



U. J. A. IS MORE THAN JUST LETTERS OF THE ALPHABET TO THEM—Winners in the Poster Contest conducted by the Bureau in the Religious Schools, in conjunction with the 1949 Junior Jewish Welfare Fund Drive. With children, on extreme left, is Mr. Frederick Rau, Chairman of the 1949 J. W. F. Campaign.

THE "BUREAU" . . . AT YOUR SERVICE

The Bureau of Jewish Education renders educational services to schools, youth and adults of our community.

SERVICES TO THE SCHOOLS

To Jewish schools of all types, the Bureau renders the following services:

SURVEY AND CONSULTATION. The director visits the schools periodically or upon request, observes classroom and administration procedures, and makes recommendations for their improvement.

KEREN AMI (THE JUNIOR JEWISH WELFARE FUND). "Keren Ami" means "The Fund of My People." It has a threefold purpose:

1. To educate the children to the needs of the Jewish community on the local, national and international scenes, to acquaint them with the organizational instruments which have been evolved to meet these needs, and to provide effective motivation for the study of contemporary Jewish life.
2. To train the children to GIVE—to give regularly, to give unstintingly—at a sacrifice, if need be; to give in the true, noble, traditional spirit of **Tzedakah**, which elevates the concept of charity to the ideal of righteousness.
3. To train the children for community service, for effective leadership and for the democratic way of life.

In order to achieve these aims, the Bureau employs the following means:

It publishes the attractive, illustrated bi-weekly **Keren Ami Newsletter**, which serves as a basis for classroom discussion. Such a discussion, if conducted by the teacher intelligently and on the children's level, will result in a better understanding, on the part of the pupils, of the Jewish communal structure.

It stimulates, supervises and coordinates the fund-raising activities in the schools.