

MS-630: Rabbi Alexander M. Schindler Digital Collection, 1961-1996. Series A: Union of American Hebrew Congregations, 1961-1996.

Box Folder 7 3a

Message of Israel, 1967-1973.

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UNITED JEWISH LAYMAN'S COMMITTEE INC. ABC RADIO NETWORK AND ASSOCIATED STATIONS

123 East 55 Street New York, N.Y. 10022 (212) 838-5122

DAVID J. WISE, Director

RABBI JONAH B. WISE, Founder

October 8, 1973

Rabbi Alexander M. Schindler UAHC 838 Fifth Avenue New York City 10021 MER CAN LEW SE Dear Alex:

Many thanks for your gracious letter of September 28, and may I be among the first to congratulate you upon your new status as "President-elect".

This is just to confirm our appointment to meet at ABC Headquarters Studio 2 across the Park from the UAHC. The exact address is 1926 Broadway, between 64th and 65th Streets, 5th floor, Studio 3. The time is 3 P. M. The date is Wednesday, October 24.

It was very nice indeed of your secretary, Edith Miller, to help me set things up.

Again, all good wishes for the New Year.

DJW/g CC to Rabbi Leonard Schoolman

Released weekly in cooperation with Central Synagogue, an affiliate of the Union of American Hebrew Congregations. Outlets in New York metropolitan area alone are:

> WMCA-AM (570kc) 7:15 AM WABC-AM (770kc) 7:30 AM WVNJ-AM (620kc) 9:30 AM

WVNJ-FM (100.3mg) 9:30 AM WVOX-AM (1460kc) 6:05 PM WVOX-FM (93.5mg) 6:05 PM WFAS-AM (1230kc) 11:00 PM

(Ask us for complete listing.)

123 East 55 Street, New York, N. Y. 10022 David J. Wise, Director

MESSAGE OF ISRAELLE ONLY rk, N. Y. 10022 Prone: (212) 838-5122, Ext.35

Rules for Speakers (Revised February 1973)

FROM:	DATE:	
TO:		
1. The deadline for the submission of your scripts to our of This is most important. At the same time, please submit, in da brief autobiographical sketch. The deadline for your topic (for publicity purposes).	uplicate, if available,	

- 2. All speakers are pre-recorded at least three weeks in advance of broadcast. You will be advised by your local ABC (or other) station and/or Mr. Wise when and where to report. Please have them see that the exact timing of each talk is on the tapes when shipped to New York. If your station does not contact you to come in and record within two weeks after you have mailed your talks to us, PLEASE CONTACT THEM. They should, by that time, have received clearance and mailing instructions from me or ABC headquarters in New York; if they have not, tell them to contact me or Mr. George Saxe, American Broadcasting Co., 1926 Broadway, New York, N. Y. 10023 (LT 1-7777). Do not record without his approval or that of Mr. Wise. Talks recorded without clearance are subject to rejection or editing according to the judgment of ABC Public Affairs and ABC Continuity Acceptance.
- 3. It is helpful if all sermons and other talks are submitted to us in four copies. Please make no radical deviations from the text in your recording session without advising us well in advance.
- 4. We suggest that all speeches be approximately 8 to 10 (but not over 11) minutes long inasmuch as the entire MESSAGE OF ISRAEL is only 23 minutes in length. If your talks are materially over-long, we suggest that you yourself edit them down to the proper length. Otherwise, it will be necessary that it be done by us here in New York, and you will have to trust to the judgment of our editors.
- 5. The last 10 words of your address are cues to radio engineers. Do not alter or add anything after same without advising us ahead of time.
- 6. The average speaker, according to our experience, reads at approximately 2:15 per double-space typewritten 82 x 11 page. Prepare your script accordingly. Since a number of our stations record and re-broadcast a week late, do not "date" talk unnecessarily. Avoid words like "tomorrow", "this morning", etc.
- 7. It is not mandatory but would be appreciated if you would begin your address with the words "Thank you".
- 8. Due to a 1953 revision of the U. S. Copyright Law you are warned against using direct quotations from copyrighted material published within the past 56 years without sending us a letter from the author or publisher giving "permission to the MESSAGE OF ISRAEL to use material on the air and in copies to be distributed to listeners". You are to secure said written permission and send it in along with your sermon. If in doubt as to the copyright status of the material, you can check same with Miss Kay Murphy, Mgr., Literary Rights Division, American Broadcasting Co., 1330 Avenue of the Americas, 29th floor, New York, N. Y. 10023 (LT 1-7777, Ext.7472). Be sure to specify source (exact) of your material in any case and, in writing your talk, be sure to indicate the exact source of each quote, even if from the Bible or (Please turn over)

other easily recognizable material. However, please do not take any of the foregoing as a discouragement from using quotations as liberally as you wish since we realize their importance in many instances.

9. From the "Program and Advertising Policies of the American Broadcasting Company":
"All religious programs will be subject to the approval of the Public Affairs and
Continuity Acceptance Dept....As religious programs should serve the religious needs
of listeners of all faiths and creeds, the messages presented should be non-sectarian
and non-denominational, with major emphasis on broad religious truths rather than on
tenets of individual denominations or creeds. Since provision cannot be made on
programs of a religious nature for the presentation of both sides of controversial
questions, such programs may not include expressions of partisan political opinion or
discussion of controversial economic or social issues".

"ABC reserves the right to require elimination or revision of any material contrary to the public interest or inconsistent with the Company's standards of truth and accuracy."

"ABC sill accept no program which misrepresents, ridicules, or attacks any individual or group on a basis of race, creed, color, or national origin. Any reference to a religion, faith, or creed shall be respectful, fair and in good taste."

10. THE "MESSAGE OF ISRAEL" RESERVES THE RIGHT TO REJECT IN ITS ENTIRETY ANY TALKS OR SERMONS IN WHICH ALL THE ABOVE RULES ARE NOT FOLLOWED. Consult us if you have any problems.

* * * * *

NOTE: It will be appreciated if you will: --

(1) Respond to all invitations to appear on the MESSAGE OF ISRAEL within 7 days after receipt of same.

(2) Upon acceptance, we would appreciate it if you could check immediately with your local ABC (or other) station to find out if it is carrying the MESSAGE OF ISRAEL programs regularly at a time satisfactory to yourself and also that it will be broadcast at the time when you appear on the program. (Out of N. Y. speakers only).

(3) Cooperate with us in publicizing the MESSAGE OF ISRAEL both before, during, and after the date upon which you appear on the program. . via regular notices in your temple bulletins.

(4) Place MESSAGE OF ISRAEL office on your Temple's or organizational mailing list for their bulletins re your appearance with us.

WARNING TO OUT-OF-TOWN SPEAKERS: Since recording standards vary from station to station, be sure to listen to the tape recordings of your sermons before leaving studio. IS THIS THE WAY YOU WANT TO SOUND? If not, either have sermons re-recorded, or notify me for further instructions. Imperfectly recorded sermons will not be used on air.

Mr. David J. Wise Message of Israel 125 East 55th Street New York, N.Y. 10022

Dear David:

Many thanks for the gracious invitation tobbe a guest on a MESSAGE OF ISRAEL program. Of course, I will be delighted to tape a program and needless to note the November 18th broadcast date is just fine.

The topic you suggested, "The Next Handred Years," is fine, I'll deal mostly with the future of the synagogue and that fits right into the title. What format did you have in mind, a discussion with a group or a solo? It seems to me a round table discussion might be good but I leave the decision to you, whatever you wish, just let me know.

Can the taping be done here? If possible that would be the easiest for my schedule. If not, just let me know where and when. And since the calendar is filling up quickly, I'll suggest any of the following dates:

> October 24 - afternoon October 25 - morning October 30 - any time of day

Looking forward to hearing from you and with warm regards and all good wishes for the New Year, I am

Sincerely,

Alexander M. Schindler President-Elect

cc: Rabbi L. Schoolman

1974 IS OUR 40th YEAR



UNITED JEWISH LAYMAN'S COMMITTEE INC. ABC RADIO NETWORK AND ASSOCIATED STATIONS

123 East 55 Street New York, N.Y. 10022 (212) 838-5122

DAVID J. WISE, Director

RABBI JONAH B. WISE, Founder

September 26, 1973

Rabbi Alexander Schindler 838 Fifth Avenue New York City 10021

Dear Alex:

Needless to say, all of us involved with the MESSAGE OF ISRAEL and - in particular - with the Centennial of the UAHC, are greatly indebted to you for your kind cooperation in switching the date specified in my letter to you of September 21, from November 11 to November 18.

I would like to do the taping towards the end of October if convenient to you. That is just a detail, but I thought I would mention it inasmuch as you might like to have some sort of deadline to shoot at.

Again, many thanks, and best wishes of the Season

David J. Wise

CC to Rabbi Schoolman

P. S. Inasmuch as we would like to include all of the MESSAGE OF ISRAEL programs which will be devoted to the Centennial in the program which will be distributed to the delegates, I would greatly appreciate your getting your topic into me as soon as possible so that we can meet a deadline which is, as I understand it, October 10. Leonard can correct me if I am wrong. We are devoting the entire month of four Sundays to the Centennial, and I am working very closely with Rabbi Schoolman to make sure that this series is an outstanding success.

DJW/g

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WVNJ-FM (100.3mg) 9:30 AM WVOX-AM (1460kc) 6:05 PM WVOX-FM (93.5mg) 6:05 PM WFAS-AM (1230kc) 11:00 PM 1974 IS OUR 40th YEAR



UNITED JEWISH LAYMAN'S COMMITTEE INC. ABC RADIO NETWORK AND ASSOCIATED STATIONS

123 East 55 Street New York, N.Y. 10022 (212) 838-5122

DAVID J. WISE, Director

RABBI JONAH B. WISE, Founder

September 21, 1973

Rabbi Alexander Schindler UAHC 838 Fifth Avenue New York City

Dear Alex:

21, 1975

Proposed for the forms. One of my privileges as producer of the MESSAGE OF ISRAEL is that of occasionally inviting guests on same. As you undoubtedly know, we continue to feature the ministry and choir of Central Synagogue and outstanding Jewish leaders coast-to- coast and around the world. It also continues to be aired over 200 stations coast-to-coast and more than 350 around the world via the American Forces Radio Service and is heard over some seven stations in the greater New York City area, not to speak of Stamford's WSTG, etc.

We would like very much to honor the upcoming UAHC Biennial and have been in touch with Leonard Schoolman of your staff in that regard. He has suggested a round table discussion of the future of Reform Judaism and Judaism in general on some such topic as THE NEXT 100 YEARS. Naturally, said title is only tentative and, of course, subject to your approval. Incidentally, we would welcome any other suggestions you may have for a program honoring the Centennial.

It is, therefore, my privilege and pleasure to extend to you a cordial invitation to appear on the MESSAGE OF ISRAEL November 11 to discuss this vitally important subject as part and parcel of the New York Biennial Convention itself (but, of course, by transcription).

For what they are worth, I am taking the liberty of enclosing our usual rules to speakers.

I trust that I may hear from you soon and affirmatively.

Warmest regards and best wishes of the Season.

Encl. DJW/g

Cordially yours,

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(Ask us for complete listing.)

PHONE-O-GRAM for:

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Phone:	

UNION OF AMERICAN HEBREW CONGREGATIONS UNITED JEWISH LAYMAN'S COMMITTEE INC.

838 Fifth Ave., New York 21, N. Y., Regent 7-8200

AMERICAN BROADCASTING COMPANY

Every Sunday, 10:05-10:30 A.M., New York Time

DAVID J. WISE, Program Director Reply to:

123 East 55 Street, New York, N.Y. 10022 Telephone (212) 838-5122, Ext. 35

MEMORANDUM

TO: Rabbi Alexander Schindler

FROM: David J. Wise

ARCHIVES

DATE: December 11, 1969

The attached is self-explanatory.

Incidentally, there are a couple of other matters that I would like to discuss with you at your convenience if you would have your secretary give me a ring and thus put us in touch with each other.

Incidentally, I thought your tribute to Lucy Broido the other day was magnificent, and I am sure that everyone there appreciated it as much as I did.

I hope that I can depend upon Sidney to follow through on publicity for the MESSAGE OF ISRAEL program of December 21. Will you implement this?



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DAVID J. WISE, Program Director Reply to: 123 East 55 Street, New York, N.Y. 10022 Telephone (212) 838-5122, Ext. 35

MEMORANDUM

TO: Mr. Sidney Gross, Director of Public Relations UAHC, 838 Fifth Avenue, New York, N.Y. 10021

FROM: David J. Wise

AMERICAN JEWISH

DATE: December 11, 1969

ARCHIVES

This is just a line to confirm my telephone conversation with your secretary, Elayne Rehaut, on Wednesday, to the effect that two Vice-Chairmen of the UAHC will be guests on the MESSAGE OF ISRAEL of December 21, 1969, in a "Biennial wrap-up," a panel discussion, presided over by Rabbi David J. Seligson of Central Synagogue. They are, respectively, Mr. Matthew H. Ross, Chairman of the Board of Central Synagogue and honorary President of this institution; and Mr. Harry Gutmann.

I hope that you can give this the widest possible publicity.

Regards.

BC: Rabbi Alexander Schindler Rabbi Maurice N. Eisendrath Rabbi Alexander M. Schindler 's secretary

Ralph Davis

David Wise letter

This was received in Rabbi Schindler's absence. Please be good enough to handle it.

30

Temple Sinai

Lakeside Drive Stamford, Connecticut

SEP1 2 1968

Office of the Rabbi 322-1649 Melet to year

SAMUEL M. SILVER, D. D.

7 Sept. 1968

Dear Alex,

If everything in this letter is ok with you, I'll start on the book.

If you can find time from your crushing schedule so to apprise me I'll be grateful.

With thanks and best wishes for a good and healthy year, I am

Yours cordially

RABBI SAMUEL M. SILVER

RABBI ALEX SCHINDLER 838 FIFTH AVE. NEW YORK CITY

MESSAGE OF ISRAEL



UNION OF AMERICAN HEBREW CONGREGATIONS UNITED JEWISH LAYMAN'S COMMITTEE INC.

838 FIFTH AVENUE • NEW YORK, N.Y. 10021 • (212) 249-0100-8-38-5-123, Released by ABC Radio Network Sundays, 11-11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

REGISTERED MAIL

September 5, 1968

Rabbi Samuel M. Silver Temple Sinai Lakeside Drive Stamford, Conn. 06903

Dear Sam:

Again, many thanks for your gracious letter of June 17, 1968. As you can understand, until your proposal had met with the full approval of the United Jewish Layman's Committee, the MESSAGE OF ISRAEL Committee of Central Synagogue, the President of Central Synagogue, and the Publications Committee of the Union of American Hebrew Congregations, no arrangements that I made with you would be truly final. However, when you receive this letter, you may rest assured that your proposal has met with the approval of the necessary people indicated above other than those at the Union of American Hebrew Congregations, as I will have cleared your proposal with the necessary parties at Central Synagogue and at the MESSAGE OF ISRAEL.

Speaking for myself, I am sure that your ideas for the book are on the whole extremely satisfactory, although there are a few emendations such as the length of the book and other defails that you and I could discuss in person.

The most important consideration is that we all have a very cler understanding that - in order properly to protect Central Synagogue, the United Jewish Layman's Committee, and the Union of American Hebrew Congregations, as well as yourself, from possible claims by rabbis whose sermons will be published by you in a synopsized form - it should be made a condition precedent to the use of any such sermon that there Birst be secured by you from each of the rabbis written permission for the use and synopsizing of his sermons. We also suggest that a copy or photocopy of each such document be sent to Central Synagogue for its files.

As per your letter of June 17, it is to be clearly understood by all parties that Central Synagogue and the United Jewish Layman's Committee shall in no way be liable for any costs whatsoever in connection with the production and distribution of the book.

There also remains the matter of just how the profits from the should be

-2-

Rabbi Samuel M. Silver Stamford, Conn.

September 5, 1968

distributed. It is my feeling that you should be compensated adequately for your work and that the UAHC should receive a fair return for their investment. However, I also want assurance that any share in the profits over and above a certain amount should accrue to the United Jewish Layman's Committee considering the untold sums that it has invested in the MESSAGE OF ISRAEL over the years.

Incidentally, I am glad that you agree - but I would like you to confirm it in writing - that the book will definitely be dedicated to the memory of the founder of the MESSAGE OF ISRAEL, my father, Rabbi Jonah B. Wise. I also think that it would be nice if a tribute to him contained in one of the Jonah B. Wise Memorial Lecture Series, such as that by Freehof, be included in the book, in whole or in part.

Other than that I think that your letter of June 17 pretty well covers the bill. Once we have received a reply from you assenting to the above proposals, assuming that you are also satisfied that the Union of American Hebrew Congregations will agree to everything, I see no reason why the United Jewish Layman's Committee of Central Synagogue should have any objection to my now throwing open my sermon files to you so that the work may begin without delay.

Best to Elayne and the boys and - of course - the Judge and all the family.

Cordially yours,

David J. Wise

August 12, 1968

Mr. David J. Wise Central Synagogue 123 East 55th Street New York, N.Y. 10022

Dear David,

I have no objection to the sharing of the profits although we will be lucky if we break even. I am instructing our Director of Publications, Ralph Davis, to have the appropriate contracts drawn.

With warm good Jishes, I am

Cordially,

Alexander M. Schindler

BC: Ralph Davis

We will be lucky to break even. If you have no objections, please have the appropriate contract dwawn up. Thanks.

Alex



RABBI JONAH B. WISE, Founder DAVID J. WISE, Director 123

−128 East 55th Street, New York, N.Y. 10022 TEmpleton 8-5122

MEMORA NIU M

TO: Rabbi Schindler

FROM: David J. Wise

DATE: August 7, 1968

AUG 9 1968

AMERICAN IEWISH

In a letter dated July 1, Rabbi Silver asked that I send you a copy of the attached letter of June 20.

Up to this writing, everything seems to be going satisfactorily, and I hope to expedite things upon my return from a brief vacation. I hope that all is well with you and yours.



CENTRAL SYNAGOGUE

123 EAST 55 STREET, NEW YORK, N. Y. 10022

TEMPLETON 8-5122

Founded 1846

June 20, 1968

Lexington Avenue at 55th Street

DR. DAVID J. SELIGSON

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FREDERICK LECHNER

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EXECUTIVE SECRETARY
MILTON KULICK

Rabbi Samuel M. Silver Temple Sinai Lakeside Drive Stamford, Conn. 06903

Dear Sam:

Many thanks for your gracious letter of June 17, 1968.

As you can understand, until your proposals have met with the full approval of the MESSAGE OF ISRAEL Committee of the Board of Central Synagogue, which is now responsible for the program, no arrangements that I may make with you are truly final.

I am sure that your idea for the book will be satisfactory and that your offer to include the forward by Rabbi Seligson is more than satisfactory and also - needless to say - your crediting the United Jewish Layman's Committee and myself.

I know that the Committee will have no objections to your using the files.

However, there is still the matter of just how the profits from the book will be distributed. Naturally, we feel that you should be compensated for your work and that the Union receive a fair profit for their efforts; however, if the book really become a best seller, I want to protect Central Synagogue and the MESSAGE OF ISRAEL so that I should receive a written statement from yourself, approved by the UAHC in writing, to the effect that any profits over and above the foregoing should be distributed in such a way as to ensure the MESSAGE OF ISRAEL Committee, Central Synagogue, and the United Jewish Layman's Committee of a fair proportion of said profits.

Once this assurance has been received, I am sure that we could go ahead full steam, but the written assurance regarding financial arrangements must be received first and approved by the persons and organizations involved.

You don't mention in your letter my warning that the publication of any sermon delivered on the MESSAGE OF ISRAEL in a book which will be sold at a profit or even in a non-profit venture with any kind of distribution must first be cleared with the authors of the respective sermons. In addition, they must be contacted so that their approval will be forthcoming for any digest that you may make of their sermons. I am sure that most of them will tell you to just go ahead and not worry about anything, but there may be a few who will be fussy, and we cannot afford to antagonize them.

Warmest regards to you and yours, and I hope that I may hear from you at your convenience.

Cordially yours,

David J. Wise

MEMORANDUM

Date January 11, 1968 Ralph Davis From_ Rabbi Alexander Schindler Al Vorspan and Bob Garvey Copy for information of Subject_ You recall that some time ago we appointed you a member of the Staff Committee on Publications of the UAHC books. As a member of that committee, we would like you to consider a new book which Rabbi Sam Silver has prepared. The book consists of sermons from the Message of Israel. Sam has taken the two page sermons and reduced them to one page. He envisages a 365 page book entitled "365 Thoughts for the Year"the outstanding Message of Israel. I am sending you herewith a sample page from the book. We would like your reaction to this and if necessary we willhave a meeting to discuss it. Sounds 800 we break at 2000 copies.

Date Returned_____

Please return to signer of Memorandum when above has been attended to.

MEMORANDUM

	Date March 14, 1967	
From Alfred Mackler		
To Rabbi Maurice N. Eisendratk		
Copy for information of Rabbi Alexander Schindler, Al	Vorspan, Ruth A. Buchbinder	
Subject MESSAGE OF ISRAEL		

The following statistics represent the cost to the Union for the fiscal year ended June 30, 1966. These costs, by the way, do not vary to any great extent from the prior years and we can assume that the present year will be approximately the same. David Wise runs a very static operation; therefore, very little fluctuation in costs:

Direct Costs:

Salary - David Wise	\$7,000.	
Fringes: Pension	490	
F.I.C.A. Taxes	194*	
Group Life Insurance	145	
Disability Insurance	20	
Dental Insurance	11	
Total Salaries and Fringes	\$7,86	0
Programming	2,61	6
Travel and Meetings	7	5
Total Direct	Costs	\$10,551
Shared Services		3,800
Total Costs		\$14,351
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* For the year 1966-67 this will be increased by \$90 because of the increased F.I.C.A.

Other direct costs for MESSAGE OF ISRAEL, such as, postage, printing, stationery, telephone, etc., are billed to United Layman's Committee and are not reflected in these eppenditures.

The Shared Services listed above reflect a small enough portion of our over-all building costs and include only those areas actually used by David Wise, i.e., typing pool, proof reading, mimeo., file room, mail room, accounting, building maintenance, insurance, and other sunty items. The total of \$3800 of Shared Services amounts to approximately \$75 a week and is a small enough sum to pay for rent and utilization of other facilities in this building.

August 29, 1967

Rabbi Samuel M. Silver Temple Sinai Lakeside Drive Stamford, Conn. 06903

Dear Sam,

Your suggestion to have a more economical edition of the Message of Israel sermons prepared -- perhaps a photo-offset process -- might well make it possible for us to consider this venture. Bo you want to get together to discuss the details?

If so, when do you expect to be in New York? Please give me some advance warning, inasmuch as I would like Ralph Davis to be on hand for this meeting.

With warm good wishes, I am

Cordially,

Rabbi Alexander M. Schindler Vice President

AMS/w

ce: Ralph Davis

Telephone: (203) 322-1649

RABBI SAMUEL M. SILVER

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JOSEPH P. ZONE DIRECTOR OF MUSIC CHARLES B. LOWE

OFFICE SECRETARY MRS. MIRIAM WEISSMAN 6 July 1967

Dear Fellows,

You may not realize it but you have a book in the sermons given on the Message of Israel.

I had occasion to get a batch of Messages from David Wise for a thing I'm doing called The Quotable American Rabbis.

The talks are quite good.

You have a volume there, especially since you are your own publishers.

The volume would be snatched up by all the rabbis of all persuasions and would also be a service to small temples that are rabbi-less.

Of course, you would have to do a lot of pruning, etc.

I'd be willing to edit it for you -- for a fee.

Every rabbinical shnook pockets a few bucks by pasting some of his sermons together and publishing them.

You've got some good stuff there and it ought not go to waste, especially since it might bring you some revenue (Christian clergymen will also buy!).

Of course, I don't even know whether you have copies of all the sermons. I asked David Wise to send me everything and all he sent was a couple of dozen.

Happy summering.

MEMBER OF THE UNION OF AMERICAN HEBREW CONGREGATIONS TO: RABBIS EISENDRATH & SCHINDLER Yours,

Temple Sinai LAKESLDE DRIVE STAMFORD, CONNECTICUT 06903

Telephone: (203) 322-1649

3 Jan. 1968

RABBI SAMUEL M. SILVER

Asst. Rabbi for Education PAUL C. SILBERSHER

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OFFICE SECRETARY MRS. MIRIAM WEISSMAN Dear Ralph,

real

I have gotten the ok from Rabbi Schindler on that Message of Israel proposed book, and I hereby submit a sample of a sermon that you might diddle with and let Rabbi Schindler and me see.

I have taken a two page sermon and have reduced it to one. I think the essence of all these Messages can thus be conveyed, and as I told you, I envisage a 365-page book entitled: 365 Thoughts for the Year..the Outstanding Messages of Israel.

Please accept my best wishes for a happy and healthy New Year. My fondest to your family and to your 838 Family as well.

Cordially,

RABBI SAMUEL M. SILVER

MR. RALPH DAVIS 838 FIFTH AVE. NEW YORK CITY

Worry or Work? By Rabbi Abraham D. Shaw

In Athensa a visitor will notice scores of people carrying beads, which seem to be rosaries, but are "worry-beads," which are nervously clicked as a way of mffsetingx offsetting trouble.

They are symbols of of a state of mind of millions who feel an overwhelming sense of futility in the face of the vast problems that beset mankind. In the same waingx vein, witness the everincreasing recourse to tranquilizing drugs or the self-hypnosos induced by spending hours before a TV screen. These are our "worry-beads."

The Scriptural story of Noah relates that God "saw the earth, and behold it was corrupt ... And God said to Noah, 'The earth is filled with violence .. and behold I will destroy them with the earth.. Make thee an ark.. and of every living thing shalt thou bring into the ark to keep them alive with thee ... and Noah did this, according to all that God commanded him" (Gen. 6.12-22).

Noah could have been overwhelmed with the hopelessness of the world's fate, of its impending doom, and wrung his hands helplessly or clicked his own kind of "worry-beads." Inspired by God, he chose otherwise. He turned from worry to work. And so he set a pattern for our age to emulate. As four forbears understood it, as our faith teaches us, there can be no evasion at an hour of decision.

We are told that there is more fatalism in our time than there used to be. But even fatalism is a contribution to decision -- a decision by default. The truth is that the future is being shaped every minute not only by statesmen but by what is happening in the minds of all the people. If we decide fatalistically that there is nothing we can do about ourselves and our world, then by so believing we shall have made ourselves powerless. For such behavior is also a choice.

Faith and fatalism have been in conflict since the dawn of history. As individuals, some say, we are predetermined by our historxx heredity, hopelessly conditioned by our environment. As for makkind as a whole, economic determinism governs the history of nations. There is little we can do about this, some contend. It's all predetermined.

But do these factors so control us that we have no freedom? Our Judaism affirms that if we decide to win, we may succeed wwax or MEXMEXMEN we may not, but the one thing that makes failure most likely is the fatalism of those who say it is inevitable. No one who knows history will deny there are limitations to our choices. But on the other hand can we deny that such choices exist?

A professor was told his task max was hopeless, because of the prejudice of his students who said, "You couldn't change people's views in five hundred years." One day he began his lecture: "I've been told it may take 500 hundred years to change the current views about the Bible. I am beginning this morning."

It may take a tremendous effortto bring mankind through its present crises. But let us remember the Chinese p journey of a thousand miles must begin with a single step. We each

of us must help take that step!

UNION OF AMERICAN HEBREW CONGREGATIONS UNITED JEWISH LAYMAN'S COMMITTEE INC.

838 Fifth Ave., New York 21, N. Y., REgent 7-8200

Released by ABC Radio Network Sundays, 11-11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

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WORRY OR WORK?

BY: Rabbi Abraham D. Shaw, Temple Oheb Shalom, 7310 Pk. Heights Avenue, Baltimore 8, Maryland 10/20/63

Several months ago I concluded a two weeks' tour of Greece. Out of the multitude of impressions which impinged there upon my thoughts I would share with you one which on first hearing may seem trivial indeed, yet which I regard as both illuminating and instructive. In that land, so filled with magnificent ruins of the classic Grecian past, where even Nature has been lavish with its gifts of mountain and marine beauty, I was especially fascinated to observe scores of the men of Greece, either seated in the coffee houses or walking the streets of the cities and villages, carrying beads in their hands. At first glance one might assume that these were rosaries, some religious device either of a protective nature or for reckoning prayer-rituals. Not at all. As a matter of fact, the beads are carried constantly, and primarily by men who seem to devote every idle moment to fingering them and clicking the beads back and forth. They are known in Greece as "worry-beads," and apparently they serve the same function as key chains which some of us occasionally twirl nervously.

Now one would be inclined to dismiss the whole behavior pattern of the "worry-beads" as interesting but of no real significance except that this is so wide-spread and that it reflects an attitude that is revealing of contemporary man. In a land that is replete with past glory yet is overburdened with present day problems, where everything from widespread soil erosion to poverty and illiteracy exists, the sight of scores of men spending a considerable part of the day at the coffee houses sipping tiny cups of Turkish coffee and nervously clicking their "worry-beads" is far from reassuring.

Yet, lest you assume that I would thus sweepingly and so unfairly characterize all the people of Greece, let me hasten to add that most are hard-working indeed, and that all of them are friendly and ingratiating. I see in the symbol of the "worry-beads" not so much a characterization of the people of Greece as an attitude shared by millions of persons the world over. At its extreme this reflects a state of mind of those who feel an overwhelming sense of futility in the face of the vast problems which now beset us. Because they are convinced that the ills which today confront us are so huge, they have surrendered to this feeling of hopelessness. Rather than set their hands to some creative task, they employ them in the meaningless gesture of clicking their own variety of "worry-beads." How else can one describe the ever-increasing recourse to tranquilizing drugs or the self-hypnosis induced by spending hours before a T.V. screen? All these are devices which, acknowledged or not, are a means of avoiding direct confrontation with the issues of our time...are our particular use of "worry-beads."

At this season of the year, in our Jewish tradition, we have read the age-old Scriptural story of Noah and the flood. It relates, you will recall, how God "saw the earth, and behold it was corrupt...And God said to Noah... The earth is

filled with violence...and behold I will destroy them with the earth...Make thee an ark...and of every living thing shalt thou bring into the ark to keep them alive with thee ... and Noah did this, according to all God commanded him ... " (Genesis 6:12-22) Here, in the ancient narrative of Noah, we see a man who could have been overwhelmed with the hopelessness of the world's fate, of its impending doom, and wrung his hands helplessly or clicked his own kind of "worry-beads." Inspired by God, he chose otherwise. He turned from worry to work. And so he set a pattern for our own age to emulate. As our forbears understood it, as our faith teaches us, there can be no evasion at an hour of decision. Responsibility for action is the very heart of our Judaism. We are told that there is much more fatalism in our time than there used to be. There are more people who regard themselves as being completely in the grip of circumstances and who feel they have no part in deciding their own destiny. Yet they are helping to decide it every day. Even their fatalistic attitude is a contribution to decision -- a decision by default. For the truth is that the future is being shaped every minute, not only by statesmen and leaders, but by what is happening in the minds of all the people. Nor are they choosing only when they concern themselves with what should be done about peace and war and other international issues. They are choosing in everything whatever which determines their own character, their own convictions, their own standards of behavior. If we decide fatalistically that there is nothing we can do about ourselves and our world, then by so believing we shall have made ourselves powerless. For such behavior is itself a choice.

Of course what I have thus far said is not new, except perhaps in today's context. Faith and fatalism have been in conflict since the dawn of history. But in our modern world we have another way of putting this. As individuals, some say, we are predetermined by our heredity, hopelessly conditioned by our environment. As for mankind as a whole, economic determinism governs the history of nations. And there are other inescapable factors: thus, mankind has never absorbed an important new invention, such as the atom bomb, without a maximum of havoc in the process. There is little we can do about all this. It is predetermined.

But do these factors so control us that we have no freedom? Our Judaism affirms that if we decide to win, we may succeed and we may not, but the one thing that makes failure most likely is the fatalism of those who say it is inevitable. No one who knows history will deny there are limitations to our choices. But on the other hand can we deny that such choices exist?

A story is told of a professor of Bible at a great university who pioneered in giving a modern understanding of Scripture. He had been warned his task was hopeless. Prejudice had built a wall none could remove. "Why," they said to him, "you couldn't change people's views about the Bible in five hundred years!" One day he began his lecture thus: "I have been told it may take five hundred years to change the current view about the Bible. I am beginning this morning!"

It may take a tremendous effort to bring mankind through the present crisis. Worry and Fatalism say, "If so, let's give up right away!" Faith and Work reply, "On the contrary, let's begin at once!"

All along the way since the first atomic explosion at Hiroshima there have been those who have proclaimed their defeatism: "It is all hopeless! Why go through these self-deluding motions?" Yet most of us are convinced of the validity of our President's words when he cited the Chinese proverb, "A journey of a thousand miles must begin with a single step." We each of us must help take that step!

Loving God: Give us, we pray Thee, a deeper and unfaltering faith in Thee and in ourselves, that we yield not our spirits to the disease of worry. Help us to accept the day's task with the confident assurance we are equal to its challenge. Bring unto us the serenity of spirit which comes from the knowledge that Thou dost ever guide our steps with the light of Thine eternal truth." Amen.

July 14, 1967.

Rabbi Samuel M. Silver Temple Sinai Lakeside Drive at Interlaken Rd. Stamford, Conn. 06903

Dear Sam:

I respond to your suggestion concerning the possible publication of a collection of the best Message of Israel sermons.

The idea is good and I certainly appreciate your willingness to help in its creation but:

- 1.- We are not the sole owners of this material and would have to get permission both from the radio station and the United Laymens Committee sponsoring the program, as well as from the original spearks (this is a minor complication to be sure).
- 2.- The price of producing books has sky-rocketed, so much so that one has to sell anywhere from 4000 to 6000 copies of a printed book in order to cover the cost of production, never mind potential profit. Even if all the rabbis in the States, including Orthodox and Conservative rabbis were to buy it, how close would we come to this break-even figure?
- 3.- Lastly, there is the PMblic Relations problem of those disgruntled rabbis who appeared on the Message of Israel but whose sermonic selections were not thus chosen.

None of these reasons by itself is sufficient to mitigate against your proposal but the three of them put together incline me to say no to your proposal unless you can come up with some counter arguments in response.

Again, my thanks for your idea and for your willingness to be of help.

Cordially,

AMS:rs

Rabbi Alexander M. Schindler National Director of Education

cc:

Rabbi Maurice N. Eisendrath

Temple Sinai

Lakeside Drive Stamford, Connecticut

Office of the Rabbi 322-1649



27 July 1967

Dear Alex,

In re my idea of publishing sermons from the Message of Israel, would it be cheaper if it were multilithed.

The Alumni assn. did something like that with Tales Told Out of School.

The rabbis would welcome the contents of the volume and wouldn't care how it was printed or bound; But they would appreciate the service provided by the Union.

Fond regards.

Yours

FOR AL V

MESSAGE OF ISRAEL

UNION OF AMERICAN HEBREW CONGREGATIONS UNITED JEWISH LAYMAN'S COMMITTEE INC.

838 FIFTH AVENUE . NEW YORK, N.Y. 10021 . (212) 249-0100

Released by ABC Radio Network Sundays, 11–11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

MEMORANDUM #1(of 2)

TO: Rabbi Maurice N. Eisendrath FM: David J. Wise DATE: 2/24/67

Although most of the following will be familiar to you, nevertheless, for your convenience in fully appraising the current situation vis-a-vis the MESSAGE OF ISRAEL and to serve as background for a suggestion I am making in an accompanying memo, I would like to list a few of the ways in which the program serves the UAHC; they are not necessarily in order of importance but as they have occurred to me in my own perusal of the problem:--

- (1) As a vital extension of the personality, work, and philogophy of Isaac Mayer Wise through his son, Jonah. The latter's fondest wish was that it continue to serve the cause of Reform, not through any one synagogue or any other organization but through the national movement's one representative body. He felt that it belonged—and myself with it—as part of the national Reform movement, not just for selfish reasons but because he felt that this was something Isaac Mayer Wise would have wanted too. Although it continued to emanate from Central Synagogue, this was only because he felt the program and the Union would benefit from its magnificent choir and other facilities...and absolutely free of charge. Had he wanted Central Synagogue to have even the remotest opportunity of complete control, he would not have agreed to your proposal in 1950 of UAMC sponsorship. He was even willing to pay part of my salary through the United Jewish Layman's Committee,
- (2) Through the publication of albums of MESSAGE OF ISRAEL music, with all profits going to the UAHC. Incidental to this is the accumulation, over the years, of a very large tape library of selected liturgical music, carefully catalogued and sufficient to run radio programs for years, not to speak of serving as background for TV and motion pictures. Even now Sylvan Lebow frequently makes use of my music for his Chatauqua films, and Sam Grand has employed it for film strips. This gold-mine is being carefully screened in cooperation with Cantor Lechner in preparation for the publication of more albums, which should bring thousands of dollars to the UAMC.
- (3) In making possible, through taped choir music and other facilities, such as a tape recorded supplied by the United Jewish Layman's Committee for "remote" work, many local religious programs all over the country, of which the most notable is my own "pilot" TEMPLE HOUR, heard weekly over many key stations throughout the country, including the powerful Westinghouse Radio Network. The TEMPLE HOUR is a very

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- (8) According to my most recent survey, still under way, some 150 to 200 stations carry the MESSAGE OF ISRAEL in the USA alone plus over a hundred overseas via the Armed Forces Network. In the USA, most of these, the vast majority, are ABC affiliates, but we also service some 35 to 100 40 other stations of superior calibre through weekly tape mmailings, of which the cost, I might add, is all assumed by the United Jewish Layman's Committee, thus relieving the UAMC of a burden of some \$2000 a year.
- (9) The UJLC also relieves the UAMC of any expense for choir, cantor, organist, choir director, and secretarial aid, not to speak of tape and sermon and continuity storage facilities and 5/12 of my own salary.
- (10) Because the MESSAGE OF ISRAEL is a network practically all cost is absorbed by ABC. This is a tremendous advantage from a financial point of view. The cost of station time alone, if purchased commercially (as many religious programs do), would be worth my salary many many times over. I'm not even mentioning the cost of studio time, engineers, tape distribution, and other facilities they provide without expense to us. Of course, there is no way of measuring in dollars the immense value of the interfaith, intercultural, and even international prestige we have attained.
- (11) As an effective missionary not only to the millions of unaffiliated Jews but also hosts of Christian listeners and to shut-ins who cannot or prefer not to attend synagogues. Here is a service brought to them right in their own homes. It is an unexcelled instrument of mass comminication of our ideas and ideals, especially at this crucial hour of man's struggle towards international and interpersonal understanding and of the negro's upward climb towards full equality, with all the consequent violence and tension. Such mass media of understanding, brotherhood, and inspiration for a better life are all too rare. hey are worth more than diamonds... and certainly the small cost of a Program Director who, whatever his faults, has certainly tried to be a dedicated. consecrated, and tireless worker in the cause. It should be preserved as a Union-controlled project at all cost, and the cost is small. Of course, program like the MESSAGE TO ISRAEL, which seeks to convert Jews to Christianity, would be only too glad to see us disappear from the scene.
- (12) Through my own specialized know-how and dedication in dealing with our rabbinical guests. Even those I don't know know me or my family, and this is a tremendous advantage in making things go smoothly. They know of my dedication to our Cause.
- (E13) And, with all modesty, may I mention my own technical skills as a radio producer, which I have acquired over the years. I can't cover them all, but a few fields I cover are:

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PROMOTION AND PUBLICITY --- Keeping the name MESSAGE OF ISRAEL before the listening and reading publics (See Appendices A & J). Keeping after stations at all times to make sure that they not only receive the program but carry it. Discontinuance, often without notice, has been a problem over the years, but thanks to loyal friends in almost every community, plus regular surveys, we catch up with them, and the program is almost invariably restored. (See Appendix D&G for station listings)

TAPING--- I have already mentioned the servicing of stations (Item 8). But my duties also include setting up and supervising the recording of rabbis all over the country, as well as in New York. Every week I spend some six hours at ABC headquarters here in N.Y.; this involves first scanning music to make sure it is of firstclass quality before being inserted into the programs; same for sermons and other materials. Then comes the splicing together of much often disparate material --sermons, music, commentary, and announcer--a task requiring most intense and time-consuming supervision. Over the years I myself have developed considerable skills in the various tape-recording techniques: editing, recording, etc. I am the only person in our organization who has these skills and can thus make maximum use of the tape recorder, which is a sine qua non these days in our field. Incidentally, studio taping and editing time is expensive, costing about \$30.00 an hour; anyone who can save the UAMC this kind of money is valuable, if for that alone.

CORRESPONDENCE AND SCRIPT WRITING....I write to literally dozens of listeners, rabbis, and station personnel every week, often more. I also supervise the mailing out of sermons; this involves proofreading manuscripts and making sure that they are mailed out and in acceptable form. Script writing, a profession in itself, demands a unique synthesis of talents. For example, very specialized knowledge of liturgical music; the prayerbooks, the Bible, and other literature; and of my guests and their respective talents; also very exact records to enable me to know just where to find a piece of music to fit a particular program.

WORKING WITH STATION PERSONNEL---This is not as simple as it sounds. Directors and engineers must be assigned to show up for particular sessions at particular times; you have to know whom to contact and where. Announcer requirements vary; one must tailor oness script to fit individual personalities. Over the years I myself have learned to do most of what is done by directors, engineers, and announcers; this knowledge and the ability to speak to them their own lingo helps a great deal in putting together a show which is a credit to the program.

(14) Altho this may seem a humble and routine part of my job, I should add at the end that, with three weekly radio programs, the amassing of tapes in our UAMC tape library would long ago have become unmanageable and impossible burden without my active and continuous supervision and control. Someone has to make sure they are returned from stations after use; that master tapes are catalogued and filed; that used tapes

are inspected and, if of good quality, re-used(They must m be erased first by a process known as de-gaussing). Keeping almost a hundred or more stations happy and checking on them to make sure they are doing with out tapes as we would be done by is very time-consuming and demanding.

(15) So far as "fan" mail is concerned, the filling of this really requires, along with the other clerical work I hamm handle, a full time girl. However, for years the UARC has supplied me with no secretarial help whatsoever. If it were not for the part-time girl supplied by the United Jewish Layman's Committee for I am ashamed to say how few hours a week I would have no secretary whatsoever. This hurt both my pride and my work and has been a continuing source of irritation. I am one of the few executives in the building who has had this problem, especially for so long. Nevertheless we keep in touch with our public and make a gallant effort to satisfy their needs, tho constantly snowed in by manufact correspondence. When requests for sermons are filled, we forward the letters to the respective rabbis; they are most appreciative (See Appendix E). Your own "fan" mail(selected portions thereof up to this writing) for February is being sent to you today under separate cover. I hope you will enjoy reading it.

NOTE: Last but not least, altho I think I have indicated above many ways in which the MESSAGE OF ISRAEL is rendering vital and important servies to the UAMC, nevertheless I realize that you may feel that we can do even better and that one of the problems over the years has been closer identification of yourself with the broadcasts. To that end I am sending you a memorandum separately, which may be suggestive.

UNION OF AMERICAN HEBREW CONGREGATIONS UNITED JEWISH LAYMAN'S COMMITTEE INC.

838 Fifth Ave., New York 21, N. Y., REgent 7-8200

Released by ABC Radio Network Sundays, 11-11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

November 1, 1966

TO:

All MESSAGE OF ISRAEL Stations - Effective Immediately

FROM:

David J. Wise

If you are not already doing so, I would appreciate your inserting the following local cut-in at the close of each and every MESSAGE OF ISRAEL broadcast on the cue "....in cooperation with the United Jewish Layman's Committee and the Union of American Hebrew Congregations," which is always and invariably inserted in the script for the announcer one minute before his sign-off (and followed by 30 seconds of organ):-

For names, addresses, and hours of worship of your nearest UAHC temple. or for further information about Reform or Liberal Judaism, please write the UAHC, 838 Fifth Ave., New York, N. Y. 10021 (REPEAT), or care of this station. All UAHC congregations conduct public worship services on the Jewish Sabbath. which begins Friday evening at sundown and lasts until Saturday evening at the same time. Visitors of all denominations are cordially welcome, especially if you mention hearing this offer over the MESSAGE OF ISRAEL.

and addresses of your local temple or temples so the in," please drop me a line.		personalize	me cut-
TO: Mr. David J. Wise, 838 5th Ave., New York, N.Y			(DATE)
(STATION OFFICIAL (TITLE)		(STATION)	
(STREET ADDRESS OR BOX NO.) We can/cannot (X OUT ONE) use your local "cut-in."	(CII	Y AND STATE)	
	(DATE)	2-6	
We plan to begin the "cut-in" onOther comments:		and the second	

B

Director of Publicity Union of American Hebrew Congregations 838 Fifth Avenue New York City REgent 7-8200

JUDAISM IN THE AIR

It is questionable whether a rabbi has ever made a personal appearance in Climax Springs, Missouri. Nonetheless a rabbi's sermon was printed in the paper of that town's public school last year, at the request of the superintendent. Where did the superintendent of Climax Springs Public School obtain a rabbinical discourse? Out of the air?

Yes, that's where Superintendent Rupert F. Harmon secured the sermon... out of the air of his radio station, as he listened to the coast-to-coast "Message of Israel" broadcast sponsored each Sunday by the Union of American Hebrew Congregations.

A flood of mail, like that from the Missouri educator, testifies to the fact that hundreds of thousands of Americans are receiving edification and instruction from the radio program, featuring ritual and a sermon, which was founded 18 years ago by Rabbi Jonah B. Wise and the United Jewish Layman's Committee and is now conducted under the auspices of the Union and the Committee.

Jews and Christians, professional people and shut-ins, religionists and atheists are constantly informing the American Broadcasting Company and its member stations, as well as the Union, that this broadcast is, in the words of one correspondent, "an invaluable contribution to the American way of life, an important aid to greater understanding among Americans of all creeds."

Some of the letters are poignant, as for example this one from a Southern Christian gentleman: "I sit in my blindness every Sabbath morning and am thrilled in my advanced years with the melodic sweetness of the music wafted over the ether waves and the great discourses that accompany...This morning I was not only lifted in spirit, but my very soul was stirred to its very depths as I listened to your marvelous program. I do wish I could contribute money, but I'm on a small grant by the Welfare and have scarcely enough to meet my small necessary needs."

A philosophy professor in the Northwest was very candid in stating his reasons for liking the program. He wrote, "While you plan your services for the benefit of your church members, you will never know what a wonderful aid the broadcasts have been to me this last semester. The material provided some very wonderful source material for discussion in my course."

Rabbis of the nation alternate in serving as guest preachers on the program. Speakers are not limited to the Reform movement, but are selected from other branches of Judaism as well. The format of the program includes a portion of the liturgy, musical responses by the choir of New York City's Central Synagogue and a spiritual message.

For many Jews, remote from a synagogue of their own, the Sunday broadcast has become their "temple." They are linked together into a national "congregation" with all the others who tune in.

A steady demand is made upon the director of the program, David J. Wise, to supply listeners with copies of the sermons. During past months, the requests have emanated from the Governor of Kansas, government officials, as well as from ordinary folks of all denominations. Probably the most complimentary piece of fan mail came from an agnostic radio employee in Florida, who wrote recently: "I am an announcer at the ABC affiliate here. Having no religious affiliation, I have for the last five years elected to work on Sunday in order to permit other members of the staff to attend the churches of their choice. It has been my good fortune, therefore, to hear almost every broadcast of 'The Message of Israel 'during this time.

"I am continually appalled at the gibberish and illogical junk that is spewed forth from radio pulpits Sunday after Sunday in the name of this or that interpretation of the Truth. The 'Message of Israel,' however, represents an oasis of common sense and good, sound intelligent thinking that I find most refreshing.

"Long a casual student of comparative religion I have for years had a profound respect for Judaism. Your program has intensified this feeling.

"I have many times meant to drop a line of appreciation to you, but this is the first time that I have overcome my natural reluctance to do anything that I don't have to do.

"Aside from the excellent speakers that you have on the program let me congratulate you on your wonderful music. Further, be it known, if I weren't so lazy I'd take up the study of Hebrew the better to savor the ageless wisdom of your Talmud.

"Here's wishing you continued success in your united efforts to present the 'Message of Israel' to the nation."

Despite the bouquets, the directors of the program are not complacent. They seek and solicit suggestions for the improvement of the broadcast, and are eager to hear from listeners who care to address comments to Radio-TV Dept., 838 Fifth Ave., New York 21, N. Y.



Citation for Service to Religious Understanding

We of

, affiliated

with the Union of American Hebrew Congregations, in appreciation of the many years of service to the American public of the weekly religious radio program

MESSAGE OF ISRAEL

presented by the Union of American Hebrew Congregations and the United Jewish Laymen's Committee and heard throughout the world via the facilities of the American Broadcasting Company and Armed Forces Radio Service

are pleased to confer this Citation on

STATION

which, through its public service offering of the Message of Israel has

BROUGHT the word of God to multitudes of Americans, BESTOWED inspiration and solace upon numberless shut-ins, and BUILT a bridge of understanding between Christians and the faith of Judaism.

Date____

"O give thanks unto the Lord, call upon His name; make known His doings among the peoples.

Sing unto Him; sing praises unto Him; speak ye of all His marvelous works."—Psalm 105:1.

UNION OF AMERICAN HEBREW

CONGREGATIONS per

· Besingrath

UNITED JEWISH LAYMEN'S
COMMITTEE per

CHAIRMAN

838 FIFTH AVENUE . NEW YORK, N.Y. 10021 . (212) 249-0100

Released by ABC Radio Network Sundays, 11-11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

FOR IMMEDIATE RELEASE

FACULTY OF RABBINICAL COLLEGE-INSTITUTE IN MARCH "MESSAGE OF ISRAEL" SERIES New York, N.Y. -- In accordance with its annual custom, ABC's coast-to-coast pioneer weekly MESSAGE OF ISRAEL will present throughout March a series of special radio broadcasts featuring outstanding scholars on the staff of the Hebrew Union College-Jewish Institute of Religion, oldest and largest training school for rabbis in the United States. with schools in New York City, Cincinnati, Los Angeles, and Jerusalem, as follows: -

> Sunday, March 5 --- Dr. Paul M. Steinberg, Professor of Human Relations and Education and Dean of the New York School of the College-Institute.

His topic: A. W. BINDER: IN MEMORIAM. This will take the form of a musical tribute to the late eminent Jewish composer who was formerly a member of the staff of the HUC-JIR, presided over by Rabbi Steinberg and sung by Cantor Frederick Lechner and the choir of the MESSAGE OF ISRAEL, led by Lazar Weiner, with Alexander D. Richardson at the Central Synagogue organ.

Sunday, March 12 -- Dr. Samuel Sandmel, Distinguished Service Professor of Bible and Hellenistic Literature of the College-Institute's Cincinnati school.

His topic: THE UNIVERSALITY OF THE BIBLE.

Sunday, March 19 -- Dr. Harry M. Orlinsky, Professor of Bible of the College-Institute's New York school. His topic: THE NEW AGE OF BIBLE TRANSLATIONS.

Sunday, March 26 -- Dr. Sheldon H. Blank, Nelson Glueck Professor of Bible of the College-Institute's Cincinnati school. His topic: PROPHETS WHO DARED TO HOPE

The Hebrew Union College, founded by Rabbi Isaac Mayer Wise in the 19th century, was merged some years ago with Stephen Wise's Jewish Institute of Religion to form the present institution, known as the Hebrew Union College-Jewish Institute of Religion. Isaac M. Wise was also the founder of the Union of American Hebrew Congregations, the sponsor of the MESSAGE OF ISRAEL, which was itself founded by his son, the late Rabbi Jonah B. Wise, in 1934.

Rabbi Steinberg will preside over all of the four March programs.

(#1-wk. DB)

Agsta, Ga., WGAC, 12;30pm-580 Akron, O., WAKR, 6;30pm-1590 Albany, NY, #WROW, 6;05am-590 Albuq, N. Mex., KDEF, 11am-1230 Altoona, Pa., WRTZ, -1240 Ashevle, N. C., WISO, 10;30am-1380 AtlanticCty, N. J., #WLDB, 11;05am Austin, Tex., KNOW, 7;05pm-1490

Billings, Mont., KBMY, 8am
Bakersfield, Cal.,
Balton, Md., WWIN, 7am-1400
Bangor, Me., #WABI, 12:35pm-910
Brmngham, Ala., WCRT, 9am-1260
Blmngtn, Ind., WITS, 6pm-1370
Boston, Mass., #WBOS, 11am-1600
Boston, Mass., #WBOX, 7am-1510
Bristol, Va., WCYB, 12:05pm-690
Buffalo, NY, WEBR, 10:35pm-970
Burlington, Vt., WJOY, -1230

Cambrdge, Mass., WTAO, 7:30a, m-740 Canton, O., WHBC, 10:95am-1480 Casper, Wyo., KVOC, Cedr. Rpds, Ia., KCRG, 10:40pm-1600 Chrlstn, S. C., WQSN, 7:30pm-1450 Christn, W. Va., WGVC. Chi., Ill., WLS, 9am-890 Cinc., O., #WLW, 12:15pm-700 Clksbg, W. Va., WHAR, 11am-1340 Cleve., O., #WEAR, 11:10pm-1220 Clinton, N. C., WRRZ, 10:05am-880 Cody, Wyo., KODI, Colo. Sprgs., Col. #KRDO, 6:35am1240 Columb., S. C., WCOS, 6am-1400 Cmbrlnd., Md., #WTBO, 7:05pm-1450 Curação, NWL #CUROM_ 12:30pm(S) Charlotte, NC, WIST, 10:30am

Dnvle, Va., WBTM, 10;30am-1330 Dvnprt, Ia., KSTT, 9;30pm-1170 Dayton, O., #WONE, 10;30am-980 DaytnaBch, Fla., WNDB, 10;05am-1150 Delano, Cal., #KCHJ, 9;30am-1010 Des Moines, Ia., #KSO, 7;30am1460 Detroit, Mich., WXYZ, 11am-1270 Durham, N. C., WTIK, -1310 ElCentro, Cal. KICO, 10am-1490 Elmira, NY, #WELM, 10:05am-1410 Endicott, NY, WENE, 10:30pm-1430 Evnsvle, Ind., #WJPS, 11:00am-1330

FallRiver, Mass., WSAR, 5pm-1480 Florence, Ala., WOWL, 5:50pm-1240 Florence, S. C., #WJMX, 10:30am-970 Fresno, Cal., KARM, 11am-1430

Gastonia, N. C., WGNC, 9;30am-1450 GlensFls, NY, WWSC, 11am-1450 Grad. Rpds., Mich., WLAV, 7;40am-1340 Gravlle, S. C., WMRB, -1490 Guam, Is. of, KUAM, -610 Geneva, NY, WGVA

Hampton, Va., WVEC, 11:05pm-1490
Harrsbg., Pa., WHGB, 10am-1400
Hartfd., Conn., WHAY, 10am-910
Hazleton, Pa., WAZL, 7:35am
Hendrsnvle, N. C., WHKP, -1450
HighPt., N. C., WMFR, 7:30pm-1230
HotSprgs, Ark., KAAB, 11:05am-1340
Huntngtn, W. Va., WSAC, -930
Hickory, NC., WHKY, 4:30pm-1290

Indpls., Ind., WGEE-fm, 6:30pm-103.3 Indpls., Ind., WFBM, 7:30am-1260 Ishpmng, Mich., #WJPD, 12noon-1240

Jcksnvle, Fla., WZOK, 9:30am-1320 Jamestn, NY, WJTN, 10am-1240 Juneau, Alas., KJNO, 5:15pm-630

KansasCty, Mo., #KUDL-10am Kingston, N. C., WFTC, -960

Lancaster, Pa., WLAN-fm, 6pm-1390 LasVegas, N. Mex. KFUN, 11am-1230 Lewstn, Me., WLAM, 1:05pm-1470 Lxngtn, Ky., WLAP, 10:15pm-630 Lima, O., WIMA, 7:30pm-1150 Lincoln, Nebr., FKOR, 11:05am-1240 LosAng., Cal., KABC, 10:30pm-790 Lynchbrg., Va., WLVA, 12:30pm-590

Macon, Ga., WBML, 10; 30am
Mansfld, O., WMAN, 8pm-1400
Marianna, Fla., #WTOT, 5; 30pm-980
Massena, NY, WMSA, 7; 30pm-1340
Mesa, Ariz., #KALF, 10; 30am
Miami, Fla., #WQAM, 6; 30am-560
Milwkee, Wisc., #WMIL-fm, 10am-1290
Minneap., Minn., WTCN, 10; 30am-1280
Montgomery, Ala., WAPX, -1600
Muskegon, Mich., #WKBZ, 11; 05am-850
Monroe, La., KREB-fm, 9; 15am-106. 1

Natchez, Miss., WNAT, -1450 Newburgh, NY, #WGNY, 10:05am-1200 NewCastle, Wyo., #KSAL, -1230 NewHaven, Conn., WHNC, 11:05-1340 N, Y, C., NY, WABC, 9-9:25am-770

Ogdnsbrg. NY, #WSLB, 10am(F)-1400 Omaha, Nebr., KBON, 8:30am(S)-1490 Orange, Tex., KOGT, 9:30pm-1600 Orlando, Fla., WHOO, 4:20pm-990

PalmBch, Fla., WLIZ, 10:30am-1380
Plm. Sprgs., Cal., KPAL, 11:30am-1450
Phil., Pa., WFIL, 7am-560
Phoenix, Ariz., #KPHO, 8:05am-910
Pitts., Pa., KOV, 10:30am-1410
Ptsfld., Mass., WBEC, 10am-1420
Platsbrg., NY, #WEAV, 9:35am-960
Pghkpse, NY, WKIP, 10:05am-1450
Portland, Ore., #KEX, 6:30am-1190
Portsmouth, O., WNXT, 9pm-1260
Plski, Tenn., WKSR, 10:30am-1420
Putnam, Conn., #WINY, 7:35am-1350
Providence, R. I., #WPRO, 6:35am-630

Rawlins, Wyo., KRAL, -1240 Reading, Pa., WEEU, 10; 30am-850 Reidsville, N. C., WFRC, -1600 Roanoke, Va., #WROV, 9; 30am-1240 Rckland, Me., WRKD, 10; 05am-1450 St. Louis, Mo., WEW, 7am-770 St. Pete., Fla., WSUN, 10:05am-620 Slt. Lk, Cty., U., KALL, 9:30am-910 SanAnton., Tex., #KMAC, 10pm-630 SanDgo., Cal., #KCD, 9:30am-1360 Sandusky, O., #WLEC, 8:05pm-1450 SanFran., Cal., KGO, 10am -1240 Saranac Lk., NY, WNBZ, Synah, Ga., WSGA, 11am-1400 Schnctdy, NY, #WSNY, 7am-1240 -590 Scranton, Pa., WARM, Seattle, Wash., KOMO, 7:30am-1000 SiouxCty, Ia., KSCJ, 11:30pm-1360 Sprngdle, Ark., KBRS. Sprngfld, Ill., #WCBS, 10pm1450 Sprngfld, Mo., KWTO, 7:30pm-560 Sprngfld, O., WIZE, 11:30pm-1340 Stmfrd, Conn., WSTC, 11:05am-1400 Staunton, Va., WTON. Sterlg., Ill., #WSDR, 10:30am-1240 Syracuse, NY, #WFBL, 10:05am-1390

Texarkana, Ark., KCMA, fm Toledo, O., WCWA, 6:30am-1230 Tscloosa, Ala., WNPT, 10am-1280

Utica, NY, WRUN, 9pm-1150

Vldsta, Ga., WGAF, 10:05am-910 VeroBch., Fla., WTTB, -1490

Washgtn, D. C., WMAL, 7;30am-630 Washgtn, N. C., WRRF, 10;05am-930 WestPt., Ga., WRLD, 10;05am-1490 Wheeling, W. Va., WWVA, 6;30pm-1170 Wilks-Bar., Pa., WILK. 11am-980 Wmsport, Pa., WMPT, 10;05pm-1450 Willmntc, Conn., #WILI, 7;35am1400 Wlmngtn, N. C., WMFD, 10;05am-630 Worcester, Mass., WTAG, 10;35pm-580 Wynne, Ark., #KYWN, 10;05am-1400

As of 10/25/66



RABBI ALBERT S. GOLDSTEIN
TEMPLE OHABEI SHALOM
BROOKLINE, MASSACHUSETTS

19 December 1966

Mr. David J. Wise, Director Message of Israel 838 Fifth Avenue New York, New York 10021

Dear David:

As I need not tell you, a good seven minute talk requires five times the thought and energy of a good forty minute talk.

Although I am always inclined to do so, because I am probably the world's laziest rabbi, you may recall that I have yet to turn you down for Message of Israel or for any other radio program you have ever run. What compensates me for all the effort, and I find it prodigious effort, is the sweetness, the enthusiasm, the gratitude of these people who write asking for copies. I cannot begin to tell you how very much the receipt of the fan mail you sent me has brightened this day.

As ever,

Faithfully,

fgi

P. S. You once offered to send my Message of Israel sermons to members of my congregation. I did not then take you up on the offer. If you have any copies left and would like to send them to me, I will be glad to mail them from here.

COPY

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The National Federation of Temple Sisterhoods



838 FIFTH AVENUE . NEW YORK, N.Y. 10021 . TELEPHONE REGENT 7-8200 . CABLE ADDRESS: SISTERHOOD NEW YORK

12 COUNTRIES 615 + SISTERHOODS 15 DISTRICTS 105,000 + MEMBERS Executive Director: Miss Jan'e Evans Associate Director: Miss Eleanor R. Schwartz

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December 2, 1966

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Mr. David Wise Union of American Hebrew Congregations 838 Fifth Avenue New York, New York 10021

Dear David:

On behalf of the officers and members of the Board of Directors of the National Federation of Temple Sisterhoods, our District Presidents, members of our departments and committees -- as well as for ourselves personally -- we send you most heartfelt appreciation for your recording of our session on Tuesday, November 15th.

While thanking you, may we thank you also for your great help in taping the special message that we did in the President's Room of NFTS for our new Sisterhood in Anchorage, Alaska.

We know that over the years we are very indebted to you for the number of times you have been generous with your skill and ability in serving the National Federation of Temple Sisterhoods. We are truly grateful to you.

With warm personal greetings

Sincerely,

Executive Director

Ours. m. S.) margorie Rukeyser



agency of the UNION OF AMERICAN HEBREW CONGREGATIONS and is affiliated with the WORLD UNION FOR PROGRESSIVE JUDAISM.

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Released by ABC Radio Network Sundays, 11–11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

115

MESSAGE OF ISRAEL Weekly Tape Recipients
As of January 31, 1967

(Alphabetical by Cities)

	TIME BROADCAST (Sun.)	ADDRESS (Chief Contact, Station, Street, P.O.B., City, State)		
1.	6:05 A.M.	Albany 1, N.YMr. Gerry Forrest, Prog. Dir., WROW, POB 590 (North Greenbush)	*)-(
2.	9:30 A.M.	Avoca, PaDonald F. Stevens, Oper. Mgr., WARM, WARM Transmitter, Post Hill Bldg., R.D., Falls, Pa.		
3.	12:35 P.M.	Bangor, MeMr. John MacRae, Mgr., WABI-Radio, 35 Hildreth St.	Y.	
4.	8:00 A.M.	Billings, MontMr. Don Jones, KBMY, POB 2544		
5.	7:00 A.M.	Boston, MassM.E. Richmond, Mgr., WMEX Radio, 111-115 Broadway, Boston, Mass.02116	wig	
6.		Casper, WyoMr. Sidney King, Gen. Mgr., KVOC, POB 2090 (Tel. 235-3518)		
7•		Charlotte, N.CMr. Jerry Kearns, WIST, POB 59		
8	12:15 P.M.	Cincinnati, OMrs. Sally Brown, HUC-JIR, 3101 Clifton Ave., Cincinnati, O. 45220		
9•	7:05 P.M.	Colorado Springs, Colo., Bill Yeager, Prog.Dir., KRDO, POB 1457, Colorado Springs, Colo. 80901		
10.	7:05 P.M.	Cumberland, MdThomas Melanson, Prog. Dir., WTBO, POB 510, Byrd Ave.		
n.	12:30 P.M.	Curacao, N.W.I. (NETH. ANTILLES) Mr. A. Cloo, c/o Radio CUROM, Willemstad		
12.	10:30 A.M.	Dayton, OTraffic Dept., WONE, 11 S. Wilkinson St. (45402)		
13.	10:05 A.M.	Elmira, N.YMrs. Marlene Day, Program Office, WEIM, Box 772		

6-2 W

	TIME BROADCAST (Sun.)	ADDRESS (Chief Contact, Station, Street, P.O.B., City, State)				
14.	10:30 A.M.	Florence, S.CPaul H. Benson, Jr., Gen. Mgr., WJMX, POB 1211				
15.		Geneva, N.YStephen Trivers, WGVA, 87 Seneca St.				
16.	7:35 A.M.	Hazleton, PaMr. Ron Jay, Prog. Dir., WAZL, Hazleton Natl. Bank Bldg., Broad St.				
17.		Macon, GaMr. Donald King, Prog. Dir., WBML, 230 Second St.				
18.	10:30 A.M.	Mesa, ArizMichael D'Arcy, Prog. Mgr., KALF Radio, POB 1510				
19.	10:00 A.M.	Milwaukee, WiscWm. Bramhall, WMIL-FM Radio, 2625 W. Wisconsin Ave.				
20.	10:05 P.M.	Miami Beach, FlaMr. Bill Smith, Prog. Dir., WKAT, WKAT, Inc., Miami 39, Fla.				
21.		Monroe, LaMr. Ed Routt, Prog. Dir., KREB-FM, Penn Ruart Hotel				
22.	10:05 A.M.	Newburgh, N.Y. 12550-Mr. Wesley R. Richards, Prog.DirWGNY, POB 591				
23.	7:35 A.M.	Paterson, N.JMr. Clark Andrews, Prog. Dir., WPAT-FM, 12 W. 40 St., New York, N.Y. 10018				
24.	9:35 A.M.	Plattsburgh, N.YMiss Claire Norris, c/o Geo. F. Bissell, Pres., WEAV, 38 Court St.				
25.	6:30 A.M.	Portland, OreKEX, 2130 S.W. Fifth Ave., Zone 1				
26.	6:35 A.M.	Providence, R. I. 01601-Leo R. Laporte, Prog. Dir., WPRO, WPRO Bldg., 24 Mason St.				
27.	9:30 A.M.	Roanoke, VaJan. P. Wilkins, Oper. Dir., WROV, Box 4005				
28.	8:05 A.M.	Sandusky, Ohio-Carl J. Bates, Prog. Dir., WLEC, Box 417				
29.	10:00 P.M.	San Antonio, TexHoward W. Davis, KMAC Radio, Aurora Hotel, San Antonio, Tex. 78212				
30.	7:00 A.M.	Schenectady, N.Y. 12305-Miss Betty S. Lotridge, Gen. Mgr., WSNY, 1440 Lafayette St.				
31.	10:30 A.M.	Sterling, IllSam Bartlett, Mgr., Lawrence Bldg.				

B-30

		P.O.B., City, State)
32.	7:35 A.M.	Willimantic, ConRose Duchesneau, Traffic Mgr., WILI, POB 496
33.	10:35 P.M.	Worcester, MassMrs. Julie Fuller, Comm. Serv. Dir., WTAG, 20 Franklin St. (01601)
34.	10:05 A.M.	York, PaDuanne L. Beck, Prog. Dir., WNOW, RD #5

TIME BROADCAST (Sun.) ADDRESS (Chief Contact, Station, Street,



NOTE: Tapes to Curacao, Cincinnati, and Portland (Oregon) are to go airmail alway.

NOTE: All mailings are to be 4th Cl. Library or Book Rate, cost about 5¢ per week, and to be sent out 10 days or more prior to date of re-broadcast. AIR AND SPECIAL DELIVERY to be used ONLY in emergency situations. D. J. Wise, 838 Fifth Ave., N.Y., N.Y. 10021 (CI 9-0100, Ext. 236.)

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RADIO TODAY'S LEADING EVENTS

\$-9:25 A.M., WABC: Message of Israel. Rabbi Maurice N. Eisendrath, "We Are Greater Than We Think."

10-10:25, WABC: Education Unlimited.
An interview with Clarence Francis
president of the Economic Council
New York.

10:85, WNYC: Lee Granterviolette Progress in the American Theater?"—Frederick O'Neal, president of Actora Equity Association.

10:30-11, WHN: New York Speaks Out. Whitney M. Young, executive director, National Urban League, guest.

10:35-11, WNBC: Youth Forum, "Vista— A Promise and a Hope," with William H. Crook, acting director of Volunteers in Service to America.

11-11:30, WHN: These Are Your Schools. "Initial Teaching Alphabet," discussion led by Joy Fisher.

11:05-11:30, WNBC: Center of Attention. John Houseman, director of drama at the Julliard School of the Performing Arts, guest:

11:30-11:55, WABC: Press Conference. James Marcus, Commissioner of Water, Gas and Electricity, guest.

12:05-12:30 P.M., WNBC: Review of the Red Press. Prof. A. L. Weeks of N.Y.U. discusses Communist reactions to William K. Manchester's book, "Death of a President," and other topics.

12:30-1, WNBC: Eternal Light. "Come Under the Wings," a radio drama by Grace Goldin.

1:30-2, WBVR: From My Book. Richard Elman reads from his book, "The Poorhouse State."

1:50-4. WBAI: Bill of Rights Conference. "Freedom of Speech," John de J. Pemberton Jr., executive director of the American Civil Liberties Union; other panelists.

2-3, WRVE: "Seven Against Thebes," by Aeschylus, translated by Prof. Geraid Else. Production by Jerrold Sandler.

\$:30-4, WEVD: "The Crime of Fantasy."
a drematization of the trial of the

Soviet writers Daniel and Sinyavsky, read by Theodore Bikel.

4:30, WNBC: Monitor. Sct. David M. Morris of Great Neck, N. Y., describes his combat experiences in Vietnam.

4-4:30, WRVR: Opera: The Battleground of the Arts. "The Dominance of the Singer," an address by Borla Goldovsky.

4:30-4:55, WNYC: Opera Topics. Maureen Lehane, mezzo-soprano, and James Grayson, president of the Handel Society, discuss the operas of Handel.

5-5:30, WLIB: Community Journal. Deputy Police Commissioner Thereas M. Melchionne, describes the image of police in the Negro community.

6:30-7, WNRC: Meet the Press. Senator William Proxmire of Wisconsin, guest.

6:55, WHN: Hockey, Rangers vs. Toronto.

7:30-8, WNBC: Monitor. Food prices are discussed by Doyle Connor, Florida's secretary of agriculture.

7:30-8, WNEW-AM: The Truth About Radio. Miles David, president of the Radio Advertising Bureau, guest.

8:05-9, WFUV: Fordham Lecture Series.
"Arts in the Making," symposium moderated by the Rev. C. J. McNaspy, S.J., editor of America magazine.

8:05-8:30, WNEW-AM: Sunday News Close-up. "Storm Over the Draft," with Senator Edward Kennedy of Massachusetts; General Louis B. Hershey, director of Selective Service, and Dr. Buell Gallagher, president of C.C.N.Y.

8:15-9:15, WBAI: From the Center. "The University in America," a discussion by Clark Kerr, former president of the University of California at Berkeley; J. Douglas Brown, dean of the faculty at Princeton, and others.

10-11, WRFM: Sounds of the Past. Archie Rothman interviews Ben M. Hall, author of "The Remaining Best Seats," a history of movie theaters, and plays recordings by Fanny Effec, Eddie Cantor, Greta Garbo and others.

10:05-10:30, WCBS: Face the Nation. Clark Kerr, former president of the University of California at Berkeley, guest.

10:30-11, WMCA Reports, Henry A. Barnes, Traffic Commissioner, guest.

11-11:55, WNYC-FM: Spoken Words.
"The New First Family: 1968," comedy record.

11:05-1 A.M., WMCA: Barry Gray is host to Tony Randall, actor.

11:10-11:40, WNBC: Man in Office, Senator Clifford P. Case of New Jersey, guest.

12:10-1:10, WNBC: Open Mind. "You Had's Be There." discussion of life in the '20's, with Champ Segal, boxer; Joe Roberts, sportswriter; Mickey Marks, waiter at Lindy's, and others.

News Broadcasts

Hourly on the Hour: WQXR: The New York Times News (except 2 and 4 P.M.); WMCA, WVNJ, WNBC, WNEW, WOR, WHN, WCBS.

On the Half Hour: WMCA, WPAT, WJRZ, WNEW, WLIB, WWRL.

Continuous News: WINS.

9:05, WCBS: Marvin Kalb.

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	MA.	FM	AM.	PM
	WASC 770	95.5	WN8C 660	97.1
	W8AJ	99.5	WNCN	104.3
	WC85 880	101.1	WNEW 1130	102.7
	WDHA	105.5	WNYC \$30	.93.9
	WEVD1330	97.9	WOR 710	98.7
	WFUV	90.7	WPAT 930	93.1
	WHN 1050		WPIX	101.9
	WINS 1010		WGXR 1560	.96.3
	WJRZ 970		WRENT	105.7
	WXCR	89.9	WRVR	106.7
	WUS 1190	107.5	WTFM	103.5
۰	WMCA., 570		WVNJ 620	100.3
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'Woolf' Spoof Proof?

Continued from Page 17

case must have a moral, the exact context depending on one's point of view.

As for "Married Life," which C.B.S. and Warner Brothers have indicated they will not fight about, the tape recorded sketch has lots of verbal fighting between Mr. Caesar and Miss Coca. Just imagine Caesar and Coca cast as the leads in "Who's Afraid of Virginia Woolf?"

The sketch is part of a Sid Caesar special show scheduled to be televised April 5. It will be sponsored by the American Motors Corporation, which at one time threatened to withdraw sponsorship because of its concern over the "Virginia Woolf" parody.

Initially the sketch was titled "Who's Afraid of Dirty Words?" and there was to be an electronic blip in those instances when Mr. Caesar and Miss Coca seemingly labeled the other by a bad name. But then it was decided this might give the audience the wrong impression and production plans were changed so that the actors themselves voiced the blips.

The revised script has Miss Coca saying to her mate something like this: "You're a lowdown, miserable beeboop." And Mr. Caesar replies. "And you're nothing but a rotten, horrible bee-



THIS WEEK'S RADIO CONCERTS



Valsès Nobles et Sentimentales ... Ravel
Four Pieces for Clarinet and
Piano (Op. 5) ... Berg
Fantasia on Hungarian Gypay Songs
Tausia

1-5, P.M., WABC-FM: STAGE SHOW.

Tausig
Les BanalitesPoulenc

FRIDAY

Testimonial Dinner in Honor of Dr. Jonah B. Wise New York City February 25, 1951

Remarks by Dr. Maurice N. Eisendrath, President of the Union of American Hebrew Congregations, at the Dinner at the Maldorf Astoria Hotel, honoring Dr. Jonah B. Wise, rabbi of Central Synagogue

"There can be no interfaith relationships in America unless it be actually between Christians and Jews who recognize the validity and vitality of their respective faiths," declared Dr. Maurice N. Eisendrath, president of the Union of American Hebrew Congregations, at the dinner at the Waldorf Astoria Hotel, honoring Dr. Jonah B. Wise, rabbi of Central Synagogue. "There can be no interfaith", he said, "without innerfaith on the part of both Christian and Jew."

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It is singularly appropriate that I should have been asked to say a few words regarding Jonah Wise's contribution particularly to "the national scene." As he himself emphasized in an address recently before the New York Association of Reform Rabbis, it was his father who first caught the vision of American Judaism as a national movement. Consequently, Jonah Wise himself comes naturally by this vision of a vital and vibrant American Judaism permeating the national scene. This explains why, unlike many of his colleagues and co-workers in the American synagogue, he has transcended the restricted limits of the individual congregation and poured his energies into constructive and creative enterprise for the American Jewish community as a whole.

How many millions of Jews the wide world over are indebted to the energetic and unstinting leadership of Dr. Jonah Wise who, for so many years, has served as Chairman of the Joint Distribution Committee? But even more of us, right here in America, are far more indebted to Dr. Wise for the initiative which he manifest ed in founding 15 years ago the "Message of Israel" national broadcasts. Through this single enterprise Jonah Wise has truly brought, to countless millions of Jews and non-Jews throughout the length and breadth of this continent, and even overseas, the Message of Israel, not merely as a national entity or a racial group, but as Yisroel, as Israel — as the word literally connotes — Champion of God and Servant of Man.

He has been, in truth, a one-man civil defense agency and public relations ambassador from the Jewish community to our neighbors. Jonah Wise has spent Sunday morning after Sunday morning presenting the noblest and best in Judaism through the "Message of Israel" broadcasts, reflecting as they do the songs and prayers, the aspirations and the challenge, the mission and the message of Israel

It is important for us to recognize this truth, which Jonah Wise long since grasped and implemented through the "Message of Israel" radio program, that there really can be no interfaith relationships in America between Jews and Christians unless it be actually between genuine Christians and genuine Jews. By this I

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Rabbi Eisendrath

Sunday, February 25, 1951

mean Christians and Jews who recognize the validity and vitality of their respective faiths. In other words, there can be no <u>interfaith</u> without <u>inner</u> faith on the part of both Christian and Jew.

As was saliently pointed out by one of our Rabbis, in that timely article which appeared recently in Colliers Magazine, "Judaism without interfaith is ghettoism." And, by the same token, Christianity — as we find it in some quarters of Christendom today — is spiritual totalitarianism.

But the converse of this is likewise true. Interfaith without Judaism and without Christianity; interfaith without the moral and religious impetus, is a contradiction in terms.

It is because the "Message of Israel" has based itself upon the solid foundation of Israel's unique religious contribution to mankind, that Jonah Wise has brought such inestimable blessings to the American scene.

TEMPLE HOUR STATIONS (ALPHABETICAL BY CITIES)

Babylon, N. Y., WGLI (129kc), every Sunday, 9:30-10 a.m. Baltimore, Md., WFBR (1300kc), every Sunday, 7:35-8 a.m. Buffalo, N. Y., WYSL (1400kc), every Sunday, 6:30-7 a.m. Cincinnati, Ohio, WCKY (1530kc), every Sunday, 7:30-8 a.m. Cleveland, Ohio, WKYC (110kc), every Sunday, 10:30-11 p.m. Freeport, N. Y., WGBB (1240kc), every Sunday, 9:30-10 a.m. Huntington, N. Y., WGSM (740kc), every Sunday, 10-10:30 a.m. Kansas City, Mo., KMBC (980kc), every Sunday 8-8:30 a.m. New York City, WINS (1010kc), every Sunday 6-6:30 a.m. Pittsburgh, Pa., KDKA (1020kc), every Sunday, 8:30-9 p.m. Pittsburgh, Pa., WPIT (730kc), every Sunday, 7:30-8 p.m. Plattsburgh, N. Y., WIRY (1340kc), every Sunday, 10:30-11 a.m. Richmond, Va., every Sunday, 9:30-10 a.m., WLEE New York City, WRFM (105.1mc), every Sunday, 7:35-8:05 a.m. York, Pa., WSBA (910kc), every Sunday, 10:30-11 a.m. Armed Forces Radio Service, AFRS - Around the World (on DB)*

NOTE TO ALL: Since stations may change times occasionally without notice, it is best to check local schedules before publicizing. Other UAHC-sponsored weekly broadcasts include the MESSAGE OF ISRAEL, released each Sunday 9-9:25 a.m. in the New York City area over WABC, and ADVENTURES IN JUDAISM, WCBS, New York City, 10-10:25 p.m.

*Delayed Basis



Union of American Hebrew Congregations

838 FIFTH AVENUE, NEW YORK, N.Y. 10021

Telephone 249-0100

GUNTHER LAWRENCE, Director of Public Information . PAUL KRESH, Director of Public Relations

FROM: DAVID J. WISE

FOR IMMEDIATE RELEASE

RABBI BERNARD ZLOTOWITZ OF FREEPORT, N.Y. ON CONSECUTIVE WEEKLY "TEMPLE HOUR" BROADCASTS THROUGHOUT MARCH, INCLUDING PURIM PROGRAM MARCH 26

Long Island Spiritual Leader to answer questions from radio audience on air.

New York, N.Y. February 15, 1967 -- Rabbi Bernard Zlotowitz of the Union Reform Temple of Freeport, New York, will be the featured guest on the TEMPLE HOUR broadcasts throughout March, 1967, taking as his themes:-

Sunday, March 5 -- WHY I AM AN AMERICAN

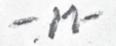
Sunday, March 12 -- THE DEAD HAVE DIED IN VAIN

Sunday, March 19 -- ESTHER AND HADASSAH: THE MERGING OF TWO CULTURES

Sunday, March 26 -- THE SABBATH: JERUSALEM - ROME

Rabbi Zlotowitz, who will also preside over a brief service of prayer and song on each broadcast, will in addition answer questions from the radio audience such as: Of what value is religion? Of what value is prayer? Why send our children to religious school? Etcetera. Three such questions will be answered on the program of March 5 and March 26. In addition, the program of March 26 will feature special music honoring the Festival of Purim, which commemorates the miraculous deliverance of the Jews of ancient Persia from the tyrant Haman.

Founded in 1950 by Rabbi Daniel L. Davis, Director of the New York Federation of the Union of American Hebrew Congregations, the TEMPLE HOUR has been under UAHC auspices since its inception. It is produced by the UAHC Dept. of Public Relations and is heard on key stations throughout the East and overseas via the Armed Forces Radio Network.



RADIO PROGRAMS -

MESSAGE OF ISRAEL EVERY SUNDAY MORNING - WABC - 9:00 to 9:25 A.M.

FACULTY OF RABBINICAL COLLEGE-INSTITUTE IN MARCH MESSAGE OF ISRAEL SERIES

In accordance with its annual custom, ABC's coast-to-coast pioneer weekly, MESSAGE OF ISRAEL, will present throughout March a series of special radio broadcasts featuring outstanding scholars on the faculty of the Hebrew Union College-Jewish Institute of Religion, oldest and largest training school for rabbis in the United States, with schools in New York City, Cincinnati, Los Angeles, and Jerusalem, as follows:

Sunday, March 5 - Dr. Paul M. Steinberg, professor of Human Relations and Education and dean of the New York school of the College-Institute. His topic: A.W. BINDER: IN MEMORIAM. This will take the form of a musical tribute to the late eminent Jewish composer who was formerly a member of the staff of the HUC-JIR.

Sunday, March 12 - Dr. Samuel Sandmel, distinguished service professor of Bible and Hellenistic Literature of the College-Institute's Cincinnati school. His topic: THE UNIVERSALITY OF THE BIBLE.

Sunday, March 26 - Dr. Sheldon H. Blank, Nelson Glueck professor of Bible of the College-Institute's Cincinnati school. His topic: THE LEGACY OF THE PROPHETS.

THE TEMPLE HOUR - EVERY SUNDAY MORNING

WRFM 8:00 WINS 6:00 WGBB 10:00	to 6:30 A.M.	WGLI 9:30 to 10:00 A.M. WGSM 10:00 to 10:30 A.M.
" GDB 10:00	to 10:30 A. M.	

RABBI BERNARD ZLOTOWITZ OF FREEPORT, N. Y., ON CONSECUTIVE WEEKLY TEMPLE HOUR BROADCASTS THROUGHOUT MARCH

Rabbi Bernard Zlotowitz of the Union Reform Temple of Freeport, New York, will be the featured guest on the TEMPLE HOUR broadcasts throughout March, 1967, taking as his themes:

Sunday, March 5 - WHY I AM AN AMERICAN

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ADVENTURES IN JUDAISM

WCBS - 10:30 P.M. - 11:00 P.M. - EVERY SUNDAY

June 28, 1968

Rabbi Samuel Silver Temple Sinai Lakeside Drive Stamford, Connecticut 06903

Dear Sam,

I am dashing this note off to you almost as I am running out the door, this being my last day before I leave for Israel for most of July.

I did get your letter of June 26th and since I did not receive David Wise's "long shmeer" I have no way of replying or dealing with his statement. Perhaps by the time I return from Israel the correspondence you refer to will have reached my office. I promise to peruse it and give you an answer just as soon as possible.

In the meantime, have a healthy and pleasant summer.

Cordially,

Alexander M. Schindler

June 19, 1968

Mr. David Wise 123 East 55 Street New York, N.Y. 10022

Dear David,

I have a copy of Sam Silver's letter to you, and it is correct with but one exception: I did not speak to the president of Central Synagogue. I explored the matter informally with Mat Ross, and he felt there would be no possible objection. No formal request was ever made to me.

Mat, I believe, is a past president, though he was very much involved in the matter of the move of the Message of Israel program from the UAHC to Central Synagogue.

All good wishes.

Cordially,

Alexander M. Schindler

cc: Rabbi Samuel Silver

Temple Sinai LAKESIDE DRIVE - STAMFORD, CONNECTICUT 06903

Telephone: (203) 322-1649

RABBI SAMUEL M. SILVER

Asst. Rabbi for Education PAUL C. SILBERSHER

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OFFICE SECRETARY MRS. MIRIAM WEISSMAN DAVID J. WISE MESSAGE OF ISRAEL NEW YORK CITY

17 June 1968

Dear David,

Thanks for your telephone call.

And now I can proceed with the project of assembling 365 Messages of Israel for a book. I plan to reduce 365 of the programs to one page each.

Rabbi Schindler of the Union of American Hebrew Congregations has given his approval of the project. Mr. Ralph Davis of the Union will produce the book.

president of Central Symagogue and obtained his approval.

As I told you on the phone, we will be happy to invite Dr. Seligson to write a foreword. We will make mention of the United Rebrew Laymen's Committee and we will give you full credit for your role in the Message of Israel enterprise.

The project will involve no expense on the part of Central Synagogue or of the laymen's committee.

Thank you for your offer of your

any other suggestions, please convey them to me.

With every good wish, I am Yours cordially,

RABBI SAMUEL M. SILVER

MEMBER OF TREIDSON OF AMERICAN HEBREW CONCRECATIONS ABBI

December 18, 1967

Rabbi Samuel Silver Temple Sinai Lakeside Drive Stamford, Conn. 06903

Dear Sam,

I spoke to Mat Ross concerning the Message of Israel sermons and he indicated that in his judgment there is absolutely no difficulties which he can see in the publication of such a volume, at least as far as the Central Synagogue is concerned.

How did your discussions with Ralph Davis transpire? What was his reaction to the project?

Thank you for sending me your Seven Arts speech article on Jane Evans. You are very thoughtful.

Warm good wishes.

Cordially,

Rabbi Alexander M. Schindler

/w

Dr. David J. Seligson Central Synagogue Lexington Avenue at 55th Street New York, N.Y. 10022

Dear David,

I have just returned from my overseas journey, and found your letter regarding the forthcoming Message of Israel programs.

Of course I am delighted to accept this obligation and look forward to hearing from you with the details concerning the time and place for taping of these sessions.

With warm good wishes, I am

Cordially,

Alexander M. Schindler

Dr. David J. Seligson Central Synagogue Lexington Avenue at 55th Street New York, N.Y. 10022

Dear Rabbi Seligson,

This will acknowledge receipt of your letter of July 10th wherein you invite him to prepare a Message of Israel program.

Rabbi Schindler is out of the country at the present time and is expected back the early part of August. Your request will be held for his attention upon his return, at which time he will be in a better position to set aside a date for taping of this program, should he find he is able to accept your invitation.

Sincerely yours,

(Mrs.) Rae Weiner Secretary to Rabbi Schindler RABBI SELIGSON TO PRESIDE AND PREACH ON AUGUST "MESSAGE OF ISRAEL" PROGRAMS, ALSO HIGHLIGHTING WORKS OF SCHALIT AND MILHAUD, TISHE B'AB, AND "ELIJAH"

New York, N.Y., July 15, 1968 --- ABC's pioneer MESSAGE OF ISRAEL, now concluding its 34th year of uninterrupted weekly broadcasting since its establishment in 1934 by the late world-renowned humanitarian and spiritual leader, Rabbi Jonah B. Wise, continues under the aegis of Central Synagogue, New York City, from whose pulpit Rabbi Wise preached for some 34 years. Its present spiritual leader, Rabbi David J. Seligson, perpetuates the program in his image and will present a special series of four programs throughout August, as follows:

- August 4 --- BY THE WATERS OF BABYLON, a special program featuring various musical interpretations of the 137th Psalm, honoring the Festival of Tishe B'Ab, which commemorates the destruction of the ancient Temple in Jerusalem, first by the Babylonians and later by the Romans.
- August 11 --- ON SUMMER READING, a special program featuring an address by Rabbi David J. Seligson, with music by Heinrich Schalit.
- August 18 --- MENDELSSOHN'S "ELIJAH", a special program featuring selected portions of the foregoing Oratorio.
- August 25 --- SIGNIFICANCE OF THE TEN COMMANDMENTS 1968, a special program featuring an address by Rabbi Seligson but also highlighting music by one of the outstanding composers of Jewish liturgical music, Darius Milhaud.

All musical selections are sung by Cantor Frederick Lechner and the choir of Central Synagogue, led by Lazar Weiner, with Alexander D. Richardson at the sanctuary organ. Rabbi Seligson presides over all programs.

Akron, O, WAKR, 630pm Albany, NY, WROW, 605am Albuquerque, NM, KDEF, llam Altoona, Pa, WRTZ Asheville, NC, WISO, 1030am AtlanticCity, NJ, WLDB, 1105am Augusta, Ga, WGAC, 1230pm Austin, Tex, KNOW, 705pm Bakersfield , Cal Balto., Md , WWIN . 7am Billings, Mon, KBMY, 8am Brmgham, Ala, WCRT, 9am

Boston, Mass, WBOS Boston , Mass , WMEX , 7am Bradford, Pa, WESB, 1pm lOpm, WCYB, lOpm Brlgtn, Vt, WJOYfm, llam Buffalo, NY, WEBR, 905pm Cambridge , Mass , WTAO , 730am Canton, O, WHBC, 1005am Casper, Wyo, KVOC, 1130am CedarRapids, Ia., KCRG, 7am Chrlstn,SC,WQSN,730pm Chrlstn, WVa, WGVC 1030am, WIST, 1030am Chicago, Ill, WLS Chicago, Ill. WLSfm, 10am Cincinnati,O Clarksburg, WVa, WHAR, 1035am Cleve., O, WGAR, 1110pm Clinton,NC,WRRZ,1005am Cody, Wyo, KODI ColoSprgs, KRDO, 645am Columbia, SC, WCOS, 6am Cmbrlad Md ,WTBO ,1030pm Curacao ,NWI ,CUROM ,1230pm Dallas, Tex, WBAP, 830pm Dallas, Tex, KBOX Danville, Va, WBTM, 10am Davenport, Ia, KSTT, 930pm Dayton, O, WONE, 1030am Daytona, Bch, Fla, WNDB, 815am Delano, Cal, KCHJ, 930am

DesMoines, Ia, KSO, 730am Detroit, Mich, WXYZ, 1130pm Durham ,NC ,WTIK Duluth , Minn , WEBC , 1015am ElCntro, Cal., KICO, 9am Elmira, NY, WELM, 8:15am Endicott, NY, WENE, 10am Erie, Pa., WICU, 930pm Evansville, Ind. WJPS, llam FallRiver, Mass., WSAR, 5pm Florence, Ala., WOWL, 550pm Florence, SC, WJMX, 1035am Fresno, Cal, KARM, llam Gastonia, SC, WGNC, 930am Geneva, NY, WGVA, 935am GlnsFls,NY,WWSC,llam GrndRpds, Mich., WLAV, 740 Grnvle,SC,WMRB Guam, Is. of , KUAM Hampton, Va, WVEC, 1105am Harrisburg, Pa, WHGB, 10am Hrtfrd, Conn, WHAY, 10am Hazleton, Pa, WAZL, 745am Hndrsnvle,NC,WHKP HighPoint, NC, WMFR, 730pm Hickory, NC, WHKY, 435am HotSprings, Ark, KAAB, 1105am Huntington, WVa, WSAC Ind 'pls, Ind, WGEEfm, 330pm Ind pls, Ind, WFBM, 730am Ishpeming, Mich, WJPD, 12noon Jacksonville, Fla, WZOK, 930am Pulaski, Tenn, WKSR, 1030am Jamestown, NY, WJTN, llam Juneau, Alaska, KJNO, 515pm Kans. City, Mo, KCMO, 1105am Lima, O, WIMA, 730pm Lincoln, Neb, KFOR, 1105am L.A., Cal, KABC, 1030pm Lynchburg, Va, WLVA, 815pm Macon, Ga., WBML, 1030am Madison, Ind., WORX, 815 Mansfld, O, WMAN, 130pm Marianna, Fla, WTOT, 530pm Marion, O, WMRN, 1030am

Massena, NY, WMSA, 9pm Mesa, Ariz, KALF, 1030am MiamiBch, Fla, WKAT, 1005pm MLwkee, Wisc Monroe, La, KREBfm, 930am Minnpls, Minn, WTCN, 1030am Mtgmry, Ala, WAPX Moultrie, Ga, WMGA, 1105am Muskegon, Mich, WKBZ, 1105am Nashville, Tenn, WSIX Natchez, Miss, WNAT Newburgh, NY, WGNY, 1005am NewCastle, Wyo, KSAL NewHaven, Conn, WHNC, 1105am NYCity, NY, WABC, 830-55am NYCity.NY, WJRZ, 745-8am Ogdnsbrg ,NY ,WSLB ,10am Omaha, NEb, KBON, 737am Orange, Tex, KOGT, 930pm Orlando, Fla, WHOO, 430pm PalmBch, Fla, WLIZ, 1030am PalmSprngs, Cal, KPAL, 1130am Philadelphia, Pa Phoenix, Ariz, KPHO, 805am Pittsfield, Mass, WBEC, 10am Pittsbrgh, Pa, KQV Portland, Ore, KEX, 645am Portsmouth, O, WNXT, 9pm Providence ,RI, WPRO ,635am Pghkpsie, NY, WKIP, 1005am Putnam, Conn, WINY, 735am PuertoRico(SeeSanturce) Rawlins, Wyo, KRAL Reading, Pa, WEEU, 1030am Reidsville,NC,WFRC Roanoke, Va, WROV, 7am Rockland, Me, WRKD, 1010am St. Louis , Mo , WEW , 7am St. Pete. ,Fla ,WSUN ,10am SltLakeCity, Utah, KALL, 930am Sandusky, O, WLEC, 805pm

SanAntonio, Tex, KMAC, 10pm

SanDiego, Cal, KGO, 930am

SanFran., Cal, KGO, 830am Santurce, P.R., WKYN .830am SaranacLake, NY, WNBZ Savannah, Ga, WSGA, llam Schnectady, NY, WSNY, 7am Scranton, Pa, WARM, 1030am Seattle Wash KOMO ,730am SiouxCity, Ia, KSCJ, 1130am Springdale, Ark, KBRS Springfld, Ill, WCBS, 10pm Springfld, Mo, KWTO, 715pm Springfld,0,WIZE,1130pm Stmfrd, Conn, WSTC, 1005am Staunton, Va, WTON, 730am Sterling, Ill, 1030am, WSDR Syracuse, NY, WFBL, 1005am SantaBarbra, Cal, KMUZfm Texarkana, Tex, KCMAfm Topeka, Kans, WREN, 930am Toledo, O, WCWA, 630am Tuscaloosa, Ala, WNPT, 10pm Utica, NY, WRUN, 930pm Valdosta, Ga, WGAF, 1005am VeroBch, Fla, WTTB Washington, DC, WMAL, 730am Washington, NC, WRRF, 1005am WestPoint, Ga, WRLD, 1005am Wheeling, WVa, WWVA, 930am WilkesBarre, Pa, 1115am(WILK) Willimantic, Conn, WILI, 735am Williamsport, Pa, WMPT, 10005pm Wilmington, NC, WMFD, 1005am Wynne, Ark, WYWN, 10am Worcester, Mass, WTAG, 1035pm

NOTE: CONSULT STATION BEFORE TUNING IN. SEE LOG. TIMES SUBJECT TO REVISION WITHOUT NOTICE.

June 1968

Central Synagogue of the City of New York Lexington Avenue, at Tifty-fifth Street



Office of the Rabbi
REV. DR. DAVID J. SELIGSON
123 EAST 55TH STREET
NEW YORK, N. Y. 10022

July 10, 1968

Rabbi Alexander Schindler, Vice President Union of American Hebrew Congregations 838 Fifth Avenue New York, N. Y. 10021

Dear Alex:

As no one knows better than you, our pioneer MESSAGE OF ISRAEL broadcast is now heard every Sunday morning from 8:30 to 8:55 over WABC-AM and FM, in New York City, as well as nationwide and worldwide via the ABC Radio Network and the Armed Forces Radio Service.

We would like to launch our coming MESSAGE OF ISRAEL season with a series of addresses by some of the Movement's outstanding leaders on the program as guest speakers to take advantage of the fine coverage that we currently enjoy and to bring the message of our people and our faith to our farflung audiences.

It is, therefore, with a feeling of deep gratification and a sense of privilege that I invite you to occupy the MESSAGE OF ISRAEL radio pulpit on Sunday, November 17, 1968.

Please read the attached instruction sheet with care. Note that, as usual, in order to meet the needs of the ABC people, each sermon must be taped well in advance of actual broadcast so as to be in our hands by not later than three weeks before any given program. The scripts should be in by not later than four weeks ahead of time.

I know that I can depend upon your always generous cooperation in meeting these deadlines. Upon your favorable reply to this invitation, we shall be in touch with you further to make preliminary arrangements for the recording as well as to clarify any other routine details.

Needless to say, Ilock forward to your early and affirmative reply and to hearing you on the program itself.

May I take this opportunity to wish you and yours a most pleasant and restful summer.

Cordially yours,

David J. Seligson

DJS/encl.

MESSAGE OF ISRAEL

123 E. 55 St., New York, N.Y. 10022 David J. Wise, Director

Phone: 838-5122, Ext. 34 NEw Rochelle 2-3979, (Area Code 914); (home)

- - Rules for Speakers - - (Revised September 1967)

FROM:	DJS	Seligson	noisivh	Rights	Kinze				
TO:	A.	Schindler		laire den	12124	10 (3	oaxs)	20,7803	ve teb

- 1. The deadline for the submission of your scripts to our office is Oct. 21

 This is most important. At the same time, please submit, in duplicate, if available, a brief autobiographical sketch including one or two anecdotes which might be newsworthy. The deadline for your topics (only) is Oct. 8

 .
- 2. Generally speaking, all speakers will be recorded unless otherwise notified. You will be advised by your local ABC (or other) station and/or Mr. Wise when and where to report. Please have them see that the exact timing of each talk is on the tapes when shipped to New York. If your station does not contact you to come in and record within two weeks after you have mailed your talks to us, PLEASE CONTACT THEM. They should, by that time, have received clearance and mailing instructions from ABC headquarter in New York; if they have not, tell them to contact Mr. Ted Metzger, Assistant Manager of Public Affairs, American Broadcasting Co., 39 West 66 St., New York, N.Y. 10023 (LT 1-7777, Ext. 7118). Do not record without his approval or that of Mr. Wise. Talks recorded without clearance are subject to rejection or editing according to the judgment of ABC Public Affairs and ABC Continuity Acceptance.
- 3. All MESSAGE OF ISRAEL broadcasts (and by "broadcasts" we mean only those portions exclusive of your own portion of the program) are pre-recorded at least two weeks in advance at Central Synagogue, 55th St. and Lexington Ave., in Manhattan.
- 4. All sermons and other talks must be submitted to us in seven copies, as ABC must have five for their files alone. Please make no radical deviations from the text in your recording session without advising us well in advance.
- 5. We request that all speeches be approximately 8 minutes long inasmuch as the entire MESSAGE OF ISRAEL is only 23 minutes and 40 seconds in length. If your talks are materially over-long, we suggest that you yourself edit them down to the proper length. Otherwise, it will be necessary that it be done by us here in New York, and you will have to trust to the judgment of our editors.
- 6. The last 10 words of your address are cues to radio engineers. Do not alter or add anything after same without advising us well ahead of time.
- 7. The average speaker, according to our experience, reads at approximately 2:15 per double-space typewritten $8\frac{1}{2}$ x 11 page. This means that your talk or sermon should be approximately $3\frac{1}{2}$ pages long. Since a number of our stations record and re-broadcast a week late, do not "date" talk unnecessarily. Avoid words like "tomorrow," "this morning," etc.
- 8. It is not mandatory but would be appreciated if you would begin your address with the words "thank you." Or "Thank you, Rabbi (David J.) Seligson," who presides over all our programs.

- 9. Due to a 1953 revision of the U.S. Copyright Law you are warned against using direct quotations from copyrighted material published within the past 56 years without sending us a letter from the author or publisher giving "permission to the MESSAGE OF ISRAEL to use material on the air and in copies to be distributed to listeners." You are to secure said written permission and sead it in along with your sermon. If in doubt as to the copyright status of the material, you can check same with Miss Kay Murphy, Mgr., Literary Rights Division, American Broadcasting Co., 1330 Sixth Avenue, 29th floor, New York, N.Y. 10023 (LT 1-7777, Ext. 7472). Be sure to specify source (exact) of your material in any case; and, in writing your talk, be sure to indicate the exact source of each quote, even if from the Bible or other easily recognizable material. However, please do not take any of the foregoing as a discouragement from using quotations as liberally as you wish since we realize their importance in many instances.
- 10, From the "Program and Advertising Policies of the American Broadcasting Company": "All religious programs will be subject to the approval of the Public Affairs and Continuity Acceptance Dept.... As religious programs should serve the religious needs of listeners of all faiths and creeds, the messages presented should be non-sectarian and non-denominational, with major emphasis on broad religious truths rather than on tenets of individual denominations or creeds. Since provision cannot be made on programs of a religious nature for the presentation of both sides of controversial questions, such programs may not include expressions of partisan political opinion or discussion of controversial economic or social issues."

"ABC reserves the right to require elimination or revision of any material contrary to the public interest or inconsistent with the Company's standards of truth and accuracy."

"ABC will accept no program which misrepresents, ridicules, or attacks any individual or group on a basis of race, creed, color, or national origin. Any reference to a religion, faith, or creed shall be respectful, fair and in good taste."

11. THE "MESSAGE OF ISRAEL" RESERVES THE RIGHT TO REJECT IN ITS ENTIRETY ANY TALKS OR SERMONS IN WHICH ALL THE ABOVE RULES ARE NOT FOLLOWED. Consult us if you have

NOTE: It will be appreciated if you will: --

- (1) Respond to all invitations to appear on the MESSAGE OF ISRAEL within 7 days after receipt of same.
- (2) Upon acceptance, we would appreciate it if you could check immediately with your local ABC (or other) station to find out if it is carrying the MESSAGE OF ISRAEL programs regularly at a time satisfactory to yourself and also that it will be broadcasted at the time when you appear on the program.

(3) Cooperate with us in publicizing the MESSAGE OF ISRAEL both before, during, and after the date upon which you appear on the program...via a regular notice in Temple

bulletins, notifications to local radio and religious editors, etc.

(4) Make sure local station knows that you are to be our guest. They will then suggest ways of publicizing the fact and also go ahead on their own. Stress that they will be receiving national publicity through your appearance on our program.

(5) Place the MESSAGE OF ISRAEL office on your Temple's or organizational mailing list for their bulletins re your appearance with us.

(6) Ask us for any additional help that you may need in ensuring the success of your guest appearance on this program.

WARNING: Since recording standards vary from station to station, be sure to listen to the tape recordings of your sermons before leaving the studio. IS THIS THE WAY YOU WANT TO SOUND? If not, either have the sermons re-recorded, or notify me for further instructions. Imperfectly recorded sermons will not be used by us on the air. (REV. 9/67)

October 31, 1968

Mr. David J. Wise 123 East 55 Street New York, N.Y. 10022

Dear Dave,

I saw the release of my sermon. It is of course not God Born of Evil but Good Born of Evil.

I do hope you will make the correction and send me a copy of the corrected release.

Warm good wishes.

Cordially,

Alexander M. Schindler

Call Line luce 10/10 to Del up appent per D'uise litter John Louise Basch 1330 Sixthe au (54 St)



Released by ABC Radio Network Sundays, 11-11:25 a.m. Consult listings for exact time locally.

838 Fifth Ave., New York 21, N. Y., REgent 7-8200

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

", Reply to: 123 East 55 Street, New York, N.Y. 10022 Telephone (212) 838-5122, Ext. 34

September 26, 1968

Rabbi Alexander Schindler, Vice President Union of American Hebrew Congregations 838 Fifth Avenue New York, N. Y. 10021

Dear Alex:

Warmest greetings for the New Year to you and yours!

Upon perusing Rabbi Seligson's letter of July 10 inviting you to be the guest speaker on the MESSAGE OF ISRAEL of Sunday, November 17, I notice that he had set a deadline of October 21 for the submission of your manuscript and of October 8 for the submission of your topic (for publicity purposes).

There is nothing wrong at all with the deadlines except that I will be on jury duty from October 22 through November 3. In order for us to meet our usual deadline with ABC, also as indicated in Rabbi Seligson's letter, talks must be recorded at least two weeks, preferably three, before the actual broadcast.

Therefore, what I would like to do is to suggest that, in order also to fit the session into your very busy schedule, we put our heads together at a not too distant date, preferably before the middle of October, and decide just when we will tape your remarks.

Incidentally, the taping can be done at ABC, 1926 Broadway, any Monday from 12 to 3 or any Thursday from 10 to 11. It can also be done at WABC, 1330 Avenue of the Americas, any Wednesday from 3 to 4. As a matter of fact, I am pretty flexible, so that almost any time that you will indicate, provided that I get a few days notice, I can set up a session for you.

Again, warmest regards.

/. :

David J. Wise

DJW:ig



Released by ABC Radio Network Sundays, 11-11:25 a.m. Consult listings for exact time locally.

838 Fifth Ave., New York 21, N. Y., REgent 7-8200

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

", Reply to: 123 East 55 Street, New York, N.Y. 10022 Telephone (212) 838-5122, Ext. 34

MEMORA NDUM

TO: Rabbi Alexander Schindler

FROM: David J. Wise

DATE: September 30, 1968

OCT 11968

This is just a line to let you know that the MESSAGE OF ISRAEL program for November 17 will consist, so far as liturgy is concerned, of prayers and music honoring the memory of the late John Fitzgerald Kennedy, should you wish to take some cognizance of this fact in preparing your remarks.



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DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

..., Reply to: 123 East 55 Street, New York, N.Y. 10022 Telephone (212) 838-5122, Ext. 34

MEMORANDUM

TO: Rae Weiner, Secretary to Rabbi Schindler, UAHC 838 Fifth Avenue, New York, N.Y. 10021

FROM: David J. Wise

DATE: October 16, 1968

It was very nice indeed of you to set up the recording session with me for Rabbi Schindler for Wednesday, October 30, 1968, at 2 p.m.

The place: WABC, 1330 Avenue of the Americas (6th Avenue), 8th floor. Ask for Louise Basch. If there is any change, be sure to get in touch directly with Miss Basch at LT 1-7777, Ext. 7519, as I will be on jury duty that week. However, if you have to get in touch with me, my home phone is 914 NE 2-3979; or you can leave word at the Temple (838-5122, Ext. 34).

Rabbi Schindler should begin his remarks with the words "Thank you" or "Thank you, Rabbi Seligson," as Dr. Seligson will preside over this program. However, this is not mandatory.

Rabbi Schindler should leave at least one copy of his sermon with the tape at WABC, and Mis s Basch will hold everything for me until my return.

CC: Louise Basch

Akron, O, WAKR, 630pm (*)Albany, NY, WROW, 605am Albuquerque, NM, KDEF, llam Altoona, Pa, WRTZ Asheville, NC, WISO, 1030am AtlanticCity, NJ, WLDB, 1105am (*Elmira, NY, WELM, 8:15am Augusta, Ga, WGAC, 1230pm Austin, Tex, KNOW, 705pm Bakersfield, Cal Balto., Md, WWIN, 7am Billings, Mon, KBMY, 8am Brmgham ,Ala ,WCRT ,9am

(*)Boston, Mass, WBOS 11:15 p.m. (#)Boston, Mass, WMEX, 7am (# Bradford , Pa , WESB , 1pm Bristol, Va, WCYB, lOpm

(#) Buffalo, NY, WEBR, 905pm Cambridge, Mass, WTAO, 730am Canton, O, WHBC, 1005am Casper, Wyo, KVOC, 1130am GedarRapids, Ia., KCRG, 7am Chrlstn,Sd,WQSN,730pm Chrlstn, WVa, WGVC

Brlgtn, Vt, WJOYfm, llam

(#) Charlotte, NC, WIST, 1030am Chicago, Ill, WLS Chicago, Ill. WLSfm, 10am Cincinnati, O Clarksburg, WVa, WHAR, 1035am Cleve., O, WGAR, 1110pm Clinton, NC, WRRZ, 1005am Cody , Wyo , KODI

(*) ColoSprgs , KRDO ,645am Columbia, SC, WCOS, 6am Contribud, Md, WTBO, 1030pm Curação ,NWI ,CUROM ,1230pm Dallas, Tex, WBAP, 830pm

(*) Dallas ,Tex ,KBOX ,10:15 p.m. Danville , Va , WBTM , 10am

(*) Dayton, O, WONE:

Daytona, Bch, Fla, WNDB, 815am Delano, Cal, KCHJ, 930am (*) VI. St. Thomas, WBNB 8:45 am

(*) Davenport, Ia, KSTT, 930pm .7:30am

DesMoines, Ia, KSO, 730am Detroit, Mich, WXYZ, 1130pm Durham, NC, WTIK Duluth , Minn , WEBC , 1015am ElCntro, Cal., KICO, 9am Endicott, NY, WENE, 10am Erie, Pa., WICU, 930pm Evansville, Ind. WJPS, llam FallRiver, Mass., WSAR, 5pm Florence, Ala., WOWL, 550pm (*)Florence,SC,WJMX,1035am

Fresno, Cal, KARM, llam Gastonia, SC, WGNC, 930am (*) Geneva, NY, WGVA, 935am GlnsFls,NY,WWSC,llam GrndRpds, Mich., WLAV, 740 Grnvle,SC,WMRB Guam, Is. of , KUAM Hampton, Va, WVEC, 1105am Harrisburg, Pa, WHGB, 10am Hrtfrd, Conn, WHAY, 10am (*) Hazleton, Pa, WAZL, 745am

Hndrsnvle, NC, WHKP

HighPoint, NC, WMFR, 730pm Hickory, NC, WHKY, 435am HotSprings, Ark, KAAB, 1105am * Portland, Ore, KEX, 645am Huntington, WVa, WSAC Ind 'pls, Ind, WGEEfm, 330pm Ind 'pls, Ind, WFBM, 730am Ishpeming, Mich, WJPD, 12noon Jacksonville, Fla, WZOK, 930am Pulaski, Tenn, WKSR, 1030am Jamestown, NY, WJTN, llam Juneau, Alaska, KJNO, 515pm

Kans. City, Mo, KCMO, 1105am Lima, O, WIMA, 730pm Lincoln, Neb, KFOR, 1105am L.A., Cal, KABC, 1030pm Lynchburg, Va, WLVA, 815pm (*) Macon, Ga., WBML, 1030am Madison, Ind., WORX, 815 Mansfld, 0, WMAN, 130pm

Marianna, Fla, WTOT, 530pm Marion, O, WMRN, 1030am Duluth, Minn, WEBC, 10:15 am

Massena, NY, WMSA, 9pm (*Mesa, Ariz, KALF, 1030am

(*) MiamiBch, Fla, WKAT, 1005pm (*) Hackensack, NJ, WJRZ, 745 Monroe, La, KREBfm, 930am Minnpls, Minn, WTCN, 1030am Mtgmry, Ala, WAPX Moultrie, Ga, WMGA, 1105am Muskegon, Mich, WKBZ, 1105am Nashville, Tenn, WSIX Natchez , Miss , WNAT Newburgh , NY , WGNY , 1005am NewCastle, Wyo, KSAL NewHaven, Conn, WHNC, 1105am NYCity, NY, WABC, 830-55am NYCity, NY, WJRZ, 745-8am Ogdnsbrg ,NY ,WSLB ,10am

(*) Omaha , NEb , KBON , 737am Orange, Tex, KOGT, 930pm Orlando, Fla, WHOO, 430pm PalmBch, Fla, WLIZ, 1030am PalmSprngs, Cal, KPAL, 1130am Philadelphia, Pa Phoenix, Ariz, KPHO, 805am Pittsfield, Mass, WBEC, 10am Pittsbrgh .Pa .KQV

Portsmouth, O, WNXT, 9pm (*)Providence RI WPRO .635am Pghkpsie, NY, WKIP, 1005am Putnam, Conn, WINY, 735am

Rawlins, Wyo, KRAL Reading, Pa, WEEU, 1030am Reidsville ,NC ,WFRC

(*)Roanoke, Va, WROV, 7am Rockland, Me, WRKD, 1010am St. Louis, Mo, WEW, 7am St. Pete., Fla, WSUN, 10am SltLakeCity, Utah, KALL, 930am

(*)Sandusky, 0, WLEC, 805pm (*)SanAntonio, Tex, KMAC, 10pm SanDiego, Cal, KGO, 930am Flo rence, SC, WSTN,

SanFran., Cal, KGO.

6 a.m.

SaranacLake, NY, WNBZ Savannah, Ga, WSGA, llam (*)Schnectady, NY, WSNY, 7am Scranton, Pa, WARM, 1030am Seattle, Wash, KOMO, 730am SiouxCity, Ia, KSCJ, 1130am Springdale, Ark, KBRS Springfld, Ill, WCBS, 10pm Springfld, Mo, KWTO, 715pm Springfld, O, WIZE, 1130pm Stmfrd, Conn, WSTC, 1005am Staunton, Va, WTON, 730am (*) Sterling, Ill, 1030am, WSDR

(*) NewHaven, Conn., WYBCfm(& Yale U. SantaBarbra, Cal, KMUZfm Texarkana, Tex, KCMAfm Topeka, Kans, WREN, 930am Toledo, O, WCWA, 630am Tuscaloosa, Ala, WNPT, 10pm Utica, NY, WRUN, 930pm Valdosta, Ga, WGAF, 1005am VeroBch, Fla, WTTB Washington, DC, WMAL, 730am Washington, NC, WRRF, 1005am WestPoint, Ga, WRLD, 1005am Wheeling, WVa, WWVA, 930am

Williamsport, Pa, WMPT, 10005pm Wilmington, NC, WMFD, 1005am Wynne, Ark, WYWN, 10am (*Worcester , Mass , WTAG , 1035pm

WilkesBarre, Pa, 1115am - WILK

NOTE: CONSULT STATION BEFORE TUNING IN. SEE TIMES SUBJECT TO REVISION WITHOUT NOTICE, STATIONS NOT LISTED HAVE NOT ANSWERED OUR QUESTIONNAIRES.

ALSO NOTE: ALL STATIONS MARKED (*) CARRY PROGRAM ON A ONE-WEEK DELAYED BASIS.

Oct. 1968

FROM: David J. Wise, Director MESSAGE OF ISRAEL 123 East 55 Street New York, N.Y. 10022

FOR IMMEDIATE RELEASE

RABBIS MAURICE N. EISENDRATH, ISRAEL GOLDSTEIN, ALEXANDER SCHINDLER, AND OTHER JEWISH LEADERS FEATURED GUESTS ON NOVEMBER "MESSAGE OF ISRAEL"; SPECIAL BROAD-CAST ALSO FROM CHAUTAUQUA SOCIETY GOLDEN JUBILEE CELEBRATION

IN NEW ORLEANS

New York, N.Y., October 15, 1968 -- As ABC's coast-to-coast and worldwide weekly MESSAGE OF ISRAEL begins its 35th year of uninterrupted weekly broadcasting over some 200 stations in this hemisphere alone and more than 100 overseas via the Armed Forces Radio Service, globally prominent Jewish leaders will be heard over the November series as guests as follows:

- November 3 -- 1918 1968: MAIN CURRENTS ON THE WORLD SCENE, an address by Dr. Israel Goldstein, Rabbi Emeritus of Congregation B'nai Jeshurun, New York City, and World Chairman of Keren Hayesod, the Umited Israel Appeal, who is celebrating his 50th year in the ministry, will highlight this broadcast, which will also make special reference, in words and music, to the forthcoming national elections.
- DIAMOND JUBILEE, a special address honoring the 75th anniversary of the founding of the Jewish Chautauqua Society by Sylvan Lebow, Executive Director of the National Federation of Temple Brotherhoods, emanating from the 22nd Biennial Convention of the NFTB, which will convene from November 7 to 10 at the Roosevelt Hotel in New Orleans, La., will highlight a special broadcast, also commemorating, in words and music, both Veterans Day and the 30th anniversary of Hitler's infamous Krystalnacht, which occurring on November 9 to 10, 1938 witnessed the destruction of almost all synagogues throughout Hitler Germany and completely ended, in a terrible 24 hours, the possibility of maintaining an organized Jewish life in Germany; it led directly to the mass slaughter of 6 million Jews.
- November 17 GOD BORN OF EVIL, a special address by Rabbi Alexander Schindler, Vice President of the Union of American Hebrew Congregations, will highlight a special broadcast commemorating the 5th anniversary of the assassination of John Fitzgerald Kennedy.
- November 24 THANKSGIVING IS THANKSLIVING, an address by Rabbi Maurice
 N. Eisendrath, President of the Union of American Hebrew
 Congregations, will highlight a special broadcast of
 Thanksgiving prayer and music.

As usual, all music is by Cantor Frederick Lechner and the choir of Central Synagogue, New York City, led by Lazar Weiner, with Alexander D. Richardson at the sanctuary organ; all commentary is by Rabbi David J. Seligson of the Temple.

838 FIFTH AVENUE . NEW YORK, N.Y. 10021 . (212) 249-0100

Released by ABC Radio Network Sundays, 11–11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

MEMO

CONFIDENTIAL

TO: Al Vorspan

FM: DJWise

DATE: 3/2/67(10 am)

As you may be aware, I still haven't heard from MNE as to when he wants to see me.

Meantime, I sent him the enclosed memos.

Since you will be in the discussion, you may want to look them over in advance.

FIR AL V

MESSACE OF ISRAEL

UNION OF AMERICAN HEBREW CONGREGATIONS UNITED JEWISH LAYMAN'S COMMITTEE INC.

838 FIFTH AVENUE . NEW YORK, N.Y. 10021 . (212) 249-0100

Released by ABC Radio Network Sundays, 11-11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

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MEMORANDUM #2(of 2)

FROM: David J. Wise TO: Dr. Eisendrath

DATE: 2/24/67

RE: "President's Corner" on MESSAGE OF ISRAEL

In the realization that closer identification on the MESSAGE OF ISRAEL of the President of the UAMC himself might be a desirable objective to implement as soon as possible, I would like to explore a number of ways in which this might be done. We have discussed several alternatives over the years, but the most practical way, it seems to me, despite the many barriers due to your harried schedule, is for you to appear on each and every program.

What I would therefore like to suggest is the institution of a PRESIDENT'S CORNER, a five-minute segment to be set aside on each broadcast just for you. In it you could not only project your personality and leadership in your unique fashion but also project the UAHC's image in a way that would be effective. You could make use of this 5-minute period to publicize on the air, in a way we have never done, Jewish news and views of particular interest to Reform, Jewish philosophy and practice, our attitude toward what is going on in the world, and your suggestions for solving the personal and social problems besetting humanity. You could implement many UAHC projects: local, regional, national, and international; bring about closer ties with our Christian neighbors; and assist in bringing about interracial, intercultural, and even international understanding. You could deal with the many problems that beset the world: the Bomb; parent-child relationships; Israel and its neighbors; American foreign policy; the challenge of Communism and dictatorships; philosophies of living in a "Dog-eat-dog"world; personal integrîtm in a materialistic civilization; marriage and divorce; fear and failure. Or you could just read and comment on some Biblical or Talmudic passage you felt appropos at this time.

This would not be difficult to implement practically, and the little tapes you make could also be used to service distant congregations. I could tape you in your own office, or we could do a number of same at ABC during your stopovers in NYC... or I could even arrange for it to be done in other cities. The PRESIDENT CORNER would not replace the usual sermon, but same would be shortened so that the time apportionment would be:

- 1. Innouncer Opening ---- 1:00
- 2. Prayers and Music----9:40
- 3. Sermon----6:00
- 4. PRESIDENT'S CORNER----5:00
- 5. Announcer Closing----2:00 (Includes the local cut-in)

From a budgetary point of view, I think I have justified MESSAGE OB ISRAEL expenditures adequately in the previous memorandum, but just in case the Budget Committee still feels that the program is not sufficiently serving the UAMC, I am confident that your appearance on each and every broadcast as a publicist for the UAMC would be a determining factor. If necessary, the MESSAGE OF ISRAEL, at least for the coming fiscal year, could be placed or budgeted in the Dept. of Public Information, with myself assuming additional duties—if necessary—in that department and in Public Relations generally over and above what I now do.

I will be happy to discuss the contents of this memo and the accompanying one with your Budget Committee or with selected members of the Union Board at any time, and I am sure that, especially if you and I agree on fundamentals, we will have no difficulty in reaching a mutually satisfactory conclusion.

Albert Vorspan

Rabbi Maurice N. Eisendrath

Messrs. Mackler, Kresh; Miss Buchbinder

As you know, Matt Ross has arranged with Central Synagogue to take over the Message of Israel. Apparently the Board of the temple is prepared to formalize this action. David came to see me and his concerns are as follows:

- a) He would much prefer, to say the least, to stay on the payrolllof the Union and to have the Message a UAHC program.
- b) In any event, he feels very very strongly that he should be allowed to maintain an office here.
- c) In no event does he ever want to receive a check from Central Synagogue and even if they put up the money, he would like it siphoned through the UAHC.
- d) He will not give a final answer to Matt Ross until he has a chance to talk to you and he is urgently awaiting that opportunity as soon as you get back.

Matt apparently handled him very well and indicated that Central Synagogue was taking the initiative because it wanted the program and was proud of it and so on and so on.

I told David that while he would have to talk to you, I personally saw no objection to his continuing the use of the office here for the time being at least and that we do want UAHC identification with the program under the label "In cooperation with the UAHC." I told him very frankly that he must say yes to Central Synagogue because otherwise budgetary stingencies at the UAHC could result in the termination of the program.

I think we should show rachmones on the level of the office and I think we lose nothing by that and extend whatever cooperation we can within the framework of Central piacking up the tab and having major credit and control.



Gunther Lawrence

I am attaching two speeches that Maurice will be giving on the Message of Israel. He is very excited on both of them because ABC did not censor either one despite the fact that one is very strong on Vietnam and the other is very strong on Civil Rights and backlash. The boss is very eager to have stories released to the press on both of them.

Can we cook this up?

Rabbi Maurice N. Eisendrath

Mr. Alfred Mackler

AMERICAN JEWISH

I talked to Matt Ross and he is waiting for the next Board meeting of Central Synagogue which has not yet been called, for action on the Message. He will not talk to David until the Board meeting is over.



838 Fifth Ave., New York 21, N. Y., REgent 7-8200

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DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

MEMORANDUM

TO: Rabbi Maurice N. Eisendrath

FROM: David J. Wise

DATE: December 15, 1966

The United Jewish Layman's Committee, co-sponsor of the MESSAGE OF ISRAEL, would like to come into the UAHC Pension Plan on my behalf.

They have been desirous of doing this for a long time now.

However, Mr. Alfred Mackler, in a memorandum to me dated December 16, 1965, said: "...please be advised that we cannot possibly cover your UJIC salary portion under our Pension Plan. The Trust Agreement which we have provides for coverage to be extended to affiliated organizations. Unfortunately, the UJLC is not affiliated with us."

I understand that only you can make an exception. I would appreciate whatever you could do in this direction. Please let me know your decision. I would be glad to discuss this with you if you so desire.

Incidentally, I have not received a cost-of-living increment for some time now. You were good enough to allot me one for a number of years in the past, but within recent years none has been forthcoming. I would greatly appreciate your consideration also on this matter.

Alfred Mackler

Rabbi Schindler, Mr. Kresh, Miss Buchbinder

CONFIDENTIAL

Believe it or not it looks like Central Synagogue is really going to take the Message of Israel. What has held it up is that we suddenly realized that nobody had talked to David Wise.

Matt Ross of Central Synagogue is supposed to do it.

Please keep this to yourself and don't you talk to David.

David Wise

Rabbi Eisendrath asked me to reply to your questions in your memo of October 27th.

I see no reason why you shouldn't use Norman Diamond if you can fit him in and I also have no objection to repeating the procedure with HUC-JIR. You will hear from MNE directly about his own decision about February.



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DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

To Vorofor Head take come

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MEMORAND UM

TO: Rabbi Maurice N. Eisendrath

FROM: David J. Wise

DATE: October 27, 1966

The attached letter from Rabbi Diamond is self-explanatory.

I am also enclosing a copy of my letter to him.

What do you want to do about it?

As you know, we devoted the months of November and December to Rabbis Narot of Miami and Kronish of Miami Beach, respectively.

May I hear from you at your convenience. If possible, maybe we could get together for five minutes or so and plan the series through June. I'm all set up through January and am of course awaiting your decision in reference to appearing during February. Incidentally, I would suggest that if you do appear in February, that the recording be done as early in January as possible and that the sermons themselves be in to my office by not later than the first working day following New Year's.

During the month of March we usually devote our programs to a series by either outstanding professors from the Hebrew Union College-Jewish Institute of Religion or to a series by Glueck himself. Do you want to repeat that procedure this year? If so, this will take us through March, leaving only April, May, and June to be decided upon, as Dr. Etrog is planning a special series for July and August, as he has done in the past.

May I hear from you at your early convenience.

Goaleal Juse

my

DIAMOND, D. D.
5-3931
2-1248
7, 1966

Temple Beth El

"The Temple at the Ocean" 507 FIFTH AVENUE DAYTONA BEACH, FLORIDA

RABBI NORMAN H. DIAMOND, D. D.
Res. CL 5-5931
Temple CL 2-1248
October 17, 1966

Mr. David Wise Union of American Hebrew Congregations 838 Fifth Avenue New York City, N. Y. 10021

Dear Mr. Wise:

While attending a meeting of the C.C.A.R. Board last week, I stopped in your office to inquire about participation in a Message of Isreal broadcast. You suggested I drop you a note - and here I am.

I hope you will find occasion to include me for some Sunday A. M. We have a local outlet, WNDB, so taping would present no problem.

Please let me know whether there is a likelihood of my being invited to conduct a service or to preach.

Good wishes for continued success with (y)our

program.

Sincerely

Rabbi Norman H. Diamond

NHD: JLH



838 Fifth Ave., New York 21, N. Y., Regent 7-8200

AMERICAN BROADCASTING COMPANY

Every Sunday, 10:05-10:30 A.M., New York Time

DAVID J. WISE, Program Director

October 27, 1966

Rabbi Norman H. Diamond Temple Beth El. 507 Fifth Avenue Daytona Beach, Florida

Dear Rabbi Diamond:

Many thanks for your kind letter of October 17, and it was very nice talking to you in my office when you were in my office when you were in New York attending a meeting of the CCAR Board.

We shall of course be delighted to take your application under consideration when next we visit the State of Florida for a tour of the various important Jewish communities.

We are of course delighted with the fact that WNDB carries the MESSAGE OF ISRAEL so faithfully every Sunday morning at, as I recall, 10:05, and I hope that you are making your interest known to the station so that, when you do preach, you will find an audience worthy of the occasion.

In any case, we shall certainly be in touch with you before long on this subject.

Many thanks for your kind wishes.

Cordially yours,

David J. Wise

DJW:ig

BC: Rabbi Eisendrath



838 FHIL Ave., New York 21, N. Y., Reyout 7-8200.

AMERICAN BROADCASTING COMPANY

Every Sanday, 10:05:10:39 AtM., New York Time

David D. Wise, Process Director

Outober 27, 1966

Raphi Horsen & Plemond Parpie Reth 20 50/ Fifth Avenue Seytone Basen, Floring

lear Mabb! Elegents

Easy thanks for your kind letter of Datcher 37, and it see very site taken the to you to ay affice when you were in her bork accounting a mention of his Dak Bord.

We shall of gapris to dediction to the group of the block or course of the confidence of the various temperature deviced equation the various temperature deviced equation the various temperature.

the are of course delighted with the least incoming at me time the Manister of Issael so (elightly are) or Issael so the continue of Incoming and I have the continue of the content.

In any case, we shall certainly be in touch with you before long on boin a hiject.

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Cordielly yours,

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Alsabasia iddak : 38

838 Fifth Ave., New York 21, N. Y., REgent 7-8200

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DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

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CONFIDENTIAL

MEMORANDUM

TO: Al Vorspan

FROM: David J. Wise

DATE: August 16, 1966

編製機能制 AMERICAN JEWISH

Just a line to confirm receipt on August 11 of your oral communication via Rhoda in reference to my memorandum of August 9 about Kronish and the Miami situation.

You said you thought it would be a "good idea" to use him for three of the five Sundays in January.

Before any publicity has a chance to reach the Miami area about Narot, an invitation from Eisendrath to Kronish will already be in his hand.

Many thanks for your cooperation.

As soon as Eisendrath gets back, please ask him when, if at all, he wishes to speak on the MESSAGE OF ISRAEL.

1 00

MEMORANDUM

CONFIDENTIAL

hert Vorenan	0
V	
	V

Date July 21, 1966

From Albert Vorspan

To Lee Richman

Copy for information of Dr. Maurice Eisendrath; Al Mackler; Ruth Buchbinder

Subject DAVID WISE

This is to authorize you to keep David Wise on the payroll until further notice.

While the budget calls for the elimination of the job, negotiations with Central Synagogue are still under way and will certainly not be completed before the fall. There is a chance we may not succeed at all, which will increase our deficit.

I will keep you posted. In the meantime, we have a moral commitment to maintain David, as Rabbi Eisendrath has reminded us.

Hi - See Im still have a few hereashes - especially at Warwich, Ymil right re above that I'm would about all these additions to Bridge. Keep after Ross to resolve this. See you in the 13th. I noted for Returns the manny

Lee Richman

Dr. Maurice Eisendrath; Al Mackler; Ruth Buchbinder

DAVID WISE

This is to authorize you to keep David Wise on the payroll until further notice.

While the budget calls for the elimination of the job, negotiations with Central Synagogue are still under way and will certainly not be completed before the fall. There is a chance we may not succeed at all, which will increase our deficit.

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Rabbi Maurice N. Eisendrath; Messrs. Mackler Kresh; Miss Buchbinder

AMERICAN JEWISH ARCHIVES

I talked to Matt Ross about the Message of Israel and he said he did talk to Rabbi David Seligson and said he was favorably disposed. He has not had a chance to talk to members of the Board because of the summer lull and there probably will not be any formal decision until the fall.

David Wise

Rabbis Maurice N. Eisendrath, Balfour Brickner, Mr. Paul Kresh

AMERICAN IEWISH

Rabbi Eisendrath will do the April 3rd MESSAGE OF ISRAEL and he is thinking od doing something in anticipation of the Interreligious Seder. I would like you to work with Paul Kresh and Balf Brickner in conceiving and developing an interesting program. He is quite willing for the rest of the month to be done by Julius Mark.



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TOa

Al Vorspan

FM:

David J. Wise

Attached please find copies of correspondence with Sam Brand and from Sam Brand and to Rabbi Herman.

Please add to your already voluminous file.

I will call on you if necessary.

I think that the "necessary " will apply when it comes to pinning Eisendrath and Fane down to a definite time and day which will also be acceptable to Mr. Sandler.

As of right now, just read this over and wait.

October 20, 1965



838 Fifth Ave., New York 21, N. Y., Regent 7-8200

AMERICAN BROADCASTING COMPANY

Every Sunday, 10:05-10:30 A.M., New York Time

DAVID J. WISE Program Director

October 20, 1965

Rabbi Erwin L. Herman Regional Director Pacific Southwest Council-UAHC 590 N. Vermont Ave. Los Angeles, Calif. 9000k

Dear Erwin:

Although I have not heard from you as yet, I assume that all of the preliminary arrangements that I am making for the taping of Rabbi Eisendrath and Mr. Fane in Los Angales are satisfactory to you. (SEE POS ISCRIPT)

Attached please find a copy of a letter just received from Sam Brand.

May I suggest that you get in touch with him and Mr. Sandler and find out what the best time and days are for Mr. Sandler.

Once I have received word from you with this information, we will go to work on Eisendrath and Fane and get them to accommodate their schedule to his.

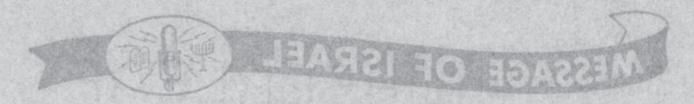
I can always get a studio, I am sure, either at ABC or somewhere else in your city which will fit the time schedule of the three men.

Cordially yours,

DJW:sw Encl. cc: Al Vorspan David J. Wise

P.S. Your kind memo of October 15 just arrived, probably by pony express. Anyhow, contents noted. See attached letter 30 as well as FROM Sam Brand. Sorry about the "blind copies"; in future, we will do better.

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838 Fifth Ave., New York 21, N. Y., Regent 7-8200

AMERICAN BROADCASTING COMPANY

Every Sunday, 10:05-10:30 A.M. Niew Work Time

Dayne J. Wash Rusesh Director

Optober 20. 1965

Pabbi Erwin L. Harman Rogics Colleges Community AND 590 B. Varmann Ave. Los Angeles Collic 2000

Dear Brains

AMERICAN IEWISE

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838 Fifth Ave., New York 21, N. Y., REgent 7-8200

Released by ABC Radio Network Sundays, 11–11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

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AIRMAIL

October 20, 1965

Mr. Sam Brand 2027 Park Drive Los Angeles 26, Calif.

Dear Friend:

AMERICAN IEWISH

Many thanks for your kind memorandum responding to my Airmail letter of October 12.

I am sure that Theodor I. Sandler will be satisfactory to Eisendrath.

I am sending a copy of this letter to someone who will be in a position to feel him out on the matter immediately. So, if you don't hear from me within a week or ten days from the date of this letter, you will know that Mr. Sandler is perfectly satisfactory.

You are correct in thinking that I could get ABC to line up one of their staff announcers, and I will if Mr. Sandler is not available or if, for some reason, he is not satisfactory to the interviewees.

It was very nice indeed of you to answer my letter so promptly and to take such an active interest in the matter.

I will try to have Eisendrath and Fane record at a time when it is most satisfactory to Mr. Sandler, and you will be hearing from me on that very soon.

All the best.

Cordially yours,

DJW:sw cc: Al Vorspan Rabbi Herman David J. Wise

sam brand and associates no 2-0240

2027 Park Drive, Los Angeles 26, California

Oct 16, 65

MEMO TO DAVID J. WISE, MESSAGE OF ISRAEL

RE: YOUR AIR MAIL LETTER OF Oct 12

Your entire memo bolls down to a request that I help arrange for Dan Thrapp (not Thorpe) of the L. A. Times or someone else to interview Dr. E. and Fane.

However, it's hard for me to request an interviewer until I know time for the taping--and that it up to the two gents rather than in my hands.

Dan Thrapp is in Rome covering the Catholic show for his paper and may not be back when our boys are here.

I could ask Theodor I. Sandler of the BBMessenger, our ledding local weekly. But Ted puts his paper to bed each Wed. ayem and part of the early p.m. and it's foolish to talk to him unless we first get taping time.

If it conflicts with Ted's schedule, then we are in trouble because there's no one on the other papers who can do the job. Perhaps your ABC contacts in L.A. will line up one of their announcers????

Anyway, I'll try to get Ted if I hear from you in time

Meanwhile, I'll keep your memo in my tickler file--alive and jumping for action when requested.

best

p.s. Ted has interviewd Dr. E. in past --both for paper and on television-and Dr. E. seems to like his work

BC: ALV. HERMON

Paul Kresh

AMERICAN JEWISH

MNE wants you and me and Gunther to come up with some ideas for MNEs Message of Israel programs in December.

MESSAGE OF ISRAEL POR

UNION OF AMERICAN HEBREW CONGREGATIONS UNITED JEWISH LAYMAN'S COMMITTEE INC.

838 Fifth Ave., New York 21, N. Y., REgent 7-8200

115

FROM: David J. Wise

TO:

Rabbi Maurice N. Eisendrath

COPIES TO:

Rabbi Daniel L. Davis, Mr. Paul Kresh, and Mr. Al Vorspan

Released by ABC Radio Network Sundays, 11–11:25 a.m. Consult listings for exact time locally.

DAVID J. WISE, Director; RABBI JONAH B. WISE, Founder

August 20, 1965

RE: MESSAGE OF ISRAEL Plans, Present & Future

First let me welcome you back to 838 after what I hope was a relaxing and healthful summer. I myself was privileged to go to Mexico, along with — I understand — numerous others of the UAHC staff. I enjoyed my experience greatly, especially in view of Al Vorspan's stimulating report about the Jewish (?) Indians. All of us who were privileged to visit this remarkable country could well understand and appreciate this invigorating and challenging piece of pioneer work on the part of Al and the NFTY. I've always been one of the greatest admirers of Rabbi Cook's work with teenagers, and this is just another sample of his remarkable vigor and perspicacity. Congratulations for a job in which all of us should find great pride. I only wish that Al and the others had been able to do some taping of their achievements for use in my particular department. However, perhaps Al or someone who participated in this experiment will be able to give us some sort of an account thereof which would be appropriate for broadcast. Perhaps the time is not "ripe", but it is certainly something worth mulling over anyhow.

Incidentally, as you perhaps know, the latest Israel seminar tour, initiated by Rabbi Essrog last summer and continued by Rabbi Marx this year, resulted in a series of four excellent interviews with Israeli leaders by Bob Marx which was done at the Israeli radio station and sent to me by diplomatic courier a few weeks ago. I have just finished listening to them. Perhaps you would be interested also in doing so before we consider them for air. I am having copies of the tape made anyway for Rabbi Essrog and would be happy to make some for you if you so desire.

In accordance with conversations with Rabbi Kaufman before he left and Al Vorspan since, I have been consulting with Rabbi Daniel L. Davis on MESSAGE OF ISRAEL guests for the immediate future. For example, when, quite unexpectedly, we received the rejection from Rabbi Feuer of Dayton (after he had originally sent his acceptance), I was completely at a loss as to what to do. Fortunately, I could count on Rabbi Davis' know how and always generous cooperation, and it was decided to fill the five October "spots" with five leading New York rabbis who had not recently been on the MESSAGE OF ISRAEL. I believe you are up to date on these developments inasmuch as my secretary sent you a memorandum on July 26, in my absence, detailing what we had done. This will also confirm the fact that we have sent out an invitation to Rabbi Jacob Weinstein of Chicago for the month of December (the first open month in our calendar).

The month of November has been assigned tentatively to at least a couple of programs from or preceding the Biennial. As usual, I have suggested to Paul Kresh and Gunther Lawrence that we have a press conference on the first Sunday and two weeks later a round-up of highlights, as has been our custom always in the past. This leaves two Sundays unspoken for. I think that Paul is thinking about filling these, but I thought that you should know what is going on so that you could make any suggestions that you might feel would be helpful in this regard.

Undoubtedly there are things taking place now or in the near future which might be incorporated into broadcasts for the two November Sundays, such as the "Vigil" in Washington, D.C. I can't wait too long, however. If things are going to be planned for the MESSAGE OF ISRAEL, all details must be in the hands of ABC by not later than the first of October, and I must know myself by not later than the middle of September. If invitations are going to go out to any rabbis to speak on the MESSAGE OF ISRAEL, that should be done immediately. I know that I don't have to tell you how important this is.

Subject, of course, to your okay, Rabbi Davis and I thought that it might be a good idea to start thinking about MESSAGE OF ISRAEL plans for 1966. Of course, as you know, the month of January has been set aside for yourself. For the month of February we thought that it might be a good idea to invite four rabbis from the New England area:

Joe Klein
Earl Grollman
Murray Rothman
Herman Snyder
Robert Shapiro (Alternate)

CODY

For the month of March, as has been our custom in the past, we thought that a letter should go out from you to the Provost of the Hebrew Union College in Cincinnati, asking him to select four professors or other executives from his staff to speak on the program.

For the month of April we thought that we might invite Florida rabbis:

Benno Wallach
Jaffe
Lefkowitz
Baumgard
Irving Cohen (Alternate)
Detroit

For the month of May we thought that we might invite, rabbis:

Fram
Hertz
Rosenbaum
Fred Eisenberg
Philip Frankel (Alternate)

For the month of June we thought that we might invite the following California rabbis:

Al Lewis
Bauman
Weinman
Essrig
Lawrence Block (Alternate)

- 3 -

CODA XEBO

Naturally, these are just tentative suggestions. I like the idea that we have been pursuing for the last year or two of inviting one man for an entire month. It builds up an audience better than any other method, and it is easier to integrate each program and present something that is probably better radio than the other method. However, there is also the argument that we should get around the country more than we do and give a number of rabbis a chance to participate in the program, rather than just a few, if we are to remain a democratic organization and one which is dedicated to experimentation and the exploration of new and talented voices.

Attached please find a copy of a letter from Rabbi Israel Goldstein. In it, of course, he asks to be a guest on the MESSAGE OF ISRAEL program. It came at a time when I myself was seriously considering using a tape that he made for us in Jerusalem last year in his capacity as president of the United Israel Appeal. However, the sermon had nothing at all to do with fund raising or with the United Israel Appeal but was simply an exploration of ways in which bridges of understanding could be built between this country and our own. Now Rabbi Goldstein is in this country again and wishes to prepare a different sort of talk. I am writing to him to say that our calendar has been pretty well planned for the immediate future but that we shall certainly keep his suggestion in mind. This will give you an opportunity to think over this matter. However, it has never been our policy to pass up the opportunity to feature on the MESSAGE OF ISRAEL outstanding rabbis of the Conservative or Orthodox persuasion. For example, on August 7, 1960, our guest was Rabbi Edward T. Sandrow. On August 14, 1960, our guest was Rabbi Emanuel Rackman. On August 21, 1960, our guest was Rabbi Robert Gordis. On September 4, 1960, our guest was Rabbi Israel Goldstein. On May 7, 1961, our guest was Rabbi Max D. Davidson. On May 14, 1961, our guest was Rabbi Judah Neidich. On May 28. 1961, our guest was Rabbi Wolf E. Kelman.

Therefore, we have plenty of precedent for inviting Conservative and even Orthodox rabbis. However, I should warn you that there is a strong probability that NO Orthodox rabbi will accept our invitation. This does not apply, of course, to Conservatives, but we may have a bit harder time now than we had five years ago. In any case, however, Rabbi Goldstein's appearance on the MESSAGE OF ISRAEL could not help but do the program good and might stimulate other rabbis of the Conservative wing to participate also.

Attached also please find a memorandum from Rabbi William Rosenthall which I think is worthy of consideration also. We have had rabbis from almost every part of the world on the MESSAGE OF ISRAM, as you know. I think it might be a good idea to repeat this process in the not too distant future.

I realize that the suggestions which I have made in the last paragraph or two would probably knock out some of the suggestions that I made as a result of conversations with Rabbi Davis. However, these are not mutually exclusive. We should have plenty of time to include all of the suggestions.

Rabbi Davis thinks that it might be a good idea for you to sit down with some of the rest of us here on the staff and work out the MESSAGE OF IS RAEL program together. I would appreciate your consideration.

DJW:LG

Pagax)

TELEPHONE BARCLAY 7-7353-7354

JCA

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William Wolpert

August 16, 1965

Mr. David J. Wise Message of Israel Union of American Hebrew Congregations 838 Fifth Avenue New York City

Dear David:

Here I am again on my annual visit.

I trust this finds you and your family well.

One of the things which will occupy me this time will be the Jewish Conciliation Board anniversary, its 45th and my 35th as President. Because of its unique civic and social service angle and its Jewish significance, it occurs to me that its work might be of interest as a subject for a Mossage of Israel Program.

What do you think?

Cordially,

/mms

OR. ISRAEL GOLDSTEI

,90

MEMORANDUM

Date August 28, 1964

From Rabbi William A. Rosenthall	
To Mr. David Wise	
Copy for information of Rabbi Simeon Maslin	
Subject	

Rabbi Simeon Maslin of Curacao visited me this week and spoke about the excellenace of the "Message of Israel" programs.

Perhaps you might envision for the future a series of broadcasts on and from "Historic Synagogues". I know that Rabbi Maslin would be delighted to record a message for you.

ul

Wed. 7/5 - 2:00 P.M. at:

Matthew Ross

245 Park Ave.

re. MESSAGE OF ISRAEL PROGRAM.

People expected to attend:

Mr. Kulick Mike Kaufman Robt. Oppenheimer Rabbi Seligson Matthew Ross

