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REPORT TO MEMBERS
UJA NATIONAL CAMPAIGN COUNCIL
VOLUME I V
1949

A REPORT
to Members of the
National Campaign Council

165 West 46th Street, New York 19, N. Y

1948
DESTINY
CAMPAIGN
FOR
\$250,000,000
Minimum



UNITED
JEWISH
APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

SPECIAL ISSUE - Vol. IV

NOT FOR PUBLICATION

January 5, 1949

PRE-NATIONAL CONFERENCE EDITION

RECORD ATTENDANCE EXPECTED AT NATIONAL CONFERENCE OF UJA

Reservations to the forthcoming annual National Conference of the United Jewish Appeal to be held at the Chelsea Hotel in Atlantic City beginning noon, Wednesday, January 12, and running through the evening of Thursday, January 13, are pouring in to the office of the UJA at a rate which indicates that the attendance of Jewish community leaders will equal or surpass even the record attendances of recent years. The intense country-wide interest in the Conference is evidence of American Jewry's earnest preoccupation with the problem of responsibility for the unprecedented immigration into Israel which is certain to take place in 1949 and which, it is hoped, will finally mark the close of the chapter in Jewish history headed "Displaced Persons." There is likewise deep concern about the new situation of the Jews in Moslem lands and an eagerness for the latest information on the progress of rehabilitation in Europe and the prospects for immigration to the United States.

THE GATES ARE OPEN -- SEND THEM HOME

DELEGATES TO BRING CASH TO CONFERENCE

A number of the community leaders who will be present at the Conference have indicated that they will spend the intervening period in an intensive collection effort so that they may bring with them to the Conference the largest possible checks. It is urged that all communities collaborate in this effort so that in addition to making plans for 1949, the Conference will also serve as an invaluable aid in making possible the continuation of the present large immigration and assistance programs in Israel and Europe without interruption.

In view of the fact that immigration into Israel is now averaging some 20,000 men, women and children per month, the importance of immediate cash cannot be over-emphasized. Now that the gates are open, the only thing that can serve to maintain this steady flow of immigration is cash and more cash. Dollars now are passports to freedom and new life. The UJA is providing the transportation costs which are enormous.

LIFE IS SACRED -- CASH NOW IS LIFE

CONFERENCE PROGRAM STRESSES DISCUSSION BY DELEGATES

The program that has been arranged for the Conference was drawn up by the Conference Committee and the officers of the United Jewish Appeal in a manner that would permit maximum opportunity for discussion from the floor by community leaders. It was taken into account that only through a thorough consideration of all factors could American Jewry arrive at an adequate understanding of its responsibility for 1949 and a practical decision as to how to go about meeting that responsibility.

For the background information of the delegates, there will be comprehensive reports by experts on the Jewish position and needs in Europe, Israel, the United States and other lands.

Authoritative analyses of the situation in Israel, Europe and the United States will be presented by Aubrey S. Eban, Special Representative of the Provisional Government of Israel to the United Nations; Edward M. M. Warburg, Chairman of the Joint Distribution Committee; Levy Skolnik, member of the Jewish Agency Executive in charge of Colonization; Harry N. Rosenfield, United States DP Commissioner.

Presentations of the 1949 requirements and programs of the agencies of the UJA will be made by Dr. Joseph J. Schwartz, Chairman, European Executive Council of the JDC; Edwin Rosenberg, President of the USNA, and Herman L. Weisman, Acting National Chairman of the UPA and the UJA.

Among others participating in the Conference will be William Rosenwald, National Chairman of the UJA, and Honorary President of the USNA, who will preside at the Wednesday afternoon session; Milton Kahn of Boston, Chairman of the Interim Committee, who will open the Wednesday evening session; Harold J. Goldenberg of Minneapolis, Associate Chairman, Committee on National Campaign Techniques, who will preside at the Thursday afternoon session, and Mrs. David M. Levy, Honorary Chairman, National Women's Division, who will preside at the Thursday evening session.

Rabbi Jonah B. Wise, National Chairman of the UJA, will review ten years of dedicated service through the UJA and Dr. Abba Hillel Silver, Chairman of the American Section of the Executive of the Jewish Agency, will deliver the closing address of the Conference.

UJA RAISED MORE THAN \$150,000,000 IN 1948

A record total of more than \$150,000,000 was raised during 1948 by the United Jewish Appeal in what was the greatest campaign in the history of private philanthropy,

it was announced this week by William Rosenwald, Herman L. Weisman and Rabbi Jonah B. Wise, National Chairmen of the UJA. The yearly report of the National Chairmen indicates that the \$150,000,000 figure represented not only the largest sum ever raised by the UJA since its inception in 1939, but that it also established a new level of giving for any non-governmental humanitarian or relief campaign in the history of the United States.

Campaigns in behalf of the UJA were conducted in 4,950 cities, towns and villages with more than a million Jewish contributors. In scores of communities substantial contributions were also received from Christians.

Of the total raised in 1948, the Joint Distribution Committee will receive \$64,900,000 for its program of overseas relief, reconstruction and emigration; the United Palestine Appeal will receive \$74,700,000 for its work of immigration, settlement and upbuilding in Israel; and the United Service for New Americans, \$10,400,000 for its program of reception and integration of refugees finding haven in the United States.

A detailed report on the results of the 1948 UJA campaign will be presented at the National Conference of the UJA in Atlantic City next week.

1939 - 1949 -- A DECADE OF DEDICATED SERVICE

TRIBUTE PAID TO HENRY MORGENTHAU, JR., BY THE NATIONAL CHAIRMEN

In their report on the 1948 campaign, the National Chairmen paid special tribute to the Honorable Henry Morgenthau, Jr., who served as General Chairman of the 1948 campaign, as well as that of 1947.

The Chairmen declared that "his inspirational leadership represented an historic contribution to the success of the 1948 UJA and helped make the year that has just ended truly a year of destiny for the Jewish people in Israel, in Europe and elsewhere. Under the impact of his statesmanship and vigorous stimulation, Jewish communities throughout the United States were encouraged to unprecedented response to the 1948 drive."

OTHER UJA OFFICERS CITED

The UJA Chairmen reported that the other national officers who contributed to the unusual success of the 1948 campaign were Edmund I. Kaufmann of Washington, D. C., Chairman of the Advisory Committee; Samuel Rothberg of Peoria, Illinois, Chairman of Initial Gifts; Herman Gilman of Boston, Massachusetts, Associate Chairman of Initial Gifts; Mrs. David M. Levy of New York, Honorary Chairman and Mrs. Ernest G. Wadel of Dallas, Texas, Chairman of the National Women's Division; Rudolf G. Sonneborn of New York, Chairman of National Trades and Industries; Julian B. Venezky of Peoria, Illinois, Chairman of the Regional Division; Mrs. Katharine S. Falk of New York, Chairman of the Speakers Committee; Milton Kahn of Boston, Massachusetts, Chairman of the Interim Committee; I. Edwin Goldwasser and Jacob Sincoff of New York, National Co-Treasurers and Isidor Coons and Henry Montor of New York, Executive Vice Chairmen.

The National Chairmen also lauded the efforts of the officers and workers of community campaigns throughout the country without whose leadership the extraordinary results achieved could not have been brought about.

WE MADE GOOD IN '48 -- LET'S DO IT AGAIN IN '49

JEWISH AGENCY AND JDC SCHEDULE UNPRECEDENTED IMMIGRATION

Dr. Joseph J. Schwartz, Chairman of the European Executive Council of the Joint Distribution Committee, who returned to the United States for a brief stay last week, reported that the rate of immigration into Israel is far exceeding the largest estimates hoped for only a few months ago. More than 25,000 Jews from the DP camps and other areas of Europe and other continents reached Israel in the month of December, 1948 alone.

According to tabulations prepared by the Jewish Agency in cooperation with the Joint Distribution Committee, it may safely be predicted that there will be immigration of more than 220,000 Jews into Israel in 1949, from all countries, if American Jews provide the necessary funds. Schedules of emigration and immigration are already laid out, country by country. Transportation facilities are available and Israel has already made plans for reception and integration.

It is calculated by the Jewish Agency and the JDC that this mass migration will result in 1949 in the liquidation of the DP camps, with the exception of such accommodations as may have to be retained for those who are too ill to leave or who will wish to wait for visas to the United States, South America or other havens.

It is expected that the problem of preparation, transportation and maintenance of this unprecedented flow of immigrants will be one of the principle subjects of discussion at the UJA Conference in Atlantic City.

EMPTY THE CAMPS IN 1949

A REPORT to Members of the National Campaign Council

165 West 46th Street, New York 19, N. Y.

1949
campaign
for
\$250,000,000



UNITED JEWISH APPEAL

for Refugees, Overseas Needs & Palestine

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NATIONAL CONFERENCE EDITION

"THIS TIME WE'LL DO IT" JEWISH LEADERS PLEDGE

In two historic days of conference in Atlantic City, American Jewish leadership assessed and assumed its responsibility for the coming months toward Israel and toward the surviving Jews of Europe. The delegates, gathered in record attendance at the Chelsea Hotel, January 12 and 13, and representing the Jewish leadership of communities in practically every state of the nation, in a series of sessions that went from business-like analysis of budgets to peaks of emotional exaltation, came away determined that in the year 1949 the DP camps must be emptied and Israel strengthened. To this end the delegates adopted a resolution calling for a national United Jewish Appeal goal of a minimum of \$250,000,000 in 1949. The sense of the discussion was that although American Jews had responded magnificently in 1948 in making available more than \$150,000,000 for the needs of the UJA agencies, they had not reached the full amount of the established goal for the year, and the goal for 1949 was adopted with the feeling that the Jewish community was giving itself another chance at the moment of greatest opportunity in Jewish history, and that this time "we shall really do it."

MAJOR EBAN WINS OVATION

An emotional high spot of the Conference was the thrilling address of Major Aubrey S. Eban, Special Representative of the Provisional Government of Israel to the United Nations, and when he concluded the delegates rose as one man to give him a resounding ovation which was followed by the spontaneous singing of Hatikvah. In a keen and enlightening exposition of the accomplishments of the new state, its trials and its prospects, he made his hearers feel that they were undergoing a never-to-be-forgotten experience. Irony, understatement, humor, bitterness, resolve and hope for the future marked an address Churchillian in choice of words and in delivery.

After speaking of the military, administrative and diplomatic accomplishments of Israel from the very first day of its existence, Major Eban said: "The fourth and perhaps most momentous and spectacular aspect of Israel's achievement, yielding no place to the military, administrative or diplomatic successes to which I have referred, has been the phenomenal success of the State of Israel in the absorption of mass

immigration...To sustain the burdens of statehood, the expenses of full mobilization, the initial outlay of capital equipment, the construction of an administrative, civil service and diplomatic machinery, the creation of culture and society from the very foundation, all that is sufficient burden for the people of Israel to sustain unaided in this task of recapturing the Jewish people for a free national life. It is entitled to turn to the Jewish people itself and to invoke its solidarity in the task of absorbing that mass immigration.

"It is that consideration which lends special moment to your gathering this afternoon...The year 1949 will forever endure in the records of the Jewish people and in the annals of international statesmanship. No wonder that one of the greatest contemporary western historians described the emergence of Israel as one of the great events in world history. To be worthy of that event, by dint of sacrifice, is the inspiring task which the present position imposes upon you...

"It is the hope of the Government of Israel that it will continue, as in the past, to receive tangible expression of your solidarity and support by courage and resolution, by tenacity of purpose and by rigid adherence to Israel's principles and ideals. By these alone shall we fulfill our duty to the destiny of our people and to the future of mankind."

AUTHORITIES DISCUSS 1949 NEEDS

The Conference, which marked "A Decade of Dedicated Service," opened with lunch on January 12 and was welcomed by Harry Cassman, President of the Atlantic City Federation of Jewish Charities, on behalf of the host city. William Rosenwald, a National Chairman of the United Jewish Appeal and Honorary President of the United Service for New Americans, presided. He pointed to the remarkable strides that had been made among the Jewish survivors with the help of American Jews since the end of the war, and declared that "now we are on the threshold of a new era. We are about to seize, or at least we are about to be presented with, the opportunity which we have so long prayed for and sought for and tried to establish. We are now about to begin the final phase of the solution of the problem with which we grappled three years ago."

Commissioner Rosenfield Discusses United States Immigration Prospects

Harry N. Rosenfield, a member of the three-man United States Displaced Persons Commission, spoke of the defects of the present Displaced Persons Act despite which there would be an extraordinary increase in immigration to the United States in 1949. He predicted that the inequities now inherent in the Act would be corrected, thus making possible an even greater immigration. He declared that the mass resettlement movement for which the Commission has responsibility "would have been completely impossible without the cooperation of the voluntary agencies, of which the USNA has been one of the leaders and undoubtedly the model for all other organizations." According to Mr. Rosenfield there will be a minimum of 105,000 to 110,000 displaced persons who will find it possible to settle in the United States in 1949, about 24,500 of whom will be Jewish.

Edwin Rosenberg Outlines USNA Program and Needs

In a comprehensive survey of the activities of the USNA in recent years and its needs and program in 1949, Edwin Rosenberg, President of the USNA, declared that "in the final analysis the USNA program cannot be measured in dollars and cents. It must be counted, rather, in terms of the despairs, the needs, the hopes and the faith of

the Jewish men, women and children who are waiting across the sea for a chance to come to America and live among us as dignified human beings once again."

Dr. Schwartz Reports on JDC Needs in Europe

In his customary eloquent manner, Dr. Joseph J. Schwartz, Chairman, European Executive Council of the JDC, moved the delegates deeply with his recital of the opportunities which have opened up for mass emigration from the DP camps and from Eastern Europe and of the new hope which has filled the hearts of Jewish survivors as a result. He said that the new schedule of immigration into Israel which has been drawn up for 1949 envisages 226,000 people for the year with the possibility that the figure may exceed 300,000. "The ability of the JDC to bring those people into Israel during 1949," said Dr. Schwartz, "and the ability of the State of Israel and of the Jewish Agency to absorb them and to resettle them in the true sense of the word, depends entirely upon the action which American Jewry will take during the course of 1949." Dr. Schwartz also spoke of the problem of the Jews in the Near East and Arab countries where pogroms and persecutions of all sorts are now taking place. "The care of these people," declared Dr. Schwartz, "the obtaining of conditions of security for these people is to my mind a number one priority in 1949 and the Jews of America must see to it that this community of 900,000 Sephardic Jews scattered throughout the length and breadth of the Arab world, surrounded by a sea of hostility, in peril of their very lives, are not given a feeling that they are in fact forgotten, that nobody cares about them and that our only worry is about the European Jews."

Herman L. Weisman Documents UPA Responsibilities

In a well documented and stirring report, Herman L. Weisman, Acting National Chairman of the UPA and the UJA, compared the situation which confronts the Jews today with that which obtained at the beginning of 1948, stressing the vastly greater opportunities which now exist for a final solution of the post-Hitler and post-war problems of the Jewish people. "Never before," said Mr. Weisman, "and perhaps never again will it lie in the power of the Atlantic City Conference to do a more necessary and more creative job for Jewish survivors, Jewish freedom, Jewish independence and self-sufficiency than it is now in our power to do in the year 1949, and, I submit, to do under conditions that are most favorable from the point of view of the national UJA job in America." Referring to the cost of the mass immigration into Israel which will take place in 1949, Mr. Weisman declared that in addition to transportation, the sum of \$1,620 is required by the agencies of the United Palestine Appeal to provide for each man, woman and child the means of absorption, housing, land and land amelioration, education, retraining and all of the other aids to the building of a new life of freedom. "The Jewish State," said Mr. Weisman, "spells the end of Jewish homelessness. The DP's of today, the driven and unwanted Jews of today are tomorrow the citizens of Israel, and as Herzl said, 'if you will it, so it will be'."

MILTON KAHN RE-ELECTED CHAIRMAN OF PREPARATORY SUB-COMMITTEE

Further implementing the democratization of the National United Jewish Appeal Conference, the Preparatory Sub-Committee, which was charged with the task of evolving resolutions for presentation to the plenary session, met in the full view and hearing of all the delegates instead of in closed session as in the past. The formula of community selection of members, which had proved successful last year was followed again, as jointly agreed upon by officers of the United Jewish Appeal and of the Council of Jewish Federations and Welfare Funds. The Committee, in a rising vote, re-elected Milton Kahn as Chairman by acclamation. The meeting of the Committee began

with dinner on Wednesday evening and was continued the following morning until mid-day

Mr. Kahn reported that at a meeting of the General Chairman and National Chairmen of the UJA, the Chairman of the Interim Committee, and two representatives named by the Council of Jewish Federations and Welfare Funds, a resolution was adopted that a committee be designated by the National Chairmen of the UJA to include representation from the Council in behalf of the Welfare Funds and last year's Interim Committee to prepare a report on budgetary facts for 1949 for use at the Atlantic City Conference. Named to the Committee were Harold Glasser, Director of the Institute on Overseas Studies of the Council of Jewish Federations and Welfare Funds; Milton Kahn, Chairman of the Interim Committee; Moses A. Leavitt, Executive Vice Chairman of the Joint Distribution Committee; Edwin Rosenberg, President of the United Service for New Americans; and Herman L. Weisman, Acting National Chairman of the United Palestine Appeal and the United Jewish Appeal.

Determination of National Goal

Mr. Glasser presented the report of this Committee to the Preparatory Sub-Committee. He indicated that the budgets of the UJA agencies total \$375,000,000. In evaluating them on the highest priority basis and the lowest probable number of immigrants and taking account of the possible amounts to be raised outside the United States, it was estimated that irreducible budgetary requirements for which the United Jewish Appeal would be responsible would be between \$250,000,000 and \$260,000,000. The discussion which followed was participated in by most of the members of the Preparatory Sub-Committee, many of whom had widely divergent views as to the goal which should be adopted for 1949.

There was universal acceptance of the budgets with the consensus that the requirements would be higher than the minimum. The various proposals for goal were based on the effort to establish a sum that would produce the largest funds in 1949. Some of the members of the Committee felt that inasmuch as the UJA had not reached its full goal in 1947 or 1948, no goal at all should be set but the budgets should be presented to the country in the hope that they would be met by the contributors. Others felt that the goal should equal the full amount of the budgets, while still others called for goals ranging from \$250,000,000 to \$280,000,000.

After many hours of debate and discussion, it became evident that the members of the Committee were predominantly in favor of setting a goal of \$250,000,000 minimum, to give American Jewry another chance to attain this minimum. The proposal for a \$250,000,000 minimum goal was overwhelmingly voted.

A small working Committee on Resolutions composed of the following members was appointed:

Abraham Goodman, Miami; A. Richard Frank, Chicago; Robert J. Koshland, San Francisco; Julian H. Krolik, Detroit; Moses A. Leavitt, New York; Louis S. Myers, Kansas City; Edwin Rosenberg, New York; Herman L. Weisman, New York; Mrs. Jerome I. Udell, New York; Milton Kahn, Boston, ex officio, as Chairman.

GOLDWATER REPORTS ON 1948 CAMPAIGN

The discussion by the members of the Preparatory Sub-Committee was preceded by a report on the 1948 national United Jewish Appeal campaign by Monroe Goldwater, President of the United Jewish Appeal of Greater New York, Inc. Mr. Goldwater reported

that in 1948 more than \$150,000,000 was contributed to the UJA by more than 1,000,000 Jews in a total of 4,950 cities, towns and villages. He added that Jews in Alaska, Puerto Rico, Hawaii and the Virgin Islands also had an active part in the campaign.

Mr. Goldwater paid tribute to the Hon. Henry Morgenthau, Jr. for his "inspiring leadership and tireless day-to-day effort." He stated that Mr. Morgenthau "dedicated every hour, every thought to the UJA campaign both in 1947 and in 1948. Thousands upon thousands of volunteers across the country, men and women alike, were fired with new zeal and enthusiasm as a result of his spirit of self-sacrifice and dedication to the cause." Mr. Goldwater said that in the vast operations of the campaign, Mr. Morgenthau enjoyed the fullest measure of cooperative leadership from the National Chairmen, Rabbi Israel Goldstein, William Rosenwald and Rabbi Jonah B. Wise, as well as from Edmund I. Kaufmann, Chairman of the Advisory Committee; Samuel Rothberg, Chairman of Initial Gifts; Mrs. David M. Levy, Honorary Chairman of the National Women's Division; Mrs. Ernest G. Wadel, Chairman of the National Women's Division; Rudolf G. Sonneborn, Chairman of the National Trade and Industry Division; Julian B. Venezky, Chairman of the Regional Division; Mrs. Katharine S. Falk, Chairman of the Speakers Committee; Milton Kahn, Chairman of the Interim Committee; I. Edwin Goldwasser and Jacob Sincoff, National Co-Treasurers; and Isidor Coons and Henry Montor, Executive Vice Chairmen.

He made special mention of Mrs. Golda Myerson, whose visits to the United States resulted in an unprecedented flow of cash, and of Governor Herbert H. Lehman who served as Honorary Chairman of the Special Cash Acceleration projects in 1948.

Mr. Goldwater reported that cash acceleration efforts during the first six months of 1948 produced \$102,733,000, and that the total cash received by the UJA from January 1 through December 31, 1948 was \$147,305,000, of which \$113,597,000 was on account of the 1948 campaign.

In the divisional activities of the UJA, Mr. Goldwater praised the services of Eugene M. Solow of Dallas, E. N. Grueskin of Sioux City, Milton Kahn of Boston, Mrs. Irving E. Blum of Newark, National Vice Chairmen of the Regional Division; and those of Joseph Schapiro of Baltimore, Allen B. Gellman of Chicago, Bernard G. Rudolph of Syracuse, Reuben B. Gryzmish of Boston, Ivan Annenberg of New York, Joseph Markel of Buffalo, Samuel Cooke and Fredric R. Mann of Philadelphia, in the Trade and Industry Division of the National UJA.

Special stress was placed upon the splendid contribution to the campaign made by Eddie Cantor, who, in addition to his attendance at campaign meetings throughout the year, gave two-and-a-half weeks' full time on his return from Europe last summer to visit every important Fall community in the campaign.

Praise was given, as well, to the efforts of a number of young businessmen who participated in caravans to various communities. These included E. N. Grueskin, Samuel Rothberg, Eugene M. Solow and Julian B. Venezky, as well as Morris W. Berinstein of Syracuse, Herman Gilman of Boston, Harold J. Goldenberg of Minneapolis, Joseph Shulman of Paterson and others.

Mr. Goldwater pointed out that the Women's Division, under the leadership of Mrs. David M. Levy and Mrs. Ernest G. Wadel, raised \$18,000,000 in 1948.

He said that special recognition should be given to outstanding advertising experts such as Samuel Cherr, Joseph Katz and Jack D. Tarcher who gave unstinted

cooperation in the publicity program; to Himan Brown under whose Chairmanship an impressive series of radio programs was arranged; to Barney Balaban, Chairman of the National Motion Picture Division; to Dore Schary, Chairman of the Los Angeles Motion Picture Division; and to Benjamin B. Kahane, Vice President of Columbia Pictures for their splendid cooperation in the production of special films for the 1948 campaign.

Mr. Goldwater said that the men and women he had mentioned were aware that the results that had been achieved would not have been possible without the close cooperation and devotion of "all the fine spirited men and women who were pillars of strength in the communities in the 1948 drive."

BEARDSLEY RUML REPORTS ON ECONOMIC OUTLOOK FOR 1949

During the Thursday morning session of the Preparatory Sub-Committee, Beardsley Ruml, noted economist and Chairman of the Board of R. H. Macy & Co., made an off-the-record address to the delegates. Because the Report to Members of the National Campaign Council is not distributed to the general public, we are privileged to quote from his remarks. Pointing out that the situation in 1949 will be different from that in any period in the past, Mr. Ruml stressed the fact that the position of the stock market makes impossible a crash like those which preceded depression periods; that there cannot be wide-spread bank failures; that unemployment insurance provides a cushion among purchasers; that old age security now exists and that federal expenditures are still high.

"I do not look for any wide-spread unemployment," said Mr. Ruml. "I do not look for any sharp fall in prices; I do look for better quality in goods, better selling, smaller profits but adequate profits.... The fellows who know how to do business in a business-like way are going to have all the market they need to make as much money as they need to make the kind of contributions they feel they ought to make to satisfy their own conscience."

GOLDENBERG RECEIVES SHOWER OF CASH

One of the most dramatic events took place at the Thursday afternoon plenary session at which Harold J. Goldenberg, Associate Chairman, Committee on National Campaign Techniques, presided. When he called upon those who had brought checks on account of community allocations to the UJA, delegates in all parts of the huge hall rose and marched forward to the rostrum. Even those who were aware of the plan suggested by some communities to utilize the Conference for the purpose of bringing together a substantial sum in view of the extraordinary urgency of the cash need were surprised at the extent of the response. "This is really a parade of devotion," said Mr. Goldenberg. The three National Chairmen and Mr. Goldenberg formed a spontaneous receiving committee on the platform as checks were handed to them and as cameras flashed wildly.

When the final tally was in it was found that American Jewish communities, which time and again during the year had been called upon for cash, cash and more cash, had once again demonstrated their magnificent understanding and cooperation by bringing to the Conference more than three and a half million dollars, with many promises of additional cash in the week ahead.

Among the communities which participated in the achievement of the total sum provided at the meeting were Albany, N.Y.; Alexandria, La; Allentown, Pa.; Atlanta, Ga.; Atlantic City, N.J.; Bellaire, O.; Binghamton, N.Y.; Bluefield, W. Va.; Boston,

Mass.; Camden, N.J.; Chester, Pa.; Chicago, Ill.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Easton, Pa.; Elizabeth, N.J.; Evansville, Ind.; Fall River, Mass.; Flint, Mich.; Florence, Ala.; Greenwich, Conn.; Hackensack, N.J.; Harrisburg, Pa.; Hartford, Conn.; Johnstown, Pa.; Kansas City, Mo.; Lancaster, Pa.; Lawrence, Mass.; Long Beach, Calif.; Long Branch, N.J.; Louisville, Ky.; Minneapolis, Minn.; New Britain, Conn.; New Brunswick, N.J.; Nashville, Tenn.; Newburgh, N.Y.; Newport News, Va.; Norfolk, Va.; Peoria, Ill.; Pensacola, Fla.; Perth Amboy, N.J.; Pittsfield, Mass.; Plainfield, N.J.; Portland, Me.; Providence, R.I.; Rahway, N.J.; Reading, Pa.; Richmond, Va.; Rochester, N.Y.; Springfield, Ill.; Steubenville, O.; Syracuse, N.Y.; Toledo, O.; Trenton, N.J.; Union City (North Hudson County), N.J.; Utica, N.Y.; Vineland, N.J.; Waterbury, Conn.; Wilkes-Barre, Pa.; Wilmington, Del.; and Worcester, Mass.

Mr. Goldenberg announced that a large number of communities had paid their 1948 pledges to the UJA in full prior to the Conference.

Visibly moved by the demonstration, the delegates unanimously adopted the following cash acceleration resolution:

MINDFUL OF THE URGENT TASKS IN ISRAEL, EUROPE AND AMONG THE REFUGEES IN THE UNITED STATES, THIS NATIONAL CONFERENCE OF THE UNITED JEWISH APPEAL CALLS UPON ALL JEWISH COMMUNITIES TO ACCELERATE CASH COLLECTIONS ON THE 1948 CAMPAIGN.

THE GREAT OPPORTUNITIES THAT EXIST FOR THE REDEMPTION AND RESETTLEMENT OF OUR PEOPLE IN 1949 WILL BE GRAVELY ENDANGERED BY A LACK OF CASH AT THIS CRUCIAL PERIOD.

IN ORDER TO ASSURE THE CONTINUED FUNCTIONING OF THE PROGRAMS OF THE JOINT DISTRIBUTION COMMITTEE, THE UNITED PALESTINE APPEAL AND THE UNITED SERVICE FOR NEW AMERICANS, WE RESOLVE TO EXERT EVERY EFFORT TO COMPLETE THE ACHIEVEMENTS OF 1948 THROUGH THE GATHERING IN AT THE EARLIEST DATE OF ALL OUTSTANDING PLEDGES AND COMMITMENTS.

"NOW AT GREATEST TURNING POINT" — GOVERNOR LEHMAN

Governor Herbert H. Lehman, who was unable to attend the Conference because of illness wired the delegates in part as follows:

"I regret deeply my inability to be with you on this important occasion. Because of the historic effort of last year we are now at the greatest turning point in Jewish history, full of promise of the solution of the plight of our brothers in Europe and of the settlement of masses of homeless survivors in rebuilt and peaceful Israel and other democratic countries. Before us lies the greatest opportunity for widest scale rehabilitation, immigration and reconstruction program. I am confident that delegates at Atlantic City and the American Jewish communities will measure up to the enormous 1949 obligations in the same spirit of sacrifice and generosity that made 1948 a year of American Jewry's inspiring response to the call of destiny. My best wishes to all attending this Conference for a year of fulfillment and devoted service to the betterment of the Jewish people throughout the world. Let us go forward in the spirit of unity and renewed dedication."

DR. JOSEPH DESCRIBES SIEGE OF JERUSALEM

There were some moments in Atlantic City when the delegates felt themselves being transported thousands of miles away to Jerusalem and living over again with

its besieged populace the perils and the agonies of the unremitting siege and bombardment by the Arab invaders. This was during the remarkably vivid address of Dr. Bernard Joseph, Military Governor of Jerusalem, who conducted its defense and who served as a tower of strength and counsel to his people. Dr. Joseph was not a General far behind the lines nor a Governor safely barricaded in a fortress. He was out in the midst of danger with the residents of the city, participating in the perilous food convoys, guiding the ministrations to the sick and the wounded, travelling with the funeral corteges through constant sniping.

After describing in harrowing detail the sufferings and dangers, the improvisations that were necessary to supply food, water, electricity, hospitalization and other vital needs, and the heroic stand of the people of Jerusalem, Dr. Joseph declared: "Last year your slogan was that the Jewish State will turn a dream into reality. We have done that. Now your slogan must be to turn that incipient reality into a lasting and enduring fact. You have it within your power to make that the case. If you wish to carry out your duty earnestly, as I believe you do, then my plea to you is to leave this Conference united, determined that this campaign shall be more successful than ever before, determined that each one of you will dedicate himself to the cause of Israel this year as he has never done before."

WORLD LEADERS GREET CONFERENCE

Following are excerpts from messages received at the UJA Conference in Atlantic City:

"I AM CONVINCED THAT YOUR DELIBERATIONS WILL BE GUIDED BY THE SPIRIT OF VICTORIOUS STRUGGLE IN ISRAEL STOP I HAVE JUST SEEN ISRAEL IN WAR AND SIMULTANEOUSLY ABSORBING TENS OF THOUSANDS NEWCOMERS MONTHLY STOP IT IS HEAVY BURDEN ON THE STILL FEW WHO ARE IN ISRAEL TODAY STOP AMERICAN JEWRY WILL CERTAINLY WANT TO SHARE THIS BURDEN TO EVEN GREATER EXTENT NOW"

GOLDA MYERSON - MOSCOW

"ISRAEL IS STILL FIGHTING FOR ITS LIFE AND WILL GO ON FIGHTING STOP ISRAEL HAS SET UP THE STATE AND WILL MAINTAIN IT FROM ITS OWN RESOURCES STOP BUT ISRAEL ALONE CANNOT SUSTAIN THE TITANIC EFFORT CALLED FOR BY MASS IMMIGRATION: TENS OF THOUSANDS OF DESTITUTE JEWS TO BE TAKEN IN, HOUSED, REHABILITATED, PUT TO PRODUCTIVE WORK, ORPHANS, SICK AND AGED TO BE CARED FOR STOP THIS TREMENDOUS UNDERTAKING IS AND MUST REMAIN THE RESPONSIBILITY OF THE WHOLE JEWISH PEOPLE AND FIRST AND FOREMOST OF ITS LARGEST AND WEALTHIEST COMMUNITY, AMERICAN JEWRY STOP SIDE BY SIDE WITH YOU WE HOPE TO SHOULDER THE GREAT TASK OF RECONSTRUCTION AT HOME AND BRING NEARER THE SOLUTION OF THE JEWISH PROBLEM THROUGHOUT THE WORLD"

ELIEZER KAPLAN - TEL-AVIV

"FROM LIBERATED ISRAEL WE SEND BROTHERLY GREETINGS TO LEADERS AND WORKERS UJA STOP AMERICAN JEWRY'S MAGNIFICENT EFFORT MUST BE DOUBLED, TREBLED STOP ARE CONFIDENT THAT YOU ARE AWARE OF HISTORIC OPPORTUNITY AND RESPONSIBILITY STOP UNITY OF PURPOSE AND ACTION IS CALL OF HOUR"

BERL LOCKER - JERUSALEM

"LIVING AND WORKING HERE MAKES ME MORE THAN EVER AWARE OF UNPRECEDENTED IMPORTANCE OF UJA STOP 1949 WILL BE FIRST YEAR WHEN THANKS TO JEWISH STATE ALIYAH AND LAND PURCHASE WILL BE FREE AND UNRESTRICTED STOP MATERIAL RESPONSE

OF AMERICAN JEWRY IS NOW THE ONLY RESTRICTION STOP IMPOSSIBLE TO COPE WITH PROGRAM WITHOUT YOUR HELP STOP HEAVY RESPONSIBILITY ON YOU DEMANDS EXTRA-ORDINARY EXERTIONS, HIGH CAMPAIGN GOAL AND EXHORTATION TO COMMUNITIES FOR SPEEDY AND MAXIMUM CASH CAMPAIGNS STOP CORDIAL GREETINGS TO ALL ASSEMBLED STOP KNOWING GREAT HEART OF AMERICAN JEWS I EXPECT GREAT RESPONSE"

ISRAEL GOLDSTEIN - JERUSALEM

ZVI HERMAN DESCRIBES POSITION OF NEWCOMERS TO ISRAEL

Zvi Herman, a member of the Executive Committee of the Jewish Agency in Palestine, in charge of the absorption of immigrants, gave the delegates an interesting account of the day-to-day problems incurred in integrating the unprecedented mass immigration into Israel during a period of crisis. Said Mr. Herman: "No one wants to create new DP camps in Palestine. We have not brought the Jews to Israel in order to put them in new DP camps, new concentration camps. The problem we are facing today is not the problem of the recent immigration, although we have more than 30,000 people without proper housing. The problem is the immigration which is pouring into the country now - this month - next month..."

"How can we absorb them?...There is no solution other than the United Jewish Appeal here in America and Jewry all over the world. We have to bring you this message. You must know what the problems are that we are facing and what the problems are that you face. I hope that you won't let us down. You won't let us fail because failure in this project means failure in Israel."

NATIONAL WOMEN'S DIVISION HOLDS SPIRITED SESSION

The determination and devotion which characterized the leadership of the workers in the National United Jewish Appeal Women's Division throughout 1948 was evident in even greater measure when 125 women leaders gathered at an 8:00 A.M. breakfast meeting in Atlantic City.

Edward M. M. Warburg, Chairman of the Joint Distribution Committee, who addressed the meeting, applauded the role of women in the 1948 campaign and paid special tribute to Mrs. David M. Levy, Honorary Chairman, and Mrs. Ernest G. Wadel, Chairman of the National Women's Division. "I think the Women's Division campaign is one of the most outstanding and exciting elements of our work," Mr. Warburg said.

Discussion was led by Mrs. Albert J. Klein of Perth Amboy, who spoke on the value of education; Mrs. Jerome I. Udell of New York, and Mrs. Sydney Galvin of Cleveland, who discussed card calling; and Mrs. Albert Pilavin of Providence, who spoke on the general solicitation phase of the campaign. A lively discussion period followed.

Many of the women present participated and so enthusiastic were the women delegates that only the call to a general Conference session caused them to end their meeting after all who were in attendance had pledged even more substantial results in 1949.

CONFERENCE ADOPTS QUOTA RESOLUTION

After the Preparatory Sub-Committee had completed its deliberations and called upon its Resolutions Committee to draft a quota resolution, the matter was brought before the plenary session on Thursday afternoon for official action. Harold J. Goldenberg of Minneapolis, Associate Chairman of the Committee on National Campaign Techniques, presided.

Discussion of the proposed quota of a minimum of \$250,000,000 followed a reading of the resolution by Mrs. David M. Levy, Honorary Chairman of the National Women's Division, who moved its adoption. The motion was seconded by Charles Brown of Los Angeles.

Inasmuch as all of the delegates had been present at the deliberations of the Preparatory Sub-Committee, they asked that the question be called for immediately and the delegates enthusiastically and unanimously voted for the goal proposed in the resolution.

In his seconding remarks, Mr. Brown said: "The moral fiber and devotion of the men and women in this room will be measured by the devotion of time, effort and money with which we will go forward in the 1949 campaign, and I think all of us should rise and pledge ourselves to give everything that we have, to put forth our utmost energies in 1949 so that our forthcoming campaign will be the success that it must be."

RESOLUTION ON 1949 QUOTA FOR THE UNITED JEWISH APPEAL

UNDER THE IMPACT OF MOMENTOUS EVENTS, CROWNED BY THE ESTABLISHMENT OF THE STATE OF ISRAEL;

HEARTENED BY THE NEW MILESTONE OF SERVICE IN 1948 THROUGH THE INSTRUMENTALITY OF THE UNITED JEWISH APPEAL FOR THE REHABILITATION, RECONSTRUCTION AND RESETTLEMENT OF LARGE MASSES OF THE JEWISH PEOPLE;

WE THE REPRESENTATIVES OF JEWISH COMMUNITIES THROUGHOUT THE UNITED STATES, ASSEMBLED AT THE TENTH ANNIVERSARY NATIONAL CONFERENCE OF THE UNITED JEWISH APPEAL, RESOLVE TO DEDICATE OUR HEARTS AND OUR RESOURCES TO THE MASS SETTLEMENT AND UPBUILDING OF ISRAEL AS A STRONG AND INSPIRING BULWARK OF PEACE AND SECURITY; TO THE EMPTYING OF THE DP CAMPS OF ALL JEWS BEFORE THE END OF 1949; TO THE EMIGRATION, REHABILITATION AND RESETTLEMENT TASKS IN EUROPE AND AMERICA OF THIS DECISIVE YEAR.

AMERICAN JEWRY HAS DEMONSTRATED THE PARAMOUNT IMPORTANCE OF THE UNITED JEWISH APPEAL THROUGH THE ENORMOUS PROGRESS WHICH IT HAS MADE POSSIBLE IN TEN YEARS OF DEDICATED SERVICE. WE TAKE PRIDE IN THE FACT THAT IT HAS HELPED TO BRING THE JEWISH PEOPLE OUT OF THE VALLEY OF DESPAIR AND INTO THE LIGHT OF A NEW ERA OF HOPE AND RECONSTRUCTION.

THIS NATIONAL CONFERENCE OF THE UNITED JEWISH APPEAL, HAVING RECEIVED FULL REPORTS OF THE BUDGETARY REQUIREMENTS OF THE JOINT DISTRIBUTION COMMITTEE, THE UNITED PALESTINE APPEAL AND THE UNITED SERVICE FOR NEW AMERICANS AND HAVING BEEN ADVISED THAT THE IRREDUCIBLE MINIMUM OF NEED FOR 1949 IS \$250,000,000, CALLS UPON THE JEWISH COMMUNITIES IN SOLEMN DEDICATION AND WITH SACRIFICIAL GENEROSITY TO SEEK AND ACHIEVE THIS MINIMUM QUOTA;

AND WE PLEDGE OURSELVES IN THE SPIRIT OF MEN AND WOMEN WHO HAVE SHARED THE PRIVILEGE AND RESPONSIBILITY TO SERVE OUR PEOPLE IN THE HIGHEST TRADITIONS, TO BRING THEM THROUGH THEIR LAST DAYS OF WANDERING AND NEED AND LEAD THEM OUT OF SUFFERING AND OUT OF SORROW.

THIS IS WORLD JEWRY'S HISTORIC HOUR. THIS IS AMERICAN JEWRY'S HISTORIC OPPORTUNITY.

MRS. LEVY AND MRS. WADEL CONTINUE AS WOMEN'S DIVISION HEADS

There was prolonged applause at the concluding session of the Conference when Rabbi Jonah B. Wise, on behalf of the three National Chairmen of the UJA, announced that Mrs. David M. Levy, founder and first Chairman of the National Women's Division,

who had served as Honorary Chairman in 1948, would continue actively in that post in 1949, and that Mrs. Ernest G. Wadel of Dallas would serve again as Chairman.

CONFERENCE SENDS THANKS TO TRUMAN

A message of greeting and thanks was sent to President Harry S. Truman by the delegates for his sympathy and helpfulness in the problems confronting Israel and his efforts to help Jewish survivors to come to the United States. The message follows:

"WE ARE HAPPY TO TRANSMIT FOLLOWING TEXT OF RESOLUTION WHICH WAS ADOPTED UNANIMOUSLY BY RISING VOTE AT CLOSING OF TENTH ANNIVERSARY NATIONAL CONFERENCE OF UNITED JEWISH APPEAL IN ATLANTIC CITY TONIGHT QUOTE WE THE DELEGATES TO THE NATIONAL CONFERENCE OF THE UNITED JEWISH APPEAL GATHERED AT THE CHELSEA HOTEL, ATLANTIC CITY, N. J. THIS THIRTEENTH DAY OF JANUARY 1949 EXTEND OUR CORDIAL GREETINGS TO OUR PRESIDENT, HARRY S. TRUMAN, AND TO THE GOVERNMENT OF THE UNITED STATES. WE TAKE THIS OPPORTUNITY OF EXPRESSING OUR HEARTFELT APPRECIATION FOR THE COOPERATIVE SYMPATHETIC MANNER IN WHICH THEY HAVE DEALT WITH THE PROBLEMS OF THE NEW STATE OF ISRAEL. WE ARE CONFIDENT THAT THIS WILL CONTINUE TO BE THE POLICY OF OUR PRESIDENT AND OUR GOVERNMENT. WE ARE ALSO GRATEFUL TO THE PRESIDENT FOR HIS REPEATED ACTIONS TO BRING LIBERALITY AND EQUITY TO THE FORMULATION AND IMPLEMENTATION OF OUR IMMIGRATION LAWS ON BEHALF OF THE STRICKEN DP'S OF EUROPE AND OF SUFFERING MANKIND EVERYWHERE UNQUOTE."

RABBI SILVER BEREAVED

Rabbi Abba Hillel Silver, who was to have delivered the keynote address of the Conference, was unable to participate because of the passing of his father in Israel. A message of sympathy and condolence was sent to him by the Conference after Herman L. Weisman brought a message from Dr. Silver to the delegates.

CONFERENCE CLOSES ON NOTE OF HIGH RESOLVE

The closing session of the Conference, which was conducted Thursday evening, left the conferees imbued with the solemn understanding of their historic responsibility and an unwavering determination to seize the opportunity for Jewish rescue and redemption which the present situation offers. Mrs. David M. Levy presided.

In her opening remarks, Mrs. Levy said: "We have talked a great deal about quotas and about budgets but what we really and truly have to think about is that we, you and you and you have saved hundreds of thousands of human lives. You have brought people into the land of promise and made them live. You got them out of the depths of despair. We have done that together, and I am so glad to have had a part in it. I think that our great President Roosevelt spoke prophetically of the Jewish people at this moment in history when he said, 'To some generations much is given, of some generations much is expected. This generation has a rendezvous with destiny'."

Rabbi Jonah B. Wise: A Decade of Dedicated Service

The only National Chairman to have served in that capacity for the full ten years of the UJA's existence, Rabbi Jonah B. Wise, himself a living example of the title of his address, spoke on "A Decade of Dedicated Service." He reviewed the beginnings of UJA and told of the men who built it and carried it forward in its great work. Discussing the machinery that has been created for effective fund-raising, Rabbi Wise

paid tribute to the welfare funds and other local organizations.

"I can remember going to towns all over the country in the years gone by, and finding no leaders capable of or willing to assume responsibility for raising national funds, but today the men and women associated with national fund-raising are not only national leaders but they are the local leaders of all the communities of the United States.

"That machinery is unexcelled...There is no community in the United States that is not organized, no community that is not in touch with every other community in the United States, no community that has not a knowledge of its potentialities, of the things it has been able to do in the immediate past and of the things it has the power to do in the immediate future.

"Those are tremendous advantages, my friends, advantages which we have now but which we did not have at the beginning of our ten year UJA history, and which were built with your foresight, your devotion and your skills, and it is on these potentialities that we rest as a foundation. From them we are justified, absolutely justified in starting out to raise large amounts of money with greater confidence than ever in the past."

Edward M. M. Warburg: We Can Solve It This Year

The Conference was brought to a close with one of the most moving addresses ever made by Edward M. M. Warburg, and his eloquent sincerity has already become legend throughout the country.

"Sure, we came and said one time giving three years ago," he declared. "Again we upped it and again we upped it, and people are getting tired. I have to go out and ask people for money; I know. But at the same time we never had a campaign with this kind of story to tell. This isn't a question of dreams. This isn't a question of theories. This isn't a question of hope. This is a question of fact. We can solve it this year...

"What we have been talking about here for the past two days is the simple fact that everything is ready, everything is in motion, everything is organized for the liquidation of the DP problem. All that is needed is that the American Jewish community does not slacken its efforts.

"This is one of the most fantastic phenomena of human engineering that have ever occurred. You are a partner in it. You are an architect of the future. Let us try to build something that we are proud of to leave to our children."

SEND THEM HOME
EMPTY THE CAMPS
IN 1949

A REPORT to Members of the National Campaign Council

165 West 46th Street, New York 19, N. Y.

1949
campaign
for
\$250,000,000



UNITED JEWISH APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

SPECIAL COMMUNITY-WIDE EDITION

UJA CAMPAIGN GATHERS MOMENTUM

From coast to coast and from border to border the Jewish communities of America, fired by the spirit of the National UJA Conference held in Atlantic City January 12 and 13, are going forward with 1949 campaign plans with more speed and enthusiasm than ever before.

Campaign committees are rapidly being set up for the big push toward the \$250,000,000 goal. Meetings for stimulation and fund raising are being set. Local goals are being discussed. Everywhere there is evident a sincere determination that American Jews intend in 1949 to empty the DP camps once and for all and to establish the State of Israel on a firm and enduring foundation.

On the national level as well there is now under way an extensive program of cooperation with the local communities which will serve to keep the entire American Jewish community constantly aware of the historic developments which are evolving.

Community leaders, generally, are optimistic in their estimates of the response that will be made to the campaign and are working tirelessly to turn these estimates into realities.

UJA GIVES PRIORITY TO "OPERATION CYPRUS"

"Operation Cyprus," involving the transfer to Israel in the coming weeks of 11,000 Jewish refugees interned in British camps on the Mediterranean island, will be the first major task undertaken with funds provided by the \$250,000,000 UJA in 1949.

A joint operation of the Joint Distribution Committee and the United Palestine Appeal, "Operation Cyprus" has been set in motion following the decision of the British Government to release the 11,000 men, women and children as soon as transportation for them is provided by the Jewish authorities.

"Operation Cyprus" will take place on a major front in the battle to empty the DP camps in 1949. It can succeed only if the American Jewish community provides immediate

cash in substantial sums. Fifteen hundred of the Cyprus internees have already been moved to Israel. We must make it possible for the rest to leave the camps and to take care of them after they arrive in Israel. All that the British have done is to withdraw their opposition to the rescue of these men, women and children who, after years of suffering in Europe, still languish in camps. The rescue itself is our job and dollars are our tools.

EXPORT-IMPORT BANK LOAN TO ISRAEL WILL NOT AFFECT NEEDS OF UJA AGENCIES

No part of the \$100,000,000 loan granted to the Government of Israel by the Export-Import Bank will be available to meet the needs of the agencies of the United Jewish Appeal, according to a statement issued by the National Chairmen of the UJA, William Rosenwald, Herman L. Weisman and Rabbi Jonah B. Wise.

"The news that the Export-Import Bank is granting a \$100,000,000 loan to the Israeli Government," they declared, "is a source of gratification to the leaders of the UJA, as it must be to all freedom-loving Americans. This loan represents a heartening token of our Government's confidence in the sovereignty and stability of the Jewish State.

"The funds made available by the loan will facilitate housing, industrial and agricultural expansion. They will be of enormous value in laying sound economic foundations for the new republic and thereby providing greater opportunities for the absorption of large masses of immigrants.

"However, the task of transporting a minimum of 180,000 immigrants to Israel in 1949, of receiving and resettling them, remains the responsibility of the agencies of the UJA.

"Oscar Gass, Economic Advisor to the Government of Israel, has pointed out that funds from the Export-Import Bank loan will not be available for immigration and resettlement activities. Mr. Gass said that large sums must still come from contributions of world Jewry.

"In creating the economic climate favorable to the admission of many newcomers, the loan will in effect increase the immediate possibilities for large-scale settlement through the UJA.

"Harold Glasser, Director of the Institute on Overseas Studies of the Council of Jewish Federations and Welfare Funds, in a report on 1949 budgetary needs to the National Conference of the United Jewish Appeal in Atlantic City, declared: 'There are no philanthropic needs listed in the UJA budget submitted here which would qualify for participation in any Export-Import Bank program.'

"Mr. Glasser, a recognized authority on the subject, pointed out that the Export-Import Bank, in the first place, makes loans which can be spent only in the United States for materials, equipment and supplies. Secondly, it makes loans only for economically sound investments in which there is a businessman's assurance of profitable return and security. Thirdly, the Export-Import Bank loans are made for specific projects that build up the economic potential of the country.

"The \$250,000,000 sought by the United Jewish Appeal in 1949 remains the irreducible minimum required for immigration, reception and settlement in Israel; rehabilitation and reconstruction assistance in Europe and North Africa; and the adjustment of refugees in the United States."

COMMITTEE ON COMMUNITY QUOTAS TO MEET FEBRUARY 4

The National UJA Committee on Community Quotas which was established through consultation between representatives of the UJA and the Council of Jewish Federations and Welfare Funds will meet at the Hotel Astor, New York, on Friday, February 4, to give consideration to procedures for recommending quotas to communities throughout the United States in relation to the national goal of \$250,000,000 minimum.

This method of apportioning community responsibility was evolved in recent years by delegates representing all of the communities at the national annual conferences of the UJA in Atlantic City.

HERMAN FINEBERG HEADS PITTSBURGH CAMPAIGN

Herman Fineberg, who has been chosen to head the 1949 campaign in Pittsburgh as Campaign Chairman, is already making his leadership felt as a result of the dynamic manner in which he has undertaken his new responsibility. Plans for an unprecedented campaign are well under way.

The needs of the UJA agencies were considered at a meeting of the Board of the United Jewish Fund of Pittsburgh on January 23. Herman L. Weisman, acting National Chairman of the UPA and the UJA, presented the UPA requirements; Carlos L. Israels, Treasurer of USNA, described the needs of that organization; and Isidor Coons, Executive Vice Chairman of the UJA, reviewed the budgets of the JDC.

Emanuel Spector is President of the United Jewish Fund of Pittsburgh, and Dr. Maurice Taylor, Executive Director.

REGIONAL LEADERSHIP EFFORT LAUNCHED

Keeping pace with other phases of the UJA campaign, the Regional Division has already begun its operations and has enlisted the participation of a number of outstanding volunteer campaigners.

Julian B. Venezky of Peoria, Illinois, National Chairman for Regions in 1948, will continue as the head of the regional program for 1949. Eugene M. Solow of Dallas, Texas, has accepted the National Co-Chairmanship for Regions for 1949 and will work closely with Mr. Venezky in the organization of the total regional program. Mr. Solow served as National Vice Chairman for Regions in 1948.

Norbert Friedman of Louisville, who was 1948 Chairman for the Kentucky Region, will continue in the same capacity in 1949. Leo Weisfield of Seattle, National Co-Chairman of the Jewelry Division, has also accepted the Chairmanship for the Washington Region for 1949. Benjamin N. Berger of Minneapolis, 1948 Chairman for the Minnesota Region, has accepted the Chairmanship for the region in 1949.

Bernard Alexander of Trenton, N. J., a leader in the community campaign and a member of the UJA National Campaign Administrative Committee, has accepted the State Chairmanship for New Jersey. The program of the Southwest Region, embodying Arkansas, Oklahoma, Texas and portions of Louisiana and New Mexico will be led by William Sinkin of San Antonio, Texas, long a leader in communal and regional activities, who has accepted the Chairmanship of the area.

Because of the vital role played by regional leaders in the success of the campaign, plans are being rushed for the completion of the regional set-up. Outstanding State and area leaders throughout the country are being invited by Chairmen Venezky and Solow to assume important responsibilities in this program of decentralized leadership and service.

TRANSFORMING DOLLARS INTO LIFELINES

In every corner of the country is heard the cry, "Empty the camps in 1949." The officers of the UJA are greatly encouraged by the universal recognition of the tremendous opportunity which has been given to American Jewry to finish a job which only 3 years ago seemed almost hopeless.

However, the cry will remain only a slogan unless we build a lifeline of dollars from the camps to Israel, to the United States and to other lands of haven. The Displaced Persons are waiting on the shores of the Mediterranean, in Cyprus and in Shanghai. Boats and planes can be obtained. The people of Israel are anxious to welcome their brothers and sisters. But no one can move, nothing can be done without cash to pay for transportation, relief, medical assistance, housing, retraining and all of the things that go into the making of a new life.

In announcing their willingness to release the Cyprus internees, the British made it clear that this would be done only when the Jews provided the means.

The Jews of America have responded magnificently to repeated calls for cash. We are now on the last mile. If everyone who has not paid his pledge for 1948 will do so now - if every community will forward a substantial remittance promptly, we can help build the lifeline and really empty the camps this year.

Won't you help?

MIAMI AND PHOENIX SET QUOTAS

The first major community effort of the \$250,000,000 United Jewish Appeal campaign for 1949 to get under way is that of the Greater Miami Jewish Federation which, at a meeting of the Board of Governors this week, voted a quota of \$1,000,000 minimum for the UJA. Jacob Sher is President of the Federation, and William D. Singer is serving as Campaign Chairman. Morris Klass is Executive Director.

Phoenix, Arizona, which in 1948 gave \$120,000 to the UJA, has adopted an over-all goal of \$262,000 of which \$200,000 is the quota for the UJA. Advance Gifts meetings are already scheduled with the first set for January 26. Nat G. Silverman is President of the Phoenix Jewish Community Council, which sponsors the campaign, and Albert I. Whitefield and Philip Newmark will serve as Campaign Co-Chairmen. J. S. Pearlstien is Executive Director.

NATIONAL TRADE AND INDUSTRY DIVISION GETS EARLY START

Almost immediately after the national UJA conference which launched the 1949 campaign for \$250,000,000, the UJA National Trade and Industry Division started its participation in the drive by organizing two important divisions, with the organization of many others to be completed in the next few weeks.

Leo Weisfield, Allen B. Gellman and Col. Harry D. Henshel will again head the National Jewelry Division as Co-Chairmen. Mr. Weisfield of Seattle, is President of the National Credit Jewelers Association, Mr. Gellman of Chicago, is President of the Elgin American-Illinois Watch Case Co., and Col. Henshel of New York, is Vice President of the Bulova Watch Company.

The Electrical and Machinery Division will be headed by Irving S. Norry of Rochester, New York, who is President of the Norry Electric Corporation. Mr. Norry was Co-Chairman of the Trade and Industry Division of the Rochester campaign in 1948 and has been, for five years, a member of the Executive Committee of the Rochester campaign.

WOMEN'S DIVISION MAKES LOCAL PROGRESS

The United Jewish Appeal National Women's Division, which announced at the Atlantic City Conference the continuance in office of Mrs. David M. Levy as National Honorary Chairman and Mrs. Ernest G. Wadel as National Chairman, reports the organization of Women's Divisions in a number of communities.

The Greater New York UJA Women's Division will be headed for the second year by Mrs. Jerome I. Udell as General Chairman. Mrs. David M. Levy will be Executive Chairman and Mrs. Abraham Geller, Chairman of the Advisory Board. The three Associate Chairmen will be Mrs. Louis A. Oresman, Mrs. Jakob Michael and Mrs. J. Harold Garfunkel. Mrs. Hal Horne will serve as Co-Chairman. Co-Chairmen of Special Gifts will be Mrs. H. A. Guinzberg, Mrs. Lewis M. Bloomingdale and Mrs. Louis Grossman.

The Women's Division of Baltimore, Maryland will have 3 Co-Chairmen, Mrs. Henry S. Frank, Mrs. I. E. Rosenbloom and Mrs. Abel Wolman. Mrs. Nathan A. Whitfield has accepted the General Chairmanship of the Women's Division campaign in Essex County, N. J. Mrs. Sydney Galvin and Mrs. Louis Kaufman will continue as Co-Chairmen for the 1949 campaign in Cleveland. Mrs. David Stein is over-all Chairman for Philadelphia and Mrs. M. H. Fisher for Pittsburgh. In Tyler, Texas, Mrs. A. S. Genecov will be Chairman, with Mrs. Max H. Krumholz and Mrs. Philip Golenternek as Vice Chairmen and Mrs. Jesse Goldfeder as Secretary-Treasurer. Mrs. George Wolfe will head the Women's Division in Seattle, and Mrs. Robert A. Agulnick in Milwaukee.

Two Women's Division Campaigns Already Under Way

The first campaign meetings of the Women's Division have been scheduled in Miami, Fla. and Phoenix, Arizona. The 1949 leadership for the Miami campaign which begins with a \$365 minimum gift luncheon on February 7 includes Mrs. Milton Sirkin as General Chairman, with Mrs. Abraham Goodman as Chairman of the luncheon. Mrs. Louis Glasser has accepted responsibility for the \$100 function to follow. Mrs. Carl Weinkle is Chairman for the third event which will have a \$36.50 minimum.

The Advance Gifts function in Phoenix will be held on February 2. Mrs. Herbert J. Stein is Chairman of the Women's Division in Phoenix.

FINAL 1948 COMMUNITY REPORTS

Waco, Texas, which raised less than \$45,000 in 1947 closed its 1948 campaign books with approximately \$80,000 in pledges. The Chairman of the Waco campaign was

Benjamin H. Green, with Isadore Fred and Nathan Chodorow serving as Co-Chairmen. Mrs. Philip Sanger was Chairman of the Women's Division and Mrs. Abe Rosenberg was Campaign Secretary. Outstanding contributions to the campaign were those of Isadore Fred who went from \$3,000 in 1947 to \$6,000 in 1948; Nathan Chodorow, \$3,000 to \$5,000; Goldberg & Chazanow, \$800 to \$1,600; Edward Fred, \$500 to \$1,300; B. H. Green, \$200 to \$1,000; Smith Family, \$1,000 to \$2,000; Henry Michelson, \$500 to \$1,000; Hyam Hoffman, \$500 to \$1,000; Sidney Golub, \$100 to \$500; C. Pessells, \$500 to \$1,000.

Gifts in the Gloversville, New York 1948 campaign ran more than 50% better than those of 1947 as a result of the dynamic and tireless leadership of Daniel H. Higier. Serving with Mr. Higier were Jacob Schulman and Louis M. Rubin, Co-Chairmen. Rabbi Emanuel Schenck was Secretary of the campaign.

Plainfield, New Jersey which in 1947 raised altogether \$189,000 has already sent \$210,000 in cash to the UJA out of a total of \$276,000 raised. This amount which is not final, compares with a total allotment of \$150,000 to the UJA in 1947. The community gives much of the credit for this achievement to Campaign Chairman Philip J. Levin, who also serves as President of the Jewish Community Council in Plainfield. Edward Sachar was Chairman of the Initial Gifts Committee and Harold Schwartz, Chairman of the Men's Division; Mrs. H. Abrams and Mrs. L. H. Gidding were Co-Chairmen of the Women's Division. Aaron Allen was Executive Director.

Westwood, New Jersey which gave a total of \$17,065 to the UJA in 1947 has already remitted \$25,782 on account of 1948 with increases in the community generally averaging 50%. The total Jewish population of Westwood is 320. The campaign is headed by Philip Lack, Chairman, with Mrs. Philip Lack serving as Chairman of the Women's Division.

One of the most extraordinary campaigns in the smaller communities was conducted under the Chairmanship of Abe Birnbaum in White Lake, New York. White Lake gave the UJA \$4,443 in 1947 and was assigned a quota of \$10,000 for 1948. The quota was rejected as inadequate, and the community substituted a quota of \$25,000. The final allotment for 1948 was \$24,111, of which over \$22,000 in cash has already been remitted. Harry Rolins served as Campaign Director in White Lake and Robert Wachtel as Secretary.

Another brilliant campaign was conducted in Lyndhurst, New Jersey under the Co-Chairmanship of Nathan Rogoff and Jacob Sternman. This community allocated a minimum of \$10,450 to the UJA for 1948 compared with a total allotment of \$5,241 in 1947 and has already sent in \$8,500 in cash.

Jacob Heicklen, Chairman of the Berwick, Pennsylvania campaign led that community to a \$7,250 achievement for the UJA in 1948 against a total allotment of \$4,041 in 1947. The Jewish population of Berwick is 54.

S E N D T H E M H O M E -

E M P T Y T H E C A M P S

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A REPORT to Members of the National Campaign Council

165 West 46th Street, New York 19, N. Y.

1949
Campaign
for
\$250,000,000



UNITED JEWISH APPEAL

for Refugees, Overseas Needs & Palestine

on behalf of Joint Distribution Committee, United Palestine Appeal
and United Service for New Americans

NATIONAL COMMITTEE ON COMMUNITY QUOTAS HOLDS MEETING IN NEW YORK

Meeting from morning until late afternoon with only a brief break for lunch, a substantial number of the members of the National Committee on Community Quotas gathered last week at the Hotel Astor in New York for the difficult task of apportioning community responsibility toward the national United Jewish Appeal goal of \$250,000,000. Present were Committee members from communities in various population categories in all parts of the country as well as the officers of the UJA.

The Committee, after careful consideration of all factors and after a thorough study of community achievements and potentials, established criteria and made recommendations which will be presented to the communities for their consideration in the coming days.

The members of the Committee volunteered to make themselves available for discussion of community quotas with welfare funds and campaign leaders whenever such discussion is considered desirable.

Following a report on the vast and urgent programs of the United Jewish Appeal agencies, the Committee, in recognition of the desperate need for cash, voted to recommend to the officers of the United Jewish Appeal that an immediate program be launched to obtain substantial amounts of cash from the communities in order that the task of emptying the DP camps, which is now proceeding at an unprecedented pace, be not halted or delayed.

Members of the National Committee on Community Quotas are Herbert R. Abeles, Newark, N. J.; Bernard Alexander, Trenton, N. J.; Louis Berry, Detroit, Mich.; Joseph Cherner, Washington, D. C.; Eli A. Cohen, Lynn, Mass.; Samuel H. Daroff, Philadelphia, Pa.; Julius Fligelman, Los Angeles, Calif.; George F. Gershel, Hartford, Conn.; Harold A. Goldman, Des Moines, Ia.; I. E. Goldstein, St. Louis, Mo.; Joseph Goldstein, Rochester, N. Y.; Eugene H. Goodman, Cleveland, O.; Lazure L. Goodman, Indianapolis, Ind.; I. S. Joseph, Minneapolis, Minn.; Carl Leff, New York, N. Y.; Sol Luckman, Cincinnati, O.; Louis S. Myers, Kansas City, Mo.; Ben E. Nickoll, Milwaukee, Wisc.; Robert W. Schiff, Columbus, O.; Nathan Shainberg, Memphis, Tenn.; Frank H. Sloss, San Francisco, Calif.; Eugene M. Solow, Dallas, Tex.; Emanuel Spector, Pittsburgh, Pa.; Maurice S. Tabor, Buffalo, N. Y.; Irving Usen, Boston, Mass.; I. M. Weinstein, Atlanta, Ga.; and Leo Weisfield, Seattle, Wash. Representing the Council of Jewish Federations and Welfare Funds on the Committee are Harry L. Lurie and Philip Bernstein.

DYNAMIC NEW LEADERSHIP MARKS COMMUNITY ORGANIZATIONAL ACTIVITY

Aided by the enlistment of additional leadership, organizational efforts to make the 1949 campaign the greatest in history are going forward in the communities with speed and enthusiasm. Richmond, Virginia will have the benefit of some young leadership headed by the dynamic Herbert Fried as General Chairman for 1949 and Lewis C. Markel as President of the Jewish Community Council...The Los Angeles, California campaign will be headed by one of the community's outstanding citizens, M. F. Berg, who will serve as Chairman...The campaign in Cincinnati, Ohio will be led by the new Chairman, Frederick Rauh, who will have the benefit of the cooperation of a representative group of other energetic leaders who have taken responsible posts in the campaign...Passaic, New Jersey which after accepting a quota of \$618,750 in 1948, actually gave the United Jewish Appeal \$649,122, is enthusiastically planning for its 1949 effort. The community will be represented by four of its leaders on the United Jewish Appeal tour of observation to Europe and Israel, which will be described below... Scores of other communities will complete their organizational plans by mid-February and it is expected that by March 1 the United Jewish Appeal campaign will be well under way in communities from coast to coast.

STATE OF MAINE ADOPTS QUOTA

At a meeting in Bangor this week, the Executive Committee of the Maine Jewish Council unanimously and enthusiastically recommended the acceptance of quotas for the State in the total sum of \$1,200,000. In 1948 the communities of Maine contributed \$770,000 to the UJA.

SEND THEM HOME -- EMPTY THE CAMPS IN 1949

TRADE AND INDUSTRY DIVISION ORGANIZES FOUR MORE GROUPS

Samuel H. Daroff of H. Daroff & Sons, Philadelphia, who is once again serving as Chairman of the Allied Jewish Appeal in Philadelphia, has accepted the Chairmanship of the Men's Clothing Division of the UJA.

The Scrap Iron, Scrap Metal and Waste Materials Division will be headed by Herman D. Moskowitz of the Schiavone-Bonomo Corporation of Jersey City, and Joseph Schapiro of S. Schapiro and Sons, Baltimore. Mr. Moskowitz is a past President of the Scrap Iron Institute.

Harry Sylk of the Sun Ray Drug Company with headquarters in Philadelphia, will serve as Chairman of the Drugs and Cosmetics Division which was organized for the first time last year.

Elkan R. Myers of D. Myers & Sons, Inc., Baltimore, and John B. Goldenberg of the Brooks Shoe Manufacturing Company, Philadelphia, have accepted Co-Chairmanship of the Shoe Division.

Plans are under way to organize each of these industries for the UJA on a nationwide basis.

Automotive Industry Holds First National Trade Meeting

Setting the tone of the UJA campaign in the first organization function conducted this year by the Trade and Industry Division, the Automotive Industry, UJA Division, at its Annual Breakfast Meeting at the Waldorf-Astoria Hotel Tuesday morning, February 8, pledged its united determination to put the industry 100% behind the 1949 UJA \$250,000,000 "Year of Exodus" campaign.

Attended by over 30 outstanding leaders in the auto chain stores, accessories manufacturers and manufacturers' representatives all over the country, the meeting elected by acclamation to the position of Chairman, Charles Weissman of Wilkes-Barre, Pa., President of the American Auto Accessory Co. Also elected unanimously to the post of Coordinator was Harry Golden of New York City, prominent auto accessories manufacturer.

Arthur Taubman of Roanoke, Va., President of the Advance Auto Stores, whose forceful address concerning the basic needs and the irreducible goal of the 1949 United Jewish Appeal stirred his colleagues, presided at the breakfast meeting.

LET US MATCH HEROIC SACRIFICE WITH HEROIC SUPPORT

COMMUNITY LEADERS TO TOUR EUROPE AND ISRAEL

Under the sponsorship of the United Jewish Appeal, more than thirty community leaders from all parts of the country will leave from the United States by air on Monday, February 21, for a tour of Europe and Israel. The participants, who will be traveling at their own expense, will observe Joint Distribution Committee installations in Paris, Marseilles and Rome and will have an opportunity to see thousands of Jewish men, women and children who are waiting for the chance to emigrate from Europe. The group will spend about ten days in Israel where they will meet with leading Government, Jewish Agency and Jewish National Fund leaders. They will travel about the country to see for themselves the manner in which the new State is being built and observe at first-hand the tremendous operation of receiving and integrating the scores of thousands of newcomers who arrive each month with the help of the United Palestine Appeal.

Prior to their departure, the participants in the tour will spend Sunday, February 20, in New York City studying the operations of the United Service for New Americans among newcomers to the United States.

REGIONAL PROGRAM GOES FORWARD

The program of decentralization through regional lay leadership which was inaugurated by the United Jewish Appeal several years ago is making rapid strides and a number of regions have been organized for 1949 in addition to those recorded in the last REPORT TO MEMBERS.

Sydney L. Albert of Akron, Ohio, who was Chairman of the Akron campaign in 1948, as well as Regional Vice Chairman for Ohio in that year, has accepted the Chairmanship of the Ohio Region for 1949.

The Illinois-Eastern Missouri Region will be headed this year by Melvin Dubinsky of St. Louis, Missouri. Mr. Dubinsky was Chairman of the Trade and Industry Division in St. Louis last year.

David Friedman of Norfolk, Virginia, will serve as 1949 Chairman of the Virginia Region. He was a cabinet member of the Virginia Region and Campaign Chairman for Norfolk in 1948.

Chairman of the Eastern Pennsylvania-Delaware Region for 1949 will be Max Slepkin of Philadelphia, who was Chairman of the Trades Council of Philadelphia last year. Moritz M. Gottlieb of Allentown, Pennsylvania, will be Co-Chairman of this Region. He was 1948 President of the Board of Directors of the Jewish Federation of Allentown.

The North Carolina Region will have at its head as Chairman for 1949, Morris Speizman of Charlotte, North Carolina. In 1948, Mr. Speizman served as Regional United Jewish Appeal Co-Chairman for North Carolina and President of the Charlotte Federation for Jewish Charities.

David R. Uchill of Denver, Colorado, who served as Chairman of the Mountain States Region for 1948 has again accepted Chairmanship for the Region this year. Mr. Uchill also served last year as Trades Division Chairman of the Denver campaign.

Mrs. Irving E. Blum who served as National Vice Chairman for Regions in 1948, will continue in the same capacity this year.

DOLLARS TODAY ARE PASSPORTS TO A BETTER TOMORROW

NEW YORK CITY REPORTS \$52,000,000 RAISED IN 1948

Rabbi Jonah B. Wise, Honorary Chairman of the Board of Directors of the United Jewish Appeal of Greater New York, Inc., announced last week that more than \$52,000,000 was contributed to the 1948 campaign in Greater New York in 1948. He said that 14,338 campaign functions were held during the campaign and that more than 20,000 volunteer workers devoted their services to the effort. He paid tribute to the five Chairmen of the New York campaign: Charles Cohen, Samuel Hausman, Max J. Schneider, Jerome I. Udell and Edward M. M. Warburg, for the part they played in making the achievement possible. He also praised the efforts of Mrs. Jerome I. Udell, Chairman of the Women's Division, and Mrs. David M. Levy, Vice Chairman of the Board. William Rosenwald, Secretary of the United Jewish Appeal of Greater New York, Inc., presented Rabbi Wise with an embossed leather volume containing a resolution of thanks for his services to the United Jewish Appeal.

Monroe Goldwater, prominent New York attorney, was re-elected President of the United Jewish Appeal of Greater New York, Inc., for 1949.

NATIONAL WOMEN'S DIVISION APPOINTS OFFICERS

A roster of national officers of the United Jewish Appeal National Women's Division was well under way to completion this week with the following officers already selected to serve with Mrs. Ernest G. Wadel, Chairman and Mrs. David M. Levy, Honorary Chairman: Mrs. Bertram Allenberg, Beverly Hills, Calif.; Mrs. Irving E. Blum, South Orange, N.J.; Mrs. Walter E. Heller, Chicago, Ill.; Mrs. George Kahn, Boston, Mass.; Mrs. Emery E. Klineman, Cleveland, O.; Mrs. Jerome I. Udell, New York, N.Y.; and Mrs. Henry Wineman, Detroit, Mich., Vice Chairmen.

Members of the Executive Committee thus far appointed include: Mrs. Sol Airole, Rochester, N.Y.; Mrs. Sydney L. Albert, Akron, O.; Mrs. Benjamin N. Berger, Minneapolis, Minn.; Mrs. Charles Berney, New Haven, Conn.; Mrs. S. A. Brailove, Elizabeth, N.J.; Mrs. Hyman C. Broder, Detroit, Mich.; Mrs. Edward Cafritz, Washington, D.C.; Mrs. Irving M. Engel, New York, N.Y.; Mrs. Manuel M. Eskind, Nashville, Tenn.; Mrs. William T. Friedman, Des Moines, Ia.; Mrs. Jack A. Goodman, Indianapolis, Ind.; Mrs. Max Grimes, Denver, Colo.; Mrs. Harry Kairys, Baltimore, Md.; Mrs. Clarence Kivett, Kansas City, Mo.; Mrs. Albert Klein, Perth Amboy, N.J.; Mrs. Albert Pilavin, Providence, R.I.; Mrs. Harry Rosenthal, St. Paul, Minn.; Mrs. Edward Schaffer, Springfield, Mass.; Mrs. Daniel Schlanger, Houston, Tex.; Mrs. Edward Schweich, St. Louis, Mo.; Mrs. Ben Paul Snyder, Norfolk, Va.; Mrs. David Stein, Philadelphia, Pa.; Mrs. Morton Weinress, Chicago, Ill.; Mrs. Max Weinstein, Madison, Wisc.; Mrs. S. G. Wiener, Shreveport, La.; and Miss Ethel H. Wise, New York, N.Y.

First Women's Meeting Shows Increase

The Women's Division of Bound Brook, New Jersey, headed by Mrs. Louis Fidell, Chairman, was the first to hold a fund-raising meeting in the United States this year. 41 women who in 1948 gave \$935, pledged \$2,004 to the 1949 campaign, at a dinner meeting in January. The entire amount raised in 1948 by the Bound Brook Women's Division was \$1,400 and pledges already in for 1949 in addition to those indicated above bring the total thus far to \$2,500.

THE GATES ARE OPEN -- ONLY CASH CAN KEEP THEM OPEN

UNION OF AMERICAN HEBREW CONGREGATIONS URGES COOPERATION WITH UJA

A resolution adopted by the 40th General Assembly of the Union of American Hebrew Congregations, meeting in Boston, declared that "the 40th General Assembly of the Union of American Hebrew Congregations felicitates the officers and directors and workers of the United Jewish Appeal on their magnificent achievement in raising funds to aid our suffering co-religionists throughout the world and in the redemption and rehabilitation of the land of Israel.

"We call upon all Jewry and upon members of the Union of American Hebrew Congregations in particular to support generously and adequately the consecrated labors of the United Jewish Appeal."

GREATER NEW YORK UJA URGES LIMITATION ON INDEPENDENT DRIVES

In an effort to bring about total support of the community for the United Jewish Appeal campaign in 1949, the Executive Committee of the United Jewish Appeal of Greater New York last week adopted a resolution which said in part, "The Executive Committee of the United Jewish Appeal of Greater New York notes with deep concern the growing number of independent campaigns on behalf of the Jews of Israel and Europe, and deplores the confusion they cause in the community and their diversion of funds and manpower from the United Jewish Appeal, whose agencies bear the major responsibility for meeting the needs of the Jews of Europe and Israel.

"As the great accomplishments in the upbuilding of Israel, in moving Jews out of the Displaced Persons' camps to Israel, America and other havens, and in rehabilitating Jewish life, could not have been carried through without the funds provided by the United Jewish Appeal, we call upon the members of our community to recognize the adverse effect that such independent campaigns have upon the United Jewish Appeal and its agencies, and urge them to devote their funds and energies to the United Jewish Appeal campaign.

"We call upon those agencies which have traditional spheres of service on behalf of the Jews in Israel and in Europe to restrict their activities to the period of the year when the United Jewish Appeal is not campaigning and to limit their financial goals, in keeping with their traditional programs." The Executive Committee called for "effective action for the limitation of the multiplicity of drives so that the United Jewish Appeal may have the unified support of the community to uphold the efforts of the United Palestine Appeal and Joint Distribution Committee for the achievement of this purpose."

The resolution further asked that trade, community groups and organizations participate in the solution of the problem by withholding their personal support from such diversionary campaigns as are held or conducted in violation of the resolution.

IF YOUR CHILD WERE WAITING
FOR A BOAT TO FREEDOM
WOULD YOU LET DOLLARS DECIDE?
CASH IS NEEDED TODAY!



UNITED JEWISH APPEAL

for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee, United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

A REPORT

**to Members of the
National Campaign Council**

Vol. IV No. 4

NOT FOR PUBLICATION

February 17, 1949

FLORIDA NATIONAL CONFERENCES SPUR DRIVE FOR CASH

With a high resolve that not a single Jew who can be brought to Israel shall be turned away from its gates because of lack of funds, 900 Jewish communal leaders assembled at three national emergency conferences in Florida this weekend and demonstrated through on-the-spot cash advances that Jewish communities throughout the country are prepared for immediate unprecedented action to meet the critical needs of the agencies of the United Jewish Appeal.

"The next few months will be a period of Cash or Crash." With these solemn words, Rabbi Jonah B. Wise, National Chairman, epitomized the urgency of the cash crisis confronting the Joint Distribution Committee and the United Palestine Appeal in keeping the refugees moving from the DP camps and from Eastern Europe, and keeping the gates of Israel open to receive them at the record rate of more than 25,000 a month.

In addition to Rabbi Wise, the speakers included Major Aubrey S. Eban, Special Representative of the Provisional Government of Israel to the United Nations; Herman L. Weisman, Acting National Chairman of the UJA; Julian B. Venezky of Peoria, National Chairman for Regions, and Isidor Coons, Executive Vice Chairman.

Country-wide Representation at Miami Beach Meeting

The first of the three cash emergency meetings was held at the Saxony Hotel in Miami Beach through the cooperation of George Saxe, its proprietor. More than 300 men and women from 75 cities in 25 states who filled the Saxony dining room to capacity, heard Major Eban say that the State of Israel cannot alone carry the "crushing burden of a record and welcome immigration without the full and immediate help of the Jews of the United States."

In an eloquent address which stirred the assembly to a deep sense of anxiety for the continuation of immigration at the rate of from 250,000 to 300,000 for 1949, Major Eban declared:

"We did not ask you to fight and give your lives in the darkest hours of our struggle for survival. We did not ask for sacrifices of your dearest kith and kin.

We do not ask you to shoulder with us the burden of state-building and defense, which we in Israel are meeting as our own responsibility. But we must ask you for financial assistance to receive and house the homeless Jews who have waited for more than three years after liberation to find freedom and opportunity for a new life. The Jews of Israel are determined that not a single Jew shall be turned away from the shores of Israel, regardless of the sacrifices they must make. It would be tragic indeed if the Government of Israel were compelled to consider restrictions on the immigration of any refugees seeking to reach its shores."

Mr. Weisman made a moving plea for cash on the basis of the fact that at least 28,000 must be moved from Europe to Israel in February. He pointed out that of this number, 10,500 will come from the DP camps and other parts of Western Europe through the ports of France; 13,500 from Bulgaria; 2,300 from Austria and Italy; and 2,100 from Yugoslavia.

Both Rabbi Wise and Mr. Weisman stressed the fact that the great opportunities for mass immigration may be seriously jeopardized if the agencies of the UJA have to wait for cash in line with routine community campaign schedules. In their call for a cash mobilization program, they outlined the dangers of the ports of Europe being jammed up with refugees because of lack of transportation or the breakdown of facilities in Israel for housing the newcomers.

Julian B. Venezky, who will be one of the leaders of the UJA delegation going to Europe and Israel, made his plea for cash advances in terms of historic opportunities that may be lost if adequate funds are not immediately available. Mr. Venezky declared: "Today, we have a free State that bids welcome every Jew to come to the shores of Israel and he is assured that when he gets to the shores of Israel, he will not be cast aside and placed behind barbed wire. He will be with his people but there is a committee that will decide how many people will go to Israel. That committee is yourselves and those who attend other meetings of this kind that will decide whether or not these people from DP camps can start their lives over again in the new State. The only limitation that we have is money." In announcing his own substantial cash advance, Mr. Venezky stimulated many others to pledge immediate cash remittances.

Morris W. Berinstein of Syracuse, who also made a substantial advance in cash, reminded the leaders attending the meeting that when Mrs. Golda Myerson came to Miami a year ago to make an appeal for cash for the UJA, she made a pledge that if the Jews of America responded adequately, the Jews of Israel would fight on to achieve victory. "The people of Israel have kept that pledge," Mr. Berinstein said. "Now we are faced with another situation and we are told that if the cash is available, the DP camps will be emptied and many thousands will be brought to Israel. I know that if we do our part, that promise too will be fulfilled."

Guests at Palm Beach Respond

On Sunday evening, more than 350 persons met at the Whitehall Hotel at Palm Beach. The meeting was opened by A. M. Sonnabend, proprietor of the hotel who introduced Rabbi Wise as the presiding officer. Major Eban said that the State of Israel was still on a war footing and that the people of Israel looked to the Jews of the United States to help them realize their plans for giving a maximum number of European Jews the opportunity to find freedom among their own people. The generous response in terms of cash announcements at the Whitehall meeting matched in generosity and recognition of high urgency the unusually successful meeting at Miami Beach.

Mr. Weisman emphasized that the evacuation of Cyprus which was completed only a day before the Palm Beach meeting heightened the problems of the agencies in Israel and underscored the existing cash emergency. Rabbi Wise recalled the tragic consequences which resulted from the lack of funds more than a decade ago to save millions from extermination. But he declared that American Jews should take pride in the fact that they have now reached the levels of generosity to enable them to make the most of the reconstruction and emigration tasks of 1949. "I am happy to say that American Jews have passed the stage of too little and too late," he said.

Enthusiasm Marks Hollywood Beach Meeting

Benjamin Tobin of the Hollywood Beach Hotel made facilities available on Monday for a similar meeting at which 250 leaders were profoundly impressed with the enormous problems of the agencies in meeting their obligations in the next three months in relation to the emigration program from Europe and immigration to Israel; the rehabilitation program overseas and the refugee adjustment activities in the United States.

The following served, in addition to those already mentioned, on the various committees whose untiring efforts made the success of the Florida meetings possible:

Charles Fruchtman, Toledo, O.; Abraham Goodman, Miami, Fla.; Abe Kasle, Detroit, Mich.; Joseph M. Mazer, New York; Ben E. Nickoll, Milwaukee, Wisc.; Samuel Kappel, New York; Philip Leff, New York; Israel Friedlander, Boston, Mass.; Barney Balaban, New York; Mortimer C. Gryzmish, Boston, Mass.; Louis H. Salvage, Boston, Mass.; A. M. Sonnabend, Boston, Mass.; Fred Monosson, Boston, Mass.; Morris L. Fruman, Detroit, Mich.; Leonard Ratner, Cleveland, O.; Abe Cramer, Pottsville, Pa.; Jack Weiler, New York; Simon H. Fabian, New York; E. I. Kaufmann, Washington, D. C.; Bernard Davidson, New York; Paul Kaminsky, New York; Benjamin Tobin, Hollywood, Fla.; Joseph H. Schwartz, New York; Samuel Katz, New York; Leonard N. Simons, Detroit, Mich.; Alvin A. Wolff, St. Louis, Mo.; Samuel Rivkind, Miami Beach, Fla.; Benjamin Russem, Lawrence, Mass.; Louis J. Novitsky, Fort Wayne, Ind.; Barney Abelow, Utica, N. Y.; and Dr. Harold M. Weinberg, New York.

CAN YOU SAY NO WHEN YES MEANS SO MUCH

GREATER NEW YORK LAUNCHES UNPRECEDENTED CASH EFFORT

Following the decision of the Board of Directors of the United Jewish Appeal of Greater New York, a meeting of more than 300 city-wide campaign leaders was held in New York on February 9 to launch the greatest UJA cash drive in the history of the metropolis. Recognizing the urgency of the need for cash, the lack of which might well serve to hinder the mass exodus from Europe to Israel, to the United States and other havens, many of those attending immediately handed in their personal checks while others promised to deliver cash advances on their 1949 contributions to the UJA within a few days. The total amount already brought together in cash in New York exceeds \$3,000,000.

In addition to their personal responses to the call for cash, leaders of campaign divisions have undertaken to call meetings within their trade and community groups and to obtain from all UJA contributors the maximum possible amount of cash advances.

A number of the cash advances already received equal or exceed 1948 gifts although contributors are not being asked at this time to make their full pledges to the 1949 campaign.

Speakers at the February 9 emergency meeting included Major Aubrey S. Eban, Edward M. M. Warburg and William Rosenwald.

COMMUNITIES ACCEPT UJA QUOTAS

Although the recommendations of a UJA National Committee on Community Quotas were made only a week ago, a number of communities have already met for the purpose of accepting quotas for 1949 and are going forward with plans to make the attainment of the quotas possible.

Tucson, Arizona has accepted a quota for the UJA of \$150,000. Tucson gave the UJA \$90,000 in 1948.

Orlando, Florida under the Chairmanship of Col. I. N. Burman has set a UJA quota of \$85,000 for 1949 against an allocation to the UJA of \$56,227 in 1948.

Pensacola, Florida has undertaken to provide a minimum of \$75,000 for the UJA in 1949, the same amount as was given to the UJA in 1948. Sam Rosenblum is Chairman.

Milford, Connecticut under the Chairmanship of David Rosenbaum has accepted a quota of \$25,175 for the UJA in 1949. This compares with an allotment in 1948 of \$21,809.

Williamson, West Virginia which gave the UJA \$13,500 in 1948 has undertaken to provide \$15,000 for the UJA this year. Harry Schwachter is Chairman of the Williamson drive.

LARGEST UJA DELEGATION IN HISTORY TO VISIT EUROPE AND ISRAEL

The membership of the delegation which will visit Europe and Israel to observe the work of the UJA agencies on the scene, leaving the United States by air on Monday, February 21 after spending a day in New York City studying the operations of the United Service for New Americans, is the largest in the history of such expeditions. Community leaders from many parts of the country have set aside their business and personal affairs, often at great sacrifice, to participate in the tour at their own expense. Following are the names of the participants:

Mrs. Cecilia Abowitz, Los Angeles, Calif.; Mr. & Mrs. David Baron, St. Louis, Mo.; Mr. & Mrs. Jacob Borin, Detroit, Mich.; Solomon Boxer, Troy, N.Y.; Harry Brody, Jersey City, N.J.; Mrs. Irving Ehrenfeld, Passaic, N.J.; Reuben L. Freeman, Chicago, Ill.; Mrs. Ida B. Friedman, Passaic, N.J.; Nolan Glazer, Dallas, Tex.; Mr. & Mrs. Samuel Greenfield, Buffalo, N.Y.; William N. Gurtman, Passaic, N.J.; Rabbi Gershon Hadas, Kansas City, Mo.; Mr. & Mrs. Mortimer B. Harris, Chicago, Ill.; Mrs. Walter E. Heller, Chicago, Ill.; Joseph B. Horwitz, Cleveland, O.; Ben Kravitz, Cleveland, O.; Al Levine, Passaic, N.J.; Herman L. Lewis, Jr., Detroit, Mich.; Rabbi Morris M. Lieberman, Baltimore, Md.; Jerome Liebs, Dallas, Tex.; Nathan Mack, Los Angeles, Calif.; Dr. Allan Isaac Mann, Los Angeles, Calif.; Philip Meisel, Los Angeles, Calif.; Sol Minzer, Dallas, Tex.; David Monosson, Boston, Mass.; Fred Monosson, Boston, Mass.; Irving S. Norry, Rochester, N.Y.; Max Osnos, Detroit, Mich.; Judge & Mrs. Isaac Pacht, Los Angeles, Calif.; Mrs. Ernest E. Peiser, Kansas City, Mo.; Julius Rappaport, Allentown, Pa.;

Hyman Safran, Detroit, Mich.; Morris Senderowitz, Jr., Allentown, Pa.; Rabbi Maurice D. Solomon, Kansas City, Mo.; Eugene M. Solow, Dallas, Tex.; Julian B. Venezky, Peoria, Ill.; Adolph Weinberger, Dallas, Tex.; Miss Gitti Zand, New York, N.Y.

The delegation will be accompanied by a number of newspapermen assigned by their editors in communities throughout the country.

The delegation is scheduled to return to the United States March 15 after viewing the JDC installations and operations in Paris, Marseilles, Rome and Casablanca and the work of the UPA agencies throughout Israel.

On their return, many of the delegates will visit communities throughout the country in behalf of the UJA campaign, reporting on their observations to local gatherings.

PLEDGES ARE PROMISES -- CASH IS FULFILMENT

UJA PUBLIC RELATIONS COMMITTEE ESTABLISHED

The UJA Public Relations Committee for 1949 will include in its membership some of the most outstanding advertising and public relations leaders in the United States. Among those serving on the Committee are Himan Brown, noted radio producer; Samuel Cherr, Vice President of Young & Rubicam; Joseph Katz, Joseph Katz Advertising Agency; Al Paul Lefton, Al Paul Lefton Agency; Jack D. Tarcher, J. D. Tarcher, Inc., Advertising; Lawrence H. M. Vineburgh, Hartford, formerly president of Vox, Inc., and of Storecraft, Conn, Inc., now president of Nicholas Co., Inc.

The members of the Committee held their first meeting on February 16 and initiated an integrated publicity promotion and public relations program pointing toward the success of the 1949 UJA campaign for a minimum of \$250,000,000.

LOCAL CAMPAIGNS ELECT OFFICERS

Keeping pace with organizational activity reported earlier, a number of communities have announced progress in their organizational structure in preparation for bang-up campaigns in 1949. Among those announced this week are:

Jack Augenblick has accepted Chairmanship of the campaign in Newark, N. J. which is sponsored by the Jewish Community Council of Essex County. Herbert R. Abeles is President of the Council and Herman M. Pekarsky is Executive Director. Chairman of the Women's Division in the 1949 campaign will be Mrs. Nathan A. Whitfield.

Minneapolis, Minn. will have the benefit of the leadership of Sam Salkin as Chairman in the 1949 campaign of the Minneapolis Federation for Jewish Service. Dr. Louis R. Weiss is President of the Federation. Charles I. Cooper is Executive Director.

San Antonio, Texas is placing responsibility for top leadership in four Co-Chairmen, Jake Karotkin, Alexander J. Oppenheimer, Nathan Trottnor and Bernard A. Weidemann. Frank H. Lichtenstein is President of the San Antonio Jewish Social Service Federation under whose auspices the San Antonio campaign is conducted. Co-Chairmen

of the Women's Division are Miss Sophie Bodenheimer and Mrs. Robert Rosenthal. Miss Hannah Hirshberg is Executive Director.

Terre Haute, Indiana will campaign under the leadership of Edward Chaskin and Louis Hoffman, Co-Chairmen. Melvin Goodman is President of the Terre Haute Jewish Welfare Fund.

Henry Greenberger has accepted General Chairmanship of the Steubenville, Ohio campaign. President of the Jewish Community Council of Steubenville is Nathan Stern.

CASH IS THE FUEL THAT MOVES REFUGEE SHIPS

REGIONAL DIVISION SETS UP CONFERENCE PROGRAM

Further implementing the decentralization of campaign activity, the Regional Division of the United Jewish Appeal, in cooperation with the officers of the various regions, has scheduled an extensive program of conferences throughout the country. These conferences, which will bring community representatives from the various areas together with outstanding authorities and personalities, will present for regional action the problems which confront the agencies of the United Jewish Appeal and the story of the unprecedented mass emigration from Europe which is now under way.

On February 27 the conference of the South Carolina Region will be held in Columbia, South Carolina at the Wade Hampton Hotel. Ben Arnold of Columbia, S. C. will serve as Chairman of the Conference.

Two conferences are scheduled for March 6 -- one for the Virginia Region to be held at the John Marshall Hotel in Richmond, Va. with Emanuel E. Falk, Newport News, Va., serving as Chairman, and the other to be held at the Newburgh Hotel in Newburgh, New York for the Hudson Valley Region, with Morris J. Lascher serving as Chairman.

Georgia will conduct its conference on March 13 at the Mayfair Club in Atlanta. Chairman of the Conference will be Abe Goldstein, Atlanta, Ga.

Peak conference activity will be reached on March 20 when five conferences are scheduled to take place on the same day. On this date, the Southwest Region will meet at the Rice Hotel in Houston, Tex.; the Illinois-Eastern Missouri Region at the Hotel Chase in St. Louis under the Chairmanship of I. E. Goldstein, St. Louis, Mo.; the Capital District of New York at the De Witt Clinton Hotel in Albany, N.Y. with Dr. Milton Aronowitz, Albany, N.Y. as Chairman; the North Carolina Region at the Charlotte Hotel, Charlotte under the Chairmanship of Emanuel J. Evans, Durham, N.C.; and the Central Florida Zone at Orlando, Fla.

Three conferences are scheduled for March 27, the first in the Central New York Region at the Hotel Onondaga in Syracuse, N.Y., the second at the William-Penn Hotel in Pittsburgh, Pa. for the Tri-State Region and the third for the Ohio Region in Columbus, O.

On April 3 the Western New York Region will meet at the Buffalo Hotel in Buffalo, N.Y. The South Jersey Zone will come together at the Cumberland Hotel in Bridgeton, N.J., with Louis A. Lewis, Bridgeton, N.J. as Chairman of the Conference.

The Northern New York Zone will hold its conference at the Hotel Saranac at Saranac Lake, N. Y.

Plans are in the making for additional conferences so that the entire country may be covered. Julian B. Venezky of Peoria, Ill. is Chairman of the Regional Division of the United Jewish Appeal and Eugene M. Solow of Dallas, Tex. is serving with him as Co-Chairman.

Chairmen Appointed for Kansas-Western Missouri Region and South Carolina Region

Hyman Brand of Kansas City, Mo. who served as Chairman of the Kansas-Western Missouri Region in 1948 and who was largely responsible for the excellent campaign results in the area during that year, has consented to serve in the same capacity in 1949.

Shepard Saltzman of Greenville, S. C., has accepted the Chairmanship for the South Carolina Region for 1949.

IF YOU PAY YOUR PLEDGE TODAY, THEY WILL SAIL TOMORROW

WOMEN'S DIVISION REPORTS NEW COMMUNITY LEADERS

The organizational effort of the UJA National Women's Division continues to go forward at a rapid pace. Additional campaign leaders announced this week are as follows:

The Pensacola, Florida Women's Division will be headed by Mrs. M. Parker, Chairman, while Mrs. Isador Shulman will serve as Chairman of the Women's Division in Southern Illinois. Detroit, Michigan will have three Co-Chairmen, Mrs. Henry Wineman, Mrs. John C. Hopp, and Mrs. Max Frank.

In New Jersey, Mrs. Anne Pollack will head the Women's Division in Millville, Mrs. Julius Sand in Plainfield and Mrs. Morris Cotler will again assume the Chairmanship in Salem. Mrs. Frederick S. DeBeer will be Women's Division Chairman in Albany, New York.

In the Southwest Region, Dallas and San Antonio will have Co-Chairmanships with Mrs. Alfred N. Sack and Mrs. Abe Kohane for the former, and Miss Sophie Bodenheim and Mrs. Robert Rosenthal for the latter; and Houston will be headed by Mrs. I. B. Maltz.

Richmond, Virginia's Chairman will be Mrs. Herbert Seegal. Los Angeles will again have Mrs. Bertram Allenberg as its Chairman.

SEND THEM HOME -- EMPTY THE CAMPS IN 1949

ISIDOR COONS ANNOUNCES RETIREMENT FROM UNITED JEWISH APPEAL

Isidor Coons, Executive Vice Chairman of the United Jewish Appeal since it was established in 1939, and national director of fund-raising for the Joint Distribution Committee for nineteen years, has made known his retirement as an officer of the national campaign on behalf of the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans.

In the past twenty-nine years, Mr. Coons has been a director of drives which raised a total of approximately \$600,000,000. Of this, \$500,000,000 was raised in the past ten years during Mr. Coons' service as a leader of the United Jewish Appeal.

Rabbi Jonah B. Wise, William Rosenwald and Herman L. Weisman, National Chairmen of the UJA, revealed that Mr. Coons had originally requested retirement from his post as of December 31, 1948, marking completion by him of a decade of UJA executive leadership. At their urging, however, Mr. Coons continued his duties in order to assure successful completion of the final aspects of the 1948 campaign, through which \$150,000,000 was raised, and to assist in the inauguration of the 1949 campaign, with a national goal of \$250,000,000.

Edward M. M. Warburg, Chairman of the JDC, which Mr. Coons represented in the UJA, stated: "The JDC and the millions of distressed Jews it has aided owe Isidor Coons a great debt of gratitude for the enormous labors he undertook in their behalf and for the successful manner in which he helped to raise the vital funds which fed the hungry and rescued the stricken. To thousands of communities throughout the United States and particularly to community leaders, it was 'Dor' Coons who symbolized the UJA and especially the JDC, and their responsibilities to the distressed and needy Jews overseas. His is a proud and outstanding record of years of life-saving activity. In his work he has been a prime architect of the present UJA fund-raising structure through which millions of human beings have been given hope and a new chance in life."

Rabbi Wise stated: "It is typical of Mr. Coons that, though he requested he be permitted to retire at the end of 1948, he responded to a plea to continue his work pending the completion of certain essential undertakings. His strong sense of duty and responsibility did not permit him to do otherwise. By this act, he increased the already great indebtedness to him of the American Jewish community and the UJA."

Mr. Rosenwald commented: "I have been personally aware and deeply appreciative of Mr. Coons' great services to human welfare ever since the nineteen-thirties, when the problem of meeting the needs of refugees from Hitlerism to these shores became acute. His great services helped speed the entry of thousands of victims of terror, and their reestablishment here as good Americans."

Mr. Weisman declared: "I wish to express the United Palestine Appeal's profound indebtedness to Isidor Coons for his devoted efforts and tireless service in behalf of the Jewish people. He played a memorable and vital role in helping to make possible the exodus of thousands of our fellow Jews from the hopelessness of Europe to an era of new life and dignity in Israel."



UNITED JEWISH APPEAL

for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee, United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

A REPORT

**to Members of the
National Campaign Council**

SPECIAL ISSUE

NOT FOR PUBLICATION

March 22, 1949

AMERICAN JEWS REDEDICATE THEMSELVES TO THEIR HISTORIC TASK

"I have the feeling that this weekend is going to be a good one." With these words, Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, speaking at the great international Rededication Conference of the UJA at the Shoreham Hotel in Washington, D.C., opened the Conference on Saturday evening, March 19.

It is doubtful whether even Mr. Morgenthau knew how good a prophet he was. "Thrilling", "inspiring", "extraordinary", "amazing", and "sensational" were a few of the adjectives heard in the hotel corridors after the close of the final session on Sunday afternoon. But the reason for the adjectives was epitomized in the words of one campaign chairman who was present and echoed by many others: "I never dreamed when I came down here that we could possibly raise as much as last year. Now I am convinced that we can not only do that, but that we can raise a lot more than we did last year. I guess we were all worried about what the next fellow was thinking. When we got together, and heard the inescapable facts, we knew what we had to do. I, for one, am going back to my community and start breathing fire. We can raise more than last year and we're going to raise more than last year."

And indeed the most objective and disinterested observer would have come to the same conclusion after hearing and viewing the events of the two days of crowded, enthusiastic and fruitful sessions. There was no doubt in anyone's mind that after a short period of hesitation, faltering and delay, the American Jewish community had found itself and was once more on its way to its historic destiny, side by side with the Jews of Israel and their brothers and sisters in Europe. It was a weekend of rededication perhaps unprecedented in fervor and determination. It was a weekend that no delegate will ever forget.

COMMUNITIES DELIVER MORE THAN \$27,000,000 CASH

In the short space of twelve days, since a telephone broadcast by Mr. Morgenthau; Berl Locker, Chairman of the Executive of the Jewish Agency for Palestine; Judge Morris Rothenberg, Acting National Chairman of the United Palestine Appeal and of the United Jewish Appeal; William Rosenwald, Honorary President of the United Service for New Americans and National Chairman of the UJA; and Edward M. M. Warburg, Chairman of the

Joint Distribution Committee, which launched a campaign for \$50,000,000 in cash, 126 communities had managed to borrow from their banks and gather from other sources more than \$27,000,000 for the UJA.

As delegate after delegate walked forward to the rostrum on Sunday morning with community checks, placing them into a basket marked "UJA-URGENT", the nine hundred others who were present roared their appreciation and approval. The checks piled up until they formed a miniature mountain of freedom and security for Jewish survivors.

It was hours before the last check landed on top of the mountain, and when the total was announced, instead of resting on their laurels, the delegates decided that it was not enough. The immediate need was for \$50,000,000, not \$27,000,000. And so the Conference voted unanimously to dispatch telegrams to the communities that had not yet participated in the cash effort, urging immediate action to borrow or otherwise bring together the balance, while those who had brought checks said they were going back to their communities to "dig up some more cash right away."

MORGENTHAU'S RETURN TO GENERAL CHAIRMANSHIP CHEERED BY DELEGATES

Throughout the Conference there was an underlying current of satisfaction and optimism engendered by Mr. Morgenthau's resumption of the leadership of the United Jewish Appeal as General Chairman. As speaker after speaker referred to the transformation that had taken place in the campaign spirit throughout the country since Mr. Morgenthau's return to duty several weeks before, the delegates applauded generously.

Mr. Morgenthau himself, in referring to his acceptance of leadership, declared: "In the past several weeks I have been out in the field. I have visited a number of key communities. I am familiar with the campaign atmosphere. It is not going to be easy to raise the stupendous sums we need this year, but it was not easy last year or the year before. The 1949 campaign is going to require a great deal of hard and strenuous work, but from what I have seen around the country and from what I have heard from campaign leaders in the communities, I am convinced that we can have a highly successful campaign. The will is there; the understanding is there and the readiness to give and to work in the drive is there. At this conference we must harness all these great plus factors into one overpowering mobilization for action. The united devotion and energies of the Jewish communities will surely bring victory in this greatest of all campaigns."

FOREIGN MINISTER SHARETT SEES UJA CONTRIBUTORS IN ACTION

At a private meeting during the Conference weekend, Israeli Foreign Minister Moshe Sharett, who was the honored guest of the Conference and who had arrived in the United States just two days before to take part in the UJA campaign despite pressing ministerial duties, received a heartening forecast of 1949 campaign results.

After an enlightening and stirring review of recent events in Israel, the Foreign Minister said: "I am going to ask you to give me an idea of what may be expected, to what extent you can assure us of carrying on this Odyssey of admitting Jews in tens of thousands into Israel. It may be that we may have to be cruel to our people. Maybe we will have to close the gates, the gates which we have opened with the blood of our sons and daughters, because if it is impossible, then it is impossible. It is for you to say that it is possible."

There was a brief pause, and then Joseph Meyerhoff, Chairman of the Baltimore campaign, arose. Expressing his firm conviction that Baltimore would raise more in 1949 than in 1948, Mr. Meyerhoff said: "We have only been working on the campaign a week and with a limited group. We have gotten increases of \$10,000 to \$15,000 in two instances, from \$7,500 to \$15,000 in another, from \$6,500 to \$13,000 in another, from \$5,000 to \$7,500 in another, from \$3,000 to \$5,000, from \$4,000 to \$5,000, from \$600 to \$1,200, and from \$500 to \$1,000. We have gotten increases from \$25,000 to \$30,000 and we have gotten several contributions renewed with the probability of an increase, one in the amount of \$60,000 and another one of \$50,000 and another one of \$20,000. This is just an indication of what can be done and it will be done."

Samuel H. Daroff, General Chairman of the Allied Jewish Appeal of Philadelphia, then took the floor. Mr. Daroff reported that four trade dinners already held in Philadelphia had shown increases of from twenty to thirty percent over 1948. He told of a labor group which in 1948 had contributed \$10,000 and which had already made a commitment of \$60,000 for 1949. Then, speaking of his own gift, he said: "Last year we started with \$50,000 and when the campaign was over my firm had contributed \$65,000. This year we want to start with \$70,000 and I am sure that this will also be increased as we go along. I hope we will all be able to show Mr. Sharett that we have the same red blood as those young kids, boys and girls, who gave their lives so that the Jewish state of Israel could be established."

Fruchtman Announcement Expresses Spirit of Meeting

It was clear by this time that the spirit of success in 1949 was taking hold of those present. Men who had arrived on Friday, well in advance of the Conference, and who seemed to be chafing to get into action, were now imbued with a sense of ardor and understanding. In this atmosphere of growing exaltation, Charles Fruchtman of Toledo, Ohio, rose to his feet. In simple and movingly eloquent manner, he said: "I shook hands today with Foreign Minister Sharett, and I said I never thought I would live to an age when I could shake hands with the Foreign Minister of Israel."

"I want you to know, ladies and gentlemen, that I have watched people die, and before a human being dies he always opens his hand. It always opens by itself. That is a sign that you cannot take anything with you. I want to be like that. I don't want to be the richest man in the cemetery. I say, ladies and gentlemen, that my ambition is only to work and give, with my sons, every year giving more."

"Last year I gave \$125,000." Mr. Fruchtman looked about him and when he announced that his gift in 1949 would be a quarter of a million dollars, he received a rising ovation. Then he concluded: "The more you give, the more you get. When you give it comes back to you." The delegates broke into prolonged applause and cheers.

Mr. Fruchtman was followed by Abraham Feinberg, Associate Chairman of the United Jewish Appeal of Greater New York. "I am in a bad business, the hosiery business," said Mr. Feinberg. In the past year, my associates and I have sold one of our businesses and we are liquidating another. Last year we gave \$100,000. This year we will do the same." Mr. Feinberg announced that I. Rogosin, who gave \$250,000 in 1948, has already committed himself for the same amount this year.

Joseph M. Mazer, of New York, announced on behalf of his father, Abraham Mazer, and family, an increase from \$250,000 in 1948 to \$500,000 in 1949. The dramatic manner in which this gift was brought to the attention of the Conference is described in another section of this Report.

Jack D. Weiler, one of the Chairmen of the United Jewish Appeal of Greater New York, announced that despite the fact that business conditions were not as favorable as they have been, the contribution which he and Ben Swig would give for their firm would start at \$75,000 in 1949 as against \$50,000 in 1948.

Jerome I. Udell, also a Chairman of the New York campaign, and for years one of the community's most dynamic leaders, arose and epitomized the feelings of those who were present at this memorable meeting when he said: "I must admit that although I have been in this business of campaigning for the UJA for many years, I find myself at this particular moment a little breathless. I am still trying to recover from the amazing announcements of the last twenty minutes." After paying tribute to the other leaders of the New York campaign, Mr. Udell reported that the International Ladies' Garment Workers' Union, which last year gave a total of \$150,000, had already sent in as a cash advance this year the amount of \$250,000; that Simon H. Fabian and Samuel Rosen of the Fabian Theatre Circuit who gave \$80,000 last year pledged \$100,000 for 1949; that Mrs. Felix M. Warburg had already sent in a cash advance for \$150,000 which matches last year's total personal gift; that Irving Gelder, who gave \$10,000 last year has already given an initial gift of \$20,000 for 1949; that Phillips Brothers who contributed a total of \$10,000 last year had already sent in \$15,000 cash; that Morris London, who gave \$17,000 last year had already sent in \$20,000 in cash; that Jack Goldfarb, who gave a total of \$45,000 last year had already sent in a \$50,000 initial cash advance.

The humility of the men in the room in the face of the extraordinary responsibility and the historic opportunity which they were discussing was exemplified in the moving remarks of Mortimer B. Harris, Chairman of the Chicago campaign, who returned only that week with the UJA delegation from Europe and Israel. After telling of the plans which were being made to organize the Chicago campaign, Mr. Harris said: "I didn't get to Florida this year. I got to Israel, as you have heard. I highly recommend Israel. You will like it very much. I hope you get there soon. You will have the most thrilling experience you have ever had." Turning to his own gift, Mr. Harris said modestly, "I can promise you this: that although my contribution is not in a class with those mentioned today -- it was only \$13,000 last year -- I will make it \$20,000 this year. We will really try to work that 50% increase throughout the city of Chicago."

Those who saw Mr. Sharett's face at the end of this private meeting could tell how moved he had been and how encouraged he was that the message he could bring back to Israel would be the one that everyone there was waiting for.

DR. NAHUM GOLDMANN WINS RISING OVATION

In an inspiring address at the opening session of the Conference which lifted the delegates to new heights of inspiration and determination, Dr. Nahum Goldmann, Acting Chairman of the American Section of the Jewish Agency for Palestine, appealed to the political maturity of American Jewry in their effort to cope with the task that had been imposed upon them and which they had accepted as their duty.

Dr. Goldmann declared, "I say your response this year will be more of a test of your understanding of the problem of Israel and of the Jewish situation in the world than it was even last year because you are called upon to make a greater effort and greater contributions for something which is perhaps less glamorous, less spectacular than the military victories of Israel. But this is a real test. If this generation of Jews will not discharge its responsibility it will be a historical crime which will never be pardoned."

The delegates rose and gave Dr. Goldmann an ovation when his address was over. Later, in small groups they were saying, "If only Dr. Goldmann would come to our community and give our people some of the spirit which he has given us, the campaign would be sure to go over the top."

GOVERNOR LEHMAN CALLS FOR SUPREME EFFORT

Speaking at the same session, former Governor Herbert H. Lehman paid tribute to the courage and prowess of the people of Israel in war and their "superb statesmanship and diplomatic skill."

Governor Lehman, who spoke, in part, of the work of the Joint Distribution Committee of which he has been a leader for three decades, declared, "We can definitely anticipate the emptying of the DP camps of all Jews in the next twelve months. There are new and welcome sounds on the European continent: the whistles of trains that leave daily from Germany on their way to Marseille; the sirens of steamers filled with men, women and children bound for Israel; the laughter of those who for years thought laughter dead. But the most heartening sound of all will be the closing of the gates of the DP camps after their last unhappy tenants have gone. Even this month, with the help of the UJA the gates will close for the last time in at least four camps in Germany, but only the complete shut-down of all the camps can bring the end of that dark chapter which the world should never forget. That happy time of deliverance must not be delayed by even a day . . . This is the year, perhaps more than ever, when we must embark on a supreme effort . . . an effort for which some of us have labored for a quarter of a century . . . This is the final act of deliverance which must be the crowning achievement of our labors."

SECRETARY BRANNAN CALLS UJA HUMANITARIAN IN THE FINEST SENSE

Referring to the United Jewish Appeal as not merely a financial effort but "a humanitarian one in the finest sense," Charles F. Brannan, Secretary of Agriculture of the United States, declared, "I fully expect that American Jews and many of their fellow non-Jews living in this broad land blessed with so much of God's richness will not hesitate for a moment, but will pour out generously of their abundance so that this campaign of the UJA will reach its goal."

Secretary Brannan said of Israel that "the world may yet learn from that part of the world which was the cradle of civilization the way toward peace and harmony."

MAZER GIFT STIRS DELEGATES AND SPARKS CAMPAIGN

In the midst of the check-gathering ceremony described above, Harold J. Goldenberg, Chairman of the UJA National Campaign Cabinet, who was presiding, interrupted the proceedings and read to the delegates a letter which had come to Mr. Morgenthau from Abraham Mazer of New York. At the conclusion of his reading of the letter, the delegates rose and cheered, for this is what the letter said:

Dear Mr. Morgenthau:

It is a source of the deepest regret that for reasons of health I cannot be with you at the Washington Conference which will rededicate American Jewry to the 1949 United Jewish Appeal.

When the State of Israel was established on May 14, 1948 there was rejoicing at this realization of a historic dream. Since then the conduct of that State has added to the stature and dignity of the Jewish people everywhere.

The State of Israel has proved its greatness in three fields: in war against aggression; in the constructive establishment of a democratic Government; in the opening wide of the gates of Israel to every Jew who wants or needs its sanctuary.

I would have wished to be present at Washington to pay my respects to Mr. Moshe Sharett. I would have wanted, in person, to greet him and to tell him what a thrill it is to me at this time of my life to see the State of Israel symbolized in this brilliant Foreign Secretary.

I know that he has come to tell us that the war for the establishment of the State will not be won until the hundreds of thousands of Jews coming into Israel are effectively absorbed in order to strengthen the foundations of the State.

To help in the final winning of the war to end the homelessness of Jews and in honor of the Foreign Secretary of the State of Israel, you may announce at the Washington Conference \$500,000 from the Abraham Mazer Family to the 1949 United Jewish Appeal campaign.

It is my hope that every Jew in America will share to the utmost of his resources so that hundreds of thousands of Jews in Israel and coming to Israel may at last find peace, security and freedom.

Sincerely yours,

Abraham Mazer

Speaking for his family, Mr. Mazer's son, Joseph M. Mazer, who was present, declared: "Before we made up our minds as to our contribution we knew that business was not good with us either, but this is one year in which we cannot give merely because business is good. We have all been supporting the UJA for years to see a dream come true and we have to give to the UJA to see it completed. Now that the gates are opened we cannot shut them. So go back to your communities and work for the UJA and have your communities give because the problem is so great that you must give because of the needs and not because income is good."

DR. EMANUEL NEUMANN CALLS FOR SUPPORT OF THE UJA

In a telegram addressed to Mr. Morgenthau, Dr. Emanuel Neumann, President of the

Zionist Organization of America said, "I acknowledge your telegram and the cordial invitation it conveys. I regret my inability to attend because of important engagements of long standing which I cannot now break. Have therefore requested Rabbi Irving Miller, Chairman of the National Administrative Council of the Zionist Organization of America, to represent us officially. I trust that the Rededication Conference of the United Jewish Appeal will succeed in its high purpose. The task laid upon us all in this crucial year is greater and more compelling than ever before and must command the support and devotion of all sections of American Jewry. American Zionists will, of course, do their duty in these days of fulfillment as they have done throughout the long years of heartbreak and struggle."

VOLUNTEERS ASKED FOR "UJA CARAVAN OF HOPE"

At a midnight meeting on Saturday, Henry Montor, Director of the United Jewish Appeal, described to a group of community leaders a promotional project to be undertaken by the UJA and to be known as the "UJA Caravan of Hope." This Caravan will consist of seven railroad cars suitably decorated and equipped with expository material. Each car will start on April 3 from a different city and the "Caravan of Hope" will reach approximately 135 communities throughout the United States in a period of about three weeks.

Accompanying each Caravan will be two Israeli heroes, three or four community campaign leaders, and a publicity man. The object of the Caravan will be to create intense nation-wide interest in the campaign and at the same time to be helpful in whatever phase of the campaign may be under way in each community as the Caravan reaches it.

Mr. Montor called for community leaders to volunteer for one, two or three weeks to accompany the Caravans. It is urged that all those who have lay leadership campaign experience and who can sacrifice the time required, write to the United Jewish Appeal at once offering their cooperation. Full details will be going forward to the communities in a day or two.

ELIAHU ELATH GREETES CONFERENCE IN BEHALF OF ISRAEL

On Saturday evening, Eliahu Elath, Israeli Ambassador to the United States, was introduced by Mr. Morgenthau at the opening of the Conference. After paying tribute to Mr. Morgenthau and expressing encouragement at his return to leadership, Mr. Elath declared, "The contributions that you are asked to make are not to help maintain the State of Israel or its administration. These needs are covered by our own taxpayers who, in addition to their lives, are ready to give a large measure of their material wealth. It is the additional responsibilities that we have to carry in new construction, in new settlements for our returning brethren, that cannot be met solely by taxes and the trade activities of our country which has had, from its inception, to fight a war of life and death. It is to discharge that added task that your help is needed. Jewry looks to you to make it possible for Israel to fulfill that great responsibility."

BERL LOCKER CALLS AMERICAN JEWS PARTNERS OF ISRAEL

In his address at the Sunday afternoon session of the Conference, Berl Locker, Chairman of the Executive of the Jewish Agency for Palestine, said "We have to be

grateful to destiny at a time when European Jewry is so reduced in its numbers, in its strength, at a time which gives us the chance to claim our independence in Israel, that there is a great Jewish community in America which if it desires can be the great partner in the fulfillment of the great dream of Jewish history . . . I am going back with a message of great encouragement to the Jewish Agency for Palestine and to the Government of Israel. These are two bodies but with one soul as you can imagine. I will tell them what spirit will prevail and has prevailed at this Conference. It seems that American Jewry has begun to feel the great impact of historic opportunity which lies before us."

SHARETT HOLDS AUDIENCE SPELLBOUND

In an address that was perhaps the most stirring and informative ever heard by American Jews on the extraordinary events that led to the establishment of the State of Israel, Foreign Minister Moshe Sharett moved the delegates to a new and deeper understanding of the significance of the historic hour in which we live.

As he came forward to deliver the major and closing address of the Conference, the audience rose and spontaneously began to sing Hatikvah. There was a keen awareness throughout the jam-packed hall of the extraordinary significance of the presence of the Foreign Minister of a Jewish State after 2,000 years of Jewish homelessness. It was a moment that could have been fulfilled only by a man of commensurate stature, and before Mr. Sharett had spoken for more than a few minutes it was evident that he was equal to the occasion.

In a panoramic picture of the historic plans, movements, difficulties, accidents and achievements that had combined in a few short months to crown many decades of struggle with the emergence of a Jewish State, Mr. Sharett concluded: "It is not enough to rest on laurels. I have not come here to spread laurels for anyone to rest upon, certainly not for myself, and certainly also not for you because there are still breakers ahead; there are still dangers to be overcome; there are still extremely difficult problems to be solved. There is this immigration. We have brought it in but we have not yet absorbed it. It is not yet economically productive. They live in camps. There are only very few homes to take care of them permanently. There are only very few jobs in which they can become profitably occupied. There are not enough hospitals... by no means enough schools, but more people are coming in. Every ship is bringing more and more. My friends, between catastrophe and triumph there is but one step. It is up to you to take that step and insure the triumph."

CONFERENCE PROGRAM STUDDERD WITH OUTSTANDING PERSONALITIES

Rarely has the American Jewish community been privileged to attend a gathering addressed by so many outstanding leaders in American, Israeli and Jewish life. In addition to those already mentioned there were: William Rosenwald, National Chairman of the United Jewish Appeal and Honorary President of the United Service for New Americans; Levi Eshkol, Chief of the Agricultural Colonization Department of the Jewish Agency; Judge Morris Rothenberg, Acting National Chairman of the United Jewish Appeal and of the United Palestine Appeal; Abraham Granovsky, World President of the Jewish National Fund; Yaakov Zerubavel, Head of the Department for Oriental Affairs of the Jewish Agency; David Hacohen, Member of the Israeli Parliament; Mrs. David M. Levy, Honorary Chairman of the United Jewish Appeal and Honorary Chairman of the National Women's Division; Rabbi Jonah B. Wise, National Chairman of the United Jewish Appeal;

Edward M. M. Warburg, Chairman of the Joint Distribution Committee; Julian B. Venezky, National Chairman for Regions and Chairman of the United Jewish Appeal Overseas Delegation; and Mrs. Walter E. Heller, Vice-Chairman of the National United Jewish Appeal Women's Division and a member of the Overseas Delegation. There were recorded messages by Dr. Chaim Weizmann, President of Israel; David Ben-Gurion, Prime Minister of Israel; Eliezer Kaplan, Minister of Finance of Israel; Golda Myerson, Minister of Labor of Israel; Dr. Israel Goldstein, Treasurer of the Jewish Agency for Palestine, and James G. McDonald, American Ambassador to Israel. The addresses were brilliant and moving and though the schedule was long and crowded the delegates remained interested, attentive and enthusiastic to the last word of Rabbi Jonah B. Wise's closing blessing. Just as they had arrived early in advance of the Conference, eager to participate in the great effort, so the delegates lingered at the Shoreham Hotel after it was over, stirred by the reawakening which had taken place, and actively discussing plans to make the 1949 campaign the greatest in the history of the UJA.

EXCERPTS FROM CONFERENCE ADDRESSES

WILLIAM ROSENWALD: "A lot of people don't realize it, but immigration is continuing under the regular quota law and on top of that more and more boatloads of DPs are coming here every month under the DP Act so that our estimate of 25,000 Jewish refugees coming permanently into the United States in 1949 still stands and we still expect that it will be realized . . . Also I am happy to be able to tell you that we hope that the DP Act, which as it now stands is discriminatory and impossibly difficult to operate, will be liberalized; and if our hopes come true, of course the numbers that I have mentioned will be substantially increased."

LEVI ESHKOL: "We have to create the tools and give this new being, the newcomer to Israel, the opportunity to show how he will be a pioneer. He will be a pioneer in the hundreds and thousands. I know it very well. I have seen them in the thousands and tens of thousands. They will be pioneers. They will be colonizers. They will occupy the land in the Western Galilee, in the Eastern Galilee, in the Negev . . . in their name I pray you, give us a hand, give us the tools. We and they will do the job."

DR. ABRAHAM GRANOVSKY: "The Jewish National Fund has started in the year 1949 the greatest program in all the long history of its work in Palestine. To establish settlements we need land, and the beginning of our program in 1949 is to establish not less than 200 agricultural settlements . . . We are now free agents and our program for this year is to acquire not less than 1,000,000 dunams of land. That means that we will acquire in one year as much land holdings as the JNF acquired in 47 years of work."

JUDGE MORRIS ROTHENBERG: "When I was in Israel there were about 12,000 people in the camps and they could not be distributed throughout the country because there were not enough funds with which to do it. Today I understand that there are probably 50,000 in the camps and there are thousands going in daily; and there is only one great community in the world to which they can turn for help in this crucial hour; and that is the community of America, that has written such a golden page in Jewish history. I know that we will not close the book of history at this time. We are going to continue to write another chapter, a chapter of practical work, of help, to lay sound economic foundations for the Jewish State. We are going to help that great organization, the Joint Distribution Committee which has done such a magnificent job over the years. . . we are going to help the United Service for New Americans to care for the immigrants who come into this country and I believe we are going to supply the Jewish Agency in Israel with sufficient money to carry on its great task."

YAAKOV ZERUBAVEL: "They tell me there has been some worry about the campaign. They say that maybe the story we have to tell is not dramatic enough. We lost six million Jews in the Hitler terror. We have lost so many of our Jewish youth in the war in Israel. How many more of our children have to suffer and die before it is dramatic enough for you?"

HAROLD J. GOLDENBERG: "The time has come for each of us to assess his own situation. What if you had given a little bit more? What if you had the full knowledge that because you gave a little bit more, and it even hurt — I am willing to concede it might hurt — but because you gave that little bit more the door was open for one more day or three more Jews came into Israel? What is your money worth? What do you want to buy with it? What could you buy one tenth as precious as that?"

EDWARD M. M. WARBURG: "I hope that the problem, certainly as far as the Joint Distribution Committee is concerned, will be a diminishing one. This year we can empty the camps. It is a pretty magnificent statement to make, but I know one thing: There are thousands that will never be able to get to Israel if we do not move them within the next months. Go to your wonderful communities. Do not ask them to contribute again; ask them to forget that there ever were campaigns before. Today we can do it."

MRS. DAVID M. LEVY: "You are campaigners and you come from all over the country. I say to those of you who do not enlist the services of women in your communities — you are suffering a great loss. There are tremendous untapped resources to be had right there. Do not say 'One in the family is enough.' Five in the family are not enough and it is such fun working together. Bring excitement into your home. It generates something wonderful in the community. I beg of you, reach out into your communities, gather your womenfolk, let them work by your side; have Women's Divisions wherever it is possible, because it will enrich and increase the campaign."

MRS. WALTER E. HELLER: "Those of us who have been over there are going to find it very difficult to understand any hesitancy on the part of anyone over here to give to this campaign, and to give in even greater amounts than he or she has ever given before. We feel so strongly that we cannot possibly do enough to make up to the Jews of Israel for the manifold sacrifices they have made. They have given of their blood and their sweat and their toil; and we have only given actually of our pennies."

DAVID HACOHEN: "Let me warn you, now that I am here, that we have not won yet. We did win a big battle; we have our own State; we came out with victories; we have a good army; we have good plans; we are filling every pledge we stated we were going to fulfill. But we must be very careful; let us not be complacent. We mustn't lie low and think we have won the war. You can't give birth to a child and throw it into the pandemonium of New York traffic. It has got to be looked after."

JULIAN B. VENEZKY: "I am awfully happy because of what happened here this morning. I am only sorry that the members of the Jewish Agency in Jerusalem couldn't have been here this morning. Your delegation met with them two weeks ago this morning in Jerusalem and the story that was painted to us was not very bright. It said that unless \$50,000,000 was received immediately — if that money was not forthcoming — was not raised — they did not know what they were going to do. I want to say that there is one position I would not have; I would not be a member of the Jewish Agency in Jerusalem for all the money in the world because the responsibility which those gentlemen have assumed is something that I do not want to have upon my shoulders."

RABBI JONAH B. WISE: "I can assure Mr. Sharett in your behalf that we Jewish citizens of the United States will do our utmost to keep going the organization of the UJA to the end that adequate aid as far as lies within our power and means will go to the cause and the people of Israel in order that they may be put on the road to a final and glorious success."

EXCERPTS FROM RECORDED MESSAGES

DR. CHAIM WEIZMANN: "The people of Israel have given us their blood and treasure to secure that status of independence, that measure of security which enables us to bring in hundreds of thousands of Jews into our country. It is for you, the Jews of America, to help build on the foundations which have been laid the structure of the new society in which every Jew who wants to come here can find his rightful place. I am happy that this great hour has found among you leaders such as Mr. Morgenthau and his faithful band of co-workers. I know you will achieve the goal which you have set for yourselves. Jews of America, you can make that effort a success. Do your best to make that effort a success."

DAVID BEN-GURION: "When our armies, for long anxious weeks, stood desperately facing enemies superior in number and more highly equipped, never for a single moment did they lose faith. For this there were two reasons: first was the knowledge that they had no choice — they must either perish or win. Second, was the knowledge that though we here were few, behind us stood the entire Jewish people throughout the world. Our soldiers fought not merely for our own existence but for the self-respect and dignity of every Jew in all lands. They fought and won."

ELIEZER KAPLAN: "1948 was the year of the heroic battle in the military field and ended in a resounding victory of Jewish arms and, even more, of the valiant spirit of Jewish youth and of the Yishuv as a whole. The Jewish Nation is established. 1949 is a year of the consolidation of the State and the great economic battle of immigration, absorption and development. I am aware of your difficulties this year. However, the stakes today are even greater and I dare call upon you to increase your efforts in spite of these difficulties and to reach the goal set by yourselves in this campaign."

MRS. GOLDA MYERSON: "Are we, you and we, capable only of winning the one war, or are we also capable of accomplishing that for which the war has been fought and won? Are these masses of Jews only to remain refugees in Israel or are they going to be citizens of Israel? This again depends on you to the greatest extent. The Jews in Israel have been taxed to the limit, and beyond it, but we cannot do it ourselves. These children, and thank God there are many of them, must be placed in schools. These families must be housed. Many of them, due to conditions in which they have spent the last ten years, must be healed. They must be taught trades. They have to be rehabilitated, a gigantic task."

JAMES G. McDONALD: "Israel will not only make more secure the future of your children; it will also help to save us other Americans from the grievous sin of brute prejudice. Israel will thus help us all, Jews and Christians, to be better Americans."

DR. ISRAEL GOLDSTEIN: "The results of the Washington Conference of the United Jewish Appeal will determine whether the Jewish Agency will be compelled to say to the myriads of Jews in Europe and North Africa: 'We cannot make room for you in Israel.' The Jews of America who clamored for the creation of a Jewish State must not let down the people of the Jewish State and the people who are seeking a homeland there. An awful responsibility rests on the Jews of America."

REDEDICATION CONFERENCE NEWS
RECEIVED WITH ENCOURAGEMENT IN ISRAEL

Having received a rush cable on the results of the Conference, Rabbi Israel Goldstein, Treasurer of the Jewish Agency, replied as follows to Mr. Morgenthau:

CONGRATULATIONS TO YOU AND ALL PARTICIPANTS AT WASHINGTON CONFERENCE WHOSE SPIRIT AND PRACTICAL HELP ENCOURAGE US GREATLY STOP WE PRAY THAT MOMENTUM CONTINUE AND INCREASE 1949 CAMPAIGN WELL BEYOND 1948 ACHIEVEMENTS IN SAME MEASURE AS 1949 NEEDS ARE INCOMPARABLY GREATER THAN 1948 STOP MARCH IMMIGRATION WILL BE 30,000 WHICH ALONE COULD USE UP ALL THE \$27,000,000 CASH FOR ABSORPTION MAINTENANCE HOUSING EMPLOYMENT COLONIZATION ETCETERA STOP CASH FLOW MUST CONTINUE STOP YOU ARE DOING A WONDERFUL JOB IN INSTILLING IN AMERICAN JEWRY ENTHUSIASM AND SACRIFICE STOP MORE POWER TO YOU AND DEVOTED COLLEAGUES

GOLDSTEIN

Heartened by the report of the Conference which he received, Eliezer Kaplan, Minister of Finance of Israel, cabled as follows to Mr. Morgenthau:

GREATLY ENCOURAGED RESULTS SPIRIT OF CONFERENCE STOP DEEP GRATITUDE
BEST WISHES

KAPLAN

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director



UNITED JEWISH APPEAL

~~for Refugees, Overseas Needs and Palestine~~

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 5

NOT FOR PUBLICATION

April 4, 1949

DETROIT RAISES \$1,131,266 AT BIG GIFTS OPENING

Detroit, too, proved that MORE CAN BE RAISED IN 1949 than in 1948. At the Big Gifts dinner last week, Louis Berry, Campaign Chairman, was able to report that the campaign had started with \$1,131,266. The results were the fruit of many days of hard work, of personal solicitation, of going from office to office, from house to house. In addition to the Detroit leadership, the community had the benefit of the labors over a period of days of Samuel Rothberg, UJA Chairman for Initial Gifts; Julian B. Venezky, Chairman for Regions; and Morris W. Berinstein, Chairman for National Caravans, who realized that merely having a dinner meeting does not insure the automatic announcement of maximum gifts. Working with the Detroit leaders, they spent hours seeing individuals who could be expected to make pace-setting gifts.

Everybody recognized that Detroit had done an excellent job in 1948. Could it repeat? The answer given at the dinner addressed by Edward M. M. Warburg, Chairman of the Joint Distribution Committee, Julian B. Venezky and Morris W. Berinstein was that Detroit would not only repeat but improve on its performance. Among the notable increases were the following: Max Osnos, who had been a member of the UJA overseas delegation, raised from \$35,000 to \$50,000. Abe Kasle and Associates increased from \$45,500 to \$50,000. Also: Sam and Jule Solomon, from \$26,000 to \$30,000; Herman Lewis, Sr. and Jr., \$10,000 to \$14,000; Charles Grosberg, \$22,000 to \$25,000; Saul Sloan, \$25,000 to \$30,000; Joseph Frenkel, \$23,000 to \$30,000; Louis Berry, \$33,500 to \$35,000; Frieda G. LeVine Foundation, \$25,000 to \$30,000; Holtzman and Silverman, \$29,000 to \$32,000; Joe Gendelman, \$17,100 to \$20,000; Keystone Oil Company, \$23,000 to \$25,500; Irwin I. Cohn, \$20,000 to \$25,000; Safran Printing Company, \$10,500 to \$14,000; Roth-Green Foundation, \$16,500 to \$20,000; Justice Henry M. Butzel, \$12,250 to \$14,750; Tom Borman and Associates, \$19,150 to \$20,000; Mr. and Mrs. Abe Shiffman, \$12,000 to \$14,000; and Max J. Kogan, \$17,500 to \$20,000.

HAVE YOU PAID YOUR 1948 PLEDGE IN FULL?

NEED FOR CASH SPURS UJA PLEAS TO COMMUNITIES

With over 80,000 Jews having entered Israel in the months of January, February and March, 1949, the indescribably desperate need for cash continued to form the basis for urgent pleas by the national United Jewish Appeal to every community in the nation.

As of April 1, 1949, the United Jewish Appeal had received in cash at national headquarters since January 1, 1949, the total sum from all sources of \$36,202,310. This compared with \$55,973,066 received in the similar period of 1948. This delinquency of almost \$20,000,000 is all the more notable when it is taken into account that immigration in the first three months of 1948 was only a fraction of what it has been in 1949 to date. The need for food, clothing and shelter has reached a point of the highest intensity, with every resource having been utilized by the Jewish Agency for Palestine.

The largest amount to be made available in 1949 by any community was forwarded by the Los Angeles Jewish Welfare Fund. It remitted \$3,000,000, of which \$2,400,000 had been borrowed from the Bank of America and \$600,000 from the Union Bank. In both cases, the endorsement of the Welfare Fund was the only signatory required. Borrowings in Los Angeles, as in other communities, are on the basis of pledges still due on 1948 and in anticipation of 1949 pledges.

Borrowing from Building Funds

There are many communities which have accumulated reserve funds for local community building purposes. These resources are in the form of Government bonds. There is no intention, in many cases, to build in 1949 or for a longer period. In these communities, many of the leaders recognize the moral responsibility of calling upon these assets for borrowing purposes, so that the funds so urgently required for the primitive needs in Israel may be met at once.

48,000 in Transit Camps

A report cabled to Henry Morgenthau, Jr. by Dr. Israel Goldstein, Treasurer of the Jewish Agency, reveals that as of March 26, there were 48,000 immigrants in transit camps maintained by the Agency. Plans have been made to establish additional tent camps with a total capacity of 12,000 immigrant families. The construction costs per tent unit amount to £147. Each tent houses one family.

During the week from March 20 to 26, Dr. Goldstein cabled, 7,135 Jews arrived in Israel. Of these, 5,375 were from DP camps in Europe.

Dr. Goldstein called particular attention to the plight of children and the inadequate housing facilities available for them. He cabled that almost 4,000 permanent housing places are required for children. This involves a total expenditure of \$2,160,000. "There are now about 8,000 youth immigration candidates in camps abroad," he added. "Their immigration to Israel is held up because of lack of funds and of housing facilities. As a temporary measure, therefore, the Jewish Agency now makes available one-room bungalows, each having 12 square meters floor space, accommodating four children at a cost of £140 per unit."

CLEVELAND RAISES \$574,200 VS. \$446,000 AT 1949 OPENING

At a meeting which everyone agreed was the most notable in the history of Cleveland fund-raising, a group of contributors who had given \$446,000 in 1948 raised their gifts to \$574,200 in the presence of Moshe Sharett, Israel's Foreign Minister. The Big Gifts function was presided over by Max Freedman, General Chairman. His Co-Chairmen are Leonard Ratner and Eugene H. Goodman. Sam M. Friedman is Big Gifts Chairman.

Samuel Rothberg, UJA Chairman for Initial Gifts, who accompanied Mr. Sharett to all the cities he visited, hailed the Cleveland meeting for its generous response and for the spirit in which it conducted its campaign opening. Dr. Abba Hillel Silver introduced Mr. Sharett to the audience. Joining with Mr. Rothberg in stimulating gifts was Charles Fruchtman, of Toledo, UJA Associate Chairman for Initial Gifts. An outstandingly generous gift of \$50,000 in 1948 was raised to \$65,000. Another went from \$40,000 to \$50,000. Another went from \$30,000 to \$40,000.

31,000 ENTERED ISRAEL IN MARCH. WHAT IS YOUR SHARE?

BLAUSTEIN GIFT OF \$100,000 HELPS PACE BALTIMORE DRIVE

Baltimore, which opened its campaign successfully last week at a Big Gifts dinner with Moshe Sharett, proved for the second week in succession that its magnificent leadership was determined that Baltimore would again keep its front-rank campaign position. Among the additional pace-setting gifts recorded during the week was that announced for his family by Jacob Blaustein for \$100,000, as compared with \$75,000 in 1948. Mr. Blaustein, recently elected President of the American Jewish Committee, heads a delegation of AJC leaders who arrived this week in Israel.

Joseph and Ben Shapiro and family announced a contribution of \$50,000. Brooks Clothes increased from \$25,000 to \$30,000. Lebow Brothers' contribution of \$20,000; the increase from \$20,000 to \$22,000 of Polan-Katz; and Mr. and Mrs. Herbert Blum's increase from \$5,000 to \$6,500 were among the factors that encouraged Joseph Meyerhoff, Chairman; Lee L. Dopkin, Co-Chairman, and their hard-working associates.

PAYING YOUR PLEDGE NOW WILL PUT A TENT OVER THEIR HEADS

ISRAEL'S FOREIGN MINISTER SETS EXAMPLE OF SERVICE

If anybody in America wants to know how important is the success of the United Jewish Appeal to Israel, let him observe the extraordinary service being rendered by the Hon. Moshe Sharett, Foreign Minister of the State of Israel. Confronted with grave problems of international complexity, arriving in the United States to present the case of Israel for admission to the United Nations, Mr. Sharett nevertheless accepted a gruelling itinerary at the invitation of the UJA.

Following his brilliant presentation at the Washington Rededication Conference, Mr. Sharett spent almost every night thereafter in a train or plane, covering every major community in the United States to launch the Big Gifts efforts in these cities. In a period of about twelve days, Mr. Sharett visited Baltimore, Cincinnati, Pittsburgh, Newark, Philadelphia, Cleveland, Chicago, St. Louis, New York and Los Angeles. All of this strenuous schedule he took in his stride, encouraged perhaps by the knowledge that in each case the community had started off by raising more funds this year than in 1948. With the United Nations opening its sessions on April 5, Mr. Sharett will press for Israel's admission. Despite that very great responsibility, Mr. Sharett will still continue to aid the United Jewish Appeal, as time will permit. He is, therefore, visiting Kansas City on April 10 to help launch its campaign. He will also be in Chicago again on April 25. He is also the guest of honor at the formal opening of the Detroit drive on April 24.

CAN ANY JEW IN AMERICA, CALLED UPON TO GIVE TIME AND SERVICE TO THE UNITED JEWISH APPEAL, ANSWER THAT HE HAS NO TIME -- IN THE LIGHT OF MR. SHARETT'S SUPREME EXAMPLE?

HAVE YOU EXHAUSTED YOUR BORROWING CAPACITY AT YOUR BANK
TO HELP PROVIDE THE FUNDS UJA SO DESPERATELY NEEDS?

JACK L. WARNER HEADS LOS ANGELES WELFARE FUND

Jack L. Warner, one of the nation's leading motion picture producers, and long one of the most generous contributors to the United Jewish Appeal, this week advised former Governor Herbert H. Lehman and Henry Morgenthau, Jr. that he was glad to accept the invitation to become President of the Los Angeles Jewish Welfare Fund, which this year is seeking \$11,000,000.

Within a few days of his acceptance, Mr. Warner, dynamic administrative planner, was already holding conferences to guide the cooperation of Los Angeles as a whole and also of the motion picture industry. Samuel Rothberg and Julian B. Venezky, while in Los Angeles to aid in the Big Gifts campaign, also met with Mr. Warner to advise with him on national campaign plans.

PHILADELPHIA PASSES \$1,877,000 AT CAMPAIGN OPENING

Whereas a month ago, Philadelphia leaders were wondering how they could approach the results of 1948, the Big Gifts meeting with Moshe Sharett, Israeli Foreign Minister, produced gifts totalling \$1,877,537, an increase over the amount contributed by the same givers the year before.

Samuel H. Daroff is General Chairman and Albert J. Sylk and Sol Satinsky are the Advance Gifts Chairmen. Victor H. Blanc is Chairman of the Trade Council.

NEWARK BEGINS WITH 16% INCREASE OVER 1948

An average increase of 16% was represented in the sum of \$349,000 announced by a limited number of Big Gifts contributors who were gathered at the home of

Jack Augenblick, Chairman of the Newark campaign, last week. Responding to addresses by Moshe Sharett, Foreign Minister; Joseph M. Mazer, UJA National Chairman for the Paper Industry; and Harold J. Goldenberg, Chairman of the National Campaign Cabinet, the top gift of \$75,000 was announced by George Sagan, as compared with \$60,000 last year. The gift of the Reinfeld and Holtz family was \$100,000. Mr. Augenblick went from \$17,000 to \$25,000; Norman Karpf, from \$16,500 to \$22,000; Abraham Lichtman, from \$10,000 to \$15,000; Ivan and Gabriel Levenson, from \$11,500 to \$14,000; Leo Brody, from \$7,500 to \$9,000; Nat Myers, from \$3,250 to \$5,500. Other gifts included: Max Strelnin, from \$15,000 to \$16,500; Louis A. Kasen, from \$8,900 to \$9,900; Charles B. Baker and Fred Metzger, from \$8,000 to \$9,500; and Samuel I. Kessler, from \$7,000 to \$8,000.

THESE MEN RENDER A COMMUNITY SERVICE

In addition to the devoted leadership with which every local community is blessed, there is a group of men who are giving of themselves to the national UJA campaign with an abandon which every community should recognize. When these national spokesmen come to a city and plead and press and prod for maximum giving, they are only emissaries for the great cause in which they have enlisted. They have put aside personal business, family considerations and every private convenience. They deserve to be met and welcomed in every community on that basis. Whatever the vehemence and vigor with which they present the United Jewish Appeal needs, they are spurred on by an intimate knowledge of the desperate financial needs. The American Jewish community is being served by these men to live up to the historic challenge addressed to it.

The men who are most consecrated in this service include Harold J. Goldenberg, Chairman of the National Campaign Cabinet; Samuel Rothberg, Chairman for Initial Gifts and Julian B. Venezky, Chairman for Regions. To an even greater extent than in 1948, when they literally gave many months unceasingly to UJA service, they are setting an example of communal and personal service which cannot but arouse the admiration of all those with whom they come in contact.

They are not alone, however. A new stalwart in this "caravan" is Joseph M. Mazer, whose modest simplicity has further endeared him to the various Big Gifts meetings that he has attended in recent weeks. Mr. Mazer's family helped spark the 1949 campaign by their gift of \$500,000, as compared with last year's \$250,000. But Mr. Mazer is not letting his gift remain his only contribution. He has accepted the UJA National Chairmanship for the Paper Industry. A veteran of World War I, a graduate of New York University, Mr. Mazer has played an increasingly important role in the philanthropic and civic life of the New York Jewish community.

Another man whose simplicity and charm have made him a national figure is Charles Fruchtman. He increased his 1948 gift of \$125,000 to \$250,000. At the invitation of the UJA he visited Pittsburgh, Cleveland, Ft. Wayne, South Bend and is accepting other engagements. President of the Donovan Wire and Iron Co., of Toledo, Mr. Fruchtman is also a World War I veteran. Chairman of the Toledo campaign, one of the outstanding contributors to the Toledo Community Chest and Red Cross, Mr. Fruchtman is also a Hebrew scholar, whose knowledge of Jewish folklore makes his public addresses unusual in their traditionalism. Mr. Fruchtman is serving as UJA Associate Chairman for Initial Gifts.

Furniture men say that "business" requires them to stick close to their affairs at this stage, but that has not prevented Morris W. Berinstein, Syracuse business and communal leader, from accepting United Jewish Appeal invitations to make himself

available for fund-raising meetings. Head of a firm which operates various furniture stores in New York State, Mr. Berinstein is Co-Chairman of the National UJA Furniture Division and Chairman for UJA National Caravans. An active figure in his own campaign, Mr. Berinstein has enriched the campaigning of other communities with his forthright, engaging personality.

Another of these men who put aside personal and business considerations at the urgent request of the UJA is Max Slepín of Philadelphia. Recently, at forty-eight hours' notice, he undertook an arduous tour down South. He is one of America's foremost war heroes, a veteran of service with the United States Marines in both wars. The recipient of a host of decorations for bravery, he is one of the nation's most powerful speakers. He is Co-Chairman of Philadelphia's 1949 campaign and Co-Chairman of the Eastern Pennsylvania Region of the UJA.

When these lay leaders visit a community, they make it easier for that community to achieve its campaign objective. If American Jewry conferred medals for service in its behalf, these men would be among the first to receive them.

THE NEED IS MORE IN 1949. HOW MUCH MORE ARE YOU GIVING?

SAN ANTONIO REPORTS \$181,000 AT OPENING

With Rabbi Jonah B. Wise, UJA National Chairman, and Dr. Frank Kingdon as the principal speakers of the Big Gifts meeting, San Antonio opened its 1949 drive with pledges totalling \$181,775. Top gift of the occasion was that of G. A. C. Halff for \$30,000. This was the first time in the community's history that card calling and resolicitation were used as part of the campaign technique. Jake Karotkin, Alexander J. Oppenheimer, Nathan Trottnér and B. A. Wiedermann are the Co-Chairmen.

TUCSON'S \$66,000 FOR 1949 COMPARES WITH \$48,000

At the most recent report meeting of the Tucson Combined Jewish Appeal, a total in pledges of \$66,000 was reported, as compared with \$48,000 the year before. The campaign is now reaching its climax under the leadership of Dr. Leonard Weiner as Chairman; Joseph Brindis, Vice Chairman and Morris Shanhouse, Big Gifts Chairman. Raphael Brandes is President of the Jewish Community Council which sponsors the drive.

FLORIDA COMMUNITIES REPORT SUBSTANTIAL INCREASES

West Palm Beach, Fla. reflected the dynamic leadership of its Chairman, Nathan C. Goldman, at its Big Gifts opening when \$30,000 was raised from a small group of contributors who had given \$13,000 in 1948. Particularly proud of Mr. Goldman's labors was Charles Fruchtmán, of Toledo, who sent a wire of congratulation to his friend of forty years' standing. Mr. Goldman's own gift of \$10,000 sparked the meeting.

Orlando, Fla. has reported \$32,825 toward its \$95,000 campaign goal, with the total exceeding last year's amount from the same number of givers. Rabbi Max Shapiro and Rabbi Leon Kronish of Miami came to the community to help with the Big Gifts

functions. Col. I. N. Burman, Chairman, went from \$7,000 to \$8,000.

During the previous week, Hollywood, Fla. registered a total of \$97,600 at its Big Gifts meeting, as compared with \$77,850 from the same group the year before. Ben Tobin, who increased from \$7,500 to \$10,000, is Campaign Chairman.

YOUR MONEY WILL HELP 250,000 JEWS ENTER ISRAEL IN 1949

SMALL CALIFORNIA TOWN MAINTAINS INCREASE RATE

El Centro, Calif. has some fifty Jewish souls among its population but its eager interest in the United Jewish Appeal was never keener than in 1949. At the opening meeting last week, the sum of \$27,000 was contributed by those who gave \$17,000 in 1948. Recognizing the desperate need for money immediately, most of those present converted their pledges into cash at once. Dr. Carl Voss was principal speaker of the occasion. Max S. Bauman is Chairman, Alex Engelman and Charles Freedman are Co-Chairmen. The national UJA has already received \$22,452 in cash as compared with a total allotment for 1948 of \$17,946.

IS YOUR GIFT ADEQUATE TO THE GREATEST HOMECOMING IN JEWISH HISTORY?

SO THEY WON'T ATTEND THE MEETING!

In one community in the far West they have devised a technique to combat non-attendance at Big Gifts meetings. Some of these non-attenders have perfected what they think is an infallible self-defense; they send in a card assuring the host they will positively attend the dinner -- and then don't show! But on one recent occasion in this particular town, five out of fifteen who said they would come failed to appear. The other ten got into two automobiles and went, one by one, to the homes of every one of the five persons. The technique worked. In that town the meetings will be attended hereafter.

THEY SEE ISRAEL — AND ACCEPT CAMPAIGN LEADERSHIP

Al Levine was the Chairman of the Passaic, N.J. campaign of 1948 and was generally recognized as having done the most thorough organization job for mass solicitation in the country. He felt he was entitled to a rest in 1949. But Mr. Levine was a member of the UJA delegation that visited Israel. Passaic cabled to him to continue his leadership in 1949. After ten days in Israel, Mr. Levine cabled back: "Because of the great and urgent need and at a great personal sacrifice, I humbly accept the Chairmanship draft of the 1949 campaign. I urge that every Jew and Jewess of our communities who are proud of their heritage and traditions likewise accept induction into an army of workers." With him in Jerusalem was Mrs. Ida Friedman, largest giver of 1948, who at the same time accepted the draft of Chairmanship of Passaic's Initial Gifts Division.

Another community leader upon whom a visit to Israel made an irresistible impact

was Louis Steinman, of San Diego, Calif. Arriving in London, on his way back to America, Mr. Steinman was reached by trans-Atlantic phone by his community associates. Moved by what he had seen in Israel, he agreed to accept the Co-Chairmanship of the 1949 San Diego campaign, sharing the leadership with Saul Chenkin, Chairman. Mrs. Steinman also agreed that she would continue as a head of the Women's Division.

REGIONAL ORGANIZATION ENLISTS ENERGETIC LEADERSHIP

With sixteen UJA regional conferences having been held by April 1 and fifteen more such conferences scheduled to be held in the next month, the regional organization of the United Jewish Appeal is proving one of the most effective media of enlisting energetic leadership for local and area campaigning. Julian B. Venezky, National Chairman for Regions, who since his return from Israel, has been flying across the country to aid Big Gifts campaigns, has kept in close touch with his far-flung organizational network.

He announced the following additions this week to the list of his associates: Nathan C. Goldman, of West Palm Beach, Chairman for Florida; Max Signoff, Hattiesburg, Chairman for Mississippi; Norman Winestein, Helena, Chairman for Montana; Samuel Berek, Fremont, Chairman for Nebraska.

Abe Goodman, of Shelbyville, who also recently returned from Israel, is now serving as Co-Chairman for Indiana, together with Benjamin Blumberg, of Terre Haute. Continuing in their responsibilities are: Samuel L. Eplan, Atlanta, Chairman for Georgia; Leo Falk, Boise, Chairman for Idaho; Harold A. Goldman, Des Moines, Chairman for Iowa; Dewey D. Stone, Brockton, Chairman for New England; Benjamin Cone, Greensboro, Honorary Chairman for North Carolina; Louis R. Hurwitz, Sioux Falls, Chairman for South Dakota; Rabbi David Shapiro, Madison, Chairman for Wisconsin; Benjamin N. Berger, Minneapolis, and Harry K. Wolkoff, St. Paul, Co-Chairmen for the Minnesota-North Dakota Region.

Serving with Mr. Venezky as National Co-Chairmen are Charles Brown, Los Angeles; Milton Kahn, Boston; E. N. Grueskin, Sioux City; Eugene M. Solow, Dallas and Mrs. Irving E. Blum, South Orange, N. J.

ORT ACTIVITIES IN 1949 TO RECEIVE JDC FINANCING

In 1949, as in 1948, the ORT will conduct no independent campaign in the United States, but will receive its financing from the Joint Distribution Committee through the United Jewish Appeal funds. Under the agreement, JDC will make a grant of \$1,500,000 to ORT from the collections of the UJA. Monroe Goldwater, Chairman of the JDC Reconstruction Committee, who, with George Backer, President of American ORT, signed the agreement, stated: "The JDC-ORT agreement gives further assurance to the community that one gift to UJA will meet every vital need of distressed Jews overseas."

UNITED JEWISH APPEAL MOURNS E. P. ADLER

The national United Jewish Appeal joins with the citizens of Iowa in mourning the passing, at 76, of E. P. Adler, publisher of the "Davenport Times" and other newspapers. His benign figure was frequently seen at national UJA conferences. His deep interest in the cause of his people was reflected in his campaign leadership and in his generosity. Year after year he gave of his thought and resources to effectuate the purposes of the United Jewish Appeal. E. P. Adler lives in the memory of his people and in the new life which he helped give to great masses of them.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Monitor, Director

UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 6

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April 11, 1949

PASSOVER FINDS UNITED JEWISH APPEAL FINANCING "SECOND EXODUS"

Not since the stirring days when Moses led the children of Israel out of Egypt has an epic so vast and so constructive been enacted as is now being disclosed on the sea-lanes and air-lanes across which scores of thousands of Jews are moving out of "houses of bondage" into the land of Israel.

It is against this background that hundreds of communities in the United States are staging their campaigns on behalf of the United Jewish Appeal.

It is against this background, too, that individual contributors and whole communities must see the urgent plea that the United Jewish Appeal has issued for the mobilization of cash resources on an unprecedented scale. As Jews celebrate the Passover, they will be reciting:

"This is the bread of affliction which our ancestors ate in the land of Egypt; let all those who are hungry enter and eat thereof; and all who are in distress, come and celebrate the Passover."

This invitation has been issued by Israel to Jews wherever they are homeless. In the first three months of 1949, almost 82,000 Jews accepted that invitation: from the DP camps, from Eastern European lands, from Moslem countries, from Shanghai. It is for the Jews of America to fulfill their share of the partnership with the Jews of Israel: by providing the funds necessary to give food, clothing and shelter to these great masses of immigrants until they find themselves in this new country.

Last week, Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, in association with Edward M. M. Warburg, Chairman of the Joint Distribution Committee, and Morris Rothenberg, Chairman of the United Palestine Appeal, called upon Jewish communities and their leaders to "move heaven and earth" so that financial catastrophe may be averted. The program they urged is simple and clear:

(1) Those who still owe on pledges made in 1948 should pay at once to their community treasuries.

(2) Contributors should make substantial cash advances at once on their pledges for 1949.

(3) Communities should turn to local institutions which have reserves that are being held for future purposes to use these assets as collateral for loans. There is a mistaken notion on the part of some trustees of these reserves, usually in the form of Government bonds, that they are forbidden to use these assets as collateral. In the first place, the pledges to the local campaign repay the loan. In the second place, all the assets of the community are under common trusteeship. In the third place, the extraordinary nature of the disaster that would befall, if the mass immigration into Israel were allowed to suffer because of current lack of cash, must be taken into account in expressing any sense of Jewish trusteeship.

(4) In anticipation of the 1949 campaign results and on the basis of any pledges that may be outstanding on 1948, the community should borrow from the banks. The local banks, if appropriately approached, understand full well that the good will of the Jewish community, as well as the perfectly legitimate banking process, are involved.

UJA Income Still \$17,500,000 Behind 1948

The desperateness with which the United Jewish Appeal has turned to local communities to take unparalleled action to get cash is best understood in the light of the immigration problem. In January, February and March of 1948, the immigration into Israel totalled 12,066. In the similar period of 1949, the number of immigrants was 81,149. Insofar as cash is concerned, the United Jewish Appeal had received \$57,591,169 from January 1 to April 11, 1948. For the same period in 1949, the UJA has received only \$40,042,432.

It was in the light of this situation that Mr. Morgenthau has said to the communities, "the situation warrants any action that you may take."

Communities Respond To Call

The small communities of America have been the first to understand the magnitude of the problem. Lafayette, Ind. went promptly to the bank to borrow \$25,000 toward its 1949 campaign results. Jacob Singer is President of its Welfare Fund. Louis B. Silver, President of the Pasadena, Calif. Welfare Fund forwarded \$25,000, representing a bank loan. He further advised that everything possible will be done to forward additional funds.

A wire came to Mr. Morgenthau from Savannah, Ga. advising of the prompt remittance of \$75,000 in response to his urgent plea. Max Kominsky, President of the Bangor, Me. Jewish Welfare Federation, wired Mr. Morgenthau that a check for \$50,000 is being forwarded at once.

Elizabeth, N.J., whose Campaign Chairman is Larry Gering, started its campaign activities on April 11 with the adoption of quota. At the meeting which initiated the 1949 program, a check for \$200,000, representing bank borrowings, was presented to Henry Montor as the response to Mr. Morgenthau's call for prompt action.

Other communities which sent checks in the past week included Sioux City, Ia., \$100,000; Rochester, N. Y., \$250,000; Utica, N. Y., \$100,000; Akron, O., \$200,000;

Dayton, O., \$150,000; Allentown, Pa., \$100,000; Scranton, Pa., \$125,000; Memphis, Tenn., \$320,000; Dallas, Tex., \$300,000; Long Beach, Calif., \$50,000; San Diego, Calif., \$55,000; Waterbury, Conn., \$90,000; Hollywood, Fla., \$50,000; Southern Illinois, \$65,000; Lewiston, Me., \$75,000; Binghamton, N. Y., \$50,000; Greensboro, N. C., \$70,000; McKeesport, Pa., \$50,000; Lincoln, Nebr., \$32,000; Bridgeton, N. J., \$30,000; Niagara Falls, N. Y., \$35,000; Upper Beaver Valley, Pa., \$25,000 and Lower Beaver Valley, Pa., \$6,750; Uniontown, Pa., \$30,000; and Clarksburg, W. Va., \$30,000. Remittances of \$25,000 were received from each of the following cities: Norwalk, Conn.; St. Joseph, Mo.; Lorain, O.; Steubenville, O.; Greensburg, Pa.; Reading, Pa.; Sharon-Farrell, Pa.; Washington, Pa.; Woonsocket, R. I.; Galveston, Tex.; and Wheeling, W. Va.

SAN FRANCISCO REGISTERS INCREASE AS 1949 CAMPAIGN OPENS

Under the leadership of George Edelstein and Robert E. Sinton, Campaign Co-Chairmen, the San Francisco Jewish Welfare Fund last week launched its 1949 campaign in an unprecedented spirit of enthusiasm. The tenor of the campaign was set by fifteen of the top givers who contributed \$211,000 toward the current drive. This compares with \$175,000 contributed by the same donors the year before. The figure does not include one contributor who had not participated in the campaign last year, but who pledged \$25,000 to the 1949 fund-raising effort.

The leaders of the drive, strengthened by the first responses, are confident that the San Francisco community will give with record-breaking generosity. Lloyd W. Dinkelspiel is President of the Jewish Welfare Fund.

JOSEPH CHERNER, WASHINGTON CHAIRMAN, ANNOUNCES \$100,000

Joseph Cherner, whose dynamic campaign methods have been one of the most important factors in the development of the United Jewish Appeal in Washington, D. C., last week announced \$100,000 as his contribution to the 1949 campaign. In 1948, Mr. Cherner gave \$80,000. The occasion was a pre-Special Gifts meeting addressed by Samuel Rothberg, UJA Chairman for Initial Gifts, at which Edmund I. Kaufmann was host. A total of \$650,850 was raised compared with \$570,650 in 1948 from the same contributors.

Sharing campaign posts with Mr. Cherner as Co-Chairmen are A. S. Kay, Isadore Breslau, Rudolph Behrend and Milton King.

THE GREATEST BUILDING FUND IN JEWISH HISTORY: - THE UNITED JEWISH APPEAL
IT IS BUILDING THE FUTURE OF THE JEWISH PEOPLE

NEW YORKERS HONOR MRS. LEVY WITH INCREASED GIFTS

At a dinner last week in honor of Mrs. David M. Levy, Honorary Chairman of the United Jewish Appeal, as well as of the National Women's Division of the UJA, and Executive Chairman of the New York City Women's Division, leaders in various trade groups who are active in the New York City campaign announced increases in their 1949 gifts as part of the testimonial to the famed woman leader. These preliminary gifts brought the New York campaign over the \$10,000,000 mark.

Si Fabian and Sam Rosen, of the movie theater field, announced an initial contribution of \$100,000, as against \$80,000 in 1948. Their wives increased their contributions from \$3,750 to \$5,000. Mr. Fabian is National Chairman of the UJA Motion Picture Division. Joseph H. Schwartz (real estate) increased from \$30,000 to \$50,000; Fred J. Schwartz (motion picture division), from \$25,000 to \$35,000; Joseph Rubin, from \$10,000 to \$20,000; Irving Gelder and Herman Bralof, from \$10,000 to \$20,000; Jacob Rothenberg, from \$45,000 to \$50,000; Louis Adler, from \$10,000 to \$15,000.

The Altshul Foundation, which contributed \$100,000 last year, announced \$125,000 for 1949. Phillips Brothers went from \$10,000 to \$15,000; Theodore R. Racoosin, from \$10,000 to \$12,000; Julius Joelson, from \$7,500 to \$15,000; Edwin Goodman, from \$8,000 to \$10,000; Morris London, from \$17,500 to \$20,000; Louis M. Cohen, from \$6,500 to \$7,500; William Salzman, from \$7,500 to \$10,000; Solomon Petchers, from \$10,000 to \$11,000; Abraham Kamber, from \$5,100 to \$10,200; Harry Greenberg, from \$3,500 to \$7,500; Edward Karfiol, from \$12,500 to \$15,000; International Mineral and Metal Company, from \$17,000 to \$20,000.

Nelson Rockefeller, who was among the hundreds of community leaders to pay their respects to the guest of honor, also announced \$10,000 in honor of Mrs. Levy. Governor and Mrs. Herbert H. Lehman made a gift of \$75,000. New gifts this year included John and Frances Loeb, who gave \$10,000; also the Anne Lewis Shoppes with a contribution of \$8,000.

Other gifts announced that evening included Jack A. Goldfarb, from \$45,000 to \$50,000; Simon H. Scheuer, from \$22,500 to \$27,500. An initial gift of \$50,000 was announced by the Bloch Drug Company.

One of the gifts that received the greatest applause was that announced by the leader of the Naer Tomid Society, representing Jews in the New York City Fire Department. Last year, the group had collected \$5,150 from among its members. An intensive campaign was undertaken weeks ago and \$60,000 was pledged, with \$35,000 being delivered in cash at the meeting.

An increase from \$120,000 to \$225,000 was announced by Morris Gorman for the Independent Order of Odd Fellows; from \$150,000 to \$225,000 by Max Burstein for the Knights of Pythias. A remarkable demonstration of their recognition of the urgency of the need this year came from the United Hungarian Jews on whose behalf Joseph Amigo announced an increase from \$2,300 to \$100,000; also raising to the \$100,000 mark were the United Galician Jews whose spokesman, Herbert Sussman, announced this increase from \$4,500; and the Free Sons of Israel on whose behalf Max Ogust announced \$100,000 as compared with \$83,500 in 1948. S. Freedlin announced for the Holmer Relief Society an increase from \$4,000 to \$10,000; Jack Kleiman for the Krwozer Benevolent Society, from \$7,100 to \$22,500; Jack Cooper for the Riazanifker Society, from \$3,172 to \$7,000; Abraham N. Olshan for the Karutz-Berezer Benevolent Association, from \$6,742 to \$10,000; W. Weinman for the Grudinger Benevolent Society, from \$3,500 to \$7,000.

MEMPHIS INCREASES QUOTA TO EMPHASIZE GREATER NEEDS

At a meeting last week which heard David Hacohen, President of Israel's Solel Boneh and Samuel Rothberg, UJA Chairman for Initial Gifts, the Memphis Jewish Welfare Fund, which had previously adopted an over-all goal of \$750,000, raised its quota to \$900,000.

At the same time, a group of the leaders present pledged their utmost efforts to insure the success of the campaign, which will be launched with a Big Gifts meeting on

April 27. Nathan Shainberg, President of the Welfare Fund, started off with \$41,000, an increase over last year; Herman and Johl Adler raised from \$10,000 to \$15,000; Herbert Herff, from \$10,000 to \$11,500; Samuel Graber family, from \$5,000 to \$25,000. Others who were present indicated similar intentions for the April 27 meeting which has been planned.

In a mood marked by great enthusiasm for the campaign and earnest realization of the desperate needs in Israel, the community also authorized a loan of \$300,000 to be forwarded at once to the United Jewish Appeal in anticipation of the campaign.

Johl Adler is Chairman of the campaign. Sharing responsibility as Big Gifts Co-Chairmen are William Gerber, William W. Goodman, Eric Hirsch, William A. Loewenberg and Abe Wurzburg. Mrs. Sam Franklin is Chairman of the Women's Division.

NORFOLK HEARS EDWARD M. M. WARBURG AT CAMPAIGN OPENING

Taking advantage of the presence in the city of Edward M. M. Warburg, Chairman of the Joint Distribution Committee, who was guest of honor at a Regional Conference, the United Jewish Fund of Norfolk opened its 1949 campaign with a Big Gifts function. A small group who were present contributed \$124,800, as compared with \$114,950 in 1948. Presiding at the function was Charles L. Kaufman, community leader, who vigorously pressed for public announcement of gifts.

Prior to the meeting, there had been widespread talk of cuts because of business conditions. But in the face of the spirit engendered by the meeting, these cuts did not develop but the opposite took place. Mr. Kaufman raised from \$5,000 to \$6,500; Barr Brothers, from \$12,500 to \$15,000; Rice's, \$8,000 to \$9,000; Sam Silver, \$6,000 to \$7,000; David S. Hirschler, \$6,000 to \$7,000; Jacob and Sam Goodman, \$5,000 to \$6,000. Gifts of \$12,000 were announced by A. J. Legum and also by Ben Paul Snyder.

Chairman of the drive is Herbert J. Gerst; Phillip Barr and A. J. Legum are Vice Chairmen; Archie J. Harris is Big Gifts Chairman.

FOREIGN MINISTER SHARETT HELPS LAUNCH LOS ANGELES DRIVE

With Samuel Rothberg, Harold J. Goldenberg and Julian B. Venezky having spent several days in the city in advance of the Big Gifts meeting, Moshe Sharett, Foreign Minister of Israel, was the guest of honor at the function which launched Los Angeles' 1949 campaign, which has Mischa Berg as Chairman.

A total of \$922,700 was raised, representing approximately the same amount as in 1948 from the same group of contributors.

The outstanding increase was registered by Louis Boyar and associates who, in comparison with their 1948 gift of \$39,000, contributed \$85,000. An increase from \$50,000 to \$70,000 was also announced by the Max Factor Memorial Fund. Others in this bracket included Alfred Hart, from \$12,500 to \$25,000; Albert Parvin and Harry A. Goldman, from \$7,500 to \$12,500; Hamilton Ross Industries, from \$10,000 to \$20,000.

Mr. Berg's gift was \$60,000; Charles Brown, \$30,000; Mark Carter, \$10,000; J. N. Ceazan Co., \$20,000; Friedman Bag Co., \$25,000; Harry Glazer, \$10,000; Maurice Holman, \$20,000; Maurice Kompaniez, \$25,000; Mitchell & Pattiz, \$50,000; Sam Pensick,

\$12,000; Herman Reicher, \$20,000; G. Harry Rothberg, \$15,000; Ben Solnit, \$30,000; J. D. Sterling, \$10,000; Theodore Strimling, \$10,000; Joseph A. Swartz, \$15,000; Joseph J. Weintraub, \$11,000.

WHAT THE CAMPAIGN LEADER DOES INFLUENCES THE ENTIRE COMMUNITY
IF YOU ARE A CAMPAIGN LEADER, IS YOUR GIFT ADEQUATE?

BUILDING FUNDS AND CAMPAIGN GIVING

Many communities in the United States place great stock in the annual publication of a list of their contributors. They feel that it is a valuable public record of the share of responsibility which each Jew assumes in the life of the community. It is assumed that the mere publication of this booklet, with its listing of names and amounts, will make clear to the entire community those who carry their share and those who may not.

The subject arises in connection with a number of communities in the United States which have this year included some form of building fund in their local campaign. It has been argued by those who proposed the inclusion that it would help conserve community energy and even be responsible for additional gifts. But an examination of what is taking place in a number of these communities reveals a grave lack of responsibility on the part of some of those who advocated the inclusion of these additional purposes. In some of these communities heads or leaders of institutions which insisted upon inclusion of their capital funds in the local campaign neither work for the campaign nor give adequately. In some cases, there is no gift at all. How any self-respecting community organization can tolerate such a situation represents one of the aspects of communal life arising out of the desire to maintain "equilibrium" in the community.

At a time when tens of thousands of Jews have "homes" on the bare ground of Israel, with two and even five families huddled into a single tent, the Jewish community of America has a solemn responsibility to examine carefully every expenditure made out of the total funds collected. If a hospital, a building fund, a center is included in the local campaign -- and "rides in" on the overwhelming appeal represented by the vast migration of 1949, there is a solemn obligation upon the community to demand that those who advocated this course be among the first to demonstrate their earnestness.

ALLENTOWN AGAIN TAKES PLACE IN FOREFRONT OF CAMPAIGN

Allentown, Pa., with one of the nation's outstanding and most consistent records of producing results for the United Jewish Appeal, last week began preparations for reaching its 1949 goal of \$550,000. Morris Senderowitz, Jr., is Chairman of the drive. Moritz M. Gottlieb is President of the Federation.

Allentown's record is notable also from the point of view of cash. This community, with a total Jewish population of only 2,900, undertook in 1948 to provide the United Jewish Appeal with \$450,000. Actually, it allocated \$485,100 -- and every cent of that money has already been received by the UJA national headquarters. In addition, Allentown has forwarded the first \$100,000 on account of its 1949 results.

On April 7, at a pace-setting meeting, minimum gifts were announced. Morris

Senderowitz, Jr., who had been in Israel, raised, together with Morris H. Senderowitz, from \$60,000 in 1948 to \$65,000; Simon S. Brone went from \$6,500 to \$7,500; Philip Berman from \$3,500 to \$5,000. Other minimum announcements included Norman and Samuel Rapoport, \$7,500; Smith and Shubin, \$7,500; Joseph Leonard, \$9,000; Rosenberg Family, \$7,500; Samette Manufacturing Company, \$10,000; Sussman Brothers, \$6,000; Sam Krasnov, \$5,000; Harry Lesavoy, \$10,000; Goldsmith Brothers, \$5,500; Louis Zales, \$5,000, plus \$1,000 to Carbon County.

It is expected that there will be further increases at the Big Gifts meeting on May 1.

YOUR 1949 GIFT WILL HELP WIN THE WAR FOR JEWISH SURVIVAL

TYLER, TEXAS AGAIN SHOWS ITS LEADERSHIP

Under the leadership of I. G. Futor, who is both Chairman of the Campaign and President of the Federation, Tyler, Tex., has been in the forefront of productive communities for the United Jewish Appeal in recent years. On April 3, its campaign to raise a minimum of \$100,000 was launched in the presence of Eugene M. Solow and Murray Greenfield. A. S. Genecov and I. Rudman announced contributions totalling \$55,220. A total sum of \$81,600 raised at that meeting was augmented to \$91,000 in a few days and there is every reason to believe that the goal will shortly be over-subscribed. The following day a check for \$30,000 was forwarded to the UJA and Mr. Futor emphasized that every effort is being made to collect pledges at the time they are made.

Joining with Mr. Futor are A. S. Genecov and Hyman Ginsburg, Vice Chairmen, and Leslie A. Adels, General Secretary and Treasurer of the campaign. Mrs. A. S. Genecov is Chairman of the Women's Division, with Mrs. Max H. Krumholz and Mrs. Philip Golen-ternek, Vice Chairmen. Mrs. Jesse Goldfeder is Secretary-Treasurer.

WHO OBJECTS TO THE CALLING OF CARDS?

The community which calls cards at fund-raising meetings is the community which obtains the most adequate response from its givers. The calling of cards is, by far, the fairest method of distributing the load of a campaign responsibility. Where "voluntary" announcement of gifts is the rule, it is too easy for those who want to dodge their full burden to shirk.

Examine the community which still adheres to the "voluntary" method of fund-raising and, in the overwhelming majority of cases, you will find that the inadequate givers are usually the ones who protest vehemently that "card-calling" is "impolite" and "smacks of pressure." In "voluntary" giving, there is no pressure on the prospect. But the "pressure of conscience" is still heavy on the good giver, while the poor giver is utterly free of any such "pressure."

The American Jewish campaign community is now mature. Every one of its members realizes that sooner or later he will make a contribution to the campaign. Making it at a public meeting increases the economy of the operation in terms of funds and of the energy of the leaders who assume the heavy tasks of campaigning.

"CARD-CALLING" IS THE DEMOCRATIC METHOD OF FUND-RAISING
NOBODY CAN SHIRK HIS SHARE OF COMMUNITY RESPONSIBILITY

INCREASES REPORTED FROM VARIOUS COMMUNITIES

Jersey City, N.J. had a Big Gifts function last week, with Yaakov Zerubavel, member of the Jewish Agency Executive, and Julian B. Venezky, UJA Chairman for Regions, as the speakers. Those present pledged \$103,000. This compared with \$95,000 from the same group last year. Louis Struhl, Campaign Chairman, increased from \$10,000 to \$13,000.

Troy, N.Y., led by Solomon Boxer as Chairman, this week recorded preliminary pledges of \$25,985 as the campaign got under way. This compares with \$21,900 from the same contributors last year.

Charlotte, N.C. utilized the visit of the UJA "Caravan of Hope" to open the Big Gifts phase of its campaign. Some \$36,000 was raised as compared with \$33,000 from the same givers last year. Harry Frohman is Chairman of the Campaign. Morris Speizman, UJA Chairman for North Carolina, is President of the Federation.

TEXAS COMMUNITIES FORGE AHEAD OF 1948 RESULTS

Wharton, Tex., which has Sol Alpard as Campaign Chairman, with Morris B. Zeidman as President of the Chest, opened its campaign for 1949 on April 3, with gifts of \$21,348 recorded, as compared with \$18,675 from the same contributors last year.

Abilene, Tex. reported gifts of \$7,515 at its initial meeting, an increase over the previous year. Abilene, which has Abie Cohen as Chairman, has accepted an overall goal of \$15,000.

Eagle Pass, Tex. raised \$2,875 in its preliminary meeting, a substantial increase over 1948. Sam Schwartz is Chairman, O. Mickulinsky and Morris Riskind are Co-Chairmen.

PAUL MUNI IN RADIO DRAMA FOR UJA ON APRIL 17

Paul Muni, distinguished star of stage and screen, will play the featured role in a radio drama to be broadcast on Sunday, April 17, from 4:30 to 5:00 P.M. Eastern Standard time, over the facilities of the Columbia Broadcasting System. The theme of the play centers around the Passover season. It is entitled, "This Year, Israel."

FOR 250,000 JEWS IT WILL BE "THIS YEAR, ISRAEL." ARE YOU EASING THEIR ROAD?

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director



UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 7

NOT FOR PUBLICATION

April 18, 1949

YOUR DOLLARS NOW CAN HAVE NO GREATER USE

Visualize a tent in Israel. The rain is pouring down, seeping into the tent itself, since there is no concrete foundation — just the bare sand. Three different families are in that tent. No privacy. The next morning, if there is any sleep at all, the residents of that tent assemble to eat with 18,000 others. The shelter, the food — they are compared with the rations in DP camps.

Can any Jew in America say honestly to himself that there is a more important use to which he can put dollars now than relieving this great need and in putting these people, at last in freedom, on the road to self-maintenance?

Can United States Government bonds (being held for an "emergency") serve a nobler purpose than to be transformed today into cash — for forwarding to your community treasury, so that the desperate plea of the United Jewish Appeal for cash may be answered AT ONCE?

HOW MUCH CASH ARE YOU GIVING WITH YOUR 1949 PLEDGE?

CLEVELAND RUNNING 26% AHEAD OF LAST YEAR

Following a second Initial Gifts meeting last week, with Dr. William Haber and Morris W. Berinstein as the speakers, the Cleveland Jewish Welfare Fund was able to survey its progress to date and to report that its gifts are running at an average rate of increase of 26.2% as compared with 1948. With the first group of prospects covered, Cleveland had pledges totalling \$928,530 as compared with \$735,815 from the same group last year.

Additional gifts include Edward A. Katz (paints), from \$17,500 to \$21,000; Sam S. Sanders (paints), from \$17,500 to \$21,000; Samuel Specker (theatrical), from \$10,000

to \$12,500; Albert Kahn (scrap), from \$6,000 to \$8,000. Other top Cleveland gifts include: Ben Klausner, from \$40,000 to \$60,000; Alex, Joseph H. & Louis Miller, from \$31,000 to \$40,000; Joseph B. Horwitz, from \$4,000 to \$8,000; Samuel Rosenthal, with Leighton R. and Milton Kramer, from \$18,000 to \$25,000; Meyer S. Fine, from \$15,000 to \$17,500.

Cleveland has established an over-all goal of \$6,237,976. Henry A. Rocker is President of the Welfare Fund. Max Freedman is General Chairman; Eugene H. Goodman and Leonard Ratner are Campaign Co-Chairmen; Sam M. Friedman is Big Gifts Chairman. Henry L. Zucker is Acting Executive Director.

YOUR 1948 PLEDGE - HAVE YOU PAID IT IN FULL? WHY NOT?

AMERICAN JEWISH COMMITTEE LEADERS URGE MAXIMUM AID TO UJA

In a cable sent from Israel on the eve of Passover, leaders of the American Jewish Committee urged the maximum support of the United Jewish Appeal. Those who signed the message were Jacob Blaustein, President of the Committee; Irving M. Engel, Chairman of its Executive Committee; and Dr. John Slawson, Executive Vice President, who are now on a visit to Israel to report on the manner in which the State is absorbing immigration.

Deeply impressed by what they were seeing in Israel, the American Jewish Committee leaders sent their greetings to the members of the Committee and said, in part:

"We witnessed, at the port of Haifa, three ships just arriving with over 5,000 immigrants. The evidence of previous hardship, on the one hand, and the present joy of these arrivals on the other, along with the loving care with which they were received, was overwhelming.

"Israel is teeming with life and hope. Everywhere we went we found multitudes of people building roads and houses, working in factories, tilling the soil, and reconstructing the country.

"During our stay, we conferred with leaders of the State of Israel and prominent representatives of labor and industry. We are confident that they are fully aware not only of the glorious possibilities, but of the serious difficulties confronting them.

"It is our conviction that one of the most important tasks of Jews in other countries is to do their utmost to help Israel become a viable, self-supporting state. Israel needs additional foreign loans. Israel needs the maximum help through private contributions such as the United Jewish Appeal. In addition, Israel needs the skill, initiative and resources of private enterprise.

"All these things are necessary to make possible the absorption of the mass of immigrants who desire or need to come to Israel. We urge that continuous efforts be made to strengthen the foundations of the newborn state so that it shall be an outpost of democracy and a bastion of peace and progress."

PAY YOUR PLEDGE AND AVERT THE CRISIS IN ISRAEL

GRATENSTEIN LEADS NEW HAVEN TO INCREASED RESULTS

Under the skillful, energetic leadership of Emanuel Gratenstein, the New Haven Jewish Welfare Fund last week launched its 1949 campaign and showed that more money will be raised than in 1948. Campaign activities were initiated with a Big Gifts dinner, at which Dr. Nahum Goldmann, Acting Chairman of the American Section of the Jewish Agency, and Harold J. Goldenberg, Chairman of the UJA National Campaign Cabinet, were the principal speakers. Throughout the event, the guiding, friendly but persuasive hand of Campaign Chairman Gratenstein was always in evidence.

Including increased gifts from Mr. Gratenstein, who raised from \$40,000 to \$45,500; from J. J. Cooley, who announced \$36,000; from Samuel F. Gingold, at \$26,000; the total raised was \$309,350. When all the gifts were announced, the percentage of increase was marked. Because Mr. Gratenstein feels that some of the increases are tentative and will be enlarged, he did not accept even the increases as final. Aiding Mr. Gratenstein as Vice Chairmen are J. J. Cooley, Samuel F. Gingold, Abe Lapidès and Alexander Winnick. Mr. Winnick is Welfare Fund Chairman and Norman B. Dockman, Executive Director. Mrs. James D. Kauffman and Mrs. Louis Rosenfeld are Co-Chairmen of the Women's Division.

The vigor of the campaign being conducted in New Haven is strengthened by luncheon meetings called daily. As leaders report at lunch, work is assigned and all follow-ups are checked. The gifts of individuals and the problems arising in trade divisions come in for thorough discussion. Where trade division problems seem insoluble within the group, outside assistance is solicited.

URGE YOUR COMMUNITY OFFICERS TO BORROW TO MEET THE CASH CRISIS

COLUMBUS OPENS WITH \$320,000 FOR INCREASE

Eddie Cantor, whose services have been available to a number of communities during his current transcontinental radio tour, had the satisfaction of spurring the opening of the Columbus, Ohio campaign, which started with pledges of \$319,850 last week. Joining him in giving the community a picture of the great needs of the United Jewish Appeal was Marie Syrkin, well-known author and educator, who has just returned from another visit to Israel. The sum raised compared with \$302,000 from the same givers last year.

Robert W. Schiff is President of the United Jewish Fund. Leo Yassenoff is Chairman of the drive. Mrs. E. J. Gordon is Chairman of the Women's Division.

BALTIMORE AT \$1,500,000 SHOWS STEADY INCREASE

With all trades divisions now in high gear, Baltimore has already received over \$1,500,000 in preliminary gifts. These show substantial increases as compared with 1948, with the percentage picking up steadily as the campaign progresses. Last week's total included gifts of \$50,000 each from the Hoffberger and the Rosenbloom families. Joseph Meyerhoff, Campaign Chairman, has been gratified by the response that followed the extraordinary dinner meeting Sunday, April 10, with Aubrey S. Eban, Special

Representative of the State of Israel to the United Nations, and Harold J. Goldenberg, Chairman of the UJA National Campaign Cabinet, as the principal speakers.

The builders' group, with Ruth Gruber making the appeal, registered pledges of \$158,354, as compared with \$108,810 from the same givers last year. A liquor division meeting, addressed the same evening by Harry Seeve, netted \$35,492 from a group which had given \$24,412 the year before. A medical division function, which heard Rabbi Morris Lieberman, contributed \$33,555. The same group had contributed \$28,000 in 1948.

Other new pledges recorded included Lebow brothers, from \$20,000 to \$25,000; S. Ginsberg & Sons, from \$12,500 to \$15,000; Stanley Sagner, from \$40,000 to \$50,000; Drs. Harry and Jonas Friedenwald, from \$5,000 to \$6,000; Joseph Katz, from \$10,000 to \$11,000; Gordon Cartons, from \$12,500 to \$15,000. Ten thousand dollar gifts also came from Ed Kahn, Fish Cleaners and the Silverman family.

Responsible for surpassing last year's record campaign results is a group of dynamic campaign officers headed by Joseph Meyerhoff as Chairman, with Lee L. Dopkin as Co-Chairman. Vice Chairmen are: Maurice Annenberg, J. Benjamin Katzner, M. Henry Kuntz, Abraham Mahr, Bernard Manekin, Elkan R. Myers, Bernard Molofsky, Jack Neumann, Bernard Shapiro, Albert A. Shuger and Mose I. Speert.

SOMETOWN, U.S.A. FAILS "TO MAKE THE GRADE"

Several readers of this Report have written to inquire whether "all" towns have reported increased giving in 1949 as compared with 1948. They add that if some towns have not done as well, this fact, too, should be published in any faithful description of the campaign status. Fortunately, the number of communities which are not doing well is very limited. Furthermore, there is the expectation that before these campaigns are finally wound up, their leadership, spurred by the example of the majority of communities, will reinvigorate the drives. There is, finally, the public relations undesirability of seeming to expose any particular community to unfavorable scrutiny, especially since the final word on its campaign has not yet been spoken. With these precautions, there is herewith given a description of the current status in what might be called "Sometown, U.S.A.," where the results to date are not as good as last year. Any resemblance to any actual town is purely coincidental.

The Chairman of Sometown, U.S.A. accepted the post under duress. He had not seen how he could maintain his 1948 gift of \$15,000. When the campaign started, he gave \$12,500. He figured that perhaps later on, as an "incentive," he might manage to go back to \$15,000. But two things happened. In the first place, having cut himself, he was in no fighting spirit to tell anybody else to give more. He recognized that however justified his own cut might be, there were quite a few men in town who had not gone "all-out" in 1948 and could give more in 1949. But he suffered from a "mental block" and could apply no pressure to these men. In the second place, when it was indicated that the Chairman was giving \$12,500, the rest of the community felt public approval had been given to the idea of cutting. All along the line, therefore, cuts of from \$500 to \$5,000 were uniformly registered. The Chairman's feeling that perhaps "later" he might restore his \$2,500 cut has not yet had a chance for expression, since the damage to the campaign has been so widespread that a few weeks must elapse before a revitalization of the campaign can begin. It is estimated that to date, the Chairman's \$2,500 has cost the campaign of Sometown, U.S.A. about \$100,000. Approximately 1,000 Jews can be transported to Israel from a DP camp in Germany for that amount.

Or else, the story of Sometown, U.S.A. might read as follows: there are two factions in the community. One felt that the Community Center needed a new wing worse than anything else. Another group felt that, however important, the expansion of the Center could wait until the job of settling 250,000 Jews in Israel this year had been completed. The advocates of getting up a fund to expand the Center (on which building will not, however, be done in 1949 because of high material and labor costs-- but "at least the money will be in hand") won out in the voting in the Board of Directors. However, the decision was quite close and a favorable vote was reached only when an original demand for \$75,000 was pared down to \$60,000.

Then the campaign started. Those who had fought vigorously for inclusion of the Center Fund were very preoccupied with the Center itself and could not work too hard in the campaign. Moreover, some of these leaders were offended that their request had been pared. They cut their gifts to show their resentment. The group that had been vigorously for the priority of overseas requirements at this time took firm hold of the campaign. Some of their number, however, were resentful. They thought that money not actually needed this year should not have been included in the campaign. A number are withholding their gifts entirely, to show their resentment. At the moment, the campaign in Sometown, U.S.A. is about \$100,000 behind last year.

If any reader believes there is a moral to this tale, he is right.

CASH NOW. CASH NOW. CASH NOW.

OMAHA SPURRED INTO ACTION BY SHARETT VISIT

The completeness with which Moshe Sharett, Israel's Foreign Minister, was willing to aid the United Jewish Appeal during his stay here was evidenced on the Sunday when he agreed to stop over for a luncheon meeting in Omaha the day he was scheduled to attend the opening dinner of the Kansas City drive. Accompanying him was Julian B. Venezky, UJA National Chairman for Regions.

A group of 55 men pledged \$188,000, which compared with \$170,000 contributed by the same givers last year. The meeting had been hastily thrown together to take advantage of Mr. Sharett's acceptance 48 hours in advance of the event. Omaha had not yet even completed the organization of its campaign and the selection of a Chairman. But by the time the meeting was over, there was enough enthusiasm in the community to launch the campaign on an entirely new and higher level.

Top contributions included gifts of \$30,000 each from Harry A. Wolf and associates and from Milton S. Livingston; Hyman Ferer, \$16,000; Goldstein-Chapman, \$12,000; Louis Somberg, \$10,500; Morris Levey, \$10,000; Joe M. and Sam A. Rice, \$8,000. Among the leaders present for the occasion were E. N. Grueskin, of Sioux City, UJA National Co-Chairman for Regions, and Harold A. Goldman, State Chairman for Iowa.

NEW ORLEANS ENCOURAGED BY OPENING GIFTS

With its widespread Trade and Industry functions scheduled to take place after the Passover holidays, the New Orleans Welfare Fund launched its Big Gifts campaign with a small dinner meeting at the home of Samuel Zemurray. Preliminary gifts

totaling \$250,000 included a contribution from Mr. and Mrs. Edgar B. Stern of \$100,000. Mr. Zemurray increased his 1948 gift of \$30,000 to \$60,000.

Louis H. Yarrut is Chairman of the drive. Harry Latter is Big Gifts Chairman and Mrs. Kalman A. Landa heads the Women's Division.

HERMAN GILMAN ON TOUR FOR UNITED JEWISH APPEAL

Herman Gilman, recognized as one of the greatest campaigners the American Jewish community has ever produced, President of the Combined Jewish Appeal of Boston, is undertaking a tour of communities beginning on April 24. Long one of the stalwart supporters of the United Jewish Appeal, Mr. Gilman has become nationally recognized for his unique combination of speaking ability and unusual knowledge of effective campaign techniques.

THOUSANDS OF WOMEN AND CHILDREN ARE SUFFERING BECAUSE OF INADEQUATE CASH

CAMPAIGN FOR UNITED JEWISH APPEAL MUST HAVE UJA APPROVAL

In view of several isolated instances that have arisen during the past few weeks in smaller communities, it has become necessary for the officers of the United Jewish Appeal to reaffirm a standing policy: the United Jewish Appeal will not permit itself to be announced as a beneficiary of any community campaign unless the United Jewish Appeal, through its appropriate representative, has had a formal opportunity of discussing the terms of such affiliation with the community leaders.

The United Jewish Appeal, as a formally organized corporate entity and as the official representative of the Joint Distribution Committee, the United Palestine Appeal and the United Service for New Americans, must safeguard the trusteeship conferred upon it. Therefore, no authority for inclusion of the United Jewish Appeal in any campaign can be given except by the national office of the United Jewish Appeal.

KANSAS CITY HOLDS THE LINE AS DRIVE OPENS

A total of \$414,150 was recorded in 1949 pledges as the Kansas City Federation opened its campaign with a dinner at which the guest of honor was Israel's Foreign Minister Moshe Sharett. Increases over 1948 were announced by over half of those who were present. Hyman Brand and Earl J. Tranin are Co-Chairmen of the drive, with Louis S. Myers as Special Gifts Chairman; Milton W. Feld, Louis G. Galamba and Milton Silverman, Co-Chairmen, Special Gifts; C. C. Cohen, Chairman of the Trades and Professions; and Benjamin Sosland, Chairman, Public Relations. Mrs. Henry Newman is Chairman of the Women's Division and Abe L. Sudran, Executive Director.

Increased gifts in the upper brackets were made by Louis S. Myers, at \$36,000; Oppenstein brothers, at \$26,000; Milton Feld, at \$23,000; Sosland brothers, at \$18,700; Brand and Puritz, at \$18,500; Milton Silverman, at \$16,000; Abraham Jacobson, at \$8,000; I. J. Cohen and Company, at \$13,150 with more promised. Among the other gifts announced in the lower brackets, increases ranged as high as double.

TRADE LEADERS AID LOCAL CAMPAIGNS

The communities of America which are interested in conducting better and more

successful campaigns are taking advantage of the availability of outstanding trade leaders, whose personal gifts and campaign knowledge qualify them especially to help in the establishment of higher gift standards in the cities they visit.

Herman Gilman, National Chairman for UJA Trades and Industries, announced this week that Joseph Schapiro, of Baltimore, National Co-Chairman for the Scrap Iron, Scrap Metal and Waste Material Division, has undertaken a trip to the West Coast for the UJA. He will visit Seattle, Portland, Los Angeles, San Francisco and Kansas City. In a very tangible way, Mr. Schapiro is implementing the resolution unanimously adopted recently at the annual convention of the National Association of Waste Material Dealers in Chicago.

Simon H. Fabian, of the Fabian Theatres Corporation, who is National Chairman of the Motion Picture Division, is planning an extensive schedule embracing every section of the country. His itinerary to date includes Philadelphia, Cleveland, Detroit and Cincinnati. Other cities are being added.

UTICA GIFTS REFLECT DEVOTION TO UJA PURPOSES

The Utica, N. Y. community has demonstrated what has happened in scores of other cities in the last six weeks: more can be raised in 1949 than in 1948. Two months ago the air was filled with the prophecy that if Utica raised one half of what it did in 1948 a great performance would have been achieved. But this week, a Big Gifts dinner was held and the group of contributors who had given \$102,300 last year actually went up to \$107,925. Not only was the amount raised in excess of last year, but the spirit in which the giving was done was so enthusiastic that the meeting was turned into a record celebration. Not a single cut was registered at the meeting. Principal contributions included those of the following: Abe Nathan and Sons, \$23,000; Barney and Martin Abelow, \$12,000; Louis and Morton Kowalsky, \$10,000; National Auto Stores, \$8,000; Mettelman Brothers, \$4,500; David Geffen, \$3,850.

The presence of Marie Syrkin, one of the most effective interpreters of the scene in Israel in 1949, was extremely helpful. Solomon Boxer, Troy leader who had recently returned from Israel, visited the community and added to the general spirit of enthusiasm.

David H. Lurie is the energetic Chairman of the 1949 campaign who is leading a unified community to the increased results. Morton Kowalsky is Big Gifts Chairman and Mrs. Jack Philipson is Chairman of the Women's Division. Martin Abelow is President of the Council; David M. Goldenberg, Executive Director. The community has an overall goal of \$375,000.

EMERGENCY RECALLS FOREIGN MINISTER SHARETT TO ISRAEL

As a result of the emergency events affecting his country, Foreign Minister Moshe Sharett of Israel this week flew back to Tel Aviv. This will occasion deep regret among the several communities which had been anticipating a scheduled visit from the distinguished statesman. During his brief visit to the United States, Mr. Sharett had been indefatigable in his aid to the United Jewish Appeal, visiting more communities at more regular intervals than any one upon whose services the United Jewish Appeal has called. However much he regretted disappointing the other cities where he had hoped to be, Mr. Sharett was forced by inescapable international obligations to leave.

The two chief events which occasioned Mr. Sharett's return were the developments in the United Nations in regard to the admission of Israel to that body; and the action of the Conciliation Commission in scheduling a peace conference between Arabs and Israelis at Lausanne, Switzerland on April 25.

BETTER GIVING IN 1949 IS RESPONSE FROM EVERY SECTION

Macon, Ga. raised \$34,025 at its opening function a few days ago. This compared with \$29,000 from the same contributors last year. Gus Kaufman, President of the Federation, is also Chairman of the campaign. Mrs. Leonard Kaplan is Chairman of the Women's Division.

Corpus Christi, Tex., aiming at a total goal of \$200,000, opened with initial gifts of \$67,500 last week. Chairman Ben Marks has called upon the community to meet its responsibility and to keep its record as one of the outstanding contributors in the Southwest region. Harold Alberts is President of the Welfare Fund. Mrs. J. Grossman and Mrs. Sylvan Weil are Co-Chairmen of the Women's Division.

THEY COME TO SERVE YOUR CAMPAIGN

In response to the urgent invitation of the United Jewish Appeal Dr. Joseph J. Schwartz, Chairman of the European Council of the Joint Distribution Committee, has been able to arrange to come to America to help in the current campaign. Tasks of the most far-flung importance have called for Dr. Schwartz' rare devotion and singular ability. In the last two months, he has visited a number of the major countries in which the JDC operates. On the invitation of the leaders of the Jewish Agency for Palestine, Dr. Schwartz flew to Israel for a common consultation on the financial and administrative problems arising out of the huge immigration. There are few men in the world who have as close and informed a knowledge of the problems of the Jewish people as Dr. Schwartz. He is expected to arrive in the United States from Paris in the coming days. He will then be ready to visit communities from coast to coast.

Another of the communal workers ready to serve the United Jewish Appeal campaign is Morris Laub, who has just returned to the United States after serving two years on Cyprus where he supervised the JDC relief and rehabilitation program. Mr. Laub, who had been an overseas representative of UNRRA, subsequently served in the JDC program in Italy before going to Cyprus. His rare and first-hand experiences in areas where funds of American Jewry have helped to heal and build will be available to campaign meetings.

CASH IS THE KEY TO HOMECOMING IN 1949

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director

UNITED JEWISH APPEAL

for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

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April 29, 1949

THE BOX-SCORE AT A GLANCE

With the national campaign on behalf of the United Jewish Appeal going into full momentum, scores of communities have launched the initial gifts phase of their drive. Results have varied in proportion to the vigor of the leadership, the willingness and ability of the leaders to apply expert campaign technique and the sense of social responsibility of the particular community.

A swift glance at the highlights of these campaigns reveals the following:

	<u>1948 Initial Gifts</u>	<u>1949 I.G. Results</u>
Memphis, Tenn.	\$275,275	\$319,830
Louisville, Ky.	119,500	136,570
Akron, Ohio	262,273	310,295
Cincinnati, Ohio	655,000	722,000
Atlanta, Ga.	348,000	360,000
Waterbury, Conn.	138,500	142,511
Trenton, N. J.	67,700	73,250
Plainfield, N. J.	52,000	61,000
Newburgh, N. Y.	50,970	60,700
Elizabeth, N. J.	137,250	149,450
Buffalo, N. Y.	264,180	288,450
North Hudson Co., N. J.	155,200	191,100
Fort Wayne, Ind.	71,000	80,000
Hollywood, Calif.	375,000	416,000
San Francisco, Calif.	340,000	435,000
El Paso Texas	109,270	110,200
Lewiston-Auburn, Me.	50,500	52,600
Portland, Ore.	85,000	105,000

If the results reflected at the opening are to be maintained or improved in each of these communities, the pressure will have to be unremitting. Those who have not yet given, whether large or small givers, must be brought into the same pattern of intensive education, solicitation and card-signing.

DR. WEIZMANN TO MARK ISRAEL'S FIRST ANNIVERSARY AT UJA DINNER

The President of the State of Israel, who had expected to celebrate the first anniversary of his country's independence in Israel itself, will instead mark the occasion on May 4 at a dinner being given by the United Jewish Appeal at the Waldorf-Astoria Hotel, in honor of the campaign leaders of the Jewish communities of America. Dr. Weizmann's decision to prolong his stay in the United States, instead of being in Israel where his official duties would require him to be, stems from his desire to make clear to the leaders of American Jewry the gravity of reports he has been receiving from his Government in connection with the flow of immigration. Dr. Weizmann will leave the United States on May 5.

It is intended that communities will mobilize cash in order that an extraordinary check may be made available for the needs in Israel as the most appropriate birthday present to mark the first anniversary of the birth of the State of Israel.

THE CHAIRMAN GOES ON TOUR

Hon. Henry Morgenthau, Jr. asks hundreds of people throughout the country to render many services to the campaign. But he himself is the first to set an example in such service. Last week, as illustration, he visited six cities in five days, including Detroit, Cincinnati, Memphis, Louisville, and Akron and Canton on one day. Often he spoke twice in each city, in addition to conferring with leaders and prospects.

Mr. Morgenthau is a firm believer in the practice of reading cards at every big gifts meeting. He points out that the stimulation of public announcement is one of the greatest assets of a campaign. In Memphis he gave a prime example of how to read cards, as fluently and effectively he called the names of givers and was met with a warm response.

DETROIT OPENS CAMPAIGN WITH \$2,500,000

Louis Berry, Chairman of the Detroit campaign, has pretty well put aside his own business to concentrate on insuring the success of the 1949 Federation drive. As a result of the initial efforts of himself and his colleagues, Detroit was able to announce pledges in hand of \$2,500,000 as the campaign was formally opened in the presence of Mr. Morgenthau. Joining the UJA General Chairman for the occasion were Herman Gilman, UJA National Chairman for Trades and Industries, and Charles Fruchtmann, UJA Associate National Chairman for Initial Gifts, vigorous Toledo leader who has made national history. The campaign continues to maintain a steady increase over the results obtained from the same contributors in 1948.

One of the more striking gifts brought into the meeting was that of Alfred E. Epstein, who announced \$39,000. This compared with \$4,000 the year before. Other notable additional gifts included the Davidson brothers, from \$63,000 to \$70,000. Charles Grosberg, who had given \$22,000 in 1948 and had previously pledged \$25,000 for 1949, raised his gift to \$30,000 in honor of the occasion. George D. Seyburn went from \$20,000 to \$25,000.

PORTLAND, ORE. STARTS WITH GOOD INCREASES

The campaign in Portland, Ore. opened this week to predictions that the results would "fall short" of 1948 but the prophets were proved false when an adding up of the

pledges showed \$105,000 from those who had contributed \$85,000 last year. One of those most responsible for this showing was Harry Mittleman, who raised his 1948 gift of \$5,000 to \$15,000. Other gifts included Ben Meadows, from \$6,000 to \$8,000; Arthur Eppstein, from \$5,000 to \$7,000. Gifts of \$10,000 each were announced by Jack Barde and Sam Zidell. Abe Leo Cohn is Chairman of the drive and with a patience and modesty which typify his business and communal activity he has proved that hard work, in talking to prospects continuously, pays off.

SCHWEITZER'S \$70,000 PACES ELIZABETH DRIVE

The consistently biggest giver in the town year after year, Col. William P. Schweitzer, affectionately known as "Bill" to the entire community, again set the pace for Elizabeth, N. J. in announcing \$70,000 at a meeting of a handful of givers at his home to launch the Big Gifts section of the drive. Urged by the community to remain as Chairman, a post he held in recent years, Col. Schweitzer said he would work as hard and give as much, but new "blood" must be brought into the leadership. "Bill" has been as good as his word. The new Chairman, Lawrence Gering, is a disciple in the Schweitzer mold. Those present gave a total of \$149,450 as compared with 137,250 last year. Herman Gilman was the guest of the evening.

NORTH HUDSON GETS \$191,100 VS. \$155,200

I. Rogosin, one of the nation's top contributors to the United Jewish Appeal, encouraged his home community of North Hudson County, N. J. at its campaign opening last week with a gift of \$125,000, as against \$96,000 he had given there the year before. Mr. Rogosin gives equally substantially in New York City. The noted textile leader takes an active part in the community's drive planning and, at the Initial Gifts meeting held at the home of Alexander Grodnick, Campaign Chairman, he read the cards himself. Harold J. Goldenberg and Joseph M. Mazer were present for the occasion. A total of \$191,100 was registered by those who gave \$155,200 in 1948. Mr. Grodnick contributed a minimum of \$25,000.

North Hudson County is one of the outstanding communities in the nation in its giving to the United Jewish Appeal. The total proceeds of its annual campaign go to the UJA.

AKRON SHOWS 18% INCREASE AT MORGENTHAU MEETING

Akron, Ohio, led by David C. Holub, Morris Sacks and Harry Sugar, as Campaign Chairmen, registered gifts of \$310,295 at the Big Gifts opening last week, with Mr. Morgenthau as the guest of honor. The pledges compared with \$262,273 from the same people last year, indicating an increase of 18%. Among the top gifts were: Harry Sugar and associate, from \$35,000 to \$45,000; Nobil family, \$25,000 to \$30,000; Morris Sacks, \$16,000 to \$18,000; David and Harry Holub, \$12,250 to \$15,000; Joseph and Philip Bear, \$13,500 to \$15,000; Morris Schulman, \$7,500 to \$10,000. Dr. Millard Beyer is Big Gifts Chairman. Sydney L. Albert is Chairman of the Welfare Fund.

"I HAVE COME TO RAISE MONEY," SAYS CHIEF RABBI HERZOG

Chief Rabbi Isaac Halevi Herzog, a frail sixty, arrived this week on a KLM plane from Jerusalem to lend his support to the United Jewish Appeal campaign. At once he

made it clear that he was a "soldier" and would lend himself to the heavy schedule which the UJA is known to prepare for the celebrated personalities who serve it.

At a press conference the day after his arrival, a prominent journalist asked him: "Rabbi Herzog, don't you find it somewhat incongruous that you, a spiritual leader, should be lending yourself to a campaign? How are you able to forsake your religious studies in order to raise money?"

"That is exactly the point," the famous scholar, who was once Chief Rabbi of Ireland and who still retains a shade of brogue in his rich English, said to the reporter. "Money itself is a poor commodity. It has no quality. But money can buy the things that give people nourishment, that ease their bodies and their minds and enable them to dwell upon things of the spirit. Yes, I have come to raise money, to raise it to the level of serving the spirit of the people streaming into Israel."

Chief Rabbi Herzog is accompanied by Mrs. Herzog, herself a graduate of the University of Edinburgh. Those who listen to her soft voice can detect a trace of Scotch in her accent.

A gentle man of great dignity, Rabbi Herzog is a symbol of the determination of the people of Israel. Throughout the siege of Jerusalem by bomb and cannon, Rabbi Herzog remained in the Holy City despite all the pressure on him to go elsewhere. He is, truly, "an iron man of the spirit."

MEMPHIS RECORDS 16% INCREASE AS DRIVE OPENS

With Mr. Morgenthau exhibiting his skill as a reader of cards, the Memphis Big Gifts meeting got off to an encouraging start last week with \$319,830 pledged by contributors who had given \$275,275 the year before. Johl Adler is Chairman of the campaign. Nathan Shainberg is President of the Welfare Fund.

CROSS-SECTION OF NATION REFLECTS CAMPAIGN LEADERSHIP

Ft. Wayne, Ind. has a veteran communal leader in Meyer Ruchman, 1949 Chairman. A past president of the synagogue, Bnai Brith, Zionist District and other causes, Mr. Ruchman was encouraged by the showing made at the Big Gifts meeting last week, when \$80,000 was subscribed by 1948 givers of \$71,000. Sidney Hutner is Big Gifts Chairman. Jack Mansbach is Federation President. Samuel Rothberg, UJA National Initial Gifts Chairman, visited the community for the day. Mr. Ruchman increased from \$5,000 to \$7,500; Sidney Hutner, from \$11,000 to \$12,000.

El Paso, Texas may be geographically isolated but it continually demonstrates it is an effective portion of the American Jewish community. At its Big Gifts meeting last week, pledges of \$110,200 were recorded, a slight increase over 1948. Principal gift was that of the Schwartz family, at \$50,000. Jerry Harris is Chairman of the drive; with M. M. Friedman and Charles Given, Big Gifts Co-Chairmen. Elias G. Krupp is President of the Welfare Fund; Sydney Lubarr, Executive Director.

Waterbury, Conn., led by Milton Engleman as Chairman, obtained pledges of \$142,511 at the opening Big Gifts function attended by Herman Gilman. This compared with \$138,500 the year before from the same givers. Perry Graicerstein is President of the Federated Appeal.

Lewiston-Auburn, Me. enjoys the leadership of Peter A. Isaacson as Chairman and Oscar Goldman, Joseph Koss and Louis Shapiro, Co-Chairmen. As the campaign opened last week, \$52,600 was contributed by givers of \$50,500 last year. The top gift was that of Mr. Koss, who increased from \$12,000 to \$14,000. Shapiro brothers are giving a minimum of \$12,000; Samuel Cohen, \$8,000; Joe Wilner, \$6,000.

Trenton, N. J. received pledges of \$73,250, as against \$67,700 in 1948, at a Big Gifts parlor meeting last week. Top gifts included Israel and Nathan Kramer, from \$10,000 to \$11,000; Robert G. Marcus, \$9,000; Arthur S. Sokalner, \$6,500; Benjamin P. Shein, \$6,000. Bernard Alexander is Chairman of the drive, with Robert R. Garb and Frank Devin as Co-Chairmen. Leon L. Levy is President of the Federation and also Co-Chairman for Special Gifts.

Newburgh, N. Y. had a top gift of \$8,500 from Louis Kaplan as the Big Gifts phase of the drive was opened with pledges of \$60,700. This compared with \$50,970 from the same contributors in 1948. Moe Kreisel, Seymour Milstein and Abe Levinson are the Co-Chairmen.

Plainfield, N. J. has Edward Sachar and Leonard H. Gidding as Campaign Co-Chairmen. Two Initial Gifts parlor meetings produced \$61,000 from 1948 givers of \$52,000. These represented minimum pledges which are to be increased as the campaign proceeds.

Elyria, Ohio has Isadore Sepsenwall as Chairman. Taking advantage of the presence of Edward J. Gould, Lorain leader, the meeting to set up the campaign organization decided to get pledges on the spot. Gifts of \$8,200 were made by those who had given \$7,200 the year before. Top gift was \$3,500 from Alexander Altfeld.

Williamson, W. Va. opened its 1949 drive with \$9,155 in pledges from those who had given \$8,200 last year. Harry Schwachter, Campaign Chairman, is confident that the full quota will be reached.

Bennington, Vt., with 23 gifts recorded, raised \$10,800 at its opening meeting, as compared with \$8,600 from the same group last year. Joseph E. Joseph is Chairman of the drive.

JACK L. WARNER DRIVES HARD IN HOLLYWOOD CAMPAIGN

Jack L. Warner, brilliant production head of Warner Brothers, is applying to his leadership in the current campaign the same enthusiasm, energy and imagination which characterize his picture production labors. President of the Los Angeles Welfare Fund, Mr. Warner is giving maximum assistance to Henry Ginsberg, Chairman of the Motion Picture Division of the Los Angeles campaign. The industry is scheduled to have its formal campaign opening on May 5, with Quentin Reynolds and Reuven Dafni, Israeli West Coast Consul, as the principal speakers.

Utilizing the technique which is basic to any campaign, Mr. Warner called a meeting of a few of the top givers at his home last week. Present as his special guests were Samuel Rothberg, UJA National Chairman for Initial Gifts, and Harold J. Goldenberg, UJA Campaign Cabinet Chairman. Mr. Warner increased his own 1948 gift of \$100,000 to \$125,000. Mr. Ginsberg pledged \$17,000, as against \$12,500 last year. William Goetz went from \$25,000 to \$30,000. Other gifts included Dore Schary, last year's energetic chairman, at \$18,500 and Bert Allenberg, \$11,000.

ATLANTA GETS STRONG LEADERSHIP FROM MEDINTZ

Atlanta, Ga. has one of the youngest Campaign Chairmen in the country but in Barney Medintz the community has an experienced and capable leader whose work was unfolded last week at two Big Gifts meetings. The sum of \$305,500, a slight increase over last year, was raised at one of these sessions, with Edward M. M. Warburg, Chairman of Joint Distribution Committee, and Morris W. Berinstein, UJA Chairman for National Caravans, as the guest speakers. Another \$55,000, representing a 20% increase, was pledged at the second meeting.

Top gift in the community was that of I. M. Weinstein, Welfare Fund President, who gave \$35,000. Other gifts included: Benjamin J. Massell, \$30,000; Frank Garson, \$21,600; David L. Slann and Ben A. Pollock, \$25,000; A. J. Weinberg, \$17,500; Joseph B. Jacobs, \$15,000; Armand May, \$15,000; Louis Aronstam, \$10,000; D. L. Spielberger and Sol I. Yudelsohn, \$10,000; Rinzler brothers, \$10,000; Mandle Zaban, \$10,000; Louis Bresler, \$10,000.

Other gifts included: Thomas Makover, \$7,500; I. J. Paradies, \$5,000; Robert F. Haber, \$5,000; Arthur I. and Arthur L. Harris, \$7,500; Koplin Bros., \$8,500; M. William Breman, \$5,000.

WARBURG AIDS BUFFALO CAMPAIGN OPENING

Edward M. M. Warburg, Chairman of the JDC, joined by Julian B. Venežky, UJA National Chairman for Regions, shared with leaders of Buffalo, N. Y. in opening the 1949 campaign. Pledges of \$288,450 were made, representing a 12% increase as compared with gifts from the same sources in 1948. Victor Wagner is Chairman of the drive and Raymond L. Morrison, Big Gifts Chairman.

AND ARE YOU HESITATING TO BORROW MONEY AT THE BANKS?

A cable from Jerusalem this week reads, in part, as follows:

"STRAINED SITUATION IN CAMPS LED TO INCIDENTS AT PARDESS HANNA AND NATHANYA CAMPS, WHERE SMALL GROUPS OF IMMIGRANTS ATTEMPTED TO ORGANIZE HUNGER STRIKE DEMONSTRATIONS. . . . POSITION PRECARIOUS. . . . FOOD OFTEN INADEQUATE OWING TO EXCESSIVE SIZE OF KITCHENS -- AT PARDESS HANNA ONE CENTRAL KITCHEN CATERS FOR TWENTY THOUSAND PERSONS-- FOOD BUDGET INADEQUATE OWING TO LACK OF FUNDS. . . . OVERCROWDING OF CAMPS BECOMING WEEKLY MORE SERIOUS."

The signatory of the cable was Dr. Israel Goldstein, Treasurer of the Jewish Agency, which has the task of receiving some 110,000 new immigrants in the first four months of 1949.

DR. ISRAEL GOLDSTEIN COMING HERE TO AID CAMPAIGN

Dr. Israel Goldstein, the American leader who went to Jerusalem last year to assume the heavy burden of Treasurer of the Jewish Agency for Palestine, will be returning to the United States about June 1 and will be available to visit communities to aid the United Jewish Appeal. Having come into closest contact with the manifold problems arising from the tremendous immigration flow into Israel, he will be uniquely able to transmit to American Jewry the full impact of the events in the Jewish State.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Monfor, Director

UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 9

NOT FOR PUBLICATION

May 9, 1949

AMERICAN JEWRY HONORS WEIZMANN WITH OUTPOURING OF CASH

The night of May 4th was memorable for every one of over two thousand men and women who gathered at the Waldorf-Astoria Hotel, New York, to join with the President of the State of Israel, Dr. Chaim Weizmann, in marking the first anniversary of the State. It was remarkable for the spirit of exaltation that gripped the entire audience as the venerable scientist-statesman entered the room and was greeted with "Hatikvah." It was as remarkable for the scene of lavish affection that was enacted as scores upon scores of community leaders from all parts of the nation approached Dr. Weizmann on the dais, gripped the hand of Henry Morgenthau, Jr., shook hands with the President and dropped a substantial check into a three-foot, Israeli-color decorated basket that stood between them.

Dr. Weizmann had delayed his return to Israel in order to help the United Jewish Appeal make clear to American Jewry the dire need for cash funds at once, if the flow of immigrants into Israel was not to be interrupted by inadequate resources to provide for them. In his address, Dr. Weizmann made clear that the keys to immigration are in the hands of American Jewry and that the provision of cash, steadily and uninterruptedly, is essential if the tens of thousands finding their way to Israel are to be absorbed.

The participants in the impressive function included Mr. Morgenthau as Chairman, Mrs. David M. Levy, Honorary Chairman of the UJA and the Women's Division; Edward M. M. Warburg, Chairman of the JDC; Mayor William O'Dwyer of New York; Harold J. Goldenberg, Chairman of the UJA Campaign Cabinet; Governor Thomas E. Dewey of New York, and Dr. Weizmann. The addresses were marked by their brevity and force.

Dominating the proceedings, however, was the long line of community leaders who waited to deposit their checks in the presence of Dr. Weizmann. Each check was in itself a story of exertion and responsibility, an expression of the extraordinary ambition of each of the communities to help meet the crisis facing Israel as a result of the entry into the country of 110,000 Jews in the first four months of 1949.

The Story of Baltimore

If Lee L. Dopkin, Co-Chairman of the Baltimore Welfare Fund drive, had had an

opportunity or the desire to tell the story behind the check for \$500,000 that he presented on behalf of his community, it would have been an epic in community understanding. As of the date of the dinner, Baltimore had received in pledges \$1,800,000. And yet, in 1949, Baltimore has already made available in cash to the United Jewish Appeal the sum of \$1,800,000 — undoubtedly the most remarkable record of its kind in the country. It is the type of leadership in giving that gives pride to all of American Jewry. Under the guidance of Joseph Meyerhoff, its Campaign Chairman, and Elkan R. Meyers, who was head of the special committee to work out ways and means of providing the most recent \$500,000, Baltimore has acted in a way to reflect credit upon Harry Greenstein, its Executive Director, now in Germany as Adviser on Jewish Affairs to the American Commander.

Detroit, Mich., which had previously made \$1,000,000 available, came forward with another \$1,000,000, presented by Joseph Holtzman in the absence of Louis Berry, Campaign Chairman, who was ill. Another outstanding campaign leader, Leonard Ratner, deposited a second check for \$1,000,000 in the blue-and-white basket on behalf of the Cleveland campaign, which is among the outstanding communities in the country in its current drive. Many of the Cleveland top leaders, headed by Max Freedman as Chairman, were present at the anniversary celebration. Boston, which has one of the best cash records in the nation, for 1949 as for previous years, was represented by James J. Axelrod, one of the nation's top givers, who deposited \$750,000, the sum of \$1,250,000 having been remitted previously since the UJA Washington Conference.

Role of Herman Gilman

The outpouring of cash was a remarkable tribute to the President of Israel and a symbol of American Jewry's recognition of the desperate need. At the same time, it was a reflection of the energy and devotion of a number of lay leaders on the national scene, headed by Herman Gilman, Chairman of the Combined Jewish Appeal of Boston and UJA National Chairman for Trades and Industries. After a tour of cities for the UJA, Mr. Gilman established himself at national headquarters for ten solid working days. His voice became familiar in scores of communities. He called once and made a request; he called again to be sure he had been understood; he called back to ascertain whether the request had been met. As in his Boston campaign activities, he was insistent, systematic, indefatigable. Communities understood that here was a man giving unstintingly of his time, energy and patience so that a great communal task could be performed. Herman Gilman was giving a supreme example of how forceful, undaunted leadership can accomplish any given end.

Joining Mr. Gilman were such men as Harold J. Goldenberg, Samuel Rothberg, Julian B. Venezky, Morris W. Berinstein, E. N. Grueskin, Solomon Boxer, Sol M. Reiter, Charles Brown, and many others — all of them animated by the same conviction that cash must be mobilized as quickly as possible.

Another \$500,000 From Washington

Joseph Cherner, Chairman of the Washington, D. C. campaign, came forward with \$500,000, the second time within less than two months that such a sum in cash has been forthcoming from the capital city. Dr. Weizmann's greeting to the Washington leader was indicative of his appreciation of this all-out effort.

From Cincinnati, Joseph H. Hoodin had brought another \$250,000, while Sol Luckman, Welfare Fund President, and Frederick Rauh, Campaign Chairman, stayed at home to see that the campaign progress was not interrupted. Two days previously, Mr. Luckman had added to his labors by a visit to Nashville to assist the drive opening there.

Bridgeport, Conn. has not yet formally opened its drive, but Rabbi Harry Nelson, President of its Jewish Community Council, handed in a check for \$200,000. Earl J. Tranin, Co-Chairman of the Kansas City campaign who was present with Hyman Brand, his Co-Chairman, brought a check for \$207,000. Pittsburgh, Pa. was represented by Stanley J. Kann, who deposited \$250,000, as Emanuel Spector, President of the United Jewish Fund, and Herman Fineberg, Campaign Chairman, remained at home for a big gifts meeting held the same night in Pittsburgh. Jack Augenblick, Chairman of the Newark drive, came forward in the line with \$250,000, repeating a role that he had performed at the Washington Conference. Archibald Silverman, always one of the most popular figures at national conferences, came forward with \$200,000 on account of his own city of Providence, and \$50,000 for nearby Fall River. Dr. Weizmann's hailing of "Archie" and their affectionate embrace recalled their long-standing friendship.

From every section of the nation they came: Mayhelt Jacobs, from Oakland, Calif., with \$25,000; Rabbi Herbert A. Friedman and Adolph Kiesler, from Denver, with \$50,000; Meyer Ruchman, from Fort Wayne, with \$50,000; Philip Lown, from Lewiston, Me., with \$25,000; Dewey Stone, from Brockton, with \$95,000; Morris B. Kuller, from St. Paul, with \$121,000; Mrs. Sam Grossman, from Reno, Nevada, with \$12,000.

Governor Thomas E. Dewey, as he observed the long line of people waiting to give their money, was over-awed by the devotion of the community leaders to the needs of the UJA. Each of the leaders represented the history and achievement of a community. There was, for example, Miss Mary Sachs, philanthropic leader of Harrisburg, Pa., who brought a check for \$100,000; there was veteran A. B. Cohen, of Scranton, Pa., with \$60,000. There was Sydney L. Albert, who had brought new strength to the Akron, O. community, who presented \$100,000; all the way from Galveston, Tex. came Joseph Swift, symbol of the best Jewish values in the State.

Other communities represented in the cash report presented to Dr. Weizmann and the amounts contributed were as follows: Tri-Cities, Ala., \$10,000; Bakersfield, Calif., \$25,000; Pasadena, Calif., \$6,000; Ansonia, Conn., \$15,000; Danbury, Conn., \$25,000; Greenwich, Conn., \$25,000; Meriden, Conn., \$15,000; Middletown, Conn., \$20,000; New Haven, Conn., \$100,000; New London, Conn., \$20,000; Norwalk, Conn., \$20,000; Norwich, Conn., \$52,500; Stamford, Conn., \$50,000; Waterbury, Conn., \$60,000; Miami, Fla., \$100,000; Orlando, Fla., \$22,000; St. Petersburg, Fla., \$5,000; Tampa, Fla., \$50,000; West Palm Beach, Fla., \$20,000; Columbus, Ga., \$10,000; Savannah, Ga., \$50,000; Sacramento, Calif., \$20,000; San Diego, Calif., \$25,000; New Britain, Conn., \$25,000; Pensacola, Fla., \$5,000; Aurora, Ill., \$50,000; Peoria, Ill., \$100,000; Gary, Ind., \$20,000; South Bend, Ind., \$50,000; Terre Haute, Ind., \$25,000; Cedar Rapids, Iowa, \$10,000; Council Bluffs, Iowa, \$5,100; Bangor, Me., \$25,000; Portland, Me., \$25,000; Beverly, Mass., \$11,100; Fitchburg, Mass., \$25,000; Haverhill, Mass., \$25,000; Lawrence, Mass., \$10,000; Leominster, Mass., \$50,000; Lowell, Mass., \$25,000; Lynn, Mass., \$25,000; New Bedford, Mass., \$90,000; Northampton, Mass., \$12,000; Salem, Mass., \$10,000; Springfield, Mass., \$100,000; Flint, Mich., \$15,000; Hattiesburg, Miss., \$10,000; Manchester, N. H., \$17,000; Asbury Park, N.J., \$25,000; Atlantic City, N.J., \$50,000; Camden, N.J., \$25,000; Fair Lawn, N.J., \$16,000; Long Branch, N.J., \$25,000; Flemington, N.J., \$10,000; Passaic, N.J., \$100,000; Paterson, N.J., \$125,000; Perth Amboy, N.J., \$24,950; Roselle, N.J., \$3,000; Morristown, N.J., \$5,000; Somerville, N.J., \$5,000; Trenton, N.J., \$100,000; Albany, N.Y., \$35,000; Amsterdam, N.Y., \$13,000; Elmira, N.Y., \$27,500; Binghamton, N.Y., \$25,000; Buffalo, N.Y., \$100,000; Glens Falls, N.Y., \$5,000; Hudson, N.Y., \$15,000; Loch Sheldrake, N.Y., \$5,000; Liberty, N.Y., \$15,000; Middletown, N.Y., \$53,800; Newburgh, N.Y., \$10,000; Niagara Falls, N.Y., \$25,000; Poughkeepsie, N.Y., \$35,000; Rochester, N.Y., \$25,000; Schenectady, N.Y., \$50,000; Utica, N.Y., \$25,000; Lorain, Ohio, \$12,500; Mansfield, Ohio, \$25,000; Youngstown, Ohio, \$100,000; Tulsa, Okla., \$93,048.25; Altoona, Pa., \$25,000; Upper

Beaver Valley, Pa., \$6,000; Bethlehem, Pa., \$5,000; Brownsville, Pa., \$5,000; Erie, Pa., \$50,000; Hazelton, Pa., \$25,000; Homestead, Pa., \$10,000; Johnstown, Pa., \$50,000; Lancaster, Pa., \$10,000; Lock Haven, Pa., \$23,500; McKeesport, Pa., \$25,000; Pottstown, Pa., \$7,500; Reading, Pa., \$30,000; Shenandoah, Pa., \$5,000; Uniontown, Pa., \$10,000; Wilkes-Barre, Pa., \$125,450; Williamsport, Pa., \$10,000; York, Pa., \$54,000; Woonsocket, R.I., \$25,000; Charleston, S.C., \$10,000; Beaumont, Tex., \$30,000; Newport News, Va., \$10,000; Portsmouth, Va., \$50,000; Bluefield, W. Va., \$2,500; Madison, Wisc., \$84,000; Fort Lauderdale, Fla., \$5,000; New York City, \$1,000,000.

Speeding every effort to remit cash, a number of communities forwarded their checks to the United Jewish Appeal in connection with the meeting in honor of Dr. Weizmann. Among these were: San Francisco, Calif., \$150,000; Oklahoma City, Okla., \$50,000; Houston, Tex., \$150,000; Pawtucket, R.I., \$40,000; Plainfield, N.J., \$38,000; New Orleans, La., \$80,000; Birmingham, Ala., \$25,000; Long Beach, Calif., \$25,000; Hollywood, Fla., \$25,000; Linden, N.J., \$25,000; Lafayette, Ind., \$20,000; Goldsboro, N.C., \$20,000; Englewood, N.J., \$15,000; Davenport, Iowa, \$10,000; Cheyenne, Wyo., \$10,000.

Among the cities which negotiated loans or obtained cash from other resources were: Portland, Ore., \$100,000; Wilmington, Del., \$100,000; Des Moines, Iowa, \$100,000; Canton, O., \$40,000; Worcester, Mass., \$60,000; Nashville, Tenn., \$50,000; Tucson, Ariz., \$25,000; Lexington, Ky., \$25,000; Grand Rapids, Mich., \$25,000; Charlotte, N.C., \$25,000; Cleveland, Miss., \$20,000; Port Arthur, Tex., \$20,000; Rock Island, Ill., \$20,000; Fargo, N.D., \$15,000; Las Vegas, Nev., \$10,000; East Chicago, Ind., \$10,000; Hagerstown, Md., \$10,000.

Other cities indicating they would participate include: Syracuse, N.Y., \$200,000; Dallas, Tex., \$200,000; Norfolk, Va., \$150,000; Indianapolis, Ind., \$150,000; Atlanta, Ga., \$100,000; Allentown, Pa., \$100,000; El Paso, Tex., \$50,000; Salt Lake City, Utah, \$50,000; Pontiac, Mich., \$25,000; Mobile, Ala., \$25,000; Jacksonville, Fla., \$30,000; Greensburg, Pa., \$20,000; Spokane, Wash., \$20,000; Tacoma, Wash., \$20,000; Hammond, Ind., \$12,500; South Fallsburg, N.Y., \$15,000; Spring Valley, N.Y., \$10,000; Montgomery, Ala., \$15,000; Little Rock, Ark., \$10,000; Waukegan, Ill., \$10,000; North Adams, Mass., \$15,000; Pittsfield, Mass., \$10,000; Superior, Wisc., \$10,000.

MILLION-DOLLAR NIGHT AT HOLLYWOOD

With the total representing an increase over the amount contributed by the same givers last year, over \$1,000,000 was pledged at the opening Big Gifts dinner of the Motion Picture Division of the Los Angeles Jewish Welfare Fund drive last Thursday. Quentin Reynolds and Reuven Dafni, Israeli Consul on the West Coast, were the principal speakers. Jack L. Warner is President of the Welfare Fund and Henry Ginsberg, Chairman of the Division. Both of them, encouraged by the start of the drive, are convinced that Hollywood will more than repeat its record performance of last year.

The top gift of the evening was that of the Warner brothers, for \$300,000. Among the other gifts were: Music Corporation of America, \$90,000; Jack Benny, \$30,000; Eddie Cantor, \$25,000; Al Jolson, \$25,000; Jay Paley, \$25,000; William Goetz, \$30,000; Abe Lastvogel, \$20,000; Dore Schary, \$18,500; Henry Ginsberg, \$17,000; Armand Deutsch, \$15,000; Michael Rosenberg, \$12,500; Ed. G. Robinson, \$11,000; Jules Brulatour Co., \$10,000; Phil Berg, \$10,000; Bert Allenberg, \$11,000; William Wyler, \$10,000; Famous Artists Co., \$13,000.

LEO WEISFIELD LEADS SEATTLE GIVING

With a gift of \$20,000 from Leo Weisfield as the top contribution, Seattle, Wash.,

last week initiated its campaign with pledges of \$147,725, as against 1948 gifts of \$139,525. Irving Anches and Sam Rubenstein are Co-Chairmen of the campaign, with gifts of \$5,500 and \$11,500 respectively. Other top contributions included Max H. Block and Harold Barde, \$10,000 each, and Alfred Shyman, \$9,200.

COMMUNITIES FOLLOW THEIR LEADERS, RECORD SHOWS

What a community will finally do in 1949 is dependent entirely on the example which the leaders themselves are willing to give. Where the leaders hold or exceed the previous year's pace, the rest of the community follows. This is reflected from coast to coast and also in the following communities which have been added to the roster of big gifts.

Wilkes-Barre, Pa. At an opening dinner with Dr. Joseph Schwartz, the community raised \$166,300 as compared with \$160,225 in 1948. Top gift was \$37,000 from Aaron Weiss. Louis Cohen & Sons gave \$12,500; I. Isaacs & Sons, \$7,200; Charles Weissman, \$7,000. Rabbi Carl Manello is Chairman of the campaign and Nathan I. Kuss, Big Gifts Chairman. Mrs. Aaron Weiss is Chairman of the Women's Division. Mr. Kuss presented \$100,000 at the dinner for Dr. Weizmann on May 4.

Dayton, O. A total of \$189,811 in 1949 gifts was pledged last week at initial gifts functions, which heard Morris W. Berinstein of Syracuse and Rabbi Morris M. Lieberman of Baltimore. This was in excess of the amount pledged by the same groups last year. Ben Kopelove, Campaign Chairman, announced \$18,000. Other gifts included: Mr. and Mrs. Nathan Sanders, \$25,000; Duberstein Iron & Metal, \$32,000; Joseph Thal & Sons, \$20,000; Arthur Beerman, \$13,500; A. B. Saeks, \$8,500; Sam, Julius and David Finn, \$10,000.

Portland, Me. Twenty-two givers who, in 1948, contributed \$52,700 announced a minimum of \$53,900 as the big gifts section of the campaign started last week. Barnett I. Shur is Chairman of the drive and Sidney W. Wernick, President of the Federation. Top gift is that of George I. Lewis at \$16,100.

New Britain, Conn. started off with \$40,485 last week, with a lead-off gift of \$7,500 from Louis Mohill. The same people had given \$38,000 last year. Irving Rachlin is Chairman of the drive; Sidney Le Witt and Louis Mohill, Co-Chairmen of Big Gifts.

Galveston, Tex. Under the chairmanship of Edward Schreiber, this community launched its drive last week, with \$21,300 being given by those who had pledged \$17,446 last year.

Albuquerque, N.M. has Abe Cohen as Chairman. Simon Goldman is President of the Federation. Last week, at a Big Gifts meeting addressed by Max Goldberg of Denver, the pledges totalled \$30,900 from those who had given \$19,800 the year before. Having sent \$15,000 on account of its campaign in late March, the community forwarded another \$10,000 for the dinner to Dr. Weizmann.

Fresno, Calif. With James L. White, Salt Lake City leader, painting a vivid picture of the 1949 Jewish situation, the Fresno community responded with alertness to the Big Gifts opening by contributing \$42,875 against \$39,000 from the same people last year. Dr. H. M. Ginsberg is Chairman of the campaign.

Mansfield, O. When Nathan Lifson, Chairman of the Mansfield campaign, brought \$25,000 to the Weizmann dinner last week, it was a further demonstration of the devoted leadership he has been giving this small community. With his own generous gift

sparkling the contributions of the community, Mr. Lifson helped raise \$44,550 from those who last year gave \$39,900. M. J. Berer is Co-Chairman of the campaign.

Gastonia, N.C. again reflected the generous leadership of Robert J. Gurney, Campaign Chairman, who contributed \$40,000. No cuts were registered by any of the other givers, so that the community goal will be met, if not exceeded. Clarence A. Ross is Co-Chairman of the drive, with Mrs. Leon Schneider, Chairman of the Women's Division.

Chicago Heights, Ill. With Seymour Cohen as the Chairman, and aided by the visits of Philip M. Klutznick and Milton Silverstein of Chicago, Chicago Heights registered gifts of \$45,133 at the campaign opening. The same givers had contributed \$38,040 last year.

Hattiesburg, Miss. Max Signoff, Mississippi State Chairman for UJA, presented \$10,000 for this community at the Weizmann dinner. With Ben Shemper as the vigorous Chairman of the campaign, the community raised \$14,500 at its opening.

JEWISH AGENCY WARNS AGAINST "UNAUTHORIZED AND ILLEGITIMATE" CAMPAIGNS

The Jewish Agency for Palestine last week issued a warning against "unauthorized and illegitimate" fund-raising drives on behalf of Israel and emphasized the need for the priority of the United Jewish Appeal. After announcing that a committee had been established to concern itself with multiple campaigns, the Jewish Agency stated, in part:

"The Jewish Agency, charged by the Government of Israel with primary responsibility for the administration of philanthropic funds spent on the Israeli immigration and absorption program, considers that the confusion created by multiple campaigns endangers the success of the United Jewish Appeal.

"The profound interest of the Government of Israel in this problem is evidenced by its recent decision forbidding ministers and officials from endorsing any fund-raising campaign except that of the United Jewish Appeal without specific government authorization.

"The Jewish Agency calls upon the Jews of America to refrain from the diversion of energies and resources through unauthorized campaigns for Israel and to give maximum support and assistance to the United Jewish Appeal. Through the committee on multiple campaigns, it offers its services to the contributing public as a guide to the validity of any organization soliciting funds on behalf of Israel."

HOLLYWOOD, FLORIDA AGAIN SETS RECORD

For three years in succession, Hollywood, Fla. has accepted the goal requested by the United Jewish Appeal and has been among the first communities in the nation to "go over the top." This week, the officers, headed by Ben Tobin as Chairman; David Crystal, Big Gifts Chairman; and Stanley M. Beckerman, Secretary of the Federation were able to announce that \$146,500 had been raised and that the Board of Trustees of the Jewish Welfare Federation of Hollywood had awarded to the United Jewish Appeal the sum of \$135,000. The community leaders expressed the hope that their outstanding performance would "serve as a stimulus to some other Jewish communities which may be lagging behind."

Additional campaign officers include Albert Einstein, Chairman, General Committee; Harry Stadler, Chairman, Business Committee; Edwin M. Rosenthal, Co-Chairman, Initial Gifts; Sidney Weil, Co-Chairman, Initial Gifts. A. J. Dimond is President of the Federation.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director



UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

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NOT FOR PUBLICATION

May 16, 1949

GOLDA MYERSON, GREAT ISRAELI LEADER, TO RE-VISIT U.S.A.

Mrs. Golda Myerson, only woman member of the Cabinet of the State of Israel, and until recently Israeli Minister to Moscow, is expected to come to the United States within the next two weeks to aid the United Jewish Appeal, it was announced by Hon. Henry Morgenthau, Jr., General Chairman.

Mrs. Myerson was recalled from Moscow to take the vitally important post of Secretary of Labor and Reconstruction only a few weeks ago. However, the Prime Minister of Israel and the Finance Minister, as well as the entire Cabinet, agreed to Mrs. Myerson's visit to the United States because of the primary importance attached to the success of the United Jewish Appeal to meet the financial problems growing out of the vast immigration into Israel.

It is planned that Mrs. Myerson will stay in the United States for only a few weeks. She will visit a number of major communities, Mr. Morgenthau indicated.

Those familiar with the conduct and results of the 1948 United Jewish Appeal campaign attribute a large part of the success achieved to the atmosphere generated by Mrs. Myerson. A personality of profound simplicity and sincerity, Mrs. Myerson endeared herself to American Jewry by her modesty, her frankness and tremendous emotional impact.

LEVITT SEES UJA GETTING "FIRST ATTENTION" AS GIFT IS RAISED

William J. Levitt, famous builder, whose name has been in the forefront of the news because of his organization's plans for a large-scale housing program in Israel, this week notified Hon. Henry Morgenthau, Jr. of an increase in his gift to the UJA which, he said, "must receive first philanthropic attention."

In his letter, Mr. Levitt said:

"As you know, the Levitts, being builders, have felt for some time that they could make the greatest contribution to Israel if they concerned themselves exclusively with the housing problem. With that thought in mind, we are completing plans for a

large investment in such an enterprise, doing so out of our sincere conviction that we can render a public service.

"We had for some time felt that we should put all of our strength and efforts in that direction, but a careful analysis of the situation confronting the agencies of the United Jewish Appeal at this period convinces us that whatever we or any private person has in his mind in the direction of lending aid to Israel whose needs are so great, the United Jewish Appeal must receive first philanthropic attention. In that spirit, we have decided that in comparison with our 1948 contribution of \$100,000, we will this year contribute to the United Jewish Appeal \$125,000."

ST. LOUIS ADVANCES FURTHER \$500,000 TO UJA

At a meeting of the Board of Directors of the St. Louis Jewish Welfare Fund this week, it was agreed to advance a further \$500,000 to the United Jewish Appeal to help meet the desperate cash needs. This represents the second major loan action for the UJA.

From Gastonia, N.C., a day after the campaign was opened, a check for \$35,000 was forwarded in response to a special plea from Mr. Morgenthau. Robert J. Gurney is Campaign Chairman and Welfare Fund President. Rocky Mount, N.C. was planning to have a Fall campaign but eager to participate in the current cash drive, advanced the sum of \$5,000 immediately. Leon N. Epstein, Aaron Coplon and Samuel A. Temko were responsible for the activity.

San Diego, Calif. has proved itself one of the outstanding communities in the nation in its proportionate sharing in the cash drive, having forwarded \$100,000 to date. Saul Chenkin is Campaign Chairman and Eli H. Levenson, President of the Welfare Fund. A. S. Goldberg of Rome, N.Y. reported the borrowing of \$10,000 on account of the forthcoming campaign and forwarded the check.

"Under the circumstances we all feel that we must do something to assure the General Chairman that we are behind him in his efforts to get the funds over there," reports Louis N. Zipperman, Executive Secretary of Ellenville, N.Y. Although the campaign is still some months off, the sum of \$12,500 was forwarded as an advance. Another advance on the 1949 drive in the amount of \$10,000 was sent from Hagerstown, Md. by Benjamin Pruzan, Treasurer.

New Orleans, La. by sending another check for \$50,000, brought its 1949 cash payments to \$255,000. Samuel Kroot, Secretary of the Southeastern Indiana Jewish Welfare Fund forwarded \$20,000 as the first payment on the 1949 campaign in Shelbyville, Ind. Writing to Rabbi Jonah B. Wise, L. Wynne of Bainbridge, Ga. said that it had originally been planned to run a drive in the small community in the Fall but "being aware of the dire need for cash," advances were obtained and a check for \$2,275 was forwarded.

A loan from the local Bank of America in the sum of \$5,000 was taken by the Ventura, Calif. Welfare Fund to provide an immediate advance on the 1949 campaign, Ronald Bank, Chairman, reported as he remitted the check.

In Tucson, Ariz. an effort was launched to provide the United Jewish Appeal with an additional sum in cash. However, \$17,000 was still owing on the previous loan. At once an intensive cash collection effort was initiated and in a few hours almost enough money was in hand. Then a special meeting of the Executive Board of the local Zionist District was called. Out of a sum of \$900 on deposit, the District decided to lend \$800. With this amount, it was possible to pay off the outstanding note. Within

ten minutes, a new note was made out and taken to the bank. That same day, a check for \$25,000 was mailed to the UJA headquarters in New York. This is typical of the extraordinary efforts being made by communities from coast to coast to deal in responsible and militant manner with the urgent cash requirements for Israel. Dr. Leonard Weiner is Campaign Chairman and Raphael Brandes, President of the Welfare Fund.

CAPITAL FUND INCLUSION DOES NOT ADD TO CAMPAIGN RESULTS

A survey of communities which, last December or in January or February voted to include capital funds in their 1949 campaigns, reveals conclusively that in no single instance have greater funds been raised because of such inclusion.

During the prolonged discussions early in the year with respect to the organization of the United Jewish Appeal, when there was minimum opportunity for consultation with the UJA, a number of towns decided, under pressure from certain local sources, that it would be advantageous to include a percentage or a specified amount for local capital purposes. The argument was made, first, that if any sums at all were to be raised in 1949 appropriate provision would have to be made for such local funds; and, secondly, that the stimulus provided by such inclusion would add considerably to the campaign total and even cover the extra amount added.

A review of such cities proves the contrary. The three most unsuccessful campaigns now being conducted in the United States started off with extraordinary promotion given to the inclusion of capital funds. In one case, the results were so disastrous that the local leadership voluntarily eliminated the provision for local capital funds to provide even a bare minimum for the primary requirements of the United Jewish Appeal.

In another city, the results to date are sharply behind last year. In this particular community a vicious circle has been in process. One large contributor declined to give because of what he alleged was an excessive provision for local purposes; in alleged reaction to his attitude, other givers who were responsible for the local inclusion have withheld their contributions in alleged retaliation for this act. The consequence is not merely a divided community but a calamitous drop in the income available for all purposes.

Comparisons, city by city, disclose that effective leadership in communities where no capital funds were included is raising far larger funds. The most successful campaign of any city in the United States is being conducted in a community which rigorously excluded capital funds. This success is forthcoming despite the fact that the community last winter and early this spring ran a large-scale and successful campaign specifically devoted to local capital funds. The experience in 1949 serves to indicate that the mixture of the two purposes does not adequately serve either: those who believe in the priority of overseas requirements this year are alienated by what they regard as excessive advance commitments for capital funds; those whose primary interest is local capital funds are not sufficiently stimulated to all-out effort when such funds are a secondary factor in the campaign.

UJA SETS POLICY ON CAPITAL FUND INCLUSION

With immigration into Israel creating problems of gravest urgency; with tens of thousands of human beings living in Israel under the severest conditions as regards primitive needs for food, clothing, medical services and shelter; the United Jewish Appeal has made clear the following policy that it will now press upon communities:

(1) The United Jewish Appeal will not permit any community to conduct a campaign on its behalf unless there shall have been an adequate discussion in advance between UJA representatives and the local community; and unless the UJA shall give specific permission for the conduct of such a campaign. It needs to be emphasized that, legally, no community may raise funds for the UJA except with such authorization.

(2) Whatever views may prevail locally with respect to the inclusion of other purposes, adequate safeguards must be set up to assure that the fair share of responsibility of the community to the United Jewish Appeal will be met.

Whatever validity there may be to any local capital fund program -- and the United Jewish Appeal takes no position whatever on such matters -- it is universally recognized that, in 1949, the task of immigrating, settling and absorbing hundreds of thousands of Jews in Israel is of such overwhelming importance in the history of Jewish constructive enterprise that the highest priority must be given to the United Jewish Appeal this year.

It has been amply demonstrated in communities which have acted on the contrary thesis that any departure from this principle means that local needs, however meritorious, are being met directly from the resources which the bulk of Jews give for the agencies of the United Jewish Appeal.

DES MOINES, WITH HERZOG, OPENS WITH INCREASE

Flying to Des Moines following his visit with President Truman at the White House, Chief Rabbi Isaac H. Herzog was the guest of the community at its campaign opening last week. The other principal speaker was Samuel Rothberg, UJA National Chairman for Initial Gifts. A total of \$180,500 was raised at the Big Gifts meeting, which preceded the mass meeting. The sum compared with pledges of \$170,500 from the same contributors in 1948. At the same time, the Women's Division reported gifts of \$30,896 as compared with \$29,825 last year. Among the top gifts were Abe H. Blank, minimum of \$40,000; Frank B. Sanders, \$30,000; Harold A. Goldman, \$35,000; Herman M. Brown, \$15,000; Jerome Wolf, \$12,000; Jack Brody, \$5,000.

NORTH HUDSON REPORTS STEADY HOLDING OF INCREASES

At the formal dinner opening the 1949 drive in North Hudson County for the United Jewish Appeal, pledges of \$258,000 were announced from contributors of \$203,000 last year. Judge Abraham Lieberman, Advisory Chairman of the campaign, presided at the stimulating meeting, which included a moving address by Rabbi Barnett R. Brickner of Cleveland. Almost daily report meetings have been scheduled to bring the campaign to a quick and successful conclusion. Squads of top leaders have taken the cards of givers who were out of town or who have not yet announced. Each pledge of importance is handled by a group of solicitors. Alexander Grodnick is Chairman; Mrs. Murray Gillette, Chairman of the Women's Division.

AL JOLSON ON AIR FOR UJA MAY 22

Al Jolson is the star of a UJA broadcast on the NBC network Sunday, May 22, from 2:00 to 2:30 P.M. Eastern Daylight Saving Time. Jack L. Warner, famous producer and President of the Los Angeles Welfare Fund, will participate with a message.

COMMUNITIES WITHOUT "MUTUAL PROTECTIVE SOCIETIES" SCORE GAINS

Where communities invite outside lay leadership; where they permit the public reading of cards to secure pledges at Big Gifts meetings; where there is no "mutual

protective society" among some of the top leaders to prevent pressure upon themselves to secure adequate giving, the campaigns of 1949 are holding up, with increases registered over 1948 gifts, and at least the same results as in 1948 as a minimum.

York, Pa. opened the Big Gifts phase of its campaign last week with a small group who contributed \$63,050 as against \$58,925 from the same pledgors last year. The top gift in the community was that of Ben Lavetan, who pledged \$25,000. Joseph Rubin is Chairman of the campaign. The meeting had the benefit of the presence of Joseph Meyerhoff, Chairman of the Baltimore campaign, who is doing such an outstanding job in his own community.

Duquesne, Pa. is one of scores of small communities in the Tri-State area surrounding Pittsburgh which have established an outstanding record in the past three years. This small community, benefited by the attendance of Alex Lowenthal of Pittsburgh, raised \$9,660 as compared with \$5,745 at the opening of the campaign last week. Harry Soffer is Campaign Chairman.

Stamford, Conn., whose leaders had feared serious cuts all along the line prior to the campaign opening were encouraged by the results of the Big Gifts meeting last week. The sum of \$119,465 was pledged by those who gave \$108,765 in 1948. Dr. Joseph J. Schwartz, Chairman of the European Executive Council of the JDC, spoke at the meeting as did Morris W. Berinstein of Syracuse, UJA National Chairman for Caravans. Mr. Berinstein has proved one of the outstanding pillars of the national campaign of 1949, visiting numerous communities and everywhere establishing a high regard for himself and for his campaigning ability. His methods and his message have not only brought a generous response wherever he has gone, but have also won him great esteem. Harold Hoffman is Chairman of the drive and Joseph Gruber, Big Gifts Chairman. Mrs. Bernard Plotnik is Chairman of the Women's Division.

Middletown, Conn. opened its campaign with gifts of \$42,250 from the Initial Gifts group which contributed \$40,575 in 1948. E. I. Schwartz led the giving with \$12,000, as against \$10,000 last year. The Co-Chairmen of the drive are Hon. Israel Poliner, E. I. Schwarz, Philip R. Shapero and William Warshauer. Mrs. Arthur Friedman is Chairman of the Women's Division.

Aroostook County set an example for other Maine communities when, at its Big Gifts opening, it raised \$23,350 from givers of \$18,600 in 1948. Herman Zimmerman, Chairman of the drive, started off with \$8,000, as against \$5,000 last year. The opening meeting was also attended by William Viner and George Silver of Bangor.

Jersey City, N.J., at its campaign opening last week, announced pledges of \$175,000 from givers of \$160,000 in 1948. Morris W. Berinstein of Syracuse, was the principal speaker of the occasion, joined by Major Yehuda Gideon of the Israeli Army. Top gifts included Julius I. Kislak, \$16,000; Abraham Lenkowsky family, \$15,000; Struhl family, \$13,000. Louis Struhl is Campaign Chairman, with Mrs. Henry Goldman as Chairman of the Women's Division.

Roanoke, Va. opened with gifts of \$30,000 from 28 pledges, an increase over last year. This did not include Arthur Taubman, one of the top community leaders, now in Israel, who is expected to return in time for the formal campaign opening. Gifts included Rosenberg Bros., \$9,000; N. William Schlossberg, \$6,000; Kane Furniture Co. and Sam Kane, \$3,000. In addition to the campaign among Jews, an active solicitation is being conducted among Christians, with full page ads in the press. Sam Kane is Chairman; N. William Schlossberg, Big Gifts Chairman; Mrs. Lake Rosenberg, Chairman of the Women's Division.

Fond du Lac, Wis., under the Campaign Chairmanship of Ben Sadoff, raised \$22,055 at the opening dinner, as against \$20,125 in 1948. With Mr. Sadoff leading off with \$6,000, others in the community increased or held the line. Rabbi David Shapiro, UJA State Chairman for Wisconsin, was the principal speaker of the evening and his effective presentation helped insure the result. Mr. Sadoff read the cards.

Sacramento, Calif., being led by Irving Goldstein as Chairman, with William B. Berman, Louis Brodovsky and Ernest Fash as Big Gifts Co-Chairmen, was able to report pledges of \$43,025 at the campaign opening with Eleazar Lipsky of New York, as the speaker. The sum compares with \$40,952 from the same contributors last year. Mrs. Seymour Lewis is Chairman of the Women's Division.

Clearfield, Pa. is one of the network of small towns in the Tri-State area which launched its campaign last week. Pledges of \$9,654 were recorded from those who had previously given \$8,450. Jacob Kantar is Chairman.

Sterling, Ill. raised \$6,850 at its campaign opening as against \$5,475 in 1948. Chairman of the drive is Louis Raphael.

NEBRASKA COMMUNITIES AIM AT PER CAPITA RECORD

It is a campaign axiom that the smaller the community the larger the per capita amount raised. The leaders of Nebraska, headed by Samuel I. Berek of Fremont, UJA State Chairman, are determined that their State shall have the per capita record in that area, both in pledges and in immediate cash returns.

The State has set the period from May 15 to 22 for intensive campaigning in all its communities. Mr. Berek, assisted by Leo Hill, Lincoln, Co-Chairman, and D. David Nefsky, 1948 State Chairman, are touring all communities to channelize enthusiasm into maximum giving. At a regional conference in Lincoln on May 8, presentations of substantial cash, in advance of campaigns, were made by Dan Hill, for Lincoln; Mitchell Wasserman, for Grand Island; Samuel Cohen, for Scottsbluff; David Kavich, for Fremont; Edward Shapiro, for Norfolk; Joseph Hirschfeld, for North Platte.

WASHINGTON STATE COMMUNITIES DO IT, TOO

Washington is one of the most beautiful States in the Union but it is, in the main, remote from the large centers of Jewish population. Energy and initiative on a special scale are required for campaigning here. But in Washington State, too, good leadership can cope with campaign problems.

Under the leadership of Allan Goldberg and Percy Bean, Olympia, Wash. raised \$6,803 at the opening dinner addressed by Rabbi Bernard Rosenberg of Tacoma. Last year this group had pledged \$5,710.

With Al Levin and Monford A. Orloff at the helm, Bellingham spurted 22% ahead of last year. Already, \$8,671 has been raised and the goal of \$15,500 seems assured.

Guided by Lawrence Weinstein and Joel Wolff, Aberdeen had a stimulating opening, with \$8,914 raised at a meeting addressed by Dr. Carl Voss. Last year, this group gave \$7,622.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director



UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 11

NOT FOR PUBLICATION

May 24, 1949

GOLDA MYERSON SCHEDULE TO AID MAJOR COMMUNITIES

Golda Myerson, key figure in Israel's new austerity program, center of many apocryphal stories revolving around her tour of duty as Israel's Ambassador to Moscow, is eagerly awaited by the American Jewish community. Expected to arrive in the United States by air on June 3, the Minister of Labor and Reconstruction in the Cabinet of the Government of Israel will visit a number of the key communities to bring home to the leaders of America the first-hand story of the problems with which the infant Republic is faced. Her present tentative schedule includes the following cities for the first days:

Hartford	June 5
Newark	June 6
New York UJA	June 7
Pittsburgh	June 8
Detroit	June 9

PLEDGES CANNOT PROVIDE SHELTER — CASH CAN

CAMPAIGN STATUS IN MID-STREAM

New Orleans, La. Last week, pledges in the New Orleans Welfare Fund drive stood at \$459,896. This compared with \$369,784 from the same givers last year. Judge Louis H. Yarrut is Chairman; Harry Latter, Big Gifts Chairman; Mrs. Calman A. Landa, Chairman of the Women's Division. Rabbi Emil W. Leipziger is President of the Fund and Dr. David Fichman, Executive Secretary.

St. Louis, Mo. With over \$1,775,000 recorded at the half-way mark in the campaign, St. Louis Campaign General Chairman David Baron could compare this with pledges from the same givers last year for an increase of approximately 15%. Ben L. Shifrin is President and Herman L. Kaplow, Executive Director of the Federation.

New Haven, Conn. With Emanuel H. Gratenstein hailed in the community as one of the most effective campaign leaders in the long philanthropic history of New Haven, the Welfare Fund drive stood at approximately \$570,000, which represents about a 5% increase over the amount raised from the same sources in 1948. In addition to Mr. Gratenstein as Chairman, the officers include as Vice Chairmen: J. J. Cooley, Samuel F. Gingold, Abe Lapidès and Alexander Winnick. The latter is Welfare Fund Chairman and Norman B. Dockman is Executive Director.

Portland, Me. Spurred on by Barnett I. Shur as Chairman, the Portland Federation had last week reached pledges of \$152,064, as compared with \$147,768 from the same contributors last year. Sidney W. Wernick is Federation President.

SIOUX CITY PASSES 1948 MARK AT OPENING

With Harold A. Goldman, Iowa State Chairman, in attendance, the Sioux City campaign was launched last week with pledges of \$156,200 from those who had contributed \$153,200 the year before. E. W. Baron is Chairman of the drive; Jake Kalin and Frank Margolin are Advance Gifts Co-Chairmen. Everyone present felt that the address of Mrs. Archibald Silverman as guest speaker was singularly important in the results achieved. E. N. Grueskin is President of the Federation.

CANTON GETS GOOD START AS DRIVE BEGINS

Canton, Ohio, somewhat fearful before the campaign opened, justified the confidence of its Chairman, Robert H. Erlanger, at the big gifts function with which the drive began last week. Pledges of \$149,675 were obtained from the group which had given \$144,750 last year. Mrs. Paul Heller is Chairman of the Women's Division. Paul Heller is President of the Welfare Fund and Leonard Sebrans is Executive Director. The community was deeply stirred by Rabbi Morris Lieberman of Baltimore, who, on visits to various communities this Spring, has distinguished himself as one of the most forceful interpreters of the UJA campaign story. Charles Fruchtmán of Toledo, also visited the community to help in the campaign's opening.

BEFORE YOU MAKE VACATION PLANS -- PAY YOUR PLEDGE

BETHLEHEM SHOWS 11% INCREASE WITH INITIAL GIFTS

Bethlehem, Pa. raised \$60,000 at its campaign opening, addressed by Leo Lania. The same givers had contributed \$54,000 last year. There had been anxiety in the community before the drive started as to whether some of the top givers would maintain last year's pace. The answer was given in the pledges themselves. Dr. Morris Spector is Chairman of the campaign.

MORGENTHAU IN MANY-SIDED EXHIBITION OF SERVICE

It is a long, slow ride on the two-motored plane that flies to Greensboro, N.C. But Hon. Henry Morgenthau, Jr. was on it last week in fulfillment of a promise to Benjamin Cone, President of the Greensboro Jewish United Charities, that he would attend the campaign opening of that small community, which has one of the outstanding

records in the Nation for giving to the United Jewish Appeal. The high pace of giving was maintained at a function which saw most of the adult Jewish population of the town in attendance. The meeting was marked by the presence of delegations from neighboring North Carolina towns. Participating in the program also were Morris Speizman, energetic Chairman of the State for UJA; Mrs. Alfred Klein, North Carolina Chairman for Women; Lou Silverstein, Chairman of the drive; Henry Montor, and Mr. Cone, who presided.

Within the same week, Mr. Morgenthau had done many another chore in his capacity as General Chairman of the UJA. He was in touch by telephone with the leaders of one community, urging that the campaign be reorganized so that an adequate sum might be forthcoming for the UJA. He passed among the diners at a function in honor of Jack D. Weiler, New York UJA Co-Chairman, urging individuals to raise their gifts. He attended another UJA dinner in New York, together with Chief Rabbi Isaac H. Herzog, in honor of Abraham Mazer. This was in addition to the normal office routine of keeping in touch with cities and persons here and abroad.

This week, Mr. Morgenthau is in receipt of an award from the Boston section of the National Conference of Christians and Jews. Boston leaders made a double event of the day by arranging a luncheon to promote the payment of outstanding pledges to the Combined Jewish Appeal.

When Mr. Morgenthau urges service on American Jews, he stands on the solid record of his own performance.

EMPTY THE DP CAMPS IN 1949 WITH CASH

NEW JERSEY TOWNS HOLD STEADY PACE

The month of May has seen the bulk of New Jersey communities launch their campaigns. Reports of initial gifts and formal campaign opening meetings disclose that the majority are either increasing or holding their own. The availability of lay leadership in spurring on these communities is one of the greatest assets in this State as throughout the Nation. Men like William N. Gurtman of Passaic, Leonard H. Gidding of Plainfield, and Bernard Alexander of Trenton have been giving most generously of time and influence to many of the towns scattered through the populous State. Among the communities visited by Mr. Gurtman, who was among the delegation to Israel, were Linden, Englewood, Perth Amboy, Fairlawn, Asbury Park, Hackensack.

Hackensack, N.J., under the leadership of Harry Zisk as Chairman and Howard Mack as Big Gifts Chairman, launched its campaign with pledges of \$46,075, which compares with \$41,150 from the same group last year. Mrs. Howard Mack and Mrs. Bernard Richman are Co-Chairmen of the Women's Division.

Linden, N.J. opened its big gifts with pledges of \$16,050. The same contributors had given \$14,400 in 1948. Harry A. Levine and Isadore Posnock are Co-Chairmen of the drive. Mrs. Isadore Posnock, Mrs. Abram Gushin and Mrs. Louis Winetsky are Women's Division Co-Chairmen.

South River, N.J. reported a 15% increase at its campaign opening. Jack Brodsky is Chairman, Jacob Reiser is Big Gifts Chairman. Pledges of \$25,190 were obtained as against \$21,870 from the same sources last year. Mrs. Moe Schlecter is Chairman of the Women's Division.

Boonton, N.J. had pledges of \$7,371 at its campaign opening. Morton Harris is Chairman; Mrs. William Yanowsky is Chairman of the Women's Division. The comparative figure for 1948 pledges is \$5,751.

Teaneck, N.J. registered a record 31% increase at its campaign opening, with Matthew Feldman, Moe Jaffe and Sam Richman as Co-Chairmen of General Solicitation. Fred Schneider is Big Gifts Chairman and Louis Stein, Big Gifts Co-Chairman. Leonard H. Gidding of Plainfield was extremely impressive in his presentation of 1949 needs, so that the response was \$16,600, as compared with \$12,675 from the same givers last year.

New Brunswick, N.J. is led by Sigmund Scharf as Chairman. This year's campaign opened with a rally at the State Theatre on a Sunday morning and following the stimulation of the assembly, a big gifts luncheon was held for a limited group. A total of \$46,000 was pledged as against \$41,000 from the same givers in 1948.

Bridgeton, N.J., under the Chairmanship of Louis A. Lewis, has been registering substantial progress, which was initiated at a most effective Zone conference for the South Jersey area. At that conference, Bridgeton presented a check for \$30,000 to the UJA as an advance against the 1949 campaign. Michael Steinbrook and Judge David L. Horovitz are Vice-Chairmen of the drive and Max C. Schrank, Big Gifts Chairman. Mrs. Max C. Schrank is Chairman of the Women's Division. Bridgeton's results give it a very high place in the record of New Jersey giving.

At the last report, Bridgeton had received pledges of \$50,422 as compared with \$47,405 from the same givers last year. At the campaign opening, at which Mr. Lewis presided and Judge Hurovitz read the cards, an increase was registered in the initial gifts, led off by Mr. Schrank's \$10,000 gift. Charles Weissman, Wilkes-Barre leader, also participated in the session.

WARBURG ATTENDS MANCHESTER CAMPAIGN OPENING

In the annals of the United Jewish Appeal, the result in all communities is equally important. That was illustrated last week when Edward M. M. Warburg, Chairman of the JDC, flew up to Manchester, N.H. to attend the initial gifts opening of that campaign. The community, on consultation with the UJA, had revised its campaign program and quota to meet the wishes of the UJA. As a result, the UJA national officers felt that special cooperation was warranted. The Manchester community showed its appreciation of the visit of Mr. Warburg with an increased response in giving. A total of \$97,000 was pledged by a group which had contributed \$93,000 in 1948. Manchester is aiming at a total goal of \$300,000. Milton Machinist, young war veteran, is General Chairman of the drive.

DO YOU WANT TO HELP? DO IT WITH CASH

SMALL TENNESSEE TOWN ALSO CONQUERS FEAR

As in scores of other communities before the campaign started, Dyersburg, Tenn. thought the 1949 drive would be a failure. But today Gilbert A. Schlesinger, the Chairman, knows that fear is easily conquered by hard work, even in the remoteness of the small Tennessee towns. Pledges of \$8,085 are in hand, as against the official quota of \$7,500. The Dyersburg drive involves a handful of Jews not only in Dyersburg

but in nearby communities such as Newbern, Tenn., which has one Jewish resident, Halls, Tenn., which also has one Jewish resident, and Ripley, which has two Jewish families.

CROSS-SECTION OF THE NATION'S CAMPAIGN FOR UJA

Altoona, Pa. The record which the Altoona community has established of pace-setting for the Tri-State Area centering around Pittsburgh was maintained this weekend when, at a dinner addressed by Mrs. Archibald Silverman, pledges were recorded totaling \$122,000. This represented a 5% increase over gifts from the same persons last year. Meyer Abelson is Chairman of the campaign. Frank M. Titelman is President of the Federation of Jewish Philanthropies.

Greenwich, Conn. The Greenwich community was honored this week by the presence of Mrs. David M. Levy, Honorary Chairman of the Women's Division of the UJA, who attended the big gifts opening of the Greenwich campaign. A total in pledges of \$116,840 was announced by persons who had contributed \$95,185 last year. Among the principal contributors were George Frankel, \$20,000; Richard E. Deutsch, (Mrs. David M. Levy's son) \$15,000; Mrs. Richard E. Deutsch, \$5,000; Mayer H. Cohen, \$10,000; Martin Goldring Foundation, \$12,000. In a great measure the community was paying its tribute to the extraordinary service which Mrs. Levy has rendered to the UJA through the years. Judge Archibald H. Tunick is Chairman of the Greenwich Jewish Welfare Fund campaign.

Greenwood, Miss. In this tiny community of the deep South, pledges of \$25,320 were registered at the campaign opening from those who had given \$22,475 last year. Already \$12,000 has been forwarded in cash. One of the most unusual communities in the country in terms of the public recognition of the importance of the UJA drive, Greenwood's newspapers and radio give full emphasis to the campaign. At the campaign opening, the participants included not only Millard K. Weiler, the Chairman, but Dr. Van Arnold, representing the Christian community.

Pontiac, Mich. With Meyer Simon as Campaign Chairman, and Jacob Kovinsky as Honorary Chairman, the Pontiac drive was started with gifts of \$68,250 from those who gave \$65,425 in 1948. In addition to the outstanding work that they are doing in their own community, Joseph Holtzman and Abe Kasle of Detroit, joined by George M. Stutz and Irving Cohen, came to Pontiac for the campaign opening.

Sioux Falls, S.D. is another of the small communities setting examples for the Nation. Cash in the amount of \$40,000 has already been received on account of the campaign. At the campaign opening, pledges of \$55,000 were announced by those who had last year given \$50,000. Co-Chairmen of the drive are Benjamin M. Margulies, who presided at the opening, and Lewis Dworski. "Absolutely magnificent," was the phrase applied to Mrs. Archibald Silverman, the guest speaker.

Bay City, Mich. launched its drive, under the Chairmanship of T. George Sternberg, with gifts of \$25,350, for a 4% increase as compared with last year. Erwin I. Sherman is President of the Federation; Norman Leifer is Secretary.

Suffern, N.Y. recorded pledges of \$20,897, a 5% increase, at its campaign opening. John Lewis is Chairman of the drive; Mrs. Charles Levine, Women's Division Chairman.

Carbon County, Pa. William Cohen is Chairman of the drive, which netted \$26,000 at its opening meeting, compared with \$21,000 raised from the same group last year.

"THIS IS URGENT," LEHMAN CABLES FROM ISRAEL

"THIS IS URGENT," WAS THE KEYNOTE OF A CABLE SENT THIS WEEK FROM ISRAEL BY FORMER GOVERNOR HERBERT H. LEHMAN WHO, WITH MRS. LEHMAN, HAS BEEN VISITING THE JEWISH STATE. "CALL ALL JEWRY TO INTENSIFY THEIR EFFORTS ON BEHALF OF THE UNITED JEWISH APPEAL AND RUSH ALL POSSIBLE CASH AID IMMEDIATELY," THE DISTINGUISHED AMERICAN JEWISH LEADER URGED.

"NO ONE BACK HOME FULLY APPRECIATES THE URGENCY OF THE NEEDS OF THE MANY THOUSANDS OF REFUGEES WHO ARE POURING INTO THE JEWISH STATE.

"THE PEOPLE OF ISRAEL ARE DOING ALL THAT CAN BE EXPECTED OF THEM -- AND MORE -- TO RESETTLE THE IMMIGRANTS FROM ALL CORNERS OF THE WORLD. BUT WHAT THEY ARE ABLE TO DO WITH THEIR LIMITED RESOURCES IS NOT ENOUGH. THE JEWS OF THE UNITED STATES MUST PROVIDE THE UNITED JEWISH APPEAL WITH THE FUNDS TO MEET THE CRITICAL SITUATION OF THE IMMIGRANTS."

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director

UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 12

NOT FOR PUBLICATION

May 31, 1949

TOTALS IN COMMUNITIES HOLD UP AS CAMPAIGN GOES INTO FINAL STRETCH

It is not possible at this early stage to indicate the outcome of the campaign in the hundreds of communities which are now going into the final, wind-up stretch. Figures on total results as of this period indicate, however, that in most communities the aggregate of pledges is holding up well in comparison with the results of the record year of 1948. The final outcome in each city will depend on the contributors who are still to be reached; on additional stimulation that may bring about resolicitation in areas which the community might consider inadequate; and supplementary gifts by those stirred to even greater awareness of the needs, even though their basic contributions are generous. As regards the amounts to be made available to the United Jewish Appeal, this will be determined by the final results of the campaign and by the process of allocation.

The following is a selection of communities in various population brackets from which figures, as of May 25, are available. The absence of communities from this list is not any commentary on the status of their campaigns. The Report to Members will appreciate the cooperation of communities in forwarding any data they may have for inclusion in further compilations of this type.

<u>Community</u>	<u>1948 Results as of This Date</u>	<u>1949 Figure</u>
Detroit, Mich.	\$4,497,000	\$4,755,000
Cleveland, Ohio	4,821,000	4,848,770
Baltimore, Md.	2,088,760	2,350,245
Washington, D. C.	same	1,417,173
St. Louis, Mo.	1,702,000	1,940,000
Los Angeles, Calif.	3,699,636	3,861,294
New Haven, Conn.	615,000	641,000
New Orleans, La.	478,000	500,000
San Francisco, Calif.	885,000	1,000,000
Akron, Ohio	390,653	448,869
Cincinnati, Ohio	1,157,950	1,173,000

<u>Community</u>	<u>1948 Results as of This Date</u>	<u>1949 Figure</u>
Atlanta, Ga.	same	\$ 646,500
Memphis, Tenn.	\$ 624,986	619,729
Albany, N. Y.	433,231	419,755
Louisville, Ky.	194,567	208,224
Newark, N. J.	2,140,000	2,100,000
Pittsburgh, Pa.	1,671,484	1,753,775

THE PRIMITIVE NEEDS -- BREAD, CLOTHING, SHELTER -- CAN BE BOUGHT ONLY WITH YOUR CASH

HERO OF 1949: THE CAMPAIGN WORKER

In the pages of this Report have appeared the names of many individuals who have given generously of time, labor and money toward the campaign. But one man above all others has earned the admiration and the gratitude of the Jews throughout the world who are the beneficiaries of each local campaign and of the United Jewish Appeal. If a festive ceremony could be appropriately planned, this man would have eloquent speeches delivered in his honor. The climax of the ceremony would be reached with the pinning on his lapel of some suitably bejeweled emblem with this designation: Hero of 1949.

The man upon whom this honor would be conferred has many names. But he can be easily identified. He is -- the campaign worker.

It is he who helps to plan the campaign, to rate the prospects, to arrange the functions, to bring out the attendance. It is he who takes the good card and the bad, thrusts down deep into his inwards his basic unhappiness about making a plea to any other man and, nevertheless, urges a maximum contribution to the cause. It is he who sets the pace with his own gift, which out-distances his immediate resources. It is he who must make his peace with wife and children for continuous absences over many weeks. It is he who preaches the gospel of everything that is decent and forward-looking in the Jewish community. In short, he is the symbol of all that is finest in American Jewry at its highest moment of aspiration. ("He," of course, is generic. It could just as well be "She.")

SOUTH BEND MAINTAINS LEAD IN INDIANA GIVING

South Bend, Ind. which, in recent years, has been among the leaders of the State in campaign performance, again started off well when its Initial Gifts division was able to report a total of \$203,167 at the campaign opening. This compares with the sum of \$198,000 represented by the same gifts in 1948, it was pointed out by Sig Welber, President of the St. Joseph Valley Welfare Fund.

Top gift of the campaign was \$45,000 from the Sig and Phil Welber families and Mrs. Ina Welber, as against \$40,000 last year. Ben and Henry Feferman increased from \$15,000 to \$16,800. Samuel Brown is Chairman of the campaign; Ben Medow, Big Gifts Chairman; Mrs. Melvin H. Baer, Chairman of the Women's Division. Norman Edell is Executive Director.

THE STORY IN THREE SCATTERED TOWNS

Three towns, in Virginia, New York and Ohio, illustrate how effective leadership can mobilize the resources of a community to achieve maximum giving.

Portsmouth, Va. is proud of Sol Fass. To open its 1949 campaign, the community tendered a testimonial dinner to Mr. Fass and converted it into a Big Gifts function. Pledges of \$95,406 were made by last year's contributors of \$88,845. This single occasion netted more money than any ever before in the history of the community. The genuineness of the regard in which Mr. Fass is held was reflected in the spirited giving. Julius Peck is Chairman of the drive; Mrs. Samuel A. Levin, Chairman of the Women's Division. Samuel J. Keller is President of the Community Council and Louis Brenner, Secretary. Increases included Mr. Peck, from \$5,000 to \$7,000; Mr. and Mrs. Isaac Blumberg, from \$3,000 to \$4,500; Mrs. Belle B. Goodman, from \$5,000 to \$5,500. Sol Fass contributed \$7,500.

Ellenville, N. Y. Spurred on by the increase of Joseph Slutsky, from \$7,300 to \$12,162 and of Dave Levinson, from \$7,200 to \$10,450, this community's Big Gifts meeting netted \$41,300 last week. This compares with \$30,000 contributed by the same group in 1948, to establish a new standard for this part of the State. On account of pledges, \$32,500 has already been remitted to the UJA in cash. The leaders from all sections of the area were gratified by the results, which they regard as a source of stimulation for the Catskills in general. Harry Ladenheim is Chairman of the drive.

Piqua, Ohio. Joseph M. Kastner is the energetic Chairman of this community's drive. He had a right to be gratified by the results at the opening function when 32 gifts totalled \$23,189 from those who had given \$18,791 last year. Sumner A. Lyon is Secretary. Leading gift in the community is that of William Jaffe, who increased from \$7,500 to \$11,000. One of the outstanding persons in Christian effort on behalf of the UJA is Demitri Nicholas who, year in and year out, has by work and resources shown his deep concern with the needs of Jews overseas. At this meeting, after Miss Gitti Zand spoke, Mr. Nicholas read the cards for solicitation.

THE DIFFERENCE BETWEEN HOPE AND DESPAIR IS CASH

CALIFORNIA TOWNS REGISTER PROGRESS

Vallejo, Calif. is one of the smaller communities in this far-flung State which last week opened its campaign with gifts of \$10,135. This compared with \$7,172 raised at a similar function last year. Nathan Bonderow is Chairman of the drive and Dr. Seymour Marcuse is Co-Chairman. Saul Klein is Secretary.

Modesto, Calif. has a campaign headed by Jack Goldberg. Under his vigorous leadership the campaign opening last week resulted in pledges of \$8,225. Last year's pledges were \$5,225.

Pasadena, Calif., aiming at the biggest goal in its history, launched its Big Gifts division with pledges of \$30,500. Comparative results for 1948 were \$22,640.

Louis B. Silver is Chairman; Philip Aronow and Ben Tufeld are Big Gifts Co-Chairmen. Mrs. Jack Grafman is Chairman of the Women's Division. Albert Schoenberg is Executive Director.

LEO J. FALK, IDAHO STATE CHAIRMAN, GETS RESULTS

An isolated State, with a small, scattered Jewish population, Idaho has been gradually built up in its giving record to the United Jewish Appeal, in large measure due to the interest and leadership of Leo J. Falk of Boise, UJA Chairman for Idaho.

With Mr. Falk himself as Chairman of the drive, Boise opened its campaign with pledges of \$20,000, which represented an increase of 11% over 1948 giving. With the aid of Sol Heyman and other committee members, Boise is driving toward its \$55,000 goal.

The tiny community of Nampa enjoys the leadership of Julius M. Kleiner. Last year the four families contributed. One of the families has since moved. But Mr. Kleiner gave assurance that the UJA could count on a minimum of \$7,750, the same as last year.

PAY YOUR PLEDGE — BEFORE YOU LEAVE

At the end of June, many individuals will be planning to leave their communities for vacation areas. It is respectfully urged that every Jew who can possibly do so should send a check to his local community officers for the full amount of his pledge, or for as large a portion as can be managed. It is imperative that the officers, who are called upon to meet the pressures of the needs, should be in a position to meet them adequately. In cases where loans have been contracted at the banks, there are solemn commitments which must be met so that the credit of the community may be maintained, and so that, as occasion demands, additional resources may become available.

Food, clothing, shelter and the other basic requirements being met for scores of thousands of people by the United Jewish Appeal will be urgent needs during the summer months—and can be provided only with cash: your cash.

THEY'VE	WAITED	SO	LONG	--
NOW	THE	GATES	ARE	OPEN --
YOUR	CASH	WILL	END	THE WAITING

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director



UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*



Vol. IV No. 13

NOT FOR PUBLICATION

June 7, 1949

CLEVELAND, FIRST MAJOR CITY TO CONCLUDE CAMPAIGN, EXCEEDS 1948

Cleveland, Ohio is the first metropolitan community to conclude its 1949 campaign, raising an amount in excess of the record sum that was obtained in that city in 1948. Max Freedman, General Chairman of the campaign, was able to announce a final total of \$4,848,770. Last year, Cleveland closed its drive with pledges of \$4,821,000.

At the function which marked the formal ending of the 1949 campaign, high praise was paid to the leadership which had worked with extraordinary enthusiasm and energy to produce the final results. Special tribute was paid to Mr. Freedman, to his Co-Chairmen, Leonard Ratner and Eugene H. Goodman, to Sam M. Friedman, Chairman of Special Gifts, and to Maurice Maschke, Jr., Associate Campaign Chairman. In a review of the campaign, it was pointed out that in addition to the veterans who have been the bulwark of Cleveland drives in the past there were many new faces among the leadership. The veterans had taken the new men under their wings and trained them for community leadership and campaigning.

Mrs. Sydney N. Galvin and Mrs. Louis Kaufman were Co-Chairmen of the Women's Division, which was credited with a total of \$478,886 from 13,988 contributors. Henry A. Rocker is President of the Welfare Fund; and Henry L. Zucker, Acting Executive Director.

GOLDA MYERSON ARRIVES TO URGE IMMEDIATE UJA FUNDS

Golda Myerson, one of the pillars of the Government of Israel, who holds the post of Minister of Labor, Public Works and Housing in the Cabinet, arrived in the United States this week on a combined mission: to spend a few weeks here to bring the needs of Israel home to American Jewry; and to confer with various leaders on the financial problems facing her Government.

As she arrived at International Airport, she emphasized at once that large-scale funds through the United Jewish Appeal are an indispensable ingredient to provide for the elementary needs of the immigrants streaming into Israel. "We in Israel have undertaken an austerity budget; we are cutting our own requirements to the bone; we are entering upon a period of even greater taxation and loans — all in order to help provide the minimum requirements for the Jews entering Israel. We appreciate what

American Jewry has done thus far to meet its share of the responsibility. My purpose in coming here is to bring home even more clearly how urgent is immediate cash and the largest possible resources to be provided to the UJA.

"The State of Israel did not come into being to meet merely the needs of the Jews who were already there. The State was necessary so that others who need and want to come to Israel may find their place without hindrance. The Jews will come. Israel will admit and welcome them. How long the process of absorption will take; how soon these people may stand on their own feet is something which the Jews of America will be able to answer by the measure of their participation."

Greeted At Hartford

Within twenty-four hours of her arrival, Mrs. Myerson started on her grueling schedule. She was guest of honor on June 5 at a dinner given by Edward A. Suisman in Hartford, Conn. for some 30 of the leaders of the community. As a token of their response to her stimulating message, cash for \$250,000 for the United Jewish Appeal was presented to her. Mrs. Myerson was accompanied by Morris W. Berinstein of Syracuse, UJA National Chairman for Caravans. She was introduced by Barney Rapaport, veteran community leader.

On June 6, she attended a dinner in Newark, N.J. presided over by Herbert R. Abeles, President of the Jewish Community Council. The dinner was utilized to stimulate additional contributions and to spur workers to the speedy conclusion of the campaign.

THE UJA COMES FIRST, SAYS SALT LAKE CITY

Salt Lake City has been for years one of the outstanding communities for its size in giving to the United Jewish Appeal. Despite pessimism that prevailed prior to the opening of the campaign, the generosity established in recent years was sustained at the recent opening of its drive, with Rabbi Herbert A. Friedman of Denver, as the guest speaker. Top gifts included Joseph and Morris Rosenblatt, \$30,000, and James L. White, \$15,000. Initial gifts amounted to \$123,600.

It was announced at the campaign opening that \$175,000, the amount allotted to the UJA in 1948, would also be made available in 1949.

The spirit of the community toward the United Jewish Appeal is reflected in the decision to postpone local needs until after the urgent requirements of the UJA have been met this year. This in spite of the fact that the local Temple, for example, is 75 years old and is in need of replacement. The community leaders deeply regret the unsatisfactory physical plant, especially in view of their sense of pride in relation to the community, but they felt that their capital funds drive should be held in abeyance because of their conviction that the primary responsibility of the community at this time is represented by the causes of the UJA.

DENVER OPENS FALL CAMPAIGN IN JUNE

Determined to participate with the rest of American Jewry as quickly as possible in the 1949 campaign, the Denver, Colo. leadership decided to launch its drive, normally started in the Fall, in June. Joseph Mosko is Chairman of the campaign, and Rabbi Herbert A. Friedman, Co-Chairman. Dave Cook is President of the Allied Jewish Council and Nathan Rosenberg, Executive Director.

Stimulus for the drive was provided by a community-wide meeting attended by 2,000 people last week in honor of Chief Rabbi Isaac H. Herzog. Although a preliminary reception

for the Israeli leader was not intended for fund-raising purposes, the remarks of the Chief Rabbi led Adolph Kiesler to announce a gift of \$32,500.

The campaign will be formally launched on June 14, with Aubrey S. Eban, Israeli Delegate to the United Nations, as the guest of honor.

"BUDGETING" THE LIVES OF PEOPLE

The solemn process of "budgeting" will start soon in scores of communities. The outcome of that process will determine the kind of lives that tens of thousands of people will live -- this year and for years to come.

Most communities have come to regard "budgeting" as a serious responsibility, worthy of the best minds and the most objective judgment. If "budgeting" is to have any genuine meaning in 1949, those who engage in it in the local communities must see the total Jewish picture as it exists now -- not as it may have seemed to be even six months ago.

Whether a community will have raised more than last year or less than last year, the earnestness with which it will view the problems facing the United Jewish Appeal will be the same in each case. The very word "budgeting" implies a recognition of differences in importance between one kind of activity and another. It assumes that there are variations in priority and that what is first and most vital will get the topmost consideration and that everything else will be measured in proportion.

There could be no more fatal error than to regard the United Jewish Appeal as one of a hundred causes, each to be considered on the same level. There can be no doubt that in 1949, at least as much as in previous years, the United Jewish Appeal is the heart and the backbone of the appeal inherent in every community campaign. If American Jews continue to give with unprecedented generosity, it is because they place first and foremost their desire to assist Jews abroad to survive.

Particularly in communities raising less than last year, sober concern for the needs of the Jewish people would require a complete reorganization of the budget, regardless of what may have been the blueprint of budgeting when the campaign started. That applies equally to local, national and overseas budgeting. It is fair to assume that the overwhelming majority of contributors who have extended themselves to continue to give large sums expect that the United Jewish Appeal will be the chief beneficiary. Moreover, they will assume that if any losses are to be absorbed, it will not be the United Jewish Appeal alone which will be victimized but that there will be a total review with all factors taken into consideration.

The givers are counted in the thousands. Those who administer the "budgeting" process are comparatively a handful in each community. Therefore, their fair and effective justice becomes all the more important -- if the faith of the contributor is to be sustained and strengthened.

History is being written in 1949 on a colossal scale. It may be beyond the conception of many. But American Jewry generally must recognize, for example, that the absorption of some 250,000 Jews into Israel in 1949 represents, on the one hand, the greatest challenge to a constructive program the Jews have ever known; and, on the other hand, involves the most serious inroad on a solution of the problem of Jewish homelessness in lands of destruction and despair.

For years, American Jewry said: Give us a clear blueprint of mass settlement and we will respond with courage and imagination! That program is here, now. The American

Jew is giving. How will that gift be "budgeted"?

What the "budgeting" committee in each community does this year will truly write the history of this year in terms of the Jewish future.

CALIFORNIA TOWNS LAUNCH CAMPAIGNS

Long Beach, Calif. had its initial gifts opening last week, with pledges of \$80,000 announced from those who gave \$75,000 last year. Murray Greenwood, Charles Savitz and Irving Schneider are Co-Chairmen of the campaign. Mrs. Grover Krieger is Chairman of the Women's Division.

Fresno, Calif. recorded pledges of \$62,023 at the campaign opening last week, for a slight increase over 1948 giving. Dr. H. M. Ginsburg is Chairman of the campaign; Abe L. Rodder is Big Gifts Chairman.

DR. ISRAEL GOLDSTEIN DESCRIBES FINANCING PROBLEMS

Dr. Israel Goldstein, who left New York last Fall in order to take on the responsibility of Treasurer of the Jewish Agency for Palestine, has returned for a brief period to the United States to help the United Jewish Appeal and to undertake other action connected with his heavy financial tasks in the State of Israel.

At a function tendered to him upon his arrival by his associates of the United Jewish Appeal, of which he was previously a National Chairman, Dr. Goldstein described the problems of food, clothing, shelter and absorption with which the Jewish Agency is grappling. He recognized the efforts which thousands of community workers throughout the country were putting into the campaign and said that they would derive great satisfaction from their labors in getting money if they could see at first hand the herculean achievements being wrought. At the same time, he said, there is need to comprehend the vastness of the program involved in absorbing 250,000 Jews a year.

One of the first campaign functions which the Jewish Agency Treasurer addressed was one sponsored by his own congregation. With gifts pledged that evening, the total contributions from members of his synagogue exceeded \$1,500,000 to the New York United Jewish Appeal. Dr. Goldstein has undertaken to visit a number of communities on behalf of the UJA prior to his return to his post in Israel at the end of the month. Communities are responding to his intimate knowledge of campaigning and conditions in the United States, coupled with first-hand familiarity with the position in Israel.

"NO CUTS TOLERATED" IN ASHEVILLE, N. C.

A remarkable demonstration of the ability of a community to provide new leadership is being furnished this year in Asheville, N.C., where the campaign personnel is recruited almost entirely from fresh forces. A group of Co-Chairmen was established, comprising Alfred Lichtenfels, Milton Lurey, Philip Ness and Louis Rifkin. The job of Big Gifts Co-Chairmanship was assumed by Harry D. Blomberg and Coleman Zageir. Mrs. Rudolf Gompert and Mrs. Harry Winner head a most successful Women's Division, which set itself a goal of \$10,000 and exceeded it.

The slogan of the leaders has been: "no cuts tolerated." As of this date, \$72,000 has been raised toward the goal of \$100,000. Among the larger givers have been: Harry Straus, \$10,000; Mr. and Mrs. Gustave Lichtenfels, \$7,000; Sidney A. Wien, \$3,500; Mr. and Mrs. Fred Pearlman, \$3,500.

Harry Winner is President of the Asheville Federation; Leo Finkelstein, Treasurer.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director

UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*



Vol. IV No. 14

NOT FOR PUBLICATION

June 20, 1949

UJA OVER \$24,000,000 BEHIND IN CASH RECEIPTS

On the day that the State of Israel introduced its full-scale austerity program so that its citizens could absorb more immigration, the United Jewish Appeal was \$24,652,000 behind in its cash collections.

In the period from January 1, 1948 to June 19, 1948, the national headquarters of the UJA had received \$93,968,337 in cash on account of all campaigns. During the same period in 1949, it has received only \$69,316,400.

The officers of the United Jewish Appeal turn, in all solemnity and humility, to the Jews of America to ask them to undertake every action to help meet this grave situation.

There is widespread talk of recession, of economic deterioration, of depressed business conditions. However real or purely superficial this may be for any particular individual or any special community, no Jew in America would contend that, given the will and the ingenuity, we in this country have not the resources to play our full share in the historic drama now being enacted in Israel — for the benefit of the whole Jewish people.

The Jews of Israel are giving a model of self-denial on behalf of their fellow-Jews that should be exemplary. At the very least, it should remove any vestige of belief on the part of American Jews that too much is being asked of them.

This is the austerity diet on which the Jews of Israel now live,
ALL BECAUSE THEY WANT MORE JEWS TO ENTER THEIR COUNTRY:

MEAT: one ounce daily
FISH: one ounce daily
EGGS: 12 monthly
BUTTER: none, except for children
EVERYTHING ELSE: severely rationed

CASH TODAY WILL PREVENT REGRET TOMORROW

HOW CAN CASH BE PROVIDED?

The United Jewish Appeal must depend on each local community to provide the needs of the JDC, UPA and USNA. The inability of the UJA to meet the desperate cash demands, even on the basis of last year, is all the more heart-breaking when immigration is at its present extraordinary level. The number of Jews in the camps is growing; the facilities for reception are deteriorating; medical care for the children and the sick is totally inadequate.

In Israel they turn, in all naturalness, to the Jews of America, with annual income of many, many billions of dollars, and they wonder what phenomena of self-interest, of apathy, of lack of information can be responsible for an insufficient response in terms of DOLLARS NEEDED NOW.

Each community has the leadership to provide its own formula as to how best to meet its share of the responsibility. The United Jewish Appeal offers the following program for consideration:

(1) Every community which has borrowed money this Spring to forward funds to the United Jewish Appeal should, at least, renew the loan for the amount paid back since the original loan. A meeting of the appropriate officers of the community fund should be summoned quickly to authorize such action. Where a community has not yet borrowed from the local banks, it is implored to do so.

(2) The most intensive effort should be initiated at once to collect on pledges that have been made. Collection of pledges should not be limited to the routine issuance of bills. Where such a committee does not already exist, a cash collection committee should be established. The strongest possible person should be named Chairman of such a committee. It will require as much devotion, skill and pressure to collect as to obtain the original pledges. Not to engage in such an intensive collection effort is to vitiate the wonderful work done by the campaign committee in obtaining the pledges.

(3) The cash collection campaign should begin now and continue through the summer months. The theory that "nothing can be done in the hot months" has far less validity than ever before. Whatever vacations men take, they will be sticking pretty close to their businesses this summer, to be on the lookout for changes. Moreover, it is difficult to contemplate what may become of the operations of the UJA agencies if for two whole months, the Jews of America "shut up shop." The Jews of America have too great a sense of responsibility to permit such a procedure. They have worked too hard, planned too carefully, to permit their remarkable contribution to the developments abroad to be jeopardized by inactivity during this crucial period.

(4) The UJA stands ready to cooperate with every community in this cash collection program, by sending material, bills, appeals and similar background material to help the local community in its efforts to make pledgors understand how vital their cash payments are.

(5) There are resources in each community that could be touched, aside from bank

loans. There are centers, hospitals, synagogues and other institutions which have accumulated funds for future building or expansion. These funds are held in various types of securities. In some cases, the answer is given that these are "trustee" funds and cannot be used for any other purpose. Why cannot these funds be loaned to the Welfare Funds for transmission to the United Jewish Appeal? Is it possible that the banks have greater faith in the credit of the Jewish community than some Jews within the community? If these funds are not needed for years to come and if they are lying idle in the hundreds of thousands, millions, of dollars, can the American Jewish community feel truly at ease to know that this is happening while tens of thousands of Jews in Israel are living in squalor, because UJA cash funds are not available?

(6) Another service that each community can render to the UJA is to notify the UJA as promptly as possible of the allotment made to it. For, in addition to the cash provided by local communities, UJA agencies are enabled to borrow on the basis of known receivables. Thus, by notifying the UJA of what it may expect as a result of the 1949 campaign, the local community adds to the credit resources of the UJA.

Many communities are beginning now to budget the money they raised. In all earnestness, each budget committee will want to consider with an entirely new measuring rod how the funds available shall be distributed. They will want to act on the basis of comparable needs. They will want to take into account motives that prompted the generosity of Jews. They will want to keep faith with that generosity -- and with the Jews abroad who depend on our support and understanding.

In cases where the amount available for UJA may be inadequate, is this not the year when so-called "reserves for emergencies" may well be used up to add to the UJA total? Could there be a greater emergency, here or abroad, than is represented by UJA needs NOW?

To budget on the basis of "business as usual," of "give everybody what he got before," is a procedure which, one assumes, will not be followed by an American Jewish community matured to its powerful role in shaping the lives of world Jewry.

AMERICAN JEWS MUST NOT LOCK THE GATES -- CASH WILL KEEP THEM OPEN

LET THE LEADERS SET THE EXAMPLE

The best way to raise funds in a campaign is for the leaders to set the pace. The best way to spur the community to maximum cash collections is for the leaders themselves to set the example -- and to publicize what they have done, to encourage and stimulate others.

Suggestions: (1) If you don't have immediate cash, how about borrowing the money on your personal note for an extended period, to pay up your pledge; or use bonds as collateral for such a loan?

(2) How about asking each solicitor who obtained a particular pledge to follow up that contributor for payment of cash on the pledge?

GOLDA MYERSON IN GRUELING TOUR FOR UJA

No man or woman who has served the United Jewish Appeal in 1949 has accepted as grueling a test of stamina and determination as has Golda Myerson, the redoubtable Minister of Labor, Housing and Public Works in the Government of Israel. Since her arrival in the United States, she attended campaign functions in Hartford, Newark, New York, Pittsburgh, Detroit, Indianapolis, St. Louis, Philadelphia, Denver, Dallas and Houston. She is scheduled to visit Atlanta and Tulsa prior to her return to her post in Israel.

Mrs. Warburg Adds \$100,000 To Gift

The campaign in New York City received unusual impetus as a result of two functions in one day addressed by Mrs. Myerson, one for the Women's Division and the other for the general campaign. Over \$1,350,000 in new money was raised at the two affairs. Outstanding among the increases registered during the day was the announcement that Mrs. Felix M. Warburg, who had previously announced a gift of \$150,000, had contributed an additional \$100,000. The response by the women to Mrs. Myerson was so great that many had to be turned away from the function, since facilities were overcrowded after 430 women had been seated.

Denver Opens Drive Early for Mrs. Myerson

Taking advantage of the visit to the United States of Mrs. Myerson, Denver decided to open its Fall campaign immediately. At a Big Gifts function last Sunday, the sum of over \$400,000 was raised to launch Denver's campaign under the leadership of Joseph Mosko as Chairman, with Rabbi Herbert A. Friedman and Louis Luby as Co-Chairmen, and Hyman Friedman as Big Gifts Chairman.

Mrs. Myerson had been so impressed with Denver's campaign organization and results last year that she made a special effort to fly out to Denver for its campaign beginning. The community leadership rewarded her by sustaining the spirit which made its 1948 campaign so successful. Top gifts included Jesse Shwayder for \$40,000; Adolph Kiesler, \$33,000; Goldberg Brothers, \$20,000; Morris Miller, \$19,500; A. Dupler and Maurice Devins, \$15,000.

Dave Cook is President of the Allied Jewish Council; Nathan Rosenberg is Executive Director.

Detroit Passes \$5,200,000 Mark

Staging a huge dinner in honor of Mrs. Myerson, Detroit announced that it has already passed the \$5,200,000 mark, reaching a figure that compares favorably with any other city in the United States below New York. Detroit also marked the occasion by making an additional \$250,000 available to Mrs. Myerson beyond the bank borrowings previously incurred.

As a result of Mrs. Myerson's visit to Pittsburgh, the Board of the United Jewish Fund voted to borrow additional funds and made available a further \$250,000 to the United Jewish Appeal. Previous to Mrs. Myerson's visit to Pittsburgh, the community

June 20th 1949

Return to R. F. v.

had also had the benefit of the presence of Dr. Israel Goldstein, Treasurer of the Jewish Agency for Palestine, who had given the campaign workers a vivid feeling of the responsibility they carry for the fate of the work in Israel.

Utilizing the visit of Mrs. Myerson for resolicitation purposes and to charge the campaign leaders with renewed vigor to cover all outstanding cards, Newark also presented her with a check for \$100,000 for the United Jewish Appeal, despite other borrowings. This marked the second consecutive year that the Green Brook Country Club, of which George Sagan, one of the community's leading givers, is President, has spurred the campaign by involving its entire membership. S. Arthur Stern served as Chairman of the Club's UJA Committee and welcomed Mrs. Myerson. Meyer C. Ellenstein, Newark Commissioner of Finance and Revenue, headed a Community Committee for the event.

AUSTERITY IN ISRAEL ALONE IS NOT ENOUGH -- WE MUST MATCH IT WITH A FLOW OF CASH

COMMUNITIES SEND CASH IN ANSWER TO PLEA

An additional check for \$500,000 for the United Jewish Appeal was brought to New York last week by A. Richard Frank, President of the Chicago Jewish Welfare Fund, during a visit to the city to discuss community problems.

Mr. Morgenthau received a check for \$25,000 from Sam Saltzman, Campaign Chairman of Council Bluffs, Iowa, who pointed out that the Board of Directors had authorized a bank loan in order to make this sum available for the urgent needs of the UJA.

Mr. Morgenthau recently issued to a number of community leaders a copy of a very moving letter which he had received from Israel while Mrs. Herbert H. Lehman was there with the former Governor. Responding to it, Moses S. Stiefel sent a check for \$2,000 as an advance on account of the campaign in Salina, Kansas. A similar check for \$2,000 came as an advance from Hyman J. Guttman of Sam Pushin and Co., of Bowling Green, Ky., where the campaign is normally conducted in the Fall.

Philip Zinman, Chairman of the Keymen's Club of Camden, N.J., now launched on its 1949 campaign, forwarded a check for \$75,000, which represents the results of a bank loan.

CONGREGATION CASHES IN BONDS TO AID UJA

Samuel Gorelick, Treasurer of the United Jewish Charities drive in Wildwood, N.J., sent a check for \$6,936.32 to be applied to the 1949 drive. "We usually run our United Jewish Charities drive during November," Mr. Gorelick wrote. "Realizing the urgency of getting funds to the UJA without delay, our Congregation of Beth Judah decided to cash in whatever bonds we had put away for our building and forward them to you at once."

Commenting on the action of the Wildwood, N.J. Congregation, Mr. Morgenthau said:

"Surely in this action we have the most striking token of the genuine understanding that our whole moral position as well as the financial foundations in Israel are at stake."

A second advance payment of \$20,000 on its 1949 campaign was received from Pawtucket, R.I. through the Treasurer, M. Alperin. From Wausau, Wisc., L. Deutsch forwarded a check for \$5,000 to apply to the 1949 campaign in that community.

LEADERSHIP KEEPS COMMUNITIES ON HONOR ROLL

Waterbury, Conn. this week had reached the figure of \$276,582 in campaign pledges, which compared with \$270,100 from the same contributors in 1948. Milton Engleman, who doubles as President of the Federated Appeal and as Chairman of the drive, has mobilized a vigorous corps of co-workers, including Harry Liebeskind as Big Gifts Chairman and Mrs. Charles J. Greenblatt as Chairman of the Women's Division.

Lorain, Ohio, which has for years enjoyed the leadership of Edward J. Gould, who is President of the Welfare Fund, started off with \$74,209 at its campaign opening, showing an increase over last year. David Gary and Aaron Lertzman are the energetic Co-Chairmen of the drive. Over half of the money raised has already been paid into the United Jewish Appeal. Mr. Gould has not only been an important factor in maintaining standards of giving in his own community, but has been an outstanding pillar for the United Jewish Appeal in the State of Ohio.

Las Vegas, Nev. was launched upon a successful campaign last week, with Jacob Kozloff as the effective Chairman. At the Big Gifts function, pledges of \$31,150 were made by the same group which had contributed \$17,400 last year.

Manchester, Conn. launched its drive last week with initial pledges of \$37,000 from a handful of contributors, the chief spark to the campaign being supplied by Mr. and Mrs. William Horowitz, whose gift was \$17,900, increasing over last year. The gifts from the same contributors last year totalled \$35,400. Harry E. Coffey is Chairman of the drive.

CHILDREN SHOULD NOT LIVE IN LEAKY TENTS -- CASH WILL GIVE THEM REAL HOMES

SOPKIN HEADS PROVIDENCE CAMPAIGN

Determined to play its full part in the 1949 drive, Providence, R.I. has set up its campaign organization early in order to be ready with all machinery when the drive actually starts the first week in September. Alvin A. Sopkin, one of the Providence campaign stalwarts, has accepted Chairmanship of the 1949 drive, with Abe C. Fine and Ben Briar as Co-Chairmen. Mrs. Albert Pilavin has accepted the Chairmanship of the Women's Division. Joseph W. Ress is Chairman of the Trade and Industry Division. Joseph Galkin is Executive Director.

Judge Morris Rothenberg, a National Chairman of the United Jewish Appeal, will be spokesman for the UJA when the Board and Campaign Committee meet on June 23 for determination of the campaign goal.

FRUCHTMAN TO LEAD TOLEDO DRIVE THIS FALL

Charles H. Fruchtmán, who has endeared himself to the nation in visits to many

communities this Spring, will be the Chairman of the drive in his own community of Toledo, Ohio when it gets under way this Fall. Leaders of the United Jewish Fund have already perfected their campaign organization which includes, in addition, the following officers: Edward B. Arenson and Stanford C. Goldman as Big Gifts Co-Chairmen; Abe J. Levine, Jules D. Lippmann, Co-Chairmen; Herman Wiener, Treasurer; Julian G. Stone, Executive Director. Jules D. Lippmann is Chairman of the Fund.

ATLANTIC CITY PASSES \$500,000 MARK

Atlantic City, N.J. has passed the \$500,000 mark in its current drive under the Chairmanship of Joseph Wagenheim. Philip Rudich has served as Initial Gifts Chairman. The latter is business manager of the Amalgamated Clothing Workers of South Jersey and has consistently raised in excess of 20% of the Atlantic City campaign goal. Samuel Backer is Federation President. Co-Chairmen of the drive are: George Friedland, Leon Leonard, Dr. Joseph R. Narot, Philip Rudich and Isaac D. Sinderbrand. Joseph Halbert is Co-ordinator; Mrs. Harry A. Greenberg, Chairman of the Women's Division; Irving T. Spivack, Executive Director.

TURN MISERY INTO HAPPINESS WITH CASH

INCREASED ALLOTMENT TO UJA

West Palm Beach, Fla., which last year contributed \$53,500 to the United Jewish Appeal, has allotted a minimum of \$64,000 to the UJA as a result of its 1949 campaign, according to word from Nathan C. Goldman, energetic Chairman of the drive, whose own gift helped insure the success of the fund-raising effort. O. P. Gruner is Honorary Chairman.

Marion, Ind. is the first community in that State to make formal announcement of its allotment to the United Jewish Appeal. The sum of \$16,000 in cash was forwarded with the notice that the UJA will receive \$30,500 from the 1949 drive. This represents a \$500 increase over the sum awarded to the UJA last year. Sam Fleck, veteran community leader, was Chairman of the campaign and is Chairman of the Federation of Jewish Charities. Mrs. Fleck headed the Women's Division.

Sarasota, Fla. has concluded its campaign under the leadership of Abe P. Levy, with Mrs. Joseph Twain as Chairman of the Women's Division. A minimum of \$13,500 will be available to the UJA, representing an increase of \$1,000 over last year's allotment.

Ridgefield Park, N.J. was asked by the United Jewish Appeal to raise at least \$6,000. But Louis Bloch, Campaign Chairman, took that as a challenge and not as a ceiling. That sum has already been substantially exceeded, with \$7,500 being approached. Last year, this community gave \$3,500 to the UJA. As a result of Mr. Bloch's labors, the UJA has already received in cash \$5,178. The leadership that Mr. Bloch has given to the community has been phenomenal.

EMPLOYEES HONOR OWNER WITH CHECK FOR UJA

A few days ago the employees of the South Pine Nightwear Co. of York, Pa. wanted

to pay honor to the owner and operator of the plant, Mr. Jesse Chock, on the occasion of his fiftieth birthday. Knowing his interest in the work of the United Jewish Appeal, they finally decided that the gift that would please him most was one to further the UJA. As a result, the employees gathered together the sum of \$503.03, so that Mr. Chock could transmit that amount to the UJA.

THE PEOPLE OF ISRAEL

ARE STARVING THEMSELVES

TO GIVE HOMES TO OUR BROTHERS AND SISTERS

IF WE PAY CASH ON OUR PLEDGES

NOW

WE WILL EASE THE BURDEN

WHICH ISRAEL CARRIES

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director



UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 15

NOT FOR PUBLICATION

July 1, 1949

WE PLEAD, IMPORE, BEG FOR C A S H T O D A Y!

CASH IS THE DESPERATE NEED TODAY. Who will be able to salve his conscience a month from now, two months from now with the question: "If it was so urgent, why didn't they let me know?" In as restrained a manner as the situation permits, the United Jewish Appeal asks every Jew who receives this bulletin to constitute himself a committee of one to facilitate the flow of cash to the United Jewish Appeal. If you have not paid your own pledge, send a check for the amount to your community treasury. Keep prodding your friends to ask whether they sent checks for their pledges. Keep asking the officers of your campaign: "How much cash have you sent to the United Jewish Appeal this week?"

And does one really have to draw diagrams to explain the need for money? With Israel receiving 1,000 Jews a day, about 30,000 Jews a month, some 150,000 Jews in the first six months of 1949, it should be understandable instantly why the need for cash for food, clothing, medicines, shelter is so terribly urgent.

Returning from Israel this week, Governor Lehman said: "It is a brave and historic venture when a State sacrifices self-interest for the interest of others—but it is a venture doomed to defeat unless we, the Jews of America, live up to the historical opportunity presented us."

HAVE YOU SENT YOUR OWN CHECK?

TULSA, IN CHASSIDIC MOOD, LAUNCHES 1949 CAMPAIGN

There was singing in Tulsa on the night of June 26. And there was giving, the kind of unrestrained, joyous giving that every community longs to achieve. It was a fitting climax to the visit to the United States of Golda Myerson, Israeli Minister of Labor. Although ordinarily campaigning in the Fall, Tulsa pleaded with the United Jewish Appeal that if Mrs. Myerson could come to that community of 1,800 souls, the campaign would receive unprecedented impulse.

The community turned out a perfect score on reception and results. As Mrs. Myerson

stepped off the plane at the Tulsa airport, for the last of a long series of communities she had visited to aid the United Jewish Appeal, she was greeted with an extraordinary reception of men and women and children bearing lavish bouquets of flowers. After a brief rest, she was escorted to the home of Mr. and Mrs. Isidore E. Nadel, where the big givers resolved among themselves what they would do at the campaign opening at night. The givers echoed the talk heard elsewhere: dark business prospects, etc. For in Tulsa, oil center, pipe that sold for \$3.00 two months ago was down to 60 cents; and oil itself was at bargain prices. But Tulsans jeered at these facts and asked: what has that to do with the needs of Jews?

The banquet room at the Mayo Hotel was jammed for dinner that night; and even if a giver wanted to get out, he was too tightly jammed in to move. And nobody wanted to leave. Benedict I. Lubell, the youthful President of the Tulsa Jewish Community Council, presided and spoke with brevity and dignity. Then Mrs. Myerson spoke, with that force and restraint which are her chief characteristics. Julius Livingston, one of the most influential leaders of the Southwest, a sincerely persuasive speaker himself, called for the gifts. When the response came, not only was the "line" held but increases were manifold. Then Samuel Rothberg, National Chairman for Initial Gifts, asked for fifteen persons to give the equivalent of an Israeli housing unit, \$2,500. This was after last year's gifts had been topped. At first, slowly, while the idea caught on, then swiftly, men and women announced that they would add a unit to their previous gifts. There was none of the impatient coaxing which occasionally mars a supplementary appeal of this type. By the time the announcements were ended, Tulsa had over \$305,000 in hand for its 1949 campaign, surpassing its record results of 1948. Among the other leaders who participated in the planning for this successful event were Samuel S. Miller, J. P. Myers, Maurice and Julius Sanditen. H. P. Taubman came over from Dallas.

Tulsa acted at once to convert its pledges into cash. It had previously forwarded \$100,000 to the UJA on account of its 1949 drive. At once, the Executive Committee borrowed a further \$200,000 to help meet the dire cash need of the UJA.

But when the meeting was over, the leaders refused to disperse. They accompanied Mrs. Myerson to her room and there they sang and they danced, those who had given the most, singing the most cheerfully. As one observer at the scene put it: "Tulsa brought to campaigning the Chassidic spirit in a manner that probably made this the outstanding single campaign event of 1949."

EXECUTIVE COMMITTEE PLEADS FOR MAXIMUM ALLOTMENTS TO UJA

A plea to the Jewish communities of America "to accord priority to the United Jewish Appeal in the allotment of funds raised in 1949" was adopted at a meeting of the Executive Committee of the UJA on June 24. Calling attention to the "irreparable hurt that would be done to hundreds of thousands of Jews if we failed to meet our responsibility," the leaders represented on the Executive Committee urged "that criteria that may have been devised as the basis for the distribution of funds should be carefully studied with the aim of awarding to the United Jewish Appeal the largest possible sum from the amount raised."

The meeting of the Executive Committee, held at the Hotel Astor, New York, served to review the results of the 1949 campaign to date and especially to emphasize the desperate need for cash. At the same time, there was a discussion of the relationship between the imperative needs represented by the United Jewish Appeal and other

responsibilities facing the American community. The attitude of the Executive Committee on the problem was reflected in its reference to "the historic and constructive achievement that can be registered" with funds now awarded to the United Jewish Appeal.

The resolution adopted by the Executive Committee, over which Hon. Henry Morgenthau, Jr. presided, read as follows:

"Recognizing that the success or failure of the immediate and continued absorption of hundreds of thousands of Jews into Israel is largely dependent on the financial cooperation of the Jews of America, more especially through the United Jewish Appeal;

"Appreciating that the liquidation of DP camps and the transfer of Jewish populations in Europe, Africa and Asia to Israel and America are essential to the stabilization of the Jewish position abroad and the rescue of masses of Jews from homelessness and despair;

"Convinced that we are obligated by every consideration of honor and responsibility to bring to these shores, and to provide for, whatever Jewish immigrants may wish to and be able to enter the United States;

"This meeting of the Executive Committee of the United Jewish Appeal, held in New York on June 24, 1949,

"Solemnly calls upon all Jewish communities in the United States to accord priority to the United Jewish Appeal in the allotment of funds raised in 1949; and, in view of the historic and constructive achievements which can be registered with these funds, and in view of the irreparable hurt that would be done to hundreds of thousands of Jews if we failed to meet our responsibility, urges that criteria that may have been devised as the basis for the distribution of funds should be carefully studied with the aim of awarding to the United Jewish Appeal the largest possible sum from the amount raised.

"The Executive Committee of the United Jewish Appeal also endorses the position previously taken by its officers: that inclusion of the United Jewish Appeal in any campaign should be preceded by mutual discussion; and that the officers of the United Jewish Appeal will discharge their responsibility for the people helped by its agencies."

BUFFALO ALLOTS \$909,000 TO UNITED JEWISH APPEAL

Acting promptly on the close of its campaign so that the United Jewish Appeal and other beneficiaries might plan accordingly, the Buffalo Jewish Welfare Fund this week distributed funds raised in the 1949 campaign. The amount of \$909,000 was allotted to the UJA out of proceeds of \$1,187,000.

Chairman of the Buffalo campaign is Victor Wagner; Chairman of Big Gifts, Raymond L. Morrison. Arthur S. Rosichan is Executive Director.

ISRAEL'S GENEROSITY TOWARD REFUGEES BASED ON FAITH IN US, SAYS LEHMAN

Former Governor Herbert H. Lehman, addressing a UJA meeting in New York on the day after his return from abroad, hailed the "miracle" of Israel's achievement in

admitting refugees and emphasized that Israel's policies are based on idealism and "on faith that Jewry will give the aid Israel must have if it is to succeed in its heroic policy: the faith, in a phrase, that the United Jewish Appeal campaign will be a success."

The occasion for Mr. Lehman's address was a memorial dinner for Dr. Stephen S. Wise, who had been Honorary Chairman of the UJA. The funds raised are to be used for a memorial to Dr. Wise in Israel. Joining Mr. Lehman at the function were Mr. Morgenthau, who presided, and Franklin D. Roosevelt, Jr., who stressed that "dollars" from America represent the greatest strength that we can add to Israel at this time.

Summarizing his impressions of his visit to Israel, Governor Lehman said, in part:

"We, here in the United States, will never understand what is happening in Israel today if we examine the new State on the basis of our normal, every-day ideas concerning successful government. What judicious government, as we understand the term, would dare inflict a rigorous austerity program on its people, so that it might welcome hundreds of thousands of refugees? What State can we name, except Israel, that has invited the sick and the maimed, the orphans and the aged, so that it might cure them and care for them? What other modern State, having neither enough guns to protect its own, nor the bread to feed them, nor enough houses to shelter them, would have the courage to assume the burden of housing, feeding and giving refuge to some thousand additional persons a day?

"Yet Israel is doing all these things. Why? Because Israel has an ideal and Israel has faith. To realize this ideal Israel is disregarding normal economic and business considerations. To realize this ideal Israel is casting normal political considerations to the winds. Israel, the State which came into existence only one short year ago as the result of so much pain and struggle, is willingly risking that hard-won existence for this concept: that those Jews who want or need a home or place of refuge can know that at last, after two thousand years, there is a land where they may go and be welcomed by their brethren.

"Israel's faith is based on its faith in the success of the United Jewish Appeal. It is a brave and historic venture when a State sacrifices self-interest for the interest of others, for the refugee Jews of the world. It is a venture that is doomed to defeat unless we, the Jews of America, live up to the historical opportunity presented us, and demonstrate to the world -- as we have done before in history -- that faith and idealism can succeed; can give mankind the courage and strength that it needs to go forward."

VICE PRESIDENT BARKLEY GIVES NEW IMPETUS TO LOS ANGELES CAMPAIGN

Interrupting a heavy legislative schedule by a week-end flight to the West Coast, Vice President Alben W. Barkley was hailed this week for having given fresh incentive to the Los Angeles Jewish Welfare Fund by a dynamic address on the needs of Jews overseas and in Israel that stirred the hundreds of leaders present to a new understanding of the importance of the 1949 drive.

Pledges totalling \$1,035,000 were the response of the Club members to the Vice President's stirring address. Approximately 500 people attended the Brentwood Country Club function at the Biltmore Hotel, where an award for outstanding community service was given to Jack L. Warner, distinguished movie producer, who is President of the

Welfare Fund and has given militant aid to the national campaign as well. Edward K. Zuckerman, President of Brentwood, presided, sharing the office with Arthur B. Weber, Chairman of Brentwood Charities Committee. The solicitation was handled by G. Harry Rothberg, Trades and Professions Chairman, and Louis Boyar, Advance Gifts Chairman.

Among top Club gifts announced were Max Factor Foundation, \$70,000, against \$50,000 in 1948; Louis Boyar, Spiros Ponty Associates, \$85,000, against \$39,000; M. F. Berg, Campaign Chairman, \$60,000; Emil Brown, \$25,000, against \$10,000. It was announced that the over-all increase on the gifts of the evening was 4½%.

MORGENTHAU DOES PERSONAL SOLICITATION AT ALLENTOWN MEETING

Henry Morgenthau, Jr. again gave a demonstration of campaign adaptability when, at a function at Allentown, Pa., he came from behind the dais, walked around the room, tapped each person present on the shoulder and asked how much additional he would contribute to the campaign. A warm handshake followed each supplementary gift in a unique exhibition that direct solicitation is the way to get money.

The occasion was a dinner in honor of Morris Senderowitz, Jr., Chairman of the Allentown drive, who joined in the spirit of the evening by raising his own gift further, to \$80,000. In 1948 his contribution was \$60,000. By the time the evening ended, the total of gifts in hand was over \$515,000, it was announced by Nathan Halperin, Big Gifts Chairman, whose energetic labors in the campaign also came in for their due share of praise.

The leadership of Mr. Senderowitz in creating standards for other communities in this bracket was lauded by the speakers, who included, in addition to Mr. Morgenthau, Rabbi Morris Lieberman of Baltimore; Moritz M. Gottlieb, Federation President; Julius Rapoport and Henry Montor.

The powerful oratorical ability of Rabbi Morris Lieberman, who has been hailed as one of the finest contributions to the 1949 campaign, evoked a spontaneous demonstration from the men and women present as they rose to their feet in a tribute that was converted into additional gifts.

To mark the evening, another check for \$100,000 for the UJA was presented to Mr. Morgenthau, thus raising the community's 1949 cash payments to \$300,000 to date.

PERTH AMBOY CLOSERS DRIVE WITH ISRAEL ANNIVERSARY DAY

Wind-up efforts in the Perth Amboy, N. J. campaign were spurred to success by a day dedicated to the celebration of the anniversary of Israel's independence. The entire campaign committee shared in an all-out, all-day intensive drive, as a result of which virtually all outstanding cards were successfully solicited. Main credit, not only for this achievement, but for constant devotion to the 1949 campaign, goes to Nathaniel B. Hoffman, Campaign Chairman, and his youthful and energetic Co-Chairman, Theodore T. Simkin. Judge Harry S. Medinets is President of the Jewish Community Council and Martin E. Danzig, Executive Director.

Under the stimulating leadership of Mrs. Ira Safrin and Mrs. Morris Goldfarb as Co-Chairmen, the Women's Division is now just a few dollars short of the \$47,000 record total achieved in 1948. The women leaders are confident that the final 1949 finish will produce a result in excess of last year's.

ISRAEL

IS RECEIVING

1,000 JEWS A DAY!

ARE YOU DOING YOUR SHARE
TO PROVIDE THE NECESSARY

CASH

FOR

FOOD - CLOTHING
MEDICINE - SHELTER

? ? ?

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Monfor, Director



UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

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August 24, 1949

"CRISIS" CONFERENCE ON UJA AT WASHINGTON

Leaders of the Jewish communities of America have been urgently invited to meet in Washington, D.C. on Saturday evening, September 10 and Sunday, September 11 for the purpose of "taking stock" of the status of the United Jewish Appeal. Recognizing that a grave crisis has developed that threatens the whole structure of the relationship between American Jewry and support of the work in Israel and other parts of the world, Hon. Henry Morgenthau, Jr., General Chairman of the UJA, has, in effect, asked American Jewish leadership to constitute itself a Committee of the Whole for the purpose of determining the immediate course ahead.

The sessions will take place at the Statler Hotel. The background of the present critical developments will be sketched in by a number of distinguished personalities who have recently been in Europe and Israel. It is intended that there shall be a discussion from the floor on issues which have had superficial discussion during the past year, but with which American Jewry must now come to grips if the whole structure of achievement in the rehabilitation of the post-war Jewish world is not to be imperilled.

EDDIE CANTOR SETS EXAMPLE IN SUMMER SERVICE

Eddie Cantor works hard all the year around, not only at "show business" but at public business. More than any other person in the entertainment world, he has given himself unstintingly to Jewish communal effort. He is, like all the rest of us, entitled to rest and relaxation during the hot summer months.

But Eddie Cantor reads the Jewish news. He doesn't shun the news because it might "disturb" him. He became restless and impatient as he read the newspaper accounts of squalor in the camps in Israel, of demonstrations for "bread and work" by immigrants who had come to the Jewish State. He himself came to the United Jewish Appeal officers and pleaded: "Isn't there something I can do? I don't believe all this talk about Jews 'wanting to take a vacation from Jewish troubles.' Everything I see from the UJA office points to the desperate need for cash. Maybe I can help you get some. And I'm no prima donna. I'll take \$8,000 as well as \$1,000,000. Here is my calendar. Use it."

And so Eddie Cantor, whose doctor has warned him to cut down on his activities, is setting an example to American Jewish leadership. The experience he is having in communities shows that, having his fingers on the pulse of the public, he can judge the reaction of Jews better than most. He is finding that Jews really "care," summer or no summer.

Take the case of Detroit, where the temperatures in August have been as high as anywhere else in the country. "Nobody is in town. We couldn't get a corporal's guard together." That was the first reaction from Detroit. But since that community enjoys leadership that will always try in the face of any obstacles, Louis Berry, the Campaign Chairman, telephoned around town and within 24 hours he brought together seventy-five of the most important Jews in the community to meet with Eddie Cantor at the country club. Eddie talked, simply, briefly, movingly. Everybody had been told that no money would be asked. Berry stressed that as soon as Eddie finished. But those present wouldn't hear of it. They insisted they would pay up on their pledges at once, and within a few moments, as men actually pushed to come forward, over \$260,000 in cash was given so that the money could be forwarded to the United Jewish Appeal.

A few days later, Eddie traveled on to Buffalo to visit his old friend, Max M. Yellen, who has been active in the UJA for many years. Mr. Yellen invited a few friends to meet with Eddie at an informal gathering at his farm. Before Eddie left the community, arrangements had been made to borrow \$200,000 from the bank which was given to Eddie to turn over to the UJA.

Other towns are on Eddie Cantor's calendar in the weeks ahead. If the leaders will plan and work with the genuine joy with which Eddie gives himself to this greatest of all Jewish services, they will not only achieve maximum results but get a tremendous kick out of the experience.

THIS IS THE RECORD ...

In the month of August some 16,000 Jews will have entered Israel. In the month of August some 3,000 Jews will have come to the United States. In the month of August the JDC will have expended some \$5,000,000 for emigration and for maintenance in Europe.

Visualize, then, the problem faced by the United Jewish Appeal when, in the period from August 1 to August 22, it received from all over the United States, on account of all campaigns, the total sum of \$2,900,000!!!

It is this desperate situation which explains the efforts of the United Jewish Appeal, lay leaders and administrative staff, to arouse the communities to an understanding of the catastrophic problem that is developing as a result of this kind of financial response.

That only a will to get results is the key to getting them is demonstrated in the communities which have forwarded cash to the United Jewish Appeal in the past few weeks. The outstanding example in the nation of genuine understanding and of supreme efficiency in collecting cash continues to be set by the city of Baltimore. Bank loans, personal loans and every other device were exhausted this Spring to dispatch cash to the UJA national headquarters. When confronted with another plea from Mr. Morgenthau recently to forward additional sums, Baltimore did not reply: "we must protect our credit at the banks"; "there is nobody around to get money from"; "we have the highest proportion of cash to allotment in the country". Instead, the Jewish Welfare Fund,

headed by Henry S. Frank, with Joseph Meyerhoff, Campaign Chairman, and Elkan R. Myers, as Sub-Committee Chairman, took still another bank loan. To date, Baltimore has already forwarded \$2,000,000 in cash. But what is equally important about the Baltimore record, the leadership works constantly to turn pledges into cash. It recognizes that a bank loan is only a temporary expedient and not a permanent solution to the question of cash.

Rochester is a community which conducts its campaign in the Fall. Last week, as another illustration of its high rank among the communities of America, the Welfare Fund, of which Philip M. Liebschutz is Chairman, went to the bank for another loan and forwarded \$200,000 to the UJA. Rochester has paid in full its allotment from the campaign conducted in November, 1948.

New Haven, Conn., which this year conducted its most vigorous campaign in history under the Chairmanship of Emanuel H. Gratenstein, ignored weather considerations last week as its Welfare Fund officers met at lunch to act upon the UJA plea for cash. A decision to borrow from the bank was reached and within 24 hours the sum of \$100,000 was transmitted. The President of the Welfare Fund is Alexander Winnick.

Getting a bank loan to supplement cash collections, the Sioux City, Ia. Jewish Federation, headed by E. N. Grueskin, rushed \$50,000. A loan for \$100,000 was recently negotiated by Toledo, Ohio, which was supplemented by substantial additional funds. The United Jewish Fund head is Jules D. Lippmann. A bank loan of \$100,000 was also contracted by the United Jewish Appeal of Lynn, Mass. to be forwarded to the national UJA. The President of the Lynn Appeal is Harry Remis, with Benjamin P. Shulkin as Campaign Chairman. Richmond's Jewish Community Council authorized a bank loan of \$75,000 to forward to the UJA. Head of the Council is Lewis C. Markel. The Chairman of the Campaign is Herbert Fried. Samuel Backer, President of the Federation of Jewish Charities of Atlantic City, in forwarding \$35,000 to the UJA, pointed out that this represented borrowings. "We in Atlantic City want you to know that we fully appreciate the wonderful efforts which you and your organization are exerting in this hour of need," Mr. Backer wrote to Mr. Morgenthau.

From the Green Bay Jewish Welfare Fund, Bernard Berk, Recording Secretary, Mr. Morgenthau received a check for \$5,000 which represented additional borrowings. One of the leaders in El Paso, Tex. arranged for a personal loan of \$10,000 so that the amount could be forwarded to the UJA by the El Paso Jewish Community Council. The sum of \$85,000 has already been dispatched by El Paso. In Valdosta, Ga. the sum of \$5,000 was borrowed from the bank to forward to the UJA in advance of the campaign, Rabbi Morris Sklar, Secretary, advised. Judge David Cramer, Chairman of the Torrington, Conn. drive, sent \$11,000 and pointed out that in recognition of the urgent need for funds the community had borrowed from the bank to help meet UJA needs. Dr. David Fichman, Executive Secretary of the New Orleans Welfare Fund, remitted an additional \$25,000 to the UJA and pointed out that this had been borrowed from the bank. The sum of \$322,500 has been received to date on account of the New Orleans 1949 drive.

Although it still has a substantial sum owing to the bank from a previous loan, the Sheboygan, Wis. community borrowed an additional \$5,000 to send to the UJA in anticipation of cash collections. The Chairman of the drive, which opened on July 20, is Charles Locke. The sum of \$20,000 total has already been remitted.

MORGENTHAU JOINS COMMUNITY LEADERS IN CAMPAIGN PLANNING

Springfield, Mass. will consider campaign plans for this Fall at a dinner at the

Oxford Country Club on August 29. Hon. Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, together with Henry Montor, Director, will join the community leaders as they blueprint their forthcoming drive. Simon J. Katz is President of the Jewish Community Council. Benjamin Wolf is Executive Director.

The deep interest which Mr. Morgenthau has in the campaign program in all sections of the country is reflected in his ready acceptance of the invitation to visit Gary, Ind. on September 18. The neighboring communities of Hammond, East Chicago and Whiting have also been invited to join in the festive occasion. Merle D. Sharpe is Chairman of the 1949 drive to be held this Fall in Gary. Herbert Rosenbloom is President of the Gary Federation. Mrs. Charles Silep is Chairman of the Women's Division. The deep concern which Gary has with the success of its drive is shown in its having advanced \$70,000 to the United Jewish Appeal, in response to the earnest plea for cash.

HARTFORD LEADERS TO VISIT ISRAEL AS CAMPAIGN STIMULUS

Some of the outstanding leaders of the Hartford Jewish community will visit Israel in the coming months and thus add to the stimulus upon which the city can rely in the campaign it is to conduct this Fall for the United Jewish Appeal and other causes. Mrs. Beatrice Fox Auerbach, one of the foremost business women in America, will visit Israel next month together with Mrs. Chase Going Woodhouse, Congresswoman from Connecticut. Mrs. Auerbach has long been one of the leading contributors in the city to all causes. Barney Rapaport, formerly President of the Hartford Welfare Fund, and veteran Zionist leader in the community, leaves this week for an extended visit to Israel. He has been serving as chairman of a special sub-committee for cash collection on outstanding pledges of the 1948 drive. It is also expected that Solomon J. Kohn and Samuel C. Suisman, other pillars in the community campaign, will visit Israel in October.

Organization of this Fall's campaign has been left to a Campaign Committee, headed by George F. Gershel. Edward A. Suisman and Melvin W. Title, two of the men who have been the backbone of the campaign in the past, were drafted as Co-Chairmen of the Big Gifts Division. Judge Abraham S. Bordon was recently elected as the new President of the Hartford Welfare Fund. Bernard L. Gottlieb is the Executive Director.

DEATH OF SYLVAN D. DEUTSCH

The national headquarters of the United Jewish Appeal mourns the death, at the age of 51, of Sylvan D. Deutsch, Field Representative. A lawyer originally by profession, a painter by avocation, Sylvan Deutsch had spent eight years in the service of the United Jewish Appeal. He succumbed, after undergoing an operation during his vacation for what had appeared a minor surgery. Mr. Deutsch was known to scores of communities and was highly regarded by many leaders.

The death of Sylvan Deutsch might well serve to remind the Jewish communities of America of the nature of the service rendered by such men as Mr. Deutsch. As Field Representatives of the United Jewish Appeal, they spend months, and years, away from home, from family, from all the ties that are natural and essential for a normal life. If they plead and persist and press, it is not because they are reflecting native temperament but because they regard themselves as—and uniquely are—the missionaries of the greatest enterprise for Jewish survival that functions in the American Jewish community today.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director



UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

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September 14, 1949

AMERICAN JEWRY ASKED TO TAKE "EXTRAORDINARY ACTION"

An all-out effort by American Jewry to avert bankruptcy for the machinery of absorbing and caring for the immigrants in Israel was called for at the emergency conference held at Washington, D. C. on September 10-11. Every individual and every community was called upon to take "extraordinary action to meet an extraordinary emergency." A series of resolutions calling for drastic remedies to meet issues involving life and death were adopted. One resolution set forth in detailed fashion a series of recommendations requiring immediate action. Another resolution was designed to alert American Jewry to the need for considered judgment on the problems of 1950.

The first resolution was as follows:

Today the economic foundations of Israel are endangered because the resources required for the absorption of the vast immigration have not been made available. We American Jews must shoulder our full share of responsibility in this common enterprise.

Having heard a detailed description of the financial plight of the agencies concerned with immigration into Israel and of the other agencies of the United Jewish Appeal at the Emergency National Conference of the United Jewish Appeal held in Washington, D. C. on September 10th-11th, 1949, we, the delegates assembled, call upon the Jewish community of America to take extraordinary action to meet an extraordinary emergency.

Because the life and death of individuals is at stake, we call upon every contributor to translate his pledge into cash immediately. We call upon the communities of America to mobilize all contributors for an extraordinary cash collection in order to meet the critical financial position arising from this immigration into Israel. We urge every community to provide for the United Jewish Appeal within the coming weeks the total amount that would be intended for the United Jewish Appeal as a result of the 1949 campaigns and to achieve that objective

not only through cash collections but through borrowings from banks, individuals and every other source possible.

Because of the inadequacy of funds available to the United Jewish Appeal to meet critical needs, we urge all Jewish communities to conduct supplementary campaigns for the United Jewish Appeal, wherever feasible.

Wherever allotments to the United Jewish Appeal have already been made, we urge that they be reviewed and reconsidered in consultation with representatives of the United Jewish Appeal so that full consideration may be given to the critical emergency needs of the United Jewish Appeal. We urge upon all communities which have not yet made allotments for 1949 to defer such decision until representatives of the United Jewish Appeal have had an opportunity of presenting its needs, to the end that a mutually satisfactory understanding may be reached with regard to the United Jewish Appeal.

We urge upon all communities which are planning with respect to 1949 or 1950 campaigns that any campaign which includes the United Jewish Appeal shall not be launched without first reaching an understanding with the United Jewish Appeal regarding goal, allocation, and the ultimate distribution of funds raised.

NATIONAL CONFERENCE NOVEMBER 25-26-27

The second resolution, calling for suspension of plans for 1950, until after the National UJA Conference on November 25, 26 and 27, 1949, reads as follows:

In view of the urgent nature of the problems facing the American Jewish community in relation to its tasks in Israel, Europe and the United States, we strongly urge upon all American Jewish communities that as regards any planning for 1950 they refrain from making any commitments, including those relating to capital funds, until after the National Conference of the United Jewish Appeal on November 25, 1949, shall have been held.

Following are the names of the very representative group that made up the Resolutions Committee:

EZRA Z. SHAPIRO, Chairman, Cleveland, Ohio

HERBERT R. ABELES	Newark, N. J.	LEON J. ELL	Miami Beach, Fla.
SAM J. BEIERFIELD	Louisville, Ky.	E. J. EVANS	Durham, N. C.
MORRIS W. BERINSTEIN	Syracuse, N. Y.	EMANUEL E. FALK	Newport News, Va.
JUDGE MAURICE BERNON	Cleveland, Ohio	HENRY S. FRANK	Baltimore, Md.
HENRY C. BERNSTEIN	New York, N. Y.	HERMAN GILMAN	Boston, Mass.
SOLOMON BOXER	Troy, N. Y.	DAVID GLOSSER	Johnstown, Pa.
LOUIS BOYAR	Los Angeles, Cal.	ABRAHAM GOODMAN	Shelbyville, Ind.
HYMAN BRAND	Kansas City, Mo.	MRS. JACK A. GOODMAN	Indianapolis, Ind.
RAPHAEL BRANDES	Tucson, Ariz.	MORITZ M. GOTTLIEB	Allentown, Pa.
CHARLES BROMBERG	Paterson, N. J.	E. N. GRUESKIN	Sioux City, Iowa
MORRIS B. CHAIN	Bakersfield, Cal.	MRS. ROSE HALPRIN	New York, N. Y.
SIDNEY S. COHEN	Boston, Mass.	MRS. WALTER E. HELLER	Chicago, Ill.
SAMUEL H. DAROFF	Philadelphia, Pa.	JOSEPH HOLTZMAN	Detroit, Mich.

MARVIN H. ITTS	Youngstown, Ohio	SAMUEL ROTHBERG	Peoria, Ill.
ADOLPH KIESLER	Denver, Colo.	MEYER RUCHMAN	Ft. Wayne, Ind.
BEN KOPELOVE	Dayton, Ohio	A. B. SAEKS	Dayton, Ohio
MOSES A. LEAVITT	New York, N. Y.	SOL SATINSKY	Philadelphia, Pa.
IVAN LEVENSON	Newark, N. J.	MORRIS SENDEROWITZ, JR.	Allentown, Pa.
LEON L. LEVY	Trenton, N. J.	ABE SHUGERMAN	Chattanooga, Tenn.
LOUIS A. LEWIS	Bridgeton, N. J.	MAURICE J. SIEVERS	Cincinnati, Ohio
PHILIP M. LIEBSCHUTZ	Rochester, N. Y.	ARCHIBALD SILVERMAN	Providence, R. I.
SOL LUCKMAN	Cincinnati, Ohio	JACOB SINCOFF	New York, N. Y.
JOSEPH MEYERHOFF	Baltimore, Md.	EUGENE M. SOLOW	Dallas, Tex.
FRED MONOSSON	Boston, Mass.	RUDOLF G. SONNEBORN	New York, N. Y.
HENRY MONTOR	New York, N. Y.	ARTHUR TAUBMAN	Roanoke, Va.
LEONARD MOSS	Jacksonville, Fla.	ALBERT TENENBAUM	Savannah, Ga.
IRVING S. NORRY	Rochester, N. Y.	I. S. TUROVER	Washington, D. C.
MAX OGUST	New York, N. Y.	JULIAN B. VENEZKY	Peoria, Ill.
HERMAN M. PEKARSKY	Newark, N. J.	ELKAN C. VOORSANGER	Milwaukee, Wisc.
B. M. PELAVIN	Flint, Mich.	JACK D. WEILER	New York, N. Y.
SAMUEL H. RIVIN	Missoula, Mont.	AARON WEISS	Wilkes-Barre, Pa.
HENRY A. ROCKER	Cleveland, Ohio	HARRY A. WOLF	Omaha, Nebr.
DAN S. ROSENBERG	St. Paul, Minn.	MANDLE ZABAN	Atlanta, Ga.
WILLIAM ROSENWALD	New York, N. Y.	HENRY ZUCKER	Cleveland, Ohio
G. HARRY ROTHBERG	Los Angeles, Calif.	BARUCH ZUCKERMAN	New York, N. Y.

MUST DO EVERYTHING TO MEET CASH NEEDS, CONFERENCE SAYS

Not since the United Jewish Appeal was established ten years ago did a group of Jews face a situation so momentous in its implications as was discussed by the representative leaders of the American Jewish community who gathered at the Hotel Statler, Washington on the September 10-11 week-end. Throughout the sessions there was a mood of grim determination, a realization that the whole structure that had been erected through ten painful, glorious years of American Jewish generosity was imperilled because of the lack of cash resources to keep the lives of tens of thousands of human beings going.

Through every discussion ran one single question: how can we convey to the Jewish communities of America -- to the 5,000,000 Jews of America -- the extraordinary nature of the current emergency and the need for action on a scale to fit the crisis? So detailed and intimate were the discussions that it was decided to conduct the meeting in executive session so that the fullest freedom of expression could be assured.

"MINUTE MEN" TO VISIT COMMUNITIES

One of the most exciting moments of the conference was the response to the suggestion that men offer their services for a period of one week to one month in the immediate future in order that, in groups and individually, they might bring at first hand to each community in the United States the factual story of financial crisis and the implications to American Jewry and to Israel of possible failure.

Termed the "Minute Men," these volunteers were so moved by the desperate urgency of the plight of the immigrants that they offered to make further sacrifices in their obligations to business and family in order to travel around the country.

Among those who joined the group to tell the story to the country were:

A. AARON	Washington, D. C.	SOL LUCKMAN	Cincinnati, Ohio
HERBERT R. ABELES	South Orange, N. J.	JOSEPH MEYERHOFF	Baltimore, Md.
MORRIS W. BERINSTEIN	Newark, N. J.	FRED MONOSSON	Boston, Mass.
JUDGE MAURICE BERNON	Cleveland, Ohio	LOUIS S. MYERS	Kansas City, Mo.
LOUIS BERRY	Detroit, Mich.	IRVING S. NORRIS	Rochester, N. Y.
SOLOMON BOXER	Troy, N. Y.	LEE PEVSNER	Chicago, Ill.
LOUIS BOYAR	Los Angeles, Calif.	CHARLES RESS	New York, N. Y.
HYMAN BRAND	Kansas City, Mo.	SAMUEL H. RIVIN	Missoula, Mont.
JOSEPH CHERNER	Washington, D. C.	MERRILL ROSENBERG	Lawrence, Mass.
SAMUEL H. DAROFF	Philadelphia, Pa.	WILLIAM ROSENWALD	New York, N. Y.
BEN DOLL	Cincinnati, Ohio	G. HARRY ROTHBERG	Los Angeles, Calif.
LEE L. DOPKIN	Baltimore, Md.	SAMUEL ROTHBERG	Peoria, Ill.
LEON J. ELL	Miami Beach, Fla.	MEYER RUCHMAN	Fort Wayne, Ind.
MORRIS FINKELSTEIN	Bethlehem, Pa.	BENJAMIN RUSSELM	Lawrence, Mass.
HENRY S. FRANK	Baltimore, Md.	A. B. SAEKS	Dayton, Ohio
MRS. JOSEPH FRIEND	New Orleans, La.	MAX C. SCHRANK	Bridgeton, N. J.
HERMAN GILMAN	Boston, Mass.	MAXWELL L. SCHWARTZ	Chester, Pa.
NOLAN GLAZER	Dallas, Tex.	EZRA Z. SHAPIRO	Cleveland, Ohio
JOSEPH GOLDSTEIN	Johnstown, Pa.	ARCHIBALD SILVERMAN	Providence, R. I.
ABRAHAM GOODMAN	Shelbyville, Ind.	JOSEPH E. SILVERSTEIN	Rochester, N. Y.
MORITZ M. GOTTLIEB	Allentown, Pa.	JACOB SINCOFF	New York, N. Y.
E. N. GRUESKIN	Sioux City, Iowa	EUGENE M. SOLOW	Dallas, Tex.
ISAAC HAMLIN	New York, N. Y.	RUDOLF G. SONNEBORN	New York, N. Y.
JOSEPH HOLTZMAN	Detroit, Mich.	MOSE I. SPEERT	Baltimore, Md.
JUDGE DAVID L. HORUVITZ	Bridgeton, N. J.	MAURICE M. SWIMMER	Chester, Pa.
I. MAX JAFFEE	Butler, Pa.	ALBERT TENENBAUM	Savannah, Ga.
ADOLPH KIESLER	Denver, Colo.	SAMUEL Z. TROY	Richmond, Va.
BEN KOPELOVE	Dayton, Ohio	JULIAN B. VENEZKY	Peoria, Ill.
LEON L. LEVY	Trenton, N. J.	JACK D. WEILER	New York, N. Y.
LOUIS A. LEWIS	Bridgeton, N. J.	MANDLE ZABAN	Atlanta, Ga.
PHILIP M. LIEBSCHUTZ	Rochester, N. Y.		

HOW THE RESOLUTIONS WERE ADOPTED

There was no pro forma, routine standardization to the resolutions adopted at the emergency conference. On the Friday before the conference opened, a group of thirty men, backbone of the campaigns in their respective communities, met privately to discuss what they, as business men, who had given time, energy, money in tremendous quantities in the past few years, wanted to do about the problems financed by the United Jewish Appeal. Their seven hours of discussion were off-the-record but reports of those who were present indicated that there was the fullest "soul-searching." They asked the basic questions: "How much longer can I give so much time?" "How much longer can I give this kind of money?" "What warrant is there for this size of campaign?" "What shall I do about my local problems?" Each one had different questions and different answers. But when the early morning came, they had more or less reached a uniformity of view that the crisis affecting Israel was so real and so crucial that every sacrifice was justified. It was the discussion these men had, the answers they gave, which, in largest measure, formed the backbone of the resolutions eventually adopted by the emergency conference two days later.

The Resolutions Committee, charged with key responsibility for framing the decisions of the conference, met early on Sunday morning, with Ezra Shapiro of Cleveland

in the chair. Former District Attorney of Cleveland, active in its Federation and in its Welfare Fund, Mr. Shapiro gave stability and direction to the meeting. He pointed out that the Resolutions Committee itself would determine its procedures and its objectives. The Committee was composed of a cross-section of the country. Heads of campaigns, executives of communities, leaders of Zionist organizations, representatives of various segments of the community comprised the Committee. It was a reflection of the thoroughness of the discussion and of the validity of the crisis that all points in the resolutions were approved unanimously. It was on the basis of this unanimous recommendation from the Resolutions Committee that the conference itself acted.

ELATH AND EBAN TELL DELEGATES OF ISRAEL POSITION

The emergency conference formally opened on Saturday night, September 10 with a dinner. Dominating the Presidential Room was a great backdrop showing a tent city in which the immigrants live in Israel. In the foreground was an actual tent, in which men, women and children sat as a visualization of the crowded conditions of the camps themselves. The meeting began with the showing of a nine-minute film flown here especially for the conference. It was a film describing the conditions in the camps, their squalor, their humiliation, their inhumanity. The picture was so gripping in its realism that men and women freely admitted afterwards that they had cried unashamedly.

JUDGE MORRIS ROTHENBERG, National Chairman of the United Jewish Appeal, presided at the opening session and paid tribute to HON. HENRY MORGENTHAU, JR., who, just prior to the conference was stricken with pneumonia and taken to New York Hospital. Mrs. Morgenthau, who has been in a grave condition for the past two weeks, was confined to the same hospital. Judge Rothenberg asked whether the country truly appreciated the sacrificial service which Mr. Morgenthau had given during the past three years, regardless of health and self, working at every daily problem confronting the United Jewish Appeal. A telegram was sent by the conference to Mr. Morgenthau expressing the earnest hope of the delegates that both he and Mrs. Morgenthau would soon be restored to full health.

Participants in the review of the problems today in America, Europe and Israel were HON. ELIAHU ELATH, Ambassador of Israel to the United States, CONGRESSMAN JACOB K. JAVITS, DR. ISRAEL GOLDSTEIN, until recently Treasurer of the Jewish Agency for Palestine, EDWARD M. M. WARBURG, Chairman of the Joint Distribution Committee, and AUBREY S. EBAN, Delegate of Israel to the United Nations.

In his report on the critical financial situation confronting the UJA, Judge Rothenberg revealed that in the first eight months of 1948, the UJA received in cash from the Jews of America, on account of all campaigns, a total of \$122,540,516. During that period, 52,000 Jews were brought to Israel. In the first eight months of 1949, the UJA had received in cash only \$84,189,698. At the same time, 180,000 immigrants had reached Israel. Thus, while cash receipts dropped by 31%, the flow of immigration rose about 350%.

"COLLAPSE OF ISRAEL DISASTROUS TO US"

Comparing the plight of the British Empire, the subject of meetings at Washington at the very same time, to the developing crisis in Israel, Judge Rothenberg said:

"The collapse of Israel would be as disastrous for the Jewish people as the collapse of Britain would be for the democratic world.

"Look at the plight of the British Empire with its great resources and manpower and the concern that Americans have for immediate and generous aid. Then look at the young nation of Israel still in its swaddling clothes, still reeling from a grim war of survival and see the complacency of American Jewry. I cannot believe that as Jews we can practice an isolation that is so outmoded and abhorrent to us as Americans."

Mr. Eban, one of the few contemporary statesmen whose mode of speech and powerful content have been compared to Winston Churchill's, delivered one of the most brilliant talks of his career — and one that profoundly moved his audience — as he told of the political, military and especially the economic problems faced in his country.

"Our economic crisis today is similar to our political and military crisis of but one year ago," Mr. Eban said. "Victory on the economic front," he said, could be hastened through sustained effort on the part of American Jews in behalf of the UJA.

"Both the cause of humanity and the prospects of Israel's economic victory will be powerfully affected by the fortunes of the United Jewish Appeal in the coming few months," Mr. Eban declared.

"IS IT A MATTER OF LIFE AND DEATH?"

Dr. Israel Goldstein, who had but just returned from Israel to which he had given some ten months of service as Treasurer of the Agency, told in stirring terms of the experiences he had had. His description of the life of Jews in the tent cities of Israel served to emphasize that even the films which, a little while previously, had moved the audience, did not fully portray the dismally unhappy quality of tent life. He sounded a solemn warning that in judging what it should do with its funds, American Jewry must adopt this criterion: "IS IT A MATTER OF LIFE AND DEATH?"

Congressman Javits told also of the work done by the United Service for New Americans. It was indicated that an immigration of between 30,000 and 40,000 might be expected in the current year. Mr. Warburg reminded American Jews of the generosity with which they had given through the years and questioned whether they were prepared, at this stage, to abandon the dream which had sustained them and which would, in the future, add to the stature of the whole of Jewry.

WHAT SHALL WE DO — IN PRACTICAL TERMS?

On Sunday morning and afternoon, one demand was voiced: what can we do in practical terms to avert bankruptcy for our work in dealing with immigration absorption?

The leaders present made it clear that they were going back to their communities to translate the very practical resolutions into very practical terms. They would drive for cash in as intensive a fashion as they had obtained the pledges. They would go to the banks, with vigor and determination, to obtain bank loans. They would solicit every card that remained outstanding from the Spring campaign. They would conduct supplementary campaigns wherever feasible. They would go back to their communities and, where allocations decisions had been made, they would reconsider them in the light of the terrible necessities of the UJA.

HENRY A. ROCKER, President of the Cleveland Welfare Fund, sounded a keynote that was reflected in the words of others. He pointed out that Cleveland had borrowed \$2,000,000 for the UJA. The Cleveland delegation was returning with the aim of

obtaining a \$500,000 bank loan immediately, in addition to pressing for cash from individuals. It was his hope that the full allotment of Cleveland to the UJA—larger than in 1948—would be paid before the end of the year.

HENRY S. FRANK, President of the Baltimore Welfare Fund, hailed by the Chairman, Edward Warburg, for its record in campaign and collections, told of the steps being taken to collect every outstanding pledge. A meeting was being arranged within the next three days to organize every worker in the community to go out and get the cash for the UJA.

LOUIS BERRY, Chairman of the Detroit campaign, delivered one of the basic speeches of the conference in describing his own mood at the end of years of campaigning. He had made up his mind that after this year's campaign he would take a long-needed rest. He could not have conceived of any other course. Speaking slowly, simply, but with terrific force, Mr. Berry said that in view of the situation that had developed he felt he must enlist again for 1950. "The UJA is MY child, MY responsibility and I cannot neglect MY child." The ovation he received indicated how much he reflected the thinking of many other men in the room.

"GIVE ALL UJA MONEY IN THIRTY DAYS" BECOMES GOAL

LEON LEVY, President of the Trenton Welfare Fund, made a proposal that swept the meeting as being the most effective to meet the crisis for immigrants in Israel. He proposed that every community undertake, through intensive cash collections and through bank borrowings, to get together enough money in the next thirty days to give to the UJA the full amount to which it would be entitled in each community as a result of the 1949 campaign.

HERBERT ABELES, President of the Essex County Jewish Community Council and veteran campaign leader, described the effect upon him of the dire needs in Israel. He said that he and the members of his delegation were returning to Newark and would review all allotments in order to help meet the UJA situation. A little later Mr. Abeles again arose to say that his delegation was sure that at least \$250,000 would be forthcoming to the UJA in the next ten days. Mr. Abeles actually did send in \$300,000 two days after the conference.

ARCHIBALD SILVERMAN of Providence said that his community had already borrowed \$200,000 in advance of the campaign but that Providence would nevertheless try to borrow a minimum of an additional \$250,000 three or four days after the Big Gifts meeting.

The audience was impressed when a young man, "BUDDY" KAUFMANN, arose in his capacity as Chairman of the Charleston, W. VA. campaign and announced that, in advance of the drive to begin in that community in a few weeks, he had brought, together with SAM D. LOPINSKY and GEORGE GREENWALD a check, on account, of \$75,000. JOE WEINGARTEN, Chairman of the Houston campaign and one of the great leaders of the Southwest, was also present at the conference, to which a check for \$50,000 had been sent.

SAYS CUTS "NOT JUSTIFIED ECONOMICALLY"

Another of the nation's outstanding campaigners, in the person of SAMUEL DAROFF, President of the Allied Jewish Appeal of Philadelphia, spoke at the morning meeting. Reviewing the results of the campaign and its effects on the UJA, Mr. Daroff declared

that "there would be shame on all our houses if we should fail Israel at this critical moment." Commenting on cuts that had been made early in 1949, Mr. Daroff asserted that "many who made cuts were not at all warranted economically in making these cuts." He pointed out that although for some cuts may have been necessary, most of the big givers had enjoyed in 1949 the kind of business that justified maintenance of their gifts in full force.

Other participants in the morning session included LOUIS LEWIS, Chairman of Bridgeton, N. J. and MRS. JACK GOODMAN, Chairman of the Women's Division in Indianapolis. Mrs. Goodman spoke of her recent visit to Israel with her husband. So vivid was her message that many of the delegates afterwards asked her to come to their communities to deliver the same talk. ABE GOODMAN, of Shelbyville, Ind., ABE SHUGERMAN of Chattanooga, Tenn., ARNOLD LEVY, Welfare Fund Chairman of Alexandria, Va. and EMANUEL FALK, Chairman of Big Gifts and Budget Committee of Newport News, Va. were others who joined in the discussion. Mr. Falk pointed out that the community had gone to the bank once, it had decided the situation justified further action and \$30,000 was borrowed and presented.

NATHAN I. KUSS, Chairman of the Welfare Fund of Wilkes-Barre, Pa. announced that his community was bringing \$100,000 to a regional conference to be addressed by Eddie Cantor a few days hence. Mr. Lewis, of Bridgeton, following consultation with his colleagues, announced also that a further \$25,000 would be remitted to the UJA in ten days.

QUESTIONS MORALITY OF ALLOTMENTS

The deep hurt that had been done to the United Jewish Appeal by the allotment procedures in communities was discussed by HERMAN GILMAN, President of the Combined Jewish Appeal of Boston. Using strong terms to describe the failure to distinguish between critical urgencies and normal processes, Mr. Gilman tried through the use of comparative figures, to show what had happened to the U.J.A. He declared that it had been estimated that a total of \$212,000,000 had been raised by the Jewish communities of America in 1948. Of that sum, \$150,000,000 had been given to the United Jewish Appeal. Using figures for amounts raised and what he said were estimates for the balance of the year, he declared that \$200,000,000 would be the figure raised in 1949. Mr. Gilman said that "the UJA will be lucky if it gets \$120,000,000." He appealed for the correction of this situation by having communities determine, first, what the United Jewish Appeal should receive in the light of the critical needs and meet all other needs within that framework.

ROBERT NATHAN SEES BUSINESS UPSWING

ROBERT R. NATHAN, distinguished economist, a delegate to the conference, was among those who joined in the discussion. He discussed the business situation and predicted an upswing for the balance of 1949 and foresaw a favorable economic year in 1950. Analyzing the resources at the disposal of the Jewish community, he denied that cuts in giving in 1949 were justified either by the drop in business activity or by inadequate resources. "For every person who had to cut in 1949," the noted economist said, "there were ten who could have given more--because they have it."

Referring to the talks in Washington on the "dollar-crisis" for Britain, Mr. Nathan declared that the "real, fundamental needs of Israel are many, many-fold those of Britain." Mr. Nathan ended with a reference to the feeling of "tiredness" that many speak of in relation to giving and working. In a peroration that reflected deep

feeling, Mr. Nathan pointed out that all great men and all great peoples have always found a second wind, in the depths of their tiredness, to meet crises and to overcome them, like Roosevelt after 1933 and in 1941, Churchill after Dunkerque, Russia after Stalingrad. He felt that American Jewry, too, was reaching a low stage of "tiredness" and could lift itself to a new spirit to overcome the crisis of today.

The session closed with the remarks of Morris Berinstein, of Syracuse, who pointed to everything that American Jewry had achieved in the last ten years. "We can finish the greatest job that any people ever performed, if we will stick it out for a little while longer. What a tragedy it would be, if at the very threshold of completing a gigantic undertaking we should yield to momentary tiredness."

NAHUM GOLDMANN WARNS OF "CONTEMPT IF WE FAIL"

In one of the great speeches of a brilliant orator, DR. NAHUM GOLDMANN, Chairman of the American Section of the Jewish Agency for Palestine, analyzed what the State of Israel meant to the Jews of America and of the world. Jews had gained in prestige as a result of the victory in Israel. Withering "contempt" would be visited upon Jews everywhere if now this State should topple because of the impatience, the lack of understanding and of generosity of the Jewish people.

The afternoon session was presided over by WILLIAM ROSENWALD, National Chairman of the UJA. He, too, warned that failure now "may jeopardize our magnificent accomplishments of the past ten years." Others who participated were JACK WEILER, Chairman of the New York campaign, who said he had already lost ten pounds and would continue until the job was finished if it meant losing ten pounds more; AARON WEISS of Wilkes-Barre, who told of the deep impressions made on him by his recent visit to Israel; JOSEPH CHERNER, Chairman of the Washington, D. C. United Jewish Appeal, one of the most successful campaigns of 1949, JOSEPH HOLTZMAN, Co-Chairman of Trades and Professions of the Detroit campaign; HENRY MONTOR, Director of the UJA, MOSES LEAVITT, Executive Vice-Chairman of the Joint Distribution Committee.

Following the presentation and vote on the resolutions by Ezra Shapiro, JULIAN VENEZKY, National Chairman for Regions of the UJA, emphasized that there was only one way to make clear to the communities how urgent the problem is: through personal contact. He felt that mail, telegrams, even telephone calls had lost effectiveness. Now individuals must be prepared for the additional sacrifice of exchanging visits in communities; and, on the other hand, communities must be willing to welcome lay leaders from other cities for mutual planning and assistance.

The afternoon session reached a high note with the remarks of SAM ROTHBERG, UJA National Chairman for Initial Gifts. Describing his recent trip to Israel, Mr. Rothberg spoke of the "glamor" which some people demand for the campaign. "Once there was 'glamor' when Nazis were killing Jews--and we could raise funds. There was 'glamor' when the British were harassing Jews. There was 'glamor' when the Arabs were killing Jews. Now, there seemed to be no 'glamor' when Jews, all unwittingly, of course, are themselves, in effect, killing Jews--by neglect and indifference to the grave problems of life and death."

He called for a crusade by lay leadership to arouse the Jewish communities of America through the frank presentation of the true situation. His call for volunteers met with an inspiring response as men throughout the room rose to their feet, called out their names and said how much time they would give to the UJA to tell their story of the desperate cash needs of the UJA to every community they could visit.

All agreed, at the close of the emergency conference, that in terms of the wide discussion by all delegates, the realistic analysis of problems and the heights of emotion reached, the Washington meeting had been the beginning of a crusade throughout America to save the immigration front in Israel in the gravest hour of emergency.

FREDRIC MARCH TO STAR IN UJA BROADCAST OVER ABC NETWORK SEPTEMBER 20

On Tuesday evening, September 20th, during the half hour period from 10 to 10:30 P.M. (Eastern Daylight Time), the United Jewish Appeal will present a dramatic program entitled "Handful of Earth", over the coast to coast network of the American Broadcasting Company. Fredric March, the noted stage and screen actor, will be the star of this broadcast, which will relate the significance of the UJA campaign to the observance of the Jewish New Year. The entire production will be under the direction of Himan Brown, widely known radio producer.

Save Our Ten Year Achievement

With CASH ... TODAY

Focus for American Jewry's

Communal Planning for 1950:

National Conference of

UNITED JEWISH APPEAL

Atlantic City

November 25, 26, 27, 1949

Make This The Criterion of Priority:

"IS IT A MATTER OF LIFE AND DEATH?"

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director

UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

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RESPONSE TO CALL FROM WASHINGTON BEGINS

The danger call sounded at the Emergency Conference at Washington on September 10-11 is beginning to have its echoes in all parts of the United States, as communities solemnly consider (a) all possible steps to mobilize immediate cash for the United Jewish Appeal, through borrowings and otherwise; (b) reconsideration of allotments so that the UJA may receive the maximum benefit from funds raised; (c) intensified coverage of cards of pledgors who have not yet contributed for 1949 and additional supplementary campaign efforts.

Within a few days after the Emergency Conference, Judge Morris Rothenberg, Dr. Jonah B. Wise and William Rosenwald, National Chairmen of the United Jewish Appeal, telegraphed communities to ask their Boards of Directors to receive a delegation of the UJA to discuss the cash situation as well as the problem of allotments. Scores of community leaders are standing by ready for this emergency personal service which they pledged at the Washington Conference.

Denver Empties Treasury To Send \$200,000

Denver, in the midst of a fall campaign, again drew the spotlight on itself as one of the most responsive Jewish communities in the nation when it forwarded \$200,000 to the United Jewish Appeal. Adolph Kiesler, veteran leader of the Denver community, Hyman Goldman and Nathan Rosenberg, Executive Director, had attended the Washington Conference and brought back to their city a first-hand account of the gravity of the position in Israel.

Joseph Mosko, Chairman of the Denver campaign, summed up the spirit of the community in his cover letter: "Our Board has recognized the acute emergency that exists today in Israel and so has taken the drastic step of completely emptying out our treasury to the point that we have no funds for operating expenses."

Eddie Cantor Gets \$700,000 In Eastern Pennsylvania

Eddie Cantor, made aware of the disastrous plight of the camp inhabitants in Israel, is making a personal crusade out of getting cash and is visiting as many communities as is humanly possible to bring the message directly to contributors. At a Regional Conference held at Reading, Pa. after the Washington emergency meeting, Cantor was presented checks from a group of small communities totalling some \$700,000.

Morris N. Blumberg, Chairman of Reading, welcomed the delegates from the several nearby towns. Other participants included Harry Fischman, Reading, Conference Co-Chairman; Moritz M. Gottlieb, Allentown, UJA Regional Chairman; and Aaron Weiss, Wilkes-Barre, who reported on his recent visit to Israel. Morris Senderowitz, Jr., was Conference Chairman. Eddie Cantor who, together with Yaakov Zerubavel, addressed the session, was deeply impressed as the leader of one community after another came forward to present a check on behalf of his town. Maxwell L. Schwartz, 1949 Chairman for Chester, Pa., having a fall campaign, presented \$50,000; Hyman Caplan presented a check for \$35,000 from Lebanon, Pa., which included a \$25,000 advance from his own family. Mr. Caplan came to Reading despite the serious illness of his mother. Devere Kauffman presented \$35,000 for West Chester. Nathan Halperin, Chairman for Big Gifts in Allentown, and Morris Senderowitz, Jr., Chairman, turned in an additional \$75,000 for an outstanding record. Charles M. Feller presented \$50,000 on account of Harrisburg. Samuel R. Lurio, Reading Treasurer, presented \$50,000 from his community, while Nathan I. Kuss brought forward a check for \$100,000 for Wilkes-Barre. Other checks were handed in as follows: \$19,000 from Bethlehem; \$10,000 from Hazleton; \$20,000 from Lancaster; \$2,300 from Kennett Square; \$2,500 from Stroudsburg and Fabian Lauer promised a further \$5,000; \$20,000 from York, with Joseph Rubin promising another \$20,000. Other communities which have fall campaigns and presented checks include: Easton, Pa., \$8,750 with Meyer Feinberg and Phyllis Bugen promising another \$10,000; Ephrata, \$5,000; Lansdale, \$2,000; Lock Haven, \$2,500; Mahanoy City, \$10,000; Mt. Carmel, \$5,000; Pottsville, \$7,500 with A. Harold Leisawitz promising double the amount already presented; Shamokin, \$5,000; Shenandoah, \$10,000.

Speaking for Harrisburg, Mr. Feller also pledged that although the community had been against bank loans, further action would be taken to provide an additional \$50,000. Scranton forwarded \$25,000. In addition to the checks physically presented to Mr. Cantor, promises were made to him at the conference and by wire for another \$150,000. These promises Mr. Cantor indicated he would follow through on personally.

MISS SACHS MAKES FIRST GIFT FOR 1950

One of the notable features of the Reading Conference with Eddie Cantor was the first recorded gift toward the 1950 campaign of the United Jewish Appeal. Miss Mary Sachs, speciality shop owner of Harrisburg, who has been an inspiration at a number of conferences of the United Jewish Appeal, reflected the deep impression made on those present by Mr. Zerubavel and Mr. Cantor when she announced that for 1950 her gift would be \$25,000. In 1948 and 1949, Miss Sachs had pledged \$22,500. Miss Sachs' announcement was hailed by Mr. Cantor as a good augury for the 1950 drive.

Omaha Turns Out For Cantor

"There is nothing more important to me as a Jew today than getting cash for the United Jewish Appeal." With that slogan, Eddie Cantor journeyed out to Omaha, Nebraska.

There he was handed \$130,000 for the UJA. Omaha is borrowing an additional \$45,000 to make a total of \$175,000. In addition, the community leaders took the occasion to fix the allotment to the United Jewish Appeal and revised upward the intentions on that allotment prior to the Washington Emergency Conference. David Blacker presided at the Omaha meeting. Others who spoke included Harry A. Wolf, veteran Omaha leader and Hyman Ferer, Chairman of the Budget Committee. E. N. Grueskin, National Co-Chairman for UJA Regions, and E. W. Baron, Campaign Chairman came from their own Sioux City with a check of \$50,000 which the community wanted handed to Eddie Cantor. A. Q. Schimmel, Lincoln, Neb. leader, and Louis B. Finkelstein, drove in from Lincoln in order to present their check for \$15,000 to Cantor. This completed payment of the 1949 allotment from Lincoln.

Pontiac, Mich. Writes a Dramatic Cash Story

Communities that wonder how cash can be obtained in a hurry might write to Sam Stolorow, Allocations Committee Chairman of the Pontiac, Mich. campaign. Mr. Stolorow attended his first national conference when he went to the emergency meeting at Washington on September 10-11. Immediately upon his return, he, Meyer Simon, the Campaign Chairman and Welfare Fund President, and associates launched on a whirlwind cash drive. Pontiac had raised \$87,135 in the Spring campaign. By the time of Washington, they had sent \$33,000 on account to the UJA. The Allocations Committee had previously voted to give the first \$65,000 to the UJA, then to pay other causes and finally to give the UJA any remainder collected. In the week from September 11 to 17, Mr. Stolorow and his colleagues collected \$42,000 in cash. Where an individual could not pay his pledge at this time, the officers went to the bank with him and individuals borrowed on their pledges so that immediate payment could be made. By Saturday evening, September 17, \$42,000 had been obtained. A special meeting of the Allocations Committee was held that night and it was voted to give the UJA the full \$42,000 immediately or a total of \$75,000.

This stirring story of one town's achievement was brought by Mr. Stolorow to the Regional Conference at Flint, Mich. and Pontiac was hailed by all.

Michigan Leaders Mobilize for Cash

Meeting at Flint, Michigan for a regional conference, leaders of Jewish communities in the State resolved to translate into action the resolutions that had been adopted at Washington. Max Osnos, Big Gifts Chairman of Detroit in 1949, was drafted as Michigan State Chairman for the UJA. Together with his campaign associates, Louis Berry, Detroit Chairman for 1949, and Joseph Holtzman, Mr. Osnos will visit State-wide in the months ahead. Mr. Osnos named Sam Stolorow as State Chairman for Collections, so that all communities could get the benefit of his method.

B. M. Pelavin, of Flint, Conference Chairman, presided, and Louis Berry told the Conference of what had transpired at Washington. Other participants included Rabbi Morton Appelbaum, Flint; Mrs. Hyman C. Broder, Detroit, who spoke of the role of Women's Divisions; Abe Drasin, Grand Rapids, who was Chairman of the Resolutions Committee, Rabbi Arnold Lasker, Flint, Harry Seeve and Dr. Frank Kingdon.

When the resolutions had been presented, Meyer Simon, Pontiac, asked for the floor and told how his community had translated the Washington resolution into immediate action. He then called on Sam Stolorow to ask for cash. Those who presented checks included Ann Arbor, \$12,000; Bay City, \$8,500; Saginaw, \$6,000; Muskegon,

\$6,500; Kalamazoo, \$2,000 and Owosso and Port Huron. Flint presented a check for \$35,000 which represented bank borrowing in advance of its campaign.

Los Angeles Borrows \$1,000,000 For UJA

Acting on the unanimous resolution of the Board of Directors of the Jewish Community Council, Los Angeles made its own response to the Washington meeting by borrowing \$1,000,000, half at the Bank of America and the other half at the Union Bank. At the same time, Los Angeles is intensifying its cash collection program so that additional funds will become available.

Toledo Authorizes \$250,000 Bank Loan

At a meeting of its Board of Directors which saw the United Jewish Fund of Toledo adopt a goal of \$1,000,000 for its forthcoming campaign, a resolution was unanimously adopted authorizing the officers of the campaign, headed by Charles H. Fruchtman as Chairman, and Jules Lippman as Big Gifts Chairman, to borrow \$250,000 to be forwarded promptly to the United Jewish Appeal.

Other Communities Borrow To Send Money

Following the Washington meeting, the United Jewish Appeal was in receipt of \$100,000 from Bridgeport, Conn. which obtained the funds through a bank loan. Kansas City, which was represented at Washington by Hyman Brand, Campaign Co-Chairman, who had recently returned from Israel, forwarded \$50,000. The Board of Directors of the Federation also voted authorization to borrow a further \$100,000 which was forwarded to UJA.

Atlantic City was another of the communities responding to the spirit of the Washington decisions by forwarding \$100,000. Half of this represented regular cash collections and the balance was obtained by bank borrowing. The cash collection effort in Atlantic City has been under the vigorous leadership of Philip Rudich and Myer Zubkov as Co-Chairmen of the Collection Committee. The Atlantic City effort is geared at collecting all outstanding amounts and not merely on 1949. Pledges due on 1947 and 1948 are being subjected to the same rigorous collection procedure. Trenton, N. J., in order to bring its cash payments up to \$225,000, borrowed \$59,300 from the bank. Trenton was well represented at the Washington Conference, including Federation President Leon L. Levy.

How Binghamton Borrowed \$75,000

How Binghamton, N. Y. borrowed \$75,000 so that it might play its part in answering the call of Washington is instructive for other communities. Abraham M. Pierson is Chairman of the drive, Jacob Olum, Co-Chairman, Isidore Friedland, Executive Director. Mr. Pierson, checking with the bank and finding that it was willing to lend another \$75,000, as it had done previously, went from one office to another, until eight signatories were obtained. Mr. Pierson then went to the bank whose officers promptly approved the loan. The check for \$75,000 was made out -- and immediately transferred to the United Jewish Appeal.

Niagara Falls, having decided to allot \$100,000 to the United Jewish Appeal,

borrowed \$35,000 from the bank for immediate transmission to UJA. Samuel S. Carl is Chairman of the Budget Committee. Franklin C. Wisbaum is Federation President, William Nimelman, Treasurer, Mrs. May Chinkers, Executive Director.

Nashville Forwards \$50,000

Charles Ress, President of the Palestine Foundation Fund, visited Nashville, Tenn. as one of a group of communities which he, together with other community leaders, undertook to cover in the coming weeks to present the UJA cash needs. Following action taken by the Board of Directors of the Welfare Fund, Nashville presented Mr. Ress with a check for \$50,000 for the UJA. Following a meeting by Mr. Ress with officers of the Schenectady Welfare Fund, the community voted immediate action to borrow a minimum of \$35,000 to complete the 1948 allotment and if possible to obtain an advance of \$15,000 on 1949.

Bridgeton Makes Good on Ten-Day Promise

At the Washington Conference, Louis A. Lewis, Chairman of the Bridgeton, N. J. campaign, had vowed that his little community would have \$25,000 for the United Jewish Appeal in ten days. In forwarding the check before the due date, Mr. Lewis pointed out that "most of this money we got by pounding the sidewalks; the other we borrowed." He added that "we have not closed our drive as yet and we intend to continue until every pledge made is collected and everyone that has not pledged will pledge and will pay." Mr. Lewis then paid tribute to his associates in the committee, led by Max C. Schrank, Judge David L. Horuvitz and Michael Steinbrook as Vice-Chairmen and Arthur Rovner as Treasurer.

San Francisco Considers UJA Allotment

The intention of the San Francisco Jewish Welfare Fund to give top priority to the United Jewish Appeal in relation to the funds raised was reflected at a combined meeting of its Allocations Committee and Board of Directors, presided over by Lloyd W. Dinkelspiel, Welfare Fund President. An interim check for \$135,000 was presented as further action was planned on the plea of the United Jewish Appeal for immediate large-scale cash related to the requests emanating from Washington.

Kenosha Goes To Bank For First Time

The impact registered on the community of Kenosha, Wis. was reflected in the fact that for the first time in its campaign history it voted to borrow funds to advance to the UJA. With the signature of eight of the leaders, the Kenosha Welfare Fund obtained a loan of \$25,000 from the First National Bank, with the cooperation of James W. Blair, Executive Vice-President. Kenosha's action was particularly notable since its fall campaign had not yet started and the community leadership was anxious to take its part immediately in responding to the UJA needs. Harold A. Brosk, President of the Fund, is also Chairman of the forthcoming drive, for which a preparatory meeting was held with the participation of Reuben L. Freeman of Chicago. Kenosha has an overall goal of \$75,000. Frederick K. Plous is Secretary of the Fund and campaign.

Dr. Wise Greeted At Southwest Conference

Dr. Jonah B. Wise, who had returned a few days previously from a review of JDC installations in Europe, was the guest of honor at the Southwest Regional Conference at Oklahoma City. He was accompanied by Melvin Dubinsky. Cash totalling some \$200,000 resulted from this Conference, in addition to \$50,000 promised by Oklahoma City itself. In a deeply moving address on his experiences in Europe and the responsibilities of American Jewry, Dr. Wise stirred the representatives of the fifteen communities who attended the Conference to a new awareness of the primacy of the United Jewish Appeal.

"SPRINGFIELD PLAN" GIVES IMPETUS TO UJA

"Springfield Plan" is the title given to a successful educational program. But Springfield, Mass. also has a "plan" for communities conducting fall campaigns. When the campaign was being blueprinted, there was pessimism in many quarters. Reference was made to the experience of communities in the spring. The economic disturbances of New England were also mulled over. But then came the meeting of big givers last week at the home of Abe Leo Cohen, the Chairman, who had responded to a personal draft made several weeks previously, with Mr. Morgenthau joining in the request.

The feared cuts did not eventuate. Instead, a small group who had contributed \$107,500 in 1948 went to \$124,000. Mr. Cohen's own gift was \$16,500, while Simon J. Katz, veteran leader of the community and President of the Community Council, spurred the entire meeting with his gift of \$11,000. Max Katz gave \$20,000; William Shaine increased from \$12,500 to \$20,000; Berkshire Upholstery (Jacob and Julius Popkin) from \$11,000 to \$20,000; Edward Schaffer and Louis Laven (Hampden Specialty Co.) from \$15,000 to \$20,000. Other gifts were Samuel P. Black, \$5,000; Samuel Belsky, \$7,500; and Benjamin Swirsky, \$4,500. The meeting was attended by Samuel Rothberg and Julian Venezky.

With the example set by the big givers, Springfield, under the leadership of Mr. Cohen, was looking forward to a record campaign. Simon J. Katz is Special Gifts Chairman and Benjamin Wolf, Executive Director.

ECONOMIC UPTURN SEEN REFLECTED IN FALL RETURNS

The possibility that an improved nation-wide economic atmosphere may find itself already reflected in the results of fall campaigns is being surmised after an examination of the results obtained in a number of communities which have launched their drives in the past two weeks.

Fitchburg, Mass. With Joseph Talamo, of Worcester, who recently returned from Israel, presenting a moving account of present needs, the Fitchburg community raised \$53,900 from a group of 17 contributors of the big gifts division. Past giving levels were maintained, since the men had given \$53,100 last year. Top gifts included \$20,000 from Morris Falk; \$10,000 from Jacob Spound; \$6,000 from John J. Meyer. Abraham Rome is President of the Federation; George W. Falk, Chairman of the campaign; Philip Salny, Co-Chairman; and John J. Meyer, Big Gifts Chairman.

McKeesport, Pa. raised \$56,766 at its initial gifts function, which was addressed by Rev. John Stanley Grauel, who had just returned from another visit to Israel. His

superb presentation was held to be one of the major reasons that McKeesport's top givers exceeded last year's figure of \$54,050. The associates of Robert Amper, President of Welfare Fund and Big Gifts Co-Chairman, increased from \$12,500 to \$20,000. Leonard Wingert is Campaign Chairman. Dr. James L. Auslander, Joseph Rothbart and Andrew Spitz are Co-Chairmen. Charles Apter and David Coslov are Big Gifts Co-Chairmen.

THANKSGIVING DAY WEEK-END AT ATLANTIC CITY

In response to inquiries that have come to the United Jewish Appeal, encouragement is given to community leaders to make the Thanksgiving Day week-end a family festival at Atlantic City. This will facilitate fullest attendance at the National Conference of the United Jewish Appeal to be held on Friday, November 25, Saturday, November 26 and Sunday, November 27. A number of reservations already indicate that leaders are planning to bring their wives and children who are home from school so that members of the family may enjoy the Boardwalk and other Atlantic City attractions.

The Conference is likely to be the most significant national gathering in the history of the United Jewish Appeal since its establishment in 1939. Issues of far-reaching effect, for America, Europe and Israel, will be acted upon.

When writing to Miss Esther Trebach, United Jewish Appeal, 165 W. 46th Street, New York City, for reservations, clearly specify when you want reservations also for family, giving full details.

TOP-FLIGHT PERSONALITIES TELL TODAY'S UJA STORY

As the United Jewish Appeal speeded forward in aid to communities now conducting fall campaigns and in cooperation with spring communities launching intensive cash collection efforts, the availability of a number of top-flight personalities to tell the UJA story was emphasized in various communities.

Chief among these is Yaakov Zerubavel, member of the Jewish Agency Executive, who stirred great enthusiasm when he was in the United States briefly this Spring, and who has just returned at the urgent invitation of the UJA. Mr. Zerubavel heads the department of the Agency dealing with Jews from Moslem countries. His prophetic appearance, his pure diction, his brilliant oratory have already made him one of the most eagerly sought-after personalities from Israel. After having heard him at the Regional Conference at Reading, Eddie Cantor said that no one had ever made so deep an impression on him.

Dr. Israel Goldstein, former Treasurer of the Jewish Agency, who has just returned to this country and whose stirring address was one of the highlights of the Washington Conference, will visit a number of communities during the coming weeks.

Rabbi Morris M. Lieberman, of Baltimore, Md., has become one of the outstanding speakers for the UJA, giving of himself unstintingly as one community after another, hearing of his extraordinary speaking ability has made demands on the UJA for his services. Rabbi Lieberman has been notably effective in his addresses at Big Gifts meetings. After hearing him at a meeting he addressed, Mr. Morgenthau declared that he had never heard the Jewish position so graphically presented.

Mrs. Archibald Silverman is now on her way back from a tour of the Jewish com-

munities in North Africa and from Israel. She has made herself available to the UJA for the coming weeks. Perhaps the outstanding woman speaker in America today, she addressed a score of meetings for the UJA this spring and built up the remarkable record that not a single cut was ever made at a meeting which she addressed.

MUTUAL NETWORK TO PRESENT UJA BROADCAST ON THURSDAY, OCTOBER 6

The Mutual Broadcasting System and its affiliated stations throughout the country will present a special broadcast in behalf of the United Jewish Appeal on Thursday evening, October 6. This program will be heard outside of New York during the half hour period of 10:30 to 11:00 P.M., Eastern Standard Time. Entitled, "The Man Who Went Back", the UJA broadcast will describe, in dramatic form, the experiences of refugees who returned to Germany in an effort to pick up the threads of their existence. Himan Brown, Radio Chairman for the UJA, will produce and direct the program.

CONDOLENCES TO HENRY MORGENTHAU, JR.

The officers of the United Jewish Appeal extend heartfelt condolences to Hon. Henry Morgenthau, Jr. on the death last week of his wife. A distinguished figure on the American scene, Mrs. Elinor Morgenthau had symbolized the finest virtues in Jewish and American womanhood. She was a tower of strength to her husband in his service as General Chairman of the United Jewish Appeal.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director

UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*



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October 11, 1949

PLIGHT OF 85,000 IN ISRAEL'S CAMPS DOMINATES NEWS

With some 85,000 men, women and children crowded into the tents and barracks of Israel because there is no adequate housing, the grave financial crisis into which the Jewish Agency has been plunged became the dominant news in the Jewish world, coloring all other problems.

The ability of American Jewry to meet its pledged responsibility through the United Jewish Appeal became the big question mark for the thousands of youngsters and adults who had come to Israel as the last stopping-off place in their hunt for peace and security.

The Government of Israel, already carrying an extraordinary burden for its population, was called upon to step into the situation to help avert the consequences of hunger, disease and distress. Dr. Isaac Gruenbaum, who had briefly assumed the post of Treasurer of the Jewish Agency, resigned his post in Jerusalem, declaring that an impossible task had been assigned to him, in the light of the inadequate financial resources forthcoming from the Jews of the world.

JDC Assumes New Responsibility in Israel

Illustrating the tremendous changes and the need for statesmanlike action as a result of the vast immigration into Israel, the Joint Distribution Committee assumed a new responsibility in Israel. The great American organization, financed through the United Jewish Appeal, entered into an agreement last week with the Government of Israel and the Jewish Agency for Palestine, so that its unique experience in the social service field might become available in the new State. The needs of the "hard core," the ill and the hurt, will be met by a three-way arrangement, with the JDC assuming fifty percent of the finances and control and the balance shared by the Jewish Agency and Government. The latter will put up the capital investments, in terms of buildings that may be required. The JDC will provide the care and support, together

with the Agency. The new organization will be called upon to set up a minimum fund of \$15,000,000. In a statement issued from Paris a few days ago, Moses A. Leavitt, Executive Vice-Chairman of the JDC, explained that "the accelerated pace of Jewish immigration to Israel has caused serious hardships to the thousands of newcomers arriving monthly in the Holy Land. Especially affected by the overcrowding in the immigrant camps in Israel are the 'hard core' cases -- the sick, the aged and the infirm, the halt, the lame and the blind."

However, the ability of the JDC and the Jewish Agency to deal with this specialized phase of desperate human need will depend entirely on the response of American Jews to the United Jewish Appeal.

As Kenneth Bilby, New York Herald Tribune correspondent, pointed out this week, over 20,000 Jews entered Israel in September and "more are expected in October." He added that "the government is building 450 new barracks and adding 300 hospital beds to care for the people in camps, who are expected to number 100,000 by mid-November."

300,000 Mark Reached in Immigration

While prime attention was centered on the lot of those who were not yet accommodated in the new State, the figure of immigration into Israel since May 15, 1948 reached the 300,000 mark -- the greatest epic of immigration in Jewish history.

The response of American Jewry to the immigration crisis in Israel became the subject for extended editorial comment in the Yiddish press. The Forward, pointing out that for many now entering Israel their flight was a matter of life and death, declared: "It would become an outrage, crying out to heaven, if the entire burden of this vast immigration were to fall exclusively on the shoulders of the people in Israel. In Israel, the Government is expecting to add new burdens to the population. Everyone knows, however, that the taxes in Israel are already extraordinarily high, even in comparison with high rates in other countries. To impose new taxes means to lower even further the living standards of the people. It is the duty of the Jews of the world, and especially of the Jews of the United States, to come forward with far greater financial support." Reviewing what Israel has already achieved, the Forward remarks: "Israel is now undergoing a crisis, but that crisis will not last forever. In this critical period, every Jew ought to be ready to strain himself, far more than he had expected. In the future, every Jew should be able to take pride; his conscience should be clear that in this time of crisis he responded with understanding and generosity."

In another editorial, the Jewish Morning Journal drew attention to the financial crisis facing the Agency. "On the one hand, the Agency needs far greater funds to deal with the huge immigration into Israel; on the other hand, the Agency is confronted with the tragic fact that the collections of the United Jewish Appeal are not adequate for the situation. It is clear that, in the main, American Jews are responsible for the crisis in the Agency."

Leaders Fly to Israel To Discuss Crisis

A group of important figures in the American community concerned with fund-raising for Israel and for the United Jewish Appeal is leaving this week for a flying trip to Israel to study the situation at first hand. Included in the group are Joseph Mazer, of New York, Jack D. Weiler, Chairman of the New York UJA campaign; Joseph

Meyerhoff, Chairman of the Baltimore Welfare Fund campaign; Melvin Dubinsky, Co-Chairman of the Trades division of the St. Louis drive; Samuel H. Daroff, General Chairman of the Philadelphia Allied Jewish Appeal; Sol Luckman, President of the Cincinnati Welfare Fund; Samuel Rothberg and Julian B. Venezky. They will be joined in Paris by Harry Greenstein, of Baltimore, currently Advisor to High Commissioner John J. McCloy in Germany. Isidore Sobeloff, Executive Director of the Jewish Welfare Federation of Detroit, now in Paris in attendance at the JDC Country Directors Meeting, will likewise join the group, which will be accompanied by Henry Montor and Henry C. Bernstein, Executive Vice President of the United Jewish Appeal of Greater New York.

It is understood that the members of the group will confer with leaders of the Jewish Agency and of the Government in connection with the present situation and also bring back a program for presentation to the United Jewish Appeal National Conference at Atlantic City on November 25-27.

Present in Israel at the same time will be a JDC delegation, headed by Monroe Goldwater, President of the New York United Jewish Appeal, and Moses A. Leavitt.

BOSTON STANDARDS MAINTAINED AS CAMPAIGN OPENS

Having established one of the highest standards of giving for any city in the nation, Boston maintained its reputation last week when, at the opening of its 1949 Combined Jewish Appeal, it raised slightly more this year than from the same group of contributors in 1948.

This exciting news stirred the entire Boston community, which had previously been fearful of the effect that business conditions might have on the group of men who had, during the past three years, established successively higher levels of contributions. The Advance Gifts meeting, which was chaired by Herman Gilman, President of the Appeal, and one of America's great campaigners and community leaders, brought forward gifts of \$1,296,000 from the 76 contributors who had, in 1948, given \$1,246,000. There were no cuts and a number of increases.

Irving Usen, Chairman of the Boston campaign, who has been hard at work preparing for the drive ever since he returned from Israel in July, led off the giving with his own contribution of \$40,000, against \$35,000 last year. Other outstanding gifts included: Trimount Clothing Co., Morris, Alex and Abe Shapiro, \$115,000; Stop & Shop and Rabinovitz Trust, \$85,000; Robert P. Cable, from \$75,000 to \$80,000; Panther-Panco Rubber Co., Marcus & Bernstein Families, from \$70,000 to \$72,500; Puritan Shirt & Dress Co., Arthur Rosen & Sons, \$50,000; Otto Bresky, \$50,000; Joseph Ford, \$40,000; Joseph & Myer Riesman, \$40,000; Reuben B. Gryzmish, \$50,000; Mortimer C. Gryzmish, \$40,000; Worcester Paper Box Co., Mr. and Mrs. Harry Posner, \$22,000 to \$25,000; Mr. and Mrs. Nathaniel P. Lyons, from \$7,500 to \$17,500.

Also Morris L. Selib, \$22,000; Green Shoe Mfg. Co., Jacob A. Slosberg & family, \$30,000; Theodore W. Berenson, from \$11,500 to \$15,000; Herman & Lester Harold Dana and Mrs. Meyer Dana, from \$19,000 to \$21,000; Harry M. Feinberg & Bros., \$22,500.

In addition to Messrs. Gilman and Usen, Max Lerner, who recently returned from an extended tour of Europe and Israel, also spoke.

The large-scale enterprise with which Boston always conducts its campaigns was demonstrated once again when 14,000 persons crowded into the Boston Garden last Sunday night to hear Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency, describe the present situation in Israel. The other principal speakers were Rabbi Israel Kazis and Irving Usen. Herman Gilman presided.

With Mr. Usen as Chairman, the Special Gifts Co-Chairmen are Herman Gilman, Milton Kahn and Reuben B. Gryzmish. Mrs. Max Slater is Chairman of the Women's Division. Sidney S. Cohen is Executive Director.

CASH COLLECTIONS PASS \$95,000,000 MARK

Cash received by the United Jewish Appeal national headquarters as of October 10 exceeded \$95,000,000, it was reported by Co-Treasurers I. Edwin Goldwasser and Jacob Sincoff. This figure included funds received on account of all campaigns from January 1, 1949. Of this sum, \$23,000,000 came from New York City.

Communities throughout the land tried to intensify their cash collection efforts and, where collections themselves were inadequate, borrowed money from banks and individuals in order to remit funds to the United Jewish Appeal.

Included in the group that is borrowing funds was Dallas, Tex., whose Board of Directors voted to obtain \$150,000 for immediate transmission to the UJA. Louisville, Ky. and Akron, Ohio also sent further \$100,000 checks as a result of bank borrowings. An advance of \$25,000 against its campaign came from Oklahoma City. The Canton, Ohio leadership, distressed by the needs abroad, went to the banks and borrowed another \$50,000 for the UJA. Huntington, W. Va. was another community which indicated its recognition of the crisis by going to the banks to borrow \$50,000. With its campaign this fall still to be held, Salem, Mass. went to the bank to borrow \$15,000 so that the UJA needs could be met in part at once. North Adams, Mass. was another community which is still to launch its fall campaign but whose leaders endorsed a note for \$15,000 in order to get funds at the bank for the UJA.

The response of small communities and large alike to the call for cash is being manifested throughout the country. Salinas, Calif., for example, borrowed \$10,000 for forwarding to the UJA, while Beverly, Mass. sent the proceeds of a \$20,000 bank loan.

An additional check for \$250,000 was forwarded from Detroit; \$25,000 from Charleston, S.C., \$25,000 from Oakland, Calif.; \$35,000 from Perth Amboy, N.J.; \$22,500 from Butler, Pa. San Francisco transmitted an additional \$100,000.

"Minute Men" Visit Communities

Following the Washington Emergency Conference, a group of leaders termed the "Minute Men" volunteered to visit communities to discuss allocations to the UJA, to press for cash and, generally, to awaken the Jewish communities to an understanding of the grave position in which the UJA finds itself.

Typical of the circuits of the "Minute Men" were the trips of Sol Luckman, President of the Cincinnati Welfare Fund and Herbert R. Abeles, President of the Essex County Jewish Community Council, who visited San Antonio and Houston, Tex. Louis Berry, Chairman of the Detroit campaign, Max Osnos, Chairman for Big Gifts, and Joseph Holtzman, their associate, met with the Board of Governors at Dayton, Ohio and the following day with the Board at Grand Rapids, Mich. G. Harry Rothberg and Louis Boyar, of Los Angeles, represented the UJA at a meeting of the Board of Directors of the Oakland Federation. Joseph Meyerhoff, Chairman of the Baltimore campaign, who has been visiting a great number of communities in addition to his outstanding work in Baltimore, met with leaders in Norfolk, Va. and Wilmington, Del. and joined Herbert Abeles and Julian B. Venezky at Louisville. Irving S. Norry, of Rochester, joined

with Max Osnos to talk to the Board at Pittsburgh; while Julian Venezky and Moritz M. Gottlieb visited Gary, Ind. and Nashville, Tenn. Mr. Gottlieb also met with leaders in Chester, Pa. Sydney L. Albert, Chairman of the Akron Welfare Fund, was joined by David Uchill and Rabbi J. Marshall Taxay in meeting the Board at Youngstown, Ohio.

Dr. Israel Goldstein, former Treasurer of the Jewish Agency, has been serving as one of the most forceful spokesmen visiting communities on behalf of the UJA. In addition to meeting with the Board at Passaic and leaders at Rochester, N.Y., he joined in the delegation, comprising also Edward M.M. Warburg and Harold F. Linder who met with the Board of the Philadelphia Appeal. Joseph Hoodin of Cincinnati visited Lexington, Ky. Morris W. Berinstein, of Syracuse, met with officers of the St. Louis Federation.

\$450,000 Cash At Tri-State Meeting

Under the vigorous leadership of Judge Samuel A. Weiss, the Tri-State area centered around Pittsburgh held a Regional Conference which brought forth \$450,000 in cash for the United Jewish Appeal. This was all the more remarkable a demonstration in view of the coal and steel strikes in progress. Principal participants in the week-day conference at Pittsburgh were Judge Weiss, Meyer S. Mintz, UJA Divisional Director, who reported on his recent visit to Israel, and Max Lerner.

When Judge Weiss called for the checks, Myer Abelson, Chairman of Altoona, Pa. started the proceedings with \$40,000. Others who participated were Louis Jacobson, who presented \$12,500 for Aliquippa; Harry Winsberg, \$5,000 from Ambridge; Meyer B. Berkman, \$15,000 from Upper Beaver Valley; Jack Farkas, \$5,000 from Lower Beaver Valley; Leon Smith, \$12,000 from Braddock; Maurice A. Berman, who brought \$22,500 from Butler; Ben E. Sherman, Carnegie, \$5,000; Abe Stein, Ellwood City, \$7,500; Bernard Grinberg, \$10,000 from Homestead; Hyman J. Brody, \$10,000 from Indiana.

Typical of the spirit which animated the men who attended the Tri-State Conference was the presentation of a check for \$27,250 from Clarksburg, W. Va. To make this amount possible, Robert Weiner had personally loaned the campaign \$25,000. Chairman Myer Abelson of Altoona had personally borrowed \$20,000 so that \$40,000 could be presented from his community.

Others who participated in the session were Rabbi Harold B. Waintrup of Steubenville, I. Max Jaffe, of Butler, Pa., who presented the resolutions, and Rabbi David G. Shapiro of Indiana, Pa.

Additional checks presented included \$30,000 from Sharon-Farrell, through Morris Moskowitz. Nathan Kaufman brought \$20,000 from Uniontown; Ben H. Richman, \$25,000 from Washington; Charles Baker, \$20,000 from Wheeling, W. Va.; Samuel Rudner, \$10,000 from Bellaire, Ohio; Mrs. Marcus Ginsburg, \$15,000 from Steubenville, Ohio; Essak Weiner, \$7,000 from Jeannette, Pa.; Harry Lurie, \$5,000 from Kittanning; Abe Zinamon, \$6,000 from New Kensington; Milton W. Rosen, \$7,600 from Oil City.

Central New Jersey Conference Produces Cash

Eleven communities were represented at the Central New Jersey Zone Conference at the Perth Amboy YMHA last week and demonstrated their concern with the cash problem of the UJA. Jacob H. Bernstein of Perth Amboy was Conference Chairman, and other participants included Mrs. Morris Goldfarb, Chairman of the Perth Amboy Women's Division, Hon. Samuel D. Hoffman, of New Brunswick, Dr. Carl Hermann Voss and Valerie

Stone. Those who presented checks included Max Gruhin, of Carteret; Meyer Allen, of Dunellen; Dr. Walter K. Nelson, of Metuchen; Sigmund Scharf, of New Brunswick; Ira W. Safran, of Perth Amboy; Edward Sachar of Plainfield; Alex Siegal of South River; and Mrs. Joseph Klein of Woodbridge.

The larger of these communities, Perth Amboy, Plainfield and New Brunswick are close to each other geographically and are friendly but earnest rivals for giving to the UJA. They presented \$35,000, \$30,000 and \$25,000 respectively at the conference.

Hudson Valley Conference

Meeting at Poughkeepsie, N.Y. for a Hudson Valley Regional Conference were 138 people from 9 communities, with the presentation of checks and promise of specific action featuring the meeting. Mr. Charles D. Rosenberg of Poughkeepsie was Conference Chairman. Mrs. Morris Shapiro of Schenectady spoke on Women's Divisions. Solomon Boxer, Regional Co-Chairman for New York, called for the cash. Daniel Miller, of Spring Valley, was Chairman of the Resolutions Committee.

Northern New Jersey Launches Cash Effort

From Morristown to Ridgewood, communities in the northern New Jersey area met at Morristown to review their campaign status and to initiate cash collections. Nine communities were represented, with Mr. Edward Hart of Morristown as the Conference Chairman. Other participants included Rabbi Harry Z. Schreiner, of Morristown, Alexander Fromm, who made the key address on his recent trip to Israel, Mrs. Ruth Epstein, Chairman of Morristown's first Women's Division campaign. Irving Lintner of Somerville was Resolutions Committee Chairman.

Save Our Ten Year Achievement

With CASH ... TODAY

Make This The Criterion of Priority:

"IS IT A MATTER OF LIFE AND DEATH?"

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director

UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 20

NOT FOR PUBLICATION

October 31, 1949

"MISSION TO ISRAEL" TO REPORT AT ATLANTIC CITY

When the National Conference of the United Jewish Appeal assembles at the Chelsea Hotel, Atlantic City, on Friday morning, November 25, one of the chief ingredients for the discussion will be provided by the members of the Special Mission which made a whirlwind tour of Israel. Having seen more and had more intimate discussions on vital problems than any similar American group ever to visit that country, the members of the delegation will present their conclusions as a basis for the planning of the 1950 American Jewish community program.

The "mission" spent a full day with the members of the Jewish Agency Executive, going into exhaustive questions on the reasons for the Agency's budget. From 5 P.M. one afternoon until after midnight, the delegation had a comprehensive and frank discussion with Prime Minister David Ben Gurion, Finance Minister Eliezer Kaplan, Foreign Minister Moshe Sharett, Labor Minister Golda Myerson, Supply Minister Dov Joseph and other ranking leaders of the State. One afternoon was given over to a military review of the State's position by Col. Yigal Yadin, young and brilliant Military Adviser to the Prime Minister and Chief of Operations when the Army was at war. Every type of immigrant camp, housing enterprise, school and settlement was examined by the "mission" with an eye to acquiring knowledge of why money was being spent and why it was needed. On a height near Haifa it inspected an abandoned Arab village where a group of Czech Jews were reconstructing their lives as farmers. In the plain not far from Tel Aviv, they saw members of "Chabad," ultra-orthodox Jews who made a striking sight as, with their prayer shawls wrapped around their bodies and tucked into their trousers, they wielded pick and shovel and trowel to build themselves a new settlement far from their original home in Carpatho-Russia. They also saw the restoration to health and happiness of thousands of Yemenite Jews saved from the brink of disaster. They watched the process of the making of Israel citizens, from the time of their arrival by ship at Haifa, through their reception at St. Luke's Camp outside Haifa, their transfer to the huge tent city of Beer Jacob until their final absorption in the city and colony life of the country.

MEMBERS OF DELEGATION

The "mission" was entirely unofficial in character and was assigned to its task

at a private meeting which a number of community leaders held in Washington, D.C. on September 9. The business men involved left their enterprises at the height of the fall season in order to help answer for their colleagues these questions: What is our responsibility in America for 1950? What obligations do we continue to have in the light of what we have already done?

Comprising the group were Samuel H. Daroff, President of the Allied Jewish Appeal of Philadelphia; Joseph Meyerhoff, Chairman of the Baltimore Welfare Fund drive; Jack D. Weiler, Chairman of the New York campaign, and Joseph Mazer, whose family made the largest gift of the year; Sol Luckman, President of the Cincinnati Welfare Fund; Melvin Dubinsky, trade and industry leader of the St. Louis Welfare Fund; Monroe Goldwater, President of the New York United Jewish Appeal; Julian B. Venezky and Samuel Rothberg, national campaign leaders of recent years. They were joined by Harry Greenstein, Adviser to High Commissioner John J. McCloy of Germany; Henry Bernstein, Executive Vice-President of the New York drive; and Henry Montor.

BEN GURION OUTLINES POSITION IN STATE

Within a day after their arrival, the "mission" met with Prime Minister David Ben Gurion in an outstandingly frank discussion of all the problems confronting the State. For all the members it was a deeply moving experience as Israel's Prime Minister revealed to them first the accounts of persecution of Jews in Iraq. "It shall not rest on our conscience that these Jews might have been moved to safety and were not," the Prime Minister declared, as he asked that the imperilled Iraqi Jews should be moved wherever they could. But while others were doubtful or disinterested, Israel was ready to open its doors to all who needed its sanctuary.

In his formal remarks, which were not fully reported to the press, Mr. Ben Gurion said:

"We are aware how deep is the concern of American Jewry in the fate of the refugees and the displaced in Europe and other countries; we know of your concerted efforts over the years to be of help to them in rehabilitation and resettlement, and we are all full of admiration of the work you have done and are continuing to do.

"Today, in the second year after the establishment of the State of Israel, it is not necessary to emphasize, let alone prove, that this country is paramount as the absorber of all Jews from Europe, Asia, Africa and other countries in search of a new refuge and future.

"From May, 1948 to September, 1949 - during 17 months - there have come in 298,796 persons (May-December 1948 - 96,912 or 12,114 a month). From January to the end of September, there were 201,884 or 22,431 a month - nearly half the Yishuv as it was - at the founding of the State.

"In terms of America, this would represent an immigration of 37 million a year. Only a small proportion have come with modest or medium means. The majority arrived with the clothes on their backs or some household furnishings. All their wants fell on the public - their temporary accommodation, their housing, their permanent employment. There is no parallel in our history for this task and none perhaps in world history. To this must be added the fact that for the first ten months of the State's existence, it was in a state of war with five neighboring nations and that peace has not yet been secured; that the State was obliged to reorganize the public services that had been destroyed by the Mandatory Government which bequeathed a legacy of general chaos and confusion. Any other people would probably have fallen into despair.

If we have neither despaired nor recoiled - and we have no intention of recoiling - it is not only because we have no choice but because of our faith in our ability to carry out the stupendous task we have undertaken, provided the Jewish communities in the world will do their share towards that part of the task which is not the exclusive concern of the State of Israel.

"I stress part of the task, for it is clear to us, and I am convinced it is clear also to you, that in the undertakings confronting us there must be the clearest of distinctions between those matters that fall to the State of Israel as an independent and sovereign state and whose affairs are the exclusive concern of the citizens of the State, and other matters.

"But there are matters that are the concern of all Jews the world over - without distinction of opinion or point-of-view, whether Zionists or non-Zionists - and this is the common concern for the rights of the Jews wherever they may be, that they should not be made to suffer discrimination by reason of their being Jews. Equally of common concern is the fate and future of all those Jews who for whatever reason either do not wish or are not able to remain where they are, and are in search of a secure future or fresh asylum.

"For This We Built the State"

"I shall not be putting things too high if I declare that 90% of these are hoping to find their future in the State of Israel; I think there is no need for me to say why. This wish casts upon the State of Israel, its Government and its citizens a heavy burden - some might say a burden too heavy to bear. On behalf of all these I say that we have shouldered this burden not by compulsion nor unwillingly but most eagerly. It was for this we built and established this State. We shall spare ourselves neither effort, sacrifice nor burden, to do our share in full - each and every citizen of the State, each municipal unit and the Government as a whole. We have taken on ourselves a heavy taxation burden and a severe austerity regime, so that we can to the extent of our ability help towards the swift absorption of the immigrants while looking after the security of the State, the improvement of its public services, particularly in the fields of education and health, while preserving a decent standard of living for the masses. In addition to a very considerable security budget, the State of Israel will spend this year on public services, development and absorption of immigrants more than I£ 80 million. By American measurements this would represent an expenditure of 36 billion dollars. We are happy to know that most of the Jewish communities in the world, those living in democratic countries, and American Jewry above all, regard themselves as partners in this responsibility. According to experts, and indeed in the light of our experience, a sum of \$2500 is needed for the integration of each immigrant. If the extent of immigration in the future will be some 200,000 a year - this year it was 260,000 - a sum of 500 million dollars will be required for the absorption of newcomers, of which at least a fifth we have assumed as our share.

"We expect of American Jewry that it will take its part in this gigantic enterprise of absorption and development and not only financially. One hundred and eighty years ago your great country was undeveloped, with a population of some three million, with only a small part settled and developed. The miraculous building and expansion of America is in large part the fruit of the daring and initiative of generations of pioneers who by their courage, their spirit of adventure and constructive genius conquered deserts and wildernesses, opened up empty stretches to tens of thousands and to millions of the oppressed and of refugees from all European countries and have developed the most fruitful economy and the highest productive capacity in the entire world. We, too, have until now developed and shall continue to develop with the help of pioneering forces in whom the great and historic mission (precisely because its greatness and its difficulty

fired their imaginations) has brought into play the creative forces hidden within them.

"I venture to express the hope that Israel pioneers will have no call to be ashamed before the pioneers who built the great America. But there is one other matter which it is incumbent upon us to learn of America, if we are to overcome the great difficulties and carry out the stupendous undertaking facing us: this is the American know-how. We need more than many hundreds of millions of dollars for the development of our country and the integration of hundreds of thousands of newcomers. We need experts to show us the way, the American way, of perfecting the methods of building and of working, teach us to raise the powers of production in agriculture and in industry, in building and in seafaring, help us to make use of all the conquests of science and of the techniques, so that we can produce much and soundly, also cheaply - and yet preserve a high standard of living for the working masses. I express the hope that American Jewry will afford us this help, that it will send us engineers, chemists, builders, work-managers and technicians to assist us in perfecting our professional standards, to improve the work methods in town and village, teach us to exploit the perfected systems and perfected tools which have made of America the technological teacher of the entire world.

"I think I can promise you that we shall prove apt and diligent pupils who will not let their teachers down, and that the enterprise we shall set up here with your assistance will be a matter of honor and of pride to Jews of the world and to all mankind. For we have but one and only ambition, to build a free state, democratic, open to every Jew who does not feel at home at some other place - a state that will be a factor for peace, progress and stability in the Middle East and the whole world. From the little that our hands have wrought until the present, you will be convinced that this is not a mere aspiration, and I trust that your present visit will help to further this task."

PRIME MINISTER COMMENTS ON A REPORT

A sensational press report which was ballooned by certain interested parties out of all proportions to its truth and interest was disposed of by the Prime Minister during the visit of the "mission." The report was an alleged news story carried by the Jewish Telegraphic Agency which tried to make it appear that some giant conspiracy had been launched to "snatch" children from their parents.

After emerging from the meeting with Mr. Ben Gurion, Mr. Monroe Goldwater, President of the UJA of Greater New York, issued the following statement through the Information Ministry of the Government of Israel:

"I am authorized by the Prime Minister of Israel to say that a recent report circulated by the Jewish Telegraphic Agency attributing certain statements to the Prime Minister in regard to immigration of Jewish youth from America, was a distortion of his views. At no time did the Prime Minister say or give any reason to believe that Israel is interested in anything but the immigration by free will of any Jews who wish to enter the country. He authorized me to say that in a recent meeting with a delegation of American Jews, he had expressed the hope, as he did to a meeting of our mission today, that Israel might have the benefit of the "know-how", the vitality and the democratic spirit that youth and other American Jews might contribute to Israel.

"The Prime Minister recognizes fully that in every community where Jews exist, in the United States as elsewhere, they will build as citizens of their respective countries, as Jews have always done."

"MISSION" SUMMARIZES ITS PRELIMINARY VIEWS

The members of the "mission" who started their intensive travels every day at

8 A.M. and carried on unceasingly until long past dark would then, in the evening, gather to summarize and formulate their impressions to arrive at a consensus. They not only received the viewpoint of labor through meeting with its leaders but also talked with manufacturers and traders, among them Hans Moller, head of the Ata Textile Works, one of the largest private industrial enterprises in the Middle East.

Preliminary to their drafting of a report to be submitted to the National Conference of the UJA at Atlantic City, the "mission" issued the following statement to the press as they prepared to depart from Tel Aviv:

"1. We came to Israel to investigate the critical problems attending the influx of unprecedented numbers of homeless Jews. We visited the immigrant camps. We saw Jews living in crowded, primitive tent cities. We saw Jews who had fled across the desert, without clothes, without food, running from persecution and homelessness.

"2. We were shocked to learn that there are 90,000 people living in these reception camps today and that by the end of 1949 this number may increase to 110,000. We talked to many of these immigrants as they poured into the country, as they crowded around us in the reception camps, people who must face the rains and cold of winter in unheated tents and barracks.

"3. We came away convinced that irresistible forces are driving thousands of Jews to seek refuge in Israel. Delay is impossible. Even a momentary stoppage of the stream would condemn them to incredible hardships or death.

"4. Though we were shocked by the camps, we were greatly heartened by the fact that of the 300,000 who have come in since the creation of the State on May 15, 1948, over 200,000 have already left the camps. We saw new settlements, new villages, new industries being established by new immigrants. We as Americans felt a sense of a creativeness in this new democracy that was like the early days of pioneering in America.

"5. We had long and searching discussions with the President, the Prime Minister and other members of the Government and with the members of the Executive of the Jewish Agency for Palestine. We also talked to the man in the street. We saw the people of Israel opening their arms to take in the greatest mass of new immigrants in the history of any new nation. With full realization of the strain on their economy in this crucial period, they have voluntarily accepted a lowering of their standard of living, a reduction of wages, increased taxation, real austerity.

"6. The Jews of Israel are determined to keep their doors open to every Jew in need of a home. After seeing the realities of the situation, we are convinced that we must help them keep their doors open.

"7. We have been deeply moved by what has been accomplished here with the aid of the Jews of America. We firmly believe that this inescapable emergency which is the responsibility of all Jews, cannot be faced by the people of Israel alone. The immediate task ahead requires continued devotion, sacrifice and an even greater outpouring of generosity from the Jews of America than ever before. We leave here enriched and inspired."

EDDIE CANTOR CONTINUES TO LEAD CASH EFFORT

Despite a grueling schedule of his own, Eddie Cantor continued last week to visit large and small communities in his determination to help provide urgently needed cash for the United Jewish Appeal. While visiting Philadelphia, he met first with the Executive Committee of the Allied Jewish Appeal to press for a bank loan for the UJA and

later stirred the Trades Council at a dinner-meeting at the Philmont Country Club. Following his exciting description of the achievements and needs in Israel, Mr. Cantor was showered with checks in payment of outstanding pledges. He was assured that a check for \$500,000 would be forthcoming to the United Jewish Appeal in a few days.

The occasion was also utilized to announce Leon Bernstein as Chairman of the Trades Council for 1950.

The following day, Mr. Cantor rushed to Syracuse to address a luncheon session for cash and, in the evening, to address a mass meeting at a synagogue in order to create a community-wide understanding of the urgent need for cash funds. So magnificent was the presentation made by Mr. Cantor at the noon-time gathering of a small group of the leaders that over \$200,000 was made available on the spot.

In Newark, N.J. the community leaders staged a farewell party for Herman M. Pekarsky, Executive Director, on his departure for a visit to Israel and turned over to him a check for \$250,000 for transmission to the United Jewish Appeal. The Essex County Jewish Community Council thus completed another stage in its collection program. Herbert R. Abeles is President of the Council and Jack Augenblick was Chairman of the 1949 campaign.

Washington, D.C., whose campaign is led by Joseph Cherner, made available an additional \$250,000. The Miami Jewish Federation completed payment on its 1949 pledge to the UJA by forwarding a check for \$175,000, a large part of which represented bank borrowings. William D. Singer is President of the Federation. Dan Ruskin was recently named Chairman of the 1950 campaign, for which intensive preparations are now being made.

Portland, Me., took a third bank loan this year in order to be able to send another check for \$35,000 to the United Jewish Appeal. Sidney W. Wernick is President of the Federation and Barnett I. Shur Chairman of the drive. The high spirit of responsibility which animates the communities was vividly reflected in the action taken this week by the Elmira Jewish Welfare Fund, which borrowed \$25,000 from the bank in advance of the opening of its fall campaign so that the urgent call of the UJA would not go unanswered. Leroy Stein is President of the Fund and Leonard Schaffer is Chairman of the 1949 campaign. Similar action was taken by the Jewish Federation of South-ern Illinois, headed by Herman Morton, President, which borrowed a further \$25,000 to be remitted to the UJA.

The universal response to the urgent requirements presented by the United Jewish Appeal is reflected in hundreds of telephone calls, telegrams and letters received by Hon. Henry Morgenthau, Jr., General Chairman of the UJA. One communication to which he pointed with great pride was from Greenwood, Miss. which borrowed a further \$5,000 in order to bring its remittances to \$26,400. Alex Rosenblum, Barney Schulman, Co-Chairmen of the Welfare Fund and Julius Hyman, Secretary, personally endorsed the notes on which various bank loans have been made since "we felt the need so urgent that we have borrowed from the bank."

Another outstanding illustration of bank borrowing in anticipation of a fall campaign was furnished by Grand Rapids, Mich., which borrowed and forwarded \$50,000 to the UJA. President of the Federation is Philip E. Newman, while the Co-Chairmen of the drive are Abe Drasin and Paul Liebert. Wichita, Kansas, also a fall campaign, borrowed \$50,000 and forwarded \$58,453 to complete its 1948 allocation and provide a substantial cash advance on the 1949 campaign which is getting under way. R. M. Silver is Campaign Chairman and Sidney J. Brick is President of the Federation. Among those who cooperated in securing the loan was Harry Gore. With the campaign in Waco, Texas

just in its beginning stages for 1949, the community borrowed \$20,000 from one of the local banks as an advance to the UJA. President of the Federation is Ben H. Green and Elehugh Levy is the Campaign Chairman.

Providence Brings Cash Up To \$400,000

While still in the midst of its campaign, Providence, R.I. has already forwarded \$400,000 in cash and is planning to add substantially to this sum in coming weeks. Alvin A. Sopkin is energetic Chairman of the Providence drive which has the benefit of the co-operation of Abe C. Fine and Benjamin Brier as Initial Gifts Co-Chairmen and Joseph W. Ress as Trade and Industry Chairman. Mrs. Albert Pilavin, who established new standards for Women's Divisions last year, again heads that enthusiastic group. Archibald Silverman, veteran leader, is President of the General Jewish Committee which sponsors the campaign and Joseph Galkin is Executive Director.

The pace for the Providence campaign was set by the Chairman, whose family started off with \$100,000 at the initial gifts dinner which was addressed by Elliot Roosevelt and Rabbi Morris Lieberman. Other top gifts included the following: Abe C. Fine and Harry Fine, \$70,500; Archibald and Charles Silverman family, \$25,500; Benjamin Kane family, \$13,000; Samuel Rapaporte, Jr., \$12,500; Henry Hassenfeld family, \$11,500; Apex Tire Co., \$10,000; E. Rosen Co. and School House Candy Co., \$8,500; Barnet Salmanson family, \$8,000; United Public Markets, \$7,500; gifts of \$7,000 each were reported from Blacher brothers, City Hall Hardware and Leonard Levin. Other gifts included Harry Pinkerson, \$6,500, Walter I. Sundlun, \$5,750; and \$5,000 each from Philip Weinstein family, Nathan P. Warren and Harry Leach Machinery Co.

Albany Spurs Collection Efforts

Borrowing in the bank and spurring direct collection efforts, Albany, N.Y. has co-operated vigorously in helping to meet the cash requirements of the United Jewish Appeal \$260,000 in cash has already been forwarded by the campaign headed by Dr. Milton Aronowitz, with Boris N. Greenberg as Big Gifts Chairman. Harry Marks is Welfare Fund President and Sydney S. Abzug is Executive Director. Seattle, Wash., continues to forward funds as rapidly as they can be brought together. A \$25,000 check received last week brings to \$180,000 Seattle's total cash for 1949. The President of the Seattle Federated Jewish Fund is Leo Weisfield. Irving Anches and Sam Rubinstein are Campaign Co-Chairmen, and Samuel G. Holcenberg is Executive Director.

The cash program in North Hudson has also benefited from the efforts of Alexander Grodnick, Chairman, and John N. Platoff, Big Gifts Chairman. Mrs. Murray Gillette is Chairman of Women's Division, and Judge Abraham Lieberman is Advisory Chairman. Figures in the current drive show pledges of \$432,251 as compared with \$415,839 from the same givers last year.

RABBIS SPUR UNITED JEWISH APPEAL CAMPAIGNS

Recent campaign meetings to spur cash collections and campaign pledges for the United Jewish Appeal have benefited from the volunteered services of a group of rabbis, many of them having recently returned from Israel. Leading among these are Rabbi Dudley Weinberg, of Boston, who in addition to the stimulation he has provided to the giant Boston campaign, has been visiting nearby communities for big gifts gatherings; Rabbi Abraham D. Shaw of Baltimore; Rabbi Stuart E. Rosenberg, of Rochester; Rabbi Max Schenk of Brooklyn; Rabbi Ephraim Einhorn of Bradford, Pa.; Rabbi Max Kirschblum, Executive Vice President of Mizrachi. Rabbi Morris Lieberman of Baltimore continues to be among the most forceful aides of community fund-raising enterprises.

BIG GIFTS RESULTS SHOW ENCOURAGING TREND

As Fall campaigns hit their stride this week, reports from communities initiating the big gifts phases of their drives indicated encouragement for the final results.

Wilmington, Del., whose campaign is led by Morris Leibowitz and I. B. Finkelstein as Co-Chairmen, found itself off to a good start when a small group of top givers pledged \$84,100 as against \$79,400 from the same contributors last year. The meeting was stimulated by the presence of Henry S. Frank, President of the Baltimore Welfare Fund, and Elkan C. Myers another notable Baltimore leader. Mrs. Harry Braunstein is Chairman of the Women's Division. Ben V. Codor is Executive Director.

Shreveport, La., which had sent \$115,000 to the United Jewish Appeal even before its fall campaign opened last week, maintained its record as one of the leading communities in the Southwest when a total of \$250,000 was pledged by those who had contributed an average of 8% less the previous year. Sidney L. Herold, Honorary Chairman of the campaign and one of the outstanding figures in American Jewish life, helped to spark the campaign with the gift of himself and associates as well as with the opening statement of the drive. James Muslow is Chairman of the campaign. E. Bernard Weiss and Samuel G. Wiener are Big Gifts Co-Chairmen. Mrs. James Muslow is Chairman of the Women's Division. Isadore Lieber is President of the Federation and Lewis R. Altshuler, Executive Director.

Deal, N.J. opened its campaign with a reception in honor of Arthur Lourie, Consul General of Israel in New York. Harry Tartalsky is Chairman and Mrs. Morris Segal, Chairman of Women's Division. The sum of \$20,000 was raised from among those who had given \$13,000 in 1948.

Rock Island, Ill., led by Nathan Curtis, H.J. Ziffren and Isadore Friedman as Co-Chairmen of the Federation campaign, started its 1949 drive with a 22% increase over last year, reporting pledges of \$25,600, at a function addressed by A. B. Saeks of Dayton, O., one of the "minute men." Rabbi Oscar Fleishaker gave the invocation and Albert Livingston, Treasurer and Federation President, called the cards. Mrs. M. H. Verger is Chairman of Women's Division.

Morristown, N.J. launched its big gifts campaign with pledges of \$40,000 at about the same level as last year. Under the Chairmanship of Alexander Fromm, the spirit in the community is good and part of this fine atmosphere is attributed to the excellent organizational work in the Women's Division, which is headed by Mrs. Herbert Epstein. Milton Schlosser, Harry Morchower and Herbert Epstein are Honorary Chairmen. Abraham Schall is Treasurer and Sam Hollander, Secretary.

MEMORIAL TRIBUTE TO MRS. MORGENTHAU

Mrs. Franklin D. Roosevelt, in accepting an award from B'nai B'rith this past week-end, announced that in tribute to the memory of Mrs. Henry Morgenthau, Jr. she would devote the proceeds of her B'nai B'rith lectures to the United Jewish Appeal.

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director



UNITED JEWISH APPEAL

for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

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NOT FOR PUBLICATION

November 14, 1949

ATLANTIC CITY CONFERENCE OPENS FRIDAY MORNING, NOVEMBER 25

Perhaps the most decisive national gathering for American Jewry since the first United Jewish Appeal Conference was opened at Atlantic City in November, 1939 will be convened on Friday morning, November 25, at 10 A.M. at the Chelsea Hotel, also in Atlantic City.

In the eleven years of its existence, the United Jewish Appeal, as the instrument of American Jewry, has written history throughout the world. But today it stands at the most crucial turning-point in its annals. American Jewry must decide how it shall bring to completion the great achievement that it has wrought since 1939.

The list of reservations from communities throughout the nation indicates that the personalities who have been the backbone of campaigns will be on hand to formulate the program for 1950, which will have a dominant effect on the life of world Jewry in the coming year. From Los Angeles to Miami, from Minneapolis to New Orleans, from Allentown, Pa. to Reno, Nev., large city and smaller town alike are sending their most representative leadership to insure a faithful mirroring of the wishes of the total American Jewish community.

How Resolutions Committee is Composed

Since the United Jewish Appeal has entrusted all major decisions on policy to the Atlantic City National Conference, it is important that the communities themselves determine the policy. Accordingly, the previous democratic method of constituting the Resolutions Committee has been even further improved upon and expanded. The Resolutions Committee will be composed of representatives chosen in the following manner: every community having a Jewish population of from 2,000 to 15,000 souls is entitled to designate its own representative; every community having between 15,000 and 40,000 will be entitled to two; communities with population of over 40,000 will name three. In addition, to be sure that smaller communities will also be covered, the UJA invited each of the eight regions of the Council of Jewish Federations and Welfare Funds to

CONFERENCE SCHEDULE: OPENS FRIDAY, NOVEMBER 25, 10 A.M.; CLOSES SUNDAY, NOVEMBER 27, 5 P.M.

designate two more persons for each region. The New York City United Jewish Appeal is to name fifteen representatives. The National United Jewish Appeal will designate twenty-five representatives at large.

Albert Einstein on National Hookup

Prof. Albert Einstein, still the greatest figure in world science, has indicated his desire to share in the purposes of the National Conference. He will review the situation in Israel today and his address will be broadcast over the entire network of the National Broadcasting Company on Sunday, November 27 from 12:15 to 12:30 P.M. Eastern Standard Time.

A very maximum of time has been set aside on the agenda of the Conference for the delegates themselves so that they may review all aspects of campaign policies, procedures and objectives. Among the many who will share in the discussions are Hon. Moshe Sharett, Foreign Minister of the State of Israel; Leon Keyserling, Acting Chairman of the Council of Economic Advisors to the President; Berl Locker, Chairman of the Executive of the Jewish Agency, Jerusalem; Representative Franklin D. Roosevelt, Jr.

Women's Division Meets Friday Evening

In recognition of the outstanding service that has been performed by the Women's Divisions of the nation, a special evening is being set aside on November 25 beginning at 6:30 P.M. Mrs. Ernest G. Wadel, National Chairman of the Women's Division, and Mrs. David M. Levy, Honorary Chairman and founder of the Women's Division, will be among the many leaders from all parts of the nation who will participate in this function.

EYES OF NATION FOCUSED ON MIAMI AS FIRST 1950 DRIVE

Because its campaign is the first in the nation for 1950, the Miami community is now being watched by all America as the signpost to what the year ahead may bring in aid to our people abroad and for help to the immigrants in Israel. And Miami is conscious of its responsibility and, earlier than ever before, is gearing itself to a supreme effort.

Recently over six hundred representatives of all Jewish organizations in Greater Miami turned out for a reception in honor of Mr. and Mrs. Dan Ruskin to mark the induction of Mr. Ruskin as the 1950 Campaign Chairman. In a mass pledge led by Sam Blank, Carl Weinkle and Judge Harold B. Spaet, they undertook to serve as volunteers in the Combined Jewish Appeal. William D. Singer, Federation President, introduced the Campaign Chairman. Mrs. Archibald Silverman, of Providence, who had just returned from Israel, gave her impressions of the situation there. Herbert E. Scher, President of the Keymen's Club, presided.

THESE COMMUNITIES FORWARDED MONEY THIS WEEK

Detroit, Mich. borrowed \$250,000 and remitted the funds to the United Jewish Appeal. Julian H. Krolik is President of the Federation; Louis Berry, Campaign Chairman; Isidore Sobeloff, Executive Director.

Jacksonville, Fla. sent one check for \$55,000 as an advance against the 1949 campaign and \$20,000 to apply to the outstanding amount of 1948. Leonard Moss is President of the Community Council; David Harris, Campaign Chairman; Ike Witten, Co-Chairman; Ben Stark, Executive Director.

Shreveport, La. forwarded an additional \$50,000. James Muslow is Chairman; Isadore Lieber, President; Lewis Altschuler, Executive Director.

Harrisburg, Pa. borrowed \$50,000 from the bank and forwarded it to the UJA. Lewis M. Aronson is President of the Council. Dr. Reuben J. Magil was Chairman.

Lynn, Mass. added to its bank borrowings with another \$25,000 which it remitted to the UJA. Harry Remis is President; Benjamin P. Shulkin, Chairman; William M. Pruss, Executive Director.

San Antonio, Tex. borrowed and forwarded \$55,000 to complete payment of \$80,000 promised. William Sinkin is President of the Federation; Jake Karotkin, Alexander J. Oppenheimer and B. A. Weiderman were Co-Chairmen; Hannah Hirshberg is Executive Director.

Bradford, Pa. borrowed \$10,000 from its local bank on account of its current drive and remitted to the UJA. Joseph Graff is President of the Community Fund; Pincus Cohen and Louis H. Nichols are Campaign Co-Chairmen. Rabbi Herbert Hendel is Secretary.

San Francisco, Calif. remitted an additional \$50,000. Lloyd W. Dinkelspiel is President of the Welfare Fund. Campaign Chairmen were Robert Sinton and George Edelstein; Sanford M. Treguboff is Executive Secretary.

STEEL STRIKE DOES NOT DETER JOHNSTOWN DRIVE

Johnstown, Pa. has written its name large in the annals of American Jewish campaigning in the last decade. Within the past few weeks, when its 1949 campaign was to be launched, it would not permit its record to be marred merely because a steel strike was on in this town which lives on coal and steel. It had scheduled its campaign and it went through on its program. Melvin Dubinsky, St. Louis leader, who visited the community for the campaign opening, commented afterwards: "There is a town whose leaders reminded me most of the people I had seen a few days previously in Israel."

With a goal of \$350,000 for this small community as the gauge of its profound concern with the needs of the Jewish people, Johnstown immediately provided \$50,000 in advance and voted to borrow an additional \$50,000 immediately. The community is led by David A. Glosser as Chairman, David Glosser, Honorary Chairman, Samuel Rapoport, Co-Chairman and Joseph Goldstein, Big Gifts Chairman. The community has been stirred by the impressions of Sam Glosser, who had just returned from a six-week visit to Israel. Other officers of the community include: Maurice Shadden, President of the Community Council; Isadore Klatzkin and Solomon Glosser, Honorary Chairmen; Irving London, Treasurer.

ROCHESTER RAISES BANK LOANS TO \$500,000

In its determination to ease the financial problems gripping the United Jewish Appeal, the Rochester, N.Y. community has now borrowed from the banks a total of \$500,000. Of that sum, over \$237,000 applies as an advance on the 1949 campaign. The spirit of the Rochester community was also reflected at its campaign opening, when a group of contributors pledged \$123,225 as compared with a figure showing 18% less in 1948. The Women's Division also reflected the eagerness of the leaders to obtain increases in the current drive. The first women's report showed \$32,769 for an increase of 25%.

Among the first gifts were: Mr. and Mrs. Reuben Dankoff, \$1,800 to \$2,000; Mr. and Mrs. Joseph S. Feldman, \$1,500 to \$1,650; Mr. and Mrs. Reuben Goldman, \$6,000 to \$6,500; Mr. and Mrs. Isaac Gordon, \$22,000 to \$25,000; Mr. and Mrs. Philip M. Liebschutz, \$4,500 to \$5,000; Mr. and Mrs. Arthur Loeb, \$2,250 to \$2,400; Jack G. Lubelle \$1,750 to \$1,900;

Robert M. Markin, \$2,000 to \$2,250; Mr. and Mrs. Fred Neisner, \$10,000 to \$13,000; Mr. and Mrs. Irving S. Norry, \$15,000 to \$20,000; Mr. and Mrs. Irving Nusbaum, \$1,800 to \$2,200; Mr. and Mrs. Sol Posner, \$950 to \$1,150; Mr. and Mrs. David J. Rosenthal, \$1,100 to \$1,300; Mr. and Mrs. Irving B. Rosenthal, \$1,100 to \$1,500; Schlossman family \$10,000 to \$11,000; Taksen family, \$2,250 to \$5,000; Harold J. Weisberg, \$5,000 to \$6,000.

Philip M. Liebschutz, who is also Welfare Fund President, heads the drive. Isaac Gordon, Hyman Kolko, Arthur M. Lowenthal, Fred Neisner and Irving S. Norry are Co-Chairmen. Mrs. Sol Aiole is Chairman of the Women's Division. Elmer Louis is Executive Director.

MARYLAND TOWNS SPEED TO CONCLUDE DRIVES

From one end of the State of Maryland to the other, an intensive effort is under way to give a successful conclusion to the series of drives that was launched in September and October. With the help of Baltimore leaders, the Maryland communities have made every effort to raise more than last year. Lee L. Dopkin, UJA State Chairman, has tried to visit as many communities as possible to aid their efforts. He has been assisted by most of the top leaders of Baltimore, including Henry S. Frank, Welfare Fund President, Elkan R. Myers, Joseph Meyerhoff, Maurice Annenberg, Gustave Bisgyer, Hon. Daniel Ellison, Abraham Mahr, Bernard Manekin, Bernard Molofsky, S. S. Spector, Isaac N. Taylor and Harvey Weiss.

Hagerstown has already reached \$33,100 and is continuing, including an effort to raise funds from the Christian community. The community has already forwarded \$20,000 in cash. The campaign was sparked by a joint gift of \$8,500 from Maxwell Greenwald, energetic Chairman, and Aaron Ruben. Other officers include: Herbert Brenner and Max Fleisher, Co-Chairmen; Jack Shapiro, Secretary; Benjamin Pruzan, Treasurer. Mrs. E. Rosenbluth is Chairman of the Women's Division.

Cumberland opened its campaign last week with a stirring address by Rabbi Morris Lieberman and with the effective aid of Elkan R. Myers and Henry S. Frank. A total of \$34,235 was raised from those who had given \$31,300 last year, with gifts of \$6,500 from Irving Rosenbaum and \$5,000 from Moe Kaplon and Henry Growden spurring the others. Max Spear is Campaign Chairman; Bertram Lazarus, Henry Growden, Clarence Lippel, George Ossip are Co-Chairmen and Norman Pliner, Secretary.

Salisbury has opened with \$38,730, having been given a good start with the generous contribution of Mr. and Mrs. I. L. Benjamin of \$15,000; and of \$10,000 from Mr. and Mrs. Samuel S. Feldman. The opening was addressed by Zandy Leaderman of Baltimore who had just returned from Israel and Mr. Dopkin. The campaign officers are: I. L. Benjamin, Chairman; Samuel S. Feldman, Co-Chairman; Louis Kaplan, Vice-Chairman; Nathan Cohen, Vice-Chairman; Abraham J. Lesnar, Secretary and Herschel Marmer, Treasurer.

The Annapolis Jewish Welfare Fund campaign was ushered in with one of the best attended meetings. Harry W. Gilden, Chairman of the campaign, had the benefit of cooperation of Lee L. Dopkin, Bernard Molofsky and Joseph Meyerhoff. The campaign was given great impetus when the same group subscribed 31% above their 1948 contributions. Rabbi Abraham D. Shaw, who was guest speaker, stirred the audience by relating his experiences in Israel, where he recently visited. Cantor Hillel Lipsicas also participated in the program. The officers of the Annapolis Jewish Welfare Fund are Harry W. Gilden, Chairman; Allen Reiter, Co-Chairman; Leon Lipman, Treasurer.

Frederick also gave a good account of itself when it held its campaign function. Those present increased their subscriptions 25% over 1948. The Frederick campaign was

ably assisted by Mose I. Speert, Abraham Mahr and Joseph Meyerhoff. The officers of the Frederick UJA campaign are: Oscar A. Hirsch, Chairman; Benjamin Rosenour, Jr., Henry Serepca, Barney Shapiro, Benjamin B. Rosenstock, Herman Weener, Irving H. Weil, Judge Manuel M. Weinberg and Dr. Louis R. Schoolman, Co-Chairmen; Theodore Lichenstein, Treasurer.

CROSS-SECTION OF CAMPAIGN OPENINGS

New Bedford, Mass. With the campaign officially opening on November 9 under the Chairmanship of Jacob Minkin, this community raised \$94,105 from initial contributors who had pledged \$88,503 the year before. An energetic Women's Division is being led by Mrs. Charles S. Lipsitt and Mrs. Solomon Rosenberg as Co-Chairmen. Jacob S. Rubin is concentrating his efforts as Chairman of Initial Gifts. Jack J. Goldberg and Abe Fogelman are doing an energetic job as Co-Chairmen of Special Gifts. A lively campaign is being conducted by Selwyn I. Braudy as Chairman of the Business Men's Division. Rabbi Dudley Weinberg and Harold S. Goldberg of Boston have also been helpful to the campaign.

Grand Rapids, Mich. With Bartley Crum and A. B. Saeks as the speakers, Grand Rapids opened its campaign with a festive function at which \$81,540 was pledged by those who had contributed \$76,880 last year. Top gifts included Liberman & Gittlen, \$7,500; Wolverine Hide Co., \$7,400; Singer & Subar, \$6,500 and Herman Gumbin, \$5,100. Bishop Francis Haase participated in the meeting and introduced Mr. Crum. Abe Drasin and Paul Liebert are Co-Chairmen and Philip E. Newman, President of the Community Fund.

Vineland, N. J. Spurred by Dr. Arthur D. Goldhaft, veteran community leader, whose impressions of a visit to Israel were the highlight of the campaign opening, this community raised \$35,285 at its initial gifts dinner. This compared with \$32,325 from the same contributors in 1948. M. Joseph Greenblatt is Campaign Chairman.

Tri-Cities, Ala. Philip Olim is the Chairman of a drive which includes Florence, Sheffield and Muscle Shoals in a centralized effort. At the campaign opening in Florence, gifts of \$20,000 were registered, maintaining the level of 1948. The results here are notable because the communities are in the heart of the steel and coal area and were affected by the large lay-offs at the TVA dam. Louis Rosenbaum is Co-Chairman and Morris Shipper, Treasurer. The community has pledged a minimum of \$30,000 to the UJA.

Pottstown, Pa. A 25% increase over gifts of last year was registered at the successful campaign opening here under the leadership of Leon Levitz, Chairman. The sum of \$39,575 was raised, with the Berman family sparking the drive with a gift of \$8,000 and the Pollack family, with \$7,500. There is every indication that with this splendid start, the community will go beyond its 1948 results.

Fort Smith, Ark. Louis Cohen is Chairman of the drive, which opened with gifts of \$14,130 from those who gave \$12,485 the previous year. Harry N. Pollack spurred the community thinking with an increase from \$3,500 to \$4,500. Sam Sugarman, S. Katzer, Ben Yaffe, Alvin S. Tilles were among the other larger contributors.

Bristol, Conn. Showing a 25% increase, with gifts of \$12,379, the community is trying to wind up quickly and collect cash for remittance to the UJA. George Miller heads the campaign. Sparking the gifts were Mr. Miller and Herbert Schatzki.

Farmingdale, N.J., led by Benjamin Peskin as Chairman, raised \$12,750 at its campaign opening, for a slight increase over last year. Harry Wolner and Israel Boyarin

are Co-Chairmen. An advance of \$10,000 in cash has already been made to the UJA.

Salisbury, N.C. One of the best fund-raising jobs among smaller towns was done this year in Salisbury, where the United Jewish Appeal is scheduled to receive \$7,500 for a 25% increase over last year, with most of the money already in cash. Phil Levenson ran the successful and quick drive here.

BEGIN REGIONAL ACTIVITY FOR 1950

One of the great assets with which the 1950 United Jewish Appeal campaign begins is an early start. This is reflected in every phase of the national organization as well as in the local communities.

James L. Permutt, long one of the most effective leaders in the Birmingham community, of whose United Jewish Fund he was President, has become Chairman for the State of Alabama. His intimate knowledge of community organization and campaign background will be of great value in this area.

Judge Samuel A. Weiss, who has been an outstanding factor in the results achieved in the communities surrounding Pittsburgh, has consented to serve again as Chairman of the Tri-State Area. Judge Weiss, formerly a Congressman, has been of continuous service to the scores of towns which make up this productive region.

Benjamin N. Berger, who visited Israel this year and thus intensified his long-standing familiarity with the problems of the United Jewish Appeal, has agreed to carry on as a Co-Chairman for the States of Minnesota-North Dakota. A resident of Minneapolis he will be available for stimulation purposes throughout this large district.

1950 CAMPAIGN ORGANIZATIONS SET UP

Ellenville, N.Y. This community, recognizing that stronger preparations must be made than ever before to assure the vitally needed funds for Israel and the other aspects of the UJA program, has already selected its 1950 campaign officers. Joseph Kooperman, one of the strongest factors in the community, has accepted the Campaign Chairmanship. He will be surrounded by a highly effective group which includes Rabbi Jacob I. Nislick, Jerome Hershon and Jack Kramer as Co-Chairmen, with Joseph Slutsky as Honorary Chairman. Benjamin Dekofsky is Treasurer; Louis N. Zipperman, Secretary; Morris Cherney, Publicity Director. The Big Gifts Division will be run by Dave Levinson as Chairman and Harry Ladenheim, Co-Chairman. A strong Women's Division is being formed, headed by Mrs. Harry Ladenheim, Honorary Chairman, Mrs. Louis N. Zipperman, Chairman; Mrs. Benjamin Dekofsky, Co-Chairman and Mrs. Joseph Slutsky, Big Gifts Chairman.

JERSEY SHORE GROUP CONFERS ON UJA NEEDS

A conference of the Jersey Shore zone was held at Long Branch, N. J. on November 3, with 13 communities represented. Cash was presented and promises to intensify collection efforts were made by the leaders present. Benjamin Peskin presented \$10,000 for Farmingdale; A. Zager brought \$5,000 from Red Bank; Samuel Sterenbuch \$10,000 from Long Branch and Abraham R. Klitzman \$20,000 from Asbury Park. Harold Kaplan promised \$10,000 would be forthcoming from Lakewood. Harry Tartalsky undertook that Deal would provide \$15,000. Max J. Smith advised that Toms River would borrow \$5,000. A check from Keyport was promised by Irving Rubin.

Samuel Sterenbuch presided at the meeting and his co-chairman was Charles Russell, Honorary Chairman of Long Branch. Participants included Rabbi Jacob Freedman, Bradley Beach; Rabbi Aaron H. Lefkowitz of Long Branch; Abraham R. Klitzman, Chairman of Resolutions Committee. The principal speaker of the conference was Yaakov Zerubavel, whose message was warmly received.

PRESENT CHECKS AT TRI-STATE CONFERENCE

At the recent Tri-State Emergency Conference held at Pittsburgh, checks for the United Jewish Appeal were presented by the following: Sylvan HersHKovitz, for Blairsville, Pa.; E. L. Marcus, Canonsburg, Pa.; Samuel Krasik, Charleroi, Pa.; C. Joseph Recht, Clairton, Pa.; Rubin Hirsch, Donora, Pa.; Benjamin F. Klewans, DuBois, Pa.; Louis C. Burstin, Duquesne, Pa.; Allen I. Schwartz, Elizabeth, Pa.; Abraham A. Raden, Glassport, Pa.; Alfred J. Cohen, Irwin, Pa.; Edward L. Friedman, Latrobe, Pa.; Ben B. Kramer, Meadville, Pa.; Edward Berkowitz, Monessen, Pa.; Leonard Levin, Mt. Pleasant, Pa.; Dr. Irwin A. Bernstein, Titusville, Pa.; Murray Levine, Martinsburg, W. Va.; Louis Forgash, Weirton, W. Va.; Mrs. Dorothy Shapiro, East Liverpool, Ohio.

EVER THINK OF THE LITTLE TOWNS?

New York, Los Angeles and Washington may think they have jobs raising money, but the lay leaders who volunteer to cover the isolated, scattered towns of this nation where only one or two Jewish families reside have a story that seems quite as impressive.

No one better than Mrs. A. F. Klein, of Greensboro, N. C., Chairman of the UJA Women's Division for the State of North Carolina, can tell the story of devotion and patience. In Wilmington, N. C., for example, Mrs. B. D. Schwartz is Chairman of the Women's Division. Her pledges total \$3,210 and she collected \$2,500 in cash to date. But the women in this area do not give the money in one lump sum. Instead UJA coin boxes are placed in every Jewish home and are emptied at a set time. Mrs. Schwartz is aiming for a final total of \$5,000 from the women. That is dimes, quarters, dollars and larger denominations. These, of course, have no relation to the men's gifts.

There is another area called the Whiteville Zone, of which Mrs. Max Banner is the Chairman. She has collected \$1,787 to date. Mrs. Banner, on her own, has had special literature printed and distributed. She has approached Christian ministers to appeal from the pulpit and has devised various other means of soliciting funds in communities which are very remote from the centers of Jewish life and knowledge. It is women like Mrs. Schwartz and Mrs. Banner who help to make the American Jewish community what it is.

A PORTRAIT OF A CAMPAIGN CHAIRMAN

The men and women who make up the leadership of the United Jewish Appeal throughout the nation represent the finest that American Jewry has produced. But each is more than a good campaigner. He represents a background and a tradition. Take the case of Horace F. Simon, Chairman of the current drive in Walden, New York. Born in New York, he went to the Franklin School, which also included Franklin D. Roosevelt and Henry Morgenthau, Jr., among its pupils. From Princeton, he joined the French Foreign Legion in the first World War and, on America's entry, transferred to the famous 165th Infantry, with the rank of Lieutenant. He emerged with the DSC. Mr. Simon's paternal grandfather, Henry Simon, came from Germany in 1848 and served in the 21st New York Infantry in the Civil War and was wounded at Gettysburg. On his mother's side, Mr. Simon's family goes way back into American history. Of Spanish-

Portuguese descent, his forefathers were sugar merchants and naval officers. One of them served on the Bon Homme Richard and another under Commodore Perry at the Battle of Lake Erie. Right now, Mr. Simon is on the campaign firing line, getting pledges and cash so that the Jewish people may continue its traditions.

C H E C K Y O U R R A I L A N D

P L A N E R E S E R V A T I O N S

M A K E C E R T A I N Y O U R T R A V E L A R R A N G E M E N T S

B R I N G Y O U T O A T L A N T I C C I T Y I N T I M E

F O R T H E F I R S T I M P O R T A N T S E S S I O N O F T H E

N A T I O N A L U J A C O N F E R E N C E

F R I D A Y M O R N I N G , N O V E M B E R 2 5 T H

A T 1 0 O ' C L O C K

T H E C O N F E R E N C E W I L L C O N T I N U E T H R O U G H

S U N D A Y , N O V E M B E R 2 7 T H

REPORT

TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL

From Henry Montor, Director

UNITED JEWISH APPEAL for Refugees, Overseas Needs and Palestine

On behalf of Joint Distribution Committee,
United Palestine Appeal and United Service for New Americans

*1949 Campaign
for \$250,000,000
Minimum*

Vol. IV No. 22

NOT FOR PUBLICATION

November 29, 1949

FINANCIAL REQUIREMENTS FOR 1950: \$272,455,000

American Jewish leadership demonstrated its full maturity and sense of responsibility for world Jewish needs at the National Conference of the United Jewish Appeal held at Atlantic City on November 25-27, 1949. The 1950 campaign was initiated in the presence of 1625 delegates, the largest number ever to assemble in the eleven-year history of the United Jewish Appeal. Over and over again one theme was repeated: "More money can be raised in 1950 than in 1949." This was heard from the key leaders of the major communities of the United States. This was the theme strongly struck by Leon H. Keyserling, Acting Chairman of President Truman's Council of Economic Advisers. These were among the major actions taken by the Conference:

(1) The financial requirements of the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans---totalling \$272,455,000---were adopted as the objective of fund-raising in American Jewish communities for 1950.

(2) Hon. Henry Morgenthau, Jr., was drafted, with an extraordinary testimonial of deep admiration, to continue as General Chairman of the United Jewish Appeal.

(3) It was resolved that "pre-campaign budgeting" be adopted as the basis of participation by the United Jewish Appeal in 1950 campaigns, with the understanding that a mutually satisfactory agreement as to the distribution of funds would precede the planning of campaigns. This was intended to avoid the hurt which the United Jewish Appeal suffered in a number of communities in 1949.

(4) An appeal was issued to the Jewish communities of America to defer local capital fund projects as a matter of self-sacrifice on the part of American Jewry and in the interest of the desperate need of hundreds of thousands of Jews abroad. Where such projects were deemed "inescapably urgent," their funds should be raised separately, it was urged.

(5) Contributors and communities were asked to intensify cash collections and even to borrow advances on 1950 funds so that the United Jewish Appeal requirements could be met economically and effectively.

RESOLUTION ON CAMPAIGN REQUIREMENTS

The following resolution was adopted by the Conference to indicate the financial target of fund-raising for the United Jewish Appeal in 1950:

"WHEREAS we believe that it is the solemn responsibility of American Jewish leadership to inform the American Jewish communities of the full extent of the needs represented by the United Jewish Appeal; and

"WHEREAS the United Palestine Appeal, Joint Distribution Committee and United Service for New Americans have presented essential, minimum financial requirements which total \$272,455,000 and which must be met in the year 1950; and

"WHEREAS the part that the other Jewish communities of the world may play in meeting these requirements is very limited; be it therefore

"RESOLVED by this National Conference, meeting at Atlantic City on November 27, 1949, that we call upon American Jewry to contribute to the United Jewish Appeal in 1950 on a scale commensurate with the minimum needs of the agencies as represented in the total of \$272,455,000; be it further

"RESOLVED that a quota committee recommend fair and equitable quotas to the communities so that through the combined labor and generosity of American Jewry we may safeguard and consolidate the achievements in the regeneration of the remnants of our people."

RESOLUTION ON PRE-CAMPAIGN BUDGETING

In its recommendation that the United Jewish Appeal be advised in advance of the share it would receive from 1950 campaigns, the National Conference passed this resolution:

"This National Conference, meeting at Atlantic City on November 27, 1949, solemnly urges upon all Jewish communities in the United States, in fairness to their contributors and to the urgent needs of the United Jewish Appeal, to plan their 1950 fund-raising campaigns on the basis of pre-campaign budgeting.

"This National Conference further urges that the participation of the United Jewish Appeal in any campaign shall be preceded by a mutually satisfactory agreement between the community and the United Jewish Appeal on the distribution to the United Jewish Appeal from funds to be raised in that community in 1950."

RESOLUTION ON CAPITAL FUNDS

Appealing to the moral sense of the American Jewish community, the Conference adopted the following resolution as to capital funds:

"Confronted with the responsibility of helping to assure the safety and survival of hundreds of thousands of Jews now fleeing from despair and disaster, and recognizing that the saving of human life must take priority in the calendar of American Jewish communal planning,

"This National Conference, meeting at Atlantic City on November 27, 1949, urges upon the Jewish communities of America that they endeavor, as an act of self-sacrifice on their part and as a contribution to the mobilization of maximum funds for emergency life-saving needs in the year 1950, to defer campaigns for capital funds.

"This Conference further urges in the event a local community resolves that certain local capital projects are inescapably urgent that campaigns for such needs should be conducted separately."

RESOLUTION APPEALING FOR CASH

Pointing to the urgent necessity of funds at once for the United Jewish Appeal, the delegates adopted the following resolution:

"WHEREAS it is a matter of desperate urgency that there be no hindrance or delay in the speedy evacuation of Jews from critical areas in which many thousands are in actual peril of their lives, and

"WHEREAS there must be no interruption of assistance to the hard core of aged and incurably ill who must remain in Europe, and

"WHEREAS we are determined that the more than 15,000 Jewish children in Europe who are completely dependent upon our help shall not suffer unduly, and

"WHEREAS we must continue our aid to the thousands of newcomers to the United States who arrive without means of any kind, and

"WHEREAS it is our firm desire to bring prompt assistance to the more than 90,000 men, women and children huddled in tents and barracks in Israel so that they may have the elementary requirements of adequate shelter, food and medical care,

"THEREFORE BE IT RESOLVED that this Conference call upon every contributor to campaigns to waive his right to extended payment and to make gifts available at once; and

"THEREFORE BE IT FURTHER RESOLVED to urge upon every community in the United States to engage in the most intensive collection of cash; and, also, to borrow the largest sums possible on all outstanding pledges and as advances on 1950 so that the funds of American Jewry may be used most economically by being available in adequate amounts to render effective service."

THE CONFERENCE HEARS BUDGETARY NEEDS

Taking advantage of the Thanksgiving Day week-end, hundreds of delegates came to Atlantic City for the holiday and filled the great hall at the Hotel Chelsea when the sessions began on Friday morning, November 25. Dr. Jonah B. Wise presided. Hon. Henry Morgenthau, Jr., presented a report on the general results of the 1949 campaign and Jacob Sincoff, Treasurer, gave the financial statement. Samuel Backer, President of the Atlantic City Federation, greeted the Conference.

The case for the United Service for New Americans was presented by Edwin Rosenberg, its President; that for the Joint Distribution Committee by Moses A. Leavitt, Executive Vice-Chairman; that for the United Palestine Appeal by Berl Locker, Chairman of the Executive of the Jewish Agency, Jerusalem.

TELLS NEEDS OF USNA — NYANA

Mr. Rosenberg estimated that his agency would require a total of \$18,384,000 in 1950 to cover the requirements of the United Service for New Americans and the New York Association for New Americans, not only to provide for the 25,000 newcomers expected in the coming year, but to support the Americanization program for the close to

50,000 immigrants who have arrived since the beginning of 1948. Mr. Rosenberg also reported that "almost 35,000 Jews have entered this country since January" and that the next five weeks would add several more thousand to this total. "The fact of the matter is," Mr. Rosenberg stated, "that 1949 has been the biggest year for Jewish immigration since the outbreak of the war in Europe." Mr. Rosenberg also emphasized that "some 300,000" Jews have found sanctuary in the United States in the last fifteen years. "These people have been resettled in large, small and middle-size communities throughout the country. The great majority of them are now citizens, are self-supporting and are happily integrated into the American way of life."

The United Service is "now engaged in a critical race against time," if it is to "beat the deadline of June 30, 1950, when the DP Act expires," Mr. Rosenberg warned. "The last remaining stumbling block to the successful completion of our American resettlement program is vitally needed dollars," he declared.

JDC REQUIRES \$44,512,000 IN 1950

In opening his address, Mr. Leavitt said: "1950 was declared by the Catholics as Holy Year. In a very deep sense, 1950 is a holy year for the Jews of the world. It is the beginning of a new and consecrated era of hope and achievement. As we enter the second half of the twentieth century, we turn our backs on the misery and destruction of the first fifty years and look hopefully and confidently to a new era of construction."

The Joint Distribution Committee will require a minimum of \$44,512,000 in 1950 to carry on its programs of emigration, reconstruction and relief, Mr. Leavitt told the Conference. He listed the following major projects for which funds must be provided:

(1) Resettlement aid to 146,500 Jews from Europe, Moslem lands and other areas. Of these, he said, 120,000 are expected to go to Israel, 18,500 to the United States and 8,000 to other lands.

(2) Aid in achieving self-support through economic reconstruction projects to 54,000 persons.

(3) Relief and other welfare assistance to an estimated 240,000 Jews in various European countries, and religious, cultural and communal assistance in behalf of additional tens of thousands.

(4) Medical, child-care, educational and other help to the neediest of 900,000 Jews in Moslem lands.

(5) A special social welfare and rehabilitation program to be undertaken in Israel in behalf of some 6,000 physically or socially disabled immigrants who arrived or will arrive from Europe's DP camps and other distressed areas. This program, to be carried out together with the Jewish Agency for Palestine and the Government of Israel, is intended to provide for aged, the halt, the mentally disturbed, the tuberculous and others unable to care for themselves, as well as for their dependents.

Mr. Leavitt reported that during 1949, the JDC had enabled 240,000 Jews to emigrate from Europe, the Moslem countries and other distressed areas. Of these, 210,000 went to Israel, 20,000 to the United States and the others to Latin America and the British Commonwealth countries.

JEWISH AGENCY HEAD DESCRIBES NEEDS

Berl Locker paid tribute to the Jews of the United States "who up to now have shown that they understand the magnitude of the problem," but emphasized that "the task is not yet fulfilled and much greater efforts will be needed."

Discussing the needs of the new immigrants, of whom he expected a minimum of 150,000 in 1950, Mr. Locker said that the Jewish Agency will have to spend \$4,000,000 a month to feed and maintain the newcomers who must live in barracks and tents because no homes are available to them. Deploring the plight of these immigrants, Mr. Locker said that the expenditure of \$4,000,000 a month, or approximately \$50,000,000 for the year, for this type of relief was a drain and that it could be ended only by the raising of sufficiently large funds to provide for their speedy integration into the "productive stream of Jewish life in Israel."

The minimum requirements of the United Palestine Appeal agencies total \$209,559,800 for 1950, Mr. Locker told the Conference. The largest item in this budget is the sum of \$58,100,000 needed by the Jewish Agency to receive, care for and absorb the estimated 150,000 immigrants who will enter Israel in 1950. Another \$45,494,400 will have to be allotted for the establishment of new agricultural settlements and the development of existing settlements, in order to absorb this population on a productive basis. Housing, both in settlements and in urban centers, to provide for the immigrants now living in reception camps and the tens of thousands coming, will call for \$36,050,000.

Mr. Locker pointed out that since May, 1948, when the Jewish State was established, 340,000 Jews had been received in Israel. He stated that with the continued aid of the United Jewish Appeal, 1,000,000 Jews in Europe, North Africa and the Near East who are urgently in need of immigration to Israel as the "one channel of escape from persecution and homelessness" could be received and absorbed.

CONFERENCE HEARS SPYROS SKOURAS

William Rosenwald presided at the Friday afternoon session, which was marked by several dramatic incidents accompanying the presentation of funds. Irving Usen, Chairman of the 1949 Boston campaign, presented a check for \$1,000,000 after describing the profound impression made on him by his visit to Israel. The Conference was stirred when Joseph Meyerhoff, Chairman of Baltimore's 1949 campaign, announced from the rostrum that as a token of its deep concern with the 1950 campaign and the immediate needs, the Baltimore Welfare Fund had borrowed \$500,000.

Harry Greenstein, Executive Director of the Baltimore Welfare Fund, who recently ended his tour of duty as Adviser on Jewish Affairs to John J. McCloy, American High Commissioner to Germany, reported on the situation in the DP camps and also in Israel. He was the first of the "Mission to Israel" contingent to describe his experiences there. In referring to the gradual liquidation of the DP camps, Mr. Greenstein emphasized that the removal of the Jewish DPs from Germany, Austria and Italy will not lighten the burden on the UJA. "On the contrary, it will mean greater demands."

One of the stirring highlights of the Conference was provided by Spyros P. Skouras, President of Twentieth Century-Fox Films. An outstanding friend of the United Jewish Appeal by his own activities, Mr. Skouras told the Conference "that your actions here will have profound bearing not only upon the future of Israel, but upon the future of the world." After describing the impressions registered on him by the cities and farms of Israel and the prodigious progress being registered there, Mr. Skouras said: "I am

urging you, the Jews of America, to concentrate on Israel as a first priority of your philanthropy and generosity. No matter how great the needs of your own community are, Israel is on the very doorstep of that community and all the vital interests of your life. The world will never forgive you if anything should happen to destroy the opportunity for mankind represented by the structure of the Jewish State. If the Jews of Israel fail, it will be your failure -- it will be the failure of the Jews of New York, Cleveland, Los Angeles, Chicago and every community large or small.

"Of course, I can understand how pressing are some of your local demands, but I cannot understand how any Jew can underrate the vital importance of the necessities and demands of Israel today."

MEMBERS OF MISSION REPORT ON VISIT

Members of the "Mission to Israel" made brief reports on their recent tour of Israel to see for themselves the needs for 1950. Joseph Meyerhoff of Baltimore sounded the keynote when he said: "1950 is NOT the year in which to relax, to slow down." And again he reflected the tone of all the others when he said that in 1950 even more resources, time and energy would be given by him than in 1949. He stressed at one point that that was not the impression he had before he went to Israel. Now, having seen the problems for himself, he knows that his previous views were based on misconceptions.

He was followed by Sol Luckman, President of the Cincinnati Welfare Fund, Samuel H. Daroff, President of the Philadelphia Allied Jewish Appeal, Jack D. Weiler, Chairman of the New York campaign, Joseph M. Mazer, Vice Chairman of New York, Melvin Dubinsky, Chairman for Trade and Industry in St. Louis. Each reiterated that there must be in 1950 a mobilization of money and manpower on a greater scale than ever before to deal with the immense but solvable problems which face Israel -- problems which are solvable with the one commodity, money.

WOMEN'S DIVISION HONORS MRS. WADEL

On Friday evening, tribute was paid to Mrs. Ernest G. Wadel, who served as National Chairman of the Women's Division for 1948 and 1949, and to the Women's Divisions of the campaigns of the country. These were reported to have raised \$31,000,000 in that two-year period. A plaque was presented to Mrs. Wadel by Mrs. David M. Levy, Honorary Chairman of the Women's Division, and by Mr. Morgenthau, in appreciation of the devoted and effective service which she had rendered to the United Jewish Appeal.

The problems that face women's divisions and methods of dealing with them were discussed on the basis of practical experience by Mrs. Charles Brown, Los Angeles; Mrs. M. H. Fisher, Pittsburgh; Mrs. Alfred Tuvin, Baltimore; Mrs. H. N. Rosenberg, Englewood, N.J.; Mrs. Sydney L. Albert, Akron; Mrs. Abraham Geller, New York; and Mrs. S. A. Brailove, Elizabeth.

RESOLUTIONS COMMITTEE REPRESENTS NATION

A record of registration at the Conference showed the presence of 1,625 community leaders representing 1,450 communities. To the Resolutions Committee was entrusted the task of analyzing the various problems that face the UJA for 1950 and of recommending to the general assembly resolutions dealing with them. Communities had designated representatives to the Resolutions Committee on a population basis. A total of 204 members comprised the Committee which met an entire day in thorough and extended discussion of each issue presented.

The tables for the Committee were arranged in the center of one of the large rooms of the hotel. These tables were roped off from the rest of the room, where chairs were placed for the convenience of delegates who wished to listen in to the discussions. Despite the sunny day and the Atlantic City Boardwalk, over 900 persons were crowded into the room for most of the day to hear the exciting debates.

Milton Kahn, President of the Associated Jewish Philanthropies in Boston, who had served in the same role the two previous years, was again nominated by the Resolutions Committee to serve as its Chairman. He carried out his tasks with the good humor and firmness for which he has become famous at national assemblies. He permitted the widest latitude of discussion. Leaders from every section of the country voiced their views on campaign quota, pre-campaign budgeting, capital requirements and the related problems of 1950. When the decision on presenting the requirements of the agencies was finally reached, after many hours of analysis, the vote was overwhelming to present the nation with the figure of \$272,455,000.

MORGENTHAU IS DRAFTED FOR 1950

The debate was interrupted for a brief but moving episode when Joseph M. Mazer, of New York, called upon the body to join in drafting Hon. Henry Morgenthau, Jr., for General Chairman for 1950. Mr. Morgenthau had said on a number of occasions previously that he could not serve. Dr. Jonah B. Wise seconded the sentiments of Mr. Mazer. As the entire assembly rose with applause and evident eagerness for his affirmative reply, Mr. Morgenthau came forward to respond. After referring to his previous decision and the changes that had occurred, he expressed appreciation of the sincerity with which he had been asked to continue. "We American Jews are so deep in this movement that for anyone to hesitate at this time to help to achieve the lasting and permanent success of the State of Israel would be the height of individual and personal folly". After stressing that "Israel will do everything in her power to make a success of what she is doing--and what she is doing is unique in the annals of history," Mr. Morgenthau added that "we American Jews can give to the world notice that we are back of the State of Israel to the end." His simple words of acceptance were hailed by a rousing ovation that was long sustained.

F.D.R., JR. SEES ISRAEL CONCERN OF "ALL AMERICAN CITIZENS"

The discussions of the Resolutions Committee were interrupted at noon-time in order to hear the address of Franklin D. Roosevelt, Jr. In his extemporaneous talk on the problems of Israel as they relate to America, the New York Representative asserted that "all American citizens must be interested" in the subject-matter of the United Jewish Appeal Conference.

"Israel, creaking at the joints, as any other great enterprise must in its initial stages, is a State today. But whether Israel as a State, with its policy of gathering in the exiles, with its policy of promoting freedom as well as security, will succeed--in large measure rests partly with you here and partly with the free peoples of the world--and I mean by that, of course, all American citizens.

"In my judgment, the question of how great will be the success of this State is something that will be determined not ten years from now but next year, 1950, and in 1951.

"It takes a great deal of money to absorb the hundred thousand that will be in the camps this January 1st, and 150,000 who will come during the next year, a total of 250,000. It takes a great deal of money to build the housing, to provide the schools,

the hospitals, the nurses. It takes a great deal of encouragement of spirit, of hope, to make this thing go over.

"We can say to them very simply: You've got to get by on less; you can't start your agricultural communities; you can't start this particular housing project. You've got to slow down. And that means that ten years from now we will be still trying to get over the top. But I ask you: where will the morale of these people have gone in that period? That is why I say it is so desperately important to do it now and to do it thoroughly now."

Referring to the trips he has made throughout America and the discussions he has had with leaders in regard to local community problems, Mr. Roosevelt said: "I am simply asking--beseeching, if you will--to consider this: from first-hand experience I know that the need in Israel, both from the point of view of liberal democracy in the philosophy of the world, and from the point of view of immediate human needs, and the problem of sustaining Israel and the UJA transcends, supersedes everything, in my opinion, which we as Americans consider to be our local problems.

"I hope that you will face this problem, because I am sure it exists. I hope that you will face it squarely and as Americans, with the responsibility which is ours toward the world, not just toward our local community. I would urge that you take the broader approach and that you will put the success now of Israel first, and then let us look after our local problems.

"We must face the problem of aiding Israel unemotionally. We must face it, as Americans, very practically. If we look upon this as an American problem and not just as a Jewish problem, if we look upon this as a step forward in accomplishing the basic objective of our national foreign policy, if we think of it in those terms, then-- I think, I pray, I hope that we will find within us the strength to say to those great people of that little country, to that outpost which is dearest to our American hearts: 'If you say you need it, we, we Americans will find within ourselves the way to help you achieve it.'"

BEN GURION SENDS MESSAGE TO CONFERENCE

The Saturday evening session was presided over by Mr. Morgenthau. Other participants included Mrs. David M. Levy, Dr. Ruth Gruber, foreign correspondent of the New York Herald-Tribune, Moses W. Beckelman, Vice Chairman of the JDC European Council, and Hon. Moshe Sharett, Foreign Minister of Israel. The program was opened by Cantor Moshe Kusevitsky.

In his opening remarks, Mr. Morgenthau described to the general assembly why he had decided to continue in 1950. He recalled the events since 1933 and the intervening years when "there was practically nobody in the world at large who raised his voice during that period" when Jews were being slaughtered. There was once again an opportunity to save Jewish life on a vast scale. No one could afford to abstain from this tremendous challenge. "I'm a little fed up," he said at another point, "with all this talk about dual allegiance. Nine-tenths of the people who hide behind the cry of 'dual allegiance' do nothing whatever in these tragic times." He said that his definition of a good American was this: "a good Catholic is a good American, a good Protestant is a good American and a good Jew is a good American." He closed with the assurance that "we have an excellent chance to raise more money in 1950 than in 1949."

Mr. Morgenthau read a message from David Ben Gurion, Prime Minister of Israel, and then introduced the latter's son, Amos Ben Gurion, who is a director of police training in Israel, on a visit to the United States to study American methods.

MRS. BRAILOVE HEADS WOMEN'S DIVISION

The Sunday morning session of the Conference heard a number of notable personalities, including Dr. Nahum Goldmann, Chairman of the American Section of the Jewish Agency, Leon H. Keyserling, Dr. Israel Goldstein, former Treasurer of the Jewish Agency, Edward Jacobson, friend of President Truman, Yaacov Zerubavel, and Gershon Agron, Director of Information of the Government of Israel. Judge Morris Rothenberg presided.

The proceedings were opened with a discussion of the importance of women's divisions in the campaign. Mrs. Ernest G. Wadel, of Dallas, was introduced by Judge Rothenberg and praised for the service she had rendered. He also lauded the services rendered by Mrs. David M. Levy. Mrs. Wadel described some of her experiences in the two years she had served as National Chairman. The Chairman then presented the new National Chairman of the Women's Division, Mrs. S. A. Brailove, of Elizabeth, N. J., who had been an active figure in the National Women's Division, and who has been outstandingly active in various civic, cultural and philanthropic enterprises.

RESOLUTION STATES UJA OBJECTIVES FOR 1950

Mr. Milton Kahn, Chairman of the Resolutions Committee, presented the resolutions which had finally been whipped into shape at an early morning session by a drafting committee. The resolution outlining the general purposes of the 1950 campaign read as follows:

"WHEREAS we, the 1,625 delegates representing 1,450 Jewish communities throughout the country gathered at the National Conference of the United Jewish Appeal in Atlantic City, November 25th through November 27th, are aware of the urgent and historic character of the problems which have brought us together, and

"WHEREAS we feel a solemn and continuing sense of responsibility toward the tens of thousands of Jewish men, women and children in whose behalf we have exerted our efforts in recent years through the United Jewish Appeal, and

"WHEREAS we feel a sense of unbounded admiration and gratitude to the people of Israel for their magnificent policy of keeping the doors of their State open to every Jew who needs to enter for whatever reason, and

"WHEREAS we note with a sense of brotherly sympathy and deep distress the unhappy fact that almost 100,000 Jews still remain unhoused in Israel with only completely inadequate tents or barracks serving as a poor substitute for shelter -- for whom aid must be made available through the agencies of the United Palestine Appeal, and

"WHEREAS we are aware of the impelling forces which make it desperately urgent that additional tens of thousands of Jews be given speedy opportunity to depart from areas in various parts of the world where to remain will entail actual peril to their lives, and

"WHEREAS we are profoundly disturbed by the plight and the needs of many thousands of Jews in the Moslem countries, North Africa and some parts of Europe whose hope for a decent life is dependent upon the aid that it may be possible for them to receive from the Joint Distribution Committee, and

"WHEREAS we are cognizant of the problems and needs of the newcomers to the United States who must be helped to become self-supporting and productive citizens through the ministrations of the United Service for New Americans,

"THEREFORE BE IT RESOLVED that this Conference calls upon the United Jewish Appeal and its agencies to continue and intensify their efforts in behalf of Jews wherever they may be in need, and

"BE IT FURTHER RESOLVED that we pledge ourselves and call upon the Jewish communities of the United States to pledge themselves to give unstinted support and to

exert unparalleled effort to the end that these agencies may find it possible to accomplish the great tasks which history has set before them as American Jewry's instrument in a time of extraordinary crisis."

Applause greeted a resolution hailing Dr. Chaim Weizmann, President of the State of Israel, on his seventy-fifth birthday.

CASH PRESENTED BY DELEGATES

When the resolution was presented by Mr. Kahn to deal with the necessity for cash, many delegates rose to present checks. The first of these was Dr. Norbert Enzer, President of the Milwaukee Welfare Fund, who presented \$250,000 that had been borrowed from the banks. In discussing the general objectives for 1950, Dr. Enzer emphasized his personal view of the need for postponing capital funds projects in the year ahead if American Jewry is truly to meet the needs falling to the UJA.

Emanuel H. Gratenstein, Chairman of the New Haven drive, one of the outstanding campaigns of 1949, brought \$205,000 from his community. A check for \$500,000 was presented by Jack D. Weiler of New York who pointed out that this brought to \$26,000,000 the amount given. Presentation of funds was also made by Archibald Silverman of Providence; Dr. Harry Costeff, Peoria; Elkan R. Myers, Baltimore; Meyer Feinberg, Easton; Nathan C. Goldman, West Palm Beach, Fla.; Hyman Axelrod, Lawrence, Mass.; Leon H. Mohill, Pittsfield; Bernard Golub, Schenectady; Rabbi Emanuel Kramer, Williamsport, Pa.; Martin Zimmerman, Presque Isle, Maine. Among other communities which brought checks were Newport News, Va.; Englewood, Elizabeth, Hackensack and Freehold, N.J.; New London and Meriden, Conn.

CONFERENCE REGISTERS NEW SPIRIT FOR 1950

When the Conference was brought to a close, it was clear to the overwhelming majority of the great concourse of people who had assembled in Atlantic City that 1950 was a year of great challenge to American Jewry. At the same time, there was a widespread conviction among the delegates that with proper organization, early planning and adequate standards of giving set by leadership, the campaign of 1950 could outstrip 1949 in terms of the funds to be made available to the United Jewish Appeal.

As Mr. Morgenthau put it in his closing words: "It is not merely an impression, but a conviction that 1950 will find American Jewry measuring up to the great opportunities of service to our people in Israel and elsewhere."

TRAGIC DEATH OF MRS. WADEL MOURNED BY AMERICAN JEWRY

The tragic death of Mrs. Ernest G. Wadel, former Chairman of the National Women's Division of the United Jewish Appeal, who was one of the victims of the recent plane crash in Dallas, was mourned by Jewish communities throughout the country.

Henry Morgenthau, Jr., General Chairman of the United Jewish Appeal, paid tribute to Mrs. Wadel's distinguished service in the struggle to reconstruct the lives of the Jewish people in many parts of the world. "The national officers of the United Jewish Appeal are stunned by this grievous loss. We wish to express our deepest sympathy to Mr. Wadel and to the other members of her family," said Mr. Morgenthau. He was joined in his tribute by the National Chairmen, William Rosenwald, Judge Morris Rothenberg and Rabbi Jonah B. Wise.

REPORT TO MEMBERS OF THE NATIONAL CAMPAIGN COUNCIL FROM HENRY MONTOR, DIRECTOR



UNITED JEWISH APPEAL

...on behalf of Joint Distribution Committee, United Palestine Appeal, United Service for New Americans

FINANCIAL REQUIREMENTS FOR 1950 — \$272,455,800

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COMMUNITIES URGED TO SPEED CASH IN DECEMBER

To be able to claim tax deductions for contributions in 1949, individuals must have paid their pledges in cash in 1949. This is the keynote of a special December drive which, the United Jewish Appeal hopes, will produce a record cash income to meet the needs in Israel, Europe and America.

Many communities reported to UJA headquarters that they were organizing special "cash squads" for December. Key workers were being called to campaign headquarters and assigned cards of pledgors who still owe balances on their 1949 pledges. Special tax reminder leaflets were also being mailed to contributors so that all checks might be received before December 31, 1949.

Corporations May Increase Their 1949 Gifts

Tax lawyers are calling to the attention of their corporate clients an amendment to the Internal Revenue Code which would permit them to increase their contributions in 1949 and to pay later. This provision is restricted to corporations, however, and does not apply to individuals. Since many gifts to local campaigns are made out of the funds of corporations, the amended tax code should permit a very substantial increase in 1949 funds.

The amendment is referred to as the "Camp Bill," Public Law 378 - 81st Congress. The amendment to the Internal Revenue Code, subheaded "Charitable Contributions by Corporations on Accrual Basis", reads as follows:

"In the case of a corporation reporting its net income on the accrual basis, at the election of the taxpayer any contribution or gift payment of which is made after the close of the taxable year and on or before the 15th day of the third month following the close of such year shall, for the purposes of this subsection, be considered as paid during such taxable year if, during such year, the board of directors authorized such contribution or gift. Such election shall be made only at the time of the filing of the return for the taxable year, and shall be signified in such manner as the Commissioner, with the approval of the Secretary, shall by regulations prescribe."

UJA BEGINS DISCUSSIONS ON "PRE-CAMPAIGN BUDGETING"

Acting in compliance with the resolution adopted at the National Conference at Atlantic City, the United Jewish Appeal this week called upon all communities to engage in "pre-campaign budgeting" discussions with its representatives, in order to arrive at "mutually satisfactory agreement" for UJA participation in 1950 campaigns.

Arrangements were made for a meeting on December 12 with a special subcommittee of the Philadelphia Allied Jewish Appeal headed by Sol Satinsky as its chairman.

The Board of Directors of the Newark campaign will consider arrangements for UJA's participation in the 1950 campaign at a meeting called for December 14.

Following on discussions initiated earlier, subcommittees of the UJA and of the Chicago Jewish Welfare Fund are scheduled to meet in Chicago on December 21.

The Board of Directors of the Los Angeles Jewish Community Council is scheduled to discuss a formula for UJA participation in the 1950 campaign at a meeting on December 13.

Miami, Fla. was the first major community in the United States which came to a fully satisfactory agreement with the United Jewish Appeal as to the latter's part in the 1950 campaign. Discussions between UJA representatives and the Miami Jewish Federation were followed by careful consideration in the Budget Committee and Board of the Miami group. The arrangement provides for equitable treatment of all beneficiary agencies. Abandoning the item of capital funds, which had been included in the program for the 1949 campaign, Miami felt that the community's best interests would be served by excluding capital funds from the 1950 campaign. All increases expected from the 1950 campaign will benefit the United Jewish Appeal. Safeguards have also been established to protect the interests of the United Jewish Appeal in all eventualities. William D. Singer, President of the Miami Federation, initiated the negotiations which led to the conclusion of the most satisfactory relationship that has ever been established between the UJA and the Miami community.

In addressing himself to communities this week, General Chairman Hon. Henry Morgenthau, Jr. said:

"We expect that every Jewish community in the United States, responding to the resolution adopted at Atlantic City, will wish to make arrangements for the promptest possible meeting with a UJA delegation to consider our mutual interests. The response that we have already had indicates that the whole community as well as the UJA will be served by a clear determination in advance of the campaign as to the distribution of proceeds to the UJA which has been -- and will be in even greater measure in 1950 -- the magnet for the bulk of contributions."

ONE GOOD "DRAFT" DESERVES ANOTHER, MORGENTHAU SAYS

Last Sunday night, over 300 leaders of the Jewish community of New Haven stood and cheered lustily and by their act "drafted" Emanuel H. Gratenstein for a second term as Chairman for the 1950 Welfare Fund drive. Inspiration for the event was Hon. Henry Morgenthau, Jr., who had been invited to share in honoring Mr. Gratenstein for his notable service as Chairman of the 1949 drive. When Mr. Morgenthau rose to represent a plaque to New Haven's campaign leader, he reviewed his own labors in the UJA and said:

"The urgent demand upon our sympathies and our active cooperation in 1950 is too strong for anyone to deny the call of his people." He urged Mr. Gratenstein, who had

worked hard in 1949 and had indicated his wish for retirement, to respond to New Haven's demand for his continuation in campaign leadership. In a gracious reply, Mr. Gratenstein yielded to the "draft" and thus assured New Haven of a strong 1950 campaign.

A highlight of the dinner was a brief report by Samuel Botwinik, who had just returned from Israel. He assured all those present that the money they had contributed was "well spent indeed." The New Haven industrialist, lauding the spirit and achievements in Israel, emphasized that much more money would be needed in 1950.

Others who participated in the annual meeting included Harry Barnett, Bernard P. Kopkind, who presided, Alexander Winnick, Welfare Fund President, and Berl Locker, Chairman of the Jewish Agency Executive, who delivered the principal address.

ELIZABETH DRAFTS GERING FOR 1950

Recognition of the splendid job he had done in 1949 in unifying the community behind him was responsible for a successful "draft" movement which, last week, returned Larry Gering as Chairman of the 1950 campaign in Elizabeth, N.J. Over 250 people turned out for a testimonial dinner to Mr. Gering to honor him for his services in the 1949 campaign. As discussion of the 1950 campaign proceeded, the community and its leadership pressed Mr. Gering, despite any hindrances, to continue for 1950. Responding to the "draft," Mr. Gering made a fighting campaign acceptance and made it clear that Elizabeth was on the way to a stronger, fund-raising effort in 1950.

At the same time, Mr. Gering recruited his associates as Co-Chairmen: Col. William P. Schweitzer, Harry A. Toker, Abraham Weiner, Rudolph E. Lifson and Abraham Rocker. He named together with the foregoing as Co-Chairmen for Initial Gifts: Rubin Uslander, Nat Kalish, Harry Weltchek, Dr. Emil Stein, Samuel H. Jaffe, Dr. Morton Gittelman, Abe Uslander and Samuel E. Stein.

One of the highlights of the evening was the magnificent address of Rabbi Morris Lieberman, of Baltimore, who succeeded in establishing a full understanding of the 1950 responsibilities.

E. N. GRUESKIN BECOMES NATIONAL CHAIRMAN FOR REGIONS

E. N. Grueskin, one of the most active personalities in Midwestern Jewish communal affairs, has been elevated to the post of National Chairman for Regions of the United Jewish Appeal, it was announced this week by Hon. Henry Morgenthau, Jr. For many years President of the Sioux City, Iowa Federation, long identified with the work of the Council of Jewish Federations and Welfare Funds, Mr. Grueskin has been for the last two years National Co-Chairman for Regions. He now succeeds Julian B. Venezky, who for the last three years visited scores of communities and became one of the strongest pillars of the national UJA organization.

As part of the process of the decentralization of the United Jewish Appeal, outstanding leaders in various parts of the country have assumed State and area chairmanships. It is expected that in 1950, to an even greater degree than in the past, these State leaders, through their contacts with communities and local leaders, will be a most powerful influence to affect the results of the 1950 campaigns.

State Chairmen thus far announced include the following:

Alabama: James L. Permutt, Birmingham; Florida: Nathan C. Goldman, West Palm Beach; Indiana: Abraham Goodman, Shelbyville; Maine: Philip W. Lown, Auburn; Maryland: Lee L. Dopkin, Baltimore; Massachusetts: Leon H. Mohill, Pittsfield; Michigan:

Max Osnos, Detroit; Minnesota: Benjamin N. Berger, Minneapolis and Harry K. Wolkoff, St. Paul; Missouri: Hyman Brand, Kansas City; New Jersey: Leon L. Levy, Trenton, and Louis A. Lewis, Bridgeton; New York: Martin Abelove, Utica, and Solomon Boxer, Troy; Ohio: Sydney L. Albert, Akron; Pennsylvania: Moritz M. Gottlieb, Allentown; Tri-State around Pittsburgh: Judge Samuel A. Weiss, Glassport, Pa.; Rocky Mountains: Adolph Kiesler, Denver; Arizona: Raphael Brandes, Tucson; Montana: Norman Winestine, Helena.

Mr. Grueskin's national leadership will be shared with a number of National Vice-Chairmen. These include Rabbi Isadore Breslau, of Washington, D.C.; Joseph Shulman, Paterson, N. J.; Charles Brown, Los Angeles; and Irving S. Norry, Rochester, N. Y. Other Vice-Chairmen and State Chairmen are to be announced.

1950 CAMPAIGN BEGINS WITH MAJOR CONFERENCES

The importance of maximum public information on the needs of the United Jewish Appeal as early as possible before actual fund-raising starts is recognized as one of the first steps toward a successful 1950 campaign in each community. The clarification provided at the National Conference at Atlantic City as to the areas of activity and requirements of UPA, JDC and USNA is an essential preliminary in each community.

The first communities to stage their own "little Atlantic Citys" will be Miami and Los Angeles. Both cities have chosen Sunday, December 18 for their "leadership" conferences. Vice President Alben W. Barkley will be the principal speaker at the Miami sessions. Berl Locker, Chairman of the Jewish Agency Executive, postponed his return to Jerusalem at the urgent request of the Los Angeles leaders in order to share in their December 18 meeting. Others who will speak at the West Coast assembly are Spyros P. Skouras, President of Twentieth Century-Fox, and Dr. Ruth Gruber, famed New York Herald-Tribune foreign correspondent.

GREENSBORO AGAIN LEADS THE NATION

The size of a community is no criterion as to what it should contribute. That has been proved for years by Greensboro, N. C. As the record of campaigns in 1949 is examined, the banner for largest per capita achievement goes once again to this small Southern community of 500 souls all told.

In the campaign just ended, Greensboro raised \$398,570, the overwhelming bulk of which goes to the United Jewish Appeal. Already, \$300,000 has been received by the UJA office in New York. The campaign was conducted by the Greensboro Jewish United Charities. Louis Silverstein was general campaign chairman and Mrs. Albert F. Klein was Chairman of the Women's Division. Mrs. Klein is also Women's Division Chairman for the UJA in North Carolina.

President of the organization is Benjamin Cone, who is also Mayor of Greensboro. The extraordinary civic and philanthropic spirit of the Cone family has not only been a major factor in the outstanding record of the Greensboro community but has established standards for the whole of American Jewry to emulate.

DID YOU PAY YOUR OWN PLEDGE?

IT COSTS \$21.85 A MONTH TO MAINTAIN A JEW IN A CAMP IN ISRAEL,
BUT EVEN THAT MINIMUM LEVEL OF LIVING REQUIRES CASH.

REPORT

TO MEMBERS OF THE
NATIONAL CAMPAIGN COUNCIL
FROM HENRY MONTOR, DIRECTOR



UNITED JEWISH APPEAL

...on behalf of Joint Distribution Committee, United Palestine Appeal, United Service for New Americans

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LOS ANGELES SHOWS 1950 WAY: SENDS UJA \$3,000,000 ON ACCOUNT

If the nation follows the lead set on Sunday, December 18 by the leaders of the Los Angeles Jewish community, the year 1950 will be a record year in fund-raising for the United Jewish Appeal and for all other causes. Los Angeles is determined that it will raise more, much more, than in 1949.

As a token both of its faith in itself and of its support of the United Jewish Appeal, Los Angeles handed a check for \$3,000,000 to Berl Locker, Chairman of the Jewish Agency Executive, for transmission to Hon. Henry Morgenthau, Jr., General Chairman of the UJA. The \$3,000,000 was borrowed by Los Angeles in anticipation of its 1950 campaign, for which its December 18 "leadership conference" was one step in preparation.

Los Angeles also strengthened the conviction of the community that a successful year of fund-raising lies ahead when it drafted Oscar Sydney Pattiz as Chairman of the Los Angeles campaign for 1950. A youthful lawyer who has made a name for himself in the commercial and industrial life of the city, Mr. Pattiz has been active in every phase of Jewish and general activity. An officer of the Los Angeles Community Chest and Red Cross, he has also served as President of the Beverly Fairfax Jewish Community Center and as a leader in similar cultural and communal enterprises. He served his apprenticeship in the Jewish Welfare Fund for years and was previously Chairman of its Beverly Hills division. President of a number of Los Angeles corporations, Mr. Pattiz is noted both as an administrator and speaker. His selection has given the community additional confidence in the outcome of the 1950 campaign. Other officers occupying top positions in the 1950 campaign include Louis Boyar as Advance Gifts Chairman and G. Harry Rothberg as Chairman of Trades and Professions.

Marked by the presence of Mr. Locker, Spyros P. Skouras, President of Twentieth-Century-Fox Film Corp., Jack L. Warner, head of Warner Brothers, and Dr. Ruth Gruber, the conference consisted of three sessions, which featured a review of the National UJA Conference at Atlantic City. The participants included Charles Brown, who was Conference Chairman, G. Harry Rothberg, Ben Solnit, Mischa F. Berg, Louis Boyar, President of the Keymen's Organization, Leo Gallin, Executive Director of the Welfare Fund, who described his recent visit to Israel, Rabbi Jacob Pressman, Mrs. Mildred Allenberg,

Chairman of the Women's Division, Judge Isaac Pacht, Chairman of the Community Council, Reuven Dafni, Israel Consul in Los Angeles and Mr. Pattiz, who was presented for the first time as Campaign Chairman.

BARKLEY SEES SUCCESS OF ISRAEL VITAL TO U.S.A.

Vice President Alben W. Barkley is convinced that the success of the State of Israel is vital to the foreign policy of the United States of America. He is equally certain that the United Jewish Appeal must have the wholehearted and expanded support of the people of America if that objective is to be attained.

His words of stimulation were expressed in a stirring message delivered at an all-day conference of the Greater Miami Jewish Federation held on December 18, with the participation of a host of notables. The aim of the meeting was to emphasize the overseas, national and local responsibilities which the Jews of Miami are supporting in the 1950 campaign. Other participants included Senator Claude Pepper, Rabbi Philip Bernstein, Frank Weil, President of the Jewish Welfare Board, and Mayor Harold Turk of Miami Beach.

Hundreds of leaders from all sections of the far-flung twin city gathered at the Westview Country Club for the all-day session, which featured reports on all aspects of the work which will need maximum giving from the Jews of the community. Leonard Abess was Conference Committee Chairman. Stanley C. Myers, President of the Council of Jewish Federations and Welfare Funds, was moderator at the session devoted to local agencies. William D. Singer, President of the Greater Miami Jewish Federation, gave the summary.

The community will be visited on December 22 by Henry Morgenthau, Jr., who will fly down from Chicago, which he will be visiting on behalf of the UJA the previous day.

In his major address at the Miami Conference, Vice President Barkley said, in part:

"Israel is not financially strong enough to provide for the newcomers who are coming in at the rate of some 200,000 a year. It is not strong enough to take care of the immigrants alone, to provide housing, hospitals, to care for the children and to reclaim the land and prepare it for settlement. We must help the Jewish State because Israel is not economically strong enough at the present time to meet these needs.

"We cannot afford not to help a free nation in the Middle East so essential to the security of our liberty and ideals. We need a free Israel among the nations of the world. I am confident that due to the courage of the Jewish people the new nation will maintain itself despite its present political and economic difficulties. Israel may be a vital influence in the peace of the world as a friend and associate of the United States. Help to Israel through the United Jewish Appeal is more than a Jewish problem: it is a humanitarian problem."

ROOSEVELT HEADS NATIONAL CHRISTIAN COMMITTEE OF UNITED JEWISH APPEAL

Establishment of a National Christian Committee to enlist all Americans in support of the 1950 United Jewish Appeal was announced by Henry Morgenthau, Jr., General Chairman.

Simultaneously, Mr. Morgenthau announced that Franklin D. Roosevelt, Jr. had accepted the invitation of the national officers of the United Jewish Appeal to serve as National Chairman of the newly created National Christian Committee.

Mr. Morgenthau recalled that President Roosevelt had spoken out vigorously at the time the Jews of Europe were being massacred by the Nazis. "Today, when a million Jews are in danger in the Moslem countries," he added, "it is most encouraging to have the son of the late President Roosevelt come forward to support our efforts to save them and give them a new home in the State of Israel."

Mr. Roosevelt stated that he welcomed the opportunity "to help rally Americans of all faiths behind the United Jewish Appeal" adding that he could conceive of "no greater act of Christian brotherhood than helping in the task of rescuing and rehabilitating the hundreds of thousands of Jews who were left homeless and destitute as a result of World War II."

"I am glad to accept the invitation extended to me by its national officers to serve as National Chairman of the National Christian Committee of the United Jewish Appeal," Mr. Roosevelt declared.

"The principles that underly the work of the United Jewish Appeal are the basic principles of brotherhood and good will towards men that are the common heritage of our two great faiths.

"The launching of the National Christian Committee is particularly significant in the Christmas season, when men of good will in our country and throughout the world turn their thoughts to peace and brotherhood.

"I had the opportunity not too long ago of seeing for myself the miracles that have been achieved in Israel and in Europe with the assistance provided by the Jews of the United States through the United Jewish Appeal.

"Aid to Israel is the most important aspect of the United Jewish Appeal in 1950 and it is this phase of its resettlement and reconstruction program that is of the greatest significance to all Americans. Israel came into being with the blessings and sympathetic support of the Government of the United States. We also supported Israel's application for membership in the United Nations. In the interest of strengthening world democracy, we should be consistent in our foreign policy and follow up our initial cooperation with diplomatic and economic assistance to the State of Israel.

"I have seen the flowering of the new democracy in Israel. It is a vital spirit, full of faith in mankind and full of the courage, pioneering and sacrifice that made our own country great. We must maintain the closest bonds of friendship and cooperation with Israel and thus develop a permanent peace in the Middle East.

"Some of the problems which Israel is facing today can and will be solved by the people of Israel themselves. But the problem of settling the hundreds of thousands of newcomers already in Israel and of receiving those still to come requires the help and the good will of democracy-loving men and women everywhere.

"We must give our fullest assistance in support of the program for rehabilitation and relief among hundreds of thousands of Jews in Europe and North Africa. We must provide the opportunity for speedy adjustment for the homeless refugees who find a haven in the United States.

"The problems faced by the United Jewish Appeal in Israel, in Europe and in the Moslem countries are not just Jewish problems. They are problems for all Americans, and together we must and we will solve them."

IT RAINED AT BEIT LID

A Story of 20,000 Jews in an Israel Reception Camp

By Yochanan Ramati

Tel Aviv, Israel

There was nothing extraordinary about the rain that fell at Beit Lid on the morning of my arrival. Most falls are heavier. But to almost all the 20,000 new immigrants living under canvas in the vast reception camps in this area it spelled something little short of disaster.

The faces of men and women, who have had more than their share of suffering before they ever came to these shores, were once again wearing a painful, worried, almost hopeless look. And the camp officials move hither and thither, vainly trying to cope with a problem far beyond the slender resources at their disposal.

I peep into one of the tents. Above, the canvas shows a slight tear. Eight persons - father, mother and six children - are sitting on the beds, almost touching each other in the restricted space. One girl, light-skinned and black-haired, has stretched out a piece of sacking on the ground and is lying on it bored and apathetic.

Underfoot everything is mud - thick, damp mud, an insects' paradise. Huge red ants have their heap just outside the "doorway", and pay frequent visits to the interior of the tent. The air is thick with flies.

I ask the man what happened in the morning. "There was water dripping through the hole in the top," he says, "but that was nothing." He spits expressively. "It's the water that seeps through from underneath that will kill us off." His voice rises a little as he turns around and points: "Look at my children!"

Indeed, they are not a pleasant sight. The mother has long since given up the vain attempt to keep them clean in the alternating dust and mud of the tent. To get to the washing facilities means a long walk, and by the time a youngster gets back he or she is usually nearly as filthy as before. So dirt adds its quota to the causes of disease, in spite of the valiant efforts of the nurses and medical staff.

This immigrant and his family have been living like this for five months. This was their second rain. As the downpours of later December and January inexorably continue, they can look forward to ever thicker slime in their "home". Unless something is done, and done at once.

The director's office is filled with officials. They have come from all the camps in the neighborhood to discuss their problems. I listen, occasionally asking a question. It appears that the tents have had to be made fast and their structure strengthened, to stop them flying away with

the wind. This operation has now been concluded, and there are no more complaints on that score. The canvas has also been oiled to improve its weather-resistance. But, of course, there is the problem of water.

I ask whether it would not be possible to lay down floors in the tents - just a few planks of wood, if nothing else. The director answers simply: "There is no money. With the funds at our disposal we had the choice of either laying floors or digging shallow ditches in the camp to channel off the water. We decided to dig the ditches."

It is a moot point whether it is better to have a wet wooden floor, because water flows in from outside, or damp, soft mud underfoot while at least some of the water is channelled away. The decision of the camp authorities may be right or wrong. But it is a tragedy that a decision had to be made at all.

The director goes on: "Of course it would be better if we could put them all in huts. But even that is not the solution. These people cannot stay in camps for so long. They have got to get out and work. They have got to be resettled properly, permanently. And that will cost millions..."

I speak to a man who arrived seven months ago from White Russia. For reasons which I do not ask he refuses to give his name. He answers questions slowly, with hesitation; apparently accustomed to interrogations by German and Russian police, he has not yet got used to the different ways of this country, and treats every item with careful circumspection. His wife and child are living in the same tent, and, as far as I can gather from some vaguely plaintive remarks, so are two or three other people.

A youngish man - perhaps 35 - tall and strongly built, with fair hair and snub-nosed features of the typical Slav, this immigrant - able and willing to work - has been sitting in the unaccustomed discomfort of a tent month in month out, simply because the State is lacking sufficient funds to resettle him in a useful occupation. Thousands like him are languishing in Beit Lid. They wait helplessly for something to happen. For them there is no way back.

I ask: "How was it in White Russia?" or "How was it in Poland?" Few answer. But in the eyes of all there is something of the primeval hatred that only generations of persecution can create. And the mouths of those less reticent than the rest slowly utter the unvarying theme: "No matter what happens, we stay here....."

"Here" means in Beit Lid. It means, for the moment at least, living in the oozy slime trickling along the uncovered earth that forms the "floors" of the 3000 tents. It means waiting, it means demoralization.

Five hundred wooden huts are being erected, miserable wooden structures designed to save the maximum possible amount of the elusive currency

needed for their construction. But these huts have floors, and they have already become objects of bitter envy and intrigue among the inmates of the camp. They will accommodate perhaps 2,000. The other 18,000 will remain where they are. And so, the management is deluged with tales of hardship, most true, all colored with the vehemence of feeling created by what is, after all, part of the struggle for survival. Children sit on muddy ground. Diseases are easily contracted. And every one feels himself responsible for himself and his family first.

If these people stay here very much longer any slight spark of public feeling that may have been kindled by their arrival in Israel will be extinguished. Already bitter, already disillusioned, they will become a destructive element in a community which can hardly afford such a luxury. By sheer weight of numbers they will exert an influence that will kill the pioneering spirit, mutilate the ideals of self-sacrifice and service, and undermine the moral fibre that made the creation of the Jewish State possible.

But there is still hope. If the next few months can bring the going forth from the mass squalor of camp life which has become the be-all and end-all of most inmates' existence; if they can be put in reasonable dwellings and get respectable work; if, in short, they can be made to feel part and parcel of the stream of national existence, the memories of the cruel past and painful present will slowly disappear. At least the children will be saved from the corruption of spirit, so easily bred among the slimy pools of Beit Lid.

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