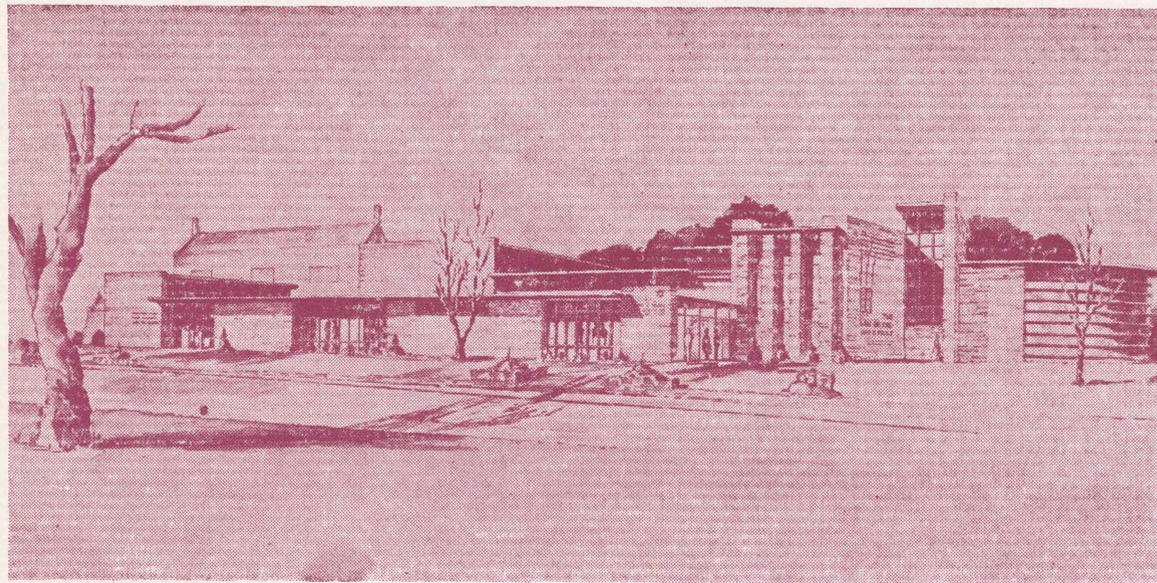


“And Let Them Make Me A Sanctuary, That I May Dwell Among Them”

(Exodus 25:8)



TEMPLE SINAI  
PITTSBURGH, PENNSYLVANIA

1955 - 5716 BUILDING FUND CANVASS

## *Dedication*

The pages that follow will open the gates of a new life to us as Jews and offer a vision of our responsibility for the future of our Temple. It will present a challenge for tomorrow. This book is affectionately dedicated to the men and women of this congregation. By their vision and faithfulness, as well as through their sacrificial giving, they will manifest their love for God and man and Judaism.

*A Message  
From Our Rabbi*



We face a thrilling challenge. The building of a new Temple is a rare privilege that is accorded Congregation Sinai. Ours is the opportunity to enrich the heritage of our fathers, and forge another link in that great and glorious chain of spiritual endeavor that will bind our generation to those that follow.

“Except the Lord build the house, they labor in vain that build it.” (Psalms 127:1). Only the most naive would accept the verse in its literal meaning. While the age of miracles has not departed from us, still man is not

free to desist from any of his duties and hope for the Almighty to take over. Moreover, the building of a Sanctuary requires that the hands of the laborers be upheld with faith and trust and confidence — spiritual qualities to embellish and strengthen the structure.

Let us concentrate and direct our every effort to this noble and cooperative venture. We are the “children of a people, the builders of its future.” May the work of our hands be established for a benediction.

*Rabbi Aaron B. Ason*

# Our Temple

... by MRS. OLIVER R. LITMAN

TEMPLE SINAI was founded on August 28, 1946 with these memorable words of Mr. David Glick, an honorary lifetime member of our Board of Trustees:

"I move, Mr. Chairman, and if seconded and if approved, to announce the beginning of a new congregation in Pittsburgh to be known as Sinai, whence came the Ten Commandments, those moral laws through and by which mankind must live to survive, those laws given to the world by Moses which represent moral force — moral force which is irresistible and unconquerable."

At the opening meeting held at the Schenley Hotel on September 8, 1946, forty families joined hands in establishing Pittsburgh's second Reform congregation, the first in the country to be organized and nurtured by a sister congregation. We shall be eternally grateful to Rodef Shalom Congregation for their moral, spiritual and financial support.

Our beginning was humble: a tiny room at Forbes and Murray housed our office; two neighboring churches in a splendid display of true Brotherhood opened their hearts and their doors to us for our worship and Religious School. Dr. Burton E. Levinson, our first rabbi — he also new to Pittsburgh — accepted the challenge of molding a new congregation in Liberal Judaism from a small group of unaffiliated families who knew neither each other nor what Reform Judaism had to offer them.

Our progress was phenomenal. In August 1947 we purchased our present home, which was formally dedicated at a Hanukkah Dinner celebration in December 1948, by which time we had converted a mansion into a magnificent house of worship and learning. We grew by leaps and bounds: after holding High Holyday Services at the Y. M. & W. H. A. for three years, it was necessary to secure larger quarters to serve the many who chose to worship with us. The majestic Carnegie Music Hall has housed our High Holyday Services since 1949.

Temple Sinai Memorial Park was established in 1950. With constant improvements and the growth of our plantings, it each year becomes a more beautiful area dedicated in dignity and serenity to the memory of those we have loved and lost. Because of the vision and foresight of a great many of our members who have made pre-need purchases, our Memorial Park is debt free.

Financially, we have performed admirably. The plaudits of the entire community were ours last year, when we burned our mortgage. When wisely our Board of Trustees recommended the purchase of the property below us on Forbes Street, many generously responded to insure its possession.

Our greatest achievement, however, is that from a handful we have built a strong, united, intimate, devoted congregation of 522 families. Our Sisterhood and Men's Club have been veritable "Rocks of Gibraltar"; our Junior Congregation now in its third year with a membership of 73 families is gaining strength and stature; our Youth Group is a dynamic, vibrant one; our Religious School with a full-time Educational Director is offering our 510 children a rich, meaningful background in Judaism; our Nursery School is helping our tots find their places in our Temple family life.

In August 1955, with reluctance and regret, we relinquished Dr. Burton E. Levinson to Congregation Shaare Emeth at St. Louis, Missouri. On September 1, we welcomed to our midst our new spiritual leader, Rabbi Aaron B. Ison, who in a few months has won our respect, our love and devotion.

As together we enter our tenth year — we as a congregation in Israel; Rabbi Ison, as a minister in Israel — may we go on to greater achievement. With God's blessing, we shall become a true tower of strength in Liberal Judaism and a beacon of goodwill and Brotherhood in the community.

# *In Plain Language*

Your New Building Projects Committee was established after a careful study by a Planning Committee determined that a Building program could no longer be delayed. Our present facilities simply cannot accommodate the religious, educational and social activities of our membership. With regret, we have on many an occasion curtailed our programming for want of physical facilities.

With more than 500 member-families, our services have been over-flowing the chapel and the lounge. In our Religious School, our classrooms are overcrowded and inadequately equipped. All our auxiliaries are drawing record attendance at their meetings and social affairs, and are severely handicapped by our inadequacies.

The New Building Projects Committee has spent many months in a detailed study of our needs and has examined the preliminary plans of our architect, Mr. Harry Lefkowitz, who has provided for our every suggestion in the plans for a magnificent structure. Our planning

now calls for a Sanctuary that will seat 550 for worship, and 1300 with the use of the social hall for assembly purposes: the social hall will seat 500 banquet style, 750 auditorium seating. We anticipate 24 classrooms, adequately equipped, properly heated, ventilated and lighted, which will serve the educational needs of up to 800 children in a two-day school. We plan, in addition to the Rabbi's study, administrative offices, kitchen, storage rooms and check rooms, a Gift Shop and office for Sisterhood and a bridal room. Our present chapel and social hall will be retained to provide adequate assembly for our children.

These plans will serve our every need today and provide for many years to come. Your generous and sacrificial support of this Canvass will make it possible.

JULIUS DIAMONDSTONE

*Chairman, New Building  
Projects Committee*

# Canvass Plan

## An Organized Intensive Plan for Gifts

In order to raise \$500,000 which is our minimum 1955 Building Fund goal, the Temple Board has agreed to conduct between now and November 27, 1955.

An Organized  
Intensive

Face-To-Face

Solicitation In The Homes

For Building Fund Gifts and Pledges

Over a 150 Weeks — or Three Year Period

Gifts Payments Begin December 1, 1955

Solicitations will be limited to members of Temple Sinai. Individual face-to-face solicitations mean that there will be no solicitations in groups or meetings. Instead a sufficient number of our Temple men have been enlisted, qualified by making their own sacrificial gifts, and organized as canvassers to visit and solicit each family individually and privately.

The intensive aspect of this Canvass means that we will concentrate our efforts to obtain gifts from every family during an intensive two-week solicitation period, which will avoid the necessity for a long drawn-out follow-up program.

This will be primarily a Canvass for 150 weeks, or a

three year period. Families giving more than \$1,500 may consider semi-annual or annual payments, if they desire. But families giving \$1,500 or less will be encouraged to use the 150 weeks, or three year payment method. Contributions in lieu of pledges and even initial cash payments on gifts will be discouraged during the Canvass period.

The use of gifts over a 150 weeks, or three year period is a basic requirement of this Canvass, because it has been proved many times that the only manner in which members of a Temple of our size can provide a minimum of \$500,000 for such a program as ours is not by cash contributions, but by subscription to the payment of sacrificial amounts over a three year period.

## Our Greatest Need



MARCUS SHAFER  
*General Chairman*

Most of us have never shared in the building of a Temple. Through the generosity of a relatively handful of people, and the magnificent cooperation of our Sisterhood and Men's Club, we have been privileged during the past eight years to worship in a home of our own. We now find ourselves in the position where we not only have no room for expansion, but we cannot meet our immediate needs for worship, education and fellowship.

This Canvass is a challenge to all of us! It is a call to service which offers each an opportunity to measure up to our Jewish obligation and responsibility. On the foundation stones of Faith, Prayer, and Sacrifice we will be successful.



NATHAN KATZEN  
*Canvass Committee Chairman*

Increased giving — as has been proved many times over — will develop greatly increased interest in our Temple and in our own spiritual lives. Every family should look upon this Building Fund Canvass as the opportunity to make the greatest sacrifice of their lifetime for their faith.

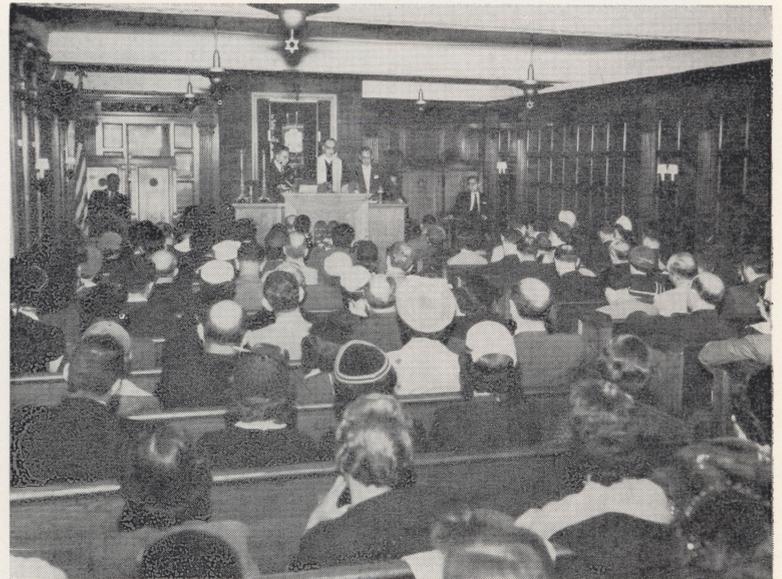
We are grateful for the privilege of guiding you in this Canvass, and we ask your prayers that in all things we may be guided to do God's will.

MARCUS SHAFER  
*General Chairman*

NATHAN KATZEN  
*Canvass Committee Chairman*

# The Need For Adequate Space Is Easily Seen

These pictures of a full chapel and a full lounge speak for themselves. Can we deny anyone the privilege of worship in a setting of dignity, repose and meditation?



# How to Make Our Pledge

In the careful and prayerful consideration of "How much shall we give?" we should think of several points, for the size of our pledges will depend upon:

1. Our Faith in Judaism.
2. Our interest in the Temple program.
3. Our recognition of the need.
4. Our concern for extended service.
5. Our financial ability.
6. Our method of paying the pledges.
7. Our willingness to sacrifice.
8. Our desire to encourage others to sacrifice.
9. Our trust in God.
10. Our faith in prayer.

One of the greatest experiences in the life of a Jew is that of helping to build a house of worship. To extend the services of his Temple in the community is to widen his own horizons of Jewish living and fellowship. Until he has made an investment in the building of a Temple, he is more or less accepting the far-sighted charity of others every time he or his children use a Temple.

## OUR PLEDGE SHOULD BE —

- One — determined after prayer for God's guidance.*
- One — that brings an inner conviction of satisfaction.*
- One — about which we can talk to others with pride.*



Remember that the greatest effect of sacrificial pledging is upon the donor himself. The spiritual value of sacrifice was given to man by Abraham. There would be no Judaism today if it were not for the great sacrifices of our forefathers. You and your family are requested to begin now giving serious prayerful consideration to the amount you will endeavor to contribute for your Temple.

IRWIN LOCKHART  
*Special Gifts Committee Chairman*

# The Future of Judaism Reposes In Our Youth

*“— And Thou Shalt Teach Them Diligently Unto Thy Children”*

Making Judaism a living, treasured, personal possession is the primary aim of our Religious School. Let us never forget that the Temple is the focal point of the Jewish community. The training we give our children will help them become the responsible, devoted, believing Jewish adherents of tomorrow. Your sacrifice will

make it possible to expand these opportunities for our young people, by providing adequate classrooms, assemfice was given to man by Abraham. There would be no bly rooms, better equipment and an enlarged teaching staff.



## Our Responsibility

The possibility of our Temple raising \$500,000 in Building Fund pledges will depend entirely upon the size of pledges, because the number of potential subscribers is automatically limited to our member-families. The total amount raised will depend entirely upon the Standard of Giving that is established by the Pace-Setting Pledges.

Beginning about the time you receive this booklet, every family will be visited by one of our Temple workers who has already made his own sacrificial gift, and will be given an opportunity to invest in this great program.

Payments made be planned according to the wishes of each individual. However, since the total needed for our program is a large sum if thought of in terms of cash gifts, we would jeopardize the probability of attaining our goal by attempting to make total gifts in cash. Total gifts can be much larger if weekly payments are kept in mind; for just as it is easier to make larger purchases on the installment plan, so it is easier to make gifts in the amounts needed on a weekly basis.

The cards you will be asked to sign do not bear the word "pledge." They state "we will try to pay" and bear



a note that your subscription may be revised either up or down, or even cancelled if circumstances make it necessary. Your signed card is simply an expression of your intention to contribute and of faith that God will enable you to do so.

This is a once-in-a-lifetime opportunity for most of us to have a part in a Temple building program. This is OUR DAY OF OPPORTUNITY—OUR DAY OF JEWISH RESPONSIBILITY!

SIDNEY M. FELDMAN  
*Initial Gifts Chairman*



THE CANVASS COMMITTEE

# *The Volunteer Canvasser*

A long-awaited day has come to the members of our Temple. Very soon now, one of your neighbors will be calling on you to talk about our new Temple development plans. We all know that a project of this size and importance will demand our very best efforts.

It means sacrifice of time and money as well as consecration. It means prayer for guidance. It means that each of us must look into his own inner self and decide how much he can do for the cause. It means faith in the other fellow and faith in ourselves. The volunteer worker many hours training himself for the task. He has given generously of his own money. He has pledged himself to give more in the future. He believes in the worthwhileness of our Temple and its program, and is proving his faith by calling on others. His is not an easy job. But YOU can help him by extending your welcome when he calls upon you and by listening to his story.

The responsibility for our Temple and the opportunity to sacrifice for it are ours! Let us face the challenge with determination and give our best.

PHILIP BASKIN

*Teams Committee Chairman*



# *Our Children's Needs*

WE MUST MEET THE CULTURAL NEEDS OF OUR CHILDREN —

WE MUST MEET THE SOCIAL NEEDS OF OUR CHILDREN —

Fellowship encourages friendship, interest and devotion —

Our children should be comfortable and happy among us —

THEY ARE OUR HOPE AND OUR DREAM FOR THE FUTURE!



# Your Share In The Canvass

What is your share?

The Jewish standard of giving begins with \$2.00 per week for each \$1,000 of annual income. This kind of giving calls for strength of will and courage to sacrifice. It is a real challenge to our Jewish faith and heritage.

Invariably, this kind of giving strengthens our faith and brings the kind of interest that permits our Temple to grow and render greater Jewish service. Only Sacrificial Giving will enable our Temple to raise a minimum of \$500,000 in 150 weeks or three years.

Sacrificial giving results in a pledge for a larger amount than we thought possible for us. In our 1955 Building Fund Canvass, our gift should be the largest amount we have ever given. Our gifts in this Canvass will reveal our gratitude for God's blessings, and our appreciation and our concern for the work of His Temple.

"And now that we live in a land of freedom, may we remain true to our heritage."

Until a present generation family has made at least one sacrificial gift to the building of a Temple, every



time a member of that family uses a Temple he is increasing his indebtedness to an earlier generation and has not met his full obligation to build for the needs of his day.

Faith, Prayer and Sacrificial Giving by all of us will provide the facilities for a greater and wider service by our Temple.

**JULIUS DIAMONDSTONE**  
*Canvass Treasurer*

# Our Giving Can Be of Two Kinds:

A **TOKEN GIFT** is one which is so small that it has only a **NEGATIVE IMPACT** upon the Giver . . . .

A **SACRIFICIAL GIFT** is one which is large enough to have a **POSITIVE SPIRITUAL IMPACT** upon the Giver and cannot be paid at one time . .

WE MAKE A LIVING BY WHAT WE GET —  
WE MAKE A LIFE BY WHAT WE GIVE —

The following table will enable you to determine the amount of your 150 weeks or three year gift on the basis of weekly or annual contributions.

WEEKLY FOR 150 WEEKS		ANNUALLY FOR 3 YEARS	
	TOTAL		TOTAL
\$10.00 .....	\$1,500	\$5,000 .....	\$15,000
8.00 .....	1,200	3,333 .....	10,000
7.00 .....	1,050	2,666 .....	8,000
6.00 .....	900	2,000 .....	6,000
5.00 .....	750	1,666 .....	5,000
4.00 .....	600	1,333 .....	4,000
3.00 .....	450	1,000 .....	3,000
2.00 .....	300	750 .....	2,250
		666 .....	2,000

# Tax Advantages

## COST OF A \$1,000 CONTRIBUTION FOR A MARRIED PERSON

If taxable income is

Over	Not Over	The real cost is
4,000	8,000	780
8,000	12,000	740
12,000	16,000	700
16,000	20,000	660
20,000	24,000	620
24,000	28,000	570
28,000	32,000	530
32,000	36,000	500
36,000	40,000	470
40,000	44,000	440
44,000	52,000	410

High tax rates make the net cost of giving considerably less than the dollar value of the gift, because of the deduction allowed.

For example, a married couple with taxable income of \$7,500 can make a \$1,000 contribution at a cost of \$780; a couple with taxable income of \$18,000 can make a \$2,000 contribution at a cost of \$1,320, etc.

Besides money you can give property and its fair market value at the time of the gift is deductible. If you have securities or property that have increased in value, give them; take a tax deduction for the full value of the gift, and you do not have to pay the tax on the increment.



## *The Obligations of Heredity*

The privilege of belonging to a people to whom the honorable title of the "Veteran of History" has been conceded puts serious responsibilities on your shoulders. You must demonstrate that you are worthy of your heroic past.

S. M. DUBNOW  
*(Late Beloved Historian)*