

Emergency Appeal Is Underway

Within 12 hours after Pittsburgh's Israel Emergency Fund was announced Wednesday, more than half a million dollars in cash was on its way to the tiny democracy—a lifeline from Pittsburghers deeply moved by her plight and her gallantry.



Mr. Rogal



Mr. Robinson

Money, much of it unsolicited because there had yet been no time, was pouring into UJF headquarters for transmittal overseas via the United Jewish Appeal, according to Alvin Rogal, the emergency drive's chairman. It ranged from a \$10 check from a patient at the Jewish Home & Hospital for the Aged to a \$100,000 anonymous gift.

In another instance, a busy doctor went out of his way to stop at UJF headquarters with his check for \$1000.



Mr. Rudolph



Mr. Shapira

As he opened Pittsburgh's drive, Rogal made the following points:

► The primary need, established by Israel Prime Minister Levi Eshkol, is cash immediately. The diversion of funds to mobilization and warfare is threatening all of Israel's absorption programs for her half-million refugees with total collapse.

► All cash given through the Israel Emergency Fund will go for humanitarian purposes—not for arms. It has thus been ruled tax-exempt by the Internal Revenue Service.

► Checks should be made payable to Israel Emergency Fund, and sent to United Jewish Federation, 234 McKee Pl., Pittsburgh 15213. It will be transmitted overseas immediately.

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Whirlwind UJF Israel Survival Drive Underway

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▶ After making the biggest cash gift possible, Pittsburghers are urged to buy Israel Bonds as long-term loans.

▶ In keeping with a national trend, the UJF Executive Committee asks all Pittsburgh-area Jewish institutions and organizations to postpone all their own fund-raising projects so that the maximum dollars can be raised for Israel.

▶ Hundreds attended last night's hastily arranged Emergency Fund dinner at Webster Hall. This was the campaign's initial major thrust.

▶ Starting today and resuming Sunday, and continuing through at least next Friday, volunteers are urged to help with a crash phone-campaign for gifts. UJF headquarters will be open 9 a.m. to 9 p.m. for this purpose.

UJA's response and Rogal's:
"The world reaction is stupendous and moving. But as Israel rebuilds after the war ends, the need will be so astronomical that we don't see how we can raise enough. We've got to find every single dollar we can. Everyone who has helped build and nurture Israel must help now."

Assisting Rogal as Co-chairmen of Pittsburgh's drive are Donald Robinson, Leonard Rudolph, and Saul Shapira.