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EISENHOWER, NIXON ISSUE ROSH HASHANAH GREETINGS TO AMERICAN JEWS

WASHINGTON, Sept. 15. (JTA) -- President Dwight D. Eisenhower and Vice-President Richard M. Nixon issued today greetings to the Jewish people of the United States, through the Jewish Telegraphic Agency, on the occasion of the Jewish New Year which starts at sundown tomorrow.

President Eisenhower's message reads: "On the occasion of the Jewish New Year, I extend greetings to all Americans of the Jewish faith. I hope that your observance will renew in each of you a devotion to the cause of peace and a determination to help advance the welfare of your fellow men in accordance with the ancient spiritual and moral teachings of your religion. To people of every persuasion these teachings are a continuing guide in the search for justice and good will among nations and a better life for men, women, and children everywhere in the world."

Vice President Nixon's message states: "It is reassuring, in greeting you on the occasion of the New Year 5716, to know that there is a continuity of recorded time and civilization going back that far, with all it connotes for the human mind and heart. It has taken strong perseverance and strong religious faith to come this far along the way. May the New Year reinforce in all our hearts the fervent hope for greater understanding, brotherhood and peace throughout the world."

ROSH HASHANAH STARTS TONIGHT; JEWS THROUGHOUT WORLD PRAY FOR PEACE

NEW YORK, Sept. 15. (JTA) -- Jews throughout the world will usher in the Jewish New Year of 5716 tomorrow evening with prayers for world peace, for Israel and for the removal of the danger facing Jews in North Africa and in other parts of the world, while Jews in this country will also pray for the well-being of the United States and of all democratic countries. The services will mark the beginning of the ten-day span of the High Holidays which climax in Yom Kippur, the Day of Atonement.

About 350 full and part-time Jewish chaplains will conduct services for Jews in the American armed forces in all parts of the world where U. S. military units are stationed. Twenty-four of them who recently completed training at chaplains' schools have reported for active duty in time to officiate at Rosh Hashanah and Yom Kippur services for Jewish military personnel, it was announced today by the National Jewish Welfare Board, coordinator of the global "Operation Rosh Hashanah" for military installations.

Leaders of all major Jewish organizations issued Rosh Hashanah greetings to the Jews in America, emphasizing the religious aspects of the High Holy Days and appealing to every Jew to be generous in his philanthropic contributions for Jewish causes in this country as well as for the upbuilding of Israel and for Jewish needs in other countries. Particular stress was laid on the serious situation faced by the Jews in North Africa, many of whom seek immigration to Israel. In New York alone, 500 congregations have undertaken to appeal to their members for contributions to the United Jewish Appeal during the Rosh Hashanah services.

American Jews Called to Live Up to UJA Traditions of Aid

William Rosenwald, general chairman of the United Jewish Appeal, said in his Rosh Hashanah message that "the American Jewish community, which supplied most of the funds for the \$40,000,000 Yarkon-Negev pipeline in Israel through support of the UJA, and financed as well the resettlement in Israel of many thousands of North African Jews, must help to achieve comparable victories in 5716." He called upon American Jewry "to continue to live up to the great traditions of the American Jewish community and the United Jewish Appeal. Working and giving to bring hope and life to those in need, we can answer the challenge of this year and this generation."

Edward M. M. Warburg, chairman of the Joint Distribution Committee, greeted the Jewish communities in this country "on behalf of the hundreds of thousands of Jews in Europe, Moslem countries and Israel who are able to celebrate this New Year and look forward to the celebration of other, even happier New Years" because of the assistance given by

American Jewry. "It is your devoted aid--through the United Jewish Appeal--which has made all these things possible; and it is because they know of this aid that Jewish communities all over the world send you their thanks this Rosh Hashanah. We of JDC are proud to be able to transmit these thanks, as we have been proud to be the agency by which the aid of American Jewry has for forty years continued to reach Jews in need overseas," Mr. Warburg said.

Dewey D. Stone, national chairman of the United Israel Appeal, pointing out that Israel faces an emergency influx which will bring 45,000 Jews from North Africa and other countries to her shores within the next 12 months, said in his message: "In terms of the problems and challenges which lie ahead, it would be most apt to describe the year 5716 as a 'Year of Strengthening.' Israel must help strengthen the Jews who are fleeing from danger; it must strengthen itself with settlement in depth; it must strengthen the productivity of the country both for the recent newcomers not yet fully integrated and for the oncoming mass influx. The measure of our wholehearted support of the United Jewish Appeal during the coming year will serve as a barometer of our concern and our ability to accept and act on our obligations as a community of mature, generous and productive Jews."

Rabbi Herbert A. Friedman, executive vice-chairman of the United Jewish Appeal, said in his greetings: "American Jewry can be proud of its loyal support of Israel's people and distressed Jews everywhere. The vast funds raised by the United Jewish Appeal since 1939 to save and rebuild 2,500,000 lives are a testament to the wisdom and generous heart of the American Jewish community. As we enter upon the new year, let us resolve to continue and redouble our efforts to secure the foundations of our humanitarian progress, to give hope and life to those still in need."

Dr. Joseph J. Schwartz, vice-president of the Israel Bond Organization, stated in his Rosh Hashanah message: "The understanding and energetic responsiveness with which American Jews have embraced the program of Israel Bonds are a welcome barometer of high statesmanship and deep devotion to the ideal of a strong and free Israel. We can see now as we survey the international scene that the policy of Israel-American friendship is vital to Israel's growth as a new democracy and that our share in giving solid meaning to this alliance must find expression in the kind of economic partnership inherent in the purchase of Israel bonds. It is to the credit of American Jewry that it has accepted the Israel bond drive as a major responsibility."

Hope that Ensuing Year Will Bring Arab-Israel Peace

Irving Engel, president of the American Jewish Committee, said that the forthcoming year will determine whether there will be "genuine evidence of the lifting of the Iron Curtain." Referring to the easing of East-West tension, the AJC leader declared: "It is our fervent prayer that this hoped for relaxation of tensions will be directly reflected throughout the Middle East so that genuine steps toward a lasting peace between Israel and her neighbors will be taken during the ensuing year."

Dr. Israel Goldstein, president of the American Jewish Congress, stated: "The Jewish people must remain profoundly concerned at the intransigence of the Arab states in rejecting direct negotiations with Israel for an enduring peace. We pray the New Year will also bring a greater measure of security to our brothers in lands where they suffer persecution or discrimination. We earnestly hope that the Communist regimes will call a halt to their relentless campaign of suppressing the religious and cultural life of their Jewish communities, and that they will moderate their harsh policy of isolating their Jewish communities from contact and communication with Jewish communities of other lands."

Philip M. Klutznick, president of the B'nai B'rith, said: "In the tradition of our people we can seek no greater blessing than that of 'Shalom.' In this season we must resolutely prepare ourselves to strive for peace and to be worthy of its fruits." His organization, he said, looks ahead to a year of achievement in fulfilling the goals of its many-faceted program. "We can anticipate the continued growth of our efforts in adult Jewish education, in youth work, in human rights and in our community and veterans services. New sights are ahead for our work with the United Nations and our efforts on behalf of Israel."

Unity to Be Sought in American Jewish Ranks During Year

Bernard Trager, chairman of the National Community Relations Advisory Council, pledged that his organization will do all in its power to bring back into its ranks during the new year the American Jewish Committee and the B'nai B'rith Anti-Defamation League which withdrew from it several years ago. "As we enter upon the new year, with raised hopes for international peace and domestic tranquility, let us hope and pray and exert ourselves that all the Jewish community relations agencies may be participants in the true cooperation in the common cause that alone can enable all to bring their fullest influence effectively to bear upon our common needs," he declared.

Ben Toustler, president of United HIAS Service, the Jewish international migration agency, in his Rosh Hashanah message, called for a unified effort to rescue "those others of our people who exist uneasily on the soil of the Old World."

New Year greetings were also issued by Dr. William Haber, president of the American ORT Federation; Charles Aaron, president of the National Jewish Welfare Board; Daniel Ross, president of the American Friends of the Hebrew University; and by all central Jewish organizations.

JEWISH AGENCY, ZIONIST GROUPS STRESS ISRAEL'S PROGRESS ON ROSH HASHANAH

NEW YORK, Sept. 15. (JTA) -- The progress achieved in Israel as compared with the uncertain situation of Jews in other countries was stressed in a Rosh Hashanah message by the American section of the Jewish Agency signed by Mrs. Rose L. Halprin, acting chairman. The message reads:

"The solemnity of Rosh Hashanah, a date of profound religious meaning for Jews everywhere, is underscored this year by poignant contemporary events. In the twilight hour of the Jewish calendar years, Jews throughout the world are depressed by the continued isolation of two million Jews in the lands behind the Iron Curtain, the uncertain fate of nearly a quarter of a million Jews in unsettled North Africa, and danger signs for several smaller Jewish communities in other areas of the world where there are grave indications of incipient political upheaval.

"The picture has not been all gloom, however. The depression has been more than offset by the wondrous progress of the State of Israel, which stands ready to admit and absorb, at whatever cost, Jews from danger areas. In these efforts, American Jewry will undoubtedly continue its dedicated cooperation with Israel. It is therefore in a spirit of humility and thanksgiving that Jews meet this New Year because, with the emergence of Israel, they can today, as they could not in the past, salvage threatened communities and offer the security of a home to imperilled brethren."

Call Upon American Zionists to Strengthen Israel

Rabbi Irving Miller, chairman of the American Zionist Council, which represents all Zionist bodies in this country, in his New Year's message, called on Zionists in this country to continue their efforts to strengthen Israel in its fight for freedom and security and its ingathering of Jews from many countries. "As Zionists, we also face the task of sustaining and strengthening Jewish ideals, Jewish culture, Jewish living, Jewish peoplehood," he added.

Mortimer May, president of the Zionist Organization of America, in his holiday message, said: "Despite the trials and unsolved problems of the past year, we all experience the great joy of proudly watching Israel continue to grow as a beacon of enlightenment in the Middle East. In extending our special greetings to the citizens of the State of Israel, we renew our determination to stand by their side in their historic task of creating a free, democratic and culturally rich society, based on the ethical and spiritual concepts of Judaism."

In a special New Year's message cabled from Israel, Mrs. Rebecca Shulman, president of Hadassah, called upon the American Jewish community to regard "concern for the welfare and survival of Jews everywhere" as its dominant principle for the year 5716. Emphasizing "the great peril in which the Jews of French North Africa find themselves as the New Year approaches," Mrs. Shulman declared that American Jews must redouble their efforts to make certain that the catastrophe which overtook the Jews of Europe 20 years ago does not happen again.

Dr. Harris J. Levine, president of the Jewish National Fund of America, said in his message: "The eyes of world Jewry are centered on Israel's defenses as the security of the Jewish State is in dire jeopardy." He cited the building of 180 border villages on JNF land and the planting of security forests, with 25,000,000 trees ringing the frontiers of Israel, as the JNF's contribution to the security of the State of Israel. Other Zionist holiday messages were issued by Rabbi Mordecai Kirshblum, president of the Mizrahi Organization of America and Dr. Sara Feder, president of Pioneer Women.

The following leaders of central religious bodies issued Rosh Hashanah greetings to American Jewry: Dr. Abraham J. Feldman, president of the Synagogue Council of America; Dr. Maurice N. Eisendrath, president of the Union of American Hebrew Congregations; Rabbi Barnett R. Brickner, president of the Central Conference of American Rabbis; Moses I. Feuerstein, president of the Union of Orthodox Jewish Congregations of America, and Rabbi David B. Hollander, president of the Rabbinical Council of America.

J. T. A. PRESIDENT RE-AFFIRMS PLEDGE OF CONTINUED SERVICE TO JEWRY

NEW YORK, Sept. 15. (JTA) -- Louis P. Rucker, president of the Jewish Telegraphic Agency, in his New Year's message, re-affirmed today the determination of the JTA to serve as the "eyes and ears" of Jews everywhere in the world. He stressed the progress made by the JTA during the past year in extending every effort to cover, impartially and without fear, every aspect of Jewish activity in the context of an increasingly complex world.

"In the year to come," Mr. Rucker said, "the Jewish Telegraphic Agency will continue to give that kind of extensive coverage to developments in all parts of the world. The tense situation created for Israel by the Arab intransigence, the all-out efforts to rescue threatened North African Jewry, the progress of an American Jewish community in its fourth century of existence in a free land, all these important developments and the human triumphs and tragedies which accompany them will be the day-by-day concern of world Jewry's 'nerve center'--the Jewish Telegraphic Agency. To this high task we re-dedicate ourselves on the eve of 5716."

AMBASSADOR EBAN GREETES AMERICAN JEWRY ON NEW YEAR; CITES U. S. AID

WASHINGTON, Sept. 15. (JTA) -- The role which the United States and American Jewry have played in strengthening Israel during the year just past was emphasized in Rosh Hashanah greetings issued here by Israel Ambassador Abba Eban.

"The generous infusion of economic aid by the United States, by grant and loan, has played a significant role in Israel's development," Mr. Eban said. "Indeed, American assistance has left its imprint upon every aspect of Israel's growing strength. Agreements and treaties have been added to the already intricate web of the relations between Israel and the United States and it is our hope that the coming year will see a further strengthening of our ties with the American people.

"Israel's advances were made against a background of relentless hostility on the part of its neighbors, an attitude which stands in marked contrast to the general reduction of international tension. The Arab states have yet to agree to a process of direct settlement and Israel has continued to divert much of her energy to problems of defense and security. Our greatest strength has been the union of spirit with the Jewish community of America. As Israel moved amongst dangers and pitfalls toward economic independence and spiritual creativeness, the Jewish community of America has stood behind us at all times and shown the full measure of its valor and strength."

ELIMINATION OF BIAS PROGRESSING IN U.S., VICE PRESIDENT NIXON SAYS

NEW YORK, Sept. 15. (JTA) -- More progress in providing equality of opportunity for all Americans, regardless of race, creed or color, has been made in the past three years than in any similar period since 1865, Vice President Richard M. Nixon said here last night at a dinner of the Joint Defense Appeal which opened the Fall phase of a \$5,000,000 fund-raising effort in behalf of the B'nai B'rith Anti-Defamation League and the American Jewish Congress.

Mr. Nixon presented the second annual Human Rights Award of the JDA to Fred Lazarus, Jr. The silver medallion is awarded to "the American whose contributions to the nation's welfare symbolize the goals and ideals of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith." More than 500 business, civic and professional leaders attended the dinner.

The Vice President, who heads the President's Committee on Government Contracts, of which Mr. Lazarus is a member, outlined the following objectives of the Eisenhower Administration in the field of promoting civil rights: Equality of opportunity for employment; removal of the last vestiges of discrimination in Washington, itself; completion of the integration of the public school system; amendment of the refugee relief act as recommended by the President, and review of the national immigration policy as recommended by the President.

After reviewing the Administration's achievements in civil rights--the opening of more opportunities for Negroes, ending segregation in the armed forces and in veterans hospitals, and the launching of a campaign to end segregation in the public schools--Mr. Nixon said: "In the field of foreign policy, I can testify that there is nothing which impairs the position of the United States as a leader of the free world more than evidences of discrimination and prejudice which are advertised all over the world when they occur in this country."

Mr. Philip Klutznick, president of B'nai B'rith, speaking at the dinner, warned that "social discrimination which is not alone social, but in its real sense, tends to support the notion of superior race, is the polite way to destroy American freedom. It must be assailed and conquered, not by brute force, but with the instruments of research, accompanied by understanding action."

AMERICAN J. N. F. BOARD TO MEET IN NOVEMBER; GRANOTT TO PARTICIPATE

NEW YORK, Sept. 15. (JTA) -- The National Advisory Board of the Jewish National Fund, in which leaders from all parts of the country will participate, will open in New York on November 4, it was announced here today by Dr. Harris J. Levine, president of the JNF of America. Dr. Abraham Granott, world head of the JNF, who is arriving in this country from Jerusalem early next week, will participate in the deliberations which will continue for three days, the announcement said.

The official dedication of JNF House here will be held at the same time, it was decided today at a meeting of the JNF board of directors. Albert Schiff, national treasurer of the JNF, was designated as the chairman of the committee arranging the official opening of JNF House. Representatives of the State of Israel and of the Jewish Agency will take part in the program in connection with the dedication. The new JNF House will, for the first time, be open to the general public on Sunday, November 6.

SCHNEIDER NAMED NATIONAL DIRECTOR FOR REFORM JUDAISM CAMPAIGN

NEW YORK, Sept. 15. (JTA) -- Irving S. Schneider has been appointed national director of the Combined Campaign for American Reform Judaism which is inaugurating a national drive during the High Holy Days for \$2,241,000 to support the national religious institutions of the Reform movement in the United States.