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THE WHITE HOUSE

WASHINGTON

June 18, 1976

Released by Patti Fri. June 18

MEMORANDUM TO:

FROM:

PETER SORUM SUSAN PORTER Action Memo

SUBJECT:

The following event has been added to <u>Mrs. Ford's</u> June 22nd trip to New York City:

- EVENT: Dedication of the Martin Steinberg Center of the Stephen Wise Congress House
- GROUP: American Jewish Congress
- DATE: Thursday, June 22, 1976

TIME: To be determined (4:00-6:00 p.m.)

- PLACE: Martin Steinberg Center **H:00** 15 East 84th Street New York, New York
- CONTACT: Mr. Richard Cohen, Associate Executive Director O: (212) 879-4500 H: (212) 988-8042
- COMMENTS: As you know, Mrs. Ford will participate in the dedication of the Martin Steinberg Center at the time of her trip to New York to attend the Jewish National Fund dinner at the New York Hilton Hotel. The Martin Steinberg Cultural Center will contain reading rooms, gallery space, music booths, a library, etc. and is connected to the Stephen Wise Congress House (which is the headquarters of the American Jewish Congress) by a small

CRED. 212. TR9.9300 Michael Ashenbrand FRI-Mon Noon



garden. Mr. Martin Steinberg is elderly and is in the hospital and therefore may not participate in the dedication. The file is attached.

Thank you.

c: BF Staff Red Cavaney William Nicholson Terry O'Donnell Jerry Jones David Lissy Rex Scouten Max Friedersdorf Steve McConahey Staircase



AMERICAN



JEWESH CONGRESS

STEPHEN WISE CONGRESS HOUSE • 15 EAST 84th STREET • NEW YORK, N.Y. 10028 • TR 9-4500 Nightline: 879-4504 Home: 988-8042

RICHARD COHEN ASSOCIATE EXECUTIVE DIRECTOR

June 12, 1976

Mrs. Betty Ford The White House Washington, D. C.

Dear Mrs. Ford:

- 357

I am happy to enclose the formal invitation to the dedication of the Martin Steinberg Center Tuesday afternoon, June 22, in New York City.

We would be deeply honored by your presence, which will make this a day to remember for all of us in the American Jewish Congress.

I shall await your telephone call on Monday and hope you will say "yes."

I am grateful to our mutual friend for giving you this letter and invitation in person.

Respectfully, nd When Richard Cohen



The Officers of the

American Jewish Congress

Are Pleased to Invite You

To the Dedication of

The Martin Steinberg Cultural Center

"where young Jewish artists can come together to explore and develop their creative talents."

Tuesday, June 22, 1976

from 4 to 6 p.m.

Stephen Wise Congress House 15 East 84th Street New York City

RSVP-TR 9-4500 Ext. 817



PROGRAM

Welcome HOWARD M. SQUADRON

Address

Hon. MARTIN E. SEGAL Chairman, Commission for Cultural Affairs of the City of New York

C

Musical Presentation RABBI-ALVIN WAINHAUS

Poetry Reading DIANE LEVENBERG

Affixing of Mezuzah and Dedication RABBI ARTHUR HERTZBERG

Response MARTIN STEINBERG

Remarks BERTIE SCHWARTZ BERNARD L. MADOFF

Celebration

The Martin Steinberg Cultural Center will be a meeting place for young Jewish men and women engaged in all aspects of Jewish artistic expression—music and dance, painting and sculpture, poetry, fiction and film-making.

The Center will also house the Charles and Bertie Schwartz Jewish Reading Room and the Bernard L. Madoff Jewish Music Library.

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Martin Steinberg

AMERICAN JEWISH CONGRESS

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Co-Chairmen, Governing Council PAUL S. BERGER LEONA CHANIN ALVIN GRAY JACQUELINE LEVINE

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8 E & E E

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RICHARD COHEN ASSOCIATE EXECUTIVE DIRECTOR

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THE WHITE HOUSE WASHINGTON

Date heila Uludenfeld TO:

FROM: DAVID LISSY

TVW

For Appropriate Action

COMMENTS

6 Philo EWISH EXPONENT

Mrs. Ford Dedicates New Jewish Cultural Center

cultural institution, the Martin a gathering place for young Jewish 5 Steinberg Center of the American Jewish Congress, 16 E. 85th St., has makers. it includes a music library been dedicated by First Lady Betty Ford. 1 milina

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artists, writers, musicians and filmand listening booths, a circulating and reference library, a screening

exhibition space for work by Jewish artists and sculptors.

Before formally unveiling a plaque bearing Steinberg's name, Mrs. Ford watched as Rabbi Arthur Hertzberg, president of the American Jewish Congress, affixed a mezuzah to the doorpost of the building. The new center is joined by a garden to the Stephen Wise Congress House, national AJC headquarters, at 15 E. 84th St., Rabbi Hertzberg also presented Mrs. Ford with a mezuzah. - - ing

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martin S - ill - contr whose was & combined to your peop & juda made poss this into wher your gever ant poets music & film mars can meet, eych ideas & be insp to devel & expc then talents - so that all your, old & young, may reaffirm then gewent identity This an increasing appre of their great cultural hentage vords of desirat mayog he - heavy contrit wife - pres of note womens org anti def league am Jewest comm emphasis on litig & legislat studied the law alat / discrim, etc (16 E. 85th) Richard Coken 15 8. 84th St 10028 0: 879 4504 h: 988 8042 (212) R. FORD

Mrs. Ford's Remarks Martin Steinberg Center Dedication June 22, 1976 N.Y.C.

The dedication of the Jewish people throughout the centuries to the creative arts has enlivened the music, literature and theatre of many lands. Many American artists have been nurtured by the Jewish heritage. This influence has contributed to the diversity of our culture.

Because the Martin Steinberg Center will help keep alive the legacy of Jewish creativity, I'm very pleased to share in this ancient ceremony of blessing--the mezuzah--which symbolizes your faith. I know this center will help continue the lively history of Jewish cultural contributions, which bring so much joy to so many.

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AMERICAN JEWISH CONGRESS

HEN WISE CONGRESS HOUSE, 15 EAST 84th STREET • NEW YORK, N.Y. 10028 • TRAFALGAR 9-4500

Remarks of Rabbi Arthur Hertzberg, President, American Jewish Congress to Mrs. Betty Ford

at Dedication Ceremonies of the Martin Steinberg Center, June 22, '76

Mrs. Ford and distinguished guests:

We are honored by your presence among us, in this house and garden, on what is to us a most auspicious and happy occasion -- the dedication of the Martin Steinberg Center.

The Center is the gift of Martin Steinberg, who with his wife Lillian have been generous contributors to the American Jewish Congress for many years. But they have been more than the givers of funds to create institutions such as this. Mrs. Martin Steinberg -- our beloved Lillian -- has given us her energies, her devotion and her feeling for young people. From the gifts of Martin and Lillian Steinberg we have taken encouragement and inspiration and we have built living institutions where young people may gather to read, to paint, to sing -to bring out the best in themselves as citizens and as Jews. It is a noble and beautiful work that the Steinbergs have undertaken.

Martin Steinberg is ill today and Mrs. Steinberg is at his side. Our joy in this occasion is marred only by their absence.

Mrs. Ford, it is proper that we begin this dedication ceremony today with the affixing of a Mezuzah to this doorpost in according with the verse from Deuteronomy, "And thou shalt write them upon the doorposts of thy house, and upon thy gates." There is a Mezuzah in every Jewish home in every corner of the globe; it is fitting that there be one here.

Inside this small case is a small parchment on which are inscribed verses from the Bible.

The scroll inside the Mezuzah enjoins us to "teach...diligently" the words of the Lord unto our children. The words of the Mezuzah are especially appropriate for this house because the Martin Steinberg Center will be primarily a place for young people, young Jewish men and women engaged in all aspects of Jewish artistic expression -- music and dance, painting and sculpture, fiction and film-making. Here they will come together to explore and develop their creative talents. Here they will exhibit their work, read their poems, play their music, share their creative efforts and develop a sense of community with each other -and we believe, with the sense of past Jewish tradition on which to make 3 nub 2. 104 their own contributions to a vibrant, living Jewish culture.

MORE

It is only 12 days before the 200th anniversary of the signing of the American Declaration of Independence, and we in the American Jewish Congress should like to regard this building as a kind of contribution to the Bicentennial. For we believe deeply that as Americans we make our most valuable and original contribution to our community and to our country as we give authentic expression to all that is Jewish within in. We are better Americans because we are better Jews. We are authentic Americans as we are authentic Jews.

In the 60 years since its founding the American Jewish Congress has done battle on many occasions for civil rights and civil liberties for all Americans in the great and ongoing struggle to perfect American democracy. We have done so out of the injunctions of our prophet to pursue justice, to practice righteousness, to love one's neighbor as one's self.

Today we dedicate this building as a center for that part of our program which seeks to enhance the creative continuity of the Jewish people -- through programs of Jewish education, through publications of our magazines. <u>Congress</u> <u>Monthly and Judaism</u>, through the inauguration of a wide variety of programs designed to "teach...diligently" unto our children -- and ourselves -- all that which is precious in our heritage.

We see no separation, no division, no dichotomy between the tasks of advancing human freedom and strengthening Jewish life. These tasks are one -joined by our past history and by our present condition. And here they are joined by a garden. Here we stand in the Martin S. Steinberg Center -the place devoted to our Jewish culture. It is a link to our past, through the great Jewish books that line its shelves. And it is an expression of faith in the future, a vote of confidence in our younger generation. For we believe that works of literature and art and music that will be read here and listened to and played and even created here will lead to a greater awareness of the Jewish heritage, a greater appreciation of the Jewish cultural tradition, a more authentic Jewish expression.

Opposite us is Stephen Wise Congress House, our national headquarters, named for our founder and longtime President, a great and courageous fighter for the noblest ideals of the Jewish heritage and of America's great promise. The two buildings are joined not only by a garden but by the commitment we bring to improving the world unto the Almighty and to teaching His word and his law "diligently" unto our children.

- 2 -

Mrs. Ford, I should now like to present to you this silver Mezuzah as a gift for you and the president from the American Jewish Congress. I remember that when the State of Israel was declared, Dr. Chaim Weizmann, the first President of Israel, came to the White House and gave to President Harry Truman a scroll of the Torah, the first five books of the Bible. Dr. Weizmann told President Truman in presenting the gift to him that the Torah, the most precious possession of the Jewish people, belonged not only to Israel but to America as well, for it contains the very precepts of justice and liberty and respect for human dignity by which our country was founded. And President Truman brought it to the White House and then to the Truman Library next to his home in Independence, Mo.

On the eve of the Bicentennial of our country's founding, it seems to us in the American Jewish Congress that it would be proper and fitting that you, as the First Lady of this land, should have something that belongs to the Jewish people and -- because we Jews are part of this country -- that belongs to America as well.

Let this Mezuzah, which is fixed to the lintel of every Jewish home in America and wherever there are Jews, be part of your home too. It represents all that is most authentically Jewish -- and hence authentically American -- in us, and we give it to you in friendship, in admiration and in love.

XXX

- 3 -

Memorandum from ...

AMERICAN JEWISH CONGRESS

15 East 84th St., New York, N. Y. 10028 • TR 9-4500

Schedule

Dedication Ceremonies for the Martin Steinberg Center

June 22, 1976

- 4:00 p.m. -- Mrs. Ford enters Martin Steinberg Center from entrance at 16 East 85th Street and is shown through the center by Howard M. Squadron, senior vice pres., American Jewish Congress.
- 4:05 p.m. -- Mrs. Ford approaches doorway separating Martin Steinberg Center from garden adjoining Stephen Wise Congress House.
- 4:17 p.m. -- Rabbi Arthur Hertzberg, president of the American Jewish Congress, affixes a Mezuzah to the door post, recites appropriate blessing and explains significance of the Mezuzah to Mrs. Ford.
- 4:22 p.m. -- Rabbi Hertzberg presents Mrs. Ford with a silver Mezuzah in a velvet lined box as a gift to mark the occasion.
- 4:24 p.m. -- Mrs. Ford accepts the Mezuzah and unveils a bronze plaque bearing the inscription, "The Martin Steinberg Center." Mrs. Ford will then speak for about 3 or 4 minutes.
- 4:28 p.m. -- The First Lady will then return to the Martin Steinberg Center and exit from the doorway at 16 East 85th Street.

In the event of rain, the same schedule will be followed, except that instead of standing in the doorway facing the garden (with the press and T.V. covering from the garden itself), Mrs.Ford will face the other direction, looking into the Martin Steinberg Center, and the press will be invited to cover the ceremony from inside the Martin Steinberg Center.

Following Mrs. Ford's departure, the dedication program will continue inside Stephen Wise Congress House.

	Welcome		Howard M. Squadron, senior vice-president American Jewish Congress
	Address		Hon. Martin E. Segal, chairman of New York City's Commission of Cultural Affairs
	Musical Presentation	~ =	Rabbi Alvin Weinhaus
	Poetry Reading		Diane Levenberg
	Remarks	,	Bertie Schwartz (Donor of the Charles & Bertie Schwartz Jewish Library and Reading Room) Bernard L. Madoff (donor of the Bernard L. Madoff Jewish Music Library)
1 2	Closing		Howard M. Squadron

Closing

Memorandum from ...

AMERICAN JEWISH CONGRESS 15 East 84th St., New York, N. Y. 10028 • TR 9-4500

June 22, 1976

Martin Steinberg and Lillian Steinberg

Martin Steinberg of Brooklyn has been a generous contributor to the American Jewish Congress for 25 years, not only to its programs in the United States but also to its Louise Waterman Wise Youth Hostel in Jerusalem, the largest youth hostel in Israel. With his wife Lillian, Mr. Steinberg has given the impetus for many innovative programs undertaken by the American Jewish Congresss.

The Steinberg have provided funds for two major additions to the Hostel, which serves as a social and cultural center for young visitors to Israel from around the world and for young Israelis. The Lillian and Martin Steinberg Garden Pavilion, dedicated in 1973, serves as an informal coffee house, meeting place and center of many of the Hostel's social and cultural activities.

In March 1974, ground breaking for the Hostel's Lillian and Martin Steinberg Cultural Center was begun. This new three-story building will, when completed, include a threatre, library, movie and film projection room and dining facilities, and will also serve as a community center for the youth of the suburbs of Jerusalem.

Lillian Steinberg has given more than a quarter century of service to the Congress, having held leadership positions in every facet of AJCongress work, including organization and membership, fundraising, law and social action, international affairs and Jewish cultural affairs. She served as president of the National Women's Division of the American Jewish Congress from from 1962 to 1965 and was recently elected an honorary vice-president of the American Jewish Congress and co-chairman of its Commission on Jewish Affairs.

Last December the American Jewish Congress presented Lillian and Martin Steinberg with its Stephen Wise Award for "distinguished service to the Jewish people."

The Steinbergs are residents of Brooklyn. Mrs. Steinberg is a former teacher in the city's elementary schools. Mr. Steinberg is a retired realtor and investor.

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Dedication - The Martin Steinberg Cultural Center 15 East 84 Street, New York City

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Remarks by Martin E. Segal - Chairman, Commission for Cultural Affairs of the City of New York

June 22, 1976

Mrs. Ford, Mr. Squadron, Mr. Steinberg, Honored Guests:

I want to thank the American Jewish Congress for asking me to join in this ceremony at the new Martin Steinberg Cultural Center. Today's dedication of a center for the arts reminds me of a modest story for which I ask your indulgence.

Two women emerged from an art exhibit, exhilarated by what they had seen. Suddenly one turned to the other and said: "You know, even though I love abstract art, I really can't have abstract paintings in my home. After all, I do have a 16 year old daughter."

Her friend was puzzled. "What does that have to do with it?" she asked.

"Well," said the mother, "with those abstract paintings, you just never know whether they are decent or not."

This little anecdote about a naive mother points whimsically toward the theme that underlies this dedication.

Thomas Carlyle, in a critical essay published in 1827, said: "The great law of culture is: Let each become all that he was created capable of being."

I cannot help think how that view, in all its nobility, contrasts with another view voiced 100 years later. Said the speaker: "When I hear anyone talk of culture, I reach for my revolver." Hermann Goering, who made that statement, truly meant what he said -- and he spoke for all Nazis as well.

Culture, which embraces that which is excellent in the arts, sums up the aspirations of <u>man</u>. Needless to say, a <u>center devoted to culture</u> sums up the aspirations of <u>civilization</u>. Its very existence affirms our commitment to decency -- and excellence.

The establishment of the Martin Steinberg Cultural Center is a major step in the enrichment of New York's cultural life. It is true that New York is home to many cultural organizations. But it can never be home to too many. For in an era when the City's preeminence is challenged in a number of areas, its stature as a cultural leader remains undiminished. Indeed, cultural leadership assumes new importance in these trying times.

Some 50,000 people in New York City depend for their living on the local "cultural industry." They work in the theater or concert worlds, for our museums, libraries, botanical gardens or zoos -- they are involved in ballet and opera, film or other activities.

This industry spends over \$3 billion annually in New York City, making a vital contribution to the health of our economy. For its part, the City spends \$25 million a year, in services and in funds, to help maintain institutions and activities which are components of this industry. In return for every dollar it so spends, the City gets back \$4 directly in taxes and much more indirectly.

The City's contributions are, of course, vitally important to the vigor of the arts in New York. Equally important are the financial contributions of philanthropists such as Martin Steinberg, who through their own resources endow the arts with moral and financial support.

Sectarian or ethnic involvement in the arts is by no means rare. In New York it is warmly welcomed and encouraged, for our City boasts as one of its treasures an ethnically diverse population. Its Jews, who derive from many different backgrounds, have made valuable contributions to the cultural life of the City. The list of Jewish musicians, singers and artists, sculptors and composers is long and impressive. They include Leonard Bernstein, Beverly Sills, Richard Rogers, Barbra Streisand and others too numerous to mention.

But in addition to these distinguished Jews, and many as yet unknown but destined to achieve success and prominence, there are the other ethnic groups -- the Blacks, Hispanics, Italians and Orientals -- who live in this City with us, and who enrich it with their commitments of toil and talent.

One of New York's major contributions to American culture has been the musical theater. It is here in this City that the musical theater, from the early days of "Floradora" to "A Chorus Line," has grown and flourished.

- 2 -

Over the decades, in just this one segment of the arts so uniquely linked to New York, artists of all types and backgrounds have made important contributions to our lives and to culture. The musicals now on Broadway illustrate the kind of ethnic diversity which typifies that art form and gives it such vitality.

"Bubbling Brown Sugar" is a retrospective of the best in Black music, and "The Wiz" is a musical version of the Oz story that scintillates with an all-Black cast. "Chicago" co-stars Chita Rivera, a Hispanic, and "A Chorus Line" has made a singing and dancing star of Cookie Vasquez. "Pacific Overtures" stars several Orientals, including Mako, Yuki Shimoda, and Soon Teckoh. The cast of "Grease" includes such Italian-Americans as Albert Infinnia, Ray De Mettis, Joy Rinaldi and Frank Piegaro.

Even White, Protestant Anglo-Saxons are represented -- there is "Shenandoah" at the Alvin Theater.

The musical theater is a microcosm of the arts. The diversity which characterizes it is now common in other areas -- the films, television and the novel, for example. The diversity which New York City has found to be so enriching has enriched the country as well, and indeed the world.

At a time like the present when the strains and stresses of the City's financial problems are putting pressure on the City's social fabric, the forward movement of its cultural life is truly a binding and affirmative force.

The Martin Steinberg Cultural Center, I am certain, will make a valuable contribution to cultural activities in New York. Its list of suggested programs is varied and ambitious. In the area of film, the Center proposes to work closely with young film makers as well as campus groups, youth organizations and the like, to view films at the Center. It will periodically review and evaluate films of special interest, and through these and related activities, become an important resource center.

The Center's library will house an extensive collection representing all types of Jewish music, from liturgical to folk. There will be booths in which to listen to records and tapes, and workshops, seminars and other activities will encourage young composers and musicians to identify with the Center, to use its facilities and to meet with special guest lecturers.

- 3 -

Activities planned for young writers include a writers' workshop and poetry readings. An attempt is being made to arrange special visits and workshops by famous contemporary writers. Also under consideration is a plan to create a workshop for younger writers in high school in cooperation with the Board of Jewish Education.

What I have already described demonstrates the scope of this Center's ambitions. But there is more. In the fields of art and photography, the Center will provide space for the display and exhibition of works by talented young artists and photographers. Moreover, the Center hopes to get publicity and exposure for these artists to advance their careers.

The scribal arts have a long tradition in history, and the Center proposes to meet the special requirements of those in this field. It similarly proposes to help the growing number of young people involved in crafts. In response to this need, the Youth Commission is arranging an outdoor crafts fair in cooperation with the West Side Jewish Community Council.

Needless to say, there will be emphasis on the drama. In the past year alone, a number of theater groups have sprung up and are performing in New York City. The Center will offer those interested in drama a place to meet and share common concerns. Help will be provided to find facilities for rehearsals and performances -- an area in which the Center has already been active.

The library will have books and material relating to all the arts, and a special section will be reserved for the books and publications of the Jewish student movement.

Finally, the Center will sponsor an Arts Coffee House -- a delightful diversion for young people involved in all aspects of cultural life. Each monthly session will be devoted to: a different art form, allowing for a broad interchange of views and skills among those in differing disciplines. The coffee house will give young artists the opportunity to share creatively with each other and to develop a feeling of community among themselves.

Ad hoc committees, I am told, have already begun meeting to explore these suggestions so that the Martin Steinberg Cultural Center can become a magnetic center of cultural expression and serve as a model for communities elsewage.

- 4 -

It would be my hope, I might add, that the Center would serve as a model cooperator for other ethnic groups within the City who aspire to preserve and codify that which they have already accomplished, while encouraging the development of further creative output. Serving this way as a prototype for other groups, the Martin Steinberg Cultural Center would invest with true significance Carlyle's precept: "Let's each become all that he was created capable of being."

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Before closing, I want to express on behalf of Mayor Beame and all of the City's citizens, our appreciation for the generosity of Martin Steinberg, which made this Cultural Center possible. In St. Paul's Cathedral in London there is an inscription to Sir Christopher Wren: "Si monumentum requiris circumspice." Translated from the Latin, it means: "If you would see the man's monument, look around." How gratifying to look around at a monument, not merely of bricks and mortar, but of the spirit as well -- built to house a Center for that which is noblest in man -- the art and aspirations of a great civilization.

- 5 -



AMERICAN JEWISH CONGRESS

STEPHEN WISE CONGRESS HOUSE, 15 EAST 84th STREET . NEW YORK, N. Y. 10028 . TRAFALGAR 9-4500

Richard Cohen, Director Dept. of Public Relations

For Immediate Release

Mrs. Betty Ford will dedicate the city's newest Jewish cultural institution -- the Martin Steinberg Center of the American Jewish Congress at 16 East 85th Street -- next Tuesday afternoon (June 22) at 4:00 p.m.

The center is designed to serve as a gathering place for young Jewish artists, writers, musicians and filmmakers. It includes a music library and listening booths, a circulating and reference library, a screening room for film presentations, and exhibition space for work by Jewish artists and sculptors.

Funds for the new center were provided by a gift from Martin Steinberg, a Brooklyn realtor. Mr. Steinberg, a longtime supporter of the Congress, is the husband of Lillian Steinberg, an active leader of the organization who served as president of its national women's division from 1962 to 1965.

Before formally unveiling a plaque bearing Mr. Steinberg's name, Mrs. Ford will watch as Rabbi Arthur Hertzberg, president of the Congress, recites the appropriate blessing and affixes a Mezuzah to the doorpost of the building leading to a garden that separates the Steinberg Center from Stephen Wise Congress House, national headquarters of the Congress.

A Mezuzah is a small parchment on which are inscribed verses from the Bible, rolled tightly and placed in a small case that is affixed to the doorposts of a Jewish home. The Jewish tradition of the Mezuzah is taken from Chapter 6, Verse 9 of Deuteronomy, which states: "And thou shalt write them upon the doorposts of thy house, and upon thy gates."

Following the dedication ceremonies in the garden of the center, Martin E. Segal, chairman of the New York City Commission for Cultural Affairs, will address a reception of leaders of the American Jewish Congress.

Mrs. Bertie Schwartz, donor of the Charles and Bertie Schwartz Jewish Reading Room and Library, and Bernard L. Madoff, who contributed the Bernard L. Madoff Jewish Music Library, will also speak.

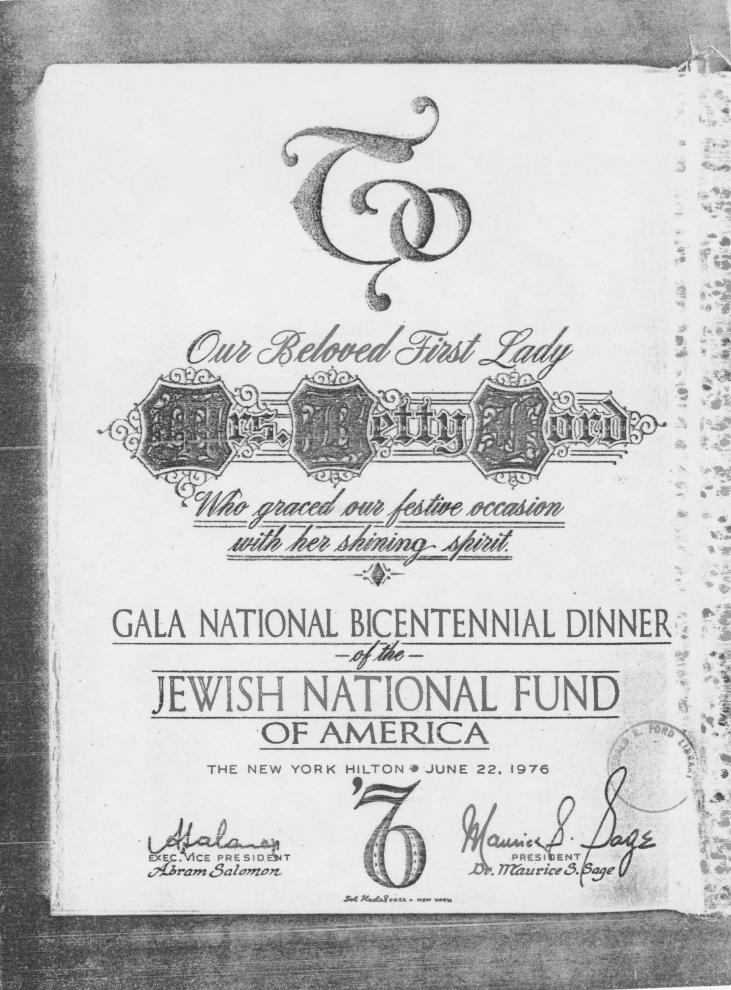
A musical presentation by Rabbi Alvin Wainhaus and a poetry reading by Diane Levenberg will conclude the ceremonies. Visitors to the Martin Steinberg Center will also see an exhibition of photographs by William S. Aron, "The Lower East Side Revisited."

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תורה, נביאים, כתובים THE HOLY SCRIPTURES

A JEWISH BIBLE ACCORDING TO THE MASORETIC TEXT

HEBREW AND ENGLISH



"SINAI" PUBLISHING TEL AVIV, ISRAEL

for release fre

SAMPLE CREDENTIAL RELEASE

misium (Initial sentence explaining event) All media wishing to cover Mrs. Ford's visit should submit credentials requests to michael aschenbrand "(address) (phone) . TR9-9300 Deadline for credentials request is The following information is required: Name Affiliation Social security number or passport number if not US citizen Date of birth Place of birth 田 Business phone number Home phone number 53 6316 The above information may be delivered in person or called in to the office listed above. This office will be open from _ through _ Credentials must be picked up in person by each individual member of the media at one of two locations: _____ from _____ to on 2-3: \$5pm at the stephen Wise Congress House 5- 90 pm, 4th floor Hilton Hotel, beloony entrance to the Ballroom This Ford will also deducte the M Steinberg Cutheral Center of the am gwish Congress at 15 E. 84 th St.

The 60th Anniversary American Sewish Congress

Souvenir Program

June 7, 1976 Retropolitan Opera House

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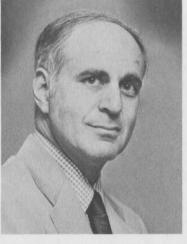
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DONALD L. JONAS

A Note of Thanks

We wish to express our deep appreciation for your generous participation in the 60th anniversary celebration of the American Jewish Congress.

Since its founding, the Congress has worked with dedication and distinction to advance the frontiers of freedom for all Americans and to protect and promote the creative survival of the Jewish people.

Our share of satisfaction in supporting the Congress tonight lies in the knowledge that the help we give will be translated into programs to advance human rights, strengthen Jewish life, and defend the right of Israel's people to live in security, in dignity and in peace.

Martin Begun Mr. and Mrs. Donald Jonas General Chairmen







"Not relief but redress; not palliation but prevention; not charity but justice – this is the only program worthy of a great and proud people. - Rabbi Stephen S. Wise March 27, 1916

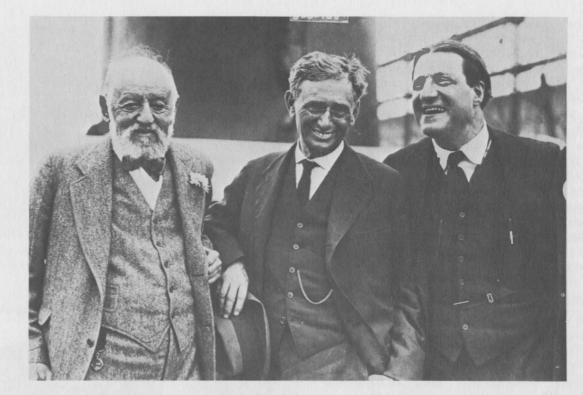
"I know that the American Jewish Congress will continue to participate in the urgent, great and main needs of the Jewish nation—the establishment of a covenant of our people and a light to the nations in our common homeland." —David Ben Gurion

"The notable founders and leaders of the American Jewish Congress have played a historic role and made important contributions to this nation—and worked effectively to meet the problems of Jewish communities in many troubled areas." —Harry S. Truman

"Over the years, the American Jewish Congress has been in the forefront of our nation's great struggle to advance the cause of equal justice and opportunity for all Americans." —Earl Warren

"The eloquent voice of the American Jewish Congress has been heard not just on behalf of Jews, but on behalf of the highest ideals of freedom and democracy we all share as Americans. Its courageous and effective campaigns to advance civil rights, protect civil liberties, and defend religious freedom have helped make this country a better home for all." —Lyndon B. Johnson

"The American Jewish Congress has been deeply committed not only to the preservation of fundamental American liberties but to the great work of advancing all our citizens who suffer exclusions because of racial and religious discrimination and prejudice. I wish it well for the great unfinished work of building not only a better world, but a world of peace among men and nations." —Nelson A. Rockefeller



Founding fathers Nathan Straus, Louis Brandeis, Stephen Wise.

Founded by Stephen Wise, Louis Brandeis, Nathan Straus and other distinguished American Jews in 1916, the American Jewish Congress was the first democratically organized national Jewish movement, established on the principle that all members of the Jewish community should have a voice in the determination of policies affecting Jewish life and that Jewish unity was essential if Jewish rights were to be protected.

Proudly pro-Zionist, the Congress in its first action sent a delegation to the Versailles peace conference that successfully urged recognition by the League of Nations of the Balfour Declaration calling for establishment of a Jewish national home in Palestine.

The Congress delegation also demanded guarantees of minority rights for Jews by Europe's new post-war governments—protections ultimately adopted but barely observed. When Hitler came to power in Germany, AJCongress was the first national organization to warn of the Nazi danger and launched the first worldwide counteraction against Nazi persecution with an intensive boycott of German goods and services.

In 1936 AJCongress organized the World Jewish Congress as an instrument for united action to meet common danger; together the two agencies first brought the agonizing appeals of Nazism's victims to the world.

And in the great post-war political struggles in Washington and Lake Success to win United States and United Nations support for a Jewish state, AJCongress was a national leader —as it had been three decades earlier in Versailles.

Israel Since Statehood

In the years since the rebirth of the Jewish state, AJCongress has given its highest priority to Israel's struggle to build a land whose people can live in peace, in dignity and in security.

When Israel was imperiled by Arab armies in 1948, 1956, 1967 and 1973—AJCongress members helped mobilize essential financial, military and diplomatic support to assure Israel's survival.

Propaganda War

Today the Arab states are engaged in a new kind of battle against Israel—a sophisticated campaign, financed by oil money, to win world support for the Arab cause. In the struggle for public opinion, AJCongress has undertaken a major effort to distinguish truth from propaganda and answer the Arab version of the "big lie."

One recent AJCongress publication— "The Palestinians: What is Real and What is Politics"—provides essential information on the roots of Palestinian nationalism, the principles of the Palestine Liberation Organization and the facts needed for an understanding of the threat to Israel's survival posed by the terrorist PLO.



AJCongress continues to work closely with the makers of public opinion and public policy to demonstrate how the cause of Middle East peace and America's vital strategic interests are served by an economically and militarily strong Israel with secure and recognized borders.



President Ford greets AJ Congress President Arthur Hertzberg at White House meeting on Middle East issues.

Arab Anti-Semitism

As the United States marks its Bicentennial, American Jews face a new and grave challenge to the quality of their citizenship: the importation into American life of Arab bigotry against Jews and an Arab boycott of all who support or trade with the Jewish state of Israel.

To meet this threat, AJCongress has mobilized staff, lay leadership and chapters and divisions across the country in a great national effort to protect the rights of American Jews from Arab attack and to defend the American principle of free trade as it affects commerce with Israel.

The campaign includes proposals for new, tough Federal and state legislation; public exposure on companies, banks, shipping lines and others that may bow to Arab pressure; and legal action against public officials and private entrepreneurs who break American law —all designed to protect the rights of American Jews and defend the freedom of all Americans to trade with Israel.

An innovative and exciting approach to fighting the Arab boycott is AJCongress' shareholders' project — the most massive campaign of its kind ever launched. The purpose of this effort, under which stockholder resolutions about company policy toward the Arab boycott are introduced at corporation annual meetings, is twofold:

1) To gather information through reports to stockholders to the extent of the involvement of American business in and with the boycott.

2) To inhibit corporate collaboration with the boycott, since fear of exposure has in the past proved to be a major deterrent to company surrender to Arab pressure.

Thus far, more than 25 major U.S. corporations — including Ford and General Motors, RCA, Scott Paper, Xerox and other giants of American industry — have given AJCongress written assurances that they will refuse to cooperate with the Arab boycott. And hundreds of members have give AJCongress their proxies and their permission to introduce such resolutions in their names.

Thus far, AJCongress-sponsored resolutions have been voted on at the annual meetings of nearly 100 U.S. corporations. At one such meeting, the stockholder owned five shares; the resolution received 1.2 million votes. It was defeated (as expected), but won more than 5 per cent of all votes cast — a phenomenal figure, especially in view of the fact that AJCongress made no effort to solicit proxies from company shareholders. And the president of the company (International Harvester), while opposing our resolution, pledged that his company would brook no interference with its fair trade policies by any Arab government.

Travel

AJCongress has helped Israel grow in the welcome periods of quiet, too. In 1958, AJCongress sent 23 men and women to Israel in a fledgling Overseas Travel Program for members. Today more than 100,000 persons have visited Israel under AJCongress' auspices.

Ours is universally acknowledged as the biggest—and the best—of all group travel programs to Israel.

Today AJCongress sends more Americans to Israel than all other Jewish organizations combined. In addition, AJCongress offers personto-person group tours to Jewish communities in 40 lands around the world. Its itineraries, service, price and word-of-mouth praise by happy tourists have earned AJCongress' Overseas Travel Program the reputation as the best and biggest of all group travel programs to Israel and points of Jewish interest abroad.

At the Louise Waterman Wise Hostel in Jerusalem.

Hostel

Twenty years ago AJCongress' Women's Division built the Louise Waterman Wise Youth Hostel in Jerusalem as a memorial to its founding president. Today the Hostel is Israel's largest—and expanding still further with the recent addition of a garden pavilion and construction of the Steinberg Cultural Center, to be completed in 1976.

The Hostel, which draws thousands of young people from all over the world during the summer vacation period, also operates year-round. There are special citizenship training programs for new immigrant children; pilot projects bringing Moslem, Christian and Druze youth in Israel into contact with young Jews; and—since the Yom Kippur War a special program for the widows and children of Israeli soldiers slain in Israel's fourth war in 25 years.



Soviet Jewry

More than ten years ago, when the beleaguered Jews of the Soviet Union were still the "Jews of silence," AJCongress was in the forefront of a small group of organizations working to bring their plight to world attention.

Today the courageous Jews of the U.S.S.R. themselves have written a new chapter in the history of the Jewish people. And AJCongress, both in its own name and through the National Conference on Soviet Jewry (which it helped to found and which its officers still lead), continues to engage in a wide variety of activities to demand free emigration for Soviet Jews wishing to leave and full religious and cultural rights for those choosing to remain.

The Jews of Syria

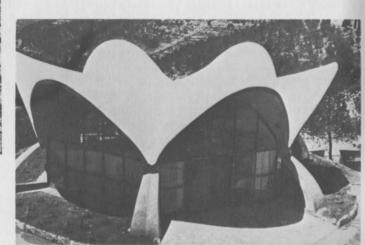
The tiny remnant of the once-flourishing Jewish community of Syria has been described by a recent visitor as "the most oppressed Jewish community in the world." Subject to severe discrimination, poverty and police harassment, the 4,500 Jews of Syria are denied the right to leave or to live in dignity.

AJCongress has made their plight a matter of urgent priority. It was AJCongress that led the successful fight against the National Geographic for publishing a false report on how good Syrian Jewish life is. The magazaine later published the first correction in its history.

More recently, AJCongress criticized the CBS-TV network for an "excessive, inaccurate and distorted" broadcast by Mike Wallace on the 60 Minutes program. In response to the filing of a complaint by AJCongress with the National News Council, CBS acknowledged the AJCongress criticism on the air, amplified its original commentary and agreed to do another program on the Jews of Syria—which included an interview with a Syrian Jew in New York free to tell the true story of his community's suffering.



AJCongress leaders join the march in New York's "Solidarity Day" parade for Soviet Jewry.



The Steinberg Pavilion - latest addition to the Hostel.

A New Weapon Against Bigotry

After World War II, AJCongress pioneered in forging a dynamic new weapon in the fight against anti-Semitism and other forms of bigotry: the law.

In major battles to protect Jews and other minorities against discrimination in housing, education, employment and other areas, AJCongress brought test cases, appeared as *amicus curiae*, helped establish human rights commissions and drafted fair employment statutes in the struggle for civil rights.

Today AJCongress supports "affirmative action" programs to assure equal opportunity in education and employment but vigorously opposes racial or ethnic quotas in college admission and jobs as abuses of the equal opportunity principle.

Thus, in a major friend-of-the-court brief submitted to the Supreme Court in the historic DeFunis case (challenging a racial double standard in determining law school admissions), AJCongress argued that a university may and indeed should consider economic hardship, educational deprivation and cultural disadvantage in choosing among applicants—but that it may not choose on the basis of race. In the only opinion on the issues in the case, which the Supreme Court ultimately held moot, Associate Justice William O. Douglas closely associated himself with the arguments advanced by AJCongress.

Religious Freedom

AJCongress is the national leader in the struggle to protect religious freedom by maintaining the constitutional wall of separation between church and state.

We believe the American experience has demonstrated that organized religion—including the Jewish faith—has flourished in America precisely because of the First Amendment prohibitions against government entanglement in religious affairs and barring church bodies from interfering in government.

AJCongress attorneys have initiated or participated in virtually every major test case



Rabbi Joachim Prinz (right), then president of AJCongress, with Dr. Martin Luther King, Jr. and other civil rights leaders in the front line of the 1963 March on Washington.

to come before the United States Supreme Court in the past 20 years affecting the religion clauses of the First Amendment. These cases have led to a series of major legal victories in which the nation's highest court has accepted our position that any infringement of Constitutional guarantees is dangerous for church and synagogue and harmful to American democracy.

AJCongress has argued in our nation's courts against prayer in public schools, against Federal and state aid to parochial schools, against religious symbols on public property and against compulsory chapel attendance at the nation's military academies.

Citing the same First Amendment, we have defended the constitutionality of the Federal law permitting shechita (kosher slaughter), protected Sabbath observers against discrimination in employment, challenged Sunday "blue laws" and won changes in registration and election dates so that observant Jews could participate fully in the democratic process.

The Jewish Poor

The battle for equal rights has involved AJCongress in recent years in extensive efforts to assist the Jewish poor—two-thirds of them elderly persons, many left behind in changing, hostile neighborhoods.

We have demanded amendments in Federal law so that the Jewish poor may be eligible for antipoverty assistance whether or not they live in designated "poverty areas." We have published directories in New York and major cities throughout the country of services and facilities available to the Jewish aged. We have launched legal-aid programs to help the aged poor with everything from personal problems to finding paths through the bureaucratic maze.

And in New York City we were the first organization to call for a metropolitan coordinating council to make possible a communitywide effort in behalf of the Jewish poor. Today such a council is the major instrument for receiving and dispensing public funds to alleviate Jewish poverty.



Nursing Homes

In mid-1974 AJCongress published "The Last Resort—A Citizen's Guide to Nursing Home Reform," calling for tough new regulation of nursing homes and strong improvement in enforcement procedures to prevent abuse and mistreatment of aged and infirm Americans —many of them Jews.

The AJCongress report touched off a prizewinning series of articles in the New York *Times* revealing fraud, corruption and dehumanizing conditions in the proprietary nursing home industry. State and federal government investigations led to indictments of leading nursing home operators. At the same time nursing home reform legislation was enacted by the legislatures of New York, Illinois, California and other states—most of its based on AJCongress' recommendations.

Justly proud of its national leadership role in nursing home reform, AJCongress has launched a new nationwide program to link nursing home patients with the outside community through volunteer visitors.

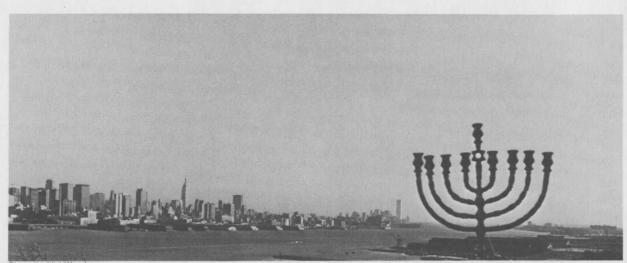


Photo by Mal Warshaw

Jewish Identity and Jewish Education

Because we believe that an understanding and appreciation of the ideas and ideals, culture and traditions that make up the Jewish heritage are essential for meaningful Jewish survival, AJCongess has developed into a vigorous adult Jewish education agency.

To implement this commitment AJCongress has produced a wealth of materials and undertaken a variety of activities aimed at promoting the creative survival of the Jewish community.

Our building contains the first and only Jewish public reading room in New York. We have sponsored traveling exhibits on the Holocaust, produced Hebrew and Yiddish language records, conducted Jewish book fairs and produced study guides for chapter discussions on great Jewish books.

We also publish two of the community's most important Jewish journals—Congress Monthly, a lively review of Jewish affairs (which goes free to all AJCongress members), and Judaism, a distinguished quarterly of Jewish scholarship.

Because we oppose the use of public funds for parochial schools AJCongress recognizes a special obligation to encourage greater funding for Jewish education from within the Jewish community. Working with leaders of every branch of Jewish education, we have urged our own membership, American Jews at large and the funding arms of the Jewish community to raise significantly the level of support for all types of Jewish education.

Steinberg House

On June 22, 1976, the American Jewish Congress will dedicate the Martin Steinberg Cultural Center opening onto the garden adjoining Stephen Wise Congress House, our national headquarters in New York.

The Center will be a meeting place for young Jewish men and women engaged in all aspects of Jewish artistic expression—music and dance, painting and sculpture, poetry, fiction and filmmaking. It will also house the Charles and Bertie Schwartz Jewish Reading Room and the Bernard L. Madoff Jewish Music Library.

Thanks to the generosity of Martin and Lillian Steinberg, young Jewish artists will now have a Center to exhibit their work, read their poems, play their music, share their creative efforts and develop a sense of community with each other.

"Tours of Jewish New York"

Because we believe that this Bicentennial year is a time for greater understanding of our roots and heritage, so that all Americans can more fully comprehend the miracle that made this country, AJCongress has provided program guidance for "Tours of Jewish New York," an exciting series of visits to the people and places that make up the largest Jewish community in the world.

Highlighting the past history and current lifestyles of New York's Jewish community, "Tours of Jewish New York" are a celebration and commemoration of the unique contribution of American Jews to the growth and development of New York. Sen. J. Glenn Beall, Jr. Mayor Abraham D. Beame Gov. Robert F. Bennett Hon. Url Ben-Ari Sen, Llovd Bentsen Gov. Ricardo J. Bordallo Gov. Otis R. Bowen Sen. Edward W. Brooke Sen. James L. Buckley Mrs. Warren E. Burger Sen. Robert C. Byrd Gov. Brendan T. Byrne Gov. Hugh L. Carey Sen, Clifford P. Case Gov. Raul H. Castro Mr. & Mrs. Marcy Chanin Sen. Lawton Chiles Sen. Frank Church Dr. Kenneth B. Clark Sen. Alan Cranston Hon. Mario Cuomo Amb. Simcha Dinitz Sen. Robert J. Dole Sen. Pete V. Domenici Hon, James R. Dumpson Hon. Walter E. Fauntroy Hon. Leonard Garment Sen. John Glenn Hon, Arthur J. Goldberg Dr. Nahum Goldmann Rabbi Israel Goldstein Gov. Ella Grasso Sen. Robert P. Griffin

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