



22nd Year

JUNE, 1949

No. 10

GORDON MINTZ ELECTED HILLEL HEAD

UJA FUND TOPS \$3,600 MARK BUT PLEDGES LAGGING

With approximately \$3,600 in cash and \$600 in pledges, the Jewish community on the campus has made a creditable showing in the United Jewish Appeal campaign, but is still far from the quota of \$5,000 set for the campaign, according to Gordon Mintz, UJA chairman.

Last year the total raised was \$5,400, including \$875 that was attributed to the Hillel queen contest. This year the "Miss Hillel" contest netted \$1425. The cash figure for this year's campaign also includes \$667 which was netted in the fraternity-sorority sponsored UJA Charity Ball on March 12.

Mintz emphasized that there are still a dozen solicitors who have not reported, and there are a large num-

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HAIL MISS HILLEL!—Cecelia Shain-sky, Alpha Epsilon Phi, receives the crown of achievement designating her as "Miss Hillel." Gordon Mintz, chairman of the UJA campaign, gets the honor, and the entire Jewish Community on the campus reflects the accomplishment by which Cece added over \$1,100 to the United Jewish Appeal. *Lois Aidelberg*, runner-up, swelled the fund with her hectic campaign. She was followed by *Joan Solomon*, *Rita Gordon* and *Marilyn Stone*. The contest, which netted \$1424, ended with ceremonies at the Hillelzapoppin Show, May 28.

NEW HILLEL HOUSE GROUND BREAKING

FLASH! Ground - breaking ceremonies for the new B'nai B'rith Hillel Foundation building will be on or about July 17, with construction work to start immediately. That's the good news from Architect Michael Goodman, the Hillel Building committee, and Rabbi William Sajowitz, Hillel director.

This means that barring any unforeseen circumstances, the new Hillel House at 2738 Bancroft Way will be ready for occupancy in November or early December. Halevai! In the meantime the present quarters will be used as long as the building stands. Arrangements are being made to transfer Hillel activities for the summer session on a reduced scale to other quarters near the campus.

NEW OFFICERS NAMED FOR COMING YEAR'S ACTIVITIES

The B'nai B'rith Hillel Foundation has placed its trust in leadership during the coming year in the hands of Gordon Mintz, Pasadena pre-optometry junior, and a former Pasadena J. C. Hillel president. The election preceded final examinations, and everybody is happy.

Other officers are Iris Hepps, Hillel hostess de luxe, vice president; Leone Albert, secretary; Marsh Friedman, treasurer. Completing the governing body are the newly elected reps-at-large, Seymour Rose, Elaine Lander and Jerry Plutner.

Retiring president Marty Gandel did a good job in paving the way for the new officers in an active year, and Gordon Mintz, already well-steeped in the traditions of Hillel leadership as chairman of the United Jewish Appeal campaign on the campus and also as master of ceremonies of Hillelzapoppin, will have plenty of help during the coming year from a revitalized and inspired Hillel membership—now the highest in Hillel history.

BRAIN DEPARTMENT

May 19 was the day for those who possess the gray matter to step up and receive their honors. Hillel was proud to find that several of its members were among those initiated into Phi Beta Kappa. The list of members of the Jewish community on the campus who won their "key" may not be complete, but here is the list we have at press time:

Robert Abramson, Richard Benas, Julius Blum, Shirlee Cherniss, Maury Engel, John Epstein, Julius Feldman, Stanley Golde, Irving Goldstein, Allan Gotlieb, Lorraine Melvin, Daniel Pomerantz, Ruth Roy, Morton Toshinsky, Stanley Willner, Jessie Ber- man, Ernest Simon, Stephen Sosnick, and Harold Zemelman.

TO THE DESERVING

Hillel's thanks for a job well done were presented at Hillelzapoppin May 28, in the form of Hillel Awards. Recipients of the coveted Hillel Key award were Marty Gandel and Maedelle Richlin. Marty received his key for his excellent work for Hillel during the past two years, and for his administrative work in the vice-presidential positions this past year. Maedelle's main contributions were her fine efforts on the Hillel panels, and superb work as chairman of the Cultural committee, backed by four years of service to Hillel.

A new Hillel award, the Hillel

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RABBI SAJOWITZ LOOKS AHEAD TO THE NEW HILLEL

by RABBI WILLIAM SAJOWITZ
Director

As we look back over the year that has past we see a unique panorama of events—our beginning "afire" with excitement (some fire!); our conclusion bright with the enthusiasm of awards and "Hillelzapoppin," and in between many ventures characterized by successes of varying degrees. We have seen a complete change of student executives; we have witnessed a new degree of cooperation with living groups. We have celebrated our holidays together, the outstanding event being the Seder with its fine group spirit, and we look forward to our own Hillel High Holy Day services.

Many of us have met together to consider basic personal problems. We have come to know one another and to have a broader concept of the mutual aims and goals which we share. All in all, I am satisfied with our accomplishments, but far from content with them. As yet we have no choral or dramatics or arts and crafts groups. As yet we have a large reservoir of students who have been comparatively unaffected by Hillel's diversified program. As yet we have very few students who are "majoring" in Hillel and can be depended upon for consistent "manpower." Thus, although we have made a good start, we can see that it is only a beginning—the greater challenge lies ahead.

How You Can Help.

Our new building will certainly be an asset in meeting this challenge. Our new officers will certainly do their share, but our success or failure will ultimately depend upon the response of the bulk of the Jewish student body. It is impossible for us to ascertain this response unless we have some definite means of evaluation of this year's program. My evaluation is necessary but yours is even more important. May I ask you in the coming weeks or months to sit down and attempt to describe your reaction to our program, or to whatever portion of it with which you are familiar? No, don't stop in the midst of your finals (I should live so long) but in your spare time, please give this serious thought. If we are to meet your needs in the years ahead, we need your advice, your criticism, your sincere reflection on this matter, so please drop me a line as soon as possible. Thanks!

PRESIDENT'S COLUMN

The presentation of awards at the Hillelzapoppin show displayed in a very appropriate manner the sentiments I feel in my heart. I want to express my gratitude to those people who helped to make this past semester's program successful. Aside from the people who received awards for special activities, I wish to thank those people who showed an active interest in the Jewish community on campus by participating in the program sponsored by Hillel.

I leave office quite certain of my successor's qualifications. He should, and I believe, he will go far with the support of a fine executive board and the encouragement of Rabbi Sajowitz, the director, and Chester M. Zeff, program director.

I shall never forget the friends I've made at Hillel nor the mutual experiences we've all enjoyed. Hillel has truly been an integral part of my college career.

Marty Gandel.

UJA CAMPAIGN

(Continued from page 1)

ber of contacts which have yet to be made by the clean-up campaign committee. The UJA campaign formally ends with the last day of school, but efforts to secure additional pledges will continue throughout the year in the hope that the goal may be reached.

The average subscription has been in excess of \$5, but for the balance of the campaign Mintz is appealing for subscriptions or pledges in any amount. "We are not so concerned now about how much as we are about the number of givers," he said. "There isn't a student on the campus who can't set aside \$5 between now and Dec. 31 to insure his place among those with a sense of responsibility to the greater Jewish community. By the same token there are many who have given \$1 who could afford much more. If we are measuring the caliber of giving, there are many whose meagre contributions represent a great deal for to them they were genuine sacrifices.

It's tough, we know, to open your wallet—but please open your heart. If our volunteers haven't contacted you yet, don't wait. Bring or send your subscription or pledge to the Hillel office."

Good luck to all from the Hillel Call!

IT'S BEEN A GREAT YEAR AT HILLEL

Sleepless nights, no-doze pills, finals and tearful good-byes all spell misery for the month of June. So, in order to take a brief respite from these heartaches, let us talk, for a change, about something joyous. And what could be more so than a review of Hillel's most successful year.

It all started, as most things do, at the beginning of the semester. For it was then that Rabbi Sajowitz walked in. He arrived just in time to help Hillel celebrate its 21st birthday. This took the form of a big semi-formal dance. Upon reaching maturity the foundation really got hot. (In more ways than one.)

Events had no sooner simmered down when preparations were made for the Succos festival. Everyone came down to have dinner underneath the hanging vegetation. Then, one by one, members of the executive committee began to resign due to heavy programs and various other things. President Robert Warwck, Secretary Mar-iam Landes, Treasurer Lou Smookler, Religious Chairman Gene Schram, So-

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BLOOD FOR ISRAEL FINISH THE JOB

Standing in queues that looked more like bread lines in Europe or war-time cigarette lines in America, students of the Jewish community on the campus really showed their mettle on May 11 when 146 of them turned up at Westminster House, Presbyterian student center, each to give a pint of blood for the "Blood for Israel" blood bank. It wasn't the fault of 31 of these that they were rejected for various reasons, so that 115 remained to give "out of the fullness of their hearts."

The B'nai B'rith Hillel Foundation, which sponsored the project, was praised far and wide for the amazing turn-out. It was better than the performance of the adult Jewish communities in metropolitan areas around the bay.

But the entire job is not yet done. "Finish the Job" is the slogan of the new campaign for donors who are invited to give a pint of blood at the Irwin Memorial Blood Bank, 2180 Washington street, San Francisco, on Monday, June 13. The Hillel Foundation will take reservations for appointments on that day, and will provide transportation.

ORG ORBITS

There comes a time in the course of each semester, when one must turn from things other than parties and dances. And so the sororities and fraternities bid a fond farewell to the social calendar, and with one last fling, settle down to the tedious life of study.

On the formal side, Alpha Epsilon Phi sorority held the 25th Annual Spring Formal at the Mark Hopkins hotel. On the same night Delta Phi Epsilon presented the Second Spring Dance at the Sir Francis Drake. At the end of these two dances, the two sororities met at the home of Norita Sobel, DPhiE, to honor the newly initiated AEPi fraternity.

The following week, on May 21, the Z.B.T.'s gave their Sweetheart Dance at the Mira Vista Country Club, and the next night, an informal pledge dance, held at the S.A.M. house sported an "Oriental Fantasy" theme.

In spring a man's fancy turns to the outdoors, and so there were many events for the fresh-air fiends. The DPhiE's held a splash on May 22 at the Fairfax Picnic Grounds. Everyone had a good time, even if they were all wet! On Saturday, May 29, Kappa Nu treated dates to a Hayride, and the following day there were two picnics given. The first, by the Pi Lambda's, was held at "The Call of the Wild," Tom Oswald's home in Santa Cruz; and the second, sponsored by Sigma Alpha Mu, took place at Redwood Canyon.

Sports were also well-attended this past month. Two cups for National League Championships were won by Sigma Alpha Mu. They took first honors in both handball, on Wednesday, June 1, and ping pong, the succeeding day.

Along the baseball field, both Zeta Beta Tau and Pi Lambda Phi came very close to clinching the National League Championship. A game between these two showed the Pi Lambs as victors with a 4-3 score.

Plans for next semester are also well under way. Alpha Epsilon Phi is sponsoring a fashion show and tea at the Shuman Estate in Hillsboro. The proceeds will go to supply a mobile library to be donated to the Shrine Hospital in San Francisco.

A picnic for the pledges of all the sororities and fraternities is also on the fire for the first week of the new semester.

The fraternities, although their minds are on finals, are looking forward to the Fall semester under the leadership of their newly elected officers. The Kappa Nu's are honoring Al Steinau as their new president, Norman Avrage as the Vice-president, Paul Stahl is secretary and Manny Treitel is treasurer.

Pi Lambda Phi is looking forward to an active semester under the leadership of Don Ungar as president, Robert Stanford Lauter as vice-president, Ray Weisber as house manager, Bernard Berg as pledge master, Elwood Davidson as scribe and Philip Gold as treasurer.

The Sigma Alpha Mu's also held elections, and their new officers are: president, Arnold Spector; secretary, Norman Leiberman; treasurer, Ray Kappe; house manager, Sam Goldberg; steward, Stan Miller and pledge master, Harvey Gogol. Congratulations to all.

THE HILLEL CALL

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THIS IS THE FINAL ISSUE OF THE YEAR

With this edition, the Hillel Call, which has been coming to you regularly each month through the school year, winds up another year, the 22nd in its history on the campus of the University of California at Berkeley.

The Hillel Call will be back again in September.

THE AWARDS

(Continued from page 1)

Recognition Pin, was presented for the first time that night. Given for outstanding service in Hillel activities during the past year, Rabbi Sajowitz presented the pins to the following people: Frank Marx, Julian Dale, Jerry Plutner, Nathan Lazarus, Leonard Taub, Minnette Osser, Dorette Burstein, Gordon Mintz, Marshall Friedman, Lauren Frumes, Hal Stein, Iris Hepps, Harry Keaton, Charles Goodman, Milton Greenstein, and Lucille Rosenblum.

Pins were also given to Mrs. Langdon Post, Mrs. Joseph Kay, Mrs. Hannah Adelman, and Mrs. Alexander Baron for the aid they gave to Hillel during the past year in a wide variety of capacities and services throughout the year.

RETURN LIBRARY BOOKS

All books borrowed from the Hillel library must be returned before the end of the school term. A large number of books were borrowed without clearing through the Hillel office and it is hoped that these too will be returned.

During the summer the entire library will be stored awaiting completion of the new Hillel building.

Books which have been lost by the borrowers must be replaced.

B M O C's

(Being another installment about our Big Mochers on Campus)

In the athletic world, awards were presented to Gene Garfinkle, Paul Carlat, Bob Socklov, and Sandy Bothman. Outstanding on the soccer team was Izzie Wainberg.

In the field of entertainment our members were represented by Ev Shapiro, who appeared in the Senior Extravaganza, and Blossom Jarvis who appeared in a campus production of *Awake and Sing*. On the serious side, Jerome Rosen's *Quintet for Woodwinds* was presented May 25.

On next semester's Daily Cal staff are Gene Kramer, Bob Slate, Al Casty, Harry Keaton and Richard Richman. Marc Gittelson and Steve Sosnick are new Forensic Council members.

Elaine Lander is the new Junior Class Yell Leader. Leone Albert is secretary of the Home Economics Club. Joan Solomon is the new secretary of the Cal Ski Club (she's treasurer too). Pete Goldshmidt is a Rep-at-Large for next semester. Sev Rose has been selected to give the invocation and benediction for Baccalaureate Services June 12. Dave Nagler and Nev Rich are in Beta Alpha Psi. Mary Rosenblum is now a member of Tau Beta Pi. Aaron Greenberg is Public Relations chairman. Vic Ginsburg and Irene Clayton are now in the NCL finals. Barbara Friedman was one of the candidates for Senior Queen.

Maurine Strom received a freshman scholarship.

Lucille Rosenblum, trusty office secretary, will attend the golden wedding anniversary of her folks at Farrell, Pa., on June 12. Congratulations to Ma and Pa and to their nine daughters.

CANDY BOX

Cupid has been slowed down this month, perhaps by final exams just around the corner. However, taking time out to plan his wedding June 26 in Chevy Chase, Md., is Ben Welber, who will be married to Eunice Scheinbok. He is employed at the Radiation Lab at Cal. and she will graduate from Radcliffe College this summer.

Others announcing pinnings are Diane Baylinson to Irv Goldberg, SAM; Rhoda Glassman of Los Angeles to Sam Elster, Pi Lambda Phi; and Jacqueline Spats to Harvey Clar.

Miriam Cohen, AEPi, will marry Don Miller, SAM, on August 14.

Watch the Summer Daily Cal for Hillel announcements each Friday.

THE SHOW'S THE THING SUCCESSFUL YEAR

(Continued from page 2)

The show has finished its seven weeks stand and the cast has headed back to the dreary uneventful lives as university students. The critics raved, the students cheered, and Hillezapoppin went down in the books as a hit. The last show was presented at the Unitarian Church, May 28, in conjunction with the coronation of the "Miss Hillel" and the presentations of the Hillel Awards.

Minnette Osser, as producer and director, started the job, but was suddenly taken ill. Dick Jacobs stepped into the role of accompanist at the last minute and helped make the show the success it was.

Taking the curtain bows in the cast were: Nate Lazarus, "Red" Erwin, Priscilla Fischerman, Jack Gladstein, Gene Handloff, Joan Shapiro, Gordon Mintz, Ruth Schwabacher, and the Sigma Alpha Mu Bar-room Players and Choral Group led by Bill Hexter. Back stage experts were Ed Finkelstein, Shirley Mintz, Helene Berkowitz and Lucille Abrams.

TO THE WOMEN

As long as everyone is handing out keys and pins, we've chosen this time of the year to throw out a couple of orchids ourselves. It seems that too often some of the best are neglected. Therefore, orchids to the women behind the men that are behind Hillel. Thank you, Mrs. Sajowitz and Mrs. Zeff.

cial Chairman Martha Robinson, and Cultural Chairman Maedelle Richlin all vacated their positions. They were replaced, respectively, by Martin Gandel, Lauren Frumes, Elaine Lander, Manny Haas, Shelly Bienenfeld and Alan Kohn.

This change didn't cause any interruption in the program, however; for the second semester had hadly started when the Purim Festival came. As the culmination of the year's activities Hillezapoppin was presented with some of the best talent of the campus.

How did this all come about? It was simple. Hillel members began to take part in the activities. The support they have offered for affairs and drives matches the spirit they have given the organization. More students than ever before have turned out to attend the various functions. This is the most valid indication of the progress in Hillel.

But success is not necessarily measured by the number of people who come to Hillel House. There are many intangible results. There are those who have attended the Hebrew classes, discussion groups following the Kaffee Klatsches, the Rabbi's Seminars on Judaism, the inter-faith activities on and off campus, the satisfaction of those 115 who each gave a pint of blood to the "Blood for Israel" blood bank, the many friendships found at Hillel, the romances, some hot, some cold; the marriages, engagements and pinnings. Then there are those who were helped by the Hillel Student Loan Fund, who got jobs through the Hillel Housing Bureau, and who found solace and solution in the wisdom and strength of counseling with Rabbi Sajowitz.

TEACHERS WANTED

Hillel supplied 75 per cent of the religious school teachers for Bay Area congregations. Requests are already being made for assignments for the fall term beginning in September. If you are qualified with previous experience contact the Hillel Employment Bureau, Mr. Zeff.

HELPFUL HILLEL

Hillel will maintain an employment bureau and a housing bureau throughout the summer and fall for those students who wish to take advantage of these facilities. The Hillel Student Loan Fund is also available to students for emergency purposes.

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