

1 ORAL HISTORY OF: Brewster Broder
2 INTERVIEWED BY: Cheryl Guyer
3 DATE OF INTERVIEW: Monday, June 28, 2004
4 LOCATION OF INTERVIEW: Jewish Federation
5 SUBJECT MATTER: Jewish life, family history,
6 community life

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8 MS. GUYER: Good morning. This is Cheryl Guyer. I
9 am conducting an oral history interview with N. Brewster
10 Broder at the Max M. Fisher Building at the Jewish Federation
11 of Metropolitan Detroit on June 28th, 2004. I do have
12 permission to use your words, Brewster, and your thoughts in
13 the future for educational and historical research and
14 documentation. So let us begin.

15 I did a lot of reading, and your background and your
16 family is just rich with history and stories and memories.
17 And I wondered if you'd share some of the early years. I
18 believe you were born in Detroit.

19 MR. BRODER: Yes.

20 MS. GUYER: But I'm curious about the household you
21 grew up in with your parents Celia and Hymen, who were major
22 philanthropic leaders.

23 MR. BRODER: Earliest recollections.

24 MS. GUYER: Yes. Tell us the kind of house.

25 MR. BRODER: Well, I had two brothers. One is

1 living still. So there were three boys in the house, our
2 mother and our father, and we had Helen and Clara, too. Helen
3 was kind of live-in help at that time and Clara would come in
4 twice a week for laundry and cleaning. In spite of the fact
5 that my recollections go back to the height of the Depression,
6 my father's coffee business was doing quite well even during
7 the Depression.

8 I have a little side light just to point out the
9 type of man my father was and why I think, and it's my own
10 observation, he was so successful. He was in New Orleans on a
11 business trip when the banks closed and the folks running the
12 company here, while he was out of town, called my mother in a
13 panic, what do we do about customers who offer us checks? My
14 father's response was, take the checks, hold them, we do
15 business with good people, they will make them good. And a
16 majority of them eventually did when things lightened up even
17 several years later, but he had faith in people and that's the
18 cornerstone on which he built his business. I guess it was
19 pretty good. It worked out.

20 **MS. GUYER:** That was very telling of him as "the
21 man".

22 **MR. BRODER:** Yeah, right. Our home was a
23 conservative Jewish home. My father had very little religious
24 background. His father had died when he was 13 and began to
25 help support his mother, sister and later a brother, for all

1 those years even as he was going to high school and beyond,
2 and never had an opportunity to go to college. My mother came
3 from the Keidan family. Her mother was a Keidan and there are
4 Keidans all over, the Levins, the Browns, et cetera, so that
5 family is rather huge aside from being very tall. I won't
6 mention the names of the family but if I did you'd know they
7 were a tall family including Judge Harry B. Keidan.

8 It was a fairly religious family in the conservative
9 tradition. Early members of Shaarey Zedek, which we belong
10 to. Friday nights we had shabbat dinners. Cousins would come
11 over, lit candles, wine, ^{Challah} ~~bahalah~~ (ph. sp.), the greatest thing
12 of all were the gravyanas (ph. sp.), fried chicken skin. I
13 don't know why I ate it but it was like popcorn.

14 My mother was always on the phone first thing in the
15 morning with one of three or four women, and as youngsters we
16 knew it was either Ann Landau, Sal Davidson, Rose Cooper,
17 where's the next meeting, when's the next meeting?

18 **MS. GUYER:** What were her early involvements?

19 **MR. BRODER:** Well, her earliest involvement was as a
20 counselor at Fresh Air, when it was out north of Mt. Clemens
21 near Port Huron. I don't even remember the name of the
22 location out there, but it was the early days of the Fresh Air
23 Society and the Fresh Air Camp. Then as a young married
24 women, she got involved in the Detroit Council of Social
25 Agencies, which was the city-wide forerunner of the United Way

1 Community Services in the '30s. In the mid '30s she was mid
2 30s herself. She was involved early on after 1926 in some of
3 the affairs or committees of the Jewish Center, which was
4 relatively new. It came out of the YMHA in the Hannah Schloss
5 experience from the teens. She had two brothers that were
6 doctors, a brother who was an attorney, a sister was a
7 teacher. It was a very close knit family.

8 **MS. GUYER:** What drove your mother to do all these
9 philanthropic things while other mothers were at home?

10 **MR. BRODER:** She was doing both, really. I guess
11 the financial ability to have these two people "running the
12 household", but I don't think to her exclusion of having three
13 sons and raising three sons, and all the things families did
14 together. Get in the car, go to the zoo, the library,
15 concerts, all of that which are childhood memories. I'd go on
16 Saturday mornings to someone's house with my younger brother
17 and we'd have a discussion of the orchestra and then get into
18 the cars with the mothers and drive down at 11 o'clock for a
19 children's concert at Detroit Orchestra Hall. We went to art
20 classes when the center was on Melbourne. I remember an art
21 class of the Jewish Center when it was on Melbourne before
22 Woodward and Holbrook was built.

23 **MS. GUYER:** So was the Center the hub of the Jewish
24 community then?

25 **MR. BRODER:** As far as my hub was concerned. Since

1 1926, of course, there was the Federation. My earliest
2 recollection of my mother's involvement when she dragged me
3 along to a meeting or had to drop something off at the
4 Federation, which was located at that time at 51 West Warren.
5 Just east of Old Main, the old Central High School, which is
6 Wayne State University now. 51 West Warren was a community
7 address, but it was just offices on the second floor. Nothing
8 like when it went down to the Fred Butzel Building on Madison,
9 which was the next move. Your archives have those dates, of
10 course.

11 As I was saying, the first calls in the morning was
12 from these ladies, either Hadassah or Center or Fresh Air
13 oriented about the next meeting and all of that. Those were
14 the regular morning phone calls that would come in.

15 **MS. GUYER:** So your mother taught you by example
16 about being involved in the community.

17 **MR. BRODER:** Well, I guess so.

18 **MS. GUYER:** And your dad?

19 **MR. BRODER:** He was involved during the war. They
20 had the Red Feather. My father, since he was in the grocery-
21 related and household goods-related business, tied in with the
22 coffee business, which was the mainstay of his business, he
23 was the head of the Torch Drive grocery section, much as we
24 used to have at the Federation. For the fund-raising we had
25 the Detroit Service Group and the Real Estate Division, the

1 Food Division, Industrial Division, all of that. He chaired
2 that for the Torch Drive, which was the forerunner of United
3 Way, of course. And he was a member of the Board of Hebrew
4 Free Loan, which his grandson is now president of.

5 **MS. GUYER:** Congratulations.

6 **MR. BRODER:** Thank you. He also served on the
7 Shaarey Zedek Cemetery Board for many years till his death.
8 That is now a prestigious assignment for any temple or
9 synagogue to be directing the affairs of the cemeteries or
10 burial society or whatever each calls that.

11 **MS. GUYER:** He was involved with the Jewish Center.

12 **MR. BRODER:** Yes, very much so. And was brought
13 into it by his brother-in-law, Henry Meyers, who had been a
14 president of the Center and active in the Jewish Welfare
15 Board, the forerunner of the Jewish Community Center
16 Association, the national organization. He was sitting
17 president of the Center upon his death. They had a sign board
18 in front of the Center on Woodward Avenue. Somewhere I have a
19 picture of this, but I don't know where it is. The sign board
20 said In Memoriam, Hyman C. Broder, and that was posted. He
21 died I think on the day the second bomb was dropped on Japan.
22 August 9th of 1945.

23 **MS. GUYER:** Tell me when he was the president of the
24 Center.

25 **MR. BRODER:** I think he became president in '43 or

1 '44.

2 **MS. GUYER:** There was a book fair then?

3 **MR. BRODER:** No, no. The book fair started I
4 believe in '52 and it was in a room at the Dexter Davison
5 Center, named in my father's memory. The room. And had a
6 portrait of my father. At the back end of the room, if you
7 had pictures looking at the audience, you will see his
8 portrait in the back end of that all purpose room, which was
9 the first book fair.

10 **MS. GUYER:** What are your memories of the first book
11 fair?

12 **MR. BRODER:** I was in the army. I was overseas. I
13 wasn't around.

14 **MS. GUYER:** Did you go to summer camp when you were
15 young?

16 **MR. BRODER:** Oh, yes, I went to summer camp. First
17 year was 1936, Camp Moden in Canaan, Maine. I went with the
18 Honorable Avern Cohn and his sister Rita, the Honorable
19 Charles Levin and his sister, and Graham Landau and his sister
20 Carol. It was a highly orthodox camp. Little white shirts
21 and white shorts every Shabbat morning. So you would wear it
22 for an hour for services, pack them away in the trunk and wear
23 them next Saturday.

24 **MS. GUYER:** Interesting.

25 **MR. BRODER:** All kosher and services in the morning

1 and evening, and that was for one year only. Then '37 through
2 '40 I went to a camp in Wisconsin, and then I went to another
3 camp in Wisconsin subsequent to that.

4 **MS. GUYER:** But never the Fresh Air of the local
5 community camps.

6 **MR. BRODER:** No. Private camps.

7 **MS. GUYER:** Then you went to Central High School.

8 **MR. BRODER:** Roosevelt, Central and Durfee. We
9 lived directly across LaSalle Boulevard on the corner of
10 Lawrence and LaSalle. And so when I was late, those teachers
11 would climb all over me because they knew where I lived.

12 **MS. GUYER:** Right across the street.

13 **MR. BRODER:** But I tell my grandchildren I trudged
14 through the snow for miles. And of course, they don't believe
15 me.

16 **MS. GUYER:** How cute. Any other recollections of
17 the Jewish community of your high school years, what it was
18 like?

19 **MR. BRODER:** Well, I've always enjoyed, and you'll
20 remember the name, when Neil Shine was the publisher of the
21 Detroit Free Press and even before that, he would write a
22 column once a week in which he talked about his experiences on
23 the east side in high school. I don't remember which high
24 school he went to. The kids would hang around on their bikes
25 and they'd have these crazy nicknames in high school. We had

1 the same thing on the west side at Central High. I won't
2 identify by nicknames anyone because a few of them are
3 community leaders today, so we'll let that be. But it was
4 just a reflection of Stinky, the gambling guys, the crap
5 shooters who would have their little penny-ante games here and
6 there.

7 I think the worst thing we did -- of course if other
8 things were going on, I wasn't aware of it -- was during the
9 war when they were rationing stamps for gasoline, always a
10 couple of guys whose fathers either owned gas stations or had
11 something to do with the rationing, we always knew who to go
12 to, to pick up a few extra stamps for a few extra gallons for
13 our cars.

14 **MS. GUYER:** Everybody had cars?

15 **MR. BRODER:** Well, not everybody, but when they got
16 cars, they had some money to buy gas because it was very
17 inexpensive, but you had to have a gas stamp, a rationing
18 stamp or you couldn't get the gas. So these guys were high
19 school kids, just pranking.

20 **MS. GUYER:** Just out for fun.

21 **MR. BRODER:** I always related it to Neil Shine's
22 discussions and memories of his high school days, because it
23 was the same kind of thing on the east side, only with
24 different names.

25 **MS. GUYER:** And then you went on to Michigan State.

1 **MR. BRODER:** Michigan State for three years and then
2 I went to work. Then I was drafted in 1950.

3 **MS. GUYER:** Where did you go to?

4 **MR. BRODER:** I was in Korea.

5 **MS. GUYER:** What was your responsibilities there?

6 **MR. BRODER:** Shooting the enemy. I was an
7 infantryman.

8 **MS. GUYER:** That was tough stuff.

9 **MR. BRODER:** It was an experience.

10 **MS. GUYER:** In reading, you had a real interesting
11 experience there with the Seder one year. Tell us about what
12 happened.

13 **MR. BRODER:** Well, prior to that Seder there, I was
14 aware, because of my uncle and father's involvement in the
15 Jewish Welfare Board, that their chaplaincy council supplied
16 the armed services, this goes back to World War I, with the
17 materials for the Seder, the matzo and everything. Through
18 Jewish chaplains, or if there wasn't a Jewish chaplain,
19 through non-Jewish chaplains, who also catered to everybody in
20 the best way they were able to, on the troop ship going over
21 we had a Seder in April of 1951.

22 **MS. GUYER:** How many Jewish men were there?

23 **MR. BRODER:** On that ship, I don't recall. It could
24 have been 60, 70, 100. I don't know. But the troop ship was
25 so crowded that you would get in line for breakfast. By the

1 time you got up and had your breakfast you almost would have
2 to get in line for lunch because it would be another hour's
3 wait in line. And that went on for 29 days on the troop ship.
4 So when we got the offer and information about Jewish service
5 people having a Seder in a wardroom, which is where the
6 officers ate, or whatever room they could put tables in, and
7 have a chicken dinner with matzo that had been shipped by some
8 higher authority, knowing that we were going. So we had matzo
9 and the wine and everything.

10 The captain allowed us to have one Seder. We
11 explained to him it was a two-day holiday. What he didn't buy
12 was that we tried to tell him it was a three-day holiday. So
13 we got two Seders out of him at the crossing the international
14 date line, so we figured we could get a third Seder because we
15 lost a day. But it didn't work.

16 The Seder I think you're referring to is the Seder
17 in Korea in 1952.

18 **MS. GUYER:** Yes.

19 **MR. BRODER:** Once again, it was worked through the
20 Jewish chaplains and the Jewish Welfare Board, to make sure
21 there were supplies of matzo, wine, everything we needed for a
22 Seder and Hagaddas. I came off the line and went back into
23 Seoul, for three days on a three-day leave from my unit, as
24 did others. We gathered in a gymnasium of a high school and
25 they had about 300 or 400 people. The president of the Jewish

1 Welfare Board, a man from San Francisco, the executive
2 director were present in 1952 in April. We have some of the
3 material like pictures of Detroiters who were there in the JCC
4 hall. Those pictures are there in front of the building where
5 we had held that Seder in '52. As I recall, I wrote a letter
6 to my uncle about it, the experience, and at that time when he
7 received it, there was a Jewish Welfare Board meeting or
8 something being held in Detroit, and I'm told he read the
9 letter.

10 **MS. GUYER:** What was Jewish life like in the service
11 at that time?

12 **MR. BRODER:** We were a minority. And I had joined a
13 unit of the National Guard of Oklahoma, which had been
14 federalized. So generally speaking, national guardsmen from
15 these small towns in Oklahoma, some had rarely ever come face
16 to face with a Jew. They were full of their normal prejudices
17 and everything else, but we were generally allowed to go to
18 services on Friday night, which was the traditional barracks
19 cleaning night, but we had to pull extra duty on Sunday when
20 the others went to church. Not clean-up so much, because that
21 had been done Friday night, but pull KP duty or whatever, to
22 pay back for the time we took off Friday night and the folks
23 of Alexandria, Louisiana, would drive in and bring corned beef
24 and all the Jewish goodies on a Friday night. Or if we had a
25 pass we would go in, some of us, and meet young ladies who

1 were daughters of members of the local congregation, which was
2 pretty much what we did. Had the weekends off, or if we
3 didn't, there were services held on base.

4 **MS. GUYER:** Interesting. Which strongly identified
5 a Jew in the service. How many years were you there?

6 **MR. BRODER:** I was in the army for two years.

7 **MS. GUYER:** And then you came back to Detroit. And
8 when did you meet Ruth?

9 **MR. BRODER:** I had known Ruth before I went in the
10 service, but I started dating her when I came back, around
11 September of 1952 and we got married in December of '53.

12 **MS. GUYER:** And the marriage has produced four
13 wonderful children.

14 **MR. BRODER:** And seven grandchildren.

15 **MS. GUYER:** How many live here?

16 **MR. BRODER:** Two children and five grandchildren,
17 the two oldest of whom live here but don't. The oldest
18 grandson is out of college now and he's living in Lansing.
19 His sister is a senior at the University of Michigan. Then
20 there's a brother who lives in Brighton. My son Richard has
21 two daughters, they live in West Bloomfield.

22 **MS. GUYER:** Your parents were such role models to
23 you and your brothers, and you and Ruth have been such Jewish
24 community role models to your own children. It's interesting
25 how it travels from generation to generation. It's by living

1 by example, really.

2 So when you came back, then how did you re-invent
3 yourself at the Jewish community, and what were the next
4 pieces?

5 **MR. BRODER:** I had been a little bit involved in the
6 junior division, young adult division before I went in the
7 service. So it was put on hold till I returned and I just
8 resumed that activity when I came back. I guess I became the
9 junior division representative on the Center board, which I
10 guess I had asked for. My father had been president. I had a
11 connection there.

12 **MS. GUYER:** And your dad had since died.

13 **MR. BRODER:** He died in '45 and now I'm talking
14 about '52. But I had had these connections. I worked for the
15 Center before I went in the service. I was the old PBX
16 switchboard like Lilly Tomlin, with the plug-in stuff, on
17 Woodward and Holbrook at the Woodward Building. I was going
18 to college, taking some courses in town here, so nights I
19 would work that switchboard at the Center, until I believe I
20 disconnected the director one night, and they figured they
21 could get a better operator than I was. It was interesting.
22 So when I came back I got involved in the junior division as a
23 representative to the Center. That's kind of where my
24 involvement began.

25 **MS. GUYER:** So Irwin was the director at the Center?

1 **MR. BRODER:** Irwin was the director. And it was
2 just before they moved into Dexter-Davison, because I recall
3 Irwin having an office on the second floor of a warehouse
4 building of some kind on Broad Street while they were put
5 Dexter-Davison together. Around that time, Jacob Keidan, who
6 was the president and incidently a cousin from my mother's
7 Keidan family, asked me if I would head an Armed Services
8 Committee, which they had had during World War II at the
9 Center, and very much put in there by my father who was
10 president during the war.

11 By the way, Henry Meyers, his brother-in-law, was
12 the president of the Detroit USO on Lafayette, downtown,
13 during the whole war. He had been president of Travelers Aid
14 Society. These things will come up.

15 **MS. GUYER:** A link. Interesting.

16 **MR. BRODER:** Travelers Aid was one of the six
17 founding charities of the USO. When they formed it with the
18 YMCA, YWCA, Travelers Aid Society, American Red Cross and
19 Salvation Army and the Catholic charities, he was picked out
20 of that group to go from president of Travelers Aid to
21 president of the USO, of which he was president during the
22 whole war from '41 to '45.

23 So I chaired this Armed Services Committee, at which
24 time, JWB had a seat on the Detroit USO, and Irwin suggested
25 he had been the liaison but he was a professional. He wanted

1 to put a lay person there on the USO board. So from the
2 chairmanship of the Center Armed Services Committee, I went on
3 to the USO board. It all fits in.

4 **MS. GUYER:** What was the mission of this committee
5 at the Center?

6 **MR. BRODER:** Not very extensive, because there
7 wasn't the number of military personnel that they had during
8 World War II, where any Jewish serviceman that came into the
9 USO during World War II was told of the existence of the
10 Jewish Center, where it was, facilities free, and there was a
11 big active Armed Services Committee catering to servicemen,
12 because during World War II everybody was in service.

13 In the Korean War, there were much fewer members of
14 the military coming through Detroit, but those that were, they
15 still felt that the Center wanted to reach out and take care
16 of whatever their needs were. If they were stuck in Detroit
17 for a couple of days instead of a hotel or whatever, get them
18 a place to stay in somebody's home, all this kind of thing.
19 And that's what the committee was doing. I eventually became
20 the representative to the USO Board of Directors here in
21 Detroit, which was still active.

22 **MS. GUYER:** So how long did this stay active?
23 Through the Viet Nam War?

24 **MR. BRODER:** The Center committee just till 1954,
25 '55, maybe. We still had some involvement in Korea, but after

1 Eisenhower was elected in '52, within a year that Korean
2 active war was over. But the USO continued and active in
3 Detroit until the mid 70s.

4 **MS. GUYER:** What were some of the things that you
5 worked with, mostly social, supportive? What were some of the
6 projects that USO was involved with?

7 **MR. BRODER:** The USO always maintained a club where
8 the soldiers, sailors and marines could come to play pool,
9 cards, read, some food service. For years during World War
10 II, the Women's Auxiliary of Temple Beth-El and others, served
11 a day and all these other volunteer groups would serve a day
12 at the USO. So during Korea and even after Korea, while I was
13 involved in the USO, we assigned days to different groups to
14 volunteer to man the club. We had club rooms in the basement
15 of the Shubert Theater, then in the Michigan Theater Building.
16 We had space in there for a number of years. We had space on
17 Michigan Avenue, in an old sporting goods store on the corner
18 of Washington Boulevard and Michigan Avenue, across from the
19 Archdiocese.

20 **MS. GUYER:** You dedicated a lot of time to this.

21 **MR. BRODER:** Well, I had a personal military
22 connection, having recently been a veteran of the Korean War.
23 So I had that. The whole thing, whether it's the Jewish
24 activities or non-Jewish activities, the civic activities, are
25 all the people I worked with and met. I could tell stories

1 forever about all the people not only in the Jewish community
2 but in the non-Jewish community. Probably the most
3 outstanding one was the chairman of the USO, when I became
4 president of the USO, Walker Lee Sisler, who was then the
5 sitting chairman of the board of Detroit Edison Company and
6 one of the electrical giants of the 20th century. During
7 World War II he entered Paris with Charles de Gaulle and
8 oversaw the re-electrification of the lights of Paris. Walker
9 Sisler and I worked together in the USO for many, many years.
10 An outstanding man.

11 **MS. GUYER:** You really worked with the greats. And
12 you really split your time between the general community and
13 the Jewish community. Almost like a parallel track.

14 **MR. BRODER:** Yeah, it was a parallel track.

15 **MS. GUYER:** So mostly in the '50s you were involved
16 with the JCC. Were you involved with the Federation, also,
17 with the campaign and taking cards and those things?

18 **MR. BRODER:** Oh, I ended up chairman of the Real
19 Estate Division.

20 **MS. GUYER:** And the insurance division, I read also.

21 **MR. BRODER:** Well, the insurance wasn't a division,
22 but yeah, I guess they moved me after -- my real estate
23 involvement ended in late 1960s and early '70s, at which time
24 I moved over to the Services Division, which involved --

25 **MS. GUYER:** What was the campaign like then? Is it

1 different than today? More events or --

2 **MR. BRODER:** Well, there were always events. There
3 are events now, and events then. I don't know the quantity.
4 We all thought we had lined up the Detroit service group
5 pretty well, with all the divisions, that they no longer have.
6 We had the service group golf outing every year, which they no
7 longer have. Some of the older members take the attitude,
8 well, we had a good system. It didn't break, if it's not
9 broken, don't change. But things change, and methods change,
10 and you can't say one was better than the other.

11 I don't know that there isn't the same camaraderie
12 within the annual campaign structure than we had then, because
13 we were more closely allied to our similar trade groups and we
14 knew these people from our daily business, we worked with
15 these people, and all of the people that worked in a given
16 division were very close to one another. I go back to my
17 contacts from those years and there's still the remnants of
18 the old service group model that all fall in the various
19 divisions. Lifelong friendships were forged as a result of
20 that kind of thing. I would hope the same is happening now.
21 I don't know.

22 **MS. GUYER:** So the director then was Isidore
23 Sobeloff or who were the directors you worked with?

24 **MR. BRODER:** Isidore Sobeloff, Bill Avrunin, Sol
25 Drachler.

1 **MS. GUYER:** Any good memories or stories of working
2 with any of these men? They really were visionaries.

3 **MR. BRODER:** Well, Sobeloff was the Dean of
4 Federation Executives of the whole country during his tenure
5 here in Detroit before he retired. The cutest story is about
6 Sobeloff at a meeting. They used to go from Thursday to
7 Sunday. Saturday morning the meetings would be services, as
8 they should. And in the afternoon they would have oneg
9 shabbats. These weren't meetings, because you don't have a
10 meeting on Saturday, but it's okay to have an oneg shabbat.
11 Well, you know, a meeting is a meeting.

12 Sobe was an inveterate pipe smoker, sat in the back.
13 The rabbi leading the meeting said, Mr. Sobeloff, this is
14 shabbat, you can't be in this oneg shabbat smoking a pipe.
15 Sobe got up and said, Rabbi, if this isn't a meeting, this
16 isn't a pipe. That's the kind of sense of humor he had.

17 Then his successor, Bill Avrunin for many years.
18 Sol Drachler, who probably to this day, if you give Sol a
19 name, he'll tell you what he gave in 1962, '73, '71, by name
20 and number and had the entire list of donors to the annual
21 Allied Jewish Campaign, memorized. It seemed that way.

22 **MS. GUYER:** He was a professional's professional.
23 He was outstanding.

24 **MR. BRODER:** Wonderful guy.

25 **MS. GUYER:** Let's go back to you. You earned the

1 Wetsman Award in '63, I believe. I think the third winner.

2 **MR. BRODER:** Right.

3 **MS. GUYER:** So what were some of the things you were
4 involved with at that time to earn the award?

5 **MR. BRODER:** Well, mostly Center and campaign. At
6 that time I wasn't involved in any other agency.

7 **MS. GUYER:** So tell us about the Center. You went
8 on to become president in one of the great periods of the
9 Center.

10 **MR. BRODER:** Well, it was closely tied in with the
11 national organization JWB, also, because I became a member of
12 JWB's national board of directors in the mid '60s. First I
13 was a regional officer, then they discontinued the regions.
14 The National JWB opened an office in Jerusalem. Ruth and I
15 went on several trips to Israel with the JWB.

16 **MS. GUYER:** I believe you were at the first
17 conference that they had in Jerusalem, weren't you?

18 **MR. BRODER:** The International Jewish Center, yeah.
19 That was one of the trips we took. It was called at the time
20 The Confederation of Jewish Community Centers.

21 **MS. GUYER:** What were the big conversations, big
22 challenges? Was it communities at risk or --

23 **MR. BRODER:** Well, we were concerned with Jewish
24 community centers in countries that were still recovering from
25 the war, and the Jewish populations were starting to go back.

1 Their programming. They wanted to know how we operated
2 things. We had gotten much more sophisticated than they had.
3 It was interesting. I wasn't involved in that part of it to
4 any great degree after that on the international scene, but I
5 was involved with JWB in New York. While I was in New York,
6 the USO headquarters was in New York, so I could catch work
7 there. I represented the JWP from 1974 to 1979 as the Jewish
8 Welfare Board National Vice-President of the USO. Because, as
9 I told you, JWB was one of the six agencies of the USO. Each
10 one had a vice-president and I was JWB's vice-president of the
11 national USO.

12 **MS. GUYER:** It's so interesting to do all these
13 different things simultaneously.

14 **MR. BRODER:** There was a lot parallels.

15 **MS. GUYER:** What were the challenges then? Was it
16 young families?

17 **MR. BRODER:** What, of the Center?

18 **MS. GUYER:** Yes..

19 **MR. BRODER:** Well, you know, I had a speech that I
20 gave at the GA in Pittsburgh in 1971. The year Jane Sherman
21 and David Page won the Simons and Wetsman Award. I have a
22 copy in my desk of the speech I gave to a meeting. There were
23 two speakers, myself and Jerry Wolfe from Pittsburgh or
24 somewhere. Mine was the Center and Federation Relationships.
25 Our little workshop session was totally standing room only. A

1 lot of the people that go to GA's from communities all over
2 the country, have some Center involvement at their own local
3 center. This place sold out for our speeches. And I'm going
4 to tell you something. You go to the Center board meeting
5 tomorrow or whenever they're going to have it. I talked about
6 those same problems 30 years ago.

7 **MS. GUYER:** So what were the problems, the
8 challenges?

9 **MR. BRODER:** Well, what are the challenges today?
10 Inter-marriage, Jewish education, our health clubs and
11 physical fitness, are they supporting enough budgetarily and
12 how should the Federation view the budget of the Center as an
13 agency, differently perhaps than some other agencies because
14 the Center, while the Federation is the address of the Jewish
15 community, it isn't in the numbers of bodies that come through
16 the door. The Center is the center of Jewish activity in
17 Detroit by numbers of Jewish bodies that walk into the
18 building. They don't walk in to Telegraph Road. They're in
19 contact, but not in the numbers of the bodies that day after
20 day after day use the camp, use this. Those are the same
21 things I talked about 30 years ago.

22 Now, I don't want to appear that I'm such a genius.
23 because generally you get an awful lot of input in writing by
24 your staff person, and I may have just delivered Irwin Shaw's
25 paper. But I was the speaker. But his knowledge and

1 background and everything was really the bulk of the
2 presentation. I happened to be the body saying the words. I
3 want to make that clear. I didn't write that.

4 **MS. GUYER:** Collaborative effort.

5 **MR. BRODER:** I'll take some responsibility --

6 **MS. GUYER:** Inter-marriage was so challenging then
7 also?

8 **MR. BRODER:** Sure. I've gone to a couple spread out
9 Center board meetings as past president, and I've sat there,
10 and I can be honest with you, I'm hearing the same thing.
11 They're in different words, they're updated. We didn't have
12 cell phones as a problem at a book fair presentation, please
13 turn off your cell phone. It's modernized and up to date, the
14 problems are, but they're really underlying the same. That's
15 not to say the center movement or our Center hasn't made
16 progress. A lot of progress has been made. A lot more
17 awareness. But the base underlying discussions are so very
18 similar.

19 **MS. GUYER:** People are people.

20 **MR. BRODER:** Yeah. People are people and the
21 problems, some are solved, some are alleviated.

22 **MS. GUYER:** But the budget issues are the budget
23 issues.

24 **MR. BRODER:** The budget issues are the budget
25 issues. Where you put the money: into education, physical

1 fitness, camping, the whole gamut.

2 **MS. GUYER:** So when you were president what were you
3 most proud of during your years at the Center?

4 **MR. BRODER:** I think I have to say the planning,
5 although it wasn't built or open during my three years as
6 president, but the planning work we did for the Maple Drake.

7 **MS. GUYER:** So that actually took place at that
8 time.

9 **MR. BRODER:** Oh, sure. I don't remember the date
10 the property was acquired, but once it was acquired the
11 planning began. What is it we need, how many square feet?
12 And then we had to select an architect. And then we had to
13 select a contractor. They we had to say how do we raise funds
14 and where do we hit the community, because it was a big ticket
15 item.

16 **MS. GUYER:** And you think the community was ready to
17 move at that point.

18 **MR. BRODER:** It was tough. I'll tell you why. We
19 had scheduled our opening fund-raising event at the home of
20 Marty Citrin, who was a board member and vice-president. A
21 strong community leader. The first opening fund-raising was
22 scheduled for late October, early November of 1973. Then the
23 Yom Kippur War hit. Do we go to the community at this time
24 for fund-raising? Because Federation was going wild in terms
25 of fund-raising for Israel. The special emergency funds and

1 all of that right then. Or do we postpone the fund-raising
2 for the Center at some later date? That was a toughie.

3 **MS. GUYER:** So what did you do?

4 **MR. BRODER:** We held a meeting.

5 **MS. GUYER:** How did the local community respond?

6 **MR. BRODER:** That portion of it, as the kick-off, we
7 were dealing with the larger donors to get the base for the
8 future fund-raising. They responded very well. It was a
9 tough decision to make, whether you go or you put it on hold.

10 **MS. GUYER:** What were your memories of the Jewish
11 community during the '67 war, '73. Do you have anything that
12 you remember of how we worked together as a group and fund-
13 raise and the energy?

14 **MR. BRODER:** This is Detroit. You put a problem in
15 front of Detroit Jewry, and they did respond. Detroit always
16 has had the reputation of responding but responding in a
17 national leadership way. I think you'll find as you talk to
18 people, as this project goes on, when you ask who have been
19 involved in the agencies and all, much like myself, each of
20 the agencies in Detroit and Jewish communal efforts in Detroit
21 invariably are the leadership groups nationally. I don't care
22 if it's our Center, which originated book fair. It could be
23 the JFS, Family Service agency, the Vocational Service, the
24 apartments, right down the line. Most or maybe all of the
25 Detroit agencies from Federation as the umbrella down to the

1 very separate agencies are national leaders. It is so
2 reflective in answer to your question, how did they respond.
3 We responded as members of the Detroit Jewish community. If
4 the need is there, answer the need, and let's go on to the
5 next problem.

6 I'll also tell you this. In many ways, many of the
7 non-Jewish organizations I've been involved in have the same
8 reputation. Who originated United Way in the entire country?
9 The automotive companies in Detroit and the Detroit United Way
10 was leading Detroit's war effort. I don't know the specifics.
11 But in any of those agencies there is this leadership
12 component. Whether it's the Jewish community or not, there's
13 a leadership component that galvanizes the community and moves
14 it forward.

15 Now, in the past 30, 40, 50 years, it's men like Max
16 Fisher and Taubman and Davidson. Alan Schwartz. They
17 galvanized members of the non-Jewish community. The Henry
18 Ford IIs, the Walker ^{DISLERS} Sizlers, hundred different names that
19 have taken the lead. Maybe it's our competitiveness as an
20 automobile city. I don't know.

21 **MS. GUYER:** Who were some of your mentors and people
22 along the way you confided with, and helped to guide you in
23 your thinking?

24 **MR. BRODER:** There were so many. Even in the
25 younger years. The fact that my father died at such an early

1 age, and I was 17 years old, my older brother was already in
2 the army. He ended up living in Cleveland. I was at home and
3 my younger brother was at home. Many of the men and communal
4 leaders who had been friends of my father's kind of looked out
5 after me. I was just going to college, coming out of college,
6 whatever, and these guys, although not a substitute for my
7 father, really, but they would take more of an interest in me
8 than others.

9 Sam Rubiner was one. I worked for Fred Ginsburg in
10 the insurance business with Art Thorner. Irwin Shaw and I
11 were very close till the day he died practically. My Uncle
12 Henry Meyers, who unfortunately passed away in 1952 after I
13 came back from the service. A lot of people.

14 **MS. GUYER:** What drives you?

15 **MR. BRODER:** I think I told you on the phone,
16 there's one word in the English language that I have not been
17 able to say, and that's "no". I found myself on this
18 committee or that committee or USO, whatever. Somebody would
19 say, gee, we need some help, we need your advice. Could you
20 come to a meeting of the XYZ committee. And before very long
21 I was there and into whatever it was, then I was active in
22 another thing. I could have done with being not so active in
23 quite so many things. In looking back, it's okay. All the
24 things I was in did important work. You did the best you
25 could. It goes back to people. If I didn't like the people,

1 and I met people along the way who I was not impressed with or
2 I could not work with, I don't suppose that I would have
3 remained as involved in everything. But it just seemed every
4 group I was involved in they were such great people.

5 You asked who mentored me. A couple more names. At
6 one point Jack Miller was president of the Center and I worked
7 with Jack. Great guy. Sam Frankel. Chuck Gershenson.

8 **MS. GUYER:** Tell us about those guys.

9 **MR. BRODER:** You'll interview them or you have.

10 **MS. GUYER:** But what they shared with you.

11 **MR. BRODER:** Just their leadership and their clear
12 thinking, their and feeling towards the community. Their
13 commitment. Once again, I didn't learn a lot of commitment
14 that I learned from my father, unfortunately. At 17 I was
15 more interested in many other things than his communal work.
16 Or my mother's for that matter. I felt what my father's might
17 have been, and I did see what my mother's was.

18 I was one of two people, kiddingly, I'll admit this:
19 I couldn't see moving to Telegraph Road and I voted against
20 it. I was one of two that voted against it because no way are
21 we going to have a building on a road as busy as Telegraph,
22 where people would come to meetings. Yeah. Look what
23 happened. Maybe it's a good thing I'm not on that board
24 anymore. I won't identify the other vote.

25 **MS. GUYER:** The Center was truly the hub when you

1 were the president. Such an exciting time.

2 **MR. BRODER:** I'll tell you what, yes, it was, it
3 still is, but it's a whole geographic thing. I meet with my
4 contemporaries, all I did was get on a bicycle and four or
5 five blocks I'd be at the Center. The Center was in town, in
6 the middle of the Jewish population. Once again let me throw
7 in Irwin Shaw. When we talked about Maple Drake, in the
8 beginning, gosh, that's way out. Who's going out there?
9 Where is Maple Drake? People didn't know where it was.

10 **MS. GUYER:** Why did you choose that site?

11 **MR. BRODER:** I didn't choose the site, the community
12 chose the site. They acquired the property and it all began.
13 I wasn't personally involved. Although, I'm sure Irwin was.
14 How much before '73 that was decided, before 1970 even. We
15 knew we had to make a move. Where? There was a lot of
16 conversation about making the main center Ten Mile Road.

17 **MS. GUYER:** Because you already had that property.

18 **MR. BRODER:** Right. There was a building there.
19 The apartments weren't there then. We had land, we had the
20 building. We didn't have the freeway, we didn't have the
21 Charlotte Rothstein Park and level area behind it.

22 I remember that Irwin and I made a presentation to
23 the Capital Needs Committee and to the United Way, because we
24 looked to them for building financing as well. We outlined on
25 the map, the bagel factories were moving out the synagogues

1 were moving out, where were they going, all going northwest.
2 How far out should northwest be? Define it. Maple Drake
3 sounded like you were going to Flint. Now, today, 30 years
4 later, our communities aren't that far from Flint, are they?
5 You've got Commerce Township, where there's a sizable Jewish
6 population today, how long does it take them to go to downtown
7 Flint or downtown Detroit? If you're near I-75, it's not very
8 far.

9 **MS. GUYER:** But it was a good decision. It just
10 took years to grow into it.

11 **MR. BRODER:** Yeah, okay. I'm sure along the way we
12 made fortunes for a number of builders who acquired property
13 and built home sites for sale.

14 **MS. GUYER:** Interesting.

15 **MR. BRODER:** I think the builders did very well by
16 our moving out there, too, because they had to provide housing
17 for the Jewish community that was moving northwest.

18 **MS. GUYER:** So do you think the current Center has
19 the same feeling of the old days, or memories or is that just
20 an exaggeration?

21 **MR. BRODER:** Some people will say, yes, because they
22 want to. Some people will say, no. It goes back to the
23 demographic and ease with which the young people can come home
24 from school and go to the Center. Now you got to have wheels.
25 You've got to drive there.

1 When I was growing up, I took the 14th bus to
2 Clairmont, and Clairmont street car across to Woodward Avenue
3 and I'm at the Center. It was just two blocks below
4 Clairmont. I don't know if you're familiar with all those
5 streets.

6 **MS. GUYER:** Not so well.

7 **MR. BRODER:** It was no big deal. A friend of mine,
8 who lived two or three blocks from me, one night a week would
9 go to a Boy Scout meeting at Temple Beth-El, which was across
10 the street, virtually, from the Center on Holbrook and
11 Woodward. We would get on the bus in our Boy Scout uniform,
12 transfer to the Clairmont streetcar, and then in about a half
13 hour, maybe more, maybe less, we were at Temple Beth-El for
14 our Boy Scout meeting. And at nine o'clock at night, we would
15 go home. Even after dark, 12, 13 year old kids. There is a
16 big difference in the demographics today.

17 **MS. GUYER:** We have to accept that.

18 What do you think the future is of our Center? Will
19 it always be the hub, the Jewish community of Detroit?

20 **MR. BRODER:** I think it may. I think if the board
21 of directors does their job.

22 **MS. GUYER:** And the open membership policy, what are
23 your thoughts on that?

24 **MR. BRODER:** You got a good one here when you ask
25 that question. Boy, was I against it. All the way right down

1 the line. We discussed it in the '60s, '70s, and the '80s.
2 Everybody else around the country has open membership. Why
3 aren't we? Well, Irwin Shaw was against an open membership
4 policy. I was very much opposed to it. I would go to the
5 National JWB meetings and I would defend our position of
6 closed membership.

7 Have I seen the light? I don't think it's such a
8 big deal anymore. We're going to have half the membership,
9 non-Jewish. Well, it was handled in a very good way, I think,
10 anyway. I started going back to meetings when I heard they
11 were discussing it. I said, whoops, I want to be there. I
12 want to get in on this. I started out on that side and then
13 they said, but all we're doing is, if somebody walks up, we're
14 just not asking the question, are you Jewish. How many in
15 your family, this is the price, this is the membership. We're
16 not saying we are now allowing non-Jewish membership with any
17 kind of big campaign. We just don't ask the question. And
18 when you're not asked the question, you don't have to give an
19 answer, you join.

20 If the organization has what -- the Center makes no
21 bones about being a Jewish Community Center. Programming is
22 Jewish. Everything is Jewish. Those who want to participate
23 in it, fine. Those non-Jewish members. Fine. If not, fine.
24 But they find the program activities booklet twice a year when
25 they publish the various classes. There's something for

1 everybody. Well, this family won't put their kids in a Hebrew
2 class because they're Catholic. They go to a ballet class and
3 aquatics class or whatever. I don't think there's over 300,
4 400 members are Jewish today. I don't know the number
5 exactly.

6 But I would argue with the centers out in the
7 country in those years. We have a non-Jewish membership
8 policy. We limit it to 5 percent. My answer was always, how
9 would you feel about Harvard limiting Jews going to med
10 school? Oh, no, we can't put a limit on it. Well, you're
11 putting a limit on membership. Harvard can't put a limit on
12 med school? Why not?

13 Things change. Every time you ask me a question,
14 I'm going to tell you, things change.

15 **MS. GUYER:** How about some other things you did.
16 Maybe we could talk about the American Red Cross or some other
17 things that you did with the city of Detroit as a Jewish
18 leader.

19 **MR. BRODER:** I got involved in Red Cross. I've been
20 a Red Cross board member for 30 years. Served on many of the
21 committees through the years. And once again, at the board
22 meetings today, I hear what I heard 15, 20 years ago to some
23 degree, not unlike we're talking about the Center.

24 I got into the United Way at the state level. I was
25 involved locally because the Jewish agencies and others I was

1 with were United Way agencies. I always knew people at United
2 Way and worked with different people at United Way. As a
3 result of the USO, one of their staff people, H. Clay Howell,
4 ended up the executive director of United Way for many years.
5 Clay and I had a very good relationship. He knew through
6 Jewish and non-Jewish agencies I had the United Way
7 involvement. We were very good friends.

8 I did get involved in the United Way of Michigan,
9 eventually was chairman of the board in 1990. I worked on
10 their Allocations Committee. We allocated to the USO. We
11 didn't allocate to any of the Detroit agencies, more to
12 national agencies. That was interesting work and interesting
13 people.

14 **MS. GUYER:** Were you able to help many Jewish people
15 with your work there, our immigrant groups, the new Americans,
16 the Russian population?

17 **MR. BRODER:** No, it didn't. It was more like
18 National Kidney Foundation, Heart Association, Diabetes
19 Association. None of the Jewish groups came under the
20 statewide United Way allocations.

21 **MS. GUYER:** And with your other local involvements
22 in the Detroit, could you help throw money toward Jewish
23 agencies? Were you able to ever do that? We had so many new
24 communities with Russian members coming here for so many
25 years.

1 **MR. BRODER:** None of the -- no. I don't think other
2 than what United Way allocated to the Center and other Jewish
3 agencies. I mean, United Way is Family Service and all that.
4 That money got filtered in that way. It was nothing I was
5 directly I was particularly involved with. They didn't seem
6 to cross over or mix.

7 **MS. GUYER:** Any other good memories? Where is
8 Travelers Aid today?

9 **MR. BRODER:** Travelers Aid is very active today.
10 It's about three times the size it was when I was involved.

11 **MS. GUYER:** And their mission is what?

12 **MR. BRODER:** They have shifted their mission
13 somewhat. It was originally people traveling who needed
14 directions at the airport or train station, all of that.
15 They're now into the homeless problem, they work in the city,
16 grants from the city, grants from the state, work with some
17 job work. They work together with other agencies.

18 Travelers Aid national meeting in Detroit, and we
19 had a suite at the Book Cadillac. Another fellow and myself
20 were manning the bar and this gentle, sweet, little old lady
21 came up to the bar, in the nicest voice says, you know, I'd
22 like to have a Manhattan. I said, I'm sorry, ma'am, we're not
23 real bartenders. I don't know how to make Manhattans. Then
24 give me a gin on the rocks, from this little old lady. She
25 was a drinker.

1 The USO meeting was at the Book Cadillac. Part of
2 the program was the junior hostesses danced with the soldiers.
3 Some guy shows up the day before the meeting, an army person,
4 soldier. The story was he was on his way to Washington to be
5 presented with the Congressional Medal of Honor from President
6 Nixon in the rose garden. The military people who were at the
7 meeting, because we always had military representation, made a
8 big fuss over this guy. He's the guest of honor at the junior
9 hostess dance.

10 The head of the USO at the time was a retired
11 General O'Donnell, I think it was. He takes me in the corner,
12 he says, I don't like what I'm seeing with this guy. He's a
13 phony. I said, General O'Donnell, your colonels and everybody
14 are making shabis over him -- I didn't use that term of
15 course. What do you want me to do? He said to me with his
16 finger in my chest up against the wall, and here I'm a
17 civilian, I don't have to respond to a retired general. He
18 said, I want you to find out all about him and get rid of him
19 because he's a phony. His stories with the locations and
20 units in Viet Nam didn't gel with somebody.

21 Turns out the next morning he's gone. Where did he
22 go? They picked him up. He was AWOL. He was a total phony.
23 He had everybody convinced, and the colonels are buying him
24 dinner and everything, that he was going to the White House.
25 There have been some great moments.

1 **MS. GUYER:** I'm going to switch gears for a moment.
2 Back home, you and Ruth are members of Temple Beth-El.

3 **MR. BRODER:** We're not members anymore. We're
4 Temple Israel now.

5 **MS. GUYER:** Anything to share about temple life?

6 **MR. BRODER:** Well, I wasn't brought up at Temple. I
7 was brought up at Shaarey Zedek. I married Ruth, we joined
8 Temple and were members of both for a number of years. Our
9 children would be sixth generation members of Temple, because
10 Ruth's a third generation member of Temple Beth-el, would be
11 if she were still there. It was purely her decision to leave.
12 I had no input into that one. We weren't involved that much
13 in the young people's society. We went to a couple meetings,
14 but that died out. No memories on that score.

15 **MS. GUYER:** I know you've won a Heart of Gold Award.
16 A wonderful accomplishment.

17 **MR. BRODER:** Thank you.

18 **MS. GUYER:** Any thoughts about that? Who was the
19 organization that suggested you for that honor?

20 **MR. BRODER:** Travelers Aid. But I had a letter from
21 Mort Plotnik, from the Jewish Center, and I had a letter from
22 Bob Ivory, director of United Way of Michigan.

23 **MS. GUYER:** Wonderful honor. And then in 2001 you
24 won Federation's Lifetime Achievement Award. What keeps you
25 motivated all these years?

1 **MR. BRODER:** I'm not still all that motivated. I'm
2 a little older now.

3 **MS. GUYER:** You're still a presence at the Center.
4 You go to Israel. You were on a recent mission I believe?

5 **MR. BRODER:** My most recent mission was '95. Ruth's
6 was '99.

7 **MS. GUYER:** But you still have a strong presence,
8 and very involved with things.

9 **MR. BRODER:** My answer is, I'm not retired.

10 **MS. GUYER:** Good.

11 **MR. BRODER:** I'm semi-retired. I'm not working full
12 time nor am I volunteering full time. I had a little meeting
13 with my son and we decided that I'm semi-retired. He looked
14 to me and he said, dad, just get used to it. Okay. I got to
15 get used to being semi-retired. I just don't accept every
16 meeting that comes in, and I rarely go to night meetings any
17 more. I try to avoid them, frankly.

18 **MS. GUYER:** Your determination to help the Jewish
19 people or people in general, where is that coming from? It's
20 more than just a social camaraderie of people. There's
21 something within you that wants to change and improve your
22 world.

23 **MR. BRODER:** It goes back to my father, when he was
24 involved. I remember his saying, when you take from the
25 community, you have to give back to the community. That's

1 pretty much the bedrock. I would say, sitting in this room
2 and in the other rooms here at the Federation with all the
3 pictures on the wall, I think most any one of these people on
4 the wall here would say if you take from the community, you
5 must give back to the community. I don't care whether it's
6 Max Fisher or the new winners of the Wetsman award or whoever.

7 **MS. GUYER:** Truly you've done that with great grace
8 and splendor and direction.

9 **MS. GUYER:** Thank you.

10 **MS. GUYER:** It's really exciting to be in your
11 presence.

12 If you had to choose the one accomplishment you were
13 most proud of, what do you think that one would be? There's
14 so many.

15 **MR. BRODER:** That's a tough question. At least one
16 of them, whatever input I had, was the concept of Maple Drake,
17 the Jewish Community Center. And beyond that which I had very
18 little input, but it was an outgrowth of that, was the
19 building of the Applebaum Community Campus. I've got to get
20 my names straight because there's so many names out there.
21 That grew out of the foresight of others than me, because I
22 wasn't involved in the purchase of the property, enough to
23 build that campus with the Center as its focal point, or at
24 least as its original focal point, and have that whole big
25 corner. If you recall, Northwestern Highway was supposed to

1 continue out to I-75 and cut off a piece of it, which never
2 happened, which was okay. There were adjoining pieces of
3 property which Irwin Shaw wanted to buy originally, which for
4 fiscal or other reasons were subsequently purchased, maybe
5 should have been purchased earlier, but we've got them now and
6 we're building on them.

7 On the other hand, I can't minimize what I did
8 during those years at the USO, what I've been able to add,
9 being a member of the Jewish community, intimately involved
10 with the Red Cross, of which there are not an overpowering
11 number of Jews involved in the Red Cross. Notably for the
12 reason of the International Red Cross, vis-a-vis the Magon
13 David Adom. The relationship there which has been bad. Lay
14 people don't know the whole problem that the American National
15 Red Cross and our local Red Cross has with the non-recognition
16 of Magon David Adom, and that it is purely coming out of the
17 International Red Cross in Geneva. And the votes on that
18 overall international board are of all the countries, almost
19 like United Nations. And who's voting against it? The Arab
20 world.

21 I've talked to people about giving money locally.
22 Some people do, some people give blood, some don't, some
23 people, oh, the Red Cross, they don't recognize Magon David
24 Adom. I don't want anything to do with them. Well, you have
25 a fire, your local Red Cross will be there. Your local Red

1 Cross is involved in the aquatics program at the Jewish
2 Center. On and on. But that's a whole different story.

3 **MS. GUYER:** A strong Jewish voice in so many of
4 these civic organization.

5 **MS. GUYER:** Oscar Feldman, very important to the
6 local Red Cross. Sheldon Toll and others.

7 Maple Drake stands out.

8 **MS. GUYER:** That's extraordinary.

9 We spoke earlier about your grandchildren. What do
10 you tell them about volunteering? How do we insure the next
11 generation?

12 **MR. BRODER:** They're going to have to get it from
13 their parents. They're still very young. Well, our oldest
14 grandchild is 23, that's not very young anymore. It's
15 interesting, our oldest granddaughter will call when she's in
16 town from Ann Arbor, and say, I want to come over for a
17 shabbat dinner Friday night. Well, candles, wine, all there.
18 Ruth sometimes ^{MAKES} matzo balls, gefilte fish, maybe not homemade
19 -- she's not going to see this, is she? I hope not. Thus
20 far, almost all of our grandchildren had their bar mitzvah.
21 They do their mitzvah projects. Hopefully some of it will
22 stick. We'll see what happens.

23 **MS. GUYER:** Just like your parents, you're leading
24 by example. You don't even have to say so much. You show
25 them.

1 **MR. BRODER:** And their parents are leading by
2 example, as well. Community involvement. Some of it's
3 Jewish, some of it's not. That may be the problem of the
4 Jewish community to reach out and get them.

5 **MS. GUYER:** So you've been such a wonderful role
6 model for all of us.

7 Anything we didn't touch upon that you'd like to
8 share, that you'd like to remember with us?

9 **MR. BRODER:** We've got it covered.

10 **MS. GUYER:** There may be a thought or a memory, an
11 observation or hope for the future, a vision for our
12 community?

13 **MR. BRODER:** Well, my hope for the future is what we
14 were just talking about, that in some way, looking back now
15 not necessarily in the volume of I have or have not done. It
16 was a little over-weighted perhaps. That my children and
17 grandchildren know they live in a community and feel the
18 desire to participate in that community. In some cases it's
19 going to be a PTO, a school board, Jewish agency, doing work
20 because of their professions, whatever they will be, as a
21 service to an organization, help out. We've taken the
22 children and grandchildren to the Gleaners and they've helped
23 to package food. They've been exposed and hopefully as the
24 years go by, their time and their professions allow, they will
25 have some involvement. I guess that's what I hope for.

1 **MS. GUYER:** That is very beautiful story.

2 **MR. BRODER:** Thank you.

3 **MS. GUYER:** It's an honor to have met with you. I
4 just hope you stay in good health to continue to do such
5 important good work.

6 **MR. BRODER:** Let's hope.

7 **MS. GUYER:** The community is blessed to have you as
8 one of its great members.

9 **MR. BRODER:** Thank you.