



22nd Year

FEBRUARY, 1949

No. 6

MARTIN GANDEL HEADS UJA DRIVE

After achieving a notable record of more than \$5,000 in contributions to the 1948 United Jewish Appeal, Jewish students at the University of California will seek to surpass that figure in the 1949 drive.

Martin Gandel, Oakland, was named by President Hershel Goldberg as the student campaign chairman for 1949, and he is already at work on organization planning. The drive will be launched officially with the annual Hillel Purim Festival on Sunday evening, March 13. Plans call for a Purim Queen contest, a house full of fund-raising games, and a host of hilarious events to make it the most notable event of its kind ever staged at Hillel.

Additional details will be announced in the next issue of the Hillel Call.

HILLEL SEDER ON APRIL 13

The Hillel Foundation again will sponsor its yearly Passover Seder. The date is Wednesday, April 13, at 6:30 p.m., at the Twentieth Century Club, Derby street near College avenue.

Since the reservations are limited to 150 persons, the first students who secure their tickets in advance at the Hillel office, will be accommodated. The program will begin with a complete Passover dinner, and includes a service conducted by Rabbi William Sajowitz, Hillel Director.

Tickets for the Hillel Seder are \$2.00 for members of the Hillel Foundation, and \$3.00 for non-members. They must be secured in advance at the Hillel office.

CORRECT ADDRESS?

Is the address on the envelope in which this came to you correct? If any changes should be made won't you please notify the Hillel office so that we can make proper corrections on our records.

HILLEL BUILDING PLANS COMPLETED

With architectural plans for the new B'nai B'rith Hillel Foundation already completed by Architect Michael Goodman, decisions on when to begin actual construction are being made during the next two weeks through a series of conferences in Berkeley and San Francisco.

In the March issue of the Hillel Call will be outlined the complete program for the new Hillel House in Berkeley.

Rabbi's Column

HILLEL'S ROLE

For some time in the past, the concept of Hillel as a "home away from home" has characterized this as well as many other foundations. Emotionally, it has had a warm appeal. Parents, noting this phrase would glow with happiness as they thought of their children in a comfortable, homey Hillel atmosphere amidst friends and companions, shepherded by a director and staff who would serve as "foster mother and father."

I hope that their concept and dreams have been true, and that this atmosphere *has been and will be* a portion of the Hillel program. However, it is but *one* phase of the program toward which we are striving.

We are more than a "home away from home." We are a Synagogue, a Bureau of Jewish Education, a Jewish Center, a Housing and Placement Bureau, a Counseling Center, and a Public Relations Bureau. These and many other terms would be necessary to define our program. In short, we are the agency which has the overall task of serving the needs of the JEWISH COMMUNITY ON THE CAMPUS.

We are not only charged with the task of meeting the cultural, social and religious needs of the Jewish individuals and groups associated with the

(Continued on Page 3)

Hillel Greet's New Students

Welcome to all new Jewish students on campus, and also a hearty handshake to all of you familiar returning friends! For those of you who don't know what or where Hillel is, you will soon discover that it houses the Jewish community on campus.

Hillel's hospitality awaits you at 2736 Bancroft Way, (just half a block from the International House) and is the Jewish student center on campus. Under the capable direction of Rabbi William Sajowitz, Chester M. Zeff, and the student council, something is always going on at Hillel. There are facilities for dancing, ping pong, religious services, and many student aids, such as housing and employment. (Hillel has even been known to operate an unofficial dating bureau, when necessary!)

Home of Romances—

Known all over campus as the place to meet and greet Jewish students, the foundation has been the home of many romances, friendships, cultural events, and all-round good times.

Friday evening services are conducted each week by Rabbi Sajowitz, who is often assisted by student participation. Dancing and refreshments follow. Equally well-liked and attended are the weekly Sunday night dances, which are preceded by a speaker or another cultural event, such as a movie or concert.

Already a Hillel tradition are our weekly Monday afternoon Kaffee

(Continued on Page 3)

RECEPTION FEB. 20

New Jewish students will be welcomed at a reception and program on Sunday, February 20, at 8 p.m. Hillel activities will be explained by officers, and dancing and refreshments will follow the program.

Come and get acquainted with Hillel. It wants to get acquainted with you!

SKIING, HEING SHEING IS FUN

Pirouetting and platzing through the snow, Hillel's brave ski caravan returned from its dare-devil expedition into the far north on Feb. 3, exhausted but exalted.

Guided by mountaineers and instructors Ed Schwartz, Ann Hessing, Charlie Bernstein and Moses Eisenberg, a total of forty hearty Hillelites pioneered their way (by Greyhound bus) to Ski Inn, near Donner Pass. Immediately upon arrival a group of eager beavers went out and got themselves lost, but the St. Bernards brought everyone home safely.

Although there were many novices in the group, nearly everyone had learned the basic fundamentals of the sport during the four-day stay. Discounting a few injuries and bruises, all participants agreed that the trip was very successful, both from the skiing as well as from the sheing and heing points of view.

During their free hours, the boys and girls spent their time singing, folk dancing and making eyes at one another, and also enjoying the food which was plentiful — and delicious.

Many members of the party were sorry to leave so soon, but all were grateful that they didn't stay a day later. Just a few hours after their departure a blizzard struck the area and cut it off completely for a week. —Sanford Ehrmann.

NEW FRATERNITY

A new fraternity has been welcomed into the ranks of Jewish organizations at this campus with the recognition of Alpha Epsilon Pi.

The group will make use of Hillel facilities for Monday evening meetings just as many other Jewish activities enjoy the use of Hillel.

ORTHODOX SERVICES

Through the cooperation of the Berkeley Hebrew Center, orthodox services will be held each Saturday morning at 9:30 for all students who desire to participate. The schedule of services will begin Saturday, March 5.



THE HILLEL CALL

Published by the students of
B'NAI BRITH HILLEL FOUNDATION
UNIVERSITY OF CALIFORNIA

Editorial Address

2736 Bancroft Way, Berkeley 4, Calif.

THE HILLEL CALL is the official organ of the B'nai Brith Hillel Foundation at the University of California at Berkeley. It aims to inform the Hillel students and friends of events and activities within Hillel, and to provide them with a knowledge of issues vital to them as members of a larger Jewish community. It is further dedicated to the ideals of Judaism and their diffusion, and to a knowledge of Jewish history and tradition. Lastly it serves to provide Jewish students with a means by which they may express their sentiments and thoughts, both as students and as Jews.

EDITORIAL STAFF

Dorrett Burstein.....	Editor
Sandy Ehrman.....	Assistant Editor
Lauren Frumes and Marshall Friedman.....	Advertising Managers
Rabbi William Sajowitz.....	Director
Chester M. Zeff.....	Program Director

HILLEL NOTES

Bill Usim, senior, has been named to Eta Kappa Nu, electrical engineering honorary society.

Thanks to Sigma Alpha Mu for sending ten fellows to the Administration building on Sunday, February 13, to obtain names of Jewish students on campus.

Do you have any news for the Hillel Call, romantic or otherwise? If so, please phone it in to BE 7-7793 or contact the editorial staff.

Bowling prize winners to date have been Jerry Plotner, Rosann Rosenberg, Shelley Bienenfeld, and Bill Usim.

If you are an old-timer on the campus, won't you please volunteer to act as host or hostess at the Hillel open house celebrations all next week? Come on in and ask for your special badge.

The Hillel Parking lot is open to members of Hillel only. All other cars are parked without permission and will be tagged. Hillel membership for the rest of the school year is \$1. In itself, that's a cheap parking lot fee for six months.

CAMPUS PLEA FOR BLOOD DONORS

Jewish students are today being reminded of a debt which is owed to the Bay Area community.

During the emergency in Israel last May, virtually all plasma reserves were wiped out and a plea for prompt replacement was sent throughout the world. The Irwin Memorial Blood Bank in San Francisco responded with an immediate shipment of 2000 pints.

Since that time less than half of the blood has been replaced. More than 60 students have answered Rabbi Sajowitz in his plea for more donors, a plea which is backed by groups of all types. Rabbi Sajowitz has pointed out that "if any large scale disaster should occur in this part of the country, requiring large amounts of blood plasma, the shortage which might be felt could be traced directly to us. On the other hand, a renewed emergency in Israel would find us unable to help, for it goes without saying that we would first be obligated to pay our old debt."

A donor must be 21 years of age, or if over 18, he must secure a written note from his parents. A letter home will usually bring the required consent. Non-malarial or non-jaundiced conditions, two years away from a malarial area and at least a year since hospitalization are prerequisites for the privilege of giving a direct and personal gift to save a life. Individuals or groups may call the Hillel office, Berkeley 7-7793, sign the Hillel sign-up sheet or call the blood bank at Jordan 7-4740. Transportation to San Francisco at a convenient hour will be arranged for each donor.

CUPID'S COLUMN

Since our last issue —

Ann Brookman was married to Warren Saltzman.

Joan Crique was married to Les Krulvitch.

Shulamite Dolnick, of Chicago, was married to Milton Ash.

Cecilie Fields, of England, is engaged to Ronald Capper, SAM.

Mildred Marcus, AE Phi, was married to Gerald Sapper.

Jerry Lackner, San Jose, took unto himself a wife recently, but darned if the entire editorial staff could catch up with her name. Formal announcement next issue.

Lichee Hwon

CHINESE AND AMERICAN FOOD

2500 TELEGRAPH
at Dwight

RABBI'S COLUMN

(Continued from Page One)

University, but also of meeting them in such a manner as to prepare the students for their future lives, both as leaders and as members of the Jewish and non-Jewish communities. We strive to achieve a balance, so that our students will understand their place and responsibility in the general community, and unless they take their place in this community with a sense of security, with a self-knowledge and understanding, and with a dedication to service, then their University training will not have been complete.

The University is designed to give students the equipment with which they can earn a living and through which they can live. It is for us to furnish purpose and direction for their lives.

Our Foundation is not unique in this task. Every other religious foundation on the campus has this as its aim and goal, and when, individually and cooperatively, we will have fulfilled our aims, then the society in which we live will certainly be closer to its dream of real brotherhood.

This is the challenge to Hillel as we face the future. I hope we can meet this challenge and create a JEWISH COMMUNITY ON THE CAMPUS that will take its place in the campus community with dignity and honor that will reflect credit on our people!

YOUR MEMBERSHIP ENROLLMENT

Yes, I am interested in your "Yankee dollar," in your enrollment as a member of Hillel. While it is true that we will serve you whether or not you enroll, nevertheless your enrollment and your "buck" is of vital importance. It is important to you because it is at least the minimum level on which you demonstrate your recognition of your responsibility as a member of the Jewish community on the campus. It is important to us because it helps to determine the extent of the program which we can offer.

None of your money goes into maintenance of the building. All of it goes into our program funds. Fully one-third of our program income is derived from membership fees, and since our other source for program funds is definitely limited, our continued activities and our anticipated expansion of choral groups, dramatics, folk dancing, socials, advanced Heb-

BABY SITTER BUREAU BEING ORGANIZED

The Hillel Foundation is organizing a bureau for baby sitters for families in Berkeley. Those students, boys and girls, who desire to be on the list for assignments as they are received at the Hillel office, should register at once. The minimum fee to be charged is 60 cents per hour, plus transportation.

IZFA WELCOMES YOU

Members of the Intercollegiate Zionist Federation of America in Berkeley and throughout the country invite all students to join them as they enter a new semester of activities.

Chapter President Jessie Berman has reported that a broad program of education and activities is being formulated which will equal the very successful program carried out last term. That program included such outstanding speakers as Dr. Walter Clay Lowdermilk, author of the Lowdermilk plan for irrigating the vast Negev desert, Rabbi Lipis of Temple Beth Abraham, Ralph Kramer of the Jewish Welfare Federation, Zionist Youth Commission President Morris Lowenthal, speech instructor Richard Wilson and others.

Social activities included a wienie bake. Outstanding event of the term was the presentation of Cafe Tel Aviv. Program manager Donald Simkin reported that \$250 has been sent to the Jewish National Fund to plant trees in the IZFA forest in Israel as a result of the tremendous success which the novel program enjoyed. New and bigger activities are in the offing, and the participation of every individual is invited.—Gerald Turnoy.

rew, etc., depend directly on the enrollment of a much greater number of students.

Some of you will naturally take full advantage of the cultural, social and religious life which you help provide; others will not; yet all have the responsibility of seeing that those who wish to participate have this opportunity.

This recognition of community responsibility is the privilege of free men. It is part of our noble heritage as Jews and as Americans. We are counting on you to prove that you are worthy of this heritage. Enroll now!

—Rabbi William Sajowitz, Director.

HILLEL GREETES NEW STUDENTS

(Continued from Page One)

Klatsches. Rabbi Sajowitz leads an informal discussion on some subject of Jewish content. And, as always, surprise refreshments are on hand.

Cultural Events—

On the cultural side, Hebrew classes on all levels will be conducted. Each Wednesday afternoon at 4:10 p.m. The Rabbi will conduct a seminar on various phases of Judaism. The Hillel Library, which is open at all times as a study and reference room, contains books in Judaica and Hebraica, of interest to all students. Many students, Jews and non-Jews alike, use them for scholastic work. These books may be checked out during office hours.

Social and folk dancing classes are offered each Tuesday, and in the process of formation is the Hillel choir, which promises to develop into a fine choral group.

The Hillel building is open daily except Saturdays. Office hours are 9-5 Mondays through Fridays. Rabbi Sajowitz is available for counseling or chatting at any hour.

Hillel Waiting for You—

All of these activities, plus many more which we haven't time or room to tell you about now, are waiting for all you students just entering Cal, as well as those already situated at the university. To better acquaint you new Hillelites with all of the facets of Hillel, the council has planned a reception and program especially for you for Sunday, February 20, at 8 p.m. Hillel officers will be on hand to explain their particular committees and to bring you more closely into contact with the opportunities offered by Hillel.

The best way you new students can help Hillel and yourself is by participation in Hillel activities. The \$1.00 membership for the second semester will enable you to enjoy Hillel activities to the fullest. It may be purchased at the office or from council members. Remember that Hillel is what you make it and that your interest and participation will determine what the foundation will become in the future.

—Dorrett Burstein.

Make Hillel Council meetings one of your MUSTS.

RADSTON'S

Merlin W. Drucquer
BOOKS
Office Supplies, Social Stationery
2221-2225 Shattuck Avenue
Berkeley 4

*The Finest in Photographic
Supplies and Equipment*

CAMPANILE PHOTO SHOP

2435 Durant Ave. ASH. 3-7666

W. A. PERRIN

OPTOMETRIST
Eyes Examined
Glasses Fitted and Repaired
2435 Durant Avenue

**YALE'S DELICATESSEN
AND CATERING**

3305 Grand Avenue
Oakland
TW 3-2204 Free Delivery
KOSHER FOODS

**BOOKS
STATIONERY — GIFTS**

Sather Gate Book Shop
2335 Telegraph THornwall 3-0580

REID'S

on the corner
EUCLID AT HEARST
SERVING THE NORTH SIDE

**YOUR BEST FRIEND
TIP TOP**

CLEANERS
TAILORS
LAUNDRY
25 Years on the Avenue
2375 Telegraph Ave. BE 7-7971

EVERYTHING PHOTOGRAPHIC
Developing . . . Printing
Supplies

BERKELEY PHOTO CO.

2311 Telegraph Ave. BE. 7-5268

**PLEASE PATRONIZE
OUR ADVERTISERS**

This publication is made possible by the loyal and generous support of the many friends of Hillel who advertise in these columns. Your patronage will be very gratefully appreciated.

HILLEL ALUMNI TEA

There are a large number of Hillel alumni, many of them already among the young married couples living within easy driving distance of Hillel, who are being invited to return to the old haunts (and we do mean old) at Hillel for a reunion.

Hence Hillel is sponsoring an alumni tea on Sunday afternoon, February 27. The names are not too easily available, hence this invitation must suffice to attract all interested. The invitation goes also to all young married couples attending the university. There will be a special get-acquainted program.

Hillel will provide a special room for babies, bottle warmers, and a sitter . . . so bring along the little ones too. Time: 3 to 5 p.m.

HILLEL AT SAN JOSE

Last month Rabbi William Sajowitz took a Hillel panel to San Jose for a program.

This month Hillel is going to the San Jose State College with a program of activities for all of the Jewish students attending that school. The counsellorship will provide weekly meetings with the students, led by Chester M. Zeff, program chairman.

IZFA ISRAEL FELLOWSHIP

The American Zionist Youth Commission is offering five fellowships, valued at \$1,500 each, for study in Israel. Information on these can be secured at the Hillel office from Chester M. Zeff, program director.

**WHAT ARE YOUR
HILLEL INTERESTS?**

An opportunity to indicate your specific interests, skills and talents is given to every Jewish student on the campus with the Hillel activities record. All new students are invited to fill in one of these cards so that the Hillel program can be planned to fit every variety of interest. The cards are available at the office.

A million thanks also to those Hillelites who drop in to the office every once in a while to offer their help in anything that needs to be done. Why not try it yourself? Any time between 9 and 5.

Watch the Hillel Bulletin Board.

RIO THEATER

Union near Fillmore—San Francisco

Open daily from 6:45 p.m.
Saturday and Sunday from 1:45 p.m.
Palestine and Yiddish Pictures
One week only—Feb. 17 thru Feb. 23

"Eli Eli"

(with English sub-titles)

and

Leo Fuchs, the great Yiddish comedian

in
"A Jewish Comedy"

Special Added Attraction

Israel's First Film Drama:

"The House in the Desert"

Coming—For 1 Wk. beginning Feb. 24
Soviet Films

"Volga Volga"

English sub-titles

ECLAIR

French and Swiss Specialties

Chocolates—Pastries

Birthday and Wedding Cakes to Order

2468 Telegraph Avenue, Berkeley

EUCLID**VARIETY STORE**

1807 Euclid Ave. BERKELEY 7-6623

STUDENT SUPPLIES

Flowers Telegraphed Anywhere

CAMPUS FLORIST

"JACK" BENATAR

Phone your order for flowers

and order a charge account

2184 University ASH. 3-8328
We Deliver Anywhere in the East Bay

Berkeley's Only Kosher Delicatessen

TURKISH PASTRIES

We prepare our own foods and salads

DELAHO DELICATESSEN

2491 Shattuck at Dwight Way

SPENCE STATIONERS

2387 Telegraph, Berkeley

College and office supplies, gifts, games,
fountain pens, artist supplies,
Greeting Cards for All Occasions

HALCO LIGHT COMPANY

FROM FACTORY TO YOU

Lighting Fixtures

HAROLD C. COHEN

734 Mission St., San Francisco