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United Jewish Appeal, United Palestine Appeal, 1949-1950.

United Palestine Appeal 41 East 42nd Street New York 17, New York

#### MEMORANDUM

September 15, 1949

To: Members of the Executive Committee

From: Ellis Radinsky, Executive Director

Attached hereto is a copy of the minutes of the meeting of the Executive Committee of the United Palestine Appeal, which was held on July 21, 1949 at the office of the United Palestine Appeal.

ER: GG

MINUTES OF THE MEETING OF THE EXECUTIVE COMMITTEE
OF THE UNITED PALESTINE APPEAL
HELD ON JULY 21, 1949 AT THE OFFICE OF THE UPA

PRESENT WERE: Judge Morris Rothenberg, Presiding

Miss Sarah Behrman, Miss Julliet Benjamin, Benjamin G. Browdy, Meyer Brown, Mrs. Moses P. Epstein, Mendel N. Fisher, Leon Gellman, Rabbi Max Kirshblum, Abraham Krumbein, Louis Lipsky, Charles Ress, Louis Segal, Robert Silverman, Elihu D. Stone, Charles Wolf and Baruch Zuckerman.

Sidney Green, Martin Panzer, Ellis Radinsky

# FINANCIAL REPORT

Mr. Green reported on United Jewish Appeal cash collections for 1949 and revealed that from January 1st to July 18th, \$76,147,000 had been received. The United Palestine Appeal received the sum of \$36,342,650. Mr. Green revealed that approximately \$15,000,000 is still outstanding from 1948. In response to a question from Mr. Fisher on the outstanding amounts owed by communities to banks, Mr. Green estimated the figure to be approximately \$20,000,000

Judge Rothenberg pointed out that if present estimates are correct and unless there is a renewal of effort throughout the country to accelerate collections, the 1949 campaign will produce approximately \$30,000,000 less than 1948.

#### LOANS

Judge Rothenberg reported on the loan obtained by the UPA from the Manufacturers Trust Company and the National City Bank to the extent of \$7,500,000 to be repaid by February 15, 1950.

He also reported on the Keren Kayemeth long-term loan of \$15,000,000 which was obtained from the Bank of America and from the Bankers Trust Company. The loan was made on behalf of the Keren Kayemeth L'Israel.

# UNITED SERVICE FOR NEW AMERICANS AND NEW YORK ASSOCIATION FOR NEW AMERICANS

Mr. Radinsky reviewed the reorganization of the USNA. Both the UPA and the JDC had accepted the recommendation that the functions carried out on behalf of the refugees who settled in New York City should be under the auspices of the local organization, henceforth to be known as New York Association for New Americans, while the national functions will continue to be carried out by the United Service for New Americans. This would, of course, place upon NYANA the major responsibility, with the USNA carrying the minor share of the work. It is hoped by this arrangement to bring about more effective functioning and ultimately turn over to local organizations already in existence many of the responsibilities now carried by the USNA. Efforts have already been made to persuade the New York Federation to assume responsibility for local cases but the size of the problem was of such magnitude that the New York Federation refused to take on this responsibility.

The New York Association for New Americans began to function as of July 15th

He reviewed the meeting of June 17th at which the Welfare Funds expressed their concern because of the uncertainties on the matter of setting-up a contract for the 1950 UJA. Both the JDC and UPA representatives made it clear that while

they would be ready to consider any recommendations made by the Welfare Funds, the responsibility for setting up a UJA contract would have to remain with the UPA and the JDC.

The UPA and JDC had announced to the Welfare Funds that there was agreement on the establishment of a 1950 UJA even though the details of the contract and distribution of funds had not yet been determined.

Judge Rothenberg described some of the plans under consideration by CJFWF. He pointed out that they were considering the setting up of a national Welfare Fund which in a sense would by pass the UJA. At the last meeting with the representatives of the Welfare Funds, he raised the question as to their intention of promoting or abandoning the national welfare fund. Mr. Stanley Myers, President of the COFWF, had indicated that since the JDC and UJA were prepared to consult with the COFWF there seemed little need for further discussion of the national Welfare Fundidea.

There were many people who saw in the new demands by the Welfare Funds an effort by the Welfare Funds to take over the UJA.

Judge Rothenberg asked for approval to continue discussions with the CJFWF on the UJA contract. It should be clearly understood, however, that neither the JDC nor the UPA will delegate to the CJFWF any authority on final decisions relating to the UJA contract. The autonomy of both the JDC and the UPA will not be affected by the CJFWF participation. Approval was also given to the UPA officers to negotiate a contract with the JDC subject to approval of the UPA Board.

#### LOCAL VS. OVERSEAS NEEDS

Mr. Radinsky reviewed the growing tendency on the part of the local welfare funds to meet the local needs and new capital fund programs at the expense of the UJA. He reviewed the experience of a number of major communities where a wide variety of local needs and building campaigns were thrown into the local UJA campaign and in many cases were given priority over funds. This has not resulted in an increase in giving and in many cases it has meant that UJA funds were being used to meet expanded programs of local services and building. The communities resented efforts of the UJA to defend its interests. The UJA has made it clear that it will not be able to continue to stand by and permit local Welfare Funds to raise its money on UJA slogans without coming to some understanding with the UJA on its share of the proceeds. This attitude is bitterly resented by both the Welfare Funds and the CJIWF. There is every reason to believe that the matter will become even more serious in 1950 and everything will have to be done to overcome the impression which is being created that the critical situation overseas has already been met. There is reason to believe that the Welfare Funds are organizing to combat any "interference" by the UJA. It is necessary, therefore, that the UPA consider at this time the steps to be taken to protect the UJA interests in 1950.

At the suggestion of Mr. Ress, Mr. Radinsky read the action taken by the Executive Committee of the UJA. (Appendix A)

Judge Rothenberg felt that the issuance of statements will not suffice to meet the problem. It is essential that we develop the most effective educational campaign in order to get across the calamitous situation in Israel. He also announced the calling of a conference in Washington on September 10th and 11th in order to deal with this problem and to plan next year's campaign.

Mr. Fisher made some suggestions on mobilizing the Anglo-Jewish and Yiddish press in order to acquaint the contributors with the fact that much of the money they are contributing is being used for local purposes.

Judge Rothenberg emphasized the need for working closely with the JDC in any plan to educate the public as to the critical needs in Israel. He pointed out that the JDC feels just as strong as the UPA as to the urgency of work in Israel.

Mr. Ress moved that the office of the UPA be authorized to extend its facilities in cooperation with the JDC in order to implement the resolution passed by the Executive Committee of the UJA.

The motion was unanimously carried.

## <u>UJA 1950</u>

Judge Rothenberg presented the background for the planning for 1950. Apart from the problem arising out of the renewed interest in local needs and our relationship with the CJFWF, the economic prospects added additional difficulties for 1950. It is expected that 1950 may be more difficult than 1949, yet the agencies are in need of vast sums of money and they have reached the limit of their borrowing capacity. They are already in debt to the extent of approximately \$60,000,000. Even though there has been some slackening of immigration, the rate is still 15,000 to 16,000 a month. There are more than 70,000 in reception centres. There is sharp criticism against the Government and the Jewish Agency. Faced by these problems, the Government is canvassing the possibility of floating a loan. Various figures have been mentioned ranging from \$150,000,000 to \$250,000,000. It seems to be the consensus of opinion that any such loan floated in the United States would very seriously damage the 1950 UJA campaign. There are those who believe it will destroy the campaign.

Mr. Radinsky suggested that a conference be called in Israel of all those concerned with the problem of multiple campaigns, the Jewish Agency, Government of Israel, the Welfare Funds of the United States and other interested parties. The UPA received a cable yesterday from Mr. Locker stating that the conference will take place on July 27th and the UPA is invited to participate. Dr. Schwartz of the JDC, Henry Bernstein of the UJA New York, Harry Lurie of the CJFWF and Mrs. Shulman from Hadassah will be there. It is important that this group express its opinion at this meeting and give some guidance to the conference.

Judge Rothenberg stated that he had received a cable from Mr. Locker urging him to attend the conference. Judge Rothenberg, however, stated his doubts as to whether he could go to Israel at this time.

Rabbi Kirshblum inquired as to which of our people were to be present. Judge Rothenberg indicated that Mr. Montor, who is already in Israel, would be present and that he had sent a cable asking the Agency to invite Mr. Frisch, Mr. Sonneborn and Mr. Goldenberg, all of whom are in Israel at this time.

Mr. Radinsky pointed out that he had been invited as a technician by the Jewish Agency and unless he was asked to do so would not speak on behalf of the UPA.

- 5 -Mr. Gellman urged that the Chairman make every effort to be present. Mr. Radinsky elaborated on the purposes of the conference and pointed out that it would serve as an opportunity to exchange points of view on the problems we are facing in fund-raising in America, to report on the 1949 prospects and to deal primarily with the growing difficulty caused by multiple campaigns. It was hoped that some type of licensing system could be set up in order to eliminate unauthorized campaigns and coordinate recognized campaigns. Mr. Ress asked for assurance that this conference would not deal with any structural changes in the Zionist fund-raising. Judge Rothenberg and Mr. Radinsky assured Mr. Ress that it was not within the purview of this conference. Mr. Gellman moved that the Executive Committee urge Judge Rothenberg to represent the UPA. The meeting unanimously approved the motion. Mr. Fisher pointed out even if there is no effort to make structural changes any decision by the conference may have a serious effect on both the K.H. and K.K. He pointed out the dangers of a public loan by the Government which would raise a questionable sum of money but might eliminate both the K.H. and K.K. as fund-raising organizations in America. He made a strong plea for Judge Rothenberg to represent the UPA or to designate two other people who would attend in addition to Mr. Radinsky. There was general support for Judge Rothenberg to attend the conference. Mr. Brown pointed out that the Government of Israel was in dire need of funds and that even if it meant some sacrifice for the UJA we should not take a definitive stand in opposing the loan. Rabbi Kirshblum warned that there is an impression being created that the UJA is obsolete and that a possible loan is the only way out. It is, therefore, essential that the interests of the UPA be protected and that we do not rely on those people who are already in Israel. He suggested that an authoritative committee, representing the UPA be sent along with Mr. Radinsky to present the point of view of this body. Mr. Krumbein suggested that Judge Rothenberg and Mr. Ress, the heads of the two Funds be sent to represent the UPA along with Mr. Radinsky. Mr. Radinsky pointed out by and large all the UPA representatives have sensed the danger to the UJA of any public loans. Mr. Fisher moved that in the event that the Chairman of the UPA finds it impossible to go he be given the authority to designate some one else. The motion was carried. Mr. Browdy, in discussing the effect of the loan on the UJA expressed the opinion that any possible loan which is presented to the Jewish community would result in the destruction of the UJA, particularly in view of the worsening of the economic situation.

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Judge Rothenberg suggested a resolution, which Mr. Fisher offered, calling upon the representatives of the UPA who will attend the conference to bring to the attention of the conference the serious dangers to the UJA of any public governmental loan at this time.

The motion was unanimously carried.

Mr. Silverman suggested that the resolution just mentioned be sent to the JNF and K.H.

Judge Rothenberg and Mr. Ress agreed to transmit the sense of the resolution to their respective bodies in Jerusalem.

# UPA CONFERENCES

Mr. Radinsky reported on the UPA conferences which have been scheduled in Boston on September 18th and in Washington on October 22nd and 23rd. He also reported on plans for a conference in New York on December 4th.

The conference will underline the urgency of Israel's needs and the importance of strengthening the UPA and the UJA.

It was moved and seconded that the Chairman be authorized to appoint a conference committee.

The motion was carried.

# REORGANIZATION OF UPA BOARD

Mr. Radinsky reported that thus far 8 major Welfare Funds designated representatives and that many Welfare Funds have indicated that they will make their designations in September. Other Welfare Funds have stated that they want to await the designations of the Keren Hayesod and the Keren Kayemeth before they name their local representatives.

#### PERSONNEL PROBLEM

Mr. Radinsky reported on the plan for termination of service for Mrs. Florence Eitelberg who had been a member of the UPA staff for 13 years and had worked with Dr. Stephen S. Wise, devoting part of her time to UPA matters and part to Dr. Wise's Congregation affairs. She had been assigned to Dr. Wise who had assumed part of her salary. Since the death of Dr. Wise, she has no longer been carrying on UPA assignment and there is no possibility of placing her on the UPA staff. She is prepared to sever her connections with the UPA if the UPA were to grant her severance pay.

According to the contract she is entitled to severance pay.

A motion was made and seconded that Judge Rothenberg be empowered to decide on a fair adjustment in settlement of this matter.

The motion was unanimously carried.

# WEEKLY JEWISH AGENCY SUMMARIES

Mr. Radinsky reported on the favorable responses throughout the country among the lay and professional leaders to the recently instituted Weekly Agency Report Summaries. He reported on the survey which was recently conducted by the UPA office which indicated that the summaries were extremely useful in the fund-raising programs carried out by the UJA.

# RESOLUTION ADOPTED BY THE EXECUTIVE COMMITTEE OF THE UNITED JEWISH APPEAL

"Recognizing that the success or failure of the immediate and continued absorption of hundreds of thousands of Jews into Israel is largely dependent on the financial cooperation of the Jews of America, more especially through the United Jewish Appeal;

"Appreciating that the liquidation of IP camps and the transfer of Jewish populations in Europe, Africa and Asia to Israel and America are essential to the stabilization of the Jewish position abroad and the rescue of masses of Jews from homelessness and despair;

"Convinced that we are obligated by every consideration of honor and responsibility to bring to these shores, and to provide for, whatever Jewish immigrants may wish to and be able to enter the United States:

"This meeting of the Executive Committee of the United Jewish Appeal, held in New York on June 24, 1949,

"Solemnly calls upon all Jewish communities in the United States to accord priority to the United Jewish Appeal in the allotment of funds raised in 1949; and, in view of the historic and constructive achievements which can be registered with these funds, and in view of the irreparable hurt that would be done to hundreds of thousands of Jews if we failed to meet our responsibility, urges that criteria that may have been devised as the basis for the distribution of funds should be carefully studied with the aim of awarding to the United Jewish Appeal the largest possible sum from the amount raised.

"The Executive Committee of the United Jewish Appeal also endorses the position previously taken by its officers: that inclusion of the United Jewish Appeal in any campaign should be preceded by mutual discussion; and that the officers of the United Jewish Appeal will discharge their responsibility for the people helped by its agencies."

United Palestine Appeal 41 East 42nd Street New York 17, New York

#### MEMORANDUM

September 22, 1949

To: Members of the Board of Directors

From: Ellis Radinsky

Subject: Meeting in Israel on Multiple Campaigns

I know you will be interested in the attached memorandum which is a summary of the conference called by the Jewish Agency in Israel.

ER:GG

# BACKGROUND:

As a result of increased activities and uncontrolled growth of multiple campaigns for Israel, the Jewish Welfare Funds throughout the country demanded effective control by the Jewish Agency in the interest of maximum fund-raising for the United Jewish Appeal. With the establishment of the State of Israel, approximately 200 campaigns were inaugurated for Israeli purposes. Every category of need was represented by many agencies making appeals in America. Street collections, many of questionable character, were being carried on in most major cities. Highly promotional mail campaigns, using slogans formerly reserved for the UPA agencies, flooded the country. There were some cases in which campaigns for local institutions or non-Israeli purposes used Israeli slogans.

The general confusion resulted in considerable pressure by the Welfare Funds on the UJA, UPA and Jewish Agency for relief from this condition. The Jewish Agency set up a Committee on Multiple Campaigns in New York City under the leadership of Dr. Nahum Goldmann in an effort to assure the primacy of the UJA. This committee met regularly and tried to offer maximum protection to the UJA campaign in matters of timing, slogans, etc. Within the limitations of its authority, it made some progress and brought about some improvements. Its efforts resulted in the withdrawal of a few smaller campaigns and the almost total elimination of street collections in New York City.

It became increasingly clear that, unless a more effective means of control was set up for 1950 when less funds may be anticipated, the UJA will suffer immeasurably and the welfare funds may find it necessary to take over responsibility for controlling all fund-raising for Israel. A plan was projected for setting up a licensing system in Israel with the Jewish Agency and the Government of Israel participating. All campaigns for Israeli purposes would be requested to file application for a license to a central body in Jerusalem. This application would have to demonstrate the essential need of the campaign, the importance of its project in Israel, and the assurance that it will not conflict with the UPA agencies. This licensing committee would have the right to examine the financial status of campaigns and the validity of claims made by them.

## MEETING OF JEWISH AGENCY - JERUSALEM

Prior to the opening of the conference in Tel Aviv, there was a meeting of the Jewish Agency Executive in Jerusalem in which Messrs. Montor, Goldenberg, Rothberg and Radinsky participated. This meeting was devoted to a very frank appraisal of the 1949 campaign and the prospects for 1950. There was general acceptance that the 1950 campaign would produce less funds than 1949 and that every effort should be made to mobilize all Zionist resources on behalf of the UJA campaign in 1950. It was announced that the Government, after strong intervention by the Jewish Agency, had agreed to abandon its plan for launching a public loan in America. This decision was taken reluctantly but on the basis that such a public loan campaign would seriously impair the prospect for the UJA in 1950.

It was the sense of the Jewish Agency Executive in Jerusalem that Hadassah and the Histadruth should be invited to join forces for 1950 with the UJA.

## THE CONFERENCE IN ISRAEL

Participating in the conference in Israel were Mr. Montor, Executive Director of the UJA; Harry Lurie, Executive Director of the CJFWF; Henry Bernstein,

Executive Vice-President of the New York UJA; Dr. Joseph Schwartz of JDC; Harold Goldenberg; Samuel Rothberg; Harris Levine; and Ellis Radinsky, at the invitation of the Jewish Agency. Participating for the Jewish Agency were, Berl Locker, Chairman Jerusalem Section; Dr. Israel Goldstein, Treasurer; Eliahu Dobkin and a number of other members of the Executive, Among those representing the Government were, David Ben Gurion, Eliezer Kaplan, Golda Myerson, Felix Rosenbluth, Moshe Shapiro and other members of the cabinet. Hadassah was represented by Mrs. Shulman and the Histrdruth by Finchas Lubianiker and Israel Mereminski.

The sessions of the conference were held at the Knesseth and in deference to the American representatives, the language used was English.

Mr. Locker, who presided at the conference, welcomed the visitors from overseas and expressed appreciation to the Government for its participation in the conference. He outlined the purpose of the conference.

#### AUTHORITY

Mr. Ben Gurion, speaking on behalf of the Government, made it clear that the Government recognized the Jewish Agency as the supreme authority on all matters of fund-raising for philanthropic purposes for Israel. He was prepared to recommend to the Government for favorable action any plan which would, in the judgment of the Jewish Agency, help to protect the major funds. Similar assurances were given by Mr. Kaplan.

# MERGING OF HADASSAH AND HISTADRUTH WITH UJA

Messrs. Locker, Goldstein, Montor, Bernstein, Lurie and others made a plea to Hadassah and Histadruth to merge their campaign in 1950 with the UJA in order to achieve maximum funds and complete unity of purpose for the difficult year ahead. It was proposed that the UJA would reimburse Hadassah and Histadruth to an extent which would make possible the continuance of their effective programs in Israel.

Hadassah and Histadruth representatives expressed their interest in and devotion to the UJA but questioned the statement that a combined effort would bring more money to Israel than their separate campaigns. Both organizations were convinced that merging their campaigns with the UJA would have a disastrous result on their organizations in America and would, in the long run, be a disservice to Israel. They recognized the need for absolute priority to the UJA and they were prepared to go along with any plan which would insure the closest coordination of activities, insuring priority and timing for UJA and total mobilization of manpower for the UJA campaign.

Mr. Locker urged that both organizations bring the recommendation for merger to their respective Boards with the hope that it will be favorably considered.

#### LICENSING OF CAMPAIGNS

There was complete unanimity on the importance of overcoming the chaos which exists in the USA as a result of the multiplicity of campaigns. There was general agreement that a licensing system for 1950 should be set up by the Jewish Agency. It was suggested that Mr. Radinsky be authorized to set up a procedure and program for licensing and that he consult with Shlomo Eisenberg, Secretary of the Jewish Agency and with Harry Lurie of the CJFWF. Mr. Keplan raised the question of implementing a licensing system which might be established and Mr. Lurie was confident that the CJFWF and the welfare funds would be prepared to help eliminate unlicensed campaigns. Mr. Lurie pleaded for a central budget which he felt was the

next best solution to a unified campaign for Israel. A central budget would be presented to the Jews of America indicating the needs by category of the various philanthropic organizations in Israel. Even though funds would be raised separately the Jewish community of America would have a comprehensive picture of the needs in Israel.

# GENERAL DISCUSSION

There was considerable discussion, participated in by many members of the cabinet of the Jewish Agency on prespects for 1950 and the need for total mobilization in order to meet the critical problem of absorption of refugees. Mrs. Myerson raised the question about effective coverage and maximum stimulation for giving among the smaller and middle brackets. There was some discussion on the emphasis for campaigning in 1950 and Mr. Lurie urged the use of more constructive propaganda rather than the continued emphasis on the sordid situation in the camps.

## FURTHER DEVELOPMENTS

After a series of discussions between Mr. Radinsky, Mr. Locker and Mr. Dobkin, an office was established for the purposes of licensing and controlling campaigns. The Jewish Agency selected the following persons of the Executive as members of the Committee on Licensing: Messrs, Graenbaum, Grossman, Zerubavel, Shragai and Dobkin, Mr. Joseph Salzberger was chosen as Executive Director.

Preliminary drafts of the committee for licensing have already been prepared and application blanks are now being distributed. The committee will work in closest cooperation with the Committee on Multiple Campaigns of the American Section of the Jewish Agency.

#### ACHIEVEMENTS OF THE CONFERENCE

- 1. The members of the Government and the Jewish Agency had an opportunity to learn firsthand the problems of fund-raising in America, the prospects for 1949 and the prognosis for 1950.
- 2. Opportunities were provided for an intimate discussion by those who provide professional direction for fund-raising with those who are responsible for meeting the needs for Israel.
- 3. Machinery was provided for implementing the theory of priority of the UPA agencies.
- 4. Opportunities were provided for a full discussion between the UJA, UPA, KH, KK and Jewish Agency for an integrated and coordinated program on propaganda information, photographs, tourism, etc.
- 5. A clear-cut statement was made by Government on the authority of the Jewish Agency in fund-raising for Israel.
- 6. The establishment of a procedure and machinery for the elimination of unauthorized campaigns and the control and licensing of campaigns which are serving an essential need.
- 7. Opportunities were provided for welfare fund and professional leaders to learn at firsthand some of the problems in Israel and the leaders in Israel were given the opportunity to learn something of the attitudes and problems of the welfare funds in the USA.

# United Palestine Appeal Jewish National Fund

cordially invite you to attend a

Testimonial Dinner

in honor of

Judge Morris Rothenberg
National Chairman, United Palestine Appeal

to be held

Thursday evening, May 25, 1950 at 6:30 P.M.

at the

Starlight Roof, Waldorf-Astoria Hotel

R. S. V. D. Dress Optional

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