

CJA BALL MAY 28 AT CAESARS

RESERVATIONS

735-3235



MEMBERS OF THE LAS VEGAS COMBINED JEWISH APPEAL ARRANGEMENTS COMMITTEE MAKING PLANS FOR THE FORTHCOMING MAY BALL, MAY 28, CAESARS PALACE COLESIUM. THE AFFAIR, WHICH IS OPEN TO THE PUBLIC, WILL FEATURE OUTSTANDING PERSONALITIES AND ENTERTAINERS. SHOWN, (L. TO R.) MESDAMES

PAUL WOLFSOHN, SAUL LUBOFF, CHAIRMAN GEORGE RUDIAK, CO-CHAIRMAN PRESTON FEINBERG, AND R. JOHN RENTCHLER. ALSO A MEMBER OF THE COMMITTEE, LOUIS STONE. TICKETS MAY BE OBTAINED FROM THE CJA OFFICE, 846 E. SAHARA, OR FROM MRS. RUDIAK.

FROM TEXAS JEWISH POST

jess jawin WHAT MAKES SAMMIES RUN?

Sammy Goldfarb of Hollywood, Florida, operates his Operation Truth Inc. and is dedicated to the perpetuation of the Judaism.

One would think at first glance that all Jews are so possessed. It would be nice to say so or it should be. Either would not be true and would not serve any great purpose to pre-suppose they were.

One of the greatest assets of Judaism is that it constantly requires one to take a personal inventory. As if that inner conscience was saying, "See what you're doing with your life. Are you helping. Are you constructive. See what you're doing and do a little more."

Though threescore and ten, "young" Sam Goldfarb abides by this inner message and soul-seeking. But he does more than just take inventory. He gives of himself and his resources.

Retired from the clothing business many years ago he decided to prod people (his people) into declaring themselves for humanity and to do something about it.

Quite recently he made the news (in Florida) when he read a report between Harold Robbins, the famous author and Ben Novack, hotel impresario, about yachts, their joys and sorrows.

Sammy Goldfarb was upset. He sent the following telegram to Robbins, which (at this writing) has remained unanswered:

"This critical hour reveals whether human creatures born Jewish are men or monkeys - whether they have mud in their blood or whether what courses through their veins is pure red. This morning's Herald reports of your exchange with Ben Novack on the subject of your yachts while at the same time the alumni of Auschwitz, Dachau and Treblinka are once again faced with extinction via Hitler-aping Arabs. Contribute a share of your great good fortune to UJA. Rising to exalted Maccabean giving will enable you to look into the mirror when shaving if God forbid, Israel is destroyed."

We were interested in learning what makes Sammy Goldfarb run.

He had more money than he needed and he decided to do good with his funds while he was alive rather than wait for his demise and leave the chore to others.

Moreover, Sammy Goldfarb has been doing good for decades.

His story may affect you and prove effective.

It is one you should ponder and consider in today's light.

Why did Sammy wire famous "Carpetbagger" and "The Adventurers" author Robbins about his plaything and privilege, a yacht?

That was also the year that Lou Boyar of Los Angeles became "Trilby" to "Svengali Rothberg" and is still giving his fortune and his life to Hitler's survivors and Israel's needs.

Proof of my criticism of Jewry's poor giving was emphatically demonstrated by the far better standard of giving immediately following the Six Day War of June, 1967.

The New York Times listed gifts of hundreds of thousands from many who previously had given \$10,000 or less. Several resigned from Council of Judaism along with John Loeb who gave \$200,000. A good friend of mine in Scarsdale went from \$25 to \$25,000. Professor Lieberman of the Seminary gave all of his life savings.

But there are still tens of thousands who fail to give anything. There's the new breed of super wealth who jeopardize Israel's survival by not giving, or too little and too late. If Leon Hess (oil) and Dr. Land (Polaroid) matched Sam Bronfman and Charlie Bassine's giving, imagine

how that would help the cause. When will Norton Simon, whose art collection is worth \$150,000,000 do his bit for his people and help insure Israel's survival?

Jews actually give more to organized charity than do non Jews. But when history and motivation are considered, they still fail to measure up to the image they have with non-Jews as being Super Givers.

Let me give just a few examples of Super Givers among the non-Jews:

Andrew Carnegie willed his hundreds of millions to charity, leaving just a small trust fund for his income for life saying, "I consider it a disgrace to die rich."

Though the world rates the Jews as great givers, I feel that considering motivation the Jews, relatively speaking are poor givers.

This came to my attention in 1940, the year after I became a charter member of U. J. A. It was at Ike Sevin's home in Forest Hills when my contribution was \$1,000. After the meeting, a millionaire approached me and said, "young man, you are unfair to your family. You should build up a much stronger financial position before giving so much."

From that time I never ceased to check and double check the puny giving, at a period when Hitler had a chance to rule the world had he not taken on Russia. As chairman for all of Long Island, I evaluated the giving in those days as "tips or handouts."

A firm featured in Fortune as being the largest in America in its field gave less than I whose worth was a mere hundred thousand.

Another multi-millionaire gave niggardly. His son later lost a fortune and absconded to South America. The young man lived in a 32-room triplex on Park Avenue, rode around in Rolls Royces, entertained abroad, too, a la the Rothschilds, but was never taught to give.

In 1946 at a meeting held to discuss the 1947 campaign, a spokesman from Philadelphia said, "we are gentlemen. We gave our word in '46 that it was to be a one-time gift because of liberation from concentration camps. Now, we cannot ask our people to give more than they gave in 1945."

This "gentlemanly reasoning" angered me enough to rise and exclaim, "giving can only be based on the Need being met by the Deed." I was determined to go back to my 1945 gift of \$3,000.

At the Big Gifts luncheon that year held at the Hollywood Beach Hotel, Jack Weiler called the names of Bill Rosenwald, Ed Warburg, Ed Kauffman and then the struggling cloak and suiter, Sammy Goldfarb. Instead of the planned \$3,000 gift, I raised it to \$50,000.

After six or seven more names were called, the next on the list was Sam Rothberg. He rose, looked at his watch and said, "gentlemen, in three hours I'll be on the plane to Peoria. Tomorrow morning my wife and I will take her jewelry to Goldstein's to see what we can raise. Then we'll go to the bank and get a mortgage on our home. If we raise above \$75,000 we will give it to U. J. A. If less, we will give \$75,000.

At this point I raised my gift to \$75,000, not knowing where I'd get the extra \$25,000. But I was so moved by Sam Rothberg's story, nothing could stop me.

That all happened in 1949 when the average millionaire gave \$10,000 or less to U. J. A. Fanatics to the cause like Rothberg and Goldfarb set standards of giving to inspire many across the nation.

Mr. Ivey in Charlotte, N. C., at age 70, left his entire fortune to the Methodist church, retaining only a \$8,000 annual income for life.

Mr. LeTournau, one of the world's leading producers of bulldozers, arranged his business affairs before he was 35 years old, so that 90% of the millions earned annually went to spiritual institutions.

How can we Jews who are descendants of those who survived the

All that has happened since 1910 we Jews have also been exposed to, but on top of that we lost 6,000,000 via Hitlerism and still see our people in Israel threatened with annihilation.

Therefore in these times for a Jew to die leaving a great fortune is worse than a disgrace. It indicates insensitivity to truth and reality - a combination of pure selfishness and ignorance.

No one can consider himself a good giver whose giving fails to keep pace with his getting.

May it be God's will that selfishness and ignorance be completely eradicated from the hearts and minds of our people so that for the first time since He turned over the Commandments to Moses at Mt. Sinai, we will fulfill the contract we then made.

Then it is to be hoped a new era will be ushered in bringing about peace and brotherhood.

Sincerely
Sam Goldfarb

So wrote Sammy Goldfarb.
Well, now you can really see "What Makes Sammy Run."
Not just Sammy Goldfarb, or Sammy Rothberg.
But all the Sammys who CARE!

respect who sold his interest for \$75,000,000. Wouldn't it be wonderful if he kept only a \$5,000,000 trust fund for his family and turned over \$70,000,000 to a foundation enabling him in his lifetime to begin giving \$50,000,000 or more annually to Israel institutions? (I repeat that being the sole bastion of democracy in the Middle East, an American can do nothing more conducive to avoiding nuclear warfare between the Big Two than keeping Israel alive and strong).

I appeal to able Jews particularly, to emulate the shining example of Carnegie, Ivey and LeTournau and not wait till they die for their foundations to start giving on a large scale. Do it now! The security of Israel and the fate of mankind needs super giving today - this very moment.

"It is a disgrace to die rich," was uttered by Andrew Carnegie before man landed on the moon; the Viet Nam war; the Korean war; the hydrogen bomb; World War II or even World War I.

inquisition and Hitlerism compare our giving to that of Carnegie, Ivey and LeTournau?

Consider that the Giving by Carnegie, Ivey and LeTournau all vastly superior to any Jewish giving was prompted only by conscience emanating from spirituality.

In contrast, what motivates Jewish giving? In the past 25 years 6,000,000 of their brethren were tortured and murdered. The young state of Israel has had to fight three wars in 19 years to prevent its people from being pushed into the Mediterranean Sea. Globally, the cold war, like the Sword of Damocles, threatens the destruction of the world.

Isn't it a tragic commentary that not one of the Jewish owners of companies listed on the stock exchanges have done anything comparable to the non-Jewish Super Givers?
I personally know of over 100 Jews far wealthier than Ivey or LeTournau. For instance, the other day I read of one who I love and

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