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MS-4787: Abba Hillel Silver Papers, 1902-1989.

Series I: General Correspondence, 1914-1969, undated.

Sub-series A: Alphabetical, 1914-1965, undated.

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United Jewish Appeal, United Palestine Appeal, "S," "T," and "U",
1939-1940.

"Give Today --- Tomorrow May Be Too Late"
—DR. CHAIM WEIZMANN

UNITED PALESTINE APPEAL

PALESTINE FOUNDATION FUND (KEREN HAYESOD)
JEWISH NATIONAL FUND (KEREN KAYEMETH)
For the Settlement in Palestine of Jews of Germany, Poland, Rumania and Other Lands

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September 26, 1939

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

In the absence of Mr. Montor I phoned Mr. Lipsky regarding the cable received from Vienna asking for \$36,000. Mr. Lipsky informed me that he was communicating with Eliezer Kaplan in Jerusalem before taking any action.

Sincerely yours,

Meyer F. Steinglass
Meyer F. Steinglass

MFS:EH

Schwartz

ZIONIST ORGANIZATION OF CANADA

OFFICE OF THE
EXECUTIVE DIRECTOR
MONTREAL

November 22nd, 1939.

Dr. Abba Hillel Silver,
The Temple,
East 105th Street at Ansel Road,
Cleveland, Ohio.

My dear Abba:

I know it takes a great deal of
temerity to write this letter to you for I am
certainly aware how busy a man you are.

But I feel that I must ask you to
please consent to address at least one United
Palestine Appeal dinner in Canada during the
course of the year. The U.P.A. campaign in
Toronto will commence on May 5th. I shall be
deeply grateful to you personally if you consent
to accept the invitation to be the guest speaker
at this affair. Toronto is a large Jewish com-
munity and in my opinion, one of the finest
Zionist centres on this continent. The results
in Toronto influence the course of the campaign
in the other centres in the province of Ontario.

I know that you are reluctant to
address meetings out-of-town on Sundays on account
of your morning services. However, there is plane
service from Cleveland to Toronto via Buffalo.
The trip will take no more than three hours.

I fervently hope that your reply
will be in the affirmative.

--2--

With kindest personal regards, I am

Sincerely,

Jesse Schwartz

Jesse Schwartz

JS:CJ



November 24, 1939

Rabbi Jesse Schwartz, Executive Director
Zionist Organization of Canada
527 Sherbrooke Street West
Montreal, Canada

My dear Jesse:

I wish I could accommodate you again this year. But our own local campaign begins on Sunday evening May 5th and I must devote not only that day but the days preceding and following to the affairs of the local campaign of which, as you probably know, I am chairman. We are planning a large mass meeting to open our campaign in the public auditorium on May 5th.

With all good wishes and hoping to see you in the near future again, I remain

Very cordially yours,

AHS:BK

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January 9, 1940

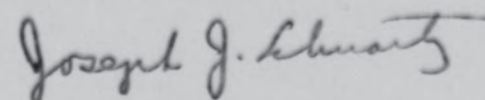
To the Members of the Allocations Committee:

Messrs. Solomon Goldman
Henry Ittleson
Louis E. Kirstein
Albert D. Lasker
Abba Hillel Silver

Gentlemen:

Mr. Baerwald thought you would be interested in reading the attached copy of letter from Mr. Clarence E. Pickett, Executive Secretary of the American Friends Service Committee, on the subject of the \$250,000. gift made by the United Jewish Appeal to the Christian organizations. Mr. Baerwald in acknowledging this letter has pointed out that of course it was not the J.D.C. which took this action, but rather the United Jewish Appeal, in which the J.D.C. is a participant.

Sincerely yours,



Joseph J. Schwartz
Secretary

JJS:mh
encl.

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C
O
P
Y

AMERICAN FRIENDS SERVICE COMMITTEE

20 South Twelfth Street

Philadelphia, Pennsylvania

Jan. 5th, 1940.

Mr. Paul Baerwald
American Jewish Joint Distribution Committee,
100 East 42nd St.,
New York, N.Y.

Dear Friend:

I have read with very great interest the announcement of the gift of your group to the Catholic Church through the Pope and to the Protestant Church through Doctor Butterick.

I want to say now what I shall soon say in person, that I think this was a move of prophetic insight and significance. I know that it has not been done without sacrifice but I believe that it will bring rich returns in terms of good will. It seems to me that one of the most needed types of statesmanship today is to so plan the use of American benevolence abroad that it will create a permanent reservoir of good will. This contribution is distinctly in that class and I am deeply grateful that you had the prophetic vision to make it.

Very sincerely yours,

(sgnd)

CLARENCE E. PICKETT

Executive Secretary

CEP:ARR

A. H. SAKIER

393 SEVENTH AVENUE
NEW YORK CITY

January 11, 1940

TELEPHONE
CHICKERING 4-8200

Dear Rabbi Silver:

You said a wonderful thing the other evening in Washington, and I want to thank you for having said it. You said, 'We must avoid the frantic approach', etc.

That was one of the most valuable bits of advice that I have ever received. Every once in a while we hear or read a line that is priceless in the development of our characters, like one that I heard some time ago, 'Al ta'aseh zot she-ain l'cho charoto.' Or that line on the Archives Building in Washington, 'All past is prologue.'

Please don't bother to acknowledge this letter; I merely felt that I had to write this, but there is no need to reply.

Respectfully,

Ahaham Sakier

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DL = Day Letter

NM = Night Message

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NLT = Cable Night Letter

RM Ship Radiogram

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January 18th, 1940

Dr. Abba Hillel Silver
The Temple
E. 105th St. and Ansel Road
Cleveland, Ohio

Dear Dr. Silver:

In accordance with your suggestion that you and I exchange memoranda with respect to our telephone conversations today concerning the proposed United Jewish Appeal for 1940, I enclose herein a brief aide-memoire of the gist of our conversations.

May I point out that with respect to the question of the National Refugee Service and its right to request additional grants from the Distribution Committee up to and including a sum of \$500,000, there is agreement between us that the National Refugee Service shall have that opportunity. You set forth that such grants over and above the initial grants within the first \$11,250,000 must be agreed to by unanimous consent of the entire Allocations Committee. On the other hand, since it is hoped that the Allocations Committee will reach its decisions on the basis of study, there is no need for insisting on a unanimous vote. Our Committee therefore requests that such grants be voted by a simple majority of the Allocations Committee.

I think I should add that if by agreement of our several organizations consideration is to be given to the admission of the Ort, Hias or any other organization as beneficiaries of the United Jewish Appeal for 1940, they would be, as a matter of course, expected to submit their records, accountings and financial data to whatever bureau might be set up for purposes of study under the terms of this agreement. The entire question of the inclusion of these smaller agencies is, of course, subject to discussion among our several agencies.

I trust that the enclosed memorandum satisfactorily sets forth the gist of our discussions. Obviously, we will have to convene a meeting of representatives of the two committees in the near future to incorporate formally the agreement for 1940. Until that is done and executed no public statement can be

Dr. Abba Hillel Silver

- 2 -

January 18th, 1940

circulated or issued. In any event, I know you will agree that no publicity should be given to the proposed agreement unless there is complete assent of the text of such a statement by the authorized representatives of our several organizations.

I am very glad that the discussions are being brought to a definite conclusion.

With personal greetings, I am

Sincerely yours,

Joseph J. Schwartz

Joseph J. Schwartz
Secretary

JJS:DF
encl.



January 18th, 1940

MEMORANDUM OF TELEPHONE CONVERSATIONS WITH RABBI SILVER

I called Rabbi Silver and indicated that our Committee would be ready to agree to a United Jewish Appeal for 1940 on the following terms:

1. Of the first funds to be collected, the National Refugee Service is to receive \$3,500,000, the Joint Distribution Committee \$5,250,000, and the United Palestine Appeal \$2,500,000. The balance of the funds is to be distributed by a Distribution Committee to be made up of an equal number of representatives of the Joint Distribution Committee and the United Palestine Appeal, plus a certain number of representatives of Welfare Fund cities, satisfactory to both groups.

The \$3,500,000 allotted to the National Refugee Service is to be made up of \$2,500,000 from the United Jewish Appeal and \$1,000,000 from the collections of the New York City campaign.

2. The National Refugee Service shall have the right to go before the Allocations Committee for an additional sum of up to \$500,000. Rabbi Silver requested that any allotment to the National Refugee Service over and above the \$3,500,000 be by unanimous vote of the Distribution Committee, but we have not agreed to this point.

3. The National Refugee Service shall have the right to receive contributions from foundations which are restricted from making contributions to any but domestic purposes.

4. The Jewish National Fund shall report its traditional collections to the Distribution Committee.

Rabbi Silver suggested that the Distribution Committee shall have the right, if it wishes, to call for figures from the Ort and the Hias. We pointed out that while we had no objection to the Distribution Committee calling for or receiving such figures, we had absolutely no control over or relationship with these organizations and therefore could not undertake to obtain their financial data for the Distribution Committee.

5. As to the possible inclusion of any other agency, such as the Ort and the Hias, in the United Jewish Appeal, it was understood that no agency will be admitted into the United Jewish Appeal for 1940 except by consent of the three major beneficiary agencies - the Joint Distribution Committee, United Palestine Appeal and the National Refugee Service.

6. It was agreed that the Distribution Committee, when it is set up, shall have at its disposal an amount up to \$25,000 from the United Jewish Appeal to set up machinery for study of budgets, etc.

7. It was also agreed that no publicity concerning the agreement be issued until formally executed and approved by the participating agencies.

8. The question of quota was briefly discussed and it was agreed that this will be determined in further discussions, and that the quota will be anywhere between 22 to 25 million dollars.

Joseph J. Schwartz
GILMAN 205N

J. J. S.

UNITED JEWISH APPEAL (Inc.) FOR REFUGEES AND OVERSEAS NEEDS

ON BEHALF OF
AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE, INC.
UNITED PALESTINE APPEAL and
NATIONAL CO-ORDINATING COMMITTEE FUND, INC.

342 MADISON AVENUE
NEW YORK, N. Y.

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ELIHU D. STONE
and officers

January 25, 1940

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

The attached is a copy of a release that is to be issued tomorrow to the general press on the first announcement of the continuation of the U. J. A. in 1940. I shall appreciate it greatly if you will let me know by wire or telephone whether you wish to have any part of this release revised or altered.

Sincerely yours,

Meyer F. Steinglass
Meyer F. Steinglass,
Director of Publicity.

MFS:FW

\$20,000,000 is the National Goal for 1939

United Jewish Appeal for Refugees
and Overseas Needs
342 Madison Avenue
New York, N. Y.

FOR IMMEDIATE RELEASE

AMERICAN JEWS TO CONDUCT UNITED DRIVE IN 1940 TO AID WAR SUFFERERS AND REFUGEES

- - - - -

In response to the urgent needs of the Jews of Poland and other centers of distress in Central and Eastern Europe, American Jews will conduct a unified drive in 1940 to bring immediate relief and rehabilitative aid to war sufferers, to support the immigration and settlement of refugees in Palestine, and to further the adjustment of refugees arriving in the United States, it was announced yesterday by Rabbi Abba Hillel Silver of Cleveland and Rabbi Jonah B. Wise, National Chairmen of the United Jewish Appeal for Refugees and Overseas Needs.

The United Jewish Appeal will act as the single fund-raising instrument for the Joint Distribution Committee, the United Palestine Appeal and the National Refugee Service, Inc., the three foremost American agencies dealing with the ramified problems of overseas relief and rehabilitation, Palestine rebuilding and settlement, and refugee integration in this country. Rabbi Silver and Rabbi Wise will serve as national chairmen of the 1940 campaign and it is expected that the United Jewish Appeal will enlist the active cooperation as officers of other distinguished personalities in Jewish life in the United States.

The basis for an intensive drive to provide for the relief and rescue of hundreds of thousands of Jews whose suffering from oppression has been greatly aggravated by the sweep of war, was laid in 1939 when the Joint Distribution Committee, the United Palestine Appeal and the National Refugee Service, Inc. combined their campaigns in a united drive to cope with the problems of mass homelessness and mass oppression in territories that were absorbed in Greater Germany as well as in other parts of Europe.

Discussing the responsibility of American Jews in the tasks of alleviating the plight of the victims of war and oppression, Rabbi Silver and Rabbi Wise said:

"In 1940 there comes to the Jews of America a solemnly challenging plea from the hearts of millions of our fellow-Jews who have been made to bear the burden of hate and oppression, whose devastation has been intensified by the sweep of war. Condemned to the status of chattels, deprived of the opportunity of self-maintenance, denied the essentials of subsistence - these millions of human beings look to American Jewry with sorrowful hope that they may be enabled to survive through this period of brutality and destruction."

Rabbi Silver and Rabbi Wise emphasized that the problems of helping a huge segment of the Jewish people to emerge from "this testing period in world history" is great, but not so great that the "American way of brotherly sympathy and help" cannot in large measure solve it.

A channel for immediate relief, as well as long range reconstructive and rehabilitative assistance is offered through the three programs embraced within the United Jewish Appeal, the Jewish leaders said. Rabbi Silver and Rabbi Wise described as follows the principal objectives of the constituent agencies of the United Jewish Appeal:

"Through the Joint Distribution Committee, the compassionate spirit of America must express itself through enlarged assistance to great masses of men, women and children so that they can be given relief and rehabilitative aid where they now are, either in permanent or transitory homes, and, wherever possible, assisted to new and self-sustaining environments.

"Through the United Palestine Appeal, the desire of American Jewry for the continued upbuilding of the Jewish homeland, through the safeguarding of the present community of 500,000 souls and the extension of a foothold to other thousands of Jews, must be given concrete expression.

"Through the National Refugee Service we must fulfill our responsibility as American Jews to the newcomers in our midst who are endeavoring to accept their full place in American life with our encouragement."

1940
UNITED JEWISH APPEAL (Inc.) FOR REFUGEES
AND OVERSEAS NEEDS

ON BEHALF OF
AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE, INC.
UNITED PALESTINE APPEAL and
NATIONAL REFUGEE SERVICE, INC.

Rabbi Abba Hillel Silver
Rabbi Jonah B. Wise
National Chairmen

342 MADISON AVENUE
NEW YORK, N. Y.

February 5, 1940

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

I am herewith attaching a draft of an appeal that is to be published in the Yiddish press in the name of the officers of the United Jewish Appeal.

I shall appreciate it very much if you will let me know by return mail if you wish any part of it to be revised. If I do not hear from you I shall assume that it meets with your approval in its present form.

Sincerely yours,

Meyer F. Steinglass

Meyer F. Steinglass
Director of Publicity

MFS:FW
Enclosure

אידען פון אמעריקא!

איבער די קעפ פון 5,500,000 (פינף און א האלב מיליאן) אידען אין די
איראפעאישע לענדער הענגט די בלומיגע שווערד פון הונגער, קראנקייט, חורבן און
אונטערגאנג. א דריטעל פון די דאזיגע אומגליקליכע געפינט זיך אונטער דער הערשאפט
פון די נאציס: אין דייטשלאנד, פוילען, עסטרייך, טשעכא-סלאוואקיע, האן די אידען
שמעקען אויס אזעלכע אוממענטליכע ~~געטאס~~ באליד-גונגען, פארמאלגונגען און
יסורים, האט זייער גלייכען קאן מען נישט געפינען אין דער גאנצער מענטליכער געשיכטע.
פינף און א האלב מיליאן אידען געפינען זיך אין די פלאמען פון מלחמה,
דער מלחמה-שרעק; פינף און א האלב מיליאן אידען ^{לעבען} מעצצען איבערן אפענעם קראמער
פון א פיער-שטייענדען וואלקאן. פאר אידען איז די מלחמה א דאפעלטע. זיי זענען
קרבנות פון דער אלגעמיינער מלחמה און קרבנות פון דער מלחמה, האט דער ~~צאצא~~
נאציזם האט ערקלערט געגען דעם אידישען פאלק. א מעכטיגע מדינה האט מיט איהר
גאנצער פאליטישער און פיליטערישער מאשין, מיט אלע מיטלען, האט א גרויסע פלוצ
מלוכה באזיצט, זיך ארויפגעווארפען אויף אונזער פאלק מיט דער גרעסטער אכזריות.
הילפלאז, פארפייניגט, בארויבט פון אלע מענטליכע רעכט, געיאגט היי
חילדע חיות, אויפגעוונגערט, אויסגערויבט פון זייערע פארמעגענס און פון זייערע
פרינסט-קוואלען, מיט מויזענמער און מויזענמער אין די קאנצענטראציע-לאגערן, מיט
מויזענמער און מויזענמער חסר אויף אלע העגען און שמעגען - איז עס פשוט אומ-
פארשטענדליך היי זיי קענען נאך אויסחאלטען; אצט האט איז די קראפט, האט האלט זיי
אויף, נישט געקוקט אויף אלע אוממענטליכע יסורים? האט איז דער גמ, האט לאזט נישט
פארלעשען דעם לעגענע-פלאט אין זייערע פארמוטשעמט קערפער?
די דאזיגע קראפט און דערדאזיגער גמ איז - דאס אמעריקאנער אידענמוס; זייער
האפנונג, אז די פינף מיליאן אידען אין אמעריקא וועט זיי נים לאזען פאלען, וועט זיי
נים לאזען אונטערגעהן - דאס גיט זיי קראפט און אויסדויער; זייערע אויגען, אנגעזאפט
מיט דעם טרויער פון דורות, זענען געווענדט צו אונז; זייערע הענט, אויסגעווארמע
פון הונגער זענען געשרעקט צו אונז, איבערן אמלאנטיק אריבער; זייערע הערצער, פול
שרעק און האפנונג, צייען זיך צו אונז, ווארמען אויף אונזער הילף.
דאס אמעריקאנער אידענמוס איז די ארמ, האט דארף, וועט און מוז פארמיידען
די מיליאנען אידען. דאס איז אן ארמ פון פרידען, אן ארמ פון חילף, אן ארמ פון
רעמונג. מיר רופען נים די אמעריקאנער אין די מראנשיען ארין; מיר רופען זיי
נים אומצושטעלען זייערע לעבענס אין סכנה פאר קוילען און גראנאמען, היי דאס מחוען

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פון דער מלחמה, וואלגערן זיך אין לימא, רומעניע און אונגארן, פארצוהייעלמע.
 די 25,000 פוילישע אידען, וואס האבען זיך געראמעוועט אין די גרענעץ-לענדער, מוזען
 געשפיזט און באקליידט ווערען. זי אלע ערוארמען הילף פון דער דזשאנע דיסטריביישאן
 קאמיטע. גלויב אין לימא דארף מען אויסגעגעבן, לויט דער אויסרעכענונג פון
 דעם דארטיגען "דזשאנע" פארשטענדער, 150,000 א חודש.

טויזענטער אידען און דימאלאנד האבען א מעגליכקייט אויסצואוואנדערן קיין
 ארץ-ישראל. אויב זי פארבליבען, ערוארט זי אדער קאנצענטראציע-לאגער, אדער
 פארשיקונג אין לובלין. צום היינטיגסטענס א העלפט פון די אידישע פליכטלינגע פון
 דימאלאנד, וואס געפינען זיך אין פארשידענע אייראפעאישע לענדער, נויטיגען זיך אין
 גאנצער, אדער טיילוועג שטיצע. עס קאסט גלויב אין דורכשניט 10 דאלער א חודש
 אויסצוהאלטען א פליכטלינג. אבער 75,000 פליכטלינגע מוזען האבען אס-די שטיצע,
 אויב ניט וועלען זי צוריקגעשיקט ווערען קיין דימאלאנד. אין די לאטיניש-אמעריקאנישע
 רעפובליקען, וואו די אידישע באפעלקערונג באמערפט היינצוגען פון א פערטעל מיליאן,
 זענען גרויסע סומען נויטיג צו העלפען די פליכטלינגע.

אין ארץ-ישראל און אין אמעריקא

בעת דער "דזשאנע" האט פאר זיך די דערמאנע און נאך אנדערע אויפגאבען,
 האט דער יונייטעד פאלעסטין אפיל (פאראייניגטער ציון-אפיל) פאר זיך זינע ספעציפישע
 אויפגאבען. דער ציון-אפיל איז דער אינסטרומענט, דורך וועלכען די אמעריקאנער
 אידען בישטייערן פאר יעדען פונקט אין דעם אויפבו-פראגראם פון ארץ-ישראל. א צוויי-
 ציוניסטישע פאגדען זענען דא פאראייניגט: דער קרן היסוד, וועלכער איז דער
 ביודזשעט-אינסטרומענט פון דער אידישער אגענטור, וואס איז אנערקענט דורך דעם
 פעלקער-ליגע מאנדאט אלס דער העכסטער רעפרעזענטאנט פון די אידען אין ארץ-ישראל;
 און דער קרן קימח לישראל (אידישער נאציאנאל-פאנד), וועלכער קויפט לאנד אין ארץ-
 ישראל, מאכט געזונט און גרייט צו דעם גאנצן. גלויב אין 1939, ענדיגענדיג דאס
 בודזשעט-יאהר אפצוצען דעם 30טען סעפטעמבער, האט דער קרן קימח ערוארבעט 51,892
 דונאטס לאנד. זיין אלגעמיינער לאנד-באזיץ איז דערמיט 471,000 דונאטס, אדער 35
 פראצענט פון גאנצען אידישען לאנד-באזיץ אין ארץ-ישראל. דער קרן היסוד היידער
 העלפט אימיגראציע, לאנדווירטשאפטליכע און שטאדטישע אינארדנונג פון אימיגראנטען;
 ארגימט-פארזיכערונג, געזונטהייט און געזעלשאפטליכע באדינונג; הייער-גוי, ענטוויק-
 לונג פון האנדעל און אינדוסטריע, בילדונג און קולטור.

דער יונייטעד פאלעסטין אפיל שטיצט אויך, דער מזרחי-ארגאניזאציע, די

אידיש-רעליגיעזע אינסטיטוציעס אין ארץ-ישראל. אין פארלויף פון די צוועלף
 חדשים, האט האבען זיך פארענדיגט דעם 30סטן סעפטעמבער, האט ארץ-ישראל אויפגע-
 נומען 35,000 אידישע מענער, פרויען און קינדער, העלבע האבען זיך ארויסגעלאממעט
 פון דייטשלאנד, פוילען און פון אנדערע אייראפעאישע לענדער. זינט דעם אויסברוך
 פון דער מלחמה ביז סוף דעצעמבער, 1939, האבען נאך 8,000 אידען זיך געראממעט
 אין ארץ-ישראל.

זער כסדר'דיגער שטראם פון אימיגראציע זינט דעם מלחמה-אויסברוך האט אומגע-
 הויער פארגרעסערט די באדערפענישען פון די ציוניסטישע פארען. די אידען, האט
 זענען אריינגעקומען קיין ארץ-ישראל אין פארלויף פון לעצטען יאָהר, האבען דאס
 דערגרייכט נאך האבען און חדשים פון הונגער, קראנקייט און אומפאשריפליכע יסורים.
 זייערע עלעמענטארע באדערפענישען פון שפיז און קליידער מוז באפרידיגט הערען. זי-
 סווען אויסגעהאלטען הערען, ביז מען העט פאר זי געפינען א פלאץ. מלענער מוזען
 אויסגעארבייט הערען פאר זייער אריינפאמען זיך אין דעם אינדוסטריעלען, אדער אָן
 אגריקולטורעלען לעבען פון לאנד.
 פאר די אידישע פליכטלינגע, העלבע קומען קיין אמעריקא, זארגט די "נישאנעל
 רעפיוודזשי סוירתיים". איבער 7,000 פליכטלינגע באזוכען די ביורא פון דערדאזיגער
 קערפערשאפט יעדע וואך. די אימיגראנטען קומען בלויז מיט די קליידער, האט זי-
 מראגען אויף זיך, נאך יאהרען-לאנגע יסורים. איבער 8,000 שריפטליכע בקשות פאר
 הילף קומען-אן יעדע וואך. די ארגאניזאציע האט מויזענס און איין זארג. מוז
 זארגען העגען חיונים, אפידעמיעס און אנדערע ראגות. מען מוז העלפען די פליכטלינגע
 אנצוהויבען א ניי לעבען דא. דאס מיינט קודם-כל שפיז, קליידער און א דאך איבערן
 קאפ. באשעפטיגונג, דאס לערנען און צופאסען זי צו נייע פאכען. שולעס פאר די
 קינדער, ענגליש-קלאסען פאר די דערהאקסענע; איבערהאנדערונג אין אנדערע שטערט.
 דאס איז א וועלט מיט ארבייט, מיט זארג, מיט ענערגיע און - מיט געלט-מיטלען, האט
 זענען אויף דעם אלעמען נויטיג.

אבער ווער קאן ארויסשרייען אלע אידישע ציונים?

מיר האבען דא אנגעווארפען בקצור, זעהר שמאק בקצור, די אויפגאבען,
 באדערפענישען און פראבלעמען פון די דריי גרויסע ארגאניזאציעס, האט זענען אנגע-
 שלאסען אן יונימער דזשואיש אפיל, וועמענס הויפט-קווארטיר געפינט זיך אין 342
 סעריסטאן שוועניו, ניו-יאָרק. אין 1940 הערען די פראבלעמען און אויפגאבען נאך

גרעסער, נאך קאמפליצירטער. אבער די דאזיגע ארגאניזאציעס מוזען אויך כסדר באגעגענען אומגעריכטע, אומדערהארטעטע אויפגאבען. דער קאן ארויסשרייען אלע צרות, אלע יסורים, אלע נויטען, אלע אומגליקען, האט פאלען אויפ'ן קאפ פון אונזער פאלק, אין דער איצטיגער צייט?

מען דארף באזיגען די נבואה'שע קראפט פון א צאנז'ס ישיבה און אן ערשטצטע עמוס און א יחזקאל, כדי צו קענען ארויסשריען דעם גאנצען אידישען וועג; מען דארף באזיגען צענדליגע צענדליגע דעם הימעל-שפאלטענדען כח פון דעם מקונן ירמיה, כדי ארויסצוקלאגען פאר דער וועלט דעם אידישען מרויער, דעם אידישען יאמער פון איצטיגען מאמענט. אונזער פאלק האט אין פארלויף פון זיין לאנגער געשיכטע א סך געליטען, א סך איבערגעלעבט. אבער עס איז אלץ נישט קיין פארגלייך צו דער איצטיגער פעריאדע. עס זעהט אויס היינט צו טאג אלע אידישע גלוח'ן, אלע אידישע לידען און אלע אידישע מרעהרען האבען זיך פאראיניגט אין דער איצטיגער עפאכע און זיי זענען מיט א מורא'דיגען אימפעס געפאלען אויפ'ן אידישען קאפ.

אידען פון אמעריקא:

אויב טאצא צענדליגע מיליאנען די אויפגאבען פון יונימער דזשואיש אפיל וועלען ארויסזאגען אין עטליכע דערמער, האלט מען געקענט זאגען אסאך אזוי: די אויפגאבע איז צו ראטעווען אונזער פאלק פון דער געכטער סכנה אין זיי געשיכטע. דאס איז אונזער אויפגאבע. דאס איז איער אויפגאבע. דאס איז די אויפגאבע פון יעדען איד, מאן און פרוי; פון יעדער אידישער ארגאניזאציע, גרופע, שוהל. די סכנה איז נים נאר פאר די מיליאנען אידען אין איראקא. די סכנה לויטערס אויך איבער אונזערע קעפ, וויל זייער אומגליק איז אונזער אומגליק; זייער העכטאג איז אונזער העכטאג און זייער רעמונג איז אונזער רעמונג. אונזער קיום דא וועט קיין שום האפט און קראפט נים האבען, אויב מיר זאלען דערלאזען אונטערגעהן די מיליאנען אידען אין איראקא, דעם גרעסטען טייל פון אונזער פאלק.

מיר האבען אויף זיך גענומען די דאזיגע שווערע און טייליגע פאראנטווארטליכקייט, שטיצענדיג זיך אויף איד, אויף די מינף מיליאנען אידען אין די פאראיניגטע שטאמען פון אמעריקא. עס איז דער גלויבען און דער צומוי צו איד, אלס אידען און מענטשען, האט האט אונז באוואויגען זיך צו שמעלען אין דער פיהרערשאפט פון דעם גרעסטען רעמונג-קאמפיין אין דער געשיכטע פון אידענטום. אין אונזערע-איערע הענט איז איבערגעגעבן געווארען די אחרינות פאר מיליאנען אידישע לעבענדיגן אידן היינט די באדימונג דערפון. מיר זענען זיכער, אז איהר זענט גרייט - גרייט מיט איער

הארץ, גרים מיט איער הילדן און גרים מיט איער צייטגענוג.

עס זעהט אויס ווי די חשגות אליין האט אונז דא אנגעגרייט, אונז דעם גרויסען אידישען קהל פון אמעריקא, כדי מיר זאלען אין דער גרעסטער עת-צרה פון דער אידישער געשיכטע קענען ראטעווען יענע, האט זענען נים געווען אזוי מצלח מולדידיג מיט מיר, און זיי זענען פארבליבען אין איראקא. מיר, יעדער פון אונז האלט דאך זיך געקענט געפינען אין דימאלאנד, אין פוילען, אין עסטרייך, אין רומעניע און אין די אנדערע לענדער. שטעלט זיך אליין פאר אין דער לאגע פון א איד אין איראקא. שטעלט זיך פאר, אז איהר זענט דורך א צופאל נים געקומען קיין אמעריקא, נאר איהר געפינט זיך נאך אין דער אלטער הייט -- און איהר וועט אויסגעפרייטעלט ווערען. איהר וועט דאן געמער און מיפער קענען פארשטעהן דעם גרויסן פון די מיליאנען אידען אין איראקא.

מיר זענען דעריבער זיכער, אז יעדער איד, האט פארדינט דעם נאמען איד; יעדער איד, האט פארדינט דעם נאמען מענטש -- וועט אנשטרענגען אלע זיינע כוחות און געהן אפילו איבער די כוחות, כדי צו העלפען ראטעווען אונזער פאלק פון גיהנום, פון אומבאשרייבליכע יכורים, פון אונמערגאנג. זאל קיין איד נים אפגעגען זיין פליכט אויף מארגען. היינט מוזט איהר מהלך איער פליכט. געלט מוז שוין אנהויבען שראמען. מצמצמען זאל אין איד דערמאנען און מאהנען ביים אנדערן; זאל יעדער איד נים נאר אליין געווען, נאר אויך זיין א האלונמיר, א העקער און א מאהנער אין זיין ארגאניזאציע, אין זיין שוהל, אין זיין פאראין, אין זיין ביזנעס; אויך אין זיין איגען הויז און ווען ער געהט צוגאסס צו זיינעם פריינד און קרובים. זאל אימליכע ארגאניזאציע, מיט גרויס, אדער מיט קליין זיי זאל נים זיין און יעדע שוהל און מקיים זיין דעם היליגסטען חוב אין איצטיגען מאמענט. באצומען זאל אימליכע מירד, אימליכע פראפעסיע, יעדע ביזנעס צייטערן -- און מאקע באלד -- צו דער גרעסטער אויפגאבע אין אידישען לעבען. דער אדרעס: יונייטעד דזשוואיש אפיל, 342 מעדיסאן עטעניו, ניו-יארק -- אין איצטיגען מאמענט דער אדרעס פון רעמונג, דער אדרעס פון אהריוו; דער אדרעס פון אידישער קונשלאסענחיים היידער איבערצולעבען אונזערע שונאים, מיט פרייהעריגע קריזיסען פון אונזער געשיכטע. עס געהערט זיך אן איד, אן יעדען איד פון יעדער אידישער שטאדט און שטעטל. זאל אונזער רוף גרייכען אין יעדען אידישען הארץ, אין יעדער אידישער שטוב, אין יעדען אידישען הינטער.

אידען פון אמעריקא מיליאנען אידען אין איראקא האלטען אויף אידן

UNITED JEWISH APPEAL (Inc.) FOR REFUGEES AND OVERSEAS NEEDS

ON BEHALF OF
AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE, INC.
UNITED PALESTINE APPEAL and
NATIONAL CO-ORDINATING COMMITTEE FUND, INC.

342 MADISON AVENUE
NEW YORK, N. Y.

February 6, 1940

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RABBI ABBA HILLEL SILVER
RABBI JONAH B. WISE

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ELIHU D. STONE
and officers

AIR MAIL

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

In order to stimulate preparations for Spring campaigns throughout the country it is my suggestion that we immediately undertake to arrange for a radio broadcast over a nationwide hookup on or about February 20th. The program for this broadcast should consist of brief addresses by Gov. Herbert H. Lehman, Thomas Mann and Bishop Sheil of Chicago. It may add to the popular interest in the program if we invite Jascha Heifetz or some other outstanding artist to take part in the same program.

At least two other nationwide radio broadcasts should be arranged at intervals of six weeks. On or about March 30th a second nationwide radio broadcast should bring to the entire country an international hookup from Paris, from which Morris C. Troper, chief of the European activities of the JDC, would describe the Jewish situation on the spot. As part of this program John Gunther or some other outstanding foreign correspondent now living in the United States would be invited to speak from New York on the plight of the war sufferers.

Since the date of May 5th will be the occasion for the opening of the most important Spring campaigns, a nationwide broadcast should be prepared for that day. The participants in this program should be distinguished personalities of the screen and stage including Eddie Cantor, Edward G. Robinson, Luise Rainer, Paul Muni, Melvyn Douglas or others of similar standing. It may be possible to persuade Arturo Toscanini to conduct the NBC Orchestra on a special hour in behalf of the UJA, with Mayor La Guardia as intermission speaker to present the needs of the war refugees.

\$20,000,000 is the National Goal for 1939

Dr. Abba Hillel Silver

- 2 -

February 6, 1940

If these proposals meet with your approval I should like to begin preparations immediately for these radio broadcasts.

Sincerely yours,

Meyer F. Steinglass

Meyer F. Steinglass
Director of Publicity

MF3:rh



C
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Y

M E M O R A N D U M

February 13, 1940

To : Mr. M. Steinglass
From: N. C. Belth
Subject: Publicity Program of the U.J.A.

The proposed program for the Publicity Department of the U.J.A. which you submitted at a meeting of representatives of the J.D.C., the U.P.A., the N.R.S. and the U.J.A. has received the deep consideration of the executives of the J.D.C. concerned with its public relations program.

As you know, Mr. Hyman and Dr. Schwartz generally discussed the principles of J.D.C. public relations at the aforementioned meeting. For your convenience I shall however outline to you below the general principles of J.D.C. publicity policy during the current year, and express to you the viewpoint of the J.D.C. on the particular points mentioned in your proposed program. Essentially the principles to be followed during the current year by the J.D.C. are the same which it followed during 1939.

Briefly the J.D.C. policy can be stated:

- 1) That insofar as possible, there shall be a minimum of publicity in the general media such as newspapers, radio, etc.
- 2) There shall be a maximum of publicity in those media which are limited to circulation within the Jewish community.
- 3) That the J.D.C. in the interest of its program reserves to itself the right to use information and materials which come to it in the way it sees fit and cannot channel all news material and releases through the U.J.A.
- 4) That within the limits of these policies, the J.D.C. will naturally lend every effort to promote the publicity program of the U.J.A.

With these basic principles in mind, we can approach the detailed program point by point:

I. The General Press

- 1) It is the view of the J.D.C. that this is a function of the individual agencies and that the J.D.C. reserves to itself the right to issue releases on its overseas activities at such times as it deems necessary.
- 2) Since the purpose of these editorials is to further the campaign of the U.J.A. and since the campaign is held in various communities at various times, such editorials should be encouraged only on a community basis and ought to be handled locally at the time that the drive is actually taking place.

Items 3, 4, 5, 6 and 7 all come under the heading of general newspaper publicity which the J.D.C. desires to keep to a minimum. Since these items also involve the specific work of the individual agencies, the J.D.C. reserves the right to issue such news and information concerning its activities and its problems on an individual basis.

II. Coordination

- a) This is not in line with J.D.C. policies, since J.D.C. reserves to itself the right to issue all its own news materials and releases through its own channels and is not willing to send all such materials to the U.J.A.
- b) This is a policy which the J.D.C. maintained throughout 1939 and will continue to do so through the coming year in order that the activities of the J.D.C. shall benefit the campaign.
- c) The J.D.C. will also continue to coordinate its releases with the U.J.A. specifically as to timing so that there shall be no conflict for newspaper space and shall expect the U.J.A. to do likewise.
- d) The J.D.C. will make available to the U.J.A. all material and information that can further the work of the campaign, as promptly as possible, but reserves to itself the right to say what materials and what information shall not be used in a public or even a semi-public manner.

III. Special Projects

All items under this heading are affected by the basic policy of J.D.C. to keep its publicity work limited largely to the Jewish community and not to draw the attention of the remaining 96% of the population of the country to its work in any great degree. Insofar as these projects will help the campaign but will not draw too much general public attention, they may be encouraged.

IV. Radio

The same principle holds true in the matter of the use of the radio. The J.D.C. readily approves the use of national hook-ups for a number of programs featuring national Jewish leaders who will directly state the needs of the U.J.A. at the height of the campaign period, that is, during the months of March, April and May, but cannot approve the more spectacular but less direct type of program suggested in Items 2, 3 and 4.

Item 5 concerning electrical transcriptions should be encouraged to the degree to which local communities are willing to use them for re-broadcast purposes.

Item 6 concerning radio spot announcements should be handled on a similar basis.

Item 7 concerning a radio dramatization preferably as an electrical transcription can also be approved along these lines.

V. Motion Pictures

There is no basic question of policy involved here since such a film would be shown only within the Jewish community and to Jewish groups. If the campaign finds it feasible to produce a film or films to further its fund-raising, this should be done. All costs and other technical details which are the major considerations in this project should be left to the officers of the U.J.A.

VI. Item VI outlines a program for the U.J.A. in connection with the English-Jewish press, Item VII in connection with the Yiddish press and Item VIII, a program of campaign literature. These programs are quite in line with general J.D.C. policy and should be encouraged. We want to call attention to only one item, No. 6, under the heading of the English-Jewish press in which it is suggested that weekly summaries of news received from abroad by any of the constituent agencies should be issued through the U.J.A. Here, again, the principle which the J.D.C. stresses that it retains to itself the right to use its own materials, is involved.

I shall be glad to discuss with you further any of the above mentioned items which are not perfectly clear to you.

(Signed) N. C. Belth



February 14, 1940

Mr. Meyer F. Steinglass
United Jewish Appeal for Refugees
342 Madison Avenue
New York, N.Y.

My dear Mr. Steinglass:

Let me thank you for your kind letter of February 6. I think that the suggestions for the three broadcasts are excellent, and I would recommend that you proceed to carry them out. I think that one or the other of the National Chairmen should briefly introduce each broadcast and present the speakers.

As regards the second broadcast, perhaps some European who is better known in the United States, either from Paris or from London, might be invited.

With all good wishes, I remain

Very cordially yours,

AHS:BK

1940

UNITED JEWISH APPEAL (Inc.) FOR REFUGEES
AND OVERSEAS NEEDS

ON BEHALF OF

AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE, INC.
UNITED PALESTINE APPEAL and
NATIONAL REFUGEE SERVICE, INC.

Rabbi Abba Hillel Silver
Rabbi Jonah B. Wise
National Chairmen

February 16, 1940

342 MADISON AVENUE
NEW YORK, N. Y.

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

We have tentatively arranged with the National Broadcasting Company for a nationwide broadcast on Saturday evening, March 9th, from 8.30 to 9.00 P.M.

I am very grateful to you for your suggestions regarding the programs which I outlined in my letter of February 6th, and shall carry them out in planning our radio presentations.

Within a few days I hope to be in a position to let you know the details of the program for March 9th.

Sincerely yours,

Meyer F. Steinglass
Meyer F. Steinglass
Director of Publicity

MFS:FW

1940

UNITED JEWISH APPEAL (Inc.) FOR REFUGEES
AND OVERSEAS NEEDS

ON BEHALF OF
AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE, INC.
UNITED PALESTINE APPEAL and
NATIONAL REFUGEE SERVICE, INC.

Rabbi Abba Hillel Silver
Rabbi Jonah B. Wise
National Chairmen

February 23, 1940

342 MADISON AVENUE
NEW YORK, N. Y.

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

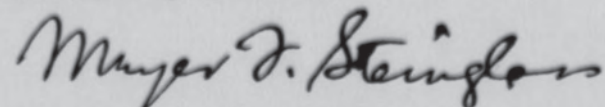
Dear Dr. Silver:

I believe that our arrangements for the program of the March 9th broadcast over a National Broadcasting Company hookup are taking final shape.

We have received acceptances from Bishop Sheil of Chicago and Dr. Thomas Mann. It is my suggestion that you be the third speaker on the program and that Rabbi Wise briefly introduce the broadcast and the speakers from New York. We have informed Bishop Sheil that he is expected to speak for about eight minutes and Dr. Mann has specifically told us that his talk will be no more than five minutes in length. Allowing for introductory and closing announcements, there would be sufficient time for a ten minute address by you from Cleveland.

I shall appreciate hearing from you at your earliest convenience as to whether this outline of the program is satisfactory.

Sincerely yours,



Meyer F. Steinglass
Director of Publicity

MFS:FW

February 26, 1940

Mr. Meyer F. Steinglass
United Jewish Appeal
342 Madison Avenue
New York, N.Y.

My dear Mr. Steinglass:

Let me thank you for your kind letter of February 23. I shall be very pleased to participate in the broadcast on Saturday evening, March 9. Please let me know the exact hour.

With all good wishes, I remain

Very cordially yours,

AHS:BK

1940

UNITED JEWISH APPEAL (Inc.) FOR REFUGEES
AND OVERSEAS NEEDS

ON BEHALF OF

AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE, INC.
UNITED PALESTINE APPEAL and
NATIONAL REFUGEE SERVICE, INC.

Rabbi Abba Hillel Silver
Rabbi Jonah B. Wise
National Chairmen

342 MADISON AVENUE
NEW YORK, N. Y.

March 5, 1940

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

The B'nai B'rith magazine is planning to publish a photograph of you on the front cover of its April issue, which is scheduled to go to press within a few days.

We have sent them a copy of the photograph which is in our files, but the managing editor, Mr. Edward E. Grusd, has requested us to furnish him with a more recent portrait, since our photograph has already appeared in this periodical.

Do you have a new photograph? If not, would it be advisable to use one of the photographs which were taken during the Washington Conference?

I shall appreciate hearing from you on this matter at your earliest opportunity.

Sincerely yours,

Meyer F. Steinglass
Meyer F. Steinglass
Director of Publicity

MFS:EH

March 7, 1940

Mr. Meyer F. Steinglass
United Jewish Appeal
342 Madison Avenue
New York, N.Y.

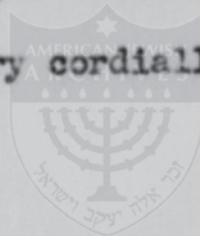
My dear Mr. Steinglass:

I am enclosing herewith the manuscript
of the address which I am to broadcast Saturday
night.

With all good wishes, I remain

Very cordially yours,

AHS:BK
Enc.



CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

SYMBOLS

DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA537 17 SER=WUX NEWYORK NY 7 353P

DR ABBA HILLEL SILVER=

THE TEMPLE, CLEVE=

NEWSPAPERS REQUEST ADVANCE COPY RADIO TEXTS: WOULD
APPRECIATE IF YOU COULD WIRE NIGHTLETTER EXCERPT THREE
HUNDRED WORDS.=

MEYER F STEINGLASS.

EXCERPT.

AMERICAN JEWISH
ARCHIVES



Ga 0150
BK(x)
Lo 410P Med

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	NIGHT LETTER
NIGHT LETTER	SHIP RADIOGRAM

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

WESTERN UNION

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

CHECK
ACCT'G INFMN.
TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

March 7, 1940

Rabbi Silver

news papers request advance copy radio
text; would appreciate if you could wire
me night letter excerpt 300 words
Meyer Steniglass

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	NIGHT LETTER
NIGHT LETTER	SHIP RADIOGRAM

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

WESTERN UNION

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

CHECK
ACCT'G INFMN.
TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

meyer 7. Steinglass
u. f. a.
342 madison ave.
new york. n. y.

- collect -

march 7, 1940

WRHS



manuscript radio address mailed to-day
via-mail special-delivery.

Abba Hillel Silver

\$23,000,000 is the National Goal for 1940
**UNITED JEWISH APPEAL (Inc.) FOR REFUGEES
AND OVERSEAS NEEDS**

ON BEHALF OF
AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE, INC.
UNITED PALESTINE APPEAL and
NATIONAL REFUGEE SERVICE, INC.

342 MADISON AVENUE
NEW YORK, N. Y.

National Chairmen

RABBI ABBA HILLEL SILVER
RABBI JONAH B. WISE

March 8, 1940

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Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

Thank you very much for the text of your
radio address which arrived this morning.

May I add that I believe it will make a
profound impression upon the general radio audience
as well as upon the Jewish community.

Sincerely yours,

Meyer F. Steinglass
Meyer F. Steinglass
Director of Publicity

FW

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SOLOMON LOWENSTEIN
LOUIS P. ROCKER
CHARLES J. ROSENBLUM
ELIHU D. STONE
and officers

March 12, 1940

Mr. Meyer F. Steinglass
United Jewish Appeal
342 Madison Avenue
New York, N.Y.

My dear Mr. Steinglass:

I requested Mr. Montor for the use
of the film, "Humanity Calls", to be shown
here on Monday evening, March 25th. I would
appreciate it if you would send it to me in care
of The Temple.

With all good wishes, I remain

Very cordially yours,

AHS:BK

CLASS OF SERVICE

is a full-rate
am or Cable-
unless its de-
ferred character is in-
dicated by a suitable
symbol above or pre-
ceding the address.

WESTERN UNION

1220

SYMBOLS

DL = Day Letter

NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

HW109 TWS PAID 3=XJ NEWYORK NY 27 1126A

1940 MAR 27 PM 1 50

DR ABBA HILLEL SILVER=

DLR THE TEMPLE CLEVE=

PLEASE ADVISE US IF FOLLOWING TRAVEL ARRANGEMENTS SATISFACTORY
LEAVE CLEVELAND VIA NEWYORK CENTRAL 1230AM APRIL SECOND ARRIVE
CHICAGO 715 THAT MORNING MORNING PLANE CHICAGO NEWORLEANS
ARRIVING NEWORLEANS THREE PM THAT DAY. LEAVE NEWORLEANS
WEDNESDAY MORNING 848AM. APRIL THIRD ARRIVE DALLAS VIA JACKSON

WRHS

AMERICAN JEWISH
ARCHIVES

ABOUT THREE PM THAT DAY RETURN TRANSPORTATION FROM DALLAS
DEPENDENT ARRANGEMENTS IN HOUSTON WE CAN ORDER ALL
TRANSPORTATION NEWYORK TO BE DELIVERED YOU CLEVELAND. PLEASE
ADVISE=

SPEAKERS BUREAU UNITED JEWISH EPPEAL.

1230 AM 715 PM 848 AM PM.

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	NIGHT LETTER
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Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

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1206-A

CHECK
ACCT'G INFMN.
TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

March 28, 1940

Speakers Bureau
UJA
342 Madison Avenue
New York, N.Y.

TRANSPORTATION ARRANGEMENTS SATISFACTORY. CANNOT GO TO HOUSTON. PLEASE ARRANGE FOR AIRPLANE RETURN TO CLEVELAND IN TIME FOR EVENING MEETING APRIL 4TH.

ABBA HILLEL SILVER

Collect

\$23,000,000 is the National Goal for 1940
UNITED JEWISH APPEAL (Inc.) FOR REFUGEES
AND OVERSEAS NEEDS

ON BEHALF OF
AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE, INC.
UNITED PALESTINE APPEAL and
NATIONAL REFUGEE SERVICE, INC.

342 MADISON AVENUE
NEW YORK, N. Y.

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LOUIS P. ROCKER
CHARLES J. ROSENBLUM
ELIHU D. STONE
and officers

March 28, 1940

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Dr. Silver:

Upon receipt of your wire today, we made reservations for your trip from Cleveland to New Orleans, from New Orleans to Dallas and return to Cleveland. At the Union Station in Cleveland there will be a reservation awaiting you for that portion of your trip from Cleveland to Chicago. The train schedule is as follows:

Via New York Central Railroad - Lv. Cleveland 12:20 A.M., April 2nd
Ar. Chicago 7:15 A. M., April 2nd.

We have also asked the United Airlines to deliver to you in Cleveland the airplane tickets for the balance of your trip. The plane schedule is as follows:

Via Chicago and Southern Airlines - Lv. Chicago 8:20 A. M., April 2nd
Ar. New Orleans 3:13 P. M. that day

We have advised Dr. David Fichman, whose address is New Orleans Jewish Welfare Fund, 303 Stern Building, the time of your arrival in New Orleans, and have asked that he arrange for someone to meet you at the airport.

Your plane schedule from New Orleans to Dallas is as follows:

Via Chicago and Southern Airlines - Lv. New Orleans 8:40 A. M.
Wednesday, April 3rd
Ar. Jackson, Mississippi,
9:55 A. M. that day
Lv. Jackson 11:49 A. M. the
same day
Ar. Dallas 2:49 P. M. on
Wednesday, April 3rd.

We are likewise advising Mr. Leslie Jacobs, whose address is Pollock Paper and Box Company, Dallas, of the time of your

Dr. Abba Hillel Silver

March 28, 1940

- 2 -

arrival at the Dallas airport and are asking him to make proper arrangements to greet you at the airport.

Returning to Cleveland, the most convenient schedule we could work out is as follows:

Via American Airlines - Lv. Fort Worth 9 A. M. Thursday, April 4th
Ar. Nashville 1 P. M. that day
Lv. Nashville 2:10 P. M. the same day
Ar. Cleveland 7:10 P. M. Thursday evening

I trust this is in sufficient time for the meeting in Cleveland which you have scheduled for Thursday evening.

We are making reservations for you in New Orleans at the Roosevelt Hotel and in Dallas at the Adolphus Hotel.

I am enclosing herewith some campaign data I know you will wish to have in connection with your visits to New Orleans and Dallas.

With kindest regards, I am



Sincerely yours,

Flora Fisher

Speakers' Bureau

DD:EH
Encls.

UNITED JEWISH APPEAL
for Refugees and Overseas Needs

Dr. Abba Hillel Silver
Campaign Opening Meeting-April 2nd

March 26th, 1940

Digest - New Orleans, Louisiana

The 1940 New Orleans Jewish Welfare Fund Campaign will be launched at the meeting which you are to address on April 2nd, and will continue through April 12th. Dr. I. Edwin Goldwasser addressed a Big Gifts Meeting in the community on March 19th.

Mr. Coons visited New Orleans on February 22nd and suggested a UJA allotment of \$100,000, as the community's share in the \$23,000,000 national campaign. Leaders advised that an intensive effort would be made to raise the maximum amount possible, and that the UJA would be given most generous consideration. Mr. Coons confidentially advised that Edgar B. Stern, who contributed almost 25% of the amount raised in 1939, intends to exceed this amount in 1940. New Orleans has set a total goal of \$150,000.

Frank Rosenthal will head this year's appeal. Dr. David Fichman is the Executive Secretary of the New Orleans Jewish Welfare Fund. Other leaders of importance in the community are:

Victor Elsas
Joseph Haspel
Frank Friedler
Robert Polak
Harold S. Mayer
Leopold Stahl
Louis Rosen

Leo L. Hirsch
Jules J. Paglin
Leo L. Hirsch
Harry Latter
Isaac S. Heller
Dr. Emil W. Leipziger

Below is campaign data on a number of comparable communities:

<u>New Orleans, La.</u>	<u>Jewish Pop.- 8,000</u>	<u>UJA 1939 Pledge- \$77,000</u>	<u>1940 Assigned Quota- \$100,000</u>
Nashville, Tenn.	2,800	30,000	45,000
Greensboro, N.C.	400	80,000	80,000
Ft. Wayne, Indiana	1,800	24,000	45,000
Fort Worth, Texas	1,000	15,000	30,000

The 1939 Jewish Welfare Fund Campaign was launched on March 27th for a goal of \$125,000, which was oversubscribed, \$128,000 being raised, of which the UJA was allocated \$77,000, which has been paid in full.

Top givers included Edgar B. Stern and Samuel Zemurray.

IR

UNITED JEWISH APPEAL FOR REFUGEES AND OVERSEAS NEEDS

March 26, 1940

Dr. Abba Hillel Silver
Campaign Opening - April 3rd

Digest - Dallas, Texas

1940 Assigned Quota - \$85,000

Jewish Population - 8,000

The Jewish Federation for Social Service of Dallas will formally launch its campaign on April 3rd with Leslie L. Jacobs as Chairman. Reuben S. Resnick has been appointed Executive Director of the Federation, to succeed George A. Levy.

Mr. Isidor Coons met with leaders here on February 14th. Although they indicated that Dallas will do its best to raise \$85,000 for UJA, no quota has as yet been accepted. It is Mr. Coons' opinion that we may expect between \$72,000 and \$75,000 from Dallas.

On March 4th, Mr. Coons wrote to Mr Jacobs regarding the scope of the work of the three agencies constituting the UJA, and explaining how the national goal and community quotas were arrived at.

Mr. I. Edwin Goldwasser addressed the big givers in this community at two meetings, March 16th and 17th, as a result of which \$67,000 has been raised.

Following are the officers of the Federation:

Ernest G. Wadel	- President
Benjamin F. Lewis	- 1st Vice-President
M.E. Florence	- 2nd Vice-President
Leonard Eppstein	- Treasurer
Herbert Mallinson	- Chairman Budget & Finance Committee

Below is data on a few comparable communities:

<u>J.P.</u>	<u>Community</u>	<u>1939 Pledges</u>	<u>1940 Assigned Quotas</u>
8,000	New Orleans, La.	\$77,000	\$100,000
8,500	Columbus, Ohio	70,000	100,000
400	Greensboro, N.C.	80,000	80,000
2,800	Nashville, Tenn.	30,000	45,000
1,800	Ft. Wayne, Ind.	24,000	45,000

1939 - Dallas conducted its annual campaign in October 1938 for a total goal of \$93,175. \$64,079 was raised toward this goal, of which UJA received \$40,000. In March 1939, \$25,000 was raised in a supplementary emergency appeal for UJA alone, which increased UJA's allotment to \$65,000. This has been paid in full.

Among the Big Givers in this community are - H.P. Taubman, Fred Florence, Herbert Mallinson and Lawrence Pollack. Mr. Mallinson is our most important contact for Dallas, the State of Texas and the Southwest Region of which he is the JDC Regional Chairman.

ABBA HILLEL SILVER
CLEVELAND, OHIO

April 17, 1940

Mr. Henry Rubin,
M. Koplen, Inc.,
126 N. Union St.,
Danville, Pa.

Dear Mr. Rubin:

In a few days Jews will be celebrating the Passover holiday. This festival of the liberation of the Jewish people will mock hundreds of thousands of Jews who are being enslaved or destroyed. American Jewry will be the only group in a free, peaceful, democratic land able to understand and appreciate the symbolism of this Passover.

Is it not appropriate that we should utilize the channel of the United Jewish Appeal to express a measure of our gratitude that Providence has permitted us to be on the west instead of east of the Atlantic?

What needs to be emphasized at this time is that we have it within our power to liberate Jewish life. The greatest enterprise in that program is the maintenance and expansion of the Jewish homeland in Palestine, which is the lodestar of great masses of Jews begging for the chance to share with other Jews in the building of a secure, dignified life in the land of Israel.

Funds received through the United Jewish Appeal maintain the agencies of the United Palestine Appeal, the central organ of American Jewry to further immigration, colonization, land purchase and general development in Palestine. The tasks in Palestine are increasingly urgent, as the Hitler madness grips new portions of the Continent.

Thousands of refugees, undernourished, ill after weeks and months of hazardous travel on the Mediterranean, have been made the responsibility of the Jewish Agency. Food, clothing, shelter, medical attention and ultimate integration into the economic life of the country require far larger resources than could have been realized only six months ago.

War has affected various branches of Palestine's economy, including primarily the citrus industry, building and various other industries. Widespread unemployment has not yet been curbed. With private initiative unable or unwilling to function in this crisis, it is the national institutions like the Jewish Agency which must come to the rescue of a network of activities on which the lives of hundreds of thousands of Jews are based. The Jewish Agency has aided old enterprises and helped new ones in order to offset unemployment; it has assisted construction programs to absorb workers. Above all, it has expended large sums for fundamental relief and social welfare purposes.

The Jewish community of Palestine has done more than its share. It has imposed a voluntary emergency tax for the very same purposes embraced in the United Jewish Appeal. The poorest worker and middle class groups alike have

taxed themselves for monthly contributions ranging from ten to twenty percent of their entire income. Here indeed is a model of sacrificial generosity for emulation!

Recent discussion of the unjust, unwise land legislation enacted for Palestine by Colonial Secretary Malcolm MacDonald has obscured the fact that in the "free" zone alone, there is twice as much land still to be bought as the Jewish National Fund was able to acquire in thirty-eight years. American Jewry, which is genuinely concerned with land for colonization purposes, will take heed from recent experiences and mobilize all possible resources so that precious land may be quickly bought to settle the thousands of Jews who continue to enter Palestine month after month.

A few facts in review of Palestine's history in 1939 serve to remind us that Palestine is the great reservoir of Jewish strength and consolation, of Jewish man-power and self-affirmation. From a community of 55,000 souls during the last war, the Yishuv today exceeds 500,000. Land possessions of 420,000 dunams in 1914 compare with 1,533,000 dunams owned by Jews today. In 1914 there were 44 Jewish colonies, with 12,000 Jews earning a living on the soil, while today there are 254 settlements giving immediate livelihood to 130,000. In the last three years 55 new colonies were erected, six of them since the outbreak of war. Whatever the difficulties Palestine industry is experiencing in this transition period, it cannot be forgotten that Jewish production in 1914 was valued at less than £500,000, while in 1939 Jewish industry produced goods worth more than £10,000,000.

In Palestine there is being built a permanent, sound economy for the readjustment of the Jew physically and spiritually. If American Jewry has imagination and statesmanship as well as compassion and generosity, it will dedicate itself in 1940, through the United Jewish Appeal, to help save the flower of Jewish youth in Europe through settlement in Palestine.

The task of plucking the victims of Hitlerism from imminent destruction will require a new conception of individual responsibility for the salvage of Jews. It will demand from Jewish leadership in every community a fair interpretation of the relationship between the emergent, unpostponable tasks of relief and rescue and the less critical problems that face the American Jewish community.

I send you best wishes for a joyous Passover holiday, in the hope that through your active assistance thousands of Jews may be set on the path toward freedom in Palestine.

Very cordially yours,

Abba Hillel Silver
Abba Hillel Silver

MBC

UNITED PALESTINE APPEAL

PALESTINE FOUNDATION FUND (KEREN HAYESOD) OF THE JEWISH AGENCY FOR PALESTINE
INCLUDING THE SETTLEMENT OF GERMAN JEWS AND THE CHILDREN'S ALIYAH (IMMIGRATION)

JEWISH NATIONAL FUND (KEREN KAYEMETH) PALESTINE LAND REDEMPTION FUND

NEW ENGLAND OFFICE
600 WASHINGTON STREET
Room 322
BOSTON, MASS.

ELIHU D. STONE
New England Chairman

April 18, 1940

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

Dear Doctor Silver:

You indeed gave New England Jewry an intellectual treat last Sunday. Your message made a profound impression. I am satisfied it will bear fruit.

I hope that you have completely recovered from your cold and that all is well with you. Please accept my best wishes for a joyful Pesach.

With kindest personal regards and deep appreciation I am

Cordially yours,

(Signature)

Elihu D. Stone

EDS:BS

Elihu D. Stone

April 22, 1940

Mr. Elihu D. Stone
United Palestine Appeal
600 Washington Street
Boston, Mass.

My dear Friend:

Thank you so much for your kind note of April 18 and for the lovely things which you say about the address which I delivered at the UPA Conference. I am happy to learn that my message was not entirely without some value. I was afraid that my severe cold would make it impossible for me to do justice to the occasion. I thought that the affair was a splendid one quantitatively and qualitatively. I felt the fine spirit in the air and I am sure that much of the success of the Conference was due to your splendid leadership.

With all good wishes for a very happy Passover, I remain

Most cordially yours,

AHS:EK

UNITED JEWISH APPEAL *For Refugees & Overseas Needs*

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ON BEHALF OF THE AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE,
THE UNITED PALESTINE APPEAL AND THE NATIONAL REFUGEE SERVICE

NEW YORK CITY AND METROPOLITAN AREA
261 FIFTH AVENUE • MURRAY HILL 3-5901

AIR MAIL

April 26, 1940

Dear Dr. Silver:

Now that we are within closer range of the Bronx Division dinner, we can see more clearly the outline of the picture.

You will be interested to learn that almost a hundred businessmen are actually working on this dinner, and I can unhesitatingly attribute the size of this corps of workers to the association of your own name with the event.

Mr. Goldwater, our chairman, as well as the other leading officers of the Bronx campaign were thrilled with the original announcement that you had kindly consented to make the appeal at our dinner, and they are even more excited about this prospect now that they have come in contact with a wider public which has indicated its appreciation of this signal honor.

The committee is concentrating on quality attendance, but at the same time it has determined to broaden the base and to bring a larger attendance than they originally planned.

I trust that you are managing to keep in good health in spite of the pressure of campaign work and your peripatetic appeals. We look forward to greeting you and giving you whatever assistance we may be in a position to offer, to the end that you may raise an impressive sum at the May 8th dinner.

Very cordially yours,

Louis J. Schwefel
Louis J. Schwefel

ljs.1

encl.

\$23,000,000 NEEDED IN 1940

Free Synagogue
NEW YORK

Synagogue House
40 WEST 68 STREET
NEAR CENTRAL PARK

May 24, 1940.

Dr. Abba Hillel Silver
United Jewish Appeal
342 Madison Avenue
New York.

Dear Dr. Silver:

Here are the telegrams, which I forward to
you immediately. I shall be glad to know through Montor
whether you have succeeded in halting this idiotic proposal.

Faithfully yours,

Stephen S. Weil

SSW:W
Enclos. .

UNITED JEWISH APPEAL *For Refugees & Overseas Needs*

ON BEHALF OF THE AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE,
THE UNITED PALESTINE APPEAL AND THE NATIONAL REFUGEE SERVICE

NEW YORK CITY AND METROPOLITAN AREA

261 Fifth Avenue • MUrray Hill 3-5901

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JONAH B. WISE
STEPHEN S. WISE

Director
SAMUEL BLITZ

Co-Director
HENRY C. BERNSTEIN

May 24, 1940

Dear Dr. Silver:

You asked me to give you a reminder concerning Louis Altschul, to whom you wish to write a note about his generous increase from \$6,000 to \$18,000. His address is c/o Bronx Hospital, 1276 Fulton Avenue.

I have heard from several sources today concerning the very profound impression which you address made at the Amusement Division luncheon. From my own observation of the effect your address made last night, I can testify to its genuine productiveness. Quite a few of the men present increased their gifts as a result of your touching appeal. The more accurate figures which the trade secretary compiled this morning indicated an increase of over 25% in the giving of those who were present last night.

I trust that your cold has left you and that you will find renewed strength for continuing your weary way around the country.

Shalom, Lehitraot.

Very cordially yours,

Louis J. Schwefel

Dr. Abba Hillel Silver
The Temple
Cleveland, Ohio

ljs.1

\$23,000,000 NEEDED IN 1940

May 28, 1940

Dr. Stephen S. Wise
40 West 68th St.
New York, N.Y.

My dear Dr. Wise:

I am enclosing herewith the telegrams which you sent me. You have undoubtedly received word from Mr. Maizlish by now that he has dropped the whole matter.

Very sincerely yours,

ANS: BK
Enc.