

# The Jewish Veteran

"The Patriotic Voice of American Jewry"

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March, 1960

## MIAMI BEACH STARTS BIG CONVENTION PLANS

### Membership Drive Smashing Through

The Jewish War Veteran's national Spring Membership Drive is underway, with 557 new members reported as of March 24. The drive will continue until April 8th, which is final report day.

All new members, who are signed up prior to April 8, will also be eligible for the new JWV Insurance, since the date of enrollment in the Plan has been extended to April 30th.

Among the many Posts who planned kickoff events on March 20 were Harold M. Brody Posts No. 456 of Phila., Pa., No. 162 of St. Paul, Minn., No. 700 of Morton Grove, Ill., Samuel D. Turtle- taub Post No. 237 of Charleston, S.C., No. 666 of Long Beach, N.Y., No. 32 of Worcester, Mass.

Many Posts announced that they were planning a variety of membership affairs, including brunches, Victory Parties, rallies, stags and door to door contact.

Included in this group were David J. Kaufman Post No. 41 of Rochester, N.Y., Broward County Post No. 613 of Hollywood, Fla., No. 223 of West Miami, Fla., Kaufman-Harris No. 36 of Paterson, N.Y., Cutler Lang Post No. 77 of Phila., Pa., Lt. Roy F. Green No. 529 of Detroit, Mich., Old Dominion Post No. 158 of Norfolk, Va. and many others.

Some Posts are offering their own in-

### Important

*An unusually heavy demand has necessitated the extension of the JWV Insurance Deadline to April 30th. Application Form On Page 3*

centive prizes. Trenton Post No. 156, which commenced their membership drive in November and to date have enrolled more than 125 new members, is awarding a weekend for two at a leading resort in New York State, a \$100 Israel Bond, tickets to a Broadway Show, etc.

Morton Meyers, Senior Vice Chairman of the Department of Maryland and Department Membership Chairman, announced that the six Posts of Baltimore will kickoff a city wide drive on April 24. Each team of two who sign  
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### Expect Big Turnout For 65th Meeting

Miami Beach and the magnificent Deauville Hotel will throw out the red carpet to JWV delegates, attending JWV's 65th Annual Convention August 7th to August 14th.

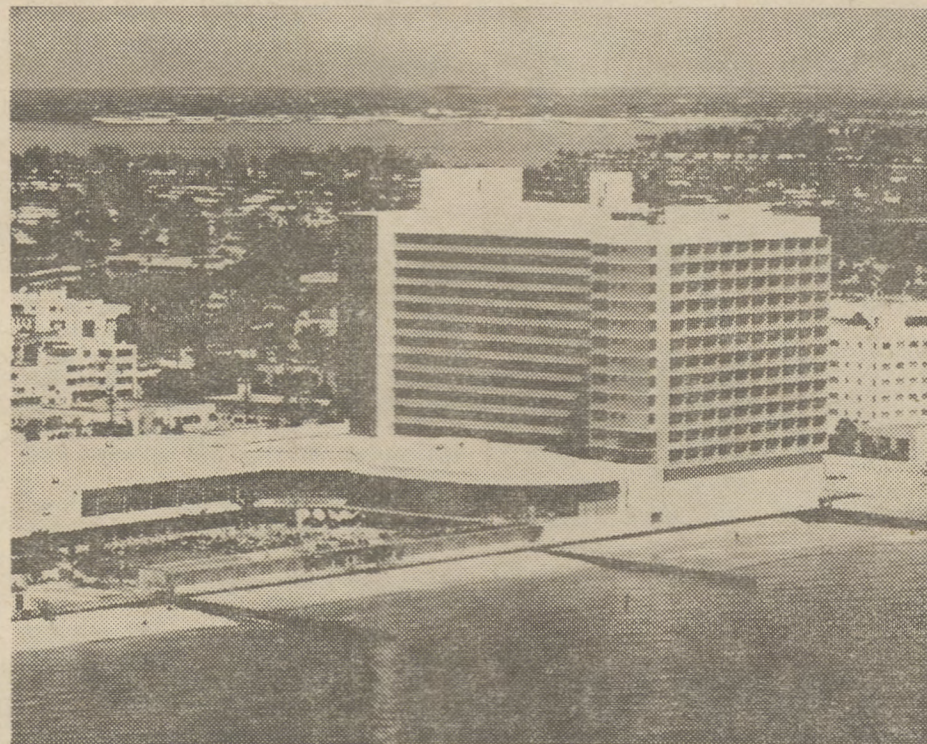
A special rate of \$8.00 per day per person, two in a room, will include a host of extras, making the 65th annual National Convention one

of the most fun-filled and inexpensive ever held by the Jewish War Veterans and the National Ladies Auxiliary.

All delegates who stay at the convention hotel will be entitled to the following special extras, all free of charge:

- Free chaise lounges at pool side (normally a charge of \$1.00 per day or \$5.00 per week is charged for each guest.)
- Early Bird Night, Sunday, August 7th, free cocktails, weiner roast, entertainment and dancing.
- Cavalcade of Stars, Monday

### Sensational Deauville Will House Delegates



MIAMI BEACH, Fla. (Special)—The gleaming 660-room Deauville Hotel where JWV will hold its convention occupies an ocean-front block at 67th and Collins in the heart of Miami Beach's famed "hotel row," and continues to be one of the most news-making of Miami Beach's luxurious hotels.

The Deauville was headline news when completed in December, 1957, at an estimated cost of \$20,000,000. VIP's from all over the USA, plus representatives of the French government attended the elaborate ceremonies held when the hotel was formally opened.

Now, due to the aggressive promotion and other news-making activities of operator Morris Lansburgh, the

Deauville is still very much "This Year's Hotel."

Built by Miami Beach hotel man Sam Cohen, the 14-story Deauville is on the previous site of the famed old landmark, the Mcfadden-Deauville, demolished in 1956 by Cohen. Lansburgh, who is president of Miami Beach's Associated Hotels, heads the Deauville's operation

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evening, August 8th, top entertainment in the hotel's magnificent Napoleon Room.

- Quiz Show, Wednesday evening, August 10th, entertaining diversion for fun-seeking delegates.
- Boat rides, regularly conducted boat rides all week on the Hotel's fabulous yacht "The Jolly Roger."
- Bowling Competition, including free transportation.
- Services Friday night and Saturday morning.
- Also available for guests in the hotel: an ice skating rink; swimming pool; putting green, 21" TV in every room.

All rooms at the hotel are beautifully appointed and the resort atmosphere of luxury will make every delegate's stay a thoroughly enjoyable one. JWV's special rate is for ALL rooms at the Hotel, regardless of location.

Because of the limited space available for the National Commander's Banquet and the National President's luncheon, delegates are urged to send in their checks for tickets with their minimum deposit.

The full business and recreational program will be announced in the next issue of the JEWISH VETERAN. Posts

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THE JEWISH VETERAN  
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I. Bernard Rotberg .....National Editor  
Henry Shields .....Co-Editor

Warren Adler .....Editor-in-Chief

Gloria Opack .....Editorial Assistant  
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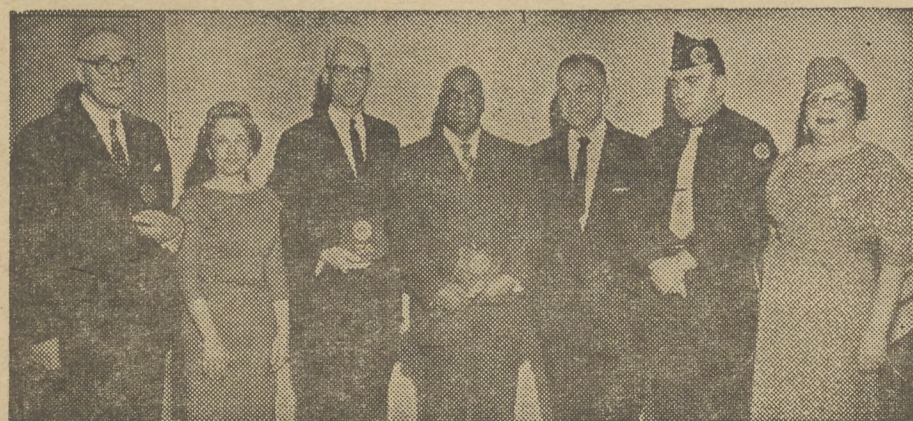
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Dr. Mason W. Gross, Rutgers University President, receives the Abe Jaffee Memorial Plaque for Brotherhood from the Sgt. Sheldon Sheinfine Post 311, JWV, in South River. L to R: Dr. Stephen Shapiro, former Post Commander, Lester Miller, Department Commander, Williard Zweig, Award Chairman, Dr. Gross and Julius Saftlas, Post Commander.



The 1960 Brotherhood Award of the Philadelphia County Council was presented to the Philadelphia Daily News. L to R: William Blitman, Philadelphia Daily News City Editor, George Burns, Editorial Writer, Nate Stup, County Awards Chairman; Sanford Baer, JWV National Service Officer, and Joseph Schriber, Philadelphia County Commander.



Shown at the joint Brotherhood meeting of Cincinnati Post and Auxiliary 438 are Dr. Jacob R. Marcus, Sylvia Herman, Department President, Mr. Wallace T. Collett, Rev. B. B. Evans, Seymour Arenstein, Past Post Commander Leon Gellman, Post Commander and Helen Young, Auxiliary President.

# Big Ten

AS OF MARCH 14, 1960

POST NO.	LOCATION	MEMBERSHIP
131	Syracuse, New York	559
156	Trenton, New Jersey	476
165	Scranton, Penn.	439
215	Philadelphia, Penn.	433
50	Brooklyn, New York	430
212	Wilkes Barre, Penn.	411
49	Pittsburgh, Penn.	403
112	Atlanta, Georgia	364
122	Columbus, Ohio	360
47	Passaic, New Jersey	340

## Announce Membership Winners

The following are the winners of the fall membership contest as outlined in Headquarters Release No. 478.

All members whose dues were received in October were entitled to three chances, those received in November 2 chances and those received in December 1 chance.

All of these chances were put in a drum and the names were picked by National Commander Bernard Abrams.

1st Prize Winner—Dave Fisher, Post 49, Pitts., Pa.

Choice of: 1—Transportation and hotel accommodations for 2 at the National Convention in Miami Beach, Florida, in August 1960.

2—Room for two at the convention and \$100.00 Savings bond.

2nd Prize Winner—Jerome L. Weiss, Post 453, Portsmouth, Va.

Choice of: 1—Transportation and hotel accommodations for one at the National Convention in Miami Beach, Florida, in August 1960.

2—Room only at the convention and \$50.00 Savings Bond.

3rd to 12th prizes—Transistor Radios.

### Winners:

Max Edelson, Post 56, New Britain, Conn.; Edward Kessler, Post 112, Atlanta, Ga.; Arthur Schwartz, Post 168, Fall River, Mass.; Irving Deutch, Post 250, Forest Hills, N. Y.; Charles D. Freedman, Post 487, Milwaukee, Wisc.; Bernard B. Bodney, Post 605, Kansas City Kansas; Bernard Tulin, Post 625, Poughkeepsie, N. Y.; Joseph Plax, Post 644, St. Louis, Mo.; Sydney Rogers, Post 686, Seattle, Wash.; Fred Springer, Post 715, Fords, N. J.

In the last issue of the Veteran we announced the winners of the watches. It was awarded to those posts that met or passed their 1959 membership for 1960 by Dec. 30th, 1959.

We are sorry that we left out one post but are happy to announce that Post 486 of Beverly, Mass, should have been included.

## Membership Campaign

(Continued from Page 1)

up 10 new members will receive two tickets to a major league baseball game.

The two top national membership getters will receive \$100 Savings Bonds. The top man in each Department will receive a \$25 bond. To be eligible, the Post must submit a list of the names of new and reinstated members, the name of the member who signed them up, accompanied by the per capita, before April 30, 1960.

## Problem Clinic

A New Veteran Feature

by Louis Schrier  
Asst. to the Nat'l Executive Director

(The Problem Clinic attempts to answer questions submitted by Post members on membership, retention, programming, fund raising, etc. Send your questions to "Problem Clinic," Jewish Veteran, 1712 New Hampshire, Ave. N.W., Washington 9, D.C.)

**Q:** As program chairman of my Post, I have found it difficult to get assistance in carrying out worthwhile projects. What can I do?

Samuel J. Fleisig, Post No. 167

**A:** In planning a project, you try to involve as many members as possible. Do not depend on volunteers, offering their services when a project is announced at a meeting. The Commander and the program chairman should personally call those that they would like to have work on the committee, pointing out the worthwhile nature and the need for the project. He should assign specific functions to that individual, who then reports to the Chairman on completion of the tasks.

**WRONG:** Joe, will you work on my dinner dance committee?

**RIGHT:** Joe, I would like you to serve on my dinner dance committee. Your task is the simple one of arranging for the place where the affair is to be held, which can be accomplished by one short phone call.

Note the positive approach, as well as the emphasizing of the simplicity of time and effort required.

**Q:** Our Post Commander, unfortunately, is not an effective leader. Since we know him well, we do not wish to impeach him. What can we do?

Anonymous

**A:** It is well for a Post to maintain a system that insures against an inactive Commander. One effective method is to have the Senior and Junior Vice Commander take turns in officiating at Executive Board meetings. Not only does this make it possible to "continue doing business as usual" but it enables the Junior officers to get leadership experience, which will help them when they become Commanders.

**Q:** Can you suggest a good community project that we can participate in this spring?

Leonard Stutin, No. 524

**A:** Your Post and Aux. can participate in "Operation Friendship," which is the theme of Mental Health Week, May 1 to 7 by planning an appropriate program. Regular visit to a local mental hospital, at which time members of the Post and Auxiliary provide refreshments, entertainment and other comforts can be rewarding experience. Professionally trained personnel contribute much to the healing process but they need the support of friends to help patients to recover. If interested in more details, write the National Institute of Mental Health, requesting a kit, which contains informational material and suggestions.