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Cleveland, United Appeal, 1958-1959.



SPEAKERS AND FILMS DIVISION

**THE UNITED APPEAL OF GREATER CLEVELAND
COMMUNITY CHEST • RED CROSS**

3100 EUCLID AVE. • CLEVELAND 15, OHIO • UTah 1-3170



ARTHUR H. KRUSE
Chairman

November 18, 1958

Rabbi Abba Hillel Silver
19810 Shaker
Cleveland, Ohio

Dear Rabbi Silver;

The measure of success attained in Greater Cleveland's First United Appeal can be credited, to a large degree, to the individual efforts of persons like yourself.

With your assistance we were able to reach a great proportion of the Jewish congregations in this community. Certainly the Rabbis' Luncheon, which you helped plan, provided an opportunity to present the United Appeal story to an influential gathering of religious leaders.

Again, thank you for your effective cooperation.

Sincerely,

Arthur H. Kruse
Chairman
Speakers and Films Division

A STATEMENT OF THE CASE
FOR
GREATER CLEVELAND'S FIRST UNITED APPEAL
1958

SUMMARY OF THE CASE FOR THE 1958 UNITED APPEAL GOAL

- I. United Appeal is a forward step in Cleveland's charitable fund raising.
 - II. The goal was fixed in a series of steps taken by a number of groups of well-informed representative citizens checking the judgment of each other. It is based on the minimum needs of the United Appeal agencies.
 - III. Red Cross services are indispensable to the community and are provided at low cost.
 - IV. The amount of the goal relative to the amount actually raised pre-World War II will not offset the growth in population and the effect of inflation.
 - V. The Red Feather agencies are not receiving adequate funds to pay competitive wages.
 - VI. The amount of Red Feather service paid for by the beneficiaries of the services has increased very substantially.
 - VII. The total cost of health, welfare and recreational activities in Cleveland is low in comparison to other cities.
 - VIII. The need for Red Feather agency services has substantially increased in recent years in spite of prosperity.
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- I. The United Appeal is a forward step in Cleveland's charitable Fund Raising.
 - A. The United Appeal meets a widespread public demand to reduce the number of charitable fund drives.
 1. 129 agencies participate. 128 drives are eliminated.
 2. 97% of all expenditures in Cuyahoga County by privately supported health and welfare agencies are accounted for by United Appeal participants.
 - B. The United Appeal reduces the overall cost of fund raising.
 - C. The United Appeal brings an important health fund into the United drive for the first time.

- D. The United Appeal presents an opportunity for more equitable distribution of charitable funds according to community needs.
 - E. The United Appeal gives greater local control over the use of locally contributed funds.
- II. The 1958 United Appeal goal was fixed in a series of steps taken by a number of groups of well-informed representative citizens checking the judgment of each other. It is based on the minimum needs of the Red Feather agencies, Red Cross and Cerebral Palsy.

A. The pre-campaign budget breakdown is as follows:

	<u>Tentative 1959 Allocation</u>
Welfare Federation, in behalf of 90 Red Feather agencies	\$ 7,202,381.
Jewish Community Federation, in behalf of 11 Red Feather agencies	945,110.
American Red Cross	1,435,820.
American Red Cross, Lake County	2,456.
United Cerebral Palsy Association	153,661.
United Service Organizations, Inc.	260,000.
National & State Agencies (24)	195,000.
Western Lake County	46,500.
Campaign & Year-round Operating Expenses	768,572.
Reserve for Shrinkage (3%)	<u>340,500.</u>
	\$11,350,000.

- B. The extreme care with which the requests of the Red Feather agencies are reviewed is illustrated by the procedure followed for the Welfare Federation allocation.

The Welfare Federation had 1958 fund allocations of \$7,069,000.

Its allocation of the 1959 goal is only \$133,000. more than this.

And here is what it must do with this \$133,000.:

1. Cover two new agencies, the Boys' Club and Forest City Hospital.
2. Meet deficiencies in present services estimated at over \$300,000.
3. Improve hospital services to meet needs. Estimated at \$159,000.

- 4, Meet increased costs in its present services, estimated at \$492,000. The community pattern wage increase alone would cost \$386,000. The social workers are already 11% below the prevailing wage level.
5. Collect as much from clients served as it did during periods of greater prosperity.

The Welfare Federation agencies receive 63% of the total of the United funds. The 1958 history of the agencies' requests and their reduction to minimum levels is this:

Agencies' requests	\$8,921,000.
Endowment provision	<u>- 66,000.</u>
Net needed from United Appeal	\$8,855,000.
1. Agencies' own councils' budget revision reduction	\$ 325,000.
2. Agencies' Central Budget Committee Reduction	475,000.
3. Community Fund Budget Committee Reduction	205,000.
4. Community Fund Goal Committee Reduction	<u>648,000.</u>
Total Reduction	- <u>\$1,653,000.</u>
Net included in United Appeal Goal	\$7,202,000.

These reductions by the councils and budget committees were made by the cruel process of eliminating things that ought to be done - not because the need was not present, but because it was feared that the money wouldn't be.

- C. The independent citizens who know the problem best have thus concluded that we need more than the amount sought. The Goal Committee's reduction of \$648,000. was not related to need but was based on the Committee's judgment of the size goal which would produce the most money. The unmet needs appear from such situations as these:

1. Boy Scouts of America. We currently serve 30,000 boys in Scouting. More than 60,000 would like to be Scouts. Of those served, there is only one professional per thousand boys. One for each 750 boys is the recommended standard.
2. The Bellefaire Home for Emotionally Disturbed Children. This institution is filled to capacity. It has an extensive waiting list but cannot admit any more children before next February.
3. United Cerebral Palsy Association Foundation School. Only 28 children can be handled. There is a waiting list of 40. All of them should have attention.

4. St. Anthony's Home for Boys. They have been able to purchase only three new suits for boys in nine years.
5. Catholic Charities Central Service. This institution needs ten more foster homes for children.
6. The Jones Home. This home is filled to capacity with an existing demand for service for almost twice as many youngsters.
7. DePaul Infant Home and Loretta Hall. They are currently handling 10% more baby girls than their capacity is designed for, with a staff shortage of six full-time employees.
8. The Salvation Army. This agency is badly in need of a center to help women alcoholics. The \$10,000. needed to get it started is not in the budget.
9. The Cleveland Hearing and Speech Center. The efficiency of this agency depends substantially on the maintenance of delicate electronic equipment. Its budget is inadequate for a maintenance technician.
10. Catholic Youth Service Bureau. This agency, with a shortage of staff, has a waiting list of 80 people and a time lag of four to six months to reach them.
11. Goodwill Industries. With an average of 2700 applications per year, can employ only 335 people.
12. Children's Services - has a budget of \$800. this year for its help to 900 unwed mothers seeking aid.
13. Family Service Association. This association, with a shortage of five staff members, is operating at capacity. There are 155 families with serious problems, on their waiting list.
14. St. Luke's Hospital. The indigent patient increase, aggravated by economic conditions, will result in a deficit of \$200,000. This is somewhat typical of a hospital problem generally.
15. Society for the Blind. Five hundred cases are on file and have not been contacted since 1951. They should be contacted at least annually. Many new clients are receiving only partial service.

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III. Red Cross services are indispensable to the community and are provided at low cost.

A. The Red Cross Blood Program is a community necessity.

1. It accounted for 60% of the community needs in 1957.
2. The service supplied 37,725 pints of blood.
3. The service was supplied to the users free.
4. Contributors paid only \$5.88 per pint of blood.

B. Red Cross is the dominant community organization supplying training in life-saving skills.

1. Over 90,000 local people have been given life-saving training by Red Cross.
2. 20,851 of these were trained last year.
3. 90% of the people who use local beaches and water facilities are not trained to give proper attention to a water accident.
4. Red Cross can train an individual in life saving for the unbelievably low cost of \$2.00 per person.

C. Red Cross Home Service helps keep a community wholesome.

1. 21,000 services were provided last year.
2. 16,000 families were helped.
3. The cost was only \$6.58 per service.

D. Red Cross performs many other services the community must have.

1. Disaster Service - is available on an organized basis at all times for fire, flood, tornado, explosion, or other cause.
2. Nursing service is organized to:
 - a. Provide twelve hundred nurses in event of disaster.
 - b. Train families to take better care of themselves (3,262 families have training certificates).
 - c. Recruit volunteers for essential health aid (3,933 volunteers gave 854,867 hours of service last year).
3. Youth conservation of the Red Cross reached 293,769 young people last year.

E. Over 1/3 of our total population in Cuyahoga County benefitted from or participated in Red Cross activity in 1957.

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IV. The amount of the goal relative to the amount actually raised pre-World War II will not offset the growth in population and the effect of inflation.

Community Fund - Relationship of 1958 to 1941

1941 Results	- \$ 3,440,000.	
In 1957 Dollars	- \$ 8,653,000.	(1)
34% Population Growth	- \$ 2,977,000	(2)
Net additions for changes in agencies: 1941 to 1958	<u>\$ 781,993.</u>	
Sub-total for Chest	\$12,411,993.	
Goal Allocation for Red Cross	\$ 1,438,000.	
Goal Allocation for Cerebral Palsy	<u>154,000.</u>	
Total 1958 dollars to keep abreast of 1941:	\$14,003,993.	
Less: the 1958 goal	<u>\$11,350,000.</u>	
Shortage in 1958 goal	\$ 2,653,993.	or 23.4%

With a \$2,653,993. deficiency reflected when the basic adjustments of inflation and population growth are made, our question about the United Appeal ought to be, "Why isn't the goal big enough to meet the needs?"

(1) Traditionally, two-thirds of Red Feather agency budgets are for salaries and one-third for other purposes. A salary increase of 177% was applied to two-thirds of the 1941 figure. A cost of living increase of 100% was applied to the balance. The 177% increase is the index of change in average weekly earnings of United States production workers in manufacturing industries from 1941 to 1958. Indices of the corresponding average hourly earnings and the starting rate for unskilled labor in the Cleveland area, when combined, also indicate a 177% increase over 1941.

(2) This is The Illuminating Company's own estimate of population growth from 1941 to 1958 in Cuyahoga County. 1959, when the dollars will be used, will in all probability, indicate additional growth. No adjustment was made for the fact that the percentage of the total population using Red Feather services is greater now than in 1941 because of the increased percentage of children and of old people in our total population.

V. The Red Feather agencies are not receiving adequate funds to pay competitive wages.

A. Welfare agency employees are still paid on the low side. 2/3 of agencies' expenses is salaries.

The increase in the goal is only 1.88%. If this amount were applied entirely to salaries (which is not possible) it would not match the 1958 community wage pattern.

A professional volunteer study shows case workers and executive salaries 11% below average weekly earnings in manufacturing. This is an improvement over last year, but far below the right level.

Clerical workers \$25. or more per month below community level. Skills required are well above.

Starting salary for case workers with six years of college is \$4620. It was proposed to increase this to \$4884. The goal will not permit it. The State already pays \$5040 and the Veterans Administration \$4980.

Community level for four-year college graduates is \$4500. to \$4600. Case workers graduated in Cleveland in 1957 had an average of 13 job offers per graduate.

At the National Council for Social Welfare held at Philadelphia in 1957, the U. S. Employment Service advised that only 200 qualified prospects were enrolled for their list of 2,000 welfare jobs.

B. The conclusion is that we have not increased salaries enough to avoid a wage inequity for agency people. The long-term consequences of this will be a deterioration in agency leadership.

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VI. The amount of Red Feather service paid for by the beneficiaries of the services has increased very substantially.

A. Universal policy to collect from the beneficiaries what they are able to pay.

B. Since 1940, the non-hospital agencies as a whole have increased the self-procured portion of their budgets by 25%.

\$1,538,885. in 1940 or 41% of total income

\$6,273,956. in 1958 or 51% of total income

C. Salvation Army collected \$59,000. from unwed mothers in 1957 - more than twice as much as it collected in 1951.

D. Family Service Association has quadrupled its fees compared to 1950.

E. Goodrich Social Settlement, located in the lowest economic tenth of Cleveland's population, has quadrupled the amount of its self-support in the last six years.

- F. In a national survey made by United Community Funds and Councils of American, Inc., in 23 important cities, the users of health, welfare and recreation services paid 35.8% of the total bill. In Cleveland, they pay 44%.

The conclusion is that the agencies have done a good job in exhausting other means of meeting increased needs.

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VII. The total cost of health, welfare and recreational activities in Cleveland is low in comparison to other cities.

- A. The total budget, public and private, for the County for 1958 will be about \$105,000,000. About \$59,000,000. of this is the budget for the private agencies.
- B. 14% of the private agencies' budget was raised by the Community Chest last year. 86% was provided from other sources.
- C. In 1955, Cleveland's over-all per capita cost for health, welfare and recreation was \$67.10. The average of 23 other cities surveyed was \$69.56. The average of seven other cities of comparable size was \$76.95. Thus, Cleveland's over-all cost is substantially below that of comparable cities.
- D. In a 1954 survey of the fifteen largest cities in the country, Cleveland's effective tax rate was next to the lowest. In 1957, the Ohio Chamber of Commerce compared the taxes on a \$120 million dollar corporation in Cleveland with a comparable institution in Indianapolis, Pittsburgh, Chicago, Buffalo and Detroit. These are the surrounding cities which compete with us for business. Indianapolis was 5% higher, Pittsburgh 21%, Chicago 33%, Buffalo 33% and Detroit 98%.
- E. Private participation is a catalyst for interest, efficiency, and control. Cleveland's giving is more generous than in other cities. But as a result our people are more interested in helping improve Red Feather agency service and management. Our total per capita cost is more than \$10.00 less than that of the five Big Ten Chest cities in the survey - San Francisco, Boston, Detroit, St. Louis and Pittsburgh.
- F. Our agencies collect 48% of the total cost from the people served. The five Big Ten cities collect only 40% of their costs. Our taxes per capita for health, welfare and recreation are over \$12.00 less than in the five cities. And we get as good coverage as they do - because of the spirit of cooperation and participation of Cleveland people in Community Chest giving and Red Feather work.
- G. Although the agencies cannot currently collect as much from their clients as in recent, more prosperous years. their budgets have not been increased to reflect this.
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VIII. The need for Red Feather agency services has substantially increased in recent years in spite of prosperity.

A. The nature of Red Feather service has changed in comparison with depression years of the 1930's. The public has assumed the responsibility for feeding, clothing and housing people who cannot take care of these fundamental needs on their own. The Red Feather agencies are devoted to services which are preventative, educational, therapeutic and rehabilitative. They are designed to help people help themselves, as distinguished from the care-all paternalism of the welfare state.

B. Analysis of changing needs.

1. The child picture has changed. 60% of Community Chest funds are spent directly or indirectly for children.

Population of area served by the Chest up over 36% since 1940.

In 1940 the Census showed 304,365 children in Cuyahoga County.

The interim estimate for 1959 is 537,000, an increase of over 75%.

There are 65% more children under five than in 1940.

Between 1950 and 1958 there is an estimated increase of about 50% in children under eighteen years of age.

Settlement House child programs attendance up 25% in three years.

Tight budgets in nine children's homes are illustrated by an average cost per meal per child of 22.4¢.

There has been a substantial increase in official delinquency cases (these are the bad ones) in Cuyahoga County in the last five years.

<u>Year</u>	<u>No. of Official Cases</u>	<u>% Increase over 1953</u>
1953	1,687	-
1954	1,645	-2.5%
1955	1,807	+7.1%
1956	2,275	+34.8%
1957	2,467	+46.2%

The Juvenile Court and the Case Work Council agree that Red Feather agencies are the best hope of solution - if properly financed.

In the Tremont Area in Cleveland a few years ago, the child service agencies were able to demonstrate a 70% reduction in juvenile delinquency in a test application where all the services needed were actually supplied.

2. The home picture has changed.

We have more in-migrants.

We have more working mothers - one of every five with children under 18 is a working mother.

One marriage in every three ends in divorce. There are over 7,000 children involved in family breakups each year.

There are more illegitimate children -- currently over 1,900 per year in the County.

3. The old folks picture has changed.

120,000 people in Cuyahoga County over 65 years of age and percentage is increasing. This is up over 50% since 1940.

In homes for the aged, food costs averaged less than 20¢ per meal last year.

More of them are widows because death rate of women has decreased more rapidly than the death rate of men. Nationally, one woman in every four between 55 and 64 is a widow.

Nationally, about 3/4 of all people over 65 either have no income or have less than \$1000. per year.

4. Many other situations have changed.

Alcoholism is up 88% in Cleveland since 1940. (40,000). The rate of increase among women is greater than among men.

Partly because of increased longevity, chronic illness is on the increase. One person in 7 has a chronic illness.

The nature of the times increases the incidence of mental illness. One in 20 is affected. Only one in 10 needing help or treatment is actually receiving it.

C. The conclusion is clear that the needs have increased faster than the dollars provided have increased in spite of prosperity.

We have never met the need -- we ought to increase activity just to do a better job.

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IX.

OUR GOAL CAN BE MADE

1. A United Appeal has always brought more giving the first year. In the ten biggest cities, an average increase of 18% accompanied the first United Appeal drive.
2. Many corporations have charitable foundations with funds accumulated from more prosperous years.

3. Many corporations are having a reasonably good year.
4. Further gains in fair-share giving are a reasonable expectancy.
5. The combination of the Red Cross and Chest organizations will enable us to get coverage of many donors who previously gave only to one drive or gave adequately to only one drive.
6. The labor unions of the City have responded magnificently -- and unanimously -- to an appeal to bring federated giving nearer the level of fair-share and the national formulas, by agreeing to a formula of one hour's wages a month as the fair measure of giving for hourly rated workers.
7. Rochester, New York, raised its goal and went over the top this year with employment 10% below normal.
8. Many people who are fully employed have had wage increases.
9. This campaign is for 1959 agency expenses. Everyone expects more prosperity then. And payments can be made in 1959.
10. The need is greater -- and if properly sold -- the response should be greater.





SPEAKERS AND FILMS DIVISION

THE UNITED APPEAL OF GREATER CLEVELAND

3100 EUCLID AVENUE • CLEVELAND 15, OHIO • UTAH 1-3170

ROBERT A. LANG
Chairman

June 23, 1959

Rabbi Abba Hillel Silver
The Temple
105th and Ansel Road
Cleveland 6, Ohio

Dear Rabbi Silver:

We were very happy to learn that your schedule will probably permit your speaking at The United Appeal Speakers and Films Division Annual Dinner on September 9th. Mr. Treuhaft explained the possibility of your being out of town. However, we will continue to think of you as our key speaker unless we hear to the contrary from you.

The purpose of the Speakers and Films Annual Dinner is to bring together some 250 volunteer speakers for a final inspiration and briefing meeting before they begin their speaking assignments on behalf of the United Appeal. We hope your remarks will be inspirational and challenge them to present the United Appeal message effectively and courageously.

I will send you, a bit later, more information about the Speakers and Films Division, the part it takes in the campaign and details of the dinner scheduled September 9th.

Thank you for agreeing to be with us on this occasion as our keynote speaker.

Very truly yours,

Robert A. Lang

Robert A. Lang
Chairman
Speakers and Films



SPEAKERS AND FILMS DIVISION

THE UNITED APPEAL OF GREATER CLEVELAND

3100 EUCLID AVENUE • CLEVELAND 15, OHIO • UTAH 1-3170

ROBERT A. LANG
Chairman

August 17, 1959

Rabbi Abba Hillel Silver
The Temple
105th and Ansel Road
Cleveland 6, Ohio

Dear Rabbi Silver:

As promised, here is more information about the Speakers and Films Division of the United Appeal and its Annual Dinner on September 9th.

The purpose of the Speakers and Films Division, as an arm of Public Relations, is to reach Clevelanders through their clubs, at their places of work, and their schools, to tell them of the needs of the Red Feather Agencies and the Red Cross. To do this job we have about 250 trained, volunteer speakers, men, women and students. Some of the speakers have been recruited from the staffs of agencies and the Red Cross; some are active volunteers in the agencies; some have been recruited through their company's In-Plant program. Our speakers are the avant-guarde for the actual campaign.

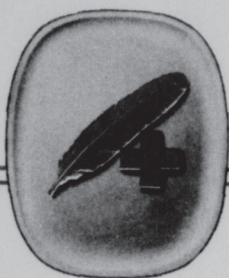
The Annual Dinner will be held in the Statler Hilton Euclid Ballroom at 6:15 p.m. on Wednesday, September 9th. I will look forward to meeting you at that time. Again, thank you for agreeing to be with us on this occasion as our keynote speaker.

Enclosed is much of the material that is contained in our Speaker's Kits.

Very truly yours,

Robert A. Lang
Chairman

Speakers and Films Division



SPEAKERS AND FILMS DIVISION
THE UNITED APPEAL OF GREATER CLEVELAND

3100 EUCLID AVENUE • CLEVELAND 15, OHIO • UTAH 1-3170

ROBERT A. LANG
Chairman

August 24, 1959

Rabbi Abba Hillel Silver
The Temple
Ansel Road and Silver Park
Cleveland 6, Ohio

Dear Rabbi Silver:

We are looking forward to your address to our speakers at the Speakers and Films Division Annual Dinner Meeting on Wednesday, September 9th.

Very truly yours,

Robert A. Lang

Robert A. Lang
Chairman
Speakers and Films Division

You are cordially invited to attend
The United Appeal Speakers and Films Division
Annual Dinner Meeting
as a guest of
The Weatherhead Company
at Hotel Statler-Hilton
Wednesday the ninth of September
nineteen hundred and fifty-nine
at six-fifteen o'clock

Guest Speaker
Rabbi Abba Hillel Silver
of The Temple

RSVP

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SPEAKERS AND FILMS DIVISION ANNUAL

DINNER MEETING

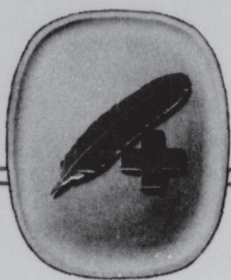
HOTEL STATLER HILTON EUCLID BALLROOM

SEPTEMBER 9, 1959

6:15 p.m.

AGENDA

6:15 - 6:16	Welcome Introduce The Reverend Richard Bucey	Mr. Lang
6:16 - 6:18	Invocation	Reverend Richard Bucey
6:18 - 7:10	Dinner Music	Emil Hess
7:10 - 7:15	Introduction of: Speakers Table Guests Tribute to Klein and Institute Staff- Introduce Mr. Klein	Mr. Lang
7:15 - 7:18	Introduction of Professors	Mr. Klein
7:18 - 7:19	Tribute to Weatherhead Co. Introduce Weatherhead representative	Mr. Lang
7:19 - 7:21	Remarks	Weatherhead Representative
7:21 - 7:26	Introduction of: Campaign Cabinet. Recognition of In-Plant Speakers and Student Speakers Introduce Mr. Morrison	Mr. Lang
7:26 - 7:31	Remarks	Mr. Morrison
7:31 - 7:32	Introduce Rabbi Silver	Mr. Lang
7:32 - 7:52		Rabbi Silver
7:52 - 7:53	Introduction of In-Plant Speaker	Mr. Lang
7:53 - 7:58	Campaign Talk	Miss Beverley Hamill
7:58 - 7:59	Introduction of General Speaker	Mr. Lang
7:59 - 8:04	Campaign Talk	Mr. John Lewis
8:04 - 8:09	Expression of gratitude to Rabbi Silver Weatherhead Company Volunteer Speakers Introduce Film	Mr. Lang
8:09 - 8:19	Film Showing - "Frontiers of the Heart"	
8:20	Adjournment	



SPEAKERS AND FILMS DIVISION

THE UNITED APPEAL OF GREATER CLEVELAND

3100 EUCLID AVENUE • CLEVELAND 15, OHIO • UTAH 1-3170

ROBERT A. LANG
Chairman

September 11, 1959

Rabbi Abba Hillel Silver
The Temple
105 and Silver Park
Cleveland 6, Ohio

Dear Rabbi Silver:

I have attended Speakers and Films Division Dinners for a long time, but I have never heard a more inspiring address than the one you delivered this past Wednesday.

I liked particularly you point that the work of the United Appeal was a real mark of our civilization.

I think you touched one point that has often appealed to me - that giving offers the donor probably greater spiritual rewards than it does the recipient.

Again our thanks to you for a magnificent address, and for being with us this past Wednesday evening.

Sincerely yours,

Robert A. Lang
Chairman
Speakers and Films Division



THE UNITED APPEAL OF GREATER CLEVELAND *Community Chest Red Cross*

3100 EUCLID AVENUE • CLEVELAND 15, OHIO • UTAH 1-3170

Clyde T. Foster President
Van H. Leichter Vice President
Donald L. Millham Vice President
Harry F. Burmester Treasurer
Robert E. Bingham Asst. Treasurer
Elliot J. Jensen Secretary
William Birkhold Asst. Secretary

September 16, 1959

Rabbi Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Rabbi Silver:

I hope you will enjoy having these pictures taken on the occasion of your address to some 200 volunteers in the Speakers and Films Division of the United Appeal, on September 9th.

In addition to the action pictures, we have included pictures posed with Mr. Lang, Chairman of the Division, and the Reverend Richard Bucey; a group shot with Miss Beverley Hamill and Mr. John Lewis, and a photograph taken with Mr. Courtot of the Weatherhead Company, and again Mr. Lang.

We were certainly pleased that you could be with us on this occasion. There is no question but that your inspiring remarks and excellent delivery made a great impression upon our volunteers.

Thank you again for taking time out of your busy schedule to be with us.

Cordially,

Charles M. Nekvasil
Manager
Public Relations Department

CMN:frf

1959 UNITED APPEAL • COMMUNITY CHEST-RED CROSS • OCTOBER 19-29

MARTIN MORRISON, Campaign Chairman; HENRI PELL JUNOD and C. EDGAR SMITH, Vice Chairmen; Division A—EDWARD H. deCONINGH, Chairman; WALTER K. BAILEY (Corporation Gifts), CLARENCE B. BULL (Fair Share) and CURTIS LEE SMITH (Meetings), Associate Chairmen; Commerce and Industry—MORRIS BERKE, Chairman; Unit Plan—MORTON L. MANDEL, Chairman; Metropolitan—ROBERT A. SCHENKELBERG, Chairman; Schools and Colleges—DR. O. E. HILL, Chairman; Public Relations—NORMAN W. TOWNSEND, Chairman; Speakers and Films—ROBERT A. LANG, Chairman; Women's Committee—MRS. GEORGE W. BLAUVELT, Chairman—ELLIOT J. JENSEN, Campaign Director.