



THE JACOB RADER MARCUS CENTER OF THE  
**AMERICAN JEWISH ARCHIVES**

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**A Finding Aid to the  
Robert M. Bleiweiss Papers  
Manuscript Collection No. 760**

## Collection Summary

<b>Title</b>	Robert M. Bleiweiss Papers
<b>Dates</b>	1931-2001 (bulk 1978-1998)
<b>Collection Number</b>	MS-760
<b>Repository</b>	The Jacob Rader Marcus Center of the American Jewish Archives
<b>Creator</b>	Bleiweiss, Robert M. Weiss-Rosmarin, Trude, 1908-1989
<b>Extent</b>	2 linear feet (5 Hollinger boxes)
<b>Language of the Material</b>	English

## Administrative Information

### Biographical Sketch

Robert Morton Bleiweiss (b. 1934) earned a Bachelor of Arts in Literature and Philosophy from Colgate University in 1956, and a Masters in Literature and the Arts from the University of Southern California. For the first 18 years of his career, Bleiweiss was an executive in the commercial periodical publishing business, which he gave up after his return to Judaism under the tutelage of Dr. Shlomo Bardin at the Brandeis-Bardin Institute.

Bleiweiss was associated with the Institute from 1975-1981, serving first as a member of the Board and then as Executive Vice-President/Chief Operating Officer from 1978 through 1981. The Brandeis-Bardin Institute was founded in the 1940s by Dr. Shlomo Bardin; he originally founded the Brandeis Camp Institute to teach secular Jews about Jewish culture and Jewish religion. In 1977, it was renamed the Brandeis-Bardin Institute, and in 2007 it merged with the University of Judaism to form the American Jewish University.

Bleiweiss was the founder, Chairman, and Chief Executive Officer of Bleiweiss Communications Incorporated, which was the primary supporter of the Jewish Spectator magazine after Bleiweiss became the successor to Trude Weiss-Rosmarin in 1989. Founded in 1936, the New York-based quarterly journal of serious Jewish scholarship, thought, opinion, criticism, fiction, and verse, was widely acclaimed under the independent editor and scholar Weiss-Rosmarin. In the 1978, Weiss-Rosmarin moved to Santa Monica, California and was looking for a successor to her editorial position. She met Bleiweiss when she lectured at the Brandeis-Bardin Institute and when consulting with him for publishing advice requested that he partner with her on the Jewish Spectator. The Jewish Spectator was officially purchased and operated by the American Friends of the Center for Jewish Living and Values. The Center was created by Bleiweiss and Rabbi Pinchas H. Peli to replicate the experience of the Brandeis-Bardin Institute in Israel in 1981; the American Friends was the non-profit educational corporation that was established by the Bleiweiss family to raise the funds to support the Center in Israel; Bleiweiss rolled the Jewish Spectator into the existing educational corporation and took over editorship before Weiss-Rosmarin's death in June 1989.

In 1997, on the editorship of the Jewish Spectator to Bleiweiss's son, Rabbi Mark Bleiweiss; Dror and Ilan Greenfield, owners of Gefen Publishing of Jerusalem, took over the publication and business services of the magazine from Bleiweiss Communications. Bleiweiss continued as Chairman and Editor-in-Chief for a period. In 1998, the Friends of the Jewish Spectator became the new corporation operating the magazine, which was then owned by its publishers, the Greenfields and a new executive editor, Louis Gordon. Bleiweiss's daughter, Ellen Anreder, who had been assistant to the editor, and his wife, Vida, who had been the administrator, were no longer associated with the Jewish Spectator. Mark Bleiweiss continued as Editor, and Robert Bleiweiss continued as Editor Emeritus, and became literary editor in 1999. The Jewish Spectator ceased publication in 2002.

Along with his editorial work on the Jewish Spectator, Bleiweiss has lectured on Jewish subjects throughout the United States and Israel, and has edited and authored numerous books, as well as over 1000 editorials and feature articles in American Labor Movement periodicals.

Bleiweiss is currently the Managing Partner of Gershom Productions and continues as the Chairman of Bleiweiss Communications, Inc.

### Scope and Content

The Robert M. Bleiweiss Papers consist of records documenting his editorship of the Jewish Spectator magazine, as well as his time as an executive at the Brandeis-Bardin Institute, through correspondence, legal and financial documents, and board minutes. The collection additionally contains some files of Trude Weiss-Rosmarin, the editor of the Jewish Spectator before Bleiweiss, which consist of her research and writing notes, as well as some published articles and papers.

<b>Arrangement</b>	Collection is arranged in two (2) series: A: Jewish Spectator Editorial Files; B. Brandeis-Bardin Institute Files.
<b>Terms of Access</b>	The collection is open for use; no restrictions apply.
<b>Preferred Citation</b>	Footnotes and bibliographic references should refer to the Robert M. Bleiweiss Papers and the American Jewish Archives. A suggestion for at least the first citation is as follows:  [Description], [Date], Box #, Folder #. MS-760. Robert M. Bleiweiss Papers. American Jewish Archives, Cincinnati, Ohio.
<b>Provenance</b>	Received from Robert M. Bleiweiss, Calabasas, Calif., 2006.
<b>Processing Information</b>	Processed by Jennifer Cole, August 2008.

## Index Terms

<b>Subjects</b>	Editors / Jewish periodicals / Publishers and publishing
<b>Personal Names</b>	Andreder, Ellen Bleiweiss / Bleiweiss, Mark / Bleiweiss, Robert M. / Bleiweiss, Vida
<b>Corporate Names</b>	Brandeis-Bardin Institute (Brandeis, Simi Valley, Calif.) / The Jewish spectator
<b>Media</b>	Minutes

### Series A. Jewish Spectator Editorial Files, 1931-2001

**Extent** 1.4 linear feet (3.5 Hollinger boxes)

**Scope and Content Note** Consists of the files of Trude Weiss-Rosmarin, the initial editor of the magazine, and Robert Bleiweiss, who took over the editorship in 1989.

**Arrangement** The series is divided into two (2) subseries: 1. Trude Weiss-Rosmarin Files; 2. Robert Bleiweiss Files.

### Subseries 1. Trude Weiss-Rosmarin Files, 1931-1984, undated

**Extent** 0.6 linear feet (1.5 Hollinger boxes)

**Scope and Content Note** Consists of Weiss-Rosmarin's research and writing files, and includes copies of some her published editorials (mainly from the Jewish Spectator but also from other publications) as well as typescripts of articles and papers, handwritten and typed notes and source material on topics such as American Jews, choosing Judaism, and covenant. Also contains drafts of a book she edited on bar mitzvah as well as her research and some written material from her 1931 dissertation. While this material provides some documentary source material on Weiss-Rosmarin's time as editor of the Jewish Spectator through her editorials and research, it does not contain any correspondence or material documenting the business aspects of the journal or submissions by other writers to the journal and as such presents a somewhat limited picture.

**Arrangement** This subseries is arranged alphabetically by subject.

### Box and Folder Listing

Box 1. Folder 1. General writings and editorials, 1954, 1965-1967, undated

Box 1. Folder 2. American Jews editorials, 1948-1969

Box 1. Folder 3-4. Bar mitzvah book. drafts of chapters, undated

Box 1. Folder 5. Bar mitzvah book. Chapter XIII, Reading for Pleasure, Articles from the Jewish Spectator, 1940-1946

Box 1. Folder 6-7. Biblical research. Metaphors, 1931, undated

Box 1. Folder 8. Covenant notes and published sources, undated

Box 1. Folder 9. Historical references, undated

Box 1. Folder 10. Historical references, 1932-1969

Box 2. Folder 1. Why Judaism. Sources for editorial, 1955-1984

Box 2. Folder 2. Why Judaism. Reworked material, circa 1984

Box 2. Folder 3. Why Judaism. Typescript, 1984

## **Subseries 2. Robert Bleiweiss Files, 1980-2001**

**Extent** 0.8 linear feet (2 Hollinger boxes)

**Scope and Content Note** Consists mainly of correspondence to and from Bleiweiss regarding the editorship of the Jewish Spectator. The correspondence covers a broad range of topics including requests for financial assistance for the continued publication of the magazine, praise of Bleiweiss's strong leadership at the helm of the journal after Weiss-Rosmarin's death, business matters such as subscription and advertisements, and the actual physical appearance of the magazine. There is also a large amount of correspondence about submissions of articles, stories, and poetry for the magazine, although the items being submitted for consideration were usually not included in the records; the materials additionally include letters of criticism and rebuttal for materials published in the journal. Much of the correspondence has a personal tone, as Bleiweiss was socially friendly with many of the journal's contributors, subscribers, supports, and critics. Later correspondence documents Bleiweiss's resignation as editor and the transfer of the journal out of his hands. Also included in this subseries is information on two Jewish Spectator Forums held in the 1990s and the prospective book review journal that Bleiweiss and other individuals hoped to spin off of the Jewish Spectator. Finally, this subseries includes a file of copies of legal documents regarding the magazine, including its non-profit tax exempt status, its sale from Weiss-Rosmarin to Bleiweiss's organization, and a tax lien issue, along with other miscellaneous tax and financial papers.

### **Arrangement**

This subseries is arranged alphabetically by subject.

### **Box and Folder Listing**

Box 2. Folder 4. Advertisement in The New Republic, 1996-1997

Box 2. Folder 5. Correspondence, 1989-1992

Box 2. Folder 6. Correspondence, 1989-1997

Box 2. Folder 7-8. Correspondence, 1990-2000

Box 3. Folder 1. Correspondence, 1991

Box 3. Folder 2-3. Correspondence, 1994

Box 3. Folder 4. Correspondence, 1995

Box 3. Folder 5. Correspondence, 1996

Box 3. Folder 6. Correspondence, 1998-1999

Box 3. Folder 7. Correspondence. Penna Peli, 1989-1994

Box 3. Folder 8. Forum, "Extremism in Judaism.", 1991 January 23

Box 3. Folder 9. Forum, "How to Motivate Our Congregants Jewishly.", 1994

February 22

Box 3. Folder 10. Fundraising, 1990

Box 3. Folder 11. Interview notes, "How I Changed My Mind.", 1992

Box 3. Folder 12. Lecture, "United States Elections - Its Effect on Israel." Jewish Federation Leisure World Region quarterly meeting, 1996 January 12

Box 4. Folder 1. Legal documents, 1980-1993

Box 4. Folder 2. Legal documents. Merger with University of Judaism, 1994

Box 4. Folder 3. Jewish Spectator book and media review, 1996

Box 4. Folder 4. Jewish Spectator review of books, 1999-2001

Box 4. Folder 5. Subscription form letters, 1989-1991

## **Series B. Brandeis-Bardin Institute Files, 1947-1982**

**Extent** 0.6 linear feet (1.5 Hollinger boxes)

**Scope and Content Note** Documents the proceedings of that organization during Robert Bleiweiss's association with it. Bleiweiss's files on the institute include photocopies of its articles of incorporation (from 1947 to 1982), bylaws, financial statements, and membership lists, as well as his copies of executive committee and board of directors minutes. The material reflects the difficulties in facing the institution after the death of its founder, Shlomo Bardin.

**Arrangement** The series is arranged in the original order received.

### **Box and Folder Listing**

Box 4. Folder 6. Articles of incorporation, 1947-1982

Box 4. Folder 7. Bylaws, undated

Box 4. Folder 8. Ira Weiner memo. Restatement of bylaws, 1980

Box 4. Folder 9. Bleiweiss contract, 1978

Box 4. Folder 10. Executive Committee minutes, 1976-1981

Box 5. Folder 1. Membership, directors, and staff lists, 1978-1980

Box 5. Folder 2. Operating budget, 1981

Box 5. Folder 3. Reports on examination of financial statements, 1976-1980

Box 5. Folder 4-7. Board of Directors meeting minutes, 1976-1980