



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

Box
48

Folder
6

"Report to Members: United Jewish Appeal National Campaign
Council, Volume XVI." 1961.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.

REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME XVI
1961



REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL



23rd ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM

United Jewish Appeal

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

580,500 people throughout the world need help through the 1961 campaign of the United Jewish Appeal

Vol. XVI, No. 1, January 16, 1961

165 West 46th Street, New York City

NOT FOR PUBLICATION

ANNUAL CONFERENCE ISSUE \$72,740,000 VOTED AS UJA 1961 GOAL



A highlight of Conference was the presentation of a silver filigreed megillah case to outgoing Chairman Morris W. Berinstein. Shown here with New York's Governor Nelson A. Rockefeller (center) are: Philip M. Klutznick, newly elected General Chairman, Mr. Berinstein, Edward M. M. Warburg, who made the presentation, and Rabbi Herbert A. Friedman, Executive Vice-Chairman.

1,500 COMMUNAL LEADERS PLEDGE INCREASED '61 GIFTS

PHILIP M. KLUTZNICK ELECTED UJA GENERAL CHAIRMAN

MORRIS W. BERINSTEIN NAMED HONORARY CHAIRMAN

Governor Rockefeller Calls Gathering
'Unsung Heroes of Humanity'

Ambassador Harman Says
Israel Needs United Jewish Appeal

LEON URIS URGES MID-EAST PEACE TABLE

GREATEST UJA GATHERING IN DECADE PLEDGES INCREASED GIVING IN 1961



CONFERENCE HIGHLIGHTS

1. Delegates vote \$72,740,000 goal as American Jewry's minimum share of aid and immigrant absorption programs overseas.
2. Philip M. Klutznick elected UJA General Chairman.
3. Morris W. Berinstein lauded, named Honorary Chairman.
4. Officers elected to lead critical 1961 campaign.
5. Harman, Joseph, Jordan, Friedman report on continuing needs.
6. Gov. Rockefeller, Sapir, Uris address UJA Annual Dinner.
7. Breslau, Mrs. Jack A. Goodman honored.
8. Hassenfeld and Fink give eyewitness reports of overseas needs for 7th Annual Overseas Study Mission.
9. Cash contributed by year's end totals \$60,200,000.

The 23rd Annual Conference of the United Jewish Appeal, which opened Friday, December 9, at the Statler-Hilton Hotel in New York City, was an extraordinary gathering of determined and dedicated leaders from all over the nation. Some 1,500 delegates affirmed once again their conviction that the needs of overseas Jews, including new immigrants to Israel and those not yet absorbed in Israel's economy, must continue to be the major responsibility of American Jews.

During three days of serious and frank discussion, there was not one dissenting voice to the proposal that more money must be raised in 1961 than in 1960 as the minimum amount essential to carry out the UJA's share of overseas programs.

PHILIP M. KLUTZNICK ELECTED UJA GENERAL CHAIRMAN

Morris W. Berinstein Named Honorary Chairman



Philip M. Klutznick

Heading a list of top officers for the 1961 UJA campaign is Philip M. Klutznick of Chicago, who last year served as a National Chairman of the UJA. In nominating Mr. Klutznick for the top Jewish communal post in the United States, Joseph Mazer of New York, said:

"He has demonstrated his capacity for the highest leadership in no uncertain terms and obviously can be depended upon to carry on the position of UJA General Chairman in the great tradition set by his predecessors, Henry Morgenthau, Edward M. M. Warburg, William Rosenwald and Morris W. Berinstein."

Mr. Klutznick brings to his new post the unique qualities of a man who has distinguished himself in three separate and distinct fields. A socially motivated builder and housing leader, he has also been an admired public servant and high U.S. Government official and has long been considered one of the most dynamic and imaginative of American Jewish communal leaders.

Mr. Klutznick is the developer of the internationally renowned Park Forest community near Chicago, which was specially geared for 30,000 younger married people with middle incomes and young children. He is the initiator and guiding spirit behind the development of the huge new seaport city of Ashdod in Israel. Under Presidents Roosevelt and Truman, he served as Federal Public Housing Commissioner and in 1957 he was appointed by President Eisenhower to the U.S. Delegation to the United Nations Twelfth Assembly.

Known for the brilliant record of creative leadership he has given to B'nai B'rith, of which he was national President for six years, he has also been a steadily active force for over two decades in the campaigns of the United Jewish Appeal. Among other top posts in American Jewish life, Mr. Klutznick is President of the American Friends of the Hebrew University and a member of the Board of Directors of the Jewish Agency for Israel, Inc.

Born in Kansas City, Mo., in 1907, Mr. Klutznick has been married for thirty years, has four sons and a daughter and several grandchildren.

MORRIS W. BERINSTEIN CONTINUES AS AN ACTIVE LEADER OF UJA

Named by the UJA Conference delegates as Honorary Chairman of the UJA, Morris W. Berinstein, retiring after three years as General Chairman, pledged his utmost support to Mr. Klutznick and said that he would continue devoting major time and energy to UJA campaigns. Mr. Berinstein has recently returned to Albany, his birthplace, where he will make his home in future.



Morris W. Berinstein

PAULETTE OPPERT FINK (MRS. I. D. FINK) ELECTED TO HEAD WOMEN'S DIVISION

Mrs. I. D. Fink of Minneapolis, was elected Chairman of the UJA National Women's Division. Long active in Jewish causes overseas and in this country, Mrs. Fink brings to her new post a vast knowledge of overseas needs and a reputation as a brilliant speaker and energetic campaigner. (See page 14)

1961 CAMPAIGN LEADERS NAMED TO SPEARHEAD DRIVE



Herbert H. Lehman
Honorary General Chairman



Edward M. M. Warburg
Honorary Chairman



Samuel H. Daroff
Honorary National Chairman



Joseph Holtzman
Honorary National Chairman



Sol Luckman
Honorary National Chairman



Samuel Rubin
Honorary Special Fund Chairman



William Rosenwald
National Chairman for
Joint Distribution Committee



Dewey D. Stone
National Chairman for
United Israel Appeal



Max M. Fisher
National Chairman



Fred Forman
National Chairman



Albert A. Levin
National Chairman



Joseph Meyerhoff
National Chairman



Jack D. Weiler
National Chairman



Rabbi Herbert A. Friedman
Executive Vice-Chairman



Melvin Dubinsky
National Campaign
Cabinet Chairman



Robert W. Schiff
Big Gifts Chairman



Benjamin H. Swig
Big Gifts Chairman



Isadore Breslau
Allocations Chairman



Joseph M. Mazer
Special Fund Chairman



Joseph I. Lubin
Co-Treasurer



Jacob Sincoff
Co-Treasurer



Moses A. Leavitt
Secretary



Adolph Kiesler
National Campaign
Committee Chairman

\$72,740,000 GOAL UNANIMOUSLY VOTED BY CONFERENCE

For the first time in eight years, it was proposed and voted that a goal be set for the 1961 campaign which would represent the American share of the actual "spending" budgets of the UJA agencies - the United Israel Appeal, the Joint Distribution Committee and the New York Association for New Americans. The United Hias Service will also receive funds. (See page 12 for a breakdown of UJA agency budgetary requirements).

Prior to voting on the goal a panel of experts, composed of National Chairmen of the UJA, explained the budgetary needs of each agency and answered questions regarding the use of UJA funds. Dewey D. Stone, UJA National Chairman and Chairman of the newly re-organized Jewish Agency for Israel, Inc., New York, chaired the meeting and explained how the new 21-man Board of Directors of the American Agency had selected programs from the total immigrant services of the Jewish Agency, Jerusalem, which the board felt should and must have the support of the American Jewish community.

There followed a unanimous vote accepting the goal as an American Jewish responsibility.

Conference Pays Special Tribute to Berinstein

Retiring General Chairman Morris W. Berinstein received a standing ovation from delegates as Edward M. M. Warburg, UJA Honorary Chairman, presented him with a filigreed silver megillah containing a parchment scroll inscribed with the Biblical story of Esther. The case is inscribed "in heartfelt tribute" to Mr. Berinstein as an "inspired and dedicated leader in the cause of Israel and distressed Jews overseas, to mark three years of outstanding service, 1958 to 1960, as General Chairman of the United Jewish Appeal."

Mr. Warburg told the audience that "these have been difficult years, and Morris Berinstein has led us gloriously. To say 'thank you' is ridiculous because I know that he has found in this work the satisfaction that all of us have found. It is most fitting that we present this dedicated leader with an heroic chronicle from the history of a people for whose rescue and rehabilitation he has worked so tirelessly and effectively."

Mrs. Berinstein was hailed by Mr. Warburg as "one who made real sacrifices during these years," and was presented with a bouquet of red roses on behalf of the UJA Officers and Board.

Ambassador Harman Says Israel Could Not Keep Doors Open Without UJA

In a moving address summarizing the partnership and mutual interests of the people of Israel with the Jews of America, Mr. Harman said that Israel's people could not continue to admit all Jews in need of haven without UJA aid. (See page 11 for excerpts of the Harman address). It was impossible, he said, for Israel's people to care for the newcomers out of their own resources alone, although they were aiding as much as they could through paying high taxes to provide many essentials for the immigrants.

LEADERS URGE ALL-OUT COMMUNITY SUPPORT FOR 1961 GOAL



Gov. Nelson A. Rockefeller



Avraham Harman



Leon Uris



Pinhas Sapir



Dr. Dov Joseph



Charles Jordan

Opening Session of Conference Hears Dr. Joseph Detail Urgent Needs of Immigrants

The major problem facing the Jewish Agency is to complete the absorption of some 260,000 immigrants in Israel, it was stated by Dr. Dov. Joseph, Agency Treasurer, who outlined the most pressing needs. Another 60,000 immigrants are aided by the JDC.

Dr. Joseph pointed out, in addition, that approximately 200,000 new arrivals are expected in the next five years — an annual average of 40,000, with a minimum 30,000 expected to reach Israel during 1961. All of these newcomers will require the full range of settlement and absorption services provided by the Jewish Agency, he said. Dr. Joseph declared that the still large number of unabsorbed immigrants in Israel stems directly from the fact that the funds received from American Jews since 1948 have fallen far short of the Jewish Agency's actual requirements.

"Since October, 1948, we have received about \$500,000,000 from the United Jewish Appeal," he said. "This is a magnificent sum by any philanthropic standard, and a high tribute to the generosity and dedication of American Jews. Yet this sum has covered only about 50 per cent of what should have been expended."

Most desperate, he said, is the plight of 130,000 immigrant farmers on 485 settlements established by the Jewish Agency since statehood. The Jewish Agency farm program is five years behind schedule, he warned, because of insufficient funds to provide necessary farm equipment, farm buildings, livestock, electricity, roads and water to make settlements self-sufficient.

Nearly half of the funds provided by the UJA in 1961 will be devoted to the critical task of aiding these farmers for whom millions have already been invested and who are a great potential asset to Israel's economy.

Jordan Says Overseas Needs Are On the Rise

Charles Jordan, Overseas Director General of the Joint Distribution Committee, told delegates that needs which must be met by the JDC are rising in Israel and 25 other overseas countries.

"Last year JDC had to meet the needs of 220,000 persons," he declared, "while in 1961 we are being called upon to provide aid to some 315,000 persons, 60,000 of whom are in Israel."

Jordan pointed out that in Europe, as well as in Israel, the number of aged persons requiring assistance was on the rise. Also, he said, survivors of Hitler's death

camps who seemed able to provide for themselves at first, are now showing the terrible strains and effects of physical and spiritual deprivation.

In Moslem countries, Jordan added, more than 100,000 Jews are entirely dependent on day-to-day aid from the JDC. And the increasingly unsettled political climate, coupled with rising prices, is making JDC's job infinitely harder and more costly. He concluded with the plea that, in 1961, the words and deeds of American Jews should be a reassurance to those dependent upon them.

"Let us demonstrate that we are determined to keep the life-line open to them," he said, "that we are determined to uphold hope, because where there is no hope, people allow themselves to die without a fight. I believe that the Jews of America have given us a mandate that not a single Jew in need shall perish. We in JDC, have your mandate, and in my heart I know we are all of us pledged to it."

Friedman Commends Mature Approach of American Jewish Community Leaders

Pointing out that the "image of Israel today is in reality a double image," Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, said that its "bright aspect reveals a country marked by dynamic progress, extensive building, rising exports and increasing employment.

"But," he added, "it hides the darker part of the picture, the dire circumstances of 320,000 immigrants. Nearly every third immigrant who has been given haven in Israel since 1948 still cannot earn a full livelihood, or is in need of more extensive medical, welfare or educational aid."

Rabbi Friedman lauded the comprehension and maturity of American Jews in accepting the need to aid Israel's people without ringing headlines and bloody crises.

"We are Jews at our proudest and our best," he concluded, "when we fight the hardest with our money and our talent for the building of the land and the saving of the people. Only then are we really men at all, true to our fathers and true to our sons."

Gov. Rockefeller Says UJA Aid to Israel Strengthens Cause of Peace and Democracy

At a stirring dinner meeting which time and again brought the audience to its feet, Governor Nelson A. Rockefeller of New York, said that "as we contribute to the strength of Israel, so do we contribute to the strength of the free world."

Giving three basic reasons why he had personally joined with so many other Americans in support of the United Jewish Appeal - "the moral reason, the human reason and the American reason" - the Governor pointed to the fact that "the resettlement of homeless people in freedom helps to counterbalance the expansion of totalitarianism," as an "American reason" for support.

"Many of these people are helping the progress of modern Israel, a progress modeled on the concepts of individual work and traditions of human freedom which we in America hold dear - and which we, and all Western nations, derive in such large measure from ancient Israel."

The "moral reason" was described by Gov. Rockefeller as the spiritual heritage shared in common by Americans and the people of Israel.

"We share a fundamental belief in the worth of the individual human being," he said. "This belief holds that all mankind is involved in the fate of any part of mankind. This belief embraces the brotherhood of man under the Fatherhood of God."

As for the "human reason," he said, "The work of the UJA is a mission of mercy, the mission of helping displaced men, women and children to build new lives wherever they can find a place for a new start. And it is something more - a mission of enriching the future of all mankind through the great contributions which the Jewish people have made, and will continue to make, to the family of man. Israel's developing program of assistance to newly emerging nations in Africa is one example of this."

The Governor described UJA delegates gathered at the Conference as "a company of men and women from all over this great land who are dedicating their lives to a great cause. One might well say this is a company of unsung heroes of humanity."

Uris Urges Mid-East Peace-Table

Leon Uris, author of "Exodus" and "Mila 18," a soon to be published novel on the Warsaw uprising, told the audience that Israel's further progress depends, among other things, upon a climate of peace. He expressed a belief that the cause of peace could be furthered by ending the arms imbalance between Israel and her Arab neighbors.

"Balance of arms, realization that they are not going to get an arms superiority, more than than any other single factor, will bring the Arabs to the peace table."

Mr. Uris told of his visit to Poland and other countries, including Israel, to gather the facts for his new novel. In Israel, he talked to some of the Warsaw ghetto survivors, and quoted his interviews with one of the commanders of the uprising, who described how 500 partly armed Jews held off the Nazis for 42 days and nights. "It was the first time in two thousand years," Uris said, "that a Jewish army held sovereignty."

Another survivor, a woman, told Uris that as the few Jews left waited in the sewers to escape, she kept repeating to herself, "I will not perish; I will survive."

And this, Uris added, was the strength which helped to build Israel. "When the going gets rough again," he said, "and it is going to get rough before our job is done, we can repeat these words, and keep on."

Sapir Hails UJA Role in Making Immigration to Israel Possible

Pinhas Sapir, Israel's Minister of Commerce and Industry, characterized the UJA as a "great enterprise" which in the space of 12 years had enabled nearly a million Jews to "migrate from conditions of despair and degradation to conditions of freedom, equality and hope." (See page 11 for excerpts from Mr. Sapir's address.)

College Student Says Young People Identify With Their Faith and Humanity Through UJA

Gerald Teller, a senior at Brooklyn College in New York and President of the Hillel Chapter there, told delegates that the UJA's work in educating his generation to the needs of giving was all important. Through the UJA, he said, "we recognize more and more our responsibility to continue the great traditions of our people to help fellow human beings in need. Jewish giving is not charity, but a duty to be discharged with love and respect to our brothers in need."



Fred Forman, UJA National Chairman, presents a painting of Jerusalem hills to Mrs. Jack A. Goodman on behalf of the Officers and Board of Directors of the United Jewish Appeal.



Leon Uris applauds as Mr. Forman gives Rabbi Isadore Breslau, National Allocations Chairman, an antique Roman vase as a mark of UJA's appreciation of his outstanding service.

Mrs. Goodman, Rabbi Breslau Honored By UJA

During the dinner meeting, delegates paid special tribute to Mrs. Jack A. Goodman of Indianapolis, retiring as National Chairman of the Women's Division after four years of outstanding service, and to Rabbi Isadore Breslau of Washington, D.C., who has been UJA National Chairman for Allocations for the past five years.

Fred Forman of Rochester, UJA National Chairman, presented a watercolor painting of the Jerusalem hills to Mrs. Goodman with a silver plaque inscribed to her as "A woman of heart and vision - a leader of great humanity, whose life work on behalf of her fellow-Jews has made her truly beloved."

Rabbi Breslau was presented with an antique Roman glass vase excavated in the Palestine area. The inscription on the stand points out that the antique vase "recalls the imperishable history and heritage of the Jewish people which Isadore Breslau has helped to sustain with greatest devotion."

UJA Rabbinical Council Leader Calls Aid "A Sacred Task"

Rabbi Morris Lieberman of Baltimore, Chairman of the UJA Rabbinical Advisory Council, spoke in behalf of the group of 24 Rabbis - Orthodox, Conservative and Reform - which was formed a year ago for consultation with the UJA and to mobilize greater Rabbinic and congregational support for UJA campaigns.

Calling aid to fellow-Jews a "sacred task," Rabbi Lieberman said that "as leaders of congregations, as teachers and as preachers, ours is the rare opportunity to interpret the work of UJA, not only in terms of a single campaign or a single year, but against the total background of our people's history and aspiration. I pledge that we will do everything within our power to enlarge this understanding and to harden it so that our generation may prove not unworthy of the great obligations which destiny has placed upon us."

Study Mission Report Describes Overseas Programs and Needs

Two members of the UJA's 125-man Overseas Study Mission, which recently returned from a survey of aid problems abroad, reported on the most significant problems found by the group. Merrill L. Hassenfeld of Providence, R.I., told the delegates of the great accomplishments witnessed by Mission members in Israel and of his own amazement at the tremendous growth of the country since his last visit in 1952. Yet, he added, the single word that kept coming to his mind was "undercapitalization."



UJA officers meet with Conference speakers Governor Nelson A. Rockefeller of New York and Leon Uris (seated). Shown here, left to right are: front row, Samuel H. Daroff, Jack D. Weiler, Fred Forman, N.Y. State Attorney General Louis J. Lefkowitz, Philip M. Klutznick, Joseph Meyerhoff; back row, Albert A. Levin, Melvin Dubinsky, William Rosenwald, Joseph Holtzman, Morris W. Berinstein, Edward M. M. Warburg, Rabbi Herbert A. Friedman.

"With every project we visited came the story and the problems. The one thing they all had in common was the frustration of not having enough to finish what had to be done," Mr. Hassenfeld said.

The danger today, he pointed out, is that American Jewish visitors to Israel will see only the "surface picture." And, he said, "They cannot believe from this surface sight that we are only a fraction of the way toward bolstering and making this lovely facade a permanent reality. Our job is to show them how much more must be done."

I. D. Fink of Minneapolis, reported on a trip to cities in Europe where UJA-supported agencies help care for Jewish migrants waiting for permanent resettlement. For many of these persons, he said, Israel is their one hope for a decent and secure future. Mr. Fink lauded the unfailing warmth and sympathy of the JDC and Jewish Agency personnel dealing with these migrants most of whom, he said, are confused and uncertain about the future.

"The first impression which these migrants get from our representatives overseas," he said, "must surely be a major factor in helping them to bridge over a difficult transition period until they find themselves rooted in their new homes."

Community Representatives Turn Over Cash Bringing Year's Total to \$60,200,000

In a traditional Sunday morning cash "line-up," delegates from communities throughout the country presented community checks to Melvin Dubinsky, UJA National Chairman and Cash Committee Chairman, Joshua B. Glasser of Chicago, and F. Gordon Borowsky of Philadelphia, Regional Co-Chairmen of the Cash Committee. (See pages 16 and 17)

As each community's check was presented, community representatives took the occasion to pledge their strong support of the 1961 goal and their determination to help conduct local campaigns which would send next year's total over the top.

WHY THE PEOPLE OF ISRAEL NEED THE UNITED JEWISH APPEAL

(Excerpts from addresses to the UJA Conference by Avraham Harman, Israel Ambassador to the U.S., and Pinhas Sapir, Israel Minister of Commerce and Industry.)

AMBASSADOR HARMAN:

"...I believe that Israel cannot continue to perform its role of keeping its doors open for Jewish immigration and taking care of the elemental needs of this immigration without the United Jewish Appeal. Nor will it be in a position to do this job in the future. We can't manage without the UJA. We can't give immigrant Jews the reception they need without the UJA. The open doors of Israel would be a figment of the imagination without the UJA to help the Jews come through them.

"...The United Jewish Appeal has been working all these many years on the central and decisive front in the Jewish struggle for rehabilitation after the Nazi period. This is the decisive front: to create the human resources for Jewish freedom and for the development of a Jewish civilization.

"Let us rejoice in the opportunities that have been created in Israel to provide people with dignity and work...There is no conflict between UJA aid and investment. The investment opens up opportunity for the UJA to save more Jews with the guarantee that it is leading them, not to a soup kitchen, but to an economy where they can be absorbed.

"The two go hand-in-hand because the vision is one -- to take this wandering Jew, rootless, unintegrated, subjected to discrimination and indignity -- and to convert him into a rooted citizen in a free country. This is our common vision, to make him an asset in the Jewish struggle for rehabilitation. The struggle of our generation is to renew Jewish life after the blow that we have received and to perpetuate the civilization of which we are the proud heirs."

MR. SAPIR:

"...Israel has made great progress since the first immigrants poured into the new State. But make no mistake about it, we still need the full assistance of the United Jewish Appeal in order to meet our mutual obligations to the immigrants who have come to our shores, and the hundreds of thousands whom we believe will come.

"There is one aspect of your work for which I believe you do not give yourselves sufficient credit. I am referring to the steadfastness of your effort. In any venture that has to do with human beings and human societies, it is consistency that is the decisive quality in achieving success.

"You have never permitted yourselves to rest on your laurels, but proceeded on the assumption that if it was important to move Jews to freedom last year, it remains important today and tomorrow. This is a morale factor of the greatest importance. Every Jew who yearns for freedom, and there are many, knows that he will find in American Jewry an outstretched hand to help him.

"We in Israel, have our part to play in this enterprise. We shall match your consistency with our own, and working together in this way, we can, I think, make the decade of the 1960's as rewarding and full of accomplishment as the great decade of the 1950's."

UNITED JEWISH APPEAL BUDGETARY REQUIREMENTS, 1961

Breakdown, by Agency and by Budgetary Item

<u>AGENCY</u>	<u>BUDGETARY ITEM</u>	<u>A M O U N T</u>	
<u>Jewish Agency for Israel, Inc. New York</u>	Agricultural Settlements.....	\$25,617,000	
	Housing.....	7,747,000	
	Immigration.....	3,706,000	
	Absorption.....	4,344,000	
	Youth Aliyah (Youth Immigration).....	1,247,000	
	Education.....	1,352,000	
	Jewish National Fund Allocation.....	622,000	
	Administration, Jewish Agency, Jerusalem.....	1,205,000	
	Administration, Jewish Agency for Israel, Inc.....	255,000	
	Debt Service.....	5,000,000	
	<u>\$51,095,000</u>		
	<u>Amount to be provided by UJA.....</u>	<u>\$51,095,000</u>	
<u>Joint Distribution Committee</u>	Malben Network.....	\$10,000,000	
	Religious & Cultural Activities in Israel....	785,000	
	Moslem Countries.....	5,100,000	
	Western Europe and Poland.....	4,900,000	
	Relief in Transit.....	4,000,000	
	Other Countries.....	290,000	
	Reconstruction.....	1,800,000	
	Other.....	1,900,000	
		<u>\$28,775,000</u>	
	<u>Anticipated Income from Sources other than UJA:</u>	<u>\$11,575,000</u>	
	<u>Amount to be provided by UJA.....</u>	<u>\$17,200,000</u>	
<u>New York Association for New Americans</u>	Family Service (Relief, Rehabilitation).....	\$344,450	
	Vocational Service (Placement, Training, Guidance, Loans).....	138,550	
	Reception and Referral.....	30,100	
	Office and Administrative Services.....	42,000	
	Subventions for Services to Immigrants Not Included in NYANA.....	144,900	
		<u>\$700,000</u>	
		<u>Amount to be provided by UJA.....</u>	<u>700,000</u>
<u>United Hias Service</u>	UJA Grant for Immigrant Work.....	<u>245,000</u>	
<u>United Jewish Appeal, National</u>	Campaign Operation and Administration.....	<u>3,500,000</u>	
	Total 1961 United Jewish Appeal requirements	<u>\$72,740,000</u>	

THESE ARE THE PEOPLE BEHIND THE STATISTICS



They come from many lands, seeking haven and a new life in Israel and other countries of the free world.



New immigrants and ma'abarot dwellers need decent homes.



Farmers must have help to make their back-breaking toil productive.



One hot meal a day helps to sustain life.



Self-support is the goal of vocational training.



The future can be bright, if they are given opportunities.



Elderly newcomers work in a sheltered environment.

WOMEN'S DIVISION REPORTS \$185,000,000 RAISED IN 15 YEARS

Mrs. Jack A. Goodman, retiring as National Chairman of the UJA Women's Division after four years, reported to conference delegates that more than \$185,000,000 in extra funds had been contributed to community campaigns throughout the country by women. Mrs. Goodman said that the basic importance to the UJA of the Women's Division far exceeded the actual funds raised, because women "make the United Jewish Appeal a living thing in the household." Behind the young people taking a new interest in aid to Jews overseas, she added "there was a mother or a grandmother, an aunt or a sister that kept the flame alive."

In accepting election as Chairman of the Women's Division, succeeding Mrs. Goodman, Mrs. I. D. Fink of Minneapolis, said that she knew her task would not be easy in following the "grand human beings who have given their devotion and their dedication to this undertaking."

Mrs. Fink also reminded the men that a strong Women's Division was necessary to back up the general campaign.

"I pledge all the strength I have to this work," she concluded. "I pledge to you that I will do my utmost to lead the women of this country to a greater effort."

An Oneg Shabat of the Women's Division on Saturday celebrated the 15th anniversary of the Women's Division and the 75th birthday of Mrs. Goodman by presenting her with a specially decorated birthday cake. Rabbi Herbert A. Friedman and Mrs. S. Alexander Brailove, Women's Division Honorary Chairman and former National Chairman, addressed the group. On Sunday evening, the new Board of Directors of the National Women's Division met to plan for the 1961 campaign.

NATIONAL WOMEN'S DIVISION BOARD PLANS 1961 CAMPAIGN



Seated—(left to right) Mrs. Katherine S. Falk, Pittsburgh, Pa.; Mrs. Henry Wineman, Detroit, Mich.; Mrs. Henry Newman, Kansas City, Mo.; Mrs. Hal Horne, New York, N. Y.; Mrs. Albert Pilavin, Providence, R. I.; Mrs. Israel D. Fink, Minneapolis, Minn., Chairman; Mrs. Jack A. Goodman, Indianapolis, Ind.; Mrs. S. Alexander Brailove, Elizabeth, N. J.; Mrs. Jacob Blaustein, Pikesville, Md.; Mrs. Sol Aiolo, Rochester, N. Y.

Standing—first row (left to right) Mrs. Bernard Fensterwald, Nashville, Tenn.; Mrs. Abraham I. Brodner, New Haven, Conn.; Mrs. A. W. Grandis, Richmond, Va.; Mrs. Isadore Slotnick, Brookline, Mass.; Mrs. Simon Lazarus, Columbus, Ohio; Mrs. Jacob H. Karp, Beverly Hills, Calif.; Mrs. William Diamonstein, Hampton, Va.; Mrs. Carl Spector, Brookline, Mass.; Mrs. John C. Hopp, Detroit, Mich.; Mrs. Joseph Cohen, New Orleans, La.; Mrs. Jacob Michael, New York, N. Y.; Mrs. Harry Bishop, West Hartford, Conn.; Mrs. Merrill D. Gross, Cleveland, Ohio; Mrs. Max W. Bay, Beverly Hills, Calif.

Standing—second row (left to right) Mrs. Harold E. Marcus, Atlanta, Georgia; Mrs. Leon Weinstein, Birmingham, Alabama; Mrs. Arnold Rubenstein, St. Paul, Minn.; Mrs. Harold N. Rosenberg, Englewood, N. J.; Mrs. Jerome Meier, Maplewood, N. J.; Mrs. Arthur S. Pos, Chicago, Ill.; Mrs. Nathan Levine, Cincinnati, Ohio; Mrs. Raymond Kramer, Paterson, N. J.; Mrs. Morris Senderowitz, Allentown, Pa.; Mrs. Meyer H. Riweh, Buffalo, N. Y.; Mrs. Irvin S. Rosenbaum, Louisville, Ky.; Mrs. Ralph M. Brandwene, Kingston, Pa.; Mrs. Jack Soble, Ventnor, N. J.; Mrs. Alexander Hassan, Washington, D. C.

NEW WOMEN'S DIVISION HEAD DYNAMIC LEADER, SPEAKER, WARTIME HEROINE



Paulette Oppert Fink (Mrs. I. D. Fink), who has been elected 1961 National Chairman of the UJA's Women's Division, brings to this important post a background of heroic wartime activity in her native France, a reputation as a top speaker in communities throughout the country, years of leadership in Jewish communal causes and a profound knowledge of the needs and problems of all those aided by the UJA.

Mrs. Fink, member of a well-known French Jewish family, and her first husband, Lt. Yves Oppert, served with distinction in the French underground - the Maquis. Lt. Oppert was captured by the Nazis and killed in June, 1944. His wife continued her work of rescuing Jewish children, many of whom she smuggled across the border into Switzerland, hiding others in

Christian homes and nurseries. Changing her name often, always in danger, frequently cold and hungry, Mrs. Fink's courage never wavered.

At the end of the war, she undertook the work of providing care and shelter for the young ones whose lives she had saved. She worked with the Joint Distribution Committee in establishing orphans' homes in France and with the Aliyah Beth movement to bring some of the children into Palestine. In 1949, as a representative of the UJA, she participated in the historic "Operation Magic Carpet" airlift of 45,000 Jews from Yemen to Israel.

Mrs. Fink made a number of trips to the United States to bring her exciting story and knowledge of the needs overseas to audiences throughout the country. It was here, in 1954, that she married I. D. Fink of Minneapolis, a leading businessman long active in local and national Jewish welfare causes. He has been President of the Minneapolis Jewish Federation for three years and is a member of the National Campaign Cabinet of the UJA. They form a unique team of communal leadership.

Mrs. Fink's electric vitality and quick wit make it clear how she managed to survive so many dangers and how she can carry such heavy responsibilities with ease. Although she has little time left for pleasures, she enjoys fencing and playing the piano, and does both with professional skill. Mrs. Fink has two daughters, both married, and expects her first grandchild soon.



Mrs. Jack A. Goodman of Indianapolis cuts birthday cake presented to her by Women's Division leaders at a luncheon celebrating the 15th Anniversary of the founding of the Division. Mrs. Goodman served as National Chairman for four years.

CHECKS PRESENTED BY COMMUNITY DELEGATES BRING YEAR'S CASH TOTAL TO \$60,200,000

At the final session of the Annual National Conference on Sunday, December 11, delegates formed the traditional UJA "cash" line to present checks from local drives to UJA Cash Committee leaders. The pictures shown here were snapped as community representatives came forward to make the presentations to National Cash Committee Chairman Melvin Dubinsky of St. Louis, and two of the Committee Regional Chairmen, F. Gordon Borowsky of Philadelphia, and Joshua Glasser of Chicago.



F. G. Borowsky, J. Glasser, M. Dubinsky, Mrs. J. A. Goodman
Indianapolis



Mrs. A. W. Grandis, J. Glasser, Mrs. J. Brown
Richmond



J. Holtzman
Detroit



Mrs. B. Obletz, Mrs. M. Riwchun
Buffalo



S. F. Simkin, A. Rauchman
Metuchen



L. Richman
Farmingdale



H. Blum
Holyoke



J. Konowitz
New Haven



J. Gittelman
Fall River



G. Clott
Jersey City



R. Fitterman
Dayton



R. Brandwene
Wilkes-Barre



J. Sher
Easton



B. A. Yenkin
Columbus



D. R. Mullen
Sheboygan



M. Kahn
Boston



P. Himmelfarb
Washington



S. Schwartz
Manitowoc



S. Sugarman
Lynn



J. Einhorn, E. Phillips
Albany



Mrs. M. Katz
Kansas City



Mrs. D. Stein
Waterbury



Mrs. B. Fensterwald, Mrs. C. Goldstein
Nashville



Mrs. L. Diamonstein
Newport News



S. Siegel
Hudson



H. Ruffman
East St. Louis



H. Lustig
Denver



Mrs. B. Levy
New Orleans



Mrs. N. Miller
Akron



Mrs. H. Marcus, Mrs. S. Janus
Atlanta



D. Horvitz
Pawtucket



J. Waldman
Atlantic City



B. Silverblatt
Lowell



Dr. L. Weinstein
Birmingham



A. Knaster, Dr. F. Friedman
North Hudson



E. Kaminsky
Binghamton



B. Natkow
South Bend



C. Auerbach
Cleveland



M. Rudolph
Syracuse



N. Olitsky
Portsmouth



E. Spivek
Norfolk



J. M. Harris
Scranton



M. Levy
Allentown



W. Heidenberg
Louisville



L. Sebrans
Canton



D. Salesky, L. Goldfine
Philadelphia



J. Ress
Providence



S. Nathan
Cranford



I. Sapiro
New Brunswick



L. H. Sturman
Rochester

AMERICAN JEWISH

SAVE AND
BUILD LIVES



STRENGTHEN
THE
SETTLEMENTS

NATIONAL YOUNG LEADERSHIP CONFERENCE SCORES STUNNING SUCCESS

UJA's first National Young Leadership Conference, held in New York November 18-20, was widely acclaimed as a stunning success by all who participated in it. Messages are still coming in from communities throughout the country hailing the conference as a brilliant first step in mustering the potential reservoirs of new, vigorous Jewish leadership in the nation.

Friedman Asks New Generation To Take Its Place in Ranks of Leadership

Addressing the opening session of the three-day conference, Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, urged the 350 young men and women from 39 states who have already made their mark in local affairs, to "come forward and take their rightful place" in finding solutions for great problems of human reconstruction that still face vast numbers of Jews overseas.

"The huge tasks of rebuilding and reconstructing Jewish life which faced your fathers at the close of World War II," he told the young leaders, "are more than the tasks of a single generation. Few periods in history offer a match to the devotion and generosity with which American Jews, in partnership with the Jews of Israel, set about rebuilding Jewish communities and establishing a sound basis for Jewish life.

"Nonetheless," he said, "the work of rebuilding which was started in the 1940's will need at least another generation - your generation - to see it through."

Describing the needs which still exist among the world's 12,000,000 Jews, Rabbi Friedman pointed out that new leadership must emerge to finish the job.

"Need knows no calendar," he said. "The generation of young leaders represented here will have to go forward with the task. It is not even a question of choice - for history has thrust the choice upon you, just as it has upon the generation of your fathers and older brothers."

Warburg, Stone, Huntley Stress Need For Continued Overseas Aid

Edward M. M. Warburg, UJA Honorary Chairman, and Dewey D. Stone, UJA National Chairman, stressed the fact that the current decade would be decisive in helping to absorb Israel's expanding immigrant population.

"Israel is still in the process of consolidating the absorption of a million refugees it has taken in," Mr. Stone said. He extolled the youthful spirit behind Israel's "electrifying progress within 12 short years," but warned that another generation must "take a strong hand in carrying on this work."

Mr. Warburg joined in the call for youthful cooperation, declaring that "the new American Jewish generation, not of angry young men but of imaginative and creative young men and women, must assume its full philanthropic responsibility for meeting long-range Jewish needs."

Chet Huntley, noted NBC news commentator, told delegates to the conference that Israel was an "Increasingly inspiring model for the young people of the new nations of Asia and Africa." The people of Israel, he said, "have gone far toward the realization of what a few decades ago seemed like a dream."

He joined UJA leaders, however, in cautioning against "being too dazzled by the apparent success of Israel's people." If Israel's dream is to be fully realized, he added, "if it is to be a haven for hundreds of thousands who must still come to seek freedom there in future years, these people must be helped now."

Klutznick Asks Young Leadership To Carry On Work of Reconstruction

Addressing the final session of the three-day conference, Philip M. Klutznick, who since has been elected General Chairman of the UJA, said that the young leaders must help to "finish the world-wide tasks of reconstructing Jewish life so nobly begun by your fathers, following the Hitler period.

"It stands to reason," Mr. Klutznick continued, "that a strong overall American Jewish Community, able to aid those who look to it, must depend on strong, local communities. But those who aspire to leadership must never forget that the priority of two or three generations was thrust upon us by Hitler when he killed 6,000,000 Jews and destroyed the fabric of European Jewish life."

Second Young Leadership Conference in Jerusalem is Broached

At the same session, the question of holding a second Young Leadership Conference in Jerusalem during the summer of 1961 was put forward by some delegates. While no definite plans have been made since then, the reaction to the November conference has been so favorable that such a conference is now held to be a distinct possibility.

Panel Discussions Focus On Worldwide Problems of UJA Agencies

The young local leaders who participated in the conference evinced deep interest in the worldwide problems facing the agencies of the United Jewish Appeal, in the history of UJA efforts to help refugees and other distressed Jews and in the special problems facing Israel's people in their struggle to complete the absorption of more than 320,000 unabsorbed immigrants.

They were brought face-to-face with these problems through a series of panel discussions which were led by outstanding authorities on Jewish problems in Israel, Europe, Moslem lands and the United States.

Among those who led panel discussions were Avraham Harman, Israel's Ambassador to the United States; Shabtai Rosenne, Ambassador of Israel and Legal Advisor to the Ministry of Foreign Affairs; Brigadier General Meir Amit, former head of the Israel Defense Force training and educational system; Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee; Samuel Haber, JDC Assistant Overseas Director General; Philip Soskis, Executive Director of the New York Association for New Americans; Isidore Hamlin, Administrative Director of the Jewish Agency, Jerusalem, and James P. Rice, Executive Director of United Hias Service.

Observers at the conference were impressed with the enthusiasm, eagerness and verve of the delegates, who asked dozens of searching questions of the panelists and displayed wide knowledge of the problems and issues involved.

Mr. Stone, Mr. Warburg and William Rosenwald, UJA National Chairman for the JDC, were hosts to the delegates at three separate cocktail parties prior to the Saturday evening banquet session.

GEN. LASKOV, ABBA EBAN, HEAD IMPRESSIVE ROSTER

UJA supporters who attend the National Inaugural Conference in Miami Beach on February 5, or one of the special Regional meetings this winter, can be assured of an inspirational experience. For one of the most impressive roster of speakers ever assembled will help give the new UJA campaign a powerful start.



Major General Haim Laskov

Heading the list of outstanding guest speakers are Major General Haim Laskov, former Chief of Staff of Israel's Defense Forces, and Abba S. Eban, former Ambassador to the United States, who now serves as Israel's Minister of Education and as President of the Weizmann Institute of Science.

Gen. Laskov will address the National Inaugural Conference at the Americana Hotel in Miami Beach on February 5. As head of the Israel Defense Forces which plays a major role in educating and training new immigrants to become rooted, productive citizens, Gen. Laskov has a profound knowledge of the needs of newcomers and the problems of absorption. Previously Israel's commanding officer in the Negev area, he is an authority on this booming section of the country in which many immigrants are settling today. A top educator as well as former professional soldier, Gen. Laskov is a powerful and informed speaker.



Abba S. Eban

It is a foregone conclusion that Mr. Eban also will provide an oratorical highlight at every meeting he addresses. No one can forget the great impact he made as the incisive spokesman for Israel and the Jewish people both in Washington and at the United Nations.



Yael Dayan

Yael Dayan: Daughter of Gen. Moshe Dayan, who is now Israel's Minister of Agriculture, this young Sabra is as courageous as she is talented. She demonstrated her courage as a member of Israel's Defense Forces during the Sinai fighting. Americans know her writing talent through the English edition of her novel, "New Face in the Mirror" which made the best-seller list.



Ranaan Weitz

Ranaan Weitz: Serving in a decisive area of Israel's economic struggle, Mr. Weitz is Director of the Agricultural Development Department of the Jewish Agency. He typifies the young and dynamic leadership arising from Israel's new generation. He is credited with much of the success achieved by Israel's bold plan of emphasizing new products in Israel's agricultural program. He played a major role in switching land utilization to such modern crops as cotton, peanuts and other industrially valuable farm products.

SPEAKERS COMING TO U.S. TO SPUR 1961 CAMPAIGN



Charles H. Jordan

CHARLES H. JORDAN: The Director General for Overseas Operations of the Joint Distribution Committee has played a major role in the rescue and resettlement of hundreds of thousands of homeless Jewish refugees. An outstanding migration expert and veteran social service executive, Mr. Jordan has supervised and directed all overseas operations of the JDC since 1955. His encyclopedic knowledge of the problems of Jews in many countries throughout the world, tempered by a compassionate understanding of their needs and aspirations, make Mr. Jordan an enlightening and exciting speaker.



Henry Levy

HENRY LEVY: Now Director of the Joint Distribution Committee's work in South America, he won a high reputation as JDC Director in North Africa. A compelling speaker and brilliant administrator, Mr. Levy's two decades of humanitarian activities include distinguished service in the rescue and rehabilitation of survivors of Hitler's concentration camps.

SOUTH-SOUTHWESTERN STATES CONFERENCE: This meeting is set for January 13, 14 and 15, at the Buena Vista Beach Hotel, Biloxi, Miss. Gen. Laskov will speak here. The gathering will cover 166 communities in 11 states. Conference Chairman is Paul Kapelow, of New Orleans. He is a member of UJA's National Campaign Cabinet, former President and General Chairman of the Jewish Welfare Fund of New Orleans, and a leader of the construction industry in the South.

MID-WEST LEADERSHIP INSTITUTE: Scheduled for February 10, 11 and 12, at the Hotel French Lick-Sheraton, French Lick, Ind., this meeting will cover 153 communities in 14 states. Gen. Laskov also will speak here. Institute Chairman is Herbert H. Schiff, of Columbus, Ohio. Mr. Schiff is a member of UJA's National Campaign Cabinet and Vice-President of the United Jewish Fund of Columbus. A Vice-President and Director of the Shoe Corporation of America, he is one of the youngest of the nation's top industrial leaders.

WESTERN STATES CONFERENCE: Set for February 24, 25 and 26, at the Riviera Hotel, Palm Springs, Calif., this meeting will cover 101 communities in 13 states. Abba S. Eban, Israel's Minister of Education, will speak here. The Chairmanship and committees for this Conference were still under formation as the Report to Members went to press.

NORTHEAST LEADERSHIP INSTITUTE: This gathering will be held on March 10, 11 and 12, at the New Ocean House, Swampscott, Mass., representing 157 communities in seven states. Mr. Eban will address the gathering. Institute Chairman is Sidney R. Rabb of Boston. A member of the National Campaign Cabinet and one of UJA's outstanding New England leaders, Mr. Rabb is a former National Chairman of the UJA Foods Division and has served several times as General Chairman of the Boston Combined Jewish Appeal. He is Chairman of the Board of Stop and Shop, one of the area's largest chains of independently owned supermarkets.

MIDDLE ATLANTIC CONFERENCE: This meeting will take place on March 17, 18 and 19, at the Hotel Hershey, Hershey, Pa., covering 270 communities in seven states. It will mark Mr. Eban's final appearance at this season's UJA conferences. F. Gordon Borowsky, of Philadelphia, is Conference Chairman. A member of UJA's National Campaign Cabinet and a Vice-President of the Federation of Jewish Charities of Philadelphia, Mr. Borowsky has served for the past four years as General Chairman of the successful campaigns of his city's Allied Jewish Appeal. A leader in the metal die industry, he is President of the George K. Garret Company.

ISRAEL PREMIER BEN-GURION SENDS GREETINGS TO CONFERENCE

WARMEST GREETINGS TO LEADERS AND FRIENDS OF THE UNITED JEWISH APPEAL GATHERED AT TWENTY THIRD ANNUAL CONFERENCE. ISRAEL'S PEOPLE LOOK TO YOUR 1961 DRIVE TO HELP US GO FORWARD WITH THE GREAT TASK OF ABSORPTION OF LARGE NUMBERS OF IMMIGRANTS IN OUR MIDST WHO ARE STILL STRUGGLING FOR MARGINAL EXISTENCE. ALL CAN BE PROUD OF ISRAEL'S PROGRESS AND ACHIEVEMENTS SINCE STATEHOOD, BUT ISRAEL'S PEOPLE AND AMERICAN JEWS STILL HAVE THE GREAT TASK OF PARTNERSHIP BEFORE THEM, PARTICULARLY IN THE WORK OF FIRMLY ESTABLISHING 130,000 IMMIGRANT FARMERS ON SOIL OF REBORN LAND. OTHER GREAT TASKS STILL FACE US, INCLUDING THE LIQUIDATION OF THE MAABAROT ONCE AND FOR ALL AND HELPING TO RECEIVE AND ABSORB THE MANY THOUSANDS OF IMMIGRANTS WHO STILL COME TO US EACH MONTH. TO MORRIS W. BERINSTEIN, OUR HEARTFELT GRATITUDE FOR HIS THREE YEARS OF MAGNIFICENT LEADERSHIP. TO PHILIP M. KLUTZNICK, OUR HEARTIEST CONGRATULATIONS. WE HAVE THE UTMOST CONFIDENCE IN HIS LEADERSHIP AND IN THE GENEROSITY AND DEVOTION OF THE AMERICAN JEWISH COMMUNITY TO HELP US CARRY FORWARD THE GREAT WORK OF OUR GENERATION.

DAVID BEN-GURION

NEW UJA FILM 'MEMO TO EICHMAN' IS EXCITING RECORD OF TWO DECADES

The UJA campaign film "Memo to Eichmann" is ready for distribution to communities. This 14-minute film in the form of a "memo" to the man who was responsible for the death of 6,000,000 Jews in the Nazi period, recalls the events which occurred during the time when he was in hiding — from the end of the war until his recent capture. It records the work of the Joint Distribution Committee, as this UJA-supported agency moved swiftly behind the Allied armies to bring help to the starved and tortured survivors of the Nazi death camps. This unusual documentary brings to the screen with powerful dramatic impact the spectacular story of the tremendous rescue operation which culminated in the establishment of the State of Israel and its growth as a haven for the oppressed Jews of the world. "Memo to Eichmann" will be particularly timely for use in the 1961 campaign when the eyes of the world are focused on the trial of Eichmann, which will take place in Israel this Spring. It is narrated by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

HERBERT R. ABELES



Herbert R. Abeles

Herbert R. Abeles, of West Orange, N. J., was long an active leader in the effort to rescue, resettle and rehabilitate Jews overseas. His wisdom, zeal and selfless dedication were profoundly felt on the national scene as well as in his home community.

As a member for many years of the UJA National Campaign Cabinet he spearheaded drives throughout the country and stirred countless audiences by his reports of overseas misery and need. As President of the Council of Jewish Federations and Welfare Funds from 1955 through 1959, he was instrumental in charting a new course of community aid to Jewish immigrants in Israel and contributed largely to Israel's forward progress. His untimely passing leaves a place in the hearts of his colleagues that can never be filled.

HUMAN LIFE HAS PRIORITY

by PHILIP M. KLUTZNICK, General Chairman of the United Jewish Appeal

(Excerpts from a speech to the UJA Annual National Conference.)

I have listened to the needs of the people of Israel, and these from personal knowledge and commitment I endorse without reservation. I have listened to the depressing saga of our co-religionists in European and Moslem lands, uncertain as to what the morrow will bring, seeking a freedom that we perhaps take too lightly because we breathe it, as we breathe the air of which we are a part.

Some one has said that I am a realist, and Dr. Dov Joseph has indicated that he doesn't altogether believe that realists can solve the problems of the world. I agree with him. A realist would not have accepted a goal of \$72,740,000. But a realist who dreams — and I like to think of myself as one — can dream himself into believing what I think will become a fact, that this goal is realizable. But it is realizable only in one way, and that is if we who sit in this room understand that the communities of America have problems as well.

I begin my term in office with a simple commitment: that I shall always appreciate and understand the problems of the communities of this great America. But, in return, I shall expect them to reciprocate this appreciation and understanding of the United Jewish Appeal. In the discussion of our mutual problem, we must exhibit that genius of leadership which consists not in one giving away to the other, but in finding the delicate balance which enables us to achieve both of our objectives.

There is the possibility in these United States of raising more money. No community, no matter how generous, has stretched itself beyond the point of no return.

In those moments when people say to me, "We have local priorities," I would say to them and to you, as one who has traveled this land from coast to coast, I am not aware that, in our own Jewish community life, we have failed to meet the urgent priorities since the war. We have built more synagogues, which we should have; we have built more old folks homes, and we should have. These problems had to be met and still must. But let us not be under the illusion that the American Jewish Community has deferred all of its needs in order to meet the needs of overseas rescue and of the rebuilding of Israel. It will be to the everlasting disgrace of this great and affluent community, if, in the securing of what we need, we sacrifice what we have helped bring to this point so well.

There are priorities in life, but we must never become so callous that one human life loses its first priority, and can be equated with the building of any building anywhere.

We speak about what we do for others — what would we be if we weren't blessed by the opportunity to give? What would we be if our horizons were kept so low that our hearts did not respond to the known cry for help, though it come from thousands of miles away? What would there be of our ancient history and this tremendous tradition of our people if we lost the capacity to do not only what we are doing, but more than we are doing?

I will say for the record that I accept this responsibility of serving as UJA General Chairman. I want to accept it, with your cooperation, in the simple realization that together, in achieving the task for 1961, we will not sacrifice any of the values. Rather, in achieving it together we may each touch the hem of that immortality of which all mankind is in search.

Attend MIAMI INAUGURAL CONFERENCE



THE OFFICERS
OF THE

United Jewish Appeal

CORDIALLY INVITE

You

TO ATTEND AND PARTICIPATE IN THE UJA'S

National Inaugural Conference

TO LAUNCH THE 1961 NATIONWIDE CAMPAIGN

AND TO HONOR

General Haim Laskov

Former CHIEF OF STAFF,
ISRAEL DEFENSE FORCES

PHILIP M. KLUTZNICK
GENERAL CHAIRMAN

ALBERT A. LEVIN
LUNCHEON CHAIRMAN

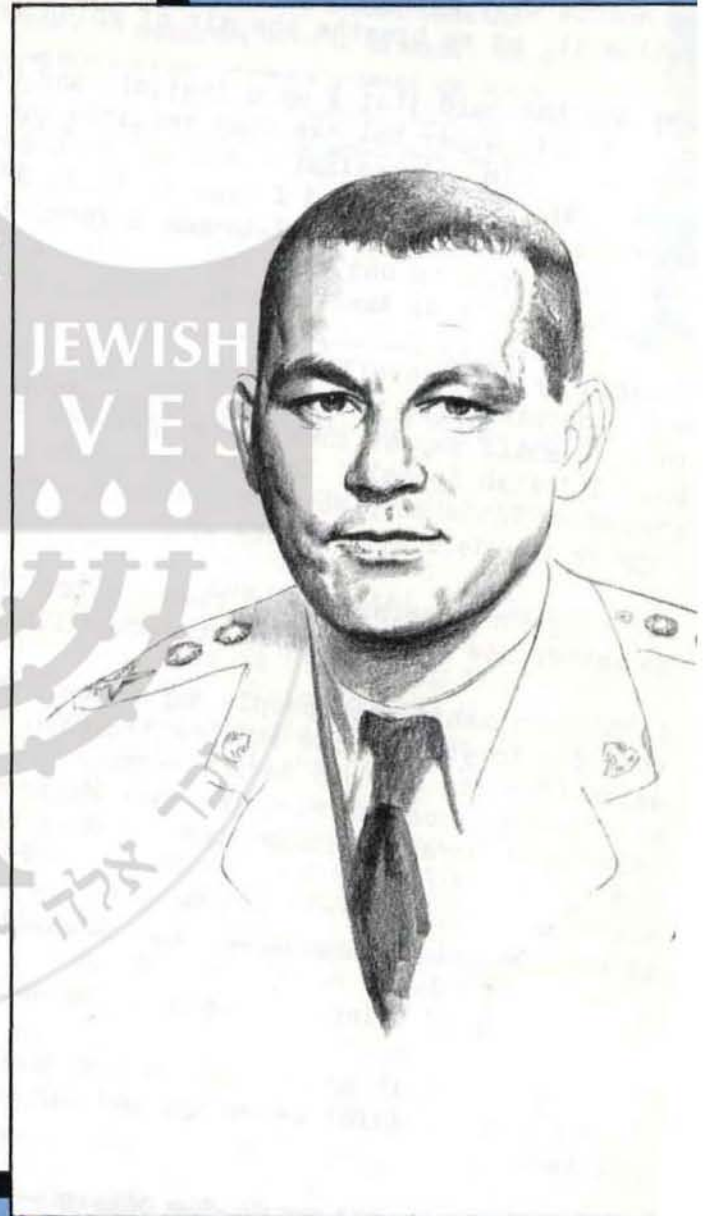
SUNDAY, FEBRUARY FIFTH, NINETEEN HUNDRED AND SIXTY-ONE
TWELVE-THIRTY P. M.

AMERICANA HOTEL

MIAMI BEACH, FLORIDA

Please respond on enclosed card

Dietary laws will be observed



SUNDAY, FEBRUARY 5th
AMERICANA HOTEL • MIAMI BEACH, FLORIDA



REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

**23rd ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM**

United Jewish Appeal

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

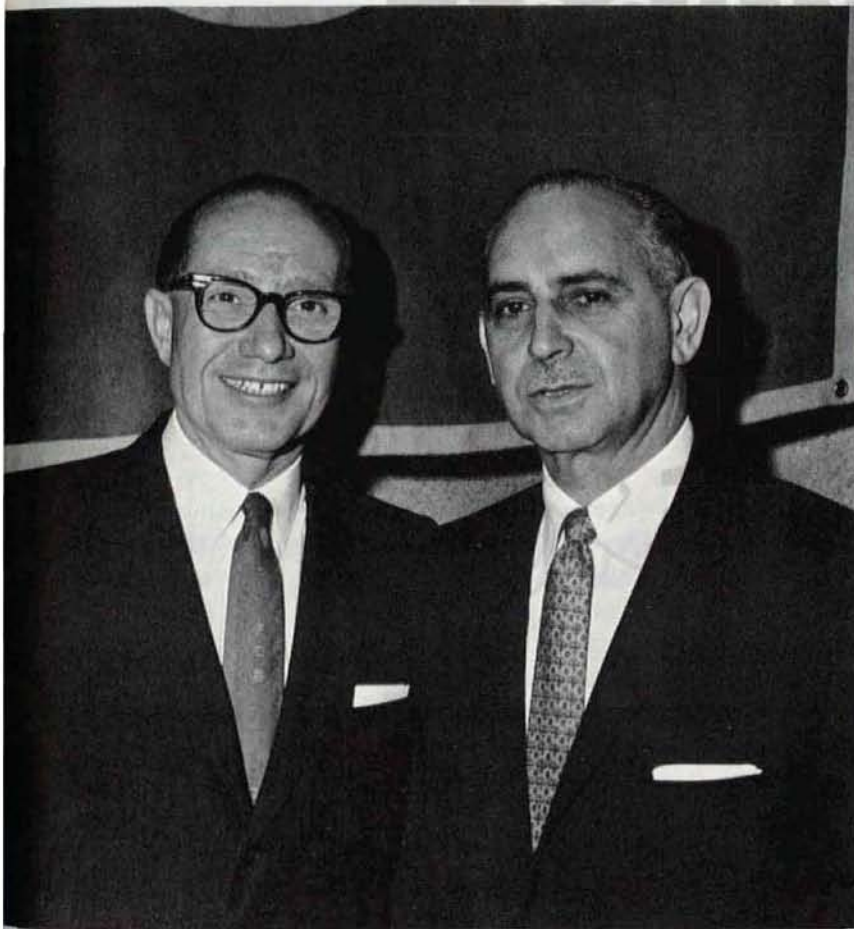
580,500 people throughout the world need help through the 1961 campaign of the United Jewish Appeal

Vol. XVI, No. 2, February 28, 1961

165 West 46th Street, New York City

NOT FOR PUBLICATION

NATIONAL LEADERS OPEN 1961 CAMPAIGN AT MIAMI WITH OVER 14 MILLION ADVANCE GIFTS



JOSEPH MEYERHOFF IS ELECTED AS UJA GENERAL CHAIRMAN

Philip M. Klutznick resigns following appointment as a key member of U. S. Delegation to United Nations, serving as U. S. Representative on the Economic and Social Council

Joseph Meyerhoff of Baltimore (right), newly elected General Chairman of the UJA, at Miami Conference with Philip M. Klutznick.

**COMMUNITIES ALREADY IN CAMPAIGN STRIDE
SHOWING STRONG ADVANCES OVER 1960**

CAMPAIGN OPENS WITH \$14,850,000 GIFTS; MEYERHOFF NAMED GENERAL CHAIRMAN



Major General Haim Laskov addresses packed luncheon meeting at Inaugural Conference.

The 1961 nationwide United Jewish Appeal got off to a dramatic start in Miami Beach on February 5 as \$14,850,000 in initial gifts was announced at the National Inaugural Luncheon at the Americana Hotel in Bal Harbour. The luncheon was the culminating feature of a meeting attended by 400 communal leaders and large contributors.

This gratifying increase of \$2,720,000 over initial gifts announced at last year's inaugural function heartened and stirred the UJA leaders from all over the country gathered at the conference.

Meyerhoff Elected Following Klutznick Resignation

Dramatic also was the election of Joseph Meyerhoff of Baltimore, to the General Chairmanship, to succeed Philip M. Klutznick, who resigned following his appointment by President Kennedy as a key member of the United States Mission to the United Nations, serving as U.S. Representative to the United Nations Economic and Social Council. Mr. Meyerhoff, a National Chairman and former Chairman of the Campaign Cabinet, has been in the forefront of leadership since the inception of UJA. (See back cover for excerpts from Mr. Meyerhoff's acceptance speech.)

Mr. Klutznick introduced Mr. Meyerhoff to the Conference as "a man full of generosity and understanding. He is a person who lives not alone for himself and his worldly goods, but for the best that is in him. If I have any regrets in leaving, and there are many, they are at least completely overcome at this moment by the knowledge that in the hands of my successor the UJA will not only succeed this year, but in the years to come. It is a source of delight that the leadership of the UJA has seen fit to select as the General Chairman one of the great American Jews of our day, my good friend, Joe Meyerhoff."

(Continued on page 4)

NEW CHAIRMAN LONG ACTIVE IN WELFARE CAUSES



Joseph Meyerhoff

In the offices of the Jewish Welfare Fund of Baltimore there is a faded, 45-year-old photograph of boys, members of the Jewish Educational Alliance Club. In the front row is young Joe Meyerhoff, the Club's top ballplayer, all-round athlete, debater, and organizer of fund-raising functions to keep the city's one center for Jewish youngsters going. And in the old files is the yellowed receipt of his first contribution, made when he was still in his teens.

Joseph Meyerhoff of Baltimore, newly elected General Chairman of the United Jewish Appeal, has always been a man of action and has always believed that he must give himself before he asks others for contributions. In the many years since that photograph was taken, Mr. Meyerhoff has managed to combine a distinguished business career as a prominent home builder and real estate developer with a constantly active role in Jewish philanthropy on every level.

The turning point in his philanthropic career came in 1949 on his first trip to Israel with a UJA leadership mission. That year, more than 200,000 immigrants went to the new State.

"I saw those who had known oppression living in tent cities," he remarked. "I talked with them — heard their stories, sensed their love of freedom, Israel and being a Jew. I was determined to do more. In my family, we took for granted that being a Jew and being interested in what was first Palestine, and now Israel, were one and the same thing."

Mr. Meyerhoff is a vigorous advocate of promoting the economic stability of Israel through private enterprise. He is President of the Palestine Economic Corporation, which encourages private investment in Israel.

"But perhaps the most amazing thing about Joe," one of his associates recently said, "is that he never loses his perspective. He doesn't weigh national or international needs against local needs. All human needs have priority in his eyes, and if it takes more to meet them all, he's the man who can get it."

Another associate described Mr. Meyerhoff's approach to the problems of welfare fund-raising as "completely businesslike." At the same time, he added, "he is one of the most compassionate of men. It's an unbeatable combination."

From 1955 to 1957, Mr. Meyerhoff held the pivotal post of Chairman of the UJA National Campaign Cabinet. He has since served as a National Chairman. He is Vice-Chairman of the reconstituted Jewish Agency for Israel, Inc., and is on the Board of Bonds for Israel. In Baltimore, he is President of the Associated Jewish Charities, a former Chairman of the Baltimore Combined Campaign, and Chairman of the Maryland State Planning Commission. He is known in his own field as a builder of imagination and enterprise, who served as President of the National Association of Home Builders in the United States in 1946.

Mr. Meyerhoff was born in Poltava, in the Ukraine, in 1899 and came to the United States with his family at the age of 7. A graduate of the University of Maryland Law School, he is married, has three children and nine grandchildren.



PROMINENT AT MIAMI CONFERENCE:
Standing, newly elected General Chairman Joseph Meyerhoff and Albert A. Levin, Conference Chairman. Seated, Philip M. Klutznick, former UJA General Chairman, Major General Haim Laskov, former Chief of Staff of Israel's Defense Forces, and Rabbi Herbert A. Friedman, Executive Vice-Chairman of the UJA.

Levin Hails Outpouring of Gifts

The outpouring of gifts at the Inaugural Luncheon was hailed by Albert A. Levin of Cleveland, UJA National Chairman and Chairman of the Inaugural Conference, as a "sign of American Jewry's continued interest in aiding Israel's immigrants and as a heartfelt tribute by American Jewry to two great Americans, Philip M. Klutznick and Joseph Meyerhoff."

General Laskov Asks Absorption Aid

The response followed a strong plea by Major General Haim Laskov, former Chief of Staff of the Israel Defense Forces, that American Jews help "step up the process of absorbing some 320,000 still unintegrated immigrants in Israel, in order to insure the country's remarkable democratic gains."

General Laskov said that "the record shows that the establishment of Israel represents the one real achievement in nation building on the democratic front since the end of World War II. Other nations have started out as democracies but have since reverted to totalitarianism. Israel, however, is a living, flourishing democracy still making great progress in the face of enormous problems."

Friedman Warns American Jews Against Complacency About Israel

Addressing Cabinet members and special guests on January 29, prior to the Inaugural Luncheon, Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, warned that "American Jews dare not grow complacent about Israel's progress while a third of its million immigrants since 1948 are unabsorbed and are unable to care for themselves."

He outlined the aid American Jews must extend through UJA to 320,000 immigrants in Israel, in addition to 260,500 Jews in 26 other countries. Pointing out that these immigrants can become self-sufficient with some additional aid, Rabbi Friedman called the lack of such aid a human and economic waste that would make the reception of additional numbers of new immigrants more difficult. At least 30,000 of these are expected in 1961, he said.

"It is not enough to help bring newcomers to Israel," he said. "We have a moral obligation to continue our aid to them until they are able to stand on their own feet. We cannot be satisfied with the tremendous strides Israel is making as a whole, so long as this progress by-passes nearly a third of its new citizens."

(Continued on page 6)

UJA CAMPAIGN CABINET NAMES LEADERS

Twelve community leaders from different sections of the country have been appointed to the National Campaign Cabinet, UJA's major policy body, it was announced this week. All outstanding leaders in their own communities and regions, they have also been active in national UJA campaigns and many have been members of UJA Overseas Study Missions to Israel and Europe. They bring to their new posts a vast knowledge of the needs and outstanding backgrounds as campaign experts.

The new Cabinet members are pictured below. Reappointed as members of the 1961 Campaign Cabinet are: Jacob M. Arvey, Chicago, Ill.; Jacob L. Barowsky, Holyoke, Mass.; Louis Berry, Detroit, Mich.; F. Gordon Borowsky, Philadelphia, Pa.; Leon H. Brachman, Ft. Worth, Tex.; Hyman Brand, Kansas City, Mo.; Max Bressler, Chicago, Ill.; Eddie Cantor, Los Angeles, Calif.; Nehemiah M. Cohen, Washington, D.C.; Myer Feinstein, Philadelphia, Pa.; Jacob Feldman, Dallas, Tex.; I. D. Fink, Minneapolis, Minn.; Max Firestein, Los Angeles, Calif.; Charles Frost, New York, N.Y.; Edward Ginsberg, Cleveland, Ohio; Abraham Goodman, New York, N.Y.; Lazure L. Goodman, Indianapolis, Ind.

Also, Walter A. Haas, San Francisco, Cal.; Jerold C. Hoffberger, Baltimore, Md.; Milton Kahn, Boston, Mass.; Paul Kapelow, New Orleans, La.; Abe Kasle, Detroit, Mich.; Label A. Katz, New Orleans, La.; Abe S. Kay, Bethesda, Md.; Adolph Kiesler, Denver, Col.; Irving Levick, Buffalo, N.Y.; Harry Levine, Leominster, Mass.; Morris Lieberman, Baltimore, Md.; Joseph M. Linsey, Boston, Mass.; David Lowenthal, Pittsburgh, Pa.; Philip W. Lown, Boston, Mass.; Benjamin J. Massell, Atlanta, Ga.; Irving Miller, New York, N.Y.; Edward D. Mitchell, Los Angeles, Cal.

Also, Elkan R. Myers, Baltimore, Md.; N. Aaron Naboicheck, Hartford, Conn.; Martin Nadelman, Houston, Tex.; Norman C. Nobil, Akron, Ohio; Irving S. Norry, Rochester, N.Y.; James L. Permutt, Birmingham, Ala.; Sidney R. Rabb, Boston, Mass.;

(Continued on Page 15)

NEW UJA CAMPAIGN CABINET MEMBERS APPOINTED



Bernard Barnett
Louisville



Sol Esfeld
Seattle



Herman Fineberg
Pittsburgh



Louis Fox
Baltimore



Samuel Gingold
New Haven



Joshua Glasser
Chicago



Merrill Hassenfeld
Providence



Irving Kane
Cleveland



George Shapiro
Boston



Bernard Weinberg
Philadelphia



Sol Zallea
Wilmington



Paul Zuckerman
Detroit

National Leaders Play Important Role in Preparing for Successful Inaugural

The outstanding success of the conference and the high caliber of gifts announced was in no small part due to the efforts of UJA top leaders active in pre-conference organization and solicitation. Bringing the story of 1961's urgent needs to small groups and individuals on a day-and-night schedule during the week prior to the Inaugural Luncheon, they were largely responsible for national pace-setting gifts from contributors in major communities. William Rosenwald of New York, UJA National Chairman, and a campaign officer of the UJA of Greater New York, met with individual big givers and was also instrumental in arranging a pace-setting meeting held in the Palm Springs home of Mr. and Mrs. Charles Frost. Albert A. Levin and Melvin Dubinsky of St. Louis, UJA Campaign Cabinet Chairman, steered the efforts in Miami which resulted not only in a large turnout for the Luncheon but increases in many gifts.

Before the Conference opened, large contingents of delegates from Detroit and Chicago held fund-raising cocktail parties at which they mustered impressive initial gifts for announcement at the Inaugural Luncheon. Philip M. Klutznick was guest of honor at the Chicago function, held at the Miami residence of Col. and Mrs. Jacob M. Arvey. The Detroit delegation held its function at the Americana Hotel.

Among others who played prominent roles in organizing the Conference were Samuel H. Daroff, Philadelphia, UJA National Chairman; Jacob Sincoff, New York, UJA Co-Treasurer, and the following Campaign Cabinet members: Nehemiah M. Cohen, Washington, D.C.; Charles Frost, New York City; Paul Kapelow, New Orleans; Abe S. Kay, Washington, D.C.; Benjamin Massell, Atlanta; James Permutt, Birmingham; Leonard Ratner, Cleveland; Sol Zallea, Wilmington, Del., and Paul Zuckerman, Detroit.

Warburg Foundation Gift of \$250,000 Announced

One of the outstanding gifts made at the conference was that of the Felix M. and Frieda Schiff Warburg Foundation which contributed securities valued in excess of \$250,000 to the "Adopt-A-Project" campaign of the United Jewish Appeal of Greater New York. The gift will provide scholarships and fellowships in the field of social work to needy immigrant students and faculty members in Israel and for needy scholars in Europe. The gift constitutes a memorial to the late Mr. and Mrs. Warburg on behalf of their children, Mrs. Walter N. Rothschild, Frederick M. Warburg, Gerald Warburg, Paul F. Warburg and Edward M. M. Warburg, Honorary Chairman of UJA. The Foundation gift is over and above the family's generous annual commitment.

Eshkol Draws Attention to Plight of Immigrant Farmers

In a special message to the Conference, Levi Eshkol, Israel's Minister of Finance, called on American Jews to make a strong effort to solve the plight of the 130,000 immigrant farm settlers on 485 farm settlements established since 1948.

"These new farmers," Mr. Eshkol said, "are producing about half of Israel's entire agricultural output. But we have not yet been able to supply them with all the equipment they require to make a decent living and to make their full contribution to our economy."

The Israel Finance Minister declared that the Jewish Agency, Israel's philanthropic body for receiving and absorbing immigrants, would need at least \$170,000,000 over a three to five-year period to supply the immigrant farmers with all the means and equipment with which to earn a full living.

UJA LEADERS AT MIAMI AND REGIONAL MEETINGS



Melvin Dubinsky (right) of St. Louis, UJA National Campaign Cabinet Chairman, and UJA General Chairman Joseph Meyerhoff at Miami meeting.



Major General Haim Laskov (right), whose Miami speech set the climate for top gifts, and Paul Zuckerman of Detroit, Campaign Cabinet member.



Samuel H. Daroff of Philadelphia, UJA Honorary National Chairman, congratulates Joseph Meyerhoff on his election.

AMERICAN JEWISH ARCHIVES



New York and national UJA leaders meet in Palm Springs during Miami inaugural. Shown here are, left to right: William Rosenwald, UJA National Chairman; Charles Frost, General Chairman of the New York UJA; General Haim Laskov; M. Lester Mendell, former General Chairman of the New York UJA; Morris Brown, UJA leader in New York and Florida campaigns.



Discussing the 1961 UJA goal at a cocktail party given in the Miami home of Colonel Jacob M. Arvey of Chicago, by Chicago delegates in honor of Philip M. Klutznick are, left to right: Mr. Klutznick; Col. Arvey; David Teshler, Israel Consul General in Chicago; David Silbert of Chicago.



South-Southwest Conference in Biloxi, Miss., draws a record crowd from 11 states to discuss 1961 campaign techniques.



Mid-West Conference at French Lick, Ind., had separate seminars for large cities (above) and small communities.

COMMUNITIES MAKING EARLY CAMPAIGN STARTS

(Note: Campaign totals are those reported to National Headquarters by February 19, 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 period in 1960)

As hundreds of communities around the country began driving toward campaign openings, some major communities were already in the initial campaign stages, although full campaign leadership has not yet been named in every community. Reports reaching National headquarters of Advance Gifts functions make it clear that community leaders are fully aware of the serious need to raise nearly eleven million dollars above 1960 contributions to meet the UJA goal of \$72,740,000. While no one doubts that the campaign job ahead will be difficult, leaders are strongly optimistic about achieving the goal. Increases so far evident indicate the tremendous amount of work and detailed planning which is stepping up campaign tempo to an early high level.

CHICAGO, ILL.: On the heels of the Miami Conference, attended by a number of Chicago leaders, a February 8 meeting was held in honor of Philip M. Klutznick, former UJA General Chairman who is now a key member of the U.S. Mission to the United Nations. Major General Haim Laskov, former Chief of Staff of Israel's Defense Forces, was the major speaker. Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, also spoke. Officers of the Jewish Welfare Fund are: Howard G. Mesriow, President; David Silbert, General Chairman; Joshua B. Glasser, Special Gifts Chairman; Leonard Laser, Trades, Industry and Professions Chairman; Mrs. Henry Shapiro, Women's Division Chairman; Samuel A. Goldsmith, Executive Vice-President; Albert A. Hutler, Director of Fund Raising. Total raised so far is \$1,700,000, a 10 per cent increase.

CLEVELAND, OHIO: Major General Haim Laskov brought the exciting story of Israel's border settlers and the heroic labors of immigrant farmers to the first Big Gifts meeting here on January 29. UJA's Rabbi Herbert A. Friedman reported on the nationwide goal established at the Annual Conference in December. The first Women's Division campaign function on January 13, heard from Mrs. Israel D. Fink of Minneapolis, newly elected Chairman of the UJA National Women's Division. Pledges soared above the 1960 level at both meetings. Jewish Community Federation officers are: L. W. Neumark, President; Edward Ginsberg, Chairman; Leonard I. Abrams, Co-Chairman; Maurice Saltzman, Special Gifts Chairman; Mrs. Mattis Goldman and Mrs. Harry Ratner, Women's Division Co-Chairmen; Henry L. Zucker, Executive Director; Gerald S. Soroker, Campaign Director. Total raised so far is \$1,052,000, as against \$952,000, an 11 per cent increase.



UJA Cabinet meeting in Miami sets campaign pattern for 1961. Shown here are, left to right: Paul Zuckerman, Detroit; Charles Grosberg, New York; Morris Schiff, Columbus; Morris Norian, Chicago.



Seated at the dais at Miami Inaugural Luncheon are, left to right: Jacob Sincoff, New York; Rabbi Irving Lehrman, Miami; Leonard Ratner, Cleveland; Judge Irving Cypen, Miami, and Joseph Lipton, Miami Chairman.

PHILADELPHIA, PA.: A Leadership Pace-Setters meeting held at the home of Bernard Weinberg brought together 31 of the city's leaders in an informal meeting with UJA Executive Vice-Chairman Herbert A. Friedman on January 9. Earlier in the day Rabbi Friedman attended the Women's Division Pace-Setters luncheon. Both meetings resulted in setting a high standard for the drive. Officers of the Federation of Jewish Agencies are: Edwin Wolf II, President; Bernard Weinberg, Campaign Chairman; Joseph N. Gorson, Advance Gifts Chairman; Albert M. Bershady, Dalck Feith, Abraham Gitlow, Kevy K. Kaiserman, Lester L. Kardon, Leon Meltzer, Emanuel Meyer, William F. Netzky, Herman Segall and David H. Solms, Advance Gifts Co-Chairmen; Julius Klein, Pace-Setters Chairman; Mrs. David C. Salesky, Women's Division Chairman; Donald B. Hurwitz, Executive Director. Total raised so far is \$902,400, a 16 per cent increase.

BOSTON, MASS.: Boston's own Dewey D. Stone, UJA National Chairman, teamed up with Major General Haim Laskov, Israel's former Chief of Staff, for a meeting January 18 at the home of David Kane, which was described as a "wonderfully warm, successful meeting," with advance gifts ahead of 1960. Officers of the Combined Jewish Philanthropies of Greater Boston are: Louis P. Smith, President; George Shapiro, Campaign Chairman; David Kane, Advance Gifts Chairman; Norman L. Cahners, Special Gifts Chairman; Mortimer Weiss, Business Men's Council Chairman; Mrs. David Bond, Women's Division Chairman; Dr. Benjamin B. Rosenberg, Executive Director. Total raised so far is \$712,500, as against \$631,000, a 13 per cent increase.

NEWARK, N.J.: Big Gifts meeting here on January 23 responded to UJA Executive Vice-Chairman Herbert A. Friedman and Major General Haim Laskov with pledge increases that set a high mark for subsequent meetings. Officers of the Jewish Community Council of Essex County are: Martin Jellin, President; Dr. Eugene V. Parsonnet, Campaign Chairman; Mrs. Leo Brody, Women's Division Chairman; Herman M. Pekarsky, Executive Director. Raised to date is \$471,000, as against \$415,750, a 13 per cent increase.

MIAMI, FLA.: Campaign leaders here started the drive off with a Big Gifts meeting on December 29 at the home of Samuel N. Friedland. Jack D. Weiler of New York, UJA National Chairman, addressed the informal gathering. Officers are: Sam J. Heiman, President, Greater Miami Jewish Federation; Joseph M. Lipton, Campaign Chairman; Samuel N. Friedland, Pace-Setters Chairman, with Max Orovitz and Carl Weinkle as Co-Chairmen; A. J. Harris and Julian Weinkle, Initial Gifts Co-Chairmen; Judge Irving Cypen, Ernest Janis, Stanley C. Myers and John Serbin, Campaign Co-Chairmen; Judge Harold Spaet, General Solicitation Chairman; Sidney Ansin, New Gifts Chairman; Mrs. Morris Goodman, Women's Division Chairman and Campaign Vice-Chairman; Arthur S. Rosichan, Executive Director. Raised so far is \$1,070,000, as against \$990,000, an 8 per cent increase.

HOUSTON, TEX.: Both the regular campaign and the Women's Division here have held initial meetings with promising results for the remainder of the drive. UJA Executive Vice-Chairman Herbert A. Friedman spoke at the Initial Gifts luncheon and Mrs. Jack A. Goodman, former National Chairman of the UJA Women's Division, addressed women's functions. Officers are: Bernard Weingarten, President, Jewish Community Council of Metropolitan Houston; Milton H. Levit, General Chairman; Mrs. Harold Falik and Mrs. Hardy Frankel, Women's Division Co-Chairmen; Albert Goldstein, Executive Director. Raised so far is \$432,000.

DALLAS, TEX.: In the midst of a severe snow storm, Major General Haim Laskov arrived to address a Big Gifts meeting which came off successfully, despite the weather. Officers are: Morris I. Jaffe, President, Jewish Welfare Federation; Nolan Glazer, Campaign Chairman; Jacob Feldman and Sol C. Levine, Advance Gifts Co-Chairmen; Mrs. Theodore H. Strauss, Women's Division Chairman; Jacob H. Kravitz, Executive Director. Raised so far is \$402,500, as against \$368,700, a 9 per cent increase.

FIRST RETURNS SHOW ADVANCE GIFTS AHEAD OF 1960

NEW ORLEANS, LA.: A February 2 Big Gifts meeting heard Israel's Major General Haim Laskov underscore the needs of unabsorbed immigrants. James Permutt of Birmingham, UJA Campaign Cabinet member, also addressed the group. Officers are: Bernard D. Mintz, President, Jewish Welfare Fund; George E. Marcuse, General Chairman; Charles W. Frank, Jr., and Dudley Yoedicke, Co-Chairmen, with the latter also serving as Big Gifts Chairman; Mrs. Loris Levey, Women's Division Chairman; Harry I. Barron, Executive Director. Raised to date is \$180,842, as against \$171,589, a 5 per cent increase.

PHOENIX, ARIZ.: Leon Uris, author of "Exodus," held a large audience spell-bound at the Campaign Opening dinner on January 31. Glamorous Elana Eden, Israeli movie star, also spoke. Officers are: Samuel Langerman, President, Jewish Community Council; Maurice D. Brown, General Chairman; Mrs. Joseph Lagman, Women's Division Chairman; Hirsh Kaplan, Executive Director. Total raised so far is \$135,831, as against \$119,741, a 13 per cent increase.

TUCSON, ARIZ.: Benjamin H. Swig of San Francisco, UJA Big Gifts Co-Chairman, opened the campaign on January 10 at a highly successful meeting which also heard Mrs. Don Hummel, wife of Tucson's mayor, report on a recent trip to Israel. Officers are: William Gordon, President, Jewish Community Council; Stanley A. Katcher, Campaign Chairman; Mrs. Meyer Cohen, Women's Division Chairman; Benjamin N. Brook, Executive Director. Total raised so far is \$163,000, as against \$153,000, a 7 per cent increase.

READING, PA.: Big Gifts meeting here on January 8 heard an effective presentation of UJA agency needs from Philip Zinman of Camden, N.J., UJA Campaign Cabinet member. Officers are: Max Fisher, President, Jewish Community Council; Norman B. Dunitz, Campaign Chairman; Leonard M. Quittner, Co-Chairman; Leo Camp, Howard Dunitz, Jack Dunitz, Ralph Levinson, Leon Litner, Samuel R. Lurio and Rothermel Wise, Big Gifts Co-Chairmen; Mrs. Justin Bauman, Women's Division Chairman; Harry S. Sack, Executive Director. Total raised so far is \$57,175, as against \$45,925, a 24 per cent increase.

COLUMBUS, OHIO: Melvin Dubinsky, Chairman of the UJA National Campaign Cabinet, addressed a January 23 Big Gifts meeting held at the home of Mr. and Mrs. Herbert Schiff. Officers are: William V. Kahn, President, United Jewish Fund and Council; Ben A. Yenkin, Campaign Chairman; Morris Skilden, Advance Gifts Chairman; Mrs. Abe I. Yenken, Women's Division Chairman; Ben M. Mandelkorn, Executive Director. Total raised to date is \$200,000.



Shown at Miami Inaugural Luncheon are, left to right, David Tesher, Israel Consul General in Chicago; James Permutt, Birmingham; Paul Kapelow, New Orleans; Melvin S. Goldstein, UJA Administrative Vice-Chairman; Charles Frost, New York; Nehemiah M. Cohen, Washington, D. C.



Discussing campaign problems at Miami National Cabinet meeting are, left to right: Saul Shulansky, Hartford; William Bornstein, Washington, D. C. and Miami; William Agranove, Miami; Bernard Davidson and Samuel Goldfarb, New York.

DETROIT, MICH.: The traditional pre-campaign meeting held here annually in the home of Mr. and Mrs. C. William Sucher on January 24 was attended by over a hundred leaders who responded enthusiastically to the presentation of 1961 UJA needs. Major General Haim Laskov, former Chief of Staff of Israel's Defense Forces, and UJA Executive Vice-Chairman Herbert A. Friedman once again proved an outstanding speaking team. Officers are: Max M. Fisher, President, Jewish Welfare Federation; Paul Zuckerman, Campaign Chairman; Charles E. Gershenson, Pre-Campaign Chairman; Jack O. Lefton, Trades and Professions Chairman; Mrs. Benjamin Jones, Women's Division Chairman; Isidore Sobeloff, Executive Vice-Chairman. Total raised so far is \$2,405,000, a 4 per cent increase.

ATLANTA, GA.: A luncheon and rally on February 20 with Leon Uris, author of the best-seller "Exodus," will start the campaign rolling here. Officers are: Abe Goldstein, President, Jewish Welfare Fund; Milton Weinstein, Campaign Chairman; Mrs. Sidney Q. Janus and Mrs. Milton Rauzin, Women's Division Co-Chairmen; Edward M. Kahn, Executive Director. Total raised so far is \$185,000, as against \$178,000, a 4 per cent increase.

ATLANTIC CITY, N. J.: A picture of critical overseas needs was painted at a February 3 Big Gifts meeting by Charles H. Jordan, Overseas Director General of the Joint Distribution Committee. A Women's Division Tea on January 26 heard the dramatic story of UJA rescue programs from Mrs. Israel D. Fink, newly elected National Chairman of the UJA Women's Division. Officers are: Julius Waldman, President, Federation of Jewish Charities; Morton Epstein, Campaign Chairman; Mrs. Jack Soble, Women's Division Chairman; Irving T. Spivack, Executive Director. Total raised so far is \$160,000.

INDIANAPOLIS, IND.: Two key UJA Campaign Cabinet members joined forces at a February 16 Big Gifts meeting to bring the '61 story to top givers. Herbert A. Schiff of Columbus, and I. D. Fink of Minneapolis, also visited a number of community leaders to help set the climate for the coming drive. Officers are: David M. Cook, President, Jewish Welfare Federation; Milton J. Fineberg, Campaign Chairman; Manuel I. Leve, Ben Domont, William Schloss and Maurice Lippman, Vice-Chairmen; Marven M. Lasky, Top Gifts Chairman; Mrs. Walter B. Lichtenstein, Women's Division Chairman; Frank Newman, Executive Director. Total raised so far is \$134,000, as against \$120,000, a 12 per cent increase.

WEST COAST DRIVES TO OPEN AFTER FEBRUARY 24-26 CONFERENCE

The Western States Conference, set for February 24, 25 and 26, at the Riviera Hotel, Palm Springs, Calif., was held after Report to Members went to press and will be reported on in the next issue.

J. M. Stuchen of Los Angeles is Conference Chairman and Benjamin H. Swig of San Francisco is Co-Chairman. This Conference will signal the start of most West Coast community campaigns which traditionally open following this annual gathering of leaders. Many of the top national and international leaders addressing the Conference will visit cities in the region and speak at campaign meetings. Among major communities which will hold their first meetings in the next few weeks are Los Angeles, San Francisco, Portland, Seattle, Denver, San Diego, Salt Lake City and Oakland. These campaigns will be reported on in the next issue.

NOTED ISRAELI WRITER ADDRESSING STUDENT GROUPS



Moshe Shamir

Moshe Shamir, prize-winning novelist and a leader of the modern generation in Israel, is in the United States for a three-month lecture tour under the sponsorship of the United Jewish Appeal with the cooperation of the B'nai B'rith Hillel Foundations. He will address Jewish student and faculty groups in universities and colleges throughout the country on problems of modern Israel and on Israel's literature and culture. Mr. Shamir will also address classes in playwriting and contemporary literature at a number of the universities he will visit.

During his tour, which started at the University of Maryland on February 2, Mr. Shamir is expected to reach at least 10,000 Jewish students at meetings designed to further student campaigns on behalf of the 1961 United Jewish Appeal and other philanthropies.

Best known in this country for his novel "King of Flesh and Blood," which was awarded the Bialik Prize for 1955 and translated into four languages, Mr. Shamir's career includes service as a fighter in Israel's Defense Forces, along with a top-flight record as journalist, playwright and university teacher. While still in his thirties, he is recognized as one of the most important literary spokesmen of the Sabra (native born) generation in Israel.

Mr. Shamir previously visited the United States under a Rockefeller Foundation grant to study the non-Broadway theatre movement. He has lectured at England's Cambridge University on contemporary Hebrew literature. He is a member of the Hebrew Academy, the Council for Culture and the Arts, and serves on the central committee of the Union of Hebrew Writers. Besides his literary work, Mr. Shamir teaches drama at Tel Aviv University and writes a weekly column in Ma'ariv, one of Israel's most widely read newspapers.

A man of tremendous energy, erudition and personal charm, Mr. Shamir has captivated his student audiences by his brilliant reports on the modern intellectual scene in Israel and his penetrating evaluations of every facet of Israel life.

Mr. Shamir's schedule takes him from coast-to-coast for visits to the University of North Carolina, Duke University, University of Miami, University of Pennsylvania, Penn State, Massachusetts Institute of Technology, Brandeis University, University of Massachusetts, Smith College, Amherst, Harvard, Boston University, Cornell, Yale, University of Buffalo, Western Reserve University, Ohio State University, Wayne University, University of Michigan, Michigan State, Purdue University, Ohio State University, University of Illinois, University of Wisconsin, University of Minnesota, University of Missouri, University of California at Los Angeles and Berkeley, University of Southern California, Los Angeles State College, Los Angeles City College, San Fernando Valley State College, Stanford University, University of Chicago, Northwestern University, Hebrew Teachers College and Gratz College in Boston, Carnegie Tech, the University of Pittsburgh, and the University of Maryland.

IMPORTANT REGIONAL CONFERENCES TO BE HELD IN MARCH

NORTHEAST LEADERSHIP INSTITUTE, March 10-12, New Ocean House, Swampscott, Mass.

MIDDLE ATLANTIC CONFERENCE, March 17-19, Hotel Hershey, Hershey, Pa.

GENERAL LASKOV CONCLUDES NATIONWIDE TOUR; COLONEL YOSEF CARMEL ARRIVES TO SPEAK



Left, Colonel McHugh, U. S. Deputy Commander of Kiesler Air Force Base in Biloxi, Miss., welcomes General Laskov. Right, General Laskov talks over Midwest Regional meeting with B. A. Yenkin (left), Chairman of the 1961 Columbus campaign, and Herbert H. Schiff, UJA Campaign Cabinet member, Columbus.



Major General Haim Laskov, former Chief of Staff of Israel's Defense Forces, has returned to Israel after a month's tour for UJA which took him to two regional conferences and major cities throughout the country. A tough and inexhaustible soldier, he proved to be just as tough a campaigner. Whirled from city to city on the UJA circuit, he spoke with equal ease at big and small meetings and captured audiences ranging from one big giver to hundreds of campaign workers.

A fighter from the age of 9, when he delivered messages, hand grenades and other small weapons for the underground in Palestine, General Laskov made it clear that the fight for peace in the Middle East was the difficult and important question today. The man primarily responsible for the organization and training of the Israel Army is convinced that the complete absorption of immigrants, particularly in border settlements and in the Negev desert area, is a major necessity for Israel's security and welfare.

"A delay in meeting the immigrant absorption problem," he warned UJA audiences, "means that the general progress of the country is inevitably slowed down. The Jews of the free world, especially in America through the United Jewish Appeal, helped us take in the homeless and distressed from many lands of oppression, tension or hopelessness. We count on you to continue sharing in the overwhelming financial burden required to give Israel's immigrants the means of a full and independent life."

Colonel Carmel, Aide de Camp to Israel President Ben-Zvi, Will Visit Major Communities



Colonel Yosef Carmel

Israel's military men have a unique record of being peacetime leaders and spokesmen for their country as well. Colonel Yosef Carmel, Aide de Camp to President Itzhak Ben-Zvi, is, like General Laskov, a scholar as well as a soldier. Colonel Carmel also fought for his country at a young age, joining the Haganah, defense forces of the Jewish settlers in Palestine, in his teens.

When President Ben-Zvi assumed office, he selected Colonel Carmel as his Aide. Since then, the Colonel has been at his side at State receptions and is his spokesman at official functions when the President cannot be present. He has accompanied the President on visits to countries in Europe and represented him in African and Asian countries. Colonel Carmel is not only highly informed on all international questions affecting the vital interests of Israel, but on all the problems of the development and progress of the land. He will be in the United States for one month.

SOUTH-SOUTHWEST LEADERS HOLD REGIONAL CONFERENCE

Four hundred Jewish leaders, representing 150 communities in 11 states, attended the United Jewish Appeal's three-day South-Southwest Leadership Institute January 13-15 at the Buena Vista Hotel in Biloxi, Miss. Paul Kapelow, a member of the UJA National Campaign Cabinet and former President of the New Orleans Jewish Welfare Fund, was Chairman of the Conference which brought together top leadership to discuss the vital services of UJA agencies and the need for all-out community backing of the 1961 UJA goal of \$72,740,000.

Guest of honor and major speaker at the Institute's Saturday evening dinner was Major General Haim Laskov, former Chief of Staff of Israel's Defense Forces. An outstanding Conference speaker was Edward M. M. Warburg, UJA Honorary Chairman and Chairman of the JDC. Other major speakers were: Melvin Dubinsky, Chairman of the UJA National Campaign Cabinet; Mrs. Israel D. Fink, Chairman of the UJA National Women's Division; Moses A. Leavitt, Executive Vice-Chairman of the JDC, and Rabbi Herbert A. Friedman, Executive Vice-Chairman of the UJA.

Delegates concluded the outstanding conference by unanimously adopting a resolution backing the UJA goal for 1961 and calling upon communities in the area to "appraise the total indispensable needs that must be met by the United Jewish Appeal agencies and then determine what portion of the aggregate minimum budgets of these agencies each community must assume."

In addition to Mr. Kapelow, Southern Jewish leaders who served as Conference Vice-Chairmen were: Benjamin J. Massell of Atlanta, UJA National Campaign Cabinet member and Honorary President of the Atlanta Jewish Welfare Fund; Label A. Katz of New Orleans, UJA National Campaign Cabinet member and national President of B'nai B'rith; Philip Belz, National Campaign Committee member; Sam J. Heiman of Miami; I. L. Kunian of Chattanooga; James L. Permutt of Birmingham, National Campaign Cabinet member; Bernard Schaenen of Dallas, and Milton I. Taubman of Tulsa, National Campaign Cabinet member.

350 DELEGATES ATTEND MIDWEST LEADERSHIP INSTITUTE

The United Jewish Appeal's Second Annual Midwest Leadership Institute even exceeded in attendance the famous Moraine Conference of 1960. Aided by ideal weather, more than 350 Jewish leaders — from 13 states — registered for the sessions that took place at the Sheraton Hotel in French Lick, Indiana, from February 10 to February 12.

The Conference, ably chaired by Herbert H. Schiff of Columbus, Ohio, stressed educational and working sessions. The three main sessions — the opening dinner, the Saturday luncheon and the Saturday evening banquet — provided platforms for four major addresses — by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, Mrs. I. D. Fink, National Chairman of the UJA Women's Division, Edward Ginsberg, Chairman of the 1961 Cleveland Campaign, and General Haim Laskov. At the others, there were discussions led by Melvin Dubinsky, UJA Campaign Cabinet Chairman, Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, Max M. Fisher, UJA National Chairman, I. D. Fink, UJA Campaign Cabinet member — on the program of the JDC, the newly reorganized Jewish Agency for Israel, Inc., of New York, and the budgets of the UJA-supported agencies which constitute the 1961 goal of the UJA, followed by intensive question and answer periods.

Seminars on techniques for securing the maximum gift for 1961 were handled by Albert Adelman, Milwaukee; Bernard H. Barnett, Louisville; Milton J. Fineberg, Indianapolis; Richard Kasle, Toledo; Ben M. Dreyer, Canton; and Gerald S. Soroker, Cleveland - for the large cities. Harry Druker, Marshalltown; Frank N. Altman, Southern Illinois; Charles Auerbach, Cleveland; Milton Maidenberg, Marion; and Kenneth Wasser, Madison, led seminars for the smaller communities. Leaders at the Women's Division sessions were: Mrs. Charles T. Cohen, Milwaukee; Mrs. Arnold Rubenstein, St. Paul; Mrs. David M. Citron, Peoria; Mrs. Irvin S. Rosenbaum, Louisville, and Mrs. Jack A. Goodman, Indianapolis.

Taking advantage of the splendid climate generated by the Conference, four cities; Indianapolis, Louisville, Dayton, and the townships comprising the Southern Illinois area, held cocktail parties for 1961 campaign gift priming — all with excellent results.

COMMUNITY DRIVES IN HIGH GEAR

(Continued from page 11)

HOLLYWOOD, FLA.: A packed campaign opening on February 5, addressed by UJA Campaign Cabinet Chairman Melvin Dubinsky, was preceded by a highly successful Big Gifts Meeting with Philip M. Klutznick, former UJA General Chairman who is now a key member of the U.S. Mission to the United Nations. General solicitation is now under way. Officers are: Stanley M. Beckerman, President and Campaign Chairman, Jewish Welfare Federation; General Solicitation Chairman, Milton Forman; Big Gifts Chairman, Abe L. Mailman. Total raised so far is \$124,750, as against \$115,122, an 8 per cent increase.

BALTIMORE, MD.: UJA's National Chairman Dewey D. Stone of Boston, spoke to a Big Gifts meeting of 175 top givers on February 19 to start the campaign rolling. Officers are: Julius Offit, President, Jewish Welfare Fund; Lester S. Levy, Campaign Chairman; Herman Cohen and Jerome L. Klaff, Special Gifts Co-Chairmen; Samuel M. Hecht, Harvey Meyerhoff and Irving J. Applefeld, Big Gifts Co-Chairmen; Mrs. Hyman Granoff, Women's Division Chairman; Harry Greenstein, Executive Director; Isadore I. Sollod, Campaign Director. Total raised so far is \$1,000,000.

PATERSON, N.J.: Big Gifts meeting here on February 12 set a good pace for the rest of the campaign. Rabbi Isadore Breslau of Washington, D.C., UJA National Allocations Chairman, was an effective speaker. Officers are: Herman Yucht, President, Jewish Community Council; George Bogorad, Campaign Chairman; Saul Rosen, Big Gifts Chairman; Max Stern, Executive Director. Raised so far is \$70,000, as against \$63,000, an 11 per cent increase.

LONG BEACH, CALIF.: Benjamin H. Swig of San Francisco, UJA National Big Gifts Co-Chairman put in a busy schedule here prior to addressing a February 14 Big Gifts meeting which responded with increases all along the line. Officers are: Irving Kern, President, Jewish Community Council; Henry Gainsboro, Campaign Chairman; Mrs. Charles Savitz, Women's Division Chairman; Morton J. Gaba, Executive Director. Total raised so far is \$45,600, as against \$37,350, a 22 per cent increase.

CAMPAIGN CABINET APPOINTED

(Continued from page 5)

Leonard Ratner, Cleveland, Ohio; Samuel Rothberg, Peoria, Ill.; Maurice H. Saltzman, Cleveland, Ohio; Bernard J. Sampson, Milwaukee, Wisc.; Sol Satinsky, Philadelphia, Pa.; Herbert H. Schiff, Columbus, Ohio; Joseph J. Schwartz, New York, N.Y.; Morris Senderowitz, Jr., Allentown, Pa.; Joseph Shane, Beverly Hills, Calif.; Joseph Shulman, Paterson, N.J.; Rudolf G. Sonneborn, New York, N.Y.; Michael A. Stavitsky, Newark, N.J.; Jack Stern, Paterson, N.J.; Harry S. Sylk, Philadelphia, Pa.; Joseph Talamo, Worcester, Mass.; Samuel A. Weiss, Pittsburgh, Pa.; Charles H. Yalem, St. Louis, Mo., and Philip Zinman, Camden, N.J.

THE JOB IS FAR FROM DONE

By JOSEPH MEYERHOFF

General Chairman

United Jewish Appeal

(Excerpts from a speech

at UJA Miami Conference)

The United Jewish Appeal deserves our loyalty and support, just as it does the loyalty and support of every American Jew. But we have the special responsibility of interpreting the needs of the UJA agencies to the American Jewish community.

The average American Jew is a good person; the average Jewish community is a good community. If we can express our needs so that we can get their ears and their hearts, I do not think we will have any trouble meeting our goal. The average American Jewish community can afford, and will support, all worthwhile causes. There is enough money to go around for everyone, provided we make it clear that we have not yet met all the UJA needs. In fact, that we have not done enough.

It is true that the UJA has accomplished miracles in 22 years. We have actually, all of us working together, helped save and rescue more than 2,700,000 persons, settling nearly a million men, women and children in Israel. Another 300,000 have been resettled in the United States, Canada, Australia, South America and other free countries. They could not have gone without our help.

But the job is far from done. The UJA has many unfinished tasks. I think neither you nor I are satisfied to say our job is completed when we know that there are still fellow Jews who must be saved, and when we know that they can look only to us for help. There are still others who cannot be reached — cannot be saved — tomorrow or even next year perhaps, but they are sustained by the knowledge that we have not forgotten them. We must constantly be prepared to aid those who are the victims of persecution, oppression and discrimination only because they are Jews.

We have serious and continuing responsibilities. So far as Israel is concerned, our job certainly does not end at its shores. We cannot simply send people there and then say, "Now, you take care of yourself and of finding a job." Both these newcomers and the people of Israel are willing to undertake responsibilities, but it remains our task to help integrate the immigrants in the community and make them self-supporting and self-sufficient.

I know that UJA leaders have shouldered their responsibilities, just as I have, out of a sense of duty and a tradition which compels us to do what we know is right. It takes a tremendous amount of time and energy. Sometimes you are almost ready to say, "Isn't it time they asked someone else to do this job?" But actually, when we are conscious of our responsibilities, we want to fulfill them ourselves. We must continue to lead and inspire others by our own devotion and by the example of our own dedication and generosity.

The survival of the Jewish people and all the other things we stand for and have stood for these many years are at stake. But we can resolve them if you and I, and the thousands of others who are part of UJA, put our shoulders to the wheel and get the job done.



REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

**23rd ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM**

United Jewish Appeal

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

580,500 people throughout the world need help through the 1961 campaign of the United Jewish Appeal

Vol. XVI, No. 3, April 19, 1961

165 West 46th Street, New York City

NOT FOR PUBLICATION

\$36,370,000 CASH DRIVE UNDER WAY

**ISRAEL D. FINK NAMED NATIONAL
UJA CASH COMMITTEE CHAIRMAN**

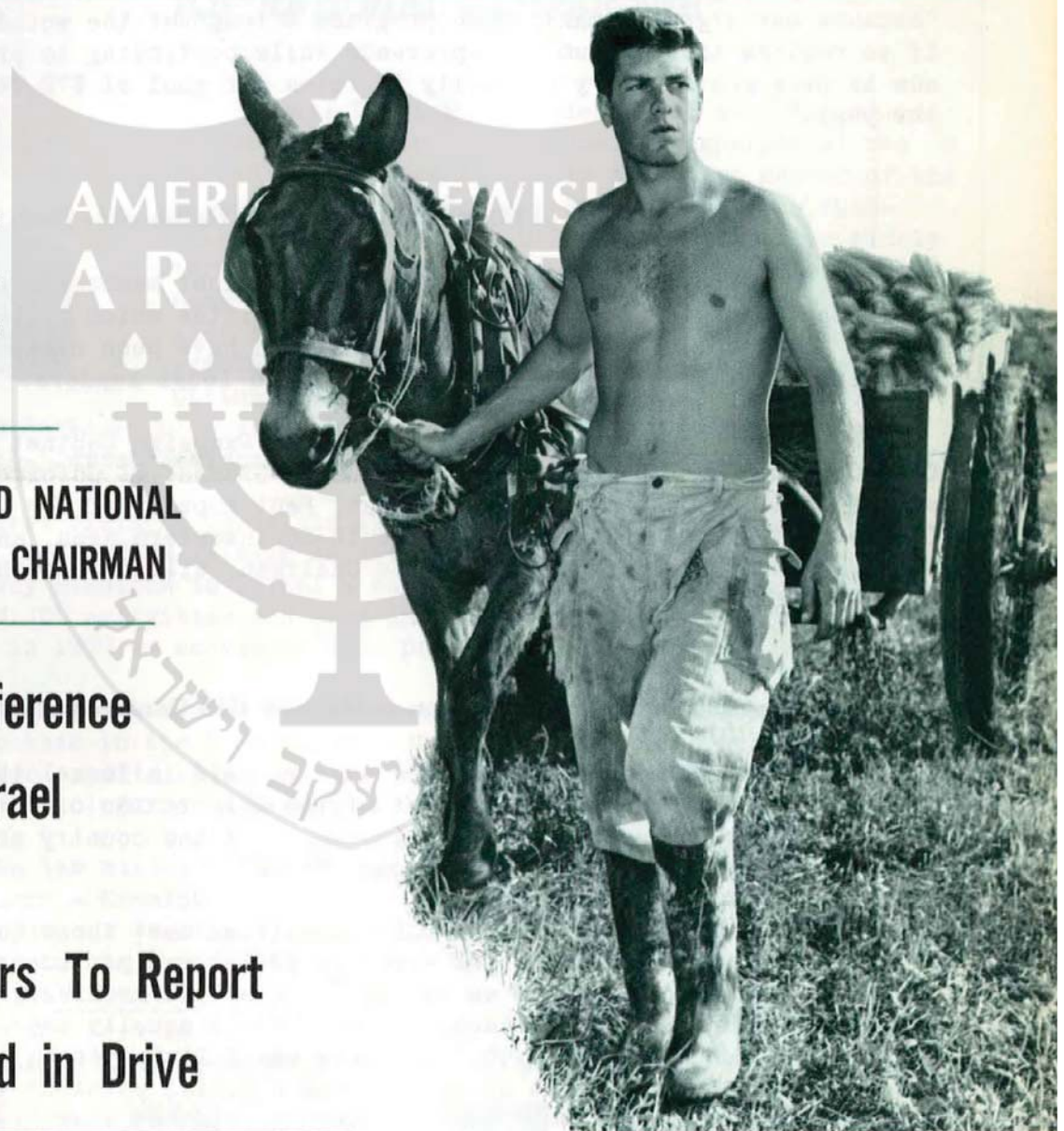
UJA Midyear Conference

To Be Held in Israel

June 13-14, 1961

Community Leaders To Report

On Cash Collected in Drive



130,000 immigrant farmers in Israel need immediate cash aid

Community Campaign Tempo Increases

CAMPAIGN CABINET SETS \$36,370,000 CASH DRIVE TO CULMINATE JUNE 13-14 AT MIDYEAR CONFERENCE IN ISRAEL

Israel's 13th (Bar-Mitzvah) Independence Anniversary on April 20, will signalize the launching of an intensive nationwide drive to raise \$36,370,000 in cash for the United Jewish Appeal's worldwide aid programs by June 13. The UJA National Campaign Cabinet, meeting in New York City the end of March, set this significant date to begin the collection of cash against pledges now being made to the 1961 UJA campaign.

Joseph Meyerhoff of Baltimore, UJA General Chairman, said the action was taken "because our urgent humanitarian programs throughout the world can go forward only if we realize the maximum cash proceeds while continuing to press the UJA campaigns now in progress in every community to raise our goal of \$72,740,000 by the end of the year."

Israel D. Fink of Minneapolis, To Head Nationwide Cash Committee

Mr. Meyerhoff announced that Campaign Cabinet member Israel D. Fink had been named Chairman of a 50-man National Cash Committee which will get the drive under way by April 20. Four Regional Cash Chairmen have been named to help conduct the ten-week effort, all outstanding national and local leaders.

F. Gordon Borowsky of Philadelphia, UJA Campaign Cabinet member, will serve as Cash Chairman for the East Coast; Joshua B. Glasser of Chicago, Campaign Cabinet member, will be Central States Chairman; Paul Kapelow of New Orleans, Campaign Cabinet member, is Chairman of the South-Southwestern area, and Benjamin H. Swig, of San Francisco, UJA National Big Gifts Chairman, will direct the Cash campaign on the West Coast.

Target Date For Cash Collection Is Midyear UJA Conference In Israel June 13-14

UJA's Annual Midyear Conference will be held in Israel this year June 13 and 14, Mr. Meyerhoff announced, as part of the celebration of Israel's 13th Anniversary of Independence. Leaders from every section of the country are expected to attend and will turn over proceeds of the cash drive.

"It is most urgent that all UJA communities meet their quotas on time," Mr. Meyerhoff declared. "Winter crops in Israel can provide a greater return to 130,000 immigrant farmers if we can get more of the machinery and farm essentials they so desperately need to them in June. It is equally important to press the housing program for some 40,000 newcomers still living in ma'abarot before the rainy season begins. It is necessary from a social point of view to provide decent housing for these families; from an economic point of view it is equally desirable, since money is wasted that has to be spent in shoring up temporary shacks to make them at all habitable."

The Jewish Agency, he pointed out, must also move ahead with programs that are vital to the progress of immigrant youth and for the welfare of thousands of aged, ill and handicapped newcomers.

"More immigrants are finding haven in Israel every day," he stressed, "and we must get ahead with the absorption programs more rapidly. There are still 320,000 newcomers in Israel who need additional help to achieve economic independence."

Although a major portion of UJA funds will be used for immigrants in Israel, Mr. Meyerhoff said, "a strong flow of cash is also needed to maintain assistance programs for more than 260,000 distressed Jewish men, women and children in 26 countries other than Israel."

(See Page 19 for editorial on the Cash Drive by Israel D. Fink)

ISRAEL D. FINK, CASH DRIVE CHAIRMAN, TOP NATIONAL CAMPAIGNER



Israel D. Fink

Israel D. Fink of Minneapolis, has long played a leading role in the nationwide campaigns of the United Jewish Appeal. He is an active member of the National Campaign Cabinet which guides the fund-raising efforts of the UJA and has travelled widely throughout the country to bring the UJA story into many communities. For the last two years, he has also served on the National Cash Committee. A prominent communal and business leader in the Twin Cities area, he was President of the Minneapolis Federation for Jewish Service for several years and is also a leader in the Community Chest and the Jewish National Fund.

Following his first visit to Israel in 1954, Mr. Fink has devoted most of his efforts and time to UJA fund-raising activities. He has been a key member of the UJA Overseas Survey Missions to Israel a number of times, most recently in 1960, and has studied JDC activities and programs in Europe and North Africa. He visited Vienna twice in 1960 to survey refugee problems.

Mrs. Israel D. Fink, Chairman of the UJA National Women's Division, and Mr. Fink are a unique team in the communal and welfare field. Both outstanding speakers, they are also experts in every aspect of fund-raising techniques, equally at home in small, informal meetings or large functions.

A graduate of the law school of the University of Minnesota, Mr. Fink is now President of Gross Bros. - Kronick, the largest dry cleaning and laundry firm in the north-central section of the country. He has achieved a wide reputation as a television personality on his G and K Masterpiece Theatre Show.

Regional Chairman Named to Cash Committee



F. Gordon Borowsky
Philadelphia, Pa.



Joshua B. Glasser
Chicago, Ill.



Paul Kapelow
New Orleans, La.



Benjamin H. Swig
San Francisco, Calif.

1961 CAMPAIGNS REFLECT COMMUNITY WILL TO REACH NATIONAL GOAL

As major communities passed the half-way mark in campaigns, the continued increase in the level of giving set a pattern for campaigns across the country. It is clear that community leaders everywhere are striving to meet the nationwide UJA goal of \$72,740,000 - nearly \$11,000,000 more than 1960 contributions. In addition to increased pledges being made at all levels, communities report that new contributors are being reached to help swell the totals.

Many local leaders who have visited Europe and Israel recently as members of UJA Overseas Study Missions are playing an increasingly active role in campaign organization. They are bringing their first-hand knowledge of needs and UJA aid programs to community attention by speaking at informal gatherings and meeting with individual contributors in their own and nearby communities.

UJA national leaders and a roster of distinguished speakers from overseas, representing the Joint Distribution Committee and from Israel, have travelled widely throughout the country to address meetings large and small and to attend Regional Conferences. Their profound knowledge of the problems, their enthusiasm and their complete dedication to the UJA cause have sparked an overwhelming community response.

The outstanding results of the 1961 campaign, so far, are being achieved by close teamwork, nationally and locally, by all-out individual efforts and by widespread community understanding of American Jewry's obligation to continue aid so long as the need exists.

COMMUNITY CAMPAIGNS PULLING STEADILY AHEAD OF 1960

Following is a progress report and list of campaign officers in communities not previously reported in REPORT TO MEMBERS. New figures for communities previously reported are on page 15. Campaign totals are those reported to National Headquarters by April 11, 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 1960 and contributions now being reported.

LOS ANGELES, CALIF.: Big Gifts meeting here on February 27 was attended by many leaders who had been active in the Western States Institute at Palm Springs. Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, and Col. Yosef Carmel, Aide de Camp of Israel's President Ben-Zvi, were major speakers. A subsequent series of Division and Area meetings continue to produce increases. Officers are: Irving Hill, President, Jewish Federation-Council; Victor M. Carter, Chairman; Joseph N. Mitchell, Big Gifts Chairman; Mrs. Charles Goldring, Women's Division Chairman; Julius Bisno, Associate Executive Director; Julius Ratner, Assistant Campaign Director. Total raised so far is \$2,632,171, as against \$2,344,501, a 12 per cent increase.

SAN FRANCISCO, CALIF.: Over 350 leaders attended the March 23 Campaign Opening meeting - the largest turnout in this city's campaign history. General Moshe Dayan, Israel's Minister of Agriculture and former Chief of Israel's Defense Forces, was given a warm and enthusiastic reception. Prior to the opening dinner 15 cocktail parties were held in the homes of top leaders. Officers are: Walter D. Heller, President, Jewish Welfare Federation and Advance Gifts Chairman; Richard N. Goldman, Chairman; John L. Blumlein, Marshall H. Kuhn, Dr. Abraham B. Sirbu, Campaign Co-Chairmen; Mrs. Joseph Blumlein, Women's Division Chairman; Sanford M. Treguboff, Executive Director. Total raised so far is \$900,850 as against \$850,000, a 6 per cent increase.



OAKLAND: Participants in the Federation's Campaign Kickoff Dinner discuss Israel's needs. L. to r. are: Former Senator William F. Knowland; Campaign Chairman Robert C. Burnstein; Bishop James A. Pike, and Murray Lehr, former Chairman.



TRENTON: Members of Campaign Advisory Committee go over plans with 1961 Chairman. Seated, l. to r. are: Bernard L. Green; Chairman Arthur S. Kelsey; Morris Kaplan. Standing, l. to r. are: Irvin J. Millner, Arthur Teich, Hon. Joseph Fishberg, Federation President, and Leon L. Levy.

PITTSBURGH, PA.: Initial Gifts meeting on March 5 combined a cocktail party at 4:30, dinner at 5:30 and adjournment at 8:30 to a nearby theatre for a private showing of "Exodus." Samuel Haber, Assistant Overseas Director of the Joint Distribution Committee, gave a powerful report of overseas needs and programs. Officers are: Herman Fineberg, President, United Jewish Federation; Joseph M. Katz, Chairman; David Lowenthal, Alvin Rogal, William Stark, Co-Chairmen; Eugene S. Cohen, Ira H. Gordon, Donald Robinson, Advance Gifts Associate Chairmen; Mrs. Henry E. Rothenberg, Chairman, Women's Division; Robert I. Hiller, Executive Director. Total raised so far is \$1,020,000, representing a 6 per cent increase.

MILWAUKEE, WISC.: Melvin Dubinsky of St. Louis, Chairman of the UJA National Campaign Cabinet, presented the 1961 campaign story so effectively at a March 16 Big Gifts meeting that many increases were pledged. Officers are: Harry J. Plous, President, Jewish Welfare Fund; Albert B. Adelman, Chairman; Ben Marcus, Associate Chairman; Mrs. Robert A. Agulnick, Women's Division Chairman; Melvin S. Zaret, Executive Director. Total raised so far is \$439,000 as against \$368,000, a 19 per cent increase.

CINCINNATI, OHIO: Joseph Meyerhoff, General Chairman of the United Jewish Appeal, was an eloquent speaker at a March 1 Big Gifts meeting. He emphasized the life-saving aspects of the programs of UJA agencies. Officers are: Philip Steiner, President, Jewish Welfare Fund; Sol Schaengold, Chairman; Norman N. Eden, Oscar Lerner, Special Gifts Co-Chairmen; Mrs. Edward Frank, Women's Division Chairman; Martin M. Cohn, Executive Director. Total raised so far is \$598,492 as against \$578,083, a 4 per cent increase.

DENVER, COLO.: A March 16 Big Gifts meeting set an impressive pace for the April campaign opening. General Moshe Dayan, Israel's Minister of Agriculture and former Chief of Israel's Defense Forces, gave a realistic picture of the plight of 130,000 immigrant farmers in Israel who will be aided through the UJA campaign. Rabbi Isadore Breslau of Washington, D.C., UJA National Allocations Chairman, followed with an inspiring plea for increased gifts. Officers are: Richard B. Tucker, President, Allied Jewish Community Council; Charles Goldberg, Chairman; William H. Cohen, Advance Gifts Chairman; Eugene J. Weisberg, Advance Gifts Co-Chairman; Mrs. R. Robert Cohen, Women's Division Chairman; Nathan Rosenberg, Executive Director. Total raised so far is \$660,000 as against \$610,000, an 8 per cent increase.

Israeli and National Leaders Help Launch Drives Throughout Country

WASHINGTON, D.C.: A Big Gifts meeting at the home of Mr. & Mrs. Morris Cafritz on March 6 brought together top leadership to hear Max M. Fisher of Detroit, UJA National Chairman. Mr. Fisher's eloquent statement of needs influenced the 62 persons present to increase their gifts. Officers are: Joseph Ottenstein, President, United Jewish Appeal; Hymen Goldman, Chairman; Rabbi Isadore Breslau, Advance Gifts Chairman; Leo M. Bernstein, Joseph B. Danzansky, William Magazine, Associate Advance Gifts Chairmen; Thomas R. Ottenstein, Nathan Goldman, Max Gross, Special Gifts Co-Chairmen; Max Kossow, General Division Chairman; Hon Stuart Rothman, Government Division Chairman; Mrs. Alexander Chase, Women's Division Chairman, Meyer H. Brissman, Executive Director. Total raised to date is \$900,000, an 11 per cent increase.

KANSAS CITY, MO.: Melvin Dubinsky, UJA National Campaign Cabinet Chairman, and General Moshe Dayan teamed up at a highly successful Pace-Setters meeting in the home of Earl Tranin. A series of small parlor meetings with local speakers are keeping up the pattern of increases previously set. Officers are: Harry C. Feingold, President, Jewish Federation and Council; E. B. Berkley, Leon Karosen, Chairmen; Marvin Greenbaum, Joseph E. Grinpass, Chester Litman, Special Gifts Chairmen; Morris Cohen, Dr. Edward A. Devins, Richard G. Myers, Special Gifts Vice-Chairmen; Mrs. Elliot Jacobson, Mrs. Simon Yukon, Women's Division Co-Chairmen; Abe L. Sudran, Executive Director. Total raised so far is \$358,000, a 10 per cent increase.

LOUISVILLE, KY.: Two well-attended meetings in March have set a favorable tone for the campaign opening on April 30. A Big Gifts meeting on March 7 was addressed by Avraham Harman, Israel's Ambassador to the United States, and Max M. Fisher, UJA National Chairman. Yael Dayan, young Israeli novelist, and daughter of General Moshe Dayan, joined Isaac Aronowicz, skipper of the ill-fated Exodus 1947, to give an outstanding report of overseas needs. Officers are: William S. Heidenberg, President, Conference of Jewish Organizations; Phil B. Levitch, Chairman; Samuel A. Stern, Special Gifts Chairman; Milton Cantor, Farrell E. Salzman, Special Gifts Co-Chairmen; Mrs. S. Pearson Auerbach, Women's Division Chairman, Clarence F. Judah, Executive Director. Total raised so far is \$338,806 as against \$305,406, an 11 per cent increase.

OMAHA, NEBR.: Campaign got underway here on March 29 with an Initial Gifts meeting which heard from William Feldstein of Milwaukee. Officers are: Harry Trustin, President, Jewish Federation; Samuel S. Steinberg, Chairman; Henry Greenberg, Pace-Setters Chairman; Mrs. Alexander D. Frank, Women's Division Chairman; Paul Veret, Executive Director. Total raised so far is \$82,750 as against \$79,735, a 4 per cent increase.

TULSA, OKLA.: New National Cash Committee Chairman, Israel D. Fink of Minneapolis, spent two days in Oklahoma meeting with campaign leadership prior to addressing Big Gifts meeting on March 22. Following a showing of the UJA film "Memo to Eichmann," Mr. Fink made a magnificent appeal. Officers are: Charles Goodall, President; Tulsa Jewish Community Council; Louis Taubman, Chairman; Irving Antell, Executive Director. Total raised so far is \$239,000.

ALBANY, N.Y.: Albany leaders who visited Israel last year as members of the UJA Overseas Study Mission have been addressing small meetings with outstanding results. Among those speaking was Morris W. Berinstein, former UJA General Chairman, and now Honorary Chairman. Officers are: Albert M. Fenster, President, Jewish Welfare Fund; Jack Goodman, Chairman; Dr. Harry Jasper, Charles Lieberman, Lewis Muhlfelder, Special Gifts Vice-Chairmen; William Barnet, II, Frank S. Lyons, Special Gifts Co-

Chairmen; Mrs. Jack Berkun, Women's Division Chairman; Edward Phillips, Executive Director. Total raised so far is \$165,375 as against \$137,330, a 20 per cent increase.

BIRMINGHAM, ALA.: Despite torrential rains which kept a good part of this city under water, campaign functions on February 20 and 22 were well attended. Mrs. S. Alexander Brailove, of Elizabeth, New Jersey, UJA National Women's Division Vice-Chairman, spoke at four major meetings. Campaign officers are: Seymour Marcus, President, United Jewish Fund; Dr. Leon E. Weinstein, Chairman, Sol Rittenbaum, Big Gifts Chairman; Ralph Aland, Special Gifts Chairman; Herman Goldstein, Special Gifts Co-Chairman; Donald Goldstein, General Gifts Chairman; Mrs. Arnold Royal, Women's Division Chairman; Mrs. Benjamin A. Roth, Executive Secretary. Total raised so far is \$249,767.

SEATTLE, WASH.: Community leaders packed a March 28 campaign opening dinner to hear historian Dr. Howard Sacher and Yael Dayan, young Israeli novelist. Their brilliant presentations helped to increase contributions. A previous Initial Gifts dinner on March 7 got the drive started with addresses by Col. Yosef Carmel, Aide de Camp to Israel's President Ben-Zvi, and Melvin Dubinsky, UJA National Campaign Cabinet Chairman. Officers are: Dr. Norman W. Clein, President, Federated Jewish Fund and Council; Albert M. Franco, Chairman; John M. Friedlander, Co-Chairman; Sol Esfeld, Big Gifts Chairman; Mrs. Bert Arensberg and Mrs. Robert E. Silver, Women's Division Co-Chairmen; Samuel C. Holcenberg, Executive Director. Total raised so far is \$145,000.

ALLENTOWN, PA.: Campaign opening meeting on March 29 was preceded by a most successful Big Gifts meeting on March 26. Following a showing of the UJA movie "Memo to Eichmann," Philip Zinman of Camden, New Jersey, UJA Campaign Cabinet member, made a stirring speech which resulted in a number of increased gifts. Officers are: Morris Senderowitz, Jr., President, Jewish Federation; Jack I. Greenblatt, Chairman; Bernard Berman, Special Gifts Chairman; Fabian I. Fraenkel, Bernard Frank, Special Gifts Co-Chairmen; Mrs. Morton R. Levy, Women's Division Chairman; George Feldman, Executive Director. Total raised so far is \$186,200 as against \$164,105, a 13 per cent increase.

SPECIAL! As the RTM went to press, the Tri-State UJA Conference was about to be held in Pittsburgh on Sunday, April 16. The Conference brings together community leaders from over 100 communities. Judge Samuel A. Weiss of Pittsburgh, is Tri-State Chairman. Major speakers were to be Joseph Meyerhoff, UJA General Chairman; Governor David L. Lawrence of Pennsylvania, and Yael Dayan, young Israeli novelist and daughter of General Moshe Dayan.



LOS ANGELES: Division Chairmen report on campaign progress to General Chairman Victor Carter, left. Shown with him are, l. to r.: Leonard Sperry, Areas Chairman; Bram Goldsmith, Trades Chairman, and Joseph N. Mitchell, Special Gifts Chairman.



DALLAS: Conference of campaign leaders and rabbis to plan "Federation Sabbath" gets TV coverage. Shown here are, l. to r. around the table: Mrs. Stanley Pearle, Women's Division President; Jack Kravitz, Ex. Dir.; Julius Schepps, Hon. Chairman; Morris I. Jaffe, President; Israel Consul Matityahu Dagan; Emil Corenbleth; Nolan Glazer, Chairman, and Rabbi Gerald Klein.



INDIANAPOLIS: National UJA leaders hear about successful techniques from a key campaigner. L. to r. are: William L. Schloss; Israel D. Fink of Minneapolis, UJA National Cash Committee Chairman; L. L. Goodman, Indianapolis leader and member of UJA's Campaign Cabinet; Herbert L. Schiff of Columbus, UJA Campaign Cabinet member.



HARRISBURG: Campaign leaders check over the time-table for the drive now underway. L. to r. are: C. Laurence Sherman, Men's Division Chairman, Morris Schwab, Campaign Chairman, and Jack Yoffe, Advance Gifts Chairman.

OAKLAND, CALIF.: The campaign opened on March 22 with an attendance topping all previous records. The meeting was addressed by former U.S. Senator William Knowland, the Rt. Rev. James A. Pike, Protestant Episcopal Bishop of California, and Rabbi Max Nussbaum. A silver covered Bible, printed in Israel, was presented to Bishop Pike in appreciation of his assistance to UJA, the people of Israel and refugees throughout the world. Officers are: Dr. Ralph Gancher, President, Jewish Welfare Federation; Robert C. Burnstein, Chairman; Paul W. Learner, Big Gifts Chairman; Mrs. Moses Lesser, Women's Division Chairman; Oscar A. Mintzer, Executive Director. Total raised so far is \$208,000 as against \$139,000, a 50 per cent increase.

HARRISBURG, PA.: An Initial Gifts meeting held on March 19 at the home of Morris Schwab, set a climate of increased giving for the April 10 Campaign Opening dinner. Officers are: H. Robert Kleinman, President, United Jewish Community; Morris Schwab, Chairman; Ben Cantor, Big Gifts Advisory Committee Chairman; Jack Yoffe, Advance Gifts Chairman; C. Laurence Sherman, Men's Division Chairman; Samuel Garonzik, Suburban Division Chairman; Mrs. Albert Kovner, Women's Division Chairman; Albert Hursh, Executive Director. Total raised so far is \$164,272 as against \$149,105, a 10 per cent increase.

MEMPHIS, TENN.: First report luncheon here shows the campaign forging steadily ahead of last year. Mrs. Israel D. Fink of Minneapolis, Chairman of UJA's National Women's Division, spoke at several meetings. Officers are: Herbert Glazer, President, Jewish Welfare Fund; Julius Frank, Chairman; Julian Allenberg, Joseph Lewis, Edwin M. Marks, Associate Chairmen; Jack A. Belz, Stanley Molasky, Warren Wurzburg, Associate Big Gifts Chairmen; Mrs. Paul Belz, Women's Division Chairman; Jack Lieberman, Executive Director. Total raised so far is \$189,265.

TEANECK, N.J.: An Initial Gifts meeting at the home of Leonard Marcus on March 21 got the campaign off to a flying start. Congressman James Roosevelt and Rabbi Isadore Breslau of Washington, UJA Allocations Chairman, both made effective appeals which resulted in increased gifts. A second Initial Gifts meeting being held in the home of Mayor Matthew Feldman on April 13, is expected to keep the total well above 1960 levels. Officers are: Aaron I. Maltin, President, United Jewish Appeal; Fred Schneider, Chairman; Irving Shavitz, Honorary Chairman; Jules Edelman, Initial Gifts Chairman; Gerald A. LeBoff, Initial Gifts Co-Chairman. Total raised so far is \$116,200 as against \$100,150, a 16 per cent increase.

SAN ANTONIO, TEX.: An Advance Gifts meeting on March 16 was a successful campaign send-off. Israel D. Fink, UJA Cash Committee Chairman, was the speaker whose eloquent report on overseas needs helped send the total up. Officers are: Alexander J. Oppenheimer, President, Jewish Social Service Federation; Charles Katz, Chairman;

Arthur Riklin, Robert Ross, Campaign Co-Chairmen; Mrs. Sam Wish, Women's Division Chairman; Paul A. Kulick, Executive Director. Total raised so far is \$78,673 as against \$66,145, a 19 per cent increase.

CAMDEN, N.J.: Philip Zinman, UJA National Campaign Cabinet member who has addressed Committee meetings throughout the country, spoke at his own hometown Pace-Setters meeting on March 20. The meeting, held in the home of Carl T. Mitnick, proved that Mr. Zinman is just as effective at home as abroad. Top leaders present pledged substantially increased gifts. Officers are: Max Odlen, President, Jewish Federation; Carl T. Mitnick, Chairman; Sydney Sussman, Advance Gifts Chairman; Mrs. Norman Heine, Women's Division Chairman, Bernard Dubin, Executive Director. Total raised so far is \$112,200 as against \$88,600, a 27 per cent increase.

JERSEY CITY, N.J.: Initial Gifts meeting here on March 15 was addressed by Rabbi Isadore Breslau of Washington, UJA Allocations Chairman, who gave a moving and informative talk on UJA needs and community responsibilities. Jersey City leader, I. J. Kislack, reported on his trip to Israel last Fall, with the UJA Overseas Study Mission. A large increase has been registered here prior to an April 12 campaign opening. Officers are: George Clott, President, United Jewish Appeal and Chairman; Hirsh Schpount, Big Gifts Chairman; Mrs. Bennett Robbins, Women's Division Chairman; Mrs. Jeanne Schleider, Secretary. Total raised so far is \$62,985 as against \$50,460, a 25 per cent increase.

SAN DIEGO, CALIF.: Weekly report meetings were held among various campaign divisions building up towards an Initial Gifts meeting held on March 27. Henry Levy, Director of the Joint Distribution Committee program in South America and formerly JDC Director in North Africa, gave an interesting report of the overseas situation. The campaign opening on May 7 will be attended by Gov. Edmund Brown. Officers are: Seymour Rabin, President, United Jewish Federation; M. Larry Lawrence, Maury B. Novak, William B. Schwartz, Co-Chairmen; Louis Lieblich, Executive Director. Total raised so far is \$120,000 as against \$93,000, a 29 per cent increase.

RICHMOND, VA.: The campaign here is in full swing following a March 19 opening meeting attended by 500 persons. A previous Big Gifts meeting was addressed by Rabbi Balfour Brickner, who placed great stress upon the obligation of American Jews to aid their less fortunate brothers. Officers are: Nathan Petersiel, President, Jewish Community Council; Nathan J. Forb, Chairman; Alan G. Fleischer, Harry Schneider, Big Gifts Co-Chairmen; Mrs. Jacob Brown, Women's Division Chairman; Julius Mintzer, Executive Director. Total raised so far is \$204,000.

PORTLAND, ORE.: An Initial Gifts dinner on March 27, attended by top community leadership, was addressed by Yael Dayan, young Israeli novelist and daughter of General Moshe Dayan. Miss Dayan reported on the need for speedier absorption of immigrants in Israel. Officers are: Jack W. Olds, President, Jewish Welfare Federation; Gilbert Schnitzer, Chairman; Mrs. William Zurow, Women's Division Chairman; Milton D. Goldsmith, Executive Director. Total raised so far is \$64,197 as against \$58,801, a 9 per cent increase.

FLINT, MICH.: A dinner dance on March 25 attended by some 240 persons provided the opportunity for Advance Gifts solicitation. Mrs. Israel D. Fink, Chairman of the UJA National Women's Division, gave a dramatic eye-witness account of needs overseas. Officers are: Arthur Hurand, President, Jewish Community Council; Alfred E. Klein, Chairman; Edwin L. Elk, Campaign Co-Chairman; Joseph Megdell, Jack C. Shaprow, Milton G. Warren, Initial Gifts Chairmen; Phillip Agree, Willard Roberts, Advance Gifts Chairmen; Mrs. Louis Kasle, Mrs. H. Maxwell Golden, Mrs. Joseph Megdell, Women's Division Co-Chairmen; Irving Geisser, Executive Director. Total raised so far is \$76,680 as against \$70,580, a 9 per cent increase.

CASH WILL SPEED INDEPENDENCE

There are 320,000 immigrants in Israel who must depend on our help to achieve independence and to become truly absorbed into the economic and cultural life of the country. And every day, new immigrants arrive who must be given the opportunity to build new lives and to contribute to Israel's growth. Outside of Israel, in 25 overseas countries and in the United States, there are more than 260,000 Jewish men, women and children in need - nearly 600,000 in all.

UJA agencies must have cash now to keep their programs of assistance going forward. Pictured here are a few of those, old and young, who are being aided by UJA and who still need our help to move more swiftly toward the free and independent lives they seek to establish.



That's our new home!



Together again at last.



New housing development for immigrants.



Not enough new homes for every ma'abara family.



A peaceful old age.

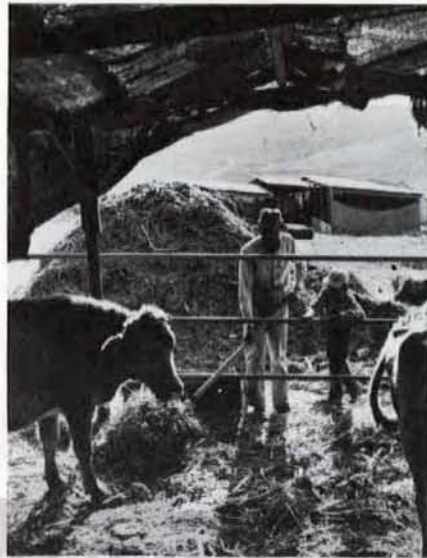


On his feet again.

FOR 320,000 IMMIGRANTS IN ISRAEL



Water for the dry soil.



Makeshift shelter for farm animals.



The old wagon needs fixing.



Eager students learn Hebrew.



Happy youngsters greet visitors.



Learning a trade is serious business.



North African children depend on their one hot meal a day.



Check-up for a refugee in France.



Refugees in New York get settlement help.

COMMUNITIES MAINTAINING HIGH LEVEL OF GIVING



ALLEN TOWN: Captains of the General Solicitation phase of the campaign meet for a planning session with Chairmen. Shown seated at the head of the table are, l. to r.: Charles Feldman, Co-Chairman, and Seymour Perlis, Chairman, General Solicitation; George Feldman, Executive Director; Jack Greenblatt, Campaign Chairman, and Samuel Buchman, Co-Chairman, General Solicitation.



SAN FRANCISCO: Top leaders register pleasure over results of first campaign meetings. L. to r. are: Richard Goldman, Campaign Chairman, and Walter D. Heller, President of the Jewish Welfare Federation.

EL PASO, TEX.: Julius Fligelman, Los Angeles UJA leader, spent several days here addressing informal meetings with excellent results. Officers are: Richard T. Marshall, President, Jewish Community Council; Bernard S. Lauterbach, Chairman; Maurice H. Blaugrund, Co-Chairman; Emil Reisel, Big Gifts Chairman, Mrs. Nathan Stern, Women's Division Chairman. Total raised so far is \$93,868 as against \$89,020, a 5 per cent increase.

TRENTON, N.J.: As the campaign here moves ahead, an initial gifts increase is being sustained. Campaign officers are Hon. Joseph Fishberg, President, Jewish Federation; Arthur S. Kelsey, Chairman; Mrs. Norman Rosenthal, Women's Division Chairman; Milton A. Feinberg, Executive Director. Total raised so far is \$261,000.

MONTGOMERY, ALA.: With Initial Gifts meetings concluded, campaign leaders here are entering the general solicitation phase of the drive. Officers are: Samuel L. Schloss, President, Jewish Federation; Harry Labovitz, Chairman; Raymond E. Cohen, Irving Winter, Campaign Co-Chairmen; Samuel L. Schloss, Big Gifts Chairman; Miss Hannah J. Simon, Secretary. Total raised so far is \$37,603.

SALT LAKE CITY, UTAH: Community leaders here returned from the Western States Institute at Palm Springs determined to step up the campaign. An Advance Gifts meeting on March 2nd responded with enthusiasm to an address by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman. The campaign is moving ahead fast. Officers are: Ralph Tannenbaum, President, Salt Lake Jewish Welfare Fund; Leonard B. Pollock, Chairman; Verner H. Zenik, Co-Chairman; Mrs. Sam Henteleff, Women's Division Chairman; Philip M. Stillman, Executive Director. Total raised so far is \$96,235 as against \$80,000, a 20 per cent increase.

FT. WAYNE, IND.: Irving S. Norry of Rochester, UJA Campaign Cabinet member, addressed a Big Gifts meeting on March 20 which responded with increases all along the line. Officers are: Haskell B. Schultz, President, Jewish Federation; Dr. N. H. Gladstone, Sidney Hutner, Co-Chairmen; Max Kaplan, Dr. Maurice Rothberg, Big Gifts Co-Chairmen; Mrs. Curtis Stein, Women's Division Chairman; Joseph Levine, Executive Director. Total raised so far is \$75,200.

PERTH AMBOY, N.J.: Campaign leadership organized a series of parlor meetings which have reached into every section of the community. Big Gifts meeting on March 1 was addressed by Zvi Kolitz, noted author on Jewish subjects. Officers are: Dr. Jack E. Shangold, President, Jewish Community Council; Melvin Safran, Chairman; Nathaniel B. Hoffman, Campaign Co-Chairman; Isadore Jacobson, Initial Gifts Chairman; Mrs. Herbert Pargot and Mrs. Jack Glaser, Women's Division Co-Chairmen; Israel Silver, Executive Director. Total raised so far is \$46,500 as against \$34,730, a 34 per cent increase.

WEST PALM BEACH, FLA.: The Women's Division and Men's Division both held packed meetings on March 29. Mrs. S. Alexander Brailove of Elizabeth, New Jersey, Vice-Chairman of the UJA National Women's Division, brought the story of UJA needs to the women's group while local leader Philip J. Block proved an effective speaker for the men's evening meeting. Officers are: Philip J. Block, President and Campaign Chairman, United Jewish Appeal and Federated Jewish Charities; Morton Silberman, Co-Chairman; Mrs. Robert E. List, Women's Division Chairman; M. B. Levinson, Executive Secretary. Total raised so far is \$60,225 as against a \$54,710, 10 per cent increase.

PALM SPRINGS, CALIF.: This community is moving the campaign steadily ahead with weekly report meetings showing continuing increases. A Women's Division meeting on March 14 was attended by 145 women. Officers are: Max Grone, President and Campaign Chairman, Jewish Community Council; Abe L. Levin, Advance Gifts Chairman; Mrs. Rose Levinson, Women's Division Chairman. Total raised so far is \$53,542 as against \$48,000, a 12 per cent increase.

BINGHAMTON, N.Y.: Campaign Opening dinner on March 12 had an interesting program of speeches by Rep. Emanuel Celler and Colonel Yosef Carmel, Aide de Camp to Israel's President Ben-Zvi. Col. Carmel, who is here on a speaking tour for UJA, paid warm tribute to the work of the men and women working for UJA all over the United States, while Representative Celler made a powerful plea for increased giving to UJA. Officers are: David Levene, President, Jewish Federation; Charles L. Rosenthal, Chairman; Mrs. Moe Bernstein, Women's Division Chairman; Eugene Kaminsky, Executive Director. Total raised so far is \$65,000 as against \$56,000, a 16 per cent increase.

FAIR LAWN, N.J.: An Initial Gifts meeting on February 27 addressed by Bernard Rosenbaum has been followed up with a Workers' Rally to get the campaign into full swing. Officers are: Ralph W. Wolff, President, Jewish Community Council; Stan M. Charles, Chairman; Aaron Kattan, Campaign Co-Chairman; Philip Kriger, Advance Gifts Chairman; Leon B. Dubin and George Rubinoff, Advance Gifts Co-Chairmen; Nathan Sprechman, Big Gifts Chairman; Julian L. Bornstein, Big Gifts Co-Chairman; Mrs. Ralph W. Wolff and Mrs. Joseph Mirchin, Women's Division Co-Chairmen. Total raised so far is \$32,600 as against \$29,160, a 12 per cent increase.

AKRON, OHIO: Two Initial Gifts parlor meetings held on March 21 at the home of Willard Bear and on March 28 at the home of Irving L. Zack, got the campaign off to a good start. Officers are: Hyman S. Subrin, President, Jewish Welfare Fund; Irving L. Zack, Chairman; Willard C. Bear, Jack Saferstein, Hyman S. Subrin, Big Gifts Chairmen; Mrs. Louis Myers, Women's Division Chairman; Nathan Pinsky, Executive Director. Total raised so far is \$151,250.

ORLANDO, FLA.: The campaign opening meeting here on February 25 was the largest fund-raising meeting ever held in the community. Comedian Joey Adams and Ira Feinberg, Palmach veteran and authority on Israeli and Arab affairs, did a fine job of stimulating increased gifts. Officers are: Mrs. Sidney C. Gluckman, President, Central Florida Jewish Community Council; Dr. Jules A. Echelman, Avrum N. Abramowitz, William A. Jacob, Campaign Co-Chairmen; Sidney C. Gluckman, Big Gifts Chairman; Mrs. Sam Shulman, Women's Division Chairman. Total raised so far is \$38,652 as against \$33,717, an increase of 15 per cent.



BOSTON: Checking up on campaign progress is Mortimer Weiss (left), Chairman of the Business Men's Council, and George Shapiro, General Chairman of the campaign.



CINCINNATI: Joseph Meyerhoff, UJA General Chairman, addresses Initial Gifts Dinner. L. to r. are: Martin M. Cohn, Executive Director; Sol Luckman, UJA Honorary Chairman; Mr. Meyerhoff, and Sol Schaengold, Campaign Chairman.

UTICA, N.Y.: Two Initial Gifts meetings on February 26 at the home of Martin Abelow accounted for a large increase in gifts. Charles Auerbach, UJA National Campaign Cabinet member from Cleveland, was an outstanding speaker at both meetings. Officers are: Samuel L. Leventhal, Jewish Community Council; Howard Y. Blaustein, Chairman; Dr. Jack Goldstone, Dr. Ronald J. Goldstone, David Gross, Special Gifts Chairmen; Martin Abelow, Advance Gifts Chairman; Irwin Rockford, Advance Gifts Co-Chairman; Mrs. David Gross, Women's Division Chairman; Seymour Kline, Executive Director. Total raised so far is \$62,167 as against \$55,049, a 13 per cent increase.

TOLEDO, OHIO: General Moshe Dayan, Israel Minister of Agriculture and former Chief of Israel's Defense Forces, made an up-to-the-minute report on immigrant needs in Israel at an Advance Gifts meeting on March 11. David Lowenthal of Pittsburgh, UJA National Campaign Cabinet member, discussed full community support for the UJA national goal of \$72,740,000. Officers are: Arthur H. Edelstein, President, Jewish Welfare Federation; Richard Kasle, Chairman; Milton F. Silverman, Big Gifts Chairman; Mrs. Irwin J. Mindel, Women's Division Chairman; Marvin G. Lerner, Executive Director. Total raised so far is \$178,000 as against \$163,000, a 9 per cent increase.

SYRACUSE, N.Y.: Community leaders gave a warm reception to Samuel Daroff of Philadelphia, UJA National Chairman, at a Pace-Setters Meeting on March 7. Officers are: Lewis R. Goldner, President, Jewish Welfare Federation; Leonard S. Goldberg, Chairman; Melvin R. Rudolph, Vice-Chairman; Mrs. Jerome Wilson, Women's Division Chairman; Norman Edell, Executive Director. Total raised so far is \$108,500.

BUFFALO, N.Y.: Campaign here is proceeding on the basis of intensive individual solicitation prior to Big Gifts meeting on April 12, addressed by Melvin S. Goldstein, UJA Administrative Vice-Chairman. Officers are: Arthur Victor, Jr., President, United Jewish Federation; Arnold Jacobowitz, Chairman; Robert C. Hayman, Advance Gifts Chairman; Harold Doran, Advance Gifts Associate Chairman; Simon B. Jacobs, Men's Division Chairman; Mrs. Benjamin Oblatz, Women's Division Chairman; Sydney S. Abzug, Executive Director. Total raised so far is \$505,920 as against \$468,456, an 8 per cent increase.

DAYTON, OHIO: UJA National Chairman Max M. Fisher of Detroit got an enthusiastic response from committee leaders at a meeting in the home of Harry Weprin on April 9. Officers are: Elmer L. Moyer, President, The Jewish Community Council; Harry Weprin, Campaign Chairman; Mrs. Louis Schriber, Women's Division Chairman; Robert Fitterman, Executive Director. Total raised so far is \$68,800 as against \$58,500, an 18 per cent increase.

WILMINGTON, DEL.: Mrs. Israel D. Fink, Chairman of the National Women's Division made a moving appeal at a Big Gifts meeting April 6. On April 5, Zvi Kolitz, Israeli author addressed a Women's Division meeting attended by thirty-five women. Officers are: Sol Zallea, President and also Advance Gifts Chairman, Jewish Federation; Sam Eisenstat, Campaign Chairman; Hon. Daniel L. Herrmann, Campaign Co-Chairman; Saul L. Cohen, Advance Gifts Chairman; Harry Rubenstein, Advance Gifts Co-Chairman; George J. Weiner, Special Gifts Chairman; Seymour Cohen, Harry David Zutz, Big Gifts Vice Chairmen; Mrs. Sam Eisenstat, Women's Division Chairman; Harold B. Nappan, Executive Director. Total raised so far is \$106,545 as against \$95,025, a 12 per cent increase.

NASHVILLE, TENN.: An Advance Gifts dinner on April 10 set a successful climate for fund-raising. Henry Levy, Joint Distribution Committee Director for South America and James Permutt, of Birmingham, UJA Campaign Cabinet member, were an effective speaking team. Officers are: Bernard Werthan, President, Jewish Community Council; Bernard B. Steiner, Campaign Chairman; Joseph Leon Cohen, Robert D. Eisenstein, Campaign Co-Chairmen; Ned Feldman, Bernard Werthan, Big Gifts Chairmen; Mrs. Bernard B. Steiner, Mrs. Carl Goldstein, Women's Division Chairmen; Sam A. Hatow, Executive Director. Total raised so far is \$113,000.

SCRANTON, PA.: Two meetings held here have gotten the campaign off to a good start. Philip Zinman of Camden, UJA Campaign Cabinet member addressed an Advance Gifts meeting on April 28, and John Stanley Grauel, crew member of the ship Exodus spoke at the campaign opening on April 10. Officers are: Joseph M. Harris, President, Scranton-Lackawanna Jewish Council; Herman S. Goodman, Campaign Chairman; Harry Weinberg, Advance Gifts Chairman; Sheldon Pinkus, Advance Gifts Vice-Chairman; Mrs. Seymour Bachman, Women's Division Chairman; George Joel, Executive Secretary. Total raised so far is \$120,925, as against \$106,000, a 14 per cent increase.

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.	\$3,817,185	Columbus, Ohio	\$460,000
Chicago, Ill.	2,566,077	Atlanta, Ga.	541,838
Philadelphia, Pa.	2,458,586	New Orleans, La.	440,420
Boston, Mass.	2,060,000	Atlantic City, N.J.	302,000
Baltimore, Md.	1,813,750	Indianapolis, Ind.	239,646
Cleveland, Ohio	1,982,000	Phoenix, Ariz.	212,000
Miami, Fla.	1,265,000	Tucson, Ariz.	185,000
Newark, N.J.	1,150,000	Hollywood, Fla.	151,845
Dallas, Texas	693,565	Long Beach, Calif.	139,775
Houston, Texas	555,150	Paterson, N.J.	173,000
		Reading, Pa.	72,100

700 DELEGATES JAM WESTERN LEADERSHIP CONFERENCE

The 6th Annual Western Leadership Conference was forced to turn away over a hundred delegates from a packed dinner hall where standees lined the walls. The extraordinary attendance record - over 700 delegates representing 13 Western States and British Columbia - set a high mark for the future.

Joseph Meyerhoff, General Chairman of the UJA, addressed the final session of the conference held in the Riviera Hotel, Palm Springs, Calif., on February 24-26. In a strong plea for "rededication of our energies" to a five-point priority aid program for immigrants in Israel and distressed Jews throughout the world, he listed these major aims for the 1961 campaign:

1) Help Israel's people to continue to receive all Jews who seek haven on their shores; 2) Speed the building of creative lives for thousands of recent newcomers who have not yet been absorbed into Israel's economy; 3) Help fellow Jews to settle in other free lands; 4) Assist the reconstruction of Jewish community life in areas of Europe; 5) Provide welfare services for Jews in need in 26 countries outside of Israel.

Other major speakers at the concluding dinner were Mrs. Israel D. Fink, Chairman of the UJA National Women's Division and Colonel Yosef Carmel, Aide de Camp of President Itzhak Ben-Zvi of Israel.

The Conference was organized under the active leadership of Jacob M. Stuchen of Los Angeles, UJA National Campaign Cabinet member, and Benjamin H. Swig, of San Francisco, UJA National Co-Chairman for Big Gifts, who served as Co-Chairmen. Other national UJA leaders who took a prominent role in conference sessions were Dewey D. Stone, UJA National Chairman, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman. Samuel Haber, Assistant Overseas Director of the Joint Distribution Committee, spoke at a session devoted to the overseas program of the JDC.

MIDDLE ATLANTIC STATES INSTITUTE HEARS GEN. DAYAN

7,000 Persons Attend Special Mass Rallies In Five Communities

The last of the major Regional Conferences for the spring campaign period was held in Hershey, Pa., March 17-19, encompassing the seven states that compose the Middle Atlantic Region. The 400 leaders representing 110 cities, heard General Moshe Dayan, Israel's Minister of Agriculture; Joseph Meyerhoff, UJA General Chairman; Morris W. Berinstein, UJA Honorary Chairman; Mrs. Israel D. Fink, UJA National Women's Division Chairman; Moses A. Leavitt, JDC Executive Vice-Chairman; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman; F. Gordon Borowsky, Conference Chairman; Samuel H. Daroff; David Lowenthal; Judge Samuel A. Weiss, and a host of other local and regional leaders during two formal dinner sessions and five seminars devoted to discussion of the programs of UJA-supported agencies, and local fund-raising.

Complementing the Regional Conferences held in the East and the Midwest this year were five mass rallies held in Dayton, Ohio, February 21; Canton, Ohio, February 22; New Haven, Conn., February 28, and Elizabeth, N.J., February 8, at which

Rabbis Charles Shulman and Irving Miller divided the speaking engagements, and Sam Levenson was featured. In Teaneck, March 6, Rabbi Herbert A. Friedman was the major speaker and Mischa Elman was featured.

All rallies drew heavily from the outlying areas, as well as the communities in which they were held, thus having the effect of zone conferences. Despite inclement weather which created motoring and parking difficulties, more than 7,000 persons attended, from whose numbers more than 1,000 volunteer workers were recruited.



Shown at Eastern Seaboard Conference in Hershey, Pa., are: Seated, l. to r.: General Moshe Dayan; F. Gordon Borowsky, Conference Chairman; UJA General Chairman Joseph Meyerhoff. Standing, l. to r.: Samuel H. Daroff, UJA Honorary National Chairman; Bernard Weinberg, and Samuel T. Melnick.



Western States Institute participants at Palm Springs, Calif., are, l. to r.: Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman; Col. Yosef Carmel, Aide de Camp of Israel's President Ben-Zvi; Elana Eden, Israeli movie star, and Dewey D. Stone, UJA National Chairman.

YOUNG LEADERSHIP GROUP TO VISIT EUROPE AND ISRAEL

More than 120 young community leaders are making a three-week trip overseas to visit refugee and immigrant-aid programs supported by the UJA in Europe and Israel. Leaving New York City on May 29, they will inspect Joint Distribution Committee installations in Europe. In Israel, they will meet with Government, Jewish Agency and JDC officials and tour the country to survey the extent of need and to see the progress made in Israel's 13th Anniversary Year of Independence.



WASHINGTON, D.C.: Campaign leaders address Advance Gifts Committee prior to dinner that raised \$1,000,000. L. to r. are: Paul Himmelfarb, Treasurer; Joseph Ottenstein, President; Rabbi Isadore Breslau, Advance Gifts Chairman and UJA National Allocations Chairman; Hymen Goldman, Campaign Chairman.



CAMDEN: Top leadership meets to set plans for campaign wind-up. Seated, l. to r. are: Carl T. Mitnick, Chairman, and Max Adlen, President. Standing, l. to r. are: Arthur Goldman, Vice-Chairman; David H. Markowitz, Chairman of Campaign Cabinet, and Harold Sarshik, Vice-Chairman.

ABBA S. EBAN AND GENERAL MOSHE DAYAN CONCLUDE TOURS

Abba S. Eban, Israel Minister of Education and Culture, and Major General Moshe Dayan, Israel Minister of Agriculture, have returned to Israel after speaking in major U.S. communities.

Mr. Eban, well-known and loved in America as Israel's former Ambassador to the U.S., was prevented from filling all his scheduled engagements because of a situation in the schools in Israel which required his return. He addressed major meetings in New York City, Chicago and Baltimore.

General Dayan, former Chief of Israel's Defense Forces, made his first appearance before UJA audiences during his two-and-a-half weeks trip. His reputation as a brilliant military leader and fighter in Israel's War of Independence had long preceded him. In his present important post as Minister of Agriculture, he is charged with the over-all problems of farmers, including 130,000 immigrant farmers who still need massive assistance through UJA to become self-sufficient.

The General's tour took him to Toledo, Kansas City, Columbus, Denver, Hershey, Pa. (UJA Regional Conference), Toronto, Detroit, San Francisco, New York and Newark.

UJA leaders, national and local, warmly appreciate the energy and time devoted to community visits by these, and other, important speakers from Israel this year. They have made an invaluable contribution to the success of the campaign and leave a host of friends who look forward to welcoming them again.



William Rosenwald (right), UJA National Chairman, greets Abba S. Eban, Israel Minister of Education and Culture, on his arrival in the United States.



Rabbi Herbert A. Friedman, Executive Vice-Chairman of the UJA, meets General Moshe Dayan, Israel Minister of Agriculture, at Idlewild Airport.

A BAR MITZVAH GIFT

by Israel D. Fink

Chairman, UJA National Cash Committee

The traditional Bar-Mitzvah service calls for more than a "Mazel tov!" - however warmly given. Family and friends make their congratulations truly meaningful by an accompanying gift.

And in this year of Israel's "Bar-Mitzvah," the celebration of its 13th Anniversary of Independence, we here in America have the special opportunity of presenting our gift on the soil of Israel. When the UJA Annual Midyear Conference convenes in Jerusalem on June 13, we want to be able to turn over at least \$36,370,000 in cash on pledges made in the 1961 campaign.

Let this gift be the practical expression of the love and admiration in our hearts for the Bar-Mitzvah "boy" whose astonishing growth continues to thrill us.

I don't have to recite the year-by-year accomplishments of Israel's people. We have watched them - many of us have seen them - and we know what miracles have been wrought by sheer courage and determination. Nor do I have to recite here the tremendous needs which still exist for over 320,000 unabsorbed immigrants and the newcomers still to arrive. You know these needs too - and, again, many of us have seen them for ourselves.

More important for us is the realization that we have a double job to do between now and June 13 - continuing the regular campaign at the same time that we push the Cash Drive. With the best will in the world, we cannot accomplish both unless we marshal all our forces and all our resources right now.

The National Cash Committee is organized to help you do just this. We call on you for your full support in every community across the country. The organizational and publicity materials necessary to put the drive across have been sent to all communities. But you know - and I know - that the key factor to success is leadership.

So let's get behind this cash drive with every ounce of our energy, strength and campaign know-how. If we do, we should be over the \$36,370,000 cash figure by the time we meet in Jerusalem. Mazel tov!

UJA LEADER SENDS CONGRATULATIONS ON ISRAEL'S 13TH ANNIVERSARY

JOSEPH MEYERHOFF

General Chairman, United Jewish Appeal



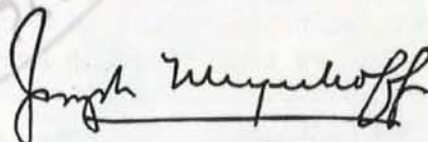
PRESIDENT ITZHAK BEN-ZVI
PREMIER DAVID BEN-GURION
JERUSALEM, ISRAEL

Greetings and congratulations to the people of Israel and its leaders on the joyous celebration of Israel's 13th Anniversary of Independence. This "Bar-Mitzvah" year is being widely observed in hundreds of communities throughout the United States as they reach the highpoint of their campaigns to raise funds for the United Jewish Appeal. These contributions are a concrete expression of the devotion and pride which American Jews feel for Israel's people.

We recall the great day 13 years ago when Israel's independence was proclaimed to the world. We recall the surge of joy and hope which swept through the DP camps of Europe and the cities where Jewish survivors waited for rescue. We recall our own solemn pledges that we would not let our efforts flag until all who could go had been brought to haven in Israel, and the people of Israel were secure.

And in each passing year, we have rejoiced with you as hundreds of thousands found freedom among you. We have marvelled at the giant strides taken by Israel as it forges steadily ahead on the road of progress. We have been proud to be your partners in a program to rescue and rehabilitate fellow Jews.

In Israel's Bar Mitzvah year, we renew the pledges made 13 years ago. We will continue our full efforts and devotion to help insure the continued progress of Israel's people and the eventual freedom of all our people everywhere.



General Chairman, UNITED JEWISH APPEAL



Historic photo shows Israel Premier David Ben-Gurion reading Declaration of Independence establishing the State of Israel on May 14, 1948.



REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

**23rd ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM**

United Jewish Appeal

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

580,500 people throughout the world need help through the 1961 campaign of the United Jewish Appeal

Vol. XVI, No. 4, November 8, 1961

165 West 46th Street, New York City

NOT FOR PUBLICATION

ANNUAL CONFERENCE DECEMBER 10-11 TO SPARK EASY CAMPAIGN FOR CRITICAL OVERSEAS NEEDS



*September 27th Conference
Recommends \$35,000,000 Special Fund*

**CASH COMMITTEE HEADED BY I. D. FINK SEEKS
\$72,740,000 CASH AGAINST PLEDGES BY YEAR'S END;
REPORTS \$51,145,000 RAISED BY OCTOBER 31**

ANNUAL NATIONAL CONFERENCE CALLED DEC. 10-11 IN NEW YORK TO SET IN MOTION EARLY CAMPAIGNS

Extraordinary National Leadership Conference Calls For \$35,000,000 Special Fund and All-Out Big Gifts Effort



Joseph Meyerhoff

The 1961 Annual National Conference of the UJA promises to be an exciting event which will set a new pattern for the all-important 1962 campaign, according to Joseph Meyerhoff of Baltimore, General Chairman of the UJA. Mr. Meyerhoff announced that the Conference will be held December 10-11, at the Waldorf-Astoria Hotel in New York City. The Annual Meeting of the Joint Distribution Committee is on December 9.

This Conference, Mr. Meyerhoff said, marks the "coming to full maturity of the American Jewish community. Faced with problems which require definitive and speedy action, Jewish leaders throughout the country have resolved to conduct a campaign which departs from the usual techniques."

Mr. Meyerhoff said that the Big Gifts phase of many community campaigns would be advanced this year to make possible the announcement of many of these contributions at the December Conference. Meanwhile, the Cash Drive, which started earlier than usual this year, is emphasizing the payment of all back pledges, in addition to 1961 pledges, to swell the cash total to be made available at the Conference.

Israel Finance Minister Eshkol and U. S. Secretary of Labor Goldberg To Speak

At the same time, Mr. Meyerhoff announced that Israel Finance Minister Levi Eshkol and U.S. Secretary of Labor Arthur Goldberg (see page 17) will head a roster of important speakers to address the Annual Conference. Mr. Eshkol and Aryeh L. Pincus, Treasurer of the Jewish Agency for Israel, will fly to the United States to give delegates a last minute report on the new immigration into Israel.

"We can no longer predicate with any certainty," Mr. Meyerhoff said, "how many will leave their countries of origin for other lands in any one year. There are too many outside controlling factors determining emigration. But we are now in a position to see quite definitely that immigration into Israel is sharply on the increase - certainly as compared to the numbers we were anticipating earlier this year."

Extraordinary National Conference on September 27 Points Way for National Action

An extraordinary conference held in New York City on September 27, attended by the nation's top Jewish leadership, has set the pace for the rest of the country and for Annual National Conference delegates, Mr. Meyerhoff said. Following off-the-record reports of the situation of Jews in areas of tension, and immigration to Israel and other lands, the more than 500 leaders at the meeting voted to recommend the establishment of a Special Fund in 1962 to aid additional Jewish migrants not covered by the current budgets of UJA agencies. (See page 6 for text of Special Fund resolution.) Many community leaders spoke following the authoritative presentations of the current situation. Each undertook to convey his own sense of urgency to his community to spark a new pattern of giving for the coming campaign.

Sharett Asks American Jews to Answer the 'Call of Duty'

Moshe Sharett, Chairman of the Jewish Agency for Israel and former Israel Prime Minister, detailed current absorption problems which must be solved quickly since new arrivals cannot be told "Wait, we are not ready for you." Immigration and absorption, he said, is a long-term obligation because of the long-term character of the movement itself.

"What we are facing is not just a series of isolated philanthropic ventures. What we are facing is a historic process of the return of masses of Jewish people to the land of Israel."

The obligation to aid immigrants to Israel is world-wide in its scope, he said, "but it is primarily concentrated within American Jewry because of numbers, affluence, sense of responsibility, organization and forging of instruments of mass action, primarily the United Jewish Appeal."

Pointing out that Israel's people are taxing themselves to the limit and are undertaking a compulsory loan program for all tax-payers to provide further absorption aid, Mr. Sharett said they were "bearing a big burden in comparison with the other Jews of the world. That gap can and must be breached by dedication. It is the call of duty by friends and fellow-Jews which should become your spur to action. And the consciousness of fulfillment of this obligation is to be your highest reward."

Lehman Cites Responsibilities of American Jewry and Endorses New Campaign

Perhaps the warmest response of the day was for former Senator Herbert H. Lehman, UJA Honorary Chairman. The audience rose spontaneously as he said in ringing tones: "I fully and wholeheartedly and unqualifiedly endorse this campaign on which we are about to embark. I want you to know that my heart is in this and that I will help to the limit of my strength."

Summing up the great unifying force which the United Jewish Appeal has been for all Jews in this country, Mr. Lehman said this unity rested upon two things: helping those who need our help and those willing to make sacrifices to "preserve and advance our ancient and beloved religion - the religion of peace, of unity, of goodwill, of understanding and of justice - our Jewish faith."

A pledge of support was made by Irving Kane, President of the Council of Jewish Federations and Welfare Funds. (See page 7 for excerpts from Mr. Kane's remarks.) Ambassador Avraham Harman of Israel attended the meeting and thanked those present for coming "from across the country at the call of UJA." The UJA, he said, "was indispensable to the moving of one million Jews to Israel. It remains indispensable today. The job cannot be done without the UJA."

Participants in September 27 Conference



Avraham Harman



Moshe Sharett



Herbert H. Lehman



Irving Kane



William Rosenwald



Moses A. Leavitt



Herbert A. Friedman

Leavitt Gives Comprehensive Survey of Overseas Jewry in Areas of Insecurity

In a broad and compact survey of Jews overseas in Europe and other lands, Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, pointed out that migration has been the historic answer of Jews living under conditions which were economically and religiously oppressive.

The continuing migration, coupled with the essential life-saving programs of JDC in many countries, he added, is expensive and difficult but the JDC will continue to meet priority needs, even if this means cutting programs in other areas.

Rosenwald Sums Up Immediate Tasks for UJA Leadership

William Rosenwald, UJA National Chairman and a former General Chairman, reminded the assembled leaders of previous campaigns carried out under difficulties which time and again resulted in extra funds to meet special situations. He expressed his confidence that it could be done again if every individual made an extra gift and every community made an extra effort.

"But this confidence is not only a feeling on my part," he said. "It is based on past experience. Working together, we have in the past worked miracles. Working together again, I am sure that in 1962 we shall also work miracles."

A highlight of the meeting was the showing of the rough footage of a documentary movie now being completed by UJA which was filmed overseas a few weeks before. Still lacking a sound track, the scenes were described in a running commentary by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

OVERSEAS MISSIONS CANCELLED AS LEADERS UNDERTAKE NATIONWIDE BIG GIFTS AND CASH DRIVE

In an unprecedented move, Officers and members of the UJA National Campaign Cabinet cancelled the projected Seventh Annual Overseas Study Mission and the Sixth Women's Division Overseas Group scheduled to visit Europe and Israel this Fall. The UJA leaders are, instead, devoting their entire time and energies to the nationwide Big Gifts and Cash Drives. They have undertaken to reach contributors in every community prior to the Annual Conference on December 10-11.

The following officers and cabinet members are already working in the field on their assigned communities: Joseph Meyerhoff, General Chairman; Morris W. Berinstein, Honorary Chairman; Edward M. M. Warburg, Honorary Chairman; Samuel H. Daroff, Honorary Chairman; Albert A. Levin, National Chairman; Max M. Fisher, National Chairman; Fred Forman, National Chairman; William Rosenwald, National Chairman; Dewey D. Stone, National Chairman; Jack D. Weiler, National Chairman; Isadore Breslau, National Allocations Chairman; Benjamin H. Swig, Big Gifts Co-Chairman; Gottlieb Hammer, Secretary; Moses A. Leavitt, Secretary; I. D. Fink, National Cash Chairman; Paul Kapelow, National Cash Regional Co-Chairman; Melvin Dubinsky, Campaign Cabinet Chairman; Rabbi Herbert A. Friedman, Executive Vice-Chairman; Albert B. Adelman, Bernard Barnett, William Feldstein, Herman Fineberg, Charles Frost, Edward Ginsberg, Abraham Goodman, Merrill Hassenfeld, Samuel Heiman, David Lowenthal, N. Aaron Naboicheck, Irving S. Norry, Leonard Ratner, Herbert H. Schiff, Joseph D. Shane, Philip Zinman, Paul Zuckerman, Cabinet members.

SECOND ANNUAL YOUNG LEADERSHIP CONFERENCE NOV. 10-12

The second Annual National UJA Young Leadership Conference is taking place the week-end of November 10-12 at the Waldorf-Astoria Hotel in New York City. It promises to be even more exciting than the memorable gathering last year in which a new generation responded eagerly to a call for understanding and leadership.

Last Spring, from May 29 to June 15, more than 140 of these young leaders, from 42 communities across the country, visited Europe and Israel as members of a UJA Young Leadership Mission. They saw, they listened, they learned; and above all, their minds and their hearts were quickened to the glorious partnership of America's Jews and the people of Israel. Mission members expressed their reaction in a joint letter to the UJA before they left Jerusalem. They summed up the trip in these words:

"Speaking for the young Jews of America, we will continue with fuller understanding and greater zeal to work through the UJA to meet the needs of our fellow Jews in Israel and other parts of the world. We have been greatly inspired by this Mission, and will carry back to our communities a message and an enthusiasm which will ensure that these needs will continue to be met."

The Conference in New York will bring Mission members together again with several hundred other young leaders who are beginning to make their mark in Jewish communal life. A feature of the Conference will be a report on the 1961 Mission.

American and Israeli Leaders Will Address Conference and Lead Seminars

Following the pattern of last year's highly successful Conference, the three-day series of seminars will include presentations and reports by outstanding authorities in the field of the UJA programs for rescue, resettlement and rehabilitation of Jews the world over. Seminars will be followed by extensive question-and-answer periods.

Among those who will participate in the Conference are: Avraham Harman, Israel's Ambassador to the United States; Joseph Meyerhoff, UJA General Chairman; Edward M. M. Warburg, UJA Honorary Chairman and Chairman of the Joint Distribution Committee; Max M. Fisher, UJA National Chairman; General Haim Barlev of the Israel Defense Forces; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman; Moses A. Leavitt, Executive Vice-Chairman of the JDC; Gottlieb Hammer, Executive Vice-Chairman of the Jewish Agency for Israel, Inc.; James Rice, Director of United Hias Service, and Philip Soskis, Director of the New York Association for New Americans. Pictured below are some of these leaders. Others are shown on page 3. Other welfare and government leaders from overseas are also expected to take part in the seminars.

Seminar Leaders at Young Leadership Conference



Edward M. M. Warburg



Max M. Fisher



Gen. Haim Barlev



Gottlieb Hammer



Philip Soskis



James Rice

RESOLUTION

adopted by

Extraordinary National Conference of the United Jewish Appeal September 27, 1961, New York City

WE, leaders from major Jewish communities in the United States, gathered at the Biltmore Hotel in New York City, this 27th day of September, 1961, wish to declare to the American Jewish community at large:

WE have come together in an Extraordinary National Conference of the United Jewish Appeal, in a gathering necessitated by fresh developments that affect the lives and futures of great numbers of our fellow-Jews overseas and in Israel ...

WE have been apprised that a noteworthy increase in the immigration of Jews overseas presents American Jews with an historic and welcome opportunity to assist large numbers of newcomers to take up new lives in Israel and other lands ...

WE have learned that the developments thus far have already put the greatest strain on the people of Israel and on the Jewish Agency ...

WE have learned, too, that the same developments have already imposed great fresh burdens on the Joint Distribution Committee's overseas and Israel programs ...

FINALLY, we have come to the belief that, in all conscience, American Jewry, which has always responded to the challenge to save and build lives, must now play its full share in meeting this latest challenge ...

Having reached these conclusions, WE DO HEREBY RESOLVE:

That there be constituted for the year 1962 a UJA SPECIAL FUND, and in implementation of this Resolution, BE IT FURTHER RESOLVED:

1. That the United Jewish Appeal Special Fund campaign be conducted by the Jewish communities of the United States corollary to the regular campaign for 1962.
2. That contributions to this Fund be obtained through the fund-raising facilities of the local Jewish Welfare Funds, and the Welfare Funds be called upon to provide a clear and distinct channel for such contributions either through two-line cards or through separate cards.
3. That the responsibility for participation in the Special Fund be placed on each and every contributor.
4. That contributions by individuals to the Special Fund be made without reduction of their respective contributions to the regular campaign in 1962.
5. That all the proceeds of the Special Fund be remitted to the UJA.
6. That each Jewish community of the country agrees that the Special Fund be over and above the UJA's fair share from the regular annual 1962 campaign.

BE IT FURTHER RESOLVED, that a copy of this resolution be submitted to the Annual Conference of the UJA to be convened in New York City on December 10-11, 1961, with the recommendation that the Conference ratify this Resolution.

A GRAVE DANGER — A GREAT RESPONSIBILITY

by Irving Kane, President

Council of Jewish Federations and Welfare Funds

(Excerpts from remarks to United Jewish Appeal Extraordinary National Conference)

The Chinese, who write in ideogram, use two characters to write the word "crisis." One character represents the word "danger" and the other character, the word "opportunity." They write the two together, danger and opportunity to spell crisis.

This, I suggest, is the essence of what confronts us. The danger is not that Jews are coming to Israel in greater numbers than we dreamed of a year ago. The danger is that the flow might stop. The danger is that we may not seize the opportunity to receive and welcome them now.

There are countries today where Jews are not being persecuted nor even unwanted, for the most part. But they are in areas of extreme tension and uncertainty for the future of all their citizens; and our Jewish people have learned well the lessons of history. So that, I, for one, see nothing ahead, short of the global catastrophe we all fear, that will keep Jews from coming to Israel from every quarter of the globe, in very large numbers, for many years to come. An immigration rate of 50,000 to 60,000 — sometimes more, sometimes less — must be reckoned with in the foreseeable future. This is a fact which must be driven into our consciousness and which must penetrate into our communal planning as well.

How shall we meet the burden, and the opportunity, of the new immigration — and still meet our growing needs at home? I believe the total needs with which our Federations and Welfare Funds will be faced in 1962 will be a test of the flexibility and resiliency of our Federations and Welfare Funds — of our ability to respond with vigor, resourcefulness and success. There is no problem posed by the fact that our Federations and Welfare Funds have a broad and almost inclusive range of responsibilities. Even the Israelis, I am glad to say, recognize the inherent interdependence of our responsibilities at home and our responsibilities overseas; that Jewish life must be secured and strengthened and enriched wherever it exists.

But we must keep our eye on the basic essential task of building the understanding and genuine conviction of urgency which alone produces vastly increased funds. The mechanics, the methods, the techniques, the formulae, will inevitably vary from city to city. They are not all the same, except that they are all autonomous; and none of us is here with authority to bind them. But we can bind ourselves to give more — much more — to raise more. We can resolve to rid ourselves and our friends of the complacency that has seized so many.

The real question which confronts us is, "How deep is the staying power of American Jewry?" We have never before looked away from Israel in the times of her great need. We shall not look away now. We shall not be smug nor narrow in our perspective. Our answer must be that we shall stay with the people of Israel as long as they need our help — and beyond.

We have chosen, and we shall live out our mutually complementary lives. We shall plan soberly and firmly for the future, sure of our mutual needs and sure of our mutual responsibilities. It is this sureness, this sober dedication and mature understanding that should be the special quality of what we do here today and in the days to come.

CASH COMMITTEE LAUNCHES NATIONWIDE DRIVE

Regional Chairmen Named to Cash Committee



Israel D. Fink

A nationwide drive for \$72,740,000 in cash by year's end to meet critical immigrant absorption programs in Israel is under way, with I. D. Fink of Minneapolis, once again serving as Chairman of a top 50-man Cash Committee. The sum of \$51,145,000 had been raised by the end of October, Mr. Fink said, leaving a total of \$21,595,000 still to be brought in.

Mr. Fink, who is a member of the UJA National Campaign Cabinet, called the current cash drive the "most critical in the last five years." In urging communities throughout the country to surpass previous cash efforts, he pointed out that immigration to Israel is on a rising curve and that the immediate needs of newcomers must be met, in addition to the regular ongoing programs of the Jewish Agency for Israel and the Joint Distribution Committee.

Israel's People Cannot Provide for Increased Immigration Alone

Mr. Fink said that the people and Government of Israel have adopted stringent methods to ensure that the gates are kept open. A recent Government order has halted all non-essential and public building so that materials and skilled labor can be concentrated on homes for newcomers. A special compulsory loan, which hits all tax-paying Israel citizens with gross incomes of more than \$119.32 a month, will be used for housing purposes. But even this cannot begin to meet the need.

Approximately 25,000 immigrants had been expected in Israel during 1961 and the amount budgeted to provide transportation, housing and initial absorption expenses was set at an absolute minimum. As immigration rises beyond the calculated number, other, and equally essential programs for newcomers in Israel are beginning to suffer and may be seriously endangered unless cash is quickly available.

"Once again we have a golden opportunity to save and build Jewish lives," Mr. Fink said. "We don't have to ask ourselves whether we want to do it. But we do have to prove our determination not to have one single Jewish man, woman or child fail to reach haven through our failure to provide the means.

"I call on the entire Jewish community to support the UJA Cash Drive to the utmost. We must raise the needed sums now. This is our first and most solemn task of the New Year 5722."

Four Regional Co-Chairmen Named to Direct Nationwide Cash Drive

Mr. Fink announced that four Regional Co-Chairmen will coordinate the drive in their areas and be responsible for producing maximum cash at the UJA Annual Meeting. Those named are Samuel H. Daroff of Philadelphia, UJA Honorary Chairman, for the Eastern Seaboard; Joshua B. Glasser of Chicago, UJA Campaign Cabinet member, for the Central States; Paul Kapelow of New Orleans, UJA Campaign Cabinet member, for the South-Southwest, and Benjamin H. Swig of San Francisco, UJA National Big Gifts Co-Chairman, for the West Coast. They head a tightly knit organizational set-up which is making its impact felt in every community to impress local leaders and supporters with the urgent need.

Regional Chairmen Named to Cash Committee



Samuel Daroff
Philadelphia, Pa.



Joshua Glasser
Chicago, Ill.



Paul Kapelow
New Orleans La.



Benjamin H. Swig
San Francisco, Calif.

Committee Named Representing Leadership From Every Section of Country

A Cash Committee of top community campaigners will promote the drive, Mr. Fink announced. Many of these leaders, he said, have served on previous UJA cash committees and all are closely identified with local and national campaigns.

Committee members are: Martin Abelove, Utica, N.Y.; Harold H. Alpert, Phoenix, Ariz.; Samuel E. Aronowitz, Albany, N.Y.; Charles Auerbach, Cleveland, O.; Jacob L. Barowsky, Holyoke, Mass.; Leon Brachman, Fort Worth, Tex.; David M. Citron, Peoria, Ill.; Abraham D. Clayman, Des Moines, Iowa; Sol Esfeld, Seattle, Wash.; Allan Farber, Worcester, Mass.; Hon. Matthew Feldman, Teaneck, N.J.; Milton J. Fineberg, Indianapolis, Ind.; Leonard H. Gidding, Plainfield, N.J.; Samuel F. Gingold, New Haven, Conn. Also, Edward Ginsberg, Cleveland, O.; Marvin Glasspiegel, Milwaukee, Wisc.; Judge Joseph Goldberg, Worcester, Mass.; Nathan C. Goldman, West Palm Beach, Fla.; Robert S. Green, Brockton, Mass.; Morris I. Jaffe, Dallas, Tex.; Edward H. Kavinoky, Buffalo, N.Y.; Samuel Kravitz, Grand Rapids, Mich.; Elias G. Krupp, El Paso, Tex.; Nathan I. Kuss, Wilkes-Barre, Pa.; Nathan Lipton, Atlanta, Ga.; Julius Livingston, Tulsa, Okla.; David Lowenthal, Pittsburgh, Pa.; Philip W. Lown, Boston, Mass.; Joseph Mosko, Denver, Colo.; Elkan R. Myers, Baltimore, Md.; N. Aaron Naboichek, Hartford, Conn.; Irving S. Norry, Rochester, N.Y.; James L. Permutt, Birmingham, Ala.

Also, Edward M. Pinsof, Chicago, Ill.; Albert B. Ratner, Cleveland, O.; Herbert H. Schiff, Columbus, O.; Judge Selig Schwartz, Meriden, Conn.; Joseph D. Shane, Los Angeles, Calif.; Max Siegel, Salt Lake City, Utah; Abraham D. Slavitt, Norwalk, Conn.; Richard Sloan, Detroit, Mich.; Michael A. Stavitsky, Newark, N.J.; Isaac Sukman, Long Beach, Calif.; Joseph Talamo, Worcester, Mass.; Earl J. Tranin, Kansas City, Mo.; Laurence A. Weinstein, Madison, Wisc.; Judge Samuel A. Weiss, Pittsburgh, Pa.; Bernard Wiess, Monticello, N.Y.; Philip Zinman, Camden, N.J.

YOUR UJA CALENDAR OF EVENTS

1961

Nov. 10,11,12	YOUNG LEADERSHIP CONFERENCE, Waldorf-Astoria Hotel, New York City
Dec. 9	JDC ANNUAL DINNER, Waldorf-Astoria Hotel, New York City
Dec. 10-11	UJA ANNUAL CONFERENCE, Waldorf-Astoria Hotel, New York City

1962

Jan. 19,20,21	SOUTH-SOUTHWEST CONFERENCE, Buena Vista Hotel, Biloxi, Miss.
Feb. 23,24,25	WEST COAST REGIONAL CONFERENCE, Riviera Hotel, Palm Springs, Calif.
Mar. 2,3,4	MIDWEST REGIONAL CONFERENCE, French Lick Springs, Ind.
Mar. 16,17,18	MIDDLE ATLANTIC REGIONAL CONFERENCE, (place to be announced)

THEY ARE COMING FROM E



Day after day...



The young...

THEY NEED OUR HELP TO SETTLE



They get transportation...

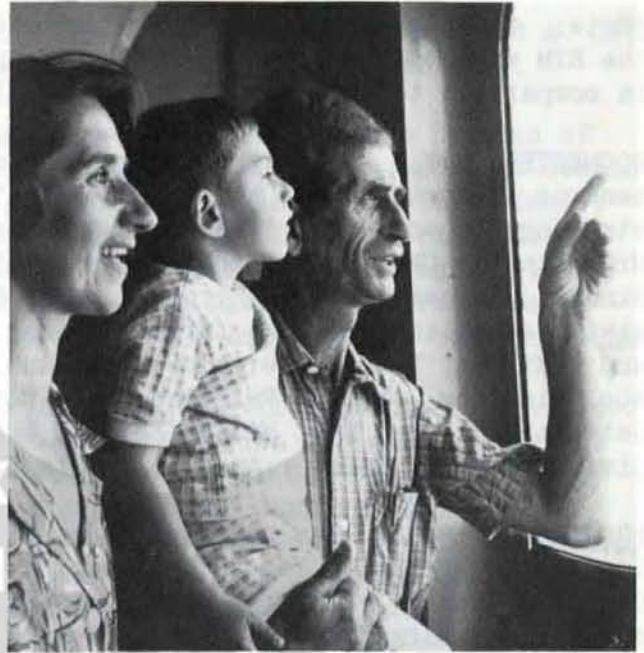


Food...

RY CORNER OF THE WORLD



The old ...



Families ...

IN EVERY CORNER OF ISRAEL



Housing ...



And a warm welcome ...

FALL CAMPAIGNS OFF TO A FLYING START

(Note: Campaign totals are those reported to National headquarters by Oct. 30, when the RTM went to press and may not be completely up-to-date. Percentage figures are in comparison to sums raised by the similar community campaign period in 1960.)

ROCHESTER, N.Y.: The top campaign team of Mr. and Mrs. Israel D. Fink made a tremendous impression here at the October 17 Pace Setters dinner, which was an outstanding success. Mr. Fink is Chairman of the UJA National Cash Committee and Mrs. Fink is Chairman of the UJA National Women's Division. An October 23 Big Gifts dinner, addressed by Ira Hirschman, Mid-East expert, continued the high level of giving established at the first function. Officers are: Leon H. Sturman, President and Chairman; Leon M. Germanow, Chairman, Pace Setters Division; Edward Braverman, Abe Feinbloom, Jack J. Feinglass, Ike Gordon and Morris Levinson, Co-Chairmen, Pace Setters Division; Mrs. Milton Berger, Women's Division Chairman; Elmer Louis, Executive Director. Total raised so far is \$270,000, a 34 per cent increase.

PROVIDENCE, R.I.: The campaign here got off to a flying start at a Big Gifts meeting September 13, addressed by Dewey D. Stone of Boston, UJA National Chairman. The Campaign Opening on September 26 brought out a large audience to hear Israel Ambassador Avraham Harman. Gov. John A. Notte, Jr. of Rhode Island, extended the greetings of the State. Officers are: Joseph W. Ress, President, General Jewish Committee; Merrill L. Hassenfeld, General Chairman; Samuel Rosen, Initial Gifts Chairman; Ira S. Galkin, Stanley Grossman, Sol Koffler, Robert A. Riesman, Initial Gifts Co-Chairmen; Mrs. Raymond L. Cohen, Women's Division Chairman; Joseph Galkin, Executive Director. Total raised so far is \$477,967, a 15 per cent increase.

CHARLESTON, W.VA.: Albert A. Levin of Cleveland, UJA National Chairman, brought the story of 1961 needs to a Big Gifts meeting on September 13, prior to the Campaign Opening dinner on September 17. Officers are: Charles A. Meyer, President, Federated Jewish Charities; Robert W. Garner, General Chairman; Ben Sherman and Herman G. Wells, Co-Chairmen; Alex Schoenbaum, Advance Gifts Chairman; Mrs. Harry N. Barton, Women's Division Chairman; Charles Cohen, Executive Secretary. Total raised so far is \$91,000, a 6 per cent increase.

PAWTUCKET, R.I.: A Big Gifts meeting on September 18 addressed by Fred Forman of Rochester, UJA National Chairman, set a climate of increased giving for an October 9 Campaign Opening addressed by Zvi Kolitz, Israeli author and film producer. Officers are: David Horvitz, Chairman, Blackstone Valley UJA; Harry A. Schwartz and Benjamin Sinel, Co-Chairmen; Mrs. Benjamin Sinel, Women's Division Chairman; Mrs. Morris H. Pritsker, Executive Director. Total raised to date is \$43,733, an 8 per cent increase.

POUGHKEEPSIE, N.Y.: An exciting report on Israel today by Jacques Torczyner, American Zionist leader, helped raise campaign sights here at a Big Gifts meeting on October 3. The campaign opened October 8. Officers are: Irving Feldman, President, Jewish Welfare Fund; Moe Hodas, Chairman; James W. Effron and Arthur Levinsohn, Big Gifts Co-Chairmen; Leon Bloom and Herbert Kallman, General Solicitations Co-Chairmen; Mrs. Jerome Regunberg, Women's Division Chairman; Julius Dorfman, Executive Director. Total raised so far is \$51,600, a 16 per cent increase.

NEW BRUNSWICK, N.J.: A Pace Setters meeting on September 21 laid the groundwork for an October 11 Initial Gifts Dinner at which Zvi Kolitz spoke. Officers are: Gabriel Kirzenbaum, President, Jewish Federation; Isadore Sapiro, Chairman; Harry B. Kroll,

Initial Gifts Chairman; Mrs. Daniel Rockoff, Women's Division Chairman; Fred A. Liff, Executive Director. Total raised so far is \$40,212, an 8 per cent increase.

BAYONNE, N.J.: At the October 4 Big Gifts meeting here Rabbi Isadore Breslau of Washington, UJA National Allocations Chairman, gave an outstanding report to community leaders. Officers are: Henry Abramson, President, Jewish Community Council; Marvin B. Epstein, Chairman; Dr. Samuel J. Penschansky, Big Gifts Chairman; Leon Davidowitz, Intermediate Gifts Chairman; William I. Levy and Sidney Penner, Intermediate Gifts Co-Chairmen; Mrs. Sydney A. Rose, Women's Division Chairman; Barry Shandler, Executive Director. Total raised so far is \$38,150, a 9 per cent increase.

SHREVEPORT, LA.: Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, gave leaders here an up-to-the-minute report on the overseas situation and made a powerful plea for increased gifts at the Big Gifts meeting on October 5. Former Governor Theodore McKeldin of Maryland, was the main speaker at the Campaign Opening on October 15. Officers are: Lazar M. Murov, President, Shreveport Jewish Federation; Sylvian W. Gamm, Chairman; H. Leo Greengus, Simon Herold, Co-Chairmen; James Muslow, Big Gifts Chairman; Mrs. H. Leo Greengus, Women's Division Chairman; Morton R. Adell, Executive Director. Total raised to date is \$160,000, a 14 per cent increase.

YOUNGSTOWN, OHIO: Campaign meeting on October 31 was addressed by Samuel Daroff of Philadelphia, UJA Honorary Chairman. Officers are: Philip A. Levy, President, Jewish Federation; Bernard Bloch, Chairman and Big Gifts Chairman; Mrs. Sidney Russack, Women's Division Chairman; Stanley Engel, Executive Director.

NEW BEDFORD, MASS.: Workers solicitation and training meetings of the General Solicitation Division are being planned following a November 19 Opening Dinner. Campaign officers are: Harold Hurwitz, President and Chairman, Jewish Welfare Federation; David H. Cohen and Raymond Eisenberg, Big Gifts Co-Chairmen; Mrs. Isadore Eisner, Women's Division Chairman; Gerald Klein, Executive Director.

JACKSONVILLE, FLA.: An Advance Gifts meeting on September 21 heard a report from S. Wolfson on his recent trip to Israel. Rabbi Isadore Breslau of Washington, UJA Allocations Chairman, addressed the Campaign Opening meeting October 8. Officers are: Al L. Schneider, President, Jewish Community Council, and Co-Chairman with Arvin K. Rothschild; Robert H. Jacobs, Big Gifts Chairman; Dr. Sam Witten, Big Gifts Co-Chairman; Mrs. Felix Glickstein, Women's Division Chairman; Robert I. Marcus, Executive Director. Total raised so far is \$70,140, a 23 per cent increase.

FALL RIVER, MASS.: The Campaign Opening Dinner on October 29 was addressed by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, who gave a moving account of absorption problems in Israel, from which he just returned. Officers are: Harry Gottlieb, Chairman, Fall River UJA; Louis Sevin, Executive Vice-Chairman; Kenneth List, Sidney Reitzas, Vice-Chairmen; Edwin A. Jaffe, Special Chairman; Louis Hornstein, Executive Director. Total raised so far is \$105,271, a 20 per cent increase.

SCHENECTADY, N.Y.: A Top Gifts meeting on October 4 was followed by an October 11 Big Gifts meeting at which the Rev. John Stanley Grauel, a member of the crew of the ill-fated ship Exodus 1947, was the major speaker. Officers are: Joseph M. Ziffer, President, Jewish Community Council; Paul S. Dworsky, General Chairman; Harry Schaffer, Top Gifts Chairman; Mrs. Paul S. Dworsky, Women's Division Chairman; Donald Weisman, Executive Director. Raised so far is \$59,250, an 11 per cent increase.

Fall Campaigns Expected to Top 1960 Drives

WICHITA, KANS.: Advance Gifts meetings on October 18 and 19 addressed by Hyman Brand of Kansas City, UJA Campaign Cabinet member, set a top contribution record prior to the official Campaign Opening on November 5. Officers are: Arthur Lankin, President, Mid-Kansas Jewish Welfare Federation; Sam K. Pack, Chairman; Stanley O. Beren, Big Gifts Chairman; Mrs. Arthur Morgenstern, Women's Division Chairman; Edward Weil, Executive Secretary. Total raised so far is \$42,045, a 28 per cent increase.

BROCKTON, MASS.: A highly successful Campaign Workers' meeting on September 28 was followed by an equally successful Parlor Meeting on October 10. Officers are: Robert S. Green, President, United Jewish Appeal of Brockton; Allen Wolozin, Chairman; Mrs. Alan S. Gilbert, Women's Division Chairman; Joseph Lassner, Executive Secretary. Total raised so far is \$75,650, a 13 per cent increase.

VINELAND, N.J.: The campaign here opening November 5 got underway early with a Leadership Stimulation dinner on August 30 addressed by Philip Zinman of Camden, New Jersey, UJA National Campaign Cabinet member. Officers are: Benjamin Leuchter, Chairman; Walter B. Bakovsky, Special Gifts Chairman; Theodore Krause, Special Gifts Co-Chairman; Miles Lerman, Paul Silverman, General Solicitation Co-Chairmen. Total raised so far is \$18,875, a 48 per cent increase.

NORWALK, CONN.: The Campaign got underway October 22 with a Big Gifts meeting addressed by Samuel F. Gingold of New Haven, UJA National Campaign Committee member. Officers are: George Miller, President, Jewish Community Council; Campaign Cabinet members; Morris Aron, Mrs. Solomon I. Dietz, Ernest L. Josem, George Miller, Charles H. Salesky, Theodore Stoll, Malcolm A. Tarlov, Samuel Wilker. Total raised so far is \$22,719, a 64 per cent increase.

WACO, TEX.: A September 18 Big Gifts meeting was addressed by Bernard Schaenen of Dallas. On September 27 the Women's Division Initial Gifts meeting heard from Mrs. Paul Kapelow of New Orleans. Officers are: A. M. Goldstein, President, Jewish Welfare Council; Harry A. Levine, Chairman; Mrs. Mark Wolf, Women's Division Chairman. Jack Panitz is Executive Director. Total raised so far is \$56,650.

TRI-STATE FALL CONFERENCE RAISES OVER \$300,000 IN CASH

The Tri-State United Jewish Appeal completed another successful campaign October 22 when delegates from 70 communities presented checks for \$307,380 at a Fall Luncheon Conference in Pittsburgh. Judge Samuel Weiss of Pittsburgh, Regional Chairman, presided. The amount raised is \$47,000 more than was contributed at a similar function last Fall. At a Spring Conference on April 16, more than \$500,000 was contributed in the Tri-State area.

Speakers included Governor David L. Lawrence of Pennsylvania, Justice Michael A. Musmanno of the State Supreme Court and Aryeh Manor, Economic Minister to the Israel Embassy in Washington. Following are the names of community leaders from the Tri-State area and the amounts of the checks presented, representing balances of 1961 Spring campaigns and advances against Fall campaigns now in progress or to be conducted:

PENNSYLVANIA: Louis Jacobson, Aliquippa, \$3,000; Samuel H. Jubelirer, Altoona, \$12,500; Dr. Irwin S. Turner, Ambridge, \$2,000; Jacob Venger, Beaver Falls, \$3,000; B. W. Goldfarb, Blairsville, \$500; Harry Stark, Braddock, \$2,100; Nathan Silver, Brownsville, \$2,000; Saul J. Bernstein, Butler, \$4,000; Dr. Abe Azorsky, California, \$265; William Katz, Canonsburg, \$870; Milton Klein, Carnegie, \$1,250.

(Continued on Page 17)

PAUL BAERWALD • F. GORDON BOROWSKY • NATHAN STRAUS

The United Jewish Appeal has suffered a grievous loss in the recent deaths of three of its outstanding leaders, two of whom were founders of the UJA. The officers and members of the UJA National Campaign Cabinet express their profound sorrow at the passing of these three great friends and benefactors, Paul Baerwald of New York City, F. Gordon Borowsky of Philadelphia, and Nathan Straus of New York City. Their deepest sympathy is extended to the bereaved families.



PAUL BAERWALD, who died on July 2 at the age of 89, was mourned by leaders in many countries throughout the world who had long known and deeply respected his unflinching devotion to the cause of aid for his fellow-men. He was one of the founders of the Joint Distribution Committee and of the UJA, continuing his active participation in the work of both organizations over the years. His vast knowledge of the welfare field was often called upon by both non-governmental and government agencies, who highly valued his wise counsel. His entire lifetime was dedicated to the service of others, and it is a fitting memorial to this great and warm soul that a school for social workers established in Israel with the aid of JDC has been named after him.



F. GORDON BOROWSKY, who died suddenly on June 24 at the age of 54, was a tower of strength to his colleagues in the UJA Campaign Cabinet and in his own community, where he gave invaluable leadership and service. Wise in counsel, bold in imagination, meticulous in carrying out any responsibility he undertook, he exemplified the best in the Jewish tradition as a compassionate human being, a leader of men and a warm friend. His memory will serve to spur his colleagues on to the accomplishment of those tasks which were so close to his heart and which he spent his own life-time to further. Rabbi Herbert A. Friedman, Executive Vice-Chairman of the United Jewish Appeal, conducted his funeral service.



NATHAN STRAUS, who died on September 14 at the age of 72, helped found the United Jewish Appeal and was its first Honorary Chairman. Widely hailed as a leader in many areas of public service, he devoted much time and energy to philanthropic causes. As Honorary Chairman of the Board of Directors of the United Jewish Appeal of Greater New York, he was a key figure in UJA campaigns and instrumental in raising vast sums for aid to Jews in need overseas and at home. His interests covered a wide field of human endeavor and reached into every facet of life. He will be missed by the many persons he aided, not only through the contribution of funds but through his warm and personal interest in the well-being of others.

RECENT BOOKS OF INTEREST TO UJA LEADERS

(Note: From time to time, the RTM will present brief reviews of current books on topics in the Jewish field which we think will interest UJA leaders.)

THE FAITHFUL CITY, Dr. Dov Joseph (Simon and Shuster, \$5.95)

The tenacity shown by the Israelis during the siege of Jerusalem has become symbolic of the Jewish will for survival. The Faithful City is the account of that siege, superbly told by the man who was at the center of the great events he describes, Dr. Dov Joseph. Until recently the Treasurer of the Jewish Agency for Israel, he was the military governor of Jerusalem during this period, and has used his work as a vehicle to describe life in the city at every level, as well as the military moves that led to victory. The book has been widely hailed by critics for its literary merit and for the moving story that it tells.

(The Faithful City is available to RTM readers for \$4.75. Order from the Publications Department, Jewish Agency for Israel, 515 Park Ave., New York 2, N.Y.)

NO EASY ANSWERS, Philip M. Klutznick (Farrar, Straus and Cudahy, \$3.50)

This is a book about the contemporary American Jewish community, which the author has served in many positions of leadership, including three terms as President of the B'nai B'rith, and a brief period as General Chairman of the United Jewish Appeal. He relinquished the latter position when President Kennedy named him a member of the U.S. Mission to the United Nations.

The title suggests Mr. Klutznick's primary hope: "To get more American Jews to think more deeply about American Jewish life; if possible, to get them to differ and debate some of the questions raised." Although, with characteristic grace, he does not claim to have the final answers for these questions, he is forthright in stating his own credo on American Jewry formed while he was helping to shape its present and future. This challenging volume is worth the time of any American Jew who wants to know what a keen and articulate student of the American Jewish scene thinks about the present state of affairs and the future of American Jewry.

(This book is available at reduced rates in quantities. Write to B'nai B'rith, 1640 Rhode Island Ave., N.W., Washington, D.C.)

MASTERS OF THE DESERT, Yaacov Morris (G. P. Putnam's Sons, \$5.95)

The Negev, a desert comprising more than one-half of Israel, is undergoing a tremendous face-lifting today. A concentrated "roll-back-the-desert" program is reclaiming land that for centuries was desert, populating vast open spaces, and establishing cities where until recently there have only been Bedouin villages. Although the author's main focus of interest is what is happening in the Negev today, he makes skillful use of historical comparisons and the lessons to be drawn from history, as the Negev witnessed the dawn of civilization and was criss-crossed by man's earliest trade routes. In short, the theme of Masters of the Desert is the thrill and adventure of man's battle against nature and, at times, man. Mr. Morris is Consul for the State of Israel in New York.

(This book is available at reduced rates in quantities. Write to G. P. Putnam's Sons, 200 Madison Ave., New York 16, N.Y.)

U. S. SECRETARY OF LABOR GOLDBERG IS A KEY CABINET FIGURE

Brilliant, dynamic, resourceful -- these are the adjectives most commonly used to describe 52-year-old Secretary of Labor Arthur J. Goldberg, trouble-shooter along the Kennedy Administration's New Frontier, who will address the UJA Annual Conference. Of his oratorical style, The New York Times once commented: "He speaks in fast but meticulously fashioned prose so precise that the most spontaneous utterance has the sound of an oration etched in copperplate." A close co-worker with President Kennedy on labor legislation during the President's Senatorial days, he is today one of the key figures in America's national life.

A top-of-the-class law graduate at Northwestern University, where he was editor-in-chief of the Illinois Law Review, his talents early drew the attention of the late Philip Murray, CIO leader, and he was named General Counsel of the CIO and the United Steelworkers of America in 1948. Ingenious in devising formulas to reconcile the irreconcilable, he spent 15 years ironing out jurisdictional feuds among rival labor unions. He is credited with master-minding the AFL-CIO merger in 1957 and participated officially in the negotiations that brought it into existence. He was then named special counsel of the merged AFL-CIO.

During World War II, he served as special assistant, with the rank of major, to the Office of Strategic Services. His assignment: Organizing European labor behind enemy lines in undercover work.

Although he rose to public prominence first as an advocate of labor, Goldberg's intelligence, pragmatic attitude, patience and judgment have won him the respect of conservatives and today he holds a preeminent position in the councils of the nation.

Tri-State Representatives Bring Cash to Fall Conference

(Continued from page 14)

PENNSYLVANIA: Edward Feinberg, Charleroi, \$1,300; Arch Lhorner, Clairton, \$505; Abe Wekselman, Coraopolis, \$1,000; Harry H. Barach, Corry, \$593; Isidor Lieber, Donora, \$1,500; Meyer Finkelstein, Duquesne, \$435; Allen I. Schwartz, Elizabeth, \$100; Milton B. Schweiger, Ellwood City, \$2,000; Gerson Berman, Erie, \$15,000; Leonard Konigsburg, Farrell, \$2,000; PENNSYLVANIA: Sol Darling, Glassport, \$850; Sam Zukerman, Homestead, \$2,000; B. Leonard Brody, Indiana, \$4,000; Sam Davison, Irwin, \$300; Elliott B. Levine, Johnstown, \$40,000; Isadore Pollock, Kittanning, \$1,482.50; Aaron Green, Lower Beaver Valley, \$1,000; Mrs. Simon Lefkowitz, McKeesport, \$9,000; Emil Glick, McKees Rocks, \$140; Dr. Albert Brownstein, Meadville, \$750; Adolph Bergstein, Monessen, \$1,400; Robert Pirchesky, Monongahela, \$300; Leonard Levin, Mt. Pleasant, \$1,884; Abe Fisher, New Castle, \$6,000; Dr. Milton S. Gordon, New Kensington, \$3,000; Sigmund Klivans, Oil City, \$1,000; Bernard Navasky, Philipsburg, \$1,200; Joseph Levy, Punxsutawney, \$4,000; Louis R. Epstein, Sharon, \$10,000; Alfred Harrison, Tarentum, \$725; Dr. Irwin A. Bernstein, Titusville, \$6,000; B. J. Mundel, Uniontown, \$7,500; Isadore Rubin, Vandergrift, \$6,000; Harry J. Punsky, Warren, \$2,000; Robert L. Ceisler, Washington, \$4,500.

WEST VIRGINIA: Meyer J. Spiro, Bluefield, \$10,390.36; Charles Cohen, Charleston, \$50,000; Leonard Gotlieb, Clarksburg, \$7,500; Dr. David Bressler, Fairmont, \$750; Isador M. Cohen, Huntington, \$20,000; Mrs. Harry Goldstein, Morgantown, \$500; Max Yunker, Parkersburg, \$2,500; Louis Forgash, Weirton, \$1,000; Mrs. Abe Kaufman, Welch, \$441; Max L. Horne, Wheeling, \$7,500; Kenneth Wells, Williamson, \$300. OHIO: Hyman L. Mendelson, Bellaire, \$1,200; Dr. Alex Fisher, E. Liverpool, \$1,100. KENTUCKY: Harold Freedman, Ashland, \$5,000. MARYLAND: Barbara Ossip, Cumberland, \$1,000.

"The Role of the United Jewish Appeal is indeed a major one . . ."

A LETTER FROM ISRAEL PREMIER DAVID BEN-GURION



THE PRIME MINISTER

Jerusalem, August 21, 1961

Dear Mr. Meyerhoff:

Thank you for your cable of August 9 greeting us on the arrival of the millionth immigrant since the re-establishment of Jewish independence. The role of the United Jewish Appeal in this effort is indeed a major one, and we recognize the devotion of your leaders and contributors in helping to make this achievement possible.

I am pleased that you found it necessary to stress the direct responsibility of the Appeal for the growing immigration and absorption requirements. The figure of one million must not be set as the close of a chapter but only as a point to be passed in reaching the goal for which Israel was established: free immigration to a free homeland.

The greetings you expressed can be shared by all Jews who have taken their place in our joint historic endeavor. The eventual goal realized will alone merit congratulations.

With warm regards.

Sincerely yours,

David Ben-Gurion



From the Chairman's Point of View . . .

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

I have attended many meetings in my day, but the UJA Conference on September 27, which we called the "Extraordinary National Conference," was, in fact, quite the most extraordinary in my experience. The attendance was remarkable, both from the point of view of numbers - some 500 persons - and in terms of the calibre of leadership represented. And, incidentally, we were seriously concerned on this point, since a national meeting of this type in September was unprecedented. A further problem, of course, was the absolute necessity of calling the Conference without the usual publicity or pressures.

I expressed my thanks personally to as many of you as I could at the meeting itself, but I want to say to all who came how deeply grateful we are for your supporting presence, at great personal cost and sacrifice.

Out of this meeting came a decision to seek a Special Fund in 1962 as the only possible way to raise the additional \$35,000,000 required to meet the critical need. I think we all agreed that such a sum could be realized only by offering a direct channel for contributions solicited for a special and specific need.

We were helped to arrive at this inescapable conclusion by the presentations of the situation made by speakers who deserve our special thanks - Moshe Sharett, who flew from Israel especially for this meeting; Senator Lehman, who dropped the speech he had prepared to talk to us directly from the heart; Bill Rosenwald, who spoke from his years of top campaign experience; Moe Levitt, who gave us considerable insight on problems outside of Europe, and Irving Kane, whose quiet and reasoned exposition of community responsibility and future needs brought him the special congratulations of Sen. Lehman, who followed him as a speaker. Special, thanks, too, to Ambassador Avraham Harman, Dewey Stone, Max Fisher, Morris Berinstein, Jack Weiler and many others who helped to make this meeting a success.

Another quite extraordinary decision was taken recently. This was to cancel our Overseas Missions so that UJA leaders could devote their time in the crucial months ahead to an Advance Gifts and Cash Drive culminating in our Annual Conference.

These people - and I thank them here collectively - are undertaking a tremendous burden. They are putting aside personal pleasure, family and business problems, to make a number of trips into the communities and to maintain constant contact with community leadership by letter and telephone. Their devotion to this cause is exceeded only by their zeal, and I know that you will welcome their help.

Although the Missions have been cancelled, we are hoping that a few leaders from each community will take quick trips abroad - of a week or less - to see at first-hand what the situation is. National Headquarters will be happy to make all arrangements and I urge all who can do so to obtain further details immediately.

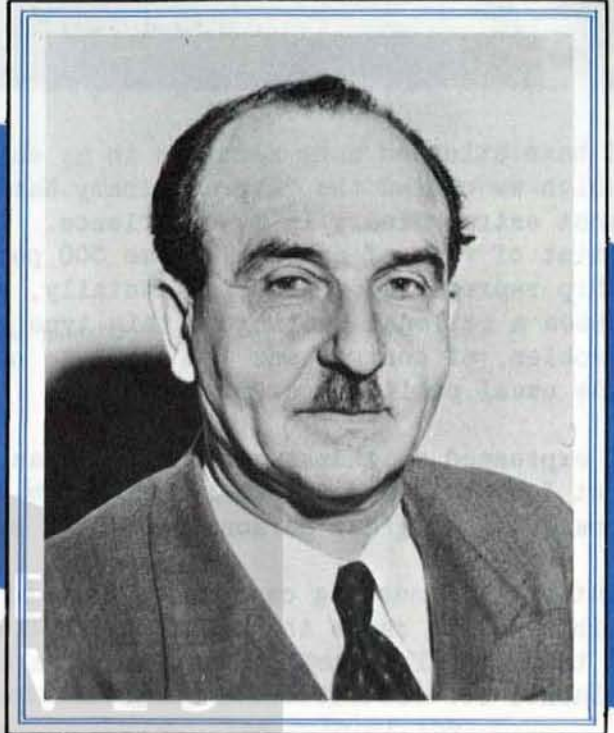
We have a tremendous responsibility to meet in this year's campaign! Let's get to work on the big job ahead now. Let's plan now, so that the Annual Meeting will serve to launch the kind of campaign which we must have in order to raise the necessary funds to meet the human needs presented at the Conference. We have the skill to do the job. May I count on your support to help achieve our absolutely essential objective?

HEAR



ARTHUR GOLDBERG

UNITED STATES SECRETARY OF LABOR



LEVI ESHKOL

ISRAEL MINISTER OF FINANCE

**TWENTY-FOURTH
ANNUAL NATIONAL CONFERENCE
OF THE
UNITED JEWISH APPEAL**

December 10-11, 1961

Waldorf-Astoria Hotel



ARYEH L. PINCUS

Treasurer, Jewish Agency for Israel, Jerusalem

ATTEND AND HEAR:

Distinguished experts tell the full story of overseas needs
and describe the immigration and absorption picture in Israel.