



SPECIAL EDITION

Expansion Program Leadership

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*Bram J. Lewin	*Jewish Hospital Board of Directors



The leadership role as chairman of The Jewish Hospital of St. Louis Expansion Fund Program has been accepted by Joseph F. Ruwitch, past president of the Hospital. Pictured from left to right are Mr. Ruwitch, Elliot Stein, co-chairman of the Expansion Fund Program, Edward B. Greensfelder, president of the Hospital, and Robert L. Wolfson, a division chairman appointed to the Fund Program.

Expansion Chairmen Named

Joseph F. Ruwitch, general manager, Carpet Division, J. P. Stevens Company, has been named chairman of The Jewish Hospital of St. Louis Expansion Fund Program, according to Edward B. Greensfelder, president of the Hospital.

Mr. Ruwitch was president of

the Hospital from 1963 to 1968 and is presently on the Boards of Directors of the St. Louis Chamber of Commerce and the United Fund. He is also a member of the Board of Trustees of St. Louis University.

Elliot Stein, president of Scherck, Stein and Franc, Inc., has been appointed co-chairman of the

Expansion Fund Program. He is chairman of the Finance Committee of the Hospital Board of Directors. Mr. Stein is a trustee of Washington University and a director of this year's United Fund Drive.

The Fund Program has been organized to obtain the necessary funds for the Hospital's recently announced \$21.5 million expansion program for excellence in health care.

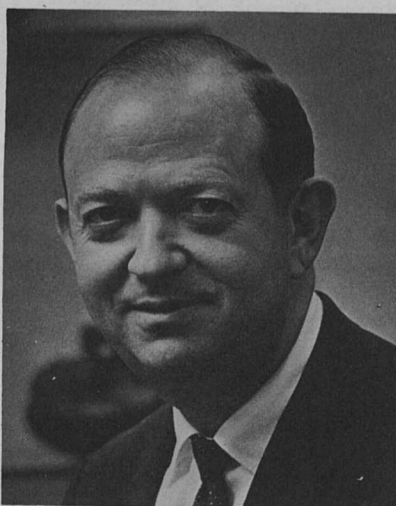
Division Chairmen

Newly appointed division chairmen of the Fund Program are: Roswell Messing, Jr., Bernard Edison and Robert L. Wolfson. Mr. Messing, president of World Color Press, Inc., has been named chairman of the Individuals Division. Mr. Edison will head the Corporations Division. He is president of Edison Brothers Stores, Inc. Mr. Wolfson will direct the Fund Program's Foundations and Government Division.

Mr. May is chairman of the board of the May Department Stores. He is a past president of the Jefferson National Expansion Memorial committee and is a member of the boards of directors of the United Fund and Washington University. He is vice president of the St. Louis Symphony Society and of the Arts and Education Council of Greater St. Louis.

He was named Globe-Democrat Man of the Year in 1959. He has received the Silver Beaver and Silver Antelope awards from the Boy Scouts of America for his service to that organization. He is the current president of the William Greenleaf Eliot Society at Washington University.

May Heads Council



Morton D. May

Appointment of Morton D. May as chairman of The Jewish Hospital of St. Louis Honorary Development Council was recently announced by Edward B. Greensfelder, president of the Hospital.

The Honorary Development Council is the endorsing body for the Hospital's recently announced \$21.5 million expansion program to

provide improved community health facilities.

In making the announcement, Mr. Greensfelder said, "I am grateful that Morton May has accepted the chairmanship of this important committee. His record of leadership, coupled with his deep interest in civic and cultural affairs, is a tremendous asset to the Jewish Hospital."

Mr. May is chairman of the board of the May Department Stores. He is a past president of the Jefferson National Expansion Memorial committee and is a member of the boards of directors of the United Fund and Washington University. He is vice president of the St. Louis Symphony Society and of the Arts and Education Council of Greater St. Louis.

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The Jewish Hospital of St. Louis

1878

Drs. S. H. Sonnenschein, August Binswanger and Jacob Furth first attempted to organize a hospital to meet the urgent health needs of the growing Jewish population. The proposal for a Jewish Hospital was discussed without avail.

1901

However, four members of pioneer Jewish families, Mrs. Rebecca Kahn, Mrs. Gertrude Mathes, Mrs. Julius Weil and Mrs. Ida Kohn, refused to abandon the idea and plunged into the effort with an enthusiasm which soon won over the Jewish community. The first donation of \$10,000 by Mr. Elias Michael, president of Rice-Stix Dry Goods Company started the fund drive rolling. The first offering, which in those days was a unique and large contribution, blazed the trail and other subscriptions came in steadily so that in 1902 the dream of a Jewish Hospital became a reality.

1902

The first Jewish Hospital was formally opened with a modest three-story structure at 5415 Delmar, with beds for 30 patients. Quarters for student nurses were in the basement and a side-drive served as a "parking lot" for the doctors' horse-drawn buggies. Mr. August Frank became the first president, Mr. Isaac Schwab, vice president, Mr. William Stix, treasurer and Mr. Lee Sale, secretary. Dr. Herman Tuholske was appointed the first president of the medical staff.

1905

By the year 1905 the original hospital building was already proving inadequate. Julius Lesser, hospital president, reported hundreds of sick were being "turned away." A second building campaign, directed by Moses Fraley, first president of the Jewish Federation of St. Louis raised the \$250,000 needed to add two wings to the Delmar structure, enlarging its capacity to 100 beds.

1913

Even the enlarged original hospital was outgrown and David Eiseman, then hospital president, was pressing St. Louis to build a new and greater hospital. Early in the administration of Mr. Eiseman, who succeeded Julius Lesser as president in 1908, the board again looked to the future. Plans were drawn to extend the building, but it was found that the walls were not of sufficient strength to support additional stories.

1915

Aaron Waldheim, who became president in 1915, suggested disposing of the Delmar property and erecting a modern, up-to-date building on a new site. A campaign was begun in 1919 to raise money for the new hospital. Through the leadership of Aaron Waldheim, \$1,050,000 was raised the following year and the site at Kingshighway and Forest Park was purchased. However, five years more were to elapse before actual work on the hospital was to proceed.

1926

On May 16, 1926 the new \$2,250,000 hospital was dedicated. It was a seven-story building of Georgian architecture with an expanded bed capacity of 250. It had a house staff of 11 members and a medical staff of 109 physicians. The following year, an out-patient department for the treatment of patients financially unable to pay for medical care was opened.

1929

In this year the "last word" in residences for nurses was completed—the Moses Shoenberg Memorial, built with funds donated by Mrs. Moses Shoenberg and her son, Sydney M. Shoenberg. The nurses' residence, connected with the hospital by an underground tunnel, had complete educational facilities and beautiful furnishings.



1902

Past

1930-1940

During these years the hospital's programs of service steadily increased and toward the end of World War II, the need for reorganization of the various health agencies of the Jewish Federation, including Jewish Hospital, was reorganized. An intensive study resulted in the recommendation for and approval of integration of four of these agencies — Jewish Hospital, Miriam Rosa Bry Convalescent-Rehabilitation Hospital, Jewish Sanatorium, and the Jewish Medical Social Service Bureau.

1951

The new corporation was formed in 1951 and plans were begun for an extensive construction and alteration program to effect the physical merger. Ground-breaking ceremonies took place in June, 1954.

1956

The proud hopes and dreams of three generations were achieved when a \$7,000,000 building program was climaxed with dedication ceremonies on October 14-16. The new Jewish Hospital medical center represented the largest amount of money ever invested by the Jewish population of St. Louis in a single community project. Ultra-modern efficiency keyed the 500-bed, 56 bassinets medical center. A total of 350 physicians and dentists were on the medical staff and more than 1,000 employees worked daily in the hospital. A contribution for \$1,000,000 from the Mark C. Steinberg Charitable Trust was used to build the Mark C. Steinberg Memorial Hospital section of the new medical center. The Aaron Waldheim Clinic was a gift to the people of St. Louis from Mr. and Mrs. Millard A. Waldheim in memory of the distinguished financier and philanthropist.

1957-1964

Numerous improvements were made to the Hospital facilities during this period through Fund Drives and donations by many dedicated to the Jewish Hospital community. A second residence for student nurses located at 4949 Forest Park Boulevard was purchased from Washington University with funds donated by Sydney M. Shoenberg. The demands on the hospital's medical facilities continued to increase yearly and the patients admitted per year for medical treatment jumped from 11,500 in 1957 to 17,800 in 1963.

1965

Charles H. Yalem, St. Louis financier and philanthropist contributed \$1,000,000 to the hospital for the construction of a nine-story research building. Ground-breaking ceremonies for the new Yalem Research Building were held December 15, 1965.



1926

1906
900 patients

1918
1,700 patients

1926
2,000 patients

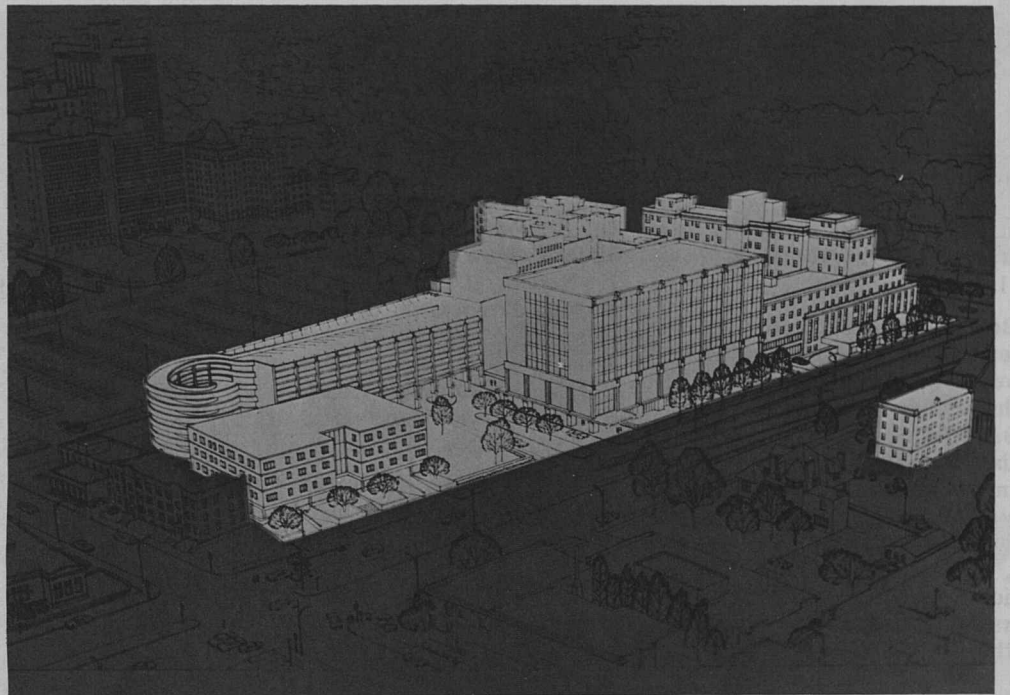
Present

1968

Formal dedication ceremonies for the new Yalem Research Building were held May 26 of this year for the \$2,600,000 structure which was made possible by the \$1 million gift, gifts from the community and a grant from the National Institutes of Health.

1969

The Jewish Hospital of St. Louis announced a \$21.5 million expansion program to provide urgently needed health care services for the metropolitan St. Louis area. A long range planning committee, that included representatives of the board, medical staff, and administration in consultation with medical and health care leaders was headed by Stanley M. Richman. The planning committee recommended that the expansion of the physical plant and other improvements were essential to maintain the present programs at the same high level. Last year the Jewish Hospital admitted nearly 18,000 patients and more than 39,000 visits were made by patients to the emergency rooms and the Aaron Waldheim Clinics. The Hospital provided more than \$1 million in free care to indigent patients in the metropolitan area in 1968.



1970 - 1974



1956

and Future

Members of the Hospital Board of Directors, Medical Staff and Administration, in consultation with medical and health care leaders, have spent the past three years analyzing the long range requirements of the Hospital so that it can continue to provide ever expanding excellence in health care services.

The expansion and modernization process they have outlined is envisioned as a phased program of both new construction and renovation of present facilities. The phases of implementation will be:

Phase 1: Parking Garage—\$2,036,119

A new six-level parking deck along Parkview Place, just east of the Yalem Research Building and the Steinberg Memorial Hospital will provide parking spaces for 550 cars. Drivers can enter the garage from either Parkview Place or Forest Park. The lower level of the parking garage will provide a new service entrance for the Hospital which includes a loading dock and receiving area. The cost of the parking garage will be partially paid for through mortgage financing.

Phase 2: New Nine-Story Patient Care Building — \$12,134,659

A new nine-story building will be constructed along Forest Park adjacent to the Aaron Waldheim Clinics. This building will provide urgently needed space for radiology, surgery, 100 new patient beds, pharmacy, central supply, and visitor services.

For the convenience of the public, a new main entrance to the Hospital will be constructed in the middle of the block adjacent to the Patient Care Building which can be approached from Forest Park or Parkview Place. A one-story lobby will branch to the new building; to the Yalem and Steinberg Buildings; and to the main Hospital building.

Phase 3: Modernization of Present Facilities — \$6,033,657

The renovation and modernization of the present Hospital will include major changes in the obstetrical, delivery, and nursery suites. Patient rooms are presently undergoing modernization. The nursery will be relocated in the north wing adjacent to the new delivery and labor rooms. The entire floor will be geared to the needs of the mothers.

The emergency rooms on the ground floor is one of the most crowded and inconvenient facilities in the Hospital. The new plans specify a 12-bed overnight observation unit, with monitoring equipment, larger examination rooms, cast room, laceration rooms, an X-ray facility, and a laboratory.

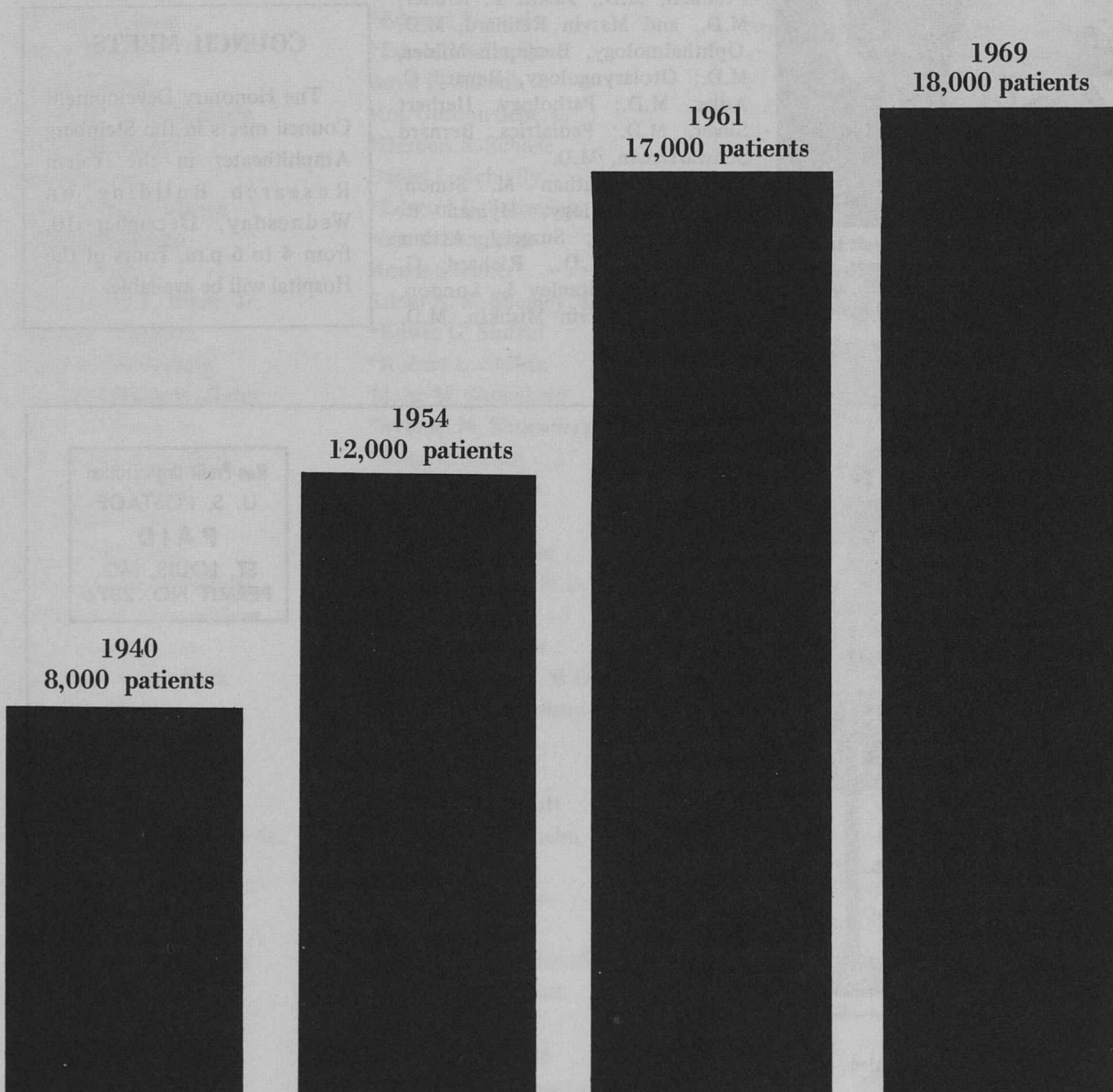
The driveway entrance to the new emergency room will be enclosed from the elements for the safety and convenience of our patients. Modernization of patient rooms, Psychiatry, and special medical laboratories have highest priority.

Phase 4: One floor addition to Central Medical Building — \$736,340

The additional space is for physician offices for the convenience of those who need to be immediately available for their hospital patients. The cost of the new floor will be self liquidating over several years.

1970-1975

Total Cost of Construction:	\$21,495,755
Total Capital Funds Sought from Public Support:	\$18,168,316



1901 Original Donors

The original Jewish Hospital was started through the generosity of 139 members of the St. Louis community. Following is the complete list of subscribers in 1901:

Ben Adler, Sol Adler, S. W. Adler, Louis P. Aloe and D. B. Aloe, Ben Altheimer, Mrs. I. Archschoefer, Fred Arnold, Adolph L. Baer, Julius Baer, Sigmund Baer, William Barr Dry Goods Co., Hanna Bauman, Mrs. Marianna Bauman, Meyer Bauman, Ben A'Kiba Society, Bohm Bros. Co., Louis Bry, Nathan Bry, F. L. Christman, David Cole, Marie Drey, A. A. Ebersson, A. I. Einstein, Eisenstadt Brothers.

Ben Eiseman, David Eiseman, Henry Eiseman, Epstein Bros., Moses Fraley, August Frank, Nathan Frank, Albert Frankenthal, Alexander Frankenthal, L. S. Freund and F. Freund, Jacob Friedman, Dr. Jacob Friedman, Nathan Friedman, Aaron Fuller, Adolph Glaser, Joseph Glaser, Julius Glaser, Morris Glaser, Mrs. Morris Glaser, Sigmund Glaser, Goldman Bros., J. D. Goldman, David Goldsmith, Robert Goldstein.

William Goldstein, Grand Lodge, O.B.A., David Harber, I. Harris & Co., A. M. Hellman, Mrs. Clementina Hellman, Cal Hirsch, R. McKittrick Jones, S. L. Joseph, Max Kahn, H. W. Kastor, Kohn & Co., Kohner Estate, M. Kory and Son, Ladies' Hebrew Relief Society, Jacob Lampert, M. Landau, Sam Lazarus, Julius Lesser, Leo Levis, Levy and Cohn.

Jacques Levy, Will Levy, M. Littman, Dr. Hanau W. Loeb, Henry Marx, David May, A. Meyer, G. S. Meyer, Elias Michael, M. Michael, G. W. Milius, H. J. Nathan, J. Nathan, Dan Nugent, Charles Parson, Progressive Order of the West, M. P. Pufeles, Louis Renard, Jonathan Rice, Morris Rosenheim, I. B. Rosenthal, David Rosentreter, M. Rosentreter and Co., Rothschild Bros. Hat Co.

T. L. Rubinstein, I. Russack and Son, Henry Sayers, L. Scharff, A. Scharff, Nicholas Scharff, Edwin Schiele, S. W. Schroeder, Isaac Schwab, Mrs. Isaac Schwab, Leon Schwab, Max Schwab, R. M. Scruggs, Simon Seelig, Moses Shoenberg, I. M. Simon, Adolph Singer, Singer Bros., J. W. Singer, Skrainka Construction Co., L. M. Skrainka, T. Skrainka, David Sommers, Corwin H. Spencer, Myer L. Stern.

Charles A. Stix, Stix, Baer & Fuller, William Stix, Caroline Strauss, Louis Strauss, C. L. Swarts, Dr. M. Taussig, W. H. Thompson, C. A. Tilles, David Treichlinger, Dr. H. Tuholske, Dr. Ernst Jonas, U. S. Grand Lodge, O.B.A., Joseph Wachtel, Festus J. Wade, Aaron Waldheim, Ben Wasserman, Julius Weil, Werner Bros., J. J. Wertheimer, M. S. Wieder, Lena Wieder, E. H. Wolff, M. Wolff & Co., and Leonora Wolfort.



Chairmen of the Physicians Expansion Fund Program are from left to right, Drs. Morris Abrams, Hyman R. Senturia, Arthur E. Baue, and Burton Shatz.

Physicians Appoint Committee

The Hospital Medical Staff has appointed Morris Abrams, M.D., Burton Shatz, M.D., Arthur E. Baue, M.D., and Hyman R. Senturia, M.D., as chairmen of the Physicians Expansion Fund Program.

According to Morris Abrams, General chairman of the Doctor's Committee, "The medical staff is very enthusiastic about the new expansion program and we will do our share to insure the success of the total fund effort. "Many members of the medical staff have already indicated pledges of which we can be very proud. In addition to our own personal contributions, we are willing to do whatever is necessary to make the fund drive a success throughout the community."

Departmental chairmen appointed to the committee are: Dentistry, Jerome S. Grosby, D.D.S.; Medicine, M. Norman Orgel, M.D., and Harold J. Joseph, M.D.; Obstetrics and Gynecology, Robert Burstein, M.D., Michael Freiman, M.D., Justin F. Kraner, M.D., and Marvin Rennard, M.D. Ophthalmology, Benjamin Milder, M.D.; Otolaryngology, Benard C. Adler, M.D.; Pathology, Herbert Silver, M.D.; Pediatrics, Bernard Schwartzman, M.D.

Psychiatry, Nathan M. Simon, M.D.; Radiology, Hyman R. Senturia, M.D.; Surgery, Arthur E. Baue, M.D., Richard G. Sisson, M.D., Stanley L. London, M.D., and Marvin Mishkin, M.D.



Members of the Employees Capital Funds Program Committee are from left to right, Evelyn Tackett, Barbara McCall, Raymond Highfill, Mary McKeever, Nancy Rupprecht, R.N., Jason Blake, Bo Axelrod, Evelyn Whitlock, R.R.L., Audrey Hamilton, Arnold Pryor, Virginia Reisinger, R.N., Vernon Spradling and Lynda Lou Kalkbrenner, R.N.

which will name employee contributors.

The Committee has scheduled a series of meetings for Mr. Gee to present the Hospital's expansion program to employees. The Capital Funds brochure, which includes a 1970 Planning Calendar, will be distributed among employees in the near future.

Employees Name Co-chairmen

"Let's All Build For Our Future"

The Employees Capital Funds Program Committee, under the co-chairmanship of Bo Axelrod, Mrs. Virginia Reisinger, R.N., and Mrs. Evelyn Whitlock, has announced its goal as 100 percent employee participation in the Capital Funds Program.

"Let's All Build for Our Future" will be the theme of the employee campaign. Department meetings to explain the Capital Funds Program have been planned.

Mrs. Audrey Hamilton, first place winner in the Smile Award contest, will be the campaign's poster girl. Runner up Smile Award winners will also assist with publicity.

Employees will be given buttons with the campaign's slogan imprinted, after making a contribution. Plans are also under way for an honor roll to be placed in the main lobby of the Hospital

Brochure Features Calendar

The Hospital's Capital Funds brochure, "Of Time and Direction," will be distributed in the near future. The spiral-bound brochure features a detailed presentation of the Hospital's expansion plans. It includes a 1970 monthly planning calendar.

While the emphasis of the

Brochure is futuristic, it also contains a photographic review of the year and summary statements from Edward B. Greensfelder, president of the Hospital and David A. Gee, executive director.

The Hospital's financial statement and other important end of the year data will be published in March as an addendum.

Auxiliary Aids Hospital Through Years of Service

The women of the community have played an active role in the hospital throughout its history — it was the women of St. Louis who plunged into the effort to raise the funds to build the first Jewish Hospital in 1902.

In the early years the women associated with the Hospital were known as a committee. It was not until the period of the First World War that the group even attempted to formalize its relationship to the medical institute by describing itself as an "auxiliary."

Today the Jewish Hospital Auxiliary with Mrs. Norman W. Drey as president, is one of the larger volunteer organizations engaged in hospital work in the area and throughout the country. Present membership of the Auxiliary totals over 3,000 and a recent pledge of one million dollars and one million hours by the volunteers was recognized as the largest gift ever recorded nationally from a hospital auxiliary.

Even with the outstanding record hours of 56,000 contributed yearly by the Women's Auxiliary, Mrs. Drey recently announced a Project Switch Hit and Subs Unlimited program to be added to their many other active endeavors as an added means of keeping pace with the essential needs of the Jewish Hospital of St. Louis, a goal which the Auxiliary has proudly met throughout the years.

Mrs. Drey and Mrs. Stanley M. Cohen are co-chairmen of the Auxiliary Expansion Fund Program.

COUNCIL MEETS

The Honorary Development Council meets in the Steinberg Amphitheater in the Yalem Research Building on Wednesday, December 10, from 4 to 6 p.m. Tours of the Hospital will be available.

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