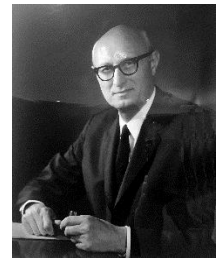


Earl Perloff
President: 1967-1970

Earl Perloff emigrated from Russia in 1922. He graduated from Central High School, the University of Pennsylvania and Harvard Law School. After serving in the Navy, he joined the family wholesale grocery business. The firm grew into a leading regional retail and wholesale distributor and he, accordingly, served on the boards of the national trade organizations.



In addition to other community activities, Mr. Perloff was particularly active in healthcare delivery. He served as Chairman of the Board of the Albert Einstein Medical Center, the Philadelphia General Hospital and Independence Blue Cross. He chaired the American Hospital Association's Select Committee on the Provision of Health Services whose report, AmeriPlan, is still cited by healthcare policy makers.

Earl and Adelaide Perloff joined Rodeph Shalom in 1951, so that their children would get a formal Jewish education. Because of proximity, the family related primarily to the Suburban Center in Elkins Park. "Suburban" was originally housed in a mansion; in 1958 dedicated classrooms were added; and then in 1974 an auditorium and support space. Membership in the northern suburbs accelerated, the religious school had to meet in split sessions and weekly Shabbat Services were added.

Mr. Perloff became President of the Congregation June 1, 1967. After the Six Day War in June, interest in Israel skyrocketed and the Congregation came together to support Israel and to learn more about the vision of Zion. Additionally, the country was torn by the divisive issues of Civil Rights and opposition to the Vietnam War. The Congregation was split over the issue of how engaged the Congregation, as a religious organization, should be in discussing secular conflicts.

With encouragement from Rabbi Wice, Mr. Perloff spoke out forcefully as President about the moral imperative of social justice and the moral absurdity of the Vietnam conflict. Programs were initiated with Civil Rights activist and funds raised to support their cause. Similarly, sermons, editorials and educational sessions about America's role in the world were a core component of the Synagogue Year.

Written by Tom Perloff