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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.

Box
36

Folder
13

Western UJA Leadership Institute [Brandeis Camp, Santa
Susana, Calif.]. 1957-1958.

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

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

MEMORANDUM

Date December 6, 1957

RECEIVED	
DEC 10 1957	
REFER TO	DATE
MSG	
GH	
ANSWERED	

To Mr. Melvin S. Goldstein

From Irving Bernstein

Subject 1958 UJA Leadership Institute, Brandeis Camp, February 7, 8 and 9

As you know, we will be handling all mailings and publicity for the Institute from the West Coast Office. However, it would be most helpful if we could get one mailing from the National Office, as we did last year. Instead of sending a mailing to the entire West Coast leadership list, it would be appreciated if we could get an EMMW letter on personal stationery to the select leadership list which is attached. The letter should merely indicate that EMMW plans to attend the Institute because of its importance and is looking forward to spending the weekend together with the recipient.

Please let me know if such a letter can be sent. If it can, it would be most helpful if the letter can arrive immediately after New Year's Day.

(10/11)

IB:gc
Attach.

12/16

November 18, 1957

Mr. Max Kern

Melvin S. Goldstein

Meeting at Brandeis Camp in California February 7th, 8th and 9th.

This is to inform you that Messrs. Berinstein, Warburg, Stone and Friedman will be attending the abovementioned meeting. Please make transportation arrangements accordingly.

MSG:js

cc: A. Fishzohn

HAF files

11/3/58

Brandeis Camp 158

December 19, 1957

Mr. Irving Bernstein

Melvin S. Goldstein

Brandeis Camp Meeting

I am sure you appreciate the fact that this office views most seriously the importance of the Brandeis Camp Meeting. We think this is the kind of conference that will be of greater help in the campaigns in the western areas of the country. In this connection, therefore, we here are anxious to participate more actively than we did last year in the entire planning of the conference, including the program and, even more important, getting attendance.

Would you, therefore, as a first step please send to me all details in connection with the planning of the program. I know we talked about this for a moment and you may, therefore, consider this paragraph a reminder.

As regards attendance, please let me have a list of all of the people you plan to invite. If you have any idea at this point as to how the invitations are to be extended, please let me know and if you think there is anything we here should do about getting people to attend let me know that also. We want a representative group and we don't want it overloaded with Los Angelesans. I think that our office should bring to bear the same pressures and take the steps required to have the right people attend the Brandeis Conference as we do to have the right people attend other important meetings.

MSG:js

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

HS
MEMORANDUM

DATE December 26, 1957

To Mr. Melvin S. Goldstein
From Irving Bernstein
Subject 1958 UJA Brandeis Conference

*do you have a
list for folder
I need the for 1/4
two for 1/20*

DEC 30 1957

SEARCHED	INDEXED
SERIALIZED	FILED
FEB 11 1958	
FBI - NEW YORK	

cc: SS

In reply to your memorandum, on December 6 I sent you a copy of our basic invitation list for the 1958 Brandeis Conference. The names not included on the December 6 list are now attached.

In line with your request, also attached is a copy of the tentative program. There will probably be some shift in the program as we get closer to the Institute dates, but these will be minor. The one major problem facing us at the present time is the participation of an Israeli, and this was discussed again with HAF by Los Angeles leadership during HAF's December 22 visit.

In regard to attendance, we are following last year's procedure of personal visits by field staff, letters emanating from this office in the names of Joe Shane and Ben Swig, our regional Chairmen, and calls both from them and other key leaders. It would be very helpful, though, if you could arrange for contacts with key people, as indicated in your memorandum.

In line with your suggestion for help from the National Office, in the very near future I will send you a list of key leaders throughout the area for contact through your resources.

IB:gc
Attachs.

cc: SS

December 31, 1957

Dear Friend:

I am looking forward with special eagerness to attending the 1958 UJA Leadership Institute on February 7, 8 and 9. This closed session, as I believe you know, will be held at the Brandeis Camp in Santa Susana, California. I understand that a visit to the Camp is quite an enlightening experience, and its facilities will provide us with a chance really to get to know one another in ~~the~~ *confidential* surroundings.

As I say, I am eagerly looking forward to meeting with you under these circumstances. The Institute has been arranged, of course, for the very important purpose of better acquainting top Western State leaders such as yourself with the vast and complicated needs which the 1958 UJA campaign must meet. Morris Berinstein, Dewey Stone and Herb Friedman will be with me.

I understand Ben Swig or Joe Shans will be in touch with you in regard to your reservation for the Institute. I do hope I will see you there.

Sincerely,

EMW:gms

Edward M. M. Warburg

HAF files
1/6 Brandeis
Camp
1958

January 2, 1958

Mr. Arthur Fishzohn

Melvin S. Goldstein

Los Angeles - Santa Susana Camp

When Mr. Friedman was in Los Angeles the leadership there discussed with him the involvement of an Israeli leader in the Brandeis Meeting. Mr. Friedman assured them that he would do all possible to bring an Israeli with him.

I discussed this with Mr. Friedman the other day and I suggested that he bring with him the new Military Attache at the Israel Embassy in Washington, who seemed like such a fine young man. Mr. Friedman thought that would be a good idea if he would appear in uniform. Would you therefore be good enough to get in touch with the Military Attache and have a talk with him about this.

MSG:js

cc: I. Bernstein

1/6

January 2, 1958

Mr. Irving Bernstein

Melvin S. Goldstein

This is in reference to item number 3 of your memorandum of December 24th. Attached hereto is a copy of a memorandum I have sent to Arthur Fishzohn.

MSG:js
enc.



*Send to
+ Bruckers*



[Handwritten flourish]

HAF file -
Brandeis

January 2, 1957

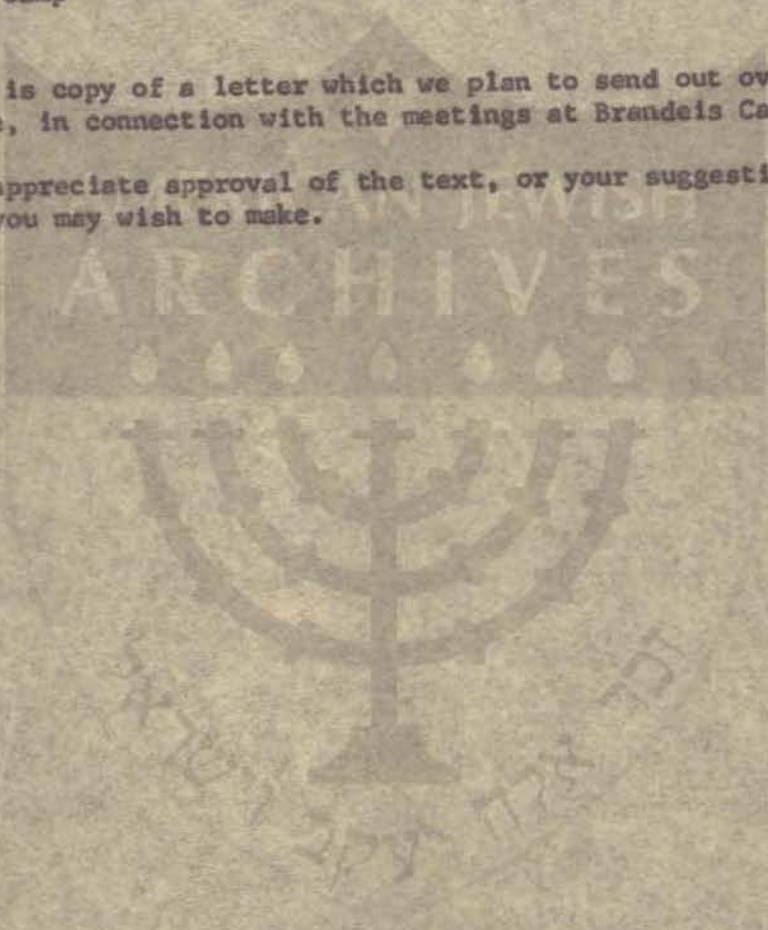
Edward M.M. Warburg

Melvin S. Goldstein

Brandeis Camp

Attached is copy of a letter which we plan to send out over your signature, in connection with the meetings at Brandeis Camp in February.

I would appreciate approval of the text, or your suggestions as to any changes you may wish to make.



Yours to Give—Life and Hope



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

\$100,000,000 UJA EMERGENCY RESCUE FUND for Freedom and Survival... 1957 REGULAR CAMPAIGN GOAL—\$105,557,250

over and above

"SENT TO 400 WESTERN STATE LEADERS - BRANDEIS CAMP LEADERSHIP INSTITUTE, FEBRUARY 7, 8, AND 8, 1958."

Honorary General Chairman
HERBERT H. LEHMAN
Honorary Chairman
EDWARD M. M. WARBURG
President
MORRIS W. BERINSTEIN

- General Chairman
WILLIAM ROSENWALD
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- Emergency Rescue Fund
Chairman
SAMUEL RUBIN
Co-Chairman
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- National Co-Treasurers
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ABRAHAM S. HYMAN
- National Campaign Director
SHOLEM SONTUP
- National Women's Division
Chairman
MRS. JACK A. GOODMAN
- National Campaign Chairmen
Chairman
JOSEPH MEYERHOFF
Vice-Chairman
FRED FORMAN
- Big Gifts Chairmen
BENJAMIN B. SWIG
MAX M. FISHER
- Allocations Chairman
ISADORE BRESLAU
- Chairmen for Regions
ALBERT A. LEVIN
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- Speakers Division Chairman
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LLOYD W. DINKELSPIEL
MELVIN DUBINSKY
WILLIAM P. ENGEL
ABRAHAM FEINBERG
I. D. FINK
MAX FIRESTEIN
KALMAN S. GOLDENBERG
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LAZURE L. GOODMAN
SAMUEL HAUSMAN
JACOB HIATT
ABE KASLE
LABEL A. KATZ
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MARTIN NADELMAN
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JACK STERN
HARRY S. SYLK
JOSEPH TALAMO
HERMAN P. TAUBMAN
MILTON I. TAUBMAN
SAMUEL A. WEISS

January 7, 1958

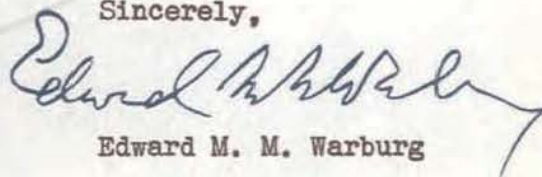
Dear Friend:

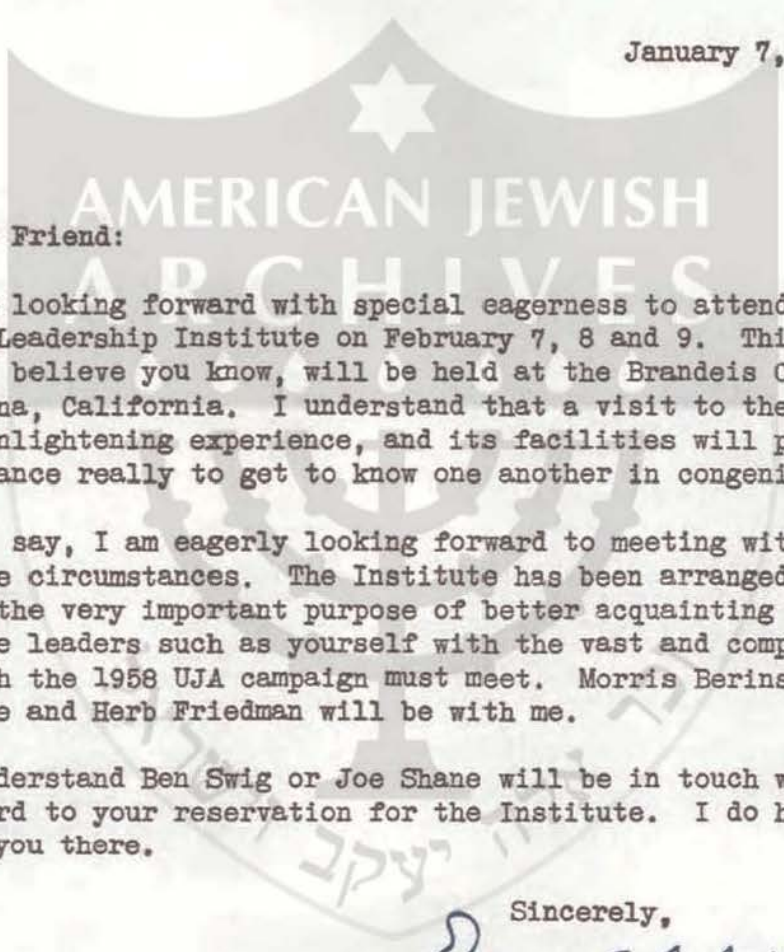
I am looking forward with special eagerness to attending the 1958 UJA Leadership Institute on February 7, 8 and 9. This closed session, as I believe you know, will be held at the Brandeis Camp in Santa Susana, California. I understand that a visit to the Camp is quite an enlightening experience, and its facilities will provide us with a chance really to get to know one another in congenial surroundings.

As I say, I am eagerly looking forward to meeting with you under these circumstances. The Institute has been arranged, of course, for the very important purpose of better acquainting top Western State leaders such as yourself with the vast and complicated needs which the 1958 UJA campaign must meet. Morris Berinstein, Dewey Stone and Herb Friedman will be with me.

I understand Ben Swig or Joe Shane will be in touch with you in regard to your reservation for the Institute. I do hope I will see you there.

Sincerely,


Edward M. M. Warburg



*That file
Brandeis*

JANUARY 9, 1958

MR. IRVING BERNSTEIN
UNITED JEWISH APPEAL
590 NORTH VERMONT
LOS ANGELES, CALIFORNIA

INSTITUTE JAN. 7

WARBURG INVITATION BRANDEIS AIRMAILED, ~~YES~~ ^{YES} ~~SEND~~ YOUR LISTS. SHIPPING COPIES
YOU DISTRIBUTE FIELD REPRESENTATIVES INVOLVED.

MELVIN GOLDSTEIN

MSG:hs

cc:SS



HAF files -
Brandeis

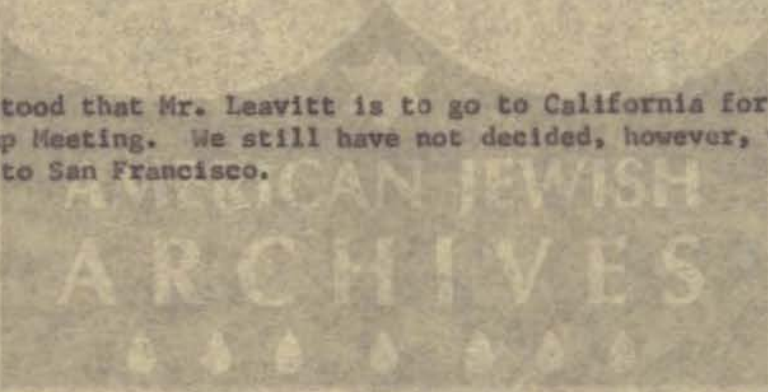
1/16

January 9, 1958

Mr. Herbert A. Friedman

Melvin S. Goldstein

It is understood that Mr. Leavitt is to go to California for the Brandeis Camp Meeting. We still have not decided, however, whether he is to go to San Francisco.



MSG:js
cc: S. Sontup



JAN 13 1958

HAF
MSG

January 9, 1958

Records

Irving Bernstein

UJA Leadership Institute, Brandeis Camp, Santa Susana, California,
February 7, 8 & 9

Program

The program (previously forwarded to MSG) has been approved by all concerned. It is generally felt that we have profited from last year's experience, since the current program is regarded as being both more attractive and effective than last year's. The only unresolved problem is the matter of the Israeli for Friday night.

Attendance

Attendance planning is proceeding well along two separate lines, as indicated below:

(1) Los Angeles

The Los Angeles Brandeis Committee, under the chairmanship of Joe Shane, met again on January 6 to review and assign prospects for attendance. The committee will meet once every week prior to the Institute to assure proper Los Angeles attendance.

(2) Area

Two separate mailings have been sent from the West Coast Office to our top leadership list (copy sent to MSG), and a third from EMMW from the National Office is expected this week.

Field visits have been scheduled to every major community during the first two weeks of January for individual meetings with selected key leaders to discuss both Brandeis and Jerusalem attendance.

At this early date, we already have acceptances from Salt Lake City, Phoenix, Denver, Tucson, Long Beach and El Paso. The latter two did not have representation last year.

Attention MSG

In reply to your memorandum regarding contact from your office, the following names are being submitted for consideration for such help:

- Denver: ✓ Dave Garlett; ✓ Harold Lustig
- Salt Lake City: ✓ Joe Rosenblatt
- Seattle: Nathan Feinberg; Sol Esfeld
- Portland: Gilbert Schmitzer
- Oakland: ✓ Sam Clar
- San Diego: Max Rabinowitz
- Phoenix: ✓ Newton Rosenzweig
- Tucson: Maurice Rosenbaum

IB:gc

CC: HAF - ASH - ~~SS~~ - ~~AF~~ - ~~HDB~~ - Kardex

HAF files -
Brandeis Camp

January 14, 1958

Mrs. Frances Simpson

Melvin S. Goldstein

Marking of incoming mail - Brandeis Leadership Institute - February, 1958

Last week, a mailing over Mr. Warburg's signature went out to some 400 West Coast leaders, inviting them to attend the Brandeis Institute in California next month. Responses to this mailing should be marked for Melvin S. Goldstein, Sholem Sontup, Harry D. Biale and Erin Singer. Copies should be sent to Irving Bernstein.

MSG:hs

ADP Rus FC/ML
165 WEST 46TH STREET
NEW YORK 36. N. Y.

January 16, 1958

Mr. Melvin S. Goldstein
165 W. 46th St.
Room 1400
New York, N. Y.

Dear Mr. Goldstein:

I know that Eddie Warburg has already invited you to attend the Western UJA Leadership Institute at the Brandeis Camp in Santa Susana, California, which will take place on the weekend of February 7, 8 and 9th. I want to make sure you will be there.

The Institute will again bring together UJA leaders from eleven Western States and a number of top national leaders in an environment where the problems of Jewry and of the UJA can be considered in an atmosphere of meditation.

If you were there last year you know that the program is in tune with the atmosphere and that there is no place, other than Israel, where one can be brought so closely to the emotional experience of living Judaism. It will also give everybody present a wonderful opportunity for better acquaintanceship, and friendship.

Dewey D. Stone will be there, and so will I, of course, and we both look forward to your presence also.

Cordially yours,

Herbert A. Friedman

Herbert A. Friedman
Executive Vice-Chairman
United Jewish Appeal, Inc.

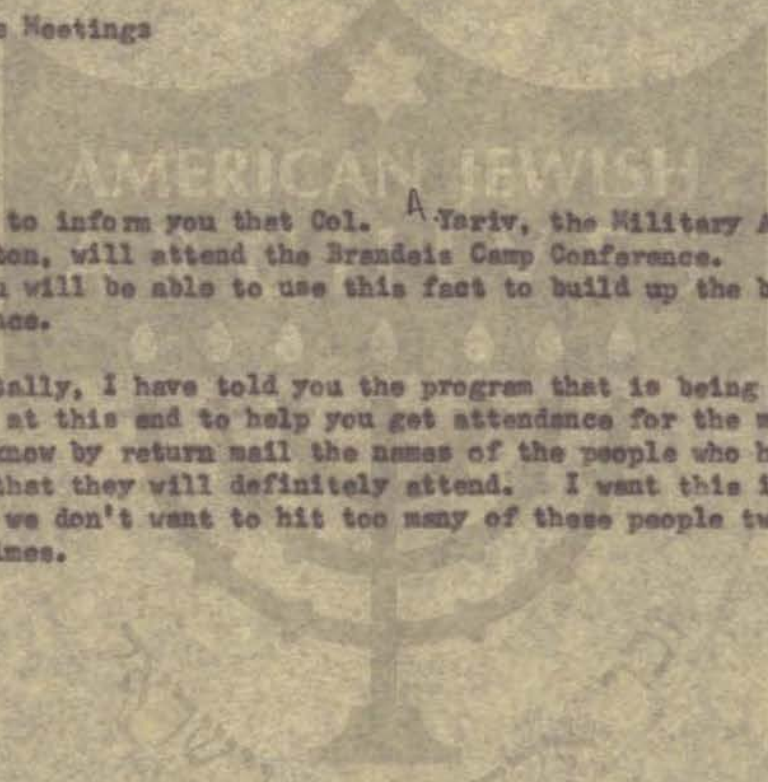
HAF Files
Brandeis
on file 1/26

January 19, 1958

Irving Bernstein

Melvin S. Goldstein

Brandeis Meetings



This is to inform you that Col. A. Yariv, the Military Attache in Washington, will attend the Brandeis Camp Conference. I am sure that you will be able to use this fact to build up the best possible attendance.

Incidentally, I have told you the program that is being followed through at this end to help you get attendance for the meeting. Please let me know by return mail the names of the people who have indicated to you that they will definitely attend. I want this information because we don't want to hit too many of these people twice or even three times.

NSC/fo
cc AF
SS

Yours to Give—Life and Hope

HAF Files -
Brandeis Camp



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

\$100,000,000 UJA EMERGENCY RESCUE FUND for Freedom and Survival... 1957 REGULAR CAMPAIGN GOAL—\$105,557,250

over and above

SENT TO SELECT LIST OF APPROX. 146

January 22, 1958

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MORRIS W. BERINSTEIN

General Chairman
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DEWEY D. STONE, UJA
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SOL LUCKMAN
JACK D. WEILER

Emergency Rescue Fund
Chairman
SAMUEL RUBIN
Co-Chairman
JOSEPH M. MAZER

National Co-Treasurers
JOSEPH I. LUBIN
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Executive Vice-Chairman
I. T. A. FRIEDMAN

Assistant Executive Vice-Chairman
ABRAHAM S. HYMAN

National Campaign Director
SHOLEM SONTUP

National Women's Division
Chairman
MRS. JACK A. GOODMAN

National Campaign Cabinet
Chairman
JOSEPH MEYERHOFF
Vice-Chairman
FRED FORMAN

Big Gifts Chairman
BENJAMIN H. SWIG
MAX M. FISHER

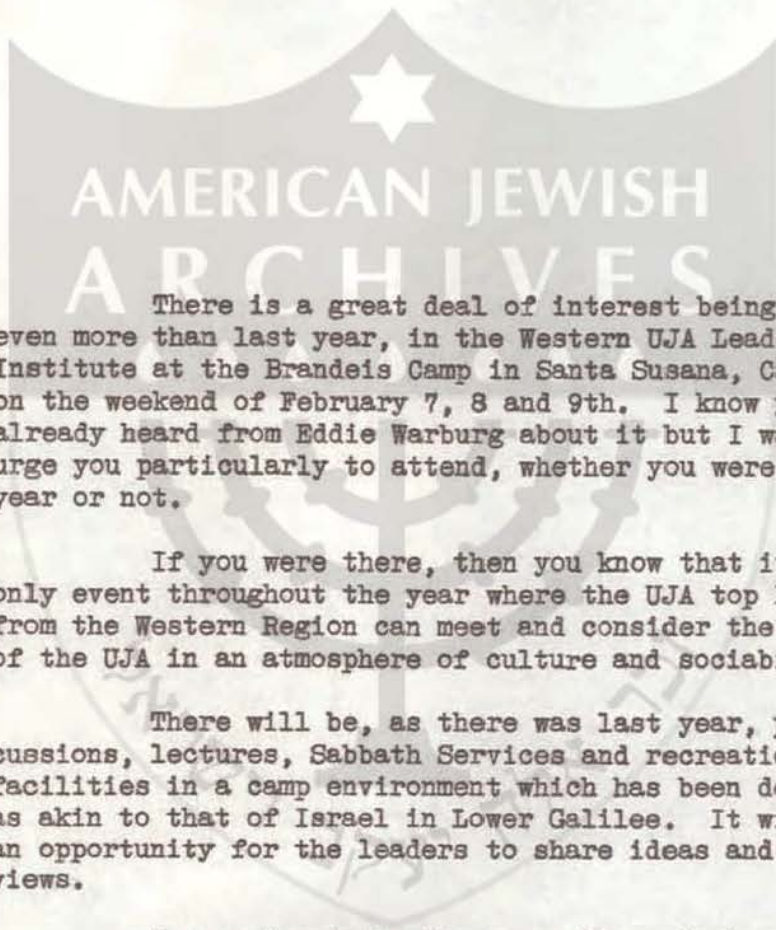
Allocations Chairman
ISADORE BRESLAU

Chairmen for Regions
ALBERT A. LEVIN
JOSEPH SHULMAN

Trade and Industry Chairman
ROBERT W. SCHIFF

Speakers Division Chairman
MILTON KAHN

Cabinet Members
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JACOB M. ARVEY
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EDWIN CANTOR
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LLOYD W. DUNKELSPIEL
MELVIN DUBINSKY
WILLIAM P. ENGEL
ABRAHAM FEINBERG
I. D. FINK
MAX FIRESTEIN
KALMAN S. GOLDENBERG
ABRAHAM GOODMAN
LAZURE L. GOODMAN
SAMUEL HAUSMAN
JACOB HIATT
ABE KASLE
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ADOLPH KIESLER
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IRVING S. NORBY
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A. B. POLINSKY
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MICHAEL A. STAVITSKY
JACK STERN
HARRY S. SYLK
JOSEPH TALAMO
HERMAN P. TAUBMAN
MILTON I. TAUBMAN
SAMUEL A. WEISS



There is a great deal of interest being shown, even more than last year, in the Western UJA Leadership Institute at the Brandeis Camp in Santa Susana, California, on the weekend of February 7, 8 and 9th. I know you have already heard from Eddie Warburg about it but I want to urge you particularly to attend, whether you were there last year or not.

If you were there, then you know that it is the only event throughout the year where the UJA top leadership from the Western Region can meet and consider the problems of the UJA in an atmosphere of culture and sociability.

There will be, as there was last year, panel discussions, lectures, Sabbath Services and recreational facilities in a camp environment which has been described as akin to that of Israel in Lower Galilee. It will be an opportunity for the leaders to share ideas and exchange views.

I am going to be there, as I was last year. Herb Friedman will also be there again. I sincerely hope and trust you will surely be there too.

Cordially yours,

Dewey D. Stone
National Chairman

1957 NATIONAL CAMPAIGN COMMITTEE

(In Formation)

MARTIN ABELove — Utica, N. Y.	NATHANIEL P. KANN — Pittsburgh, Pa.
PHILIP BELZ — Memphis, Tenn.	PAUL KAPELOW — New Orleans, La.
SHELDON BELEN — Wichita, Kans.	LAWRENCE S. KATZ — Milwaukee, Wis.
NORMAN BERLIN — Norfolk, Va.	DEVERE KAUFFMAN — West Chester, Pa.
MAX H. BLOCK — Seattle, Wash.	BERNARD KOBROVSEY — Allentown, Pa.
LEON H. BRACHMAN — Fort Worth, Tex.	RALPH N. KOPELOVE — Dayton, O.
EDWARD BRANSTEN, JR. — San Francisco, Calif.	NATHAN I. KUSS — Wilkes-Barre, Pa.
CHARLES BROWN — Los Angeles, Calif.	JACK O. LEFTON — Ferndale, Mich.
LOUIS M. BUNIS — Buffalo, N. Y.	DAVID LOWENTHAL — Pittsburgh, Pa.
ABRAHAM S. BURG — Swampscott, Mass.	HARRY MARKS — Albany, N. Y.
DAVID M. CITRON — Peoria, Ill.	HENRY MASLANSKY — New Orleans, La.
PHILIP N. GOLDMAN — Jacksonville, Fla.	MAURICE E. OLEN — Mobile, Ala.
NORBERT J. GOVEY — Cincinnati, O.	MAX J. PENCUS — Detroit, Mich.
MYER FEINSTEIN — Philadelphia, Pa.	MORRIS C. ROSENBAUM — Tucson, Ariz.
JACOB FELDMAN — Dallas, Tex.	SEELIG SCHWARTZ — Meriden, Conn.
JULIUS FLIGELMAN — Los Angeles, Calif.	MAX SIEGEL — Salt Lake City, Utah
LOUIS I. FOX — Baltimore, Md.	ISAAC B. SINDERBLAND — Atlantic City, N. J.
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E. E. GOLDSTEIN — St. Louis, Mo.	ALBERT TENENBAUM — Savannah, Ga.
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HENRY J. HASENFELD — Providence, R. I.	SOI. ZALLEA — Wilmington, Del.
JEROLD C. HOFFBERGER — Baltimore, Md.	PHILIP ZINMAN — Camden, N. J.

2/3/58

Pepplo

UJA LEADERSHIP INSTITUTE
BRANDEIS CAMP, SANTA MONICA, CALIFORNIA
February 7, 8 & 9, 1958

TENTATIVE PROGRAM

FRIDAY, Feb. 7:

- 4.00 p.m.: Coffee
- 5.00 p.m.: Welcome -- (?) Joe Shane, Institute Chairman
Julius Fligelman, Program Chairman
- 5.15 p.m.: Introduction of services and Sabbath
melodies -- Max Helfman
- 6.30 p.m.: Dress for Sabbath
- 7.00 p.m.: Friday evening services
- 8.00 p.m.: Dinner
- 9.15 p.m.: Orientation -- Dr. Shlomo Bardin
- 9.30 p.m.: Opening Session -- Col. Yariv

SATURDAY, Feb. 8:

- 8.30 a.m.: Breakfast
- 9.15 a.m.: Learning Sabbath melodies
- 9.45 a.m.: Sabbath services. Sermon -- Dr. Shlomo Bardin
- 1.00 p.m.: Lunch
- 2.30 p.m.: Oneg Shabbat
- 3.30 p.m.: Rabbi Herbert A. Friedman -- "World Jewish Situation in 1958"
- 6.15 p.m.: Havdalah
- 7.15 p.m.: Dinner
- 8.30 p.m.: Dewey Stone, Chairman
Edward M.M. Warburg -- "Joy of Service to Great Cause"
- Panel -- Moses A. Leavitt, Herbert A. Friedman
- Dramatic Sketches -- Ben Ari

Sunday, Feb. 9:

- 9.00 a.m.: Breakfast
- 10.00 a.m.: Panel discussions -- 1958 Campaign Techniques:
1. Los Angeles -- Edw. M.M. Warburg and Dewey Stone
 2. Region -- Herbert A. Friedman and Moses A. Leavitt

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

Hold

MEMORANDUM

RECEIVED	
FEB 24 1958	
NOTED BY	REFER TO
DATE	DATE
	<i>MSG</i>
ANSWER	<i>by MSG</i>

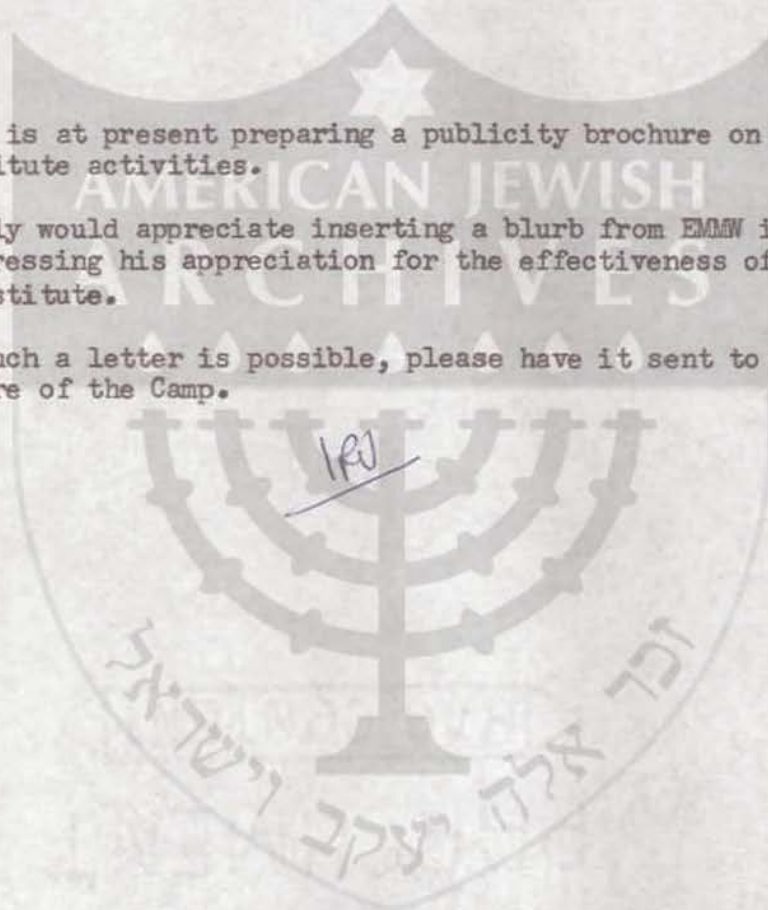
Date February 21, 1958

To Mr. Melvin S. Goldstein
From Irving Bernstein
Subject Brandeis Camp

Brandeis Camp is at present preparing a publicity brochure on their own Camp and Institute activities.

They apparently would appreciate inserting a blurb from EMMW in the brochure, expressing his appreciation for the effectiveness of the UJA Leadership Institute.

If you feel such a letter is possible, please have it sent to Dr. Shlomo Bardin, in care of the Camp.



IB

IB:gc

E.H.

March 4, 1958

Mr. Irving Bernstein

Melvin S. Goldstein

This is in reference to your memorandum of February 21st regarding Brandeis Camp and the request that Mr. Warburg issue a statement for the Camp's publicity brochure.

I have not spoken to Mr. Warburg about this because I do not know just what is required and at the same time I know that Mr. Warburg is not going to be happy about it. I think you ought to let me have a little more information on just what is needed; perhaps draft a rough piece that can be submitted to him. It might also be well to send us one of the brochures that have already been put out on the Camp.



MSG:js

/

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

MEMORANDUM

Date March 6, 1958

To Mr. Melvin S. Goldstein
From Irving Bernstein
Subject Brandeis Camp

RECEIVED	
MAR 10 1958	
NOTED BY	REFER TO
DATE	DATE
	<i>MSS</i>
ANSWERED	

MS
15 9/10/58

Enclosed is a copy of the Brandeis brochure, with excerpts from letters received from nationally known leaders.

They apparently would like to include *EMW*'s name along with those already mentioned.

The reference could be a note of appreciation for the stimulating and inspiring UJA Institute.

As previously indicated, however, if this letter represents a problem, then it should not be pursued any further.

IB:gc
Enc.

2/3

January 27, 1958

Mr. Irving Bernstein

Melvin S. Goldstein

Herb Friedman and I have gone over the tentative program you set up for the UJA Leadership Institute at Brandeis Camp. This is the tentative program you were good enough to send me with the memorandum of December 26.

The first day certainly seems to be all right and, as you now know, Col. Yariv, the Military Attache at the Israel Embassy in Washington, will be present so that he can speak at that session.

With regard to the session on Saturday you note that there is to be a sermon at 9:45 AM. Mr. Friedman asks particularly that Mr. Bardin deliver this sermon and that in no event should the professor, who Mr. Friedman says you know, do this particular job. At 3:30 PM you have Morris Berinstein and Rabbi Herbert A. Friedman. You will wish to note that, of course, Morris Berinstein will not be present so that leaves Friedman who will speak not on 1958 Rescue Needs but on the World Jewish Situation in 1958.

At 8:30 PM on Saturday you have Mr. Warburg and it is felt that he should not speak on the 1958 objectives but should speak on the subject of "Joy of Service to Great Cause" which is really the speech he delivered at the UJA Conference Saturday night which I am sure you will recall. The panel at this session should include Moses A. Leavitt who will be present. Mr. Friedman suggests that there be some dramatic sketches presented by Ben-Ari.

On Sunday the panel discussions regarding 1958 techniques should also include Moses A. Leavitt.

As you know we have sent out a number of letters from Mr. Friedman and Mr. Stone and Mr. Warburg. There have also been a number of telephone calls. I would appreciate it very much if you would let me know just as soon as you possibly can how your attendance stands.

HSG:js

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

Hold

MEMORANDUM

RECEIVED	
FEB 24 1958	
NOTED BY	REFER TO
DATE	DATE
	<i>MSG</i>
ANSWER	<i>7/4/58</i>

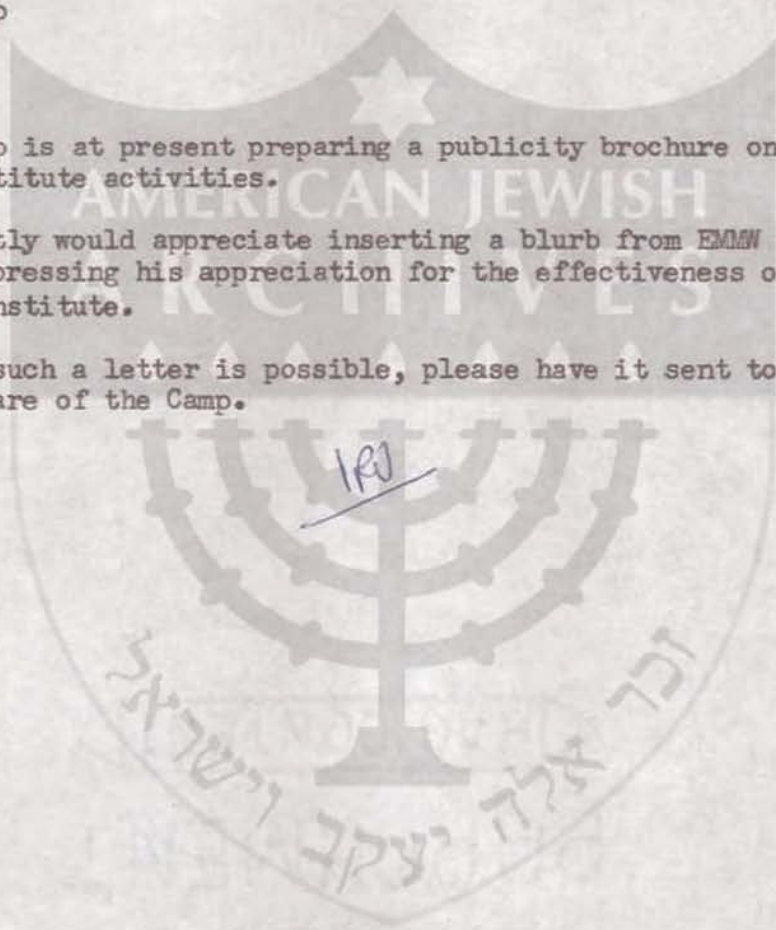
Date February 21, 1958

To Mr. Melvin S. Goldstein
From Irving Bernstein
Subject Brandeis Camp

Brandeis Camp is at present preparing a publicity brochure on their own Camp and Institute activities.

They apparently would appreciate inserting a blurb from EMMW in the brochure, expressing his appreciation for the effectiveness of the UJA Leadership Institute.

If you feel such a letter is possible, please have it sent to Dr. Shlomo Bardin, in care of the Camp.



IB:gc

Ext

March 4, 1958

Mr. Irving Bernstein

Melvin S. Goldstein

This is in reference to your memorandum of February 21st regarding Brandeis Camp and the request that Mr. Warburg issue a statement for the Camp's publicity brochure.

I have not spoken to Mr. Warburg about this because I do not know just what is required and at the same time I know that Mr. Warburg is not going to be happy about it. I think you ought to let me have a little more information on just what is needed; perhaps draft a rough piece that can be submitted to him. It might also be well to send us one of the brochures that have already been put out on the Camp.



NSG:js

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

MEMORANDUM

Date March 6, 1958

To Mr. Melvin S. Goldstein
From Irving Bernstein
Subject Brandeis Camp

RECEIVED	
MAR 10 1958	
NOTED BY	REFER TO
DATE	DATE
	<i>MSG</i>
ANSWERED	

MSG
to Goldstein

Enclosed is a copy of the Brandeis brochure, with excerpts from letters received from nationally known leaders.

They apparently would like to include EMMW's name along with those already mentioned.

The reference could be a note of appreciation for the stimulating and inspiring UJA Institute.

As previously indicated, however, if this letter represents a problem, then it should not be pursued any further.

IB:gc
Enc.

HAF Files -
Brandeis Camp

13 March, 1958

Dr. Shlomo Bardin
Brandeis Camp
Santa Barbara, Calif.

Dear Dr. Bardin:

I cannot begin to tell you how valuable it was for the United Jewish Appeal to have held its recent conference at the Brandeis Camp. The mood, atmosphere and environment of the camp provided a magnificent setting in which we were able to discuss the great historic problems of rendering service to the Jewish people and to Israel.

Everything at the camp added depth to the various sessions -- and by "everything", I mean that both the body and the soul were well nourished. Sabbath services and Sabbath meals both helped to create this background of which I speak.

With many thanks to you and your staff for the wonderful cooperation, I am,

Sincerely yours,

Herbert A. Friedman
Executive Vice-Chairman

HAF/fe

cc: Dr. Bardin, Barbizon Plaza Hotel, N.Y.C.
I. Bernstein

13 March, 1958

Dr. Shlomo Zardim
Hotel Barbison Plaza
New York City, N.Y.

Dear Shlomo,

I have sent the letter and picture to your office in California as you requested.

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF/fo
Encl:

MEMORANDUM

Date March 23, 1958

To Edward M.M. Warburg

From Melvin S. Goldstein

Subject Brandeis Camp brochure

I don't know in what way your friend Mr. Bardin got you to pay for the weekend at the Brandeis Camp, but something has now come up.

Enclosed is a copy of a brochure put out by the Brandeis Camp containing excerpts from letters received from "leaders" throughout the country. Bardein would like to include a statement coming from you, expressing your appreciation for the stimulating and inspiring stay you had at the camp when the UJA was there. I don't think this is a must. If you feel like it, then something can be done, otherwise I suppose it is just as easy to forget it.

MSG/fc
Encl:

*(This date is OK
with me - let's discuss it)*

April 5, 1957

~~HAF~~
↑

Mr. Sholem Sontap

Irving Bernstein

1958 West Coast Regional Program

As requested by HAF, I initiated discussions regarding a 1958 UJA Leadership Institute at Brandeis Camp with Brandeis Camp Director, Dr. Shlomo Bardin, and Los Angeles Executive Director Julius Bisno.

The dates preferred by all concerned are February 7, 8 and 9 at the Camp and February 10 for a Los Angeles BG meeting. Brandeis will not be available for an earlier date due to their own programming, and a later date will not be suitable for either Los Angeles or the area.

Please advise if these dates are acceptable to HAF so that I can confirm to both Bardin and Bisno.

It is important to note that we may have a problem with Bisno regarding the proposed Los Angeles meeting. Despite the obvious success of the 1957 meeting, Bisno is apparently seeking to protect his leadership from our pressures, as he broached the possibility of a mass affair instead of the limited BG meeting held February 11, 1957. Assistant Director Julius Ratner and other staff members are opposed to such thinking and favor a program in 1958 similar to the one held this year. If Bisno persists in his thinking, I am sure Jack Rich and I can persuade him otherwise through Julius Fligelman, Steve Brody, Joe Shane and other local leaders. Definite planning for the meeting will, however, not be done until this coming Fall, when the 1958 Chairman will be selected.

IB:gc

cc: HAF - IJ - HDB - HD - Jack Rich

SEVENTH FLOOR

3 EAST 54th STREET

ELDORADO 5-5600

April 7, 1958

To: M.S.G.

From: Florence Klein

With reference to the attached Brandels Camp matter, Mr. Warburg says that the following message could go out from UJA over his signature to Bardin:

"As I indicated to you verbally, I found the weekend spent at Camp Brandels extremely delightful.

You and your colleagues are doing an extraordinary job in restoring and interpreting certain aspects of the Jewish culture which are of historical interest to all, and obviously of emotional interest to many.

I do want to wish you all kinds of success in your efforts."

kindest regards.

Most sincerely,

Edward M. M. Warburg."

F.K.

cc: IB
EMMW

April 9, 1958

Dr. Shlomo Bardin
Brandeis Camp
Santa Susana
California

Dear Dr. Bardin:

It was good seeing and talking with you during the weekend I spent a while back at Brandeis Camp. As I told you at the time, my weekend there was an extremely delightful one.

You and your colleagues certainly are doing a remarkable job in restoring and interpreting important aspects of Jewish culture which are of wide general interest in their historical sense, and also obviously of deep emotional significance to many.

I do want to wish you every success in your very valuable efforts.

Kindest regards,

Most sincerely,

Edward M.M. Warburg.

EMW:GCS

MISS S/HO

per Brandeis
Hb for 1958

April 11, 1957

4/17

Mr. Sholem Sontag

Melvin S. Goldstein

This is in reference to the attached memo you received from Irving Bernstein regarding the Brandeis Camp Meeting for 1958.

Mr. Friedman wants you to know that the date is all right and you may so advise Irving Bernstein.

HSG:js enc.

Feb 7, 8 & 9 - Brandeis

Feb 10 - Los Angeles
Big Gifts Party