



22nd Year

MARCH, 1949

No. 7

PURIM FESTIVAL TO INITIATE NEW "MISS HILLEL" QUEST

It's Purim time again, with hamantaschen, fun and entertainment, all commemorating a great event in Jewish history.

But at the B'nai B'rith Hillel Foundation it is Purim Festival time. Sunday, March 13, the foundation will be turned into a gigantic carnival, with something going on in every room, on every floor. It is the party of parties, and offers the Jewish student an opportunity to identify himself with the Jewish community on the campus in the one big fund-raising effort, the United Jewish Appeal. All proceeds from the Purim Festival will go to UJA.

Quest for "Miss Hillel," who will reign over Hillel social activities for the rest of the semester, is already under way. The sororities, the dormitories, and the independents are being encouraged to sponsor candidates. Ballots will be provided at ten cents each, and the candidate with the largest number of ballots for herself will be crowned queen. Coronation ceremonies will be held in connection

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CUPID'S COLUMN

Here's the latest on the romantic happenings about the campus:

Ethel Bass, from L. A., is married to Michael Gluck.

Marilyn Corren, DPhiE, is engaged to Gerald Stone, from L. A.

Cecilie Fields is the bride of Ron Capper, SAM. They were married at Hillel, Feb. 25.

Edda Davis is engaged to Ivan Gennis, SAM. They have set a June wedding date.

Arlene Laub is wearing the ring given her by Dick Weinberg.

Liza Lipman has changed her name to Mrs. Jerry Lackner.

Maybe babies don't have a place in cupid's column, and maybe they do! Anyway, Howie Friedman, SAM, expects to become a papa sometime in May.

UJA Charity Ball

You can blame it all on the alumni, DPhiEs, Kappa Ius, El Lamos, Sammes, and ZBIs, when the U. J. A. Charity Ball is presented Saturday, March 12, at the San Francisco Kowling Club, the responsibility will lie completely with them.

You can be sure they are not going to dodge the accusing finger, because what they have done is a thing anyone would be proud of. All of the guys and gals of the houses mentioned will be there; Scott Willmarth and his orchestra will be there, and Mrs. Sajowitz has promised to drag the Rabbi to the dance, if Mrs. Zeff will show up with Chester.

There will be money there, too. Money in the form of a check to the U. J. A. presented by the fraternities and sororities through Hillel. This is the result of an ad book that has been compiled under the leadership of Lionel Markusfeld, SAM.

Among the many others who have worked to make this fine affair possible are: Marilyn Waxman, AEPhi; Elaine Lander, DPhiE; Al Steinau, KN; Lee Solomon, P. Lamb; and Joe Grodin, ZBT. To mention those who spent so much time collecting ads and money would take up the entire paper, but to them the read credit goes.

For a job well done, by a great group of guys and gals, for a worthy cause, Hillel says, "Thanks, kids, and have a grand time!" — Marshall Friedman.

PASSOVER SEDERS

With only 150 reservations available, the annual Hillel Seder will be held Wednesday evening, April 13 at the Twentieth Century Club. Tickets are available at the Hillel office and must be secured in advance. The price is \$2 for Hillel members and \$3 for non-members.

An orthodox Seder will be conducted at Hillel Foundation with a Kosher Kitchen for the eight days.

Reservations must be made in advance at the office. The cost will be pro-rated on a cooperative basis.

Campus Campaign Seeks to Exceed Last Year's \$5,000

The Jewish community on campus set a record last year in a United Jewish Appeal campaign which netted in excess of \$5,000 to the world fund to shape the destiny of a million people and a new nation. The Jewish community on campus today is being called on to initiate an effort which has for its goal, a new record. The B'nai B'rith Hillel

HILLEL TO POP SOON

"Hillelzapoppin," an all star variety show featuring Hillel students at the University of California and under the direction of Nathan Lazarus, will be presented Saturday, April 9. It will take place at the Rinnish Brownwood Hall, 1970 Chestnut St., in Berkeley, and admission will be \$1.20, including tax. Further details will appear in the April issue of the Hillel Call.

The presentation is being sponsored by the B'nai B'rith women's chapter of Berkeley, with Mrs. Otto Sonnenschein, Hillel chairman, heading the committee of active workers.

The show on April 9 will be a preview of the gigantic production planned May 18 in the International House auditorium. Auditions are now being held for this event. All proceeds will go to the Hillel Foundation building fund.

YOUNG MARRIED COUPLES

"What can Hillel do for us?" asked the young married couples, the graduate students, and the Hillel alumni. The answer came on Sunday, Feb. 27 when a dozen couples met at Hillel to form a Young Married Couples activity. After a social discussion followed by refreshments, it was agreed to have more similar meetings. The next will be Saturday evening, March 19.

There will be a Saturday evening and a Sunday afternoon event for those interested each month. If you are interested notify the office so you can be placed on the mailing list.

Foundation, which represents all the Jewish community, will conduct the campaign with the cooperation of every organization and every individual.

And thus is launched the 1949 campaign. Formal recognition of the financial drive will come on Sunday evening, March 13, when Hillel sponsors its annual Purim festival. There will be special events, entertainment, fund-raising activities, and a sense of being a part of a national cause.

Barbara Solomon is chairman of the UJA campaign on campus, and is busy organizing her volunteer workers. The pattern of the campaign will be similar to that of last year. Pledge cards will be dis-

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UNITY IN ACTION

It was Wednesday night, March 2, and the rain didn't dampen the activity at all. The dinner was 10 minutes, the people were 10 minutes, and the panel from Hillel got the best of the entire deal. The so-called panel consisted of Marty Gandel, Maedelle Ricnlin, Gordon Mintz, Bob Akka, Lauren Frumes, Marshall Friedman, Marge Hellenberger and Joe Smookler. The Rabbi and his charming wife came along for moral support. The purpose of the panel was to acquaint the men and women of the B'nai B'rith Unity Lodge in San Francisco with the whys and wherefores of Hillel. Their job was eventually accomplished, but not before they had downed an enormous and delicious dinner prepared by the Unity women. The panel, with no previous experience, did an excellent job, but nothing could have outdone the terrific affair put on by those swell people across the bay.



GREAT DAY. Hundreds of children, vanguard of the 180,000 homeless European Jews who this year will enter Israel through your support of the \$250,000,000

United Jewish Appeal, shown as they arrived at Haifa recently aboard the S.S. Negbah. This is the chance they waited for. We gave it to them.

Journey's End— Home in Israel

This is their year, and ours—a 'Year of Opportunity' for us, a 'Year of Fulfilment' for them.

This is their year to leave the DP camps behind them forever. This is their year to go to Israel, to go home

for good. This is their year to enter a new era of peace, dignity, freedom and independence.

This is our year—our year to make all this possible for *them*. This is our year, through our support of the \$250,000,000 United Jewish Appeal, to enable the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans to give *them* the chance they need.

1949 — 'Year of Opportunity'



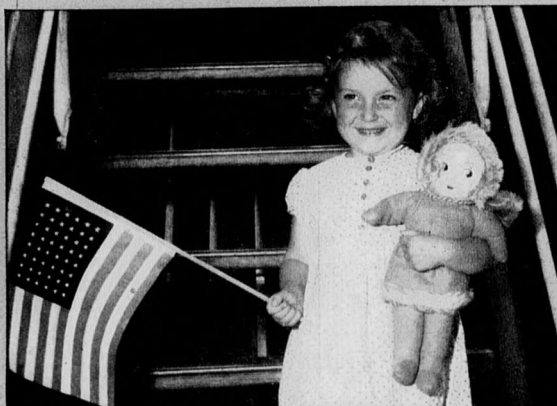
EXODUS, 1949. Jewish DPs smile happily enroute from Germany to Marseille, where they board ships for Israel. You pay their way through the UJA.



BETTER DAYS AHEAD. Homeless European children and adults must still be cared for as they wait to emigrate to Israel and U.S. UJA provides for them.



INSIDE ISRAEL. Debarkation at Haifa is always a happy event. Last year, UJA funds helped 130,000 homeless Jews enter Jewish homeland to begin a new life.



AMERICAN WAY. Young newcomer to this country will some day be proud American citizen. UJA funds provide for refugee aid in the United States.



DP: DESOLATE PLACE. This is Duppel DP camp in suburban Berlin, barren, cold, grim. American Jewry in 1949 must empty these camps through community

support of the \$250,000,000 United Jewish Appeal campaign. This is American Jewry's 'Year of Opportunity' to send them home . . . for good.

THREE ACTIVE IN INTERFAITH PROJECTS

Taking a leading role in interfaith activities which promote good will and mutual understanding on campus, the B'nai B'rith Hillel Foundation is boosting interest in Religious Emphasis Week which will be observed on the University of California during the week beginning March 27.

PURIM FESTIVAL

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with the presentation of Hillel-zippin at the International House auditorium Wednesday, May 18.

At the Purim festival booths will be manned by various Jewish organizations on campus. IZLA will take over the refreshment booth and the kitchen.

This, then, is your invitation to attend the Hillel Purim Festival Sunday evening, March 13, beginning at 8 p.m.

U. J. A.

(cont. from page 1)

tributed to every Jewish student attending the university. The plea is for a minimum pledge of \$5.00 from each student. The pledge provides any convenient form of payment before Dec. 31, 1949.

The biggest shot-in-the-arm project to launch the campaign will be the fraternity-sorority charity ball at the San Francisco Rowing Club Saturday, March 12. The following night the Hillel Purim Festival will give all others an opportunity to get the campaign off to a good start.

Subsequent events will emphasize various phases of the project, and committees are assuring widespread publicity. The biggest need at the moment is for volunteer workers. If you are interested in helping, you are invited to contact the Hillel office or Barbara Solomon. The more students who take part, the easier the task for all.

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ALPHA EPSILON PI

The newly organized Chi Alpha chapter of AEPI was honored recently by a visit from its executive secretary, George S. Toll, who is making a tour of AEPI chapters on the Pacific Coast. The members are busily making plans for the semester's activities, which will include active support of Hillel and the U. J. A. drive.

KAPPA NU

Pride and joy of the KNs is their new house at 2500 Piedmont Ave. An informal party kept the house jumping on Saturday, February 26. Initiation of pledges was last Sunday. Proudly wearing new Kappa Nu pins are Irwin Levin, Eli Lustig, Nate Sabsay, Howie Schwitzki, Sam Winnickoff, and Max Zelikovsky.

PI LAMBDA PHI

An exciting year of festivities is the anticipation of the PiLamps. Led by Rex Al Lapidus and Archon Cliff Krueger, they are now planning a spring Masquerade Dance. Also in the oining is a pledge dance. A sure cure for escaping the warmth of summer has been found by the Pi Lamps. They are planning their annual retreat to the Los Gatos mountains to enjoy a day of swimming, athletic events, and firelight dancing.

Also on the agenda is an active athletic season for the group. Erwood Davidson, Stan Wiener, Bob Lawter, Jack Pollatsek, and Bob Shapiro are leading the boys in various athletic events.

SIGMA ALPHA MU

The Sammies opened their social season on February 26 by holding one of the largest dances in their history. Following the theme of School Daze, the dance entertained some 250 "kiddies" at the "little red school house." Special guests of the Sammies were members of the Alpha Epsilon Pi Fraternity.

SAM will initiate 16 of last term's pledges on March 13.

ZETA BETA TAU

Recently-elected ZEB officers include Neville Rich, president; Dave Anker, Vice-President; Bob Glickman, Secretary; Bob Lieban, Historian; and Don Rothenberg, House Manager. On Friday, March 4, the Zebs conducted Sabbath services at Hillel, and the next evening they presented an informal house dance.

Bud Jacobs, Al Shainsky, Sandy Bothman, Carl Weinberg, Ernie Simon, Stan Green, Bob Sockolow, and Allan Rosenberg are the

RABBI'S COLUMN

Many of you have been wondering what has happened to our building plans. Your disappointment in the delay is justified. I, too, had anticipated that construction would have long since begun. However, the delay had been necessitated by the possibility of a major change in the type of building. As yet, the committee has not determined the final form, but the lack of decision is not due to negligence or intent on its part. Having attended and participated in all of the meetings, I can assure you that the members are even more eager than we to see the building started. They have a mandate from the district grand lodge executive committee to proceed as soon as possible, and they recognize the need. But, we, too, must realize that such a major responsibility cannot be discharged without careful deliberation and study. There are problems of budget, of programming, of design, of a national advisory architectural committee whose approval is essential; all these and conflicting opinions among the members of the committee must first be resolved. Ultimately the delay will prove fruitful as all of the preliminary discussions cannot help but refine and improve the final plans.

Of this I can assure you: The building will be begun this semester, and no matter which plan is adopted, a reasonable portion of the building will be available for occupancy by the fall semester.

—William Sajowitz, director.

pledges to be initiated on March 25.

ALPHA EPSILON PHI

The AEPHs were guests at a luncheon given by Beth Edelstein in honor of her pledge class, at the Town Club on February 26. New pledges include Betty Bearson, Marilyn Blacker, Barbara Fisher, Florence Harris, Nancy Harris, Trana Kanner, Jackie Kotkin, Pat Lee, Kaye Lowey, Joan Newman, Louise Simons, Barbara Singer, Helen Samuels, Shirley Roy, Marilyn Shelly, Donna Weiss, and Patricia Weller.

DELTA PHI EPSILON

One of the foremost events of the DPhiE calendar so far this semester was the formal initiation banquet held at the Shattuck Hotel on Wednesday evening, March 2. Irvine Clayton, Joy Gertler, and Nadine Ehrenberg were the girls initiated. Irvine was awarded the pledge cup for being the most outstanding pledge in her class. Big sisters gifted their "little sisters," in honor of the occasion, with DPhiE lockets.

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