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Subseries 4: Administrative Files, 1945-1994.

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Folder
6

Warburg, Edward M.M. Testimonial dinner. 1954-1955.

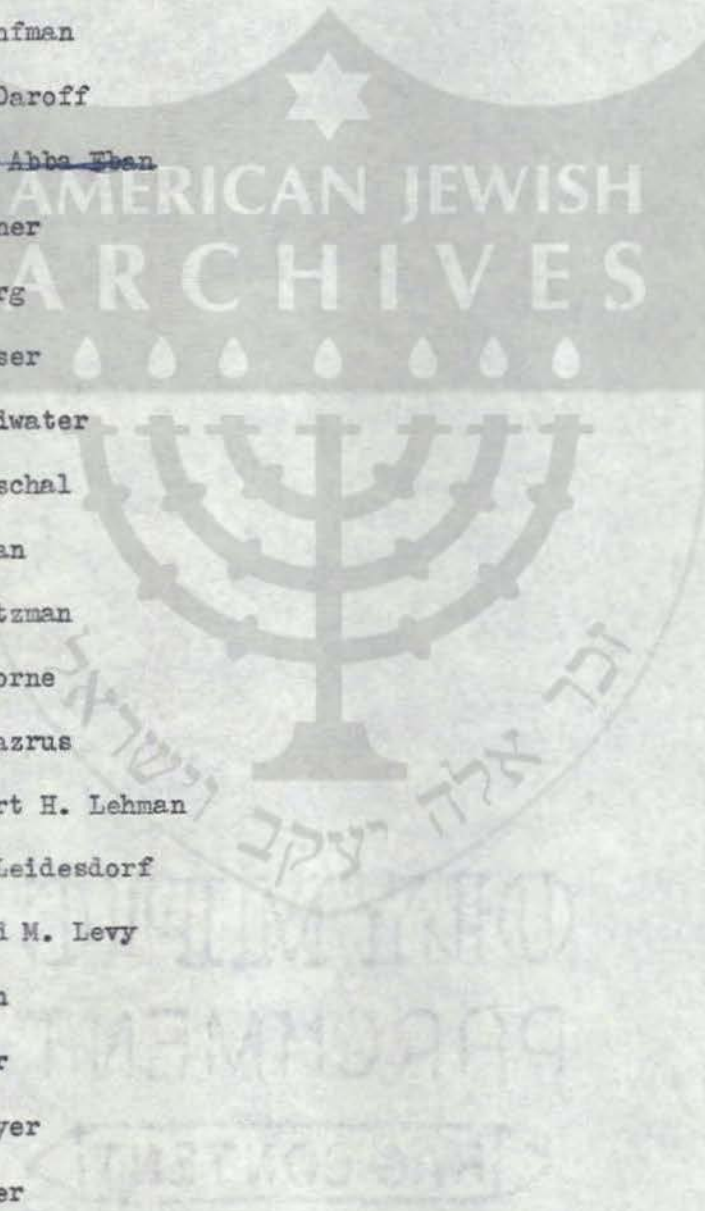
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Dais for Warburg Dinner, January 22,

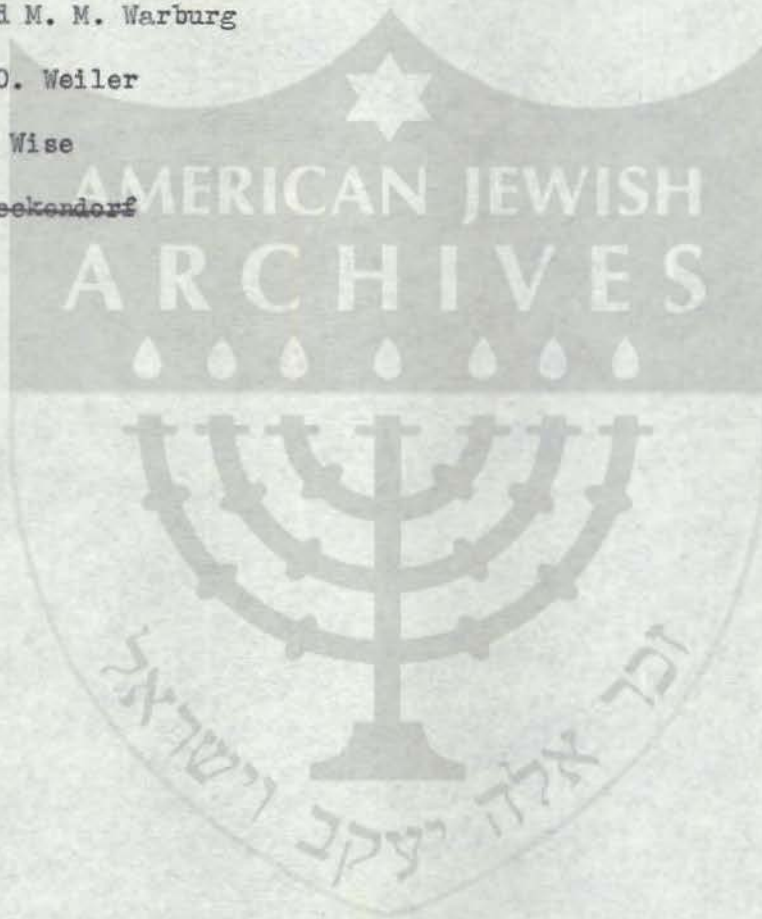
Agreed upon at Rosenwald Meeting, A.M., 1/21

1. Paul Baerwald
2. Barney Balaban
3. Morris W. Berinstein
4. Louis Broido
5. Samuel Bronfman
6. Samuel H. Daroff
- ~~7. Ambassador Abba Eban~~
8. Joseph Eisner
9. Abe Feinberg
10. Ed Goldwasser
11. Monroe Goldwater
12. Sylvan Gotschal
13. Paul Hoffman
14. Joseph Holtzman
15. Mrs. Hal Horne
16. Benjamin Lazrus
17. Hon. Herbert H. Lehman
18. Samuel D. Leidesdorf
19. Mrs. David M. Levy
20. Sol Luckman
21. Berl Locker
22. Charles Mayer
23. Joseph Mazer
24. Leonard Ratner
25. Judge Proskauer
26. Israel Rogosin

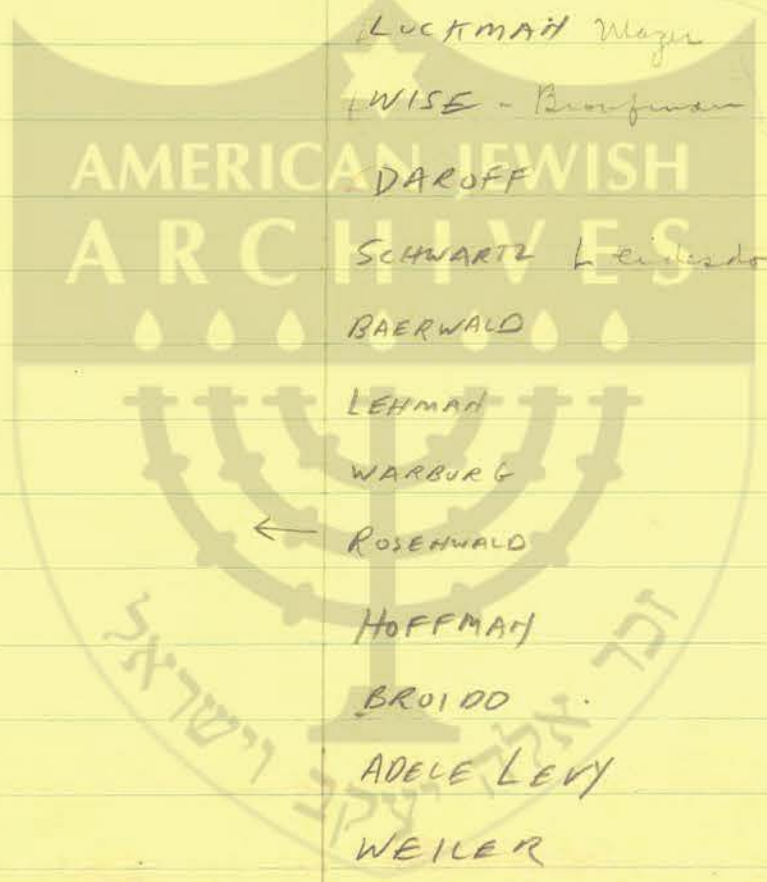


Dais, as of 1/21, AM

27. William Rosenwald
28. Robert W. Schiff
29. Joseph Schwartz
30. Jack Sincoff
31. Dewey Stone
32. Edward M. M. Warburg
33. Jack D. Weiler
34. Jonah Wise
35. ~~Wm. Zeekendorf~~



JISEPH MARKEL ?	41
ROBERT GURNEY (?)	40
ZECKENDORF (mt)	39
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SINCOFF	2
FEINBERG	3
BROTHMAN	4
EISNER Feinberg	5
HORNE Wise	6
STONE Locker	7
ROGOSH Stone	8
MAZER Luckman	9
Rogoshin	10
LUCKMAN Wagon	11
WISE - Brofman	12
DAROFF	13
SCHWARTZ Leidesdorf	14
BAERWALD	15
LEHMAN	16
WARBURG	17
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HOFFMAN	19
BROIDO	20
ADELE LEVY	21
WEILER	22
BERNSTEIN	23
HOLTZMAN	24
LEIDESDORF Proskauer	25
BALABAN Goldwater	26
GOLDWATER Mayer	27
→ PROSKAUER Balaban	28
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CHAS. MAYER	32
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FRED LAZARUS JR. ?	36
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R. FREEMAN ?	38



*FC/Fick
Moby Davis
Jan 22/57*

November 4, 1954

Dear Herbert,

It was nice of you to see me the other day. We are all delighted to know that you will participate in the dinner in honor of Eddie Warburg, marking his retirement as General Chairman of the United Jewish Appeal.

The meeting will be held at the Waldorf-Astoria Hotel in New York City on Saturday evening, January 22, and will start with cocktails at 6:30 or about 7:00 p.m. Some of us will probably begin working on plans for the dinner some time between the end of this month and the middle of next. At that time we shall have a better idea as to the program.

It is of real help to us to have learned from Miss Flexner that we can count on you as toastmaster; your serving as such will be mentioned in our mailings.

We shall keep in touch with you as our plans develop. In the meantime, sincere thanks and kindest regards.

Cordially,

Rosenwald

Hon. Herbert H. Lehman
41 East 57 Street
New York, New York

FC/FILE

PAUL G. HOFFMAN

PACKARD

Paul Gray Hoffman, chairman of the board of The Studebaker Corporation, entered the automobile business in 1910 as a retail salesman in Chicago, his native city, after attending the University of Chicago.

In 1911, he moved to Los Angeles to become a salesman for The Studebaker Corporation. By 1915 he was sales manager of the Los Angeles branch, and two years later was district branch manager. In 1919, returning home after service as a first lieutenant in the Army, he purchased the Los Angeles branch.

After becoming Studebaker's largest dealer and distributor on the West Coast, Mr. Hoffman became vice president of Studebaker in 1925 and directed the sales of the company from its headquarters at South Bend, Indiana.

He was president of the corporation from 1935 until 1948, when he resigned the presidency to accept appointment as Administrator of the Marshall Plan. He directed that vast program until he felt that his mission had been completed in 1951, at which time he left the government and became president of The Ford Foundation. Later he also served as chairman of the Fund for the Republic, an independent organization established by The Ford Foundation.

In 1953, Mr. Hoffman returned to Studebaker as chairman of the board.

During his years as Studebaker president, he also served voluntarily as chairman of the Committee for Economic Development from 1942 to 1948. He has been a member of the Business Advisory Council for the Department of Commerce since 1941.

Mr. Hoffman's residence is in Pasadena, Calif. He maintains offices at Studebaker headquarters in South Bend and at the company's West Coast headquarters in Los Angeles.

June 22, 1954

From: Hill and Knowlton, Inc., Empire State Building, New York 1, N.Y., Lackawanna 4-1420

Biographical Sketch
PAUL GRAY HOFFMAN

Paul Gray Hoffman, chairman of the board of The Studebaker *Packard* Corporation, was born April 26, 1891, in Chicago, Illinois, the son of George Delos and Eleanor (Lott) Hoffman.

He attended the University of Chicago (1908-09) following graduation from LaGrange (Ill.) High School (1907). He and his wife, the former Dorothy Brown, whom he married on December 18, 1915, have seven children, Hallock Brown, Peter Brown, Donald Gray, Robert Cheseboro, Lathrop Gray, Barbara and Kiriki (a ward).

Mr. Hoffman became chairman of Studebaker on March 1, 1953, after spending 38 of the preceding 42 years with the pioneer automobile manufacturer. He was president from 1935 to 1948, when he resigned to become Administrator of the Economic Cooperation Administration.

Later, he served as president of The Ford Foundation, resigning that post to return to Studebaker. At that time he became chairman of The Fund for the Republic, an independent organization established by The Ford Foundation.

Mr. Hoffman got his start in the automobile industry in 1910-- despite the solemn warnings of parents and friends to stay clear of it.

One well-intentioned elderly advisor told the young man the automobile business was bound to "blow up with a louder bang than the bicycle

industry did a few years ago." A banker proved statistically that the industry would soon reach a saturation point because the nation already had all the automobiles that people could or would buy.

"But the automobile industry was just as glamorous and exciting to a young fellow in 1910," Mr. Hoffman recalls, "as the airplane business was a generation later, and I was determined to give it a try."

His first job was with the Halladay Motor Company of Chicago--first as a porter, then as a used car salesman.

He moved to Los Angeles and became a salesman for The Studebaker Corporation. By 1915 he was sales manager of the Los Angeles branch and two years later was district branch manager. In 1919, returning home after service as a first lieutenant in the Army, he purchased the Los Angeles branch.

After becoming Studebaker's largest dealer and distributor on the West Coast, Mr. Hoffman became vice president of The Studebaker Corporation in 1925 and directed the sales of the company from its headquarters at South Bend, Indiana. With the return of Mr. Hoffman to Studebaker, Harold S. Vance, who had been chairman of the board since 1935, and also president from 1948, became president and chief executive officer of the company.

Honorary Degrees:

- Hon. D. Sc., Coe College, Cedar Rapids, Iowa, 1947
- Hon. Dr. Commercial Science, New York University, New York, N. Y., 1950
- Hon. Doctor of Humanics, Hillsdale College, Hillsdale, Mich., 1942
- Hon. D. B. A., University of Southern California, Los Angeles, Calif.
- Hon. LL.D - Allegheny College, Meadville, Pa., 1950
- American University, Washington, D. C., June 1950
(For Distinguished Public Service)
- Bucknell University, Lewisburg, Pa., 1948
- Columbia University, New York, N. Y. June 1950
- Dartmouth College, Hanover, N. H., 1946
- Grinnell College, Grinnell, Iowa, 1946
- Harvard University, Cambridge, Mass., 1948
- Indiana University, Bloomington, Ind., 1949
- Jefferson Medical College, Philadelphia, Pa., 1948
- Kenyon College, Gambier, Ohio
- Lafayette College, Easton, Pa., 1949
- Occidental College, Los Angeles, Calif., 1949
- Rose Polytechnic Institute, Terre Haute, Ind.
- Syracuse University, Syracuse, N. Y., June 1950
- University of California at Los Angeles, March 1950
- University of Notre Dame, Notre Dame, Ind., 1948
- University of Pennsylvania, Philadelphia, Pa., 1950
- University of Rochester, Rochester, N. Y.
- Valparaiso University, Valparaiso, Ind., 1945
- Washington University, St. Louis, Mo., 1949
- Wesleyan University, Middletown, Conn., June 1950
- Williams College, Williamstown, Mass., 1949
- Yale University, New Haven, Conn., June 1950

Awards:

- Henry Laurence Gantt Gold Medal Award, 1946. Awarded by American Management Association and the American Society of Mechanical Engineers for "distinguished achievement in industrial management as a service to the community."
- Beecroft Award, 1947. By Society of Automotive Engineers.
- American Education Award for 1948. By the National Education Association.
- Rosenberger Medal, 1948. By the University of Chicago.

Awards: (Cont'd)

Gold Medal, 1949. By National Planning Association, for "outstanding contribution through planning to the betterment of human life."

William Penn Award, 1949. By the Philadelphia Chamber of Commerce, to "honor the man in America who has made the most outstanding contribution to the business or economic life of our country."

Brotherhood Citation, 1949. By the National Conference of Christians and Jews for "the devotion to, and sympathetic understanding of the spiritual as well as economic needs of his fellow men in these difficult times."

Poor Richard Gold Medal of Achievement. By the Poor Richard Club, Philadelphia, January 1950.

Humanitarian Award for 1950. By Variety Clubs International.

Freedom Award, 1951. By Freedom House for "imaginative leadership and unselfish public service for world peace and freedom."

Gold Medal, 1951. By National Institute of Social Sciences "in recognition of your distinguished service to humanity."

Director: Encyclopaedia Britannica
Encyclopaedia Britannica Films, Inc.
New York Life Insurance Company
United Air Lines
TIME, Inc.

Automotive Safety Foundation, President 1937-41; President & Chairman, 1941-42; Chairman, 1942-48

Committee for Economic Development, Chairman Bd. of Trustees, 1942-48; Trustee, 1948-

Member: Business Advisory Council, Department of Commerce, since Feb. 12, 1941

Republican

Mason

Fraternity: Delta Tau Delta, National President, 1940-42

Paul Gray Hoffman--Page 5

Author: Seven Roads to Safety, 1939
Peace Can Be Won, 1951
Various Articles

Business Address: The Studebaker Corporation
South Bend 27, Indiana

Home Address: 1500 El Mirador Drive
Pasadena 3, California





V18
V37
Samuel H. Daroff

CHAIRMAN, NATIONAL CAMPAIGN CABINET

February 3, 1955

Rabbi Herbert Friedman
Temple Emanu-El
2419 E. Kenwood Blvd.
Milwaukee, Wisc.

Dear Rabbi Friedman:

For the members of the Cabinet who were fortunate enough to be at the Edward M. M. Warburg Dinner on January 22, there is little need for me to report on the spirit and enthusiasm which prevailed, not only at the dinner but also at our Cabinet meeting. This was the first meeting of the 1955 Cabinet and we had a fine turnout including a majority of the new members. To those Cabinet members who were unable to be with us I can only say that the Warburg Dinner was one of the finest - and most productive - functions the UJA has ever held.

Among the matters considered by the Cabinet were several which require further action on the part of every member of the Cabinet. I want to report on them rather fully so that we can proceed to carry out the decisions reached, with your complete cooperation. The meeting opened with Dr. Schwartz reviewing the plans and program for the Warburg Dinner, followed by William Rosenwald who pointed out that the sum we expected to raise at the Dinner would equal, if not exceed, the total raised at last year's National Inaugural Meeting in Miami, which was held a month later in the year.

Mr. Rosenwald pointed out that this afforded us an excellent opportunity to capitalize on the momentum created by the Dinner and that if we could sustain that impetus through the next crucial campaign months we would be assured of a better campaign this year than last year. In this connection, he urged that every effort be made to secure additional gifts for announcement at the UJA National Inaugural Meeting at Miami, which is to be held this year on February 27 at the Saxony Hotel. A number of Cabinet members responded to this appeal by indicating their intention of reporting to the Miami area - Miami, Hollywood, Palm Beach, Boca Raton - sufficiently in advance of the 27th to assure effective solicitation. Others who were unable to get away pledged to work in their own communities for the same purpose.

Mr. Warburg expressed his gratification at the magnificent start of the 1955 UJA campaign, both in terms of early and increased giving and the atmosphere of confidence generated thereby. He added that he believed it was extremely important for Cabinet members to meet and talk with

community leaders throughout the country person-to-person - in a social atmosphere, in their homes and at their clubs - with the idea of trying to get them as enthused about the work we are doing as all of us are. He urged that as all of us travel around the country in connection with our own business or personal affairs, we let the national UJA office know our plans so that they can point out to us the places and persons with respect to whom we can be most useful in this regard.

Following this discussion, Dewey Stone (who was formally elected National Chairman of the United Israel Appeal the following day) reported that Representative John McCormack, Congressional Majority Leader, was planning to introduce a Bill designed to increase from 5% to 10% the limit on corporate tax-exempt charitable contributions. He urged active support, on a broad basis, of the proposed legislation and pointed out the possibility of increased UJA income if this Bill were to become law. The Bill referred to is HR #2, a copy of which is enclosed for your information.

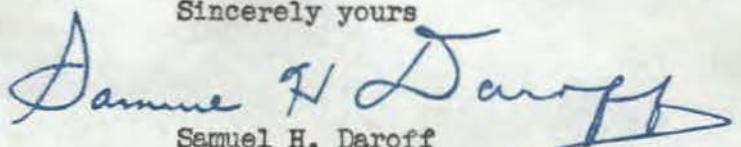
Mr. Stone also indicated the great number of potential contributors represented among men of newly-acquired wealth and urged that they be brought more actively into the UJA picture. He suggested that Cabinet members send information regarding these persons to the national UJA office where a centralized, coordinated effort could be undertaken with this objective in mind.

Last, but not least, the Cabinet considered the various problems and plans in relation to pre-campaign budgeting. Morris Berinstein pointed out how difficult it has become, in the face of dwindling campaign receipts, for community leadership to understand that there is no threat to local needs necessarily involved in UJA's efforts to safeguard and strengthen its own interests in local campaigns. He urged that if we were not to lose the benefit of an auspicious start to the 1955 campaign, to be derived from the Warburg Dinner, we would have to obtain more and better pre-campaign budgeting agreements throughout the country. He stated further that there were two major contributions each member of the Cabinet could make to help carry out this program: (1) to help secure an equitable share for UJA through a satisfactory agreement in his own community and (2) to represent UJA in pre-campaign budgeting negotiations with other communities.

I think it important to point out that, following very thorough discussion, the Cabinet agreed to authorize the officers of the United Jewish Appeal to take vigorous measures in furtherance of the Resolution on Pre-Campaign Budgeting adopted at the UJA Annual National Conference in December 1954, and pledged their support to this end not only in their own communities but by their readiness to represent UJA in negotiations with other communities as well.

These are some of the highlights of an important and highly constructive Cabinet meeting. I want to close by reminding you that the next meeting of the Cabinet will take place in Miami, at the Saxony Hotel, on Sunday, (brunch), February 20. I look forward to seeing you there.

Sincerely yours


Samuel H. Daroff

H. R. 2

IN THE HOUSE OF REPRESENTATIVES

January 5, 1955

Mr. McCORMACK introduced the following bill: which was referred to the
Committee on Ways and Means

AMERICAN JEWISH
A BILL

To increase from 5 percent to 10 percent the amount which corporations
may deduct for tax purposes for charitable contributions.

Be it enacted by the Senate and House of Representatives of the
United States of America in Congress assembled, That the first sentence
of section 170 (b) (2) of the Internal Revenue Code of 1954 (relating
to deductions by corporations for charitable contributions) is hereby
amended by striking out "5 percent" and inserting in lieu thereof
"10 percent".

SEC. 2. Section 512 (b) (10) of such Code (relating to unrelated
business taxable income) is hereby amended by striking out "5 percent"
and inserting in lieu thereof "10 percent".

SEC. 3. The amendments made by this Act shall apply only to
taxable years beginning after December 31, 1953, and ending after
August 16, 1954.