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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME XIX
1964

UJA Requires \$105,000,000 in 1964 to Save and Aid 751,500 Jews in 31 Lands

Report

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL



UNITED JEWISH APPEAL

1964

NATIONWIDE CAMPAIGN

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

Needed: \$69,000,000 through the Regular Campaign plus \$36,000,000 Special Fund

Vol. XIX, No. 1 Jan. 20, 1964 1290 Avenue of the Americas, New York City 10019 NOT FOR PUBLICATION

GREATEST ANNUAL NATIONAL CONFERENCE IN YEARS SETS \$105,000,000 GOAL TO MEET RISING NEEDS

- 2,000 Delegates Forge Mighty 1964 Campaign
- Name General Chairman Joseph Meyerhoff to 4th Term
- Elect Max Fisher as Associate General Chairman



1964 HIGH COMMAND. Former Israel Prime Minister Moshe Sharett, second from right, shown as he greeted the men who will share top responsibility for leadership of the UJA's 26th annual nationwide drive. A member of Israel's Knesset and Chairman of the Jewish Agency for Israel, Jerusalem, Mr. Sharett voiced keen satisfaction with action of annual Conference delegates. These included return of Joseph Meyerhoff of Baltimore to a fourth successive term as General Chairman; election of Max Fisher of Detroit to the new post of Associate General Chairman, and re-election of Rabbi Herbert A. Friedman of New York to 10th consecutive term as UJA Executive Vice-Chairman. Left to right, above: Rabbi Friedman and Messrs Meyerhoff, Sharett and Fisher.

UJA's FIRST AIM IN ITS 26th YEAR OF WORLD SERVICE



1964 CAMPAIGN KEYNOTE. The continued mass rescue of uprooted and distressed Jews, and their full economic, social and cultural absorption—in Israel and in all other free lands that take them in—are the chief objectives of the UJA's 1964 campaign. Delegates voted \$105,000,000 goal to insure attainment of these aims, called for increased giving both to the regular drive and Special Fund. Experts stressed 1964 again will see mass immigration in Israel marked by severe strain in providing jobs, housing, education and social services. (See Resolution on Page 23)

The United Jewish Appeal is now launched on its 1964 nationwide campaign.

In terms of leadership, goals and worldwide objectives, it is one of the greatest campaign efforts to be undertaken in many years. Its powerful shape and form was hammered out on the anvil of the UJA's 26th Annual National Conference, with more than 2,000 delegates in attendance at the New York Hilton Hotel from hundreds of communities throughout the country. It was — in sheer size alone, yet also in the personal importance of each and every man and woman there — the largest and most impressive body of its kind to come together in years to forge a program for, and to advance, the UJA.

The discussions, reports, addresses and decisions — each imbued with a special appreciation of the value of life, and of the need for speed in dispelling and dissolving the threats and shadows overhanging Jewish lives in lands around the world — held the delegates in their grip from Friday morning, December 6 to Sunday noon, December 8. And when finally the delegates departed, there came the realization that what had been achieved was not only the launching of an extraordinary campaign for the year 1964 but the successful orbiting of the UJA into a new era of service and opportunity after 25 years of unsurpassed effort and achievement in the saving of Jewish lives and the building of human freedom.

Two-Part Goal: \$69,000,000 Through Regular Drive; \$36,000,000 Through Special Fund

Here is what the delegates did:

* voted the UJA its greatest goal in five years, setting it by unanimous vote at \$105,000,000, or \$9,000,000 higher than in 1963.

* made provision that this increased goal — in behalf of 751,500 oppressed and distressed Jews in 31 countries, the largest number to require aid in more than a decade and at least 102,000 more than were helped in 1963 — be raised in two ways:

MRS. JACK KARP: Dynamic New National Chairman Of UJA Women



Mrs. Jack Karp of Los Angeles is the newly named National Chairman of the UJA Women's Division. A long time leader in Jewish communal causes, Mrs. Karp made her seventh trip to Israel this past November as head of the Eighth Annual Women's Division Survey of UJA-financed aid and welfare programs in Europe and Israel. During this trip, she conferred on immigrant aid problems in Israel with Prime Minister Levi Eshkol, former Prime Minister David Ben-Gurion, and Moshe Sharett, former Prime Minister and currently Chairman of the Jewish Agency Executive. A National Board member of the UJA Women's Division since 1950, she helped to organize the Permanent Women's Division of the Los Angeles United Jewish Welfare Fund, and served as its first president. Mrs. Karp is also a member of the National Board of Hadassah and was its National Vice-President from 1952 to 1955. In 1956, she was a delegate to the World Zionist Congress. Among the many honors conferred on her are the 1961 Woman of the Year Award by the Los Angeles B'nai B'rith, the World Citizen Award by Hadassah's Southern Pacific Coast Region, and the Israel Bond Award. In 1946-47, Mrs. Karp served as Chairman of the SOS (Save Our Survivors) Campaign in Los Angeles which collected clothing for distribution in the European Displaced Persons Camps. Mrs. Karp is the wife of Jack Karp, Vice-President of Paramount Pictures.

* \$69,000,000 through the Regular Campaign to finance the ongoing rescue, resettlement, rehabilitation and absorption programs of the UJA's constituent and beneficiary agencies, namely: the United Israel Appeal-Jewish Agency for Israel, Inc., the Joint Distribution Committee, and the New York Association for New Americans, plus

* \$36,000,000 through a 1964 UJA Special Fund to meet the extraordinary costs arising out of Israel's continuing high immigration, the movement of Jews to other lands, and other emergency costs. The United Hias Service as Jewry's world-wide migration agency will be a participant in the Special Fund, along with the UIA-Jewish Agency for Israel, Inc., and the JDC.

MASS ATTENDED BANQUET OPENS UJA'S 26th YEAR



AMERICA'S JEWISH COMMUNAL LEADERSHIP. Shown here on Saturday evening, December 7, in the Grand Ballroom of the New York Hilton Hotel is the top leadership of the American Jewish community as it opened the United Jewish Appeal's 26th consecutive annual nationwide campaign. The hundreds of delegates and guests heard outstanding addresses by Israel Ambassador to the United States Avraham Harman; UJA Honorary Chairman Edward M. M. Warburg, who presided; and UJA Executive Vice-Chairman Rabbi Herbert A. Friedman.

UJA YOUNG LEADERSHIP CABINET MARKS ITS FIRST YEAR



NEWEST ARM OF NATIONAL UJA. Created one year ago, UJA's National Young Leadership Cabinet met to note its first gains and to map plans for 1964. Shown in photo at left are Alan Sagner of Newark, N. J., left, the Cabinet's first National Chairman, and his successor, Joseph Kanter of Cincinnati, O., right, as they were congratulated by Max Fisher of Detroit, UJA's new Associate General Chairman.

Delegates Name Forceful Leadership For 1964, Cite Four In Particular

The delegates also:

* Re-elected Joseph Meyerhoff of Baltimore, by acclamation, to a fourth successive term as the General Chairman of the UJA — an action which was also a tribute since it returned him to the highest and most responsible voluntary office the American Jewish community has to offer.

* Elected Max M. Fisher of Detroit to be Associate General Chairman — a new post that was created not only in the light of the intensified needs and emergencies confronting the UJA and the American Jewish community, but in special recognition of Mr. Fisher's exceptional leadership qualities.

* Returned Rabbi Herbert A. Friedman of New York to a 10th consecutive term as the UJA's Executive Vice-Chairman — and accompanied the vote of acclamation with a tribute to his dynamic leadership of the UJA over the past decade.

* Named Mrs. Jack Karp of Beverly Hills, Calif., as the new National Chairman of the UJA Women's Division.

* Elected Joseph Kanter of Cincinnati, O., as the new Chairman of the UJA's National Young Leadership Cabinet.

* Brought back and introduced others to posts of the highest responsibility in the senior leadership of the UJA (See complete list on Page 17).

* Accorded special honors to four of the UJA's highest leaders in recognition of their services over the last several years: to Joseph Meyerhoff for his General Chairmanship from 1961 through 1963; to William Rosenwald of New York, a founder of the UJA, for his especially distinguished work in focussing the American public's attention on the UJA's 25th year in his capacity as Chairman of the Committee for Community Activities of the Anniversary; to Mrs. Israel D. Fink of Minneapolis, Minn., for her achievements in building the UJA Women's Division as its National Chairman from 1961 through 1963; and to Alan Sagner of Newark, N.J., for his pioneer role as a builder and first Chairman of the UJA's National Young Leadership Cabinet and program, which marked its first anniversary at the Conference.

Resolutions Committee Backs Its Recommendations With \$4,698,250 In Initial Gifts

As can be seen, there was much that set this Conference apart: the huge attendance, the strengthened leadership, the greater goal, and the somber tributes to the dead (see special section on Memorial Tributes starting on Page 19). But the most remarkable aspects of this most stirring of UJA annual meetings was the head on manner in which the Resolutions Committee defined and dealt with the realities of Jewish need in Israel and other parts of the world — and the full-hearted, unanimous endorsement that this won from the Conference as a whole.

"The United Jewish Appeal is not merely a fund-raising agency," Mr. Meyerhoff declared in commissioning the Resolutions Committee to do its work. "The United Jewish Appeal is much more than that. We have within the limits of what we do the whole idea of life and liberty and dignity for Jews everywhere, wherever they are.... and we cannot do it with a campaign as usual. We have to do something different, something extraordinary." He called upon the Resolutions Committee to second the need for an increased goal over 1963, and for increased giving in 1964. (See back cover for Mr. Meyerhoff's — the General Chairman's "Point of View").

UJA CITES ITS GREAT CHAIRMEN OF RECENT YEARS



JOSEPH MEYERHOFF receives delicately wrought silver Menorah whose inscription pays equal tribute to Mrs. Meyerhoff for helping her husband spread message of light and life as the UJA's General Chairman since 1961. Presentation was made by UJA Honorary Chairman Edward M. M. Warburg at Saturday banquet.



WILLIAM ROSENWALD, left, receives specially bound volumes containing mementos of every important event commemorating UJA's 25th Anniversary Year which he helped to lead as Chairman of Committee for Community Activities. He helped establish UJA; is a former General Chairman, is new Honorary Chairman.



MRS. ISRAEL D. FINK is honored for her National Chairmanship of UJA Women's Division during 1961, 1962 and 1963. Presentation to her and two others was by UJA National Chairman Rabbi Isadore Breslau at overflow Saturday evening banquet. Mrs. Fink is the former Pauline Oppert, was in French underground in World War II.



ALAN SAGNER receives silver Kiddush cup from Rabbi Breslau for his work in helping the UJA to establish its National Young Leadership Cabinet and Program, and for serving in 1963 as its first Chairman. Mr. Sagner is also a member of UJA's senior National Cabinet, and General Chairman, Essex County, N. J., UJA.

Scenes as UJA Began 26th Year of Life Saving



UJA Honorary Chairman Edward M. M. Warburg and Ambassador Harman.



Ambassador Harman and UJA Honorary Chairman Dewey D. Stone.



Mr. Harman; Mrs. Jack Karp, UJA Women's Chairman, and General Chairman Joseph Meyerhoff.



National Chmn. Edward Ginsberg and Associate General Chmn. Max Fisher.



UJA National Chairman Jack D. Weiler; UJA National Chairman Israel D. Fink, and Mr. Meyerhoff.



Monroe Goldwater of New York, and Cabinet member Max Firestein of Los Angeles.



New York Chairman Lawrence Schacht and Hon. Special Fund Chmn. Joseph M. Mazer.



New York Chairman Albert Parker and UJA Cabinet member Irving Kane of Cleveland.



Ambassador Harman and UJA Cabinet member Paul Kapelow of New Orleans.



Hon. Nat. Chmn. Samuel H. Daroff and Cabinet member Abraham Goodman.



Hon. Chmn. Joseph Holtzman of Detroit, and Israel Consul-General in New York, Katriel Katz.



Roger P. Sonnabend, Chairman of the Boston campaign, and Mr. Meyerhoff.



UJA Cabinet member Hyman Brand of Kansas City; Ambassador Harman, and Cabinet member Label Katz.



Herschel Blumberg and Jewish Agency Exec. Vice-Chmn. Gottlieb Hammer.



Earl Tranin, Kansas City; Joseph Mitchell, Los Angeles.

Noted UJA Leaders Elected to New Posts



DAVID LOWENTHAL, Pittsburgh
new UJA National Chairman



BENJAMIN H. SWIG, San Francisco
National Chairman



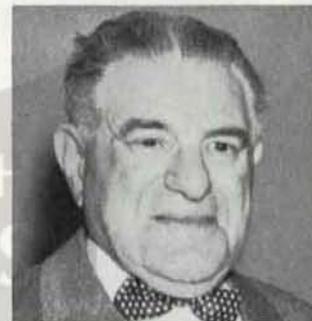
PHILIP ZINMAN, Camden, N. J.
new UJA National Chairman



WILLIAM ROSENWALD, New York
new UJA Honorary Chairman



ALBERT A. LEVIN, Cleveland
Honorary National Chairman



ADOLPH KIESLER of Denver
Honorary National Chairman

In considering Mr. Meyerhoff's plea and the document before it, the members of the Resolutions Committee were concerned not so much with the particulars of this or that phrase, but with the force — "the something different and something extraordinary" — that Mr. Meyerhoff had called for. As has happened before at these great Annual Conferences, the members of the Resolutions Committee produced not only a document to move the heart and soul of every thinking Jew, but adopted it with "a vote of dollars". The nearly 100 members of the Committee wrote a Resolution and supported Mr. Meyerhoff's call with an outpouring of initial gifts — or "votes", so to speak — that came to a total of \$4,698,250. It was and remains one of the largest and most impressive amounts ever to be contributed at an Annual Conference of the UJA to help set a higher standard of giving for the meeting and mitigating of needs in a forthcoming campaign. Dewey D. Stone of Boston, an Honorary Chairman of the UJA, served as Chairman of the Resolutions Committee, and delivered its report. (See back page for text.)

Jewish Agency, JDC, UJA Heads Give Reasons For Greater Goal

What, it may be asked, impelled the Resolutions Committee and the delegates to consider these needs so much greater as to warrant such a material increase in the UJA's program and goal?

Moshe Sharett, the former Prime Minister of the State of Israel and now a member of Israel's Knesset, gave a large part of the reason in his address as Chairman of the Jewish Agency for Israel. He told the delegates that the Jewish Agency in 1964 will require from American Jews alone no less than \$75,276,000 or nearly \$8,000,000 more than in 1963 to finance another year of record immigration, and to speed the social and economic ingestion of the 250,000 unabsorbed newcomers of recent and previous immigrations.

CHARLES MAYER: Foremost Among Great Leaders of New York UJA



One of New York City's foremost philanthropists is a modest and retiring gentleman named Charles Mayer, who has consistently commanded the admiration of the entire country as, year by year, he has announced the Mayer family's magnificent gifts to UJA. Mr. Mayer is not only one of UJA's most generous friends; he is also one of the outstanding leaders of the New York City campaign.

Since 1958, he has been Chairman of Trustees of the Greater New York UJA. Before that, he had served for two years as General Chairman of the metropolitan campaign, and led the Real Estate Division's drive in 1955.

As a civil engineer and an officer of the J. H. Taylor Construction Company, Mr. Mayer has repeatedly demonstrated his public spiritedness by donating his engineering services to the construction of many of New York City's landmarks. Among these structures are Lewisohn Stadium, the 92nd Street YM-YWHA, the building housing the Federation of Jewish Philanthropies, Lebanon Hospital and the New School for Social Research. The auditorium of the New School is named for his father, Bernhard, and the former dean of the School is his sister Clara.

Through his creative construction projects, Mr. Mayer is helping to change the face of New York City. Through his philanthropic leadership, he is serving the welfare of the city, and of the Jewish people all over the world.

Among the posts he presently holds, in addition to UJA, are Trustee of the National Jewish Welfare Board, member of the Board of 92nd Street YM-YWHA, and a leadership in the Federation of Jewish Philanthropies.

Charles H. Jordan, Director-General for Overseas Operations of the Joint Distribution Committee, gave another part of the reason for the assumption of an increased program and goal in substantiating why the JDC in 1964 will require a minimum of \$33,500,000 from all sources — \$25,000,000 of this from the UJA — an increase over 1963 of \$3,000,000 to finance relief and rehabilitation programs in behalf of 485,000 distressed Jews in 30 countries, 85,000 of these in Israel.

Rabbi Herbert A. Friedman, Executive Vice-Chairman of the UJA, gave still additional reasons why the UJA must meet its obligations not only in 1964 but in the new era now unfolding with the close of the UJA's first 25 years of activity and accomplishment.

The technical facts, figures, charts and special findings explaining why the UJA was being called on to do more in 1964 were set out in the detailed Budgetary Presentations of the UJA Constituent and Beneficiary agencies; in the Report to American Jewry entitled "Progress and Problems" submitted to the Conference by the UJA's 9th Official Study Mission which visited Israel, Europe and Moslem lands in October 1963, and in a Report on Israel's unabsorbed immigrants especially commissioned by the UJA and written for it by Ruth Gruber, the noted author-journalist.

EXCERPTS FROM THE GREAT CONFERENCE ADDRESSES

Here are excerpts from the addresses and reports delivered by the principal speakers: Mr. Sharett; Mr. Jordan; Rabbi Friedman; Avraham Harman, Israel's Ambassador to the United States; Michael S. Comay, Israel's Permanent Representative to the United Nations, and others.

Former Israel Prime Minister Moshe Sharett Presents Jewish Agency Needs For 1964



Mr. Sharett presented the needs of the Jewish Agency for Israel, Jerusalem, and spoke of the Agency's financial requirements. He explained the many social, economic and cultural problems in receiving, resettling and absorbing the flood-tide of immigrants. He stressed in particular that the \$75,276,000 needed from American Jewry to cover the costs of bringing in and resettling another record wave of immigrants would still leave it short of funds, and that additional millions of dollars are being asked for these programs from Jewish communities in other parts of the free world. Although Mr. Sharett spoke in glowing terms of American Jewry's role in helping Israel to receive and absorb so many hundreds of thousands of Jews over the past decade and a half, he underscored that this aid represented more than "mere material assistance;" that without such added assistance in the years ahead, Israel might well founder in its historic pledge to keep Israel's gates open to every Jew who needed to come.

"The challenge of Israel to the Jews of the Free World is continuous," Mr. Sharett declared, "because a fulfillment of destiny is not a one-time spectacular act or event, such as a declaration of independence or a military victory, but a laborious process of historic evolution — a long-term effort of national and social reconstruction.

"The keynote of that evolution is the movement of Jewish Return to the land of Israel, propelled by material misery, political persecution or spiritual bondage, and inspired by the prospect of freedom, dignity and harmonious life.

"Immigration is a wave-like phenomenon with an alternation of ebb and flow, crests and troughs. In the first four years of statehood the land of Israel took in 700,000 immigrants. Since then nearly half a million more have arrived in unequal annual installments. For the last four years the curve has been rising steeply. The total figure of 1960 was doubled in 1961, increased to two-and-a-half in 1962 and will end up as two and three quarters for 1963. The prospect for 1964 is one of a further rise.

"The burden of providing for this influx, in terms of the cost of transportation, housing, training and immediate absorption, is most unequally divided. The just over two million Jews of Israel, one-half of whom are newcomers still engaged in a hard struggle of adaptation, and all of whom are groaning under an extraordinarily heavy defense expenditure, bear two-thirds of it, while the seven and a half million Jews of the Free World — mostly prosperous communities — are expected to contribute only one-third.

"But the contribution of American Jews through the UJA, which represents the major part of gift funds provided from outside, has lagged most markedly behind the increasing need.

"The result has been a most oppressive backlog, expressed in overcrowding, inadequate education and rehabilitation facilities, dissipation of human resources, accumulation of bitterness at the denial of proper chances, and a wasteful and irksome burden of indebtedness.

"American Jewry owes it to the people concerned, to the State of Israel and to its own standing, to fill this gap and prevent the creation of a new lag in the future. That such a performance is fully within its potential capacity will not be disputed by anyone."

Charles H. Jordan Says: JDC Task Today Is Greater Than At Any Time Since End Of World War II



Mr. Jordan, in his address, spoke of the greater needs facing the JDC, with a total of \$33,461,000 required from the Jews of the free world — \$25,000,000 of this from the Jews of America — to help 485,000 distressed Jews in 30 countries, 85,000 of them in Israel through JDC/Malben.

"These figures may come as a shock to you. I confess they are a shock to me, even though for JDC they are the hard facts of daily existence... No year goes by without at least one emergency which makes unexpected demands on us. Last year it was the exodus to France from Algeria. Before that it was Bizerte, and the resumption of movement out of two very important areas. Politically, economically and socially, nearly one quarter of a million Jews in North Africa and similar areas are in severe trouble. Even in western Europe, which has enjoyed an economic boom, the cost of living has gone up steadily, which means that we have to run as fast as we can simply in order not to fall behind.

"I submit that the time has come when we have to stop deluding ourselves. The time has come when we must face the fact that, in 1964, Jewish relief and resettlement needs are greater than at any time since the end of World War II. Moreover, whatever we may have thought a few years back, the Joint Distribution Committee is not out of the refugee business, and won't be for years to come. No one needs a crystal ball to see that Jews by the thousands will continue to migrate in 1964 and that these migrations will be more expensive than ever.

"In addition," Mr. Jordan continued, "we have the responsibility of caring for the backlog of thousands of recent migrants who are not yet firmly resettled, as well as for maintaining ongoing assistance programs, in the places like France and Israel that are receiving these newcomers.

"The JDC has a third responsibility," Mr. Jordan emphasized, "and that is to the people who are left behind — the lame, the halt, the blind, the aged; and those who stay where they are because they are not allowed to leave."

Mr. Jordan gave very high emphasis to the following point: that the self-censor-

ship exercised by the JDC, the Jewish Agency for Israel, the United Hias Service, and the United Jewish Appeal with respect to Jewish migration — "in order," he declared, "not to harm the people whom we want to help" — may have tended to give American Jews the impression that since Jews "were no longer in the headlines, everything must be all right." Everything is not all right, he declared, as can be seen in the higher caseload, and in the increased money the JDC will need to cope with this caseload in 1964.

Rabbi Herbert A. Friedman Lists Three Basic Aims Of UJA

Rabbi Herbert A. Friedman, speaking at the thronged and colorful Saturday banquet session — a session attended by more delegates and guests than at any time in the UJA's history — gave a moving description of the UJA's basic aims. He summarized these in three points, terming them "the heart and philosophy of the UJA." Rabbi Friedman's presentation had a particular relevance, for it was at this session that the UJA brought to a formal close its first 25 years of activity, and entered upon a new phase whose course and length only the future — history itself — could determine.



Rabbi Friedman listed the UJA's three basic aims as follows:

1. assure the physical survival of every Jew in the world threatened by oppression or need.
2. assure spiritual liberty and freedom for Jews through programs of migration.
3. support the growth of free Jewish communities, particularly in the State of Israel, and thereby insure that they continue to remain free.

"Freedom for Jews in many parts of the world today can only be achieved by helping them to migrate from places where they are physically or spiritually oppressed, to places where they can live under complete liberty," he declared.

Rabbi Friedman emphasized that the UJA has an indispensable role to play in giving reality to these aims in 1964. He put it this way:

"1964 will be the year which will involve the rescue of the largest number of Jews in a dozen years. And there is no need, I think, for me to belabor this any further. Simply rejoice; rejoice in the knowledge that more individual Jews — more men, more women, more children — can be brought out next year from the countries of their unhappiness than at any time in the past dozen years, and know that this will cost more money. Rejoice further in the fact and in the thought that we in America are free enough and prosperous enough to provide the added funds, if we wish to. And accept the fact that we must.

"How bright, how noble the prospect. How exalted we shall be when we have really done it. Let us pledge that long before this century ends, the attainment of total Jewish freedom in the world, freedom for the people of Israel and the land of Israel will show to all men that if we can achieve it, such can be the heritage of the entire human race."

Israel Ambassador Harman Says: Rehabilitation Needs Remain Great



Avraham Harman, Israel's Ambassador to the United States, called on American Jews to increase their efforts to speed the process of Jewish rehabilitation throughout the world.

"The 18 years since the end of World War II have seen striking progress towards Jewish rehabilitation following the Nazi period," Ambassador Harman declared. "The UJA has been a primary source of this rehabilitation. Its member agencies — the United Israel Appeal and the Joint Distribution Committee — have helped in the migration of 1,500,000 Jews to lands of freedom. Of this number, more than 1,100,000 are today resettled in Israel.

"However," Ambassador Harman continued, "this process of rehabilitation is by no means over. It would be inconceivable to expect complete recovery in so short a space of time from the effects of so heavy a blow as experienced by the Jews during the Nazi period, when we lost six million of our people."

The Ambassador emphasized that Israel's people need fullest help from American Jews through the UJA, to complete the rehabilitation of many thousands of newcomers still unabsorbed among Israel's 1,100,000 immigrants since 1948.

Ambassador Harman stressed that the 2,200,000 people of Israel, "half of them immigrants since 1948," were already doing more than their full share in meeting the burden of taking in and absorbing the newcomers.

"Israel is already meeting, through the taxation of its own citizens, two-thirds of the cost of this refugee rehabilitation program", the Ambassador declared.

Israel's Envoy To UN Stresses Continued Need To Insure Jewish Survival



Ambassador Michael S. Comay, Israel's Permanent Representative to the United Nations, in the closing address of the conference, urged the strengthening of the partnership between the Jews of the United States and the Jews of Israel to meet commitments to Jewish survival the world over.

Emphasizing that "if we Jews do not take care of these needs — nobody else will," Ambassador Comay said: "Israel's responsibility is to assume the crushing burdens of defense, of providing water for a parched land, and of developing large land areas which have been neglected for centuries in order to provide living space for the thousands of Jews coming into our country.

"Your responsibility, as the most powerful and affluent Jewish community in the world, is to tax yourselves to the utmost to meet the needs of our incoming immigrants — as we are doing. If we both do our part, we shall be able to face and overcome every challenge to Jewish survival and to Israel's survival not only in 1964 but in the years thereafter."

Brandeis University President Strikes 1964 Keynote: Giving On Time Saves Lives In Time



Dr. Abram L. Sachar, President of Brandeis University, helped to strike one of the most important keynotes of the 1964 campaign. In addressing the opening luncheon, Dr. Sachar underscored the importance of "time and time-ness" in advancing the UJA's multi-faceted programs of rescue and reconstruction.

"In 1948" he declared, "the whole Jewish world united in sacrifice to buttress the Israeli struggle for independence, and the effort saved the day. But in later years, when such united assistance slackened or lagged, some of the most vital centers of Jewish life in Europe, North Africa and Asia went down in darkness, only a remnant escaping. A few precious opportunities remain, for salvage and rescue. The tandem of American generosity and Israeli courage, rightly timed, can work miracles. Next year or the year after, ten times the effort may be fruitless because the historic moment may have been missed and lost forever."

TOP COMMUNAL LEADERS PRESIDE OVER THREE DAYS OF SESSIONS

The three days of sessions heard not only from some of the great public figures of our time, but were presided over by a number of the most dynamic figures in the American Jewish Community.

Max Fisher Cites Churchill: This Is Only The End Of The Beginning



MAX M. FISHER of Detroit chaired the important and great decision-making opening plenary session on Friday morning, a session that was marked by the presence of a panel of experts who helped to amplify the published budgetary presentation of their respective agencies, and who joined with Mr. Sharett and Mr. Jordan in explaining the 1964 needs. The members of the panel were: Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee; Gottlieb Hammer, Executive Vice-Chairman of the Jewish Agency for Israel, Inc.; Dr. Isador Lubin, Consultant of the Jewish Agency Inc.; James P. Rice, Executive Director of the United Hias Service; Philip Soskis, Executive Director of the New York Association for New Americans, and Max A. Braude, Director-General of the World ORT Union.

Mr. Fisher opened the Conference with this theme: "If this were any other time in history and we were any other people," he declared, "we could rest on our laurels, we could enjoy the fruits of a great victory, but, as Winston Churchill once said: 'This does not mark the beginning of the end, only the end of the beginning'."

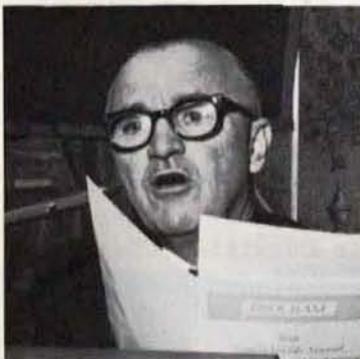
Alan Sagner Chairs Luncheon Session and Young Leadership Meeting

ALAN SAGNER presided at the opening luncheon session and also presided over a meeting of the Young Leadership Cabinet at which the Cabinet set down a program of intensified activities to expand the gains of its first year, which ended with a total of 6500 young men as participants in the program of training and development for community and national Leadership.

Edward M. M. Warburg Says: Jewish Survival Needs Are As Great As Ever



HON. EDWARD M. M. WARBURG, Honorary Chairman of the UJA and Chairman of the Joint Distribution Committee, presided at the mass-attended Saturday evening banquet session. Mr. Warburg spoke of the past 25 years, and of the challenges that confront American Jewry today. "Where do we stand?" he asked. "Despite the tremendous achievements, the challenge for Jewish survival still exists. True, there is a remarkable resurgence of Jewish community life in many parts of Europe, and, true, Israel is on the rise. But notwithstanding this, the road to freedom is choked with an unremitting stream made up of tens of thousands of Jewish refugees." Mr. Warburg gave a brief review of the many human problems in Europe — in France especially — and in Israel, stating: "We can count upon Israel bleeding itself white, and certainly, we can count, too, on sacrifices of the European communities. But all of these efforts may go for naught if we in America do not uphold our part — which is the largest part of this burden." Mr. Warburg reminded the vast assemblage "that the small band of men and women who established the UJA in 1939 refused to sit quietly in our sorrow. We come now to the end of an epoch, but not to a halt. We come to the end of this epoch with the knowledge that we are entering a new era in which the battle for Jewish survival is as crucial, the needs as urgent, and the dangers as ominous as in any period in the past. We come into it girded, I am sure, to meet the challenge of the years ahead at least as well as we met them in the period just ended."



Jack D. Weiler Presents Nominations; All Are Elected To Office

JACK D. WEILER of New York, a National Chairman of the UJA, presented the recommendations of the Nominating Committee and paved the way for the election of officers. The other Committee members included Mr. Warburg, Mr. Stone and Rabbi Breslau. (See Page 17 for election list.)



UJA's Midwest Region Meets At Conference To Spark Greater 1964 Effort

ALBERT B. ADELMAN of Milwaukee, a member of the UJA's National Campaign Cabinet, presided at a meeting of the UJA's Midwest Region. Mr. Adelman, who is the UJA's Midwest Regional Chairman, stressed especially the UJA's Midwest Leadership Institute to be held Friday through Sunday, March 6th to 8th, at the Edgewater Beach Hotel in Chicago. He urged maximum delegations from communities in the Region's 13 states.

Melvin Dubinsky Presides At Drama Reading Featuring Stars of Stage and Screen



MELVIN DUBINSKY of St. Louis, a National Chairman of the United Jewish Appeal, presided at one of the most distinctive of the Conference sessions — a session that was actually an event: The reading by a distinguished cast of Broadway and Hollywood actors of an especially commissioned dramatic work entitled "From Many Egypts" written by the noted TV playwright Allan E. Sloane. The atmosphere that afternoon was the same as at an opening night in the theatre — one of electric excitement and expectancy — and Mr. Dubinsky reflected this in his introductory remarks. He noted that while this was to be a premiere performance, its story was one of the oldest in the annals of man: The story

and the saga of Jewish survival down through the ages. "The best of the modern playwrights who deal with Jewish history tell this story in the only way it can be told — as a story of survival marked by great destructions and even greater renewals," Mr. Dubinsky declared. "And what we are about to see and hear is in the tradition not only of poetry but of prophecy." When the curtain came down, Mr. Dubinsky's tribute was re-echoed in a standing ovation for the entire company — for Allan Sloane, the playwright; for the members of the cast: Kim Hunter, Zachary Scott, Paul McGrath, Bryna Raeburn, Teri Kean, Gaye Houston, Larry Haines, Santos Ortega and soprano Molly Stark; and for the producer, Himan Brown. It was truly a memorable afternoon. (See Page 18 for a synopsis of the script).

Rabbi Isadore Breslau Reveals The Nature Of UJA's 'Secret Weapon'



RABBI ISADORE BRESLAU of Washington, D.C., a National Chairman of the UJA, acted for the UJA's top leadership in presenting the awards to Mr. Rosenwald, Mrs. Fink, and Mr. Sagner. The presentation to Mr. Meyerhoff was made by Mr. Warburg. In making the presentations, Rabbi Breslau referred to what he termed the UJA's "Secret Weapon," defining it as "simply this: the human resources we possess, our lay leadership, who day in and day out give their time, and strength, and their substance to communicate to each and every member of the community all the needs we face, and to stimulate the proper response. One of our greatest programs

-- and needs — at this time is to assure the continuity of this type of articulate and selfless leadership."

Edward Ginsberg Presides at Final Session, Uses Humor to Lighten Its Burden



EDWARD GINSBERG of Cleveland, O., a National Chairman of the UJA presided at the concluding Plenary Session on Sunday morning. A man of youthful exuberance in his face-to-face relationships, Mr. Ginsberg gave full rein to this quality on the Conference platform. His infectious humor and grand way of telling a story — including one on the origin and history of the bagel that was as erudite as it was amusing — served immensely to lighten the heavy burdens of the final hours of the Conference. Never before had one man helped to do so much serious work with such good humor.

Israel D. Fink Presides At Traditional 'Cash Line,' Receives Many Checks



ISRAEL D. FINK of Minneapolis, a National Chairman of the UJA and its National Chairman for Cash, reminded the delegates that the 1963 campaign was not yet over and urged intensified efforts following the Conference to assure its greatest possible success. He stressed especially "that one of the great unfinished tasks of 1963 is the problem of cash," asserting: "it is one thing to run a business on credit, but credit only goes so far; you must have cash to operate, and the United Jewish Appeal needs cash right now if it is to complete its mission of saving the lives it set out to save by the end of this year." He stood at the head of the traditional "Cash Line" immediately following to receive the many checks representing community allocations to the 1963 campaign.

LEADING OFFICERS MAKE BRIEF ACCEPTANCE REMARKS

The elections were followed by remarks of acceptance — from Mrs. Jack Karp of Beverly Hills, Calif., incoming Chairman of the Women's Division; Joseph Kanter of Cincinnati, incoming Chairman of the UJA's Young Leadership Cabinet; and Mr. Meyerhoff incoming for his fourth successive term as General Chairman of the UJA.



Mrs. Karp Says American Jewish Women Are Dedicated To UJA

Mrs. Karp, in her remarks, gave this pledge on the part of the UJA's Women's Division: "We dedicate ourselves toward bringing dignity and freedom to the victims of misery, fear and poverty. We dedicate ourselves to the historic challenge given to the women of this generation to provide the means to accomplish our goal."

Mr. Kanter Says Young Leadership Cabinet Will Uphold Gov. Lehman's Trust

Mr. Kanter gave a pledge of dedication for himself and for the members of the Young Leadership Cabinet: "We accept Gov. Lehman's sacred trust," he stated simply, noting that Mr. Lehman had taken part just one year ago in the meeting which established the Young Leadership Cabinet as an integral part of the United Jewish Appeal.

Mr. Meyerhoff Lauds Delegates For Giving Him 'Dynamic 1964 Team'



Mr. Meyerhoff, in his acceptance, paid a special personal tribute to Max Fisher for his agreement to serve as Associate General Chairman, and thanked the delegates for giving him what he termed "the dynamic team that will serve with me in the 1964 leadership."

"But the UJA is only as strong as each community is strong," Mr. Meyerhoff declared. All we can do is lead the way, and perhaps give some direction, but the rest is up to each individual community."

**WILLIAM ROSENWALD IS ELECTED NEW UJA HONORARY CHAIRMAN
LOWENTHAL, SWIG, ZINMAN ARE NAMED AS NEW UJA CHAIRMEN
KIESLER, LEVIN BECOME UJA HONORARY NATIONAL CHAIRMEN**

Full List of 1964 Campaign Officers Elected By Conference

In addition to Mr. Meyerhoff, Mr. Fisher, Rabbi Friedman, Mrs. Karp and Mr. Kanter, the delegates named these other outstanding leaders to top posts in the 1964 UJA:

Re-elected as UJA National Chairmen were Jack D. Weiler of New York, and Rabbi Isadore Breslau of Washington, D.C., representing the Joint Distribution Committee and the United Israel Appeal, respectively, the constituent agencies of the UJA.

Elected as UJA National Chairmen were David Lowenthal of Pittsburgh, Benjamin H. Swig of San Francisco, and Philip Zinman of Camden, N.J.

Re-elected to the same posts were Melvin Dubinsky of St. Louis, Israel D. Fink of Minneapolis, and Edward Ginsberg of Cleveland.

Elected as Honorary Chairman of the UJA was William Rosenwald of New York, a founder of the UJA and a former General Chairman and National Chairman.

Re-elected as Honorary Chairmen were Morris W. Berinstein of Albany, Dewey D. Stone of Boston and Edward M. M. Warburg of New York.

Elected as Honorary National Chairmen were Adolph Kiesler of Denver, and Albert A. Levin of Cleveland.

Re-elected Honorary National Chairmen were Samuel H. Daroff of Philadelphia, Joseph Holtzman of Detroit, and Sol Luckman of Cincinnati.

Re-elected as Honorary Special Fund Chairmen, were Joseph M. Mazer and Samuel Rubin, both of New York, and Robert W. Schiff of Columbus, O.

Elected as an Honorary Chairman of the Women's Division was Mrs. Israel D. Fink of Minneapolis, the Division's immediate Past Chairman. Re-elected as Honorary Chairmen were Mrs. S. Alexander Brailove of Elizabeth, N.J., Mrs. Jack A. Goodman of Indianapolis, Mrs. Hal Horne of New York, Mrs. Henry Newman of Kansas City and Mrs. Albert Pilavin of Providence.

Re-elected as National Co-Treasurers were Joseph I. Lubin and Jacob Sincoff, both of New York.

Re-elected as National Secretaries were Gottlieb Hammer of New York, Executive Vice-Chairman of the United Israel Appeal-Jewish Agency for Israel, Inc., and Moses A. Leavitt of New York, Executive Vice-Chairman of the Joint Distribution Committee.

STIRRING DRAMATIC READING TELLS STORY OF JEWISH SURVIVAL THROUGH THE AGES



Mr. Dubinsky introduces director Himan Brown.

Below are the opening lines of the dramatic reading: "From Many Egypts." The Narrators — their words often drawn from the Prophets — develop not only the tragic mood but the magnetic sweep of the ever heroic story of Jewish survival from the destruction of the kingdoms of Judah and Israel down to and including the years of the UJA's work in saving the lives of 3,000,000 victims of war and oppression.

"Once there was an Israel and a Judah. Then Assyria came down, and Israel disappeared — with all its Jews. Forever. And there was only Judah. Then Babylonia came down, and on the Ninth of Ab destroyed the Temple and took away the Jews. And there was neither Israel nor Judah — only Jews. But they returned and rebuilt the Temple, and again there was a Jewish nation. Then Rome came down, and on another Ninth of Ab destroyed the Second Temple and slaughtered 500,000, saying: "The very name Jerusalem is to be obliterated, and the Jewish religion proscribed." And there was no Jewish nation any longer, after the year 132. Only Jews. Dispersed from the land of Israel, scattered to the four winds. A people without a nation, without a common tongue, without even a religious hierarchy. But with an idea.

PROPHET: L'Shono hab-oh b'erezt Yisroel. An idea, and a promise: And I will assemble the dispersed of Israel, and gather together the scattered of Judah from the four corners of the earth. And I will place you in your own land, and ye shall know that I, the Lord have spoken and performed it!

NARRATOR II: We have returned. After eighteen hundred years, we have returned. And this is the story of the return. A story without parallel in the history of nations! Yet, it can be said in one word: Aliyah — "going up". For Jerusalem sits in the mountains, and when a pilgrim climbed the mountain roads to the holy city, he went up. But we have returned not as pilgrims, but as people. A people. And today the old word Aliyah is new again. . .and means immigration."

(The script is available from the UJA's Public Relations Department for staging in connection with 1964 community campaigns.)



Film and TV stars enthral audience of UJA leaders at presentation of "From Many Egypts" at Saturday afternoon session.

Women's Division Presents Dramatic Narration on Three Who Survived



Women's Division Hon. Nat. Chmn. Mrs. Israel D. Fink of Minneapolis, and Mrs. Jack A. Goodman of Indianapolis; George Vig; Hon. Nat. Chmn. Mrs. S. Alexander Brailove, Elizabeth, N. J.; Mrs. Albert Pilavin, Providence, and Mrs. Hal Horne, New York.



Hadassah Badoch; W. D. Vice-Chairman Mrs. Burt J. Siris of New York; Charles Birnbaum; W. D. Board member Mrs. Harding S. Frankel of Houston, and Mr. Vig after enthusiastic audience saw presentation of "The Gifted."

Another outstanding presentation was offered by the National Women's Division. Entitled "The Gifted" and presented as a dramatic narration, it told how three talented human beings — a singer, a dancer and a violinist — were saved from the Hitler extermination and given new opportunities through the UJA. This outstanding Women's Division production was narrated by Mrs. Burt J. Siris of New York, a National Vice-Chairman, and Mrs. Harding S. Frankel of Houston, Texas, a member of the Women's Division Board. The three gifted survivors were enacted by real life personalities George Vig, Hadassah Badoch and Charles Birnbaum. (Copies of the script are available from the office of the National Women's Division.)

UJA GIFTS CONTINUE TO BE TAX-DEDUCTIBLE

The United Jewish Appeal announced on December 15, 1963, that the Internal Revenue Service has ruled that contributions made to the United Jewish Appeal continue to be tax-deductible under the recent ruling relating to charitable funds used abroad. The UJA emphasized that the Internal Revenue Service approval covers individual, corporate, and foundation contributions. The recent ruling has reference to so-called "conduit" organizations where funds are raised for overseas philanthropies without control over the use of these funds by American citizens. The United Jewish Appeal is not a "conduit" organization, since its beneficiaries control the use of funds through Boards made up of American citizens. The rules of deductibility just publicly announced by the Internal Revenue Service have already been applied by it to the United Jewish Appeal, and the Service has ruled that the United Jewish Appeal meets these requirements. There is therefore no question about the tax-deductibility of contributions to the United Jewish Appeal.

MEMORIAL TRIBUTES CALL ON THE LIVING TO MAINTAIN TRADITIONS OF DEPARTED



* JOHN FITZGERALD KENNEDY, 35th President of the United States — killed by assassination on Friday, November 22, 1963. One year ago, on the occasion of the opening of the UJA's 25th year, President Kennedy hailed the United Jewish Appeal "as adhering to the finest humanitarian traditions of our country." He was especially impressed by what he termed "this warm spirit of compassion to assist the less fortunate that has inspired the people of UJA from its very beginnings." His memory and spirit were present throughout the Conference sessions.



Conference Marks Passing Of President Kennedy by Re-Broadcast of Warren Eulogy; Adjourns Early For Lehman Funeral

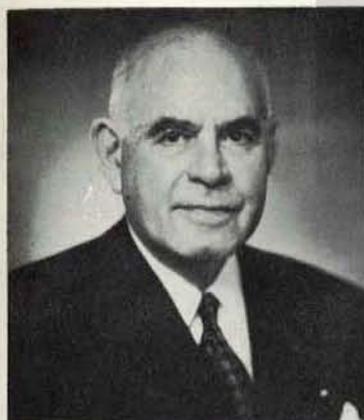
The delegates were in a deeply serious mood throughout the Conference. Confronted by the grim realities of Jewish need in Israel, Europe and other lands, they wrote a program calling for increased responsibility and generosity on the part of all American Jews. And equally as compelling in fashioning this program was the acute and gnawing sense that there was much to do to make up for the tragic losses which America and the American Jewish Community had sustained in the days immediately preceding the Conference and over the past year.

The Conference took note of the passing of President Kennedy and of Senator Lehman in a number of other ways. The Saturday evening banquet session was marked by a re-broadcast of the eulogy that was delivered by Chief Justice of the United States Earl Warren on Sunday morning, November 24th in the Great Rotunda of the Capitol where the body of the President lay in state. The Chief Justice, who was to have been a guest of honor at the session, did not attend in keeping with the 30-day period of National Mourning proclaimed by President

Johnson. Mr. Warren gave his personal permission for the re-broadcast of the tribute he had delivered at the bier.

The Conference was especially shaken by the passing of Mr. Lehman. The members of the UJA's National Young Leadership Cabinet went en masse to the chapel where the late Senator's body lay in state — and paid their respects with special meaning, for it was just one year ago, at Mr. Lehman's personal invitation, that a group of 35 young men came together at the UJA's 25th Annual Conference to hear him speak of the need for Young Leadership development as a permanent movement and an integral part of the UJA. The Conference adjourned precisely at noon on Sunday, December 8 to permit delegates to attend the 1:00 P.M. funeral services for Mr. Lehman at Temple Emanu-El, where President and Mrs. Lyndon B. Johnson, and other national and international figures had come from afar to pay their last respects to this greatest humanitarian of our time.

The Conference honored the memory of these departed:



* * *

* HERBERT H. LEHMAN, a founder in 1914 of the Joint Distribution Committee and a founder in 1939 of the UJA, passed away on Thursday, December 5. He was four times the Governor of the State of New York and was twice elected to represent his State in the United States Senate. He was wartime and post-war Director General of the United Nations Relief and Rehabilitation Administration (UNRRA). This universally beloved elder statesman of the Jewish community of the United States passed away on the very eve of the opening of the UJA Conference, which was to have named him to an eighth successive term as the Honorary General Chairman of the United Jewish Appeal. He was a man, the delegates declared in their memorial tribute, "who drew his inspiration from our Jewish traditions and who gave moral strength to the noblest of ideals; democracy and human freedom, the saving of his fellow Jews, the protection and the strengthening of their rights, and the establishment of the State of Israel."



* * *

* RABBI ABBA HILLEL SILVER passed away on December 1. In blessing his name and works, the delegates recalled that he was a signer of the agreement of November 1938 that created the United Jewish Appeal. His memory stirred the delegates to memorialize him as one who "burned with a vision of an Israel restored, of a people redeemed. In the darkest days of the struggle, his voice rang out like a Prophet of old, crying for justice for his people. To all of us, he brought a new sense of what could and must and should be done." Dr. Silver served as UJA National Chairman during the first five campaigns — from 1939 to 1943 — and as UJA Honorary Chairman in 1946. These were the years of the Hitler holocaust and its aftermath — years in which Dr. Silver's leadership helped immeasurably in mobilizing a tremendous outpouring of support for UJA's life-saving work from the American Jewish community. He inspired the enlistment of many top leaders in the UJA cause.



* FRED FORMAN of Rochester, N.Y., was an Honorary National Chairman at the time of his passing on Sunday, September 29. He was a former National Chairman and a former Chairman of the UJA's National Campaign Cabinet who, in the words of remembrance set down by the delegates, "went abroad on our behalf on many Missions, returning always to the United States to travel widely to tell the story of Jewish survival and rescue. He served mankind with selfless generosity and we loved him for his quiet modesty yet forceful leadership."



* ABE S. KAY of Washington, D.C., passed away on Wednesday, July 10. He served with distinction as a member of the UJA's National Campaign Cabinet beginning with the year 1950, and served with equal fervor as the perennial leader of the UJA of Greater Washington. In remembering his name for blessing, the delegates said of him: "Abe Kay worked on all aspects of the development of Israel with great devotion and a deep sense of conviction which caused all of us to admire and respect him."



* HERMAN M. PEKARSKY of Newark, N.J., passed away on September 16. He was the Executive Director of the Jewish Community Council of Essex County for close to 20 years. The delegates were especially mindful that Mr. Pekarsky "gave his whole lifetime to the cause of the United Jewish Appeal and the betterment of society in this country, in Israel and in the world at large."



* ELKAN R. MYERS of Baltimore, Md., passed away soon after the UJA Conference took place. A long-time leader of the Baltimore Jewish Community, he died on Wednesday, December 11. His many friends everywhere in the country who were at the UJA Conference knew something was wrong when Mr. Myers failed to attend, for there was never a meeting of the UJA that did not see his tall, vigorous and familiar figure. He was a member of the Executive Committee of the UJA's great campaign of 1946 that exceeded its goal of \$100,000,000 by at least three million dollars. Mr. Myers served continuously as a member of the UJA's National Campaign Cabinet beginning with the year 1958.

RESOLUTION

UNITED JEWISH APPEAL 26TH ANNUAL CONFERENCE

WE, THE REPRESENTATIVES OF AMERICA'S JEWISH COMMUNITIES, in attendance at the 26th Annual National Conference of the United Jewish Appeal;

HAVING HEARD THE INSPIRING NEWS OF LARGE NUMBERS of new immigrants reaching the shores of Israel;

HAVING BEEN INFORMED BY RESPONSIBLE AND AUTHORITATIVE LEADERS of the vital tasks which remain to be done in order to absorb fully the new immigrants into the economic and social fabric of the country;

HAVE REACHED CERTAIN CONCLUSIONS which we wish to share with our fellow Jews in the United States.

FIRST AND FOREMOST, we have been inspired by what Israel has achieved during the brief span of its fifteen years of statehood. There our fellow Jews, heretofore the cruel victims of tyranny and oppression, are walking with heads erect, rearing their families in an atmosphere of dignity and freedom, and singularly dedicated to the task of building a nation which is already a source of inspiration to Jews wherever they live and promises to be a light to the whole world.

AT THE SAME TIME we learned of the vastness of the needs involving many of the new immigrants in Israel. These needs, primarily in the area of immigrant absorption, have persisted because, notwithstanding the large sums that have been contributed to the UJA, our funds have not kept pace with the even larger needs presented by the great cause we have espoused.

THIS CONFERENCE HAS REVEALED TO US that in the forthcoming year the immigration into Israel will exceed even the large immigration of the current year.

It has further revealed the urgency of our commitments outside of Israel—in France where thousands of Jews uprooted by political upheavals in their North African homelands have sought refuge; in other countries where Jews have never recovered from the ill effects of the Hitler persecution; and in behalf of the multitude of Jews on the move toward Israel and other havens of freedom. These needs will be greater in 1964, and more costly to meet.

As a result of this exhaustive review of Jewish overseas needs, it is our conviction that: as **AMERICAN JEWS WE CANNOT—WE DARE NOT—SHIFT ANY MORE OF THE INCREASED COSTS** of immigrant reception and absorption to the people of Israel, burdened as they are by the tremendous cost of preserving their own security and the greatest portion of the cost of housing and absorbing the new Immigrants.

In 1964 we must do everything in our power to correct this imbalance.

WE MUST PROVIDE INCREASED FUNDS both to help keep the life-line to Israel open, and to give real meaning to the rescue and welfare of those who have not yet taken root in Israel.

WE MUST PROVIDE INCREASED FUNDS to enable the American Joint Distribution Committee and the other agencies which derive their support from the UJA to meet our obligations to our fellow Jews in need in other parts of the world.

WE MUST TREAT THESE INCREASED OBLIGATIONS not as increased burdens but as increased opportunities to advance the great mission of the redemption of our people. This is a mission to which our generation and, particularly, we the Jews of America, grateful for what we have, have heretofore applied ourselves with so much heart and so much soul.

TO ACHIEVE THESE ENDS, we earnestly and wholeheartedly endorse and ratify the following goals for the United Jewish Appeal in 1964:

\$69,000,000 to cover the regular budgets of the Joint Distribution Committee, the United Israel Appeal-Jewish Agency for Israel, Inc., and NYANA, an amount 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 extra immigration to Israel and other emergency needs. In this Special Fund the United Hias Service, Jewry's world-wide migration agency, will also participate.

Having taken these steps, we must assure the UJA that our Jewish communities will do all in their power to mobilize their utmost support on behalf of the 1964 national UJA goal of \$105,000,000. This will give maximum meaning to the life-saving and life-building efforts on behalf of more than 750,000 Jews in need or in oppression in 31 countries.

Therefore, to assure the assumption by each American Jewish community of its fair and proportionate share in this national responsibility, we urge that they:

RESOLVE to increase their regular allocations to the UJA; and

FURTHER RESOLVE to participate in the **SPECIAL FUND** of \$36,000,000, in a manner which each community shall decide for itself.

In support of these community efforts on behalf of this \$105,000,000 goal, we call upon every contributor to:

RESOLVE to raise his own standard of giving to his local campaign;

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

Also, we, the delegates to this 26th Annual National Conference, **DO FIRMLY PLEDGE AND RESOLVE** to set an example for our fellow Jews by raising our own standards of giving, and by working diligently for the fulfillment of the established goals in each of our respective communities.



From the Chairman's Point of View . . .

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

May I begin with a personal word: I was greatly moved by the expression of confidence recently extended me at the UJA Annual meeting by the leaders of hundreds of American Jewish communities who voiced their approval of my continuing as General Chairman for another year, or who have written me congratulating me on my re-election. To all of you, my sincere appreciation.

At the opening Conference session on Friday, December 6th, I had an opportunity to speak on the vitally important matter of what UJA's goal should be in 1964. Let me underscore several points that I made at that time.

To begin with, I am sure every thinking American Jew regards the United Jewish Appeal as far more than a mere fund-raising agency. Although we could not achieve our purposes without fund-raising, UJA's 25 year record shows that above all we are dedicated to the saving and preserving of life and liberty for Jews the world over.

There are two mighty statistics in our record books. First, since its founding, the UJA has raised almost a billion and a half dollars. The statistic that gives us all the greatest pride, however, is the second one. It has to do with saving and building of lives. Since 1939, UJA has made possible the relief, rescue and rehabilitation of more than 3,000,000 Jewish men, women and children, throughout the world.

Another point I made is that there is an immediacy and urgency about our work in 1964 which made it absolutely essential that American Jews adopt the goal they did; \$69,000,000 for the UJA Regular Fund, plus the additional goal of \$36,000,000 Special Fund for increased immigration. This sense of urgency springs out of the simple fact that the greatest number of Jews in a decade, more than three-quarters of a million, need our help in 1964. Part of this increase arises from the fact that 1964 *can* be another year of peak immigration to Israel and other lands. It *can* be, if we provide the funds to cover the cost of this "extra" immigration. That is why a Special Fund, over and above the regular goal, is absolutely necessary.

The third point I made was simply that adopting a goal -- even one that is 15 per cent greater than in 1963, is easy. But it is a meaningless gesture -- unless it is implemented by the raising of additional funds.

To do this successfully, each of us must focus his mind and heart on the meaning behind such phrases as "3,000,000 lives saved." That enormous statistic recalls for me certain real-life, unforgettable people. I think of Jewish men and women from the DP camps that I met in Israel's tent cities in 1949... of immigrants whom I met in later years, just stepping down a gangplank in Haifa, with wonder and hope in their eyes... as they were about to begin new lives after years of despair and fear. I think of proud young boys and girls in vocational schools that our funds support, learning a trade, ... of wonderful old men and women living out their lives in dignity, in JDC's Malben homes ... of Jewish children I have seen growing up straight and strong in UJA-supported institutions in Moslem ghettos and who will prepare for a future of dignity and self-respect.

All of us have experiences of this sort, and all of us can draw strength from them to do the job ahead of us. All of us must keep this fact in mind: "*money means lives.*" Our real goal in 1964 then, is something far greater than raising \$105,000,000. It is to rescue, encourage, revive, lift up and *save* countless Jewish men, women and children, who can look only to you and to me for help and for hope for the future!

UJA Requires \$105,000,000 in 1964 to Save and Aid 751,500 Jews in 31 Lands

Report

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL



UNITED JEWISH APPEAL
1964
NATIONWIDE CAMPAIGN

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

Needed: \$69,000,000 through the Regular Campaign plus \$36,000,000 Special Fund

Vol. XIX, No. 2 March 11, 1964 1290 Avenue of the Americas, New York City 10019 NOT FOR PUBLICATION



Key Men at UJA National Inaugural Conference: Associate General Chairman Max M. Fisher; Associate Justice Arthur J. Goldberg, U.S. Supreme Court; UJA General Chairman Joseph Meyerhoff, and Executive Vice Chairman Rabbi Herbert A. Friedman.

THE CHALLENGE

"We must produce an initial sum so large that it will inspire a record 1964 response from all American Jews."

JOSEPH MEYERHOFF
at UJA National Inaugural Conference, 1964

OUR ANSWER

\$17,850,000

in initial gifts from American Jewish leadership

HISTORIC INAUGURAL CONFERENCE IN WASHINGTON GIVES POWERFUL THRUST TO UJA 1964 DRIVE



Climactic moment of Inaugural Conference: The Banquet Session at which \$17,850,000 was announced for 1964 UJA Campaign.

The United Jewish Appeal's National Inaugural Conference, held in Washington, D.C., February 9 and 10, again proved to be the top fund-raising and inspirational event in the American Jewish community.

Meeting for the first time in the nation's Capital, the Conference registered these notable achievements:

- * \$17,850,000 in leadership gifts, the total coming from announcements by individuals at the meeting and from initial gift parlor meetings held earlier in the communities. This represents one of the best opening efforts in years for a UJA nationwide campaign.

Made history:

- * In having the President of the United States address it. This occurred when President Lyndon B. Johnson greeted the leaders at the conclusion of their White House tour on February 10. In his off-the-record talk he commended them for their work on behalf of the UJA - and the USA.
- * With a significant address delivered at the Inaugural Dinner at the Mayflower Hotel on Sunday, February 9, by Associate Justice Goldberg of the U. S. Supreme Court, in which he flatly declared that UJA's contribution to the people of Israel's efforts to achieve economic self-sufficiency "implements American foreign policy."

Paying tribute to the "indispensable role which the UJA has performed for the Jewish people throughout the world," Justice Goldberg said: "It is difficult to conceive how Jewish life and the Jewish spirit would have prevailed and endured in recent years of tragic memory without the work and contributions of the UJA."

UJA Is Implementing U.S. Foreign Policy

In helping the people of Israel help themselves to reach economic self-sufficiency, Justice Goldberg emphasized: "The UJA implements American foreign policy...Israel's goal is our goal — peace in freedom. We are allies in this common cause. It is for this reason that every Jew who, through the UJA and otherwise, aids in advancing Israel, is a better man and a better American for doing so."

Particularly reassuring to this top echelon of American leaders was another of Justice Goldberg's statements: "...No American need be restrained from reaffirming the traditional American policy of support for the integrity of Israel and for its peaceful development — support which America, in equal measure, offers to every other country in the Middle East."

Justice Goldberg also called the UJA's never-ending task of mobilizing the generosity of Jews and non-Jews in support of its lifesaving efforts "a heavy but proud burden."

"I am sure that the leaders of this campaign would like to promise you relief, at least in part, from this burden — the sight of an end to this responsibility. It would be ill-advised to do so because although Israel's self-reliance increases day by day, it will need help and support for many years to come." (For other significant excerpts from Mr. Justice Goldberg's address see pages 10 - 11).

UJA Officers Outline Responsibilities Of American Jews

Equally inspirational were the concluding remarks made by Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, in his keynote address at this same session.

"You are the core of power of the Jewish community of this country," Rabbi Friedman told the 200 guests at the dinner. "You have the capacity to generate for this cause any number of millions of dollars. I beg you to exercise that power. If you act tonight to inaugurate this United Jewish Appeal campaign with nobility, with heroism and with strength, we can move a nation!"

In hard-hitting addresses, Joseph Meyerhoff of Baltimore, UJA General Chairman, who presided at the Inaugural Conference; Max M. Fisher of Detroit, UJA Associate General Chairman, and Edward Ginsberg of Cleveland, a UJA National Chairman, stressed these major needs for which American Jews must raise \$105,000,000 — including the Special Fund of \$36,000,000 — in 1964:

1. Assist the tens of thousands of Jews on the move to Israel and other countries for permanent resettlement.
2. Eliminate the tremendous backlog of unmet needs of 342,000 Jewish immigrants in Israel — new and old — who are not yet firmly absorbed in that country's social and economic life.
3. Sustain a record number of Jews — refugees, those in transit, thousands living in Europe and in North Africa — whose survival hinges on the continuance of UJA's large-scale assistance programs.

"The most important function that we assembled at this Conference could perform is that of impressing upon American Jews that the problems UJA faces are more urgent than ever," Mr. Meyerhoff said. "There is only one way in which we can do this. That way is to announce out of this room an initial starting sum for the 1964 campaign so large, that it will inspire a record response from all American Jews."

GIFT MADE IN MEMORY OF HER HUSBAND BY MRS. HERBERT H. LEHMAN INSPIRES LEADERSHIP



A peak emotional response from the leaders attending the National Inaugural Dinner in Washington was evoked by the announcement of a campaign gift of \$100,000 from Mrs. Herbert H. Lehman in memory of her husband, the late Governor and Senator of New York, who died on December 5. Mr. Lehman was a founder of the UJA.

The gift was made through the UJA of Greater New York's Women's Division, which Mrs. Lehman serves as Honorary Chairman. The announcement from Mrs. Lehman pointed out that her husband "had been associated with the Joint Distribution Committee since its inception and was deeply involved in and

concerned with its humanitarian work." Mrs. Lehman expressed the hope that her 1964 gift would "help the UJA in carrying on its splendid work." The impact of the announcement, made in the names of two of the most beloved personalities in the American Jewish community, was both emotional and electrifying, and served to stimulate many increased gift announcements. The late Governor Lehman served as Honorary Chairman of the National UJA's first four campaigns and later as its Honorary General Chairman, a post he held at his death. He also served in every leading post of the Greater New York UJA, including that of General Campaign Chairman. His final New York post was as Honorary Chairman of the Board of Directors.

Mr. Fisher declared: "Our goal is not just to raise \$105,000,000 — important as that is. It is something bigger — to make it possible for another three-quarters of a million Jewish men, women and children to live in peace and dignity.

"This," said Mr. Fisher, "is the true goal of the UJA this year — the greatest goal in Jewish life today."

This view also was emphasized by Mr. Ginsberg who urged the leaders to look at the budgets of the UJA agencies "not in terms of dollars, but as staggering human problems which can be met and solved only by a generous outpouring of free dollars from American Jews."

The Leaders' Visit To The White House

Two other highlights of the Conference were the reception to the leaders given by Ambassador Avraham Harman at the Israel Embassy on Sunday, February 9, and the special tour of the White House on Monday.

The tour of the White House was a particularly memorable one because it offered the leaders a personal view of a number of State Rooms which had been refurbished by Mrs. John F. Kennedy. They were: The China Room in which was displayed a collection of china used by every President of the United States since the Washington administration; the Gold Room in which was displayed goldware, some pieces dating from the Monroe administration; the Library; the East Room where the late President Kennedy lay in state before his funeral; the Green Room in which was hung a Monet landscape contributed by the Kennedy family; the Blue Room and the Red Room, the latter hung with portraits of every past President.

President Johnson greeted the group in the State Dining Hall — the last place visited on the tour. With the President at that moment were Justice Goldberg and Myer Feldman, Special Deputy Counsel to the President.

The Conference closed with an off-the-record talk by Mr. Feldman at the Luncheon Session which followed the White House visit. Aptly summing up the appreciation of the UJA leadership for Mr. Feldman's contribution to the Conference's success, as well as the deep regard in which he is held, were these concluding remarks by Mr. Fisher: "We can be really proud to have such a dedicated person in the White House. We also owe him a deep debt of gratitude. It was his work and his effort that did so much to make this Conference the success that it is."



Myer Feldman, the President's Special Deputy Counsel, gives closing address at Conference Luncheon, Monday, February 10.

JUSTICE GOLDBERG JOINS UJA LEADERS AT IN



With a trio of National Chairmen: Edward Ginsberg, Detroit; Melvin Dubinsky, St. Louis, and David Lowenthal, Pittsburgh.



With Charles Gershenson, Chairman, Detroit Campaign and National Campaign Cabinet member; Mrs. Jack Karp, Los Angeles, Chairman, UJA National Women's Division; Rabbi Friedman, and Charles Bensley, a New York UJA Vice-President.



With Chicago's Morris De Woskin; National Campaign Cabinet members Leonard Laser and Max Bressler; Albert A. Hutler, Jewish Welfare Fund Campaign Director.



With St. Paul's Sam Singer, Carl Sharpe and Arthur Goodman, and Joseph Meyerhoff, UJA General Chairman.



With Max M. Fisher, Detroit, UJA Associate General Chairman; Marvin L. Warner, Cincinnati, National Campaign Cabinet member; Albert B. Adelman, Milwaukee, Executive Committee and National Campaign Cabinet member.



With Robert C. Haymen, Buffalo; Robert Golder, Philadelphia, and Leonard Goldfine, Chairman, Philadelphia Campaign and National Campaign Cabinet member.



With William Rosenwald, New York, UJA Honorary Chairman.



Joseph Mazer, New York, Honorary Special Fund Chairman and Philip Zinman, Philadelphia and Camden, a National Chairman.



With Amos S. Deinard, veteran Minneapolis leader.



With Dr. Dewey D. Stone, Boston, an Honorary Chairman.



With Martin Nadelman, Sarasota, Florida, National Campaign Cabinet member.

ANNUAL BANQUET IN CAPITAL'S MAYFLOWER HOTEL



This Cleveland table includes, L to R—Milton A. Wolf, Irving Stone, Harry H. Stone, Julius Paris and Irving Kane, both National Campaign Cabinet members; and Howard M. Metzenbaum.



In this Cleveland group are, L to R—Max Axelrod, Sheldon B. Guren, National Campaign Cabinet member; Gerold S. Soroker, Campaign Director; Charles Ginsberg, Jr., Martin Friedman, James D. Rosenbaum, Herbert H. Schiff, Columbus, National Campaign Cabinet member, and Arthur Dery, this year's Campaign Chairman.



The Boston table has, from L to R, Carl G. Linn, Bernard D. Grossman, Earl Groper, William Sheft, Dr. B. B. Rosenberg, Executive Director, Combined Jewish Philanthropies; Joseph M. Lipton, Miami General Campaign Chairman; Aaron Levine, Campaign Director, and Irving M. Groper.



Detroit's delegation included, L to R, Sol Eisenberg, Paul Zuckerman, National Campaign Cabinet member; Abraham Borman, Phillip Stollman, National Campaign Cabinet members; Mrs. Louis Hamburger, Irwin Green and Charles H. Gershenson, Campaign Chairman.



With three of Essex County's (Newark, N. J.) leaders—David Litwin, General Chairman; Bernard Striar, Chairman, Pace Setters Division and Jack J. Waldman.



With Samuel H. Daroff, Philadelphia, an Honorary National Chairman; Ben Domont, Indianapolis Campaign Chairman; Solomon W. Petchers, Associate Chairman, New York UJA; Paul Himmelfarb, Washington, D. C.



With Ben D. Marcus, one of Milwaukee's representatives on National Campaign Cabinet.

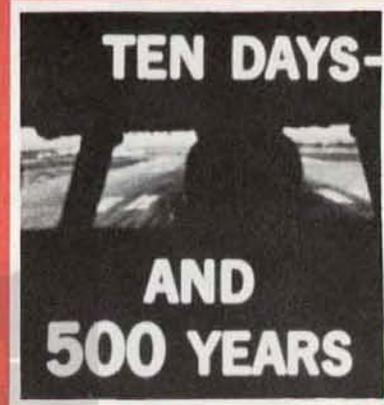
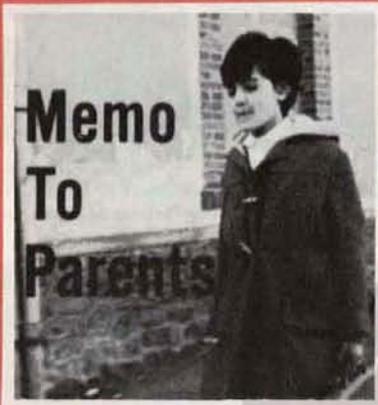


Joseph H. Kanter, Chairman, National Young Leadership Cabinet; Gottlieb Hammer, Executive Vice Chairman, Jewish Agency for Israel, Inc., N. Y., and Rabbi Henry Segal, Washington.



With Albert Parker, a General Chairman, New York UJA and National Campaign Cabinet and Executive Committee member; Irwin Porter and Saul F. Shapira, both of Pittsburgh.

THREE NEW UJA FILMS, PRODUCED IN NORTH AFRICA AND ISRAEL, FOR CAMPAIGN SHOWINGS



Three outstanding new films for the 1964 UJA Campaign have been produced by the UJA Public Relations Department and have just been released for TV and campaign usage.

MEMO TO PARENTS, a 28-minute film in black and white, designed particularly for television, centers on the fact that one out of every two persons who will be helped by the UJA this year is a child or a youngster under 18. Produced and directed by Himan Brown, it features numerous on-the-spot documentary sound-film sequences of children receiving life-building help from UJA-assisted agencies in Europe and Israel. Narrated by Robert Preston; commentary written by Allan Sloane.

JOURNEY TO TODAY, a 17-minute color film for TV and campaign use, features Mrs. Jack Karp, 1964 Chairman of the UJA National Women's Division, and Laurence Harvey, the screen star. A compact presentation of the 1963 Women's Division Study-Tour of Europe, North Africa and Israel, the film contrasts conditions in 1953, when Mrs. Karp made a similar film entitled **JOURNEY TO TOMORROW**, with the achievements and needs of Jews overseas today. It stresses the fact that one out of every 4 immigrants to Israel is still not fully absorbed.

10 DAYS AND 500 YEARS, a 14-minute color film, deals with the situation of North African Jews. It follows several families from the time they leave their homes until they arrive in Israel. It includes scenes of villages in the remote hinterlands which have never before been photographed. Because of the nature of the material, this film cannot be shown on television, and is for campaign-meeting use only. Narrated by the stage and screen star Eli Wallach. Written, directed and produced by Irving R. Dickman, Public Relations Director, Joint Distribution Committee.

Prints of each film may be obtained from the UJA's Department of Public Relations.



Mrs. Jack Karp

NINE NEW MEMBERS APPOINTED TO UJA EXECUTIVE COMMITTEE

Join 30-Member Group Directing 1964 Drive



Benjamin H. Swig



Albert B. Adelman



Bernard H. Barnett



Albert Parker



Joseph N. Mitchell



Label Katz



Joseph D. Shane



Lawrence Schacht

Nine outstanding leaders, all long active in UJA campaigning on both local and national levels, have been named to the UJA's Executive Committee. The 30-member Executive Committee is the UJA's top policy-making body. The newly named members are:

ALBERT B. ADELMAN, Milwaukee: Vice-President, Milwaukee Jewish Welfare Fund; Director, Mount Sinai Hospital, Milwaukee; member, UJA National Campaign Cabinet; former President, Wisconsin Chapter of Young Presidents' Organization.

BERNARD H. BARNETT, Louisville: Leader in Louisville Conference of Jewish Organization's annual fund-raising drives; member, UJA National Campaign Cabinet; former Chairman, Louisville Fund; former member of Advisory Group to Joint Committee on Internal Revenue Taxation of Congress.

MRS. JACK KARP, Los Angeles: 1964 National Chairman, UJA Women's Division; National Board member of UJA Women's Division since 1950; former National Vice-President, Hadassah; member, National Board of Hadassah.

LABEL A. KATZ, New Orleans: International President, B'nai B'rith; Past President, New Orleans Jewish Welfare Fund; member, 1964 UJA National Campaign Cabinet.

JOSEPH N. MITCHELL, Los Angeles: 1962 General Chairman and 1963 Vice-President, Los Angeles United Jewish Welfare Fund; member, UJA National Campaign Cabinet; Board member, Jewish Federation - Council of Greater Los Angeles.

ALBERT PARKER, New York: A General Chairman, 1964 UJA of Greater New York; ranking leader, Lawyer's Division, NY UJA; member UJA National Campaign Cabinet.

LAWRENCE SCHACHT, New York: A General Chairman, 1964 UJA of Greater New York; member, UJA National Campaign Cabinet; Board member Israel Bonds.

JOSEPH D. SHANE, Los Angeles: Past General Chairman and Co-Chairman, United Jewish Welfare Fund of Los Angeles; Director, Los Angeles Community Council; member, UJA National Campaign Cabinet.

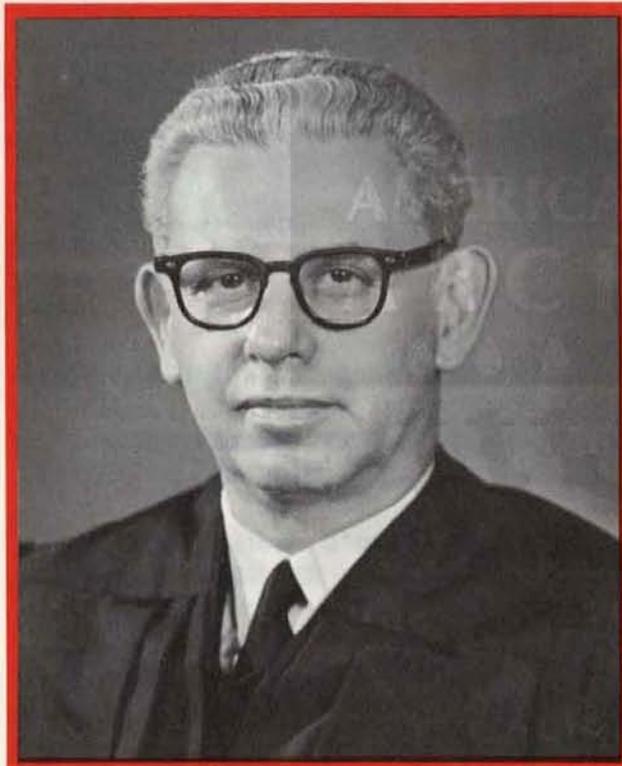
BENJAMIN H. SWIG, San Francisco: A UJA National Chairman; President, Jewish Welfare Federation of San Francisco, Marin County and the Peninsula; a founder of Einstein School of Medicine at Yeshiva University.

THEIR LIBERATION IS IN YOUR HANDS

Excerpts from the address by

ARTHUR J. GOLDBERG

Associate Justice of the Supreme Court
of the United States



It is difficult to conceive how Jewish life and the Jewish spirit would have prevailed and endured in recent years of tragic memory without the work and contributions of the UJA.

This work has borne great fruits — a part in building the democratic State of Israel — the rescue and resettling of 1,500,000 Jews who survived Hitler's savagery and the world's neglect — the thriving cultural and spiritual Jewish life in this country and throughout the free world.

The burden of the UJA is a heavy but proud one. Year after year it must discharge the never ending task of mobilizing the generosity of Jews and non-Jews...I am sure that the leaders of this campaign would like to promise you an end to this responsibility. They would be ill-advised to do so.

Although Israel's self-reliance increases day by day, its people will need support for many years to come. Millions of Jews still live behind an iron curtain of anti-Semitism and oppression. Their liberation is in your hands — their emigration to Israel and the few other countries who will admit them their only salvation.

Jewish fundamental law for more than 3,000 years has proclaimed the blessings of liberty — teachings reflected in our American Declaration of Independence and Constitution. Jews in this country, therefore, must be doubly mindful of the admonition of Tom Paine, that "those who expect to reap the blessings of freedom must undergo the fatigue of supporting it."

Without impugning the motives or good will of anyone, I must frankly state that I do not understand the reasoning of those who question the support which the UJA extends to Israel's people and the aid it gives to resettle oppressed Jews in other countries who voluntarily wish to emigrate there.

In rescuing Jews from anti-Semitism and discrimination, and in enabling them to breathe the free air of Israel, the UJA is acknowledging the most ancient of Judaic-Christian teachings: that each man is truly his brother's keeper.

In helping to maintain the life, creativity and vitality of Jewish institutions, the UJA is making an important contribution to the cultural and creative diversity of American life.

To me, the supreme test of an American's citizenship is this: that he is one who does not conceal but affirms his origin, who is proud of whatever it may be, and who recognizes that in the plurality of American life is our strength and the source of the freedom that we so proudly profess in the world.

Our Nation's Ideals

The genius of American life is that in this free and tolerant land there is room here for men of any race, religion and ancestry. Our strength is in this diversity of cultures and traditions freely honored and cherished — not in an enforced uniformity. The only uniformity or merger or identity which America has the right to and should expect of its citizens is that politically they are solely American citizens. There is no room at the polls for Protestant-Americans, Catholic-Americans or Jewish-Americans.

* * *

In helping the people of Israel to help themselves to economic self-sufficiency, the UJA implements American foreign policy. American foreign policy in the post-war period is one of enlarging freedom. Through the Marshall Plan, the Point Four and Foreign Aid Programs and the Alliance for Progress, we have indicated our open support for all nations seeking freedom ... Our policy was well expressed by President Kennedy: "Let every nation know whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe to assure the survival and success of liberty. We stand for freedom. That is our conviction for ourselves — that is our only commitment to others."

Let Freedom Survive

Israel is a democratic nation sharing American ideals of freedom, liberty, equality and social justice...Israel's goal is our goal — peace in freedom. We are allies in this common cause. The leaders of Israel on every occasion have proclaimed their earnest desire to negotiate a just and lasting peace with their Arabic neighbors and a willingness to cooperate with them in the development of the resources of the area for the benefit of all its inhabitants. Israel arms only in self defense against neighbors who openly proclaim their hostile intentions and designs...It extends a helping and brotherly hand, as we do, to newly developing countries in Africa and Asia which are benefitting from Israel's unique experience in its own hard-won development. It seeks to live in peace and freedom. These are Israel's goals and these are America's goals.

It is for such humane reasons that every Jew, who, through the UJA and otherwise, aids in advancing Israel is a better man and a better American for doing so. It is for this reason that no American need be restrained from reaffirming the traditional American policy of support for the integrity of Israel and for its peaceful development — support which America, in equal measure, offers to every other country in the Middle East.

ISRAEL EMBASSY RECEPTION WELCOME



Detroit:—1st Row—Mr. and Mrs. Louis Hamburger, Ambassador Avraham Harman, Paul Zuckerman, National Campaign Cabinet member; 2nd Row—Mr. Fisher, Abraham Borman, Sol Eisenberg, Charles H. Gershenson, Phillip Stollman.



Milwaukee:—Ben E. Nickoll, Julius T. Atkins, Julius J. Rubin, and Albert B. Adelman of the Executive Committee and National Campaign Cabinet.



Philadelphia:—1st Row—Sol Satinsky, National Campaign Cabinet member; Robert Golder; 2nd Row—Leonard Goldfine, Campaign Chairman and National Campaign Cabinet member; Philip Zinman, a National Chairman; Samuel Melnick, AJA Campaign Director; Samuel H. Daroff, UJA Honorary National Chairman.



Boston:—1st Row—Carl G. Linn, Dewey D. Stone, UJA Honorary Chairman; Bernard Grossman, National Campaign Cabinet member. 2nd Row—Dr. B. B. Rosenberg, Executive Director; Earl Groper, Aaron Levine, Campaign Director; Irving M. Groper.

ABBA EBAN AND GENERAL EZER WE



Abba S. Eban

Two members of the dynamic young generation of Israel's leaders are in the United States for speaking tours on behalf of the UJA. They are Deputy Prime Minister Abba S. Eban and Brigadier General Ezer Weizmann, Commanding Officer of the Israel Air Force.

Mr. Eban was elevated to his present post after serving in the Ben-Gurion Cabinet as Minister of Education and Culture. He served as Israel's Ambassador to the United States and as her chief delegate to the United Nations for more than a decade. He also has the unique distinction of having been the youngest man ever to hold a position of this rank and importance in Washington. In January of this year, Mr. Eban was elected to membership on the United Nation's Advisory Committee on Science and Technology. While in this country he will also participate in consultations with this committee.

LEADERS ATTENDING UJA INAUGURAL



Washington:—1st Row—Rabbi Isadore Breslau, a UJA National Chairman; Isadore Turnover, Edward Katz. 2nd Row—Hymen Goldman, President, Greater Washington UJA and National Campaign Cabinet member; Joseph Offenstien, of the National Campaign Cabinet; Hyman Bernstein, Hanson Buchner and Dr. Seymour Alpert, Campaign Chairman.



Minneapolis:—Israel D. Fink, a National Chairman, Mrs. Israel D. Fink, Immediate Past Chairman, UJA National Women's Division, and Leo Gross.



Newark:—1st Row—Mrs. Bernard Striar, Mr. Striar, Chairman, Pace Setters Division; David M. Litwin, Campaign Chairman, Mrs. Litwin; Mrs. Maralyn Blumenthal. 2nd Row—Louis D. Stern, National Campaign Cabinet member; Peter J. Scott, Jack J. Waldman, Milton Kosen, Campaign Director.



Pittsburgh:—1st Row—David Lowenthal, a National Chairman; Aaron P. Levinson, Louis J. Reizenstein, Lester A. Hamburg, Federation President. 2nd Row—James Bronner, Associate Director; Judge Samuel A. Weiss, National Campaign Cabinet member and UJA Tri-State Region Chairman; Irwin F. Porter, Saul F. Shapira, Alvin Rogal, Robert I. Hiller, Executive Director.

ANN ON CAMPAIGN TOURS FOR UJA



General Ezer Weizmann

General Weizmann is a nephew of the late Chaim Weizmann, first President of Israel. A sabra, he distinguished himself in Israel's War of Liberation and as a fighter pilot in the RAF during World War II. To him is due much of the credit for modernizing and training the Israel Air Force.

Following is their speaking schedule:

Mr. Eban — February 18, San Francisco; 19, Los Angeles; 21-22, Palm Springs, for the Western Conference; March 1, Atlanta; 3, Newark; 4, Philadelphia; 6-7, Chicago, for the Midwest Institute; 8, Pittsburgh; 10, Detroit; 11, Milwaukee; 12, Inaugural Dinner, UJA of Greater New York; 15, Boston.

General Weizmann — March 8, New Orleans; 9, Louisville; 10, Akron; 11, Omaha; 12, Denver; 15, Los Angeles; 16, Scranton; 17, Passaic; 18, Albany; 19, Boston.

PACE SETTING GIFTS SPARK 1964 COMMUNITY CAMPAIGNS

DETROIT, MICH.: Early results in this active campaign show a total to date of \$2,110,588 — an increase of 7 per cent over last year. The campaign got off to this good start at a well-attended Pace-Setters meeting on January 28 at the home of Louis Hamburger, with Louis A. Pincus, Treasurer of the Jewish Agency for Israel, and Max M. Fisher, UJA Associate General Chairman, as featured speakers. Charles H. Gershenson, Campaign Chairman, presided. Abraham Borman is Campaign Co-Chairman, and Mrs. I. Jerome Hauser is Chairman of the Women's Division, with Mrs. Max M. Fisher as Pre-Campaign Chairman. President of the Jewish Welfare Federation of Detroit is Hyman Safran. Isidore Sobeloff is Executive Vice-President of the Federation and William Avrunin is Associate Director.

CLEVELAND, OHIO: This fast-moving drive shows results of \$1,739,000, a 7 per cent increase over last year. Kick-Off to the drive was an Advance Gifts Brunch, January 19, at the Oakland Club of Cleveland, where the overwhelming majority of 140 contributors were in the \$5,000-and-over category. Louis A. Pincus, Treasurer of the Jewish Agency for Israel, was featured speaker. The Women's Division also shows a marked increase of 10 per cent over last year, with 150 women contributing a total of \$155,000 at a Kick-Off luncheon on January 29. Bess Myerson made an effective presentation as principal speaker. General Chairman of the Cleveland campaign is Arthur Dery, with Sheldon B. Guren, Samuel H. Miller and Leighton A. Rosenthal as Co-Chairmen. Mrs. Robert S. Garson and Mrs. M. Edwin Weiner are Co-Chairmen of the Women's Division. President of the Jewish Community Federation of Cleveland is M. E. Glass, and Henry L. Zucker is Executive Director. Gerald S. Soroker is Campaign Director.

PHILADELPHIA, PA.: A good early start to this community's campaign shows \$1,824,201 raised to date, an increase of 10 per cent over last year. Much of the total, including a large number of new gifts, was raised at a meeting on January 7 in the Locust Club. Louis A. Pincus, Treasurer of the Jewish Agency for Israel, was the speaker. General Chairman of this campaign is Leonard Goldfine, with Jack F. Adler as Advance Gifts Chairman and the following Co-Chairmen: Morris A. Kravitz, Emanuel Meyer, Harold L. Neuman, Richard S. Robinson, Morton Sand and Jack L. Wolgin. Mrs. Milton B. Creamer is Chairman of the Women's Division. President of the Federation of Jewish Agencies of Greater Philadelphia is Judge Nochem S. Winnet, Executive Director is Donald B. Hurwitz and Campaign Director is Samuel Melnick.

BALTIMORE, MD.: A total of \$1,488,107 in early gifts is reported by this community, marking a 5 per cent increase over last year. This fine showing was largely attributable to two Sunday morning meetings. One was held on January 26 for 90 donors in the \$5,000-and-over category, with Louis A. Pincus, Treasurer of the Jewish Agency for Israel as featured speaker. The other was held March 1 at the Woodholm Country Club with Joseph Meyerhoff, UJA General Chairman and Dore Schary, noted film and stage producer, the guest speakers. Jerome L. Klaff is General Chairman of the Campaign, and Mrs. Frank Kaufman heads the Women's Division as Chairman. Executive Director of the Jewish Welfare Fund of Baltimore is Harry Greenstein and Campaign Director is Isadore I. Sollod.

WASHINGTON, D.C.: This community brought a strong contingent of its own Pace Setters to UJA's Inaugural Conference on February 9, and used the occasion to prepare for their Initial Gifts meeting. This will be held on March 25 with Morris Cafritz again taking his traditional role as host to the gathering. Washington has reported \$450,000, which is 4 per cent in advance of last year. Dr. Seymour Alpert is Chairman of the 1964 campaign, with Sheldon Magazine as Initial Gifts Chairman. Mrs. Maurice Korman is Chairman of the Women's Division. Meyer H. Brissman is Executive Director.

LOS ANGELES, CALIF.: Reports from this community total \$1,595,975, representing a 20 per cent increase over last year's figure. The drive got its first big impetus at an Initial Gifts parlor meeting in the home of Nathan Cramer, Campaign Chairman, with Louis A. Pincus, Treasurer of the Jewish Agency for Israel, as chief speaker. This was followed by a Big Gifts dinner meeting at the Beverly Hills Hotel on February 19, where 475 heard Abba S. Eban, Deputy Prime Minister of Israel, give a superbly stirring speech that was heartily applauded. Theodore E. Cummings is Special Gifts Chairman of this community, and Mrs. Marvin Hime heads the Women's Division. Dr. Max William Bay is President of the Jewish Federation-Council of Greater Los Angeles; Julius Bisno is Associate Executive Director and Julius Ratner is Campaign Director.

SAN FRANCISCO, CALIF.: This energetic community has already reported a total of \$1,023,000 — an increase of 11 per cent over last year. Early figures were achieved at an Advance Gifts dinner on January 29, with Louis A. Pincus, Treasurer of the Jewish Agency for Israel, as the well-received speaker. A dinner meeting followed on February 18 at the Fairmont Hotel, when Israel's Deputy Prime Minister, Abba S. Eban, made a stirring presentation. General Chairman of this campaign is Peter E. Haas, with Richard S. Dinner as Vice-Chairman, Robert Sinton as Advance Gifts Chairman and John L. Blumheim as Co-Chairman. Mrs. William H. Green heads the Women's Division. President of the Jewish Welfare Federation of San Francisco, Marin County and the Peninsula is Benjamin H. Swig, with Sanford M. Treguboff as Executive Vice-President. Louis Weintraub is Executive Director.

MIAMI, FLA.: A total of \$766,296 was announced from this community — a gain of 17 per cent over last year. The campaign got under way in early January at a parlor meeting in the home of Samuel N. Friedland, newly appointed member of the UJA National Campaign Cabinet. At this event the speaker was Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman. It was followed by similar meetings at the homes of Max Orovitz and Carl Weinkle. The Women's Division held a Kick-Off luncheon and fashion show at the Eden Roc, and the Division's total now stands at \$109,000. Chairman of the overall campaign is Rabbi Irving Lehrman, with Messrs. Friedland, Orovitz and Weinkle as Vice-Chairmen. Mrs. Carl Weinkle is head of the Women's Division. Arthur S. Rosichan is Executive Director of the Greater Miami Jewish Federation.

BOSTON, MASS.: A total of \$911,050 is reported at this time in Greater Boston, representing a 13 per cent increase over 1963. This result was paced by the Big Gifts meeting on January 9 at the Charter House Motel, attended by some 140 contributors. Featured speakers were Louis A. Pincus, Treasurer of the Jewish Agency for Israel; Roger P. Sonnabend, General Chairman of the campaign, and Benjamin Ulin, President of the Combined Jewish Philanthropies of Greater Boston. S. Sidney Stoneman is Initial Gifts Chairman of this campaign, and Mrs. Stanley Berns, Mrs. Irving Sisson and Mrs. Harry Reimer are Co-Chairmen of the Women's Division. Dr. Benjamin B. Rosenberg is Executive Director of the Combined Jewish Philanthropies of Greater Boston. Aaron Levine is Campaign Director.

PITTSBURGH, PA.: An early start in this community shows a total of \$489,000 to date — an increase of 8 per cent over last year's figures. The campaign got off to an auspicious start at a Big Gifts dinner meeting on January 23 at the Concordia Club. The speaker was Louis A. Pincus, Treasurer of the Jewish Agency for Israel. Leonard H. Rudolph is General Chairman, and Donald Robinson heads the Initial Gifts Committee. Lester A. Hamburg is President of the United Jewish Federation of Pittsburgh, Robert I. Hiller is Executive Director and James D. Bronner is Associate Director.

HOUSTON, TEX.: Traditionally one of the first large city campaigns in the country, Houston is well advanced into the 1964 drive. Most recent tallies placed the current total at \$484,431, a good 9 per cent ahead of the figure of last year. Gerald Rauch is Campaign Chairman. Saul Gerber is Big Gifts Chairman. Mrs. Bernard Weingarten is Women's Division Chairman. Harold Falik is President of the Jewish Community Council of Metropolitan Houston, and Albert M. Goldstein is Executive Director.

COLUMBUS, OHIO: This community is in the early stage of a drive which it expects to develop into a strong one. At this time, the total stands at \$297,000. The campaign began with a Big Gifts meeting on February 18, with Joshua B. Glasser of Chicago, a member of the UJA National Campaign Cabinet, as speaker. This was followed by an Initial Gifts parlor meeting on February 20, at the home of Edward E. Schlezinger, Big Gifts Chairman, with Charles H. Jordan, Director General of JDC Overseas Operations, as speaker. Harold Schottenstein is General Chairman of the campaign, and Mrs. Louis J. Krakoff is Chairman of the Women's Division. Herbert H. Schiff is President of the United Jewish Fund and Council of Columbus, and Ben M. Mandelkorn is Executive Director.

NEWARK, N.J.: Newark to date has raised \$310,480 — a 5 per cent increase over its last year's figure. A large part of this sum was reported at a Board Meeting on January 21 at the home of Charles Stern, where Louis A. Pincus, Treasurer of the Jewish Agency for Israel, was speaker. Chairman of the campaign is David M. Litwin, and Mrs. Morris Reisen is Women's Division Chairman. Charles Stern is President of the Jewish Community Council of Essex County, and Director of Fund-Raising is Milton Kosen.

OAKLAND, CALIF.: Early figures from this community are reported at \$105,000 — a smashing 40 per cent increase over last year. The report comes partially out of a meeting on February 19 at the home of Albert Simon, Advance Gifts Chairman, where Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, was the speaker. Chairman and Vice-Chairman of the drive are Ben Silver and Harry Schuster. Mrs. David Werfel is Women's Division Chairman. Aaron Greenberg is President of the Jewish Welfare Federation for Alameda and Contra Costa Counties. Executive Director is Oscar A. Mintzer.

INDIANAPOLIS, IND.: Following the Big Gifts Meeting which gave an enthusiastic response to UJA Executive Vice-Chairman Herbert A. Friedman's address on January 8, the drive here has pushed far ahead of last year's pace. Current total shows \$198,027, a 25 per cent jump over 1963. Ben Domont is General Chairman. N. William Weinstein is Bronze Division Chairman. James F. Ackerman is Silver Chairman, Melvin Simon is Gold Chairman and Sid Beck is Key Gifts Chairman. Mrs. Charles Fisch is Women's Division Chairman. William Lee Schloss is President of the Jewish Welfare Federation and Frank H. Newman is Executive Director.

BIRMINGHAM, ALA.: The campaign here has so far amassed \$244,977 in gifts, a better start than last year. A good part of this showing is attributable to a Big Gifts meeting on February 2, at the Fairmont Club. The speaker was Joseph Meyerhoff of Baltimore, UJA General Chairman, whose heart-warming presentation drew a fine response. General Chairman of the campaign is Karl B. Friedman. Assistant to Chairman is Donald B. Goldstein. Big Gifts Chairman is Fred Berman, and Co-Chairmen are Herman Goldstein, Seymour Marcus, Albert Sokol and Dr. Leon E. Weinstein. Mrs. Herman Goldstein is Women's Division Chairman. Ralph Aland is President of the United Jewish Fund, and Executive Secretary is Mrs. Benjamin A. Roth.

Young Leaders Mission Accepting Reservations

The Fourth Annual Young Leadership Mission to Europe and Israel — a specially designed 23-day tour for members of the rising generation of community leaders — will depart New York via Jetliner on Thursday, July 9, and return Sunday, August 2.

Members of the Mission will be afforded an opportunity to see Israel far more comprehensively than the average tourist. Discussions have been scheduled with Prime Minister Levi Eshkol, Jewish Agency Chairman Moshe Sharett, and other leaders, which will give Mission members an in-depth orientation to Israel's immigrant absorption problems, and the country's economy and development program. In addition to the 17 days which the group will spend in Israel, the tour also includes three days apiece in Rome and in Paris. The Tour's \$997 cost includes air transportation, hotel accommodations, meals, tours and receptions. For reservations or other information on the 1964 Young Leadership Mission, please contact Ernest N. Spickler, Director, Young Leadership Cabinet, United Jewish Appeal, 1290 Avenue of the Americas, New York, N. Y. 10019.

CINCINNATI, OHIO: This community reports a total of \$477,557 to date, much of it the result of increased Big Gifts. This is 13 per cent higher than last year. Robert D. Stern is General Chairman of the Campaign and Mrs. A. W. Brown is Women's Division Chairman. Alfred J. Friedlander is President of the Jewish Welfare Fund and Martin M. Cohn is Executive Director.

TULSA, OKLA.: The figure here stands at \$173,000, 6 per cent over last year, following a Pace Setters meeting at which Max M. Fisher, UJA Associate General Chairman, spoke. Mr. Fisher's excellent presentation was enthusiastically received. Chairman of the Campaign is Mike Robinowitz. Maurice Sanditen is President of the Jewish Community Council, and Irving Antell is Executive Director.

KANSAS CITY, MO.: A series of Big Gift Meetings followed by a Pace Setters Dinner hosted by Earl Tranin, at which UJA Associate General Chairman Max M. Fisher spoke, has started this community toward a strong campaign. Early results came to \$463,750, 7 per cent above last year. Marvin Greenbaum and Ira Rosenblum are Co-Chairmen. Morten Brown, Morris Cohen and Dr. Edward A. Devins are Special Gifts Co-Chairmen. Mrs. Edward Smith and Mrs. Arthur Brand are Women's Division Co-Chairmen. Elliot L. Jacobson is President of the Jewish Federation and Council of Greater Kansas City, and Abe L. Sudran is Executive Director.

TEANECK, N.J.: This community reports \$80,118 to date, which is 7 per cent in advance of last year. The figure was reported following a February 25 Pace Setters meeting at the home of David W. Goldman, President of the United Jewish Appeal of Teaneck. The inspiring speaker at the meeting was William Rosenwald of New York, Honorary Chairman of UJA. Jules Edelman is Chairman of the Campaign, with David B. Follender as Co-Chairman. Mrs. Israel Shapiro heads the Women's Division.

SAN DIEGO, CALIF.: This community reports a total to date of \$65,000 — representing an excellent increase of 37 per cent over last year's figure. The report follows an Advance Gifts meeting on February 24 at which the chief speaker was Edward Ginsberg, a UJA National Chairman. Chairmen of the campaign are David Garfield, Victor J. Schulman and Herbert Joel Solomon. Mrs. George Swedlow is Women's Division Chairman. President of the United Jewish Federation of San Diego is Maury B. Novak, and Louis Lieblich is Executive Director.

THREE REGIONAL CONFERENCES GIVE IMPETUS TO 1964 DRIVE



Max M. Fisher, Associate General Chairman, delivers address at South-Southwest Conference. Seated is Label A. Katz, Conference Chairman.

Three stirring Regional Conferences which brought together leaders from great areas of the country charted the way for strong campaigning in communities covering three-quarters of the nation.

The regional meetings for 1964 closed with the Midwest Leadership Institute held in Chicago on March 6-8, following the Western Region Leadership Conference in Palm Springs, Calif., February 21-23, and the South-Southwest Regional Conference at Houston on January 24-26.

Midwest Leaders Hear Eban And Sen. Kuchel

Israel Deputy Prime Minister Abba S. Eban and U.S. Senator Thomas H. Kuchel of California gave major addresses at the Midwest Leadership Institute held at Chicago's Edgewater Beach Hotel.

The distinguished roster of speakers included:

Joseph Meyerhoff of Baltimore, UJA General Chairman; Max M. Fisher of Detroit, UJA Associate General Chairman; Philip M. Klutznick of Park Forest, Ill., former Ambassador to the United Nations representing the U.S. in the Economic and Social Council; Mrs. Jack Karp of Los Angeles, UJA National Women's Division Chairman; Egon Fink, Director, Joint Distribution Committee Operations in Austria; Dr. Isador Lubin of New York, noted economist who is the consultant for the Jewish Agency for Israel, Inc., and Robert Nathan, Consulting Economist to Israel and the U.N.

UJA leaders who took prominent parts in the work of the meeting included:

Albert B. Adelman of Milwaukee, a member of the UJA National Executive Committee who served as Chairman of the Institute; Herbert A. Schiff, President of the United Jewish Fund and Council of Columbus, a UJA National Campaign Cabinet member, who served as Honorary Chairman, and UJA National Chairmen Melvin Dubinsky of St. Louis, and Israel D. Fink of Minneapolis.

More than 500 community leaders from a 12-state area attended the Institute. They hammered out a detailed action program which indicates a highly successful 1964 result from local drives in Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

Western Conference Gives Enthusiastic Start To 12-State Drive

With Israel Deputy Prime Minister Abba S. Eban as guest speaker, 600 leaders were drawn to the three-day UJA Western Region Leadership Conference at the Riviera Hotel in Palm Springs, California, on February 21-23, and generated an enthusiastic send-off for the campaign in this important 12-state area.

Steve Broidy, Past Chairman of the Los Angeles United Jewish Welfare Fund, served as Conference Chairman, and Benjamin H. Swig of San Francisco, a UJA National Chairman and member of the National Executive Committee, served as Conference Co-Chairman.

Forthright and compelling statements of 1964 needs came from UJA General Chairman Joseph Meyerhoff; UJA National Chairman Edward Ginsberg; Mrs. Jack Karp, Chairman, UJA National Women's Division; Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee, and Dr. Max Nussbaum, President of the Zionist Organization of America. UJA National Chairman Jack D. Weiler participated in leading the work of the Conference.

Houston Is Host To Southern Conference

Houston was the host city for the inspiring three-day South-Southwest Regional Conference at the Shamrock Hilton Hotel on January 24-26. More than 300 leaders came together to plan the maximum mobilization of support for the national UJA campaign in Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, Tennessee, Texas and South Carolina.

The Houston community started its own drive during the Conference and was able to report an excellent 1964 opening.

Label A. Katz of New Orleans, International President of B'nai B'rith and a member of the UJA National Executive Committee, was Conference Chairman. Harding S. Frankel of Houston served as Co-Chairman. Gerald Rauch, Chairman of the Houston United Jewish Campaign, welcomed the delegates.

Major addresses were given during the sessions by Max M. Fisher of Detroit, UJA Associate General Chairman; Louis A. Pincus, Treasurer of the Jewish Agency for Israel; Mrs. Jack Karp of Los Angeles, Chairman, UJA National Women's Division; Theodore D. Feder, Director, Joint Distribution Committee Operations in Israel; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, and Justice Michael A. Musmanno of the Pennsylvania Supreme Court, who was a Judge at the trials of Nazi war criminals after World War II, and testified against Eichmann in Jerusalem.

UJA National Campaign Cabinet member Jacob Feldman of Dallas gave a moving account of the findings of the 9th UJA Study Mission to Europe and Israel.

PRINCIPALS AT UJA REGIONAL GATHERINGS



Joseph Meyerhoff



Benjamin H. Swig



Jack D. Weiler



Mrs. Jack Karp



Steve Brody



Abba Eban



Louis A. Pincus



Edward Ginsberg



Sen. Thomas H. Kuchel



Philip M. Klutznick



Max Nussbaum



Michael A. Musmanno



Moses A. Leavitt



Gottlieb Hammer



Robert Nathan



Theodore Feder



From the Chairman's Point of View . . .

JOSEPH MEYERHOFF, General Chairman, United Jewish Appeal

Over the years, it has been the splendid example set by the leadership in our communities which has enabled the UJA to carry on its lifesaving work of rescue and rehabilitation.

This example of leadership was crystallized again this year at the wonderful National Inaugural Conference which was held in Washington, D.C., February 9 and 10.

What took place in the nation's Capital has been reported to you via the press, and is dealt with in even greater detail in this issue of the RTM. Therefore, what I have to say is more in the nature of an appreciative assessment than a report.

Two hundred men took time out of busy and important business and communal affairs to attend this function. Many traveled long distances to do so. However, the word "attend" does not do justice to their activities, because they contributed much more than their presence.

Their number represents a mere fraction of the total Jewish population of this country. It was a group, however, that one does not count but weigh: weigh and judge from the standpoint of each individual's social vision, his deep Jewish commitment, and his ability - and willingness - to give unstintingly to the cause of Jewish survival and redemption. Those are the qualities which have earned each participant in this Conference the highest title it is in the power of the community to bestow - that of leader.

This was a leadership Conference in the fullest sense of the word. Every participant came, knowing what was expected of him - and readily committed to fulfill that expectation.

In simple terms it was this: to start each community campaign off with a half a dozen or more increased gifts - really good gifts. These were extra ten, twenty, fifty thousand dollars in increased gifts which each community vitally needs to get its campaign off the ground. In the final counting such gifts are always worth ten to twenty times the amount of the individual increases.

That this aim was achieved was amply demonstrated by the results. For this the country owes most grateful thanks to its leadership and to all who helped the UJA take the first step toward fulfilling its responsibilities to the scores of thousands of Jews whose fate and future hang in the balance of our sympathetic understanding and our generosity.

Joseph Meyerhoff

UJA Requires \$105,000,000 in 1964 to Save and Aid 751,500 Jews in 31 Lands

Report

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL



UNITED JEWISH APPEAL
1964
NATIONWIDE CAMPAIGN

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

Needed: \$69,000,000 through the Regular Campaign plus \$36,000,000 Special Fund

Vol. XIX, No. 3 October 12, 1964 1290 Avenue of the Americas, New York City 10019 NOT FOR PUBLICATION

UJA LAUNCHES ISRAEL EDUCATION FUND FOR \$127,600,000



Sparking UJA Education Effort: (Second from left) Commissioner Charles J. Bensley, Named as President, Israel Education Fund; Abba S. Eban, Deputy Prime Minister of Israel; Joseph Meyerhoff, UJA General Chairman, who becomes Chairman of the Board of the IEF; UJA Associate General Chairman Max M. Fisher; UJA Executive Vice-Chairman Rabbi Herbert A. Friedman, and (extreme left) Ralph I. Goldman, Executive Director of the IEF.

27th UJA ANNUAL NATIONAL CONFERENCE

DECEMBER 10-13, 1964

To Honor JDC's Half-Century of Service



UJA NATIONAL LEADERSHIP CONFERENCE ENDORSES HISTORIC EDUCATION DRIVE



Top United Jewish Appeal leaders hear keynote address by Abba S. Eban, Deputy Prime Minister of Israel

With a single-voiced determination reminiscent of earlier historic UJA decisions to launch massive immigration and absorption drives on behalf of Israel's immigrants, 300 ranking members of the American Jewish community gathered at the United Jewish Appeal National Leadership Conference on Education in Israel in New York on Sept. 24-25 enthusiastically endorsed the UJA's decision to strengthen and broaden its immigrant aid program by establishing the Israel Education Fund. Full cost of the Fund's initial five-year campaign, based on recommendations by four American educators who conducted a survey of secondary education earlier this year in Israel, is \$127,600,000. The new capital fund drive aims to:

- Build 72 high schools at a cost of \$57,250,000
- Provide 105,000 scholarships for students and teacher-trainees, totalling another \$52,000,000.
- Provide 60 youth centers, 85 pre-kindergarten schools, 26 libraries, equipment for 150 science laboratories and other vital facilities at a cost of \$18,350,000.
- The new drive will be separate and distinct from the ongoing annual UJA campaign.



Hon. Abba S. Eban, Israel Deputy Prime Minister, receives warm greeting from Dr. Wilson, Dean, School of Education, UCLA. Center: Rabbi Herbert A. Friedman.



ISRAEL EDUCATION FUND LEADERS

Joseph Meyerhoff of Baltimore, who has led last four outstanding UJA campaigns as General Chairman, will serve as Chairman of Board of IEF. Other half of top tandem of new drive is IEF President, Charles J. Bensley, prominent philanthropist, business executive and attorney of Riverdale, N. Y. As a member of NYC Board of Education for 13 years, Commissioner Bensley was responsible for planning and construction of 300 school projects valued at nearly \$1 billion. His 1960 study of secondary school system in Israel at invitation of Abba Eban helped lay groundwork for newly-announced IEF drive.

Action Climaxes Years of Study, Meetings



Prominent personalities at historic meeting: UJA Associate General Chairman Max M. Fisher of Detroit, and Hon. Avraham Harman, Israel Ambassador to the U.S.

Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, who conceived the new education effort, had conducted almost two years of meetings between UJA leaders and leaders in Israel concerned with education and immigration problems.

One of the key factors in this exploratory process was the survey by the American Educators Mission, whose report served as

the springboard for the new drive.



In a lively discussion at the Conference: UJA National Chairman Israel D. Fink of Minneapolis; Eliezer Shmueli, Israel's Director of Secondary Education; Lawrence Schacht, General Chairman, UJA of Greater New York; and Dr. Bernard E. Donovan, Deputy Superintendent, Board of Education, N.Y.C.

Eban Sees Grave Threat: Calls For UJA Aid

The new UJA project was announced after a ringing declaration by Abba S. Eban, the Deputy Prime Minister of Israel, that a decisive breakthrough in the Jewish

State's secondary education system was crucial to Israel's intellectual and spiritual future.



Reflecting enthusiasm engendered at conference: Rabbi Isadore Breslau of Washington, D.C., UJA National Chairman; Hon. Michael S. Comay, Israel's Ambassador to the U.N., and UJA National Chairman Edward Ginsberg.

He particularly stressed the need for a crash program to assure the progress of students of oriental origin. "A very great proportion of those who do not pursue their education to the high school and university levels are the children of immigrants of Asian and African countries." Calling this situation a "grave threat" to Israel's social cohesion, he went on to declare: "Nothing can more effectively promote



Members of UJA's American Educators Mission to Israel discuss architectural model of vocational school prototype: Dr. Howard Wilson, Dean, School of Education, UCLA; Dr. Harold B. Gores, President, Educational Facilities Laboratories, Ford Foundation; Dr. William Jansen, former New York City Superintendent of Schools; Commissioner Charles J. Bensley, former member, New York City Board of Education, with Abraham S. Hyman, Assistant Director of IEF.



Francis Keppel, U.S. Commissioner of Education, addressed luncheon session, Right: Hon. Edward M. M. Warburg, UJA National Chairman and member of New York State Board of Regents.



Morris Rodman, prominent Washington, D.C. UJA leader with UJA General Chairman Joseph Meyerhoff of Baltimore, who presided at conference.



Trio of UJA notables on dais: Honorary National Chairman Albert A. Levin of Cleveland; Gottlieb Hammer, Secretary, National UJA; and from Newark, Louis Stern, President of the Council of Jewish Federations and Welfare Funds.

Israel's historic purposes than an intense reinforcement of her educational program by the assistance of American Jewry."

American Educators Favor IEF Program

The enthusiasm which greeted these words of new challenge and opportunity was matched by the ovation accorded these soaring words by Dr. Harold B. Gores, President of the Educational Facilities Laboratories of the Ford Foundation:

"The proposals made to you (in the Israel Education Fund program) make sense — for Israel, for America, for the world... They could strengthen a country that could set a path for a continent to follow; a country that could light the way toward the solution of our own problems; a country that, in microcosm, precocious beyond its size and years, has caught the vision that all the West — and ultimately all mankind — must come to see: that universal education is the one national instrument for bringing the good life to good people."



Dr. Hanoch Rinot, Director General of the Israel Ministry of Education and Culture and Dr. Howard Wilson, Dean of the School of Education at UCLA, taking notes at IEF conference.

Dr. Gores said this in the course of a report of the findings of the four-man American Educators Mission to Israel. Other Mission members were Dr. Howard Wilson, Dean of the School of Education, University of California at Los Angeles; Dr. William Jansen, former New York City Superintendent of Schools, and Commissioner Charles J. Bensley, former member of the New York City Board of Education. The educators' evaluation was seconded at the Conference's closing luncheon by Francis Keppel, U.S. Commissioner of Education, who said that action to strengthen secondary education in Israel would "help insure not merely the continued existence of Israel, but also its cultural flowering and ultimate human promise in the world."

Executive Named; Early Commitments Made

Ralph I. Goldman, who has for years been prominently identified with American participation in Israeli cultural activities and who has acted as an aide in the Prime Minister's office, will serve as the IEF's Executive Director.



IEF's Ralph I. Goldman greeting some visiting ladies: Mrs. Joseph Cherner of Washington, D.C.; Mrs. S. Alexander Brailove of Elizabeth, N.J., and Mrs. Sherman N. Baker, Worcester, Mass.

A number of commitments to build comprehensive and vocational schools and youth centers, and to establish scholarship funds for students and teacher-trainees, were announced during a spirited open forum at the Conference's morning session. Joining the IEF officers, members of the Mission and Rabbi Friedman in responding to questions at the forum were two officials of the Israel Ministry of Education: Dr. Hanoch Rinot, Director General, and Eliezer Shmueli, Director of Secondary Education.



Among top leaders assembled for education session: Monroe Goldwater, President New York UJA; Rabbi Israel Mowshowitz, of New York; and Moses A. Leavitt, Executive Vice-Chairman of JDC.



Caught by camera at Secondary School plan exhibit with Lawrence Schacht: Albert Parker and Samuel Hausman, national UJA Cabinet members and leaders of New York UJA.

CHIEF JUSTICE WARREN, FOREIGN MINISTER MEIR, TO JOIN IN HONORING JDC ON 50TH ANNIVERSARY AT UJA NATIONAL CONFERENCE, DECEMBER 10-13



EARL WARREN
Chief Justice of the United States



MRS. GOLDA MEIR
Foreign Minister, State of Israel

Another epoch-marking United Jewish Appeal Annual National Conference will take place Thursday, through Sunday, December 10 to 13, at the New York Hilton Hotel in New York City.

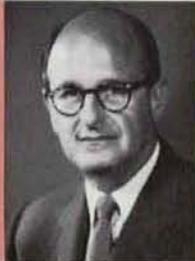
Top event will be the Conference's observation of the American Jewish Joint Distribution Committee's Golden Jubilee. Special programs will recall the high points of fifty years of JDC's glorious service to the Jewish people which began in 1914 as a result of an urgent cable from U.S. Ambassador Henry Morgenthau to Jacob Schiff, calling upon American Jews to come to the aid of the Jews in Palestine. The response - a modest shipment of seventy tons of material aid sent by a group of Jewish organizations through their newly founded "Joint Distribution Committee" - was the beginning of one of the greatest life-saving and human reconstruction operations in world history. During this period, the JDC helped to save and sustain four million Jews, spending \$800,000,000 in the process - most of this over the past twenty-seven years as a major beneficiary of the UJA.



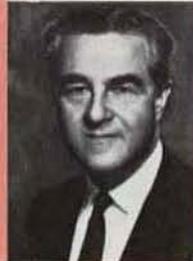
Joseph Meyerhoff



Max M. Fisher



Edward M. M. Warburg



Dewey D. Stone



Louis A. Pincus



Joseph J. Schwartz Herbert A. Friedman Moses A. Leavitt Charles H. Jordan William Rosenwald Isadore Breslau Jack D. Weiler Mrs. Jack Karp

Chief Justice of the United States Earl Warren and Israel Foreign Minister, Mrs. Golda Meir, head the roster of speakers who will participate in the conference, together with 2,000 Jewish leaders, representing hundreds of communities from coast-to-coast.

Joining Chief Justice Warren and Foreign Minister Meir are: Joseph Meyerhoff, UJA General Chairman; Honorable Edward M.M. Warburg, JDC Chairman and Honorary UJA Chairman; Max M. Fisher, UJA Associate General Chairman; Dr. Joseph J. Schwartz, JDC Director-General from 1940 to 1951, now serving as Chairman of the JDC's 50th Anniversary Committee; Louis A. Pincus, Treasurer, Jewish Agency for Israel; Moses A. Leavitt, JDC Executive Vice-Chairman; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, and Charles H. Jordan, Director-General, JDC Overseas Operations.

Many of the nation's key Jewish leaders - all UJA officers - will also participate. They include: William Rosenwald, an Honorary Chairman; Dewey D. Stone, an Honorary Chairman; Jack D. Weiler, Isadore Breslau, Edward Ginsberg, Melvin Dubinsky, Israel D. Fink, Philip Zinman - all UJA National Chairmen. Joseph H. Kanter, Chairman UJA Young Leadership Cabinet and Mrs. Jack Karp, Chairman UJA National Women's Division.

With their aid, the Conference delegates will:

- Review the budgets of the UJA beneficiary agencies -- the Jewish Agency for Israel, the JDC, and NYANA, as well as the cost of the immigration services rendered by HIAS for uprooted Jews seeking havens outside of Israel.
- Set the UJA's 1965 goal, one that will, predictably, exceed this year's \$105,000,000, including a special fund of \$36,000,000.
- Decide on a program of action to mobilize nationwide support for the achievement of this 1965 goal.
- Elect a new General Chairman.



Edward Ginsberg Melvin Dubinsky Israel D. Fink Benjamin H. Swig Gottlieb Hammer David Lowenthal Philip Zinman Joseph H. Kanter

CONFERENCE CALENDAR

THURSDAY, DECEMBER 10

Opening Plenary Session:

JACK D. WEILER, Presiding.
HON. EDWARD M. M. WARBURG, Greetings.
"Global Review by Joint Distribution Committee."

Addresses: CHARLES H. JORDAN; SIDNEY ENGEL, JDC Director, Iran; ABE LOSKOVE, JDC Director, Morocco; THEODORE D. FEDER, Dir.-Gen. JDC-Malben

Luncheon: 50th Annual Meeting, JDC
MONROE GOLDWATER, JDC Vice-Chairman, Presiding

Address: DR. JOSEPH J. SCHWARTZ.

Post-Luncheon Sessions: "JDC Global Review" (continued).

Addresses: SAMUEL L. HABER, JDC Asst. Exec. Vice-Chairman; HERBERT KATZKI, JDC Assistant Director-General; HENRY LEVY, JDC Director, Latin-America.

Summation: MOSES A. LEAVITT.

FRIDAY, DECEMBER 11

"Presentation of Needs of Jewish Agency."

ISADORE BRESLAU, Presiding.

Addresses: LOUIS A. PINCUS and JOSEPH MEYERHOFF.
Discussion by delegates.

Luncheon: Resolutions Committee.
DEWEY D. STONE, Presiding.

Address: RABBI HERBERT A. FRIEDMAN.

Post-Luncheon Session: Premiere Performance,
UJA Documentary Film: "Jews of Morocco."
MELVIN DUBINSKY, Presiding.

SATURDAY, DECEMBER 12

Banquet Session: HON. EDWARD M. M. WARBURG,
Presiding. WILLIAM ROSENWALD, Presentation of
UJA Award to JOSEPH MEYERHOFF.

Addresses: CHIEF JUSTICE EARL WARREN, Israel Foreign
Minister GOLDA MEIR. Special JDC live presentation:
"THE THREE-FOLD CORD."

SUNDAY, DECEMBER 13

Concluding Plenary Session: EDWARD GINSBERG, Presiding.
Presentation of Checks and Roll Call, ISRAEL D. FINK.

Reports: JOSEPH H. KANTER and Mrs. JACK KARP.
Nominations 1965 officers, PHILIP ZINMAN.

Acceptance Address: The Incoming General Chairman.

200 YOUNG LEADERS HOLD IMPRESSIVE OHIO CONFERENCE

More than 200 Jewish community representatives in the 25 to 40 age group attended the Ohio Area Conference for Young Leadership held in Columbus on September 12 and 13.

The first such Conference sponsored jointly by the UJA and the Council of Jewish Federations and Welfare Funds, it brought together leaders from Ohio, and from Detroit and Grand Rapids, Mich.; Indianapolis, Ind., and Louisville, Ky. They assessed Jewish communal needs at home, philanthropic responsibilities overseas, and set plans for extending "young generation" leadership to meet those needs.

Ohio Governor James A. Rhodes greeted the Area Conference, whose success would have reflected credit on a meeting of national scope.



LED OHIO CONFERENCE (Standing, l. to r.) Lawrence L. Schaen, New York, Chairman CJFWF Committee on Leadership Development; Gordon Zacks, Columbus, Regional Vice-Chairman UJA Young Leadership Cabinet, presided; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, gave major address; Joseph H. Kanter, Cincinnati, Chairman Young Leadership Cabinet; Louis Stern, CJFWF President, major speaker. (Seated) Bernard K. Yenkin, Columbus, member of Young Leadership Cabinet who served as Conference Coordinator, and Mrs. Yenkin, Chairman Hospitality Committee.

UJA OFFICIAL STUDY MISSION CONVENES IN ISRAEL OCTOBER 12 SURVEY GLOBAL JEWISH NEEDS WITH JEWISH AGENCY AND JDC

Led by General Chairman Joseph Meyerhoff, the 10th United Jewish Appeal Study Mission, made up of 140 key leaders from 41 communities, will convene in Israel from October 11 to October 23 for its annual special survey of the current needs of more than three quarters of a million Jews in Europe, North Africa and the Middle East, including the serious absorption problems in Israel stemming from the large-scale movement of Jewish immigrants into that country for the fifth successive year.

With the people of Israel, the Mission also will participate in ceremonies marking the 50th Anniversary of the American Jewish Joint Distribution Committee, which American Jews will begin observing during the UJA's National Conference in New York, December 10-13.

Five Sub-Missions to Report in Israel

Among the top UJA leaders participating in this Mission are Associate General Chairman Max M. Fisher of Detroit; Honorary Chairman Edward M. M. Warburg of New York; National Chairmen Edward Ginsberg of Cleveland, Jack D. Weiler of New York, and Philip Zinman of Camden, N.J.; Moses A. Leavitt of New York, Executive Vice-Chairman of the JDC, and Rabbi Herbert A. Friedman of New York, UJA Executive Vice-Chairman.

Five sub-Missions -- to Iran, Italy, France, Austria and Morocco -- will concentrate on investigating areas of most acute Jewish needs outside Israel, and will make their reports at the opening plenary session October 12.

Conferences are scheduled with Prime Minister Levi Eshkol, President Shneur Zalman Shazar, Deputy Prime Minister Abba Eban, Foreign Minister Golda Meir, Finance Minister Pinhas Sapir, Minister of Education Zalman Aranne, Deputy Defense Minister Shimon Peres, Jewish Agency Chairman Moshe Sharett, Jewish Agency Treasurer Louis A. Pincus, JDC Overseas Director-General Charles H. Jordan and other top governmental, Jewish Agency and JDC officials.

On-the-spot Study to Cover all Regions

In addition to hearing from Jewish Agency officials and heads of Ministries which are directly concerned with all aspects of immigration and absorption, the Mission will journey through every region of Israel--from the Galil in the north, site of the Jordan water project, to the Negev in the deep south--to see at first hand the successes and the deficiencies of the immigrant absorption program.

The findings of the Mission will be presented to the UJA National Conference and will form the basis for the setting of national objectives and campaign goal for UJA's 1965 drive.

9th Overseas Survey by Women's Division

In connection with the UJA Mission, the National Women's Division Ninth Overseas Survey Group will leave New York on October 8, for a three-week tour of Europe and Israel. This survey will focus on programs of special interest to women.

"OPERATION GOOD WILL" STARTS EDUCATIONAL TOUR OF 35 CITIES

"Operation Good Will" begins this month with twelve teams composed of UJA national leaders and distinguished Israelis taking on a schedule of visits with the leadership of 35 major communities from coast to coast.

The major objectives of these Good Will emissaries will be to transmit the maximum amount of information possible regarding social, economic and political conditions in Israel, Europe, North Africa, and the Middle East, and other areas where UJA-supported agencies conduct large scale programs of aid.

UJA leadership members of the team are: Samuel H. Daroff, an Honorary Chairman; Isadore Breslau, Melvin Dubinsky, Israel D. Fink and David Lowenthal, National Chairmen; Albert B. Adelman, Label A. Katz, Joseph H. Mitchell and Alan Sagner, Executive Committee members; Roger P. Sonnabend, Cabinet member, and Joseph H. Kanter, Young Leadership Cabinet Chairman.



Defense Ministry Director Joins Israeli Team

Asher Ben-Natan, Director General of Israel's Defense Ministry, is joining ten noted Israelis for the Good Will visits. Prior to becoming the top administrative officer in the Defense Ministry in 1959, Mr. Ben-Natan held key posts in the Finance Ministry. He won distinction for his intelligence operations for the Allies during World War II, his compilation of data for prosecution of Nazi War criminals and his command of operations that brought Jewish survivors out of Austria to Israel during "Aliyah Bet" after the war.

Israeli participants in the tour include Brig. Gen. Aharon Doron, Deputy Chief of Staff; Col. Jacob Monbaz, Counsellor to Israel's Permanent Mission to the UN; Mordechai Shalev, Consul General, Los Angeles; Gideon Yarden, Second Secretary, Mission to the UN; Shlomo Argov, Consul, N.Y.; Joseph Raziel, Consul, N.Y.; Haim Zohar, Consul, N.Y.; Yosef Yaakov, Vice Consul, N.Y.; Adin Talbar, Economic Counsellor, Israel Embassy, Washington, and E. Zev Sufott, First Secretary, Israel Embassy, Washington.

Note: Pictures of Messrs. Breslau, Dubinsky, Fink, and Lowenthal appear on page 6.

PARTICIPANTS IN UJA GOOD WILL MISSIONS



Samuel H. Daroff



Label A. Katz



Albert B. Adelman



Roger P. Sonnabend



Alan Sagner



Joseph H. Mitchell



Gen. Aharon Doron



Col. Jacob Monbaz



Mordechai Shalev



Gideon Yarden



Shlomo Argov



Joseph Raziel



Haim Zohar



Yosef Yaakov



Adin Talbar



E. Zev Sufott

OPENING RESULTS SET FAST PACE FOR FALL COMMUNITIES

Face-setting gifts recorded by the "early birds" of the fall campaign - Rochester, N.Y., Providence, R.I., and Charleston, West Va. - give promise of similar successful results by all the cities participating in this year's accelerated fall drive.

ROCHESTER, N.Y. With UJA National Chairman Isadore Breslau as the enthusiastically received speaker, the Big Gifts Meeting here on September 30 got the campaign under way with a sparkling 27 per cent rise in the level of pace-setting gifts. Dr. Nahum Goldmann, President of the World Zionist Organization and the World Jewish Congress, will address the Campaign Opening Dinner on October 22. Emanuel Goldberg is serving, both as Campaign Chairman and President of the United Jewish Welfare Fund. Mrs. Irving Germanow serves as Chairman of the Women's Division. Elmer Louis is Executive Director.

PROVIDENCE, R.I. Hosted by Mr. and Mrs. Merrill L. Hassenfeld and with UJA Associate General Chairman Max M. Fisher as speaker, the September 10th Big Gifts Dinner resulted in a solid increase of 26 per cent over the 1963 opening. Mr. Hassenfeld, President of the General Jewish Committee of Providence, is also a UJA Cabinet member. Robert Riesman is Campaign Chairman and Max Alperin is Big Gifts Chairman. Mrs. Sol Koffler is Women's Division Chairman, with Mrs. Leonard L. Salmanson and Mrs. Peter H. Bardach serving as Co-Chairmen. Joseph Galkin is Executive Director.

CHARLESTON, W. VA. As a result of the best attended Campaign Opening Dinner in years, September 13, the drive registered a 14 per cent increase over comparative gifts in 1963. Two earlier meetings - Young Executives and Advance Gifts - the latter addressed by UJA Cabinet member Alan Sagner - set a successful basis for the opening dinner. Top officers are: Robert F. Silverstein, Campaign Chairman; Chester Lovett, Co-Chairman; Samuel H. Rubin, Big Gifts Chairman; Philip Wells, Treasurer; Alex Schoenbaum, President of the Federated Jewish Charities of Charleston; Mrs. Benjamin Newman, Women's Division Chairman, and Mrs. Carl Lehman, WD Co-Chairman. Charles Cohen is Executive Secretary.

Major fall communities now in the organizing stage include the following:

FALL RIVER, MASS., will hold its Advance Gifts meeting, October 14, with UJA National Chairman Israel D. Fink as speaker, and will have its Campaign Opening, November 5, addressed by Senator William Proxmire. Charles W. Stampler is Campaign Chairman.

SHREVEPORT, LA., will have cartoonist Al Kapp at its Campaign Opening on October 18. Abe Sadoff is Campaign Chairman, Myron H. Dorfman is Federation President, Mrs. Abe Sadoff is WD Chairman, and Mrs. W. G. Fellman and Mrs. Morris Schuster are Co-Chairmen. Morton R. Adell is Executive Director.

NEW BEDFORD, MASS., expects to have Senator Wayne Morse address its Special Gifts Meeting late in October. Raymond Eisenberg is Campaign Chairman and Federation President. Mrs. Gerald Franklin is WD Chairman. Gerald Klein is Executive Secretary.

NORTHWEST INDIANA, will hold its Big Gifts Meeting at the Covenant Club in Chicago, October 18. Lloyd Hurst is Campaign Chairman. Dr. Philip J. Rosenbloom is Federation President. Mrs. Robert Kaplan is WD Chairman. Alvin S. Levinson is Executive Director.

CASH COLLECTION DRIVE IS ON FOR \$34,000,000

With a national goal of \$34,000,000, and with December 31 as the target date, the second half of the UJA cash mobilization drive is under way, led by Israel D. Fink of Minneapolis.

A National Chairman, Mr. Fink has been heading the UJA's cash collection task force since 1961 with increasing success.

His appeal to campaign officers and workers in the more than 3,000 communities that are participating in the current drive is simple and direct to the point: "to work as hard to redeem the pledges still uncashed in their communities, as they did to obtain them."

"Only through this kind of dedicated effort will our fall cash collection drive succeed in raising \$34,000,000 - the irreducible minimum needed to back up the vast immigrant absorption and welfare programs of the Jewish Agency and JDC."

Allan Farber, Worcester; Samuel H. Daroff, Philadelphia; Herman Fineberg, Pittsburgh; David Silbert, Chicago; Benjamin H. Swig, San Francisco; James L. Permutt, Birmingham are the Regional Cash Chairmen. Serving on the National Cash Committee are:

Martin Abelow, Utica; Julius R. Atkins, Milwaukee; Charles Auerbach, Cleveland; Sig H. Badt, Dallas; Leonard D. Bell, Lewiston; Leon H. Brachman, Ft. Worth; Victor M. Carter, Beverly Hills; David M. Citron, Peoria; Abe D. Clayman, Des Moines; Philip L. Cohn, Sioux City; David M. Cook, Indianapolis; Harry Druker, Marshalltown; Sol Esfeld, Seattle; Robert N. Eisner, New Britain; Robert M. Fineberg, Omaha; Hon. Matthew Feldman, Teaneck; Julius Frank, Memphis; Samuel F. Gingold, New Haven; Edward Ginsberg, Cleveland; Charles Goldberg, Denver; Hon. Joseph Goldberg, Worcester; Robert S. Green, Brockton; and

Marvin Greenbaum, Kansas City; Robert C. Hayman, Kenmore; Sam J. Heiman, Miami; Louis R. Hurwitz, Sioux Falls; Edward H. Kavinoky, Buffalo; Marshall H. Kuhn, San Francisco; Nathan I. Kuss, Wilkes-Barre; Philip J. Levin, North Plainfield; Nathan Lipton, Atlanta; Julius C. Livingston, Tulsa; David Lowenthal, Pittsburgh; Ralph S. Margolius, Norfolk; Hon. Samuel Mellitz, Bridgeport; Joseph N. Mitchell, Los Angeles; N. Aaron Naboicheck, Hartford; Irving S. Norry, Rochester; Frank Polasky, Saginaw; Joseph W. Ress, Providence; Herbert H. Schiff, Columbus; Gerald Rauch, Houston; Joseph D. Shane, Beverly Hills; Carl Sharpe, St. Paul; Morris A. Shenker, St. Louis; Max Siegel, Salt Lake City; Joseph Talamo, Worcester; Laurence A. Weinstein, Madison; Hon. Samuel A. Weiss, Pittsburgh; Harris K. Weston, Cincinnati; Bernard Wiess, Monticello; Philip Zinman, Camden, and Leon Germanow, Rochester.



Israel D. Fink



Samuel H. Daroff



Allan Farber



Herman Fineberg



James L. Permutt



David Silbert



Benjamin H. Swig

**Be sure to attend this most important
Jewish event of the year . . .**



*The Officers of the
United Jewish Appeal
cordially invite you to attend the
U. J. A. Annual National Conference
in honor of the
Fiftieth Anniversary
of the
American Jewish Joint Distribution Committee
and to set the life-saving objectives of the
U. J. A.'s 1965 Nationwide Campaign
on behalf of the United Israel Appeal -
Jewish Agency for Israel, Inc.
American Jewish Joint Distribution Committee and
the New York Association for New Americans*

*Thursday, December 10, through
Sunday, December 13, 1964*

The New York Hilton

Avenue of the Americas, 53rd to 54th Street, New York City

Dietary laws observed

Please respond on the enclosed card