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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME XVII
1962

\$35,000,000 UJA SPECIAL FUND over and above 1962 REGULAR CAMPAIGN GOAL, \$60,000,000



REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

24th ANNUAL CAMPAIGN FOR LIFE AND FREEDOM

United Jewish Appeal

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

A total of \$95,000,000 is needed by UJA agencies in 1962 to aid 600,000 people throughout the world

Vol. XVII, No. 1, January 15, 1962

165 West 46th Street, New York City

NOT FOR PUBLICATION

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ANNUAL CONFERENCE APPROVES GOAL OF \$95,000,000; \$35,000,000 SPECIAL FUND — \$60,000,000 REGULAR



Jack D. Weiler

Charles Mayer

Avraham Harman

Leonard Ratner

Joseph Meyerhoff

Arthur J. Goldberg

AMERICAN, ISRAELI LEADERS ADDRESS CONFERENCE; GIFTS AVERAGING 50 PER CENT INCREASE ANNOUNCED



Rabbi Herbert A. Friedman

Dr. Giora Josephthal

Dewey D. Stone

Aryeh L. Pincus

Mrs. Israel D. Fink

Joseph Meyerhoff Re-elected General Chairman to Head Crucial Campaign

Mrs. Israel D. Fink Re-elected National Women's Division Chairman



Historic 24th Annual UJA National Conference comes to a close with packed dinner session.

CONFERENCE HIGHLIGHTS

1. American communal leaders adopt \$95,000,000 goal for 1962, including \$35,000,000 Special Fund to meet costs of increased immigration.
2. Joseph Meyerhoff re-elected UJA General Chairman; Mrs. Israel D. Fink re-elected National Women's Division Chairman.
3. Advance gifts announced at Conference set nationwide pattern for increases.
4. Pincus, Meyerhoff, Leavitt, Friedman outline needs and urgency of task ahead.
5. Mrs. Meir, Josephthal, Harman, Goldberg address Conference.
6. Goldberg, Ratner, Mayer honored at Annual Dinner.
7. Leaders of Jewish groups pledge all-out support.
8. Mrs. Fink, Heller, Breslau make special Conference reports.
9. Cash collected tops 1960 sum by nearly three million.
10. Women's Division Dinner honors Presidents of women's Jewish organizations.

With a unanimity that brought 1,500 communal leaders to their feet in a standing vote of approval, a 1962 goal of \$95,000,000, including a UJA Special Fund of \$35,000,000, was adopted at the 24th Annual National Conference of the United Jewish Appeal, December 10-11, at the Waldorf-Astoria Hotel in New York City. The Special Fund is to meet costs of increased immigration to Israel and other lands over and above the regular campaign of \$60,000,000 to meet the ongoing programs of UJA's agencies.

The extraordinary spirit of determination and energetic drive which emerged at this Conference resulted, for the first time, in an announcement of top gifts, setting a precedent which is expected to sweep the country and result in an early, hard-hitting campaign. Community leaders from major cities not only announced their



Mrs. Golda Meir, Israel Foreign Minister, and U. S. Secretary of Labor Arthur J. Goldberg exchange warm greetings at annual dinner of UJA Conference.



Dr. Giora Josephthal



Joseph Meyerhoff

own increased gifts, but similar increases already secured in their communities. A total of 158 gifts announced in the \$10,000 and over bracket brought repeated applause from delegates.

These 158 advance gifts for 1962 totalled \$8,522,550 - a 50 per cent increase over 1961 gifts from the same contributors. The additional \$2,842,550 pledged will go to the UJA Special Fund. This initial response to the urging of top national leaders who spearheaded the drive in major communities prior to the Conference was electrifying proof that the American Jewish community would be equal to the task ahead.

Meyerhoff and Mrs. Fink Re-Elected to Top UJA Offices

Conference delegates again reacted with a standing vote to the nomination of Joseph Meyerhoff of Baltimore, re-elected to a second term as UJA General Chairman. Fred Forman of Rochester, Chairman of the Nominating Committee, proposed his name with these words, "I don't have to tell you all he has done. His great work is known to all of us, not only for UJA, but for all Jewish causes, locally, nationally and internationally."

AMONG SPEAKERS AND CHAIRMEN OF MAJOR CONFERENCE SESSIONS



Avraham Harman



Aryeh L. Pincus



Rabbi Isadore Breslau



Rabbi Herbert A. Friedman



Moses A. Leavitt



Dewey D. Stone



Edward M. M. Warburg



Jack D. Weiler



Max M. Fisher



Albert A. Levin



Melvin Dubinsky



Fred Forman

SOME OF COMMUNITY LEADERS ANNOUNCING BIG GIFTS AT CONFERENCE



Samuel H. Daroff
Philadelphia



David Kane
Boston



Joseph Mitchell
Los Angeles



Paul Zuckerman
Detroit



Herman Fineberg
Pittsburgh



Edward Ginsberg
Cleveland



Lester Levy
Baltimore



Alan Sagner
Newark

Mrs. Israel D. Fink of Minneapolis was re-elected to her second term as National Chairman of the UJA Women's Division. "She has done a great job," Mr. Forman said. "We have no more devoted worker among the men or women than Paulette Fink."

Rabbi Isadore Breslau of Washington was elected a National Chairman of UJA. Other UJA leaders were re-elected or re-designated to lead the 1962 campaign.

The Conference, held this year on a Sunday and Monday, maintained a high pitch of interest, beginning with a meeting of the UJA Campaign Cabinet. Delegates crowded sessions from early morning to late evening. In addition to scheduled speakers, there was an extraordinary participation by delegates themselves who asked questions and spoke repeatedly from the floor. They revealed a knowledgeable awareness of the needs and a firm determination to move ahead.

Opening Session Sets Framework of 1962 Needs

Promptly at 10:00 on Sunday morning, the Conference opened to a packed audience which listened attentively to a presentation of the needs in Israel by Aryeh L. Pincus, Treasurer of the Jewish Agency for Israel (See page 15 for excerpts). Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, made an off-the-record report of the situation in many countries where Jews receive aid through the JDC. Following a summary of the Jewish position overseas at the present time, he detailed the kind of aid needed in different areas, including some in which JDC operations were extremely precarious and difficult to maintain. Under such circumstances, he pointed out, welfare costs are particularly heavy.

Under the skillful Chairmanship of William Rosenwald, UJA National Chairman, a panel of UJA agency experts answered questions about every aspect of their services. In opening the Conference, Mr. Rosenwald outlined the tasks ahead. Pointing out the challenge facing campaigners in 1962, he expressed every confidence that American Jews would regard the increased immigration to Israel and other lands as "a stroke of good fortune. All of us wish to see it continue, which means that we must here devise the most effective means of financing this historic undertaking."



UJA General Chairman Meyerhoff presents awards to outstanding Jewish leaders. At left, Charles Mayer, Chairman of Trustees of the UJA of Greater New York; at right, U. S. Secretary of Labor Arthur J. Goldberg and Leonard Ratner, Vice-President of the Cleveland Federation and member of UJA Campaign Cabinet.

Questions were still being asked by alert community leaders when it became necessary to end the session so that delegates would have time for lunch before moving into the afternoon meeting.

Meyerhoff Presents Total Goal and Needs for 1962

In a masterly summation of the steps which led up to the recommendation of a Special Fund for 1962, Mr. Meyerhoff set the tone for the thoughtful and stimulating discussion of the afternoon session. (See Chairman's Column, page 23).

Stating frankly that he was well aware of the reluctance in many communities to support a Special Fund, Mr. Meyerhoff recapitulated the steps which led to the conclusion by the UJA Executive Committee and the UJA National Conference of September 27 that only with a Special Fund could the essential minimal sum of \$95,000,000 be raised.

"We really want to do a job - a life-saving job," he said, "and the only way I know it can be done is by an extraordinary kind of giving, and that is what a Special Fund means to me. It means that we feel this year - and I don't disregard the long-term nature of the problem - that we must take care of the immediate extra needs with funds raised over and above the normal contributions for UJA agencies."

Max M. Fisher of Detroit, Chairman of the session, and a panel of UJA officers answered questions from the floor dealing with the mechanics and problems of the 1962 campaign. A number of top community leaders in major cities shared their pre-Conference Big Gifts solicitation experiences with other delegates. Serving on the panel were Mrs. Israel D. Fink, National Women's Division Chairman; Mr. Fink, Chairman of the National Cash Committee; Fred Forman of Rochester, Dewey D. Stone of Boston, Albert A. Levin of Cleveland and Jack D. Weiler of New York, all UJA National Chairmen; Melvin Dubinsky of St. Louis, Chairman of the National Campaign Cabinet; Rabbi Isadore Breslau of Washington, National Allocations Chairman, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

Friedman Gives Historical Perspective of 1962 Needs

Ending an all-day Conference meeting unique in UJA history, Executive Vice Chairman Herbert A. Friedman brought his audience to a standing ovation with a description of "some of the larger and more historic implications of what we are attempting." Delegates, he said, had heard all the facts, had raised all the problems inherent in the nature of the 1962 campaign, and answered them. But these practical answers, made by men of perspicacity and long-time campaign experience, still could not alone guarantee a successful campaign.



Shown with William Rosenwald (center) are panel members at session on needs. L. to r. are: Philip Soskis, Director, New York Assn. for New Americans; James Rice, Director, United Hias Service; Gottlieb Hammer, Executive Vice-Chairman, Jewish Agency for Israel, Inc., and Charles Jordan, Overseas Director General, JDC. Also serving on the panel was Dr. Isador Lubin, Consultant for Programs in Israel for the Jewish Agency for Israel, Inc., New York.

"All the arguments, all the obstacles to giving," he said, "are based only upon reason, and one can easily find all kinds of reasons for putting up obstacles. I suggest that we go back to the realm of the heart and soul and the spirit with which we have lived for these thousands of years.

"The Greeks were the great masters of logic. The Romans were the great masters of law. The Jews were the great masters of faith and hope and powerful conviction -- passionate dedication to certain ideals. We lived by a dream, and we found within ourselves the technical means to make the dream come true.

"This is the only way we can face 1962 or 1972 or any year, until we have completed the task of our century."

Mrs. Meir, Dr. Josephthal, Ambassador Harman Stress Partnership with UJA

Taking time out from her arduous duties at the United Nations, Israel's Foreign Minister Golda Meir made an unscheduled appearance at the UJA Annual Dinner, and was greeted by a great ovation as she entered the Waldorf-Astoria Grand Ballroom. She movingly described the Israel of today, in which there at last was freedom for so many formerly oppressed and persecuted Jews. (See page 10 for excerpts)

"Friends, this is Israel," she concluded. "Work, problems, difficulties, a lot of joy, a lot of laughter, tears - tears for the past, for those that are not any more - and joy in meeting new ones as they come in. And through all this, one great urge: to build, to work, to become stronger, to become better.

"We, the people of Israel, are very proud of our partnership with you. We hope and pray that you feel the same way about your partnership with us."

Dr. Giora Josephthal, Israel Minister of Development and Housing, in an eloquent address described the urgent need to build at least 18,000 new housing units for immigrants expected in 1962. Noting that Israel was once again in the midst of a new flow of immigration, he told of the problems that face Israel's people in providing even modest accommodations for the steady stream of newcomers. He stressed the indispensability of the United Jewish Appeal in helping them to carry out the task of effective immigrant aid. (See page 10 for excerpts of this speech).

In an earlier address to delegates, Israel Ambassador Avraham Harman pointed out that the world today is in a transition period and that it was the duty of the free world to insure a transition toward peace and not "toward another explosion."

"It is the purpose of the free Jewish communities of our generation," he said, "to make quite sure that it will be a transition toward the local liberation of the Jewish people and of Jews wherever they live. You in the United States and we in Israel are the two great free liberating forces in the Jewish life of our day. The essential fact which emerges from this Conference and from the communities that you represent, is that this partnership of responsibility is going to continue; that we are not going to relax in this unending struggle; that these two free parts of the Jewish people are going to move forward."

Secretary Goldberg, Charles Mayer, Leonard Ratner Honored

U. S. Secretary of Labor Arthur J. Goldberg, a major speaker at the dinner, received an award from Conference leaders, who also paid special tribute to Charles Mayer of New York, and Leonard Ratner of Cleveland, outstanding Jewish communal leaders.

Secretary Goldberg told delegates that in his personal capacity he had "for many years been a participant with you in the work you are doing. And I see no reason," he added, "to change my attitude about the importance of this work because I happen to be a Cabinet officer." (See page 15 for excerpts).

Mr. Mayer, Chairman of Trustees of the United Jewish Appeal of Greater New York, and Mr. Ratner, Vice-President of the Cleveland Federation and member of the UJA National Campaign Cabinet, were presented with silver Hanukkah lamps by Joseph Meyerhoff, who presided at the dinner. Secretary Goldberg was given an ancient Jewish oil lamp, inscribed "to a great public servant and leader in the effort to build a just democratic society, and a devoted son of the Jewish people."

Mr. Mayer's lamp was inscribed to him as one "whose lifetime of leadership has helped advance the cause of Jewish life and freedom and helped Israel's people build a haven for the oppressed and homeless."

The inscription on Mr. Ratner's lamp hailed him as an outstanding leader "who, by his magnificent example, has inspired us all to help bring life and light to Jews everywhere and to build Israel as a haven for freedom."

Leaders of Jewish Groups Pledge All-Out Support of 1962 UJA Campaign

Rabbi Irving Miller, Chairman of the Conference of Presidents of major American Jewish organizations, reported that the organizations and presidents he represents are "prepared to put at the disposal of the United Jewish Appeal, this year particularly, their best efforts and all their resources."

The leader of the UJA Rabbinical Advisory Council, Rabbi Morris Lieberman of Baltimore, brought greetings and a pledge of support from the Council, organized a few years ago to be available for consultation to the UJA on matters of policy and program and to mobilize the educational and inspirational resources of the Rabbinate and congregations throughout the country.

Speaking for the young generation of college students on campuses throughout the country, Elliott Lichtman of Pottstown, Pa., a student at the Harvard Law School, stressed the importance of the effort of the UJA and the Hillel Foundations of B'nai B'rith, in a joint sponsorship of university appeals.

Women Have Raised Nearly \$200,000,000 Since 1946, Mrs. Fink Reports

At Monday morning's session, a report on the work of Women's Divisions by Mrs. Israel D. Fink, National Chairman, revealed that nearly \$200,000,000 has been contributed by women to community campaigns since the National Division was organized in 1946.

"This is all 'plus' giving," she pointed out. "Women are not simply dividing up family gifts with their husbands. They are giving completely on their own - out of their own allowances or budgets."

There are 250 well-organized Women's Divisions throughout the country, Mrs. Fink reported, and many of these are carrying on successful year-round educational programs. "It is the spirit women put into their activities and their influence in the community which is so important to UJA. I can say with earnest frankness that where there is a good Women's Division in town, you have a strong Men's Division."

Young Leaders Asks UJA Leadership to 'Put Us to Work'

Daniel Heller of Miami, one of a group of young leaders who visited Israel and Europe last Spring on a UJA Young Leadership Mission, emphasized the great importance of the Mission and the Conference held in New York in November. All those who participated, he said, are doing a real job in their communities and are anxious to take on more responsibility.

WOMEN'S DIVISION BOARD VOTES SUPPORT OF UJA SPECIAL FUND FOR EXTRA \$35,000,000



Seated—(left to right): Mrs. William Diamonstein, Newport News, Va.; Mrs. Irvin S. Rosenbaum, Louisville, Ky.; Mrs. John C. Hopp, Detroit, Mich., Vice-Chairmen; Mrs. Jack A. Goodman, Indianapolis, Ind., Honorary Chairman; Mrs. Hal Horne, New York, N. Y., Honorary Chairman; Mrs. Israel D. Fink, Minneapolis, Minn., Chairman; Mrs. Albert Pilavin, Providence, R. I.; Mrs. S. Alexander Brailove, Elizabeth, N. J., Honorary Chairmen; Mrs. Irving Ehrenfeld, Passaic, N. J.; Mrs. Burt J. Siris, Rye, N. Y., Mrs. Carl Spector, Boston, Mass., Vice-Chairmen.

Standing—first row (left to right): Mrs. Raymond Kramer, Paterson, N. J.; Mrs. Harry Jones, Detroit, Mich., Executive Committee; Mrs. Henry Wineman, Detroit, Mich., Advisory Board; Mrs. Charles T. Cohen, Milwaukee, Wis., Mrs. Harold J. Cohen, New York, N. Y., Mrs. Harry Bishop, Hartford, Conn., Mrs. Ezra Z. Shapiro, Cleveland, Ohio, Mrs. Aaron Zacks, Columbus, Ohio, Mrs. David C. Salesky, Philadelphia Pa., Mrs. Ralph M. Brandwene, Wilkes-Barre, Pa., Mrs. Alexander Hassan, Washington, D. C., Mrs. Francis J. Bloustein, New York, N. Y., Executive Committee; Mrs. Ludwig Kaphan, St. Petersburg Beach, Fla., Advisory Board; Mrs. Morris Senderowitz, Allentown, Pa., Executive Committee; Mrs. Sol Aiolo, Rochester, N. Y.

Standing—second row (left to right): Mrs. Gilbert Fraunhar, Westport, Conn., Mrs. Isadore Slotnick, Boston, Mass., Mrs. Nathan Levine, Cincinnati, Ohio, Mrs. Harding Frankel, Houston, Tex., Mrs. Isadore Horowitz, Shreveport, La., Mrs. Harold N. Rosenberg, Englewood, N. J., Mrs. Jack Soble, Atlantic City, N. J., Mrs. Jules Goldman, Kansas City, Mo., Mrs. Jerome B. Taube, Long Beach, Calif., Mrs. Sidney Q. Janus, Atlanta, Ga., Mrs. Jerome Meier, Newark, N. J., Executive Committee.

Members not pictured are Mrs. Henry Newman, Kansas City, Mo., Honorary Chairman; Mrs. Joseph Cohen, New Orleans, La., Mrs. Jack H. Karp, Los Angeles, Calif., Vice-Chairmen; Mrs. Bertram Allenberg, Los Angeles, Calif., Mrs. Jacob Blaustein, Baltimore, Md., Mrs. Katharine S. Falk, Pittsburgh, Pa., Mrs. Bernard Fensterwald, Nashville, Tenn., Mrs. Jennie Grossinger, Ferndale, N. Y., Mrs. Milton Kutz, Wilmington, Del., Advisory Board; Mrs. Irving Anches, Seattle, Wash., Mrs. Max W. Bay, Los Angeles, Calif., Mrs. Hugo Dalsheimer, Baltimore, Md., Mrs. A. W. Grandis, Richmond, Va., Mrs. Julius Irving, Providence, R. I., Mrs. Paul Kapelow, New Orleans, La., Mrs. Seymour Marcus, Birmingham, Ala., Mrs. Arthur S. Pos, Chicago, Ill., Mrs. Louis J. Reizenstein, Pittsburgh, Pa., Mrs. Meyer H. Riwehun, Buffalo, N. Y., Mrs. Arnold Rubenstein, St. Paul, Minn., Executive Committee.

National Allocations Chairman Makes Enlightening Report on Pre-Campaign Budgeting

Rabbi Isadore Breslau of Washington, newly elected National Chairman, and former UJA National Allocations Chairman, acknowledged that "PCB" was not always popular in every community and then proceeded to outline the factual situation that made the proper distribution of campaign proceeds essential to a successful UJA campaign - especially for 1962.

Local needs in every community, he said, were undoubtedly increasing and were unquestionably important, but it had become more and more a habit for community campaigns which did not meet their goals to want UJA to "be the insurer of every other agency requirement and to constantly absorb all the losses."

Pointing out that allocations from the regular campaign in 1962 must not be diminished in order to increase giving to the Special Fund, Breslau said that the answer must be extra giving with a "mutually acceptable budgeting formula."

Cash Line Adds Millions to Bring Year's Total Cash Receipts Higher Than 1960

In a traditionally impressive ceremony, community leaders lined up on Monday morning to present cash raised against pledges to the National Cash Committee Chairman, Israel D. Fink (see pages 16 and 17). Joining him in accepting the checks were Mr. Pincus, Treasurer of the Jewish Agency, and Paul Kapelow of New Orleans, Regional Co-Chairman of the Cash Committee. Mr. Fink thanked the other Regional Co-Chairmen of the Committee who, he said, had done an outstanding job. They are Samuel Daroff of Philadelphia, Joshua Glasser of Chicago and Benjamin Swig of San Francisco. He also gave special thanks to Louis Smith of Boston, who, as Chairman of the Cash Collection Campaign of the Council of Jewish Federations and Welfare Funds, had given "invaluable help."

It was expected, he announced, that cash collected by the end of 1961 would total some three million dollars more than the sum raised in 1960.

Women's Division Reception and Dinner is Successful Conference Innovation

Hosts at a reception on Sunday afternoon in honor of women attending the UJA Conference were Mrs. Israel Fink and Mr. Meyerhoff. Following the reception, the Women's Division held a dinner at which Presidents, or their representatives, of women's top national Jewish organizations were honored guests. Mrs. Marietta Tree, U.S. Representative to the United Nations Commission on Human Rights, spoke on "Women's Responsibility in this Changing World," and congratulated the UJA Women's Division on "your very many programs and your wisdom in combining your talents so effectively."

Mrs. Fink gave a powerful and highly moving report of a visit to Israel and other overseas countries where Jews receive UJA aid, from which she had just returned.

"There can be no status quo for us," she said, "We have a big task ahead, but it is a job that I know we will do. We are fortunate to be part of this fantastic history-making movement which has such a wonderful goal."

EXCERPTS FROM ADDRESSES AT CONFERENCE

GOLDA MEIR, FOREIGN MINISTER OF ISRAEL: In Israel there is a people constantly growing. The problem that faced us was the people who were coming from all parts of the world, as different from each other as they possibly could be, in language, in culture, in background. Here was a test. Could we succeed in welding all these various groups and tribes of Jewish people into one people, one ideal, one purpose?

What we have done during these 13 years is not all completed, not all problems have been solved, but what already has been accomplished proves to us that it can be done and it will be done.

Today is a very solemn day. It is a day that will go down in our history. Today a man, Eichmann, who shared greatly in the responsibility of the murdering, gassing, burning of six million of our people, among them over a million children, was declared guilty in a court in Jerusalem.

My friends, we were not looking for revenge. But for the first time in a long tragic history we could say: The blood of Jewish children is as thick as the blood of any other children. What one may not do to any human being, he may not do to a Jew, and if he does, he is up in court. When we went through with this trial, we all knew how much torture it would cause to many that had to relive all this again.

We know now we had a purpose, one and only one: this story had to be told. The world must hear it from the lips of the man who was responsible for it. Maybe, when people the world over, civilized human beings, hear this story and the entire world relives all this tragedy with us — maybe this will assure that it will not be repeated, not only repeated against Jews, but against any human being.

DR. GIORA JOSEPHTHAL, ISRAEL MINISTER OF DEVELOPMENT AND HOUSING: When we tried to make a budget for 1961, we based it on 1960 experience, on 25,000 immigrants. Suddenly, in May and June, the immigration figures jumped.

Can you imagine what the Minister of Finance, the Treasurer of the Agency, or even the Minister of Housing is up against? In the middle of a budgetary year he has to look for tens of millions of dollars more. Before the new Government was set up in Israel after the elections, we imposed a compulsory loan at the level of 12½ per cent of the income tax on our population in order to create a new source of income in the shortest possible time. Within a few weeks we had to reorganize all our building activities in order to get our immigrants housed. Now we see a steady flow of immigration ahead.

It is a historic opportunity — affecting large Jewish populations in countries which I cannot mention. No one knows how long this opportunity will last. In those countries the curtain has gone down twice since 1948; twice we had to say to ourselves "we are late," twice we didn't know if it was our fault or not, that more Jews were not saved. But let us stop once and for all with speculations about time. Do what you can do now.

Immigrant housing in Israel cannot be built by economic investments. There is no mortgage money in the world and not in Israel for the next 40 or 50 years, with a low rate of interest, which can do the job.

This is not just an investment in housing, it is an investment in people — parents and children and sometimes even the grandparents. You cannot provide for them by additional loans, you have to do it with philanthropic money.

1962 UNITED JEWISH APPEAL BUDGETARY REQUIREMENTS

Breakdown By Agency

<u>A g e n c y</u>	<u>Regular Campaign</u>	<u>Special Fund</u>	<u>Total</u>
Jewish Agency for Israel, Inc. New York	\$37,785,000	\$30,415,000	\$68,200,000
Joint Distribution Committee	17,820,000	4,180,000	22,000,000
New York Association for New Americans	895,000	—	895,000
United Hias Service	—	405,000	405,000
United Jewish Appeal, National	<u>3,500,000</u>	<u>—</u>	<u>3,500,000</u>
	<u>\$60,000,000</u>	<u>\$35,000,000</u>	<u>\$95,000,000</u>

Breakdown By Item Of Expenditure

<u>A g e n c y</u>	<u>Item of Expenditure</u>	<u>Amount</u>
<u>Jewish Agency for Israel, Inc. New York</u>	Immigration.....	\$10,200,000
	Initial Assistance and Absorption.....	14,000,000
	Immigrant Housing.....	15,000,000
	Agricultural Settlements.....	13,250,000
	Child Care and Training.....	2,300,000
	Allocations to Institutions of Higher Learning	1,750,000
	Jewish National Fund (for interim employment)	700,000
	Administration of Programs in Israel.....	1,300,000
	Administration, JAFI, Inc. and UIA, New York....	300,000
	Debt Service.....	<u>9,400,000</u>
	<u>\$68,200,000</u>	
	<u>Amount to be provided by UJA.....</u>	<u>\$68,200,000</u>
<u>Joint Distribution Committee</u>	Malben Service.....	\$ 9,000,000
	Religious and Cultural Activities in Israel....	850,000
	Moslem Countries.....	6,200,000
	European Countries.....	4,975,700
	Other Countries.....	315,600
	Reconstruction.....	2,000,000
	Relief-in-Transit.....	5,100,000
	Other.....	<u>2,244,450</u>
		<u>\$30,685,750</u>
	1961 Operational Deficit.....	862,900
	<u>\$31,548,650</u>	
	<u>Anticipated Income from Sources other than UJA.....</u>	<u>\$ 9,548,650</u>
	<u>Amount to be provided by UJA.....</u>	<u>\$22,000,000</u>
<u>New York Association New Americans</u>	Family Service (Relief and Rehabilitation).....	\$ 510,510
	Vocational Service.....	119,905
	Reception and Referrals.....	67,715
	Office and Administrative Services.....	62,670
	Subventions for Services to Immigrants.....	<u>134,200</u>
	<u>\$ 895,000</u>	
	<u>Amount to be provided by UJA.....</u>	<u>\$ 895,000</u>
<u>United Hias Service UJA, National</u>	UJA Grant for Immigrant Work.....	\$ 405,000
	Campaign Operations and Administration	<u>\$ 3,500,000</u>
<u>Total 1962</u>	<u>United Jewish Appeal Financial Requirements.....</u>	<u>\$95,000,000</u>

'In the Achievement of Our Vital Mission

A Message from the Prime Minister of Israel to Joseph Meyerhoff, General Chairman, United Jewish Appeal

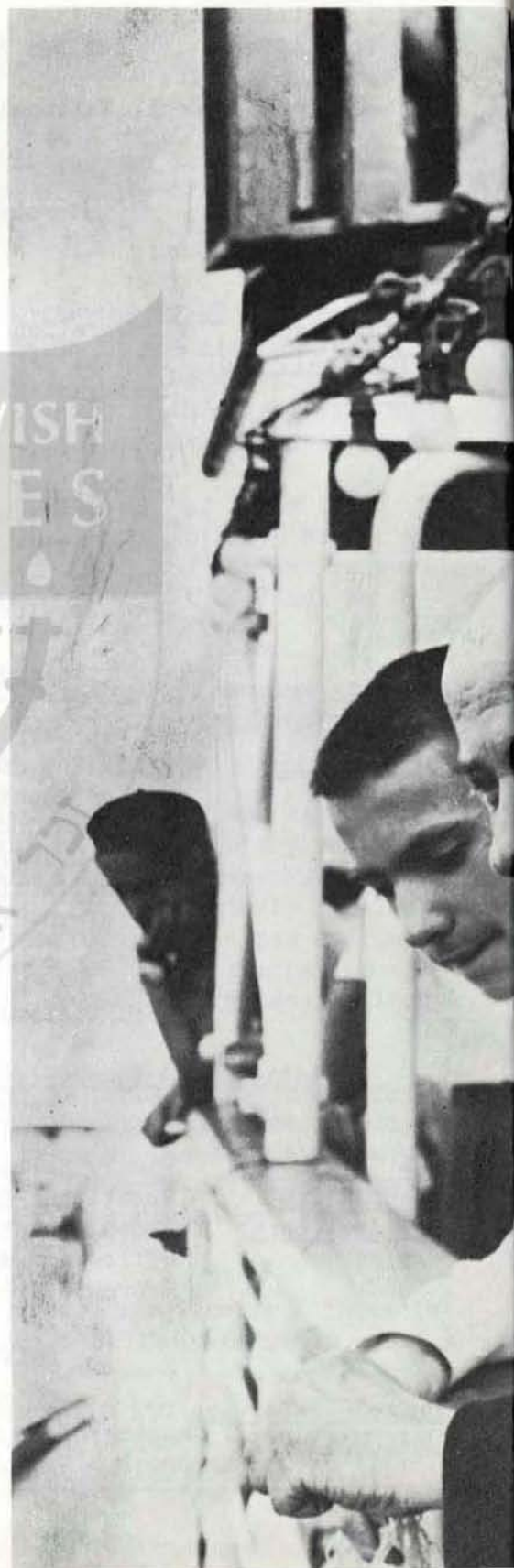
ON BEHALF OF THE GOVERNMENT AND PEOPLE OF ISRAEL, I SEND A HEARTY HAND-CLASP TO YOU AND TO AMERICAN JEWRY AND TO ALL FRIENDS OF THE UNITED JEWISH APPEAL AS YOU GATHER TO LAUNCH THE 1962 CAMPAIGN.

GREAT TASKS LIE AHEAD. IN THEIR ACCOMPLISHMENT THE UJA IS INDISPENSABLE. YOU ARE MEETING AT A TIME WHEN GROWING IMMIGRATION INTO ISRAEL PRESENTS US WITH ONE OF THE GREATEST CHALLENGES WE HAVE FACED IN THE LAST DECADE. THIS PLACES AN ENORMOUS STRAIN ON OUR ABSORPTIVE CAPACITIES.

WE IN ISRAEL ARE DETERMINED TO KEEP THE GATES OPEN TO ALL. WE HAVE JUST ADDED A NEW COMPULSORY LOAN TO HEAVY TAXES (AND ARE PARING NATIONAL AND INDIVIDUAL EXPENDITURES) BUT WE CANNOT DO IT ALONE. IN THE ACHIEVEMENT OF OUR VITAL MISSION WE COUNT UPON UJA, THE NOBLE CREATION OF AMERICAN JEWRY WHICH HAS DONE SO MUCH TO STRENGTHEN OUR HANDS EVER SINCE ISRAEL CAME INTO BEING.

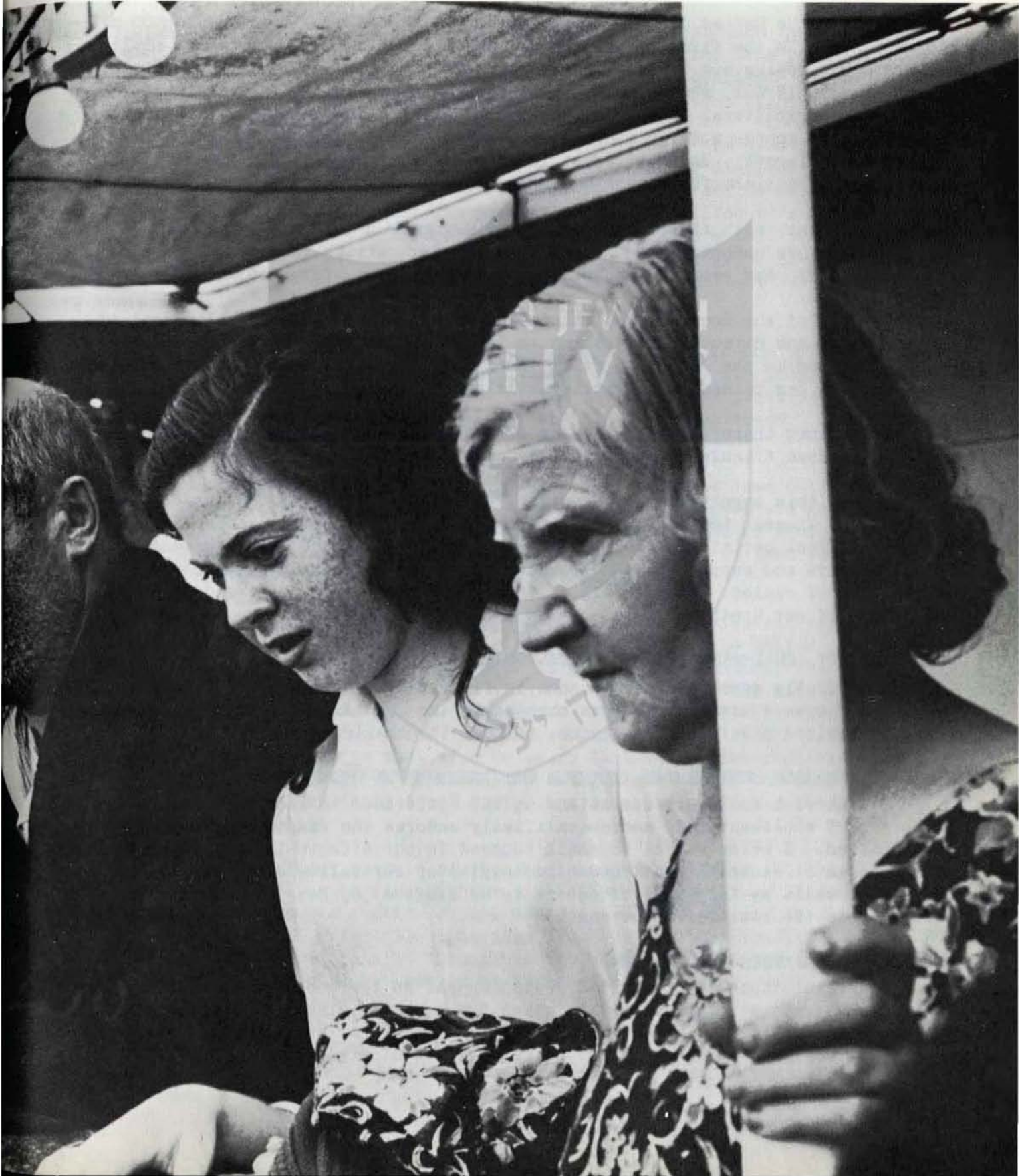
THE NEW IMMIGRATION WITH ALL ITS MANY NEEDS COMES TO US WHEN THREE HUNDRED THOUSAND IMMIGRANTS OF PREVIOUS YEARS STILL NEED CONTINUED ABSORPTIVE ASSISTANCE INCLUDING HOUSING, TRAINING, TOOLS AND OTHER AID. WE WILL BRING IN THIS YEAR'S NEWCOMERS GLADLY BUT WE TURN TO YOU TO RAISE A GREAT SUM OVER AND ABOVE WHAT YOU HAVE DONE IN RECENT YEARS. TOGETHER, LET THE PEOPLE OF ISRAEL AND AMERICAN JEWRY, THROUGH THE UJA, FULFILL OUR COMMON DUTY IN RESCUE AND SETTLEMENT. I SEND MY OWN WARM PERSONAL GREETINGS AND MY BEST WISHES FOR A SUCCESSFUL MEETING.

D. Ben-Gurion



on We Count Upon UJA...'

DAVID BEN-GURION



PROMINENT PERSONALITIES PROCLAIM SUPPORT OF UJA IN CONGRATULATORY MESSAGES TO ANNUAL CONFERENCE

Excerpts From a Speech by Levi Eshkol, Israel's Minister of Finance, before the Israel Knesset in Jerusalem:

"In 1960 the United Jewish Appeal in the United States collected over 60 million dollars. In the first ten months of 1961 UJA collected more than 51 million dollars. UJA monies are transferred by the Jewish Agency, Inc. New York, to the Jewish Agency, Israel, where, as you are aware, they are spent on immigration, absorption, agricultural settlement and Youth Aliyah. The Joint Distribution Committee also spends a large share of the money allocated it on its MALBEN institutions in Israel. In other countries the Keren Hayesod raises annually about twelve million dollars for financing immigration and absorption.

"At present, with the increased rate of immigration to Israel, the UJA in the United States has undertaken a special campaign for raising tens of millions of dollars additional, and over and above its regular campaign, for housing and absorption.

"Members of the house may be interested to know that since establishment of the State, UJA has directly transferred to Israel 556 million dollars in addition to money allocated to the JDC or to other institutions. During the same period, the Keren Hayesod has raised more than 180 million dollars.

"It follows therefore that the sum of nearly three-quarters of a billion dollars has been transferred to Israel by our brethren overseas.

"I take this opportunity of sending from here greetings of the Israel Government and the Knesset to the UJA Conference and through it to thousands of workers for UJA. I feel certain we are all united in this message of encouragement to Appeal workers and supporters who are showing such devotion, loyalty to cause of the ingathering of exiles. We wish all of them every success in their endeavors for the redemption of our brethren."

MOSHE SHARETT, CHAIRMAN, JEWISH AGENCY FOR ISRAEL:

"I cordially greet your Conference in firm confidence that it will rise to the heights and open a new and glorious chapter in the magnificent record of American Jewry, organized under the UJA banner, to meet the challenge."

HERBERT H. LEHMAN, FORMER U.S. SENATOR AND GOVERNOR OF THE STATE OF NEW YORK:

"I want each and every one attending the Conference to know that though absent in person, I wholeheartedly and unqualifiedly endorse the campaign on which you are now embarked. I believe that we shall succeed in our efforts if each of us realizes that what is at stake is the freedom and dignity of our fellow Jews. So far as I am concerned, while my help will of necessity be limited, my heart is in this and I will help to the limit of my strength."

SENATOR JACOB JAVITS OF NEW YORK:

"Congratulations to the United Jewish Appeal on the occasion of its 24th Annual National Conference. Israel must be given the economic sinews to make possible the humanitarian service it is rendering in getting homes for our brethren. Realities of the national situation emphasize the importance of strengthening Israel."

EXCERPTS FROM CONFERENCE ADDRESSES (Continued from page 10)

Must I prove to you once more why we need the UJA? Is there any doubt that building a nation and rehabilitating a people is not an economic enterprise expressible in dates of repayment and rates of interest? You are an indispensable part of Jewish life as long as Israel has a task of receiving and absorbing newcomers. You are, and I hope will be, the expression of the social conscience of Jewish life.

ARYEH L. PINCUS, TREASURER, JEWISH AGENCY FOR ISRAEL: Immigration is increasing again. There are young Jews and there are old Jews coming in. The young people are going to become a vital element in the productivity of the country. The old people will remain a burden for many, many years. But they too have a right to haven.

We have absorbed large numbers before. We did it with the greatest difficulty in the years of 1950 and 1951, and we were near the brink of disaster in those years. It is true that our position is stronger today. Israel is stronger. But if we have to rely only on Israel and its population of two million to solve this problem, I don't know whether -- with the cold war taking the form that it has, with the political opponents of Israel being what they are -- we will get a second chance, unless we are helped to face the economic and social problems that arise out of this new immigration.

Two-thirds of the cost of bringing an immigrant to Israel, from his departure to the date he becomes a self-supporting citizen, is borne by the people of Israel. You can judge whether you think, in light of the fact that but yesterday most of that two million were immigrants themselves, that is a fair division. It is the factual division of today.

Make no mistake about it. Without the one-third from the Jews outside Israel -- which means mainly United States Jewry -- we shall not succeed and we cannot succeed. You are involved in a thing which goes far beyond you as individuals. You are part of a great historic process. You don't want to deny it, and you cannot deny the need for your active participation in that process.

ARTHUR J. GOLDBERG, SECRETARY OF LABOR OF THE U.S.: When we view our personal responsibilities to perform the good works of freedom--through the United Jewish Appeal, for example--we must not be prideful in giving, but thankful that we can give, and we should not assume that this is a one-way street. The many private organizations supporting free nations like Israel may be too often inclined to believe that they are bringing bread to those countries--bread in the form of material contributions--but we must also be aware that we receive something in exchange. We must remember that free nations bring light to us--the light of their achievements, the light of their great social and economic programs, the light of their democratic societies.

Israel is an excellent example of the American policy in action. American citizens have been willing to invest their time, their money, their hearts and souls to help develop in a remote section of the world a new life for countless people, a new life based on social principles inherited from our Biblical tradition and embodying the aspirations of mankind throughout the world--social justice, economic justice, the right of people to live in dignity and self-respect.

If we are loyal to the idea of a strong and free world of independent nations, are we then disloyal to the interests of our own nation? The answer is certainly not -- the best interests of this nation are clearly in the development of the democratic spirit everywhere.

CHECKS PRESENTED BY COMMUNITY DELEGATE

Shown on these two pages are pictures of community leaders at the Annual National Conference as they presented checks for the cash raised in their home localities. UJA National Cash Chairman I. D. Fink, Regional Co-Chairman Paul Kapelow of New Orleans and Aryeh L. Pincus, Treasurer of the Jewish Agency, greeted delegates as they came forward.



L. Blank, J. Ruda, I. D. Fink, P. Leeds
Long Branch



Aryeh L. Pincus, Paul Kapelow, Mrs. R. Brandwene,
Wilkes-Barre



Dr. and Mrs. E. Weiss, William Rosenwald, Mr. and Mrs. F. Baer, B. Natkow
South Bend



H. Wineberg, Aryeh Manor, Israel Economic Minister to
U. S. and Canada, E. Weitz, I. D. Fink, L. Struhl, Jersey City



Dr. C. Schiffman, I. D. Fink, A. Solomon
Waterbury



A. Kiesler, N. Rosenberg
Denver



J. Harris, M. Hodin
Scranton



F. deBeer, Jr., E. Phillips
Albany



Dr. E. Weiss
South Bend

BRING 1961 CASH TOTAL OVER 1960 RETURNS



Mrs. I. Horowitz
Shreveport



H. Ruffman
Southern Illinois



L. Smith
Boston



R. Hayman
Buffalo



A. Menter
Syracuse



P. Himmelfarb
Washington



H. Miller
Fall River



Mrs. B. Daitzman
North Hudson



H. Axelrod
Lawrence



M. Skilken
Columbus



Mrs. J. Irving
Providence



S. Rothberg
Atlanta



I. Franklin
Brockton



Mrs. W. Diamonstein
Newport News



J. Zissen
Dayton



J. Paris
Cleveland



Mrs. J. Lerner
Dallas



B. Silverblatt
Lowell



Mrs. H. Robinson
Detroit



H. Cohen
Atlantic City



M. Legum
Norfolk



Mrs. R. Levine
New Haven



Mrs. J. Taube
Long Beach



S. Laub
Wilmington



J. Levine
Summit



Dr. I. Rosenbaum
Louisville



D. Busis
Pittsburgh



G. Feldman
Allentown

INAUGURAL DINNER TO HONOR 1962 COMMUNITY CAMPAIGN CHAIRMEN

The National Inaugural Dinner of the 1962 UJA campaign will honor Chairmen of community campaigns who will be leading the drives throughout the country. The dinner is being held on Sunday, February 11, at 6:30 P.M. at the Waldorf-Astoria Hotel in New York City. Individuals and representatives of communities throughout the country will make announcements of advance larger gifts to the regular campaign and the Special Fund. The Inaugural Dinner seeks to open the 1962 nationwide campaign by carrying forward the remarkable demonstration of greater giving shown at the UJA Annual National Conference.

SECOND ANNUAL YOUNG LEADERSHIP CONFERENCE GIVES ENTHUSIASTIC SUPPORT TO UJA PROGRAM

A new generation of United Jewish Appeal leaders -- young, dynamic, energetic and responsible -- has swung into action. To the persistent and crucial question-- will those who matured since the Nazi holocaust pick up the torch of Jewish redemption -- the Second Annual National Young Leadership Conference, Nov. 10-12 at the Waldorf-Astoria, New York, gave a resounding affirmative answer. More than 300 delegates, aged 25 to 35, heard a galaxy of top UJA leaders and Israel officials brief them on global aspects of UJA's life-saving, life-rebuilding operations.

From Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, they received a report-in-depth, tracing the course of Jewish migration since 1880 and outlining the background of UJA and its constituent agencies. The indispensability of UJA aid was emphasized by Theodore Kollek, Director General of the Office of the Prime Minister of Israel. He stressed the importance of the UJA "gift dollar" to the Jewish Agency's immigration and absorption operations.

From Gen. Chaim Bar-Lev, former Commander of Israel's Armored Forces, the Conference heard what deep inroads defense requirements make on Israel's resources. But Israel's ability to take in and absorb Jews in need of haven is dependent on its maintaining a secure peace, he said.

From a wealth of personal and family experience, Edward M.M. Warburg, honorary UJA Chairman and JDC Chairman, advised conferees "to become the kind of informed lay leader who will challenge and who will be from Missouri." Joseph Meyerhoff, UJA General Chairman, noting the dramatic emergence of young leaders, congratulated them on demonstrating conclusively that "you are ready to carry on the great global humanitarian work begun by your fathers 23 years ago."

The wide-ranging services of the Joint Distribution Committee were described by Moses A. Leavitt, JDC Executive Vice-Chairman, who told the story of JDC aid in 26 lands, and through the Malben program for immigrants in Israel. Gottlieb Hammer, Executive Vice-Chairman of the Jewish Agency for Israel, Inc., stressed the role of young leaders in meeting Jewish problems today and tomorrow.

The United Hias Service is helping 7,500 people resettle in the U.S., Canada, Latin America, Australia and other parts of the free world this year, James Rice, Director, told the conference. Philip Soskis, Director, N. Y. Association for New Americans, described the maintenance and vocational services NYANA provides Jewish refugee families in the N. Y. area.



UJA leaders greet Youth leaders at Conference. Left to right are: Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman; Joseph Meyerhoff, UJA General Chairman; James H. Nobil of Akron, Ohio, who reported on the Youth Leadership Mission to Europe and Israel, and Irwin Field of Encino, Calif., a member of the Mission.



'SECRET JOURNEY'—NEW UJA FILM AVAILABLE FOR CAMPAIGN AUDIENCES

A warm, deeply-moving, human documentary film telling the stirring story of today's immigration to Israel is now ready for use in the 1962 UJA campaign.

The film, "Secret Journey," 15 minutes in black and white, takes the viewer without fanfare into the heart of current immigration, showing two streams of people in motion toward the young State. In simple but eloquent terms, it provides insight into the heavy burdens the current movement imposes on the Jewish Agency for Israel and the Joint Distribution Committee, and it indicates also the vital role of UJA in making immigration possible.

A special message from UJA General Chairman Joseph Meyerhoff stresses the importance of UJA's \$35,000,000 Special Fund this year, along with its \$60,000,000 Regular Campaign to meet the costs of increasing immigration to Israel and other lands. The documentary is narrated by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

Filed on the spot in various processing centers and in Israel, the camera accompanies several groups of refugees from their first steps toward a new life to the moment their absorption begins in their new homeland. Shown at the UJA Annual National Conference in New York, December 11, the film was enthusiastically received by an audience of several hundred national Jewish community leaders.

"Secret Journey" is available only for campaign audiences. It is not for use on TV.

The film, prepared with the cooperation of Moshe Sharett, Chairman of the Jewish Agency for Israel, and members of the Jewish Agency staff, was conceived and supervised by Raphael Levy, UJA Publicity Director. The script is by David Mark. It was produced and directed by Paul Falkenberg. Requests for the film should be addressed to: Publicity Dept., United Jewish Appeal, 165 West 46th St., New York 36, N. Y.



TOP OVERSEAS AND ISRAEL LEADERS COMING

Seven prominent American and Israeli personalities — each closely associated with the problems of Israel and the Jewish people abroad — will be visiting the United States during the next few months to help the UJA in its all-out drive toward the \$95,000,000 campaign goal in 1962. The guests will speak at a series of national and regional conferences, and community meetings that are being scheduled throughout the country.



Moshe Sharett



Aryeh L. Pincus

The distinguished list of campaign speakers includes:

MOSHE SHARETT: Chairman of the Executive of the Jewish Agency for Israel, Mr. Sharett is a former Prime Minister and Foreign Minister of Israel. As one of his country's most able leaders and statesmen, he has served as spokesman for his people both at the United Nations and before other tribunals of world opinion. Since leaving the Foreign Ministry in 1956, Mr. Sharett headed a number of official goodwill missions to Europe and Asia. Early in 1961, when the strongest possible direction was needed to meet the great challenges posed by the increasing immigration of Jews to Israel, Mr. Sharett returned to the Jewish Agency as its executive head.

ARYEH L. PINCUS: Treasurer of the Jewish Agency for Israel, Mr. Pincus has a detailed understanding of immigrant needs. Born in the Union of South Africa, he was a member of the Johannesburg Bar before immigrating to Israel in 1948 where he was appointed Secretary General and legal advisor of the Ministry of Transport. He later became the first Managing Director of the El Al Israel Airlines.

GENERAL CHAIM HERZOG: As one of the top echelon commanders of the Israel Defense Forces, General Herzog is deeply concerned with the role that the Army, Navy and Air Force play in absorbing immigrant youth into the social fabric of his country. He is a member of one of Jewry's most distinguished families, his late father having been Isaac Halevi Herzog, Chief Rabbi of Israel, while his brother, Yaakov, is the Israel Ambassador to Canada.

SAMUEL HABER: Assistant to the Director General of Overseas Operations of the Joint Distribution Committee, Mr. Haber is an expert on Jewish welfare problems abroad. Beginning in 1947, he has been responsible for programs affecting the lives and welfare of hundreds of thousands of Jews in Europe and North Africa. He headed up a vast program of aid to some 200,000 Jewish DPs from 1947 to 1954 in the American Zone of Germany, later serving in Poland and North Africa.

ZVI GARCY: An Area Director for the Jewish Agency for Israel, Mr. Garcy is serving in one of the most vital and sensitive positions connected with the present stepped-up flow of Jewish immigration to Israel and other lands. Ever mindful of his own rescue from the Nazis through the efforts of the Jewish Agency's Youth Aliyah Department, he has long been associated with the saving of Jewish lives.

YAEL DAYAN: The daughter of the former Commander-in-Chief of the Israel Defense Forces, General Moshe Dayan, Miss Dayan has gained worldwide recognition on the strength of her two novels, "New Face in the Mirror" and "Envy the Frightened." A native-born Israeli, she is a former Israel Army officer and has studied at the Hebrew University in Jerusalem.

UNITED STATES FOR 1962 CAMPAIGN MEETINGS



General Chaim Herzog



Samuel Haber



Zvi Garcy



Yael Dayan



Henry Levy

HENRY LEVY: JDC Director in Latin America, Mr. Levy has a background of more than two decades in the social welfare field, including helping to rescue and rehabilitate survivors of the Nazi concentration camps. Prior to assuming his present position, he directed JDC missions in Germany, Bulgaria, Czechoslovakia, France, North Africa and Poland.

POPULAR ISRAELI JOURNALIST TO VISIT UNIVERSITIES COAST-TO-COAST



Shabtai Teveth

Shabtai Teveth, one of Israel's most popular journalists and writers, will make a three-month lecture tour of colleges and universities in the United States, starting next February, under the joint sponsorship of the United Jewish Appeal and the B'nai B'rith Hillel Foundations. During his coast-to-coast tour, which will get under way on February 6 at George Washington University, Washington, D.C., Mr. Teveth is expected to reach more than 10,000 Jewish students on behalf of the 1962 UJA.

Mr. Teveth has been a member of the editorial staff of Haaretz, Israel's largest independent morning daily, since 1950. His assignments have involved some of the most serious issues facing Israel today, such as immigration, absorption, education, youth, medical service, business and industry, and the relations between Israel and the Jews of other countries.

Born in 1925 at a farm settlement near the Israel-Jordan border, Mr. Teveth first visited the U.S. in 1946 to specialize in journalism. He began his newspaper career with the Gazette and Daily in York, Pa., then with the Philadelphia Evening Bulletin. In 1948 he interrupted his studies to return to Israel to serve in the armed forces. He is married and the father of two children.

In addition to appearing at George Washington University, Mr. Teveth will lecture at: University of Maryland, University of Pennsylvania, Temple University, Princeton, Harvard, Brandeis, Boston University, Connecticut University, Cornell, Cincinnati University, Hebrew Union College, St. Louis University and Washington University at St. Louis, Missouri University, Mississippi University, Sophie Newcomb Memorial College, Tulane University, Louisiana State University, Houston University, Rice Institute, Texas University, Southern Methodist, Oklahoma University, Kansas University, Denver University, Colorado University, University of New Mexico, Arizona University, Utah University, University of Washington at Seattle, Reed College, Portland State College, Lewis and Clark College, University of Oregon, and at various institutions of higher learning in San Francisco and Los Angeles.

REGIONAL CONFERENCES TO DISCUSS ISSUES OF 1962 CAMPAIGN

A series of Regional Conferences, each led by a powerful battery of authoritative and inspirational speakers, will bring the compelling issues of the 1962 UJA campaign and the story behind them direct to the American Jewish community in the months ahead. Men and women in the forefront of Jewish life and leading officials of the State of Israel will attend the Conferences to share their knowledge of the new situation in Jewish immigration, absorption and world-wide Jewish aid.

Joseph Meyerhoff, newly re-elected UJA General Chairman, is a major figure in the organization of the Conferences, all of which he will address. In a serious assumption of his responsibilities as Chairman in the critical 1962 campaign, he is taking a leading part in each Conference where he will be meeting with top regional representatives to map out a forceful campaign.

SOUTH-SOUTHWEST LEADERSHIP INSTITUTE

The South-Southwest Regional Leadership Institute is being held Friday through Sunday, Jan. 19, 20 and 21, at the Buena Vista Beach Hotel, Biloxi, Mississippi. Paul Kapelow of New Orleans will be Chairman. Major speakers are Israel Ambassador Avraham Harman; Mr. Meyerhoff; William Rosenwald, UJA National Chairman; General Chaim Herzog, Chief of Intelligence of Israel Defense Forces; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman; Abe Loskove, JDC Director in Italy, and Mrs. I. D. Fink, the dynamic Chairman of the UJA National Women's Division.

WESTERN REGIONAL CONFERENCE

The seventh annual Western Regional Conference, to be held Friday through Sunday, Feb. 23, 24 and 25, at the Riviera Hotel, Palm Springs, Calif., will hear Moshe Sharett, Chairman of the Jewish Agency for Israel; Mr. Meyerhoff; Mrs. Fink; Edward M. M. Warburg, UJA Honorary Chairman; Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, and Rabbi Friedman. Victor Carter of Los Angeles is Chairman and Benjamin H. Swig of San Francisco is Co-Chairman.

MIDWEST REGIONAL CONFERENCE

Dewey D. Stone, Chairman of the Jewish Agency for Israel, Inc., Mr. Sharett, Mr. Meyerhoff and Rabbi Friedman will head the speakers' list at the Midwest Regional Conference, Friday through Sunday, March 2, 3 and 4, at the Sheraton French Lick Hotel, French Lick Springs, Ind. Herbert H. Schiff of Columbus will be Chairman.

MIDDLE ATLANTIC REGIONAL MEETING

Scheduled for Atlantic City over the weekend of March 16, 17 and 18, is the Middle Atlantic Regional Conference for which Herman Fineberg of Pittsburgh is Chairman. Speakers will be announced later.

COMMUNITY LEADERS SERVING AS CHAIRMEN OF REGIONAL CONFERENCES



Paul Kapelow



Victor Carter



Benjamin Swig



Herbert H. Schiff



Herman Fineberg



From the Chairman's Point of View . . .

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

By any standards, the Annual National Conference of UJA this year was a memorable one. It was a rare privilege and a wonderful experience to preside at these sessions attended by more than 1,500 of the top leaders of our American Jewish community and to see the spirit with which they approached the powerful challenges and the great new opportunities to save Jewish lives. I want to express my deep personal appreciation to all who participated and especially to the authoritative and inspirational speakers who sharpened our understanding of the responsibilities we must meet in the coming year — among them Israel's Foreign Minister, Golda Meir, Israel's Minister of Development and Housing, Dr. Giora Josephthal, and our own Secretary of Labor, Arthur Goldberg. Special thanks, go too, to Ambassador Harman, Aryeh Pincus of the Jewish Agency, Edward Warburg, William Rosenwald, Dewey Stone, Al Levin, Jack Weiler, Max Fisher, Isadore Breslau, Melvin Dubinsky, I. D. Fink, Mrs. I. D. Fink, Moses Leavitt and Herbert Friedman, among many others, for their part in making this a truly inspirational conference.

Participants were enthusiastic. Their responsiveness was heart-warming. Advance gifts were more than impressive. But let us be quite clear — this was still only a start and nothing more than that. What lies ahead is a very serious task. The \$95,000,000 which we must raise in 1962 — \$35,000,000 of it as a Special Fund — means a big job and one which can only be done if we work together.

A series of special events will serve as central points for the mobilization of our greatest efforts in 1962. A National Inaugural Dinner, Sunday, February 11, at the Waldorf-Astoria Hotel, New York, will be a wonderful occasion for the presentation of additional big gifts. Regional conferences — scheduled this year in the West, South-Southwest, the Mid-West and the Middle Atlantic States — will bring the most eloquent voices of American Jewry and the leadership of Israel to tell the story of rising Jewish immigration to Israel and other lands and how this must be matched by increased giving.

But the heart of the 1962 campaign must be in the communities and there the decisive factor may well be the approach taken to the Special Fund for \$35,000,000. It is my firm belief that this \$35,000,000 can be raised with the help of larger contributors, by means of extra contributions. When people understand that immigrants must be helped now, while the departure doors are open, they are ready to give over and above their regular contributions. This has been tested and proven in almost a dozen of our major communities. Some contributors who have been giving \$50,000 regularly, have already added \$50,000 extra for the Special Fund as a result of their understanding of the new situation. Others have increased their gifts proportionally. Meanwhile, a great many cities have already adopted a two-card campaign — among them such leading communities as New York, Boston, Philadelphia, Baltimore, Chicago and Los Angeles — and it is my hope that all communities will do the same.

Conducting this year's campaign on a business-as-usual basis cannot possibly meet our needs and the challenge that confronts us. Our goal is larger than any in recent years — but so are our opportunities. The resources of our American Jewish community are ample — if each one of us does his part. Heartened by the fine Annual Conference, just concluded, I look to all of you to make its spirit your own so that together we can meet our responsibilities to world Jewry.



THE OFFICERS
OF THE

United Jewish Appeal

CORDIALLY INVITE YOU
TO ATTEND THE

National Inaugural Dinner

OF THE 1962 CAMPAIGN
TO MEET THE GREAT NEW CHALLENGE
OF TODAY

Announcement of Gifts Will be Made

SUNDAY EVENING, FEBRUARY ELEVENTH, NINETEEN HUNDRED AND SIXTY-TWO
AT SIX-THIRTY P.M.

WALDORF-ASTORIA HOTEL NEW YORK CITY

Please respond on enclosed card

Dietary Laws Observed

The Occasion of the National Inaugural Dinner
Will Serve to Honor the 1962 Chairmen
of Community Campaigns

\$35,000,000 UJA SPECIAL FUND over and above 1962 REGULAR CAMPAIGN GOAL, \$60,000,000



REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

24th ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM

United Jewish Appeal

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

A total of \$95,000,000 is needed by UJA agencies in 1962 to aid 600,000 people throughout the world

Vol. XVII, No. 2, March 1, 1962

165 West 46th Street, New York City

NOT FOR PUBLICATION

\$19,303,000
+ \$2,170,560

\$21,473,560
1962 UJA START

* In addition to the \$19,303,000 raised at the UJA Inaugural Dinner, Feb. 11th, \$2,170,560 was raised at the traditional Southern Florida meeting of the United Jewish Appeal of Greater New York on February 20th, results of which are regularly included in the National UJA's campaign starting amount.

GATHERING OF 300 LEADERS AT INAUGURAL DINNER PLEDGES UTMOST EFFORT TO RAISE \$95,000,000 GOAL FOR GREAT IMMIGRATION NEEDS

UJA Inaugural Dinner Brings in \$19,303,000



FEBRUARY 11: the 1962 UJA campaign got off to high-powered start with gifts totaling \$19,303,000 announced. Shown here with a sign marking Inaugural opening figure are UJA leaders (l. to r.) Albert A. Levin, National Chairman; Edward M. M. Warburg, Honorary Chairman and Chairman of the Joint Distribution Committee; Rabbi Herbert A. Friedman, Executive-Vice Chairman, and Brigadier General Chaim Herzog of Israel's Defense Forces.

Total Raised in National Opening Plus New York Florida Sum is \$21,473,560

The sum of \$19,303,000 was brought forward to open the 1962 campaign at the UJA National Inaugural Dinner on February 11 at the Waldorf-Astoria Hotel in New York City. Not only was it the greatest sum initially pledged in many years, it included gifts to the Special Fund of over 55 per cent more than the total given by the same contributors to UJA in 1961. It was American Jewry's firm declaration of support for every Jew on the move overseas; it was a promise of haven to all those with the opportunity to move in the months to come.

AS OF FEBRUARY 20: the United Jewish Appeal of Greater N.Y. raised the opening sum of \$2,170,560 in Southern Florida, bringing the total starting sum to \$21,473,560.

At the National Inaugural, leader after leader from communities in every part of the country rose to announce extra gifts and to report gifts made to community campaigns. They pledged at the same time to redouble their efforts in obtaining increases from others. This was not just a meeting to hail individual gifts and contributors - there was evident a magnificent spirit of cooperative effort to try to make this campaign outstanding by raising every penny of the \$95,000,000 goal, including the Special Fund of \$35,000,000 needed for new immigrants.



Major figures at the Inaugural are, seated, l. to r.: Moshe Sharett, Chairman of the Jewish Agency; Edward M. M. Warburg, Chairman of the Dinner; Gen. Herzog. Standing, l. to r., Jack D. Weiler and Albert A. Levin, National Chairmen.



The dynamic and charming Mrs. Israel D. Fink, Chairman of the National Women's Division, stops to consult with William Rosenwald, National Chairman, and Rabbi Herbert A. Friedman, Executive Vice-Chairman of the UJA.

Warburg Sets Tone of Meeting In Opening Statement

The Dinner was presided over by Edward M. M. Warburg, UJA National Chairman and Chairman of the Joint Distribution Committee. Joseph Meyerhoff, UJA General Chairman, was unable to be present because of illness. Mr. Warburg put the challenge of the heavy immigration directly before the 300 top community leaders assembled.

"Rarely has the gauntlet of history been thrown at us with a greater meaning and significance than tonight. Tonight, we can influence the course of history. In our double heritage as Americans and Jews, we can say here that we refused to sit back and do nothing in the face of a challenge and an opportunity. We can and will take advantage of this historic moment. We can and will take up the gauntlet and meet the challenge."

General Herzog Describes Meeting with Immigrants En-Route

Brigadier General Chaim Herzog, former Chief of Intelligence of Israel's Defense Forces and Military Commander of Jerusalem, told the gathering that Israel's people are today struggling to receive, house and absorb one of the largest immigrations since their country's first years. The Jews of Israel, he said, are taxed to the limit to pay this price for their freedom and to aid the newcomers pouring in. American Jews are asked only to pay \$1.00 out of every \$3.00 needed for immigrant absorption. Israel's citizens, a million of them immigrants themselves, pay the rest.

Gen. Herzog reported on a visit to a European center for immigrant arrivals just two weeks prior to the Inaugural Dinner. He had also been in France and Italy to witness the outpouring of immigrants.

"Jewry is again on the move in its thousands," he said, "seeking the road it has taken since our first exodus, the road to freedom."

Above all, Gen. Herzog reported, was the repeated plea, "Don't forget those we left behind." Many of those coming out, he said, were leaving family members and friends who were unable to get exit permits at the same time.

"Providence," he concluded, "has given you a privilege granted to few Jews in history. We have the opportunity to free Jews, to take them from where they are not wanted, to bring them to a life of creation and freedom. History knocks at the door. Let us not fail to answer."



Among the special guests of honor at the Inaugural Dinner were the Chairmen of the United Jewish Appeal of Greater New York. Shown here with Gen. Chaim Herzog and Edward M. M. Warburg are, l. to r.: A Louis Oresman, Gen. Herzog, Samuel Lemberg, Mr. Warburg and Charles Bassine. A fourth Chairman of the UJA of Greater New York, State Attorney-General Louis J. Lefkowitz, was unable to attend the Dinner.

Sharett Stresses Responsibility of Voluntary Giving

Moshe Sharett, distinguished Chairman of the Jewish Agency for Israel, Jerusalem, and former Prime Minister and Foreign Minister of Israel, stressed the voluntary aspects of aid given through the UJA as "a sense of responsibility on the part of individual Jews."

In a moving review of the days when Europe's Jews had no place to go with certainty that they would be accepted, Mr. Sharett reminded delegates of the struggle to establish and hold the State of Israel. It was not established alone, he said, for the Jews then living in Palestine. It was established for "the right of admission. At long last we have a country which belongs to the whole Jewish people."

"Those of us who have visited the main centers of assembly for refugees now on their way to Israel have witnessed a deeply stirring, powerfully dramatic spectacle. We have seen our people on the march, no longer helpless and confused, knocking haphazardly at any door and finding most doors closed, but moving confidently towards a historic destination. The era of aimless drift in Jewish history has ended. The State of Israel has invested it with purpose. The refugees bound for Israel know that they are coming home."

General Clay Honored for 'Compassionate Aid and Understanding'

In the hushed and darkened Sert Room of the Waldorf, General Lucius D. Clay's warm voice of greeting to UJA delegates came over the loudspeaker. General Clay, Personal Representative of President Kennedy in Berlin and former Commander-in-Chief of U.S. Forces in Germany after the war, had intended to be present at the meeting where he was to be honored for his aid to Jewish displaced persons. Because of the press of events in Berlin, he was prevented from attending. Instead, he recorded a message which was flown to the meeting and named Lawrence Wilkinson, Executive Vice-Chairman of the Continental Can Co. and wartime economic advisor to the General, to receive the award in his behalf. General Clay recalled the post-war period in which he "learned a great deal of the work of the United Jewish Appeal." He said that without its help, the lot of the Jewish refugees "would have been forlorn indeed."

Praising the contributions of Israel to the cause of freedom, he urged UJA supporters to continue their "great" aid. (See back cover for excerpts.)

(Continued on page 6)

SOME OF THE NATIONWIDE UJA LEADERS AT INAUGURAL DINNER



Israel D. Fink, Minneapolis; Joseph M. Mazer, New York; Rabbi Isadore Breslau, Washington, D. C., and Charles Bassine, New York.



Joseph M. Katz, Pittsburgh; Philip Zinman, Camden; Abraham Liebovitz, New York, and Paul Kapelow, New Orleans.



Samuel Hausman, New York; Paul Zuckerman, Detroit; Joseph I. Lubin and Barney Balaban, both of New York.



David Silbert, Chicago; A. Louis Oresman, New York; Joseph Holtzman, Detroit, and Charles Frost, New York.



Gottlieb Hammer, New York; Mrs. Jack A. Goodman, Indianapolis; Samuel Lemberg, New York, and Robert C. Hayman, Buffalo.



Alan Sagner, Newark; Albert B. Adelman, Milwaukee; Moses A. Leavitt, New York, and David Kane, Boston.



Albert A. Levin, Cleveland; Melvin Dubinsky, St. Louis.



Rabbi Philip S. Bernstein presents special award for General Lucius D. Clay to Lawrence Wilkinson. General Clay was unable to leave his duties as Special Representative to President Kennedy in Berlin to attend the UJA Inaugural Dinner.

The award presentation to Gen. Clay was made by Rabbi Philip Bernstein of Rochester, an Advisor to the General in Germany after the war. The award was a prayer book, printed at General Clay's instructions with the aid of JDC immediately after the war when the General observed at a service that there were not enough prayer books to go around among the Jewish survivors worshipping. The book was contained in a walnut wood box with a silver plate inscribed to General Clay "in deepest gratitude for the compassionate aid and understanding he extended in the finest tradition of American humanitarianism to Jewish displaced persons in Germany while serving as Military Governor of the U.S. Zone of Occupied Germany, 1947-49."

Honored at the Dinner with General Clay were some of his advisors on Jewish Affairs during this period. In addition to Rabbi Bernstein, those present were Abraham S. Hyman, Rabbi Judah Naidich and Harry Greenstein.

Community Campaign Chairmen Honored For Leadership

Chairmen of the 1962 community campaigns were specially honored at the Dinner and those present were awarded commemorative coins of Israel's 13th Anniversary of Independence. The coins were encased in olive wood boxes inscribed with the name of each Chairman on a silver plate mounted on the cover. The Chairmen were introduced by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, who expressed the hope that each Chairman "would keep it on his desk to remind him from time to time of the unflagging zeal which is requested of him, and the great devotion we know that he will put into leading his community's campaign to its successful conclusion."

Among Chairmen at the meeting to receive their awards were: Charles Bassine, A. Louis Oresman and Samuel Lemberg, Co-Chairmen of the United Jewish Appeal of Greater New York, with Attorney General Louis J. Lefkowitz, who was unable to attend; Alan Sagner, Newark and Essex County, N.J.; David Kane, Boston; Paul Zuckerman, Detroit; Rabbi Philip Bernstein, Rochester; Harold Sarchik, Camden, N.J.; Henry Cohen, Atlantic City; Harding Frankel, Houston; Louis Jaffee and Tracy Ferguson, Syracuse; Louis Roth, Hartford; William Swid, Jersey City; George Bogorad, Paterson; Joel Cohn, New Haven, and Joseph Kantor, Norfolk, Va. Chairmen who were unable to attend the Dinner because of campaign commitments in their local communities will be honored during the campaign period.

Traditional Card-Calling Ceremony Ably Conducted by Weiler and Levin

The traditional ceremony of calling cards for the announcement of contributions was in the capable hands of Jack D. Weiler, UJA National Chairman and a Chairman of Trustees of the UJA of Greater New York, and Albert A. Levin, of Cleveland, a UJA National Chairman.

As contributors announced their gifts and other community gifts, the audience applauded again and again the generosity of extra-giving to the UJA Special Fund. (See community campaign reports for a sampling of key community gifts.) Mrs. Israel D. Fink, Chairman of the National Women's Division, announced that so far community Women's Divisions had raised just under two million dollars.

In bringing the meeting to a close with the awards to Chairmen, Rabbi Friedman pointed out that with this initial outpouring of funds "it is possible that the Special Fund can go forward to a great and victorious conclusion if you transmit the contagious enthusiasm which is implicit in this beginning."



BALTIMORE honors its President and UJA General Chairman, Joseph Meyerhoff, at an Advance Gifts Dinner and presents him with a testimonial scroll signed by 45 of the community campaign's leading supporters. Left to right are: Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, who spoke at the Dinner; Lester S. Levy, Campaign Chairman; Mr. Meyerhoff, and Harry Greenstein, Executive Director, Associated Jewish Charities and Welfare Fund.

COMMUNITIES LINE UP SOLIDLY BEHIND NEED FOR EXTRA FUNDS

Community campaigns are getting into full swing throughout the country and results coming in to National Headquarters show that advance gifts and contributions to the Special Fund are spiraling upward from week to week. Top leaders are counteracting the necessary lack of publicity by organizing and attending a great number of small meetings where the full story can be told. UJA national leaders and top officials from Israel, the JDC, and the Jewish Agency for Israel, Inc. are teaming up to reach every major community. They are also attending UJA Regional Conferences. To the technique of utilizing series of Parlor Meetings for major fund-raising has been added quick trips to Europe and to Israel by community campaign leaders. On their return, they are able to give up-to-the-minute reports on the immigration situation to local closed meetings.

(Note: Campaign totals are those reported to National Headquarters by Feb. 23, when the RTM went to press and may not, therefore, be up-to-date. Percentage figures given are in comparison to sums raised by the same period in 1961.)

NEW YORK, N.Y.: New York UJA's campaign will be formally launched on March 15 with a gala dinner in honor of all the members of its Board of Directors. Speakers will include three prominent statesmen, Moshe Sharett, Chairman of the Jewish Agency for Israel and former Prime Minister and Foreign Minister of Israel; Robert Briscoe of Eire, Dublin's Lord Mayor, and New York's own Governor Nelson A. Rockefeller. A magnificent climate for giving was established by a February 20 meeting to raise funds in the Miami - Palm Beach area for the New York campaign. William Rosenwald, UJA National Chairman, was a driving force in the solicitation effort which culminated in the meeting at the Palm Beach home of Morris Brown, a New Yorker, and President of the Palm Beach Country Club. The sum of \$2,170,560 was added to the New York total and to the national starting figure of \$19,303,000. Campaign officers are: Charles Bassine, Samuel Lemberg, N.Y. State Attorney General Louis J. Lefkowitz and A. Louis Oresman, General Chairmen; Mrs. Francis J. Bloustein and Mrs. Harold J. Cohen, Women's Division Chairmen; Henry C. Bernstein, Executive Vice-President. Total raised so far is \$5,580,910, a 30 per cent increase.

Individual New York City gifts are not being announced until the opening Dinner on March 15, but two key contributions can be published at this time. The first is in tribute to the leadership of the late Adele Rosenwald Levy. Certain of her relatives and the Adele Rosenwald Levy Fund have made individual contributions for 1962 aggregating a substantially increased total of over \$400,000. JACK D. WEILER AND BENJAMIN H. SWIG (San Francisco), are contributing \$170,000 as against \$140,000 in 1961.



BOSTON Stimulation meeting in December brought together (l. to r.) Melvin Dubinsky of St. Louis, Campaign Cabinet Chairman; Dewey D. Stone, UJA National Chairman and Chairman of the Jewish Agency for Israel, Inc.; Aryeh L. Pincus, Jewish Agency Treasurer, and David Kane, Campaign Chairman.



NEWARK holds reception for Brigadier General Chaim Herzog as part of Essex County campaign effort. Shown here with Gen. Herzog are Mr. and Mrs. Maurice A. Wachstein, Jr. of South Orange. Mrs. Wachstein is Chairman of the Essex County Women's Division.

PHILADELPHIA, PA.: Following the general pattern of holding many small Parlor meetings to hear the full immigration story and raise advance gifts, the campaign here is making rapid strides. Top UJA Cabinet members Sol Satinsky and Myer Feinstein, and Samuel H. Daroff, UJA Honorary National Chairman, are active in the campaign efforts. Among the many leaders who have spoken at major Philadelphia functions recently are General Chaim Herzog of the Israel Defense Forces; Albert A. Levin of Cleveland, UJA National Chairman; Israel D. Fink, National Cash Chairman, and Mrs. Fink, National Women's Division Chairman. Campaign officers are: Edwin Wolf, 2nd, President, Federation of Jewish Agencies; Bernard Weinberg, Chairman; Kevy K. Kaiserman, Advance Gifts Chairman; Advance Gifts Co-Chairmen, Albert M. Bershad, Abraham Gitlow, Lester L. Kardon, Emanuel Meyer, William Netzky, David C. Salesky, David H. Solms; Mrs. Milton B. Creamer, Women's Division Chairman; Donald B. Hurwitz, Executive Director; Samuel Melnick, Campaign Director. Total raised to date: \$1,054,610 as against \$817,527, a 29 per cent increase.

A few of the key advance gifts in Philadelphia include: BERNARD WEINBERG, \$50,000 as against \$25,000 in 1961; ETHEL AND HARRY DAROFF FOUNDATION AND SAMUEL H. DAROFF, \$45,000 as against \$35,000; SOL SATINSKY, \$40,000 as against \$30,000; MYER FEINSTEIN, \$30,000 as against \$24,000; KEVY K. KAISERMAN, \$25,000 as against \$10,000; ALFRED ORLEANS, \$22,000 as against \$15,000; EMANUEL MEYER, \$20,000 as against \$12,000.

NEWARK, N.J.: Sparked by aggressive Chairman Alan Sagner, many small Parlor meetings are being held throughout Essex County along with individual solicitation of key givers which is getting excellent results. In conjunction with the February 11 UJA Inaugural Dinner, Newark hosted a cocktail party at the Hampshire House in New York at which Gen. Herzog and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, spoke. Campaign officers are: Martin Jelin, President, Jewish Community Council of Essex County; Mr. Sagner, Chairman; Saul Robbins, Special Gifts Chairman; Mrs. Maurice A. Wachstein, Jr., Women's Division Chairman; Herman M. Pekarsky, Executive Director; Milton Kosen, Director of Fund-Raising. Total raised so far: \$528,000 as against \$346,000, a 53 per cent increase.

Some of the key advance gifts in Newark are: MAURICE AND GEORGE LEVIN, \$100,000 as against \$55,000 in 1961; STRIAR FAMILY, \$80,000 as against \$50,000; JULIUS KISLAK ASSOCIATES, \$32,500 as against \$25,000; ALAN SAGNER AND MARTIN LEVIN, \$25,000 as against \$15,000; MORRIS M. MESSING, \$10,000 as against \$3,500; LOUIS SCHNEIDER, \$10,000 as against \$5,000.

WASHINGTON, D.C.: The campaign was launched in a most unusual fashion here with the holding of a series of informational Parlor meetings where no fund-raising was done. At the same time, a highly personalized individual solicitation effort has been going on with great success. The first actual fund-raising meeting is planned early in March. Campaign Chairman Hymen Goldman flew to Israel in February to bring back a first-hand account of the immigration flow. UJA National Chairman Albert A. Levin of Cleveland, and Mrs. Israel D. Fink, National Women's Division Chairman, have spoken at a number of Washington meetings. Campaign officers are: Joseph Ottenstein, President, UJA of Greater Washington; Mr. Goldman, Chairman; David L. Kreeger, Advanced Gifts Chairman; Mrs. Joseph Cherner, Women's Division Chairman; Meyer H. Brissman, Executive Director. Total raised so far: \$526,000 as against \$372,400, a 41 per cent increase.

PITTSBURGH, PA.: In addition to Parlor meetings for small groups, this community undertook to follow the national plan of individual solicitation for gifts of \$10,000 and over. The first meeting in early January was addressed by Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, who reported on critical problems overseas as more and more immigrants flood into France and other European countries. Rabbi Herbert A. Friedman has visited Pittsburgh a number of times to address meetings and work with local leadership on key solicitations. Edward Ginsberg of Cleveland, David Lowenthal and Herman Fineberg, all members of the UJA National Campaign Cabinet, have ably assisted the all-out efforts of Campaign Chairman Joseph M. Katz. Campaign officers are: Herman Fineberg, President, United Jewish Federation; Mr. Katz, Chairman; Mr. Lowenthal, Alvin Rogal and William Stark, Co-Chairmen; Ira H. Gordon, Donald Robinson, Advance Gifts Associate Chairmen, Mrs. William Stark, Women's Division Chairman; Robert I. Hiller, Executive Director. Total raised so far: \$695,000 as against \$534,615, a 30 per cent increase.

Among key Pittsburgh gifts are: DAVID LOWENTHAL AND MORTON CHATKIN, \$50,000 as against \$28,000 in 1961; HERMAN FINEBERG AND FAMILY FOUNDATION, \$30,000 as against \$22,500; JOSEPH KATZ AND FAMILY, \$37,500 as against \$25,000; LESTER HAMBURG AND ELMER A. HAMBURG FOUNDATION, \$20,000 as against \$15,000; STARK FAMILY FOUNDATION, \$20,000 as against \$12,500.

(Continued on page 16)

**MOSHE SHARETT, CHAIRMAN OF THE JEWISH AGENCY FOR ISRAEL, JERUSALEM,
MAKING NATIONAL TOUR OF U. S. ON BEHALF OF UJA CAMPAIGN**



Moshe Sharett

Moshe Sharett, who, as Chairman of the Jewish Agency for Israel, Jerusalem, holds top practical responsibility for action on Israel's No. 1 problem today — increasing immigration — is bringing America a first person, direct from-the-field, report during a national tour of the U.S. on behalf of UJA during February and March. A founder of the State of Israel, Mr. Sharett has served his country at the highest levels as Prime Minister and Foreign Minister.

Among cities Mr. Sharett is visiting are Boston, Detroit, Palm Springs, (Western Regional Conference, Feb. 23-25), Los Angeles, Denver, Chicago, French Lick, Ind. (site of the UJA Central States Conference, March 2-4), Philadelphia and Baltimore. He also will attend several meetings in Canada and will conclude his visit as a main speaker at the opening Campaign Dinner of the United Jewish Appeal of Greater New York on March 15.

UJA CAMPAIGN CABINET APPOINTMENTS INCLUDE 24 NEW LEADERS

Twenty-four community leaders from all over the United States have been named as new members of the National Campaign Cabinet, UJA's major policy body, it was announced this week by Melvin Dubinsky of St. Louis, Cabinet Chairman. All are active workers in their home areas with valuable experience at the helm of regional campaigns and with records of intensive participation in UJA drives at the national level as well. Many have also taken part in UJA Overseas Study Missions to Israel and Europe and bring to their new posts a wealth of knowledge, background and understanding of Jewish need and UJA responsibilities. The appointment of a National Campaign Committee, of which Adolph Kiesler of Denver is Chairman, will follow.

New members of the Cabinet are: Rabbi Morris Adler of Congregation Shaarey Zedek, Detroit, Chairman, Rabbinical Advisory Council of UJA; Philip Belz, Memphis, former President, Jewish Welfare Fund; Henry C. Bernstein, New York, N.Y., Executive Vice-President, UJA of Greater New York; Sam Blank, Miami, former President and Campaign Chairman, Greater Miami Federation; Louis H. Boyar, Los Angeles, Special Gifts Co-Chairman and Treasurer, United Jewish Welfare Fund; Victor M. Carter, Los Angeles, Honorary Chairman and former Chairman, United Jewish Welfare Fund; Allan Farber, Worcester, Mass., Board member, Jewish Federation; Leopold V. Freudberg, Washington, D.C., Campaign Cabinet member and former President, UJA of Greater Washington.

Also, Nolan Glazer, Dallas, Co-Chairman, Advance Gifts, Jewish Welfare Federation; Morris M. Glasser, Chicago, Vice-President, Jewish Welfare Fund; David A. Glosser, Johnstown, Pa., Honorary Chairman, UJA of Johnstown; Charles Goldberg, Denver, President, Allied Jewish Community Council; David W. Goldman, Teaneck, N.J., President, UJA of Teaneck; Mrs. Jack A. Goodman, Indianapolis, Honorary Chairman, UJA National Women's Division and former President, Jewish Welfare Federation; David Kane, Boston, Chairman, Combined Jewish Philanthropies; Joseph N. Mitchell, Los Angeles, Chairman, United Jewish Welfare Fund; Max Orovitz, Miami, former President and Chairman, Greater Miami Jewish Federation; Joseph Ottenstein, Washington, D.C., President, UJA of Greater Washington.

Also, Edwin Rosenberg, New York, Chairman, Executive Committee, Greater New York UJA; Alan Sagner, Newark, N.J., Chairman, UJA of Essex County; David Silbert, Chicago, Honorary Chairman, Combined Jewish Appeal; Phillip Stollman, Detroit, member of Board of the Jewish Agency for Israel, Inc.; Louis P. Smith, Boston, President, Combined Jewish Philanthropies; Earl Tranin, Kansas City, Mo., Chairman, Campaign Cabinet, and former President, Jewish Federation and Council.

Other Cabinet Members Reappointed

Reappointed to the Cabinet are: Albert Adelman, Milwaukee, Wisc.; Jacob M. Arvey, Chicago, Ill.; Bernard H. Barnett, Louisville, Ky.; Jacob L. Barowsky, Holyoke, Mass.; Louis Berry, Detroit, Mich.; Leon H. Brachman, Fort Worth, Tex.; Hyman Brand, Kansas City, Mo.; Max Bressler, Chicago, Ill.; Nehemiah M. Cohen, Washington, D.C.; Sol Esfeld, Seattle, Wash.; Myer Feinstein, Philadelphia, Pa.; Jacob Feldman, Dallas, Tex.; Herman Fineberg, Pittsburgh, Pa.; I. D. Fink, Minneapolis, Minn.; Max Firestein, Hollywood, Calif.; Louis J. Fox, Baltimore, Md.; Charles Frost, New York, N.Y.; Samuel F. Gingold, New Haven, Conn.; Edward Ginsberg, Cleveland, O.; Joshua B. Glasser, Chicago, Ill.; Abraham Goodman, New York, N.Y.; Walter A. Haas, San Francisco, Calif.

Also, Merrill L. Hassenfeld, Providence, R.I.; Jerold C. Hoffberger, Baltimore, Md.; Milton Kahn, Boston, Mass.; Irving Kane, Cleveland, O.; Paul Kapelow, New

Orleans, La.; Abe Kasle, Detroit, Mich.; Label Katz, New Orleans, La.; Abe S. Kay, Washington, D.C.; Adolph Kiesler, Denver, Colo.; Irving Levick, Buffalo, N.Y.; Harry Levine, Boston, Mass.; Joseph M. Linsey, Boston, Mass.; David Lowenthal, Pittsburgh, Pa.; Philip W. Lown, Boston, Mass.; Benjamin J. Massell, Atlanta, Ga.; Rabbi Irving Miller, New York, N.Y.; Elkan R. Myers, Baltimore, Md.; N. Aaron Naboicheck, Hartford, Conn.; Norman C. Nobil, Akron, O.

Also, Irving S. Norry, Rochester, N.Y.; James L. Permutt, Birmingham, Ala.; Sidney R. Rabb, Boston, Mass.; Leonard Ratner, Cleveland, O.; Samuel Rothberg, Peoria, Ill.; Sol Satinsky, Philadelphia, Pa.; Herbert H. Schiff, Columbus, O.; Dr. Joseph J. Schwartz, New York, N.Y.; Morris Senderowitz, Allentown, Pa.; Joseph D. Shane, Los Angeles, Calif.; George Shapiro, Boston, Mass.; Rudolf G. Sonneborn, New York, N.Y.; Joseph Talamo, Worcester, Mass.; Bernard Weinberg, Philadelphia, Pa.; Samuel A. Weiss, Pittsburgh, Pa.; Charles H. Yalem, St. Louis, Mo.; Sol Zallea, Wilmington, Del.; Philip Zinman, Camden, N.J.; and Paul Zuckerman, Detroit, Mich.

New Appointees to the UJA National Campaign Cabinet



Rabbi Morris Adler
Detroit



Philip Belz
Memphis



Henry C. Bernstein
New York



Sam Blank
Miami



Louis H. Boyar
Los Angeles



Victor M. Carter
Los Angeles



Allan Farber
Worcester



Leopold Freudberg
Washington, D. C.



Morris Glasser
Chicago



Nolan Glazer
Dallas



David A. Glosser
Johnstown



Charles Goldberg
Denver



David Goldman
Teaneck



Mrs. Jack A. Goodman
Indianapolis



David Kane
Boston



Joseph N. Mitchell
Los Angeles



Max Orovitz
Miami



Joseph Ottenstein
Washington, D. C.



Edwin Rosenberg
New York



Alan Sagner
Newark



David Silbert
Chicago



Louis P. Smith
Boston



Phillip Stollman
Detroit



Earl Tranin
Kansas City

COMMUNITY LEADERS PICTURED AT RECEPT

Many community leaders at the Inaugural Dinner took the occasion to meet with Dinner Chairman Edward M. M. Warburg and Brigadier General Chaim Herzog of the Israel



William Swid, Brig. Gen. Chaim Herzog, Edward M. M. Warburg
Jersey City



Arthur Knaster, Rabbi Herbert A. Friedman
North Hudson, N. J.



Standing: Daniel Kramer, Morton Epstein, Mrs. Jack Soble, Bernard Budmen, Nathan Weintraub, Arthur Peskoe, Morris Batzer, Irving Spivack. Seated: Mrs. Cohen, Henry L. Cohen, Mrs. Kramer
Atlantic City



Seated: George Shapiro, David Kane, Harry A. Bass
Standing: Fred Monosson, Louis P. Smith, Aaron Levine
Boston



Mrs. Joseph Holtzman
Detroit



Mr. and Mrs. Max Odlen, Mrs. and Mr. Harold D. Sarshik, Philip Zinman
Camden, N. J.



Mrs. and Mr. Harding S. Frankel
Houston, Tex.



Israel Silver, Mrs. Israel D. Fink, Dr. Jack Shangold
Perth Amboy, N. J.

PRIOR TO UJA NATIONAL INAUGURAL DINNER

Defense Forces, at a reception prior to the dinner. A number of them are shown here with the General and Mr. Warburg and several other UJA National officers.



Louis Staub, Michael Cohen, Joseph Weinstein
Elizabeth



Mr. and Mrs. Meyer Jacobowitz
Walden, N. Y.



Oscar Levy, Herman Cohen, Jerome L. Klaff
Baltimore



Rabbi Isadore Breslau, Joseph Ottenstein, Leopold V. Freudberg
Washington, D. C.



Tracy H. Ferguson, Louis A. Yaffee, Norman Edell
Syracuse, N. Y.



Robert C. Hayman, Joseph Holtzman, Albert A. Levin
Buffalo



Paul Kapelow
New Orleans, La.



Benjamin Levy, Joel Cohn, Elihu Jacobson, S. Gingold
New Haven

COMMUNITY AND REGIONAL MEETINGS TO HEAR FULL UJA STORY

The "special" dramatic story behind the United Jewish Appeal's 1962 drive for \$95,000,000, including the \$35,000,000 Special Fund to finance increased immigration to Israel and other lands, is a slice of living history that cries out to be told. It is a story that every man of good-will should know, and certainly that every Jew today must know. The UJA, therefore, has been scheduling a series of nationwide community meetings to enable everyone to hear this thrilling and inspiring report on what is happening to our people today.

As Report to Members goes to press, community leaders in the central states have been gathered in French Lick Springs, Ind., to attend the weekend March 2-4 UJA Midwest Regional Conference at the Sheraton French Lick Hotel. Chairman Herbert H. Schiff of Columbus, Ohio, reports that every indication points to a highly successful meeting. Heading the list of guest speakers are: Moshe Sharett, Chairman of the Jewish Agency for Israel, Jerusalem; Joseph Meyerhoff, UJA General Chairman; Max M. Fisher of Detroit, UJA National Chairman; Israel D. Fink, UJA National Cash Chairman; Mrs. Fink, UJA National Women's Division Chairman; Moses A. Leavitt, JDC Executive Vice-Chairman; Gottlieb Hammer, Executive Vice-Chairman, Jewish Agency for Israel, Inc., and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.

Tri-States Meet

The important Tri-State Conference of the UJA will be held on April 29 in Webster Hall in Pittsburgh. Governor David M. Lawrence of Pennsylvania and Nahum Goldmann, President of the World Zionist Movement, are scheduled to appear as guest speakers. Participating in the Conference will be community leaders from Western Pennsylvania, Maryland, West Virginia and Eastern Ohio.

Labor Council Groups

Six conferences of the National Labor Council of the UJA, forerunners of a country-wide series, will bring the 1962 story to many people. Louis Segal, member of the Board of the Jewish Agency for Israel, Inc., was the speaker at a UJA conference on February 25 at Farband House, 575 Sixth Ave., New York, N.Y. On March 1, Mr. Segal will again be a speaker at a conference to be held at Baltimore Hebrew College. A Boston conference on March 4 at the Workman's Circle Center, 612 Blue Hill Ave., will hear from Uri Gordon, Second Secretary of the Israel Embassy in Washington.

In New York, on March 21, under Labor Zionists of America auspices, a conference will be held at UJA of Greater New York headquarters. Aryeh L. Pincus, Treasurer of the Jewish Agency for Israel, Jerusalem, will address a Labor Zionist conference April 1 at the Ambassador Hotel, Los Angeles. A Chicago parley is being organized for March 25.

Western Conference

Palm Springs, Calif., February 25 - the Seventh Annual UJA Western Regional Leadership Conference, held here this weekend, was one of the most successful in recent years, according to Chairman Victor Carter of Los Angeles, and Co-Chairman Benjamin H. Swig of San Francisco. More than 750 community leaders attended the Conference, representing 18 States from the Western region, including Alaska, Hawaii and British Columbia.

Highlighting the stimulating series of discussions was an address by Moshe Sharett, Chairman of the Jewish Agency for Israel, and a former Prime Minister and Foreign Minister. The dynamic Israeli statesman urged the American Jewish community not to forget "those who have been forced to stay behind." The people of Israel, he noted, were ready to do everything possible to keep their doors open and have been taxing themselves heavily to finance the operation. They could not be expected, however, to do the job alone and were counting on support of American Jews, he said.

Another key address was made by Joseph Meyerhoff, UJA General Chairman, who pointed out that the people of Israel have been paying two out of every three dollars of the costs of immigrant transportation and absorption into the life of the country. "We of the richest Jewish community in the world dare not shirk our responsibility to save those that were left behind," the General Chairman declared.

Edward M. M. Warburg, UJA Honorary Chairman and Chairman of the Joint Distribution Committee, stressed the vital role that JDC was playing in Jewish migratory movements. His remarks were supplemented by Moses A. Leavitt, JDC Executive Vice-Chairman.

Other key addresses were delivered by Mrs. Israel D. Fink, Chairman of the UJA Women's Division, and Rabbi Herbert A. Friedman, Executive Vice-Chairman of the UJA.

South-Southwest Institute

Biloxi, Miss., January 21 -- "They beg us not to forget those they left behind."

This poignant message direct from Jewish immigrants now on the move to Israel was brought by Brig. Gen. Chaim Herzog of Israel's Army of Defense to the United Jewish Appeal South-Southwest Leadership Institute at Biloxi, Miss., where 300 leaders from 166 Southern communities were gathered.

Israel is welcoming this new immigrant influx "despite the great burdens it imposes on its economy," Ambassador Avraham Harman told the Institute. Joseph Meyerhoff, UJA General Chairman, declared: "We have been given the green light. It is up to us to keep the movement going before the light changes and brings the movement to a halt."

Opportunities for Jews to realize freedom and dignity in Israel and other lands will increase only in proportion to the generosity displayed by American Jewry, William Rosenwald, UJA National Chairman, warned the Institute.

American Jewry, which has always responded to the challenge to save and build lives, must now play its full role in meeting the latest challenge to Jewish survival, Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, declared.

"The survival of the Jewish people," he said, "is the single most important task to which we can devote ourselves, not only because they are our co-religionists, but because their survival is indispensable for one survival of a democratic and free mankind."

Other speakers included Mrs. Israel D. Fink of Minneapolis, UJA National Women's Division Chairman; Paul Kapelow of New Orleans, Institute Chairman; George N. Altbach of Gulfport, UJA Chairman for Mississippi, and Abe Loskove, Director of the Joint Distribution Committee's welfare activities in Italy.



CLEVELAND started 1962 campaigning with a Leadership meeting in late December at which Israel Ambassador Avraham Harman (right) was the major speaker. Shown with him is Leonard I. Abrams, Cleveland's Chairman.



SAN FRANCISCO sent top leaders overseas for first-hand reports on the immigration situation. Shown here after their return are: Melvin M. Swig, Advance Division Chairman; Marshall H. Kuhn and John H. Steinhart, Co-Chairmen.

PARLOR MEETINGS, INDIVIDUAL SOLICITATION, MOVE DRIVES AHEAD

BOSTON, MASS.: Pre-campaign meetings in small Parlor groups are resulting in the announcements of very substantial increases in giving. On February 7, UJA Executive Vice-Chairman Herbert A. Friedman addressed a group in the home of David Kane, Campaign Chairman. Brigadier General Chaim Herzog of Israel's Defense Forces, spoke at a Women's Division Advance Gifts meeting on February 8, followed by an evening Big Gifts meeting at the home of Bertram C. Tackeff. Other meetings are being planned by various campaign divisions to reach every UJA supporter with the full story. Campaign officers are: Louis P. Smith, President, Combined Jewish Philanthropies; Mr. Kane, Chairman; Mr. Tackeff, Advanced Gifts Chairman; Women's Division Co-Chairmen, Mrs. Samuel Levine, Mrs. Joseph Schneider, Mrs. Isadore Slotnick, Mrs. Ferdinand Strauss and Mrs. Theresa Whitman; Dr. Benjamin B. Rosenberg, Executive Director; Aaron Levine, Campaign Director. Total raised so far: \$1,370,000 as against \$1,125,000, a 22 per cent increase.

Included among key advance gifts in Boston are: STONE CHARITABLE FOUNDATION, \$200,000 as against \$150,000 in 1961; THE RABB AND RABINOVITZ FAMILIES, \$185,000 as against \$161,000; DAVID KANE, \$75,000 as against \$45,000; GROSSMAN FAMILY, \$30,000 as against \$23,000; SAMUEL PINSKY, \$25,000 as against \$10,000; GEORGE FRIEDLANDER, \$16,000 as against \$10,000.

LOS ANGELES, CALIF.: Los Angeles leaders moved into full campaign stride following the weekend West Coast Institute at Palm Springs with a Special Gifts dinner on February 25. The major speaker was Moshe Sharett, Chairman of the Jewish Agency, a former Prime Minister of Israel and an eloquent speaker who knows every aspect of the immigrant resettlement problem. Also addressing this key meeting were Joseph Meyerhoff, UJA General Chairman, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman. Campaign officers are: Hon. Irving Hill, President, Jewish Federation-Council and Welfare Fund; Victor M. Carter, Honorary Chairman; Joseph N. Mitchell, Chairman; Steve Brody, Big Gifts Chairman; Mrs. Victor Carter, Women's Division Chairman; Julius Bisno, Associate Executive Director; Julius Ratner, Assistant Campaign Director. Total raised so far: \$1,377,250 as against \$911,350, a 51 per cent increase.

Among some of the top Los Angeles gifts announced are: MAX FACTOR MEMORIAL FOUNDATION, \$115,000 as against \$60,000 in 1961; MITCHELL FAMILY FOUNDATION, \$90,000 as against \$47,500; HARRY KARL, \$80,000 as against \$30,000; LOUIS BOYAR, \$81,000 as against \$31,000; VICTOR CARTER, \$52,500 as against \$25,000; JOHN FACTOR, \$50,000 as against \$25,000; MARK BOYAR, \$45,000 as against \$19,000.

SAN FRANCISCO, CALIF.: A visit by Max M. Fisher of Detroit, UJA National Chairman, helped boost "Project 62" results. Pledges made represented an increase in every case. Campaign leaders are: Walter D. Heller, President, Jewish Welfare Federation of San Francisco, Marin County and the Peninsula; Marshall H. Kuhn and John H. Steinhart, Co-Chairmen; Melvin M. Swig, Advanced Gifts Chairman; Mrs. Simon D. Anixter, Women's Division Chairman; Sanford M. Treguboff, Executive Director. Results to date: \$893,000 as against \$745,000, a 20 per cent increase.

CHICAGO, ILL The Chicago campaign this year has as its basic plan a multiple number of intimate Parlor meetings for the covering of \$1,000 and over contributions. Some 18 are already scheduled. A Women's Division meeting in January with Melvin Dubinsky of St. Louis, UJA Campaign Cabinet Chairman, resulted in increased gifts. Campaign officers: Howard G. Mesirov, President, Jewish Welfare Fund; David Silbert, Hon. Chairman, Combined Jewish Appeal; Leonard Laser, Chairman; Jacob M. Arvey, Special Gifts Chairman; Nate H. Sherman, Co-Chairman; Mrs. Henry Shapiro, Women's Division Chairman, Samuel A. Goldsmith, Executive Vice-President; Albert A. Hutler, Director of Fund-Raising. Raised to date: \$571,000 as against \$478,335, a 19 per cent increase.

Among some of the Chicago initial gifts are: NATE H. SHERMAN, \$27,500 as against \$22,500 in 1961; LEONARD LASER, \$15,000 as against \$7,000; BENJAMIN R. HARRIS, \$15,000 as against \$10,000; J. M. ARVEY, \$12,500 as against \$7,500; JOSHUA B. GLASSER, \$12,000 as against \$7,000.

DETROIT, MICH.: A Big Gifts meeting addressed by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, and Gen. Chaim Herzog yielded \$1,900,000 in the opening gun of the campaign. Campaign officers are: Max M. Fisher, President, Jewish Welfare Federation; Paul Zuckerman, Chairman; Mrs. Harold A. Robinson, Women's Division Chairman; Isidore Sobeloff, Executive Vice-President; William Avrunin, Associate Director. Total so far: \$2,182,000 as against \$1,839,000, a 19 per cent increase.

Included among Detroit key initial gifts are: MAX M. FISHER, C. WILLIAM SUCHER FAMILIES, \$140,000 as against \$110,000 in 1961; FOOD FAIR MARKETS (ABRAHAM AND TOM BORMAN), \$115,000 as against \$100,000; ABNER A. WOLF, \$85,000 as against \$50,000; MAX J. ZIVIAN, \$85,000 as against \$50,000; EDWARD C. LEVY FOUNDATION, \$45,000 as against \$35,000; PAUL ZUCKERMAN, \$40,000 as against \$30,000; MAXWELL JOSPEY FOUNDATION, \$37,500 as against \$27,000; PHILLIP AND MAX STOLLMAN, \$35,000 as against \$25,000; LOUIS TABASHNIK, \$35,000 as against \$25,000.

BALTIMORE, MD.: This community sent Rabbi Morris Lieberman on a quick survey trip to Israel and Europe with electrifying results when he returned just in time to address a Big Gifts breakfast on January 14 with 70 key persons attending. UJA General Chairman Joseph Meyerhoff, whose home-town this is, has taken an active part in the drive, along with UJA Campaign Cabinet member Elkan R. Myers and Lester Levy, Campaign Chairman. Campaign officers are: Herman Cohen, President, Jewish Welfare Fund; Mr. Levy, Chairman; Mrs. Hyman L. Granoff, Women's Division Chairman; Harry Greenstein, Executive Director; Isadore I. Sollod, Campaign Director. Total raised so far: \$1,273,450 as against \$944,900, a 35 per cent increase.

Among a few of the key Baltimore gifts are: JOSEPH MEYERHOFF FAMILY, \$120,000 as against \$70,000; BLAUSTEIN FAMILY GROUP, \$215,000, with \$125,000 to the regular campaign and \$50,000 to the UJA Special Fund; JEROLD C. HOFFBERGER FAMILY, \$145,000 as against \$95,000 in 1961; AARON AND LILY STRAUS FOUNDATION, \$125,000 as against \$100,000; JEROME L. KLAFF, \$60,000 as against \$41,000; MORTON AND PHILIP MACHT, \$40,000 as against \$30,000.



DETROIT established a warm climate of giving at an Advanced Gifts meeting despite a zero temperature outside. Shown here, (l. to r.) are 1962 campaign leaders with speakers at the meeting: Abraham Borman, Treasurer; Charles H. Gershenson, Co-Chairman; Gen. Chaim Herzog; Paul Zuckerman, Chairman; Rabbi Herbert A. Friedman; Max M. Fisher, President, Jewish Welfare Federation and UJA National Chairman; Phillip Stollman, Vice-Chairman.

PERCENTAGE OF GIFT INCREASES UP AS DRIVE TEMPO MOUNTS

NEW ORLEANS, LA.: Three functions over a single week-end sent the '62 campaign into orbit. Mr. Meyerhoff and William Rosenwald, UJA National Chairman, were inspiring speakers at the campaign's first Big Gifts meeting. Another Big Gifts meeting was held Feb. 14. Campaign officers are: Roswell J. Weill, President, Jewish Welfare Federation; Werner Friedmann, Chairman; Mrs. Howard Gruenberg, Women's Division Chairman; Harry I. Barron, Executive Director. Total to date: \$180,000 as against \$125,000, a 44 per cent increase.

Some of the key New Orleans gifts announced are: PAUL KAPELOW, \$33,000 as against \$25,000 in 1961; LABEL A. KATZ, \$15,000 as against \$11,000; HAROLD SALMON, SR., \$9,000 as against \$4,000.

DALLAS, TEX.: Weather has been terrible but the giving climate is magnificent. Despite ice, sleet and rain, an Advance Big Gifts Dinner, with attendance reduced 75 per cent, yielded 50 per cent above last year from the same givers, setting a 10-year record. Charles Jordan, Overseas Director General of the JDC, told the first-hand story of emergency needs. Campaign officers are: Morris I. Jaffe, President, Jewish Welfare Federation; Sig H. Badt, Chairman; Jacob Feldman, Max Glazer, Julius Schepps and Ernest G. Wadel, Co-Chairmen; Nolan Glazer, Benjamin F. Lewis, Morton H. Sanger and Bernard Schaenen, Advance Gifts Chairmen; Jacob H. Kravits, Executive Director. Total raised so far: \$566,700 as against \$433,981, a 31 per cent increase.

A few of the key Dallas advance gifts are: JACOB FELDMAN, \$106,000 as against \$81,000 in 1961; LESLIE JACOBS, \$31,250 as against \$6,250; GLAZER WHOLESALE DRUG CO., \$30,000 as against \$25,000.

TUCSON, ARIZ.: A visit by Benjamin H. Swig of San Francisco, UJA Big Gifts Co-Chairman, spurred record giving. For the first time a single meeting netted over \$100,000. Campaign officers are William Gordon, President, Jewish Community Council; Fred A. Rosen, Chairman; David N. Ginsburg, Stanley A. Katcher, Henry H. Kaufmann, Elmer E. Present, Morris C. Rosenbaum and Marvin H. Volk, Co-Chairmen; Jack E. Young, Special Gifts Chairman; Gordon Greenwald, Advance Gifts Chairman; Mrs. Isadore Horwitz, Women's Division Chairman; Benjamin N. Brock, Executive Director. Total raised so far: \$165,000 as against \$123,750, a 33 per cent increase.

HOUSTON, TEX.: The first city in the U.S. to launch a 1962 campaign, Houston early recognized the value of individual solicitations and small meetings. UJA General Chairman Joseph Meyerhoff joined dynamic young Chairman Harding S. Frankel in a round of visits with top results. Campaign officers are: Adolph O. Susholtz, President, Jewish Community Council; Mr. Frankel, Chairman; Mrs. Harold Falik, Women's Division Chairman; Albert Goldstein, Executive Director. Total raised to date: \$505,830 as against \$437,196, a 16 per cent increase.

HARTFORD, CONN.: Visits by Joseph Meyerhoff, UJA General Chairman, and Aryeh L. Pincus, Treasurer of the Jewish Agency for Israel, Jerusalem, started off a series of well-attended small Parlor meetings which are proving highly successful. Campaign officers are: N. Aaron Naboicheck, President, Jewish Federation; Louis K. Roth, Chairman; Hon. Abraham S. Bordon, Advanced Gifts Chairman; Hon. Harry H. Kleinman and Benjamin Rabinovitz, Special Gifts Co-Chairmen; Mrs. Peter Savin, Women's Division Chairman; Bernard L. Gottlieb, Executive Director. Total raised so far: \$305,560 as against \$249,000, a 23 per cent increase.

MIAMI, FLA.: Israel Ambassador and Mrs. Michael Comay were guests at a Big Gifts Dinner here Feb. 11. Earlier, UJA Executive Vice-Chairman Herbert A. Friedman and General Chairman Joseph Meyerhoff addressed a Pace-Setters' meeting. Campaign officers are: Abel J. Harris, President, Jewish Federation; Calvin Kovens, Chairman; Mrs. Inez Krensky and Mrs. Carl Weinkle, Co-Chairmen, Women's Division; Arthur S. Rosichan, Executive Director; Robert Golden, Campaign Director. Total raised so far: \$825,000 as against \$677,000, a 22 per cent increase.

Some of the key Miami gifts include: SAM FRIEDLAND, \$75,000 as against \$60,000 in 1961; LEONARD ROSEN, \$26,000 as against \$9,500; BLANK FAMILY FOUNDATION, \$25,000 as against \$15,000; A. J. HARRIS, \$10,000 as against \$6,000; CAL KOVENS, \$6,000 as against \$2,500.

CLEVELAND, O.: Campaign experience here has proved an outstanding demonstration of cooperative effort by local and national leaders in the solicitation of key gifts. Notable aid has been given to this program by a number of visits from Executive Vice-Chairman Herbert A. Friedman. General Chairman Joseph Meyerhoff has been visiting top givers, as has Theodore Kollek, Assistant to President Itzhak Ben-Zvi of Israel. Cleveland is looking forward to a series of Trade Dinners scheduled for March and April. Meanwhile, individual solicitation is proceeding with marked success, as evidenced by a few gifts reported here. Campaign officers are: L. W. Neumark, President, Jewish Community Federation; Leonard I. Abrams, Chairman; Arthur Dery and S. E. Schumann, Co-Chairmen; Edward Ginsberg, Special Gifts Chairman; Special Gifts Co-Chairmen Morton L. Mandel, Samuel H. Miller and Julius Paris; Mrs. Mattis Y. Goldman and Mrs. Julius Paris, Women's Division Co-Chairmen; Henry L. Zucker, Executive Director; Gerald S. Soroker, Campaign Director. Total raised so far: \$1,697,485 as against \$1,272,000, a 33 per cent increase.

Included in Cleveland's advance gifts are: MAURICE SALTZMAN, \$100,000 as against \$65,000 in 1961; JOSEPH E. COLE, \$50,000 as against \$20,000; MANDEL BROTHERS, \$50,000 as against \$32,000; GINSBERG FAMILY, \$37,500 as against \$27,500.

INDIANAPOLIS, IND.: Gerda Klein, as speaker, made such an impact on a Women's Division function that a return engagement was immediately arranged. A series of dinner and cocktail parties is scheduled. Campaign officers are: David M. Cook, President, Jewish Welfare Federation; Bernard Stroyman, Chairman; Mrs. Irving E. Linderman and Mrs. Herbert Backer, Co-Chairmen, Women's Division; Frank H. Newman, Executive Director. Total raised to date: \$159,000 as against \$130,000, a 22 per cent increase.

COMMUNITIES SPEED ADVANCE GIFTS PHASE OF CAMPAIGNS

HOLLYWOOD, FLA.: A Big Gifts dinner with Charles Frost of New York, UJA Campaign Cabinet member, as speaker and Sen. Wayne Morse as guest, launched the drive here. Campaign officers are: Murray Simons, President, Jewish Welfare Federation and Chairman; Abe L. Mailman, Big Gifts Chairman; Joseph Gabel, Big Gifts Co-Chairman. Total raised so far: \$141,100 as compared to \$125,600, a 12 per cent increase.

TOLEDO, O.: Paul Zuckerman of Detroit, UJA Campaign Cabinet member, addressed a Big Gifts Pace-Setting meeting which will be followed in March by a larger meeting to be addressed by Rabbi Friedman. Campaign officers are: Arthur H. Edelstein, President, Jewish Welfare Federation; Milton F. Silverman, Chairman; Irvin J. Mindel, Big Gifts Chairman; Mrs. Stanley Dolgin and Mrs. David Mostov, Co-Chairmen, Women's Division; Marvin G. Lerner, Executive Director. Results so far: \$95,000 as against \$77,000, a 23 per cent increase.

COLUMBUS, O.: Joseph Meyerhoff, UJA General Chairman, brought this year's dramatic immigration story to a Big Gifts meeting, first of a heavy schedule of events. Campaign officers are: William V. Kahn, President, United Jewish Fund and Council; Morris Skilken, Chairman; Harold Schottenstein, Advance Gifts Chairman; Mrs. Armand Abel, Women's Division Chairman; Ben M. Mandelkorn, Executive Director. Total raised to date: \$291,000 as against \$253,430, a 16 per cent increase.

BIRMINGHAM, ALA.: UJA Honorary National Chairman Samuel Daroff of Philadelphia, and Campaign Cabinet member Joshua B. Glasser of Chicago, set off a wonderful round of meetings here ably followed up by Captain Joshua Goldberg, retired U.S. Navy Chaplain, on February 18. Campaign officers are: Dr. Leon E. Weinstein, President, United Jewish Fund; Robert A. Pizitz, Chairman; James L. Permutt, Co-Chairman; Ralph Aland, Big Gifts Chairman; Karl B. Friedman, Special Gifts Chairman; Mrs. Leo A. Jaffe, Women's Division Chairman; Mrs. Benjamin A. Roth, Executive Secretary. Total raised so far: \$132,540 as against \$118,900, a 12 per cent increase.

BUFFALO, N.Y.: Dr. Giora Josephthal, Israel Minister of Development and Housing, delivered a splendid talk at an Advance Gifts Dinner opening the campaign here. The Advance Gifts phase is being stepped up to take advantage of the enthusiasm engendered. Several Parlor meetings are scheduled. Campaign officers are: Joseph M. Desmon, President, United Jewish Federation; Robert C. Hayman, Chairman; Mrs. Robert C. Hayman, Women's Division Chairman; Sydney S. Abzug, Executive Director. Results so far: \$349,259 as against \$283,932, a 23 per cent increase.



DENVER started its campaign by honoring leaders long active in the Allied Jewish Community Fund. Shown here (l. to r.) are: Richard Tucker, Campaign Coordinator; Jesse Shwayder, Honorary Campaign Leader; Jack Shapiro, Chairman; Adolph Kiesler, Honorary President, and Charles Goldberg, President.



CHICAGO has a high-powered Special Gifts Division, some of whose leaders are shown here pointing up the needs for extra giving in 1962. L. to r. are: Morris R. DeWoskin; Joshua B. Glasser; David Silbert, Honorary Campaign Chairman; Col. Jacob M. Arvey, Division Chairman; Howard G. Mesirow, President, Jewish Welfare Fund, and Arthur N. Horwich.



DALLAS dramatizes the need for extra Big Gifts in 1962 with an oversize pledge card as its campaign symbol. Looking it over are Federation President Morris Jaffe (left), Mrs. Jacob Feldman, Women's Division Chairman, and Sig Badt, Campaign Chairman.

KANSAS CITY, MO.: A Big Gifts meeting addressed by UJA Executive Vice-Chairman Herbert A. Friedman got the drive here off to a better than 50 per cent increase in giving. Campaign officers are: Elliott L. Jacobson, President, Jewish Federation and Council; Joseph E. Grinpas, Chairman; Leon Karosen, Co-Chairman; Morris Cohen, Dr. Edward A. Devins, Marvin Greenbaum and Benjamin Sosland, Big Gifts Co-Chairmen; Mrs. Jules Goldman, Mrs. Melvin Krigel, Mrs. Benjamin Sosland, Co-Chairmen, Women's Division; Abe L. Sudran, Executive Director. Total raised so far: \$272,125 as against \$180,805, a 51 per cent increase.

PATERSON, N.J.: Two Initial Gifts brunches and a dinner meeting already reveal a pattern of increased giving. A number of new people turned out for these meetings and pledged gifts to send the total soaring. Campaign officers are: Herman Yucht, President, Jewish Community Council; George Bogorad, Chairman; Mrs. Paul Dunkelmann, Women's Division Chairman; Max Stern, Executive Director. Total raised so far: \$99,575 as against \$79,775, a 25 per cent increase.

TRENTON, N.J.: An effective meeting at the home of Robert Marcus, with Rabbi Isadore Breslau of Washington, UJA National Chairman, as guest speaker, brought together the community's top leadership. A gift of \$1,000 from the Trenton Times was announced. A series of Big Gifts Parlor meetings have been arranged to follow up on the initial success. Campaign officers are: Robert Albert, President, Jewish Federation; Norman Rosenthal, Chairman; Mrs. Norman Rosenthal, Women's Division Chairman. Raised to date: \$60,000 as against \$42,000, a 17 per cent increase.

PEORIA, ILL.: Sparked by a visit from Melvin Dubinsky of St. Louis, UJA Campaign Cabinet Chairman, Peoria got off to a good start with a meeting and brunch which promise to put '62 well ahead of '61. Samuel Rothberg, UJA Campaign Cabinet member, is active in the work of organizing Parlor meetings and in individual solicitation. Campaign officers are: Jerome D. Ullman, President, Jewish Community Council; Sam J. Stone, Chairman; Harold W. Sobel, Executive Director. Total raised so far: \$101,980 as against \$34,135, a 199 per cent increase.

PHOENIX, ARIZ.: An unprecedented action by Philip W. Taxman, 1962 General Chairman, marked Phoenix's campaign opening. He personally obtained over \$104,000, more than one-third of the 1962 goal, by the time campaign workers held their first meeting. Fred Forman of Rochester, UJA National Chairman, helped to bring the UJA story to the community. Campaign officers are: Sam Langerman, President, Jewish Community Council; Mr. Taxman, Chairman; Maurice Fishman, Albert A. Horwitch and J. Arnold Keilly, Associate Chairmen; Mrs. Joseph Lagman, Women's Division Chairman; Hirsh Kaplan, Executive Director. Total raised so far: \$175,200 as against \$159,000, a 10 per cent increase.

ISRAELI LEADERS VISITING U. S. COMMUNITIES FOR UJA



Aryeh L. Pincus

Aryeh L. Pincus, Treasurer of the Jewish Agency for Israel, Inc., will arrive in the United States shortly to assist the 1962 UJA campaign. An inspiring speaker, Mr. Pincus, who is in a key position to assess the problems of immigrant absorption in Israel, is in great demand as an active guest participant in national, regional and community-wide meetings.

Prior to his present position, Mr. Pincus was the first Managing Director of the El Al Airlines and Secretary General of the Ministry of Transport. A native of South Africa, Mr. Pincus immigrated to Israel early in 1948.

Two top-level officials of the Israel Ministry of Education have also been criss-crossing America during the past weeks on behalf of the campaign. Both Dr. Avram Biran, Director of the Department of Archaeology, and Reuben Dafni, Director of the Sports and Physical Education Authority, are well-known to the American Jewish community, having served their Government here in previous years.

Dr. Biran, a third generation Israeli, was formerly Israel's Consul-General for 11 Western States. A scholar as well as a diplomat, he holds degrees from the Hebrew University in Jerusalem, and the Universities of Pennsylvania and Johns Hopkins. As Director of the Department of Archaeology, he directs Israel's long-range program of exploration and excavation into the ancient past.

Mr. Dafni, formerly Israel's Consul in New York and Los Angeles, now heads the Ministry of Education department responsible for the development of athletics and physical training in Israel. He has served as General Director of the America-Israel Cultural Foundation, and Director of the UJA office in Israel. During World War II, he served with unusual distinction in the British army in the Middle East.

SECOND YOUNG LEADERSHIP MISSION SCHEDULED FOR EARLY JULY

In response to enthusiastic demand, a second UJA Young Leadership Mission is scheduled for the first three weeks in July. While details have not been finalized, under present plans the Mission will leave New York on or about July 2, making stops in Vienna, Israel and Paris. The survey trip will be tailored to the needs and interests of leaders of American Jewish communities in the age group 25 to 40.

Led by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, the Mission will see Israel and Europe as no ordinary group ever could. Its members will meet with leaders of the Israel Government and the Jewish Agency for briefings and full discussions. In Europe, members will meet new immigrants en route, and discuss welfare programs and problems with directors of the Joint Distribution Committee and Jewish Agency representatives.

Inquiries should be addressed to National Headquarters, 165 West 46 Street, New York 36, N. Y.



From the Chairman's Point of View . . .

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

Is there really anything special about this year's United Jewish Appeal campaign? — You know there is and I know there is — but the really urgent and crucial problem before us at this moment is to get the answer across to thousands of Americans as quickly as possible. So much depends on our ability to communicate this information, man-to-man, heart-to-heart, person-to-person.

UJA's 1962 goal can be reached — great as the challenge is — if each one of us can effectively spread the story. The Inaugural Dinner on February 11 proves it. Eddie Warburg, Jack Weiler, Al Levin and others did a superb job in assuring the outstanding results of the meeting. General Herzog and Moshe Sharett made eloquent and moving addresses. Hundreds of people worked hard to bring forward extra gifts.

But the key factor was that we were able to communicate the needs to a large number of generous contributors. And when the facts were known and understood about the new immigration and the urgent character of the needs that UJA must meet in 1962, the reaction was prompt and generous.

Even with this magnificent start, reaching our goal of \$35,000,000 to the Special Fund, plus \$60,000,000 in the regular campaign, will not be easy. It is not easy to reach every city and hamlet in the United States by word of mouth. There cannot be announcements in the public press of the kind to which we have become accustomed. But the emergency is there and it will not disappear until we dispel it with our dollars.

The following account from a Jewish Agency, Inc. representative gives us only a glimpse of what is happening. The place to hear the full story is at the Regional Conferences, at campaign meetings. But the responsibility for UJA leaders this year goes beyond listening and giving. The over-riding necessity, the facts that will not be denied, the story that cannot be put in print, must be carried by every leader to all the members of the community so that they will know and give. Yes, there is a tremendous opportunity this year! Will you help meet the challenge?

EXCERPTS OF LETTER FROM A JEWISH AGENCY, INC. OFFICIAL MEETING A SHIP AT HAIFA

"I went to Haifa to see the boat arrive. The man in charge of the office and some of his people went out in a boat at 5:30 A.M. to meet the ship which docked around 7 o'clock. At 1:00 P.M., when we left to follow a group to Ashdot, they had dispatched over 20 buses to some 14 different places in Israel and still were far from finished.

"I stood for a while on the loading ramp listening to the Agency man calling out their directions: 'Eilat ready to go; loading for Kiryat Shmona; loading for Ashdot; baggage tender for Hatzor; station wagon to Ezra Ve Bizaron!' It was as if the whole map of Israel were coming alive to absorb these people, including towns which did not even exist a few years ago — a whole country alive with the dynamics of absorption.

"Maybe it is one of the drawbacks of the smooth techniques worked out by our people that American tourists are not ordinarily aware of all this movement and urgency. The buses — ordinary buses — roll along the highway; people get off, take their baggage, move into their new homes and, within a few

hours, look as if they had been there for months or even years.

"But if you have stayed in the country a little longer and have traveled around a bit, you will stand on this loading platform in Haifa harbor and the destination of each bus will call up a thought or image in your mind:

"Kiryat Shmona — eight of ten breadwinners unemployed during the four winter months; Hatzor — employment problems all year round; Ashdot — temporary asbestos units of 42 square meters for families with five or six children . . .

"So you stand and you think of each place and of the Agency people who are at work there right now setting up beds and equipment. And you think of tomorrow morning when the Agency's offices will open in each of these places for long lines of people, each one with a different story, each one with a different set of problems. You wonder how they are going to cope with the problems of these 1,000 new immigrants tomorrow morning."



General Lucius D. Clay

**"To Support Israel is to Support
Freedom Everywhere ..."**

GENERAL LUCIUS D. CLAY

Personal Representative of President Kennedy in Berlin

Excerpts from a message to the
UJA National Inaugural Dinner, February 11, 1962

I have known a great deal of the work of the United Jewish Appeal since the end of the war. Without its help, and despite all that the United States Army could do to house and care for the several hundreds of thousands of Jewish refugees in camps in Germany, their lot would have been forlorn indeed. And when the war ended, the movement of Jewish refugees into Germany continued. The pressures on the occupying powers in Germany to close the German border to further refugees were very great. While we did find it necessary to stop receiving newcomers in refugee centers, we did not close our borders, and we made sure that those who came had fair and equitable treatment until they had an opportunity to settle in a new and permanent home more to their liking.

I then expressed the hope that this would happen soon. And two months later, it did happen. Thanks to the United Jewish Appeal, the people from the refugee centers in Germany who had suffered so much and so long had been restored in health and spirit, trained for the pioneer conditions ahead, and filled with hope and ardor for a new life in their own country. It is not necessary for me to say how they have contributed to this new country or how they have fared. For Israel's record stands proudly before the world as the example of what a free people, proud of their freedom and determined to protect it, have been able to accomplish.

Israel has established a home for people who want to be free. Its people are making this home an example before the world of what can be done by free people, confident in themselves and determined to provide a place where their children and their children's children may live free and secure, with opportunities for all.

To support Israel is to support freedom everywhere. To make it a showcase for the accomplishments of a free people is to emphasize throughout the world the values and the opportunities which come to a free people. Truly the people of Israel have earned the respect of the free world. They have proved worthy of the great support you have given them. They are worthy of your continued support.

I am honored indeed by the award which you are giving me tonight. It is a gift which I shall cherish, not just because of its uniqueness but because it will always remind me of an organization I hold in high respect, and of what that organization has made possible in the advancement of freedom everywhere.

\$35,000,000 UJA SPECIAL FUND over and above 1962 REGULAR CAMPAIGN GOAL, \$60,000,000



REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

24th ANNUAL CAMPAIGN
FOR LIFE AND FREEDOM

United Jewish Appeal

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

A total of \$95,000,000 is needed by UJA agencies in 1962 to aid 600,000 people throughout the world

Vol. XVII, No. 3, May 3, 1962

165 West 46th Street, New York City

NOT FOR PUBLICATION

MEYERHOFF, IN ANNOUNCING JUNE 11 CASH MEETING
AT HOTEL SAVOY HILTON, NEW YORK, SAYS

ARCHIVES

**\$39,500,000
CASH NEEDED**

TO SPEED IMMIGRATION

Israel D. Fink, Six Regional Co-Chairmen
Named to Lead All-Out Cash Drive

\$39,500,000 CASH BY JUNE 11 ESSENTIAL MEYERHOFF SAYS, CALLING FOR UTMOST EFFORT

CASH COMMITTEE, HEADED BY I. D. FINK, TO SPEARHEAD DRIVE

America Jewry's race to match mass migration with the money needed to finance it will reach a crucial point Monday, June 11. That day will mark the target for extensive cash drives now being undertaken in communities throughout the country and the holding of a mid-season Cash Meeting at the Hotel Savoy Hilton in New York City to raise \$39,500,000 in cash.

The session will bring together the UJA Cabinet, the Campaign leadership, the National Cash Committee, and all those charged with leadership of the Cash Drive throughout the nation, it was announced by Joseph Meyerhoff, UJA General Chairman.

Israel D. Fink of Minneapolis, who led the magnificent cash effort in 1961 as National Chairman of that year's drive, has consented to head the campaign again, Mr. Meyerhoff said.

Cash Committee to Help Translate Pledges into Dollars

Awareness of the crucial nature of this year's campaign and the tremendous stakes that hang in the balance convinced him to return to the post, Mr. Fink stated in accepting the responsibility. Most of the dedicated workers who served with him on last year's National Cash Committee and established such outstanding records have joined him in accepting reappointment on the same basis.

Augmenting their ranks are a number of additional men of vision and action who see in today's situation unprecedented opportunities for Jewish rescue and who are determined to do everything in their power to see that the pace of cash-giving to UJA keeps time with the flow of newcomers to Israel and other lands. (See page 5 for Cash Committee membership roster.)

Members of the Cash Committee will work in their areas to help translate pledges into dollars. Working in liaison with them will be a network of community cash chairmen and committees, backed up by groups of hard-working volunteers who will ring the door-bells and make the telephone calls which will convert generous pledges into life-saving cash.

Only Cash Can Meet Overseas Needs, Meyerhoff Says

If motivation is a main factor in determining results — and it always has been with UJA — then the Cash goal of \$39,500,000 should be met at deadline time without question, Mr. Meyerhoff said as he announced the plans.

Mr. Meyerhoff pointed out that the current heavy migration of Jews poses extraordinary problems for both of the overseas agencies supported by the UJA, the Joint Distribution Committee and the Jewish Agency for Israel.

"The flow comes from many lands," he said, "and it is not just a question, in every case, of aiding these immigrants to move on quickly to a final destination.

In many instances these destitute Jewish families must be cared for by the JDC over an extended period under emergency conditions. The added burden on already strident budgets threatens to cripple overseas programs unless cash is forthcoming."

"Rarely has history put a blunter, plainer challenge to us," he commented. "Tens of thousands of fellow Jews can come out to havens of safety now, in the next days, weeks and months, if we are responsive; if we don't delay.

"There is nothing iffy in this encounter. Not if we can get departure permits for them. Not if we can get boats or planes to ship them. Not if we can get visas for them to land somewhere. All these problems of older, more troubled days are gone.

"Only cash is needed... cash in amounts to match the human souls longing to breathe free as Jews... cash to see them through the first struggling year until they can get on their feet. Money today can buy happiness, buy a future of safety and a future of promise for those at an economic and spiritual dead end — and this not for just a few, but for very large numbers of fellow Jews.

"Because the possibilities are so inspiring and because the alternative — failure and denial of the chance of immigration for those waiting — is so unthinkable, we must meet our goal."

AMERICAN JEWISH
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NATIONAL CASH COMMITTEE, REGIONAL CO-CHAIRMEN NAMED



Israel D. Fink

A National Cash Committee, representing major communities across the country, has been named to carry the present Cash drive to a successful conclusion by June 11, it has been announced by Israel D. Fink of Minneapolis, Cash Committee Chairman. Six Regional Co-Chairmen have also been named, Mr. Fink said, to lead the campaign on an area-wide basis and ensure full coverage of every community.

Four of the Regional Co-Chairmen have previously served in their posts and have agreed once again to provide the leadership so essential to the critical cash phase of the campaign. These are Samuel H. Daroff of Philadelphia, who also previously served as National Cash Chairman, Joshua B. Glasser of Chicago, Paul Kapelow of New Orleans, and Benjamin H. Swig of San Francisco.

Newly appointed Regional Co-Chairmen are Herman Fineberg of Pittsburgh, and George Shapiro of Boston. All six of these men, Mr. Fink pointed out, have long records of devoted service to the UJA, to their own community agencies and to other local and national philanthropic causes.

"I am happy to have such an outstanding group of men serving with me to put this drive across," he said. "Without their full participation and the energetic support of the Committee as a whole, I would hesitate to undertake the responsibility of Chairman. But with our combined efforts I am fully confident that the \$39,500,000 we need in cash can be produced by June 11."

Following are brief summaries of the campaign activities of the Cash Committee Regional Co-Chairmen.

UJA CASH COMMITTEE REGIONAL CO-CHAIRMEN ARE LEADERS IN MANY NATIONAL AND COMMUNITY WELFARE ACTIVITIES



Samuel H. Daroff
Eastern Seaboard

Samuel Daroff, who is one of the three Honorary National Chairmen of the United Jewish Appeal, has been a member of the National Campaign Cabinet since 1950. He was Chairman of the Cabinet from 1953 to 1956, when he became a National Chairman of the UJA. In Philadelphia he served as President of the Allied Jewish Appeal in 1948 and Honorary President from 1954 to 1956. The Allied Jewish Appeal paid tribute to him in 1959 as "Man of the Year."



Herman Fineberg
Middle Atlantic

Herman Fineberg is a member of the National Campaign Cabinet of the UJA and has been a top campaigner in Pittsburgh for more than twenty years, having first served as General Chairman of the Pittsburgh campaign in 1949. He is President of the United Jewish Federation, this being his third successive term, and has held many leadership posts, especially in the divisions of Advance Gifts, and of Trades and Industries. He was a Senior Chairman of the campaign in 1961.



Joshua B. Glasser
Central States

Joshua B. Glasser is a member of the UJA National Campaign Cabinet and was General Chairman of the Combined Jewish Appeal in Chicago in 1957 and 1958. Only one other person ever held the office of General Chairman for two successive terms. Mr. Glasser was an Honorary Chairman of the 1959 campaign. In 1960 he was Co-Chairman of Special Gifts, and Chairman in 1961. In the current campaign he is a member of the Campaign Steering Committee and is again Co-Chairman of Special Gifts.



Paul Kapelow
South-Southwest

Paul Kapelow is one of the top spokesmen for the UJA in the South. In his local New Orleans, he was Big Gifts Chairman in 1956, General Chairman in 1957, and President of the Welfare Fund in 1958 and 1959. He joined the UJA National Campaign Cabinet in 1960, after having served since 1957 on the National Campaign Committee. He presided at the Leadership Institute of the South-Southwest Region in Biloxi, Miss., in 1961 and 1962.



George Shapiro
New England

George Shapiro is one of the younger UJA leaders. He distinguished himself as General Chairman in 1960 and 1961 of the Combined Jewish Philanthropies of Greater Boston. He was a member of the Boston Young Leadership Tour to Israel in 1960, which he had visited himself two years earlier when he was Treasurer of the campaign. He has been a member of the UJA National Cabinet since 1961.



Benjamin H. Swig
West Coast

Benjamin H. Swig has been active in the San Francisco Welfare Fund campaigns for many years and has been a member of the UJA National Campaign Cabinet since 1953. He has been National Chairman of Big Gifts on the Cabinet since 1955, and Co-Chairman since 1959. In San Francisco, Mr. Swig was Chairman of Big Gifts in 1955 and 1956 and a member of the Campaign Cabinet in 1957 and 1958. He was a Vice-President of the Jewish Welfare Federation from 1956 to 1959.

NATIONAL CASH COMMITTEE MEMBERS SET FOR ALL-OUT DRIVE



Martin Abelow
Utica, N. Y.



Julius R. Atkins
Milwaukee, Wisc.



Charles Auerbach
Cleveland, Ohio



Jacob L. Barowsky
Holyoke, Mass.



Leon H. Brachman
Fort Worth, Tex.



Victor M. Carter
Los Angeles, Calif.



David M. Citron
Peoria, Ill.



Abraham D. Clayman
Des Moines, Iowa



Sol Esfeld
Seattle, Wash.



Harding S. Frankel
Houston, Tex.



Allan Farber
Worcester, Mass.



Matthew Feldman
Teaneck, N. J.



Leonard H. Gidding
Plainfield, N. J.



Samuel F. Gingold
New Haven, Conn.



Edward Ginsberg
Cleveland, Ohio



Nolan Glazer
Dallas, Tex.



Judge Joseph Goldberg
Worcester, Mass.



Jack Goodman
Albany, N. Y.



Robert S. Green
Brockton, Mass.



Robert C. Hayman
Buffalo, N. Y.



Sam J. Heiman
Miami, Fla.



Louis R. Hurwitz
Sioux Falls, S. D.



Morris I. Jaffee
Dallas, Tex.



Samuel Kravitz
Grand Rapids, Mich.



Nathan I. Kuss
Wilkes-Barre, Pa.



Julius Livingston
Tulsa, Okla.



David Lowenthal
Pittsburgh, Pa.



Joseph Mosko
Denver, Colo.



Elkan R. Myers
Baltimore, Md.



N. Aaron Nabochek
Hartford, Conn.



Irving S. Norry
Rochester, N. Y.



James L. Permutt
Birmingham, Ala.



Frank M. Polasky
Saginaw, Mich.



Alan Sagner
Newark, N. J.



Herbert H. Schiff
Columbus, Ohio



Judge Selig Schwartz
Meriden, Conn.



Joseph D. Shane
Los Angeles, Calif.

National Cash Committee



David Silbert
Chicago, Ill.



Joseph Talamo
Worcester, Mass.



Earl J. Tranin
Kansas City, Mo.



Marvin L. Warner
Cincinnati, Ohio



Bernard Weiss
Monticello, N. Y.



Judge Samuel A. Weiss
Pittsburgh, Pa.



Philip Zinman
Camden, N. J.

Additional members of the Cash Committee whose photographs were not available when REPORT TO MEMBERS went to press are: Harold H. Alpert, Phoenix, Ariz.; Harry Druker, Marshalltown, Iowa; Milton J. Fineberg, Indianapolis, Ind.; Irwin Green, Warren, Mich.; Edward H. Kavinoky, Buffalo, N. Y.; Nathan Lipton, Atlanta, Ga.; D. Robert Mullen, Sheboygan, Wisc.; Max Siegel, Salt Lake City, Utah; Richard Sloan, Detroit Mich., and Laurence A. Weinstein, Madison, Wisc.

AMERICAN JEWISH

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JEWISH AGENCY TREASURER CONCLUDES IMPRESSIVE TOUR



Aryeh L. Pincus

Aryeh L. Pincus, eloquent Treasurer of the Jewish Agency for Israel, Jerusalem, concluded a whirlwind three-week speaking tour for the UJA on April 9.

His direct from-the-field report of the new immigration and its meaning in human terms, presented with precise, telling effect, registered powerful impact. Jewish communities that heard him saw with clearer eyes the individuals who together constitute the massive tide in today's rescue operations.

In unforgettable clarity, he pictured for them the tense working day of Jewish Agency representatives, welcoming planeloads and shiploads of newcomers, allaying their fears about those left behind, breaking through their barriers of isolation, finding and settling them in new homes, and beginning to help them start new lives.

Mr. Pincus did more than address campaign meetings. He took a direct role in community drives, meeting singly and with groups of leaders and top givers to iron out specific problems. He helped to broaden campaign support and to raise its level on a community-wide basis.

Cities which he visited included Boston, New Haven, Buffalo, Detroit, Pittsburgh, Lakewood, Atlanta, Milwaukee, Los Angeles, Worcester and Philadelphia.

UJA officers and National Campaign Cabinet members are deeply grateful to Mr. Pincus for his inspiring and tireless leadership. Every city he visited is profiting immensely from the days he spent there in discussion with so many persons. He left behind a sharpened sense of the critical nature of the 1962 campaign and a renewed determination to meet the goal.

PRESIDENT KENNEDY MEETS WITH VOLUNTARY AGENCY LEADERS



Representatives of voluntary agencies of all faiths and government leaders look on as President John F. Kennedy signs a Proclamation declaring the week of April 9 "Voluntary Overseas Aid Week." Shown here, l. to r., are: the Rev. Dr. Franklyn Clark Fry, Lutheran World Relief; Joseph Meyerhoff, UJA General Chairman; Orville L. Freeman, U. S. Secretary of Agriculture; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman; William Morris Maier, American Friends Service Committee; the Rt. Rev. Monsignor John E. McCarthy, Catholic Relief Services; George McGovern, Special Assistant to the President and Director, Food for Peace; Canon Almon Pepper, Church World Service.

Representatives of the major voluntary overseas agencies of all faiths met with President John F. Kennedy on April 9 at the White House in Washington, D.C. An illuminated scroll in a nineteenth century American frame was presented to the President by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, on behalf of the agencies representing millions of Americans of major religious denominations. Representing the UJA was Joseph Meyerhoff, General Chairman.

In welcoming the group, President Kennedy called their work a "mission of mercy" and thanked them "on behalf of all Americans for your deep commitment — moral, financial and technical — to this mission."

In reply, on behalf of the agencies, Rabbi Friedman described their motivation as "spiritual and humanitarian." (See page 8.)

Proclaiming the week of April 9 as "Voluntary Overseas Aid Week," by request of the Congress, the President read a proclamation calling on all Americans to give utmost support to the aid programs of the agencies.

The scroll presented to the President read, "In tribute to John F. Kennedy, President of the United States, for giving new force to American humanitarian traditions and fostering the dignity and well-being of the Family of Man through his vigorous championship of constructive assistance to the needy abroad."

Attending the ceremony, in addition to Rabbi Friedman and Mr. Meyerhoff, were the following agency representatives: the Rt. Rev. Monsignor John E. McCarthy, Catholic Relief Services of the National Catholic Welfare Conference; Canon Almon Pepper, Church World Service; the Rev. Dr. Franklyn C. Fry, Lutheran World Relief; William Morris Maier, American Friends Service Committee, and Richard W. Reuter, CARE.

STATEMENT BY
RABBI HERBERT A. FRIEDMAN

Executive Vice-Chairman, United Jewish Appeal

ON BEHALF OF VOLUNTARY OVERSEAS AID AGENCIES OF ALL FAITHS

THE WHITE HOUSE, WASHINGTON, D.C.

APRIL 9, 1962



Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, presents an illuminated scroll to President John F. Kennedy on behalf of voluntary overseas aid agencies of all faiths. Also shown here are: the Rev. Dr. Franklyn Clark Fry, Lutheran World Relief, and Joseph Meyerhoff, UJA General Chairman.

Mr. President, we are representative of several associations of private citizens who have organized in voluntary fashion to provide relief overseas to human beings in need. Among us, in addition to the more general groups, are the three major religious faiths of this land, working in closest union, crossing boundaries of race, color, and creed, seeking the goal of brotherhood of man through service to others.

Our motivation in this work is spiritual and humanitarian. Our support in this work is drawn from combined memberships of tens of millions of Americans. Our goal is to relieve misery and suffering.

This nation, by virtue of its sentiments, traditions and self-imposed standards must always be willing to help overcome, through the strength of its generosity, the awfulness of hunger, the spectre of disease and the tragedy of homelessness wherever on earth these be the condition of man.

This is our determined course, adherence to which will forever bring us the respect of others, and earn for us that measure of self-esteem which shall be the generating power for yet higher deeds of idealism and courage.

We have come here to thank you, Mr. President, for the inspiration you lend for this tradition to aid overseas, the faith you have in this program and to note, as well, with gratitude the material support afforded this work. Three billion pounds of food are being made available to our agencies each year through your Food for Peace Program. Benjamin Franklin said in 1771, "Men should show their gratitude to God by the only means in their power - promoting the happiness of His other children." This, you have insisted in your own Inaugural words, is the right thing to do. If government and private citizens alike be constantly mindful of this tradition, we shall chart our course with an ever increased sense of responsibility toward the attainable goal of freedom from want for all the children of man.

SECOND YOUNG LEADERSHIP MISSION LEAVES JULY 2

An opportunity for a first-hand exploration of UJA-supported programs overseas — on a level available no other way — opens July 2 when the second United Jewish Appeal Young Leadership Mission leaves New York International Airport by jet for a 24-day tour of inspection and study of the situation of Jews in Europe and Israel.

The Mission, which will be personally led by UJA Executive Vice-Chairman Herbert A. Friedman, will open doors no tourist could normally unlock. Conferences with foremost Israel Government leaders, direct question and answer sessions with authoritative spokesmen in every field, meaningful glimpses into all aspects of Israel life, including the operations of the great life-saving programs of the Jewish Agency and the Joint Distribution Committee will highlight the nearly month-long trip. The Mission will see today's vast new flow of immigrants arriving at destinations of safety and freedom. Anonymous statistics will become flesh and blood.

Enthusiasm generated by last year's first Young Leadership Mission sparked the forthcoming trip. Those who made it insisted that it be repeated. They described it as "one of the great memorable experiences of a lifetime."

While many reservations have already been made and space is limited, some places are still open. Total cost of the tour is \$850. Reservations made now should be accompanied by full payment. Assignment of reservations will be made on a first-come, first-served basis. Here is the travel schedule:

Leave New York - July 2	Arrive Vienna - July 3
Leave Vienna - July 6	Arrive Israel - July 6
Leave Israel - July 23	Arrive Paris - July 23
Leave Paris - July 27	Arrive New York - July 27

HIGHLIGHTS OF 1961 MISSION



Mission members start off for a first-hand look at Israel.



Prime Minister and Mrs. Ben-Gurion arriving to greet Mission members.



Moshe Sharett, Chairman of the Jewish Agency for Israel, briefs the group on immigration problems.



Shipboard talk with newly arrived immigrant



An immigrant welcomes Mission couple to new housing.



An evening get-together with Israel Army border forces.

EARLY INCREASES HOLDING FIRM AS COMMUNITY DRIVES MOVE INTO FINAL PHASES OF CAMPAIGN

(Note: Campaign totals are those reported to National Headquarters by April 27, when REPORT TO MEMBERS went to press and may not, therefore, be up-to-date. Percentage figures used are in comparison to sums raised by the same period in 1961.)

DENVER, COL.: The first major meeting of the campaign here was an Initial Gifts Parlor meeting on February 28 addressed by Moshe Sharett, Chairman of the Jewish Agency for Israel and former Foreign Minister and Prime Minister of Israel. The meeting was attended by the entire campaign leadership who responded with extra giving to Mr. Sharrett's impassioned account of the immigration problems in Israel. A March 29 meeting heard from the Joint Distribution Committee's Samuel Haber, Assistant Director-General of Overseas Operations. Campaign officers are: Honorary President, Allied Jewish Community Council of Denver, Adolph Kiesler; Charles Goldberg, President; Jack S. Shapiro, Chairman; Edward Hirschfeld, Advance Gifts Chairman; Norman Davis, Advance Gifts Co-Chairman; Mrs. Sydney Grossman, Women's Division Chairman; Nathan Rosenberg, Executive Director. Total raised so far: \$671,000 as against \$580,000, a 16 per cent increase.

LOUISVILLE, KY.: The Big Gifts meeting at the home of Bernard Barnett was addressed by Max M. Fisher of Detroit, UJA National Chairman, and Mrs. Israel D. Fink of Minneapolis, Chairman of the UJA National Women's Division. Campaign officers are: William S. Heidenberg, President, Conference of Jewish Organizations; Morris M. Kling, Chairman; Bernard H. Barnett, Big Gifts Chairman; Dr. Irvin S. Rosenbaum, Big Gifts Co-Chairman; Initial Gifts Co-Chairmen, Boris Pressma, Hon. Hugo Taustine; Mrs. Sol T. Fish, Jr., Women's Division Chairman; Clarence F. Judah, Executive Director. Total raised so far: \$495,845 as against \$414,539, a 20 per cent increase.

ST. LOUIS, MO.: Rabbi Isadore Breslau of Washington, UJA National Chairman, and Melvin Dubinsky of this community, UJA National Campaign Cabinet Chairman, teamed up effectively to visit leaders prior to a Big Gifts meeting on April 17. Speaker at the meeting was JDC's Executive Vice-Chairman, Moses A. Leavitt. Campaign officers are: Saul A. Dubinsky, President, Jewish Federation; Morris A. Shenker, Chairman; Harry N. Soffer, Advanced Gifts Chairman; Alfred Fleishman, Morton D. May, Special Gifts Co-Chairmen; Mrs. S. Charles Baer, Women's Division Chairman; Herman L. Kaplow, Executive Director. Results so far are: \$419,775 as against \$373,747, a 12 per cent increase.

SYRACUSE, N. Y.: William Roserwald of New York, UJA National Chairman, did a superb job here, both in his address at an April 10 Big Gifts meeting in the home of H. Hiram Weisberg and in informal talks with many individual leaders. Campaign officers are: Lewis R. Goldner, President, Jewish Welfare Federation; Tracy H. Ferguson, Leonard S. Goldberg, Louis A. Yaffee, Co-Chairmen; Mrs. Jerome Wilson, Women's Division Chairman; Norman Edell, Executive Director. Results to date are: \$110,650 as against \$77,165, a 33 per cent increase.

MILWAUKEE, WISC.: Joseph Meyerhoff, UJA General Chairman, addressed the initial campaign meeting here on January 31, setting a high opening level. A Big Gifts meeting on March 29 has been followed up by special Parlor Meetings April 10 and 11. Campaign officers are: Harry J. Plous, President, Jewish Welfare Fund; Ben Marcus, Chairman; Irving Winston, Big Gifts Chairman; Max H. Karl, "Big Ten" Division Chairman; Mrs. Albert Adelman, Women's Division Chairman; Melvin S. Zaret, Executive Director. Total raised so far: \$477,300 as against \$350,500, a 36 per cent increase.



WASHINGTON, D. C. Big Gifts Inaugural Reception was held at the home of Morris Cafritz, with William Rosenwald of New York, UJA National Chairman, as guest speaker. Shown l. to r., are: Joseph Ottenstein, President, Washington UJA; Mr. Cafritz; Mr. Rosenwald; David L. Kreeger, Advance Gifts Chairman, and Hymen Goldman, Campaign Chairman.



PHILADELPHIA dinner featured an address by Chet Huntley, NBC-TV news commentator, who described his impressions of Israel. Listening intently are, l. to r., Moshe Sharett, Chairman of the Jewish Agency for Israel, Kevy K. Kaiserman, Advance Gifts Chairman, and Sol Satinsky, veteran community leader.

MINNEAPOLIS, MINN.: The campaign here is actively in progress with all divisions well organized. Recent outstanding speakers have been Mrs. Israel D. Fink, UJA National Women's Division Chairman; Yael Dayan, young Israeli novelist, and Samuel Haber, JDC Assistant Overseas Director. Campaign officers are: Dr. William S. Eisenstadt, President, Federation for Jewish Service; Samuel Shapiro, Chairman; Myron B. Green, Amos Heilicher, Big Gifts Co-Chairmen; Mrs. James A. Davis, Women's Division Chairman; Norman B. Dockman, Executive Director. Total raised so far: \$583,665 as against \$500,291, a 17 per cent increase.

NEW HAVEN, CONN.: The first Parlor Meeting here was held on March 16, with two outstanding speakers, Albert A. Levin of Cleveland, UJA National Chairman, and Aryeh L. Pincus, Treasurer of the Jewish Agency for Israel, Inc. Edward M. M. Warburg, UJA National Chairman and Chairman of the Joint Distribution Committee successfully opened the campaign at an April 29 meeting. Campaign officers are: Joseph N. Weiner, President, Jewish Welfare Fund; Joel Cohn, Chairman; John J. Fox, Samuel F. Gingold, Samuel I. Hershman, Abe Lapidés, Co-Chairmen; Mrs. Joseph Edlin, Mrs. Herbert A. Saxe, Women's Division Chairmen; Benjamin N. Levy, Executive Director. Total raised so far: \$110,700 as against \$97,646, a 13 per cent increase.

CAMDEN, N. J.: A Pace-Setters meeting at the home of Harold Sarshik heard a report on the current stepped-up flow of Jewish immigration to Israel and other lands from Zvi Garcy, Area Director for the Jewish Agency for Israel. Campaign officers are: Max Odlen, President, Jewish Federation; Mr. Sarshik, Chairman; Initial Gifts Chairmen, Harold H. Frankel, Harry N. Goldstein, Moses Lavinsky, Hyman M. Myers, Martin Odlen, Richard Goodwin; Mrs. Milton Rothbaum, Women's Division Chairman; Bernard Dubin, Executive Director. Total raised so far: \$120,000 as against \$98,000, a 22 per cent increase.

CANTON, OHIO: A telephone hock-up from New York with a direct message from Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, was a feature of the campaign opening here on April 8. Campaign officers are: Ben M. Dreyer, President, Jewish Community Federation; Isadore Freed, Chairman; Mrs. Sheldon W. Fantle, Women's Division Chairman; Leonard Sebrans, Executive Director. Total raised so far: \$162,129 as against \$148,454 a 9 per cent increase.

DES MOINES, IOWA: A leadership intent on reaching its goal is resulting in extra gifts all along the line. Samuel Haber, Assistant JDC Overseas Director, addressed several meetings here including a March 8 Initial Gifts meeting. Campaign officers are: Boni B. Druker, President, Jewish Welfare Federation; Roy L. Swarzman, Chairman; Lester Bookey, Co-Chairman; Richard S. Levitt, Advance Gifts Chairman; Mrs. Louis Nussbaum, Women's Division Chairman. Total raised so far: \$236,385 as against \$214,000, a 10 per cent increase.

GAINS REGISTERED IN COMMUNITIES ACROSS THE COUNTRY

FT. WORTH, TEX.: An earlier Big Gifts meeting at the home of Mickey M. Goldman, which was eloquently addressed by Melvin Dubinsky of St. Louis, UJA Campaign Cabinet Chairman, was followed on March 11 by the Campaign Opening dinner at which Dr. Ruth Gruber, noted journalist and lecturer, was the major speaker. Mr. Goldman, who has just returned from a trip overseas, will shortly report his first-hand impressions to the community. Campaign officers are: Leo Lipshitz, President, Jewish Federation; Mickey M. Goldman, Cabinet Chairman; Louis H. Barnett, Jack Gachman, Leon H. Brachman, Ben M. Gilbert, Sol Brachman, I. E. Horwitz, Maurice Rabinowitz, Campaign Cabinet; Mrs. Jerome Wolens, Women's Division Chairman; Abraham Kastenbaum, Executive Director. Total raised so far: \$101,732 as against \$78,646, a 29 per cent increase.

ALBANY, N. Y.: The campaign got underway March 6 with a Parlor Meeting at the home of Frank Lyons. Moses A. Leavitt, JDC Executive Vice-Chairman, did such a splendid job of interpreting the 1962 program and needs that a good climate for increases was set. A later meeting of the Intermediate group has continued this pattern. Campaign officers are: Albert M. Fenster, President, Jewish Community Council; Frederick S. de Beer, Jr., Chairman; Sidney Albert, Special Gifts Chairman, Mrs. Milton Alpert, Women's Division Chairman; Edward Phillips, Executive Director. Total raised so far: \$140,295 as against \$115,950, a 21 per cent increase.

NORFOLK, VA.: The most successful campaign function in years was the Initial Gifts Dinner held here on March 14. Rabbi Charles E. Shulman, of Riverdale Temple, New York City, and Miss Gila Golan, "Miss Israel" of 1960, were the major speakers. On April 2, which was declared "UJA Day" by the Mayor's proclamation, a highly successful breakfast was held and campaign leaders and workers joined in an all-day solicitation effort. Campaign officers are: Ralph S. Margolius, President, Jewish Community Council, Inc.; Joseph L. Kantor, Chairman; Samuel Sandler, Marvin Simon, Co-Chairmen; Initial Gifts Chairman, Stanley Waranch; Mrs. Bernard Salzborg, Mrs. Harold Groh, Women's Division Co-Chairmen; Ephraim Spivek, Executive Director. Total raised so far \$162,749 as against \$121,427, a 34 per cent increase.

TOLEDO, OHIO: The campaign got underway here with an Initial Gifts meeting on February 4 addressed by Paul Zuckerman of Detroit, UJA National Campaign Cabinet member. On March 11, David Lowenthal of Pittsburgh, also a Campaign Cabinet member, spoke at a meeting which brought additional increases. Campaign officers are: Stanley K. Levison, President, Jewish Welfare Federation; Milton F. Silverman, Chairman; Irvin J. Mindel, Big Gifts Chairman; Mrs. David Mostov, Mrs. Stanley Dolgin, Women's Division Chairmen; Marvin G. Lerner, Executive Director. Total raised so far: \$285,000 as against \$298,000, a 15 per cent increase.

PORTLAND, OREGON: A Big Gifts dinner on March 29 at the home of Morris H. Rosenkrantz heard Robert Gamzey of the DENVER POST give a vivid newspaperman's report on Israel. Campaign officers are: David Warren Cohn, President, Jewish Welfare Federation; Morris H. Rosenkrantz; Chairman; Mrs. Jack Cohen, Women's Division Chairman; Milton D. Goldsmith, Executive Director. Total raised so far: \$115,748 as against \$96,288, a 20 per cent increase.

READING, PA.: An Initial Gifts dinner on April 15 attended by Mrs. Eleanor Roosevelt heard Samuel H. Daroff of Philadelphia, UJA Honorary National Chairman, in an eloquent plea for extra contributions to the Special Fund. Campaign officers are: Max Fisher, President, Jewish Community Council; Norman B. Dunitz, Chairman;

Charles Joseph, Big Gifts Chairman; Morris N. Blumberg, Leon Litner, Samuel R. Lurio, Big Gifts Co-Chairmen; Mrs. Herman Kotzen, Women's Division Chairman; Harry S. Sack, Executive Director. Results to date are: \$114,728 as against \$85,020, a 35 per cent increase.

CINCINNATI, OHIO: The first major campaign meeting was held here February 18 when a Big Gifts meeting heard from Albert Adelman of Milwaukee, UJA Campaign Cabinet member. Subsequent small meetings have continued the increase shown after Mr. Adelman's impressive talk. Campaign officers are: Philip Steiner, President, Jewish Welfare Fund; Marvin L. Warner, Chairman; Jack Abrams, Harvey Bergman, Irwin Katzman, Big Gifts Co-Chairmen; Mrs. Louis Ehrenfeld, Women's Division Chairman; Martin M. Cohn, Executive Director. Total raised so far: \$586,222 as against \$513,510, an 11 per cent increase.

DAYTON, OHIO: Israel D. Fink of Minneapolis, UJA Cash Chairman, made a tremendous impact at the Advance Gifts meeting here on April 10. General solicitation is scheduled to begin the end of April. Campaign officers are: Elmer L. Moyer, President, Jewish Community Council; Harry Weprin, Chairman; Arthur Beerman, Big Gifts Chairman; Mrs. Ralph Schear, Women's Division Chairman. Total raised so far: \$187,813 as against \$143,505, a 31 per cent increase.

PUERTO RICO: The campaign in Puerto Rico and the Virgin Islands is moving swiftly ahead following a visit by Rabbi Isadore Breslau of Washington, UJA National Chairman. Following his address at a Big Gifts meeting, the group doubled their contributions for 1961. Governor Ralph Paiewonsky of the Virgin Islands, attended the meeting and received a scroll from the UJA for his community campaign leadership. Leaders of the Puerto Rico United Jewish Appeal campaign are: Maurice Nagle, Chairman; Milton Toppel, Big Gifts Chairman. Total raised so far: \$30,710 as against \$21,500, a 43 per cent increase.

FLINT, MICH.: An Advance Gifts meeting here heard Dr. Howard Sacher, American historian and expert on Israel's problems, report on the need for a Special Fund and responded with extra gifts. The campaign itself opened April 11 and plans are to complete it by the end of May. Campaign officers are: Arthur Huran, President, Flint Jewish Community Council; Wilbert Roberts, Chairman; Louis Kasle, Associate Chairman; Dr. Saul S. Gorne, Milton C. Warren, Initial Gifts Co-Chairmen; Dr. H. Maxwell Golden, Alfred E. Klein, Advance Gifts Co-Chairmen; Mrs. Charles Dodge, Mrs. Sam Laro, Mrs. Seymour Osher, Women's Division Chairmen; Irving Geisser, Executive Director. Total raised so far: \$93,550 as against \$77,400, a 21 per cent increase.

JOSEPH MEYERHOFF

General Chairman, United Jewish Appeal

CORDIALLY INVITES YOU TO ATTEND

THE NATIONAL CASH MEETING

SAVOY HILTON HOTEL MONDAY, JUNE 11, 1962 NEW YORK CITY

MORE THAN HALF-MILLION CASH BROUGHT TO TRI-STATE CONFERENCE



Dr. Nahum Goldmann

A Tri-State UJA Luncheon Conference, held in Pittsburgh on April 29 (just after REPORT TO MEMBERS went to press), brought forward over half a million dollars in cash raised and advances against campaign pledges from more than 70 communities in the area.

Major speaker at the Conference was Dr. Nahum Goldmann, President of the Jewish Agency for Israel, the World Zionist Organization and the World Jewish Congress. Dr. Goldmann has been a leader in world Jewish affairs for more than three decades, and made an outstanding impression by his statesmanlike knowledge and eloquence.

The Luncheon celebrated the 14th Anniversary of the establishment of Israel as an independent nation. It also marked the 60th birthday of Judge Samuel A. Weiss, the Tri-State's outstanding Chairman for 15 consecutive years.

New Hampshire-Northern Massachusetts Conference Held May 6

The third Annual United Jewish Appeal New Hampshire-Northern Massachusetts Conference was held Sunday, May 6, 1962, in Manchester, N.H., under the Chairmanship of Sam Smith of Newmarket. Conference Co-Chairmen were Edward Sanel of Concord and Dr. David Stahl of Manchester. Another Manchesterite, Ben Rothstein, served as Conference Secretary. Scheduled speakers were James P. Rice, Executive Director, United Hias Service, and Uri Gordon, Second Secretary, Israel Embassy. Communities represented at the Conference are Berlin, Claremont, Concord, Dover, Exeter, Franklin, Keene, Laconia, Manchester, Nashua, Portsmouth and Rochester, in New Hampshire and - Haverhill, Lawrence and Lowell in Massachusetts.

1962 MEN'S AND WOMEN'S OVERSEAS MISSIONS SET

The Annual Overseas Study Mission of the United Jewish Appeal will run from October 16 to November 2, 1962, it has just been announced by Joseph Meyerhoff, UJA General Chairman, in a statement declaring that this Mission will have a special significance both for the Jews of the United States and the people of Israel since it will take place on the eve of UJA's 25th Anniversary.

Urging leaders throughout the country to plan now to visit Europe and Israel as Mission members, Mr. Meyerhoff said that continuing developments in the realm of immigration required their fullest participation and first-hand knowledge to help chart the 1963 UJA program.

Mission members will assemble in Vienna on October 16, where they will meet with leaders and Country Directors of the Joint Distribution Committee and representatives of the Jewish Agency for Israel working in Europe. Here, they will be briefed on the delicate and complex problems of the overseas operations. On October 19, the Mission will proceed to Israel for an intensive tour which will include informal meetings with key Government and Jewish Agency leaders.

The UJA National Women's Division Overseas Survey group has been set for October 27 to November 15, according to Mrs. Israel D. Fink, National Chairman. The group will fly to Vienna first for meetings with important overseas representatives and then to Israel for a 12-day survey which will include meetings with top leaders. Following a three-day stopover in Rome, the group will return to the U. S.



From the Chairman's Point of View ...

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

Elsewhere in this issue you will read the announcement that UJA seeks, and must raise \$39,500,000 in cash by June 11. There is no doubt that it can be raised if we continue the pattern of dedicated effort established in every community following our Inaugural meeting in February. The UJA leadership has made almost superhuman efforts in this campaign, ably supported by Israel leaders who helped bring the facts to many thousands of today's increased Jewish immigration to Israel and other lands.

But even these devoted efforts could not insure reaching our goal if behind the top leadership there were not hundreds - even thousands - of individuals who unstintingly give their time and energy for UJA.

I thought of them as I looked over a few UJA field reports the other day - those daily bulletins from the UJA field men which record the community pulse for national headquarters. One small Southern community had already finished its campaign with increases well ahead of last year. The field man commented admiringly on the tireless activity of a 72-year-old "spark plug." He got the increases he wanted all along the line mostly, as the field man reported, because "this grand old man wouldn't give up. He wouldn't take a 'no' and he wouldn't accept any gift without something for the Special Fund too."

"And," the field man added, "he was surprised when I congratulated him."

"How can a man do less?" he asked.

It is in this spirit that we must forge ahead to bring in the absolutely essential sum of \$39,500,000 in cash by June 11. We must not do less than this amount.

Every dollar we bring in is the measure of another life given purpose and meaning. We must have cash to pay the myriad costs of migration, settlement and absorption in Israel, and to meet the needs of hundreds of thousands served by the Joint Distribution Committee. Every dedicated and thoughtful member of the American Jewish community must understand today that on the redemption of his pledge card by cash now depend the lives and futures of countless thousands.

I am deeply grateful to Israel Fink and the leaders in many communities who have agreed to undertake the task of collecting the needed cash by the June 11 meeting. Many of you, I hope, will attend this meeting. All of you, I believe, will contribute to its success by paying your share of the \$39,500,000 which we must have.

It is appropriate that we should be launching our drive for the immediate aid needed overseas at about the time of the celebration of Israel's 14th Anniversary on May 9. A backward look over the brief but eventful years since Israel's birth makes it clear that the help we have given in funds, work and love make it probably the most worthwhile investment in all history.

To the great people of Israel, from its leaders, including President Ben-Zvi and Prime Minister Ben-Gurion, to the newest citizen, we send our congratulations. We are proud to have shared in the rebuilding and growth of the Jewish State.

Be sure to attend:



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



JOSEPH MEYERHOFF

General Chairman, United Jewish Appeal

CORDIALLY INVITES YOU TO ATTEND
THE NATIONAL CASH MEETING
OF THE
UNITED JEWISH APPEAL

*to receive an account of 1962 campaign progress
and to hear*

HIS EXCELLENCY, MICHAEL COMAY

*Permanent Representative of Israel to the UN
report on the urgent immigration problems
facing the people of Israel*

and

HERBERT A. FRIEDMAN,

Executive Vice-Chairman, UJA

*describe the life-building programs of the
Joint Distribution Committee in a time of crises*

SAVOY HILTON HOTEL

NEW YORK CITY

MONDAY, JUNE 11, 1962

AT 12:00 NOON

RSVP

Dietary Laws