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"Report to Members: United Jewish Appeal National Campaign
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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME XX
1965



UJA Requirements: \$109,400,000 to Save and Aid 741,650 Jews in Israel and 30 Other Lands



Report

UNITED JEWISH APPEAL

1965

NATIONWIDE CAMPAIGN

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

Needed: \$71,000,000 through the Regular Campaign plus \$38,400,000 Special Fund

Vol. XX, No. 1 February, 1965

1290 Avenue of the Americas, New York City 10019

NOT FOR PUBLICATION



They stirred enthusiastic response at UJA National Inaugural Conference: Ambassador Avraham Harman of Israel, UJA General Chairman Max M. Fisher, Vice-President Hubert H. Humphrey and UJA Executive Vice-Chairman Rabbi Herbert A. Friedman.

27TH NATIONAL CONFERENCE

SETS 1965 TARGET AT

\$109,400,000



**INAUGURAL CONFERENCE BRINGS
RECORD FIRST WEEK RESPONSE OF**

\$10,200,000

INAUGURAL MEETING BRINGS RECORD RESPONSE



Vice-President Hubert H. Humphrey addresses UJA leaders at Inaugural Conference dinner in Washington, D.C.

"Speed in action and speed in results" - this is the way the country will describe the manner in which Max M. Fisher of Detroit, the UJA's 1965 General Chairman, gets things done.

To get the UJA's nationwide campaign for \$109,400,000 "on the road" Mr. Fisher took the unorthodox step of scheduling the earliest National Inaugural Conference in UJA's 27-year history - January 9th and 10th, in Washington, D.C.

The result: the UJA received a 1965 initial gift send-off of \$10,200,000 which established a record for the first week of any UJA campaign.

To assure this high multi-million dollar response, Mr. Fisher and numerous members of his administration spent the interim between the close of the Annual National Conference in New York on December 13th and the January 9th opening date in Washington, making whirlwind tours of the major communities and worked tirelessly via phone and personal visits, to assure leadership attendance - and leadership giving - at this national event.

Then, at the opening Banquet Session in Washington, the UJA's "all-star" card-calling team composed of Mr. Fisher, and National Chairmen Jack D. Weiler of New York, and Edward Ginsberg of Cleveland accomplished the rest.

250 KEY LEADERS HEAR VICE-PRESIDENT HUMPHREY AND LBJ COUNSEL MYER FELDMAN

Two leading figures in President Johnson's administration participated as guest speakers at the sessions which took place at the historic Mayflower Hotel, which was

attended by 250 of the nation's key leaders and top contributors. They were Vice-President Hubert H. Humphrey, who addressed the Saturday evening banquet, and Myer Feldman, then Counsel to the President, who gave the closing address on Sunday. Their addresses, together with those given by Mr. Fisher, Joseph Meyerhoff of Baltimore, UJA's immediate past General Chairman, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, helped generate this record outpouring of gifts. The leaders were also received by Avraham Harman, Israel's Ambassador to the United States, at a pre-banquet reception.

But the most important action was that taken by the leadership of the country - men and women who, on behalf of themselves and their communities, came to Washington to get the UJA's nationwide campaign off to a magnificent start.

NINE COMMUNITY CHAIRMEN HONORED FOR LEADING OUTSTANDING 1964 UJA CAMPAIGNS



Peter E. Haas, 1964 Campaign Chairman
San Francisco, Calif.



Leonard Goldfine, 1964 Campaign Chairman
Philadelphia, Pa.



David Litwin, 1964-'65 Campaign Chairman
Newark, N.J.



Ben Domont, President, Jewish Welfare Federation
Indianapolis, Ind.



Dr. Seymour Alpert, 1964 Campaign Chairman
Washington, D.C.



Emanuel Goldberg, 1964 Campaign Chairman
Rochester, N.Y.



Harry A. Gampel, 1964-'65 Campaign Chairman
Hartford, Conn.



Adrian Comins, 1964 Campaign Chairman
Lynn, Mass.



Arthur Genshaft, President, Jewish Welfare Fund
Canton, Ohio

NATIONAL OFFICERS WELCOME VICE PRESIDENT



Immediate Past General Chairman Joseph Meyerhoff and Mrs. Meyerhoff are among the first to be greeted by (l to r) Ambassador Avraham Harman, 1965 General Chairman Max M. Fisher, and Vice President Humphrey.



William Rosenwald of New York, an Honorary Chairman.



Julius Paris of Cleveland, a member of the National Campaign Cabinet, and Mrs. Paris.



Mr. and Mrs. Bernard Grossman of Boston. Mr. Grossman is on the Executive Committee.



Mr. and Mrs. Albert Parker of New York. Mr. Parker is on the Executive Committee.



Detroit's Phillip Stollman, member of the National Campaign Cabinet.



Mr. and Mrs. Herbert H. Schiff of Columbus. Mr. Schiff is on the National Campaign Cabinet.



Israel Education Fund President Charles J. Bensley of New York.



Boston's George Shapiro, a member of the National Campaign Cabinet.

HUMPHREY AT 1965 UJA INAUGURAL DINNER



National Chairman Edward Ginsberg of Cleveland, and Mrs. Ginsberg.



National Chairman Philip Zinman of Camden and Philadelphia.



Honorary National Chairman Samuel H. Daroff of Philadelphia, and Mrs. Daroff.



Executive Committee member Alan Sagner and Mrs. Sagner of Newark.



Chairman of the National Young Leadership Cabinet, Joseph H. Kanter of Cincinnati.



Executive Committee member Albert B. Adelman of Milwaukee, and Mrs. Adelman.



Mr. and Mrs. Leon Germanow of Rochester. Mr. Germanow is a member of the National Campaign Cabinet.



Mr. and Mrs. Leopold V. Freudberg of Washington, D.C. Mr. Freudberg is a member of the National Campaign Cabinet.



Mr. and Mrs. Joseph Ottenstein of Washington, D.C. Mr. Ottenstein is a member of the National Campaign Cabinet.

HUBERT H. HUMPHREY, Vice President Of The United States



I am indeed honored and privileged to be with you this evening at this National Inaugural Conference that will launch UJA's 27th annual nationwide campaign. I bring you the warm personal greetings and, indeed, congratulations, of the President of the United States.

Your massive accomplishments over the past generation surely stand as a faithful application of the teachings of the great Hebrew Elder, Hillel:

"If I am not for myself," he asked, "who will be for me? But if I am only for myself, what am I?"

Although these words were spoken before the time of Christ, they lie at the core of our Judeo-Christian heritage: Let each man be his brother's keeper.

It is in that spirit that UJA has carried on its work throughout all of these years, both here at home and abroad. And I think that in doing this work you have given to the entire world a living, active demonstration of charity — the kindness of the human spirit — not the Government demanding it, not the Government taking it from you, but you, in a very, very, real sense, giving to your fellow human beings, so that human dignity takes on more than philosophical meaning; it takes on reality.

In this spirit you have extended the hand of friendship and help to your less fortunate brethren in foreign lands. And, in so doing, you have presented to the world one of the most remarkable demonstrations of voluntarism in history.

You have saved more than 3,000,000 Jews from war and oppression. You have settled more than 1,300,000 Jews in Palestine and, later, in Israel. You have settled more than 350,000 Jews in other countries of the world. And you have restored Jewish community life in Western Europe after the horrible years of Nazi terror and destruction.

What you have been doing in this...expression of charity and understanding and compassion that UJA represents, is in a very real sense what President Johnson is attempting to get America to do as a nation — as an organized society — in our war on poverty...

I would say that UJA possibly gave us the example for waging this war on poverty ...at home...and...abroad.

...As we seek the contributions to the UJA, as we say "help one another," we wage war on poverty and tyranny without losing a life. In fact, we wage it to save lives.

...You are not only helping people in Israel, a free and vital society. Wherever you strike a blow against disease, for education, against bigotry, for freedom, you have worked for the peace of America and all mankind.

MYER FELDMAN, Counsel To The President

United States aid to Israel has not been a one-way street. The United States has also benefited a good deal from this relationship. I would like to mention some of these benefits. . . First, Israeli research in the education process has been of immense benefit to many administration programs, particularly the poverty program. Israelis have had considerable experience with the illiterates of many nations. They have had to absorb, teach and turn into productive members of the community any Jew seeking a home in Israel—no matter what his educational background. In this process they have learned a great deal, and freely made this available to us for our use. In reporting the extent of help from Israel, our officials have described the Israeli programs as "extraordinary."



Secondly, Israel has helped us with our vocational rehabilitation projects. They have been able to adapt many occupations to the talents of handicapped people. They have taught the blind to weave cotton and wool textiles. They have even been able to teach the blind to use automatic data processing machines. Israeli methods are now an important part of the vocational rehabilitation programs of our Department of Health, Education and Welfare.

Third, their medical use research has been immensely useful not only to us, but to the whole world. Scientists at the Weizmann Institute have developed a small pellet which can be inserted into a blood vessel and guided to inoperable parts of the cardiovascular system. There the pellet is exploded in such a way it can cut out any block in the system without injuring the patient. This is a dramatic illustration of the kind of research in Israel that is being made available to us for further development.

Tribute to UJA: There is probably no program of the United States which has a greater effect on the status which the Western World enjoys than our Foreign Aid Program. An ancestor of that program was UJA efforts. Through the UJA some three million people have been helped and more than a million and a half resettled throughout the world. The only criteria for help is need. What you have done on an individual and voluntary basis is of major importance to the strength of the free world. The ultimate battle is for the commitment of mind, and arms are useless in the struggle. But your generosity is critical.



Honorary Special Fund Chairman Joseph Mazer of New York; Honorary National Chairman Benjamin H. Swig of San Francisco and National Chairman David Lowenthal of Pittsburgh.



Lawrence Schacht of New York, member National Executive Committee



National Chairman Jack D. Weiler of New York, Executive Vice Chairman Herbert A. Friedman of New York, and Vice President Hubert H. Humphrey.

UJA ANNUAL MEETING HONORS JDC FOR 50 YEARS OF SERVICE



An over-flow crowd hears Edward M. M. Warburg, UJA Honorary Chairman, tell the story of JDC's 50 years of service.

The outstanding fundraising results achieved at the National Inaugural Conference had their beginning at an earlier great assembly — the 27th Annual National Conference which was held in New York City's Hilton Hotel, December 10-13, 1964.

One would have to go back to the conferences that took place during the banner years of 1945 and 1948 to match this one in:-

ATTENDANCE— The Conference drew 2,400 of the nation's key leaders representing virtually every Jewish community in the United States, plus many observers from Canada and Israel;

OBJECTIVE— The leaders set \$109,400,000 as the UJA's nationwide goal to meet the challenging needs in Israel and 30 other countries through the vast ongoing programs of the United Israel Appeal-Jewish Agency for Israel, Inc., the Joint Distribution Committee, and the New York Association for New Americans.

HISTORICAL INTEREST— Paid tribute to JDC on its 50th Anniversary — a period which marks an epoch of humanitarian service to the Jewish people the world over.

It also elevated Max M. Fisher of Detroit to the top role in world Jewish philanthropy by unanimously electing him the new General Chairman of the United Jewish Appeal. Mr. Fisher succeeds another man of outstanding leadership calibre — Joseph Meyerhoff of Baltimore, who had served four successive — and successful — years as General Chairman.

It was a Conference that was honored by the appearance of two of the nation's most distinguished personalities:-

Earl Warren, the Chief Justice of the United States, and George Romney, Governor of Michigan.

Chief Justice Warren was the principal speaker at the Conference's Banquet Session. He was accompanied by Mrs. Warren.

Governor Romney and Mrs. Romney came to attend the formal dinner the leaders of the Detroit Jewish community gave to honor Mr. Fisher as the 1965 General Chairman of the UJA. The Detroit leaders also used this occasion to open their community's 1965 Allied Jewish Campaign with a record of \$1,100,000 in initial gifts.

TOP U.S., ISRAEL LEADERS AND OVERSEAS AID EXPERTS ADDRESS DELEGATES

Major addresses were given by Mr. Meyerhoff; Mr. Fisher; Avraham Harman, Israel's Ambassador to the U.S.; Edward M. M. Warburg, UJA Honorary Chairman and JDC Chairman; William Rosenwald, UJA Honorary Chairman; Charles J. Bensley, President of the Israel Education Fund; Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman; Mrs. Rose L. Halprin, Chairman of the American Section, Jewish Agency for Israel, and Dr. Joseph J. Schwartz, Chairman, JDC's 50th Anniversary Committee.

Participating as session chairmen and in other key capacities were: National Chairmen Jack D. Weiler, Isadore Breslau, Melvin Dubinsky, Edward Ginsberg, David Lowenthal and Philip Zinman; UJA Honorary Chairman Dewey D. Stone; JDC Vice-Chairman Monroe Goldwater.

The delegates were aided in their deliberations in setting the UJA's 1965 nationwide campaign goal by major presentations from Louis A. Pincus, Treasurer, Jewish Agency for Israel, Jerusalem; Moses A. Leavitt, JDC Executive Vice-Chairman; Gottlieb Hammer, Executive Vice-Chairman, Jewish Agency for Israel, Inc.; Charles H. Jordan, Director-General, JDC Overseas Operations; Samuel L. Haber, JDC Assistant Executive Vice-Chairman; Dr. Isador Lubin, Consultant, Jewish Agency for Israel, Inc., and Herbert Katzki, JDC Assistant Director-General. The following JDC country directors also participated: Theodore D. Feder, Director-General, JDC-Malben, Israel; Henry Levy, Director for Latin America; Sidney Engel, Director for Iran, and Abe Loskove, Director for Morocco.



Chief Justice Earl Warren, with Mr. and Mrs. Max M. Fisher.



Joseph Meyerhoff, the Chief Justice and Jacob Blaustein, Baltimore, Md.



Edward M. M. Warburg, UJA Honorary Chairman, Avraham Harman, Israel Ambassador to the U. S. and UJA Executive Vice-Chairman Herbert A. Friedman are shown at the Saturday Dinner of the UJA Annual National Conference, December 10-13, in New York.

The goal of \$109,400,000 which was adopted provides \$71 million for the ongoing global programs of aid and reconstruction conducted by the UJA's constituent and beneficiary agencies, and \$38.4 million as a UJA Special Fund to meet the special costs of critical immigration, resettlement and absorption programs in Israel and related needs. It is \$4 million higher than the 1964 campaign's objective.

The 1965 goal is designed to meet the following worldwide needs of 741,650 Jewish men, women and children in 1965:

IN ISRAEL—Aid more than 352,000 immigrants, new and old.

- Help the Jewish Agency for Israel bring in this year's tens of thousands...give them initial aid...build 17,300 needed housing units.
- Speed the absorption of newly arrived and earlier immigrants, including:

49,000 aged, chronically ill or handicapped immigrants needing social care;

57,000 newly arrived immigrants and social cases, requiring medical care and health insurance;

137,800 immigrant farm settlers still struggling short of economic independence;

36,000 young people in need of vocational and youth training. And thousands of other immigrants in the development towns needing absorption aid.

OUTSIDE ISRAEL—Sustain 389,650 Jewish men, women and children:

- Of these, JDC will aid 375,000, in Europe and the Moslem lands. It will help thousands on the move — and other thousands who remain — with transportation and reception aid, food, shelter, medical and child care and training.
- In USA and other free lands — aid and resettle nearly 15,000 Jewish refugees through the New York Association for New Americans and the United Hias Service.

GOVERNOR ROMNEY JOINS DETROITERS IN HONORING MAX M. FISHER AT MILLION-DOLLAR DINNER DURING UJA CONFERENCE IN NEW YORK



An engraved silver check showing the sum raised in his honor is presented to Max M. Fisher at the Detroit dinner by Hyman Safran, President of the Detroit Jewish Welfare Federation. At left is Governor George Romney of Michigan.

An impressive demonstration of the affection and high esteem in which Max M. Fisher is held by his fellow Detroiters was shown by an outpouring of \$1,100,000 in advance gifts to the 1965 campaign in his honor, at a testimonial dinner given by the Detroit Jewish Welfare Federation at the New York Hilton Hotel on December 10.

Governor George Romney flew in from Lansing, Mich., to join 150 friends and associates of Mr. Fisher at the dinner, held during the UJA's 27th National Conference which chose Mr. Fisher to head the 1965 campaign as General Chairman.

The campaign gift total was made up of \$1,063,000 from Detroiters — a 12 per cent increase over the 1964 gifts from the same contributors — and nearly \$37,000 from dinner participants who do not reside in Detroit.

Gov. Romney, keynoting the gathering's tribute to Mr. Fisher, hailed him as "a community leader giving unstintingly of his time and energies to innumerable projects that will improve his community and meet the needs of his fellow citizens."

"For many years," the Governor said, "I have been personally honored to count Max Fisher among my closest friends. His advice and counsel have been invaluable; his help, particularly at critical times, and his unwavering devotion have been sources of inspiration."

Louis Berry of Detroit, a member of the National Cabinet of the UJA, was Chairman of the evening. Hyman Safran, President of the Detroit Federation, was a member of the Dinner Committee.

Among the notable guests were Joseph Meyerhoff of Baltimore, Mr. Fisher's immediate predecessor as General Chairman and who now is UJA Honorary Chairman and Chairman of the Israel Education Fund; Edward M. M. Warburg of New York, a former General Chairman and now an Honorary Chairman; Mr. Louis A. Pincus, Treasurer, Jewish Agency for Israel, and Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman.



Other Detroit leaders shown here with Mr. Fisher are: Abraham Borman, Honorary Campaign Chairman; Irwin Green and Solomon Eisenberg, Campaign Co-Chairman, and Louis Berry, Chairman of the dinner honoring Mr. Fisher.

EARL WARREN, Chief Justice Of The United States



Above all, the thing Mrs. Warren and I felt on our visit was what might be termed the miracle of Israel...a miracle wrought largely through the genius and dedication of the remarkable people who constitute the nation of Israel...

...These people needed help in order to transform what was a combination of neglected swamps, deserts and rocky hills, into villages, towns and cities...and they received it...through your own efforts in the United Jewish Appeal, through the sale of State of Israel Bonds and through other private benefactions...

...What has happened in Israel, and of your part in it, is indeed a miracle. But would it not be a miracle of miracles if Israel turned out to be a pilot plant, showing how at last the blight of grinding poverty which condemns so many people everywhere to unsatisfactory lives can be abolished?

The success of this effort suggests that the problem of the emergent nations and the underdeveloped areas in the world is not beyond solution at all, if we decide to solve it. If the Negev could be made to blossom through voluntary gifts by individuals, cannot the Sahara be made to blossom through equally voluntary gifts of great nations? If cities, farms and factories could be made available to a young state, through those following their generous impulses toward people they regard as their kin, would it not be a magnificent example of universal brotherhood if the example could be translated into a worldwide plan to abolish ignorance, backwardness, and unnecessary human suffering, through the munificence of all the relatively affluent peoples of the world?

AVRAHAM HARMAN, Israel Ambassador To The United States



I believe that the central role of your country in the recent history of mankind is in the entirely unparalleled way you took a world which was ravaged by war and you poured in vast resources of money and technical assistance, that in a very short period of time brought into existence for the free world great and growing centers of strength.

I believe that the task and role of American Jewry in the modern age has been to do the same thing for the Jewish people. I stand before you as the representative of that Jewish community of 60,000 souls that the JDC in 1914 saved from starvation, and I stand before you as the representative in December of 1964 of a free Jewish State of Israel with a population of two and a half million people, living in freedom, who have opened the doors of their country and will continue to keep the doors of their country open to every Jew in the world in need of freedom and who seeks it in our midst. We would not have become this had it not been for the Jewish community of America. We would not have become this had it not been for the JDC, for the Jewish Agency, for the United Jewish Appeal.

MAX M. FISHER, General Chairman, United Jewish Appeal

I want to thank all of you for the great confidence you have placed in me. I am very proud to have been chosen your General Chairman for 1965. There are three major objectives I want to see achieved this year — objectives which I have dared to set because I know I can count on those of you who are here as well as on thousands of other dedicated people throughout the country who are not present.

First, we must raise the levels of individual giving. Second, we must increase the funds derived by UJA from local Jewish community campaigns in all parts of the country. Third, we must reinforce the consciousness that the UJA is the most important secular Jewish activity in which an American can be engaged.



EDWARD M. M. WARBURG, UJA Honorary Chairman

Jews everywhere can rejoice that an extraordinary generation of American Jews came together in 1914 to create the JDC as a lifeline to needy Jews in other lands.

In 50 years, your helping hand and your heart have reached out through us to more than four million Jews in 80 countries. In the First World War we found our way through the blockade of Palestine and into the pogrom areas of Poland and Russia and Hungary. And during World War II, we chartered ships to snatch children from the hands of the Nazis. We parachuted money to Jewish partisans in Nazi-held Poland. In Shanghai, in Rumania and Hungary, when our enemies had cut off all communications, JDC representatives continued to provide food and relief. They borrowed tens of thousands of dollars, their only

security the promise that the 'Joint' would pay.

In the years from 1948 to 1951, when we shared the major responsibility for emigration, we helped to bring 444,000 human souls to Israel and tens of thousands to other free lands, including the United States.

LOUIS A. PINCUS, Treasurer, Jewish Agency For Israel



Eighteen per cent of the gross national product of the United States represents the taxes, direct and indirect, upon the population. In the United Kingdom it is 30 per cent. In Holland it is 21 per cent. In Israel, in 1964, it was 38 per cent. And in the coming year it will be even greater. Therefore, there is no basis for expecting Israel to increase the burden carried by it in the areas which morally and historically the better placed Jewish people outside Israel should bear. Those are the areas, immigration and absorption, with which UJA and the Jewish Agency are vitally concerned.

We have witnessed in the last four years an enormous upsurge of immigration — the greatest immigration movement since the early years of the State. This rate of immigration is going to continue — and at a higher pace than we expected for 1965. The problems of absorption arising out of these facts are becoming frightening.

UJA HONORS MEYERHOFF FOR 'INSPIRING LEADERSHIP'



At the 27th National Conference, Joseph Meyerhoff, who led the past four historic UJA campaigns as General Chairman, was presented with an antique Kiddush cup in a ceremony honoring him for his "unceasing devotion and inspiring leadership."

William Rosenwald of New York, UJA Honorary Chairman, made the presentation. Mr. Meyerhoff termed it "the most significant honor I have ever received."

Noting that "Kiddush" means sanctification, he said that "through our efforts for UJA we have sanctified our lives, for we have engaged in the most sacred endeavor available to man — the saving of

human lives and the restoration of hope and dignity to brothers in need."

CONFERENCE NAMES OFFICERS FOR 1965

The roster of 1965 UJA officers elected to serve with General Chairman Max M. Fisher includes these distinguished leaders:

National Chairman representing UIA: ISADORE BRESLAU, Washington, D.C.

National Chairman representing JDC: JACK D. WEILER, New York.

National Chairmen: MELVIN DUBINSKY, St. Louis; ISRAEL D. FINK, Minneapolis, EDWARD GINSBERG, Cleveland; DAVID LOWENTHAL, Pittsburgh; JOSEPH D. SHANE, Los Angeles, Cal., and PHILIP ZINMAN, Camden, N.J.

Honorary Chairmen: MORRIS W. BERINSTEIN, Albany, N.Y.; JOSEPH MEYERHOFF, Baltimore; WILLIAM ROSENWALD, New York; DEWEY D. STONE, Boston, Mass., and EDWARD M. M. WARBURG, New York.

Honorary National Chairmen: SAMUEL H. DAROFF, Philadelphia; JOSEPH HOLTZMAN, Detroit; ADOLPH KIESLER, Denver; ALBERT A. LEVIN, Cleveland; SOL LUCKMAN, Cincinnati, and BENJAMIN H. SWIG, San Francisco.

Honorary Special Fund Chairmen: JOSEPH M. MAZER and SAMUEL RUBIN, both of New York, and ROBERT W. SCHIFF, Columbus, Ohio.

Executive Vice-Chairman: RABBI HERBERT A. FRIEDMAN, New York.

National Women's Division Chairman: MRS. JACK KARP, Los Angeles, Calif.

Young Leadership Cabinet Chairman: JOSEPH H. KANTER, Cincinnati.

National Co-Treasurers: JOSEPH I. LUBIN and JACOB SINCOFF, both of New York.

Secretaries: GOTTLIEB HAMMER and MOSES A. LEAVITT, both of New York.

SIX LEADERS NAMED TO HIGH NATIONAL POSTS IN UJA

Six outstanding figures in UJA campaigns on both the local and national levels have been named to high office in the leadership of the nationwide organization. One has been selected as a UJA National Chairman, and five have been newly elected to the UJA's Executive Committee, the top policy-making body. They are:



JOSEPH D. SHANE, Beverly Hills, Cal., newly named National Chairman. Former member of UJA Executive Committee and previously of National Cabinet. Was member of 1960 UJA National Cash Committee. A former General Chairman and Co-Chairman of United Jewish Welfare Fund of Los Angeles, Director, Los Angeles Jewish Community Council. Has been active in Israel Bonds organization, Jewish Centers Association of Los Angeles and city's Community Relations Committee.



CHARLES J. BENSLEY, New York City, new to National Executive Committee. Vice-Chairman, United Jewish Appeal of Greater New York and member of its Executive Committee. An authority on education, is President of Israel Education Fund and for 13 years was member of New York City Board of Education. Chairman, Advisory Committee, Yeshiva University Graduate School of Education and Community Administration. On Executive Committee, American ORT.



MORRIS GLASSER, Chicago, Ill. new to National Executive Committee. Member of National Cabinet of UJA. President of Jewish Welfare Fund of Metropolitan Chicago and for many years served on Board of Directors. Long active in campaigns of Combined Jewish Appeal of Chicago, as member of Special Gifts and Advisory Committees. Member, National Council, Joint Distribution Committee.



BERNARD D. GROSSMAN, Boston, Mass., new to National Executive Committee. Member of UJA National Cabinet. Was 1963 General Chairman of Combined Jewish Philanthropies of Greater Boston, and is member of its Board of Trustees. Over the years, active in numerous civic, business and communal causes in Boston area.



LEONARD LASER, Chicago, Ill., new to National Executive Committee. Member of UJA National Cabinet. President in 1964 of Combined Jewish Appeal of Metropolitan Chicago; served as General Campaign Chairman, 1962 and 1963, of CJA, previously headed important committees. Past President, Young Men's Jewish Council; Treasurer, Midwest Section, National Jewish Welfare Board; Director, Jewish Community Centers of Chicago; Director of city's Crusade of Mercy.



PAUL ZUCKERMAN, Detroit, Mich., new to National Executive Committee. Member, UJA National Cabinet. Vice-President of Jewish Welfare Federation of Detroit, former Chairman of its Advisory Council and Federation Treasurer. In 1961 and 1962, Chairman of Federation's Allied Jewish Campaign. Has been active in Detroit United Jewish Charities and Jewish Center.

MRS. JACK KARP NAMED TO 2nd TERM AS WOMEN'S DIVISION CHAIRMAN



Mrs. Jack Karp of Los Angeles was re-elected in absentia to a second term as National Chairman of the UJA Women's Division. Recovering from knee surgery, she was unable to attend the Annual Conference and her report to delegates was presented by Mrs. Hal Horne, Women's Division Honorary Chairman and a former National Chairman.

Mrs. Karp revealed that close to \$235 million have been contributed by women in their community campaigns throughout the country since the UJA Women's Division was organized in 1946. During her first term in office, Mrs. Karp visited many communities across the country to help organize and speak for women's divisions. She visited Israel twice and led the Eighth Women's Division Overseas Mission to Europe and Israel.

Noted U. S. Government Economist Addresses Women's Oneg Shabat

An Oneg Shabat held by the Women's Division on December 12 was attended by more than 300 women leaders who heard Mrs. Leon Keyserling, Director of the Women's Bureau of the U. S. Department of Labor, speak on "New Challenges and New Responsibilities." Commenting on the "remarkable changes" she had noted in visits to Israel over the years, Mrs. Keyserling said that one thing never changed - "the dauntless spirit of the people, their legitimate but modest pride in accomplishment. . . their courage in facing the still very difficult future."

"What you do now can ease and secure that future in which every American has so great a stake," she concluded.

NATIONAL WOMEN'S DIVISION BOARD MEETS



FRONT ROW: Mrs. William Diamonstein, Newport News, Va., Mrs. Joseph Cherner, Washington, D. C., Mrs. Henry Wineman, Detroit, Mich., Advisory Board; Mmes. Burt J. Siris, New York, N. Y., John C. Hopp, Detroit, Mich., Vice-Chairmen; Mmes. S. Alexander Brallove, Elizabeth, N. J., Hal Horne, New York, N. Y., Jack A. Goodman, Indianapolis, Ind., Honorary Chairmen; Mmes. Irving Ehrenfeld, Passaic, N. J., Irvin S. Rosenbaum, Louisville, Ky., Carl Spector, Boston, Mass., Vice-Chairmen. MIDDLE ROW: Mmes. Frank Kaufman, Baltimore, Md., Merrill Hassenfeld, Providence, R. I., Albert B. Adelman, Milwaukee, Wisc., Harold N. Rosenberg, Englewood, N. J., Harry Bishop, West Hartford, Conn., Lawrence Freeman, New York, N. Y., David C. Salesky, Philadelphia, Pa., Harold Shlensky, Chicago, Ill., Raymond Kramer, Paterson, N. J., Ralph M. Brandwene, Wilkes Barre, Pa., Robert D. Eisenstein, Nashville, Tenn., Arthur Zanditon, Boston, Mass., Board Members. LAST ROW: Mmes. Aaron Zacks, Columbus, Ohio, Harold J. Kaufman, San Francisco, Calif., Board Members; Mrs. Morris Senderowitz, Allentown, Pa., Advisory Board; Mmes. Jack Soble, Atlantic City, N. J., Isadore Horowitz, Shreveport, La., Julius Paris, Cleveland, Ohio, Sam Alterman, Atlanta, Ga., Paul

Kapelow, New Orleans, La., Seymour Bachman, Scranton, Pa., Ezra Z. Shapiro, Cleveland, Ohio, Charles T. Cohen, Milwaukee, Wisc., Board Members.

Board Members not pictured include: Mrs. Herbert H. Lehman, New York, N. Y., Honorary General Chairman; Mrs. Jack Karp, Los Angeles, Calif., Chairman; Mmes. Israel D. Fink, Minneapolis, Minn., Henry Newman, Kansas City, Mo., Albert Pilavin, Providence, R. I., Honorary Chairmen; Mrs. Harry Jones, Detroit, Mich. Vice-Chairman; Mmes. Bertram Allenberg, Los Angeles, Calif., Irving Anches, Seattle, Wash., Max W. Bay, Los Angeles, Calif., Jacob Blaustein, Baltimore, Md., Joseph Cohen, New Orleans, La.; Katharine S. Falk, Pittsburgh, Pa., Jennie Grossinger, Ferndale, N. Y., Ludwig Kaphan, St. Petersburg, Fla., A. Louis Oresman, New York, N. Y., Advisory Board; Mmes. Harding Frankel, Houston, Tex., Emanuel Gantz, New York, N. Y., Herman Goldstein, Birmingham, Ala., Joseph F. Grubstein, Newark, N. J., Robert C. Hayman, Buffalo, N. Y., Leo Hirsh, Los Angeles, Calif., Sidney S. Jacobs, Denver, Colo., Joseph Lagman, Phoenix, Ariz., Norman B. Robbins, Worcester, Mass., Arnold Rubenstein, St. Paul, Minn., Irving H. Wolfson, Pittsburgh, Pa., National Board Members.

EARLY CAMPAIGN OPENINGS SPARK TOP BIG GIFTS RETURNS

(Note: Campaign totals are those reported to National headquarters by Jan. 29, when the RTM went to press and may not be completely up-to-date. Percentage figures are in comparison to the gifts made by the same contributors in 1964.)

DETROIT, MICH.: Following an impressive testimonial dinner to newly elected UJA General Chairman Max M. Fisher (see page 8), which brought in advance gifts of over a million dollars, the campaign now stands at \$2,435,745, a 19 per cent increase. A Big Gifts meeting on January 26 was addressed by Rabbi Arthur J. Lelyveld of Cleveland. Co-Chairmen of the campaign are Sol Eisenberg and Irwin Green, with Abraham Borman as Honorary Chairman. Mrs. I. Jerome Hauser is Chairman of the Women's Division. Hyman Safran is President of the Jewish Welfare Federation and William Avrunin is Executive Director. Sol Drackler is Campaign Director.

BOSTON, MASS.: This major community has raised \$1,262,500 to date, according to early returns, representing a 15 per cent increase over 1964's figure at this time. Results were made known following a Big Gifts dinner on January 21 at the Sidney Hill Club — a meeting which had its greatest attendance in years. Aaron O. Cohen, Big Gifts Chairman, presided and a 75th birthday presentation, including a UJA plaque, was made to Milton Kahn. Featured speaker was Senator Kenneth Keating. Abraham L. Goodman is General Chairman of the campaign and Mrs. Irving A. Sisson is Women's Division Chairman. S. Sidney Stoneman is President of the Combined Jewish Philanthropies of Greater Boston. Dr. Benjamin B. Rosenberg is Executive Director. Aaron Levine is Campaign Director.

CLEVELAND, OHIO: This active community has made a tremendous showing in early returns by raising \$1,900,000 to date — a 7 per cent increase over 1964, when the greatest sum in its history was raised. Gifts were announced at an Initial Gifts Brunch in the Oakwood Country Club on January 17, when Edward M. M. Warburg, UJA Honorary Chairman, was the featured speaker. Mr. Warburg presented an award to Arthur Dery, 1964 Chairman, for having achieved the highest total to date in Cleveland's history. General Chairman for 1965 is Samuel H. Miller, with Edward C. Bloomberg, Joseph E. Cole and Julius Paris as Co-Chairmen. Mrs. Jerry Frisch and Mrs. Robert S. Garson are Women's Division Co-Chairmen. David N. Myers is President of the Jewish Community Federation. Henry L. Zucker is Executive Director. Gerald Soroker is Campaign Director.

PHILADELPHIA, PA.: This important community reports an early figure of \$1,129,948 — a 14 per cent increase over last year. The announcement followed a successful Big Gifts dinner meeting on January 12, when Max M. Fisher of Detroit, UJA General Chairman, made a warm presentation of the needs. General Campaign Chairman is Jack F. Adler, with Sylvan M. Cohen as Advance Gifts Chairman and the following Advance Gifts Co-Chairmen; William Gerstley II, Harold L. Neuman, Richard S. Robinson, Maurice M. Rosen and Jack L. Wolgin. Mrs. Samuel A. Feld is Women's Division Chairman. Judge Nochem S. Winnet is President of the Federation of Jewish Agencies. Donald B. Hurwitz is Executive Director. Samuel Melnick is Campaign Director.

BALTIMORE, MD.: Initial gifts of \$1,172,000 — a 10 per cent increase over 1964 — were announced following a Brunch on January 17, with UJA General Chairman Max M. Fisher as speaker. General Chairman of this well-paced campaign is Irving Blum; Co-Chairman, Harvey M. Meyerhoff, and Women's Division Chairman, Mrs. LeRoy Cohen. Abraham Mahr is President of the Jewish Welfare Fund. Harry Greenstein is Executive Director and Isadore I. Sollod is Campaign Director.

LOS ANGELES, CALIF.: Gershon Avner, Israel Ambassador to Canada, was an inspiring speaker at an Advance Gifts meeting here on January 27, which was followed by a Women's Division meeting on the 28th. An outstanding 27 per cent increase was registered, with a total raised so far of \$540,000. Bram Goldsmith is Campaign Chairman and Dr. Max W. Bay is President of the Jewish Federation-Council. Mrs. Joseph N. Mitchell is Women's Division Chairman and Isidore Sobeloff is Executive Director and Julius Ratner is Campaign Director.

PITTSBURGH, PA.: A Big Gifts meeting opening the campaign here on January 26 brought a gift total of \$495,000, a 20 per cent increase over last year. Senator John Pastore of Rhode Island was the eloquent speaker at this highly successful meeting. William Stark is Campaign Chairman and S. Raymond Rackoff is Advance Gifts Chairman. Lester A. Hamburg is President of the United Jewish Federation and Mrs. Paul S. Caplan is Women's Division Chairman. Robert I. Hiller is Executive Director and James Bronner, Campaign Director.

NEWARK, N.J.: Early returns put this community 21 per cent ahead of last year at a comparable time, with a total of \$640,000 reported. The figure was announced following an Initial Gifts dinner meeting at the home of David Slobodian on January 19. Edward M. M. Warburg, UJA Honorary Chairman, was the speaker at a session marked by considerable enthusiasm. David M. Litwin is General Campaign Chairman and Mrs. Howard Levine is Women's Division Chairman. Charles Stern is President of the Jewish Community Council of Essex County. Abe L. Sudran is Executive Director. Martin Rackett is Campaign Director.

SAN FRANCISCO, CAL.: Very early returns total \$810,000, following a meeting on December 14 at which the principal speaker was Moses A. Leavitt, JDC Executive Vice-Chairman. San Francisco is forging ahead of last year's campaign, which topped all previous drives. Chairman is Carl W. Stern, with Jesse Feldman as Vice-Chairman and Mrs. William H. Green as Women's Division Chairman. Samuel A. Ladar, is President of the Jewish Welfare Federation. Sanford M. Treguboff is Executive Vice-President and Louis W. Weintraub is Executive Director.

MIAMI, FLA.: A total of \$255,525, representing an increase of 11 per cent over last year's figure, is reported here following two fund-raising events. The first was a Pace-setters Dinner on January 17, followed by a Big Gifts meeting on January 18, with UJA Honorary Chairman Joseph Meyerhoff speaking. Chairman of this campaign is Rabbi Irving Lehrman. Mrs. Ernest Krensky is Women's Division Chairman. Sidney Lefcourt is President of the Greater Miami Jewish Federation and Arthur S. Rosichan is Executive Director.

BUFFALO, N.Y.: The drive here has opened with an encouraging total of \$303,926, which is 18 per cent ahead of last year's early figure. The amount was reported after a Big Gifts dinner on January 6 when Rabbi Herbert A. Friedman, UJA Executive Vice-Chairman, was the enthusiastically received speaker. Samuel J. Weinstein is Chairman of this campaign, with Mel R. Rosen as Advance Gifts Chairman and the following Advance Gifts Vice-Chairmen: Harold Doran, Harold S. Goldman, Bert Gross, David L. Landy and Kenneth E. Wagner. Mrs. Ben Glaser is Women's Division Chairman. Irving Levick is President of the United Jewish Federation. Executive Director is Sydney S. Abzug.

DALLAS, TEX.: This lively community is already forging far ahead of last year's figure at this point, with an energetic campaign. Three hundred attended a workers' rally at which Samuel L. Haber, JDC Assistant Executive Vice-Chairman, was speaker. Co-Chairmen are Irvin J. Jaffe and Milton Tobian, with the following Vice-Chairmen:

Leo M. Davis, Ervin Donsky, Sherman M. Kaplan, Sol C. Levine, Murray Munves, Raymond D. Nasher and Lawrence S. Pollock, Jr. Advance Gifts Vice-Chairmen are Jacob Feldman, Benjamin F. Lewis, Julius Schepps and the Messrs. Kaplan, Levine and Pollock. Mrs. Coleman Jacobson is Women's Division Chairman. Nolan Glazer is President of the Jewish Welfare Federation. Jacob H. Kravitz is Executive Director.

HARTFORD, CONN.: Hartford reports \$205,392 in early returns, an increase of 14 per cent over last year. The amount was reported after a Big Gifts meeting on January 12 with David Lowenthal of Pittsburgh, a UJA National Chairman, as speaker. Chairman is Harry A. Gampel. Charles D. Gersten is Special Gifts Chairman; William S. Blech is Advanced Gifts Co-Chairman; Louis K. Roth is President of the Jewish Federation. Bernard L. Gottlieb is Executive Director.

HOUSTON, TEX.: Early reports show a total to date of \$501,181, a 14 per cent increase over last year's figure. The campaign got under way with a Big Gifts luncheon on December 15 when Max M. Fisher of Detroit, UJA General Chairman, was the featured speaker, creating a spirited climate for the session. General Campaign Chairman is M.S. Williams, with Leonard Rauch, Robert I. Sud and Adolph O. Susholtz as Co-Chairmen. Big Gifts Chairman is Morris Glesby and Co-Chairmen are Benjamin O. Leff, Jenard M. Gross and Eli Schaffer. Mrs. Hershel M. Rich is Women's Division Chairman. Harold Falik is President of the Jewish Community Council. Executive Director is Albert M. Goldstein.

INDIANAPOLIS, IND.: Not even a blizzard could keep the Big Gifts campaign opener in this community from success on January 17. Pledges of \$184,425 — a 12 per cent increase over the 1964 figure — were made after the audience heard film actress Joan Fontaine and Samuel L. Haber, JDC Assistant Executive Vice-Chairman. General Chairman of the campaign is Sigmund J. Beck, with Edgar S. Joseph as Big Gifts Chairman. Mrs. Charles Fisch is Women's Division Chairman. Ben Domont is President of the Jewish Welfare Federation. Frank H. Newman is Executive Director.

HOLLYWOOD, FLA.: This community, after its Initial Gifts Breakfast on January 17 at the home of Abe L. Mailman, Big Gifts Chairman, reported an early total of \$138,000, an encouraging 17 per cent ahead of last year. Speaker was Daniel Neal Heller of Miami, Fla., a Young Leadership Cabinet member. Hyman G. Schlafer is Campaign Chairman. Ben Salter is President of the Jewish Welfare Federation. Executive Director is Myron J. Brodie.

TUCSON, ARIZ.: This community had made a lively start, reporting \$140,250 to date — an increase of 25 per cent over last year. Opening gun was a Big Gifts dinner on December 16 featuring Joseph D. Shane of Los Angeles, UJA National Chairman, and Moses A. Leavitt, JDC Executive Vice-Chairman. Jack E. Young, Big Gifts Chairman, presided. A successful opening dinner was held on January 10. Jack J. Sarver is Campaign Chairman. Associate Chairman is I. H. Handmaker. Dr. Lloyd S. Epstein is Advance Gifts Chairman, with Samuel Lefkowitz as Big Gifts Co-Chairman. Mrs. Fred Rosen is Women's Division Chairman. Marvin H. Volk is President of the Jewish Community Council. Executive Vice-President is Benjamin N. Brook.

PATERSON, N.J.: A Big Gifts meeting on January 26 was addressed by Eleazer Lipsky, President of the Jewish Telegraphic Agency, who is an expert on the achievements and problems of Israel. A total of \$122,000 raised started the campaign off with an 11 per cent increase over 1964. Gerrard Berman is Campaign Chairman and Oscar Berman is President of the Jewish Community Council. Women's Division Chairman is Mrs. David Panitz. Sam A. Hatow is Executive Director.

MAX M. FISHER

An Inspired Humanitarian

With his election as General Chairman of the United Jewish Appeal, Max M. Fisher now holds two of the top humanitarian posts in the United States. In heading the UJA, he directs the most important philanthropic organization of the American Jewish community. At the same time, as President of the United Foundation of Detroit, he heads the nation's largest community chest, which raised \$23,500,000 in 1964.

Mr. Fisher has been prominent in civic, communal and philanthropic activities for more than a quarter of a century. During 1964 he served in the newly created post of UJA Associate General Chairman. He was President of Detroit's Jewish Welfare Federation from 1959 to 1964. He has also been a leader of the Federation's annual Allied Jewish Campaign, of which the UJA is a major beneficiary. As Chairman of the campaign in 1957 he was instrumental in raising the largest sum in the drive's history.

Mr. Fisher was elected President of Detroit's United Foundation in May, 1964, but his association with the Foundation goes back many years. In 1961 he accepted the chairmanship of its Torch Drive to raise funds for 195 health and community services in Detroit. He conducted its most successful Torch Drive to that date, which raised nearly \$20,000,000.

Among the many honors conferred on Mr. Fisher in recognition of his civic and humanitarian endeavors the most recent was the Fred M. Butzel Memorial Award from the Detroit Jewish community in February, 1964. It is considered the highest honor which can be conferred upon a member of the community.

Mr. Fisher has long been a key figure in the nation's petroleum industry. He pioneered in developing Michigan's oil industry and was a leader in successfully introducing new oil refining processes. He has served for more than a decade as advisor to the government of Israel on its growing refining and petro-chemical industry.

Mr. Fisher has been a member of ten UJA Study Missions made up of key American Jewish leaders who annually make on-the-scene surveys of critical Jewish needs in Europe, North Africa, the Middle East and Israel. His first-hand studies of UJA-supported aid programs abroad have given him an authoritative knowledge of these needs, particularly the crucial problems besetting Israel's people in absorbing scores of thousands of newcomers annually.

Before his election to the post of UJA General Chairman, Mr. Fisher had long served in the highest levels of UJA leadership. He is a top officer of UJA's two major agencies, serving as Co-Treasurer of the Jewish Agency for Israel, Inc., and as a member of the National Council of the Joint Distribution Committee.

Joseph Meyerhoff, Mr. Fisher's predecessor, expressed the thoughts of all UJA Officers in this message of congratulations to the new General Chairman: "I have seen you in action on the front lines of UJA campaigning, in the top councils of UJA planning and in the on-the-spot surveys of Jewish needs overseas. That is why I know the cause of Jewish survival and Jewish rescue throughout the globe and Jewish reconstruction in Israel will be well served by your accession to the highest position in the UJA."