Chairman, Mrs. Louis Hechtlinger; Executive Director, Morton J. Gaba. Total raised is \$171,670, a 14 per cent increase.

SOUTH BEND, IND.: With the campaign just opened, a 10 per cent advance is already on the books. Campaign officers are: Jewish Welfare Fund President, Frederick K. Baer; Co-Chairmen, Bert Liss and Philip Welber; Executive Director, Bernard H. Natkow. Total raised so far is \$74,475, a 10 per cent increase.

TEANECK, N. J.: Dewey D. Stone of Boston, UJA National Chairman, received a magnificent response at an Initial Gifts meeting on March 22. On April 5, UJA Cabinet member Herbert H. Schiff of Columbus followed up with a moving presentation. Campaign officers are: United Jewish Appeal Chairman, Irving Shavitz; Initial Gifts Chairman, Raymond H. Bohr; Initial Gifts Co-Chairmen, Jules Edelman and Jack K. Lazar; Executive Director, Samuel A. Goodstein. Total raised so far is \$163,000.

PLAINFIELD, N. J.: Former U. S. Congresswoman and leading actress Helen Gahagan Douglas opened the campaign here on March 30. The campaign is moving steadily ahead. Campaign officers are: Jewish Community Council President, Mac R. Tarnoff; Chairman, Harry E. Bronston; Special Gifts Chairmen, Hyman W. Okun and Milton Simkin; Pace Setters Chairman, Dr. Arthur Saitz; Pace Setters Co-Chairmen, Norman Kantor and Albert A. Kaufman; Women's Division Chairman, Mrs. Milton Miller; Executive Director, Rubin Lefkowitz. Total raised so far is \$112,837.

**ATTEND THE NATIONAL MIDYEAR LEADERSHIP
CONFERENCE IN WASHINGTON, JUNE 18-19**

SAVANNAH, GA.: A number of meetings have been held in the last month with excellent results. Among speakers were Mrs. Dita Natzor, Public Relations Officer of Beersheba, Yehoshua Trigor of the Israeli Consulate in Atlanta and Arieh Neshar, Israel management expert. Campaign officers are: Jewish Council President, Herman Director; Co-Chairmen, Sol B. Minkovitz and Kayton Smith; Initial Gifts Co-Chairmen, Philip H. Bodziner, Isaac Meddin, Samuel Robinson and Albert Tenenbaum; Women's Division Chairman, Mrs. Abro Robinson; Executive Director, Joseph M. Moseson. Increase so far is 12 per cent, for a total of \$90,000.

WEST PALM BEACH, FLA.: The campaign is moving into the general solicitation stage following opening meeting on February 21, with a big increase chalked up. Campaign officers are: United Jewish Appeal & Federated Jewish Charities President, Isador

Hammer; Chairman, Nathan C. Goldman; Co-Chairmen, Marvin J. Gold, H. Irwin Levy, Dr. Samuel A. Manalan; Women's Division Co-Chairmen, Mrs. Louis Leibovit and Mrs. Albert Fier; Executive Secretary, M. B. Levinson. Total raised to date is \$84,000, a 22 per cent increase.

FLINT, MICH.: Mrs. Jack A. Goodman of Cleveland, National Women's Division Chairman, got the campaign off to an exciting start with her presentation at a luncheon. A drama based on Meyer Levin's "Eva" with the real-life heroine, Mrs. Ida Loew of Israel, was acclaimed. Campaign officers are: Jewish Community Council President, Dr. H. Maxwell Golden; Chairman, B. Morris Pelavin; Associate Chairman, Edwin L. Elk; Big Gifts Chairman, Louis Kasle; Big Gifts Co-Chairman, Dr. Eli N. Bernstein; Women's Division Co-Chairmen, Mrs. Sidney Hartman, Mrs. S. S. Gorne and Mrs. Sam Gotlib; Executive Director, Irving L. Geisser. Total raised so far is \$73,961.

PUERTO RICO: The first UJA campaign to be held here since 1949 is going at a great pace. Leaders are also raising funds in the Virgin Islands. Israel Consul in Atlanta, Moshe Leshem, spoke at the opening meeting and visited several communities with campaign leaders. Co-Chairmen of the campaign are Irving H. Franklin and Maurice Nagle, Paul Friedhoff is Treasurer and Harry Elton, Secretary. Total raised so far is \$23,000.

SPECIAL! As the RTM went to press, the Tri-State Conference held in Pittsburgh on May 1, reported a total of \$523,638 cash collected on pledges and advances on campaigns. Gov. David L. Lawrence was guest of honor and joined Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, as a major speaker at the luncheon. A reception was held in honor of the Governor and a group of 35 Jewish leaders from the area who are leaving for a tour of Israel on May 14.

OAKLAND, CALIF.: An Initial Gifts meeting addressed by Joseph Shane of Los Angeles, UJA Cabinet member, and Ruth Gruber, noted journalist, set the tone for campaign opening on April 6. Campaign officers are: Jewish Welfare Federation President, Milton Klegman; Chairman, Murray Lehr; Co-Chairmen, Paul W. Learner and Sol Scherman; Vice-Chairman, Dr. Arthur Roth; Advanced Co-Chairmen, Sam Clar and Morris Malnick; Women's Division Chairman, Mrs. Harry Gold; Executive Director, Oscar A. Mintzer. Total raised so far is \$150,000, a 13 per cent increase.

HARRISBURG, PA.: Mrs. Eleanor Roosevelt addressed an enthusiastic Initial Gifts dinner on March 23 whose guest of honor was Miss Mary Sachs, an outstanding UJA supporter for many years. Campaign officers are: United Jewish Community President, H. Robert Kleinman; Chairman, Benjamin Cantor; Initial Gifts Chairman, Morris Schwab; Women's Division Chairman, Mrs. Harry Cramer; Executive Director, Albert Hursh. Total raised to date is \$247,585, a 10 per cent increase.

TULSA, OKLA.: Campaign does not open until May 15, but many gifts have come in following a March 20 Big Gifts meeting at which Baltimore's Joseph Meyerhoff, UJA National Chairman, made a most effective presentation of needs. Campaign officers are: Jewish Community Council President, Charles Goodall; Chairman, Joseph S. Kantor; Co-Chairmen, Dr. Manuel Brown and Louis Taubman; Executive Director, Irving Antell. Total so far raised is \$211,000.

NASHVILLE, TENN.: Advance Gifts meeting on March 24 has set the tone for a campaign which is expected to run ahead of 1959. Campaign officers are: Jewish Community Council President, Mrs. Bernard Fensterwald; Chairman, Manuel M. Eskind; Initial Gifts Chairman, Dan May; Women's Division Co-Chairmen, Mrs. Richard Isaacs and Mrs. Bernard B. Steiner; Executive Director, Sam A. Hatow. Raised so far is \$157,633.



PHILADELPHIA: Many extra gifts were made at a campaign meeting in tribute to Samuel H. Daroff (left), UJA National Chairman and veteran leader in local and national campaigns. Shown with him (l. to r.) are Harold C. Goldman, Trade Council Chairman; Harry S. Syk, Advisory Committee Chairman; Bernard Weinberg, Advance Gifts Chairman, and Samuel Melnick, Director of Fund-Raising.



NEWARK: Top campaign leaders are shown at Pace-Setters meeting with hosts Mr. and Mrs. Leo Brody of South Orange. Seated (l. to r.) are Mrs. Brody, Dr. Joachim Prinz, Rabbi of Temple B'nai Abraham, guest speaker, and Mr. Brody. Standing are (l. to r.) Charles Stern, Special Gifts Associate Chairman; Jack J. Waldman, Special Gifts Chairman; Dr. Eugene V. Parsonnet, Campaign Chairman, and Alvin C. Schottenfeld, Special Gifts Associate Chairman.

WILKES-BARRE, PA.: UJA National Chairman Albert A. Levin of Cleveland, greatly impressed guests at a Maximum Gifts meeting on April 21. Campaign officers are: Jewish Committee President, Dr. William Rosensweig; Chairman, Morton Blum; Co-Chairman, Gerald S. Fierman; Women's Division Chairman, Mrs. Stanford L. Weiss; Executive Secretary, Louis Smith. Total raised so far is \$113,800.

SEATTLE, WASH.: The campaign here has been moving steadily ahead since a February 25 meeting addressed by UJA Executive Vice-Chairman Herbert A. Friedman, and a campaign opening meeting on April 4, which heard from Sol Esfeld, UJA National Committee member. Campaign officers are: Federated Jewish Fund and Council President, Leo Weisfield; Chairman, Albert M. Franco; Co-Chairman, John M. Friedlander; Special Gifts Chairman, Sol Esfeld; Women's Division Co-Chairmen, Mrs. Archie S. Katz, Mrs. Irving Anches; Executive Director, Samuel G. Holcenberg. Total raised so far is \$165,000, a 6 per cent increase.

PORTLAND, ORE.: Ireland's former Lord Mayor of Dublin, Robert Briscoe, charmed the audience at a March 27 Big Gifts meeting who responded with increased contributions. Campaign officers are: Jewish Welfare Federation President, Jack W. Olds; Chairman, Roscoe C. Nelson; Co-Chairman, Morris H. Rosencrantz; Big Gifts Chairman, Gilbert Schnitzer; Big Gifts Co-Chairman, Abe F. Vidgoff; Women's Division Chairman, Mrs. George L. Campf; Executive Director, Milton D. Goldsmith. Total raised so far is \$97,000, a 20 per cent increase.

NORFOLK, VA.: John S. Grauel, who was among the crew of the famed S.S. Exodus, made a tremendous impression at the campaign opening in this seaboard community from which the Exodus originally sailed for Europe and Palestine. Campaign officers are: Jewish Community Council President, Sydney J. Gates; Chairman, Archie J. Harris; Initial Gifts Chairmen, Samuel Weisberg, Oscar Warner; Initial Gifts Vice-Chairmen, Paul M. Lipkin, Mickey Kramer, Bertram Nusbaum, Jr.; Women's Division Chairman, Mrs. V. H. Nusbaum; Women's Division Co-Chairman, Mrs. Sidney Gates; Executive Director, Ephraim Spivek. Total raised to date is \$162,156.

PORTLAND, ME.: A Big Gifts meeting heard UJA National Chairman Albert A. Levin of Cleveland make an urgent plea for increased gifts. Campaign officers are: Jewish Federation President, Joseph Stillman; Chairman, Irving E. Small; Vice-Chairman, Lester

M. Willis; Big Gifts Co-Chairmen, Abraham Elowitch, Julius Elowitch; Women's Division Chairman, Mrs. Julius Elowitch; Executive Director, Jules Krems. Total raised to date is \$106,584, a 5 per cent increase.

HARTFORD, CONN.: Charles Frost of New York, UJA Cabinet member, was enthusiastically received at a March 24 Big Gifts meeting. Campaign officers are: Jewish Federation President, Stanley Fisher; Chairman, N. Aaron Naboicheck; Women's Division Chairman, Mrs. Morris Lipman; Executive Director, Bernard L. Gottlieb. Total raised to date is \$265,450.

DES MOINES, IOWA: Initial Gifts dinner on April 12 was addressed by UJA Cabinet member Herbert H. Schiff of Columbus, and the campaign opened on April 24 with Senator Wayne Morse as the major speaker. Campaign officers are: Jewish Welfare Federation President, Morris O. Kahn; Chairman, Abe D. Clayman; Women's Division Chairman, Mrs. David Waldinger; Executive Director, Samuel Soifer. Total raised so far is \$111,400, a 10 per cent increase.

EL PASO, TEX.: The campaign is under way to a good start here with \$123,209 raised so far. Campaign officers are: Jewish Community Council President, Alfred A. Blumenthal; Chairman, Richard T. Marshall; Big Gifts Co-Chairmen, Elias Krupp, I. B. Goodman; Women's Division Chairman, Mrs. Nathan Stern.

SOUTHERN ILLINOIS: Covering nearly 100 small communities, this is a hedge-hopping campaign which is keeping up a fast pace. Campaign officers are: Jewish Federation President, Harry Wolff; Chairman, Frank N. Altman, Co-Chairmen, Phil Fredman, Harvey Hieken, Hyman Rubin; Big Gifts Chairman, Aaron Karchmer; Women's Division Co-Chairmen, Mrs. Bernard Cohen, Mrs. Jack Tzinberg; Executive Director, Hyman H. Ruffman. Total raised to date is \$99,466, a 7 per cent increase.

NOTE: We regret that a photograph of Mr. Abe Bronfman of Montreal was erroneously identified as Mr. Samuel Bronfman in the March issue of the RTM.

YOUR UJA CALENDAR OF EVENTS

1960

June 18,19	NATIONAL MIDYEAR LEADERSHIP CONFERENCE, Washington, D.C.
Nov. 18,19,20	NATIONAL YOUNG LEADERSHIP CONFERENCE, Shoreham, Washington, D.C.
Dec. 9,10,11	ANNUAL NATIONAL CONFERENCE, Statler-Hilton, New York City

1961

Jan. 13,14,15	SOUTH-SOUTHWEST CONFERENCE, Buena Vista Beach Hotel, Biloxi, Miss.
Feb. 5	NATIONAL INAUGURAL CONFERENCE, Miami Beach, Fla.
Feb. 10,11,12	CENTRAL STATES CONFERENCE, French Lick Springs, Indiana
Feb. 24,25,26	WEST COAST REGIONAL CONFERENCE, Riviera Hotel, Palm Springs, Calif.
Mar. 10,11,12	NEW ENGLAND REGIONAL CONFERENCE, Swampscott, Mass.

NEW CAMPAIGNS OPENING WITH INITIAL GIFTS AT HIGH LEVEL

<u>CITY</u>	<u>CHAIRMAN</u>	<u>TOTAL RAISED TO DATE</u>
TYLER, TEX.	Phil Hurwitz	\$77,000
SALT LAKE CITY, UTAH	Richard L. McGillis	75,000
MANCHESTER, N.H.	Arnold J. Cohen	68,665
OMAHA, NEBR.	Milton R. Abrahams	62,830
PALM SPRINGS, CALIF.	Zachary Pitts; Stanley Rosin	61,000
GREENBORO, N.C.	Louis Silverstein	60,000
FAIR LAWN, N.J.	Ivan Grossman	57,450
HOLYOKE, MASS.	Harry D. Blum	56,850
NEWPORT NEWS, VA.	Dr. Edwin J. Binder	55,780
YORK, PA.	Harry Baylinson	54,950
SIOUX CITY, IA.	Charles Duchen	72,400
ALTOONA, PA.	Max Schulman	52,035
MONTGOMERY, ALA.	Samuel L. Schloss	48,805
SAN ANTONIO, TEX.	Marvin C. Beck	52,000
UTICA, N.Y.	Maurice S. Levinson	82,000
BINGHAMTON, N.Y.	A. Lawrence Abrams; Morris Gitlitz; Charles J. Pierson	50,645
FT. WAYNE, IND.	Leonard M. Goldstein	47,700
ERIE, PA.	William M. Schuster	47,700
NO. HUDSON, N.J.	Arthur Knaster	61,037
CHARLOTTE, N.C.	Sol Levine; Hyman Polk; Irving Richek	43,500
ST. PETERSBURG, FLA.	A. J. Pardoll	43,000
WESTFIELD, N.J.	Harold Weiss	40,050
OKLAHOMA CITY, OKLA.	Barton Kahn	39,175
SAN JOSE, CALIF.	Dr. Michael A. Garetz	48,361
NEW BRITAIN, CONN.	Alex Himmelfarb	38,074
PERTH AMBOY, N.J.	Raymond Safran	90,000
CHESTER, PA.	Samuel C. Warwick	36,000
CORPUS CHRISTI, TEX.	Sheldon Katz	35,000
STAMFORD, CONN.	Benjamin Bogin	64,000

New Figures From Communities Reported on Previously

<u>CITY</u>	<u>RAISED TO DATE</u>	<u>CITY</u>	<u>RAISED TO DATE</u>
Detroit, Mich.	\$4,400,000	Dallas, Texas	\$756,000
Cleveland, Ohio	3,819,815	Denver, Colo.	817,000
Los Angeles, Calif.	3,344,045	Houston, Texas	630,590
Philadelphia, Pa.	3,494,000	New Orleans, La.	495,260
Boston, Mass.	3,342,100	Scranton, Pa.	327,000
Chicago, Ill.	2,700,000	Paterson, N.J.	302,000
Baltimore, Md.	1,883,705	Birmingham, Ala.	290,631
San Francisco, Calif.	1,350,370	New Haven, Conn.	285,000
Newark, N.J.	1,434,383	Phoenix, Ariz.	224,848
Pittsburgh, Pa.	1,340,000	Richmond, Va.	218,400
Miami, Fla.	1,400,000	Tucson, Ariz.	182,000
Washington, D.C.	1,000,000	Hollywood, Fla.	153,000

REGIONAL CONFERENCES BRINGING COMMUNITY LEADERSHIP TOGETHER

BERGEN COUNTY, N.J. rally on March 7 in Teaneck was jammed to the rafters and police were forced to turn away 1,500 persons who sought to attend. Chairman of the sponsoring Committee was David W. Goldman who introduced Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, main speaker of the evening, and Matthew Feldman, Mayor of Teaneck. A program of entertainment included famous humorist Sam Levenson; the Yemenite Dance Group, and 14-year-old Itzhak Perlman, Israeli concert violinist. More than 400 persons enrolled as volunteer workers after the meeting.

NORTHERN CALIFORNIA REGIONAL CASH CONFERENCE, held in San Francisco, March 27, brought in a total of \$323,900 in cash - representing payments on 1960 pledges in 12 of the 15 communities represented. This is an increase of \$18,000 over 1959 totals. Benjamin H. Swig of San Francisco, UJA Regional President and National Big Gifts Co-Chairman, was conference chairman and Shaul Ramati, Israel Consul in Chicago, was guest speaker.

NORTH CAROLINA STATE CONFERENCE, held in Charlotte on March 27, had a large attendance from 17 key communities. Seymour Alper of Wilmington was elected State Chairman succeeding Morris Speizman, Jewish leader from Charlotte. Speakers at the Conference were James L. Permutt of Birmingham, UJA Cabinet member and Alabama State Chairman; Samuel Haber, European Assistant Director for the JDC, and Miriam Hadar, Miss Israel of 1959.

ALABAMA STATE LEADERSHIP CONFERENCE in Tuscaloosa on April 10 heard from Dr. Frank A. Rose, President of the University of Alabama. James L. Permutt and Morris Sokol, of Tuscaloosa, served as Conference Chairman, with Samuel Pizitz and Jacob Temerson of Tuscaloosa as Co-Chairman. Twenty communities were represented.

NEW HAMPSHIRE STATE REGIONAL CONFERENCE, held in Concord on April 3, had Gov. Wesley Powell of N.H. as guest of honor. Yakov Morris, Israel Consul in New York spoke. Some 150 representatives of 15 major communities were present. Sam Smith of Newmarket was Conference President.

SOUTHERN NEW YORK REGIONAL CONFERENCE, held at West Point on April 3, had an interesting combination of speakers in Michael Pragai, Consul of Israel in New York, and Mrs. Sandra Noyman, daughter of Conference leader William J. Haft, who is married to an Israeli and has been living in Israel for several years. More than 22 communities were represented. Leo J. Filer of Monroe, was Conference Chairman.

MISSISSIPPI STATE LEADERSHIP CONFERENCE in Jackson on April 24 honored Paul Kapelow, President of the New Orleans Jewish Welfare Fund, and a member of the UJA National Campaign Cabinet. Speaker was Dr. Moses Cyrus Weiler, founder of Progressive Judaism in South Africa who has been living in Israel the past few years. More than 20 communities were represented. Harry Diamond of Moorhead, was Chairman.

CENTRAL NEW YORK LEADERSHIP CONFERENCE, held in Ithaca on April 24 heard JDC European Assistant Director Samuel Haber discuss needs in Israel and 25 other countries. The meeting was held at Cornell University under the chairmanship of A. Lawrence Abrams of Binghamton.

*You are Most Earnestly Urged
to Attend and Participate in the*

National Midyear Leadership Conference

*of the
United Jewish Appeal*



*Saturday Evening and Sunday
June 18-19, 1960*

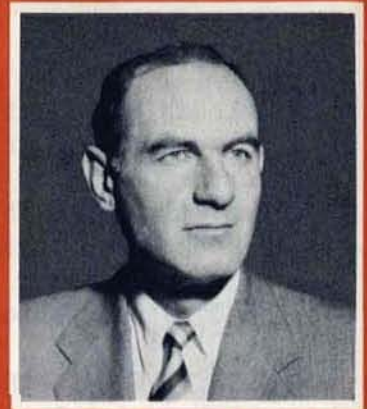
Shoreham Hotel

• Washington, D.C.

Dietary Laws Observed

No Solicitation Of Funds

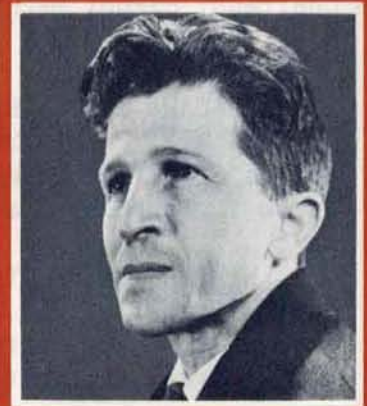
Keynote Address:



Ambassador

MICHAEL COMAY
*Permanent Representative of Israel
to the United Nations*

Meet the Captain of the EXODUS



ITZHAK ARONOWICZ

- HEAR other outstanding speakers
- SEE and HEAR Israeli stage and screen stars in a Bible-inspired dramatic presentation
- HELP conclude UJA's spring cash drive for \$35,000,000

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

600,000 people throughout the world need help through -
1960 regular United Jewish Appeal and UJA Special Fund



22nd ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM

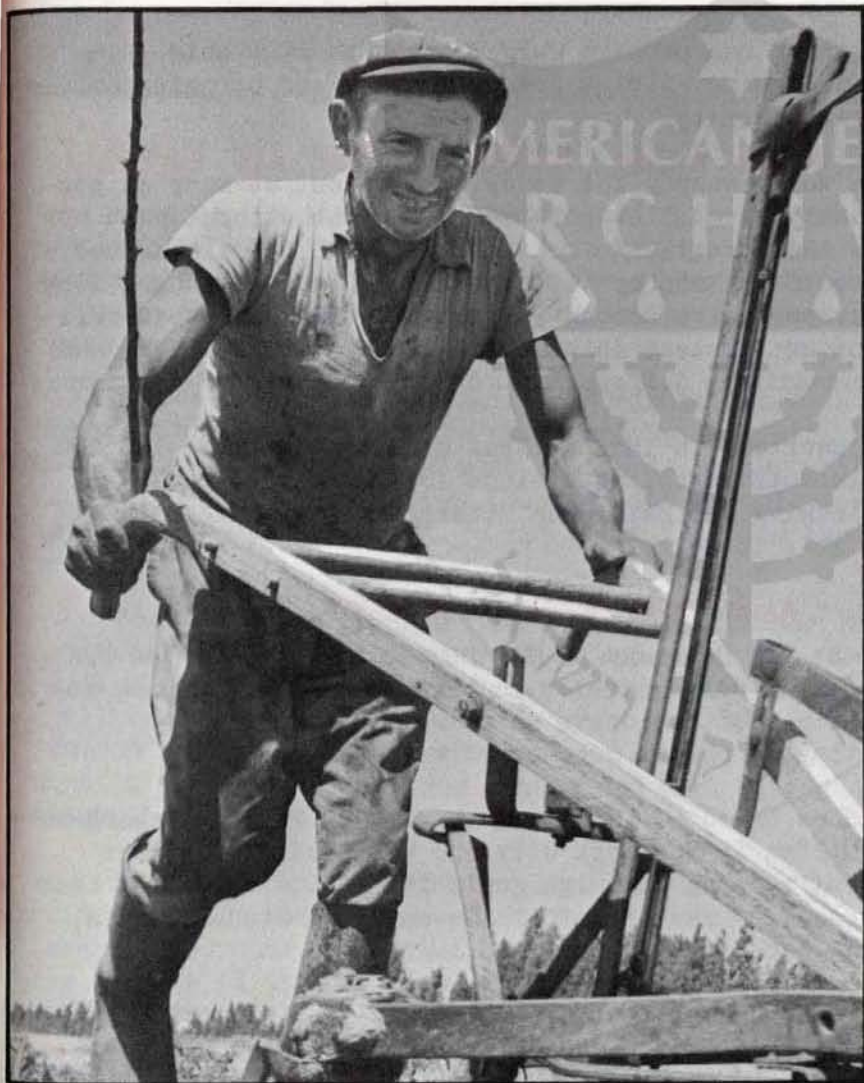
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United Jewish Appeal

on behalf of United Israel Appeal, Joint Distribution
Committee, New York Association for New Americans

Vol. XV, No. 4, October 10, 1960

165 West 46th Street, New York City

NOT FOR PUBLICATION



MANPOWER — but not enough water, farm machinery,
roads, electricity, stock, farm buildings, export crops.

**485 IMMIGRANT
FARM SETTLEMENTS
IN NEED, SAYS UJA
CHAIRMAN BERINSTEIN**

...

**\$32,000,000 CASH
NEEDED BY ANNUAL
MEETING, DEC. 9-11**

...

**FALL CAMPAIGNS
BUILDING UP AS
CASH COMMITTEE
SPEEDS COLLECTIONS**

Governor NELSON A. ROCKEFELLER to address UJA Annual Meeting

CONTINUOUS FLOW OF CASH ESSENTIAL TO MEET PRESSING WELFARE NEEDS IN ISRAEL, OVERSEAS

United Jewish Appeal Leader Declares Aid Programs in Peril Unless \$32,000,000 Cash Raised by Annual Meeting, Dec. 9-11

An urgent call to American Jews to bring in at least \$32,000,000 cash by the time of the UJA Annual Meeting, December 9-11, has been issued by Morris W. Berinstein, UJA General Chairman.

"Our welfare programs affecting the lives of 600,000 persons will be in jeopardy," he said, "unless we can provide the cash to keep them going before the end of the year. We must repeat the magnificent effort made in June, when over \$33,000,000 cash was turned in at the UJA Midyear Conference."

Among the most vital programs which can proceed only if cash is available, Mr. Berinstein said, are problems of housing, aiding new immigrants and bringing sorely needed assistance to 130,000 immigrant farmers.

"We promised last year that we would supply the money to wipe out as many as possible of the ma'abarot, Israel's shanty towns," he pointed out. "But without cash now we will not be able to complete the 1960 program to reduce to some 40,000 the number of ma'abarot dwellers. And cash is needed to keep up with the steady and continuing flow of immigration. More than 2,000 newcomers are coming in every month. They need full settlement services, as well as housing. Unless this settlement aid is provided, and provided promptly, it will become increasingly difficult for Israel's doors to be kept open."

The most crucial problem, he asserted, is the perilous situation of some 130,000 immigrant farmers on 485 farm settlements established since 1948 with UJA funds. So many farm essentials are still lacking, he said, that there is grave danger that some of the settlements may not be able to carry on.

Dubinsky Heads Cash Committee Again; Annual Meeting Most Important, Berinstein Declares

Mr. Berinstein announced that Melvin Dubinsky of St. Louis, Chairman of the UJA Campaign Cabinet, who led the successful drive earlier in the year, is continuing as Chairman of the National Cash Committee for the drive which will get under way November 1, as is the 50-man Committee which has been so effective.

The 1500 Jewish community leaders expected to attend the Annual Meeting, which will be held at the Hotel Statler Hilton in New York City the week-end of December 9-11, will have the important task of setting campaign goals for 1961. They will hear a first-hand report on overseas needs from members of the Seventh UJA Study Mission, and top U.S. and Israel leaders (see back cover).

"This is one of the most important Annual Meetings in the 22-year history of the United Jewish Appeal," Berinstein declared. "We have reached a cross-road where we must make some major decisions which will affect the lives and futures of those 600,000 persons who now look to us and depend on us for help. We must not only decide how and where our aid will be given, we must reach some firm conclusions about how far we are ready to continue sharing our own good fortune with the less fortunate. Much of what we can accomplish in 1961 will be forecast by the success of the cash drive. That is why I urge you to give it your all-out support."

PREMIER BEN-GURION SENDS ROSH HASHANA GREETINGS

JERUSALEM, ISRAEL, SEPT. 20, 1960

MORRIS W. BERINSTEIN, GENERAL CHAIRMAN, UNITED JEWISH APPEAL

AS WE ENTER THE NEW YEAR 5721, I SEND YOU AND THE SUPPORTERS OF THE UNITED JEWISH APPEAL HEARTFELT GREETINGS FROM THE PEOPLE OF ISRAEL. DURING THE COMING YEAR WE SHALL CELEBRATE THE THIRTEENTH ANNIVERSARY OF OUR STATEHOOD. IN THIS SHORT PERIOD OF OUR RENEWED SOVEREIGNTY WE HAVE OVERCOME GRAVE AND SEEMINGLY INSUPERABLE PROBLEMS. WE HAVE HELPED RESCUE HUNDREDS OF THOUSANDS OF MEN, WOMEN AND CHILDREN FROM LANDS OF UNCERTAINTY AND EVEN TERROR, BRINGING THEM TO FREEDOM, AND THIS TASK IS BEING CONTINUED. WE HAVE STRIVEN AND STILL STRIVE TO BUILD HOMES, FARMS AND INDUSTRIES TO ASSURE OUR STABILITY. OF THE MANY PROBLEMS FACING US, ONE OF THE GREATEST IS THE CONSOLIDATION OF OUR FARM SETTLEMENTS. WE HAVE PLACED IMMIGRANTS ON THE SOIL, BUT NOW WE MUST BRING THE IMMIGRANT VILLAGES UP TO THE POINT OF ECONOMIC SELF-SUFFICIENCY. HARD-WORKING CITIZENS ROOTED IN THE SOIL PRODUCING FOOD AND INDUSTRIAL CROPS FOR EXPORT ARE OUR GREATEST STRENGTH. LET US CONTINUE OUR MUTUAL UNDERTAKING. YOUR PAST DEDICATION INDICATES SUCCESS IN THE FUTURE. MAY THE NEW YEAR 5721 HERALD AN ERA OF NEW VIGOR AND ACCOMPLISHMENT FOR THE UNITED JEWISH APPEAL AND FOR THE JEWS OF AMERICA.

DAVID BEN-GURION

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LARGEST UJA STUDY MISSION EMBARKING ON CRITICAL OVERSEAS SURVEY

Many of the topmost Jewish community leaders in the country will gather in Rome the evening of October 13 as members of the 140-man UJA Seventh Study Mission to conduct a three-week survey of the needs of immigrants in Israel and distressed Jews in European and Moslem countries. Members of the Mission, as on preceding trips, pay their own expenses.

In Rome, Mission members will evaluate relief aid programs for Jews in Europe and Moslem areas at a conference sponsored by the Joint Distribution Committee. They will meet with JDC Directors of some 24 countries currently conducting welfare programs for 200,000 needy Jews, Moses A. Leavitt, JDC Executive Vice-Chairman, the U.S. Ambassador to Italy, James D. Zellerbach and Baron Eli de Rothschild, leader of the French Jewish community.

The Mission will depart for Israel on October 18 to look into conditions among the nearly 400,000 immigrants still dependent on aid from American Jews. They will particularly check progress being made in re-housing some 60,000 immigrants who were still living in ma'abarot shanty towns at the beginning of the year, and the plight of 130,000 immigrant farmers still not self-sufficient. They will check on many other institutions established and maintained with UJA funds for aged, handicapped, chronically ill and young newcomers.

In Israel, Mission members expect to meet with Israel President Itzhak Ben-Zvi; Prime Minister David Ben-Gurion; the U.S. Ambassador to Israel, Ogden Reid; former Israel Ambassador to the U.S. Abba S. Eban, who is the new Minister of Education, and top leaders of the Jewish Agency, including Dr. Nahum Goldmann, Chairman, and Dr. Dov Joseph, Treasurer.

Leaders of the Mission include Morris W. Berinstein of Syracuse, N.Y., UJA General Chairman; Fred Forman of Rochester, N.Y., Joseph Meyerhoff of Baltimore, Philip M. Klutznick of Chicago, and Jack D. Weiler of New York, UJA National Chairmen. Also, Max M. Fisher of Detroit, and Joseph M. Mazer of New York, UJA Special Fund Chairmen; Benjamin H. Swig of San Francisco, UJA Big Gifts Chairman, and Rabbi Herbert A. Friedman of Westport, Conn., UJA Executive Vice-Chairman.

NATIONAL YOUNG LEADERSHIP CONFERENCE

SET FOR NEW YORK, NOVEMBER 18-20

UJA will see one of its long-cherished projects come to fruition when its first National Young Leadership Conference takes place in New York City's Waldorf-Astoria Hotel, November 18, 19, 20, it was announced by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

The purpose of the three-day conference is to afford an opportunity to young leaders in the 25-40 age group to become more deeply familiar with the world-wide problems faced by the United Jewish Appeal and its agencies. The conference will bring together some 200 young leaders, who have been invited to participate because they have already made their mark in local community campaigns. National UJA leaders and top ranking Israel officials will meet the young leaders and take part in seminars devoted to campaign problems.

Friedman Describes Aims, Announces Prominent Speakers, Seminar Leaders

Describing the aim of the conference, Rabbi Friedman declared: "Its basic purpose is to bring the next generation of Jewish leaders face-to-face with the full scope of their Jewish humanitarian heritage, and the great values which have led previous generations of Jews to inaugurate, develop and maintain the tradition of help to other Jews as a cardinal point of their Jewish faith."

Among those who will participate in the gathering as speakers or seminar leaders are: Avraham Harman, Israel's Ambassador to the United States; Ambassador Michael Comay, Israel's permanent representative to the United Nations, and other Israeli experts and notables; Edward M. M. Warburg, UJA Honorary Chairman; Morris W. Berinstein, UJA General Chairman; William Rosenwald, Dewey D. Stone and Philip M. Klutznick, UJA National Chairmen; Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, UJA beneficiary agency which conducts overseas welfare programs, and Herbert A. Friedman, UJA Executive Vice-Chairman.

NOTED ISRAELIS, NBC COMMENTATOR, NATIONAL LEADERS ADDRESSING CONFERENCE



Avraham Harman
Israel Ambassador
to the U. S.



Michael Comay
Israel Ambassador
to the UN



Col. Yehuda Prihar
Israel Permanent
Representative
to the UN



Chet Huntley
NBC Commentator



Morris W. Berinstein
UJA General Chairman



Edward M. M. Warburg
UJA Honorary Chairman



William Rosenwald
UJA National Chairman



Dewey D. Stone
UJA National Chairman



Philip M. Klutznick
UJA National Chairman



Moses A. Leavitt
JDC Executive
Vice-Chairman



Rabbi Herbert A. Friedman
UJA Executive
Vice-Chairman

FALL CAMPAIGNS GETTING EARLY START

As the RTM went to press on October 3, Fall community campaigns were moving into real action. Preliminary reports gave an encouraging picture of the response from large and small communities, most of which set early campaign openings this year.

ROCHESTER, N.Y.: On Sept. 20 a pre-Pacesetters meeting and a Campaign Council meeting were addressed by UJA Executive Vice-Chairman Herbert A. Friedman. The meeting was a star-studded one with addresses by four prominent Rochester citizens recently returned from Israel: Dr. John Romano, Head of the Dept. of Psychiatry at the University of Rochester; the Rev. David M. MacClennan, senior minister of the Brick Church, author, radio and television personality; Theodore Bloomfield, conductor of the Rochester Philharmonic, and Joseph Silverstein, former UJA State Chairman. Campaign officers are: Leon H. Sturman, President United Jewish Welfare Fund, and Chairman of the campaign; Jack J. Feinglass, Pace-Setters Chairman; Mrs. David K. Lipsky, Women's Division Chairman, and Elmer Louis, Executive Director.

PROVIDENCE, R.I.: An extraordinary 20 per cent increase was registered following a Big Gifts meeting on Sept. 12 at which contributors added to their pledges in memory of the late Henry J. Hassenfeld, long a community leader whose son, Merrill L. Hassenfeld, is Campaign Chairman. Increase is holding steady, with \$408,216 reported by October 3. Campaign officers, in addition to Mr. Hassenfeld, are: Joseph W. Ress, President, General Jewish Committee; Samuel Rosen, Initial Gifts Chairman; Joseph Galkin, Executive Director.

YOUNGSTOWN, OHIO: The Campaign Executive Committee is completing plans for a Big Gifts meeting in October and a campaign opening early in Nov. Campaign officers are: Ralph J. Lebowitz, President, Jewish Federation; Dr. Samuel D. Goldberg, Chairman; Mrs. Harry Burdman, Women's Division Chairman, and Stanley Engel, Executive Director.

SHREVEPORT, LA.: Beginning with a Women's Division meeting on Sept. 14 through the final clean-up phase of the campaign on Nov. 6, a number of interesting meetings have been set which will hear from Melvin Dubinsky of St. Louis, UJA Campaign Cabinet and Cash Committee Chairman; Charles Auerbach of Cleveland, Co-Chairman of the UJA Ohio Region, and the Rev. John Stanley Grauel. Campaign officers are: Arthur Arnold, President, Jewish Federation; Paul Shapiro, Chairman; Abe A. Gilbert and Albert Sklar, who is also Initial Gifts Chairman, Co-Chairmen; Morris H. Schuster, Big Gifts Chairman; Mrs. Paul Shapiro, Women's Division Chairman; Morton R. Adell, Executive Director.

FALL RIVER, MASS.: Community leaders here are building up campaign personnel in preparation for the Initial Gifts dinner on Nov. 3 and Campaign Opening dinner Nov. 13. Melvin Goldstein, UJA Administrative Vice-Chairman, will be the major speaker at the opening event. Campaign officers are: Louis Sevin, President, Fall River United Jewish Appeal and Campaign Chairman; Irving Greenberg, Edward M. Markell and Sidney Reitzas, Vice-Chairmen; Bertram A. Yaffe and Harry Gottlieb, Big Gifts Co-Chairmen; Louis Hornstein, Executive Director.

POUGHKEEPSIE, N.Y.: The campaign here is off to a flying start with a 20 per cent increase registered at an Initial Gifts meeting on Sept. 27. \$40,035 was reported by Oct. 3. Campaign officers are: Dr. Maurice Sitomer, President, Jewish Welfare Fund; Paul Rosen and Samuel R. Rosen, Co-Chairmen; Leon R. Bloom, Dr. Jacob Erdreich and Albert L. Hecht, Vice-Chairmen; Leo Caston and Lloyd L. Rosenthal, Big Gifts Co-Chairmen; Mrs. Irving Schlossberg and Mrs. Nathaniel Rubin, Women's Division Co-Chairmen; Julius Dorfman, Executive Director.

JUNE MIDYEAR CONFERENCE RAISED OVER 33 MILLION CASH

In its first campaign in twenty-two years unmarked by an immigration crisis or massive overseas emergency, the UJA reached a remarkable midyear cash total of \$33,150,000 at a Leadership Conference in Washington, D.C., June 18-19.

More than 400 leaders of community campaigns from all parts of the country presented checks to Melvin Dubinsky of St. Louis, UJA National Cash Committee Chairman and Chairman of the National Campaign Cabinet.

Major speakers at the Conference were Dr. Abram L. Sacher, President of Brandeis University; Itzhak Aronowicz, Captain of the ill-fated refugee ship "Exodus 1947"; Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

Mr. Leavitt, emphasizing the long-range aspects of UJA's overseas aid pointed out that JDC must support 250,000 persons in Europe, Moslem countries and Israel.

Rabbi Friedman paid tribute to "the maturity and deep sense of responsibility" exhibited by American Jews in their response to the 1960 campaign.

"Pledges alone cannot save or rebuild lives," Mr. Dubinsky said. "They must be turned into cash to do the vital job ahead of us."

Regional Cash Committee Co-Chairmen are: F. Gordon Borowsky, Philadelphia; Paul Kapelow, New Orleans; Joshua B. Glasser, Chicago, and Benjamin H. Swig, San Francisco.

Miss Mary Sachs • Jack D. Tarcher • Herman P. Taubman

The United Jewish Appeal has suffered a grievous loss this summer with the deaths of three of its most devoted supporters, tireless workers and outstanding leaders, both on the local and national scene. The Officers and members of the National Campaign Cabinet express their deep sorrow at the passing of these three great friends and benefactors, Miss Mary Sachs of Harrisburg, Pa., Jack D. Tarcher of New York City, and Herman P. Taubman of Tulsa, Oklahoma.

MISS MARY SACHS, who died on June 23, was long a major contributor and ardent worker for the world-wide humanitarian activities of the UJA. An outstanding personality and leader in many community programs, she was an extraordinarily gifted woman who generously shared her energies and her wealth with the less fortunate. Shortly before her death, she had been honored at a community dinner for her many contributions to the welfare of her fellow-citizens and needy fellow-Jews at home and abroad.

JACK D. TARCHER, who died on September 5, was Chair-

man of UJA's National Publicity Advisory Committee. His wise and stimulating leadership helped greatly in guiding the nationwide annual campaigns of the UJA. His rare professional capacities were matched by a warm and generous heart which brought him the deep affection of all those who worked with him.

HERMAN P. TAUBMAN, who died on September 14, has long served as a member of the UJA National Campaign Cabinet and on many special Cabinet and campaign committees. One of American Jewry's most distinguished leaders, he was an effective force in welfare and civic causes in Tulsa and the Southwestern states. He gave of himself with a rare devotion and warmth which inspired all those who were privileged to know and work with him.

He leaves behind a family devoted to his high concepts who are carrying on his tradition of service to others, including a son who also has served on the UJA National Campaign Cabinet.

TRI-STATE CONFERENCE OCTOBER 23; MAY MEETING RAISED \$625,000 CASH



Candles are lit in honor of Israel's 12th anniversary at the May Tri-State Conference in Pittsburgh. Shown here, left to right, are: Mrs. M. H. Fisher, Chairman of the Tri-State Women's Division; Pennsylvania's Governor David L. Lawrence; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, and Judge Samuel A. Weiss, Tri-State Chairman.

The Fall Conference of the UJA Tri-State Region is being held October 23 in the Webster Hall Hotel, Pittsburgh, Pa., with Governor David L. Lawrence of Pennsylvania as major speaker following a luncheon. Governor Lawrence last Spring headed a group of 40 community leaders who undertook a study tour of Israel. While there, they conferred with President Ben-Zvi, Prime Minister Ben-Gurion and other important leaders of the Government, the Jewish Agency and the Joint Distribution Committee. Governor Lawrence will report his first-hand observations of Israel's accomplishments, its pressing needs and UJA's vital role in the continued progress of its people.

Spring Conference Outstanding Success with \$625,000 Cash Brought In

More than 500 persons attended the Tri-State Conference held in Pittsburgh last May 1, where leaders of more than 65 communities presented checks representing cash collected on pledges. Judge Samuel A. Weiss of Pittsburgh presided, Governor Lawrence and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, were guests of honor. Candles were lighted on a magnificent birthday cake in honor of Israel's 12th Anniversary by Mrs. M. H. Fisher.

WOMEN'S GROUP RETURNS FROM THREE-WEEK OVERSEAS SURVEY



A group of 21 women leaders from 17 key communities returned to the United States on September 29 from a three-week overseas survey which took them to Geneva, Israel and Rome. Headed for the fourth year by Mrs. Jack A. Goodman of Indianapolis, National Chairman of the UJA Women's Division, survey members spent Rosh Hashana in Israel as part of their 12-day visit.

Members of the Women's Division Survey Group, in addition to Mrs. Goodman were: Mrs. Harold Adel, Buffalo, N. Y.; Mrs. Milton Baer, Lexington, Ky.; Mrs. Harry Cramer, Harrisburg, Pa.; Mrs. Leah Ferson and Mrs. Samuel Lehrman, Washington, D. C.; Mrs. Louis W. Cole, Louisville, Ky.; Mrs. Harding Frankel and Mrs. Morris Glesby, Houston, Tex.; Miss Louise M. Freund, Pittsburgh, Pa.; Mrs. Clarence E. Gall and Mrs. Nathan Levine, Cincinnati, Ohio; Mrs. Marvin Hime, Los Angeles, Calif.; Mrs. Laurence Kahn, Dallas, Tex.;

Mrs. Harry Koffman, Binghamton, N. Y.; Mrs. Minnie B. Meyer, Tucson, Ariz.; Mrs. Aaron Nathan and Mrs. Hyman R. Nathan, Detroit, Mich.; Mrs. Abe I. Yenkin, Columbus, Ohio; Mrs. Charles M. Zerkowitz, Mt. Vernon, Ohio, and Mrs. Marvin Stang, New York, Director of the National Women's Division.

DRIVE REPORTS SHOW MOUNTING COMMUNITY SUPPORT

JACKSONVILLE, FLA.: Plans are shaping up here for a number of meetings in the first week of November to start the campaign off. Big Gifts meeting is scheduled for Nov. 9. Campaign officers are: Edgar M. Felson, Acting President, Jewish Community Council; Alvin A. Leitman, Chairman; Richard Lewinson and Dr. Sam Witten, Co-Chairmen; Mrs. Herman Klauser and Mrs. Seymour Burns, Women's Division Co-Chairmen, and Robert I. Marcus, Executive Director.

NEW BEDFORD, MASS.: The campaign calendar has been completed here with the target date of Nov. 13, the Annual Federation Dinner, for completion of Special Gifts and Initial Gifts solicitations. Campaign officers are: Harold Hurwitz, President, Jewish Welfare Federation, and also Campaign Chairman; Louis Manelis and Jerry Crock, Initial Gifts Co-Chairmen; David Cohen and Raymond Eisenberg, Special Gifts Chairmen; Mrs. Isidore Eisner, Women's Division Chairman; Gerald Klein, Executive Director.

CHARLESTON, WEST VA.: A most successful Big Gifts dinner Sept. 20 got a first-hand report on needs in Israel from David Lowenthal of Pittsburgh, UJA Campaign Cabinet member. Campaign officers are: Charles A. Meyer, President, Federated Jewish Charities; Harry N. Barton, Chairman; Robert F. Silverstein, Vice-Chairman; Edwin B. Masinter, Big Gifts Chairman; Mrs. Harry N. Barton, Women's Division Chairman; Charles Cohen, Executive Secretary.

WICHITA, KAN.: Campaign Opening dinner on Nov. 13, is to be preceded by several Big Gifts meetings and a Women's Division luncheon and tea. Campaign officers are: R. M. Silver, President, Mid-Kansas Jewish Welfare Federation; Bert I. Lebow, Chairman; Theodore Gore, Big Gifts Chairman, and Samuel H. Marcus, Co-Chairman; Mmes. Esther Abel, Bill Glickman, Sterling Friedman and Fred Oswald, Women's Division Associate Chairmen; Edward Weil, Executive Secretary.

SCHENECTADY, N.Y.: Charles Auerbach of Cleveland, Co-Chairman of the UJA Ohio State Region, addressed the Initial Gifts dinner here on Sept. 11. On the "fringe" of Hurricane Donna, Sept. 12, the brave souls who managed to get to the Advanced Gifts dinner were rewarded by an exciting presentation from Rabbi Charles Shulman. Campaign officers are: Philip M. Stark, President, Jewish Community Council; Joseph E. Grossberg, Chairman; Paul S. Dworsky, Initial Gifts Chairman; Alexander Diamond and Dr. Morton Gold, Advance Gifts Co-Chairmen; Mortimer Greenberg, Executive Director.

NEW BRUNSWICK, N.J.: Hurricane Donna also did its best to disrupt a Pacesetters meeting here, but it continued successfully by candlelight after the electric power failed. Philip Zinman of Camden, UJA National Campaign Cabinet member, gave an outstanding report of campaign needs. Initial Gifts dinner is on Oct. 11. By Oct. 3, \$31,000 had been reported, a 39 per cent increase. Campaign officers are: Gabriel Mirzenbaum, President, Jewish Federation of New Brunswick, Highland Park and Vicinity; Isadore Sapiro, Chairman; Harry B. Kroll, Initial Gifts Chairman; Fred A. Liff, Executive Director.

PAWTUCKET, R.I.: Campaign opened here on Oct. 2 with Itzhak Aronowicz, Captain of the refugee ship "Exodus, 1947" as major speaker. An earlier Initial Gifts meeting heard Jacques Torczyner. Campaign officers are: David Horvitz, President, Blackstone Valley United Jewish Appeal, and Campaign Chairman; Harry A. Schwartz and Benjamin Sinel, Co-Chairmen; Mrs. Morris H. Pritsker, Secretary.

BROCKTON, MASS.: A Big Gifts meeting on Sept. 29 heard Boston UJA leader George Shapiro discuss needs to be met in 1960 and responded with increased gifts. \$61,010 was reported by Oct. 3. Campaign officers are: Robert S. Green, President, United Jewish Appeal of Brockton, Allen Wolozin, Chairman, and Hyman Wolotsky, Executive Director.

UJA PAYS TRIBUTE TO ADOLPH KESLER ON 80TH BIRTHDAY



Adolph Kesler

A Youth Center in the Keren-Yavneh settlement for immigrants in Israel is to be named the "Adolph Kiesler Youth Center," it was announced on the occasion of a dinner in honor of Mr. Kiesler's 80th birthday given in Denver on October 4 by the Allied Jewish Council.

A scroll announcing this special tribute was presented to Mr. Kiesler on behalf of the United Jewish Appeal, which paid homage to his "lifelong devotion to the cause of Jewish rescue, survival and revitalization during the most critical era in the history of the Jewish people."

Mr. Kiesler is one of the outstanding and dedicated leaders of the American Jewish Community. In over 50 years of devoted service to Jewish communal and civic causes, he has become a beloved figure throughout the country. He is almost equally well-known in Israel, which he has visited many times. An Honorary President of the Allied Jewish Community Council of Denver, Mr. Kiesler is Chairman of the UJA National Campaign Committee.

The Youth Center, consisting of three buildings — living quarters, a club room and classroom — will be formally dedicated on October 19 while the UJA Study Mission, of which Mr. Kiesler is a member, is in Israel.

SMALL COMMUNITIES UNDERTAKE TEN-DAY CAMPAIGN PROJECT

An exciting pilot project is being tested in some 24 smaller communities which already shows prospects of being an outstanding success. Under the direction of the UJA Community Development Department, these carefully selected communities are undertaking to complete community-wide drives within ten days of the campaign opening date. In each instance, communities were selected on the basis of leadership ability to concentrate fund-raising activity within this brief period and the community potential to respond with maximum contributions.

Working closely with field representatives, community campaign leaders are setting up a tightly knit organization which can go into action fast. Most campaigns will be concluded by the end of October. The whole project will be carefully analyzed with a view to widening its scope in 1961.

Among the communities and Chairmen already announced are the following:

<u>COMMUNITY</u>	<u>CHAIRMAN</u>	<u>COMMUNITY</u>	<u>CHAIRMAN</u>
Dothan, Ala.	Myer Blumberg	Mt. Holly, N.J.	Mrs. Francis Lieb
Fort Smith, Ark.	Dr. E. A. Mendelsohn	Amsterdam, N.Y.	Joel G. Kaplan
	H. Newton Pollock	Plattsburg, N.Y.	Bernard Woolman
Colchester, Conn.	Morris H. Broder	Raleigh, N.C.	
Lakeland, Fla.	Selig H. Estroff	Whitesville Zone, N.C.	Herman Leder
Paducah, Ky.	Norman Bronstein	Fargo, N.D.	
Baton Rouge, La.	Boris Bagelman	Elyria, Ohio	Dr. Gerald Rubin
Kalamazoo, Mich.	Gunther Baldauf	Shamokin, Pa.	Harry Brest
Joplin, Mo.	Jack Fleischaker	Amarillo, Tex.	
Claremont, N.H.		Corsicana, Tex.	Maurice R. Rosen
Concord, N.H.	Ira M. Shannahoff	Lynchburg, Va.	Jerome Kaye
Cranford, N.J.		Superior, Wisc.	
Hoboken, N.J.	Eli Seligman		

THE HIDDEN FACE OF NEED

By Rabbi Herbert A. Friedman

Executive Vice-Chairman, United Jewish Appeal

If you were one of the 50,000 Americans who visited Israel during the past twelve months, you saw a heart-warming picture of a vigorous and flourishing country. The greater part of my summer was spent in the thriving Jewish State, and I was deeply moved and impressed with what I saw.

As the country's industry grows, its cities take on a shine and glitter. As useful chemicals and minerals are uncovered, the potential richness of Israeli earth becomes more striking. As atomic energy comes under control, and as the students come from all over Asia and Africa to learn from the Israeli experience, Israel's importance in the world becomes unmistakable.

I saw many signs of the growing poise, maturity and confidence of the country this summer. Its hard currency situation has become more favorable, and the gap between its imports and exports has not widened. The transit camps of huts, shacks and tin boxes, about which we have been so concerned in recent years, have been greatly reduced in number. Reunions on the dock at Haifa, where immigrants continue to arrive, pay touching tribute to the enduring compassion of Israel's people.

The visitor to Israel today is not able to see obvious need, as he has all too often in the past. But do not be misled. Behind the glitter and the strength, the growth and the promise of further growth, behind the real achievement — there is real, persisting need. A large part of Israel's current strong position results from German reparations payments, plus individual restitution payments which will end in two to five years. A national magazine quotes a government analysis as warning: "The main test of the Israel economy still lies ahead."

This is a warning we would do well to heed. When that critical test comes, the position of Israel's immigrants — whose absorption is a major concern of the programs of the United Jewish Appeal — must be unassailable. Their needs, hidden behind the achievements, are still acute in many areas: among the aged, the handicapped, the youth, social cases, the newly arrived, the jobless, those who are still ill-housed.

Most serious of all is the situation of 130,000 men, women and children on the farm settlements, whom we have not yet supplied with the equipment they need to produce exportable industrial crops — the key to their well-being and to the agricultural health of the country. Danger signs dot the entire landscape of rural Israel: abandoned farmhouses, villages struggling to keep from dying. These signs of regression, in the midst of Israel's great march forward, must be arrested here and now.

This is the task, this is the challenge which will confront us through the days of our campaigning in 1960-61. It will be among the chief concerns of the participants in the National Young Leadership Conference, November 18-20, and it will be the working focal point around which the Annual National Conference, December 9-11, will be organized.

GOVERNOR NELSON A. ROCKEFELLER LONG PROMINENT IN INTERNATIONAL AFFAIRS, CIVIC AND WELFARE CAUSES

The announcement that New York's Governor Nelson A. Rockefeller will be the major speaker at the UJA's Annual Meeting puts the spot-light on a man who has long been distinguished in the field of humanitarian aid for the homeless, the uprooted, the needy of all faiths and in many countries. A keen student of the social forces which are shaping the world of today, he is equally knowledgeable and above all, warm-hearted, about the needs and pressures which have created so many of the problems calling for the best efforts of men of all parties and every shade of opinion. His long-time interest in refugee and resettlement problems has brought him close to the whole question of aid for Jewish survivors of Nazism.

Aside from his many private philanthropic efforts, Governor Rockefeller has held important positions in the health, education and welfare fields, both nationally and internationally. He has a very special knowledge and interest in technical and assistance programs for underdeveloped countries.

In 1946, he served with great energy and distinction as Chairman of the New York United Jewish Appeal Non-Sectarian Community Committee and a Person-to-Person Chairman during the 1958 campaign. He discharged both of these responsibilities with characteristic vigor and a warm response to all those with whom he worked.

The Governor's distinguished record of service to the United States Government for many years under Presidents Roosevelt, Truman and Eisenhower is too well known to be repeated here. Under each of these different personalities, he brought to his assignments a rare perception of the human difficulties involved, a profound knowledge of the facts and a vigorous determination to help resolve the problems before him.

The officers of the United Jewish Appeal are proud to welcome Governor Rockefeller as the major speaker at the agency's twenty-third annual meeting.

(continued from page 10)

To be sure that this pivotal story of need reaches all Jewish communities in the country with full impact, the UJA has scheduled five Regional Conferences and twelve Giant Rallies in the first three months of 1961. Please refer to the list below and plan to attend these crucial meetings.

UJA REGIONAL CONFERENCES

SOUTH-SOUTHWESTERN STATES CONFERENCE

January 13-15, Buena Vista Beach Hotel
Biloxi, Miss.

CENTRAL STATES CONFERENCE

February 10-12, Hotel French Lick-Sheraton
French Lick, Ind.

WEST COAST CONFERENCE

February 24-26, Riviera Hotel
Palm Springs, Calif.

NEW ENGLAND CONFERENCE

March 10-12, New Ocean House
Swampscott, Mass.

MIDDLE ATLANTIC CONFERENCE

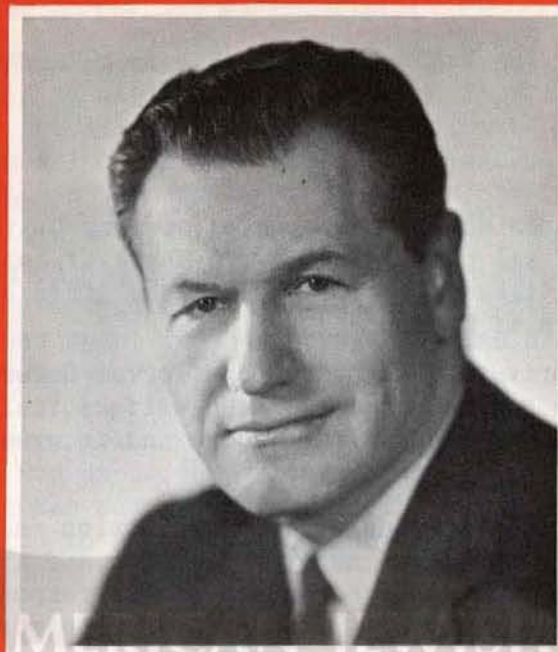
March 17-19, Hotel Hershey
Hershey, Pa.

UJA GIANT RALLIES

January 18 - Buffalo, N.Y.
January 19 - Syracuse, N.Y.
January 24 - Elizabeth, N.J.

February 7 - Des Moines, Iowa
February 21, - Dayton, Ohio
February 22 - Canton, Ohio
February 28 - New Haven, Conn.

March 7 - Memphis Tenn.
March 8 - St. Louis, Mo.
March 28 - Albany, N.Y.



NELSON A. ROCKEFELLER

GOVERNOR OF THE STATE OF NEW YORK

will speak at the

ANNUAL MEETING OF THE UNITED JEWISH APPEAL

December 9-11, 1960

Hotel Statler Hilton, New York City

Hear

AVRAHAM HARMAN

AMBASSADOR OF ISRAEL TO THE UNITED STATES

Hear

LEON URIS

Author of "EXODUS" and a forthcoming novel on the Warsaw Ghetto uprising, "Mila 18"

Hear the Report of the Seventh Annual Overseas Study Mission

HELP SET THE 1961 CAMPAIGN GOALS