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ATLANTIC 1-6466

November 18, 1958

Mr. Artur Rubinstein
c/o Sol Hurok
730 Fifth Avenue
New York, New York

Dear Mr. Rubinstein:

In order to put you at ease, let me assure you that even though this letter emanates from my law office, no legal matter is involved; no contract problems -- no breach of the law -- not even to notify you of a bequest by an entranced admirer who, under the magic spell of your music, might manifest appreciation by designating you in his Will. I wish this were so, because this latter I would enjoy submitting to you. Who knows.... such an opportunity may present itself. Occasionally, a prophetic wish achieves reality.

The primary purpose of this letter is to encroach upon some of your valuable time. Please.... no resistance.... until you hear me through.

Last Fall, as members of the United Jewish Appeal Study Mission, my husband and I made our initial visit to Israel. We arrived in Tel Aviv several days after the historic dedication of the Frederic Mann Auditorium in Tel Aviv in which program you participated, together with Leonard Bernstein and Isaac Stern. The echo of your music still reverberated through the city in the enthusiasm of the report which we received of that memorable evening, during our stay in Israel.

I understand that since that time you have returned to Israel. I am sure that the Israeli saga has had the same impact upon you as it had upon Bernstein, Stern and all of us. Last Winter, Isaac Stern, during his concert appearance in Pittsburgh, very graciously consented to share some of his time with the United Jewish Appeal of Pittsburgh, whom I serve as one of the Chairmen of the Women's Division. The meeting was hastily scheduled when Mr. Stern accepted our invitation to speak to the group. So effective was that meeting that when the Pittsburgh Symphony program was released and I was apprised that your concerts were scheduled for Friday evening, January 2nd, and Sunday afternoon, January 4th, 1959, we most humbly presumed to invite you to endow us with some of your time.

How much time? When? Where? And under what circumstances? We leave this entirely to you. Ten minutes, one-half hour, one hour.... we will abide by your decision on this matter, and with whatever limitations you desire to impose.

Answered

The purpose of this meeting is to attract women contributors who make the largest gifts to the United Jewish Appeal, of which Israel is the primary beneficiary. We should be able to raise at this meeting (with the lure of Artur Rubinstein's presence) a minimum of One hundred thousand ($ 100,000.00) dollars. You understand, of course, that we are not presuming to ask you to give forth with the skill in which you are peer, as the world's finest pianist, but merely to chat informally with us of your impressions of Israel as casually and in as limited time as you designate. Further, it is not our desire to impose any regulations of any kind whatsoever. If you come and feel disinclined to speak, your presence would be a great privilege. However, after reading the very fine profile of you so charmingly presented in the New Yorker, I am sure the latter would not appeal to you. Of course, nothing would make us happier than to be the beneficiaries of your words, based upon your experiences in Israel. Our suggestion would be that if at all possible, Saturday would probably be preferable -- luncheon - tea - whatever you say. Cognizant as I am of rehearsal schedules, I leave the time open for your determination.

We do hope that you will consider our invitation in the spirit that it is presented, and will honor us by your presence. Since time is of the essence, I would appreciate the favor of a response at your earliest convenience.

Cordially,

Mrs. J. A. Gertrude F. Markel

(Mrs. Jacob A.) Gertrude F. Markel,
Vice-Chairman, Women's Division,