Guide to the General Records of the American Jewish University Archives (Institutional Records)

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Guide to the General Records of the American Jewish University Archives (Institutional Records)

Collection number: CaLaAJUL1_1

American Jewish University
Bel-Air, CA 90077

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Descriptive Summary

Identifier/Call Number: CaLaAJUL1_1
Title: General Records, American Jewish University Archives (Institutional Records)
Date (inclusive): 1948-2013 inclusive
Collector: American Jewish University; University of Judaism; Brandeis-Bardin Institute (Brandeis, Simi Valley, Calif.)
Repository: University Archives and Ostrow Library, American Jewish University
15600 Mulholland Dr.
Bel-Air, California 90077
Extent: 11 Boxes (Box 1-9.2)
Location: Physical files are housed at the Ostrow Library of the American Jewish University.
Abstract: The records in this series apply to the General Records of the University as a whole, and not a specific department or school. Subseries include publications by the University, General News Releases and Clippings, Newsletters and Bulletins, Student Publications, Institutional Advertisements, the "Directions" publication and Scrapbooks.
Language: Materials are in English and Hebrew

Administrative Information

Access:
This collection is open for research with permission from the Ostrow Library staff. Contact the Archive (sivanst3@gmail.com) or the Library (library@aju.edu).

Accruals:
Additions to this collection may be transferred regularly.

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Preferred Citation:
[Identification of item], General Records, Guide to the American Jewish University Archive, American Jewish University, Bel-Air, CA 90077.

Acquisition Information:
Collected by various members of the American Jewish University.

Scope and Content:
The records in this series apply to the General Records of the University as a whole, and not a specific department or school. Subseries include publications by the University, General News Releases and Clippings, Newsletters and Bulletins, Student Publications, Institutional Advertisements, the "Directions" Publication and Scrapbooks.
The American Jewish University Archive is a collection of documents, pamphlets, recordings, letters, publications, photographs, scrapbooks, and ephemera that document the history of the University of Judaism and the Brandeis-Bardin Institute which merged to become American Jewish University in 2007, depicting people, places and events at both
Organization:
The collection is organized in 6 sub-series.

I. General Records: 1948-2013
   Subseries 1. Publications
   Subseries 2. General News Releases and Clippings
   Subseries 3. Newsletters and Bulletins
   Subseries 4. Student Publications
   Subseries 5. Institutional Advertisements
   Subseries 6. Directions
   Subseries 7. Scrapbooks

American Jewish University:
The American Jewish University, with its Familian campus in Bel Air, California and Brandeis-Bardin campus in Simi Valley, California, is the outcome of the 2007 union of Brandeis-Bardin Institute (BBI) and the University of Judaism (UJ).

In 1947, the University of Judaism was founded in Los Angeles, the vision of Dr. Mordecai Kaplan, the author of Judaism as a Civilization, who advocated the creation of an educational institution incorporating diverse elements of Jewish civilization and culture under one roof. To carry out his dream, he received the support of the Jewish Theological Seminary in New York and the Bureau of Jewish Education of Los Angeles.

Six years earlier, BCI was founded by Dr. Shlomo Bardin to safeguard against assimilation of young American Jews by making “the great ethical heritage of Judaism” relevant to them. Brandeis Camp Institute was named to honor our nation’s first Jewish Supreme Court Justice, Louis D. Brandeis, who was instrumental as the visionary and primary funder of Dr. Bardin’s initial programmatic endeavor. BBI was located for brief periods of time in Amherst, NH, Winterdale, PA and Hendersonville, NC before finding its home in 1947 in Simi Valley.

For more information, please see our history page at the following link: http://aboutus.aju.edu/default.aspx?id=4742.

The Bel and Jack M. Ostrow Academic Library:
The Ostrow Library, is designed to meet the needs of the University’s faculty and students, as well as scholars conducting research in all fields of Jewish culture and civilization. Members of the general public are also invited to use the Library’s materials for personal enrichment and enjoyment. With approximately 110,000 print volumes, the library’s collections have grown consistently through endowments, gifts of major private collections and an ongoing acquisition program.

The Burton Sperber Memorial Jewish Community Library of Los Angeles:
The Burton Sperber Jewish Community Library at American Jewish University now serves as the official Jewish Community Library of Los Angeles. This new library succeeds the original Peter M. Kahn Jewish Community Library that was formerly housed at the Los Angeles Jewish Federation. Dedicated by his family in memory of noted Los Angeles philanthropist and landscape developer Burton Sperber, this library welcomes the entire Los Angeles Jewish community to enjoy its state-of-the-art facility including regularly scheduled programs for children and families as well as author and other literary encounters.

The Lowy-Winkler Family Rare Book Center:
The Lowy-Winkler Family Rare Book Center, a gift of Peter and Janine Lowy, is home to the Maslan Bible Collection. This unusual assemblage of exceptional volumes includes approximately 4,000 Bibles, some dating back almost to the inception of the printing press. This collection also features bible translations representing most of the written languages of the world, as well as the Kalman-Friedman Collection of Italian Judaica.

The University Archives:
The University Archives of the American Jewish University is a collection of documents, pamphlets, recordings, letters, publications, photographs, scrapbooks, and ephemera that document the history of the University of Judaism and the Brandeis-Bardin Institute which merged to become American Jewish University in 2007, depicting people, places and events at both campuses.

Photograph and Digital Archive:
The American Jewish University Digital Archive includes photographs, scrapbooks, and ephemera that document the history of the University of Judaism and the Brandeis-Bardin Institute which merged to become American Jewish University in 2007, depicting people, places and events at both campuses. These photographs include great Jewish thinkers who founded AJU and were involved with its growth over the years. The creation of both
institutions was made possible by philanthropists to whom we owe the building of University of Judaism and the Brandeis-Bardin Institute.

Audio-Visual Archive:

The American Jewish University Audio-Visual Archive is a collection of audio-visual records of lectures, shows, and events taking place at or produced by the American Jewish University (formerly University of Judaism and Brandeis-Bardin Institute) over the years.

Louis Shub Documentation Center:

The Louis Shub Documentation Center at the American Jewish University is a collection of thousands of articles from various newspapers and periodicals covering a range of subjects. Gathered by Dr. Shub, the former library director of the University of Judaism, the collection was used by students to research subjects such as Israeli and Jewish figures, Foreign Policy, Global Jewish Communities, Israel, the Middle East and many other issues and subjects. The importance of this collection is the juxtaposing of articles from major papers with those of small local papers both covering the same event. The finding aid to the collection can be viewed at: http://www.oac.cdlib.org/findaid/ark:/13030/c8sh7jcf/

Subjects:

Note

(Library of Congress Subject Headings)

Personal and Corporate Names:

American Jewish University
Brandeis-Bardin Institute (Brandeis, Simi Valley, Calif.)
University of Judaism
Camp Ramah.
Women's League for Conservative Judaism
United Synagogue of America.
Jewish Theological Seminary of America.
National Women's League
University Women of the University of Judaism
Sinai Temple (Los Angeles, Calif.)
Shub, Louis
Lieber, David L.
Greenberg, Simon, 1901-
Wexler, Robert
Turner, Justin G.
Figelman, Julius, 1895-1980
Heschel, Abraham Joshua, 1907-1972
Kohn, Jacob, 1881-1968
Swig, Benjamin Harrison, 1893-1980
Pressman, Jacob;
Kaplan, Mordecai Menahem, 1881-1983
Finkelstein, Louis, 1895-1991
Levine, Sid
Wise, Aaron M.
Vorspan, Max
Zemach, Benjamin
Helfman, Max
Warren, Earl, 1891-1974
Eisenshtat, Sidney, 1914-2005
Gindi, Elie M.
Bergman, Martin
Jospe, Erwin
Alexander, Hanan A., 1953-
Bradley, Tom, 1917-1998
Dorff, Elliot N.
Cohen, Gerson D. (Gerson David), 1924-
Dortort, David
Goodhill, Victor, 1911-
Gordis, David M.
Schulweis, Harold M.
Glass, Judith
Ray, Eric
Krems, Nathan
Ackerman, Walter I.
Kahn, Peter M., 1878-[from old catalog]
Gordis, Robert, 1908-
Wolfson, Ron
Cohen, Aryeh
Oppenheim, Lois Hecht
Schary, Dore
Zevit, Ziony
Familian, Isadore
Seewack, Benjamin
Ostrow, Jack
Ostrow, Bel
Easton, Harold

Subjects and Indexing Terms

General Subjects:
Judaism.
Zionism and Judaism.
Israel.
Education.
College presidents.
Jewish college presidents
Rabbis.
Philanthropists
Scholars.
Art.
Patrons of education
Board of directors--United States.
College administrators
Libraries.
Jewish artists
Jewish college teachers
Authors.
Faculty, University
Women.
Musicians
College campuses.
Box Box 1-9.2  

Series: I.  

General Records 1948-2013

- Physical Description: 11 Boxes

Scope and Content Note

Scope and Content: The records in this series apply to the University as a whole, and not a specific department or school. Subseries include publications by the University, General News Releases and Clippings, Newsletters and Bulletins, Student Publications, Institutional Advertisements, the "Directions" Publication and Scrapbooks.

Subseries: 1:

Publications 1948-2013

- Physical Description: 3 Boxes

  Related Materials: Additional publications can be found under their publishing department, including the Department of Major Gifts and Planned Giving, the Department of Development, and the Department of Public Relations and Communications.

  A: Schedules and Bulletins of General Information 1948-2008

  - Physical Description: 2 Boxes
  - Scope and Content:
  - Includes Catalogs, Class Schedules, Registers, and Bulletins of General Information.

  Box 1, folder 1
  1. 1948-1962
     a. Announcement of Courses, 1948-1949 (a_cajoul020)
     b. Schedule and Description of Courses, 1948 (a_cajoul021)
  Box 1, folder 2
  2. 1963-1967
  Box 1, folder 3
  3. 1974-1979
  Box 1, folder 4
  4. 1979-1995
  Box 2, folder 5
  5. 1999-2001
  Box 2, folder 6
  6. 1999-2000
  Box 2, folder 7
  7. 2001-2004
  Box 2, folder 8
  8. 2007
  Box 2, folder 9
  9. Administrative Files, Revisions for Catalogs

  Box 2, folder 10
  B: Fact Sheets and Timelines 1968-1998

  Box 2, folder 11
  C: Faculty Handbooks 1972-1998

  Box 2, folder 12
  D: Student Handbooks 1975-1986

  Box 2, folder 12
  E: Employee Newsletters
     Employee Newsletter 1996-05-08

  Box 2, folder 13
  F: Logos and

  Box 2, folder 13
  G: Calendars 1985-2007

  Box 2, folder 13
  H: University Brochures 1948-2013

  - Physical Description: 1 Box
  - Scope and Content:
  - Includes brochures created to advertise the University, the programs and the schools.

  Box 3, folder 1
  1. 1948-1956
  Box 3, folder 2
  2. 1960-1977
  Box 3, folder 3
  3. 1985-1995
  Box 3, folder 4
  Box 3, folder 5
  4. ca. 1998-2000
  Box 3, folder 6
  5. 2000-2007
  Box 3, folder 7
  6. 2008-2013
Box 3, folder 8

I: Memorabilia and Accessories ca. 1990
Scope and Content:
Includes keychain for special performance.

Subseries: 2:

General News Releases and Clippings 1949-2010
Physical Description: 1 Box

Box 4, folder 1

Scope and Content Note
Includes news releases about general UJ/AJU activities, appointments, the 1994 Earthquake and other news.

B: General News Clippings 1949-2010
Scope and Content Note
Includes news clippings collected by the University that mention general UJ/AJU activities and mixed news from various newspapers. Examples of a few titles are provided here.

Box 4, folder 2-3

1. General Affairs and Mixed Topics 1949-2010
   a. Knowledge thirsty flock to tiny LA University 1949-11-21
   b. UJ center of cultural influences, by Justin Turner 1954-04-16
   c. Confident UJ grows with west coast Jewry 1958-01-03
   d. Greenberg reviews university’s year, by Simon Greenberg 1960-07-29
   e. The Jews of Los Angeles, Urban Pioneers, by Southern California Jewish Historical Society 1981

Box 4, folder 4

2. Mixed Faculty, Administration, and Supporters 1977-1999

Box 4, folder 5


Subseries: 3:

Newsletters and Bulletins 1949-1987
Physical Description: 1 Box

Box 5, folder 1

A: University of Judaism News 1949-1961
Scope and Content Note
Contains volumes 1-12 of this publication, which was first written and edited by the Public Relations Officer, and later the Director of Public Information. The newsletters title vary from University News, University of Judaism News and News throughout the years. Some headlines include "Founders Day Dinner Take Shape", "Registration for Fall Semester Promises Enrollment of 600" reported by Peter Kahn, "Board Honors Dore Schary", "Benediction by Dr. Simon Greenberg", and many others.

Box 5, folder 2

B: Pictorial Review of the Year 1953
Scope and Content Note
A twelve page publication that may have been created by the Public Relations Officer or the Director of Public Information, this Pictorial Review shows various aspects of the University in 1953. The pictures and captions depict registration, office staff, University leaders such as Dr. Louis Finkelstein, Dr. Simon Greenberg, and Dr. Jacob Kohn, students, teachers, classrooms, the Women's Institute, exams, and many other aspects of university life.

Guide to the General Records of the American Jewish University Archives (Institutional Records)
Box 5, folder 3

E: News-Bulletin of the University of Judaism 1962-1963

Scope and Content Note
Contains volumes 1-2 of this publication, which was published and edited by the Editorial Committee, which included Bernard Burton, Ben Lax, Joe Nathanson, Eric Ray and Saul Rubin. Headlines include "Justice Douglas to Speak", "Founders Dinner to Hear Heschel", "Ostrow Heads Fine Arts School Board", "Torah Fund Honors Mrs. Joseph Wagner", and other University stories.

Box 5, folder 4

C: University of Judaism Newsletter 1963-1968

Scope and Content Note
Contains volumes 17-20 of this publication, which throughout the volumes was created and edited by the Public Relations Committee, with editors Sam Weiss, Leo Simon, Mrs. Jules Wail, and Harry Lechtman, and later the Director of Public Information, Eli L. Rembaum. Vol. 18, No. 4, 1965 (a_cajoul047) includes Flyer "WHAT THE UNIVERSITY MEANS TO YOU". Vol. 19, No. 2, 1966 (a_cajoul048) includes Course Schedules for the School of Fine Arts, and the University Institute of Jewish Studies. Vol. 20, No. 1, 1967 (a_cajoul049) includes Course Schedule for the 1967 Spring Semester of the University Institute of Jewish Studies.

Box 5, folder 5

D: Recent Stories of UJ 1969

Scope and Content Note
A collage of various newspaper clippings about the UJ during 1969. "These are recent stories as they appeared in the local, metropolitan, neighborhood and Anglo-Jewish press. They are only a random sampling of how the press tells the UJ story throughout the year. More than 30 newspapers reach into every neighborhood in the area. Other publications tell the story from Vancouver, British Columbia, to San Diego."

Box 5, folder 6-7

F: University Papers 1973-1987

Scope and Content Note
Includes 19 publications.

Historical Note: Beginning in 1970, the University Papers were published sporadically with articles by Louis Shub, Elliot Dorff and Gerson D. Cohen. They featured articles of general interest by members of the faculty, and were published under the auspices of the University's Molly and Julius Fligelman Education Fund. In 1981, Nathan Krems, vice-chairman of the Executive Committee, offered to cover the costs of frequent publication, in memory of his wife, Helen. They were governed by an Editorial Committee which included Arthur Hoffnung as the managing editor. The goal of the series was "to reflect the original thought of members of the University family upon a variety of subjects of Jewish interest and concern". Authors included David Lieber, Harold Schulweis, Joel Rembaum, Ron Wolfson, David Gordis, David Wople, Judith Glass, Steven Lowenstein, Hanan Alexander, and Daniel Gordis.

Subseries: 4:
Student Publications 1962

Physical Description: 1 Folder
### Box 5, folder 8

<table>
<thead>
<tr>
<th>A:</th>
<th><strong>Min Ha-Maarav, A Literary Student Annual</strong> 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language of Material:</td>
<td>English</td>
</tr>
<tr>
<td>Language of Material:</td>
<td>Hebrew</td>
</tr>
</tbody>
</table>

**Scope and Content Note**

Min Ha-Maarav (From the West), A Literary Student Annual published by the students of the Teachers Institute and Graduate School of the University of Judaism. Produced by the Editorial Board, with David A. Gross as Faculty Advisor. Includes greetings from President Simon Greenberg, the Dean Dr. Samuel Dinin, studies, essays, belles lettres, fiction and poetry.

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### Box 5, folder 9-10

<table>
<thead>
<tr>
<th>A:</th>
<th><strong>General Advertisements</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Scope and Content Note</strong></td>
<td>General advertisements for the University from the 90s and 2000s featured in Time, U.S News, Newsweek and more.</td>
</tr>
</tbody>
</table>

### Box 5, folder 11

1. **West Coast Jewish News 1992-1993**

### Box 6

B: **Jewish Journal Advertisements 2007-2011**

| **Scope and Content Note** | General advertisements for the University featured in the Jewish Journal. |

### Box 7: Oversize

C: **Holiday Advertisements 1964-1988**

| **Scope and Content Note** | Holiday advertisements in honor of the Jewish high holidays or Independence Day, featuring poetry, song lyrics and important messages. Published mainly in the Los Angeles Times and funded by various UJ supporters, which are named on the ad. Some folders include administrative papers relating to the ads and responses from the community. |

1. **If Not Now, When? 1964-09-15**  
2. **The Three Levels of Meeting Problems 1965-10-05**  
3. **There are no strangers left on Earth 1966-09-23**  
4. **If I am not for myself, Who will I be? 1968-10-02**  
5. **Therefore, choose... 1969-09-19**  
6. **The Night is Not Dark 1970-10-09**  
7. **Listen, What do you hear? 1972-09-08**  
8. **An American Day of Atonement 1973-10-05**  
9. **And they Stood Beneath the Mountains 1975-10-05**  
10. **Will We Remember our Future? 1977-09-21**  
11. **Do we really stand taller when we stand alone? 1978-10-10**  
12. **Hear O Israel 1980-09-19**  
13. **1981**  
   Framed copy in Oversized  
14. **A Cry for Justice 1983-09-16**  
15. **1984**  
16. **Yours is the Obligation to Act 1986-10-10**  
17. **Now is the Time for Turning 1987**  
18. **Independent or Free? 1988-07-01**  
20. **As Mysteries to Ourselves, by David Wolpe undated**

Physical Description: 2 Boxes

Related Materials: For the UJ Magazine (1994-) please see Box 14, folder 13.

Scope and Content Note

Historical Note: A publication by the University that was produced throughout the years by various departments, including the Department of Public Information, Office of Public Information, Department of University Relations, and the Department of Communications. Editors include Eli Rembaum, Sam Brand, Vern Parlow, Sydney Gross, Yehuda Lev, Shed Behar, Ria Parody, Mimi Sells, and Ron Wolfson. The paper had 25,000 worldwide readers, and includes stories about academic affairs, faculty achievements, student life, special events, continuing education and community outreach. The publication was renamed the University of Judaism Magazine in 1994.

Subseries: 7: Scrapbooks 1949-1979

Physical Description: 2 Boxes

Box 9.1-9.2

Subseries: 7:

Scrapbooks 1949-1979

Physical Description: 2 Boxes

Box 9.1

A: University of Judaism Scrapbook (Scrapbook 1-4) ca. 1949/1950

Scope and Content Note

"The pictures in this book tell the story of the University of Judaism. They tell the story of an ideal, as expressed by Professor Mordecai Kaplan in his philosophy for a University of Judaism which would embrace the learning and culture of our past, apply them to present day life and perpetuate them in our future. It is the story of a building, situated at 612 So, Ardmore Avenue in Los Angeles, and it is the story of the generosity of a man, Louis Rabinowitz of New York City, whose purchase of the building provided a home for the University of Judaism. The pictorial content of this book also tells the story of a group of West Coast community leaders of faith and vision who chose to avail themselves of sponsorship by the Jewish Theological Seminary of America in bringing to Los Angeles a center of Jewish education dedicated to the principle of a fuller Jewish life through Jewish learning. In the building and its rooms, in the priceless, traditional objects within the Museum and in the eager students from all walks of life, along with their inspired teachers, these pictures convey the true worth of the University of Judaism and its growing contribution to the life of our people and to the community."

Box 9.2

B: University of Judaism Scrapbook (Scrapbook 5) ca. 1979

Scope and Content Note

An overview of the University in 1979, including photographs, articles, schedules and more