

REMARKS

THE HONORABLE HUBERT H. HUMPHREY

ARTHUR G. COHEN DINNER

NEW YORK CITY

November 24, 1969

With his wife, Arthur has been the mainstay of a multitude of philanthropic causes -- the Henry Kaufman Campgrounds, the Albert Einstein College of Medicine, the United Jewish Appeal, the Federation of Jewish Philanthropies and the Long Island Jewish Hospital have all been the recipients of his dedication and devotion to the causes in which he believes.

It is altogether consistent that he should, with his wife, establish a scholarship fund in order to extend the opportunities of this fine university to those who are less fortunate.

All of us who have had exposure to the university community are aware of the dollar gap between tuition and the soaring costs of educating young scholars today.

This year, with the national government engaged in a massive slowdown on education funding, it is more essential than ever that private contributors assist our universities in making up this deficit.

It is of vital importance to the survival and health of this nation that we find ways for the institutions that control opportunity in our society to cherish and nurture a variety of talents -- without taking into consideration their ability to pay their own way.

In an era when forty percent of our high school graduates go on to college, we cannot afford to make education a matter of birth and privilege -- or to allow our college admission procedures to be a matter of self-selection of the wealthy.

The trustees and administration of Brandeis University know this well, but without the Arthur Cohens of this world, such knowledge is of little practical value.

The changes we have seen in the nature of society during the course of this century makes this a matter of critical urgency.

Education, which once served as a means of ascendance for the poor, is in danger of becoming a bar to the new poor. As more and more employers require degrees for more and more jobs -- whether or not they are really essential to the nature of the task -- more and more of our less fortunate citizens are locked into menial jobs.

As more and more of our less fortunate citizens are locked into menial jobs, fewer and fewer of their children can afford the fruits of higher education.

Thus the cycle perpetuates itself.

When our colleges and schools are compelled to act as selection agents on an economic basis, a concurrent racial bias is an unavoidable consequence.

Thus our educational institutions are increasingly unable to serve as purveyors of equal opportunity.

In this past decade, the Congress has done some creative new thinking about ways to achieve equal opportunity in our elementary and secondary schools. They concluded that we do not achieve equality by treating all pupils alike; that many of our youngsters enter school with a deficit and must be offered a richer educational diet if we are indeed to equalize their educational opportunities.

To a limited extent -- through NDEA and other college loan legislation, the Federal government has made a similar effort to equalize access to higher education. It was never enough -- and it is even less this year.

You may feel that these matters are primarily the proper concern of our public institutions. You may well feel that Brandeis has enough trouble garnering the funds to make up the difference between tuition fees and the actual cost of educating a given student.

There is considerable justification for such a premise.

But I think we should remember that as educators -- and as concerned citizens -- we are going to lose a lot of "mute, inglorious Miltons" if we can't find ways to equalize educational opportunity beyond high school.

Those of us in the private institutions will find we are penalizing ourselves if we limit membership in our student bodies to the select group whose parents can pay their way -- plus a small "quota" of deprived youngsters.

I am long on record in opposition to racial, religious or geographic quotas for educational institutions and I would like to add to this list my opposition to economic quotas.

I recognize the practical problems that would result from such a solution, but I do think it would be a fine thing if admission officers would examine the qualifications of all applicants, admit them on the basis of very flexible criteria -- and then guarantee to all accepted applicants that the university would make it possible for all who need financial aid to receive it -- in jobs, loans, or scholarships.

This suggestion is by no means the rambling of an unrealistic visionary. The University of Chicago already makes such a commitment to all its applicants. Though they retain stringent academic criteria for admission, Chicago has eliminated financial inequities by promising that all applicants admitted to the university will receive whatever financial assistance they require in order to attend.

But I would like to see our institutional efforts go beyond this elimination of economic criteria. I would like to see us develop some admissions officers who know how to recognize a spark in the eye -- when it doesn't necessarily show up on a college entrance examination. I want to see us go beyond the admission of qualified but less wealthy youngsters into our hallowed halls. I think we need to admit some youngsters who have yet to demonstrate their qualifications in ordinary ways.

And -- if we do this -- we must also provide the special help and support that can make academic success possible. We can't just let them go if they start to fail.

This may require some major curricular adjustments. I do not mean to suggest that we lower standards -- not for a minute. But I do suggest the introduction of flexibility.

Former United States Commissioner of Education Harold Howe once suggested that universities might add a whole year of pre-college compensatory work to the regular curricular offerings. "We're all living longer nowadays," Howe said, "There is no reason that some of us can't take five years to get through college. If the added time will bring success, it's more than worth it."

I think Mr. Howe has a point. If our universities are to remain centers of learning and enlightenment in our society, then those of us involved in the educational enterprise must find ways to match our concern for academic excellence with a concern for the real problems of the real world.

If we are able to do this, then we can indeed lay claim to academic excellence.

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REMARKS

THE HONORABLE HUBERT H. HUMPHREY

ARTHUR G. COHEN DINNER

NEW YORK CITY

NOVEMBER 24, 1969

(14) Saul Steinberg
(Pergamon)

(Introduction, not for release)

2 Very good friends

Book my friends
I am not really sure if we are honoring Arthur Cohen
or Brandeis University this evening. I am the sort of person
who always gets mixed up on that sort of thing -- when I hear
about an engagement, I congratulate the girl ---

You know you are not supposed to do that.

But I don't think I can go very far wrong this evening.

I think Arthur Cohen is just as lucky to get Brandeis
is to get him, so I am just going to congratulate them both!.

But Arthur isn't always so lucky you know. He's not so good
at picking horses. Do you know anyone else who has had a horse
scratched at Belmont for eating marshmallows?

- 2 -

I don't want you to think I am jealous of Arthur, ~~though~~.
I don't covet his sailboat or his private helicopter or his tennis
club. I don't even covet his lovely wife and five fine daughters.

Arthur Cohen has earned these things, just as he earned
this ^{as a Fellow} appointment by my adopted university.

(Begin formal remarks for release)

With his wife, Arthur has been the mainstay of a multitude
of philanthropic causes -- the Henry Kaufman Campgrounds, the
Albert Einstein College of Medicine, the United Jewish Appeal, the
Federation of Jewish Philanthropies and the Long Island Jewish
Hospital have all been the recipients of his dedication and devotion
to the causes in which he believes. *Hubert Houghway*

It is altogether consistent that he should, with his wife *Karen*
establish a scholarship fund in order to extend the opportunities
of this fine university to those who are less fortunate.

All of us who have had exposure to the university community
are aware of the dollar gap between tuition and the soaring costs of
educating young scholars today.

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To a limited extent -- through NDEA and other college loan legislation, the Federal government has made a similiar effort to equalize access to higher education. It was never enough -- and it is even less this year as a result of Mr. Nixon's cutbacks.

- 6 -

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Arthur Cohen

October 17, 1969

Dear Mr. Benjamin,

Could you send me some biographical data on Arthur Cohen in connection with Mr. Humphrey's tribute on the occasion of his induction as a Fellow of Brandeis University?

Some personal information and anecdotes would also be a great help.

Many thanks,

(Mrs.) Caryl Conner

Mr. Robert S. Benjamin
Chairman of the Board
United Artists Corporation
729 Seventh Avenue
New York, New York 10019

Arthur G. Cohen
205 Kings Point Rd.
Great Neck, N. Y.

Born: April 23, 1930

Married June 6, 1954 - Wife Karen

Children: Lauren 11, Susan, 10, Debra 8, Rochelle 6, Katherine 1 year

Graduate of the University of Miami and New York Law School

Member of the New York Bar

President of Arlen Properties Inc., 60 E. 56th St., N.Y.C.
Business is engaged in the construction and development of shopping
centers and diversified construction projects throughout the United States.

Member of the Glen Oaks Country Club

Member of the Board of Directors of Henry Kaufman Campgrounds,
Agency of the Federation of Jewish Philanthropies

Member of the President's Council of Brandeis University

Member of the Board of Trustees of the Long Island Jewish Hospital

Member of the Board of Overseers - Albert Einstein College of Medicine

"Man of the Year" ADL - 1968



KAREN AND ARTHUR G. COHEN

Arthur G. Cohen's induction as a Fellow of Brandeis University is an honor gratefully bestowed by the University whose needs and goals he has long supported. As a former member of the President's Council, his advice and commitment were of inestimable value.

In his own community, he has been active in a multitude of philanthropic causes, notably the Long Island Jewish Hospital where he is a member of the Board of Trustees, as well as Treasurer.

He is on the Board of Directors of the Henry Kaufman Campgrounds and the Board of Overseers, Albert Einstein College of Medicine. Frequently honored by those

whose causes he champions, he was named Man of the Year by the Anti-Defamation League in 1968.

His wife Karen, whom he married in 1954, has consistently supported his political and charitable commitments and was active in Federation and United Jewish Appeal campaigns for many years.

A member of the New York Bar, Mr. Cohen is President of Arlen Properties, a construction company involved in diversified projects throughout the United States.

The Cohens reside in Great Neck, New York. They are the parents of five girls.

In the Karen and Arthur G. Cohen Scholarship and Fellowship Program at their adopted University, this dedicated family, together with their friends, family, colleagues and associates, seeks to create a new identification which will have inestimable value for untold generations of deserving young people whose contribution to the community and to the world will have been made possible, in large measure, by the underwriting they received at Brandeis through the Cohen Fund.

BRANDEIS TODAY



It is traditional that academic progress is measurable only over lengthy periods of time, so the unprecedented growth of Brandeis in just twenty-one years has established the University as something of a prodigy among her sister institutions.

In this time, more than 65 major structures have risen in response to academic need on a campus nearly tripled in size to accommodate them. Some 2800 students in the undergraduate and graduate classes are the inheritors of the traditions established by the 1948 entering class of 107. They are taught by a faculty more than 30 times the size of the original, and all these facets reflect the quality center of learning and research that Brandeis has become by compressing nearly a century of growth into a short span.

Brandeis becomes the gift of the Jewish community to American higher education in the same spirit and tradition established by other universities founded by religious denominations; the Congregationalists at Harvard and Yale; Presbyterians at Princeton; Catholics at Notre Dame; the Quakers at Swarthmore and a myriad of others. Brandeis is proud of its early successes but recognizes that they form a solid base on which further progress must be mounted.

There is no time for complacency.

BRANDEIS UNIVERSITY



TOWARD ACADEMIC EXCELLENCE



KAREN and ARTHUR G. COHEN SCHOLARSHIP PROGRAM

SCHOLARSHIP AND FELLOWSHIP PROGRAMS AT BRANDEIS

From the outset, Brandeis determined never to turn away a student of promise for any discriminatory reason, including that of financial need. This ambitious goal has only one immutable limitation: the availability of funds.

Endowed scholarships provide assured income for tuition and support of students and are one of the oldest and most urgently needed forms of philanthropy in American higher education. Brandeis must continue selecting their students in terms of their achievement and promise without regard to ability to pay. Only in this manner can Brandeis continue to attract the most talented young scholars in our nation and internationally.

The average cost per student per year at Brandeis is \$5,500. Of this amount, even students paying full tuition contribute just \$2,275. By far, the largest portion of the remaining \$3,225 must come from private contributions, *your* contributions. Tuition fees in American universities are three and four times what they were just twenty years ago, but still cannot keep pace with the rising costs of quality education. Simultaneously, more and more deserving young people with the highest academic potential are in need of financial aid. At Brandeis, at least a third

of the student body receives some degree of support from the University. This support comes from endowed scholarships, from annual gifts for scholarship aid, from loan funds, and from the University's much-strained, increasingly taxed general income. Brandeis must provide each year \$1,600,000 for scholarship aid.

The importance of Fellowship funds for graduate students goes far beyond their value as direct budget relief. To the extent that such funds are available, Brandeis competes successfully for exceptionally talented graduate students with limited financial means. Outstanding teachers, in turn, are attracted by the opportunity to work with responsive and stimulating students. This interacting process is an important factor in maintaining the highest standards of quality for both students and faculty.

Nearly 800 students are now enrolled in Brandeis' twenty graduate departments. Four out of every five of them receive financial assistance. The cost to Brandeis is about \$1 million every year. Since only \$600,000 is contributed for this purpose, an annual deficit of some \$400,000 must be made up by sacrificing funds from other vitally important academic programs.

BRANDEIS UNIVERSITY

WALTHAM, MASSACHUSETTS

OFFICE OF UNIVERSITY RESOURCES
60 EAST 42ND STREET, NEW YORK, N. Y. 10017
TELEPHONE: OXFORD 7-5340

October 21, 1969

Mrs. Caryl Conner
c/o Hon. Hubert H. Humphrey
1510 "H" Street, N. W.
Washington, D. C. 20005

Dear Mrs. Conner:

In answer to your letter of October 17, to Robert S. Benjamin, enclosed is a biographical sketch of Arthur G. Cohen.

Your request for anecdotes and personal information, will be forthcoming.

As a reminder, the dinner for Arthur Cohen is Monday, November 24th, 6 P.M., at The Pierre.

Sincerely,



Arnold Pfeffer
Associate Regional Director

AP:mb
Enc.

cc: R.S. Benjamin



NATIONAL DEMOCRATIC SPONSORS CLUB OF NEW YORK
729 SEVENTH AVENUE, NEW YORK, N. Y. 10019

October 27, 1969

Dear Mrs. Conner:

As per your request to Robert Benjamin on October 17, I am sending you, herewith, a few personal-interest stories about Arthur Cohen that I have gotten from his wife and his partners.

His wife is still trying to get more information, and if any more is forthcoming, I will forward it to you.

Very sincerely yours,

A handwritten signature in cursive script that reads "Rose Marie Diller".

Rose Marie Diller,
Executive Director

Mrs. Caryl Conner
Suite 700
1510 "H" Street N. W.
Washington, D. C.

RMD:nc

Enclosure

cc: R. Benjamin

PERSONAL INFORMATION IN REGARD TO

ARTHUR COHEN

He has five daughters. He has a sailboat which is called "Les Girls." The family always takes vacations together, and he never does anything that does not include the children over weekends. He has a private helicopter and flies in and out of the city everyday. He is always up by 6:00 A.M.

At one time, the Cohens were having a lot of trouble with their telephone, and when they called to report the problem, the Telephone Company advised them there was nothing wrong with their phone and that they simply needed a switchboard installed as they make and receive so many calls, and they have so many extensions that it's impossible for two regular phones to handle them.

He has his own tennis club which is called, "Nehoc" -- Cohen spelled backwards -- and to his very special friends he gives an insignia of the club. He is often called Charlie Bassine's son-in-law, but he's happy when Bassine is referred to as Arthur Cohen's father-in-law; but he's proudest of all when he's referred to as Loren Cohen's father.

At one time, he had a horse named after him called, Nehoc's Bullet. The horse, like his tennis serve, died over the net. Once, the horse was supposed to run at Belmont but was scratched the morning of the race for eating marshmallows.

mg ACCEPT: November 24, 1969
Arthur Cohen Dinner
New York, New York

August 27, 1969

Dear Bob:

This is to confirm that I will be delighted to address the dinner in New York City November 24 honoring Arthur Cohen on his induction as a Fellow of Brandeis University.

I have asked Ursula Culver of my staff to contact you concerning the details of my visit, and you will be hearing from her in the near future.

My best wishes.

Sincerely,

Hubert H. Humphrey

Mr. Robert S. Benjamin
Chairman of the Board
United Artists Corporation
729 Seventh Avenue
New York, New York 10019

cc: Mrs. Humphrey
Bill Connell
John Stewart
John Watson

729 Seventh Avenue New York, N.Y. 10019
(212) 245-6000

Accy



An Entertainment Service of
Transamerica Corporation

United Artists Corporation

Robert S. Benjamin
Chairman of the Board

August 11, 1969

Honorable Hubert H. Hemphrey
c/o Encyclopedia Britannica
Suite 700
1510 H Street
Washington N.W., D.C.

Dear Hubert:

I enjoyed listening to your "Face the Nation" telecast yesterday. Your visit to the Soviet Union has reduced none of your effervescence or spirit, a fact I was glad to observe; neither has it mine.

The specific purpose of this letter is to ask you to do Brandeis University a service, pay tribute to Arthur Cohen by your presence, and do me a favor. Arthur is being inducted as a Fellow of the University on the 24th of November at the Pierre Hotel at a dinner chaired by Saul Steinberg, one of your ardent supporters during the last campaign and Patrick Clifford Chairman and President of the Security National Bank. All of us would be honored if you could attend that evening to make the principal address. We would be appreciative, especially Arthur who has expressed hope that you will attend.

Warmest regards.

Sincerely,

cc: Arthur Cohen

*accepted by Hst
in Monument -
phone conversation*



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