

# Morton Leo London

## A Life of Service and Leadership

28 Sep 1917 - 28 Nov 2002

Morton Leo London was born on September 28, 1917, in Manhattan, New York, to Jacob and Gizzie Herman London, both immigrants—his father from Russia and his mother from Hungary. The London family epitomized the American Dream, building a successful textile business, the London Yarn Company, in West New York, New Jersey. Following Jacob's untimely death in 1942, Gizzie took over the company, which Morton later led as Treasurer from 1946 to 1970 and as President from 1970 until his retirement in 1999. He also served as President of Randimor Textile Co. and as Treasurer of the Schiffli Yarn Merchants Credit Association.

Beyond his business success, London was a dedicated public servant and military veteran. From 1941 to 1946, he served as a First Lieutenant in the U.S. Army Field Artillery during World War II, fighting in both the Pacific and European theaters, including Guadalcanal and France. His commitment to his fellow veterans extended well beyond his time in uniform. He was deeply involved in the Jewish War Veterans (JWV), serving as the organization's Permanent Observer at the United Nations from 1961 to 1962 and as its National Commander from 1963 to 1964. In this capacity, he met with President John F. Kennedy in the Oval Office on July 25, 1963, where he expressed his deep concerns regarding anti-Semitism, particularly the U.S. stance on anti-Semitism in Russia. London was a staunch advocate against anti-Semitism and worked tirelessly to address discrimination both domestically and abroad.

He was a dedicated community servant, actively involved in numerous boards and committees. A lifetime trustee of the Teaneck Jewish Center, he also had the honor of serving as the Grand Marshal of the West New York Memorial Day Parade in 1962.

Academically accomplished, London earned a bachelor's degree from Brooklyn College and a law degree from St. Lawrence University. His intellect, leadership, and passion for service left a lasting impact on his community and beyond.

Morton Leo London passed away on November 26, 2002, at the age of 85 in West New York, New Jersey. His life was one of dedication—to his country, his faith, his community, and his family.

## Original Trophy



**Morton London and John F. Kennedy  
Oval Office  
July 25, 1963**

# United Nations Appointment

November 15, 1961



MORTON LONDON

## NAME LONDON TO U. N. UNIT

### J. W. V. Sends Teaneck Man As Delegate

By **CARL T. BUSCHER**  
(Regional Editor)

Teaneck — Morton London of 1179 Kensington Road is the new representative of the Jewish War Veterans national headquarters to the United States Mission to the United Nations. His appointment was announced this week by National Commander Theodore Brooks of Brooklyn.

Among London's functions as observer will be attendance at briefings of the representatives of nongovernmental agencies at the United States Mission, opposite the U. N. building, and attendance at sessions of the General Assembly, Security Council, and other U. N. bodies.

"The purpose of this liaison between the mission and large groups of citizens throughout the country is two-fold," London said. "It enables a channeling of information on American policy to the vast rank-and-file memberships of more than 70 national organizations on one hand, and provides a mirror of public opinion to the United States delegation on the other."



*Elect*

**MORTON LONDON**

*as*

**NATIONAL COMMANDER**

*of the*

**Jewish War Veterans  
of the U.S.A.**

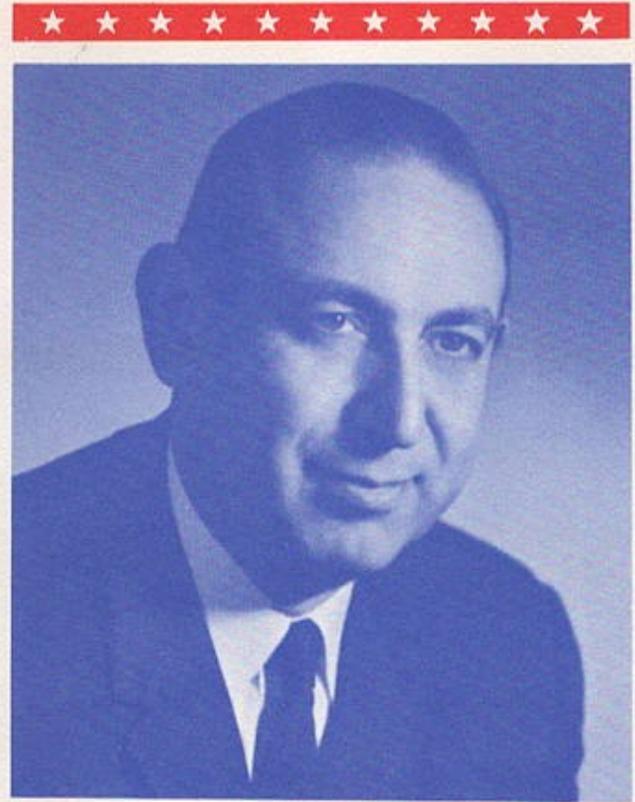


*"Ask not what JWV can do for me...  
ask only what I can do for JWV."*

MORTON LONDON



This circular was printed by the Department of  
New Jersey Committee to elect Morton London National Commander.



THE MAKING OF THE  
**NATIONAL COMMANDER**  
**JEWISH WAR**  
**VETERANS of U.S.A.**

**1962**



*A presentation by  
the Department of New Jersey  
in support of*

**MORTON LONDON**





## A CALL TO LEADERSHIP...

The undersigned deem it fortuitous for the future welfare of the Jewish War Veterans and the noble principles for which we were founded that Morton London, who has compiled a distinguished record of service to his country, his fellow veterans and American Jewry, has accepted our call to emerge from the ranks and stand for election as National Commander. To this highest office of our organization, he will bring a sincerity of purpose, a dedication to our ideals, and an understanding of the issues and problems which confront our policy makers.

During the past sixteen years in many elective offices and committees of Post, County, Department and National echelons, he has shown an aggressive and dynamic leadership which has been an inspiration to all working with him. He has been a skillful architect of policy in projecting JWV to the forefront of major Jewish organizational thinking. When he assumes office as National Commander, his roots in Jewish religious and communal life should enable him to establish for JWV closer and more harmonious ties with National Jewish leadership.

In the opinion of this committee and his many supporters throughout the nation, Morton London will render his most effective service as National Commander through reflecting the voice of liberalism and forthrightness among American veterans.

In this pamphlet, you will find Morton London's record of service which substantiate our support of his candidacy as National Commander. It should command your support as well.

Yours-in-comradeship,

BERNARD ABRAMS, *Past National Comdr.*  
Chairman, Campaign Committee

★ CHARLES FEUREISEN, *Comdr., Dept. of New Jersey*  
HON. MATTHEW FELDMAN, *Past Dept. Comdr.*  
EDWARD LAFER, *Past Dept. Comdr.*  
LESTER MILLER, *Past Dept. Comdr.*  
ALEX SAWYER, *Past Dept. Comdr.*  
MILTON A. WALDER, *Past Dept. Comdr.*



# MORTON LONDON

## JWV LEADER

- 1946 First Commander,  
West New York Post #467
- 1949 Hudson County Council,  
Commander
- 1954 National Vice Commander,  
3rd Region
- 1954-57 National Executive Committee
- 1958-59 National Executive Committee
- 1961-62 National Policy Committee
- 1959-62 National Policy Committee
- 1954 Chairman, National Foreign  
Affairs Committee;  
Member (1950-62)
- 1956-57 National Awards Chairman
- 1957-58 National Co-Inspector
- 1960-62 Treasurer,  
N. Y.-N. J. Action Committee
- Dept. of New Jersey Chairman;  
Foreign Affairs,  
Community Relations, Awards
- 1961-62 JWV Permanent Observer  
at the United Nations

## COMMUNITY SERVANT

- Shaare Zedek Synagogue,  
West New York, N. J.  
(Member, Board of Trustees)
- Jewish Community Center,  
Teaneck, N. J.  
(Member, Board of Trustees)
- Temple Beth El, North Bergen, N. J.;  
Vice President
- Young Israel; National Council  
Red Cross; Industry Chairman
- United Jewish Appeal;  
Vice Chairman, North Hudson, N. J.;  
Initial Gifts, Teaneck, N. J.
- Israel Bond Campaign;  
Vice Chairman, North Hudson, N. J.
- Tenth Anniversary State of Israel  
Celebration; Chairman, North Hudson
- Veterans Housing Committee,  
West New York, N. J.
- Grand Marshal,  
Memorial Day Parade, 1962  
West New York, N. J.
- American Legion Post #128  
Teaneck, N. J., Member



**EDUCATION** B.A., Brooklyn College  
LL.B., St. Lawrence University

**MILITARY SERVICE** Enlisted January, 1941; Sep-  
arated May, 1946; 1st Lt., Field  
Artillery, U. S. Army; Served  
in South Pacific and European  
Theatres; Battle Campaigns:  
Guadalcanal; France

**FAMILY AFFILIATIONS** Married to the former Shirley  
Kohan, a Charter Member,  
Schweiger Dobrow Post #498,  
JWVA; Two sons—Henry (7);  
Jan (2)

**BUSINESS AFFILIATIONS** Treasurer, London Yarn Co.;  
President, Randimor Textile  
Co.; Treasurer, Schiffli Yarn  
Merchants Credit Assn.

# for NATIONAL COMMANDER



Morton London at a meeting with Governor Richard Hughes of New Jersey where JWV sought the Governor's support for group libel legislation, crackdown on desecrations of religious and educational institutions, a continuing fight to ban housing discrimination, measures to check Rockwell and other racists, and blunting the challenge from the radical right wing movement.