



Davidson, Bernice and Reuben. Collection, 1946-2004.

Special Collections Department/Long Island Studies Institute

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Davidson, Bernice and Reuben. Collection, 1946-1994.
3.8 cubic ft.

Bernice and Reuben Davidson were a married couple from Oceanside, Long Island, who were actively involved in humanitarian and political activities from the 1960s to the 1990s. Their commitment to humanitarian and political activities began in 1967 during the Vietnam War and continued until the Gulf War in the 1990s. The Vietnam War had caused inflation in the United States that also created unemployment, homelessness, and price hikes on food. Witnessing the hardship of the people, Bernice sent letters to senators, congressmen, on the local and national levels, the media, and other organizations. In 1970 Bernice and Reuben went to Washington to lobby for the repeal of the draft .

Reuben Davidson was a graphic design artist. He had an advertising company that served advertising and promotional campaigns for many big companies. He used his skill to design fliers and campaign kits to support humanitarian and political campaigns. One of his creations was design canisters for over 150 stores asking for help to feed the poor and homeless.

Reuben Davidson died in 1997; Bernice Davidson died in 2004. This collection was donated by their daughter Carol Davidson who now resides in Florida.

The collection includes biographical materials about Bernice Davidson and her daughter Carol with additional material about Reuben Davidson's graphic arts business which spans the years from 1967 to 2004. There is material about the Davidson's humanitarian activities both locally and nationally specifically highlighting efforts to bring buses into disadvantaged Long Island neighborhoods, focusing attention on the high cost of food, as well as Reuben's involvement in local soup kitchens. Additional materials focus on the Davidson's political activities such as the anti-nuclear weapons movement, peace initiatives and their work on various political campaigns.

The collection is arranged in three series:

1. **The Davidson Series** contains biographical information of Bernice, Reuben, and their daughter Carol.

Biographical Information of Bernice Davidson includes hand-written notes, newspaper articles, photographs, award certificate, fliers, and letters. There is a letter written by Carol Davidson about her mother that shows an intimate mother and daughter relationship.

Biographical information of Carol Davidson includes correspondence with political leaders.

Reuben Davidson's biographical information depicts his involvement in humanitarian and political activities along with his wife, Bernice; his profession as a design graphic artist, his advertising business, his graphic designs for his clients' advertising and promotional campaigns, newspaper articles, photographs, and award certificates.

2. **Humanitarian Activities Series** contains materials about American foreign policies and involvement in the Vietnam War, Nicaragua Contras, and economic difficulties during that time period. Bernice and Reuben Davidson were very concerned with this situation since many people on Long Island were affected by these economic problems.

Humanitarian activities that Bernice and Reuben were involved with include:

- a. Bus Loop 1968 - 1977

A lack of accessible public transportation was a big issue in Oceanside. Many Long Islanders who did not have cars, did not drive due to their physical limitation such as aging, under age, physical disability, etc., were the group of people who were disadvantaged.

The Bus Loop campaign was an effort to facilitate regular routes for N5, N15, N36 buses and utilize school buses for public transportation after school hours.

- b. Operation Pocket Book 1972 - 1973

The Operation Pocket Book campaign was a response to economic issues in 1972 as food prices were very expensive. The main message of operation pocket book was to bring down inflation, resulting in lower food prices, and to avoid tax increases. Bernice and Reuben conducted various campaigns such as "The Advocate", Shrunken Nixon's Dollar, Baby Carriage Walk, and disseminated news releases to make the public aware of this issue. The campaign continued in 1973 with what they called as Operation Pocket Book Phase II.

c. Peace Smith was a community organization working for peace and justice through education, activism, culture, and mutual help.

d. Revitalization Corps 1967 - 1975

The Revitalization Corps was founded by Edward T. Coll in 1964. With this organization, Coll wanted to bridge the gap between suburbia and slum, blue collar and white collar workers, middle-aged and young, Programs of the Revitalization Corps were:

. Operation Bridge: "one-to-one" tutoring for grammar and high school students of Harlem and the Lower East Side.

. High School Equivalency Program: a preparation class for adults to take the New York State exam.

. Athletic Program: a program for young men to participate in sports

. Field Trip Program: Volunteers accompanied children of both the West side and Harlem on trips to museums, historic sites, sporting events, shows, etc

. Operation Suburbia was Revitalization Corp's project to connect with incarcerated people. On Long Island, Bernice and Reuben David showed their participation by building relationship with the Brown Family. The Brown Family included Charles and Florence Brown and their five children: Jackie, Robert, Charles, Larry, and Ronnie. Robert Martin, a father was incarcerated, so were their two sons named Charles and Robert. Bernice and Reuben's involvement was not only visiting and corresponding with the men, but they also attempted to provide healthier living conditions for Florence and her children. Bernice and Reuben often spent quality time with the Brown's children

. Prison Rehabilitation Volunteers in New York work with inmate and payroll.

. Entertainment Group

. Soup Kitchen 1983 - 1993

Soup Kitchen was a program to feeding food the poor which was run by volunteers from Long Beach and Friendship, a non-profit organization under the umbrella of Interfaith Nutrition Network (INN). Reuben Davidson was one of the treasures of Long Beach Food and Friendship INN. The organization provided food

for hungry people in the Christian Light Baptist church at 620 park Place.

3. Political Activities

- a. Anti-Nuclear Movement, 1969: A Campaign to stop the nuclear arms race between the United States and Soviet Union.
- b. Anti-War Protests, 1982 - 1992: Mr. and Mrs. Davidson continued to participate in social and political activities even at an advanced age. Including participation in an Anti-War protest against the Gulf War and a call to end the war in the Middle East.
- c. ARISE, 1986 – 1988: ARISE stands for America removing Injustice, suppression, and exploitation. The members of ARISE were American citizens who wished to end the threat of nuclear war and their activities included protests on the involvement of the US in Nicaragua conflict.
- d. Congressional Records, 1980: Reports from House of Representatives concerning various issues, i.e. The Bill for the War in Vietnam, Bill for Education, Abolish the Draft, Equitable Family Assistance Plan, the Tragedy of Sonmy.
- e. Draft Repeal, 1968 - 1974: A call to stop drafting young Americans to join the military to go to the Vietnam War.
- f. Electoral Campaigns, 1968 - 1971: political election campaign for various positions and politicians: Allard Lowenstein for Congress, Eugene J. McCarthy (for President), Paul O'Dwyer for Senate, Mike McGrady, etc.
- g. Fifth Congressional District Forum, 1969 - 1970 was a discussion forum where the public was invited to attend. The forum focused on many issues i.e. the Vietnam War, China, the new administration, the future of higher education, biological and chemical weapons, the crisis in the Middle East, as well as the Nigeria – Biafra Conflict.
- h. Impeach Nixon, 1973 - 1974: Campaign activities which demanded the impeachment of President Nixon.
- i. My Lai Massacre, 1968 - 1970: Bernice Davidson's correspondence with political leaders regarding a massacre of South Vietnamese civilians.

- j. Oceanside for Peace, 1967 - 1973: was a peace movement organization on Long Island that crossed the boundaries of political parties and religions.
- k. Peace Movement, 1968 - 1969: was a movement against the draft.
- l. Vietnamization, 1966 - 1971: was a campaign against the Vietnam War. This word was an expression of the deep concern of the cost of the war, it also focused on the casualties on both the American and Vietnamese sides, environmental destruction, the creation of homeless refugees, inflation and corruption, drugs and prostitution, inhuman prison condition, etc.
- j. Photographs: collection of photos of volunteers, events, The Davidsons and friends.
- k. VHS Tape: soup kitchen and volunteer video.
- l. Memorabilia: political campaign.

Box List

Box 1. The Davidsons: *Bernice Davidson*

Folder

1. Biographical Information
2. Photographs & Certificate
3. Jewish Community
4. News Clipping 1976 - 1977
5. Bernice and Reuben's Correspondence 1985 - 1987

Carol Davison

6. Carol Davidson
7. Correspondence 1971 - 1977

Reuben Davidson's Business

8. Art Directors Club of Long Island
9. Award and Certificates
10. Booklets and Leaflets for Clients
11. Booklets and Leaflets for Clients
12. Booklets and Leaflets for Clients
13. Book of Songs; Our Friend the Can
14. Cartoon
15. Cartoon
16. Children Songs
17. Color Proof Prints
18. Design and Proof Prints

Box 2. The Davidsons: *Reuben Davidson's Business*

Folder

1. Island Park, New York Office
2. Long Island Advertising Club
3. New York, New York office and Tampa, Florida Offices
4. Oceanside Office
5. Photographs
6. Print Ads for Clients

7. Print Ads for Clients
8. Portfolio Books
9. Positive Films
10. Prize Winner Mural
11. Proof Prints
12. Three Magic Words Design
13. Time's Promo Kit

Video

14. VHS - Soup Kitchen Volunteers

Box 3. Humanitarian Activities: *Bus Loop*

Folder

1. Articles 1968 - 1974
2. Articles 1974
3. Flier and News Release 1974 - 1977
4. Mailing 1974
5. Mailing 1974
6. Mailing - Letters 1976 - 1977
7. Mailing and Meeting 1977
8. Mailing and Meeting 1977
9. Meeting and General Information 1977
10. Mini Meeting 1978
11. News Articles 1976
12. News Articles 1977 - 1978
13. Outgoing Correspondence 1976 - 1977
14. Outgoing Correspondence 1977
15. Outgoing Correspondence 1978 - 1982
16. Planning and Publicity 1976
17. Planning and Publicity 1976
18. Petition Signed 1976
19. Questionnaires 1977

Box 4. Humanitarian Activities: *Bus Loop*

Folder

1. Response Letters 1974
2. Response Letters 1976
3. Response Letters 1977
4. Survey 1977

Operation Pocket Book/ Shrunken Nixon's Dollar

5. The Advocate 1972 and Notes in an envelope
6. Mailing 1972
7. Mailing 1972
8. News Release and Mailing 1972
9. Photographs 1972
10. Slogan 1972

Operation Pocket Book/shrunken Nixon's Dollar Phase II

11. Articles 1973
12. Post Election 1973
13. Post Election 1973
14. Post Election 1973
15. Women United For Action

Peace Smith

16. Fliers and Events 1988

Box 5. Humanitarian Activities:

Revitalization Corps/Operation Suburbia

Folder

1. Operation Suburbia 1967
2. Apartment for Brown's Family 1970 - 1975
3. Apartment for Brown's Family 1970 - 1975
4. Apartment for Brown's Family 1970 - 1975

5. Articles 1969 - 1972
6. Articles 1972 - 1976
7. Brown's Story 1968 1978
8. Brown, Charlie Case 1970 - 1972
9. Brown, Ronnie Case 1975 - 1977
10. Correspondence 1965 - 1972
11. Letters from Brown's Family 1967 - 1975
12. Letters from Brown's Family 1976 - 1985
13. Martin, Robert Case 1971 - 1976
14. Martin, Robert Case 1971 - 1976
15. Postcard from Brown's Family 1967 - 1975

Soup Kitchen

16. Soup Kitchen 1983-1993

Box 6. Political Activities: 1946 -1969

Folder

1. 1946 - 1947/Correspondence about Foreign Policy
2. 1960s - 1980s/ Miscellaneous
3. 1962 - 1971/Elections: Hurwitz, Lent, McGovern, etc
4. 1966 - 1969/Vietnamization
5. 1966 -1969/Vietnamization
6. 1967 - 1979/ Oceanside for Peace
7. 1968/ Lowenstein and McCarthy Campaign
8. 1968/ Lowenstein and McCarthy Campaign
9. 1968 - 1969/Peace Movement
10. 1968 - 1970/Correspondence with Senate - My Lai Massacre
11. 1968 - 1970/ Draft Repeal/Mailings & Notes
12. 1968 - 1970/Draft Repeal/Mailings & Notes
13. 1968 -1970/Lowenstein, Allard/Articles
14. 1969 /Anti Nuclear
15. 1969/Lowenstein, Allard/Congressional Records
16. 1969/Peace Movement

Box 7. Political Activities: 1969 - 1970

Folder

1. 1969 - 1970/Draft Repeal/Famous Letter delivered to 500 Senators
2. 1969 - 1970/Draft Repeal/Press Release From Senators
3. 1969 - 1970/Draft Repeal/Publications
4. 1969 - 1970/Fifth Congressional District Forum
5. 1969 - 1971/Draft Repeal/Outgoing Correspondence
6. 1969 - 1973/National Committee for an Effective Congress
7. 1970/Lowenstein, Allard/Baby Carriage
8. 1970/Correspondence With Senate/My Lai Massacre
9. 1970/Politics in 1970s/Letters to Davidson
10. 1970/Politics In 1970s/Local Elections
11. 1970/Politics In 1970s/Local Elections/Publications
12. 1970/Lowenstein, Allard/Campaign Kits
13. 1970/Lowenstein, Allard/Congressional Record
14. 1970/Lowenstein, Allard/Greeting Cards (in 2 envelopes)

Box 8. Political Activities: 1970 - 1974

Folder

1. 1970/Vietnamization (Jan - Oct 1970)
2. 1970 - 1971/Draft Repeal/Articles
3. 1970 - 1971/Lowenstein & McCarthy Campaign
4. 1970 - 1971/Lowenstein & McCarthy Campaign
5. 1970 - 1971/Vietnamization (Dec 1970 – 1971)
6. 1970 - 1973/Oceanside For Peace
7. 1970 - 1977/Lowenstein, Allard/Articles
8. 1970 - 1985/Correspondence with Schools
9. 1971/Draft Repeal/Petitions
10. 1971/Draft Repeal/Petition
11. 1972/Draft Repeal/Petition
12. 1971/End The Draft
13. 1971/End The Drat
14. 1971 - 1974/Draft Repeal/Correspondence With Senate
15. 1971 -1974/Draft Repeal/My Lai Massacre/Correspondence With Congress

Box 9. Political Activities: 1972 – 1994

Folder

1. 1972/Thought for 1972
2. 1972 - 1974/Impeach Nixon/Preliminary Notes
3. 1973 - 1974/Impeach Nixon/Articles
4. 1973/Impeach Nixon/Buttons and Bumper Stickers
5. 1973 – 1974/Impeach Nixon/Mailing Lists
6. 1973 - 1974/Impeach Nixon/Mailing Lists - Letters From Congress
7. 1973 - 1974/Impeach Nixon/Mailing Lists - Letters From Senate
8. 1974 - 1976; 1980s/Correspondence/Congressional Record
9. 1980 - 1984/Lowenstein, Allard/Articles
10. 1982 - 1991/Anti-War Protests
11. 1986/ARISE-Nicaragua Contra/Photos of Washington Peace March
12. 1986 - 1988/ARISE-Nicaragua Contra/Articles and Publications
13. 1986 -1988/ARISE-Nicaragua Contra/Correspondence
14. 1990/Issues in 1990s

Box 10. Political Activities: *Memorabilia*

Buttons

1. No Name
2. Contributor
3. Contributor
4. Call For President
5. End The Draft
6. Gaudelli for Assembly
7. Green & Beige
8. Impeach The Cox Sacker
9. Jay Korn for School Board
10. Jay Korn for School Board
11. Landes for Nassau Executive
12. Lowenstein
13. Lowenstein (2)
14. M
15. McGovern
16. NCMA (2)

17. O'Dwyer
18. Re-elect Maryanne Lehrer Board of Education
19. Repeal The Draft
20. Salute America-Lido Beach Seidel District Court Judge
21. Spadanuta Rooter
22. Support Sanctuary for Central America Refugees
23. Support Sanctuary for Central America Refugees
24. Ying Yang
25. Vote Lowenstein, McCarthy

Coins

1. Good Luck
2. 10th President of USA

Photographs

1. Davidson/Bernice & Reuben (3)
2. Davidson/Bernice and Friends (2)
3. Davidson/Friends (2)
4. Davidson/Reuben (2)
5. Davidson/Wendell, Nov 1993 (3)
6. Humanitarian/Charlie Brown (4)
7. Humanitarian/Davidson (4)
8. Humanitarian/Davidson at Samsota's Backyard (2)
9. Humanitarian/Farewell Party for Vic & Pat (6)
10. Humanitarian/Soup Kitchen 1989-1993-Volunteers Photos-Jackie Snick (6)
11. Politic/Anti-War Protest (9)
12. Politic/ARISE (14)
13. Politic/End Hunger & Homeless (9)
14. Politic/Nuclear Free by 2000 (6)
15. Washington Demonstration Oct 7, 1989
16. 10th Anniversary (18)

Box 11. Memorabilia

1. Bernice and Reuben Davidson Photographs (2)
2. Plaques (2)