

Milton Maidenberg 83, dies

By Caryn Shinske
Chronicle-Tribune

Milton Maidenberg was known for his community service and business acumen by the residents of Marion.

But President Richard Nixon knew him for his political efforts.

Maidenberg, who died Tuesday in Marion General Hospital at the age of 83, was named by Nixon as a political enemy in 1973. He was

among 490 people whose names were given to the IRS for tax audits or other special attention.

"I think that was one of Milton's proudest moments — that he made that list," said Alan Miller, Indiana Wesleyan University spokesman and former *Chronicle-Tribune* executive editor.

"Instead of being ashamed of it, he wore it as a badge of honor," he said.

Don Millspaugh, Marion, a former Grant County Democratic Party chairman, called Maidenberg an ardent Democrat, very good businessman and family man.

Millspaugh and Maidenberg attended the 1960 Democratic National Convention in Los Angeles where John F. Kennedy earned the party nomination for president.



Maidenberg

Those years were exciting times, Millspaugh said.

Maidenberg was a strong Kennedy supporter and contributed to the Democratic National Committee. But he worked behind the scenes where his political presence contributed much to local efforts, Millspaugh said.

Outside of politics, Maidenberg was a big, healthy man who continued to play tennis at age 75, Miller said.

Maidenberg graduated from Indiana University in 1934 and worked for the

Marshall Field Co., Chicago, for two years. He later returned to Marion and formed the National China & Equipment Corp. with his brother, Frank. They had offices on Fourth Street, Marion.

National China & Equipment expanded throughout the Midwest, adding a branch office in Indianapolis. It eventually extended its sales worldwide and later became part of the Continental Coffee Co. in 1971.

Maidenberg retired in 1974, but served as vice president and trustee of Century Realty Trust, Indianapolis. He retired from Century Realty Trust in May 1996.

Maidenberg was also a past president of the YMCA and the Sinai Temple. He was named a Sagamore of the Wabash, one of the highest honors in Indiana, in 1963.

But Maidenberg also was a very devoted family man, and an interesting and intelligent man who took a million newspapers and magazines, recalled longtime friend Betty Fleck, Marion. Her late husband, Henry, grew up with Maidenberg.

"He had a kind of tough veneer but was soft inside," she said. "He was a very, very caring person."

Milton Maidenberg

Milton Maidenberg, 83, 1100 Euclid Ave., Marion, died at 6:50 p.m. Tuesday in Marion General Hospital.

Mr. Maidenberg was born in Philadelphia and was a longtime resident of Marion.

He was a 1934 graduate of Indiana University. He worked for two years for the Marshall Field Co., Chicago, before returning to Marion, where he and his brother, Frank, formed the



Maidenberg

National China and Equipment Co. They were later joined by their eldest brother, Meyer, in the management of the company. The business became a part of Continental Coffee Co. in 1971. He retired in 1974, but served as vice president and trustee of Century Realty Trust, Indianapolis, from which he retired in 1996.

He was the past president of the Grant County Family YMCA and the Sinai Temple. He also was active in a variety of community activities. He served as a delegate to the Democratic Party conventions that nominated Presidents John F. Kennedy in 1960 and Lyndon B. Johnson in 1964. He was named a Sagamore of the Wabash by former Gov. Matthew Welsh in 1963. In that same year, he was honored for his long devotion to the United Jewish Appeal. In 1982, he was recognized for 50 years of loyalty as an "I Man" of Indiana University.

Survivors include his wife, Irma; a daughter, Toby Klebenov, Newton, Mass.; two sons, Michael, Grand Forks, N.D., and Reed, Santa Rosa,

Calif.; a brother, Frank, Marion; six grandchildren; and one great-grandchild.

Services will be at 2 p.m. Sunday in Raven Funeral Home, 1202 Kem Road, Marion, with Rabbi Marianne Gevirtz officiating. Burial will be in Estates of Serenity cemetery, Marion.

Friends may call from 1 p.m. until services Sunday at the funeral home.

Memorials may be made to the Anti-Defamation League of Ohio, Kentucky and Indiana, 42 E. Gay St., Suite 814, Columbus, Ohio 43215 or the Sinai Temple Endowment Fund, 521 S. Boots St., Marion.

June 21, 1912 — June 18, 1996

Milton Maidenberg co-founded National China & Equipment Co.

Services for Milton Maidenberg, 83, Marion, co-founder of National China & Equipment Co., will be at 2 p.m. June 23 in Raven Funeral Home, Marion, with calling from 1 p.m. Burial will be in Estates of Serenity, Marion.

He died June 18.

Mr. Maidenberg and his brother Frank Maidenberg, who survives, founded the company in 1936. In the 1960s, it expanded to include an Indianapolis office and in 1971, it became part of Continental Coffee Co. He retired in 1974 as president of National China and vice president of Continental.

He then was vice president and trustee of Century Realty Trust, Indianapolis, from which he retired in May.

Mr. Maidenberg was past president

of the YMCA and the Sinai Temple, both in Marion, and was a delegate to the Democratic National Convention in 1960 and 1964.

In 1963, he was named a Sagamore of the Wabash and was honored for his long devotion to the United Jewish Appeal. In 1982, he was honored for 50 years as an "I Man" of Indiana University.

Memorial contributions may be made to the Anti-Defamation League of Ohio, Kentucky and Indiana, 42 E. Gay St., Suite 814, Columbus, Ohio 43215, or to the Sinai Temple Endowment Fund, 521 S. Boots St., Marion, Ind. 46953.

Other survivors: wife Irma Valinet Maidenberg; children Michael, Reed Maidenberg, Toby Klebenov; six grandchildren; a great-grandchild.

Eulogy for Milton Maidenberg (83),

Melekh ben David ^{Rachel} ~~Shoshana~~

born June 21, 1912; died June 18, 1996, 6.50 p.m. (1 Tammuz 5756)

Funeral June 23, 1996, Estates of Serenity, Marion, Indiana

Rabbi Marianne L. Gevirtz

Ben Zoma said: "Who is strong? The one who controls one's human drives to do evil. Who is wise? The one who learns from everyone. And who is rich? The one who is happy with what one has" (Pirke Avot 4:1).

These simple statements of truths are among the best epigrams ever written by Jewish moralists, and they seem to capture the essence of the life of Milton Maidenberg, for whose funeral we have assembled here with family and friends. Milt Maidenberg was strong and wise and rich in the true sense of the word. We, who have come here to pay tribute to his life and to support his grieving widow Irma, his bereaved children Toby, Michael and Reed, his surviving brother Frank, his grandchildren and all his other loving family members, we join in the lament over the death of a great man.

Born in Philadelphia in 1912 to immigrant parents, Rose and David, Milton Maidenberg grew up in Marion. He was a graduate of Indiana University. In the mid-thirties he and his brother Frank founded the National China & Equipment Co., a successful business which later became part of the Continental Coffee Co. Milt and Irma first met up at the lake. They were married a few years later in 1939 and started a life together that would last for 57 years of partnership and love, and that would be blessed with their three children and the much-loved grandchildren, Johna, David, Joseph, Ted, Daniel and Emma Rose. Milton retired in 1974 but remained active in many area of business and civic life as well as the local Jewish community, Sinai temple and United Jewish Appeal.

Who is strong? Milton Maidenberg was a strong man in many respects. Not only was he a towering and impressive figure to behold, he had a powerful personality. He was a man with strong human drives, who learned how to channel his tremendous energies towards the good. One of the first impressions Irma had of Milt was that of "a person of strength," who already as a young man was settled in his business and knew how to be a "mentsch." Strong is the word that belonged to Milt. he was strong in his love, strong in his opinions and strong in his support of his loved ones, as well as those institutions and causes he treasured, Indiana University, the Democratic Party, Israel and the Jewish community. He was one of the pillars of Temple Sinai and he will be missed so much. For Milt Maidenberg channeled his energies towards the good. That is what made him strong.

Who is wise? Milton Maidenberg was wise in man as well. He was honest, straightforward and unpretentious, yet very smart, a man who called things by their name and the way they were. He was a man who did not take his relationships for granted. He stayed in close touch with Toby, Michael and Reed, and his brothers, the late Meyer, the late Ben, and Frank, with whom he shared a close personal as well as business relationship. Milt elevated "staying in touch" to an art. Toby recalled how her father was on the phone with everyone all the time, especially with his older grandchildren Johna, David, Joseph, Ted and Daniel and, until just a few years ago, wrote frequent letters and packages. Milt was the one who initiated frequent contacts with Uncle Joseph and the other Russian relatives in Kishinev and elsewhere, and for forty years kept up a dedicated correspondence with them. Most importantly, he asked his loved ones questions, always showing his interest in what was really going on in their lives, always eager to listen and learn more about them, always giving them his support in addition to his outspoken opinion. For his strong views were coupled with a very liberal and generous mind.

Milton Maidenberg was indeed a person who was willing to learn from everyone. He read constantly, up to his last days when he still spelled the New York Times large print edition with his magnifying glass. He had subscriptions to countless publications and

newspapers, among which were the Jerusalem Post and the Daily Forward. His love for Israel was fueled by the many trips which he and Irma took to Israel, each trip adding to his devotion to and knowledge of the country. His interests were wide, and, though living all of his life in Marion, Indiana, through his never-ceasing thirst for knowledge and information he truly was a citizen of the world. This love of the world and the written word was one of the passions Milt shared with Michael.

One of the characteristics that made Milt so special was that he was also willing to listen to and learn from people with whom he disagreed or thought he disagreed. His 1978 visit to Reed's spiritual community in California was a powerful example of Milt's openness and courage to engage with what was foreign and unknown to him. Milt Maidenberg learned from everyone. That is what made him wise.

Who is rich? Milt Maidenberg was rich because he knew love, joy, pride and accomplishment. He loved his wife Irma, his life with her, their home, their trips together and their wonderful parties and family gatherings which were celebrated with a cornucopia of good food, good company, good conversation, walks and games. Milt was proud of Irma as a person, and he delighted in her artistic abilities. They considered themselves rich with each other.

Milt was a great father and grandfather who delighted in the love, the company and the accomplishments of his family. He was a very generous man and freely shared the riches of his life with the people he loved and the causes he believed in. The riches of his life included as well his sense of humor and his love for good food. Milt was happy with what he had. He loved life. His ability to enjoy the good things of life and share them with those around him was what truly made him rich.

Milton Maidenberg leaves a legacy worthwhile emulating. May the memory of his strength, his wisdom and the richness of his years on this earth, sustain his bereft loved ones. Zekher tsaddik livrakha. May the memory of this righteous man be for a blessing always.