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**AMERICAN JEWISH ARCHIVES**

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Series H: United Jewish Appeal, 1945-1995.

Subseries 3: Conferences and Committees, 1947-1978.

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National Cash Conference of the United Jewish Appeal [Chicago,  
Ill.]. 1952.

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F. FILE

NATIONAL CASH CONFERENCE  
 CHICAGO, ILL  
 MAY 24-25, 1952

		CASH QUOTAS	CASH ANTICIPATED		
LOS ANGELES,	CALIF.	REQUESTS	1000000-		
SAN FRANCISCO,	CALIF.	TO BE	150000-		
CHICAGO,	ILL.	DETERMINED	1500000-		
BALTIMORE,	MD.	ON	250000-		
DETROIT,	MICH.	ADVICE	1000000-		
ST. LOUIS,	MO.	OF	400000-	To 600,000 Being Worked on.	
NEWARK,	N.J.	DR. SCHWARTZ	250000-		
PHILADELPHIA,	PA.		1000000-		
BOSTON,	MASS.		350000-		
<u>DR. SCHWARTZ VISITING</u>					
LOUISVILLE,	KY.	-	-	BQ	4/24
DULUTH,	MINN.	50000-	25000-	BQ	4/29
MINNEAPOLIS	"	100000-	50000-	BQ	5/1
ST. PAUL	"	50000-	25000-	BQ	4/30
KANSAS CITY,	MO.	200000-	50000-		
OMAHA	NEB.	100000-	50000-	BQ	4/28
ATLANTIC CITY	N.J.	100000-	75000-	19	4/27
BUFFALO	N.Y.	-	-		
MEMPHIS	TENN.	150000-	100000-	BQ	4/23
NASHVILLE	"	100000-	100000-	AQ	5/5
NORFOLK	VA.	100000-	7000-	BQ	4/22
PROVIDENCE,	R.I.	-	100000-		

REMARKS BY DR. JOSEPH J. SCHWARTZ  
ON CASH CONFERENCE MAY 24TH AND 25TH

DR. SCHWARTZ: Good afternoon, gentlemen. I want to talk to you today for a few moments about the cash meeting scheduled for May 24th and 25th in Chicago.

You will recall that last year we had our cash meeting in the month of May with the Prime Minister of Israel present. On the occasion of that meeting we raised some \$14,000,000 in cash.

I am using this means of communicating with you because I consider this cash meeting of May 24th and 25th of the greatest importance. The months of April, May and June are critical months for Israel. Unless ways and means are found for Israel to meet all the obligations which are falling due in those three months, the entire credit structure of the country is threatened.

The month of April is now almost past, and in April we did very well and were able to collect in cash more than \$10,000,000. But the thing to bear in mind is that during April, May and June of last year, we collected a total of more than \$25,000,000 and we mustn't fall below that limit in 1952 if Israel is going to get through. The quota and the goal which we have set ourselves for the month of May is a minimum of \$10,000,000 which will leave some \$5,000,000 to be realized in the month of June.

Now, there are a number of things to be borne in mind in connection with this cash meeting scheduled for May. First, if we are going to realize the sum of \$10,000,000 in cash during that month, a great deal of work will have to be done in the medium-sized and in the small communities. In order to realize the \$10,000,000 which we have collected in the month of April we have already gone to some of our larger communities and they have already borrowed. Communities in the United States since January first have borrowed some \$14,000,000 and in the month of April New York borrowed \$4,000,000 and other communities came forth with additional bank borrowings which made possible the collection of \$10,000,000 during that month. Therefore, those communities, particularly New York, will not be available for additional cash in substantial amounts during the month of May.

Headquarters cities are being handled. Some of them have already made commitments and those commitments will be available for the meeting on May 24th and 25th. But if we are going to be able to realize the minimum goal of \$10,000,000 during May, a great deal will depend upon the field staff and their impact upon the medium-sized and small communities throughout the country. There is a great deal of money which can be made available from those communities.

Only today I returned from a trip to some of the medium-sized communities -- Norfolk, Memphis, Louisville. In each of those communities I found a readiness and a willingness on the part of the organizations there to make additional cash available, and from what I have seen I feel quite certain that if there is a sufficient amount of preparatory work undertaken between now and May 24th, a good many communities can make substantial amounts available to swell the total for the month of May. It is very difficult for us here from headquarters to be in contact with the smaller communities and yet those small communities have it within their power to deliver a substantial number of items and a substantial amount of cash for the month of May.

Now, bear this in mind: don't wait for May 24th for the communities to send their money in. Every dollar which is sent in beginning with May first will be credited to the cash meeting of May 24th and 25th, and since the obligations will be falling due day by day and since payments will have to be made by government agencies on every day of the month, it is important that we have a steady flow of cash during the month of May beginning with the first and ending with the 31st of the month. It is important, therefore, to urge all of your communities to send the money in as soon as possible without waiting to deliver the check in Chicago on May 24th and 25th and you can give them every assurance that they will be given full credit for those amounts at the meeting and their contributions will be announced along with the actual checks brought to the meeting.

Getting the maximum amount of cash is one of the two things that I would like you to keep in mind and to keep working on in connection with this meeting.

That is of the utmost importance. The second thing is that we want to be sure to have a good attendance at the meeting, and when I speak of a good attendance I mean a quality attendance. I think it should be possible to get from every community a number of representative people who will come to the meeting. We are working on the program and are going to try to make the program an interesting one. I think it will be important to get the leading people of the communities throughout the United States to this meeting because what we have in mind is not only the success of the May 24th meeting but also a continual flow of cash which will continue to come in in June and in the months to follow in order to meet all of the requirements which will fall due during that time.

A great deal, more than I can indicate to you, depends upon our field staff. You have the contacts within the communities. You visit those communities. I would ask you to make it your business, the first order of business, to get in touch with all of your communities between now and the time of the meeting to see to it that action is taken to provide cash through collections, through bank loans, through any other means that are available. At the same time I want you to urge the representative people in each community to do everything possible to come to the meeting, to participate in the meeting and to hear the important messages that will be brought to that meeting.

I would say that the cash meeting of May 24th - 25th is probably the most important meeting that we will have during the entire year. It is important from every point of view. The continuation of much of our work will depend upon the success of that meeting because, as I indicated before, April, May and June are the three most critical months of the year as far as the State of Israel is concerned, and a great deal depends upon the success of that meeting.

I would ask you and I would urge you to do everything in your power to make that meeting really successful by mobilizing all the cash that can be mobilized and by bringing out a good, representative, quality attendance to that meeting. If there is any way in which we can help from headquarters, don't hesitate to call on us. We are all in this together and a great deal depends upon what we are able to do together between now and May 24th in connection with all of those things for which we are working. We are depending upon you and I know that you will meet the important issues that are involved in this meeting and that you will help in every way possible to make that meeting the outstanding success which it must be.

Thank you.

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C/FILE

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CONSULATE GENERAL OF ISRAEL

11 East 70th Street  
New York 21, New York

TRafalgar 9-7600

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קונסוליה כללית  
של ישראל

Personal

May 1, 1952

Dr. Joseph Schwartz  
United Jewish Appeal  
165 West 46th St.  
New York 17, N.Y.

Dear Joe:

I enclose herewith a cable which I received from Mr. Sharett and about which I spoke to you on the telephone to Omaha.

Yours sincerely,

*Arthur*

Arthur Lourie

AL:gr  
Enc.



*Personal & Confidential*

CABLE RECEIVED FROM MR. MOSHE SHARETT BY MR. ARTHUR LOURIE,  
AT ISRAEL CONSULATE GENERAL.

APRIL 29, 1952

PLEASE TRANSMIT FOLLOWING TO JOSEPH SCHWARTZ STOP AM CONSIDERING  
POSSIBILITY OF RESPONDING TO INVITATIONS YOURSELF AND MONTOR  
STOP COULD POSSIBLY COME USA LAST WEEK MAY ARRIVING MAY 24TH  
FOR FOUR WEEKS STOP TRUST THIS WOULD NOT BE TOO LATE TO BE  
OF HELP TO YOU STOP EARLIER DATE HOWEVER IMPOSSIBLE OWING  
BYROADES VISIT STOP BEFORE TAKING FINAL CONCLUSION PERSONALLY  
AND REQUESTING GOVERNMENT AUTHORIZATION FOR TRIP MUST BE  
ASSURED MINIMUM MEASURE INTERNAL PEACE AT LEAST DURATION OF  
MY VISIT AND IN CENTERS TO BE VISITED STOP THEREFORE CONFIDENTLY  
HOPE YOU AND EDDIE WILL SEE YOUR WAY TO ADDRESS APPEAL TO LOCAL  
UJA LEADERS TO COOPERATE WITH BOND CAMPAIGN IN CITIES WHERE I  
WOULD SPEAKING AND DO YOUR UTMOST ENSURE COMPLIANCE STOP SHALL  
ASK SAME RECIPROCAL UNDERTAKING FROM BONDS LEADERSHIP STOP YOU  
WILL APPRECIATE THAT PROSPECT BEING TOSSED INTO BOILING CALDRON  
OF CONTROVERSY WOULD BE SUFFICIENTLY POWERFUL DETERGENT TO STOP  
ME THINKING OF VISITING USA IN CONNECTION ANY JEWISH FUND RAISING  
ACTIVITY STOP WOULD APPRECIATE EARLIEST REPLY WARMEST GREETINGS.

COPY

TO: SCHWARTZ UJAPPEAL

NEWYORK

Rec. April 28, 1952

UNDERSTAND MOSHE SHARETT PREPARED VISIT STATES END MAY  
BEGINNING JUNE FOR UJA PURPOSES THUS ENABLING HIM PARTICIPATE  
CHICAGO CONFERENCE SCHEDULED 25/5 AND SOME OTHER UJA FUNCTIONS  
YOU WILL SUGGEST STOP SHARETT WOULD EXPECT YOU AND WARBURG ASK  
COMMUNITIES THEIR ASSISTANCE HIS MISSION BEHALF BOND DRIVE DURING  
AND AFTER HIS UJA TOUR STOP HE WILL THEN DEMAND FOR BONDRIVE  
LEADERSHIP EXTEND SIMILAR ASSISTANCE HIS UJA ACTIVITIES STOP  
APPRECIATE QUICK REPLY REGARDS

DOBKIN KERYESOD

United Jewish Appeal  
165 West 46th Street, New York 36

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April 28, 1952

DORBIN  
JEVAGENCY  
JERUSALEM (ISRAEL)

DELIGHTED HEAR MOSHE SHARPT PREPARED VISIT HERE END MAY BEGINNING  
JUNE AND PARTICIPATE CHICAGO CONFERENCE STOP IN ADDITION ALREADY  
HAVE DEFINITE REQUEST HIS APPEARANCE NEWYORK MAY TWENTYFIRST DETROIT  
JUNE THIRD AND AM SURE OTHER REQUESTS WILL COME IN AS SOON AS  
TRIP IS ANNOUNCED STOP WARNBERG AND EYE WILL BE HAPPY COOPERATE  
CONNECTION SHARPTS END APPEARANCES IN ANY COMMUNITY WHERE UJA  
CAMPAIGN IS ALREADY COMPLETED WHICH BY END MAY WILL INCLUDE SOME  
IMPORTANT COMMUNITIES STOP MUST MAKE CLEAR HOWEVER THAT WE CAN DO  
VERY LITTLE IN THOSE COMMUNITIES WHERE UJA ACTIVITIES ARE STILL AT  
PRAX AND WHERE END MEETINGS AT THIS TIME WILL BE CONSIDERED  
INTERFERENCE WITH LOCAL UJA CAMPAIGNS STOP YOU MAY ASSURE SHARPT  
HOWEVER OUR FULLEST COOPERATION MAKE HIS TRIP AS FRUITFUL AS  
POSSIBLE STOP WOULD SUGGEST THAT HE MAKE NO FIRM COMMITMENTS BUT  
RATHER ASK END ORGANIZATION AND UJA GET TOGETHER AND ARRANGE HIS  
SCHEDULE HERE OFCOURSE TO HIS OWN WISHES AND REQUIREMENTS STOP  
PLEASE ADVISE REGARDS

SCHWARTZ

NSO/fo



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SCHWARTZ UJAPPEAL

NEWYORK

( SCHWARTZ

( UNITED JEWISH APPEAL  
165 WEST 46TH ST

UNDERSTAND MOSHE SHARETT PREPARED VISIT STATES END MAY BEGINNING JUNE  
FOR UJA PURPOSES THUS ENABLING HIM PARTICIPATE CHICAGO CONFERENCE  
SCHEDULED 25/5 AND SOME OTHER UJA FUNCTIONS YOU WILL SUGGEST STOP  
SHARETT WOULD EXPECT YOU AND WARBURG ASK COMMUNITIES THEIR ASSISTANCE  
HIS MISSION BEHALF BOND DRIVE DURING AND

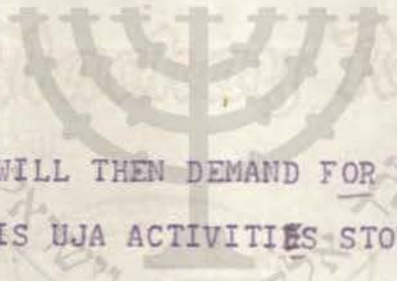
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1952 APR 28 AM 1 16 30

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AMERICAN JEWISH  
ARCHIVES



JMV1 PAGE 2/25

AFTER HIS UJA TOUR STOP HE WILL THEN DEMAND FOR BONDDRIVE LEADERSHIP  
EXTEND SIMILAR ASSISTANCE HIS UJA ACTIVITIES STOP APPRECIATE QUICK  
REPLY REGARDS DOBKIN KERYESOD

American Cable & Radio System  
67 BROAD ST. N.Y. ROWLING GREEN 9-3800  
System American Cable & Radio System  
N. 9-3800

FILE FILE



1952 MAY 9 AM 8:43

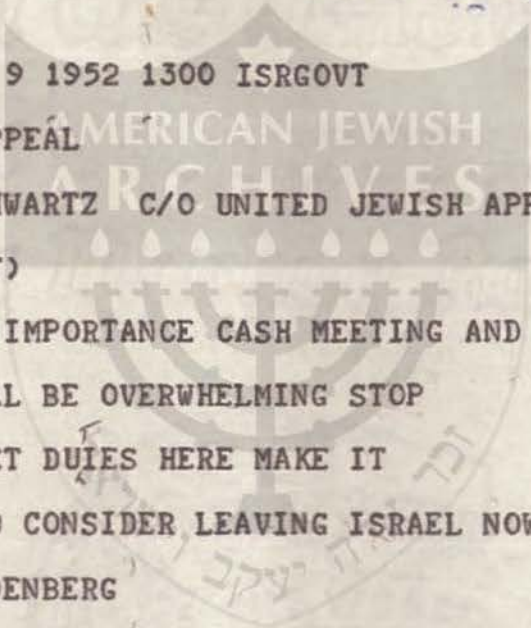
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TELAVIVYAFO 37 MAY 9 1952 1300 ISRGOVT

JOSEPH SCHWARTZ UJAPPEAL  
NEWYORK( JOSEPH SCHWARTZ C/O UNITED JEWISH APPEAL

165 WEST 46TH ST)

AM WELL AWARE GREAT IMPORTANCE CASH MEETING AND  
HOPE ITS SUCCESS WILL BE OVERWHELMING STOP  
HOWEVER DEEPLY REGRET DUTIES HERE MAKE IT  
IMPOSSIBLE FOR ME TO CONSIDER LEAVING ISRAEL NOW  
WARMEST REGARDS GOLDENBERG



Telephone MU. 2-4160  
FOR MESSENGER

W

FC/FNE

*[Handwritten signature]*

1952 MAY 2 PM 12 02 E

*[Handwritten initials]*

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AMERICAN JEWISH ARCHIVES

SCHWARTZ (UJA)

LT SCHWARTZ UJA NEWYORK

UNITED JEWISH APPEAL  
165 WEST 46 ST (N

YOURS 28/4 TRANSMITTED TO SHARETT STOP AM HOPEFUL MATTER  
WILL BE ARRANGED SATISFACTORILY STOP SHARETT  
WILL CONTACT YOU DIRECTLY REGARDS

DOBKIN

CEM LT 28/4

Via All America  
Via Commercial  
Via Mackay Radio

PLEASE TELEPHONE  
YOUR REPLY TO  
WHITEHALL 4-3100

MLF

May 7, 1952

HAROLD GOLDENBERG  
REEDVOTE ISRAEL

UJA HAVING NATIONAL CASH MEETING CHICAGO MAY TWENTYFOURTH TWENTYFIFTH  
STOP EXPECT SHARRET BE PRINCIPAL SPEAKER SUNDAY SESSION AT WHICH TIME  
CASH WILL BE PRESENTED AND WOULD VERY MUCH LIKE HAVE YOU SPEAK  
OPENING DINNER SATURDAY NIGHT STOP NEED NOT TELL YOU HOW IMPORTANT WE  
CONSIDER THIS CASH MEETING ESPECIALLY IN VIEW PRESENT REQUIREMENTS AND  
WOULD DEEPLY APPRECIATE HEARING THAT YOU CAN COME STOP INADDITION TO  
MY NATURAL DESIRE SEE YOU AND ZENJA BELIEVE YOUR MESSAGE CAN HELP  
TREMENDOUSLY PLEASE ADVISE BEST REGARDS

SCHWARTZ

JJS:me