

Floral SALUTE

By JANE LEVINE STERN

Joseph Goldstein

The ancient concept, that the money-changers should be driven from the Temples, has certainly taken a beating. In reality, numerous matters of financial importance, if not promoted within the Temples, are certainly organized by the membership, so to speak. The most ideal example of this angle may be cited as the Hebrew Free Loan Association.

It was founded in 1887 with an initial capital of \$50. Functioning on the idea that "people are the best risks," the Association has, during the intervening 62

the years, the Hebrew Free Loan reports an astonishing figure of 3% loss on poor payment.

Hebrew Free Loan is wise to cling to Mr. Goldstein's leadership, for his skill and devotion as a leader and worker are honestly equalled by his business talents—which are certainly not amiss in such an organization.

A native of Pittsburgh, Mr. G. may well be said to have grown up with the grocery business, for immediately after graduating from high school he worked for a wholesale grocery house and subsequently for the Caplan Grocery Co. Some thirty years ago he entered the field on his own and his success has been climaxed with the present partnership which he holds in the Giant Eagle and OK Grocery chains.

His rapid success, however, at no time forced him to neglect other obligations within the Jewish Community. In addition to his extended association with Hebrew Free Loan, he has served as former treasurers on both the Federation of Jewish Philanthropies Board and United Vocational and Employment Board and still serves on the Boards. Further affiliations include membership in the Y and B'nai B'rith and active campaigning for both the UJF and the Community Chest. It will be noted, at this point, that Mr. Goldstein's strange affinity to matters financial is clearly indicated in most of his enterprises.

Among his non-monetary interests, Mr. G. shares with his wife, Dora, the excitement that commonly accompanies eight grandchildren—in this case four boys and four girls. Their three children are Mrs. Freda Shapiro of Pittsburgh and Dr. Morris A. Goldstein and Mrs. Charles Zibbell, both of Los Angeles. In addition to these, Joseph Goldstein is traditionally a three-times-a-week golfer, which by now should find him with a decent average—say ten or twelve below par?? And when you can't find Mr. G. on Fernando St., in one of his grocery offices or on the links, you're quite likely to catch him at a concert or play, for he is a devotee of both of these.

All of which adds up to an ideal community leader and one who deserves not only kind words and posies but a great deal of respect.



Joseph Goldstein

... modern money changer ...

years, floated approximately 20,000 loans involving over two million dollars. As you might imagine, such a tremendous volume of "business" requires an apt and efficient leadership.

Such guidance is quite rare, and once it's found, it is appropriately treasured. This in part is the story of Joseph Goldstein's reelection to a second term as president of the Hebrew Free Loan. A devoted worker for the Association for 25 years, he has seen and nurtured its growth and felt gratitude as he assisted in "helping others to help themselves."

Joseph Goldstein likes to recall the bank holiday which abruptly ushered in F.D.R. and the New Deal; he recalls that, with every bank hammered shut, the Hebrew Free Loan continued to meet each Tuesday evening and grant its loans. And the Tuesday evening meetings are even now held, to grant loans of from \$10 to \$500. Its operation is wholly in the hands of its competent board of directors, now led by Mr. Goldstein.

As much as Mr. Goldstein has contributed to the Association, so has the loan business offered him: it has greatly enhanced his judgment of and faith in people. Over