

THE JOHN BIRCH SOCIETY

INCORPORATED

Belmont, Massachusetts 02178

WEST COAST REGIONAL OFFICE

2627 Mission Street

San Marino, California 91108

Founder

ROBERT WELCH

The Council

N. E. ADAMSON, JR.
THOMAS J. ANDERSON
T. COLEMAN ANDREWS
FRANK CULLEN BROPHY
JOHN T. BROWN
LAURENCE E. BUNKER *
F. GARY CHANCE
STILLWELL J. CONNER
RALPH E. DAVIS
S. M. DRASKOVICH
REV. FRANCIS E. FENTON
WM. J. GREDE *
A. G. HEINSOHN, JR. *
FRED C. KOCH
ROBERT D. LOVE
CLARENCE MANION
N. FLOYD MCGOWIN
W. B. McMILLAN
ROBERT H. MONTGOMERY
REVILO P. OLIVER
THOMAS PARKER, M.D.
LOUIS RUTHENBURG
J. NELSON SHEPHERD
ROBERT W. STODDARD *
CHARLES B. STONE, III

* Executive Committee

March 17, 1966

Mr. Samuel L. Blumenfeld
The Review of the News
Belmont 78, Massachusetts

Dear Sam:

A devoted member of The John Birch Society (a section leader, as a matter of fact) in Tucson, Arizona, by the name of David Eisenberg, has drafted a proposed letter to Hadassah Magazine, which I am enclosing. The letter is self-explanatory.

Also enclosed you will find my letter to Mr. Eisenberg, in response to his correspondence of March fifteenth. Frank Marisch, our Major Co-ordinator in Arizona, speaks very highly of Mr. Eisenberg and feels he would make a splendid representative for the Jewish Society of Americanists in the State of Arizona.

In any regard, as you can see by my letter, I have recommended you look over the letter and make deletions and/or additions as you feel are appropriate, keeping in mind the fact we will want to make this letter as effective as possible. I have mentioned

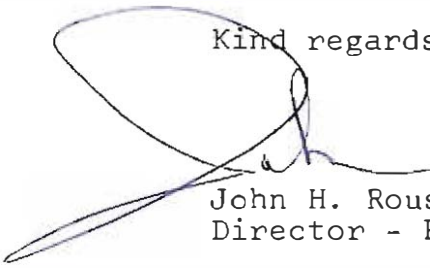
Mr. Samuel L. Blumenfeld
March 17, 1966
Page 2

to Mr. Eisenberg that you will try to respond to him directly within a week's time so that he will not be held up in his effort to reply to Hadassah Magazine.

I do hope this does not impose too great a burden on you, but I do feel this new committee can serve as a tremendously effective psychological "marine corps unit" in turning back the many lies the ADL has spread about The John Birch Society. Therefore, I have passed this on to you to be sure we are providing appropriate help.

While we are on this subject, I feel we need a basic paper to be used internally by the staff of the Society which would refute, point by point, the ADL Report of 1966. Although your analysis on the Report is simply excellent, I feel a more detailed paper is needed by the staff. Do you have any suggestions as to how we should proceed on this? I would be glad to draft the paper, if you would give me your ideas.

Kind regards,



John H. Rousselot
Director - Public Relations

JHR:bc
Encs.

March 21, 1966

Mr. John H. Rousselot
Director of Public Relations
The John Birch Society
Belmont, Massachusetts 02178

Dear John:

Thanks for your letter of March 17 with David Eisenberg's letter to Madassah Magazine. It's all right with me, and I can think of no changes which would improve it, except perhaps a revision of the last paragraph. I will take up this suggested revision with Mr. Eisenberg.

I agree with you that the Jewish Society of Americanists can become a psychological "marine corps unit" to combat the charges of the ADL. As a matter of fact, I suggest that the J.S.A. might do better in this respect than the JBS. Incidentally, the response to the J.S.A. has been quite good. So good, that we are holding our first national meeting next month in Chicago, at the Edgewater Beach Hotel, during the weekend of April 22, 23 & 24. Roger Morrison has been making the arrangements for us.

At the moment the attacks from the ADL have been coming too fast and furious for us to handle them. However, in six months to a year we should be in a very strong position to let them have it. In the meanwhile, I think it wise for JBS to grin and bear it and let Forster rant and rave until he looks so ridiculous that even liberal Jews will be embarrassed.

As for drafting a paper to answer the ADL Report, I could ask Mike Kogan to prepare it, since he already put together something like it for our press conference which we did not use. I'll speak to him about it. Mike did read the Report and made quite a thorough reply to it.

I have heard from Dave Eisenberg. He wrote to us after our Statement of Principles appeared in the February Bulletin. I hope he will attend our Chicago meeting.

If I can be of further help, do let me know. Incidentally, the New York papers covered the JBS hearings quite thoroughly. It looked like a Kangaroo Court from this end. Forster really made himself look like a hysterical fool, however. Should you be in this area soon, let's confer. We have received many letters which your PR department could make good use of. I think a coordinated conference on this whole subject would be in order. When do I take a plane to L.A.? I need the sunlight and could also confer with Rose Martin.

With kindest regards,

Cordially,

Samuel I. Blumenfeld

THE JOHN BIRCH SOCIETY

INCORPORATED

Belmont, Massachusetts 02178

WEST COAST REGIONAL OFFICE

2627 Mission Street

San Marino, California 91108

Founder

ROBERT WELCH

The Council

N. E. ADAMSON, JR.

THOMAS J. ANDERSON

T. COLEMAN ANDREWS

FRANK CULLEN BROPHY

JOHN T. BROWN

LAURENCE E. BUNKER *

F. C. NO CHANCE

STILLWELL J. CONNER

RALPH E. DAVIS

S. M. DRASKOVICH

REV. FRANCIS E. FENTON

A. G. JOHNSON, JR. *

FRED C. KOCH

ROBERT D. LOVE

CLARENCE MANION

N. FLOYD MCGIN

W. B. McMILLAN

ROBERT H. MONTGOMERY

REYNOLD P. OLIVER

THOMAS J. ROSS, M.D.

LOUIS ROSENBERG

J. NELSON SHEPHERD

ROBERT W. STONARD *

CHARLES W. TAYLOR, III

* Executive Committee

March 25, 1966

Mr. Samuel L. Blumenfeld
The Review of the News
Belmont, Massachusetts 02178

Dear Sam:

Doctor Emmanuel H. Bronner, Box 28, Escondido, California, telephone area code (714) 745-7069, has called me expressing interest in the Jewish Society of Americanists. I have talked to this man in some length on the telephone and, even though he is most excitable, I think he would be interested in learning more about your organization.

I do not know this man well and am not in a position to either recommend or dissuade you from utilizing him in your organization. However, a letter from you may be a helpful determining factor.

According to Doctor Bronner, Robert Welch received a letter from him at some time in the past. Mr. Welch returned \$10 which was enclosed with the letter because he considered Doctor Bronner a "confused one-worlder."

Kind regards,



John H. Rousselot
Director, Public Relations

JHR/bk

THE JOHN BIRCH SOCIETY

INCORPORATED

Belmont, Massachusetts 02178

WEST COAST REGIONAL OFFICE

2627 Mission Street

San Marino, California 91108

March 28, 1966
(Dictated March 22, 1966)

Founder

ROBERT WELCH

The Council

N. E. ADAMSON, JR.

THOMAS J. AMBERSON

T. COLEMAN ANDREWS

FRANK CULLEN BROPHY

JOHN T. BROWN

LAURENCE E. BUNKER *

F. GANO CHANCE

STILLWELL J. CONNER

RALPH E. DAVIS

S. M. DRASKOVICH

REV. FRANCIS E. FENTON

WM. J. GREDE *

A. G. HEINSOHN, JR. *

FRED C. KOCH

ROBERT D. LOVE

CLARENCE MANION

N. FLOYD MCGOWIN

W. B. McMILLAN

ROBERT H. MONTGOMERY

REVILO P. OLIVER

THOMAS PARKER, M.D.

LOUIS RUTHENBURG

J. NELSON SHEPHERD

ROBERT W. STODDARD *

CHARLES B. STONE, III

* Executive Committee

Mr. Samuel L. Blumenfeld
The Review of the News
Belmont 78, Massachusetts

Dear Sam:

I am delighted to learn of the forthcoming meeting of the Jewish Society of Americanists, to take place in Chicago April 22 to 24, 1966. I think it would be most appropriate, if possible, for Roger to attend so that he can be aware of all discussions and keep the Public Relations Department informed. I would like to discuss some ideas with you, prior to the time of your meeting.

I do agree that no publicity should be released in advance. Any releases that do emanate should come from you or Michael Kogan. I am only interested because, when the release is prepared, I feel I could be helpful on the general statement and, most important, being sure it receives adequate distribution throughout the country. I know that Roger will be willing to co-operate in every way possible. As long as we have these various Public Relations Regional Offices, we certainly should make use of them.

In regard to a basic paper on the ADL Report -- in answer to it -- I do feel it should be drafted at the earliest possible date; our members keep hounding us for clear answers. If Michael Kogan is willing to do this, I think it should be done within the next month. It should then be distributed through the Public Relations Department to Major Co-ordinators and Co-ordinators throughout the country so that they will have a basic position paper which can be utilized. I definitely agree that it is better to have all our ammunition gathered before we begin a counter attack and, in the meantime, simply let Forster "rant and rave."

As I indicated to you previously, according to our Major Co-ordinator, Frank Marisch, David Eisenberg is a fine, outstanding Section Leader. On the basis of his letter, it seems he could well be a representative for your Society at least in the State of Arizona. I am also hopeful he will be able to attend the Chicago meeting.

Mr. Samuel L. Blumenfeld
March 28, 1966
Page 2

At sometime very soon, it will be important to discuss with you the participation of Herbert Elfman. Herb has now made a number of appearances on radio and television in this area on behalf of the Jewish Society of Americanists. I have encouraged him to do so. Although I have some reservations (only because he is so tremendously eager and sometimes a little too aggressive), I think we should discuss this matter a little further. I understand Herb is planning to attend the meeting in Chicago, so I want to stress the importance of a discussion on this subject. I must hasten to add, however, that in most instances where Herb has appeared, he has done a fair and adequate job -- both as a representative of your committee and as a member of The John Birch Society.

If somehow I can determine a way we can have a television station or some large group pay your expenses to California for an appearance, I shall do so.

Kind regards,



John H. Rousselot
Director - Public Relations

JHR:bc
cc: Roger B. Morrison

P. S. Unless you object, as soon as David Eisenberg finalizes his letter, I shall utilize it, along with your "Analysis," as a basic answer to the ADL question. I feel we can use these two documents until we have the position paper.

April 1, 1966

Hon. John H. Rousselot
Director of Public Relations
The John Birch Society
San Marino, California 91108

Dear John:

I was sorry that you didn't get a chance to talk with me during your visit to the office here earlier this week. Since I spoke to you last, I've gotten a copy of the ADL report in paperback. A good position paper can be prepared exposing the phoniness of the whole attack, but it will take a few weeks to prepare.

At the Chicago meeting I hope to meet Herb Elfen and David Eisenberg. You seem to have some reservations about Herb's ability to speak either for the Jewish Society of Americanists or the John Birch Society. Since I do not know him, it is going to be difficult for me to evaluate his effectiveness at first meeting. Is there anything specific you want me to tell him? Do you think that Dave Eisenberg should represent us on the West Coast?

I am enclosing a copy of a circular which has reached my desk. As you can see, Revilo Oliver is scheduled to participate in a meeting with Richard Cotten, Ned Touchstone of The Councilor and Opal Tanner White of G. L. K. Smith's Cross and the Flag. You can be sure that the ADL will make good use of this ammunition. Therefore, I strongly suggest that you urge Dr. Oliver not to take part in that congress. It will be indefensible from our point of view and will only discredit us. No position paper will be of any value if one of our Council members shares the same platform with the above-mentioned anti-Semites.

Do whatever you can to dissuade him from making such a mistake.

With best regards,

Cordially,

Samuel L. Blumenfeld

SLB/hs

THE JOHN BIRCH SOCIETY

INCORPORATED

Belmont, Massachusetts 02178

WEST COAST REGIONAL OFFICE

2627 Mission Street
San Marino, California 91108

Founder

ROBERT WELCH

The Council

N. E. ADAMSON, JR.

THOMAS J. ANDERSON

T. COLEMAN ANDREWS

FRANK CULLEN BROPHY

JOHN T. BROWN

LAURENCE E. BUNKER *

F. GANO CHANCE

STILLWELL J. CONNER

RALPH E. DAVIS

S. M. DRASKOVICH

REV. FRANCIS E. FENTON

WM. J. GREDE *

A. G. HEINSOHN, JR. *

FRED C. KOCH

ROBERT D. LOVE

CLARENCE MANION

N. FLOYD MCGOWIN

W. B. McMILLAN

ROBERT H. MONTGOMERY

REVILO P. OLIVER

THOMAS PARKER, M.D.

LOUIS RUTHENBURG

J. NELSON SHEPHERD

ROBERT W. STODDARD *

CHARLES B. STONE, III

* Executive Committee

May 2, 1966

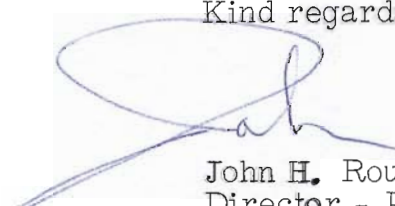
Mr. Sam Blumenfeld
The Review of the News
Belmont 78, Massachusetts

Dear Sam:

On the basis of conversations I have had and information I have received, I believe it would be wise if we stayed at "arms' length" with Dr. Charles Bronner.

If you wish, I can discuss this with you in more detail at some future time.

Kind regards,



John H. Rousselot
Director - Public Relations

JHR:bc