

## Outstanding Business, Civic Leader, Irwin D. Wolf, Gets "Salute" Today

See picture on Page 1; also editorial, Page 5: "It's Fair Time!"

Everybody's going to the Fair!

Including the editors and many readers of *The Outlook*, who are certain this week's FLORAL SALUTE rightfully and "fairly" belongs to the one man in this city and in the state who has played the leading role in "placing Pennsylvania" in the great New York World's Fair, holding its grand opening this Sunday.

Therefore, to Irwin Damasius Wolf, out of Paragould, Arkansas by way of Western Military Academy, in Alton, Illinois, and Washington University, St. Louis, a business leader, civic worker, charity head—and chairman and secretary of the Pennsylvania Commission for the World's Fair—goes today's *Outlook* SALUTE, a large bouquet of beautiful flowers, signifying that because of his numerous, unselfish activities in the fields of goodwill and social betterment, he has been chosen as "the lucky thirteenth" recipient of this paper's civic award.

### Gets Notification, Boquet

TO MR. WOLF'S OFFICE IN Kaufmann's Department Store, where he is vice-president, went the editor's notification today of his nomination as a SALUTE and to the beautiful Wolf residence in Pasadena Drive, Aspinwall, was delivered the special floral boquet.

And as Mr. Wolf joins the parade of civic dignitaries to be honored by *The Outlook*, the general community is to be applauded again for an excellent selection.

### Mr. Wolf Active Leader

WITH KAUFMANN'S FOR seventeen years and vice-president and advertising manager since 1935, today's SALUTE winner, Mr. Wolf, has achieved a remarkable record in Pittsburgh's social service as well as business life.

A director of the Community Fund, Mr. Wolf served as co-chairman of last season's campaign and now, in the United Jewish Fund campaign, he heads the publicity division. He was the first president of the Jewish Social Service Bureau here, served for two years and this winter, when he resigned, he succeeded to the presidency of Irene Kaufmann Settlement. He is active in the work of the Bellefield Avenue "Y" and is a director of the Federation of Jewish Philanthropies as well as Montefiore Hospital.

Now chairman of the finance committee of Allegheny County's Boy Scout Council, Mr. Wolf was president of this body in 1937 and 1938.

Tall, soft-spoken, a rare smoker who uses a pipe or tiny cigars when he does indulge, Mr. Wolf, a major in the Air Service Reserve, is equally as well known in the national mercantile field as he is locally.

### Promotes Package Awards

AS VICE-PRESIDENT-AT-LARGE of the American Management Association, he annually presents the famous "WOLF PACKAGING AWARDS" to the national concerns which develop the newest, practical designs in packages for products marketed nationally. A past director of the National Dry Goods Association, this busy Pittsburgh leader now serves the body as chairman of the vendors' committee.

Mention golf and candid cameras to Mr. Wolf and you have him talking his "own language." And when he gets the opportunity, he's off, with Mrs. Wolf, and, perhaps, his children, John and Betty and Irwin, Jr., on some trip, for travel interests him greatly.

The fame and high regard in which Kaufmann's is held throughout the nation is due largely to the splendid advertising and publicity program carried on by this store through the guidance of Mr. Wolf.

He, it was, who pioneered in truthfulness and sincerity in advertising. Other major stores are now following his lead.

And, in spite of his many business and welfare connections, Mr. Wolf has time to hold membership in the Westmoreland, Concordia, Hundred and Civic Clubs. His religious affiliation is Rodef Shalom Temple.

### Aids Refugees

WHILE MOST OF HIS CHARITABLE and business affiliations are well known, few realize the ye-

## "Outlook" To Print Features On Fair

A series on "American Jewry Has Gone To The Fair!" starts today on Page 3. The articles have been prepared by "Outlook"-JTA staff and special writers.

man, humanitarian work Mr. Wolf has been doing in the tri-state area in behalf of refugees. Nor do many comprehend his intelligent guidance in the national field of the General Council for Jewish Defense, of which he is executive secretary.

So interested in the refugee question is Mr. Wolf that on a trip to Mexico with Mrs. Wolf last October, he took time out to visit and plead with Ambassador Josephus S. Daniels, in Mexico City, that 60 Austrian Jews, exiled from their native land, and charged with entering Mexico illegally, be permitted to enter and remain in the country.

Mr. Wolf was first appointed to his chairmanship of the Pennsylvania Commission for the World's Fair by former Governor George H. Earle. When Governor Arthur H. James was inducted, he quickly re-appointed Mr. Wolf. Amid a storm of unfounded criticism, Mr. Wolf and his committee aides have gone on with their work and when Pittsburghers and residents of the state visit the big Fair in New York, they will be made well proud of the exhibition carrying the name "Pennsylvania."

*The Outlook* is pleased to present Mr. Wolf today with its FLORAL SALUTE!

## Judge Smith On Veterans' Program

Judge Ralph H. Smith, of Common Pleas Court, will speak this Wednesday evening, 8:15 o'clock, on Jewish War Veteran, Post 49's, bi-monthly radio program.



Judge Smith

Judge Smith's topic is to be "Americanism."

Station WWSW will carry the program.

Judge Smith will be introduced by William Unger, state department commander of the veterans, who has announced that copies of Judge's Smith's address will be available to all those interested.

## "HIGH TREASON"



PRINCE H. Z. LOWENSTEIN

"Anti-Semitism should be classified as high treason," declared Prince Lowenstein, exiled from Germany in 1934, speaking in New York. He added: "Anti-Semitism should be forbidden by law."

## ORT Gets Backing Of French Leader

NEW YORK, Apr. 28. (Special)—Francois de Tesson, member of the French Chamber of Deputies and former Cabinet member, will arrive here next week for a month's tour of the United States on behalf of the American ORT Federation, according to announcement by George Backer, president, today.

YOUR duty to THEM is clear—GIVE!

## Grynspan Shuns Offer For Diary

PARIS, Apr. 27. (JTA)—Hershel Grynspan, Polish Jewish youth who is awaiting trial for the assassination of a German Embassy official last November, has rejected a publisher's offer of 200,000 francs (about \$60,000) for his diary on the ground that he does not wish to make capital of his deed.

## Display Special Jewish Books Here

Staff members of Carnegie Library will co-operate with the Bellefield Avenue "Y" library committee in plans for Jewish Book Week, May 7-14.

A collection of books on "Jewish Contributions to Science" will be displayed in all branch libraries and in the central library in Oakland.

The "Y" will conduct an open house program Sunday, May 7, 4 o'clock.

Dr. Immanuel Estermann, of Carnegie Institute of Technology, will speak on "Jewish Contributions to Science" with special reference to Albert Einstein, whose 60th birthday is being celebrated this year.

### Plan Paid-Up Bridge

In the Cardinal Room of William Penn Hotel Sunday afternoon, May 21, the Junior Organization Jewish Home for Babies and Children will hold a paid-up membership desert bridge and fashion show under the supervision of Mrs. Sally Berger. Selma Friedman is co-chairman and other aides are Betty Lederman, Diane Fireman and Sylvia Jean Greenberg. A board meeting is to be held in Bellefield Avenue "Y" Monday evening.

### Set Banquet Date

The annual banquet of Hapoel Hamizrachi of Pittsburgh will be held Sunday evening, May 28, at Adath Jeshurun auditorium.



## DROSTE'S COCOA

"More cups per pound"

Droste's Cocoa, imported from Holland, is internationally famous for its fine chocolate flavor. The velvety smoothness, the rich, creamy chocolate flavor, and the satisfying aroma add zest to any meal.

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## Announcement

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