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Series H: United Jewish Appeal, 1945-1995.

Subseries 3: Conferences and Committees, 1947-1978.

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

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

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, Chairman

Sunday, June 7

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

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

Address:
Harold Goldenberg
or
Myer Sherman
or
Sidney Green

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

Mrs. Albert Pilavin, Chairman

Film Presentation:
"Journey to Tomorrow"
Panel:
Mrs. S. Alexander Brailove
Mrs. John C. Hopp
Mrs. Hal Horne
Mrs. Jack Karp
Mrs. Henry Newman

Morning Session
10:00 A.M.

Rudolf G. Sonneborn, Chairman

Addresses:
Isadore Lubin
Joseph J. Schwartz
Levi Eshkol
Panel:
Arthur Greenleigh
Moses A. Leavitt
Ellis Radinsky

Luncheon Session
12:30 P.M.

William Rosenwald, Chairman

Addresses:
Mrs. Albert Pilavin
Joseph Holtzman
Abba Eban

Presentation of Checks

108/9

מדינת ישראל

STATE OF ISRAEL

Ministry of Commerce & Industry
Investment Center

Mr. Bennett

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.

Very truly yours,

H. J. Goldenberg
H. J. Goldenberg

IVL258 T2070

TELAVIVYAFO 359 7 1532

LT SCHWARTY U J APPEAL

165 W 46 ST N

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
Reply to Whitehall 4-3100

IVL258 PGE2/50

FOURTEEN SETTLEMENTS 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

CFM 4200 900 1200

12

American Cable & Radio System
American Cable & Radio System
67 BROAD ST. N.Y. BOULING GREEN

12

1953 MAY 7 AM 9 43

SETTLED ON LAND CURRENT YEAR THEREFORE CLOSE ON SIXTHOUSAND OF WHOM
THREE QUARTERS FROM MAABAROTH ONE QUARTER 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

IN VIEW RECENT DEVELOPMENTS THIRD EXPLOITATION OF LARGE WATER
RESOURCES NOW BECOMING AVAILABLE THROUGH YARKON NEGEV PIPE LINE UNDER
CONSTRUCTION ENABLING IMMEDIATE ESTABLISHMENT NINETEEN VILLAGES SHUVAL
DISTRICT NEGEV STOP THANKS RAPID PROGRESS NEGEV IRRIGATION NOW
POSSIBLE PROVIDE TEN IRRIGATED DUNAMS PER FARM UNIT DURING FIRST YEAR
INSTEAD OF THREE TO

4-A 3 MAY 7 AM 9 44 '8

12

IVL258 PGE5/50

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 COMPLETET
ELIMINATED TODAY COMMA NO SENSE IN EMBARKING ON LARGE SCALE FODDER
GROWING SINCE NT FUNDS AVAILABLE FOR SUFFICIENT LIVESTOCK NEXT FEW

PIL258 PGE6/50

YEA



12

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

1953 MAY 7 AM 9 52

4-A

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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| All America Cables and Radio | Commercial Mackay Cables | All America Cables and Radio | Commercial Mackay Cables | All Am Cables and |
|---------------------------------|-----------------------------|---------------------------------|-----------------------------|----------------------|

American Cable & Radio System

10

IVL258

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UTMOST TO ENSURE FULL SUCCESS THIS INSPIRING
VENTURE

JOSEPH THAL



12

Via All America
Via Commercial

Via Commercial
Via Mackay Radio

4-A

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ALY

FC/ALY

IVL345 T2066

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AMERICAN JEWISH
ARCHIVES

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LT SCHWARTZ UJ APPEAL (SCHWARTZ & UNITED JEWISH APPEAL 165 W 46 ST
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 telephone your
people to whom you

COPY

SCHWARTZ NEWYORK

May 7, 1953

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(More...)

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