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**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.

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Box  
36

Folder  
12

Western UJA Leadership Institute [Brandeis Camp, Santa  
Susana, Calif.]. 1956-1957.

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

---

*Tuch*  
*2/29/56*

BRANDEIS CAMP FILE

2/15/56

Simi Valley  
Santa Susanna, California  
(Approximately 40 miles from Los Angeles)

Telephone No. Fireside 6-1131

Director -- Shlomo Bardin

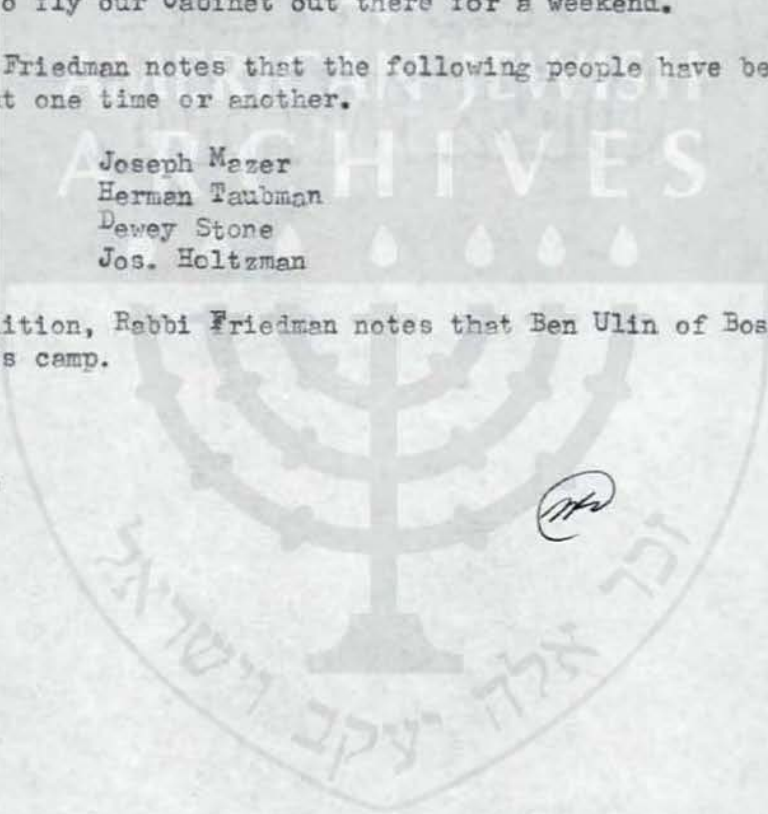
Rabbi Friedman was at the above-mentioned camp this past weekend, where he delivered a lecture on the work of the UJA, the position of Israel, etc. Rabbi Friedman is greatly taken with this camp and what it is doing, and feels very strongly that it might be an excellent idea to fly our Cabinet out there for a weekend.

Rabbi Friedman notes that the following people have been at this camp at one time or another.

Joseph Mazer  
Herman Taubman  
Dewey Stone  
Jos. Holtzman

In addition, Rabbi Friedman notes that Ben Ulin of Boston has been to this camp.

MSG:ba



UNITED JEWISH APPEAL, INC.  
165 WEST 46th STREET  
NEW YORK 36, N. Y.

*On file  
9/15*

*3/6*

*I mentioned  
this to Joe  
Meyerhoff. We  
spoke about  
doing it in  
January.*

MEMORANDUM

Date March 2, 1956

To Mr. Herbert A. Friedman

From Melvin S. Goldstein

Subject Reminder!

This is just a reminder about the Brandeis Camp in Santa Susanna.

You said that you might want to do something about flying our Cabinet out there for a weekend.

This is just a "nudge"

*M.S.*

MSG:ba

March 2, 1956

~~2/19~~  
9/15

Mr. Herbert A. Friedman

Melvin S. Goldstein

Reminder!

This is just a reminder about the Brandeis Camp in Santa Susanna.

You said that you might to do something about flying our Cabinet out there for a weekend.

This is just a "nudge."

MSG:ba

IRVING BERNSTEIN

RECEIVED	
NO. BY	NAME TO
DATE	DATE
	<del>HAF</del>
MAR 23 1956	
March 21	
ANSWER	

To: HAF

Subject: Brandeis Camp

I plan to meet with Shlomo Bardin in the very near future to discuss the West Coast Regional Leadership Meeting which you projected during your last visit to this area.

Before I meet with him, I would appreciate hearing from you as to whether or not you would still like me to go ahead with such planning and if so, whether you would attend this weekend with other key national UJA leaders.

I have sounded out some of the communities in the area. Although it is still too early for a definitive reaction, it is doubtful if we could get a large representation unless we begin planning almost immediately.

The projected date for this conference would be in the Fall.

16

IB:bt1

COPY

IRVING BERNSTEIN

March 21, 1956

To: HAF

Re: Brandeis Camp

I plan to meet with Shlomo Bardin in the very near future to discuss the West Coast Regional Leadership Meeting which you projected during your last visit to this area.

Before I meet with him, I would appreciate hearing from you as to whether or not you would still like me to go ahead with such planning and if so, whether you would attend this weekend with other key national UJA leaders.

I have sounded out some of the communities in the area. Although it is still too early for a definitive reaction, it is doubtful if we could get a large representation unless we begin planning almost immediately.

The projected date for this conference would be in the Fall.

IB

IB:bt1

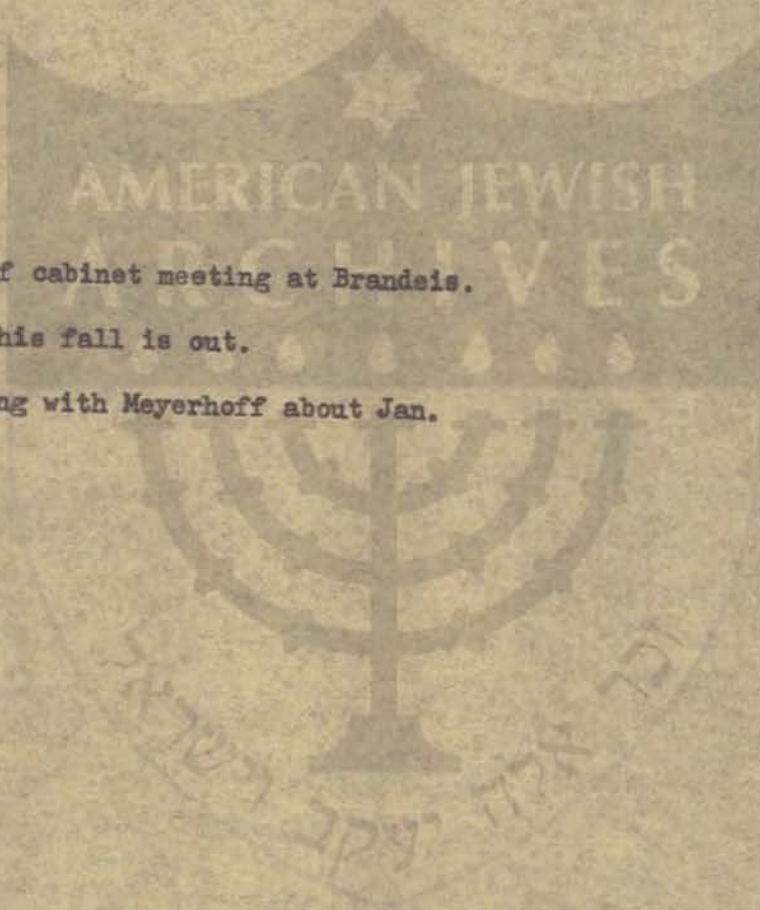
March 26, 1956

To ERV  
From HAF  
~~Frank~~

Subject of cabinet meeting at Brandeis.

I think this fall is out.

Start taling with Meyerhoff about Jan.



HAS Dies  
Brandeis  
Camp  
CT  
Nov 13

April 9, 1956

Mr. Irving Bernstein

Melvin S. Goldstein

Brandeis Camp

I took up once again with Mr. Friedman the subject of a possible meeting at the Brandeis Camp, and the situation is as I mentioned it to you over the phone.

It is hoped that we will be able to promote a Cabinet meeting there which could serve as a focus for a western leadership conference, but it is very doubtful whether anything can be done before the end of the year. I think you ought to know, however, that we are certainly planning on something along these lines and will work on it.

MSG:ba

cc: Messrs. Sontag and Weinberg







# BRANDEIS YOUTH FOUNDATION

SANTA SUSANA, CALIFORNIA • FIRESIDE 6-1131

*Brandeis Camp via May 17*

RECEIVED	
May 11, 1956 MAY 14 1956	
NOTED BY	ANSWER TO
DATE	DATE
	HAF
	GH
ANSWERED	

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Los Angeles, Calif.

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Tulsa, Okla.  
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Los Angeles, Calif.

National Director  
Dr. Shlomo Bardin

Dear Herbert:

I shall be in New York from May 17th to the 22nd, and I hope to have the opportunity of meeting with you. I am very eager that we work out the plans for next year's UJA Weekend for the Western States. If we want this to be a successful weekend, we need to start planning now -- at least know what we want and how to go about it.

I shall be staying at the Barbizon Plaza. Please leave me a message as to when it would be good to come to see you.

I trust that you and your dear ones are all well. Looking forward to seeing you with pleasure, I am

Sincerely yours,

*Shlomo*  
Shlomo Bardin

SB/mt

Rabbi Herbert Friedman  
United Jewish Appeal  
165 West 46th Street  
New York, New York

*cc-18  
Sent 5/14  
MWW  
Karchmer  
Harris  
Michel  
HG  
SS*

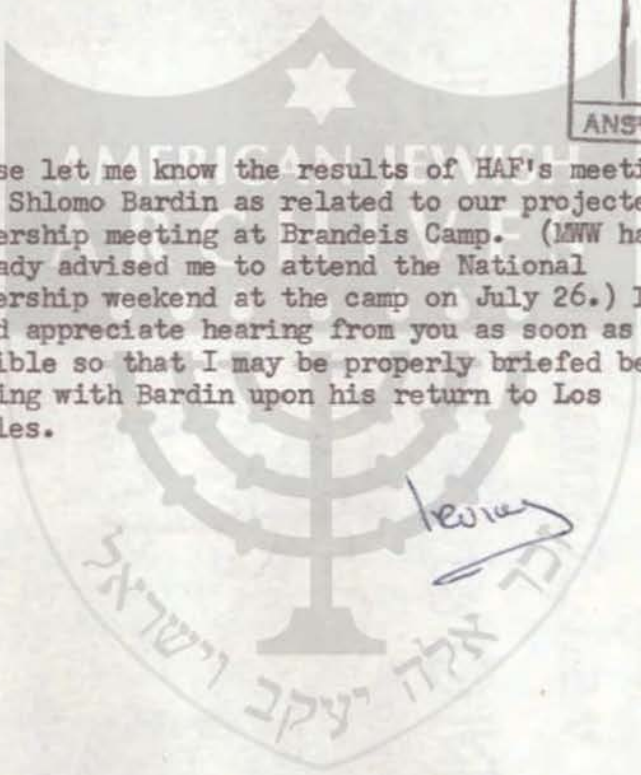
UJA FIELD DEPARTMENT INTER-OFFICE MEMORANDUM

To: MSG  
 From: IB  
 Subject: Shlomo Bardin

RECEIVED			
NOTED BY	REFER TO	DATE	DATE
	MSG		
MAY 31 1956			
ANSWERED <i>[Signature]</i>			

Please let me know the results of HAF's meeting with Shlomo Bardin as related to our projected leadership meeting at Brandeis Camp. (MWW has already advised me to attend the National Leadership weekend at the camp on July 26.) I would appreciate hearing from you as soon as possible so that I may be properly briefed before meeting with Bardin upon his return to Los Angeles.

*auto*



IB:gc  
 5/29/56

tip  
8/1/56

June 1, 1956

Mr. Irving Bernstein

Melvin S. Goldstein

Shlomo Bardin and the Brandeis Camp

This is in reference to your memorandum of May 29th regarding Shlomo Bardin.

Mr. Friedman discussed with Mr. Bardin the practicability of having the entire UJA Cabinet move out to California sometime in December or thereabouts and having a Cabinet meeting at the Brandeis Camp. Mr. Friedman indicated to Mr. Bardin, however, that although he had discussed this possibility with a number of people, he hadn't been able to convince anybody that it would be a good thing to do.

Mr. Friedman thought that holding a Cabinet meeting at the camp -- in view of the facilities there -- would have an inspirational effect on the Cabinet members, perhaps the same effect on the West Coast leadership that could be brought in and on other leaders from various cities throughout the West. Mr. Bardin said it might be well to start off with a West Coast leadership meeting in the first or second week of March right after our Miami meeting. This would mean bringing a couple of our top leaders from the East -- Mr. Rosenwald, Mr. Warburg, Mr. Holtzman, Mr. Friedman, etc. -- and then if this meeting would be a success, it might then be possible to bring the entire Cabinet out at a later date.

Mr. Bardin thought that perhaps we could take advantage of the weekend affair he is scheduling at the camp for July 26th by having a number of our leaders from the West come out there and then they could spread the word for a purely UJA leadership meeting later on. The idea was that in this way we could overcome any resistance some of the leaders in the West might have about attending a meeting at the camp.

We had an opportunity to discuss this project in some detail. It is felt that, in accordance with Bill Weinberg's instructions, you should go to the Brandeis Camp for the July 26th weekend in order to see just what goes on there and perhaps you can speak with some of our leadership, who might be at the camp, about the possibility of setting up a leadership meeting later on. We do not think it is wise to try to persuade anybody to go to the camp for the July 26th weekend because we would stand to gain nothing by such action. Should we decide later on to have a leadership meeting there in March in conjunction with the National Conference to be held on the West Coast, we could bring pressure to bear on all our people for that.

We look forward to having your views after your visit to the camp on July 26th.

MSG:hs  
cc: NWW

55

AUG 27

August 23, 1956

Records

Irving Bernstein

Brandeis Camp National Leadership Institute, July 26-29

As arranged by HAF, I attended the Sixth Annual National Leadership Institute at Brandeis Camp in Santa Ana, California, from July 26 through 29.

The purpose of my visit was to explore the potential of the Institute for a UJA regional leadership institute as projected by HAF during his visit to the Camp this past February.

My personal reaction agrees fully with HAF's in that Brandeis Camp does provide an "incomparable Jewish experience". Although it is a "living Judaism" that is actually extremely well organized, the end result has such powerful emotional impact that each attendee must become a stronger emotional and articulate person in behalf of every phase of a Jewish life in which Israel plays an integral and vital part.

The success of the Institute is largely due to the creativity of its able staff - Dr. Shlomo Bardin, Executive Director; Max Helfman, Music Director; and Raikun Ben Ori, Drama Director. Our weekend was highlighted by the following lectures:

- Rabbi Morris Adler, Detroit - Future of American Judaism
- Dr. Henry E. Kagan, New York - Judaism and Psychoanalysis
- Dr. Abraham Kaplan,  
Head of Philosophy Dept., UCLA - Meaning of Judaism
- Dore Schary - Revitalizing the Festivals

In terms of a UJA meeting, we will no doubt have to overcome the problems of the rustic living accommodations. We, for example, slept in open tents, hung clothing on open shelves, and queued up for ablutions. Meeting rooms, dining halls and food, however, are excellent. I merely note the above to round out the story of the Institute. It does not represent an insurmountable problem, since the Camp also has a limited number of cottages and rooms in a main building. The physical setting of the Camp sets a proper tone for such an Institute as we envisage, since it is very much like Israel's Lower Galilee.

Our weekend was attended by approximately 120 leaders, of whom the greatest majority were from Los Angeles. Most of the out-of-towners were from the western States.

Brandeis Camp National Leadership Institute, July 26-29

August 23, 1956

By and large, they represented communal leaders, but not necessarily UJA or WF leadership. One notable exception to western attendees was Joe Holtzman's son Irwin.

After the weekend, I met with Julius Fligelman, who is Chairman of the Board of Directors of the Institute, and Dr. Bardin, to discuss potential dates for a UJA institute. Dr. Bardin indicated their readiness to hold such an institute, but on condition that HAF attend with one or two other National leaders, and that we provide the attendance. Although they will be responsible for the program, they will, of course, review it with us.

The open dates for 1957 are as follows:

January 25-27  
February 8-10  
March 15-17  
March 29-31

I would prefer March 15-17, as this will give us sufficient time to work up attendance and will be just before the most active campaign period. If this is not acceptable to HAF, I recommend the other dates in the following order:

- (1) February 8-10
- (2) January 25-27
- (3) March 29-31

My preference for the first date is also tied in with the fact that our staff activities will be totally involved in December and January with the 1957 Southwest Conference, which is scheduled for February 2 and 3.

It would be appreciated by all concerned if HAF can give us an early reply in regard to the dates. Dr. Bardin must complete his 1957 schedule, which involves some of these weekends. An early reply would also permit us to begin planning the attendance of quality leadership from both the Southwest and the West Coast.

IB:gs

cc: HAF - SS - MW - MIB

UJA FIELD DEPARTMENT INTER-OFFICE MEMORANDUM

To: SS  
 From: IB  
 Subject: Brandeis Regional Weekend

RECEIVED			
DATE	INITIALS	REFER TO	DATE
			SEP 14 1956
ANSWERED			

On August 23 I sent through a memo on Brandeis Camp, with a number of weekends for HAF to choose from for a UJA regional meeting.

I would appreciate your reviewing this memo with HAF so that I may have an answer as soon as possible.



IB:gc  
 9-12-56

tes  
10/15

September 19, 1956

Mr. Irving Bernstein

Melvin S. Goldstein

Brandeis Regional Weekend

This is in reference to your memorandum of September 12th, addressed to Sholem Sontup, regarding the above-mentioned subject.

We had a discussion about this some days ago and the feeling here is that an attempt should be made to hold a West Coast regional leadership meeting at the Brandeis camp during the weekend of February 8th. We are going to see what we can do to line up some top leadership like Edward Warburg, Joe Heltzman, Dewey Stone, and Morris Bernstein. Mr. Rosenwald will not be able to go.

We will be in touch with you again soon.

MSG:hs  
cc: SS

UNITED JEWISH APPEAL, INC.

165 WEST 46th STREET  
NEW YORK 36, N. Y.

*Submitted*

MEMORANDUM

Date

October 23, 1956

To Mr. Herbert A. Friedman

From Melvin S. Goldstein

Subject Brandeis Camp - February 8/10, 1957

*Keep this date for camp*

One of the things we have to take care of is the program for the meeting to be held at the Brandeis Camp, February 8, 9, and 10th. Part of this, of course, concerns the persons who will accompany you on the trip. You will recall that we decided to have a group of national leaders attend the meetings at the Brandeis Camp.

MSG:js

*People to go*

<i>Shay Stern ✓</i>	<i>They get 50 to 75 of leadership of "Nat Cont State Mehi.</i>
<i>Joe Holtzman</i>	
<i>Joe Mazer +</i>	
<i>Wahny ✓</i>	

*WAT*



11/27  
12/4

November 6, 1956

Mr. Irving Bernstein

Malvin E. Goldstein

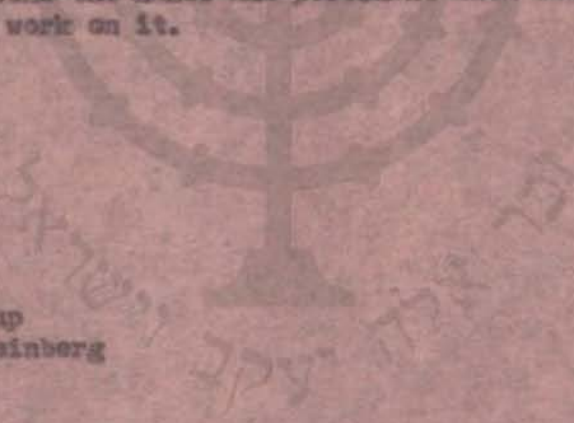
Brandeis Camp Meeting - February 8th-10th, 1957

This is just to let you know that Mr. Friedman will try to get Dewey Stone, Joseph Holtzman, Joseph Mazer, and Edward H.M. Warburg to attend the meeting at the Brandeis Camp, February 8, 9, and 10th.

I believe you know that we will want to have some 50 to 75 of the top leaders from the eleven western states at the Brandeis Camp that weekend to meet with our top people. I think it will be well if you would begin to make up a list of names of the people who should be brought in, and if there is anything you think we ought to do about calling them I would appreciate it if you would send the names and pertinent data along to me so we can get to work on it.

MGG:js

cc: Mr. S. Sontag  
Mr. M. W. Weinberg



*Brandeis Camp Mtg*

*11/27*

*12/4*

*replied you with  
replied to you  
J. M. [unclear]  
[unclear]*

6th November 1956

Mr. Joseph Mazer  
Hudson Pulp & Paper Corp.  
477 Madison Avenue  
New York, New York

Dear Joe:

From time to time, you will recall, we have discussed the advisability of spending a weekend at the Brandeis Camp in Santa Susana, California. We have felt that by having some of our top national leaders attend a conference there we should be able to bring in some of the leading Jewish personalities from the eleven western states, and work with them with regard to WJA's needs.

According to present plans the Camp will be placed at our disposal the weekend of February 8, 9, and 10th. A list of names of some 75 people out west, who should attend the conference, is now being made up. I am asking you, as well as Midie Warburg, Dewey Stone, and Joseph Holtzman, to join me at this special conference. We will discuss the detailed program a little later on, but meanwhile I would appreciate it if you would let me know that you will join me.

With kind regards,

Sincerely yours,

HAF:g/js

Herbert A. Friedman  
Executive Vice-Chairman

6th November 1956

Mr. Dewey D. Stone  
53 Arlington Street  
Brockton, Mass.

Dear Dewey:

From time to time, you will recall, we have discussed the advisability of spending a weekend at the Brandeis Camp in Santa Susana, California. We have felt that by having some of our top national leaders attend a conference there we should be able to bring in some of the leading Jewish personalities from the eleven western states, and work with them with regard to WJA's needs.

According to present plans the Camp will be placed at our disposal the weekend of February 8, 9, and 10th. A list of names of some 75 people out west, who should attend the conference, is now being made up. I am asking you, as well as Eddie Warburg, Joe Holtzman, and Joe Hazer, to join me at this special conference. We will discuss the detailed program a little later on, but meanwhile I would appreciate it if you would let me know that you will join me.

With kind regards,

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

6th November 1956

Mr. Joseph Holtzman  
Holtzman & Silverman  
2120 National Bank Building  
Detroit 26, Michigan

Dear Joe:

From time to time, you will recall, we have discussed the advisability of spending a weekend at the Brandeis Camp in Santa Susana, California. We have felt that by having some of our top national leaders attend a conference there we should be able to bring in some of the leading Jewish personalities from the eleven western states, and work with them with regard to UJA's needs.

According to present plans the Camp will be placed at our disposal the weekend of February 8, 9, and 10th. A list of names of some 75 people out west, who should attend the conference, is now being made up. I am asking you, as well as Eddie Warburg, Dewey Stone, and Joe Mazer, to join me at this special conference. We will discuss the detailed program a little later on, but meanwhile I would appreciate it if you would let me know that you will join me.

With kind regards.

Sincerely yours,

HAF:gje

Herbert A. Friedman  
Executive Vice-Chairman

6th November 1956

Mr. Edward M. M. Warburg  
American Joint Distribution Committee  
3 West 54th Street  
New York, New York

Dear Eddie:

From time to time, you will recall, we have discussed the advisability of spending a weekend at the Brandeis Camp in Santa Susana, California. We have felt that by having some of our top national leaders attend a conference there we should be able to bring in some of the leading Jewish personalities from the eleven western states, and work with them with regard to WJA's needs.

According to present plans the Camp will be placed at our disposal the weekend of February 8, 9, and 10th. A list of names of some 75 people out west, who should attend the conference, is now being made up. I am asking you, as well as Dewey Stone, Joseph Holtzman, and Joseph Naser, to join me at this special conference. We will discuss the detailed program a little later on, but meanwhile I would appreciate it if you would let me know that you will join me.

With kind regards.

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

# UNITED JEWISH APPEAL

*Miss Schwartz*  
*Let me have the file on this one.*  
*u/s*

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS

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PLAZA 7-1500

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1956 Campaign Goal, \$105,283,435



Special Fund for \$25,000,000 PLUS

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SAMUEL A. WEISS

**National Field Director**  
M. WILLIAM WEINBERG

**National Allocations Director**  
EDWARD R. VAJDA

6th November 1956

Mr. Dewey D. Stone  
53 Arlington Street  
Brockton, Mass.

Dear Dewey:

From time to time, you will recall, we have discussed the advisability of spending a weekend at the Brandeis Camp in Santa Susana, California. We have felt that by having some of our top national leaders attend a conference there we should be able to bring in some of the leading Jewish personalities from the eleven western states, and work with them with regard to UJA's needs.

According to present plans the Camp will be placed at our disposal the weekend of February 8, 9, and 10th. A list of names of some 75 people out west, who should attend the conference, is now being made up. I am asking you, as well as Eddie Warburg, Joe Holtzman, and Joe Mazer, to join me at this special conference. We will discuss the detailed program a little later on, but meanwhile I would appreciate it if you would let me know that you will join me.

With kind regards,

Sincerely yours,

*Herb*

Herbert A. Friedman  
Executive Vice-Chairman

HAF:gjs

*Dear Herb: I am planning to be with you. Hostily - but cordially.*

<b>RECEIVED</b>	
President EDWARD M. M. WARBURG	
NOV 14 1956	
<b>NOTED BY</b>	<b>REFER TO</b>
DATE	DATE
	<i>HAF</i>
<b>ANSWERED</b>	

**Attend UJA'S ANNUAL NATIONAL CONFERENCE**  
**NOVEMBER 30th • DECEMBER 1st • WALDORF-ASTORIA HOTEL • NEW YORK CITY**

UNITED JEWISH APPEAL, INC.  
165 WEST 46th STREET  
NEW YORK 36, N. Y.

# MEMORANDUM

*file*  
*[Handwritten signature]*  
*[Handwritten initials]*

Date November 7, 1956

To Mr. Melvin S. Goldstein

From Irving Bernstein

Subject Western UJA Leadership Institute, Brandeis Camp,  
February 8, 9 and 10, 1957

RECEIVED	
NOTED BY	REFER TO
DATE	DATE
	<i>MSG</i>
NOV 12	1956
ANSWERED <i>MSG</i>	
<i>11/20/56</i>	

This is in reference to your memorandum this subject dated November 6.

If HAF succeeds in getting the leaders mentioned in your memorandum dated November 6, we will no doubt have a very productive and well attended meeting. It would be appreciated if you will let us know the names of those who accept HAF's invitation as soon as possible, since it will make it easier for us to obtain quality attendance. *note*

We are in the process of preparing a top area and Los Angeles leadership list to receive invitations for the Institute. As soon as the list is completed, it will of course be sent to you. At the present time, I don't believe the National Office can do anything for the Institute other than give us confirmation as to those who will be accompanying HAF.



IB:gc

cc: SS - *✓✓* MW

JOSEPH M. MAZER  
477 MADISON AVENUE  
NEW YORK 22, N. Y.

RECEIVED			
NOTED BY	REFER TO	DATE	
	HAF MSE	NOV 13	1956
ANSWERED			

November 12, 1956

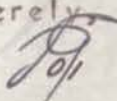
Dear Herb:

I acknowledge receipt of your letter informing me of the Brandeis Camp meeting in Santa Susana, California during the weekend of February 8, 9, and 10th.

Please inform me whether Dewey Stone, Joe Holtzman, or Eddie Warburg will attend. Also advise whether wives are invited to join their husbands.

Since this is rather a long distance to travel for a relatively short weekend, I am somewhat doubtful about making this trip. However, I would appreciate knowing the answers to the questions I asked.

Sincerely,



Mr. Herbert A. Friedman  
United Jewish Appeal  
165 West 46th St.  
New York, N. Y.



12/4

MISS SCHEINBERG

HAF  
(Conf) Brandeis Corp

~~Te?~~  
Te? 11/19

Santa to my eye  
This is making  
@ 11/19

14th November 1956

Mr. Joseph N. Mazer  
477 Madison Avenue  
New York 22, New York

Dear Jos:

I have your note of November 12th regarding the Brandeis  
Camp Meeting in Santa Susana during the weekend of February  
8th, 9th, and 10th. It was good of you to reply so promptly.

It is most important that you make this trip, and I will  
let you know in a few days about Dewey Stone, Joe Holtzman,  
and Eddie Warburg. I am glad you brought up the question of  
wives going along, and I will, of course, let you know about  
this too.

I do hope that we will be able to get together sometime during  
the next few days.

Best regards.

Sincerely,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

MEMO FROM

FLORRIE CHIAT

Nov. 16, '56

Checked with Speakers re  
advice to Ken on HAF

trip to Branderis --

Miss Segal said this is  
routine she knows --

I must assume Ken will  
have plane space tied up

✍

14th November 1956

Mr. Joseph M. Mazer  
477 Madison Avenue  
New York 22, New York

Dear Joe:

I have your note of November 12th regarding the Brandeis  
Camp Meeting in Santa Sasana during the weekend of February  
8th, 9th, and 10th. It was good of you to reply so promptly.

It is most important that you make this trip, and I will  
let you know in a few days about Dewey Stone, Joe Holtzman,  
and Eddie Warburg. I am glad you brought up the question of  
wives going along, and I will, of course, let you know about  
this too.

I do hope that we will be able to get together sometime during  
the next few days.

Best regards.

Sincerely,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

November 16, 1956

~~HAF~~  
p  
Jas

Records

Irving Bernstein

Western UJA Leadership Institute, Brandeis Camp,  
Santa Susana, California - February 8-9-10, 1957

Jack Rich and I met with Los Angeles Assistant Director Julius Ratner to review Los Angeles participation in the above scheduled Leadership Institute. Ratner has been assigned the responsibility of Los Angeles leadership attendance.

As a result of our meeting, he will begin preparation of a list of Los Angeles invitees, which will be combined with our regional list for submission to our National Office. It is recommended that the first invitation be mailed from our National Office.

Ratner also advised that a BG meeting of the top fifty contributors is being projected for February 12 in order to benefit from the stimulus of the Institute and the visiting UJA leaders.

Los Angeles therefore requests that our delegation remain through the 12th. Rich and I urge that we agree to this planning since it presents an excellent opportunity for us to control and set a proper pace for the top gifts.

Please let us know whether or not such planning is feasible, and if it is, the makeup of the delegation.

IB:gc

cc: HAF - SS - MNW - AF - HD - Rich

17A 3 file -  
Brandeis Camp

19th November, 1956.

Mr. Dewey D. Stone  
53 Arlington Street  
Brockton, Mass.

Dear Dewey,

It was a great pleasure to be with you over the week-end.  
I want to thank you for all that you did for us at the  
General Assembly in Toronto. You were great, as always.

I am very pleased that you will be with us when we go to  
the Brandeis Camp in California -- week-end of February 8th,  
9th and 10th. I will keep you informed of all the  
developments.

Best regards.

Sincerely yours,

Herbert A. Friedman  
Executive Vice-Chairman.

HAF:gjl.

HAF files -

Branders Camp  
on the 12/13

19th November, 1956.

Mr. Joseph Mazer  
Kulson Pulp & Paper Corp.  
477 Madison Avenue  
New York, N.Y.

Dear Joe,

Further to my letter of November 14th, I just want to let you know that Dewey Stone has told me that he will definitely come with us to Santa Susana Camp.

With regard to the wives, they are, of course, most welcome. Do let me know that you will join the group. It is really very important.

Best regards.

Sincerely,

Herbert A. Friedman  
Executive Vice-Chairman

HAF:gjl.

HAF  
Brands  
12/10

November 20, 1956

Mr. Irving Bernstein

Melvin S. Goldstein

West Coast WJA Leadership Conference - Brandeis Camp -  
E.H.M. Warburg, D. Stone, J. Holtzman, J. Mazer

I don't recall whether I told you, but we are working on getting the above national leaders to the conference.

Thus far Dewey Stone has said definitely that he will go. I think we have a very good chance of getting the others, and I will, of course, keep you informed.

MSG:js

cc: Mr. M. W. Weinberg

HAF Files: Brandeis  
Camp

November 23, 1956.

Mr. Irving Bernatein

Melvin S. Goldstein

Western UJA Leadership Institute, Brandeis Camp,  
Santa Susana, California - February 8-9-10, 1957.

## AMERICAN JEWISH

This is in reference to your memorandum of November 16th, 1956 regarding the above-mentioned subject.

At this point I wish to refer to the advice you received from Assistant Director Julius Ratner that a Big Gifts meeting of the top fifty contributors is being projected for February 12th. You know, of course, that our first National Big Gifts Dinner this year will be held on February 2nd, and I am wondering whether there is any chance at all of Los Angeles running a Big Gifts meeting any time before February 2nd, so that the gifts announced at that meeting can be used in connection with our National Big Gifts Dinner.

With regard to the make-up of the delegation to go out to the Brandeis Camp, I have been in touch with you and will keep you informed.

MSG:jl.



HAF file  
Brandeis Camp

November 24, 1956

Mr. Max Kern

Melvin S. Goldstein

Brandeis Camp - Weekend February 8, 9, 10, 1958

This is to confirm our conversation of November 21st when I informed you that Dewey Stone will be attending the above conference. Will you please arrange for transportation.

MSG:js

AMERICAN JEWISH  
ARCHIVES



UNITED JEWISH APPEAL, INC.  
165 WEST 46th STREET  
NEW YORK 36, N. Y.

*HAF files  
Brandeis Camp #5/16*

MEMORANDUM

RECEIVED	
NOV 29 1956	
NOTED BY	REFER T
DATE	<i>MSG</i>
	<i>[Signature]</i>
ANSWERED	

Date November 27, 1956

To Mr. Melvin S. Goldstein

From Irving Bernstein

Subject Western UJA Leadership Institute, Brandeis Camp  
Santa Susana, California - February 8-9-10, 1957

This is in reference to your memorandum this subject dated November 23.

I discussed the question of holding the Los Angeles BG meeting prior to February 2 with Jack Rich. It is our feeling that it would be a mistake to try to change current Los Angeles planning, which has the BG meeting on February 12, immediately following the Brandeis weekend.

Los Angeles has neither the leadership nor the stimulus to create the Big Gift climate we are seeking in 1957. Current top leadership is more representative of local interests than overseas needs. The Brandeis weekend, as projected by HAF, with our leadership present, therefore, serves as an excellent medium to create both climate and pace for the BG meeting, particularly since the proper level will already have been set at our February 2 meeting. This plan, however, does not preclude the possibility of obtaining individual gifts prior to February 2.



*See the 161*

IB:btl

cc: HAF - SS - MWV - Rich

SAMUEL ROTHBERG  
GRAND VIEW DRIVE  
PEORIA 4, ILLINOIS

*Brandes*

Jan. 2, 1957

JAN 4 1957

Rabbi Herbert A. Friedman  
United Jewish Appeal  
165 West 46th Street  
New York, N. Y.



Dr.

~~HAF~~  
MSG  
AF

ANS

Dear Herb:

Referring to your letter of January 16, I expect to be gone until the end of the month, but I am making arrangements to spend one or two days with you in Los Angeles, barring anything unforeseen.

Sincerely,

*Sam*

SR-lz



OFFICE OF THE PRESIDENT

*Fairmont Hotel*

ATOP NOB HILL

*San Francisco*

January 3, 1957

Rabbi Herbert A. Friedman  
United Jewish Appeal  
165 West 46 Street  
New York 36, N. Y.

Dear Herb:

I am trying to make arrangements to attend the session at Brandeis Camp, Santa Susana, on February 8, 9, and 10.

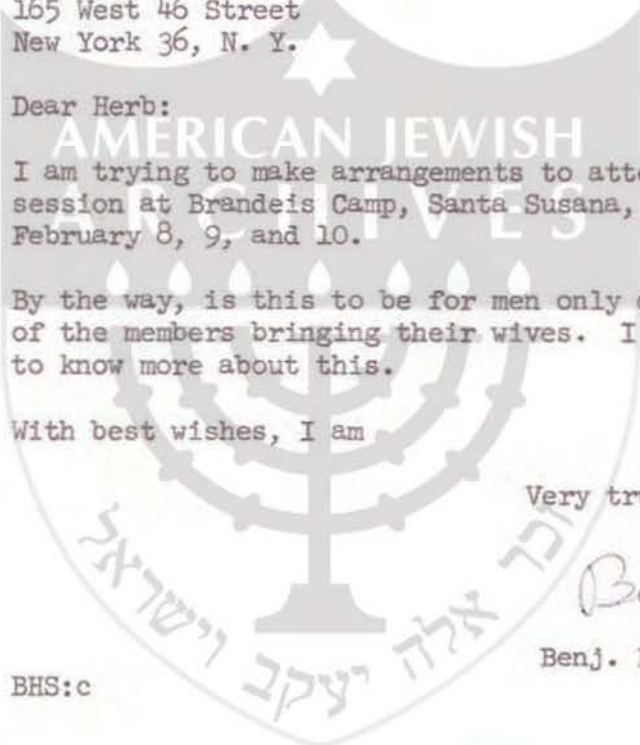
By the way, is this to be for men only or are some of the members bringing their wives. I would like to know more about this.

With best wishes, I am

Very truly yours,

Benj. H. Swig

BHS:c



HAF Files -  
Brandeis Camp

XXX

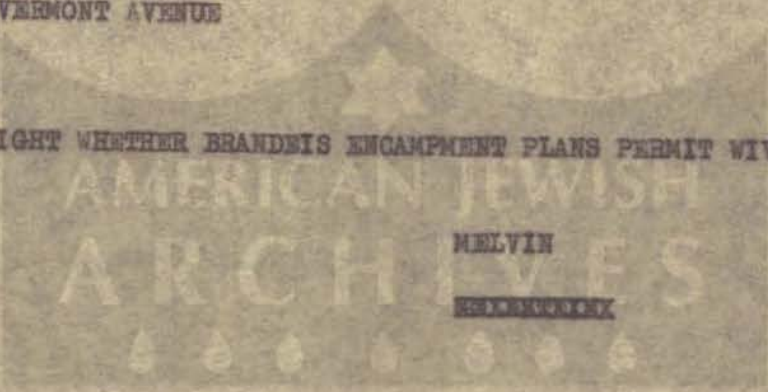
UNITED JEWISH APPEAL, 165 W. 46

(Phoned from Kingsbridge 3-5065)

January 6, 1957

MR. IRVING BERNSTEIN  
UNITED JEWISH APPEAL  
~~165 W~~ 590 NORTH VERMONT AVENUE  
LOS ANGELES

PLEASE ADVISE STRAIGHT WHETHER BRANDEIS ENCAMPMENT PLANS PERMIT WIVES ACCOMPANY  
HUSBANDS



MSG:hs

AAF file

Brandeis

1/17

January 7, 1957

Mr. Irving Bernstein

Melvin S. Goldstein

Brandeis Camp Meeting - February 8, 9, and 10th.

I know this is still pretty early, but I would appreciate it very much if you would let me have by January 16th some idea as to the people who have indicated they will attend the Brandeis Camp meeting. If you could also provide me with some outline of how you think the program should be shaped up for the three day period, it would also be appreciated.



MSG:js

FC [Signature]

HAF  
MSG

January 17, 1957

Records

Irving Bernstein

Western UJA Leadership Institute, Brandeis Camp, Santa Susana, California,  
February 8, 9 and 10

As indicated in my previous memorandum, I met with the Institute Program Committee on January 16. The Committee, besides myself, consists of Philip Wain, Julius Fligelman, Sam Engel, Shlomo Bardin, Julius Ratner and Richard Gunther.

Our main purpose was to build a program around HAF which would create a height of emotional intensity for the February 11th Los Angeles HQ meeting. We therefore began with the plan of the 1956 meeting which HAF liked so much and attempted to improve on it. The tentative program at the present time is therefore as follows:

Friday

- 4:30 p.m. Coffee
- 5:30 p.m. Welcome
- 5:50 p.m. Introduction to services and Sabbath melodies - Max Helfman
- 7:15 p.m. Dress for Shabbat
- 7:45 p.m. Friday evening services
- 8:45 p.m. Dinner
- 10:00 p.m. Orientation - Dr. Shlomo Bardin

Saturday

- 8:30 a.m. Breakfast
- 9:15 a.m. Learning Sabbath melodies - Max Helfman
- 9:45 a.m. Sabbath services.....  
"My Brother's Keeper" - Dr. Abraham Kaplan,  
Head, Philosophy Department, U.C.L.A.
- 11:30 a.m. -  
12:45 p.m. Seminar.....  
Israeli military officer, still unnamed, to be scheduled  
by UJA - Julius Fligelman, Chairman of session
- 1 p.m. Dinner

January 17, 1957

Records  
Re: Western UJA Leadership Institute, Brandeis Camp, Santa Susana, California  
February 8, 9 and 10

Saturday - cont'd

2:30 p.m. -

3:30 p.m.

Rest period

3:30 p.m.

Oneg Shabbat

4:00 p.m.

Coffee

4:30 p.m. -

6:00 p.m.

Seminar.....

Rabbi Herbert A. Friedman, Executive Vice-Chairman, UJA  
Dewey Stone - Chairman of session

6:30 p.m.

Havdalah

7:30 p.m.

Supper

8:30 p.m.

Panel discussion - 1957 Methods and Techniques -  
Steve Broidy, Chairman

Panel: Rabbi Herbert A. Friedman  
Samuel H. Daroff  
Joseph Holtzman  
Joseph Mazer  
Dewey D. Stone  
Benjamin Swig  
Jack Weiler

10:00 p.m.

Dramatic presentation produced by Sam Engel, directed by  
Raikin Ben-Ari

10:30 p.m.

Director's Reception

Sunday

9:00 a.m.

Breakfast

10:00 a.m. -

12 noon

1957 Campaign Problems - Benjamin H. Swig, Chairman of session

Panel: Rabbi Herbert A. Friedman  
Samuel H. Daroff  
Joseph Holtzman  
Joseph Mazer  
Dewey D. Stone  
Benjamin Swig  
Jack Weiler  
Joseph D. Shane  
Sam Pensick  
Ike Greenberg

12:30 p.m.

Farewell Dinner



January 17, 1957

Records

Re: Western UJA Leadership Institute, Brandeis Camp, Santa Susana, California,  
February 8, 9 and 10

Attention LJW

At the 1956 Leadership session attended by HAF, Katriel Salmon handled the Saturday seminar on Israel. Salmon did an extremely effective job in helping build a proper climate for HAF's main session. It is vitally important, therefore, that the Israeli who is scheduled for this session be able to make an effective twenty-minute presentation and then be able to handle the many questions that will come from the floor.



IB:gc

cc: HAF - SS - LJW  
MSC

1126 HAF Files  
Brandeis

17th January 1957  
(dictated 1/16/57)

Mr. Samuel Rothberg  
Grand View Drive  
Peoria 4, Illinois

Dear Sam,

I am really very sorry that we weren't able to get together yesterday to discuss many things with regard to the present campaign.

I am writing you now to express the hope once again that you will be able to join us in Los Angeles on or about February 6th. Our meeting at the Brandeis Camp will take place February 8th, 9th, and 10th. There will be a Big Gifts Meeting, as you know, in Los Angeles on February 11th and we hope to be able to prime a good many gifts in Los Angeles for this meeting.

I look forward to hearing from you.

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

HAR [Signature]

January 22, 1957

Mr. Leonard Wechsler

Malvin S. Goldstein

Herbert A. Friedman

This is to inform you that as of the present time Mr. Friedman should leave New York on the night of February 6th for arrival in Los Angeles on the morning of February 7th. He will attend the sessions at the Brandeis Camp and speak at the Big Gifts meeting at Los Angeles on February 11th.

Mr. Friedman will then speak at a meeting in Milwaukee on February 13. Mr. Friedman has also agreed to speak at a meeting in Cincinnati on February 14th.

HSG:js

cc: Mr. H. Kern  
Miss F. Galt

HAF Files 1/29

January 23, 1957

Mr. Leonard Wechsler

Melvin S. Goldstein

Los Angeles - Brandeis Camp

Mr. Friedman wishes to leave New York on the night of February 6th for Los Angeles:

1. He then plans to work in Los Angeles on February 7th and go to Brandeis on February 8th. He will return to Los Angeles for the Big Gifts meeting there on February 11th.
2. Mr. Dewey Stone is to leave New York the night of February 6th for Los Angeles with Mr. Friedman. In Los Angeles he will follow the same schedule as Mr. Friedman.
3. Jack Weiler is going to San Francisco on his own, and will work in Los Angeles, but he will not attend the meeting at the Brandeis Camp.
4. Joe Holtzman is to go to Los Angeles (with Mrs. Holtzman) from Detroit on February 5th. A booking should be made for him and Mrs. Holtzman on an early morning plane. Mr. Holtzman will work in Los Angeles and will attend the Brandeis Camp sessions.

Mr. Dewey Stone suggested that hotel reservations be made for the group at the Beverly Hills Hotel. Unless there is some objection, I believe that this suggestion should be followed.

MSH:js

- cc: Mr. I. Bernstein
- Mr. Max Kern
- Mr. Charles Gantup

25th January 1957

Mr. Jack D. Weiler  
711 Third Avenue  
New York, New York

Dear Jack,

It is good to know that you will be with Dewey Stone, Sam Daroff, Joe Holtzman and me in Los Angeles for work in connection with their Big Gifts meeting on February 11th. The office will inform you of the hotel reservation in Los Angeles as soon as same is confirmed.

I do look forward to seeing you February 2nd, and certainly hope to have a chance to spend sometime with you.

With kindest regards,

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

*Herb Friedman -  
MCS*

January 25, 1957

Rabbi Leo J. Stillpass  
Temple Judea  
Daly City, Calif.



Dear Leo,

I have just had time to catch up with my mail, and therefore to notice that last Friday evening you were installed in your new position.

May I offer congratulations and good wishes. I think you will find it a delight to live in the West, and I also think you will find it a challenge in terms of the development of Jewish consciousness which is so sorely needed out there.

All the best to yourself and Betty for a very happy and fruitful Ministry.

Sincerely,

Herbert A. Friedman

HAF files  
Brandeis

January 24, 1957

Mr. Leonard Wechsler

Kelvin S. Goldstein

Brandeis Camp

I spoke with Samuel Daroff regarding the Brandeis Camp meeting. Mr. Daroff has agreed to go and requests that a reservation be made for him to leave New York on the night of February 7th. He would like to have a berth booked for him.

Mr. Daroff would like to leave Los Angeles on the night of Monday, February 11th, for return to New York on the morning of the 12th.



MSQ:ja

cc: Mr. Max Kern  
Mr. Sholem Sontag  
Mr. I. Bernstein

25th January 1957

Mr. Samuel H. Daroff  
H. Daroff & Sons Inc.  
Walnut at 23rd Street  
Philadelphia 3, Penna.

Dear Sam,

I am, indeed, very pleased that you will join Dewey Stone, Joe Holtzman and me at the Brandeis Camp meeting. Jack Weiler will work with us in Los Angeles after the Brandeis meeting.

A plane reservation is being made for you for the night of February 7th, with a berth as you requested. We are also arranging for your return space from Los Angeles the night of February 11th. These tickets will be forwarded to you from our office, as well as information on the hotel reservations.

I look forward to seeing you at our meeting on February 2nd.

With kindest regards.

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman



25th January 1957

Mr. Joseph Holtzman  
Holtzman & Silverman  
2120 National Bank Building  
Detroit 26, Michigan

Dear Joe,

I am very pleased to know that you will be with Dewey Stone, Sam Daroff and me at the Brandeis Camp meeting. Arrangements are being made for an early morning plane for you and Mrs. Holtzman from Detroit to Los Angeles on February 5th, and your tickets will be forwarded to you. We will then meet you at Brandeis Camp for the meetings beginning February 8th. Jack Weiler will join us in Los Angeles after the Brandeis meeting.

At our meeting on February 2nd I hope to be able to spend sometime with you, and I look forward to seeing you then.

With kindest regards,

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

HAF file  
Brandeis

25th January 1957

Mr. Dewey D. Stone  
53 Arlington Street  
Brockton, Mass.

Dear Dewey,

I am very glad indeed that we shall be travelling to Los Angeles together on February 6th. Both Sam Daroff and Joe Holtzman will join us at Brandeis and will continue on with us to Los Angeles for the Big Gifts Meeting February 11th. Tickets for the plane and hotel reservations will be sent to you from the office. Jack Weiler will join us in Los Angeles after the Brandeis meeting.

I look forward to seeing you Saturday, February 2nd, and hope to have a chance to speak with you at that time.

With kindest regards,

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

29th January 1957

Mr. Samuel Rothberg  
Grand View Drive  
Peoria 4, Illinois

Dear Sam,

I am very happy that you are making arrangements to spend a couple of days with us in Los Angeles. I expect to get there on the morning of February 7th. We will be quite a group - Jack Veller, Dewey Stone, Sam Baroff, Joe Holtzman and myself. We will be at the Beverly Hills Hotel, except for the week-end of February 8th through 10th when we will be at the Brandeis Camp.

Best regards,

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

cc: I. Bernstein  
A. Fishohn

*HAF*  
*Amos*

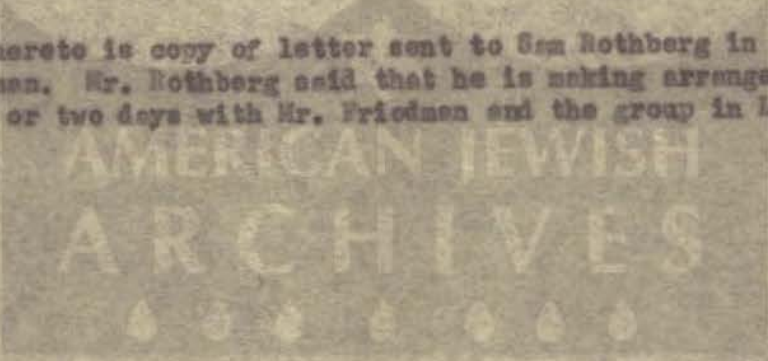
January 30, 1957

Mr. Irving Bernstein  
Mr. Arthur Fichsolt

Helvin S. Goldstein

Attached hereto is copy of letter sent to Sam Rothberg in Peoria by  
Mr. Friedman. Mr. Rothberg said that he is making arrangements to  
spend one or two days with Mr. Friedman and the group in Los Angeles.

HSG:js  
enc.



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BEVERLY HILLS, CALIFORNIA  
CRESTVIEW 6-1136 - BRADSHAW 2-1136

OFFICES  
CHICAGO  
LOS ANGELES

February 11, 1957

Mr. Preston Capell  
Nampa, Idaho

Dear Pres:

What a small world this is!

I have just finished a most inspiring Week End at Brandeis Camp for the benefit of United Jewish Appeal. In the room next to mine, I found your cousin Julius M. Kleiner.

Because of the critical need this year to rescue at least 100,000 Jews from countries where they are not wanted, we prevailed on your cousin, Julius, to accept the State Chairmanship of Idaho for the United Jewish Appeal. In addition, Julius made a personal pledge of \$10,000.00.

It occurs to me, Pres, that we will need all the help we can get to raise the Special \$100,000,000.00 Rescue Fund. I think it would be wonderful if you would put your shoulder to the wheel and help Julius to arouse the people of Idaho to make the sacrificial gifts which will be necessary, if this rescue work is to be achieved.

Please let me know that we may count on you.

Bess, Margo, and Lenny join me in regards to you and Olive.

Sincerely,

Phil Wain

PW-a

Dear Herb:

I thought you'd like to have confirmed that we at Brandeis do not lose our interest in U.J.A. with the end of the week-end. The inspiration (Capell is the Mayor of Nampa) still carries over. Phil



# BRANDEIS YOUTH FOUNDATION

SANTA SUSANA, CALIFORNIA • FIRESIDE 6-1131

February 28, 1957

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Tulsa, Okla.

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Los Angeles, Calif.

National Director  
Dr. Shlomo Bardin

Dear Herbert:

By now I hope you have come back from Miami, and that you have had an opportunity to rest up a few days, and that you are in good condition for the great tasks ahead of you.

In addition to the satisfaction the UJA Weekend Institute brought us, I very much enjoyed seeing you again and spending a little time with you.

I presume you have spoken to your wife in regard to the offer which I made to you to spend a month with us here, together with your family, and to lecture to the college kids at BCI, and to have your children stay with the Alonim's if you wish. I am enclosing a booklet with two registration forms. Do let me know at your earliest convenience for the Alonim Camp is filling up very fast, and I am assembling my faculty right now.

Thank you for your willingness to lend us a hand, and approach a number of people with a view to raising some \$5,000 for us. I presume that you have talked this over with Dewey, too, and that we may have the satisfaction of hearing from you soon.

In our next bulletin, we would like to have a few reactions to the UJA Weekend Institute, and I should be glad to have a few words from you which we may quote. If I am not asking too much, please do it promptly.

I am planning to be in New York the first week in April. Maybe we will have a chance to see each other.

As soon as our own campaign is over, I will do as I promised and place myself at the disposal of the local UJA Leadership.

Keep well and with best wishes, I remain

Sincerely,

Shlomo Bardin

SB/mt  
Enclosures

Rabbi Herbert A. Friedman  
United Jewish Appeal  
165 West 46th Street  
New York, New York

22nd March, 1957

Mr. Shlomo Bardin  
Brandeis Youth Foundation  
Santa Susana, Calif.

Dear Shlomo,

This is the first opportunity I have had to answer your letter of 28th February.

I cannot begin to tell you what a tremendous impact the week-end at the Brandeis Camp has meant to the campaign. It is really amazing. Almost every single person who was present was individually affected in terms of his own giving and working. Furthermore, the communities to which the men returned have all benefitted immeasurably by the stimulation. I have rarely seen a leadership institute conducted in which the results were so tangibly measured in such a short period of time. These few words cannot really adequately describe my thanks to you for everything you and your staff did.

I have discussed with my good wife the offer you made to come and spend a month with you this summer. I am sorry to say that I do not think it will work out. It is simply too long and expensive and complicated a trip with the three young children. It may very well be that in a year or two, when they are older, such a venture will be possible. For the meanwhile, let me thank you and let us hold it in abeyance.

I have talked over with Dewey the matter of approaching a number of people in an effort to raise some money for the camp. As you can imagine, in the heat of the campaign as it is currently developing, neither he nor I has had an opportunity. But I promise you that I shall not forget and you will hear from me on this matter.

If you are planning to be in New York the beginning of April, I would certainly love to see you and I hope you will telephone.

As ever,

Herbert A. Friedman  
Executive Vice-Chairman

P.S. You are free to use any of the sentences above as quotes for your next bulletin, if you still want to print any testimonials.

HAF/fo

SAMUEL ROTHBERG  
GRAND VIEW DRIVE  
PEORIA 4, ILLINOIS

December 27, 1956

Rabbi Herbert A. Friedman  
United Jewish Appeal  
165 West 46th Street  
New York, N. Y.

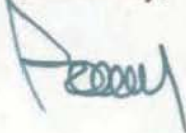
Dear Herb:

This will acknowledge receipt of your wire with respect to a Cabinet Meeting on January 15, and your proposed visit to Los Angeles early in February. Barring anything unforeseen at the present time, I shall be at the Cabinet Meeting, and I am also making a note on my calendar with respect to the date for Los Angeles.

In the meantime, I shall talk to some of the people out there over the phone, and at least start the softening up process (I hope!).

Warmest regards.

Sincerely,



SR-lz



12/5/56  
HAK Brouder

December 5, 1956

Mr. Irving Bernstein

Malvin S. Goldstein

Western UJA Leadership Institute, Bronsteins Camp,  
Santa Susana, California - February 8-10, 1957

I just want to confirm to you that Mr. Friedman agreed to stay over in Los Angeles for the Big Gifts Meeting of the top fifty (50) contributors, now being scheduled for Monday, February 11, 1957.

We are still working on having Dewey Stone, Joseph Hazer, Joe Holtzman, and Mr. Warburg join Mr. Friedman for the Bronsteins weekend. Stone is quite positive about going, and Hazer has indicated he will probably go. I don't think we will have much trouble with Holtzman, and we are still working on Mr. Warburg. I will keep you informed about this delegation.

You were, I believe, beginning to make up a list of names of people to be brought into the Camp for the weekend. You were also going to let us know how we here might start working on attendance. This is just a reminder, and I look forward to hearing from you.

HSG:js

cc: Mr. Sholem Sontag  
Mr. M. W. Weinberg (2)  
Mr. E. Vachaler

HAF  
Brandeis Camp  
12/26

5th December 1956

Mr. Edward M. M. Warburg  
American Joint Distribution Committee  
3 East 54th Street  
New York, New York

Dear Eddie,

We had so many more important things to talk about these past weeks that I never got to discussing the weekend we are planning at the Brandeis Camp in Santa Susana, California, for top leadership out west.

Dewey Stone is coming, and I expect that Joe Maser and Joe Holtzman will join us. I think that you will be glad to know that a Big Gifts Meeting is scheduled in Los Angeles for February 11th so that what we do over the weekend will have some practical results.

I do wish you will come, and I look forward to your letting me know.

Best regards.

Sincerely,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

HAF  
Buckley

12/26

5th December 1956

Mr. Joseph Holtzman  
Holtzman & Silverman  
2120 National Bank Building  
Detroit 26, Michigan

Dear Joe,

There was so much you and all of us were doing at the conference this past weekend that we never had an opportunity to discuss the weekend meeting we are planning at the Brandeis Camp in Santa Susana, California, February 8, 9, and 10th. You will recall that I wrote to you about this meeting early in November. Dewey Stone has already said that he will join us, and I hope that Eddie Warburg and Joe Maser will come too.

There has been one new development, and that is there will be a Big Gifts Meeting in Los Angeles on February 11th, so that what we do over the weekend can have some practical results.

Joe Maser is thinking of taking his wife on the trip. I just mention this because you might want Helen to come with you.

I do hope you will let me know that you will go with us.

Best regards.

Sincerely,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

HAF file  
Brandeis Camp  
12/26

6th December 1956

Mr. Joseph M. Mazer  
477 Madison Avenue  
New York 22, New York

Dear Joe,

There were so many more urgent things to discuss this past weekend that I just never got around to bringing up our plan to spend a weekend at the Brandeis Camp in Santa Susana, California on February 8, 9, and 10th, to work with some seventyfive people we expect to come to the Camp from areas around Los Angeles.

I think you will be interested to know there will be a Big Gifts Meeting in Los Angeles, Monday, February 11th, so that what we do over that weekend at the Camp will have some practical results.

As you know, Mrs. Mazer is certainly welcome on this trip, and I look forward to your letting me know definitely that you will join our group.

Best regards.

Sincerely,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

JOSEPH M. MAZER  
477 MADISON AVENUE  
NEW YORK 22, N. Y.

*AAF Files -  
Brandeis Camp*

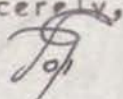
December 7, 1956

Dear Herb:

I acknowledge receipt of your note of the 6th and am sorry to inform you that I have just learned, a few days ago, that I must be at our mill in Palatka, Florida, on February 9th and 10th. Therefore it will be impossible for Mrs. Mazer to join me in Los Angeles for the Brandeis Camp meeting.

I am sorry because I really looked forward to this trip and I must forego this pleasure. Perhaps I will have better luck next time.

Sincerely,



Mr. Herbert A. Friedman  
United Jewish Appeal  
165 West 46th St.  
New York, N. Y.

HAF files

Brandeis Camp

MSG

P  
file

December 11, 1956

Records

Irving Bernstein

Western UJA Leadership Institute -  
Brandeis Camp, Santa Susana, California,  
February 8, 9 & 10, 1957

On December 10, Jack Rich and I met with the following at the Beverly Hills Hotel to coordinate planning for our scheduled Western Leadership Institute:

- Dr. Shlomo Bardin, National Director, Brandeis Camp
- Sam Pensick, 1957 Los Angeles Campaign Chairman
- Bill Bruck, 1956 Los Angeles Campaign Chairman
- Julius Fligelman, Chairman of Board, Brandeis Camp
- Phil Wein, Vice-President, Brandeis Camp
- Dave Lipton, Publicity Department, Universal Studios
- Richard Gunther, Chairman, Young Adult Group, Brandeis Camp
- Julius Bisno, Los Angeles Executive Director
- Julius Ratner, Los Angeles Assistant Executive Director
- Bernard Weiss, Publicity Director, Los Angeles Welfare Fund

As a result of this meeting, Bill Bruck assumed chairmanship of a Planning Board, with Fligelman as Co-Chairman, to outline a program for lining up top attendance for the Institute. On December 17 another meeting of this group will take place in Wein's office to project planning for a meeting of thirty top Los Angeles leaders in Yoland Markson's office on January 7. These thirty will serve as the core of Los Angeles attendance, and it is hoped that an additional thirty will result from this group.

Dave Lipton will handle local publicity together with Bernie Weiss.

Attention: HAF

Although everyone is concerned with a productive weekend building toward a successful BG meeting on February 11, some of the Brandeis people are naturally more concerned with the success of the weekend. At this meeting, Fligelman pumped for a name speaker like Lehman, Javitz, Ribicoff. We pointed out that such names were not available and that the important and significant names were included in our delegation.

Fligelman may call you directly to insist on such a name personality. Rich and I urge that we do not fulfill this request since the delegation outlined in MSG memo of December 5 will be adequate as long as an Israeli is included.

You will recall that Col. Katriel Salmon participated in last year's session. It is most important that another Israeli, preferably someone in uniform, be present at both our Institute and the Los Angeles BG meeting.

IB:gc

cc: HAF - MSG - SS - MWW - AF - Rich

December 19, 1956

Mr. Irving Bernstein

Helvin S. Goldstein

Brandeis Camp

As of this moment I should like to tell you where we stand on national leaders going out to California for the February 8th/10th meeting at the Brandeis Camp.

Denny Stone said he is going to go out there about February 3rd.

Jack Weiler said he will go.

Samuel Daroff said he might be able to go.

Joe Holtzman said he will go.

The general plan now is to have several of these people accompany Mr. Friedman to Los Angeles on or about February 5th in order to call on some people in Los Angeles with regard to their gifts during the few days preceding the meeting at the Brandeis Camp. These people will then stay on for the Big Gifts meeting scheduled for February 11th.

Another thought is to have the group stay on for a couple of days and do some work in San Francisco. The thought here is that it might be well to bring in some of the leadership from communities surrounding San Francisco, such as Oakland, and meet with them.

I will, of course, keep you informed.

HSG:js

cc: Mr. Sholem Sontag  
Mr. M. W. Weinberg

HAF files  
Brandis

1/4

19th December 1956

Mr. Joseph Holtzman  
Holtzman & Silverman  
2120 National Bank Building  
Detroit 26, Michigan

Dear Joe,

I am writing you again about the meeting scheduled at Brandeis Camp on February 8th, 9th, and 10th. It now looks as though Dewey Stone, Jack Meller, and Sam Daroff will be able to make it, but a visit to Los Angeles would not be a success without you.

I should like to go out to Los Angeles on February 5th so that we can have a few days to see some people about their gifts. Los Angeles is holding a Big Gifts meeting on Monday, February 11th, and we should stay on for that too.

You will recall the suggestion that we go up to San Francisco for a day or two if at all possible. The thought is that some of the leaders from communities surrounding San Francisco can be brought in for a meeting with us.

Kindest regards.

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman



19th December 1956

Mr. Jack Weiler  
711 Third Avenue  
New York, New York

Dear Jack,

I just want you to know that I hope it will be possible for you to join us on the trip to Los Angeles. The weekend meeting about which we spoke will be held at the Brandeis Camp, February 8th, 9th, and 10th. I should like to go out to Los Angeles on February 5th so that we can have a few days to see some people about their gifts. Los Angeles is holding a Big Gifts meeting on Monday, February 11th, and we should stay on for that too.

You will recall the suggestion about our going up to San Francisco for a day or two if at all possible. The thought is that some of the leaders from communities surrounding San Francisco, can be brought in for a meeting with us.

Do let me know that you can be with us. So far Dewey Stone and Joe Holtzman said that they would come, and Sam Daroff said he will probably be able to join us.

Kindest regards.

Sincerely yours,

HAF:gsj

Herbert A. Friedman  
Executive Vice-Chairman

19th December 1956

Mr. Dewey D. Stone  
53 Arlington Street  
Brockton, Mass.

Dear Dewey,

I just want you to know that I am terribly pleased that you will get to Los Angeles on February 3rd. I plan to arrive on the 5th and I hope that Jack Weiler, Sam Daroff, and Joe Holtzman will be able to come with me. This will give us a chance to do some work with some of the contributors in Los Angeles before we go to the Brandeis Camp meeting on February 8th, 9th, and 10th.

As I mentioned the other day, Los Angeles will hold a Big Gifts Meeting on February 11th and we will stay through that.

If time permits we might go up to San Francisco for a day or two to meet some of the people there. The suggestion was also made that perhaps some of the leaders from communities surrounding San Francisco could be brought in for a meeting with us.

I look forward to being with you on this trip.

Kindest regards.

Sincerely yours,

HAF:gjs

Herbert A. Friedman  
Executive Vice-Chairman

19th December 1956

Mr. Samuel H. Deroff  
H. Deroff & Sons Inc.  
Walnut at 23rd Streets  
Philadelphia 3, Pa.

Dear Sam,

I just want to remind you about the meeting that will be held at the Brandeis Camp, outside of Los Angeles, on February 8th, 9th, and 10th. I was very pleased when you said the other day that you would try to join us. It is most important that you will come.

I should like to go out to Los Angeles on February 5th, and I hope that Jack Weiler, Dewey Stone, and Joe Holtzman will be able to come with us. We will then have a few days to see some people about their gifts. Los Angeles is holding a Big Gifts Meeting on Monday, February 11th, and we plan to stay on for that too.

You will recall there was a suggestion made about our going up to San Francisco for a day or two, if at all possible. The thought is that some of the leaders from the communities surrounding San Francisco can be brought in for a meeting with us.

Kindest regards.

Sincerely yours,

HAF:gje

Herbert A. Friedman  
Executive Vice-Chairman

HAF files

Brandeis Camp

December 20, 1956

Max Kern

Melvin S. Goldstein

Brandeis Camp -- February 8 - 10, 1957

In connection with leaders scheduled to be at the meeting at Brandeis Camp in February, the following is the position as of today:

Dewey Stone intends going on about February 3; Jack Weiler plans to go; Samuel Daroff may be able to go; Joseph Holtzman will definitely go.

It is planned to have several of these people accompany Mr. Friedman on or about February 5th, with a view to working in Los Angeles in advance of the Brandeis meeting; and they will stay on for the Big Gifts meeting scheduled for February 11th.

MSG/fc



24th December, 1956

Mr. Samuel Rothberg  
Peoria, Ill.

Dear Sam,

It was good speaking with you the other day. I look forward to having your views on what should be done about Ed Mitchell's membership on the Cabinet.

In an effort to help the campaign in Los Angeles and to reach a number of the important leaders in the eleven Western states, we are planning a meeting at the Brandeis Camp near Los Angeles for the week-end February 8, 9 and 10. We are inviting a number of the leaders from Los Angeles and the Western states. Dewey Stone, Sam Daroff, Joe Saltzman and Jack Weller will probably spend the week-end at the camp with me. We would use the opportunity to make known to the leadership what the UJA has to do this year, particularly in connection with the Emergency Rescue Fund. Los Angeles is planning an important Big Gifts meeting for Monday, February 11th, and some of us will, of course, stay on for that. Our activity at the camp should make for a most successful meeting on February 11th in Los Angeles.

Dewey Stone and I, and one or two others, expect to go in to Los Angeles about February 4th or 5th. We plan to meet with various leaders there before the Brandeis Camp week-end. It is felt that only in this way can many of the important contributors in Los Angeles be reached and be persuaded to participate more actively in the campaign this year. It would be of tremendous help if you could come out to Los Angeles with us. I should like very much to hear from you that you will be able to make it. Please let me know.

Best regards.

Sincerely yours,

Herbert A. Friedman  
Executive Vice-Chairman

HAF/gfc

HFF file

Brandeis Camp

new entry is  
in WR  
committee  
1/16

December 26, 1956

Mr. Sholem Sontag

Melvin S. Goldstein

San Francisco and Oakland

You will recall that at the meeting with the national chairmen on December 13th Mr. Warburg suggested that a meeting might be held in San Francisco following the Los Angeles meeting on February 11th and the weekend at the Brandeis Camp on February 8, 9, and 10th. Such a meeting might serve to establish some favorable climate in San Francisco, as well as for the communities in the area, particularly Oakland, whose leadership could be brought to San Francisco for indoctrination purposes.

Would you be good enough to let me know in due course what plans, if any, are being made in connection with the above-mentioned suggestion.



MSG:js

# UNITED JEWISH APPEAL

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS

165 WEST 46 STREET, N. Y. 36, N. Y.

PLAZA 7-1500

CABLE ADDRESS: UJAPPEAL, NEW YORK

1956 Campaign Goal, \$105,283,435



Special Fund for \$25,000,000 PLUS

27 December, 1956

President  
EDWARD M. M. WARBURG**SENT TO INVITES TO FEBRUARY 8-10 MEETING AT BRANDEIS CAMP, CALIF.**

## AMERICAN JEWISH

In preparation for the tremendous tasks involved in this year's campaign it is essential that our most effective leadership be fully aware of all the elements involved in the very complex situation overseas which so vitally affects the UJA programs.

We are therefore calling together a very select group of leaders from the eleven Western States to meet together in closed session at the Brandeis Camp, Santa Susana, California, on February 8, 9, 10, 1957. At that time, you will hear a series of highly confidential reports from eye-witness observers about the refugee situation in Eastern Europe, Egypt and North Africa. On the basis of this information, specific campaign strategies will be discussed, and definite plans made.

So much importance is attached to this meeting that four of our National Chairmen, Joe Holtzman, Sam Daroff, Dewey Stone and Jack Weiler plan to cross the continent with me to attend this conference and to confer with you at that time. I may add, parenthetically, that in addition to the overwhelming significance of the agenda planned for these sessions, a visit to the Brandeis Institute is, in itself, a highly educational and inspiring experience.

You will be contacted directly by the West Coast leaders of the Institute - Julius Fligelman, Steve Broidy, Ben Swig or Joe Shane in regard to your reservation.

I do hope you will find it possible to attend this vital conference. We need the benefit of your kind of thinking in these deliberations.

I am looking forward to seeing you there.

Sincerely,

*Herbert A. Friedman*  
Herbert A. Friedman  
Executive Vice-Chairman

HAF:ESS

General Chairman  
WILLIAM ROSENWALDNational Chairmen  
Representing Agencies  
DEWEY D. STONE, UJA  
JONAH B. WISE, JDCNational Chairmen  
MORRIS W. BERINSTEIN  
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MRS. ALBERT PILAVIN  
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HYMAN BRAND  
CHARLES BROWN  
EDDIE CANTOR  
JOSEPH CHERNER  
JOSEPH COHAN  
ELI A. COHEN  
LOYD W. DINKELSPIEL  
JAM P. ENGEL  
BARRY FEFERMAN  
ABRAHAM FEINBERG  
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KALMAN S. GOLDENBERG  
J. E. GOLDSTEIN  
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ABE KASLE  
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ADOLPH KIESLER  
PHILIP M. KLUTZNIK  
BENJAMIN LAZBUS  
ALBERT A. LEVIN  
HARRY LEVINE  
JULIUS LIVINGSTON  
PHILIP W. LOWN  
HENRY MASLANSKY  
BENJAMIN J. MASSELL  
JOSEPH M. MAZER  
BARNEY MEDINIZ  
ARTHUR C. MELAMED  
IRVING MILLER  
EDWARD D. MITCHELL  
MARTIN NADELMAN  
NORMAN C. NOBIL  
IRVING S. NORRY  
JAMES L. PERMUTT  
BARNEY RAPAPORT  
LEONARD RATNER  
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MICHAEL A. STAVITSKY  
JACK STERN  
JOSEPH TALAMO  
HERMAN P. TAUBMAN  
SAMUEL A. WEISSNational Field Director  
M. WILLIAM WEINBERGNational Allocations Director  
EDWARD R. VAIDA

MSG

# UNITED JEWISH APPEAL

*File*  
*FC/ful*

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS

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EDWARD M. M. WARBURG

**SENT TO INVITEES TO FEBRUARY 8 - 10 MEETING AT BRANDEIS CAMP, CALIF.**

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Sincerely,

*Herbert A. Friedman*  
Herbert A. Friedman  
Executive Vice-Chairman

HAF:ESS

General Chairman  
WILLIAM ROSENWALD

National Chairmen  
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DEWEY D. STONE, UJA  
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DAVID M. LEVY  
ALBERT PILAVIN  
MRS. FELIX M. WARBURG

Chairman  
MRS. HENRY NEWMAN

National Campaign Cabinet  
Chairman  
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A. COHEN  
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WILLIAM P. ENGEL  
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MAX M. FISHER  
KALMAN S. GOLDENBERG  
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SAMUEL J. HEIMAN  
NATHANIEL P. KANN  
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IRVING S. NORRY  
JAMES L. PERMUTT  
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SAMUEL ROTHBERG  
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MICHAEL A. STAVITSKY  
JACK STERN  
JOSEPH TALAMO  
HERMAN P. TAUBMAN  
SAMUEL A. WEISS

National Field Director  
M. WILLIAM WEINBERG

National Allocations Director  
EDWARD R. VAJDA



SECOND ANNUAL UJA - UJWF LEADERSHIP INSTITUTE  
February 8 - 10, 1957

JULIUS FLIGELMAN, Chairman

STEVE BROIDY, Co-Chairman

PHILIP WAIN, Program Chairman

Schedule of Activities

FRIDAY

4:00 p.m. Coffee..... Patio

5:00 p.m. Welcome.....Julius Fligelman..... Lecture Hall

5:15 p.m. Introduction to Services, Sabbath Melodies, Max Helfman..... Lecture Hall

6:30 p.m. Dress for Shabbat

7:00 p.m. Friday Evening Services..... Recreation Hall

8:00 p.m. Dinner..... Dining Hall

9:30 p.m. Orientation.....Dr. Shlomo Bardin..... Dining Hall

10:00 p.m. "The Conference" by Norman Corwin..... Recreation Hall

Produced by Samuel G. Engel Directed by Norman Corwin & Raikin Ben-Ari

SATURDAY

8:25 a.m. Flag Raising

8:30 a.m. Breakfast..... Dining Hall  
(Come dressed for Services)

9:15 a.m. Learning Sabbath Melodies..... Lecture Hall

9:45 a.m. Sabbath Services..... Recreation Hall  
"My Brothers Keeper" - Dr. Abraham Kaplan

11:30 a.m. Film by Drew Pearson..... Recreation Hall

1:00 p.m. Dinner..... Dining Hall

2:30-3:30 Rest

3:30 p.m. Oneg Shabbat..... Lecture Hall

4:00 p.m. Coffee..... Lecture Hall

FRANDEIS CAMP INSTITUTE  
SANTA SUSANA, CALIFORNIA

UNITED JEWISH WELFARE FUND LEADERSHIP INSTITUTE  
FEBRUARY 8 - 10, 1957

GUEST LIST

Albert H. Allen BEV. HILLS  
Harold Alpert - PHOENIX  
George Arkin - L.A.  
Samuel F. Barbas LA  
Dr. Max W. Bay LA  
William Belson SACRAMENTO  
Abe Bernstein - SALT LAKE CITY  
STAFF Irving Bernstein  
Jules Bisno ~~LA~~ L.A.  
Julius Bisno LA STAFF  
Michael Blankfort LA  
Mark C. Bloome LA  
Nathan Bodin LA STAFF  
Sol Bojarsky LA  
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Eli Boyer LA  
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Mrs. Bettie Rifkind

Raikin Ben-Ari  
Max Helfman

Ed Landa  
Zad Leavy  
Ray Singer  
George Zander

AB TIRAH

Words: HARUSI

Melody: ZEIRA

AL TI-RAH AV-DI YAA-KOV

Do not fear, Jacob my son.

HOY! KHA-LAM-TI KHA-LOM

Ah, I dreamed a dream.

AL TI-RAH AV-DI YA-A-KOV

Do not fear, my faithful one...

MA NO-RAH HA-MA-KOM

How awesome the place!

YI-SHAR KO-KHA-KHA YA-A-KOV A-KHA

More strength to you Jacob, my brother

KU-MA LE-DAR-KE-KHAH KED-MAH

Rise up, forward upon your

MIZ-RA-KHAH!

way, eastward.

AL TI-RAH.

Do not fear.

AMERICAN JEWISH  
ARCHIVES

UJA MARCHING SONG

especially written for  
THE SECOND ANNUAL UJA-UJWF BRANDEIS INSTITUTE

Words and Music by Max Helfman

Come along and join us!

Children of all Nations!

Come along and join us!

Let us lay foundations

Brothers all! This is our fight

For a future bright with freedom

for every living Jew!

and with justice true --

Come along, we need you!

Lend a hand and heart now

Time is short, so speed you!

Up! And play your part now

Don't delay -- We're on our way

Set the sail! We must not fail --

To build our world anew!

This time we must not fail

To build our world anew!

- 4:30-6:00 Seminar.....Dewey D. Stone, Chairman..... Lecture Hall  
 Rabbi Herbert A. Friedman
- 6:15 p.m. Havdalah..... Patio
- 7:15 p.m. Supper..... Dining Hall
- 8:30 p.m. Panel Discussion.....Steve Broidy, Chairman..... Recreation Hall  
 "Objectives and Methods"
- On the panel: Samuel H. Daroff, Rabbi Herbert A. Friedman,  
 Joseph Holtzman, Dewey D. Stone, Benjamin Swig,  
 Jack Weiler
- 10:00 p.m. Director's Reception.....Patio

AMERICAN JEWISH  
 ARCHIVES

SUNDAY

- 8:50 a.m. Flag Raising
- 9:00 a.m. Breakfast..... Dining Hall
- 10:00-11:30 Panel Discussion.....Benjamin Swig, Chairman..... Lecture Hall  
 "1957 Campaign Techniques"
- On the panel: Samuel H. Daroff, Rabbi Herbert A. Friedman,  
 Ike Greenberg, Joseph Holtzman, Dr. Sam Perzik,  
 Joe Shane, Dewey D. Stone, Jack Weiler
- 11:45-12:45 Open Forum..... Lecture Hall
- 1:00 p.m. Farewell Dinner..... Dining Hall

FIRE HAZARD: Smoking is permitted in the Dining Hall and only those rooms of the Main House and Cottages where ashtrays are provided. We do not smoke on Shabbat.

If there is anything we can do to add to your comfort, won't you please let us know?