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Festival of Freedom, 1959.



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APPEAL

OFFICIAL CAMPAIGN JOURNAL • UNITED JEWISH APPEAL OF GREATER NEW YORK

Vol. 13—No. 5

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New York, N. Y.

389

April 13, 1959

Announcing the

Festival of Freedom

on the occasion of

ISRAEL'S 11th ANNIVERSARY

and New York's Farewell to

AMBASSADOR ABBA EBAN

Madison Square Garden

Thursday, May 14, 8:30 p.m.

Hear historic addresses by
Prime Minister DAVID BEN GURION
by telephone from Israel

Dr. ABBA HILLEL SILVER
Distinguished American Jewish Leader

EDWARD M. M. WARBURG
Honorary Chairman, national UJA

Mayor ROBERT F. WAGNER
Chairman, UJA Person-to-Person Campaign

Enjoy a concert by 65 members of the
NEW YORK PHILHARMONIC SYMPHONY
under the baton of **Wilfred Pelletier**, Conductor of the Montreal Symphony

Soloists:

MIMI BENZELL

Stars of the Opera and Concert Stage

ALBERT DA COSTA

MISCHA ELMAN

Famed Violin Virtuoso

As a Person-to-Person volunteer for UJA, you may obtain
free reserved seat tickets to the gala **FESTIVAL OF FREEDOM**.

FILL OUT AND MAIL THE COUPON ON PAGE 2



Wilfred
Pelletier



Mischa
Elman



Mimi
Benzell



Albert
Da Costa



Ambassador
Abba Eban



Dr. Abba Hillel
Silver



Edward M. M.
Warburg



Mayor Robert
F. Wagner

MAIL THIS COUPON TODAY!

Enroll as a Person-to-Person volunteer for UJA!

Get two reserved seats at the

FESTIVAL of FREEDOM!

Madison Square Garden

Thursday, May 14, 8:30 p.m.

The FESTIVAL OF FREEDOM will inaugurate the United Jewish Appeal's annual Person-to-Person campaign, an intensive drive to obtain individual contributions to the 1959 campaign. Your pledge to volunteer to seek support in your community, organization or industry for the UJA's worldwide relief and resettlement program will enable you to attend the history-making FESTIVAL OF FREEDOM at Madison Square Garden on Thursday evening, May 14 at 8:30 p.m.

To enroll as a volunteer worker in the Person-to-Person campaign and to obtain your tickets for the FESTIVAL OF FREEDOM, please fill in this coupon now and mail it to UJA headquarters.

Mayor Robert F. Wagner, Chairman
UJA Person-to-Person Campaign
220 West 58th Street
New York 19, N. Y.

Dear Mayor Wagner:

Please ☐ I want to attend the FESTIVAL OF FREEDOM to be held at
Check ☐ Madison Square Garden on Thursday evening, May 14, at 8:30
p.m. Please send two reserved seat tickets.

I pledge myself to serve as a volunteer worker in the 1959 Person-to-Person campaign of the United Jewish Appeal of Greater New York. I will participate in the Person-to-Person sessions at UJA headquarters on the dates I have circled:

May	19	21	26	28					
June	2	4	9	11	16	18	23	25	30

Name

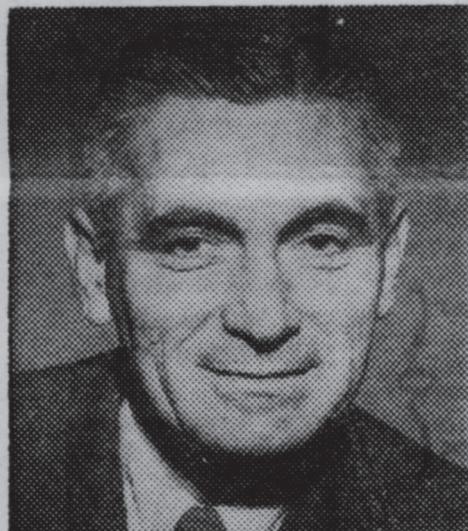
Residence

Firm

1 Address



Ginsberg Leads Larchmont Drive



The 1959 Larchmont campaign for the United Jewish Appeal will be led by Benedict Ginsberg (above), one of the outstanding leaders in the Jewish life of the community.

Fuerst Heading New Rochelle Group



Murray Fuerst, Corporation Counsel of the City of New Rochelle since 1952, has consented to serve as chairman of the United Jewish Appeal campaign of the local Business and Professional Men in the community. The drive will be coordinated with the overall campaign, headed by Fred Stillman, and will culminate with a breakfast on May 3rd, at Beth El Synagogue.

BRONX PHYSICIANS: Taking part in the presentation ceremonies at the dinner were (l. to r.) Dr. George Schwartz, Dr. Milton J. Goodfriend, Dr. Isidore Yasuna, Dr. Samuel Wagreich, Dr. Morris Leff, Dr. Milton D. Klein and Irwin S. Mason.

Bronx Doctors' Record Turnout Honors Three

The 1959 Bronx physicians' dinner held on behalf of the United Jewish Appeal was the most successful in the history of the division.

A record crowd of 250 attended the annual affair at the Concourse Plaza and contributed considerably more than last year to UJA's regular campaign and the \$100,000,000 Special Fund.

The gathering paid tribute to Drs. Morris Leff and Isidore Yasuna and Mr. Irwin S. Mason for their untiring work on behalf of their fellow men.

Dr. George Schwartz, who is again serving as chairman of the Bronx Physicians Division, presided. Dr. Samuel Wagreich, a former head of the division, called the "roll of honor."

The group pledged itself to engage in continuous and intensive solicitation to reach those who hadn't attended the dinner. Each doctor promised to contact as many colleagues as he could reach.

Special gifts chairman is Dr. Milton J. Goodfriend.

Honorary chairman are Drs. Goodfriend, Wagreich, Milton D. Klein, and Abraham B. Tamis.

The non-sectarian chairmen are Drs. George C. Muscilla and Frederick A. Wurzbach.

Vice-chairmen are Dr. J. Lewis Amster, Alfred Angrist, E. M. Bluestone, Morris Cohen, Charles L. Engelsher, Sidney T. Friedman, William H. Godsick, Joseph Gomb, Arnold I. Gutoff, David Greenberg, Abraham Jezer, A. A. Karan and Edward Kirsch.

Also, Drs. Marcus D. Kogel, Morris Leff, Louis Leiter, Charles S. Rogers, Samuel S. Rosenfeld, Alfred W. Schwartz, Benjamin Sherwin, Jacob Taub, Harry Wallerstein, Isidore Yasuna and Harry Zimmerman.

Trade Divisions Pick Chairmen



Milton Salomon
Hides, Skins, Leather



Jack M. Blumberg
Lamps and Shades



Raymond A. Rifkin
Retail Pharmacists

Woman Foregoes Mink, Contributes Money to UJA

On Saturday, March 7, which was "UJA Sabbath" in synagogues throughout the New York area, Rabbi I. Usher Kirshblum of the Jewish Center of Kew Gardens Hills, Queens, devoted his sermon to an explanation of the plight of Jews in danger and distress areas overseas and of the terribly urgent need for all-out support of the United Jewish Appeal this year to save them.

It was an impassioned speech and, as Rabbi Kirshblum later wrote in the congregation's bulletin, he was disappointed that there had been no opportunity at the Sabbath service to solicit a concrete response in the form of funds for UJA. However, the effort he put into his speech was not in vain, as the Rabbi found when he opened his mail the following Monday.

It brought him "a most touching letter" from a lady in his

congregation. It said in part:

"... I was going to buy myself a mink stole but I never got around to it. There must have been a reason. I think the Lord will be just as pleased if I come into the Temple with my cloth spring coat and give it to the UJA instead. ... I'm ashamed that I had to be awakened this way ... surely I'm forgetting all that I have to be grateful for ... So with genuine humility, I ask that you accept this check."

"Knowing this woman very well, I can assure you that she is of very modest means," Rabbi Kirshblum says. "I almost feel guilty for having moved her to such great sacrificial giving entirely above and beyond her means. I only hope and pray that her generous heart will open the hearts of all men, women and children to the need of working for and giving to this year's UJA campaign."

Brooklyn Physicians Schedule Series of Functions in UJA Drive

Following the decision to conduct the 1959 UJA campaign among Brooklyn physicians by means of special meetings and direct solicitation in the hospitals and elsewhere, the leaders in the UJA drive have embarked on a series of such gatherings, which have proved uniformly successful.

The Brooklyn Physicians Division of UJA is headed for the second year by Dr. Isidore Daichman.

Names of committee members and hospital chairmen and co-chairmen will be announced later, but meanwhile a group of distinguished doctors have been assembled to serve as officers of the drive.

Honorary chairmen are Dr. John H. Bailey, Dr. Louis Berger, Dr. Reuben Frankelstein, Dr. Abram Kanof, Dr. David Kershner, Dr. John J. Masterson and Dr. Samuel B. Schenck. These noted physicians occupied similar posts last year.

Co-chairmen again are Dr. Isidore A. Feder, Dr. Mortimer A. Lasky and Dr. Isidore Snapper.

The first of the special meetings, held at Brooklyn's Unity Club with Dr. and Mrs. Daichman again serving as hosts, brought out "the largest attendance in history" and



BROOKLYN PHYSICIANS: Dr. Isidore Daichman (left) receives from Dr. David Kershner an award for his leadership of the division in 1958.

raised a record sum for UJA.

A highlight of the gathering was the presentation to Dr. Daichman by Dr. David Kershner, honorary chairman of the division, of a UJA Chairman's Award.

Dr. and Mrs. Isidore A. Feder will be hosts at a third leadership meeting following a May 17th affair to be given by Dr. and Mrs. Kershner at the Unity Club.



For a memorable evening
join in a farewell to

His Excellency Abba Eban

*Ambassador of Israel to the United States
who is returning to his country*

*Rejoice in the achievements of the
Jewish People in Israel as the nation
celebrates its 11th Anniversary*

Hear

PRIME MINISTER DAVID BEN GURION

in a special telephone message

DR. ABBA HILLEL SILVER

DISTINGUISHED AMERICAN JEWISH LEADER

EDWARD M. M. WARBURG

HONORARY CHAIRMAN OF THE UNITED JEWISH APPEAL

MAYOR ROBERT F. WAGNER

CHAIRMAN, UJA PERSON-TO-PERSON CAMPAIGN

Enjoy a concert by members of the

NEW YORK PHILHARMONIC ORCHESTRA

conducted by

WILFRED PELLETIER

CONDUCTOR OF THE MONTREAL SYMPHONY

Soloists

MIMI BENZELL ALBERT DA COSTA

STARS OF THE OPERA AND THE CONCERT STAGE

MISCHA ELMAN

CELEBRATED VIOLIN VIRTUOSO



THE

Festival of Freedom

will inaugurate the United Jewish Appeal's annual Person-to-Person campaign, an intensive drive to obtain individual contributions to the 1959 campaign. Your pledge to volunteer to seek support in your community, organization or industry for the UJA's world-wide relief and resettlement program will enable you to attend the history-making Festival of Freedom at Madison Square Garden on Thursday evening, May 14 at 8:30 P. M.

To enroll as a volunteer worker in the Person-to-Person campaign and to obtain your tickets for the Festival of Freedom, please fill in the attached card and mail it to UJA headquarters.

Act quickly because all seats are reserved.

Dear Mayor Wagner:

Please
check ☐

I want to attend the Festival of Freedom to be held at Madison Square Garden on Thursday evening, May 14 at 8:30 P.M. Please send two reserved seat tickets.

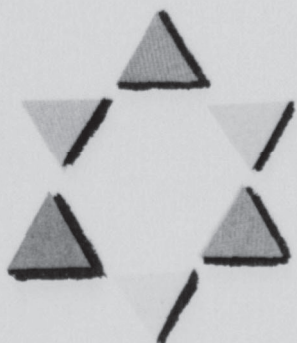
I pledge myself to serve as a volunteer worker in the 1959 Person-to-Person campaign of the United Jewish Appeal of Greater New York. I shall try to obtain UJA gifts from the prospective contributors assigned to me in my community, industry, organization, firm or department.

NAME _____ TEL. _____

RESIDENCE _____

FIRM _____

ADDRESS _____



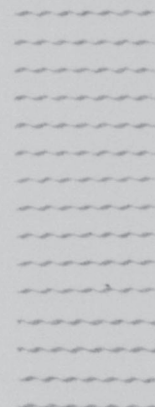
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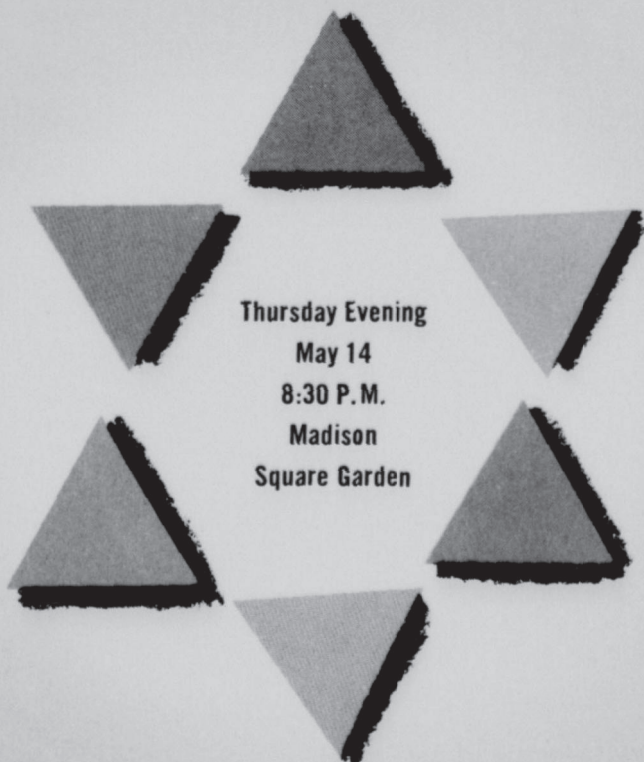
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Mayor Robert F. Wagner, Chairman
Person-to-Person Campaign
United Jewish Appeal of Greater New York, Inc.
220 West 58th Street
New York 19, New York



United Jewish Appeal
of Greater New York
220 West 58 Street, New York 19, N. Y.



Festival of Freedom

ON THE OCCASION OF

ISRAEL'S 11th ANNIVERSARY

AND NEW YORK'S FAREWELL TO

AMBASSADOR ABBA EBAN