



THE JACOB RADER MARCUS CENTER OF THE  
**AMERICAN JEWISH ARCHIVES**

**MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.**

Series H: United Jewish Appeal, 1945-1995.

Subseries 3: Conferences and Committees, 1947-1978.

---

Box  
35

Folder  
12

National Leadership Conference of the United Jewish  
Appeal [Washington, D.C.]. 1952.

For more information on this collection, please see the finding aid on the  
American Jewish Archives website.

---

6 P. . and thereafter  
Saturday, October 18, 1952

EXCERPTS OF REMARKS  
by  
HIS EXCELLENCY, ABBA S. EBAN

Ambassador of Israel to the United States

National Leadership Conference, United Jewish Appeal

Saturday Evening, October 18 Shoreham Hotel, Washington, D.C.

"THE MOST CRITICAL POINT"

Our task in Israel is the construction of a new Hebrew society in the image of its ancient glory. We cherish our freedom the more ardently because it was purchased with the best of our blood. Victory has not enabled us to lie down by still waters. Memories of our recent struggle for physical survival blend with the present echoes of a continental disturbance which agitates the life of our region on every side. The angry gusts of nationalism sweeping across the Middle East from the Persian Gulf to the Central Mediterranean have made this area the most critical point in the tensions of our age.

Israel looks out upon a region, tormented and distracted to the very depths of its soul. It is true that Israel is no longer the sole or primary target of Arab vehemence. The nationalisms of our area have broader preoccupations. Sudan and Suez, Tunis and Morocco appear to them as enormous prizes far beyond the value of a hopeless hankering after the tiny notch of land which Israel has irrevocably and rightfully regained in full accord with international judgment. No man of honor or insight can seriously assert that Israel is the central cause of the crisis between the Moslem and the Western worlds; for if Israel ceased to exist the crisis would continue in all its broad and intricate patterns from Iran to Egypt and beyond to east and west. Yet the fact remains that our neighbors are unreconciled. Their antagonism to us remains an element of the regional tension; and much patient statesmanship will be required before this sterile vendetta gives way to any sort of harmony.

ARAB CLAIMS REFUTED

Many find it possible to comment on the Middle East as if developments in Israel were not related to the very essence of the regional destiny. We would do well to counter this oversight and keep the Israel aspect of the Near Eastern ferment persistently to the fore. First, we declare that there is

neither truth nor logic in an attitude which asserts the claims of Arab freedom over a vast continent and begrudges Israel its modest domain of freedom in an area so poignantly small.

The Arab peoples, which have been awarded their liberty in eight sovereign states covering an expanse of two million square miles, are in no moral condition to affect an air of grievance or injury because Israel was not flung in for good measure to augment their insatiable appetite. If it is right for them to possess their continent it cannot be wrong for us to enjoy the tranquil possession of our small but precious home. The vast sprawling map of Western Asia and Northern Africa is a permanent reminder of the perfect justice and unassailable moral equity of Israel's place in its region and in the world.

We claim nothing for ourselves that others do not enjoy in larger measure; but there is also an ominous warning in that map. How will this tiny oasis survive in the vast wilderness? How will Israel hold its ground and preserve its future if it does not compensate for limitation of area and population by attaining high standards of productivity, scientific and technical skill, commercial initiative? How else can this sinister balance of power be restored to equilibrium? It is here that we see the broad political purposes which the UJA can serve; the issue is the freedom of our homes and the survival of our nation.

#### SYMPATHETIC ATTITUDE TO NEIGHBORS' LIBERATION

In a world which based its judgment on objective interests we would not be called upon to prove every morning and evening that Israel conforms with all the progressive aspirations of its region. The Middle East yearns for political freedom; Israel alone combines a deep pride in its own independence with an attitude of sympathy to the liberation of its neighbors. The Middle East craves political stability; only in Israel do we see a government elected by free suffrage and responsive to the popular will. Democracy has no other

pilot plant, no other school for miles around. The Middle East lacks an adequate awareness of the social and economic responsibilities of government. The disparity between swift political advance and stubborn social inertia constitutes the essential weakness of Asia and the Middle East. Constitutional liberty will not endure if it is only the facade of social servitude and economic exploitation; Israel alone in its area combines political freedom with a vision of society dedicated to expanding horizons of individual and collective welfare. The Middle East, in this precarious world, needs some sense of military self-assurance to protect it from abasement and apathetic fatalism; none of our critics complain that we are inadequate in this respect; some of them even speak from experience.

The Middle East needs an adjustment of spirit between its native cultures and the visions and ideals of western civilization. Israel has managed to comprehend an ancient inheritance and a modern experience in the scope of its own reviving culture. For how long will our region refuse to contemplate a process of nation building which exemplifies, within its own scale and limits everything that the Middle East as a whole needs for its redemption? But it is not enough to be in objective harmony with the interests of our region.

#### NATIONS LIKE INDIVIDUALS

Nations like individuals forgive each other everything except their virtues. It is true of us in our international relations, as it is true of others greater and more powerful, that evidence of our strength is the first condition of a negotiated peace. Israel will have peace with its neighbors when they are convinced of Israel's strength, permanence and stability and these in their turn are functions of Israel's economic productivity. When you support the UJA you help create the economic conditions which are indispensable to Arab Israel accord. A combination of economic strength, military vigilance and diplomatic skill will be needed to help Israel fulfill its most decisive remaining task -- to establish relations of harmony with its neighboring world. I do not doubt those two kindred peoples will one day unite their strength to build on the shores of the Eastern Mediterranean a civilization worthy of their ancient and medieval past. We have an intuitive feeling that some turning point in Arab-Israel relations might even now be near, if tensions were not irresponsibly renewed by the annual routine of public denunciation in international councils. Recent statements by <sup>the</sup> Prime Minister and the Minister for Foreign Affairs express our sincere interest in any attempt by the neighboring countries to liberate themselves from their servitudes and social dislocations.

The United Nations now has an opportunity to contribute powerfully to this high cause by summoning the States of the Near East to free and direct negotiations. There can be no peace between parties which do not meet each other. In all the history of international relations nobody has ever secured a peace settlement by telepathy or remote control. Refusal to negotiate is equivalent to refusal of peace. The United Nations in the light of an experience which has proved this fact over a period of four years, cannot surely evade the enunciation of so patent a truth.

"ATMOSPHERE OF SKEPTICISM"

I would like to speak earnestly to you about an atmosphere of skepticism which for some reason has afflicted the mood of many Jews in relation to Israel's capacity to solve its economic problems. The background for that discussion is the record of Israel's past achievements in other spheres, its place in the world as a solitary bulwark of confidence in an area of anarchy and discontent, steadily weaving a web of close partnership with the strongest power on earth, and asserting its championship of causes which pertain to the honor, the memory and the hope of the Jewish people everywhere. Another element of this background is the report which you have heard from your own colleagues on the changing landscape of the country, the bountiful harvest, the vast industrial expansion, the exploitation of mineral resources old and new, the rise of new communities springing up overnight in the revolutionary rhythm of construction. In face of this evident progress, there is something gravely disturbing in an attitude of mind all too prevalent both in Israel and here, which turns aside from these larger trends of progress to concentrate on the dislocations and discomforts which accompany any revolutionary advance. Now, is it intelligent to assume that by the fifth year of its life Israel should be expected to have repulsed its invaders, to have consolidated its full political and diplomatic position, to have doubled its population, to have founded its free institutions -- and also to have achieved both a balance between production and consumption and a well

MORE

ordered fiscal and administrative system?

When I am told of any country which has registered such achievements within the first phase of its revolution, I may begin to express envy and regard and to acknowledge our own culpable imperfection. The wonder is not that we have accomplished these tasks with hardship. The miracle is that we have accomplished them at all. I know of no comfortable revolution; and there were no chromium-plated bathrooms at Valley Forge. I do not rationally understand to this very day how the convulsions of mass immigration - 780,000 people in 1600 days - were sustained without mass starvation and epidemic; how a security system was improvised to withstand such heavy stresses; how order was snatched out of chaos, how the vast rich Goliath of a continent extending from Pakistan to Egypt was routed in the arena of international power politics by this diminutive David. A man must be lost to any sense of historic perspective who does not perceive how the balance of achievement, of movement, of success prevails against admitted defects which are the accompanying symptoms of speedy growth, and not ends or situations in themselves. If things are as bad as they are depicted, the conclusion is that more work, more sacrifice, intensified responsibility are needed. I could well understand and honor a man who said that because Israel's economic and fiscal situation is so utterly defective he is impelled to double his United Jewish Appeal contribution and to treble the volume of his activity. But to invoke these defects as a cause for diminished effort, for desertion of our vessel as it battles against the storms would be the ultimate cowardice as well as a distortion of logical thought.

UJA HAS DONE VALIANTLY

External aid from friendly governments, and from remorseful antagonists of the past, can at most supplement and enlarge the reservoir of our own Jewish effort. You have established the United Jewish Appeal to test your devotion and your faith; it has done valiantly. Its leaders deserve the praise of our immortal history. It has rendered a service above its tens of millions of precious dollars by the healing it has brought to the bodies and spirits of our tormented people.

While other sources are on the horizon we depend most urgently upon the United Jewish Appeal to help us hold our heads above water in these coming winter months. The free dollars, uncommitted to specific investment enterprises, have a vital place in the complex structure of our financial plan. Home, food and health are the sacred missions of this great enterprise. Down through the

ages, as we face this task, comes the resonant voice of Jewish optimism speaking to us in eternal accents; "Be strong and of good courage; fear not, neither be dismayed!"

#####





P R O G R A M

AMERICAN JEWISH  
ARCHIVES

*National Leadership Conference*

OF THE

*United Jewish Appeal*

SATURDAY EVENING, OCTOBER 18

*and* SUNDAY, OCTOBER 19

*Shoreham Hotel*

*Washington, D. C.*



OFFICERS OF THE  
1952 UNITED JEWISH APPEAL

*Honorary Chairman*

HENRY MORGENTHAU, JR.

*General Chairman*

EDWARD M. M. WARBURG

*National Chairmen*

WILLIAM ROSENWALD      RUDOLF G. SONNEBORN  
JONAH B. WISE

*Executive Vice-Chairman*

DR. JOSEPH J. SCHWARTZ

*National Women's Division*

MRS. HERBERT H. LEHMAN      MRS. DAVID M. LEVY  
MRS. FELIX M. WARBURG

*Honorary Chairmen*

MRS. S. A. BRAILOVE  
*Chairman*

NATIONAL  
CAMPAIGN CABINET

MORRIS W. BERINSTEIN  
*Chairman*

*Trade and Industry Council*

JOSEPH SCHAPIRO  
*Chairman*

*Regional Division*

MORITZ W. GOTTLIEB  
*Chairman*

*Speakers Division*

HERBERT A. FRIEDMAN  
*Chairman*

HERBERT R. ABELES  
MAURICE BERNON  
LOUIS BERRY  
BENJAMIN G. BROWDY  
CHARLES BROWN  
EDDIE CANTOR  
JOSEPH CHERNER  
SAMUEL H. DAROFF  
LLOYD W. DINKELSPIEL  
HENRY FEFERMAN  
NOLAN GLAZER  
HAROLD A. GOLDMAN  
ISRAEL GOLDSTEIN  
E. N. GRUESKIN  
JOSEPH HOLTZMAN  
MARVIN H. ITTS  
I. S. JOSEPH

MILTON KAHN  
ABE KASLE  
A. S. KAY  
HYMEN LEFCOWITZ  
JULIUS LIVINGSTON  
ALEX LOWENTHAL  
PHIL W. LOWN  
SOL LUCKMAN  
JOSEPH MAZER  
BARNEY MEDINTZ  
JOSEPH MEYERHOFF  
IRVING S. NORRY  
CHARLES J. ROSENBLOOM  
SAMUEL ROTHBERG  
JOSEPH SHULMAN  
DEWEY D. STONE  
JACK D. WEILER

SATURDAY EVENING, OCTOBER 18

6:30 P.M., Dinner, Terrace Room

*Presiding*

**EDWARD M. M. WARBURG**

General Chairman, United Jewish Appeal

*The Star-Spangled Banner*

*Hatikvah*

AMERICAN JEWISH  
ARCHIVES  
*Invocation*

*Welcoming Remarks*

**RABBI ISADORE BRESLAU**

President, United Jewish Appeal of Greater Washington

**JACK D. WEILER**

Chairman, National Cash Campaign

*His Excellency ABBA S. EBAN*

Ambassador of Israel to the United States

*His Excellency HAIM COHEN*

Israel Minister of Justice

*Benediction*

SUNDAY MORNING, OCTOBER 19

8:30 A.M., Breakfast, Louis Seize Room

UJA National Campaign and National Cash Cabinets

*Presiding*

**MORRIS W. BERINSTEIN**

Chairman, UJA National Campaign Cabinet

**OSCAR GASS**

Economic Adviser to the  
Government of Israel

AMERICAN JEWISH  
ARCHIVES

*Discussion*

10:00 A.M., West Ballroom

*Panel Discussion:*

*"New Developments and Their Effect on the Work of  
the UJA Agencies"*

*Presiding*

**WILLIAM ROSENWALD**

National Chairman, United Jewish Appeal

**MOSES A. LEAVITT**

Executive Vice-Chairman, Joint Distribution Committee

**ARTHUR GREENLEIGH**

Executive Director, United Service for New Americans

**ELLIS RADINSKY**

Executive Director, United Israel Appeal

*Panel Experts*

*RUTH BECKER, Comptroller, United Service for New Americans; GOTTLIEB HAMMER, Executive Director, Jewish Agency for Palestine; MORRIS W. LAUB, Assistant Secretary, Joint Distribution Committee; ANN PETLUCK, Assistant Executive Director, United Service for New Americans; PHILIP SOSKIS, Executive Director, New York Association for New Americans; DR. GEORGE STEFANSKI, Research Director, United Israel Appeal.*

SUNDAY AFTERNOON, OCTOBER 19

*12:30 P.M., Luncheon, Terrace Room*

*Presiding*

**RUDOLF G. SONNEBORN**

National Chairman, United Jewish Appeal

*The Star-Spangled Banner*

*Hatikvah*

AMERICAN JEWISH  
ARCHIVES  
*Invocation*

**MRS. S. ALEXANDER BRAILOVE**

Chairman, National Women's Division, UJA

*The Honorable OVED BEN-AMI*

Mayor of Nathanya, Israel

**DR. JOSEPH J. SCHWARTZ**

Executive Vice-Chairman, United Jewish Appeal

**GEORGE JESSEL**

*Presentation of Checks*

*Benediction*



YOU ARE CORDIALLY INVITED TO JOIN

*His Excellency Abba P. Eban*

AMBASSADOR OF ISRAEL TO THE UNITED STATES

*Jack D. Weiler*

NATIONAL CHAIRMAN, UJA CASH CAMPAIGN  
WHO HAS JUST RETURNED FROM TALKS IN JERUSALEM  
WITH PRIME MINISTER DAVID BEN-GURION

*George Jessel*

AMERICAN JEWISH

ARCHIVES

*The Honorable Oved Ben-Ami*

MAYOR OF NATHANYA, ISRAEL

*Edward M. M. Warburg*

GENERAL CHAIRMAN, UNITED JEWISH APPEAL

AND OTHER LEADERS IN AMERICAN AND ISRAEL AFFAIRS

WHO WILL ADDRESS THE EXTRAORDINARY

*National Leadership Conference*

OF THE

*United Jewish Appeal*

SATURDAY EVENING, OCTOBER 18

SUNDAY, OCTOBER 19, 1952

SHOREHAM HOTEL

WASHINGTON, D.C.

*Please respond on the enclosed card*

*No Solicitation of Funds*

*Dietary Laws Observed*

*"Never a brighter moment...*

*nor one more crucial"*



A MESSAGE TO AMERICAN JEWS

FROM

**DAVID BEN-GURION**

Prime Minister of Israel

Jerusalem

September 15, 1952

**T**HE people of Israel welcome the special cash campaign for \$35,000,000 to be undertaken this fall by the United Jewish Appeal in the United States. In the building of Israel, no community abroad has played as magnificent a role as the Jews of America. Their profound appreciation of Israel's great struggle to create a nation for the oppressed and homeless of 70 lands around the world has expressed itself in the most generous outpouring of free gifts the world has ever known.

*Yet never since Israel's War of Independence has the significance of a UJA special cash campaign been as great as at this moment.*

Israel stands today on the threshold of a mighty era of progress and development. Each new day holds forth new promise of desert areas irrigated and brought under cultivation, of new settlements founded to provide the manpower with which to tap our natural resources and of new housing to replace the tents and tin huts in which one-sixth of our population still lives.

*But Israel cannot cross this threshold alone. To build our bridge to tomorrow, to go forward to the future that awaits us, Israel needs also the free gift dollars that come through the United Jewish Appeal which has been and continues to be a most vital and indispensable part of the Four Point Program of economic aid to Israel. The Government and the people of Israel are concerned in the success of the UJA's special cash campaign this fall.*

There has never been a brighter moment in Israel's history, nor one more crucial. I am certain that the Jews of America will seize the challenge which history has bestowed upon them to help the nation of Israel march proudly to its destiny.

BREAKFAST SESSION

NATIONAL CAMPAIGN AND CASH CABINET MEMBERS

UNITED JEWISH APPEAL

OCTOBER 19, 1952

SHOREHAM HOTEL  
WASHINGTON, D. C.

The Breakfast Session of the UJA National Campaign and National Cash Cabinet Members convened at 9:10 A.M. in the Louis Seize Room of the Shoreham Hotel, Washington, D. C. on Sunday, October 19, 1952; Mr. Sol Luckman presiding.

**CHAIRMAN LUCKMAN:** We should like to start the morning session. Before I continue, if there are any reporters in the room, this morning's session is off the record, completely off the record.

We are very privileged this morning to have with us Mr. Oscar Gass, Economic Advisor to the Government of Israel, who has just returned from Israel after a lengthy stay, conferring with the Government on its economic problems and advising with them. I am sure that his message will be of great interest to all of us and without further ado I should like to introduce Mr. Oscar Gass.  
(Applause)

**MR. GASS:** Mr. Chairman, I would like to begin by just in one word correcting or somewhat modifying one of the observations of the Chairman. I would like to say very simply that I am not speaking to you this morning in any capacity as the Economic Advisor of the Government of Israel. In any case, I am not the Economic Advisor of the Government of Israel. I am an economic advisor of the Government of Israel. The Government of Israel has the privilege, as all other governments do, and it exercises that privilege, of regarding or disregarding the advice given it by its advisors, and I must say that I have had the experience of all other advisors of government from time to time, but quite without reference to that I want to say that this morning anything that I say to you I am not saying on behalf of the Government of Israel or any of its officers and



I want to make it quite clear that the Government of Israel is not involved or implicated in anything that I may say.

That means that I have nothing to hide behind. You will have to conclude that the things that I say to you are of no consequence, that here is a fellow who has spent a considerable amount of time studying and working on the Israel financial and economic problems and he is simply so stupid that he has nothing of any importance to say. You are not going to be able to say that since he had the cover of some kind of governmental status, he was inhibited from saying something that he might otherwise have wanted to say.

Without betraying anything which is a matter of confidence, therefore, I shall on this subject say whatever is in my mind, not what is in someone else's mind. Let me say then that the subject which I have been asked to discuss is obviously a very large one and we shall only begin to discuss it this morning. The subject is : what are Israel's foreign exchange requirements and why are Israel's foreign exchange requirements what they are?

I shall attempt to speak on the subject very briefly so that rather than talking about the kind of things in which I am interested, you will have an opportunity to ask me any questions you might desire to ask about the sort of things that you are interested in. Let me say then that the question of what are the foreign exchange requirements of Israel is not as simple as it sounds nor an unequivocal question.

Let us first divide the foreign exchange requirements into three or four broad categories. First of all, there are requirements for consumption. That means requirements for food, clothing, fuel, for shipping, insurance, various foreign services, interest on debts, etc., the requirements for things which merely go to make the cycle of daily living.

Then we may separate them as a separate category, though ordinarily we treat them as part of the same thing. There are requirements for defense. I will speak of that in a moment. There are requirements for materials to be imported,

to be worked up for exports, and then there are requirements for investment. I would like to say with respect to what they are before turning to the question of why they are, just a few words about each of these categories of requirements.

First of all, the requirements of foreign exchange for consumption, what they are. Let me say that the requirements of foreign exchange for consumption in Israel in the year which we are in now, let us say a year beginning July 1, 1952 and extending through June 30, 1953 -- those requirements are lower today for a population of approximately 1,700,000 than they were in 1948 for a population of approximately half that size. If we take into account both the Jewish and the Arab population at the time of the formation of the State of Israel, speaking roughly, we are not engaging in statistics this morning -- the population of Israel at the present moment is about twice what it was at the foundation of the State. The increase in the Jewish population alone, of course, is considerably greater, but the State of Israel is responsible for the consumption in investment requirements of all of its people and we may say that the population has approximately doubled.

Well, the requirements of foreign exchange for consumption for a population approximately twice as large is smaller, those requirements are smaller today than they were in 1948, smaller than they were in 1949, smaller than they were in 1950, smaller than they were in 1951.

Now, before going any further I would like to say that what are requirements is a somewhat equivocal statement, particularly for consumption. Requirements for what? For what standard of living? Well, for the moment I shall not philosophize about that unduly but I will tell you about the standard of living which is included in the current requirements. It is a standard of living that provides a standard of food which is very much lower than that of even, let me say, the poorest ten percent of the American population. It is a standard of food which provides something like 2,600 to 2,700 calories a day; in caloric content, therefore, quite adequate, but a very meager and poor diet.

Let us not restrict our comparison to the United States. If we look on the other side and compare the food consumption of the people of Israel with that of other Mediterranean peoples, then we will find that it is a higher standard than that of any of the Mediterranean peoples with the exception of France. It is a question as to whether it is a higher or just about the same standard as prevails on the average in Italy.

Forget about food for a moment. With respect to clothing it is a standard of living which provides for, on the rationing system, for an adult male three-quarters of a pair of shoes per year, for an adult woman one pair of shoes a year, for a growing child about one and a half pair of shoes a year. So far as clothing other than footwear is concerned it is even more meager. I would allow a man to buy a suit about once every three or four years, depending upon how much other things he bought. The result of the standard of clothing, of course, is that the sort of standard uniform of Israel consists of a shirt and shorts or a shirt and rough material trousers.

With respect to things which Jewish people are commonly very proud about, let us say education, it provides a very backward standard. Let us not deceive ourselves. It provides a standard such as prevailed in the United States about fifty or sixty years ago. It provides universal education of a kind for children up to the age of thirteen. It provides for free education for children beyond that age and, in fact, not more than about ten to fifteen percent of children who get beyond the age of fifteen are currently being educated. It provides a comparatively high standard of medical service, probably a higher standard than prevails any place around the Mediterranean again with the exception of France -- not as highly standardized, obviously, as in the United States.

Well, I could go on, but it provides a meager standard of housing, quite apart from the people who are still living in reception camps or other temporary dwellings. It provides a very crowded standard of housing. The people of a municipality like Tel Aviv live on the average about three persons per living room. That is the average of the whole population, which means that a very

substantial part of the population lives four and five persons per room. This is not by way of either praise or condemnation. It is just by way of comparison, of what kind of standard of living the consumption requirements of Israel are related to. And it is not by way of suggesting that these foreign exchange requirements are to be determined in any simple scientific way.

The quantities required, the prices involved, the source of supply are matters of dispute. Some of you know that I myself a disputant in this matter and there are very important, very representative people in the Government of Israel who don't hold the same position about what the foreign exchange consumption requirements are for Israel. Be that as it may, our differences are in a comparatively narrow range.

What we are discussing is whether the foreign exchange requirements for the consumption of Israel per capita run rather more like \$100 per capita or rather more like, say, \$115 or \$120 per capita per annum. If we stay to the lower side of that range, we would be talking about foreign exchange requirements of about \$170,000,000 a year and in one formulation that is inclusive of defense, which is also treated as a current consumption requirement. In another formulation you would run up to about \$200,000,000 a year. I can't go into every detail but I would like to give you one illustration of what it means from the point of view of the largest category.

In 1947 the Jewish population of Palestine imported food including not only food as such but also raw materials for the food industry, also fodder, seeds, fertilizers, insecticides, everything that came from abroad to make possible food production, to the extent of about \$100 per capita. In 1949 it had gone down to about \$70 per capita. Well, what we are discussing with respect to the budget of the present year is whether Israel can make do on a budget of approximately \$45 per capita or whether it may require something like

\$50 or \$55 per capita.

In any case, as compared to 1947 even on a most extravagant formula, and as a matter of fact there is no formula in Israel which commands authoritative support, which at the present time would request more than approximately \$45 per capita -- that would mean a total of about \$76,000,000. That is just about the maximum of what is requested. That would mean per capita in relationship to the position of 1947 a reduction of approximately 55 percent. That is a product not of one factor. It is a product of two factors. It is a product not only of the increase in production, which accounts for the larger part for the growth of agriculture, which accounts for the larger part, but also to some extent a reduction in the standard of living which has taken place and which is quite considerable.

If we go, and I cannot try to be exhaustive, to some other area, the area of requirements for consumption in the field of clothing, then I would like to make only one observation, and that is, that no finished clothing whatsoever will be imported into Israel during the present year. Israel will import some fibers, will import some hide, some leather, some other materials, but will not import any finished clothing whatsoever; no finished clothing imports will be paid for in any case. I am not speaking of gifts. Nothing finished in clothing imports will be paid for from foreign exchange resources under the control of the Government of Israel. That means that the textile, the tannery, the shoe industries of the country have now expanded to the point where it is not necessary to import any clothing in finished form for domestic use.

The restriction of the standard of clothing on the whole does not derive from limitations of capacity. It derives from limitations of foreign exchange even for the importation of materials for the making of clothing.

Well, I have to pass over it fairly briefly, so much for by far the largest category of Israel's foreign exchange requirements, the requirements for consumption. Then there are requirements of imports for exports, that is,

rough diamonds to be polished into finished diamonds, certain high quality yarns which are not manufactured at present in Israel to be exported in higher quality textiles, certain unprepared chemicals to be exported as pharmaceuticals, etcetera, imports of wrapping paper and boxwood, together with exports of citrus fruit. Total requirements in this category of imports for exports are about \$30,000,000 a year.

These requirements are gross. Obviously they are returned in the value of the exports after being shipped abroad. That gets us up in the neighborhood, depending upon different formulations, of \$230,000,000 on one side or \$200,000,000 on the other side.

I cannot discuss in any detail in spite of the fact that I speak for myself. The right to speak for one's self is not a right to betray confidences. I cannot speak in any detail about foreign exchange requirements for defense. They are sizeable though they are often exaggerated.

I come to the last and in one sense most important category and that is foreign exchange requirements of materials and equipment to be imported for investment purposes -- building materials, manufacturing equipment, agricultural equipment, motor generating equipment, transportation equipment, etcetera. If I refer you to the commodity imports of the State of Israel as they stand today, just about one-third of the total value of commodity imports consists of investment goods.

That is the record, for instance, of the first six months of the year 1952 on which complete figures are now available. About one-third of everything in commodities -- I am not speaking of services -- which was purchased abroad consisted of investment goods and materials for the expansion of the capacity of the country.

Now, in reply to a question, I am willing to go into this category in detail. It is the one that interests me most but I shall say less about it

for the moment except to say this: that obviously the development of Israel and its eventual achievement of something approaching self-sufficiency and self-support is dependent upon large-scale importation of investment goods.

Let me give you only one area: the food supply of Israel is so poor and meager, due to two large areas of capital deficiency -- there are other deficiencies but two large areas of capital deficiency. One of them is irrigation; the other is livestock. Israel is a country barren of animals. By the standard of a country which feeds itself there are now cows, there are no sheep, there are no mules, there are no animals, and Israel is not going to be able to feed herself until the livestock population of the country is substantially more than doubled.

Let me just give you an illustration of what that means. There are today in Israel something like 35,000 or 35,000 dairy cattle. With their present yield of milk that means that there are about eighty quarts of fluid milk, which is represented both in milk consumers and in all dairy products -- butter, cheeses, etcetera. Until the livestock population of Israel, the milk cow population of Israel reaches a figure of something like 80,000 for a population of, let us say, roughly 2,000,000, with a relationship, speaking loosely, of about 25 people per cow, rather than the relationship which exists today of very close to 50 people per cow, the diet of Israel is going to be unsatisfactory and its dependence upon imported food is going to be very heavy.

That is connected with the whole cycle of agriculture, with fertilizing the soil, not only with

-3-

the production of milk, but it is connected with the production of sugar beets, it is connected with the raising of peanuts, it is connected with the import of seeds. What does it mean? In part, the milk cow population of the country grows from natural increase, but there are physical factors. The cows produce only so many calves per year and only so many of them are female calves and there is a certain mortality. It is impractical, just impossible to increase the dairy herd by more than ten percent per annum by domestic breeding. That means that if Israel has a target of achieving something like a balanced situation in food in the next four or five years, there will have to be an importation of 20,000 or 25,000 milk cows, apart from the local breeding.

That means in direct cost, including transportation, something like \$15,000,000 to \$17,000,000 and additional requirements, barns, materials for barns, maybe 45 or 50 percent more. It means something in the neighborhood of \$20,000,000 to \$25,000,000 of capital requirements.

The other large area obviously in the case of food is irrigation in which the requirements are many times that in the case of livestock. Now, we can terminate the use of foreign exchange in Israel for investment purposes mechanically at any time and restrict the foreign exchange requirements of the country, and from a short term financial point of view come into a better balance. But obviously from a long term point of view it means that we are that much worse off.

Now I am going to speak dogmatically, not having thought dogmatically, but I have to speak dogmatically because I have to be brief. Israel needs for her development if she is to reach something like a balanced economic position, sometime remotely between the next five and ten years, a capital import in terms of investment goods of not less than \$75,000,000 a year. In the budget for the coming year capital imports have been cut in one version to about \$35,000,000, in another version to about \$50,000,000, one representing what is believed to be more realistically attainable and the other representing a target of what will be done if it is possible. In any case, a standard of expenditure on capital goods which will mean



that in all reasonable probability there is no outlook for a balance of payments, reasonably in balance, any time during the next ten years without a larger volume of investment expenditure than what is projected for this coming year, no chance of a foreign exchange balance.

Now, there were reasons why the cut was made this year, partly financial reasons, partly other reasons which I shall be glad to discuss with you, but let me just put the picture together for a moment because we have to be very brief. Taking into account the requirements for consumption, requirements for export, requirements for defense, some allowance for contingencies which may occur, price rises which no one can foresee, having to buy from more expensive sources of supply rather than cheaper sources of supply, we put the foreign exchange requirements in Israel for use during the course of the present year at something in the range of between, let us say, \$275,000,000 at the lower end of the range, to something over \$300,000,000 at the higher end of the range. Those are requirements for use.

Unfortunately, as financial people we have to refer to one other area of requirements and that is requirements for debt service. I won't go into the history of it. I can but I won't. As Israel has not received from other sources what the Israel authorities regarded as an adequate capital even flow in the past four years, Israel has gone out and borrowed at short term, at long term too but that is not immediately a problem, but at short term, has borrowed very large amounts. I am not at liberty to stipulate exactly what those amounts are but I am at liberty to stipulate what it means in terms of debt service on capital account.

I am not speaking about interest charges. That is in the current budget, but on capital account during the course of the twelve months beginning approximately the first of July and ending June 30th next, it means -- and you will recall that I spoke of the budget for use of \$275,000,000 to \$300,000,000 or a little more -- it means that Israel has to pay on debt during the course of those twelve months about two-fifths as much in addition as is required on current account. You are all of you pretty good at arithmetic and so you come to the answer very quickly and so I might as well give you the answer. The answer is an amount of a rough magnitude of \$120,000,000

year.

-11-

It means for Israel, bringing it down about \$10,000,000 a month of debt service. Now, obviously, let's not engage in phoney figures. That debt service can be zero. That is, if you are able to borrow at short term during the year as much as you have to repay, then your debt service burden is zero. If you are able to borrow during the year then your net debt service burden is 120. In reality it is some place between the zero and the 120. And the reality is unfortunately somewhat uneven. There are some months and some times when you can only borrow considerably less than you have to repay and then there are occasionally fortunate conditions in which you are able to borrow somewhat more than you have to repay. That holds over for the next period. It doesn't happen very often.

That is on the "what" side and I must come to an end. That is on the "what" side, what are Israel's foreign exchange requirements.

Now, you have a right to ask, we all ask ourselves! why does Israel have to spend abroad something like \$275,000,000 or \$300,000,000 for a population of about 1,700,000? If we put the capital and current and defense figures all together, it seems rather a large amount. Why does Israel have to spend abroad on current account \$300,000,000 a year? Well, I shall give you the answers as I understand them, also somewhat briefly and dogmatically, and the answers come under three heads:

- 1) because although we love to play games with ourselves and tell ourselves all kinds of fancy stories, economic development is a long, slow and painful thing. It is not to be counted in terms of money. Under most circumstances it is also not to be counted in terms of years. It is to be counted in terms of decades. Economic development takes a long time. I don't wish to be personal but when I compare the amount of time which the State of Israel has, hitherto having had rather less than four and a half years of life, has invested in the process of sort of educating itself as to how to make its way in the world, with the amount of time which each one of us as an individual invests in trying, even in a more civil and established society, to train himself for making his way in the world, we are really very silly people. We have no time perspective.

I believe in my own case I spent 19 years between the time I started being educated until the time that the first year of my life occurred in which I actually earned my living, and I didn't earn a very good living that first year of my life, either. And I was doing that in the framework of an established society which had skills which had been built up over centuries. We are telling ourselves all kinds of fairy tales.

Remember, the population in Israel is overwhelmingly a backward population. It comes from backward parts of the world. It comes from areas -- the population of Israel which has entered Israel in the years since 1948 comes overwhelmingly from areas of the world which had less skill than the people who established themselves on this North American continent had in the 17th and 18th centuries. We are not talking about what is in the standards of the western world a 20th century population.

Moreover -- again let us not deceive ourselves -- the population that came to Israel from Europe in the years from 1948 to today was overwhelmingly a population which had been negatively selected. It was the less

skilled, less trained, less educated element of the population, the population which had had the least successful personal, professional and business experience. That process of negative selection was in large part a deliberate and systematic one, but whatever the reasons, Israel has started with a population which is very little skilled in making its way economically by the standards of the western world, and it is going to take quite some time. We can go into what that means but that is the most basic reason of the "why", the most basic reason of the "why", that economic development takes a long time.

Now, there is a second reason, much, much less important than the first. It is one which we like to emotionalize about and sentimentalize about but it is much less important than the first and that is, that the economic development of Israel takes place under peculiarly difficult circumstances; that is, particularly difficult circumstances with respect to the relations of Israel to her neighbors, the Arab world among which Israel lives. That costs a lot of money. Let me give you men and women here just three illustrations, if I may.

Israel's only fuel today is petroleum. About three-quarters of an hour by an hour by automobile north of Haifa there is the terminus of one of the world's greatest petroleum pipelines at which crude petroleum is available for \$2.40, approximately, a barrel. Petroleum costs Israel, in spite of that three-quarters of an hour by taxi or a little bit longer by tanker, petroleum costs Israel per barrel of crude about \$4.20. Israel's petroleum does not come from Sidon; it comes from Venezuela. Israel pays in short about \$15,000,000 a year more for her petroleum than she would have to pay under current commercial situations if the normal conditions of trade subsisted between Israel and the neighboring Arab states. \$15,000,000 a year? That is true this year, it's been

would be neighboring markets. A country possessed of not the highest industrial skills ought to be selling manufactured products in Alexandria, in Bayreuth,

That is only one item. It is the most important. I cannot refer in Damascus, in Bagdad, where the advantages of being upon the spot, of being directly to the costs which are involved in Israel defense due to her special

relationship to her Arab neighbors, but you appreciate that they are large.

I can refer to the factor of manpower, and let us be very clear about it. Israel has three years of military service for her male manpower. You don't have to be a very good statistician to be able to calculate what three years of adult life means in terms of the labor force of the country.

It means, for instance -- and I can say this without hesitation -- that Israel devotes a larger part of her manpower to defense than does the United States at the present time, and in spite of our view to our budget, Israel gets a larger part of her manpower force into defense than any other country of the world. I don't know about China or some other countries who don't publish figures but so far as I know, Israel devotes a larger part of her manpower to defense than does the Soviet Union or any other country in the world about which we have information.

That is a special situation and there is a third element of a special situation, and that is, on the export side Israel's natural markets would be neighboring markets. A country possessed of not the highest industrial skills ought to be selling manufactured products in Alexandria, in Bayreuth, in Damascus, in Bagdad, where the advantages of being upon the spot, of being able to adjust one's self to local market requirements and to local tastes and being able to make business arrangements of the kind which local people understand, would be a decided advantage. But Israel has instead to sell whatever she can export in London and in Paris and in Brussels and in the centers of the highest industrial skills in the world. So that by her divorce from the arab world in terms of normal commercial relations, Israel has to do the hard

thing before having learned to do even the easy thing.

In terms of direct costs, in terms of defense costs, in terms of the relationships in export markets, let us not deceive ourselves. It is part of the official policy of some elements in the Government of Israel to engage in such deception, to say, "The Arab blockade, our relations with the Arabs? It costs the arabs a lot; it doesn't cost us anything." That is nonsense. It is absurd, irresponsible nonsense. The differences which Israel has with the Arab world are a great burden on the future of the Arab world, that is true, but they are also a great burden on Israel. Let's not exaggerate it. This is not nearly as important a factor as the first factor which I mentioned to you; namely, the fact that economic development is in itself, under all circumstances, a prolonged process. But as a second factor it counts. Israel is doing her economic development under difficult circumstances.

And now I wish only to mention a third factor and that is, that Israel's foreign exchange budget is as large as it is today because there have been some failures, because Israel has not done everything as well as it might have, because there have been some failures. Now, it is not my purpose to give a catalogue of failures. May I give one or two illustrations? Just take one.

Israel today should be exporting potash. It is one of her most readily exportable resources. Potash was cut off from its normal channel of transportation through the northern end of the Dead Sea and by railhead of Jerusalem, by the occupation of the northern end of the Dead Sea and the destruction of the plant there, by the Jordan forces. That is true. But the larger modern plant is at the southern end of the Dead Sea, in Israel territory.

It was impossible for that plant to have been in operation in 1949. In 1948 and 1949 that area was being fought over. It was possible by a great and abnormal exertion of effort for that plant to have been in operation in the summer of 1950, because it would have required building a road where there never had been a road and carrying the stuff by land because there was no way to go through the normal course of transportation.

But it wasn't done by the summer of 1950 and that is understandable. There were difficult circumstances, very difficult, and it was a big job. It was not only not done by the summer of 1950. To have done it by the summer of 1951 would have been only a normal, good performance. Well, but it wasn't done by the summer of 1951. It wasn't done by the summer of 1952 and it is now promised that the plant will be in operation in the summer of 1953.

What does it mean? It could have been an export of about 50,000 tons of potash a year if not a greater amount. The market would have absorbed it. The plant has produced 60,000. The gross proceeds would have been over \$200,000,000 a year. The net proceeds in foreign exchange would have been about \$9,000,000 or \$10,000,000. That is a sizeable factor. It is a failure. I can take two of your hours in explaining to you all the reasons for the failure and the excuses can go on for five pages. We can always give excuses for everything that happens. It is a failure. It was not a success. The thing was not well administered. There are other failures.

It is not my business. It is not any honest person's business to minimize the failures. There are considerable ones. They are important. I refer to one larger one in a sense, more intangible. As all of you know, the process of development in Israel since 1948 has been associated with a great depreciation in the value of the currency, the Israeli pound; depreciation which now stretches to approximately two-thirds of its value as it was at the time of the establishment

of the State. That is a failure. Let's look at the failure for a moment.

Any country may have to be poor. That is a function of the population it has, the resources it has to work with, and of various other circumstances which are beyond its control. A nation does not by suddenly deciding that it wishes now to be rich and prosperous,

AMERICAN JEWISH  
ARCHIVES



ארכיון יהודי אמריקני



make itself in a day or year or necessarily even in a decade rich and prosperous, but no nation needs to have inflation. That is matter its own control.

But what do I mean by saying it is under its own control? I mean that it is under its own control if it can mobilize the degree of civic responsibility and public support required to accomplish public purposes without inflation. It means a number of things but in simple language it means that it can get its population to pay the taxes which are necessary to accomplish public purposes without inflationary borrowings, and if it can restrict its banking system from expanding credit whenever any private business man sees a chance in making a profit, it means control over public monetary creation, it means control of the equivalent over banking monetary creation.

Well, from 1948 to today in large part the Government of Israel failed to accomplish such results as a result of which Israel's economy is in a much worse position than it would have been otherwise. It is in a much worse position because a steadily rising level of monetary costs makes the position of exporters very difficult, because they are not selling in domestic markets. They have to sell in foreign markets and we are aware of the fact that there is no steady price level. They have also asked for more and more subsidies, more and more benefit, more and more depreciation of exchange, and they never catch up with themselves.

Then it means another thing. A country which has a depreciating currency does not attract foreign capital because nobody wants to acquire a wasting asset. But when we say, and we do say -- I think all of us who are frank and honest say that Israel has in large part, in very substantial measure in 1948, since 1948, been a failure in monetary management. We must not be so quick in throwing stones. The people of the United States is also in large part a failure. Remember that from 1939 through a longer period, to 1952, we have in the United States cut the value of the dollar by approximately fifty percent. We can go into sophisticated analysis but approximately

but approximately fifty percent. The dollar today is worth approximately, roughly speaking, what fifty cents was worth in 1939.

There is no great tribute, therefore, to the success of the people of the United States in public responsibility nor to its successive governments in monetary management, and we are hypocrites when we blame our governments for these things. The governments were more willing than the people. It was the people who refused to pay the taxes and refused to accept the monetary restrictions.

We are not today engaged in a political campaign speech. That is being done elsewhere. So we can afford to be honest. The people of the United States, it was, which insisted that the development of the last 13 years should be financed in an inflationary way, and particularly the business community of the United States which insisted on inflation, the banking system of the United States which insisted on inflation because bankers are always deflationists in the abstract but the most violent and persistent proponents of inflation in the daily conduct of their own business.

Now, I agree that -- by the way, of course, if we contrast the United States with other nations since 1938 we will find that with possibly one or two exceptions -- Switzerland is the only one which stands out in my mind -- the people of the United States among industrial nations has done a better job in price stability in these past 13 years than any other major people of the world. Now, if we compare the strain under which the economy of the United States, in spite of the fact that it fought a great war, was under during these years, with the strain which the Israel economy suffered from, the strain of doubling its population, the strain of fighting a war against five surrounding states, and all the rest of the process of building up a public administration for nothing, with the people of diverse background in no sense a civic responsibility, then we have to grasp -- yes, it is true that people of Israel and the Government of Israel in its monetary affairs from 1948 to 1952 in large part failed. But then we have to ask who succeeded.

Now, I put these things together and I am trying to answer the "why" qualitatively: why does Israel require foreign exchange? It requires foreign exchange because economic development is a slow process. It requires foreign exchange because Israel is doing its economic development under difficult circumstances. And it requires foreign exchange in addition because the people of Israel and its government have made some mistakes and failures and quite considerable ones.

If you asked me, what do I think is the comparative importance of these three factors, I would say the comparative importance is in the order in which I have listed them: the inherent needs of development first, the special position of Israel second, the quite considerable failure is third.

Now, what does all that mean? Well, it is not for me to sort of draw the moral. There are other people here who are no doubt better qualified for that and I would just like to ask you to ask yourselves one question: by the fact of your being here this morning, I presume that there is some presumption that you recognize some degree of affiliation, some degree of responsibility, some degree of judgment that the kind of thing which Israel has been trying to do in these four or five years are things which have some claim on your allegiance and some claim on your support. I am by no means suggesting that that is an exclusive claim nor am I suggesting that I can make for each of you the measure of how that claim reconciles and balances with others.

But I would like only at this stage to suggest to you that we not hide ourselves behind one thoroughly trivial and merititious self-justification, if we say to ourselves, as I have known individuals to do, as its best friends concede, "The Government of Israel has and the people of Israel have been responsible for many failures and many shortcomings. Well, if they are responsible for these failures and these shortcomings, it is their business. Let them take care of themselves. We are not responsible for that. We didn't do that. They did that."

I would like to suggest that to use that very thin rationalization for a determination which must be based upon quite other grounds is so thin a type of excuse and rationalization as not to be really bearable by any adult person. If one is not interested in the State of Israel and what Israel is trying to do, there may be good reasons for that, but these reasons do not consist in any real or imaginary shortcomings of Israel. The shortcomings are genuine. But if the shortcomings are properly evaluated in their context it seems to me that they have only the most narrow and limited bearing upon your determination, what it is that the State of Israel is trying to do, what are its problems in the course of the next years and to what extent does that effort and those problems merit the support and assistance of a group representative of the kind of people which I presume are assembled here this morning. Thank you.  
(Applause)

CHAIRMAN LUGOWAN: Thank you, Mr. Gass.

I know that we all wish we had many hours in which to listen to Mr. Gass and ask him the kind of questions that I know are in your minds. However, we still have a few moments of time at our disposal so if there are any of you who would like to ask Mr. Gass a question, the floor is open for that.

A VOICE: Will the moneys that come in from the German reparations affect these things?

MR. GASS: The answer is yes. The question was, to what extent do the anticipated receipts of Israel from German reparations affect these figures? The answer is yes, the receipts from German reparations do affect these figures in the sense that those receipts from

reparations have been taken into account on the income side, and now if you will forgive me, I would like to say a word about German reparations and restitution.

There has been much, and I think understandable satisfaction in the achievements of those who negotiated the reparations and related arrangements which are due for ratification by the government of Western Germany and the Government of Israel. In that quite understandable satisfaction there has been, in my mind, and I am myself a rather close student of these matters, a great deal of exaggeration and a great deal of misunderstanding. The receipts from German reparations which are receipts to be received over some twelve years have been, as it appears to me, with all good will, quite mistakenly evaluated at rather over \$100,000,000.

There is an amount of some three billion marks which is due to the Government of Israel and an additional amount due to the claims of world Jewry and that amount -- I am not going to get into the last digit -- has been evaluated at rather over \$800,000,000. May I assure you that this evaluation is a very considerable error in spite of the fact that I am sure it is made in good faith.

First of all, I would like to stipulate that the amounts of over \$800,000,000 to be received over twelve years are not \$800,000,000 now. All of you are acquainted with the mysteries of compound interest and if you will sit down with a little pencil and, discounting the factor of uncertainty, and obviously no one can be sure that, let us say, the receipts of the twelfth or eleventh year were in fact to be received, but a great deal may happen between now and then and we are not evaluating the possibilities of exchange in German prices, but just take your own conceptions of a conservative rate of interest and compound it for twelve years and you will find as a first adjustment that the value of deliveries over twelve years of something over \$800,000,000 is something like -- remember, it is not received continuously --

to use a very conservative rate of interest, would be something like \$600,000,000.

However, you've got to look at the commodities involved and their prices much more carefully. The German reparations have been evaluated for purposes of newspaper headlines as if the mark was worth 4.195 marks to the dollar, for each mark, 23.83 cents. Sorry to be so technical but that is the way it has been evaluated. But the German mark is not worth 23.83 cents. You can sit down and take the prices of principal goods included in the export schedule for delivery to Israel and compare them with United States prices or prices which can be attained otherwise in the world with free dollars, since the comparison is made in dollars.

You find that representatively -- it is different in different classes of commodities, I have done it, for instance, for the whole steel deliveries, for all of the steel deliveries -- I came to the conclusion that the German mark is worth about 16 cents. That is, it is worth about two-thirds of its nominal value. I have not done it because there is not enough detail to be able to do it yet for chemicals, fertilizer, pharmaceuticals. There the German mark is worth more. I haven't done it for machinery either because it is very difficult to compare the prices of things which are not exactly specified and they haven't been specified yet.

But I think if we take it all in all, if we

say that the nominal value of 23.83 exaggerates the values of the deliveries by 25 percent, we shall have possibly erred on the conservative side, so instead of an amount of something like \$600,000,000 I am down to an amount of about \$450,000,000.

That is very import. \$450,000,000, even available over a twelve-year period means an amount, roughly speaking, of something of the order of magnitude of \$35,000,000 to \$40,000,000 a year which will be available to Israel from reparations sources. I think, speaking today in 1952, and without discounting the uncertainties of political situations in Europe which we cannot do, we have to say that that is a very considerable factor which is going to be of substantial assistance to Israel in the development work of the next years.

Having said that it is going to be of substantial assistance of Israel in the development work, one must not exaggerate the degree to which it will itself constitute a solution of Israel's problems. My observations have been primarily on the negative side because I believe that all -- and I say it without hesitation -- all public observations that I have seen by the representatives of the German government, by the representatives of the Government of the Government of Israel and by the representatives of world Jewry quite understandably greatly over estimate the magnitude of German reparations, and greatly overestimate what in real terms the Germans bound themselves to pay.

CHAIRMAN LUCKMAN: Are there any other questions?

A VOICE: Of the \$275,000,000 in foreign exchange, how much will Israel earn itself and how much will it require from borrowing and gifts?

MR. GASS: The question was, of the total of \$272,000,000 of Israel's requirements in foreign exchange, approximately how much will Israel earn itself and how much will it require from borrowings or gifts? Now, if I may just reformulate the question in one respect in the light of the previous question and answer, I

You will be called upon by Jack Keller, Morris Berinstein and the men at the head table in the near future with the great effort to reach the \$35,000,000 cash goal before the end of the year. I know that we can count on you as we have always in the past. I should also like to say that I am picking this morning for my good friend Morris Berinstein who is home, ill. Morris deeply regrets that he could not be here with us. I am sure that you all feel as I do that we miss him very, very much. This meeting will adjourn to the West Ballroom immediately.

Then I would say that Israel's earnings will -- and her own possessions of her own assets -- will run to the order of magnitude of \$100,000,000 or \$110,000,000 during this year at best, whereas the amounts which Israel will derive from inter-governmental grant, including most notably the grant of the Government of the United States, gifts and borrowings, will be of the rough order of magnitude of \$175,000,000. Is that a fair answer to the question?

A VOICE: Yes.

CHAIRMAN LUGENBAUM: My friends, I don't think there will be any time for further questions. However, I am sure that you were listening to Mr. Cass as attentively as I was and you must now come to the realization that this national cash campaign cabinet has a large job facing it. This afternoon you will learn what has been accomplished up to now and I am sure that you will all be proud of what has been done up to now, but much remains to be done between now and the end of the year.

You will be called upon by Jack Keller, Morris Berinstein and the men at the head table in the near future with the great effort to reach the \$35,000,000 cash goal before the end of the year. I know that we can count on you as we have always in the past.

I should also like to say that I am picking this morning for my good friend Morris Berinstein who is home, ill. Morris deeply regrets that he could not be here with us. I am sure that you all feel as I do that we miss him very, very much.

This meeting will adjourn to the West Ballroom immediately.

(The meeting was adjourned at 10:15 A.M.)



FC/10/12  
10

TENTATIVE PROGRAM

SATURDAY EVENING:

Presiding: Edward M. M. Warburg

STAR SPANGLED BANNER

HATIKVAH

Invocation: Rabbi Balfour Brickner

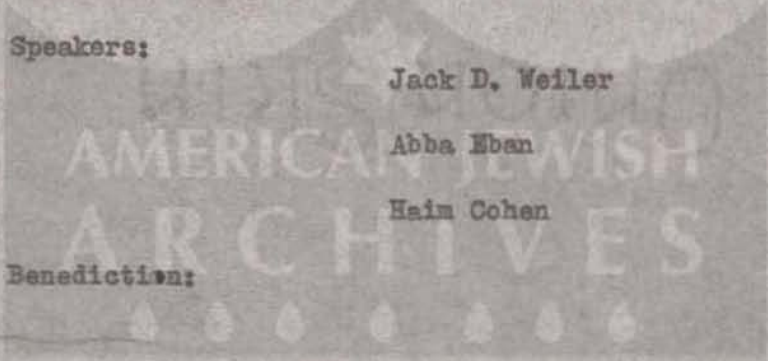
Address of Welcome: Isidore Breslau (3 minutes)

Speakers: Jack D. Weiler

Abba Eban

Haim Cohen

Benediction:



SUNDAY, BREAKFAST:

Presiding: Morris W. Berinstein ✓

Speaker: Oscar Gass ✓

DISCUSSION AND ASSIGNMENTS

SUNDAY MORNING SESSION:

Panel *Wm. Rosenwald, Presiding*

Presentations: Ellis Radinsky (15 minutes)

M. A. Leavitt (15 minutes)

Arthur Greenleigh (15 minutes)

DISCUSSION

SUNDAY LUNCHEON:

Presiding: *JOSEPH I. SCHWARTZ*  
~~Rabbi Sonnenborn~~

Invocation:

Speakers: Mrs. Alexander V. Brailove (5 minutes)

Oved Ben Ami *Rudolph Sonnenborn (10 min.)*

George Jessel

Call for Checks: ~~Jack D. Weiler~~

Benediction:

JERUSALEM 109 9 1425

*JJS*  
~~11~~  
FC/FILE  
+ send copy to [unclear]  
[unclear]  
[unclear]

LT RADINSKY ISFUND

ADVISE RAYLEVY HIS LETTER ARRIVED AFTER BENAMI FLEW TWA FLIGHT 929  
ARRIVING NEWYORK TOMORROW FRIDAY TENTH ASSOCIATED PRESS ETCETERA RECEIVED  
ADVANCE NOTICE ON BENAMI YESTERDAY STOP MINISTER JUSTICE COHEN INVITED  
ME GAVE HIM LONG BRIEFING PREPARATION BEFORE FLYING WASHINGTON CONFERENCE  
ALSO PRINTED MATERIAL STOP CONSULT ARTHUR LOURI JUDITH EPSTEIN ON  
DESIRABILITY GITA PAPE SPEAK FOR UJA READY TO FLY IN TEN DAYS STAY THREE  
MONTHS URGE UJA STRONGLY INVITE HER HAS HANDLED AMERICAN VIPs WONDERFULLY  
INCLUDING DIFFICULT AUTOMOTIVE DELEGATION CAN BE VERY VALUABLE IN CASH  
CAMPAIGN JACK WEILER KNOWS HER AS FORMER BOND OFFICE DIRECTOR HERE STOP

SHUVAL

October 21, 1952

Mrs. Rose L. Halprin, Acting Chairman  
The Jewish Agency for Palestine  
16 East 66th Street  
New York 21, N.Y.

Dear Mrs. Halprin:

Thank you very much for your frank letter of October 17th stating the reasons for your not attending the United Jewish Appeal Conference held in Washington this past week-end. I know that you will permit me to be equally frank in replying to the points which you raised.

In the first place, we did invite Dr. Goldmann, as Chairman of the Jewish Agency, and Mr. Gottlieb Hauser, as Executive Director, to participate in the conference, the former as one of the key speakers at the Saturday night session and the latter as a participant in a panel of experts at the Sunday morning work session. When Dr. Goldmann found that he would not be in the country on that date I asked him whether Dr. Josephthal, Treasurer of the Jewish Agency, might be available and the reply was that while the chances were that Dr. Josephthal would be here for the December conference, he could not possibly leave Israel at this particular point. As a result we found ourselves faced with the necessity of finding another name speaker for our opening Saturday night session since there was always the danger, as we were alerted, that at the last moment Ambassador Eban might not be able to show up because of heavy United Nations duties. It was only then that we asked for and received an acceptance from Mr. Haim Cohen, the Minister of Justice, to participate in the conference.

I think you will agree with me that the Israel side of the conference was more than adequately represented when I tell you that at a conference which lasted less than 24 hours the principal speakers included the Minister of Justice of Israel, the Israel Ambassador to the United States, the Mayor of Rehovot, the Economic Advisor of the Government of Israel, Mr. Oscar Gass, in addition to statements by Mr. Rudolf S. Sonneborn and Mr. Ellis Radinsky of the VIA.

It does seem to me also that it is becoming more and more difficult to

Mrs. Rose L. Halprin

October 21, 1952

observe the various jurisdictional lines with regard to national conferences. It is problem enough to give adequate representation to the three participating agencies and to the UJA itself in the course of a very short conference and, as you know, long conferences are definitely a thing of the past. It has always been my impression that the UIA was the fund raising arm of the Jewish Agency in this country and that the UJA, as a national fund raising organization, had to deal through the UIA for all matters relating to fund raising. If I am mistaken in this belief I wish that somebody would straighten me out because, frankly, I don't like to be in the position of having hurt anybody's feelings or having overlooked the legitimate interests of any organization.

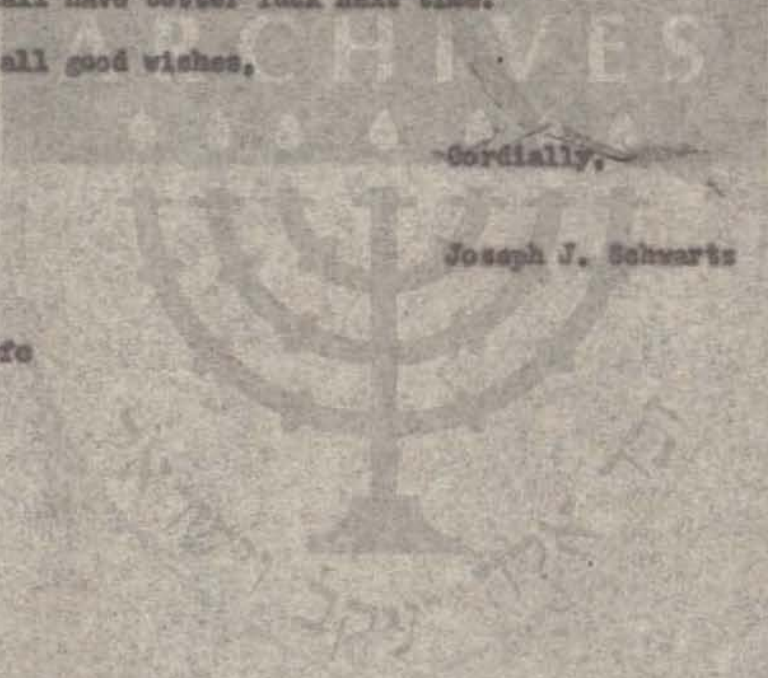
I am really sorry that you could not attend the conference because it was highly successful both from the point of view of representative attendance and from the point of view of actual cash results. I hope we shall have better luck next time.

With all good wishes,

~~Cordially,~~

Joseph J. Schwartz

JJS/otc



הסוכנות היהודית לארץ ישראל  
THE JEWISH AGENCY FOR PALESTINE  
16 EAST 66TH STREET, NEW YORK 21, N. Y.

TRAFALGAR 9-1300

October 17, 1952

OCT 20 1952

RECEIVED	
Cable Address JEVAGENCY	
OCT 20 1952	
NOTED BY	REFER TO
DATE	DATE
	JJS MP
ANSWERED Oct. 21 - by JJS	

Dr. Joseph J. Schwartz  
United Jewish Appeal  
165 West 46th Street  
New York, New York

Dear Dr. Schwartz:

I have received your kind invitation to attend the United Jewish Appeal Conference in Washington. I think that you will appreciate a frank reason for my failure to accept your warm invitation.

The Jewish Agency is not only the main beneficiary of the United Jewish Appeal, but its program of work is in fact the cornerstone upon which the united campaign rests. Its work in Israel has fired the imagination not only of those directly concerned with Israel's upbuilding but of Jews in every field and walk of life.

It is strange, therefore, that when an important conference of the United Jewish Appeal takes place, there should be no inclusion of Jewish Agency either on the lay-Executive or staff level. We understand that the three participating agencies of UJA are represented through their respective chairmen and executive directors, but surely the Agency is not just another organization.

And so, since I happen to be exceptionally busy at this time, in anticipation of a projected trip to Israel and have the further burden of a speaking engagement in Kansas City on Monday, I cannot find the time to attend the conference in Washington as an onlooker much as I would enjoy it.

May I express to you the sincere wish of the Executive for a most successful conference. We know how much effort and personal dedication have gone into the preparatory work and hope that you will find satisfaction in the warmhearted response you will meet in Washington.

Cordially,

*Rose L. Halprin*

Rose L. Halprin  
Acting Chairman

RH:IG

K  
G

ACR22/JMV101 X 6049

MORITZ GOTTLIEB UJA

JERUSALEM 87 OCT 1 1952 1526 ETAT DISRAEL

NEWYORK (MORITZ GOTTLIEB C/O UNITED JEWISH APPEAL  
165 WEST 46TH ST)

REGRET UNAVOIDABLE DELAY THIS REPLY STOP PRIME MINISTER AGREES  
FOLLOWING TEXT QUOTE PRESENTED TO IN APPRECIATION OF HIS UNTIRING  
EFFORTS FOR THE FULFILLMENT OF ISRAELS HISTORIC TASK IN THE ABSORPPTION  
OF IMMIGRANTS AND THEIR SETTLEMENT IN THE LAND AND IN DEEP GRATITUDE  
FOR HIS DEVOTED ENDEAVOURS

Telephone No. 2-4160  
FOR MESSENGER

OCT. 1, 1952

~~AD~~  
HMS  
EK

FC

Commercial Mackay Radio Cables  
All America Commercial Cables and Radio Cables

Via All America

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

AMERICAN JEWISH  
ARCHIVES

ACR22/JMV101/P2/37/MORITZ

AS A MEMBER OF THE 1952 NATIONAL CAMPAIGN CABINET OF THE UNITED  
JEWISH APPEAL IN STRENGTHENING THE TIES OF BROTHERHOOD BETWEEN THE  
PEOPLE OF ISRAEL AND AMERICAN JEWS DAVID BENGURION PRIME MINISTER OF  
ISRAEL UNQUOTE REGARDS

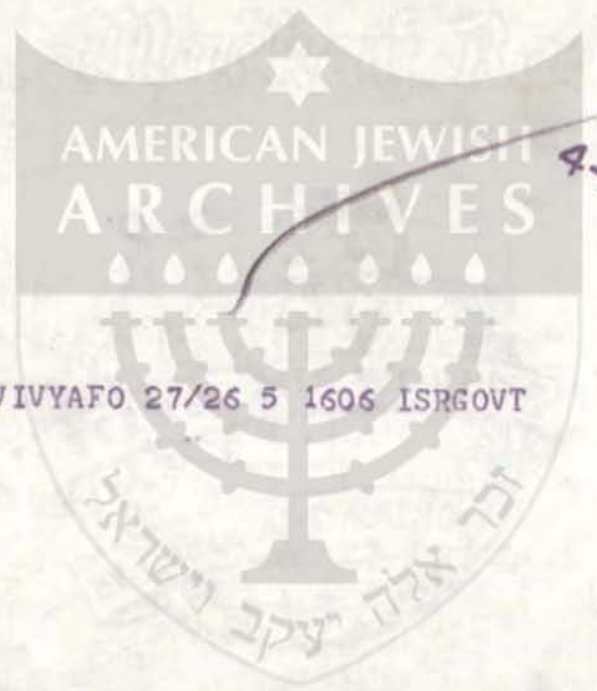
TEDDY

Commercial Messages Cables and Radio Cables and Radio Cables and Radio Cables and Radio

American Cable & Radio System American Cable & Radio System American Cable & Radio System

*Handwritten signature*

~~R.L. 10/5/52~~  
~~R.F. 10/5/52~~  
M.P. @  
FOLPME



1952 OCT 5 AM 10 05  
4-A

IVG 366 T 2518

TELAVIVYAF0 27/26 5 1606 ISRG0VT

SHWARTZ UJA

NEWYORK

MINISTER JUSTICE AGREED ATTEND CASHCONFERENCE  
STOP THIS HIS FIRST VISIT  
US STOP ARRIVING THURSDAY SIXTEENTH  
BUT REGRET ABLE STAY ONLY  
ONE WEEK TEDDY .



October 6, 1952

*Rose Halprin*

Mr. Benjamin O. Browdy  
East 19th Street  
New York City, N.Y.

*16<sup>th</sup> St., 66<sup>th</sup> St.*

Dear Mr. Browdy:

Although you have undoubtedly received a formal announcement of the National Leadership Conference of the United Jewish Appeal to be held at the Sheraton Hotel in Washington on Saturday evening, October 18th and Sunday, October 19th, I want to add this personal invitation to you to join us at that time.

From the point of view of cash and of planning for the future, I believe that this conference will be of major importance and worthy of your presence.

Please let me know whether you plan to attend and when you will be arriving so that reservations may be made for you.

Sincerely,

Joseph J. Schwartz

JJS/120

October 6, 1952

Mr. Benjamin G. Browdy  
3 West 19th Street  
New York City, N.Y.

Dear Mr. Browdy:

Although you have undoubtedly received a formal announcement of the National Leadership Conference of the United Jewish Appeal to be held at the Shoreham Hotel in Washington on Saturday evening, October 18th and Sunday, October 19th, I want to add this personal invitation to you to join us at that time.

From the point of view of each and of planning for the future, I believe that this conference will be of major importance and worthy of your presence.

Please let me know whether you plan to attend and when you will be arriving so that reservations may be made for you.

Sincerely,

Joseph J. Schwartz

JJS/ptc

October 6, 1952

Mr. Baruch Fuchsman  
Jewish Agency  
16 East 66th Street  
New York 21, N.Y.

*Mr. Fuchsman*  
Dear Baruch

Although you have undoubtedly received a formal announcement of the National Leadership Conference of the United Jewish Appeal to be held at the Shoreham Hotel in Washington on Saturday evening, October 18th and Sunday, October 19th, I want to add this personal invitation to you to join us at that time.

From the point of view of cash and of planning for the future I believe that this conference will be of major importance and worthy of your presence.

Please let me know whether you plan to attend and when you will be arriving so that reservations may be made for you.

Sincerely,

Joseph J. Schwartz

JJS/Pte

October 6, 1952

Mr. Evi Lurie  
Jewish Agency  
16 East 66th Street  
New York 21, N.Y.

Dear *Evi Lurie*:

Although you have undoubtedly received a formal announcement of the National Leadership Conference of the United Jewish Appeal to be held at the Sheraton Hotel in Washington on Saturday evening, October 18th and Sunday, October 19th, I want to add this personal invitation to you to join us at that time.

From the point of view of cash and of planning for the future I believe that this conference will be of major importance and worthy of your presence.

Please let me know whether you plan to attend and when you will be arriving so that reservations may be made for you.

Sincerely,

Joseph J. Schwartz

JJS/Pfs

הסוכנות היהודית לארץ ישראל  
THE JEWISH AGENCY FOR PALESTINE  
16 EAST 66TH STREET, NEW YORK 21, N. Y.

TRAFALGAR 9-1300

October  
2nd,  
1952

Cable Address JEVAGENCY

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

*Special letters*

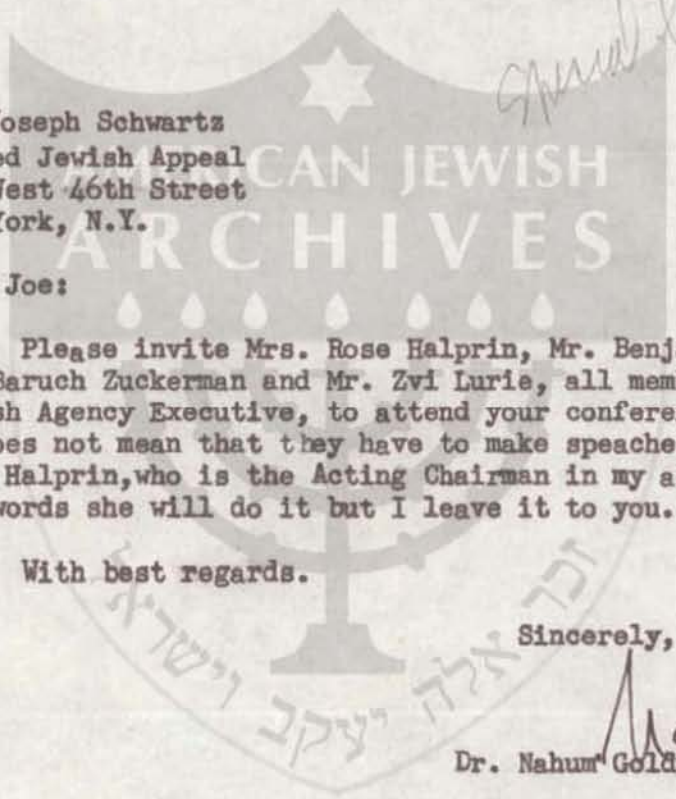
Dear Joe:

Please invite Mrs. Rose Halprin, Mr. Benjamin Browdy, Mr. Baruch Zuckerman and Mr. Zvi Lurie, all members of the Jewish Agency Executive, to attend your conference on October 18th. It does not mean that they have to make speeches. If you want Mrs. Halprin, who is the Acting Chairman in my absence, to say a few words she will do it but I leave it to you.

With best regards.

Sincerely,

*Nah*  
Dr. Nahum Goldmann



October 6, 1952

Mr. Oscar Cass  
1367 Connecticut Avenue  
Washington 6, D.C.

Dear Mr. Cass:

I was delighted to hear from Mr. Rosenbluth that you have consented to join us at the UJA National Leadership Conference to be held at the Sheraton Hotel in Washington on October 18th and 19th and to give a group of the most important community leaders an authoritative picture of the economic situation in Israel, especially as it relates to the foreign exchange problem. I understand that you will also stress the importance of the efforts now being made by the United Jewish Appeal to mobilize cash for the purpose of meeting Israel's foreign exchange requirements.

The gathering which you will address will be in the form of a breakfast meeting beginning at about 8.30 a.m. on Sunday, October 19th. As soon as our plans are definitely worked out I shall be in touch with you again.

With renewed appreciation of your helpfulness, I am

Sincerely,

Joseph J. Schwartz

JJS/210

FL/FILE

STRAIGHT

MACKAY RADIO

October 1, 1952

KOLLEK  
MENROSH  
JERUSALEM (ISRAEL)

TERRIBLY SORRY LAVON CANNOT COME STOP MUST URGE UPON YOU  
UTMOST IMPORTANCE HAIM COHEN COME HERE EVEN IF IT IS ONLY FOR  
WEEKEND STOP ENTIRE CONFERENCE PROGRAM JEOPARDIZED WITHOUT  
STRONG REPRESENTATION FROM ISRAEL PLEASE CABLE SOONEST CHATIMA  
TOVA

SCHWARTZ

JJS:ms

ACR39/JMV87/Y3512

JERUSALEM 43 OCT 1 1952 1326

DR JOSEPH SCHWARZ

NY (DR JOSEPH SCHWARZ C/O UNITED JEWISH APPEAL 14THFLR 165 WEST  
46THSTREET )

DEEPLY REGRET LAVONS INABILITY ATTEND CASHCONFERENCE BUT REASONS  
REALLY OVERWHELMING STOP P.M. ASKED TODAY HAIM COHEN MINISTER  
JUSTICE EXCELENT SPEAER REPRESENT GOVERNMENT THIS OCCASION STOP  
HOPE BE ABLE CONVINCHE HIM SHALL CABLE YOU RESULTS WEEKEND CHATIMA TOVA

TEDDY KOLLEK



Telephone NO. 2-4160  
FOR MESSENGER

OCT 1 1952



CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

# WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

FC/FILE

SYMBOLS	
DL	Day Letter
NL	Night Letter
LT	Int'l Letter Telegram
VLT	Int'l Victory Ltr.

1946 9.5 1952

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

NOT ANSWERED

1952 SEP 25 AM 10 50

JJS

ANSWERED

NAO22 PD=CLEVELAND OHIO 25 950A=  
 DR JOSEPH J SCHWARTZ, UNITED JEWISH APPEAL  
 WEST 46 ST=

DEEPLY REGRET INABILITY TO COMPLY WITH YOUR REQUEST MUCH AS I SHOULD LIKE TO MY HEALTH WILL NOT PERMIT ME TO CROWD MY PROGRAM SO MUCH WITH LECTURING AND TRAVELING IN ONE WEEKEND I SHALL BE MOST HAPPY TO BE OF SERVICE TO YOU AT SOME FUTURE TIME. WARMEST REGARDS=  
 ABBA HILLEL SILVER=

FROM THE DESK OF

Edward M. M. Warburg

Mel  
Abler  
FILE  
P

September 16, 1952

Dear Friend:

You have by now undoubtedly received a letter from Jerusalem in which Jack D. Weiler of UJA's National Campaign Cabinet has apprised you of the desperate need for immediate cash for Israel.

At the same time, Mr. Weiler has cabled me that he has agreed to serve as National Chairman of the extraordinary \$35,000,000 cash campaign which UJA has launched, of which \$25,000,000 is required by mid-October. I take this opportunity to share his moving message with you, and also to urge you as strongly as I can to join with community leaders throughout the country in turning the cash campaign into a resounding success.

I look forward to seeing you at the National Leadership Conference in Washington, D.C., on October 18-19, and to receiving from you, on behalf of the UJA, your community's cash proceeds in this crisis-dictated, vital drive. If you have not already advised us that you will be at the Conference, please do so today.

Meanwhile, please accept my sincere good wishes for the New Year.

Edward M. Warburg

# American Cable & Radio System

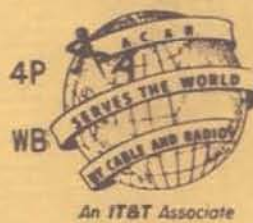
"Via All America"

"Via Commercial"

"Via Mackay Radio"

To Telephone a Message or  
Call a Messenger  
Whitehall 4-3100

Teletypewriter Exchanges:  
NY 1-405, NY 1-406 and NY 1-407  
OR ANY BRANCH OFFICE  
SEE OTHER SIDE OF THIS FORM



FOR REPETITION SERVICE  
TELEPHONE  
Bowling Green 9-3800

MARK YOUR REPLY: "VIA ALL AMERICA" or "VIA COMMERCIAL" or "VIA MACKAY RADIO"

JERUSALEM SEPT 9

EMM WARBURG UJAPPEAL NEW YORK

MY VISIT TO ISRAEL HAS SHOWN ME THRILLING  
PROOF OF NATIONS PROGRESS IN PAST YEAR BUT  
I HAVE ALSO WITNESSED CONTINUING HARDSHIPS  
WHICH PEOPLE BEAR STOP PRIME MINISTER  
BEN GURION TOLD ME TODAY THAT ISRAEL FACES  
DESPERATE SHORTAGE OF DOLLARS STOP BECAUSE  
ISRAEL LACKS HARD CURRENCY SOME TWO HUNDRED  
AND FORTY THOUSAND PERSONS MUST STILL LIVE  
IN TENTS AND FLIMSY SHACKS STOP WINTER CUTS  
IN FOOD RATIONS EXPECTED STOP RAW MATERIALS  
IMPORTS SLASHED THEREBY THREATENING CRISIS  
IN PRODUCTION VITAL FOR FOREIGN TRADE STOP  
FURTHER DRAINS ON PRECIOUS FOREIGN EXCHANGE  
RESERVE NECESSARY BECAUSE ISRAEL CANNOT  
RELAX DEFENSE PRECAUTIONS AMID CONTINUING  
NEAR EAST POLITICAL TURMOIL STOP DEEPLY  
IMPRESSED BY NECESSITY TO RAISE CASH QUICKLY  
FEEL COMPELLED TO ACCEPT YOUR REQUEST THAT  
I SERVE AS CHAIRMAN OF UNITED JEWISH APPEAL  
CASH CAMPAIGN FOR THIRTY FIVE MILLION  
DOLLARS STOP SITUATION DEMANDS ALL AMERICAN  
JEWISH COMMUNITIES BE MOBILIZED FOR INTENSIVE  
EFFORT STOP RETURNING IMMEDIATELY TO UNITED  
STATES TO GET CASH CAMPAIGN UNDER WAY

JACK WEILER

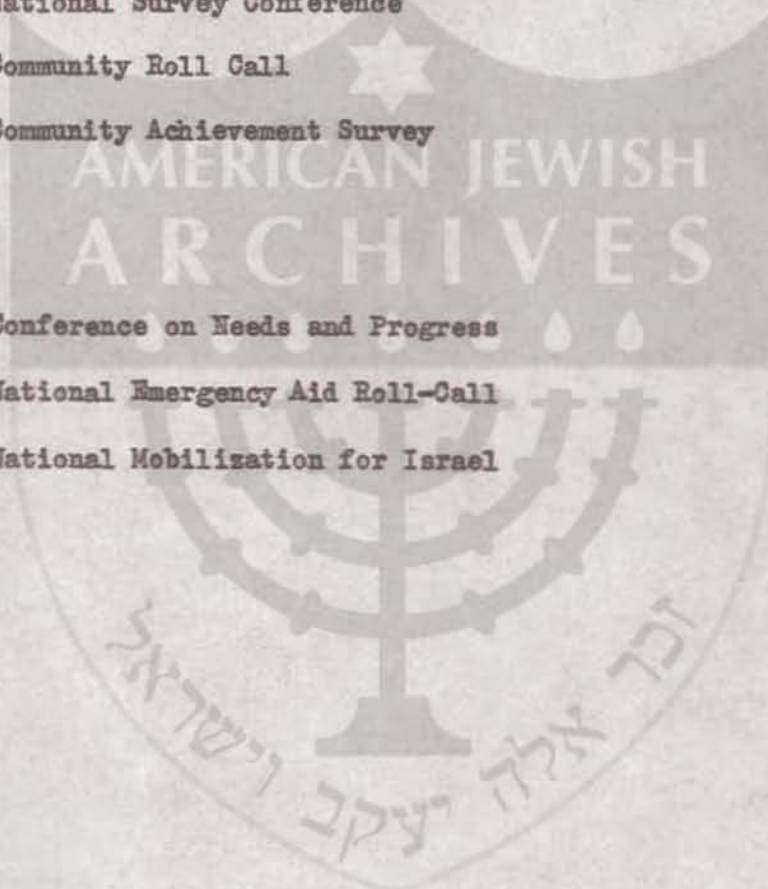
Suggested Conference Names

*Handwritten initials/signature*

1. National Action Assembly
2. National Leadership Conference (or Assembly)
3. National Campaign Report Conference

4. National Survey Conference
5. Community Roll Call
6. Community Achievement Survey

7. Conference on Needs and Progress
8. National Emergency Aid Roll-Call
9. National Mobilization for Israel



OLYMPIC  
PARCOURMENT  
← PAS-CONTENT →

UFA

165 W. 46th St. NYC

SEPTEMBER 3, 1952

RCA

XXXXXXXXXXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

*Gene Schwartz*

~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~ DAVID KENIGSON  
RCA ISRAEL

UFA WILL HOLD NATIONAL GASH CONFERENCE WASHINGTON DC OCTOBER NINETEENTH  
NINETEENTH STOP HOPEFUL AS RESULT BETWEEN TWELVE AND FIFTEEN MILLION DOLLARS  
GASH WILL BE REALIZED STOP EXTREMELY IMPORTANT WE HAVE LAYON ADDRESS THIS  
CONFERENCE AND <sup>*if possible*</sup> PARTICIPATE IN SEVERAL MAJOR FALL CAMPAIGN COMMUNITIES LIKE  
BOSTON BOSTONIA NYC STOP WOULD APPRECIATE HEARLY YOUR COOPERATION MAKING  
THIS POSSIBLE REGARDS

SWARTZ

# NATIONAL JEWISH WELFARE BOARD

NATIONAL ASSOCIATION of JEWISH COMMUNITY CENTERS and YM-YWHA's  
MEMBER, UNITED SERVICE ORGANIZATIONS, INC. (U.S.O.)

*JWS*  
*Telephoned 8/25/52*  
*P*



IRVING EDISON, President; FRANK L. WEIL, Honorary President; Mrs. FELIX M. WARBURG, Honorary Vice-President; Mrs. ALFRED R. BACHRACH, LLOYD W. DINKELSPIEL, Mrs. SAMUEL R. GLOGOWER, Mrs. WALTER E. HELLER, PHILIP M. KLUTZNICK, CARL M. LOEB, Jr., CHARLES W. MORRIS, RABBI DAVID de SOLA POOL, MILTON WEILL, Vice-Presidents; RALPH K. GUINZBURG, Secretary; JOSEPH H. COHEN, Treasurer; HENRY KOHN, Assistant Treasurer; SAMUEL D. GERSHOVITZ, Executive Vice-President.

*FC/PLS*

145 EAST 32<sup>nd</sup> STREET  
NEW YORK 16, N. Y.  
LExington 2-4949

Cable Address:  
JEWELBO New York

August 22, 1952

Dr. Joseph Schwartz  
National UJA  
165 West 46th Street  
New York, N. Y.

Dear Dr. Schwartz:

AMERICAN JEWISH

Recently I communicated with your office in the hope of speaking to you regarding the conflict in dates between conferences called by the National Jewish Welfare Board for Washington, D. C. on October 17th, 18th, and 19th, and that of your organization scheduled for October 18th and 19th in the same community. Prior to a visit I made to Washington on August 13th, we had no information or knowledge that the UJA was planning a national report meeting. Upon my return to New York, I promptly called your office to verify the information I had received informally.

You may or may not know that we announced the date of this Mobilization Conference of the National Jewish Welfare Board immediately following the conclusion of a similar conference held last year in the same community. In addition, we notified the Council of Jewish Federations and Welfare Funds, which maintains a convention and conference calendar for national Jewish organizations, and they have listed that date since November of 1951.

Ordinarily, we would not raise this question with you, but in view of the fact that we are seeking to obtain the attendance at our conference of leaders from the Jewish Federations and Welfare Funds and Jewish communal leaders generally, and since we believe you approach the same people, there could develop an embarrassing situation that would be unfortunate for the success of both meetings.

JWB, as you know, is deeply interested in the objectives that prompt the conduct of the UJA campaigns and would not wish to engage in any activity that would, in any way, shape or form, be construed as competitive. We are, however, in the position of having announced this national conference for many months, have made program arrangements with government officials and other leadership, as well as with hotels in Washington, and are in a difficult position to make any kind of shift in date at this late juncture. It is our sincere hope, therefore, that the UJA could see fit to move its national report conference to the following weekend and thereby avoid this conflict.

Knowing your deep interest in maintaining harmonious and cooperative relationships between national organizations which, in the last analysis, are

Dr. Joseph Schwartz

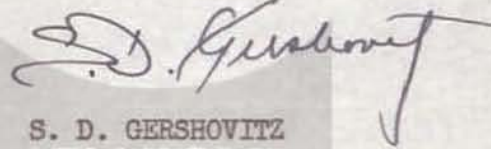
August 22, 1952

- 2 -

seeking common objectives, we are hopeful that you will be able to arrange for this change without undue difficulty to the UJA. Should you desire to talk to us about it, we shall be more than happy to meet with you regarding this request.

With cordial regards, I remain

Sincerely yours,



S. D. GERSHOVITZ



EDWARD M. M. WARBURG

165 WEST 46TH STREET

NEW YORK 19, N. Y.

*FILE*

MEMORANDUM

Sept. 3, 1952

TO Dr. Joseph J. Schwartz

DATE \_\_\_\_\_  
1:35 P.M.

RE: Gen. Sarnoff's Speaking  
Engagement for UJA



General Sarnoff asked his Secretary to telephone in reply to Mr. Warburg's Radiogram requesting him to speak at the UJA Conference in October. The General hastens to inform Mr. Warburg that he is very very sorry that he is unable to accept." He wishes Mr. Warburg to know that although he has over two dozen speaking invitations at this time, he plans to accept none of them. He has been abroad for over two months and has returned to find the pressure of business so tremendous that he must confine himself solely to his work for a good many weeks to come.

*Flora Klein*



November 6, 1952

Mr. Oscar Gass  
1367 Connecticut Avenue  
Washington 6, D.C.

Dear Mr. Gass:

I want to acknowledge receipt of your letter of November 5, 1952.

Please be assured that, in accordance with your wishes, we shall, of course, keep your remarks "off the record."

Sincerely yours,

Melvin S. Goldstein

MSG/fg

OSCAR GASS Consulting Economist

1367 CONNECTICUT AVENUE, WASHINGTON 6, D. C.

Adams 5332

November 5, 1952

Mr. Melvin S. Goldstein  
United Jewish Appeal  
165 West 46th Street  
New York 36, New York

Dear Mr. Goldstein:

I am sorry that there has been some delay in replying to your note of October 24th.

This delay may however have had the advantage that the people who expressed an interest in having a transcript of these observations may have meanwhile -- as commonly happens -- lost interest in the matter.

These remarks were made initially with the understanding that they would be "off the record", and I believe that it would be desirable for them to remain in that status.

Yours sincerely,

*Oscar Gass*

Oscar Gass

OG:rg

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

STALONE

August 23, 1952

WARRING  
PALAZZOTTO  
BRUSSELS (BELGIUM)

BARNOFFS ADDRESS AFTER SEPTEMBER SHOULD THIRTY ROCKWELLER PLAZA  
STOP CONSIDER IF IMPORTANT HE RECEIVE CARDS DIRECTLY FROM YOU  
ASKING HIM ALSO REPLY UJA OFFICE WHEN STOP GLAD HEAR ALLS  
WELL REGARDS ALSO FROM ANCOFF WHEN SAW YESTERDAY

SCHWARTZ

JJS/10





**RCA COMMUNICATIONS, INC.**  
 A SERVICE OF RADIO CORPORATION OF AMERICA  
 25 WEST 43RD STREET, N. Y. TEL. BR 9-0572



**CATIONS, INC.**  
 CORPORATION OF AMERICA  
 N. Y. TEL. BR 9-0572

RADIOGRAM  
 REPLY VIA RCA  
 FAST ACCURATE DIRECT

AUG 30 1952



FA63

BN1150 BRUXELLES 28 29 1117

LT UJAPPEAL NEWYORK

PALACE BRUSSELS UNTIL FIRST ANGLETERRE COPENHAGEN AFTER WIRE  
 SARNOFF MY BEHALF IMPOSSIBLE LOCATE FROM HERE WITHOUT ADDRESS  
 CAR WEATHER COMPANY EXCELLENT REGARDS

WARBURG ROOM 403

CFM 1150 403

RADIOGRAM  
 REPLY VIA RCA  
 FAST ACCURATE DIRECT

**CATIONS, INC.**  
 CORPORATION OF AMERICA  
 N. Y. TEL. BR 9-0572



**RCA COMMUNICATIONS, INC.**  
 A SERVICE OF RADIO CORPORATION OF AMERICA  
 25 WEST 43RD STREET, N. Y. TEL. BR 9-0572



United Jewish Appeal  
165 W. 46th Street, New York

LF

August 27, 1952

WARBURG  
PALACEHOTEL  
BRUSSELS (BELGIUM)

AM ADVISED DAVID SARNOFF NOW LONDON LEAVING TOMORROW THURSDAY FOR  
UNISTATS ARRIVING HERE SEPTEMBER SECOND STOP SUGGEST YOU WRITE OR  
CARLE SARNOFF URGING HIM ACCEPT AS PRINCIPAL SPEAKER WASHINGTON  
CONFERENCE EITHER SATURDAY NIGHT OCTOBER EIGHTEEN OR SUNDAY MOON  
STOP HAVE JUST REACHED FAN IN BOSTON AND GAVE HER MESSAGE WHICH  
SHE TOOK VERY WELL BEST REGARDS AND ~~HER~~

338/20



From the desk of RAPHAEL LEVY

---

I am advised that the current address of Sarnoff is:

*Dora*  
Brigadier General Sarnoff  
Savoy Hotel  
London, England

That he leaves London on the 28th on the

S.S. United States  
and arrives at New York City

Tuesday, September 2.

FIVE

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

BERAIGHE

August 28, 1952

WARMING  
PALAQUOTEL  
BRUSSELS (BELGIUM)

HARNOFFS ADDRESS AFTER SEPTENOR SECOND THIRTY ROCKEFELLER PLAZA  
STOP CONSIDER IT IMPORTANT HE RECEIVE GABLE DIRECTLY FROM YOU  
ASKING HIM ALSO REPLY WJA OFFICE HERE STOP GLAD HEAR ALLS  
WELL REGARDS ALSO FROM AMROFF WHOM SAW YESTERDAY

SCHWARTZ

JJS/te



United Jewish Appeal  
165 W. 46th Street, New York

LT

August 27, 1952

WARBURG  
PALACEHOTEL  
BRUSSELS (BELGIUM)

AM ADVISED DAVID SARNOFF NOW LONDON LEAVING TOMORROW THURSDAY FOR  
UNITED STATES ARRIVING HERE SEPTEMBER NEEDED STOP SUGGEST YOU WRITE OR  
CABLE SARNOFF URGING HIM ACCEPT AS PRINCIPAL SPEAKER WASHINGTON  
CONFERENCE EITHER SATURDAY NIGHT OCTOBER NINETEEN OR SUNDAY NOON  
STOP HAVE JUST REACHED FAN IN BOSTON AND GAVE HER MESSAGE WHICH  
SHE TOOK VERY WELL BEST REGARDS AND LOVE

SCHWARTZ

JJS/ze





STRICTLY CONFIDENTIAL

LUNCHEON MEETING HELD MONDAY, AUGUST 4, 1952

TO DISCUSS NATIONAL CASH CONFERENCE - WASHINGTON - OCT. 18-19, 1952

MSS  
FILE

PRESENT: Moritz M. Gottlieb, Presiding  
Irving Bernstein  
Harry D. Biele  
Meyer Brissman  
Peter B. Colwin  
Harry Goldstein  
Irving Jacobs  
Raphael Levy  
Martin Panzer  
Leonard Wechsler

In opening the discussion, Mr. Gottlieb said the purpose of this meeting is to consider two important aspects in relation to the forthcoming National Cash Conference, to be held at the Shoreham Hotel in Washington, D.C. on October 18 and 19, for which Mr. Jack Weiler has agreed to accept the Chairmanship. One aspect is cash and the other is attendance.

ATTENDANCE

out

Mr. Gottlieb pointed out that there have been certain routine procedures in the past with regard to types and dates of mailings which need not be discussed here in detail. However, because recent conferences have been ineffective from the standpoint of attendance, it is important that we concentrate now on two aspects: the written word in the form of letters and the printed word which involves the Publicity Department.

Mailings - It has been planned to have a letter signed by Jack Weiler sent out from Israel, announcing his acceptance of the Cash Chairmanship and the Washington Conference. This letter should be the first direct notice to communities and it was agreed that it should be mailed from Israel on September 9, which would allow approximately six weeks between the announcement and the conference date - a period necessary for building up attendance.

The national list to which the Weiler letter is going is now in preparation and Mr. Gottlieb asked that everyone present at this meeting review the list this week, in order to develop the best possible list.

Mr. Levy was asked to assume the responsibility of clearing with Henry Bernstein with regard to the mailing list of New York City names.

With regard to the press announcement of the Cash Chairmanship, Mr. Levy has arranged for Dick Cohen, of JDC Paris, to cover his visit and that of George Jessel, who will be in Israel at the same time as Mr. Weiler.

In order that no word of the Cash Conference or Mr. Weiler's assumption of the Chairmanship reach the country before his letter and the Israel press announcement, it was agreed that we would withhold notification to the CJFWF until publication of their September calendar. We would also wait until after Labor Day to notify the Bond office.

It was Mr. Levy's suggestion, in which all concurred, that upon Mr. Weiler's return to the country, he should send a follow-up note which would include a memorandum to him from Levi Eshkol on the financial situation. This, it was felt, would give a feeling of official Israel sponsorship and also a fresh point of view of genuine character. Mr. Panzer suggested that this might be in the form of a newsbreak from Israel - Mr. Levy thought that both ways could be used.

Promotion - Mr. Levy made the following observations with regard to assuring the right kind of attendance, with specific reference to program and interest in participation. First, the question of featured speakers presents a problem at this time, with no top political people available and no Israeli of sufficient magnitude as a drawing card. Because of this, Mr. Levy felt we should consider the possibility of inviting some Hollywood personality of dignity and attraction, such as a Shelly Winters, Jack Benny, George Jessel (who will have returned from Israel), or Greer Garson.

Second, in support of a suggestion made earlier that an award or citation be given to top leadership, Mr. Levy expressed the opinion that an advance notice to a group of 200 or 250 top people that they would receive a citation would be a most effective means of getting their attendance.

Third, special sessions should be planned and announced, such as a session for discussion of future UJA plans, involving participation on a community level, and also perhaps a session at which the inside story could be told by an important personality just returned from Israel, such as David Sarnoff.

With regard to speakers, Mr. Gottlieb suggested that Mr. Levy explore the possibility of a Hollywood personality but await the return of Dr. Schwartz to discuss it with him.

Mr. Gottlieb added that he had already discussed with Dr. Schwartz the possibility of using Vice-President Barkley or General Ginsburgh.

With regard to the question of citations or awards, it was Mr. Bernstein's thought that this should be limited to the Cabinet members or at the most, to add only Regional officers - but that to go beyond that would take the chance, as has happened in the past, of overlooking some important community leaders and workers.

Mr. Gottlieb said that Dr. Schwartz has agreed in principle to the giving of awards to the Cabinet and that this should be discussed further with him upon his return.

In considering the idea of special sessions mentioned by Mr. Levy, Mr. Bernstein said he thought it would be of value to have special Trade and Regional sessions, for the respective members of these groups.

Mr. Levy said that he will be prepared in a week's time to present a publicity and promotion program.

Special Pressure Group - Mr. Gottlieb expressed the opinion that the crux of our problem of attendance has been that in the past we have not concentrated our efforts on the top leadership throughout the country; that our failure in the past to produce quality attendance is that what we have done was in the framework of mailings to upwards of 60,000 people. Mr. Gottlieb said that for a cash conference in Washington, we should have no difficulty in getting 100 to 150 people from the city of Washington but that our aim should be to almost guarantee 250 to 300 top people around the country. This he felt could be accomplished if we concentrate our thinking on the group of top 500 to 600 people to whom we can direct all our efforts and attention. To the degree that we are able to intensify our efforts in making it important for those people to come, to that degree will we be successful.

In line with this, Mr. Panzer made the suggestion, which was agreed to, that a limited group of about 500 names be selected from communities to receive a letter, "letting them in" on our plans with regard to the conference and Mr. Weiler's acceptance of the chairmanship and inviting them to serve on a Cash Cabinet with Mr. Weiler, and asking for their thinking. It was agreed that Mr. Panzer would draft this letter, which would be signed by Mr. Gottlieb and sent out before his departure this week.

Mr. Panzer also suggested that Mr. Gottlieb send a letter to this group from Israel, bringing them up to date since his last communication.

Following his return to this country, Mr. Gottlieb said he and others would telephone those who have not responded.

The question was then raised as to whether Executive Directors should be notified in some way that such a letter was sent to certain members of their community. It was felt, however, that this might serve to lessen the importance to the leader invited to serve, if this information were not restricted. No definite decision was made - this group will have an opportunity to discuss this further when the draft of the letter is prepared.

Mr. Gottlieb also suggested that a device used in 1950 might again be used to involve this inner group - that of sending periodic bulletins to them of the progress of the cash effort.

A further step, directed to this select group, will involve the use of field men in being given the responsibility for bringing specific individuals to the Conference.

A further group for special attention comprise those leaders who will be visiting Israel at the same time Mr. Weiler and Mr. Gottlieb will be there. It was suggested that they be invited to join Messrs. Weiler and Gottlieb at a cocktail party or similar function. Mr. Panzer was asked to communicate immediately with Shlomo Eisenberg to ascertain the names of those visitors.

CASH

It was Mr. Brissman's opinion that the flow of money that we could normally expect in the month of September would be substantially reduced when announcement is received of the Cash Conference for October. He, therefore, felt that, with the bulk of the field staff returning from vacation and going into the field the middle of August, the emphasis in August and September would have to be on cash collections and in October on loans. With this in view, Mr. Brissman said that he would make a careful review of communities to determine where we can reasonably expect to get money in the near future, so that the field men can be assigned for immediate concentration of effort.

Mr. Jacobs made the suggestion that a theme of "cleaning up old balances" could be emphasized to the field men going into communities.

Mr. Gottlieb agreed that it is now important that the field men, in their contacts with communities, not talk in generalities about the need for cash but specifically, with regard to what can be done to clean up 1951 and earlier balances, and what the status of 1952 Spring collections is. During this period, it must be stressed that the field men should have a clear knowledge of what communities can and should do to stimulate cash collections, which are a great problem in many communities. This is also important in relation to Fall campaigns. Unless the field men are saturated with the necessity of getting \$35,000,000 between now and the end of the year, of which \$25,000,000 is the target for the October conference, this won't be accomplished.

Mr. Bernstein suggested that we follow the 1950 pattern of assigning special cash men to certain communities. Mr. Gottlieb felt that this should definitely be done, in the two week period preceding the conference.

Mr. Gottlieb said that when Mr. Weinberg and the other field assistants return from vacation, Mr. Bernstein should bring them up to date so that they can implement the decisions for involving the field staff in this cash program.

Mr. Goldstein raised the point that someone should be designated to assume over-all responsibility for coordination and a breakdown of responsibility indicated.

Mr. Gottlieb said that he would try to work this out before he leaves and advise the group.

Mr. Gottlieb stated that this group should meet periodically and with others as they return from vacation to whip into shape the mechanics and details. He suggested that files on previous conferences could be reviewed for types of letters, quota requests, etc.

A brief meeting for further discussion of the Cash Conference will be held tomorrow at 11:30 a.m.