Rosh Hashanah Message

By MELVIN DUBINSKY (Chairman, United Israel Appeal)

The Rosh Hashanah observance is traditionally celebrated as a time of Remembrance and Rededication. And this year, as has been the case for over a quarter of a century, we of the United Israel Appeal look back with great satisfaction at our record of acceptance



To Our Friends and Customers

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ELSIE GOLDSWORTHY, MGR. Charleston Plaza Shopping Center in the immigration and absorption of hundreds of thousands of needy Jews in Israel even as we rededicate ourselves with greater fervor to the continuance of this ever-expanding immigration which is so basic to the strengthening of Israel.

This past year, as has been the norm for several years now, the immigration to Israel has largely been from the Soviet Union. More than half of the more than fifty-five thousand newcomers who have arrived in Israel since the last High Holy Days have been Russian. This is less than we hoped for, but it nevertheless represents a considerable, and expensive, immigration. At the approximate rate of \$42,000 for the immigration and absorption per Russian family, this represents a considerable drain on the funds of the United Israel Appeal raised through the United Jewish Appeal in welfare fund campaigns throughout the U.S. which are expended in Israel on our behalf by the Jewish Agency for Israel. We have also taken on the obligation for millions of dollars of additional expenses for welfare programs, high school scholarships and rehousing for the underprivileged immigrants of the past decade.

Thus, as we once again hear the sounds of the Shofar heralding the New Year, we do so with mixed emotions. We take pride in our rescue efforts though we regret that we couldn't rescue more Jews from the lands of oppression. In the quarter of a centruy since the establishment of the Jewish State, our financial resources have helped make possible the settlement of over a million and a half oppressed and needy Jews from Europe and the Middle East countries. In the next quarter century, we hope to play a similar role in the settlement of a minimum of a million Jews from Soviet Russia.

This is our pledge, at the High Holy Days, as we rejoice in the freedom and happiness of our life in the United States and as we re-

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affirm our devotion to the Jews of Soviet Russia who seek to live as Jews in the freedom and tranquility of Israel.

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