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REPORT TO MEMBERS  
UJA NATIONAL CAMPAIGN COUNCIL  
VOLUME XVIII  
1963

UJA Requires \$96,000,000 in 1963 to Save and Aid 575,000 Jews in 28 Lands

# RTM



REPORT TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

UNITED JEWISH APPEAL

1939-1963

25th Anniversary Campaign

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

Needed: \$60,000,000 through the Regular 1963 Campaign, plus \$36,000,000 Special Fund

Vol. XVIII, No. 1

Jan. 11, 1963

165 West 46th Street, New York City

NOT FOR PUBLICATION

## MASS-ATTENDED 25th ANNUAL NATIONAL CONFERENCE ...ONE OF GREATEST IN UJA'S HISTORY...

# LAUNCHES

1963 NATIONWIDE CAMPAIGN FOR \$96,000,000

- \$60,000,000 Through Regular Drive
  - \$36,000,000 Through a New Special Fund
- Year-Long Observance of UJA's 25th Anniversary



Former President Harry S. Truman shows delight with award presented to him by UJA General Chairman Joseph Meyerhoff of Baltimore. UJA cited Mr. Truman for his many Presidential acts of "great statesmanship and compassion" in behalf of Europe's surviving Jews. Addressing the glittering and overflow Saturday evening Conference banquet which ushered in 1963's year-long observance of the UJA's 25th Anniversary, Mr. Truman recalled his instantaneous recognition of the State of Israel and said that "Israel has more than lived up to the hopes of all who helped to usher her into the family of nations."

(Story on Page 16).

1,748 Delegates Re-Elect General Chairman Joseph Meyerhoff to Third Term

## 2,200 DELEGATES AND GUESTS INAUGURATE UJA's 25th YEAR



**ANNIVERSARY BANQUET.** This was the scene in the Americana Hotel's vast grand ballroom on Saturday evening, December 8 as UJA opened its 25th year. Scene was reminiscent of memorable UJA annual meetings of the late 1940's. Guests heard brilliant galaxy of speakers including former Pres. Truman, former Israel Prime Minister Moshe Sharett and former U. S. Sen. Herbert H. Lehman.

"In the course of this 25th Annual National Conference of the United Jewish Appeal, we shall deal with and commemorate the past, this being the occasion of the UJA's 25th Anniversary — yet we are here primarily not to commemorate but to confer, not to praise but to promulgate our program for the coming year. Concerned as we are with history, we are concerned even more with life — for this is the main business of the UJA. Let us turn therefore to the many problems of life that now press in upon us from the multitude of our brethren across the world."

So spoke the man who brought down his gavel to open one of the greatest and most thrilling annual national conclaves in the quarter-century history of the United Jewish Appeal. His name: William Rosenwald, who 24 years earlier had set his pen to the original agreement that brought the UJA into existence.

The 1,748 registered delegates — 1,242 from communities across the country and 506 from Greater New York — did indeed address themselves to what Mr. Rosenwald termed "the logic of life" ...

\* at overflow and absorbing morning and afternoon sessions that were held Friday, Saturday and Sunday, December 7, 8 and 9 in New York's sparkling new Americana Hotel

\* at a mass-attended and moving Sabbath Eve service

\* at a 25th Anniversary banquet on Saturday evening the like of which has rarely if ever been seen for the brilliance of the program and the more than 2,200 delegates and guests who filled the giant ballroom.

\* and at a grand and climactic final session on Sunday.

## Delegates Adopt \$96,000,000 Goal By Unanimous Vote

Of all that transpired, there took place one single event that transcended everything else — not merely because this was what the Conference was essentially all about, but because of the remarkable conviction and exuberance that went into it, namely...

\* the adoption by unanimous vote of a deeply felt and spirited Resolution calling for the raising of "an irreducible minimum" of \$96,000,000 in 1963 ...

\* \$60,000,000 through the UJA's traditional regular campaign, and

\* \$36,000,000 through a Special Fund expressly for the UJA and its agencies.

"The most important conclusion that we have drawn from our deliberations, and our briefings by the leaders of the Government of Israel, the Jewish Agency and the Joint Distribution Committee, is that the range of UJA's work — on behalf of the countless thousands forced to flee their homes, the newcomers in Israel, and the work of reconstruction and immigrant absorption in that country, France and other free lands that are providing permanent havens for them — must continue with renewed vigor," the resolution declared (see full text on page 13).

## Resolution Is Backed By Delegates With Plus Dollars

When the resolution came before all the delegates, Jack D. Weiler of New York, a National Chairman of the UJA, who was presiding, called upon them to second and adopt it in the same manner as had the Committee under the Chairmanship of UJA National Chairman Dewey D. Stone of Boston.

## WORLD STATESMEN LAUD UJA'S QUARTER CENTURY OF LIFE SAVING



**DISTINGUISHED GUESTS.** Conference brought together outstanding world leaders who joined in voicing strong support of UJA's program for the saving of more lives. In addition to notables shown at left, the three-day Conference heard from Israel Ambassador to the U. S. Avraham Harman, and recorded messages from Israel Prime Minister David Ben-Gurion and former UN Secretary-General Trygve Lie. President John F. Kennedy and Israel President Itzhak Ben-Zvi sent messages endorsing UJA aims. Shown in top photo, left to right: JDC Chairman Edward M. M. Warburg; UJA Honorary General Chairman Herbert H. Lehman; former President Harry S. Truman; UJA Honorary Chairman Dewey D. Stone of Boston; UJA General Chairman Joseph Meyerhoff, and UJA Executive Vice-Chairman Rabbi Herbert A. Friedman. Bottom photo shows, left to right: Mr. Warburg, Mr. Meyerhoff, Mr. Truman and former Israel Prime Minister Moshe Sharett, now Chairman of the Jewish Agency for Israel, and a member of Israel's Knesset.

# OLD AND NEW GENERATIONS SHARE LEADERSHIP OF UJA



TODAY'S UJA LEADERSHIP is made up of representatives of three generations of American Jewry, among them founders of both the JDC and UJA. Shown in photo at left with UJA General Chairman Joseph Meyerhoff are William Rosenwald, left, and Rabbi Abba Hillel Silver, right, who signed original agreement in 1939 creating the UJA. Photo at right shows Hon. Herbert H. Lehman, a founder 50 years ago of the JDC, with founders of UJA's brand new Young Leadership Cabinet. Those in photo are: Alan Sagner of Newark, Chairman of new Cabinet group; Mr. Lehman; Rabbi Herbert A. Friedman, who conceived Young Leadership body, and Edward R. Vajda, Field Director.

The delegates responded exactly as Messrs. Stone and Weiler hoped they would. Thus the resolution was adopted by a "vote" of over \$3,316,000 in 1963 gifts, one of the largest amounts ever to come forward at an Annual National Conference — and there-by hangs a tale.

## Why There Is Giving At UJA Annual Conferences

Despite the fact that UJA Annual Conferences are not fund-raising meetings — their principal and over-riding purpose being the evaluation of the budgets of the UJA constituent and beneficiary agencies, and the adoption of a fund-raising program and goal for the coming year — a new tradition has been growing up of making gift announcements at precisely these meetings. By now, there is no stopping it — and no one wants to. Perhaps the reason for this pre-campaign outpouring of gifts can be found in the remarks of a woman who arose to say to Mr. Weiler and the delegates:

"I have given many years of service but I feel, after having just returned from my fourth trip to Israel, that this is not enough. In my will, I have arranged to leave a substantial amount for the United Jewish Appeal. That money is needed now as never before, and I therefore make it my pledge for the 1963 campaign." Having seen the needs of Jews for herself, and knowing how urgent it was to mitigate them, there was no holding her back.

## Final Session Elects Many New Officers, Confers Anniversary Honors On 41

The Conference also brought:

- \* the re-election by acclamation of Joseph Meyerhoff to be the General Chairman of the United Jewish Appeal for a third consecutive year;
- \* the election of Mrs. Israel D. Fink of Minneapolis to a third successive term as Chairman of the UJA National Women's Division;
- \* the election of Isadore Breslau of Washington, D.C. and Jack D. Weiler to be National Chairmen of the UJA representing, respectively, the United Israel Appeal-Jewish Agency for Israel, Inc., and the Joint Distribution Committee;
- \* the election of four new members to the six-man group of UJA National Chairmen: Melvin Dubinsky of St. Louis; Israel D. Fink of Minneapolis; Edward Ginsberg of Cleveland, and William Rosenwald of New York, the latter a former Chairman representing the JDC and a General Chairman of the UJA from 1955 through 1958;

\* the election of Dewey D. Stone as an Honorary Chairman of the UJA;

\* the election of Fred Forman of Rochester and Benjamin H. Swig of San Francisco as Honorary National Chairmen;

\* the election of Robert W. Schiff of Columbus, O., as an Honorary Special Fund Chairman;

\* the return of Rabbi Herbert A. Friedman to a ninth successive term as the UJA's Executive Vice-Chairman;

\* the formation of a Young Leadership Cabinet as a new arm of the UJA's high command, and the election of Alan Sagner of Newark, N.J., to be its first National Chairman, (see page 19 for story on Young Leadership Cabinet).

\* the bestowal of honors and awards on 41 men and women who had made unusual and distinctive personal contributions in fostering the UJA's work since its first campaign in 1939, among these: past and present General, National and Executive Vice-Chairmen; past and present Chairmen of the UJA Women's Division, and 12 employees who have served continuously with the UJA since 1939.

#### Roster of Men And Women Who Received 25th Anniversary Honors

Honored were: Henry Morgenthau, Jr., General Chairman from 1947 through 1950; Edward M. M. Warburg, General Chairman from 1951 through 1954; William Rosenwald, General Chairman from 1955 through 1957; Morris W. Berinstein, General Chairman from 1958 through 1960; Philip Klutznick, General Chairman at the beginning of 1961 who resigned to become U.S. Ambassador to the United Nations Economic and Social Council; Dewey D. Stone of Boston, Mass., National Chairman from 1955 through 1962; and Mr. Meyerhoff, General Chairman of the UJA since February of 1961.

Also, Rabbi Abba Hillel Silver of Cleveland, Ohio, a UJA founder and National Chairman from 1939 through 1943; Rabbi James G. Heller of New York, National Chairman in 1944 and 1945; Rabbi Israel Goldstein of New York, National Chairman in 1947 and 1948; and Rudolf G. Sonneborn of New York, National Chairman from 1950 through 1954.

Also, the following group of UJA Executive Vice-Chairmen: Isador Coons of New York, who served from 1939 through 1948; Henry Montor of New York, 1939 through 1950; Dr. Joseph J. Schwartz of New York, 1951 through 1955, and Rabbi Herbert A. Friedman, Executive Vice-Chairman since 1955.

Also: Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, and Gottlieb Hammer, Executive Vice-Chairman of the Jewish Agency for Israel, Inc., who serve as Secretaries of the United Jewish Appeal.

Honors went also to Mrs. Herbert H. Lehman of New York who is serving as Honorary Chairman of the Women's Division of the 25th Anniversary Committee, and to Mrs. Walter Hirsch, Honorary Chairman of the Women's Division of the Anniversary Committee of the UJA of Greater New York; and to the following Chairmen of the Women's Division of the Greater New York UJA: Mrs. Abraham Geller and Mrs. Benjamin Lazarus, 1946 and 1947; Mrs. A. Louis Oresman, 1951 through 1953, and Mrs. Jakob Michael, 1956 and 1957.

Past and present Chairmen of the National Women's Division who received honors included: Mrs. S. Alexander Brailove of Elizabeth, N.J., 1950 through 1952; Mrs.

# RICH VARIETY OF CONFERENCE GENERATES 1963 VICTORY OUTLOOK



PLANNING. Mrs. Herbert H. Lehman, center, Honorary Chairman of Women's Division of 25th Anniversary Committee, gave tea to plan women's role in the year-long observance. Shown with her is National Women's Division Chairman Mrs. Israel D. Fink of Minneapolis, left, and Mrs. Walter Hirsch, Honorary Chairman of Women's Division of



Anniversary Committee of UJA of Greater New York. Photo at right shows Joshua B. Glasser, Chicago, center, a member of UJA's National Campaign Cabinet, presenting community check to UJA National Chairman Max M. Fisher of Detroit, left, and Mr. Meyerhoff. Presentation of community checks gave big boost to UJA's cash income.

Albert Pilavin of Providence, R.I., 1953; Mrs. Hal Horne of New York, 1954 and 1955; Mrs. Henry Newman of Kansas City, Mo., 1956; Mrs. Jack A. Goodman of Indianapolis, Ind., 1957 through 1960, and Mrs. Israel D. Fink of Minneapolis, Minn., Chairman since 1961.

## Honors Go To 12 Veteran Members Of UJA Staff

Staff members of the National UJA who were cited for their quarter of a century of service were Mrs. Hilda Balter; Ethel Bantit; Jessie Burns; Sylvia Cohen; Mrs. Charlotte Hartford; Helen Hoffman; Dorothy Manson; Mrs. Etta Naftell; Lina S. Tepper, and the Messrs. Meyer S. Mintz of Pittsburgh, and Jack Raskin and Stanley F. Weiner of New York.

## New UJA Films Get Conference Preview

The Conference delegates saw and were deeply moved by a just-completed motion picture entitled "The Long Hard Days," dealing with the flight from Algeria this past summer of tens of thousands of Jews — whose needs constitute an important part of the UJA's 1963 Story. It saw also a hauntingly drawn audio-visual presentation entitled "The UJA Story" — a documentary which moves from 1939 down through the years to tell the story of what American Jews made possible through the UJA and its agencies:

- \* the saving of 3,000,000 Jewish men, women and children
- \* the resettlement in Israel of 1,200,000 of these victims of war and oppression
- \* the resettlement of an additional 343,000 in other free countries, more than 50 percent in the United States.
- \* the reconstruction of western Europe's Jewish communities, most of them in ruins 17 years ago.
- \* the physical transformation of the land of Israel through major programs of land irrigation, agricultural development and housing to insure the most rapid economic, social and cultural absorption of the immigrants annually brought into the Jewish State by the many tens of thousands.

## Prime Minister David Ben-Gurion Speaks Of Next 25 Years

And at the end of this remarkable film document, the Conference saw and heard the Prime Minister of the State of Israel. "You who have created and supported the United Jewish Appeal," David Ben-Gurion declared, "have been unmatched by any other generation of Jews. You have not given charity. You have given life." Asserting that "the 25 years of the United Jewish Appeal span perhaps the most fateful period in Jewish history," the Prime Minister of the Jewish State urged American Jews "never to forget what happened to our European brethren over the past quarter of a century," and "to continue with your historic task for another 25 years." He predicted that "when the time comes for the UJA to observe its Golden Jubilee, we shall see even greater wonders: a proud, secure and vital Jewish homeland; an Israel of 5,000,000 Jews and even more; the desert conquered; the land flourishing, and Israel serving — as Jews have always believed it ought to serve — as a light to all the nations."

## Rabbi Abba Hillel Silver Lists 'Strengths' That Have Been Acquired Since 1939

In the same way as it had opened, so the Conference closed — on the words of a man who had also set his name to that original document of 24 years ago that created and established the UJA. His name: Dr. Abba Hillel Silver, Rabbi of The Temple of Cleveland, O. Like Mr. Rosenwald, and the late Dr. Jonah B. Wise of New York, Rabbi of Central Synagogue, who had been the third signer, Dr. Silver has been a titan in the always hopeful struggle to save, sustain, protect and breathe new life into the driven remnants of a people. In bringing this superb conference to a close, Dr. Silver spoke of the present and the future.

"There is one predictable fact about Jewish history and only one," Dr. Silver declared, "and that is its unpredictability. We don't know what will happen tomorrow or the next day or the next year. But we are, after 25 years, better prepared; our position is stronger; our confidence is greater; our hope is firmer. As you go into the work of the coming year and years, please remain mobilized; please remain alerted for the tasks which may confront us. I pray that the good Lord may establish the work of your hands."

## UJA ANNUAL MEETINGS HAVE OFTEN CHANGED JEWISH HISTORY

Of the many UJA Annual Conferences that have taken place over the years, some stand out in memory not only because of what they achieved but because they came at critical or decisive turning points in world history — in some cases contributing to or determining the way in which Jewish history was to go. Many American Jews still recall the years between 1945 and 1948 during which the UJA not only wrought vast changes in the communal thinking and structure of the U.S. Jewish community but influenced, and sometimes changed, the course in which events were moving.

In the same way, one had the sense — while participating in it — that the UJA's 25th Annual National Conference was just such a meeting, was taking place at just such a time, and that once again the UJA and the Jewish Communities of the United States were being cast in the role of lever to incline the historical process in favor of those most recently victimized by it or in danger of becoming its victims in the foreseeable future.

## Main Facts Of History Developed At The Conference

Here are the main historical facts that emerged during the three day conference:

\* Israel during 1962 received the second largest number of immigrants in 10 years.

# FOREMOST U.S., EUROPEAN, ISRAEL LEADERS HELP MAKE CONFERENCE



Mr. Moshe Sharett; Dewey D. Stone, Boston; Rabbi Herbert A. Friedman; Mrs. Herbert H. Lehman. Scenes are of Saturday evening banquet.



Jack D. Weiler, New York; Max M. Fisher, Detroit; Israel Consul General in New York Katriel Katz; Melvin Dubinsky, St. Louis.



Israel D. Fink, Minneapolis; Fred Forman, Rochester, N. Y.; Murray Fenster, New York (see opposite page), Albert A. Levin, Cleveland, O., and Israel UN Delegate Abraham Darom.



Gottlieb Hammer, New York; Rabbi Irving Miller, New York; Rabbi Abba Hillel Silver, Cleveland; Dr. Astorre Mayer, Milan, Italy; Hon. Hyam Morrison, London, England. Dr. Mayer heads European Jewry.



Mrs. Israel D. Fink, Minneapolis; Rabbi Isadore Breslau, Wash., D. C.; Joseph Mazer, New York, and Thomas Gavin, associate of Mr. Truman.



Joseph Holtzman, Detroit; Mrs. Samuel Halprin, New York; Mrs. Jack A. Goodman, Indianapolis, and Moses A. Leavitt, New York.



Leopold Freudberg, Wash., D. C.; David Lowenthal, Pittsburgh; Albert Adelman, Milwaukee; Mrs. S. Alexander Brailove, Elizabeth, N. J.; Sol Luckman, Cincinnati, George Shapiro, Boston.



Phillip Stollman, Detroit; Morris Senderowitz, Jr., Allentown; Adolph Kiesler, Denver; Abraham Goodman, New York. Group is typical of UJA's nationwide character, Meeting's coast-to-coast make-up.



Herman Fineberg, Pittsburgh; Elkan Meyers, Baltimore; Irving Kane, Kansas City; Joshua B. Glasser, Chicago; Max Bressler, Chicago. Most delegates shown are members of UJA's National Campaign Cabinet.



Mrs. Hal Horne, New York; Joseph Talamo, Worcester; Milton Kahn, Boston; Samuel Gingold, New Haven; Mrs. Albert Pilavin, Providence; James Rice, New York. Two ladies are former heads of UJA Women.

# THE GREATEST SINCE MEMORABLE UJA MEETINGS OF THE LATE 1940's



David Glosser, Johnstown; Joseph Ottenstein, Wash., D.C.; Rabbi Morton Berman, Jerusalem; Israel UN Ambassador Michael Comay; Isador Coons, New York; Mrs. Henry Newman, Kansas City.



Philip Soskis, New York; Ray Wolff, Toronto; Paul Kapelow, New Orleans; Label A. Katz, New Orleans. Louis P. Smith, Boston. Three-day meeting brought leaders from Israel, England, Italy, Canada.



Merrill L. Hassenfeld, Providence; Hyman Brand, Kansas City; Earl J. Trainin, Kansas City, and Herbert Schiff, Columbus, O.



Edward Ginsberg, Cleveland; Aryeh L. Pincus, Jerusalem, and Rabbi Samuel Thurman, Kansas City, who delivered Invocation.



Murray Fenster of New York, a Jewish refugee who found haven in the U. S. thanks to famous 1945 Truman Directive, presents UJA humanitarian award to former President, his benefactor.



Ambassador Katriel Katz, Israel Consul General in New York, presents first day cover of Israel Stamp commemorating UJA 25th Anniversary to Herbert H. Lehman, honorary head of Anniversary Committee.

\* All indications point toward another above-normal immigration to Israel in 1963 — for the third year in a row.

\* This immigrant tide is so great that it is swamping the Jewish Agency's resources in the area of absorption — and may well cause a breakdown in 1963.

\* Meanwhile, 160,000 Jewish refugees from North Africa have flooded into France in the last 18 months (including 100,000 from Algeria), straining JDC and French Jewish resources to the utmost.

\* All told, 1962 saw more than 200,000 Jews on the move — as refugees, migrants, immigrants — more than at any time since the great DP crises of 1946, 1947 and 1948.

The Conference brought out and made unmistakably clear that the flood tide of immigration has confronted Israel and its people with social, economic, cultural and other problems of the first magnitude.

# EXCERPTS FROM MEMORABLE CONFERENCE ADDRESSES

Here, in remarks excerpted from the addresses and reports delivered at the Conference, is how various key speakers dealt and treated with current Jewish needs in Israel, France and other countries; the face of the future; the look of the past, and the significance of the 25th Anniversary.

## Aryeh L. Pincus Reports On Jewish Agency Budget For 1963 Of \$68,300,000

Aryeh L. Pincus, Treasurer of the Jewish Agency, Jerusalem, gave the delegates an incisive and dramatic picture of Israel's situation in the light of its sharply increased immigration. With the Jewish Agency's 1963 budgetary requests already in the hands of the delegates, Mr. Pincus amplified the carefully drawn and annotated listings. He noted that the request of the United Israel Appeal—Jewish Agency for Israel, Inc., amounts to \$68,300,000 — the amount asked of the UJA — but that an additional \$30,000,000 is required by the Jewish Agency, Jerusalem, which it will seek from Jewish sources in other lands. He pointed out also that of the \$68,300,000 asked of the UJA, the largest items include: \$19,033,000 for the construction of a minimum of 16,000 immigrant housing units; \$12,533,000 for transportation and related in-transit immigration costs (of which only \$138,900 is scheduled to be spent in Israel itself); and \$12,988,900 for an accelerated development of immigrant agricultural settlements (the immigrant settlers today accounting for 40 per cent of Israel's agricultural production). Mr. Pincus spoke as follows:

"By the end of this month we will have taken in a very large number of Jews. Let me tell you, there might have been more, but the burden would have been too great to bear. The burden of bringing people to employment where there are no houses, and bringing people to houses where there is no employment, where the planning becomes impossible because of the tempo — has caused us to slow down where we could, where we thought that it was safe so to do. But that can only be done in small measure. The immigrants of 1962 have come in. But they are not yet integrated. We haven't given them what they require. I will give you a figure, and if this doesn't make an impression on you, no eloquence ever will.



Aryeh L. Pincus

## 30,000 Immigrant Families Live In Overcrowded Quarters

"Today, there are thirty thousand families in Israel, comprised of seven and more members in each family, who are living in one, and one and a half room apartments. You saw from the picture just shown (The Long Hard Days) how in Paris, seven, eight or nine new Jewish refugees live in one room. There are thirty thousand such families in Israel today, not because we want it, not because we don't know that behind that suffering there are social problems that we will have to live with for years if we can't change it, but the fact is this: Right now we cannot do anything substantial. We have not had the funds in ample quantity to change this condition. That is the picture of this year in figures, and that is why you have children sleeping two and three in a bed, and that is why you have parents sleeping on the floor, and that is why to those, at any rate, who have reached the shores of Israel, their freedom is not yet full. They enjoy many advantages which they cannot enjoy in any other country to which they might go. But it is our job, and I say our job — the job of free Jewry — to see that such conditions are brought to an end. We have tried now for four to five years to bring an end to the ma'abaroth — the immigrant shanty-towns. This is still not completed, because we haven't had the money.

# 25th ANNIVERSARY HONORS GO TO OUTSTANDING LEADERS AND WORKERS



Herbert H. Lehman, UJA Honorary General Chairman, receives gold medal from Mr. Meyerhoff.



Edward M. M. Warburg, JDC Chairman, left, receives medal from Rabbi Isadore Breslau.



Dewey D. Stone, right, UJA Honorary Chairman, receives award from Rabbi Breslau.



Mr. Meyerhoff, left, just after his re-election, receives 25th Anniversary award.



Rabbi Herbert A. Friedman, right, UJA Executive Vice-Chairman, expresses thanks for award.



Mrs. Herbert H. Lehman, Women's Division Honorary Chairman, is cited by William Rosenwald.



Moses A. Leavitt, left, JDC Executive Vice-Chairman, as he received Anniversary medal.



Gottlieb Hammer, right, Executive Vice-Chairman of Jewish Agency for Israel, Inc., receives UJA medal.

1 9 6 3 U J A - S U P P O R T E D P R O G R A M S A T A G L A N C E

NUMBER OF PERSONS REQUIRING ASSISTANCE, BY AGENCY AND BY TYPE OF PROGRAM

| <u>Agency</u>   | <u>No. of Beneficiaries (a)</u> |
|---|---------------------------------|
| United Israel Appeal - Jewish Agency for Israel, Inc..... | 226,000                         |
| Joint Distribution Committee.....                         | 340,000                         |
| New York Association for New Americans.....               | 3,750                           |
| United Hias Service.....                                  | <u>4,700 (b)</u>                |
|   | <u>Total</u> <u>574,450</u>     |

Welfare, Reconstruction and Rehabilitation Programs(c)

Welfare Aid

|   |         |
|---|---------|
| <u>Child Care</u> , including homes for children, nurseries, hot meals in schools, etc.....                                     | 156,000 |
| <u>Medical Aid</u> , including infant care, anti-trachoma measures, specialized assistance and preventive medical services..... | 169,000 |
| <u>Aged, Invalids, Chronically Ill</u> .....  | 67,000  |
| <u>Education</u> , including cultural and religious activities.....   | 126,000 |

Reconstruction and Rehabilitation

|  |         |
|--|---------|
| <u>Housing</u> for immigrants (16,000 units).....              | 56,000  |
| <u>Agriculture</u>   |         |
| Final consolidation of 85 settlements with 5,777 units.....)   |         |
| Continued aid to 391 other settlements with 27,000 units.....) | 130,000 |
| Technical aid, including agricultural guidance.....)           |         |
| Irrigation, land improvement, works projects.....)             |         |

Economic Aid

|  |        |
|--|--------|
| <u>Loans</u> to artisans, storekeepers, merchants..... | 15,000 |
| <u>Vocational training</u> , including ORT.....        | 53,000 |

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- (a) Unduplicated figures.
- (b) UHS global resettlement program totals 7,700 persons, including some 3,000 who will require NYANA aid.
- (c) Because the same person may benefit from more than one type of program, the number of beneficiaries listed by type of assistance exceeds the total number of persons aided.

# RESOLUTION

UNITED JEWISH APPEAL 25TH ANNUAL CONFERENCE

DECEMBER 9, 1962

AMERICANA HOTEL

(EXCERPTS)

NEW YORK CITY

THE MOST IMPORTANT CONCLUSIONS that we have drawn from our deliberations, and from the briefings by the leaders of the Government of Israel, the Jewish Agency and the Joint Distribution Committee, is that the range of UJA's work must continue with renewed vigor in 1963 on behalf of the countless thousands who are forced to flee their homes, and for the vital work of reconstruction and immigrant absorption in Israel, France and other free lands that are providing permanent havens for them.

It is our conviction, therefore, that the only realistic and moral course of action open to American Jewry at this critical juncture in UJA's 25-year history of overseas aid lies in the adoption of a national campaign goal that will reflect — fully and accurately — American Jewry's economic capabilities and potential for generous giving.

Therefore, we earnestly and wholeheartedly endorse and ratify the following goals for the United Jewish Appeal in 1963:

*\$60,000,000 to cover the regular budgets of the Joint Distribution Committee, the United Israel Appeal — the Jewish Agency for Israel, New York, Inc.; and the New York Association for New Americans which will enable these agencies to meet the foreseeable and ongoing needs that are within their areas of Jewish responsibilities;*

*\$36,000,000 as a SPECIAL FUND to meet the emergencies and crises in all the areas of Jewish rescue and lifesaving. While these cannot be foreseen, they can surely be anticipated as our experiences over the past six years have shown.*

Having taken this step, we must assure the UJA agencies that our Jewish communities will do all in their power to mobilize their utmost support on behalf of this 1963 national UJA goal of \$96,000,000 — the irreducible minimum they must have to give maximum meaningfulness to their life-saving efforts on behalf of nearly 600,000 Jews in need or in danger in 28 countries.

Therefore, to assure the assumption by each Jewish community of its fair and proportionate share in this national responsibility, we urge the Jewish communities of America to

**RESOLVE** to increase their regular allocations to the UJA; and

**FURTHER RESOLVE** to accept the individual quotas which the United Jewish Appeal will set forth as their reasonable responsibility toward the achievement, nationally, of the SPECIAL FUND of \$36,000,000.

And in support of their community efforts on behalf of this \$96,000,000 objective, we call upon every Jewish contributor to

**RESOLVE** to raise his own standard of giving to that part of his local campaign from which the UJA receives its regular allocation;

**FURTHER**, to give an EXTRA GIFT toward the realization of his community's SPECIAL FUND quota.

Also, we, the delegates to this historic 25th Anniversary Conference, DO FIRMLY PLEDGE AND RESOLVE to set an example for our fellow Jews by raising our own standard of giving, and by working diligently for the fulfillment of the established goals in each of our respective communities.

## EXCERPTS FROM CONFERENCE ADDRESSES *(Continued from Page 10)*

"I have just come from an immigrant staging camp in Europe: there are people waiting there to go to Israel, and we have a choice whether they have to languish there with their incurable diseases or we bring them to Israel. You know that inevitably the choice will be that we will bring them to Israel. Yes, I could very easily turn to you and say that if not another Jew came into Israel over the next year, we would have a job far exceeding the job that has already been done just to deal with those who have already come. What are the prospects?

### Vast Numbers Of Jews Will Be On The Move From Now On

"Jews will move in 1963 because they want to move, and ... all the signs show there will be large-scale permissible emigration...But does it matter whether it comes in one year or in eighteen months? Unfortunately, immigration waves are not conditioned by budgetary periods. Budgetary periods are highly artificial.

"We are being faced with a problem that we know, that vast numbers of Jews are going to move in the future...and it can go up to a hundred thousand in one year and down to forty thousand in another year, and it can go up to ten thousand in one month and down to four thousand in another month...I don't propose burdening you with figures. But let me tell you what it costs: Ten thousand dollars per immigrant family. Mind you, ten thousand dollars per family just to bring them and commence their absorption, without calculating the backlog in agriculture and in the other spheres — education, training, rehabilitation and so on.

"Let me say this in fair criticism: I read in the UJA budgetary presentation that the approach (to the cost of immigration) is one-third from the UJA and two thirds from the taxpayers of Israel.

"That has been the tragic and unfortunate fact over the last two years. But it shouldn't be stated either as a rule, or as an aim, because it cannot be. For years now, the budget of the Jewish Agency in Israel has had assistance in the various aspects of its work from the Government. I say that the Government cannot afford two-thirds. On the other hand, you can't be asked to share in some of our problems in Israel. However, you can be asked to share in the problems of the absorption of Jews who are the immigrants of yesterday, and the absorption of Jews who will be the immigrants of tomorrow.

"I have been told in this country that unless blood flows, you cannot arouse the Jewish community of America to give in accordance with the needs. All I want to say is that unless you, the UJA, can change that psychology and can change that approach — if we have to wait until blood flows before American Jews measure up to the needs — then perhaps twenty-five years of anguish and pain, and twenty-five years of glorious achievement, will become historical nonsense. That, I believe, is the issue. Those are the events that are rushing in upon us, and the Jewish community of America ought to understand it. We have had an example in the Jewish history of the last twenty-five years of a great Jewish community and a small Jewish community showing their mettle and their worth, with a great community willing and able to help. As we are reaching nearer the top, the climbing becomes tougher. And if you were to ask me, does the road lead uphill all the way? — then my answer would be: "to the very end." I believe that you and we will go on together to the very end.

## Charles Jordan Describes JDC's Need For \$30,769,000 In 1963

Charles Jordan, Overseas Director General of the Joint Distribution Committee, gave the delegates a particularly graphic picture of the needs and conditions confronting Jews in Europe and North Africa. Mr. Jordan spoke by way of explaining the JDC's 1963 budgetary requirements of \$30,769,000, of which \$22,700,000 is requested of the UJA with a balance of \$8,069,000 representing an anticipated income from other sources. Mr. Jordan told the delegates:



Charles Jordan

"The Algerian exodus, vast and tragic as it was, represents only a part of today's story of the sometimes subtle, sometimes violent changes which Jewish life keeps undergoing in a world still in turmoil 18 years after the end of the second World War; a world which since the end of the Second World War has not yet settled down to what we would consider normal living; a world in which Jews continue to be innocent victims, either because they are Jews or because they are embroiled in larger social and political issues. The JDC Budget reflects our concern with the new demography, with the events which lead to Jewish insecurity and to Jewish population changes all around the world. The budget reflects

our concern with the fact that today more than ever, whole Jewish populations in the country of their normal settlement are unsettled, are uprooted, are waiting for their chance to depart.

**JEWISH LIFE IN NEW MOSLEM STATES IS CHANGING.** "You have heard a number of times — and it is going to be repeated time and again — that before this year is out, 200,000 Jews will have had to leave the countries of their normal residence and become refugees: displaced, uprooted, in search of new homes, in search of a new life. We must ask ourselves, how is it possible, in 1962, for such large numbers to be in that position; what does it indicate, and what does the figure signify for us in at least the year or years to come? We must realize that with Arab independence and with the coming into power of Arab nationalist governments, the position of the Jews in those countries has changed...

**WHAT TO DO IN THE CASE OF THE 'HALF-OPEN DOOR.** "While there will be ups and downs in the movement of people out of certain other countries, there will be movement — and the size of the movement is not going to be measured in terms of the work week or the work month or the work year. In connection with the movement of our people from those countries, there arise all kinds of difficulties from time to time, difficulties which face us with very serious problems of a technical and of a financial nature. We cannot afford — and I put it to you as a matter of conscience — not to help a single Jew who can leave now, to leave... For once a door closes, as we have found it to happen time and again, life becomes unlivable; survival becomes impossible, and the Jews go under. I believe that we all agree that we cannot permit such a thing to happen and that we must be at all times ready, willing and able to move every Jew who can be moved...

"Now, we have problems today in the countries in which the people still remain... as well as in countries to which people have been able to go, which are much greater at the end of 1962 than they were at the beginning of the year. I am persuaded that our problems are not decreasing but increasing; and that our problems will be even greater in the course of 1963 than they were in 1962. You know that a new area of insecurity has been opened... I was the last JDC country director in Cuba in 1942, when I received there the last refugees from Germany, 10,000 of them. Today, because of the displacement of the revolution, 7,500 of them have again become refugees. A sense of insecurity on the part of large Jewish communities in South America as a result of this and as a result of other causes, gives us concern."

# FORMER PRESIDENT TRUMAN SAYS ISRAEL'S PEOPLE DESERVE LIFE IN P

Former President Harry S. Truman, addressing the more than 2,200 delegates and guests at the 25th Anniversary Banquet on Saturday evening, spoke of his own efforts while President of the United States to ease the suffering of hundreds of thousands of war victims, particularly of the Jewish survivors and of the Jewish displaced persons. He told of his own firm belief in the rightness of the Jewish aspiration for Statehood in the Land of Israel.

"Israel has more than lived up to the hopes of all who helped to usher her into the family of nations. She has become a fortress of democracy in a part of the world where the democratic tradition has not yet taken root. She has fought a valiant fight against the ravages of nature. She has extended a helping hand to other under-developed countries. She has become a great center of learning and culture. And above all, she has joined you in the monumental effort in the absorption of more than a million Jews who in Israel have found new life and new hope.

"All this is common knowledge, which is a source of particular pleasure to those of us who helped Israel on the way to Statehood. In the light of this common knowledge, I tell you that I marvel at the patience and the restraint of the men who, year in and year out, have been subjected at the United Nations and other public forums to a barrage of abuse on the part of representatives of Israel's neighbors."

"Most of the people of Israel are refugees from one form of persecution or another," Mr. Truman asserted. "Having set up a home of their own, eager as they are to contribute to the building of the land, and committed as they are to contribute to the welfare of the region in which they live, as well as to all mankind, they are entitled to go about the business of life in peace. The civilized world has guaranteed Israel's survival."

"I know that you know that your task is far from complete", Mr. Truman stated. "In using your 25th Anniversary as an occasion for rededication, remember the wise counsel of Emerson who once said: 'The use of history is to give value to the present hour and its duty.' I am certain that you will apply yourself to the duty of today and of tomorrow. Do it."

MORE  
25th  
ANNIVERSARY  
HONORS TO  
UJA  
LEADERS,  
WORKERS



UJA STAFF MEMBERS. Shown with Mr. Meyerhoff and Rabbi Friedman are members of UJA staff who received Anniversary awards for a quarter century of dedicated service. Seated: Mrs. Etta Naffell, Mr. Meyerhoff, Rabbi Friedman, Miss Sylvia Cohen and Mrs. Charlotte Hartford. Standing: Jack Raskin, Miss Dorothy Manson, Miss Hilda Balter, Miss Jessie Burns, Meyer S. Mintz, Miss Helen Hoffman and Stanley F. Weiner. Not shown: Miss Ethel Bantit and Miss Lina S. Tepper. All started with the UJA in 1939.

# WARBURG SOUNDS ANNIVERSARY KEYNOTE: SAVE MORE LIVES

Edward M. M. Warburg, Chairman of the Joint Distribution Committee, in a deeply moving address at the Saturday night session, took under review the Jewish panorama of the past quarter of a century. He told the Conference:

"The end of our journey is not yet in sight. The road we have chosen is not an easy one; but we will not rest and we will not falter. For in creating the UJA we have set before ourselves a purpose, and we have made each to each other a pledge: we shall no more let any cry for help go unheard, nor fail to answer it. We shall make a path for the fugitive and give him refuge. We shall raise our voice that the prisoner may hear, and take courage. We shall bring water into the desert and make it green. We shall seek out the wounded, and make him well; seek out the hungry and feed him; seek out the naked and clothe him. We shall shelter the orphan and be his father; we shall comfort the widow, and be her brothers; we shall cherish the patriarch and be his sons. This promise we do not speak casually. This vow we do not take lightly. With both heart and mind have we pledged ourselves — and the pledge will not be broken. For in the 25 years of UJA we have learned this: we are not only the children of history, but the makers of history. We have found our purpose. We have seen its power. We know now that our power together is the power of life."

## LEHMAN URGES 'MEANINGFUL OBSERVANCE,' NOT CELEBRATION

Former Governor Herbert H. Lehman, in accepting the award presented to him by UJA General Chairman Joseph Meyerhoff, declared:

"All I can say, and I say it in all humility, is that what I have done for the United Jewish Appeal is insignificant as compared with the satisfaction I have received from working in this great cause. The anniversary we are observing could be the cause for great celebration. But history denies us this luxury because so much of the period in which we work is drenched in blood and bathed in tears. But just as we cannot rejoice, we shall not weep. We shall only gather strength from what we, together with the people of Israel, have done — so that we may apply ourselves with unabated vigor to what must still be done. To the extent that my strength permits, I shall continue to give myself to this cause. I shall do so in the profound conviction that every one of my fellow Jews, wherever he may be, is entitled to the rights we enjoy here in this blessed land of ours — the right to life, to liberty and to the pursuit of happiness.



William Rosenwald, UJA National Chairman, as he received 25th Anniversary medal from Rabbi Breslau.



Isador Coons, UJA Executive Vice-Chairman, 1939 to 1948, shows delight with Anniversary award.



## YOUNG LEADERSHIP CABINET BROUGHT INTO BEING AS PART OF UJA HIGH COMMAND



**HISTORIC HOUR.** Scene of luncheon on Saturday, December 8 that saw creation of UJA's exciting new Young Leadership Cabinet.

The Conference will be remembered not only for its inaugural of the UJA's 25th Anniversary, but as the occasion at which was created a new and significant branch of American Jewish leadership — a Young Leadership Cabinet of the United Jewish Appeal, conceived and nurtured into being by Rabbi Herbert A. Friedman.

The new young Leadership Cabinet, which will be active as a group for the first time in the 1963 campaign, is made up of the following:

Joel Breslau, Washington, D.C.; Leonard D. Bell, Lewiston, Maine; Martin Citrin, Detroit, Mich.; Robert A. Dworsky, St. Paul, Minn.; Robert N. Eisner, New Britain, Conn.; David B. Follender, Teaneck, N.J.; Herbert J. Garon, New Orleans, La.; N. Bud Grossman, Minneapolis, Minn.; Sheldon B. Guren, Cleveland, Ohio; Donald Harrison, Bridgeport, Conn.; Martin Hecht, Cape Girardeau, Mo.; Joseph H. Kantor, Cincinnati, Ohio.; Philip P. Kalodner, Philadelphia, Pa.; Richard S. Levitt, Des Moines, Iowa; Benjamin Leuchter, Vineland, N.J.; John R. Lehman, New York City; Michael S. Mahr, Baltimore, Md.; Morey M. Meyers, Scranton, Pa.; Ivan J. Novick, Pittsburgh, Pa.; Alan Sagner, Newark, N.J.; Martin S. Fox, Newark, N.J.; Myron B. Edelstein, Toledo, Ohio; Jack B. Fisher, Canton, Ohio; Joe G. Liebson, Louisville, Ky.

James H. Nobil, Akron, Ohio; Norman Narin, San Francisco, Cal.; Frank M. Polasky, Saginaw, Mich.; Milton J. Rottman, Bridgeport, Conn.; Harvey Rothenberg, New York City; Harris N. Rosen, Providence, R.I.; Melvin D. Sacks, Akron, Ohio; Kenneth E. Wagner, Buffalo, N.Y.; Bernard K. Yenkin, Columbus, Ohio; Gordon Zacks, Columbus, Ohio; Leonard Sherman, Chicago, Ill.; Lawrence A. Weinstein, Madison, Wisc.; Herschel Blumberg, Wash., D.C.; Daniel L. Heller, Miami, Fla.; Richard A. Pizitz, Birmingham, Ala.; Irwin S. Field, Los Angeles, Calif.; Chester Firestein, Los Angeles, Calif.; Paul Miller, Denver, Colo.; Jay I. Vlock, New Haven, Conn.; Marvin Fitch, Chicago, Ill.; Robert M. Schrayner, Chicago, Ill.; Edgar S. Joseph, Indianapolis, Ind.

Harold Salmon, Jr., New Orleans, La.; Bertram C. Tackeff, Boston, Mass.; Wallace W. Wolf, Worcester, Mass.; E. Bertram Berkley, Kansas City, Mo.; Calvin M. Newman, Omaha, Neb.; Harold Abramson, Passaic, N. J.; Robert H. Arnow, New York City; Joseph N. Leff, New York City; Fred A. Meyer, New York City; James L. Weinberg, New York City; William Wishnick, New York City; Robert A. Feldman, Rochester, N. Y.; Richard A. Weiland, Cincinnati, O.; Leslie W. Spero, Youngstown, O.; Irvin Frank, Tulsa, Okla.; Murray Goodman, Allentown, Pa.; Lee Javitch, Harrisburg, Pa.; Edward H. Rosen, Philadelphia, Pa.; Jack A. Belz, Memphis, Tenn.; Louis Dorfman, Dallas, Tex.; Arthur L. Riklin, San Antonio, Tex.; Walter Segaloff, Newport News, Va.; Stanley Waranch, Norfolk, Va.; Donald Esfeld, Seattle, Wash.; Herbert Kohl, Milwaukee, Wisc.

## Rabbi Herbert A. Friedman Cites Major Contributions To Jewish Life By UJA.

Rabbi Herbert A. Friedman, Executive Vice Chairman of the UJA, in an Oneg Shabbat discussion on the historical significance of the work of the United Jewish Appeal and its agencies, covered not merely the quarter of a century of activity of the UJA but the whole 50-year span of American Jewish communal effort dating from the establishment of the Joint Distribution Committee in 1914. In the course of his carefully documented and colorful presentation, Rabbi Friedman dealt at length with the meaning of the UJA to World Jewry, to Israel and especially to American Jewry. Rabbi Friedman gave these "definitions" of what, in his judgment, the UJA has come to mean to American Jews.

### UJA As Unifier

"The UJA is the great unifier of the American Jewish community," he declared. "We have brought together under one banner all segments of the American Jewish community: religious and non-religious, Zionist and non-Zionist, labor and capital. We have transcended ideological differences which legitimately would exist in other spheres of Jewish life but which cannot in the sphere of communal philanthropy. We have created a common will.

### UJA As Standard-Setter

"The UJA has been the great standard setter. We have set standards for giving which have resulted in enormous benefits for the entire American Jewish community in every field, not merely in our own cause. We have taught people how to give very large amounts of money, and have therefore made it possible for other imaginative enterprises to gather momentum and come to fruition, because we broke the ground. Hospitals, synagogues, schools, universities, community centers and old age homes have been built because we of the UJA taught people how to give.

### UJA As Teacher

"The UJA has been the great teacher — a huge educational instrument through which thousands of leaders in the United States have learned contemporary Jewish history and geography. We have literally steered thousands of Jews overseas in the course of our work and explained to them what they were seeing, because naive idealism to help has never been enough, and we wished to inculcate a more sophisticated understanding of the great Jewish problems of our time.

### UJA: Stimulator Of Other Jewish Causes

"The UJA has been the great stimulator of other things — creative and energetic enterprises in American Jewish life and related to world Jewish life. The UJA has developed a leadership over the years which is generous, sensitive and imaginative, a leadership that has come to be at the center of, and which has given birth to, many other worthwhile things. Thus, out of UJA came two other great movements to aid Israel, namely, Bonds and private investment.

"Finally", Rabbi Friedman declared, "the UJA has been the great continuator. This cause does not need and cannot depend upon fair-weather friends who come and go according to whim or fancy or fashion or headline. We need people who will understand history and who are willing to make a commitment. Our belief is that a whole new generation of leadership must be trained, and we are doing that systematically. Our thinking must always be in long terms, not short terms."

"Far beyond the saving of lives and the building of a state," Rabbi Friedman concluded, "the UJA has fashioned the soul and the spirit of the American Jew."

## Israel President Itzhak Ben Zvi To UJA: Redouble Your Noble Efforts

President Itzhak Ben-Zvi of Israel sent a moving message to Governor Herbert H. Lehman as Honorary General Chairman of the UJA's 25th Anniversary Year Committee. The message was read by UJA General Chairman Joseph Meyerhoff, who presided, to the more than 2,200 delegates and guests attending the Saturday evening banquet.

"My sincere felicitations to the 25th Annual National Conference of the United Jewish Appeal. Your blessed deeds, your complete devotion and unceasing efforts are a supreme expression of Jewish unity. We have not as yet reached the point where we can relax these efforts. Much remains to be done in rescuing our brethren, assisting in their immigration and absorption, reclaiming the desert and in moulding the people of Israel into one nation dwelling in security on its own soil. Extend your activities. Redouble your noble efforts. Be strong and of resolute courage."

## NATIONAL COMMITTEE FOR COMMUNITY ACTIVITIES IS FORMED TO STIMULATE LOCAL OBSERVANCES OF 25th ANNIVERSARY



ANNIVERSARY ACTIVITIES COMMITTEE. Luncheon session on Saturday, December 8 heard William Rosenwald, its chairman, outline Committee's ambitious plans and expectations for observance of UJA's 25th Anniversary by communities throughout the country.

The Conference was marked also by the formation of a National Committee for Community Activities under the Chairmanship of William Rosenwald to stimulate local observances of UJA's 25th Anniversary. "If properly utilized," Mr. Rosenwald told a luncheon of the Committee, "the UJA anniversary theme can be of invaluable assistance in community fund-raising campaigns. A variety of community events, including dinners, rallies, Sabbath services, and exhibitions pointing to the outstanding past achievements of American Jews through the UJA, and the many vital tasks still to be done, can help set the climate for greater gifts and stimulate gifts in larger sums." Members of the National Committee were unanimous in their agreement that the UJA Anniversary was of sufficient historic importance in the life of the American Jewish community to warrant its observance in communities everywhere. As a first step, Mr. Rosenwald's Committee has issued a manual entitled "Your Community and the UJA 25th Anniversary" which is a step-by-step outline of how communities can enhance their 1963 campaigns through the Anniversary observance. Requests for copies should be addressed to UJA.

# UJA CITES WOMEN FOR RAISING RECORD \$208,000,000

Mrs. Israel D. Fink, newly re-elected to a third term as National Chairman of the UJA Women's Division, reported to Conference delegates on Sunday morning that \$208,000,000 in extra funds had been contributed to community campaigns throughout the country by women since the division was organized in 1946. She stated that 227 local Womens Divisions already had preparations under way for the 1963 campaign, many of which would be sparked by the 23 women leaders who were members of the Women's Division Overseas Survey Group in early November. Mr. Rosenwald acted for UJA in presenting anniversary medals to past and present chairmen of National and Greater New York Womens Divisions. (See below).



Mrs. S. Alexander Brailove,  
National Chairman, 1950-52



Mrs. Albert Pilavin,  
National Chairman, 1953



Mrs. Hal Horne,  
National Chairman, 1954-55



Mrs. Henry Newman,  
National Chairman, 1956



Mrs. Jack A. Goodman,  
National Chairman, 1957-60



Mrs. Israel D. Fink,  
National Chairman since 1961



Mrs. Benjamin Lazarus,  
New York Chairman, 1946-47



Mrs. Abraham Geller,  
New York Chairman, 1946-47



Mrs. A. Louis Oresman,  
New York Chairman, 1951-53

# FIVE GREAT CONFERENCES ARE SET FOR NEXT THREE MONTHS

Five significant conferences have been scheduled to get the country underway for this year's memorable 25th Anniversary Campaign. They are:

1. The 25th Anniversary National Inaugural Conference, February 17, Fontainebleau Hotel, Miami Beach, Florida, with Israel's Ambassador Avraham Harman as principal speaker. This conference, traditionally the one which signals the official opening of the UJA's Annual National Campaign, will honor scores of community chairmen from every section of the country for their dedicated leadership in the drives which have helped raise nearly \$1,500,000,000 since UJA's inception in 1939.
2. The South-Southwest Regional Conference, January 18-20, Fontainebleau Motor Hotel, New Orleans, Louisiana, of which Paul Kapelow, UJA National Campaign Cabinet member, is Chairman. UJA General Chairman Joseph Meyerhoff, UJA Honorary Chairman and JDC National Chairman Edward M. M. Warburg, and Ambassador Abraham Darom, Israel's Deputy Permanent Representative to the UN, head an impressive array of speakers.
3. Reception and Dinner to New Jersey's top Jewish leadership, sponsored by Governor Richard J. Hughes, January 29. Nassau Inn, Princeton, N. J., with Israel Ambassador Avraham Harman, Guest of Honor. Ben Gordon, Newark, is Chairman of the Statewide Committee for this event.
4. The Western Regional Leadership Conference, February 22-24, at the Riviera Hotel in Palm Springs, California. Joseph N. Mitchell of Los Angeles, UJA National Campaign Cabinet Member, is serving as Conference Chairman, and Benjamin H. Swig of San Francisco - UJA Honorary Chairman - as Co-Chairman.
5. The Midwest Leadership Institute, March 8-10, Edgewater Beach Hotel, Chicago, Illinois. Albert D. Adelman of Milwaukee, UJA National Campaign Cabinet Member, is Chairman and Herbert H. Schiff of Columbus, Institute Chairman for the past two years, is Honorary Chairman.



NATIONAL WOMEN'S DIVISION BOARD. Seated, l to r, Mrs. Jacob Blaustein, Baltimore; Mrs. Joseph Cohen, New Orleans; Mrs. Henry Newman, Kansas City; Mrs. S. Alexander Brailove, Elizabeth, N. J.; Mrs. Jack A. Goodman, Indianapolis; Mrs. Israel D. Fink, National Chairman; Mrs. Albert Pilavin, Providence; Mrs. Hal Horne, New York; Mrs. Henry Wineman, Detroit; Mrs. William Diamanstein, Hampton, Va.; Mrs. Sol Aiolo, Rochester, N. Y. Middle Row: Mrs. Harold J. Cohen, New York; Mrs. David Salesky, Philadelphia; Mrs. Joseph Cherner, Wash., D.C.; Mrs. Ezra Shapiro, Cleveland; Mrs. Max Bay, Los Angeles; Mrs. Harding Frankel, Houston; Mrs. Jules Goldman, Kansas City; Mrs. Seymour Bachman, Scranton; Mrs. Paul Kapelow, New Orleans; Mrs. Carl Spector, Boston; Mrs. Burt J. Siris, New York; Mrs. Irvin S. Rosenbaum, Louisville; Mrs. Irving Ehrenfeld, Passaic; Mrs. John Hopp, Detroit; Mrs. Herman Waldman, Dallas. Rear Row: Mrs. Sidney Janus, Atlanta; Mrs. Ralph Brandwene, Wilmington; Mrs. Robert C. Hayman, Buffalo; Mrs. Norman B. Robbins, Worcester; Mrs. Jack Soble, Atlantic City; Mrs. Merrill L. Hassenfeld, Providence; Mrs. Harry Jones, Detroit; Mrs. Charles Cohen, Milwaukee; Mrs. Aaron Zacks, Columbus, O.; Mrs. Raymond Kramer, Paterson; Mrs. Frances J. Blaustein, New York; Mrs. Harry Bishop, Hartford. Executive Committee of the National Board meets regularly to stimulate coast-to-coast women's activities.



## From the Chairman's Point of View . . .

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

Several months ago, in October, I stood before a memorial that marks the site in Germany of what was once Bergen-Belsen. With me were a number of leaders of Jewish communities. We were there as members of UJA's Eighth Overseas Study Mission, on our way to inspect Jewish life in Europe and Israel; another Mission group was making a similar visit to Auschwitz in Poland.

Why — if our purpose was to look into Jewish life — did we first visit places of Jewish death? We went because we felt instinctively that we could not properly begin our 25th year without first paying tribute to the memory of the martyrs — in whose behalf we organized this United Jewish Appeal in the first place.

We made our visits quietly — without fanfare or publicity. We remembered in silence and in prayer those who had perished, and then we returned to the House of the Living — to the revived Jewish communities of Europe, and to that vigorous, wonderful State of Israel born out of the agony and struggle of the past 25 years. I leave it to you to imagine how it felt to walk away from the ashes of Auschwitz and Bergen-Belsen into the world of Jewish life, hope and progress.

Today's progress should not be taken to mean that there are no problems in Europe and Israel. There are, and they are many — and it is our purpose in this 25th year of the United Jewish Appeal to bring together an irreducible minimum of \$96,000,000 to mitigate them and, where possible, to solve them. But what gives us so much hope in this 25th year of the UJA is that we are working, striving and sacrificing for Jews who are alive, not dying; for Jews who are building, not being destroyed; for Jews who face a future of hope, not one of horror and despair. And if these Jews have drawn the courage and hope to create, to build and to help assure their historic continuity as a people, have we — in America — the right to do less? Surely we ought, and should, match them to the utmost of our capacities and resources.

Jews in most parts of the world no longer have the sense of being lost and helpless. We in America most certainly no longer have such feelings. Today, when Jews are in trouble — and there are nearly 600,000 today who are — we can do something about it; and the Jews who are in trouble take courage from the knowledge that we in America care, are concerned, and are able and willing to help. This is the great revolution that has taken place since 1939 — that Jewish life is no longer a house of death but a house of the living. It is a revolution that is still going on — and that will not end until the last Jew facing danger has been rescued and made whole, and free.

We will rededicate ourselves to this revolution in Jewish life at our National Inaugural Conference in Miami Beach, Fla., in the middle of February. I take the greatest pleasure in extending this invitation to you to join me in ushering in not only our 1963 campaign but a great new era in the reconstruction of the House of Israel the world over.



YOU ARE CORDIALLY INVITED  
TO ATTEND AND PARTICIPATE IN

THE

*National Inaugural Conference*

OF THE HISTORIC

*25th*

*United Jewish Appeal*

LAUNCHING THE 1963 CAMPAIGN  
TO SAVE AND BUILD JEWISH LIVES

Through the United Israel Appeal-Jewish Agency, Inc.;  
Joint Distribution Committee, New York Association for New Americans,  
and United Hias Service

SUNDAY, FEBRUARY 17

DINNER—6:30 PM

THE FONTAINEBLEAU HOTEL MIAMI BEACH, FLORIDA

*Dietary laws observed*

**Help inaugurate not only the great 1963 campaign  
for \$96,000,000 — but an even greater era  
of service to the Jewish people...**

UJA Requires \$96,000,000 in 1963 to Save and Aid 575,000 Jews in 28 Lands

# RTM



REPORT TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

**UNITED JEWISH APPEAL**

1939-1963

**25th Anniversary Campaign**

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

Needed: \$60,000,000 through the Regular 1963 Campaign, plus \$36,000,000 Special Fund

Vol. XVIII, No. 2

March 29, 1963

165 West 46th Street, New York City

NOT FOR PUBLICATION



## JOSEPH MEYERHOFF

General Chairman

In Keynoting The Inaugural of UJA's

1963 Nationwide Campaign

Sunday Evening, February 27, Miami Beach, Florida:

**'OUR GOAL IS LARGER...**

**THE NEEDS ARE GREATER...**

**OUR MOST GENEROUS PEOPLE...**

**MUST RESPOND WITH**

**GREATER GIFTS.'**

The First Response . . . By America's Jewish Leadership . . . Announced  
In Connection With UJA's Great National Inaugural Conference . . .

# \$17,625,000

Initial Gifts Representing Increases of 25 Per Cent And More . . .  
Inspired By And Given In Honor Of UJA's 25th Anniversary.

# FIRST REPORTS SHOW UJA'S 1963 CAMPAIGN IS OFF TO GOOD START AND GAINING MOMENTUM



**1963 CAMPAIGN INAUGURAL.** More than 1,000 community leaders and guests took part on Sunday evening, February 17 in launching the UJA's 1963 nationwide campaign. The Inaugural at the Hotel Fontainebleau in Miami Beach, Fla., was one of the best attended in the quarter century history of UJA; ushered in the UJA's 25th annual national drive with gifts amounting to \$17,625,000. This was 14th time UJA has launched a campaign at Miami Beach.

First reports reaching the New York national headquarters of the United Jewish Appeal show that the 1963 campaign is off to a good start. With campaign activity now reaching its peak, the hope is that the first gains will be maintained. The warrant for this hope lies in the strong increases which have been and are being recorded in such widely separated communities as Cleveland, Los Angeles, Philadelphia Boston, Detroit, San Francisco, Newark, Pittsburgh, Washington, D.C. — among many others. Especially noteworthy is that these increases are being given in honor of the UJA's 25th Anniversary and that many of them are being recorded as gifts to the UJA Special Fund.

The upward trend in giving has shown itself in three different ways over the first two months of the year. Big Gifts meetings held across the country in conjunction with the UJA's mid-February National Inaugural Conference produced uniformly excellent results. The inaugural meeting itself — which took place on Sunday evening, February 17 at the Hotel Fontainebleau in Miami Beach — produced equally thrilling announcements by contributors from every part of the United States. In the several weeks that have ensued since that memorable Inaugural, the initial gift totals have risen markedly to give campaign after campaign a lead over the results that were being recorded just one year ago at this time. (See Reports, starting on Page 7).

As the 1963 campaign moves into its period of peak activity, communities and contributors in all parts of the country are urged to bear in mind the examples that have already been set. Especially to be borne in mind is that 575,000 men, women

and children are directly in need of help in Israel and 27 other countries across the world; that many thousands of these are in France as almost penniless refugees from Algeria and other lands; and that Israel's people require the utmost assistance if they are to continue to receive and absorb masses of homeless Jews whose entry is now again in the many thousands each month.

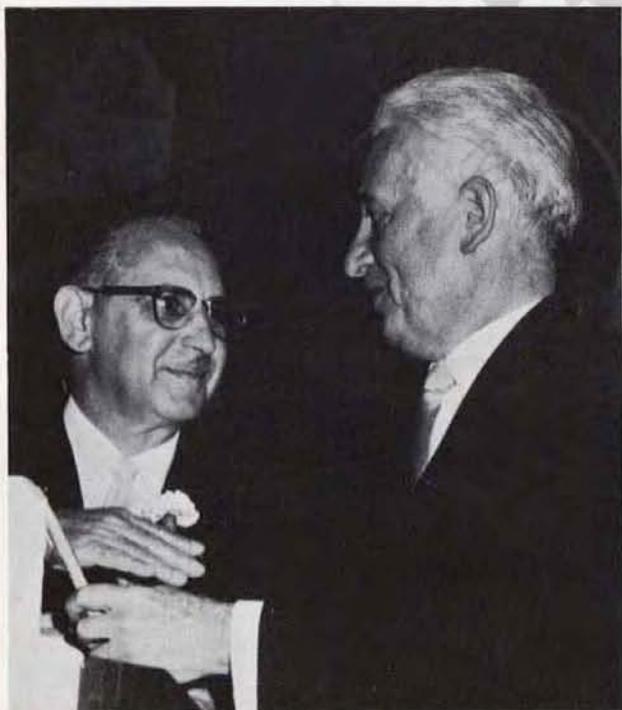
## 1,000 COMMUNITY LEADERS LAUNCH UJA'S 25th ANNUAL CAMPAIGN

"When we first joined hands late in 1938 in a venture we called the United Jewish Appeal, we did so to meet the greatest threat that was ever raised against a single people in the history of mankind. No one could foresee the great heights we would reach or the pivotal role we would play — not only in the United States but in the world as a whole. Tonight we are here to continue the work of the past quarter of a century. Continuing our work — of saving and renewing lives, and of building Israel as a haven and homeland for the homeless — requires us to open another great campaign."

With these words on Sunday evening, February 17 at the Hotel Fontainebleau in Miami Beach, Florida, Joseph Meyerhoff of Baltimore, General Chairman of the United Jewish Appeal, declared the 25th annual nationwide campaign of the UJA to be open, in force and in progress.

As Mr. Meyerhoff's words echoed throughout the giant main ballroom, there was a visible thrill that ran through the more than 1,000 Jewish communal leaders and guests who had assembled from all parts of the country. They had come to mark an historic hour, but they knew almost at once — as the General Chairman finished speaking — that the real meaning of their presence was to make history themselves.

### UJA CITES U. S. SENATOR KEATING, ISRAEL AMBASSADOR HARMAN



**HONORED GUESTS.** U.S. Senator Kenneth Keating of New York and Israel's Ambassador to the U.S. Avraham Harman took notable roles in helping UJA inaugurate its 25th annual campaign. Here, UJA General Chairman Joseph Meyerhoff presents 25th Anniversary Medallions to the Senator, left, and to the Ambassador, right, in grateful appreciation of strong support each has given the UJA over the years. Both urged maximum backing of 1963 drive.

## INAUGURAL AT MIAMI BEACH KEYNOTES 1963 CAMPAIGN WITH \$17,625,000 IN GIFTS

Here — as the clock, the calendar and the contributor tolled the opening of the UJA's 25th year — is how it sounded:

MR. MEYERHOFF: "We have now come to the part of the meeting where you will be called upon to give us the answer as to whether we shall be able to go on saving more lives. Several of our most generous contributors who could not be with us tonight have already made their gifts for 1963 and have authorized me to announce them to you. In most cases these gifts represent increases over the gifts they made in 1962."

Mr. Meyerhoff called off a list that included \$250,000 from one contributor, and others in the six figure category with amounts of \$193,000, \$170,000, \$150,000, \$145,000, \$125,000, \$117,000, \$115,000 and \$110,000 as evidence of what was being given in cities all across the country.

The UJA General Chairman then entertained the announcement of gifts from among the more than 1,000 assembled guests. These announcements — added to the gifts that Mr. Meyerhoff had already listed — plus gifts that had been contributed at meetings in various cities in conjunction with the National Inaugural — enabled him to report later in the evening (the hour was 10:30 P.M.) that the UJA was opening its 25th annual nationwide campaign with a sum total of contributions amounting to \$17,625,000.

The Inaugural — opening as it did not only a significant new campaign to meet Jewish needs in 28 countries across the world, but UJA's 25th year of such activity and service — was also occasion for honoring the men who will carry on the tradition of the past quarter of a century as the 1963 Chairmen of their local campaigns. It was the occasion too for honoring the founders of the United Jewish Appeal of Greater New York, largest single unit in the nationwide UJA. The UJA also cited, U.S. Senator Kenneth Keating of New York; Israel's Ambassador to the U.S. Avraham Harman, who had both come from Washington, D.C., to help inaugurate the 1963 campaign, and comedian Milton Berle — who has long served humanitarian causes.

Mr. Meyerhoff, in presenting the awards to local community Chairmen for 1963, expressed "regret that not every Chairman is here tonight," but pointed out that "many of them are not present because they are busy conducting campaigns in their communities." To the 1963 Chairmen in attendance, he presented the UJA Leader's Medal especially struck by the State of Israel in honor of the UJA's 25th Anniversary, along with inscribed Certificates of Award. The 1963 Campaign Chairmen and Co-Chairmen and representatives of Chairmen, plus Chairmen of community observances of the 25th Anniversary who received the Leader's Medal were:

Dr. Seymour Alpert, Chairman, Washington, D.C.; Hanon Berger, representing Rochester, New York; Gerald Cohn, Chairman, Hazleton, Pa.; Irving H. Franklin, Chairman, Brockton, Mass.; Gerald S. Fierman, Chairman, Wilkes-Barre, Pa.; Charles Gershenson, Chairman, and Abraham Borman, Co-Chairman, Detroit; Marvin Greenbaum, Chairman, Kansas City, Mo.; Joseph Lipton, Miami, Fla., (25th Anniversary Chairman); Julius Paris, Cleveland, O. (25th Anniversary Chairman); Robert A. Shapiro, Chairman, Dayton, O.; Joseph Shure, Chairman, New Haven, Conn.; Harris K. Weston, Chairman, Cincinnati, O.

## SOME OF THE NATIONWIDE UJA LEADERS AT INAUGURAL DINNER



Veteran UJA leaders shown here are National Chairman Rabbi Isadore Breslau, Wash., D.C.; former General Chairman Morris W. Berinstein, New York; and Honorary Chairmen Samuel H. Daroff, Philadelphia and Sol Luckman, Cincinnati.



UJA Honorary National Chairman Fred Forman of Rochester, N. Y., tells Senator Keating, also of Rochester, why UJA requires \$36,000,000 in Special Fund gifts in addition to regular gifts.



Washington, D.C. leaders Abe S. Kay, right, and Leopold V. Freudberg, both members of UJA's National Campaign Cabinet, discuss Israel's ongoing record immigration with Gottlieb Hammer, left, Executive Vice-Chairman of Jewish Agency for Israel, Inc., of New York, UJA beneficiary.



Minneapolis, New York and Miami leaders typify national character of inaugural. Left to right: UJA National Chairman Israel D. Fink; UJA Honorary Special Fund Chairman Joseph M. Mazer, and President Sidney Lefcourt of Greater Miami Jewish Federation who extended community greeting.



New York UJA was represented by strong delegation. Members included Morris Brecher left and Harold Gleitsman. National Inaugural brought honors for founders of New York UJA (see names on page 6).



Detroit and Cleveland leaders shown are, left to right, Charles Gershenson, Detroit's 1963 Campaign Chairman; Detroit Co-Chairman Abraham Borman, and Irving Kane of Cleveland, former President of Council of Jewish Federations and Welfare Funds. Detroit gave pre-Inaugural reception.



Represented here are Hollywood, Fla., New York and Butler, Pa. Left to right: Rabbi David Shapiro, President of Greater Miami Rabbinical Association; William P. Goldman of New York, and William Horwitz of Butler.



National Cross Section of leaders shows, left to right: Joseph H. Kanter, Cincinnati; Joseph Lipton, Miami; Leon Lowenstein and Solomon Petchers, New York, and standing, right, Rabbi Irving Lehrman, Miami Beach, member of UJA's National Rabbinical Advisory Council. The Miami Rabbinate formed special inaugural Committee.



**NATIONAL LEADERS.** Inaugural at Miami Beach brought together key communal leaders who are also key figures in UJA's national high command. Photo left shows UJA National Campaign Cabinet members Paul Zuckerman, Detroit and Max Orovitz, Miami. Center photo shows Judge Abraham S. Bordon, middle, President of Hartford Jewish Federation, with UJA General Chairman Joseph Meyerhoff, left, and UJA National Chairman William Rosenwald. Photo right shows Campaign Cabinet member Lester A. Hamburg of Pittsburgh and UJA National Campaign Committee member Paul Himmelfarb of Washington, D.C.

The founders of the United Jewish Appeal of Greater New York who received the awards were:

Herman Basch; Morris Brecher; Sol Brustein; I. J. Caplan; Bernard Davidson; Abraham Gevirtz; William P. Goldman; Harold G. Gleitsman; Jacob Goodman; Joseph Kramer; Julius L. Kuffler; Rabbi Israel H. Levinthal; Leon Lowenstein; Irving A. Manacher; Joseph M. Mazer; Solomon N. Petchers; Harry Preston; Samuel Redlich and William S. Saltzman.

#### FULL WEEK OF INTENSE FUND RAISING PRECEDES ACTUAL INAUGURAL

The formal Inaugural of the 1963 Campaign was preceded by a full week of special activities. These ranged from the issuance of a Proclamation by Mayor Kenneth Oka designating February 11 through February 17 as "UJA Inaugural Week in Miami Beach" to receptions, luncheons and dinner parties given by the leaders of the New York, Detroit, Chicago, Boston, Cleveland, Washington, D.C., and other community campaigns.

In Palm Beach, Allen S. Manus sponsored a reception in his home on Thursday evening, February 14, for friends and supporters of the UJA resident and visiting in that resort city some 70 miles north of Miami.

On Saturday evening, February 16, Daniel Neal Heller, a member of the UJA's newly established Young Leadership Cabinet, gave a reception in his Miami Beach home for a group of young business and professional men and women.

Members of the UJA's National Campaign Cabinet met on Sunday, February 10, and the Chairmen of 1963 community campaigns met on the morning of the Inaugural itself.

The focus of each of these meetings — addressed variously by Mr. Meyerhoff, UJA National Chairmen Isadore Breslau and William Rosenwald, UJA Executive Vice-Chairman Rabbi Herbert A. Friedman, and Israel Army Colonel Yosef Nevo, Commander of the Jerusalem Military District — was the stimulation of gifts for announcement at the Inaugural Banquet.

Thus it was that the 1963 campaign and the 25th Anniversary Year were inaugurated — with a greatness of understanding and generosity which every member of the American Jewish community is now asked to emulate.

# INCREASES DOMINATE INITIAL GIVING IN COMMUNITIES THROUGHOUT THE COUNTRY

Here is what is happening in communities throughout the country, as indicated on the opening page of this Report. Giving is greater in every city, and this is due not only to the reason already given, but to the dynamic leadership of local 1963 campaign Chairmen and their associates. Here is the story, city by city, as of March 29:

## UJA OF GREATER NEW YORK OPENS 25TH CAMPAIGN WITH \$7,500,000

The United Jewish Appeal of Greater New York formally launched its 25th Anniversary Year campaign on Thursday evening, March 14 with a dinner at the Americana Hotel honoring the men and women who founded the organization in the dark days of 1939. Governor Nelson A. Rockefeller of New York and Ambassador Avraham Harman of Israel were the principal speakers. Contributions of \$7,500,000 were announced by the 1,000 guests.

New York UJA Treasurer Samuel D. Leidesdorf, as the representative of the founders, was presented by Governor Rockefeller with the Medallion issued by the State of Israel in honor of the UJA's 25th Anniversary. In a ceremony conducted by the Governor, similar UJA Leader's Medals were distributed to founders, leading officers, and to the long-time Executive Vice-President Henry C. Bernstein as well as to members of families representing founders who have passed on.

Charles Revson, a vice-president of the United Jewish Appeal of Greater New York, presided. Other speakers included its president, Monroe Goldwater; Trustees Chairman Jack D. Weiler, and Mrs. Gerda Klein of Buffalo, N.Y., a survivor of Nazi concentration camps resettled in the United States by UJA agencies. Rabbi Israel Mowshowitz, President of the New York Board of Rabbis, delivered the invocation.

Mayor Robert F. Wagner, unable to attend the Dinner, sent a telegram of greeting in which he warned: "With regard to Israel, it has become clear in recent weeks that the cause of peaceful development in the Middle East faces new dangers from resurgent, revenge-seeking forces. We can show our increasing concern with peace and stability in this area by maximum efforts in the UJA campaign."

Former Governor and Senator Herbert H. Lehman, who called the meeting of American Jewish community leaders which decided to conduct the first United Jewish Appeal campaign nearly 25 years ago, and who is Honorary Chairman of the National 25th Anniversary Year Committee, was kept from attending the Anniversary Dinner by a recent injury from which he is still recovering.

Mr. Lehman sent a telegram expressing his regret at "not being able to join in 'kicking off' a campaign that must succeed in reaching its goals not only in recognition of the achievements of the past, but, beyond that, in sober awareness of the challenges of the present. We must continue to save and build lives here and in Israel. This campaign must succeed."

CLEVELAND, O.: This great community — which will open its campaign formally on April 25 — has taken a fine early lead with a Big Gifts total to date of \$1,600,000. This represents an eight per cent increase over initial results one year ago. The full story of what is involved in this year's campaign was placed before the leadership on January 25 by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, who

# PLUS GIVING SHOWS AS A MAJOR FACTOR

elicited a heartwarming response from numerous individuals who have personal records of increased giving from year to year. The Cleveland campaign shows every promise of producing another of its extraordinary annual achievements. Rabbi Arthur J. Lelyveld is serving as General Chairman. Arthur Dery, Edward Ginsberg, and Maurice H. Saltzman are Co-Chairmen, Samuel H. Miller is the Special Gifts Chairman and Morris Abrams, Julius Paris and Louis L. Schaffer are Co-Chairmen. Mrs. Julius Paris and Mrs. M. Edwin Weiner are Chairmen of the Women's Division. M. E. Glass is President of the Federation. Henry L. Zucker is the Executive Director, and Gerald S. Soroker is Campaign Director.

LOS ANGELES, CAL.: The campaign here is running at a seven per cent increase with a total to date of Big Gifts amounting to \$1,750,000. Of the gifts raised so far, \$150,000 has come from the Women's Division alone. The Los Angeles campaign — which will get under way formally on April 1 and which has the full power behind it of UJA National Campaign Cabinet Members Max Firestein, Joseph N. Mitchell and Joseph D. Shane — is headed this year by Steve Broidy as Chairman. Nathan Cramer and Leo Hirsh are serving as Co-Chairmen. Bram Goldsmith is Big Gifts Chairman and Mrs. Sherrill C. Corwin is Chairman of the Women's Division. The Hon. Irving Hill is President of the Welfare Fund. Julius Bisno is the Executive Director. Julius Ratner is the Assistant Campaign Director.

PHILADELPHIA, PA.: The campaign of the Allied Jewish Appeal is running well ahead of last year, with a total so far of \$2,498,407. This represents an increase of plus four per cent — of which \$1,105,000 came forward at a meeting held early in February with UJA National Chairman William Rosenwald as the guest of honor. The hard-driving Philadelphia campaign is now formally under way, with Keyv K. Kaiserman as its General Chairman. The other campaign officers are: Leonard Goldfine, Advance Gifts Chairman; Abraham Gitlow, Emanuel Meyer, Lester L. Kardon, Harold L. Neuman, Morris A. Kravitz, Richard S. Robinson and Stanley I. Sheerr, Advance Gifts Co-Chairmen; Mrs. Milton B. Creamer, Chairman of the Women's Division. The Hon. Nochem S. Winnet is President of the Federation of Jewish Agencies of Greater Philadelphia. Donald B. Hurwitz is the Executive Director. Sam Melnick is Campaign Director.

BOSTON, MASS.: The campaign here is going forward in high gear with a commanding increase amounting to 12 per cent or a total of \$2,100,000 in gifts. The campaign — which got under way informally in January with a parlor meeting addressed by Rabbi Herbert A. Friedman — is being keyed to the UJA's 25th Anniversary. The formal campaign opening took place on March 10 at an enthusiastic dinner meeting addressed by UJA Honorary Chairman Edward M. M. Warburg. Bernard D. Grossman, host for the campaign opening dinner, is serving as General Chairman, with George M. Friedlander as Advance Gifts Chairman; Roger P. Sonnabend as Initial Gifts Chairman and Mrs. Arthur Zanditon as Chairman of the Women's Division. Benjamin Ulin is President of the Combined Jewish Philanthropies of Greater Boston. Dr. Benjamin B. Rosenberg is the Executive Director. Aaron Levine is the Campaign Director.

DETROIT, MICH.: The 1963 Allied Jewish Campaign got under way on March 28 with gift announcements amounting to \$3,195,231. This is five per cent more than the Campaign had in this category just one year ago at this time. The Women's Division has been doing its share also, with a Big Gifts total of \$319,000, or some \$20,000 more than it amassed at a similar Initial Gifts function one year ago. Pace-setter and important Trade meetings were addressed on January 12 by UJA Honorary Chairman Samuel H. Daroff of Philadelphia, and on March 5 by UJA Executive Vice-Chairman Rabbi Herbert A. Friedman. Charles H. Gershenson is the Campaign Chairman, with Abraham Borman

# LEADING CITY CAMPAIGNS FROM COAST TO COAST

serving as Co-Chairman. Max M. Fisher, a National Chairman of the UJA, is President of the Jewish Welfare Federation of Detroit. Isidore Sobeloff is the Executive Vice-President. William Avrunin is the Associate Director.

**CHICAGO, ILL.:** The 1963 campaign of the Combined Jewish Appeal, now formally under way, is running ahead of last year with a total to date of \$1,813,965. A pre-campaign Big Gifts meeting in the middle of January got the drive off to a fine start with a total of \$245,000 from 110 contributors. This represented an eight per cent increase over the results of a similar meeting a year earlier. A pace-setters' luncheon given by the Women's Division on January 22 also produced a heartening result, with contributions totalling \$161,385, or an increase of more than \$16,000. UJA Honorary Chairman Edward M. M. Warburg and UJA National Chairmen Isadore Breslau and William Rosenwald made an impressive team presentation of UJA needs at a pre-campaign meeting on March 6. Leonard Laser is General Chairman of the campaign and Mrs. Harold Shlensky is Chairman of the Women's Division. Morris Glasser is President of the Jewish Welfare Fund of Chicago. Samuel A. Goldsmith is Executive Vice-President. Albert A. Hutler is the Director of Fund Raising.

**WASHINGTON, D.C.:** The campaign of the United Jewish Appeal of Greater Washington got off to a fine start on March 4, with a meeting at the home of Morris Cafritz that produced \$644,945 to register a 12 per cent increase over a similar pace-setters meeting one year ago. The meeting at the home of Mr. Cafritz was preceded by a dinner at the Georgetown Inn which heard from Jack D. Weiler, a National Chairman of the UJA representing the Joint Distribution Committee. Approximately 20 top contributors set the pace at the dinner for the meeting that followed later in the evening. The United Jewish Appeal of Greater Washington has been a consistently strong supporter of the National UJA. This fine campaign gave the UJA 75 per cent of its regular net income for 1962, or an amount of \$792,292. Over and above this, the UJA of Greater Washington ran a Special Fund campaign in 1962 which produced \$554,256. Dr. Seymour Alpert is Chairman of the campaign, with Rabbi Isadore Breslau, a National Chairman of the UJA, playing a key role in every effort. Mrs. Joseph Cherner is Chairman of the Women's Division. Hymen Goldman is President of the United Jewish Appeal of Greater Washington, Inc., and successor to Joseph Ottenstein, National UJA Cabinet member, who gave notable service during 1962. Meyer H. Brissman is the Executive Director.

**BALTIMORE, MD.:** The campaign here is gathering momentum daily. The drive to date has raised \$1,803,000 and activity is mounting steadily to forge a victory outcome. On February 1, the keynote for Women's activity was struck by Mrs. S. Alexander Brailove of Elizabeth, N.J., an Honorary Chairman of the National Women's Division. Jerome L. Klaff is Campaign Chairman, with Irving Blum and Harvey M. Meyerhoff serving as Vice-Chairmen. Mrs. Frank A. Kaufman is Chairman of the Women's Division; Herman Cohen is President of the Jewish Welfare Fund. Harry Greenstein is the Executive Director. Isadore I. Sollod is the Campaign Director.

**SAN FRANCISCO, CALIF.:** The campaign here opened formally on February 26 and has so far accumulated \$1,002,000, an increase of four per cent over its standing at this time last year. A pre-campaign Initial Gifts meeting took place on December 11 at the home of Mrs. Madeleine H. Russell, attended by 18 community leaders who came forward with close to \$600,000 following an address by Daniel E. Koshland who had just returned from Israel. This first meeting was followed by a series of smaller

## GOV. HUGHES HOSTS UJA'S NEW JERSEY INAUGURAL



**GOVERNOR HOSTS STATEWIDE CAMPAIGN OPENING.** Governor Richard J. Hughes of New Jersey was host to campaign leaders from all parts of the State on January 29 to give campaign its greatest send-off in years. Photo left: Henry Orenstein, Newark, presents special UJA award to the Governor. Center Photo: Governor Hughes presents Proclamation hailing UJA to UJA General Chairman Joseph Meyerhoff as Israel Ambassador Avraham Harman, left, and Ben Gordon, Newark, right, Chairman of Statewide dinner, look on. Photo right: Mr. Meyerhoff congratulates UJA Cabinet member Philip Zinman, Camden, on the dinner's success.

**NEWARK, N.J.:** The campaign of the United Jewish Appeal of Essex County got under way January 29, at the highly successful 25th Anniversary Dinner for New Jersey leaders given by Gov. Richard J. Hughes at Princeton. In addition to an address by the Governor, the guests heard from Israel Ambassador Avraham Harman and UJA General Chairman Joseph Meyerhoff. In the presence of the leaders of many other New Jersey communities participating in the Governor's dinner, Alan Sagner, General Chairman of the Essex County UJA and Chairman of the UJA's newly-established Young Leadership Cabinet, called the cards of his delegation. The response came to a total of \$352,000 to give the Newark campaign an eight per cent initial increase. The campaign today stands at \$550,000. In addition to Mr. Sagner, the other campaign officers are David M. Litwin, Special Gifts Chairman and Mrs. Joseph Grubstein, Chairman of the Women's Division. Martin Jelin is President of the Jewish Community Council of Essex County. Herman M. Pekarsky is the Executive Director. Milton Kosen is Campaign Director.

parlor meetings during January and February, at which additional large sums were announced. Marshall H. Kuhn and John H. Steinhart are serving as Co-Chairmen of the campaign, with Melvin M. Swig as Chairman for Advance Gifts. Mrs. Simon D. Anixter is Chairman of the Women's Division. Sylvan J. Lisberger is President of the Jewish Welfare Federation of San Francisco, Marin County and The Peninsula. Sanford M. Treguboff, Executive Vice-President, was honored at the Federation's 25th Annual Dinner at which the UJA was pleased to present an award to him in recognition of his work in its behalf. Louis W. Weintraub is the Executive Director.

**PITTSBURGH, PA.:** The campaign is running at a 10 per cent increase over last year with a total so far of \$925,000. An Initial Gifts meeting on March 10 turned out to be the greatest in the history of the Pittsburgh campaign. The meeting produced \$152,000 in increases, representing "new money". The 460 guests heard the UJA Women's Leaders in their presentation of "Where Were You in 1939?", with Women's

(Continued on Page 15)



# COMMUNITY ACTIVITIES COMMITTEE LED BY WILLIAM ROSENWALD SPARKS NATIONAL OBSERVANCE OF UJA'S 25th ANNIVERSARY

UJA 25th Anniversary observances are moving into high gear across the country under the leadership of William Rosenwald, Chairman of the Committee for Community Activities. Utilizing the three-fold aims of the UJA Anniversary — to recall past achievements and to honor those who helped achieve them; to stimulate past and present leadership and attract new leaders, and to assist the 1963 campaign — the Committee has drawn up a varied and exciting program of activities to commemorate the event. In turn, the communities are using the occasion to remind contributors of their great past accomplishments and of the tremendous responsibilities that lie ahead.

Mr. Rosenwald has invited a number of outstanding communal leaders from every part of the country to assist him with the work of the Committee, which is directing the nationwide observances. Seven Co-Chairmen and 100 Members have been named to the Committee, which is still in formation. (See story on Page 12 for a listing of the Committee.)

## THEY SERVE AS CO-CHAIRMEN OF COMMUNITY ACTIVITIES COMMITTEE



**Herman Fineberg**  
South Atlantic Region



**Merrill Hassenfeld**  
Northeast Region



**Label A. Katz**  
South-Southwest Region



**Herbert H. Schiff**  
East Central Region



**David Silbert**  
West Central Region



**Benjamin H. Swig**  
West Coast Region



**Philip Zinman**  
Middle Atlantic Region

A growing number of states and cities are issuing proclamations in honor of the Anniversary. Already 20 governors have proclaimed "UJA Months" in their respective states while a number of others are about to do so. Governors who have already issued the proclamations include: William A. Egan of Alaska, Paul Fannin of Arizona, Edmund G. Brown of California, John A. Love of Colorado, John A. Burns of Hawaii, Robert E. Smylie of Idaho, Otto Kerner of Illinois, Bert T. Combs of Kentucky, J. Millard Tawes of Maryland, George W. Romney of Michigan, John M. Dalton of Missouri, Tim M. Babcock of Montana, Grant Sawyer of Nevada, Richard J. Hughes of New Jersey, Jack M. Campbell of New Mexico, Mark O. Hartfield of Oregon, Archie Gubbrud of South Dakota, George D. Clude of Utah, Albert D. Rosellini of Washington, and Clifford P. Hansen of Wyoming.

A sampling of the many Mayors who have issued citywide proclamations includes: Robert F. Wagner of New York, Kenneth Oka of Miami Beach and Victor H. Schiro of New Orleans.



# 's 25th ANNIVERSARY, ISSUE PROCLAMATIONS



**ARIZONA.** Governor Paul Fannin takes obvious pleasure in co-signing Proclamation of western states' Governors. With him at the ceremony in state capitol are, left to right: Harold H. Alpert, Phoenix; Jerome H. Courtney, 1963 Campaign Chairman in Tucson; and Mrs. Dasha Dodd, Philip Taxman, Charles Korrick and Newton Rosenzweig, all of Phoenix. Governors of the western states are the first group of their kind ever to issue a single Proclamation in behalf of UJA. Their action underlines UJA's popularity.



**NEW MEXICO.** Governor Jack M. Campbell is another of the distinguished Governors of the West shown co-signing the Proclamation. With him in the State Capitol as he affixed his signature are the past Presidents of the Albuquerque Jewish Welfare Fund. Left to right: Martin Morrison, Maurice Osoff, Simon Goldman, Sam A. Epstein, Harold Gardenschwartz and Justice Irwin Meise of the New Mexico Supreme Court. UJA is active in all 50 states.



**OREGON.** Governor Mark O. Hatfield co-signs Proclamation issued by the Chief Executives of the Western States. Shown with him are the leaders of the Portland Jewish Community, left to right: Maxwell N. Unger, Campaign Co-Chairman; Mrs. Carlton G. Reiter, Women's Division Chairman; David W. Cohn, 25th Anniversary Chairman; Mrs. Abe Puzies, Women's Division Co-Chairman, and Harry C. Arnsberg and Gilbert Schnitzer, Campaign Co-Chairmen. Proclamations hailing UJA have come from one end of nation to the other, from Florida to Hawaii, from Montana to New Orleans.



**NEW YORK CITY.** Mayor Robert F. Wagner, left, shown as he issued Proclamation designating March as UJA Month. Mr. Wagner handed Proclamation, above, to Rabbi Israel Mowshowitz, President of New York Board of Rabbis, and Rabbi Louis I. Newman, in center, a Chairman of New York UJA's Rabbinical Advisory Committee for 25th Anniversary.

Herbert H. Schiff, Columbus, Ohio; David Silbert, Chicago, Ill.; Benjamin H. Swig, San Francisco, Calif.; Philip Zinman, Camden, N.J.

Ex-Officio Members are: Joseph Meyerhoff, UJA General Chairman; Herbert A. Friedman, UJA Executive Vice-Chairman; Irving Kane, Chairman, Committee of National Organizations; Rabbi Irving Miller, Co-Chairman, Committee of National Organizations; Louis Segal, Co-Chairman, Committee of National Organizations; Rabbi Morris Adler, Chairman, UJA Rabbinical Advisory Council, and Mrs. Hal Horne, Co-Chairman, UJA Women's Division.

Other members of the Committee, which is still in formation, include:

Bernard Alexander, Trenton, N. J.; Harold H. Alpert, Phoenix, Ariz.; Samuel E. Aronowitz, Albany, N. Y.; Leonard M. Berkovitz, McKeesport, Pa.; Frank Berman, Chester, Pa.; Louis Berry, Detroit, Mich.; Julian M. Blachman, Portsmouth, Va.; Raymond Bohr, Teaneck, N. J.; Lester Bookey, Des Moines, Ia.; Sol Brachman, Fort Worth, Texas; Ralph M. Brandwene, Wilkes-Barre, Pa.; Isadore Breslau, Washington, D. C.; Harry Cassman, Atlantic City, N. J.; David W. Cohn, Portland, Ore.

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Also: Mrs. William Diamonstein, Newport News, Va.; Harry Druker, Marshalltown, Iowa; William Engel, Birmingham, Ala.; Sol Entin, Passaic, N. J.; Sol Esfeld, Seattle, Wash.; Allan Farber, Worcester, Mass.; J. Eugene Farber, Toledo, Ohio; Robert M. Feinberg, Omaha, Neb.; Milton J. Fineberg, Indianapolis, Ind.; Max Firestein, Los Angeles, Calif.; Jack B. Fisher, Canton, Ohio; John Fox, New Haven, Conn.; Arthur Genshaft, Canton, Ohio; Marcus M. Gilman, South Bend, Ind.; Bernard Gimbel, New York City.

Also: Arnold Goldstein, Allentown, Pa.; Andrew Goodman, New York City; Mrs. Jack A. Goodman, Indianapolis, Ind.; Morris Goodman, Scranton, Pa.; Murray D. Goodrich, San Diego, Calif.; Robert S. Green, Brockton, Mass.; Aaron Greenberg, Oakland, Calif.; Max Grobow, Englewood, N. J.; Leo Gross, Minneapolis, Minn.; Albert H. Heller, St. Paul, Minn.; Walter D. Heller, San Francisco, Calif.; I. E. Horowitz, Fort Worth, Texas; Arthur N. Horwich, Chicago, Ill.; Leonard Jaffe, Danville, Ill.; Kevy K. Kaiserman, Philadelphia, Pa.; David Kane, Boston, Mass.

Also: Simon J. Katz, Springfield, Mass.; Henry H. Kaufmann, Tucson, Ariz.; Adolph Kiesler, Denver, Colo.; Jerome L. Klaff, Baltimore, Md.; Elias G. Krupp, El Paso, Texas; Robert Lehman, New York City; Philip J. Levin, Plainfield, N. J.; Frank Licht, Providence, R. I.; Abraham Lieberman, No. Hudson, N. J.; Clarence Lipman, Joliet, Ill.; Joseph N. Lipton, Miami, Fla.; Julius C. Livingston, Tulsa, Okla.; Samuel R. Lurio, Reading, Pa.; Nathan Mack, Las Vegas, Nev.; Harold Meltzer, Englewood, N. J.; Morris M. Messing, Newark, N. J.

Also: Henry S. Miller, Dallas, Texas; Leonard Minsky, Bangor, Me.; Carl T. Mitnick, Camden, N. J.; Martin Morrison, Albuquerque, N. Mex.; Albert M. Myers, Springfield, Ill.; Elkan R. Myers, Baltimore, Md.; N. Aaron Naboicheck, Hartford, Conn.; Norman Nobil, Akron, Ohio; Julius Paris, Cleveland, Ohio; John Rimer, Lynn, Mass.; Saul Rosen, Paterson, N. J.; Harry Rosenbaum, Stamford, Conn.; Benjamin F. Saltzstein, Milwaukee, Wis.; Julius Sanditen, Tulsa, Okla.; Irving Schneider, Long Beach, Calif.; Leon Schottenstein, Columbus, Ohio.

Also: Charles E. Schwartz, Akron, Ohio; Morris A. Shenker, St. Louis, Mo.; Max Siegel, Salt Lake City, Utah; Murray Simons, Hollywood, Fla.; Udi J. Sloan, Rockford, Ill.; Benjamin Sosland, Kansas City, Mo.; Joseph Thal, Dayton, Ohio; Milton S. Trost, Louisville, Ky.; Samuel Z. Troy, Richmond, Va.; Abe D. Waldauer, Memphis, Tenn.; Eugene M. Warner, Buffalo, N. Y.; Marvin L. Warner, Cincinnati, Ohio; William Wedeen, Perth Amboy, N. J.

Also: A. J. Weinberg, Atlanta, Ga.; Harry Weinberg, Jersey City, N. J.; I. Weiner, Houston, Texas; Laurence A. Weinstein, Madison, Wis.; Arthur Weisberger, Decatur, Ill.; William A. Wexler, Savannah, Ga.; Louis A. Yaffee, Syracuse, N. Y.; H. Albert Young, Wilmington, Del.; Edward A. Zacks, Erie Pa.

The Anniversary Committee on National Organizations, under the chairmanship of Irving Kane, has arranged for the adoption by the Conference of Presidents of Major American Jewish Organizations of a resolution urging Conference member bodies to observe the event. Member organizations of the Conference include: American Israel Public Affairs Committee, American Jewish Congress, American Zionist Council, American Trade Union Council for Labor Israel, B'nai B'rith, Council of Jewish Federations and Welfare Funds (Observer), Hadassah, Jewish Agency for Israel, Jewish Labor Committee, Jewish War Veterans, Labor Zionist Movement, Mizrach-Bapoel Mizrachi, National Community Relations Advisory Council, National Council of Jewish Women, National Council of Young Israel, Union of American Hebrew Congregations, Union of Orthodox Jewish Congregations of America, United Synagogue of America and the Zionist Organization of America.

Communities throughout the country are being encouraged by the UJA's National Rabbinical Advisory Council, under the chairmanship of Rabbi Morris Adler, to hold a special Sabbath Eve Service as prepared by the Council. In many cities all the local rabbis have agreed to hold the Service on the same date. A few of the cities planning the Sabbath Eve Service include New York, Los Angeles, Boston, Chicago and Detroit.

The Appeal's quarter century of humanitarian activity is also being reviewed in a number of English-Jewish newspapers, which are planning special supplements. Featured in these issues will be the work of UJA-supported agencies through the years, as well as the assistance provided by the local community and its leaders in the overall effort. Other methods of disseminating the "UJA Story", including TV and radio interviews with prominent Jewish and non-Jewish leaders, are also being planned.

One of the outstanding features of the UJA's 25th Annual Conference, "Where Were You In 1939?" as presented by the Women's Division, is proving to be a major national hit. It has gone "on the road" with the original cast. (See page 19 for a full report.)

Many communities also have found that one of the most effective ways of teaching the younger generation about the years of the European holocaust and about modern Jewish history is to sponsor UJA Anniversary essay contests in Sunday schools for different age groups. In gathering background information for their essays the children absorb more knowledge of the period than through the usual, formalized educational methods.

## PLUS GIVING MARKS 1963 COMMUNITY CAMPAIGNS FROM COAST TO COAST

(Continued from Page 10)

Division Chairman Mrs. Israel D. Fink, former Chairman Mrs. S. Alexander Brailove and Mrs. Gerda Klein in the starring roles. (See special story on page 19). The campaign is keyed to UJA's 25th Anniversary. The campaign officers are: Alvin Rogal, General Chairman of the United Jewish Federation; David Lowenthal and Donald Robinson, Associate Chairmen; William Stark, Advance Gifts Chairman; Chester Bernstein, Bernard S. Mars, S. Raymond Rackoff, Leonard H. Rudolph and Leonard Wolk, Advance Gifts Associate Chairmen; Mrs. John M. Wolf, Chairman, Women's Division. Lester A. Hamburg is President of the Federation and Robert I. Hiller is Executive Director. James D. Bronner is Associate Director.

CINCINNATI, O.: The campaign here is running at a 13 per cent increase over last year, with a total raised so far of \$677,634 following a series of Big Gifts, Trades, and Men's and Women's Division meetings. Cincinnati's campaign leadership, headed by Harris K. Weston as General Chairman, includes the following: Carl J. Rauh, Leading Gifts Chairman; Edward Kuhn, Initial Gifts Chairman; Roy Adams, Herbert R. Bloch, Jr., Fred Korros, Fred Lazarus III, Frederick Rauh, Philip Steiner, and Robert D. Stern, Initial Gifts Vice-Chairmen; Nathan Kaplan and Jacob K. Stein, Special Gifts Co-Chairmen; Stanley Chesley, Dr. James Garfield, Ralph B. Davidow, Ernest Green, Martin Grad, Nathan Spector and David Stein, Special Gifts Associate Chairmen. Mrs. Carl M. Gutman is Chairman of the Women's Division. Alfred J. Friedlander is President of the Jewish Welfare Fund. Martin M. Cohn is Executive Director.

COLUMBUS, O.: This campaign, opening formally on March 21, already has amassed \$410,683 in several Big Gifts meetings for an increase over last year. The campaign opening, keyed to the UJA's 25th Anniversary, produced additional gifts over those already announced by many of the community's key contributors. The women have already held a number of successful meetings. UJA Campaign Cabinet member Bernard H. Barnett of Louisville, Ky., and Mrs. Jack A. Goodman of Indianapolis an, Honorary Chairman of the UJA National Women's Division, addressed meetings on Jan. 16 and 17, and March 6, respectively. Herman M. Katz is Campaign Chairman; Harold Schottenstein is Chairman for Big Gifts, with Dr. Ivan Gilbert, Edward Schlessinger and Joseph Sumner as Big Gifts Co-Chairmen. Mrs. Leon Schottenstein is Chairman of the Women's Division. Herbert H. Schiff is President of the United Jewish Fund and Council. Ben M. Mandelkorn is the Executive Director.

HOUSTON, TEX.: The United Jewish Campaign has so far amassed \$530,000. This is an increase over last year and the outlook is that it will be maintained to the very end. The UJA Women's Division team of Mrs. Israel D. Fink, Mrs. S. Alexander Brailove and Mrs. Gerda Klein made an impressive appearance at a city wide meeting on March 7. Harding S. Frankel is the General Chairman; Gerald Rauch is Chairman for Big Gifts; I. E. Horowitz and Sol Brachman are Chairmen of the 25th Anniversary Committee; Mrs. Gerald Rauch is Chairman of the Women's Division. Adolph O. Susholtz is President of the Jewish Community of Metropolitan Houston. Albert M. Goldstein is the Executive Director.

SCRANTON, PA.: The campaign here got under way formally on March 20. The pre-opening increase was seven per cent, or \$150,000. Big Gifts were announced at a dinner meeting on February 20 that was addressed by UJA National Chairman Isadore Breslau and Col. Yosef Nevo, Commander of the Jerusalem Military District. The campaign leadership, headed by Harry Weinberg as General Chairman, includes: Joseph M. Harris, Advance Gifts Chairman; Morey M. Myers, Advance Gifts Co-Chairman, and Mrs. Leo Swartz and Mrs. Ralph Furman, Co-Chairmen of the Women's Division. Arthur L. Abrams is President of the Scranton-Lackawanna Jewish Council. George Joel is the Executive Director.

**NASHVILLE, TENN.:** The campaign opened here on February 24, with a dinner in honor of the UJA's 25th Anniversary that was one of the most impressive campaign inaugurals in many years. Every living past President and Campaign Chairman of the Jewish Community Council was present on the dais. The campaign so far has raised \$237,477, representing an increase over last year's standing at this time. Robert D. Eisenstein is Campaign Chairman; Howard M. Werthan is Chairman for Big Gifts; Jack W. Kuhn is Initial Gifts Chairman and Mrs. Leon Kay is Chairman of the Women's Division. Bernard B. Steiner is President of the Jewish Community Council. Nisson S. Pearl is the Executive Director.

**PATERSON, N.J.:** This campaign opened formally on Wednesday evening, March 6 with a backlog of big gifts amounting to \$114,992, or an increase of eight per cent over last year. An Initial Gifts dinner on the evening of January 22 set the pace for the campaign with contributions amounting to \$84,650, representing eight per cent more than had been contributed at a similar function a year earlier. Saul Rosen is General Chairman, with Paul Segal serving as Chairman for Initial Gifts and Mrs. Herman Yucht as Chairman of the Women's Division. Herman Yucht is President of the Jewish Community Council of Paterson. Max Stern is the Executive Director.

**OAKLAND, CALIF.:** A Big Gifts meeting on March 6 set the tone for what may be the greatest campaign in Oakland history. The total of gifts came to \$68,500 to score an increase of 33 per cent over last year's top gifts meeting. This total has risen to \$90,500, with the increase standing at 23 per cent. The formal campaign opening will take place on April 4 and will be keyed to the UJA's 25th Anniversary. Albert Simon is Campaign Chairman. Robert C. Burnstein and Leslie Kessler are Campaign Co-Chairmen and Mrs. David W. Werfel is Chairman of the Women's Division. Aaron Greenberg is President of the Jewish Welfare Federation for Alameda and Contra Costa Counties. Oscar S. Mintzer is the Executive Director.

**TRENTON, N.J.:** Gov. and Mrs. Richard J. Hughes were the guests of honor at the opening of the campaign here on Sunday, March 3. The evening was dedicated to the UJA's 25th Anniversary. A Big Gifts meeting on January 20 brought together \$85,000 or a six per cent increase over last year's Big Gifts function, and this increase has now risen spectacularly to over 16 per cent with a campaign total of \$170,000. Henry R. Glazer is Chairman of the Campaign and Mrs. Bernard Alexander is Chairman of the

#### WEST COAST LEADERS FORM 'MAN ON THE GO CLUB' TO FOSTER UJA IN LOCAL COMMUNITI



**MEN-ON-THE-GO.** UJA gave grateful recognition to the founders and leaders of the West Coast "Man On The GO" Club. Two men holding awards are Benjamin H. Swig of San Francisco and Joseph D. Shane of Los Angeles, Co-Chairmen of UJA's Western Region. Mr. Swig is a long-time leader of UJA, now is an Honorary National Chairman. Mr. Shane is a member of UJA's National Campaign Cabinet. Presentations were made by UJA Executive Vice-Chairman Rabbi Herbert A. Friedman, left, and brought the plaudits of Israel's Consul on the West Coast, Mordechai Shalev, right.

If there is a new way of doing things, the chances are good that the West Coast will give it a try. Tried — and tested — on the West Coast is something new in UJA campaigning. It's called the 'Man On the Go Club.' The club is made up of some 20 top leaders who have been visiting communities throughout the region sparking and spurring interest in and funds for the UJA. Benjamin H. Swig of San Francisco, an Honorary National Chairman of the UJA, is the Club's Honorary President, and Joseph D. Shane, a leader in the Los Angeles Campaign, is President. Other regions, other areas, other communities: Please Copy.

Women's Division. Arthur S. Kelsey is President of the Jewish Federation of Trenton. Milton A. Feinberg is the Executive Director.

TEANECK, N.J.: A Big Gifts meeting on February 26, addressed by Samuel H. Daroff of Philadelphia, an Honorary National Chairman of the UJA, produced a total of \$96,738 to establish a 10 per cent increase over last year's pace-setters function. A second Initial Gifts function is scheduled to take place on March 28, with expectations of equally excellent results. Irving Shavitz as Campaign Chairman heads a team that includes David B. Follender as Co-Chairman, and Mayor Matthew Feldman as Initial Gifts Chairman. David W. Goldman, UJA Cabinet Member, is the President of the United Jewish Appeal.

TOLEDO, O.: The campaign here opened on March 14, with a kickoff of very nearly \$132,000 in big gifts, representing a nine per cent increase over last year's initial giving. Expectations are that the excellent mood generated at the Big Gifts meeting on January 20, addressed by Jerome Klorfein of New York, will prevail throughout the campaign. The UJA's 1963 needs were outlined as early as January 17 by UJA National Chairman Melvin Dubinsky of St. Louis. Milton F. Silverman is Campaign Chairman; Stanford E. Thal is Chairman for Big Gifts and Mrs. Goodman Liber is Chairman of the Women's Division. Stanley K. Levinson is President of the Jewish Welfare Federation of Toledo. Marvin G. Lerner is the Executive Director.

SAN DIEGO, CALIF.: An Initial Gifts meeting on February 25 set a new high for this campaign with gifts amounting to \$36,950 or 31 per cent more than was contributed at a similar function last year. Additional Big Gifts meetings have been scheduled. Leonard Zlotoff is the Campaign Chairman. Maury B. Novak is President of the United Jewish Federation of San Diego. Louis Lieblich is the Executive Director.

HOLLYWOOD, FLA.: The campaign opened on February 3, following an exciting Big Gifts meeting on January 27 with Charles J. Bensley, Associate Treasurer of the New York City UJA, as the guest speaker. He related his experiences as a member of the UJA Overseas Study Mission, including a trip to Poland. A total of close to \$91,000 came forward in initial gifts, which has since mounted to \$135,000. Additional funds are expected in the weeks ahead, with a possible all-star golf tournament scheduled for May to give the campaign an additional lift. William D. Horvitz is the Campaign Chairman. Ben Salter is President of the Jewish Welfare Federation.

ATLANTIC CITY, N.J.: The campaign in its unusual Big Gifts phase has passed \$133,770 so far for an eight per cent increase with emphasis on "Golden Gifts," or \$1,000, as a minimum contribution. The first "Golden Gifts" dinner was held Saturday evening, March 2 and proved to be the talk of the town. Each contributor of \$1,000 or more is receiving a "Golden Gift" Plaque. The campaign will open formally in April. Arthur Peskoe is the General Chairman, with Morton Epstein serving as Chairman for Big Gifts. Mrs. Henry Neustadter is Chairman of the Women's Division. Julius Waldman is President of the Federation of Jewish Charities. Irving T. Spivack is the Executive Director.

BRIDGEPORT, CONN.: A Big Gifts meeting on February 14, with UJA Honorary Chairman Edward M. M. Warburg as the guest of honor, brought a total of \$66,370 in contributions to register an increase of 24 per cent. Reports of additional pledges since the meeting show that the percentage increase remains at the same high. Donald Harrison is the Campaign Chairman, with Mac Kaplan and Milton Rottman as Co-Chairmen. Zalmon S. Hirsch is President of the United Jewish Council of Greater Bridgeport. Mrs. Clara M. Stern is the Executive Director.

LONG BEACH, CALIF.: A Big Gifts meeting on February 26 resulted here in contributions amounting to \$87,000, for an increase of 24 per cent. UJA National Chairman

Edward Ginsberg of Cleveland helped to generate a strong campaign climate, which everyone involved is confident will be sustained. Dr. Gilbert G. Lapid is the Campaign Chairman. Dr. Robert Nevin is serving as Co-Chairman. Mrs. Harold Stein is Chairman of the Women's Division. Max Z. Wisot is President of the Jewish Community Federation. Morton J. Gaba is the Executive Director.

BINGHAMTON, N.Y.: The campaign has brought together a total so far of \$72,028 to register an increase over last year. The campaign is now in progress. Alexander Horowitz is Chairman, with Charles L. Rosenthal and Dr. Harold C. Shulman serving as Initial Gifts Co-Chairmen. Mrs. Julius Lewis and Mrs. Louis Greenblatt are Co-Chairmen of the Women's Division. David Levene is President of the Jewish Federation of Broome County. Eugene Kaminsky is the Executive Director.

CHATTANOOGA, TENN.: The campaign opened on February 5th with Col. Yosef Nevo of the Israel Defense Army and Sam Rothberg of Atlanta as the principal speakers. The campaign currently stands at \$56,072, representing an increase of 14 per cent over its standing at this time last year. Mitchell Bush is the General Chairman. Dr. Jack Tepper is the Big Gifts Chairman. Mrs. Harry Weber is Chairman of the Women's Division. Dr. Charles Harold Alper is President of the Chattanooga Jewish Welfare Federation. Harold H. Benowitz is the Executive Director.

SEATTLE, WASH.: A Big Gifts meeting on February 27, addressed by Dr. Avram Biran of Israel's Department of Archeology and Antiquities of the Ministry of Education and Culture, and UJA National Chairman Edward Ginsberg of Cleveland, brought contributions totalling \$43,000 to give the campaign an increase of four per cent over last year. To date, the Campaign has brought together \$81,500 for an increase of five per cent. The campaign will open formally in April. Ben Bridge is the General Chairman. Carl G. Koch is Co-Chairman, and Sol Esfeld is Chairman for Big Gifts. John M. Friedlander is President of the Federated Jewish Fund & Council. Samuel G. Holcenberg is the Executive Director.

PALM SPRINGS, CALIF.: The campaign here opened on February 24, and so far has raised \$49,500, which is a 29 per cent increase over its standing at this time one year ago. The campaign has already surpassed its 1962 total result. Lionel S. Steinberg is the Campaign Chairman. Emil D. Laufer is President of the United Jewish Welfare Fund of Palm Springs and the Desert Area.

MEMPHIS, TENN.: The campaign here opened with a Big Gifts meeting on March 11 that brought announcements amounting to \$101,000 to register an increase of 10 per cent over last year's initial result. The campaign opening was addressed by UJA National Chairman Israel D. Fink of Minneapolis and will be followed by a number of business, trade and professional meetings. The campaign keynote is "plus giving". Jack A. Belz is the Chairman of the Campaign and Mrs. Abe Waldauer is Chairman of the Women's Division. Julius Frank is President of the Memphis Jewish Welfare Fund. Jack Lieberman is the Executive Director.

WEST PALM BEACH, FLA.: Prior to the campaign's opening on March 17, there was an impressive Big Gifts meeting on March 6 addressed by Daniel Neal Heller of Miami Beach, which brought an outpouring of gifts from the key leaders of the community in attendance. A Women's Division meeting held two days later with Mrs. Jack Goodman of Indianapolis as the speaker also brought an encouraging result. The campaign to date has raised \$62,000 - an increase of 38 per cent. Robert E. List is Chairman of the Campaign and Mrs. Charles Affron is Chairman of the Women's Division. Morton Silberman is President of the UJA and Federated Jewish Charities of Palm Beach County. Sol J. Silverman is the Executive Director.

'Where Were You in 1939?'

**UJA WOMEN PORTRAY  
PAST 25 YEARS  
THROUGH LIVES OF  
THREE WHO FELT  
SWEEP OF EVENTS**

**Drama on UJA Road Tour**



**THEY ASK: 'Where Were You in 1939?'** Left to right: Mrs. S. Alexander Brailove, Elizabeth, N. J., former Chairman of UJA National Women's Division; Mrs. Israel D. Fink, Minneapolis, current Women's Division National Chairman and World War II underground fighter against Nazism; and Mrs. Gerda Klein, Buffalo, author and World War II inmate of Nazi concentration camp resettled in U.S. with help of UJA.

As a result of the ovation accorded the stirring dramatic reading, "Where Were You in 1939?" presented by the National Women's Division at the UJA's recent 25th Annual National Conference, its three stars have been invited to make a road tour.

Mrs. S. Alexander Brailove, Honorary Chairman of the Division, left in photo above; Mrs. Israel D. Fink, Chairman, center in photo, and Mrs. Gerda Klein, left in photo, author and active leader in the Division, appear in the exciting performance which portrays the quarter century of UJA activity as seen through the lives of the three women.

Following their successful appearance at the national meeting, the group performed at the meeting of the UJA of Greater New York, then in Houston on March 6, in Pittsburgh on March 10, in Louisville on March 11 and 12, in Philadelphia on March 18 and in Buffalo on April 2.

The reading has proven to be a highly successful campaign aid, as well as a source of re-inspiration, since it retells in powerfully dramatic and personal terms the sweep of world events that led to the creation of the UJA in 1939, and its activities in the years that followed.

(Continued from Page 18)

**LOUISVILLE, KY.:** The campaign here has brought together \$306,973 so far for an increase of seven per cent. The Big Gifts meetings on March 11 and 12 were highlighted by the dramatic presentation "Where Were You In 1939" that was first staged by the National Women's Division at the UJA's Annual National Conference in New York. The Louisville leaders cheered Mrs. Israel D. Fink, Mrs. S. Alexander Brailove and Mrs. Gerda Klein in their dramatic account of the work of the UJA and its Women's Division over the past quarter of a century. Dr. Irvin S. Rosenbaum is the campaign's General Chairman. The Co-Chairmen for Advanced Gifts are Bernard H. Barnett and Morris M. Kling. A panel of Special Gifts Chairmen includes: I. R. Gumer, Stuart A. Handmaker, Sydney Meyer and Farrell E. Salzman. Mrs. Boris Pressma is the Chairman of the Women's Division. The Initial Gifts Co-Chairmen are Boris Pressma and Edward J. Winkler. Herman G. Handmaker is President of the Conference of Jewish Organizations of Louisville. Clarence F. Judah is the Executive Director.

## UJA MAPS FULL YOUNG LEADERSHIP PROGRAM OF MEETINGS AND TOURS



**UJA's NEW GENERATION.** Members of the newly founded Young Leadership Cabinet are represented in all phases of UJA campaign activity, are steeping themselves in the responsibilities and challenges that ultimately will rest squarely in their hands. Shown here, Alan Sagner of Newark, N.J., Chairman of the new Cabinet, addresses UJA's Midwest Leadership Institute held in Chicago March 8-10 (see story Page 23). Listening are, left to right: Richard S. Levitt, Des Moines, Regional Vice-Chairman of the West Central States of the Young Leadership Cabinet; UJA Executive Vice-Chairman Rabbi Herbert A. Friedman, and Joseph H. Kanter, Cincinnati, the Cabinet's Regional Vice-Chairman for the East Central States. Young Leadership will have their own Conference September 13-15.

The 1963 campaign is benefiting heavily from the activities of the newly launched Young Leadership program, headed by Alan Sagner of Newark, N.J., Chairman of the National Young Leadership Cabinet.

A Young Leadership Retreat has been set for May 17, 18 and 19 at the Onchiota Centre, Sterling Forest, at Tuxedo, New York. Every phase of the pioneering Young Leadership program will be covered, with the greater part of the three-day sessions devoted to full and open discussion. Significant aspects of Jewish life the world over will be discussed by Avraham Harman, Israel Ambassador to the United States; JDC General Chairman Edward M. M. Warburg; UJA Executive Vice-Chairman Herbert A. Friedman; and Prof. Richard E. Pipes of Harvard, an authority on Russia.

The second Young Leadership project is an Overseas Study Mission that will depart on July 8 and return on August 1. This group of young leaders, aged 25 to 40, will tour Israel's ancient towns, modern cities, and pioneer settlements, and will meet Jewish immigrants and accompany them to their new homes. On their way home, the young leaders will spend several days in Paris observing JDC activities there and meeting with representatives of JDC, ORT and United Hias Service.

The third major activity is a Young Leadership Conference which has been set for the weekend of September 13-15 at the brand new (still under construction) Hilton Hotel in New York. This will be a three-day National Conference.

**WILMINGTON, DEL.:** The campaign here opened on April 2. A Big Gifts meeting on March 9 produced increases from most persons attending with additional sums now being sought from leaders who were out-of-town. The Initial Gifts meeting of the Women's Division on March 6 raised a greater amount than a similar function produced one year ago. With the bulk of campaigning still to come, the campaign so far has a total of \$86,876. Harry Rubenstein is the Campaign Chairman, with Saul L. Cohen as Chairman for Advanced Gifts and Mrs. Milton Katz as Chairman of the Women's Division. Sidney Laub is President of the Jewish Federation of Delaware. Harold B. Nappan is the Executive Director.

## REDEDICATION TO UJA, STRONG BACKING OF 1963 CAMPAIGN MARK MASS ATTENDED SOUTH, WEST, MIDWEST REGIONAL PARLEYS

The United Jewish Appeal's 25th Anniversary campaign and observances got off to impressive starts in three vital areas of the country through the medium of large regional conferences: The South-Southwest, the Midwest, and the Western States. Summaries and highlights of these conferences follow:

### 400 LEADERS SIGNAL OPENING OF CAMPAIGN IN SOUTH-SOUTHWEST



**LEADING NEW ORLEANS PARTICIPANTS.** South-Southwest Conference Chairman Paul Kapelow in photo at left addresses opening session of three-day parley as Label A. Katz, member of UJA's National Campaign Cabinet, listens. Center Photo shows Edward M. M. Warburg, left, UJA Honorary Chairman and Chairman of Joint Distribution Committee, as he takes keys of City and Warrant presented by New Orleans Mayor Victor H. Schiro. Photo left shows Israel's Deputy Permanent Representative to the UN, Ambassador Abraham Darom as he addresses the Conference with Mr. Kapelow listening. (See Conference report below).

For the third successive year, the Jewish communities of the South and Southwest opened the UJA campaign year with a widely attended regional conference in New Orleans. After two successful conferences in previous years in Biloxi, Miss., New Orleans played host to some 400 Jewish communal leaders from 11 states who met January 18-20 at the Fontainebleau Motor Hotel to inaugurate the UJA's 25th Anniversary observances in that region, and to kick off their 1963 community campaigns.

Paul Kapelow, UJA National Campaign Cabinet member and a noted New Orleans civic and Jewish communal leader, served as Conference Chairman for the third year in a row. The UJA story was presented by Joseph Meyerhoff; Edward M. M. Warburg; Rabbi Herbert A. Friedman; Ambassador Abraham Darom, who is Israel's Deputy Permanent Representative to the United Nations; Mrs. Israel D. Fink; Henry Kirsch, Director of JDC's operations in Italy, and Label A. Katz of New Orleans, International President of the B'nai B'rith.

In the face of the towering needs outlined by the ranking UJA officers, the conference took unanimous action in endorsing the resolution adopted at the UJA's 25th Annual National Conference in New York last December pledging all-out support in their communities for the Special Fund of \$36,000,000 and the regular campaign goal. The resolution was introduced by Harding S. Frankel, 1963 Campaign Chairman for Houston.

Other leaders who took a prominent part in the conference were: Bernard Schaenen of Dallas; James L. Permutt of Birmingham; Gerald Rauch of Houston; Abe Goldstein of Atlanta; Herman M. Waldman of Dallas; George H. Altbach of Gulfport; Phil Hurwitz of Tyler; Mrs. Irvin S. Rosenbaum of Louisville; Mrs. Paul Kapelow of New Orleans; Mayor Victor H. Schiro of New Orleans, and Daniel Neal Heller of Miami Beach.

## THREE DAY CONFERENCE LAUNCHES WESTERN STATES CAMPAIGN



**25th ANNIVERSARY AWARDS.** UJA Leaders Medals go to three noted Pacific Coast leaders at UJA's Western States Conference held February 22-24 at Palm Springs. Presentations were made by Jack D. Weiler of New York, a National Chairman of UJA. The recipients, left to right, are: Max Firestein, Los Angeles; Walter A. Haas, San Francisco, and Benjamin H. Swig, San Francisco. Messrs Firestein and Haas are members of UJA's Campaign Cabinet. Mr. Swig is an Honorary National Chairman.

The Western Region Leadership Conference, held at the Riviera Hotel, Palm Springs, California, February 22-24, under the able leadership of Joseph N. Mitchell of Los Angeles as Chairman, and Benjamin H. Swig of San Francisco as Co-Chairman, proved one of the most enthusiastic and productive in history.

The Western leadership also accomplished what no other group has done so far: they succeeded in getting all the State Governors in that region jointly to proclaim 1963 the UJA 25th Anniversary Year. The conference, attended by nearly 500 leaders from the western states, heard Joseph Meyerhoff; Rabbi Herbert A. Friedman; Moses A. Leavitt, JDC Executive Vice-Chairman; Mr. and Mrs. Israel D. Fink; Jack D. Weiler; Edward Ginsberg; Col. Yosef Nevo, Military Commander of the Jerusalem District, and as a special guest speaker: U.S. Senator Hubert H. Humphrey.

Some of the Conference highlights were: Mr. Weiler's masterful presentation of UJA 25th Anniversary Awards to Max Firestein of Los Angeles, and to Benjamin Swig H. and Walter A. Haas of San Francisco . . . Mr. Ginsberg's presentation on "How to Raise More Money" - a talk which many considered the real "tachlis" of the conference . . . The "surprise" of the conference which was provided by Nathan Shapell, a leader in the Los Angeles Campaign who spoke as a survivor of Auschwitz . . . The outstanding address given by Senator Humphrey . . . The first regional session to be held by the UJA Young Leadership - newest adjunct to the National UJA - which was chaired by Irwin Field of Norwalk, California, the group's Western States Regional Vice Chairman.

Others who took part in the conference sessions were: Steve Broidy, 1963 Chairman, Los Angeles Jewish Welfare Fund campaign; Joseph D. Shane, UJA Cabinet member and veteran Los Angeles leader; Lionel H. Steinberg, 1963 Palm Springs Campaign Chairman; Rabbi Joseph Hurwitz of Palm Springs, and Rabbi William S. Anderson of Los Angeles.



**STRONG CAMPAIGNERS.** U.S. Senator Hubert H. Humphrey of Minnesota, who addressed Western States Conference, lauded campaign spirit of UJA leaders. In photo at left he spends jubilant moment with Edward Ginsberg of Cleveland, UJA Cabinet member, and National Chairman Jack D. Weiler. In center photo he congratulates Nathan Shapell of Los Angeles, left, (see story above) and UJA General Chairman Joseph Meyerhoff. Photo right shows him in happy mood with Benjamin H. Swig, left, and Joseph N. Mitchell of Los Angeles, a member of UJA's National Campaign Cabinet. (See stories on Pages 8, 10, 17, 18 on Community Campaign Progress in West).

## LEADERSHIP INSTITUTE WITH 800 ATTENDING OPENS MIDWEST DRIVES



**CONFERENCE PARTICIPANTS AT CHICAGO.** Three day Midwest Leadership Institute heard from each of the distinguished men shown above. Left to right: UJA General Chairman Joseph Meyerhoff; Chrysler Corporation President Lynn A. Townsend of Detroit; Conference Chairman Albert B. Adelman of Milwaukee, a member of UJA's National Campaign Cabinet, and UJA Executive Vice-Chairman Rabbi Herbert A. Friedman. (See full story below).

This area, regarded as the heartland of America, again provided the setting for an outstanding UJA conference. The Midwest Leadership Institute, under the chairmanship of Albert B. Adelman of Milwaukee, held at the Edgewater Beach Hotel, Chicago, March 8-10, attracted nearly 800 Jewish communal leaders from Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North and South Dakota, and Wisconsin. Highlights of the conference were provided by a distinguished array of speakers: Lynn A. Townsend of Detroit, President of Chrysler Corporation; Dr. Avram Biran, Director of the Department of Archaeology and Antiquities of Israel's Ministry of Education and Culture; Gottlieb Hammer, Executive Vice Chairman, Jewish Agency for Israel, Inc., N.Y., and Henry Levy, JDC Director for Latin America, as well as Joseph Meyerhoff, Rabbi Friedman and Mrs. Israel D. Fink.

As part of the observances of the UJA's 25th Anniversary, Mr. Meyerhoff awarded UJA Leader's Medals to 13 persons for long-time service on behalf of UJA in their communities. Those honored were: Harris Perlstein, Chicago; Benjamin F. Saltzstein, Milwaukee; Albert H. Heller, St. Paul; Emanuel Rosenberg, Decatur; Clarence Lipman, Joliet; David M. Citron, Peoria; Simon Miller, East Orange; Milton S. Trost, Louisville; Thomas Cook, Ann Arbor; Louis Kasle, Flint; Charles E. Schwartz, Akron; Max Cornick and Jere Glass of Southern Illinois.

Special sessions at the conference included a Young Leadership seminar with Alan Sagner of Newark, chairman of the Young Leadership Cabinet; Richard S. Levitt of Des Moines and Joseph H. Kanter of Cincinnati, Regional Vice-Chairmen for the West Central and East Central States, respectively; a seminar on campaign techniques for the large and medium cities addressed by Leonard Laser, 1963 Chairman, Combined Jewish Appeal of Metropolitan Chicago and chaired by Bernard H. Barnett of Louisville; a similar seminar for the intermediate cities chaired by Harry Druker of Marshalltown, which Lawrence A. Weinstein of Madison addressed, and a special session of the Women's Division over which Mrs. John C. Hopp of Detroit, Women's Division National Vice-Chairman, presided, and at which Mrs. Israel D. Fink, the current chairman, made the presentation.

Also participating in various conference sessions were David Silbert, President of the Combined Jewish Appeal of Chicago; Seymour Simon, President, Cook County Board of Commissioners; Rabbi Albert A. Gordon of Sioux City; Mrs. Max M. Fisher of Detroit; Israel D. Fink of Minneapolis; Herbert H. Schiff of Columbus, Institute Honorary Chairman; Sam Kravitz of Grand Rapids; Julius Paris of Cleveland; Julius R. Atkins of Milwaukee; Abe L. Sudran of Kansas City; Edward Rudin of Hammond; Louis R. Hurwitz of Sioux Falls; Charles Auerbach of Cleveland, and also William J. Feldstein of Milwaukee, Alvin S. Levinson of Gary, Mrs. Samuel E. Hokin of Chicago, Mrs. Irvin S. Rosenbaum of Louisville, Mrs. Ezra L. Shapiro of Cleveland, Mrs. Henry Wineman of Detroit, Mrs. Aaron Zacks of Columbus, Mrs. Arnold Rubenstein of St. Paul, and Rabbi Jay R. Brickman of Milwaukee.



## From the Chairman's Point of View ...

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

If ever a campaign was entitled to ask its contributors for increased support, it is this 1963 drive of the United Jewish Appeal. Faced by huge increases in human need on every front, the UJA has no choice: either large-scale funds will be made available NOW, or Jews who can be saved Now will be shut out.

World Jewry is in the middle of its third year of a most significant surge in immigration. Last year, 200,000 Jews the world over were on the move as refugees, seeking haven and freedom in Israel and other lands:

And the surge continues unabated. In Israel, February witnessed one of the heaviest immigrations in recent months. Abnormal? In terms of figures — yes. In human terms — no. Jews have been on the move in heavy numbers since 1961 because they could not stay where they were. Staying, for some, might have meant risking their lives. In a life-or-death movement like this, there is every reason to believe that the "abnormal" immigration figures will continue in March, in April, in May and for the remainder of 1963.

Who pays the cost of this giant immigration, and of the absorption of these newcomers which must follow? Israel's people pay — and we pay. But the outlays are disproportionate. Israel, with one-third of the free world's Jewish population, pays two-thirds of the cost. But the Jews of the free world, including America, who constitute two-thirds of the free world's Jewish population, pay one-third of the cost! And last year, we were not even able to supply that one-third share; we provided only 30 per cent, throwing an additional burden on Israel's people.

Israel's people have been, and are, paying more than their fair share of this vast immigration and absorption burden — in addition to their other compelling obligations. Is it any wonder, then, that the UJA asks — urges — that its contributors do more than they have been doing...that we make at least as much of a sacrifice proportionately as the people of Israel are making? In all candor and fairness, let it be said that, great as our generosity might be in 1963, we can surely afford this far better than Israel's people can...without any lowering of our American standard of living. And we will be saving lives on a scale reminiscent of the great years following the establishment of the State of Israel.

### TO HERBERT H. LEHMAN ON HIS 85th BIRTHDAY: OUR WARMEST GREETINGS

The United Jewish Appeal is happy to extend its warmest felicitations to the Honorable Herbert H. Lehman on the occasion of his 85th birthday, March 28. The UJA is deeply honored by his interest, concern and participation in its program and affairs, which Mr. Lehman has shown and given over the full length of the UJA's 25 years of activity. We cherish his intimate association with us, and salute him for the noble and indefatigable champion he is and has been in the cause of human freedom. Happy Birthday, Governor.

UJA Requires \$96,000,000 in 1963 to Save and Aid 575,000 Jews in 28 Lands

# RTM



**UNITED JEWISH APPEAL**

1939-1963

*25th Anniversary Campaign*

*REPORT TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL*

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

Needed: \$60,000,000 through the Regular 1963 Campaign, plus \$36,000,000 Special Fund

Vol. XVIII, No. 3 May 24, 1963

165 West 46th Street, New York City

NOT FOR PUBLICATION



**UJA MUST HAVE**

**\$39,500,000**

**CASH NOW**

Because Israel is in one of the heaviest springtime immigrations on record . . .

**And thousands more are on the way...**

On July 1, thousands of Algerian refugees in France will need additional aid

# NO JOB IS MORE IMPORTANT RIGHT NOW THAN GETTING MAXIMUM CASH FOR UJA

For UJA, this is a time of crisis. In France, where thousands of Algerian Jewish refugees face the loss of their repatriation allowance on July 1, it is a race against time. In Israel, where the rapidity with which immigrants are arriving has upset all budgets for their absorption, it is a race against unmet needs.

The answer is Cash. Unless UJA can muster \$39,500,000 in cash by no later than June 30 — the time-table of Jewish rescue, the programs for Jewish life-saving and rebuilding will be hopelessly dislocated.

Although the records of the UJA show that giving by individual contributors compares favorably with last year in communities across the country (see the reports starting on Page Seven of the gains being made by community campaigns) UJA's cash income is running \$4,000,000 behind 1962 receipts at this time last year.

On Monday, April 29, UJA's Executive Committee took account of this glaring deficiency in cash income, and a jolting report of conditions in Europe and Israel submitted by Israel D. Fink of Minneapolis. Mr. Fink, UJA National Chairman and Cash Chairman, had just returned from a two week personal-on-the-spot survey of UJA-supported relief and refugee aid activities in various parts of Europe, and of immigrant reception and absorption programs in Israel:

The Executive Committee: —

. set a cash goal of \$39,500,000 so that by mid-year the deficit in UJA's income would stand corrected, and be more in line with UJA's obligations to its hard-pressed principal constituents: the United Israel Appeal-Jewish Agency for Israel, Inc., and the Joint Distribution Committee

. named the following six members of UJA's National Campaign Cabinet to serve as National Co-Chairmen for Cash: Samuel H. Daroff of Philadelphia; Allan Farber of Worcester; Herman Fineberg of Pittsburgh; David Silbert of Chicago; James L. Permutt of Birmingham; and Benjamin H. Swig of San Francisco, with major regions and communities assigned to each.

## ISRAEL D. FINK: UJA'S DYNAMIC FACT-FINDER, CASH CHAIRMAN



IN ISRAEL. Mr. Fink found exciting progress, formidable problems stemming from continuing record-size immigration. Here, he talks with newly arrived immigrant boy at Ashkelon.



IN EUROPE. Mr. Fink discussed needs of Algerian Jewish refugees in France with JDC's Assistant Director-General Herbert Katzki, right, and Director of Reconstruction Dr. Akiva Kahane. (See Page 5 for Mr. Fink's report on needs in France.)

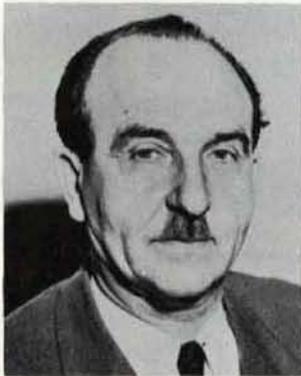
. named a National Cash Committee made up of 57 outstanding communal leaders—each of whom accepted personal responsibility for a number of communities in his respective region.

. put the National Cash Drive in gear with a call for immediate community remittances backed up by intensive cash collection campaigns so that the bulk of the \$39,500,000 cash goal might be realized by no later than Monday, June 17, the date of the UJA's National Campaign Cabinet meeting which will take place at the Plaza Hotel in New York City.

. called upon the country's communities to take part in the Campaign Cabinet meeting either by sending representatives bearing major cash installments, or by dispatching checks for announcement at the meeting.

Within 24 hours of the Executive Committee's adjournment, Mr. Fink and Rabbi Herbert A. Friedman, the UJA's Executive Vice-Chairman, utilized a nationwide telephone hook-up to inform Cash Committee members of the Executive Committee's decisions and actions; to bring them up to date on what was happening overseas, and to request an immediate acceleration both of campaign activity and campaign cash.

## 'IF WE ARE TO SAVE JEWS, WE NEED CASH... NOW'



LEVI ESHKOL  
Israel's Finance Minister



MOSHE SHARETT  
Chairman, Jewish Agency



ARYEH L. PINCUS  
Treasurer, Jewish Agency



CHARLES JORDAN  
Director-General, JDC

Mr. Fink told of his meetings with Israel's Finance Minister, Levi Eshkol; with Jewish Agency Chairman, Moshe Sharett, and with Jewish Agency Treasurer, Aryeh L. Pincus. "Each of these men said the same thing: We need money. We need it desperately if we are to save Jews." He heard the same plea in Geneva from Charles Jordan, Director-General of the Joint Distribution Committee.

"There is no job more important in the UJA than the one you are being called on to tackle now," Mr. Fink declared. Here, in part, is what he reported:

"I went to Europe and Israel to see for myself how badly cash is needed, and to bring back something of what I learned and saw. The job that the Jewish Agency and the Joint Distribution Committee are doing is simply fabulous. In Israel today there is the most exciting progress and development that you can imagine. The whole nation is taking shape. Nevertheless, despite all this progress, a number of formidable problems face Israel's people and government. Israel is in the midst of one of the heaviest springtime immigrations on record; most are coming into Israel... with very little in the way of financial resources — and thousands more are on the

# UJA NATIONAL CASH CO-CHAIRMEN OVERSEE EMERGENCY DRIVE IN REGIONS



**SAMUEL H. DAROFF**  
Philadelphia, Pa.



**ALLAN FARBER**  
Worcester, Mass.



**HERMAN FINEBERG**  
Pittsburgh, Pa.



**JAMES L. PERMUTT**  
Birmingham, Ala.



**DAVID SILBERT**  
Chicago, Ill.



**BENJAMIN H. SWIG**  
San Francisco, Calif.

## MEMBERS OF THE 1963 NATIONAL CASH COMMITTEE



**Martin Abelove**  
Utica, N. Y.



**Harold H. Alpert**  
Phoenix, Ariz.



**Julius R. Atkins**  
Milwaukee, Wisc.



**Charles Auerbach**  
Cleveland, Ohio



**Sig H. Badt**  
Dallas, Tex.



**Leonard D. Bell**  
Lewiston, Maine



**Leon H. Brachman**  
Ft. Worth, Tex.



**Victor M. Carter**  
Los Angeles, Cal.



**David M. Citron**  
Peoria, Ill.



**Abraham D. Clayman**  
Des Moines, Iowa



**Philip L. Cohn**  
Sioux City, Iowa



**David M. Cook**  
Indianapolis, Ind.



**Harry Druker**  
Marshalltown, Iowa



**Robert N. Eisner**  
New Britain, Conn.



**Sol Estfeld**  
Seattle, Wash.



**Matthew Feldman**  
Teaneck, N. J.



**William J. Feldstein**  
Milwaukee, Wisc.



**Julius Frank**  
Memphis, Tenn.



**Harding S. Frankel**  
Houston, Tex.



**Samuel F. Gingold**  
New Haven, Conn.



**Edward Ginsberg**  
Cleveland, Ohio



**Charles Goldberg**  
Denver, Colo.



**Joseph Goldberg**  
Worcester, Mass.



**Jack Goodman**  
Albany, N. Y.



**Robert S. Green**  
Brockton, Mass.



**Marvin Greenbaum**  
Kansas City, Mo.



**Herman G. Handmaker**  
Louisville, Ky.



**Robert C. Hayman**  
Buffalo, N. Y.



**Samuel J. Helman**  
Miami, Fla.



**Louis R. Hurwitz**  
Sioux Falls, S. D.



**Edward H. Kavinoky**  
Buffalo, N. Y.



**Marshall H. Kuhn**  
San Francisco, Cal.



**Nathan I. Kuss**  
Wilkes-Barre, Pa.



**Richard S. Levitt**  
Des Moines, Iowa



**Nathan Lipton**  
Atlanta, Ga.



Julius Livingston  
Tulsa, Okla.



David Lowenthal  
Pittsburgh, Pa.



Ralph S. Margolius  
Norfolk, Va.



Samuel Mellitz  
Bridgeport, Conn.



Joseph N. Mitchell  
Los Angeles, Cal.



D. Robert Mullen  
Milwaukee, Wisc.



Elkan R. Myers  
Baltimore, Md.



N. Aaron Naboichek  
Hartford, Conn.



Irving S. Norry  
Rochester, N. Y.



Frank M. Polasky  
Saginaw, Mich.



Joseph W. Ress  
Providence, R. I.



Herbert H. Schiff  
Columbus, Ohio



Joseph D. Shane  
Los Angeles, Cal.



Morris A. Shenker  
St. Louis, Mo.



Joseph Talamo  
Worcester, Mass.



Laurence A. Weinstein  
Madison, Wisc.



Samuel A. Weiss  
Pittsburgh, Pa.



Harris K. Weston  
Cincinnati, Ohio



Bernard Wiess  
Monticello, N. Y.



Gordon Zacks  
Columbus, Ohio



Philip Zinman  
Camden, N. J.

Max Siegel, Salt Lake City, Utah (Photo not available)

way. And for each immigrant, there needs to be a roof over his head; a chance to work — or special care if he can't work — a chance for his children; a chance to learn the language; a chance to make good in his new life."

He went on to tell of his personal encounters and experiences in the new immigrant areas — at Ashkelon, Yavne and Bat Yam, posing as a representative of the Jewish Agency in putting his questions so that the new immigrants would not hold back voicing their needs to a person they might think was a VIP from the United States. He told, for example, of the following incident:

"A woman complained bitterly that she must have a larger apartment. She had an invalid husband and two children, and said they couldn't make out in the tiny housing space allotted to them — 450 square feet (less than many an American living room). A larger apartment would have given her only 520 square feet, but she felt even that would be a big improvement.

## YOUR CASH CHECKLIST

Is your campaign collection drive producing paid pledges?

How about your own pledge? Have you paid . . . in full?

Is your campaign remitting CASH to UJA . . . regularly?

**ONLY CASH CAN DO SO MANY WONDERFUL THINGS.**

## THE UNITED JEWISH APPEAL GREET'S ISRAEL'S THIRD PRESIDENT

# SHNEOR ZALMAN SHAZAR



All friends of Israel will rejoice at the selection by the Knesset of Shneur Zalman Shazar as the nation's third President.

As befits the country born out of the travail of Jewish martyrdom, the new president also has been identified with the great task of this century—the saving and rebuilding of Jewish lives.

Long associated with the Jewish Agency in the development of Israel, and the settlement of Jews there, Mr. Shazar is regarded as a colleague by all of us of the United Jewish Appeal.

We join our partners, the people of Israel, in voicing our good wishes to him. In the language which Mr. Shazar, the scholar, has so ably fostered as former Minister of Education and Culture, we say: *Yevorach Vehayah Livracha Lamdinah Veleam Yisraell*

"May He Be Blessed and Be a Blessing to the State and the People of Israel!"

"At the end of several such interviews, and with a roomful of men and women still shouting and complaining to me, I told them who I was — a Jew from America who had come to see how he could help, and who was now going back to raise all the money he could, to give more help. And then I asked them one question: 'Would you rather be here with all these troubles, or in the countries from which you came?' There was a moment of silence — and one by one they told me that, in spite of all the difficulties, 'Baruch ha Shem', they would rather be in Israel.

"But it isn't only Israel where cash is needed," Mr. Fink reported. "There is a bad situation approaching in France that haunts the waking and sleeping hours of the men of the JDC. It is this: On July 1, thousands of Algerian refugees in France — Jew and non-Jew alike — are to be cut off the special relief lists set up by the French Government for last year's refugees from Algeria. Nobody knows for certain how many Algerian Jewish refugees will be affected. On the low side, the estimate is: 2,000 families or approximately 10,000 people. On the high side, the estimate is 5,000 families or approximately 25,000 people. But as one social worker put it, when it's a relief problem, always count on more people, not less. The JDC and the French Jewish organizations it assists are already spending \$5,000,000 in France this year — but all of this is committed. The fact is they don't have money — and they don't know where they are going to get the money if their relief rolls begin to double or even triple — in a matter of weeks."

If the whole giant machine of rescue, resettlement, rehabilitation and relief is not to be slowed or halted, funds must start pouring in as never before — and even here there is a job for each and every contributor. Have you paid your pledge? If not, please pay it now. If you have paid in part, please pay the balance. Every dollar counts — in this desperate race against time, and intensifying need.

## 25th ANNIVERSARY CAMPAIGN SHOWS STRENGTH IN COMMUNITIES ALL ACROSS THE COUNTRY

Communities throughout the country are making a determined effort to pull ahead of the 1962 campaign during UJA's 25th Anniversary year.

The previous issue of Report to Members carried reports on the early phases of the 1963 drive in the biggest cities. Without repeating the details of these activities and the lists of leaders directing the campaigns, the following run-down gives the latest pictures in most of the big population centers.

Cleveland closed its campaign on May 16, with a final amount of \$5,831,216, surpassing 1962 and rolling up its highest total in history.

Detroit ended its drive on May 7, with a final figure of \$4,520,000.

Philadelphia finished the campaign with a final amount of \$4,405,847.

Pittsburgh wound up its campaign on May 15, with a final total of \$1,579,307, surpassing its 1962 achievement.

In other key communities, shown below, the dollar figure is the total reported by the time this issue went to press on May 16, and the second figure shows the percentage increase over the similar period of last year:

Boston — \$5,060,000, 3 per cent;  
Los Angeles — \$4,052,534, 10 per cent;  
Chicago — \$3,042,848, slightly ahead;  
Baltimore — \$2,534,000, about even;  
San Francisco — \$1,514,000, 4 per cent;  
Newark — \$1,401,512, 9 per cent;  
Washington — \$1,275,000, 9 per cent,  
Miami — \$1,152,581, 3 per cent;  
and Cincinnati — \$1,001,976, 11 per cent.

Following are reports as of May 16 from some of the communities which were not listed in the previous RTM:

ST. LOUIS, MO.: A fine campaign seems assured in this community. Earl Susman, Federation President, sparked a 19 per cent increased response at the Big Gifts Dinner on April 30. This, plus a 15 per cent higher pace by the Women's Division, helped bring the present campaign total to \$336,000. Other principals in this splendid community effort are Harry N. Soffer, General Chairman; Albert Golde, Advance Gifts Chairman; Isadore M. Kay, Special Gifts Chairman; Charles H. Yalem and Morton J. May, Honorary General Chairmen; Mrs. S. Charles Baer, Women's Division Chairman, and Herman L. Kaplow, Executive Director.

INDIANAPOLIS, IND.: With the prestige of Governor Matthew E. Welsh's Proclamation hailing UJA's 25th Anniversary helping the campaign climate here, this community is pressing a strong campaign which is moving five per cent ahead of last year's rate. The drive's present total was close to \$380,000. David M. Cook is General Chairman and Ben Domont is General Vice-Chairman. Herbert J. Backer is Special Gifts Chairman and Mrs. A. Ebner Blatt is Women's Division Chairman. William Lee Schloss is Federation President. Frank H. Newman is Executive Director.

## MORE GOVERNORS ISSUE PROCLAMATIONS HAILING UJA's 25th YEAR

Twenty-eight Governors have issued Proclamations as of this date in honor of the UJA's 25th Anniversary Year. The roster of public officials who have saluted the UJA on its 25th birthday also includes numerous mayors and county executives. The full list is headed by President Kennedy, who has termed the UJA's 25 year record in saving and rebuilding the lives of 3,000,000 victims of war and oppression as "in adherence to this country's finest humanitarian traditions."



NEVADA. Gov. Grant Sawyer shown at State capitol in Reno signing joint Western States Governors Proclamation. Looking on are, left to right: Dr. Emanuel Berger, Reno Campaign Co-Chairman; Dr. Samuel L. Ornstein, a key Reno leader, and Samuel Cantor, Reno Co-Chairman.



CONNECTICUT. Gov. John Dempsey with, l to r, Hartford Federation President Judge Abraham S. Bordon, Hartford Campaign Chairman Robert A. Weirnerman, and Federation Board Chairman N. Aaron Naboicheck, a UJA Cabinet member.



NEW HAMPSHIRE. Gov. John W. King, right, shown at the State capitol in Concord with, left to right: Saul Sidore of Manchester, State Co-Chairman; Dr. David Stahl and Richard Winneg, Campaign Co-Chairmen in Manchester; Sam Smith of Newmarket, UJA's New Hampshire State Chairman.



WASHINGTON. Gov. Albert D. Rossellini signs Proclamation issued jointly by Governors of the Western States. Shown with him is Leo Weisfield, one of top Seattle leaders.



UTAH. Gov. George D. Clyde shown with Jewish leaders as he co-signed joint Proclamation issued by Governors of Western States. Left to right: Verner Zinik, Salt Lake City Campaign Chairman; Ralph M. Tannenbaum, Salt Lake City Welfare Fund President; Mrs. Morris (Clara) Pepper, Salt Lake City Women's Division Chairman, and Max Siegel, UJA Utah State Chairman.

NEW ORLEANS, LA.: Here thanks to an unusually strong drive, New Orleans is running four per cent ahead of last year's rate. The latest total was \$350,000 - the best in years. Charles A. Levy is Campaign Chairman. Label A. Katz is 25th Anniversary Chairman. Mrs. Paul Kapelow is Women's Division Chairman. Roswell J. Weil is Federation Chairman. Executive Director is Harry I. Barron.

WORCESTER, MASS.: Moving ahead of last year's campaign pace, the current total has reached \$329,000. Morris Boorky is Campaign Chairman. Allan Farber is Big Gifts

Chairman. Mrs. Edward Budnitz is Chairman of the Women's Division. George Kangisser is Federation President. Melvin S. Cohen is Executive Director.

MINNEAPOLIS, MINN.: Thanks to a strong effort by a corps of devoted workers, the campaign total is nearing the \$500,000 point. Campaign Chairman is Myron B. Green, and Big Gifts Chairman is Leonard H. Heller. Mrs. James Allen Davis is Women's Division Chairman. Samuel Shapiro is Federation President. Norman B. Dockman is Executive Director.

ST. PAUL, MINN.: With a campaign running 18 per cent ahead of last year's rate, this community has reported a total of \$315,000. Carl Sharpe is Campaign Chairman and Mrs. Sol Pogoriler is Women's Division Chairman. Dr. David Tenenbaum is Council President. Dan S. Rosenberg is Executive Director.

KANSAS CITY, MO.: An enthusiastic reception was given to Philip M. Klutznick, former U. S. Ambassador to the United Nations and a former UJA General Chairman, when he addressed the kick-off meeting here on April 28. The latest total raised has passed the \$731,000 mark. Marvin Greenbaum is Campaign Chairman and Dr. Edward A. Devins is Vice-Chairman. Joseph Cohen and Morris Cohen are Special Gifts Chairmen. Mrs. Jules Goldman, Mrs. Melvin E. Krigel and Mrs. Benjamin Sosland are Women's Division Chairmen. Elliot L. Jacobson is Federation President. Abe L. Sudran is Executive Director.

ALBANY, N.Y.: This community has moved its drive to a pace six per cent ahead of 1962, with its campaign total now over \$216,000. Arnold Dubb is General Chairman, Samuel E. Aronowitz is UJA 25th Anniversary Chairman. Special Gifts Co-Chairmen are Harold Margolis and Leo Phaff. Mrs. Simon Rosenstock is Women's Division Chairman. Seymour Pearlman is Council President. Edward Phillips is Executive Director.

BUFFALO, N.Y.: In a drive that was ahead of the 1962 campaign rate, this community's total figure was more than \$634,000. Eugene M. Warner is Campaign Chairman. Mrs. Harold A. Adel is Women's Division Chairman. Joseph N. Desmon is Federation President. Sydney S. Abzug is Executive Director.

SYRACUSE, N.Y.: After a campaign opening with a Big Gifts Dinner addressed by Senator Estes Kefauver on April 2, and a Women's Division event the following day addressed by Mrs. Israel D. Fink, Chairman of the UJA National Women's Division, this campaign moved forward briskly to a six per cent increase over last year. Latest reports show a total close to \$170,000. Saul North is Campaign Chairman. Mrs. Robert H. Besdin is Women's Division Chairman. Louis A. Yaffee is Federation President. Norman Edell is Executive Director.

MILWAUKEE, WIS.: Stimulated by the fine response to the April 25 meeting addressed by Label A. Katz, UJA National Campaign Cabinet member, Milwaukee's drive quickly moved to an eight per cent increase over last year's pace. The latest total hit \$619,000. Ben Marcus is General Chairman and Max H. Karl is Co-Chairman. Mrs. Albert B. Adelman is Women's Division Chairman. Harry J. Plous is Welfare Fund President. Melvin S. Zaret is Executive Director.

AKRON, OHIO: Thanks to the impetus received from a Big Gifts meeting on April 18, where Israel's Ambassador to the U.N., Michael Comay, delivered a moving address, this community is doing better than last year. Latest figures show a total of almost \$200,000. Herman B. Rogovy is Campaign Chairman and Norman C. Nobil is Big Gifts Chairman. Mrs. Carl D. Pearl is Women's Division Chairman. Carl D. Pearl is Welfare Fund President. Nathan Pinsky is Executive Director.

# EVERY PLEDGE COUNTS...PAID PLEDGES COUNT

OMAHA, NEB.: More than \$202,000 has been tallied in this campaign. Isadore M. Tretiak is Campaign Chairman and Stanley Slosberg is Advance Gifts Chairman. Mrs. Morris H. Brodkey is Women's Division Chairman. Arthur H. Goldstein is Federation President. Paul Veret is Executive Director.

WILKES-BARRE, PA.: Three events held in quick succession helped the campaign here pull ahead of last year's drive: an Initial Gifts meeting on April 24, a similar Women's Division gathering the following day, and a 25th Anniversary Dinner on the 28th. At last report, the total attained was \$331,096. Gerald S. Fierman is General Chairman and Isadore Landau is Co-Chairman. Mrs. Marvin Roth is Women's Division Chairman. Ralph M. Brandwene is President of the Wyoming Valley Jewish Committee. Louis Smith is Executive Secretary.

DAYTON, OHIO: Following a Big Gifts meeting on April 17, where UJA General Chairman Joseph Meyerhoff was guest speaker, this community surged ahead with an 18 per cent gain over the comparative values of these same gifts in 1962. The current total amounted to \$171,000. Robert A. Shapiro is Campaign Chairman. Elmer L. Moyer is Advance Gifts Chairman, and Dr. Charles Froug, William N. Leviton, Louis Schriber and Harry Weprin are Co-Chairmen. Paul Fyrdman, John A. Margolis and Gerald H. Wilks are Special Gifts Co-Chairmen. Mrs. Ralph Schear is Women's Division Chairman. Ted E. Goldenberg is Council President. Robert Fitterman is Executive Director.

NEW HAVEN, CONN.: An exciting and strongly attended UJA 25th Anniversary Dinner on April 28, gave the impetus to this campaign's seven per cent increased rate. Max Lerner and Gila Golan, former Miss Israel, were the speakers. The latest total was \$220,000. Joseph Shure is Campaign Chairman. John Fox is 25th Anniversary Chairman. Mrs. Albert Benenson, Mrs. Louis Evans and Mrs. Alexander Winnick are Women's Division Chairmen. Joseph N. Weiner is Welfare Fund President. Benjamin N. Levy is Executive Director.

LYNN, MASS.: Latest results of \$280,000 show that this community is outpacing last year's drive by a towering increase of 28 per cent. William Abramowitz is leading this effort as Campaign Chairman. Co-Chairmen are Elliott Adelman. Adrian Comins, Samuel M. Klivansky, Robert I. Lappin and Mrs. Samuel W. Schwartz. Samuel Robinson is Special Gifts Chairman and Robert J. Hecht is Co-Chairman. Mrs. Robert I. Lappin is Women's Division Chairman. Aaron J. Bronstein is Federation President.

CAMDEN, N.J.: The campaign's last reports show a 13 per cent jump over last year with a current total of more than \$204,000. Arthur R. Goldman is General Chairman. Vice-Chairmen are Moses Lavinsky, Joseph J. Le Bow and Max Olden. Harry N. Goldstein is Big Gifts Chairman and Hyman M. Myers is Vice-Chairman. Mrs. Milton H. Rothbaum is Women's Division Chairman. David H. Markowitz is Federation President. Bernard Dubin is Executive Director.

SAN ANTONIO, TEX.: With the leadership here providing early momentum, this community is outpacing last year's effort by 11 per cent. The total raised has reached \$190,000. Robert Ross is General Chairman. Mendel S. Kaliff and Calvin Michelson are Co-Chairmen. William E. Kolitz is Pace Setters Chairman. Charles F. Sugerman is Big Gifts Chairman. Selig H. Carr is Special Gifts Chairman. Mrs. Calvin Michelson is Women's Division Chairman. Charles J. Katz is Federation President. Paul A. Kulick is Executive Director.

# ORE... ONLY PAID PLEDGES CAN SAVE LIVES

PASSAIC, N.J.: Registering a five per cent increase over the previous campaign period, the Passaic-Clifton area reported a current total of \$296,000. Campaign Chairman Harry Ross is leading the drive in this North Jersey sector. Mrs. Joseph Teich is Women's Division Chairman. Daniel Rachles is Council President. Max Grossman is Executive Director.

STAMFORD, CONN.: A well-attended Initial Gifts Dinner on May 6, addressed by Pennsylvania Supreme Court Justice Michael A. Musmanno, who was a judge at the Nuremberg War Crimes Trials, helped push this campaign forward. The drive shows a total close to \$140,000, a four per cent boost over last year's picture. Julius B. Kuriansky serves both as Federation Chairman and as Campaign Chairman. Harold E. Hoffman and Louis J. Kuriansky are Initial Gifts Co-Chairmen. Mrs. Ted C. Gorman is Women's Division Chairman. Mrs. Leon Kahn is Executive Secretary.

HARRISBURG, PA.: Sparked by an Initial Gifts meeting on April 21, with UJA National Campaign Cabinet member Philip Zinman as guest speaker, this community is moving ahead of last year's rate. The current total is \$140,000. Moses K. Rosenberg is Campaign Chairman and Harry Epstein is Honorary Chairman. Robert Rockmaker is UJA 25th Anniversary Chairman. Herbert S. Abrams is Advance Gifts Chairman and Sidney J. Coplin is Co-Chairman. Morris Schwab is Initial Gifts Chairman and Benjamin Cantor is Co-Chairman. Mrs. Lee Javitch is Women's Division Chairman. Horace S. Goldberger is Community President. Albert Hursh is Executive Director.

RICHMOND, VA.: This fast-moving community has marked the UJA 25th Anniversary year with a top-notch boost of 16 per cent over the 1962 campaign rate. A total of over \$271,000 has been raised. I. R. Levet is Campaign Chairman. William B. Thalheimer, Jr., is Initial Gifts Chairman, and David Arenstein, Nathan Petersiel and Jack Y.



**HONORED GUESTS.** Former Pennsylvania Governor David A. Lawrence, left, and veteran Chairman of UJA's Tri-State Region Judge Samuel A. Weiss, center, shown with noted Israeli author and film producer Zvi Kolitz at Tri-State Luncheon Conference in Pittsburgh's Penn-Sheraton Hotel.

## TRI-STATE CONFERENCE IN PITTSBURGH

### BRINGS IN \$475,000 IN CASH

The Observance of UJA's 25th Anniversary and the 15th Anniversary of Israel's Independence provided an inspiring double theme for the Tri-State UJA Luncheon Conference held in Pittsburgh, Pa., on May 5. A total of \$475,000 in cash raised and advances against campaign pledges was presented from the more than 70 communities in the area.

Highlighting the event was the presentation of special Anniversary Medallions to former Pennsylvania Governor David L. Lawrence, a long-time supporter of UJA, and to Judge Samuel A. Weiss, now in his 16th consecutive year of distinguished service as the Tri-State Chairman. David A. Glosser of Johnstown, Pa., a member of the UJA National Campaign Cabinet, made the presentations. A eulogy to Israel's late President Itzhak Ben-Zvi was delivered by Pennsylvania Supreme Court Justice Samuel J. Roberts of Erie.

Plotkin are Co-Chairmen. Samuel Z. Troy is Anniversary Chairman. Mrs. Andrew J. Asch, Jr., is Women's Division Chairman. Charles G. Thalheimer is Council President. Julius Mintzer is Executive Director.

PLAINFIELD, N.J.: The current total of \$125,000 reflects an increased pace of eight per cent over 1962. Herzl Rosenbaum is Campaign Chairman. Phillip J. Levin is Anniversary Chairman. Edward Sachar is Big Gifts Chairman. William P. Taub is Council President. Maurice Solomon is Executive Director.

BANGOR, ME.: With a present total of close to \$97,000, the Bangor drive is running at a whopping 21 per cent increase. Leonard E. Minsky is Campaign Chairman. Dr. Howard L. Kominsky is Big Gifts Chairman. Mrs. Milton Lincoln is Women's Division Chairman. Sidney Epstein is Council President. Milton Lincoln is Executive Director.

NORTH HUDSON, N.J.: An imaginative UJA 25th Anniversary promotion under the direction of Judge Abraham Lieberman as Anniversary Chairman has been the moving force which has pushed this campaign eight per cent ahead of last year's drive. An Anniversary Dinner, an essay contest, a Synagogue Sabbath, proclamations by the Mayors of six cities in the area and a host of other special events have kept the excitement at a high level. The present campaign total is close to \$67,000. Morris Walter is giving top leadership as Campaign Chairman. Murray Gillette, Alexander Grodnick, Arthur Knaster and Louis Podolsky are Honorary Chairmen. Benjamin Laster is Treasurer. Mrs. Benjamin Daitzman is Women's Division Chairman. Mrs. Patricia F. Rheiner is Executive Secretary.

CHESTER, PA.: Rolling ahead at a rate 16 per cent better than last year, this community's present total is close to \$64,000. Dr. Sidney Gravitz is serving both as Federation Chairman and Campaign Chairman. Albert Blumberg is Vice-Chairman. William Netzky and Sol Weinberg are Big Gifts Co-Chairmen. Leon Gordon is Executive Secretary.

SAVANNAH, GA.: A strong campaign is sweeping ahead of the 1962 pace by 19 per cent, with the present total nearing \$70,000. Nathan Karnibad and Sol B. Minkovitz are Campaign Co-Chairmen. Mrs. Leonard Robhan is Women's Division Chairman. Dr. William A. Wexler is Council President.

OKLAHOMA CITY, OKLA.: The most successful campaign in many years is rolling up a 24 per cent increase in this community. A celebration meeting marking the UJA 25th Anniversary, with UJA National Campaign Cabinet member James L. Permutt as guest speaker, stimulated an excellent response. The drive has reached \$68,000, one of this community's highest totals in a decade. Paul Lieberman is Campaign Chairman and Charles R. Flexner and Walter Kaufman are Co-Chairmen. Sylvan Goldman is Anniversary Chairman. Mrs. Sam S. Wasserman is Women's Division Chairman. Max M. Fagin is Council President.

#### **MRS. ABE WALTER HEADS WOMEN'S DIVISION IN MEMPHIS**

An inadvertent error occurred in the previous issue of RTM regarding the Memphis campaign. Mrs. Abe Walter is Women's Division Chairman and is directing an excellent activity program in that community.

#### **FIRST UJA ALLOCATION COMES IN FROM HOLLYWOOD, FLA., MATCHING 1962**

First of the 1963 campaigns to announce its UJA allocation is Hollywood, Fla., where the drive is having problems in reaching the more than \$176,000 raised last year but the community decided to repeat the 1962 UJA allocation of \$120,000.

## UJA YOUNG LEADERSHIP CABINET HOLDS 'RETREAT', CONSIDERS JEWISH SCENE, SETS FUTURE PROGRAM



**YOUNG GENERATION:** Members of UJA Young Leadership Cabinet shown at Sterling Forest conference. See Page 14 for names.

Surrounded by the rustic peace and quiet of New York's Onchiota Conference Center, twenty-four members of UJA's newest group - the Young Leadership Cabinet - on May 17 through 19, successfully pioneered a new technique for studying UJA's story.

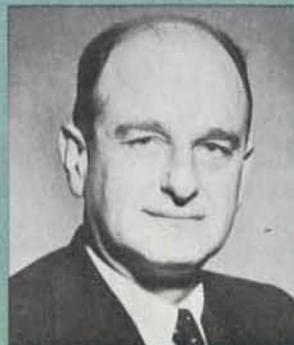
The technique: a UJA "Retreat", a three day consideration in depth of various aspects of the current and future Jewish scene. With Alan Sagner, Chairman of the UJA's Young Leadership Cabinet presiding, members of the cabinet group, some of whom had come from as far away as California, heard four outstanding authorities present pertinent conference subjects, and then proceeded to analyze these through intensive discussion. All members were 25 to 40 years in age, and all had already made their mark as leaders and workers in their home communities.

Israel's able Ambassador to the United States, Avraham Harman, opened the

### PRINCIPAL DISCUSSANTS AT YOUNG LEADERSHIP MEETING



**ALAN SAGNER**  
Chairman, Young Leadership Cabinet



**EDWARD M. M. WARBURG**  
Chairman, Joint Distribution Committee



**AVRAHAM HARMAN**  
Ambassador of Israel to the U. S. A.



**RABBI HERBERT A. FRIEDMAN**  
Executive Vice-Chairman, UJA

sessions with a telling presentation of "Israel as a Rising Modern Society". Edward M. M. Warburg, UJA's former General Chairman and Chairman of the Joint Distribution Committee, distilled a life-time of experience in a witty, perceptive talk on "Leadership of the United States Jewish Community in Transition." Professor Richard E. Pipes, Associate Director of Harvard University's Russian Research Center, spoke with authority and great insight on "Jewish life today in the Soviet Union and East European countries." The current Jewish scene in this country was knowingly presented by Rabbi Herbert A. Friedman, UJA's Executive Vice-Chairman, speaking on "The U.S. Jewish Community in the 60's."

For the UJA executive chief, the Onchiota Conference marked the fulfillment of something to which he had long looked forward. Five years ago, at UJA's 20th Anniversary Conference in Jerusalem, he had proposed the establishment of a special effort to train and bring forward a new generation of Jewish leaders. It was apparent to any serious student of the American scene, he noted, that a gap of knowledge and experience was growing between the leaders of the generation of American Jews who had borne the responsibilities of UJA in the great efforts of the 1940's and their sons. The tasks of insuring Jewish survival in our time and of building Israel, he added, would continue for many years, and there had to be trained and committed leaders to carry on these greatest Jewish responsibilities.

At Onchiota, one could sense that the young leadership program was no longer a proposal but a vital reality. Behind the conference was a record of accomplishment: Since 1960, the UJA Young Leaders had already participated in two exciting, top level national conferences of their own, and two stimulating, experience-rich Missions to Europe and Israel. At the Retreat, those present approved final plans for a Third Young Leaders Mission (July 8 - August 1) and a Third National Young Leaders Conference, (September 13 - 15), at New York's new Hilton Hotel.

More exciting than these facts was the evidence that young leaders, assisted by UJA training, could now be seen everywhere taking their place in the American scene. Four of the cabinet members, including Chairman Sagner, are chairmen of the campaigns in their home communities. Every other member of the Young Leaders Cabinet has already accumulated a growing list of positions and responsibilities, both on the local and national scenes. And behind them stands a small army of similarly dedicated and impressive young leaders, two to three thousand strong, already at work, learning about their tasks both through study and practice.

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In addition to Chairman Sagner, those in attendance at the Conference included:

Harold Abramson, Clifton, N.J.; Leonard D. Bell, Lewiston, Me; Herschel Blumberg, Washington, D.C.; Joel Breslau, Washington, D.C.; Irwin S. Field, Los Angeles, Calif.; Jack B. Fisher, Canton, Ohio; David B. Follender, Teaneck, N.J.; Martin S. Fox, Newark, N.J.; N. Bud Grossman, Minneapolis, Minn.; Martin Hecht, Southern Ill.; Robert Z. Kaplan, Toledo, Ohio; Michael S. Mahr, Baltimore, Md.; Morey M. Myers, Scranton, Pa.

Also: James H. Nobil, Akron, Ohio; Neil J. Norry, Rochester, N.Y.; Ivan J. Novick, Pittsburgh, Pa.; Frank M. Polasky, Saginaw, Mich.; Melvin D. Sacks, Akron, Ohio; Robert M. Schroyer, Chicago, Ill.; Leonard H. Sherman, Chicago, Ill.; Roger P. Sonnabend, Boston, Mass.; Wallace W. Wolf, Worcester, Mass.; Gordon Zacks, Columbus, Ohio.

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## THE STATE AND THE HOUSE OF ISRAEL MOURN A GREAT LOSS ITZHAK BEN-ZVI

The Officers of the United Jewish Appeal express their profound shock and sorrow at the untimely passing of the great President of Israel, Itzhak Ben-Zvi.

Meeting and talking with this devoted and irreplaceable leader was always a deeply moving and memorable event for members of the American Jewish community. His deep, compassionate interest in the coming together in the reborn Jewish homeland of immigrants from all corners of the earth, his intense concern for their welfare, their resettlement and their absorption, and his understanding of, and wise counsel toward, the work of the United Jewish Appeal in carrying out and implementing the task of immigration and absorption were an everlasting inspiration. To have known Itzhak Ben-Zvi, a man among men, was one of the greatest honors life could have bestowed on us as Americans and as Jews.

A life of brilliant scholarship, of lasting literary accomplishment, of unparalleled statesmanship and of moving personal humility has ended all too soon. In this moment of their grievous loss, our hearts go out in deepest sympathy to Mrs. Rachel Ben-Zvi, to Prime Minister David Ben-Gurion and to the leaders and the people of the State of Israel.



## 3rd YOUNG LEADERSHIP OVERSEAS STUDY MISSION DEPARTS JULY 8th FOR ISRAEL

For the third successive year a select group of leaders, representative of the younger generation of American Jews, depart for Europe and Israel to study at first hand the great life-saving and re-building programs financed through the United Jewish Appeal. Their vehicle: the UJA's 3rd Annual Young Leadership Overseas Study Mission.

Made up of 120 men and women in the 25 to 40 age range - the young leaders will depart at their own expense from New York's International Airport Monday evening, July 8 on a survey tour across the length and the breadth of Israel that will give them a penetrating insight into the social and economic problems created by the continuing large influx of immigrants into that country.

In Israel, the young Mission members will meet with the newly-elected President, the Prime Minister and other leaders of the government; with officials of the Jewish Agency, which conducts the UJA-financed immigrant resettlement and absorption programs, and with the directors of the Malben program of the Joint Distribution Committee which provides medical care and rehabilitation for thousands of sick, aged and handicapped immigrants. In Paris, they will meet with the JDC's leading overseas officials who will review its operations to meet the great crisis in human needs that has erupted in France as a result of last year's arrival of 110,000 Jewish refugees from Algeria, and in behalf of distressed Jews in other countries overseas. The young men and women will meet also with directors of the United Hias Service, the world-wide Jewish immigrant aid agency, and ORT, the UJA-subvented vocational training service.



## From the Chairman's Point of View . . .

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

As this issue of the Report to Members goes to press, many of the communities will be acting upon one of the most important UJA requests of the year: to join the national mobilization to raise \$39,500,000 in cash by June 30.

The drive to raise these funds began within hours after the return of Israel D. Fink, the National Cash Chairman, from a two-week personal survey of our UJA-supported programs abroad.

Unfortunately, too few of us had the privilege of hearing Mr. Fink's report. Because of the need to act quickly, Mr. Fink could do no more than report to the members of the UJA Executive Committee at a meeting in New York, and to some 60 members of the National Cash Committee - the latter by telephone.

I say unfortunately, advisedly, because the cold type of a printed report or reproduced letter can never hope to transmit to the reader the sense of anxiety he conveyed to those who heard him. That concern is for the fate and future of thousands of Jewish men, women and children - recent repatriates from Algeria, now in France, and for the immigrants who are entering Israel in tremendously increasing numbers.

This great sense of anxiety and urgency is not Mr. Fink's alone. It is shared by everyone of the Joint Distribution Committee and the Jewish Agency - from command headquarters in New York, Geneva and Jerusalem, to the personnel of a child-feeding station in Morocco, a transient hostel in Central Europe or a development town in the Negev.

Lack of cash is forcing our agencies into many agonizing re-appraisals - among them the heart-rending one of possible across-the-board reductions of vital welfare and other services, already at a dangerous minimum, for thousands of impoverished men, women and children.

Further, in France it is a real race against time itself, for on July 1, the French government's one-year repatriation allowance will end for thousands of Algerian refugees - Jew and non-Jew. Jewish refugees will turn instinctively to the JDC, which has no funds for this new emergency. In Israel, for many reasons which headlines make clear, less tax money will be available to reinforce the efforts of the Jewish Agency to absorb immigrants.

Because of these proliferating crises, UJA must appeal to every community to translate the pledges on hand into a great lifesaving flow amounting to \$39,500,000 in order to recharge and revitalize our agencies' operations in Israel, Europe and North Africa.

As in past crises, I am confident that our Jewish communities will join us wholeheartedly in this cash effort, and thus enable our hardpressed agencies to continue with their appointed tasks.