



graduate of Brandeis University looks like this, by the time we get through with them, going through Brandeis. But Charles, I guess that somehow or another we left her off the program, and had to settle for you. [LAUGHTER] But it was a mighty good thing anyway.

And I want to join Dr. Abram in welcoming as a Fellow of Brandeis University, which is indeed a high honor, but one richly deserved ~~\_\_\_\_\_~~--Mr. Herman Shaw. [APPLAUSE] We are very grateful and very proud.

As I was sitting here tonight, visiting with my friend Dr. Morris Abram--and we are good friends, <sup>and</sup> that's one of the reasons that I enjoy this work so much--I said, "You know, 1948 was a good year. Real good year." And <sup>"oh yes, he</sup> ~~he~~ said, "Yes, it was. That's the year that Brandeis came into its own." And I said, "Yes, that's right." That <sup>within</sup> ~~would in~~ itself <sup>(made</sup> ~~make~~ it a good year. But 1948 was a good year for several reasons. And I just jotted down four here in a hurry. 1948 - Brandeis, as you said, the first Convocation. 1948 - Israel's independence. 1948 - Truman's election. 1948 - my election! I thought that was a great year." [APPLAUSE] So you see I have four reasons, tonight, to be very happy. Four reasons to talk to you as members of our ~~\_\_\_\_\_~~ family.

Now, I'm sometimes noted for giving an oration, as they tell me, and I don't want to do that tonight. ~~and~~ <sup>and</sup> when I do that in my family, why, either Muriel or one of the children will say, "Allright, Dad, simmer down, and let's just talk. We

don't need to be talked at, or we don't need a family oration." So tonight, if you will permit me, I'd like to address you, and talk to you, as a member of a family. And truly a great family, spread across this country--our Brandeis University family. And I have a right to be in the family, because I was honored some years ago--quite a long time ago--by an honorary degree from Brandeis. And I remember the privilege that was mine to deliver the Commencement Address. And I also remember how much I was taken by the serenity of that campus, and the beauty of it, and also what I knew was its magnificence in terms of excellence, in education. So when the voters and the Constitution took care of me, in the election of 1968, and I was given the opportunity to serve on this Board of Trustees, I think that your President will tell you, or did say last night when we ~~were~~ were over to Mr. Rosenstiel's home, that I readily accepted. And I did so because this university is different. And it means so much to this country. And it means so much to all of us that have had anything to do with it at all.

Tonight we're here on what I consider to be one of the most fortunate occasions of our time. In a time and a period when there is so much violence and disorder, <sup>when</sup> ~~and~~ regretably there is so much hate and misunderstanding, when there are so many people <sup>that</sup> ~~who~~ wish to destroy or downgrade, we are here tonight to build, to develop, and to enrich, a great university. And great universities mean great civilizations. There is no

people that the world has ever known that have placed a higher premium upon learning than the Jewish people. The contribution<sup>s</sup> from the great prophets and scholars of Israel live as one of the truly immortal contributions to civilization. And so when we talk tonight of Brandeis University as members of a family,<sup>ed</sup> we're talking about a rich heritage. And we're talking about not only a rich heritage, but an even more promising future.

I have been accused many times of being an-- well, just as a full-fledged optimist, sometimes, and even by those who feel that I'm too optimistic. But I never have felt that you could get the best out of people by constantly downgrading them or, in a  $\bullet$  sense, chastising them. I don't believe that we can get the best out of America by talking about its worst. And so when I <sup>can</sup> anticipate an occasion like this, where I can talk about what we can do with young people and for young people, how we can enrich our culture, how we can improve our institutions of health, <sup>and</sup> learning, of social structure, how we can make this a better land and a better world, I feel sort of happy. And I want you to share in that happiness.

I come here for one purpose. I come here to ask you to give of yourself--not just of your resources, but to give of yourself, in an experience <sup>of</sup> helping to build an institution that will live far beyond our life-span $\bullet$ , that will have its own kind of immortality, and that will contribute to this nation and this world for generations yet to come. How proud people are when they can go about this land and say, "Well, you know, I'm from Harvard." Or, "I'm from Stanford." Or, "I'm a

Princeton man." Or, "I'm a Yale man." Or, picking out some one of our great universities. And you know, for example, <sup>that</sup> if you're in the legal profession, how good it is when someone is able to say, well, I'm a graduate-- or they point you out and say, "You know, he's a graduate of the Harvard Law School." Or if you're in the field of political science, or international relations, and someone can say, well, he's a graduate of the Woodrow Wilson School at Princeton, or the Wharton School of Business. I say that there is such a thing as prestige. And it has meaning.

. What we're trying to do with Brandeis is to have it so that when people ~~hear~~ hear about you, and you are a graduate of Brandeis, they'll say, "There's a Brandeis man." ~~And~~ <sup>And</sup> we can say that tonight about Mr. Adler and about others here, because, my friends, this family of Brandeis, in twenty-two years, this university has accomplished what others have taken a hundred, two hundred, and three hundred years to accomplish. And that is no exaggeration. [APPLAUSE]

I know that you have on your table this little pamphlet entitled "University With A Difference." I said it was a university that was different, and it ~~was~~ ~~and it~~ is a university with a difference, too. It is unique.

But let me just document my case. Because it's one thing to stand here and say that in twenty-two years we have achieved what others took a hundred or two hundred years to achieve. But I ~~think~~ think the record speaks for itself. First of all, Brandeis is accepted amongst all scholars, amongst ~~those~~ those who judge

universities, as one of the top fifteen or twenty of the great universities in America. Now that's a remarkable record in twenty-two years. [APPLAUSE] It's one of the few universities --and I believe that our documentation shows, ~~that~~ <sup>the</sup> only one in the last hundred years, that in a period of thirteen years was accepted by Phi Beta Kappa, which is the honorary fraternity, as you know, for excellence. And then its many schools that are ~~repeated here, or are~~ noted here in our little brochure. The schools in the field of international relations, in social welfare, in biology, in the arts, in a host of different fields --and it's all listed here for you. Every one of them is one of excellence. This university does not settle for mediocrity. And were we doing so, we wouldn't need this dinner. I said to Morris last night--excuse me, Dr. Abram--last night, (We are good friends and I speak of him <sup>in the</sup> first name), I said, "You know, anybody can be mediocre. We can have a mediocre university, just a university that you can go to, you can send your sons and daughters to go, and they can get a degree. That really is not a difficult assignment. But what we're seeking to do with Brandeis is to make it the best. We are seeking to have the finest in education. And what is more, we are seeking to try to find new and better ways in education.

Now this university serves a unique function. It is a part of a great complex in America and throughout the world known as "higher education." Our land-grant colleges surely fill a unique role in their area. There are many private denominational non-sectarian schools. This is the only Jewish-supported,

non-sectarian, all-American university in the United States of America. It is our university. [APPLAUSE]

Now, you're going to say how did I get in on this! Well, as I said to one of my friends tonight, I've attended more B'nai Brith meetings than most of the officers have! [LAUGHTER] And I feel very much a part of it. -- Very much a part of this university. Not just <sup>super</sup>officially. And I repeat for you, it's the first Jewish-founded, non-sectarian, American university. Now I teach <sup>at</sup> ~~in~~ a Presbyterian-founded university, at <sup>Mooresville</sup> ~~North Carolina~~ College, in St. Paul. My son--one of my sons-- goes to a Methodist-founded school, at Hamline/University. And there are other great universities around this land of ours. The University of Southern California was a denominationally founded university. Notre Dame, a Catholic university. Marquette. --We have them all over America. There is one university, my fellow Americans, that belongs particularly and especially to you, the American Jewish community, as your continuing great contribution to the cultural, educational life of this nation and ~~of~~ this world. <sup>And</sup> ~~now~~ I submit that we want it the best. We want to make sure that ~~it~~ it is not only another university, but that it is the university. It will be recognized when people look back upon this time of 1970, as we are here in Miami, they'll say, "You know, I remember that night. I remember that was the night when speakers told us about our university. My university." Unless you start to feel that it's yours, it won't work. And I'm here to tell you with all the candor of

a dear friend, that unless you involve yourself with all that you have <sup>in</sup> ~~with~~ this university, it will be a second-rate university. IF you involve yourself, as the founding fathers of this republic said, as they thought of their great dream, and their contribution, we pledge our lives, our fortunes, and our sacred honor -- That's why America became what it is today. That's why it's the great nation that it is today.

And I think when we become involved in anything that is as important as education, or religion, or the building of a nation, we can't ~~go~~ go around and say, well, if I've got a little extra time, or if I have a few extra pennies, or if I have just a little extra energy, I guess maybe I ought to help 'em out. --That kind of a lackadaisical attitude never built a nation, never established a religion, and surely never created a university.

Now we want to make this university a center of intellectual experimentation. We want this university to be a place where every idea can be fearlessly examined, <sup>with</sup> ~~for~~ intellectual freedom is not only protected but encouraged. We want this university to be one in which we can pioneer in a host of human activities, in which we can produce teachers that will teach teachers, Lawyers that will be lawyers' lawyers, Public administrators that will run governments, that will help build nations, and secure their independence and their freedom.

This is a big assignment. But I'm here to tell you that unless we dream of this, and plan it in these dimensions, it won't work. It wouldn't be worthy of the time of Larry Wien as

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 chairman of this board unless it's going to be all that I've described it tonight. He has other things to do. And surely it would not be worthy of Dr. Morris Abram, unless we were going to make it as good as I've tried to say that it can be here tonight. And there is a crisis today in higher education that demands our help. Public education is always circumscribed and in a sense limited by what you can do politically. Great land-grant universities and state colleges are constantly under the scrutiny of <sup>the</sup> legislature, or a governor, or a board of directors, <sup>(trustees &c)</sup> or regents appointed politically. We're not! We are as free as we want to be. We have the unlimited right to explore the frontiers of knowledge. And I submit to you that this university plays a role in the structure of higher education that is as unique as the breath of life itself. It can maybe contribute to the great evolution that is needed. --I didn't say "revolution," -- But the evolution that is needed today to make higher education a truly meaningful experience for a whole new breed of young Americans -- Young men and women today that know that they have to do better, That know that there are new frontiers to be explored, and in a sense, really, new worlds of learning, of imagination, of science and technology, to be conquered.

So I have no-- well, I have no reserve about saying to you that we need your help. I'm not quite sure whether I'm supposed to say these things when I come to a dinner like this! But I am a sort of uninhibited person, and once after you've

been Vice President of the United States and you get out as a free spirit, you're apt to maybe overdo it a little bit.

[LAUGHTER] Let me do so. We need your help. Great education, good education does not come at bargain-counter prices. It's impossible. Great discoveries do not come by less than <sup>fewer</sup> great people. All that we need in the years ahead--and we're thinking about the years ahead, we're thinking of the next century, not this century alone--will require great minds, talent to be developed. And Brandeis University must not become the school of the rich! The rich can help support it, but it must be open to every race, creed, and color; and it must be open to your sons and your daughters; and it must be open to people that cannot afford to go. We have to make sure that private colleges and universities in America ~~are~~ are as democratically oriented in terms of equal opportunity as any state college, within the limits of what our ~~own~~ capacity happens to be.

And for those of us who are fortunate to be blessed by good health, <sup>a</sup> good position in life, <sup>a</sup> good family, and then that extra blessing, of some material resources, may I say that, as was said here tonight, when Mr. Shaw, our friend, became a Fellow of Brandeis University, he was made a Fellow because ~~he~~ he has seen fit to serve others.

This university is not one to take from people. It is to give. To serve others. I'm talking to people tonight who can in a sense carve out for themselves a little piece of immortality. When I think of the schools--the Poses School for example

of Fine Arts. That is an immortal institution. When I think of the Wien ~~Scholarship~~ International Scholarships--that is an immortal, eternal institution--At least insofar as we can project it. I would like to have people in this audience tonight think about what they can do. What greater thing is there that you can do than to enrich a life, except possibly to save one? And there are many walking dead today, ladies and gentlemen--people who are truly dead in spirit, whose minds have never been touched by the magic of learning, whose spirits have never been aroused by hope or motivation. And if there is just some way that we in this beautiful banquet hall tonight, blessed as we are with all the good things of life, could save a life, could direct someone into a proper course of life, could enrich some spirit and enliven some mind, how do we know but what out of all of that might come great discoveries? I am sure that out of what we do we ~~shall~~<sup>will</sup> find discoveries that can cure us of our diseases--killing diseases--and possibly even more important, can cure us of our fears. And our prejudices. And our doubts.

If any of this could happen--even a little bit of it--in this last third of the twentieth century, because we cared enough to share, because we cared enough to invest in mind and body and spirit and soul--if any of this could happen, I say that you have bought for yourself, by your investment, a kind of immortality that no bank account, that no business, that no luxury and no pleasure could ever give to you, because you would be helping in enriching the mind of man. And it is in the mind

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of mind, and in his spirit and soul, that the hope of the world rests.

So think it over. Become a real, working, participating members of a growing family of people that care about their faith, care about their heritage, ■ care about their families, care about their country, and demonstrate it through caring about a university that is committed to all of these. Thank you very much. [APPLAUSE]



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