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

Series H: United Jewish Appeal, 1945-1995. Subseries 3: Conferences and Committees, 1947-1978.

Box Folder 32 1

National Action Conference of the United Jewish Appeal [Washington, D.C.]. 1953.

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

## DRAFT OF PROGRAM UJA NATIONAL ACTION CONFERENCE WASHINGTON, D.C.-JUNE 6-7,1953

· fire

#### Saturday, June 6

Luncheon (Oneg Shabat) 12:30 P.M.

National Campaign Cabinet

Samuel H. Daroff, Chairman

Reception (and photos of check presentation) 5:00 P.M.

Edward M.M. Warburg Joseph Holtzman

Dinner 6:30 P.M.

Addresses:
Nahum Goldmann
Herbert H. Lehman
Harold Stassen

Edward M. M. Warburg, Chrman

#### Sunday, June 7

Breakfast (Closed Session: Campaign Cabinet, Cash Cabinet, 8:00 A.M. Regional Officers)

Morris W. Berinstein and Jack D. Weiler, Co-Chrman

Address:

Harold Goldenberg

OF Charme

Myer Sherman

or

Sidney Green

Breakfast (Women's Division) 8:00 A.M.

Film Presentation:

"Journey to Tomorrow"

Panel:

Mrs. S. Alexander Brailove

Mrs. John C. Hopp

Mrs. Hal Horne

Mrs. Jack Karp

Mrs. Henry Newman

Mrs. Albert Pilavin, Chrmen

Rudolf G. Sonneborn, Chrman

Morning Session 10:00 A.M.

Addresses:

Isadore Lubin

Joseph J. Schwartz

Levi Eshkol

Panel:

Arthur Greenleigh

Moses A. Leavitt

Ellis Radinsky

William Rosenwald, Chrman

Luncheon Session 12:30 P.M.

Addresses:

Mrs. Albert Pilavin

Joseph Holtzman

Abba Eban

Presentation of Checks

108/9

### מדינת ישראל STATE OF ISRAEL

Ul. Benutt

Ministry of Commerce & Industry
Investment Center

MH/1/135

Hakirya, May 3, 1953

Mr. Joseph J. Schwartz, United Jewish Appeal, 165 West 46th Street, New York City, N.Y., U.S.A.

Dear Joe,

Thank you very much for your kind invitation to address the United Jewish Appeal conference in Washington. Like any old firehorse, when I hear the bell I am ready to start running. However, I regret that my plans make it impossible for me to attend the conference. I am leaving Israel so late this month, and since I must make a couple of stops in Europe, I will be arriving in New York only about June 10th. I would appreciate a raincheck.

My warmest regards to you and all your colleagues.

H.J. Goldenberg

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LT SCHWARTY U J APPEAL

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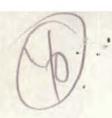
NEWYORK

NEXT SEVENTYFIVE DAYS WILL SEE ESTABLISHMENT THIRTYSIX NEW VILLAGES
BY JEWAGENCY STOP ON EVE OF IMPLEMENTATION THIS VITAL PROJECT
URGENTLY APPEAL TO AMERICAN JEWISH COMMUNITY FOR A LOUD SUPPORT BY
PROVIDING IMMEDIATE FUNDS TO CURRENT UJA TWENTYFIVE MILLION DOLLARS
CASH DRIVE STOP TOGETHER WITH

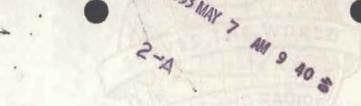
CFM U J A UJA

MAY 8 - 1953

Please Telephone your Raply to Whitehall 4-9100



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### AMERICAN IEWISH

FOURTEEN SETTLMENTS STARTED EARLIER THIS YEAR THE THIRTYSIX VILLAGES
DASH TO BE ESTABLISHED TWENTYFIVE MAY JUNE ELEVEN FIRST HALF MAY DASH
WILL ABSORB 4200 FAMILIES OF WHICH 900 ALREADY ON LAND STOP MOREOVER
SEVENTEEN EXISTING SETTLEMENTS TO BE ENLARGED BY FILLING 1200
VACANT FARMSTEADS STOP TOTAL NEW FAMILIES TO BE

GFM 4200 900 1200

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# ARCHIVES

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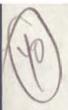
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erican Cable & Radio System

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SETTLED ON LAND CURRENT YEAR THERFORE CLOSE ON SIXTHOUSAND OF WHOM
THREE QUARTERS FROM MAABAROTH ONEQUARTER OLDTIMERS UNDER TOWN TO.
VILLAGE SCHEME STOP THREE MAIN OBJECTIVES OF PROJECT COLON FIRST
MAJOR CONSTRUCTIVE CONTRIBUTION IN FIGHT AGAINST UNEMPLOYMENT SECOND
FILLING MISSING LINKS IN CHAIN OF BORDER SETTLEMENTS WHICH ESPECIALLY
URGENT



IVL258

DEVELOPMENTS THIRD EXPLOITATION RESGURCES NOW BECOMING AVAILABLE THROUGH YARKON NEGEV

ENABLING IMMEDIATE ESTABLISHMENT NINETEEN VILLAGES NEGEV STOP THANKS RAPID PROGRESS NEGEV IRRIGATION NOW POSSIBLE PROVIDE TEN IRRIGATED DUNAMS PER FARM UNIT DURING FIRST YEAR INSTEAD OF THREE TO



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IVL258 PGE#5/50

FOUR YEARS AS HITHERTO WHEREFOR INTENSIVE FARMING CAN BE STARTED
WHITHOUT DELAY STOP FROM AGRICULTURAL ASPECT HAVE REACHED IMPORTANT
TURNING POINT COLON VEGETABLE SHORTAGE OF TWO YEARS AGO COMPLETELT
ELIMINATED TODAY COMMA NO SENSE IN EMBARKING ON LARGE SCALE FODDER
GROWING SINCE NT FUNDS AVAILABLE FOR SUFFICIENT LIVESTOCK NEXT FEW

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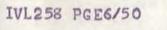
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# ARCHIVES



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YEARS COMMA THEREFORE EMPHASIS NOW FOCUSSED ON INDUSTRIAL CROPS
INCLUDING PEANUTS POTATOES SWEET POTATOES SUGAR BEET ALL OF WHICH
SUBSTANTIAL DOLLAR SAVERS AND VITAL SOURCES OF FOOD STOP THIS NEW
POLICY INVOLVES NEED FOR DOUBLING IRRIGATED AREA IN NEW VILLAGES NEXT
YEAR ALSO CONSTRUCTION REFRIGERATION PLANTS FOR POTATOES AND FACTORIES

IVL258 PGE7/50



FOR SUGAR ALCOHOL STOP COSTS FIRST YEAR FOURTHOUSAND POINDS PER
FAMILY INCLUDING HOUSE AND IRRIGATION WITH ADDITIONAL LARGER
INVESTMENTS REQUIRED FOLLOWING YEARS STOP PROJECT EQUALLY SIGNIFICANT
VFROM ECONOMIC SQOCIAL AND SECURITY ASPECTS STOP IF SUCCESSFUL
WILL PROVIDE DECISIVE STIMULUS SIMILAR CONSTRUCTIVE EFFORTS IN
FUTURE STOP TRUST AMERICAN JEWRY WILL DO

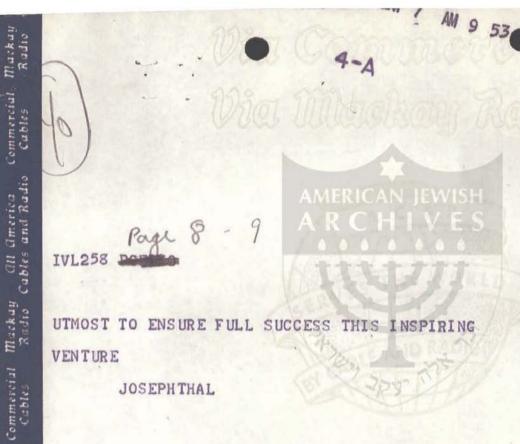
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& Radio System

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NEWYORK

PLEASE CONECT YESTERDAYS CABLE INSTEAD QUOTE A LOUD
INQUOTE READ ALLOUT SUPPORT STOP INSTEAD QUOTE FIRST HALF MAY INQUOTE
READ FIRST HALF JULY

JOSEPHTHAL

MAY 9 - 1953

Please Triephone your

COPY

SCHWARTZ MEWYORK

May 7, 1953

MEXT SEVENTIFIVE DAYS WILL SEE ESTABLISHMENT THIRTYSIX NEW VILLAGES BY JEWAGENCY STOP ON EVE OF IMPLEMENTATION THIS VITAL PROJECT URGENTLY APPEAL TO AMERICAN JEWISH COMMUNITY FOR A LOUD SUPPORT BY PROVIDING IMMEDIATE FUNDS TO CURRENT UJA TWENTYFIVEMILLION DOLLARS CASH DRIVE STOP TOGETHER WITH FOURTEEN SETTLEMENTS STARTED HARLIER THIS YEAR THE THIRTYSIK VILLAGES DASH TO HE ESTABLISHED TWENTYFIVE MAY JUNE EXEVEN FIRST HALF MAY DASH WILL ABSORB 4200 FAMILIES OF WHICH 900 ALREADY ON LAND STOP MOREOVER SEVENTHEN EXISTING SETTLEMENTS TO BE ENLARGED BY FILLING 1200 VACANT PARMSTRADS STOP TOTAL NEW FAMILIES TO BE SETTLED ON LAND CURRENT YEAR THEREFORE CLOSE ON SIXTHOUSAND OF WHOM THREE QUARTERS FROM MAABAROTH ONE QUARTER OLDTIMERS UNDER TOOM TO VILLAGE SCHEME STOP THREE MAIN OBJECTIVES OF PROJECT COLON FIRST MAJOR CONSTRUCTIVE CONTRIBUTION IN FIGHT AGAINST UNEMPLOYMENT SECOND FILLING MISSING LINKS IN CHAIN OF BORDER SETTLEMENTS WHICH ESPECIALLY URGENT IN VIEW RECENT DEVELOPMENTS THIRD EXPLOITATION OF LARGE WATER RESOURCES RECOMING AVAILABLE THROUGH YARKON NEGEV PIPE LINE UNDER CONSTRUCTION MNABLING IMMEDIATE ESTABLISHMENT NIMETHEN VILLAGES SHUVAL DISTRICT NEGEV THANKS RAPID PROGRESS HEGEV IRRIGATION NOW POSSIBLE PROVIDE THE IRRIGATED DUNAMS FER FARM UNIT DURING FIRST YEAR INSTEAD OF THREE TO FOUR YEARS AS HITHERTO WHEREFOR INTENSIVE FARMING CAN HE STARTED WITHOUT DELAY STOP FROM AGRICULTURAL ASPECT HAVE REACHED IMPORTANT TURNING POINT COLON VEGETABLE SHORTAGE OF TWO YEARS AGO COMPLETELY ELIMINATED TODAY COMMA NO SENSE IN EMBARKING ON LARGE SCALE FODDER GROWING SINCE NO FUNDS AVAILABLE FOR SUFFICIENT LIVESTOCK NEXT FEW

(More ...)

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JOSEPHTHAL