
Jewish Publication Society of America

REPORT OF THE SEVENTY-FIRST YEAR

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(as of November 1, 1959)

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THE SEVENTY-FIRST ANNUAL MEETING

THE SEVENTY-FIRST annual membership meeting of The Jewish Publication Society of America was held on the afternoon of Sunday, May 10, 1959, at the Warwick Hotel, 17th and Locust Streets, Philadelphia, Pa. Edwin Wolf, 2nd, President of the Society, presided, with an audience of members and officials in attendance.

Mr. Wolf extended greetings on behalf of the Society and then introduced Mr. Abraham L. Freedman, a Trustee of the Society and President of the Federation of Jewish Agencies of Greater Philadelphia. Mr. Freedman spoke of the value of the Society to the Jewish community of Philadelphia.

Treasurer's Report

Mr. Myer Feinstein, Treasurer, reported as follows:

The year 1958, in its early months, gave your Treasurer a few troubled hours. The Board of Trustees had decided upon a very ambitious publication program in order to celebrate our 75th anniversary year, but the economic situation pointed to a recession which threatened to restrict our membership income and curtail our sales of Bibles and other books.

After a few rocky months, our finances came back to normal and we stayed on a

fairly even keel for the rest of the year. Sales of Bibles increased by about \$5,000 and sales of other books fell behind by about \$4,000, so that our total sales income was about \$1,000 ahead of the previous year. The exact figures are \$204,072 for 1958 as against \$202,851 for 1957.

Membership dues income showed a good increase, rising from \$96,983 in 1957 to \$100,155 in 1958. Other income, except for the Jacob R. Schiff Fund, remained fairly constant, with \$26,489 in 1958 against \$27,786 in 1957. The Schiff Fund contribution was very low in 1958 because we published no books from this Fund during the year. Actually, we received \$825 against \$25,849 in 1957. The absence of this source of income reduced our total income from \$353,109 in 1957 to \$331,541 in 1958.

We trimmed our expenditures to fit our income and spent a total of \$331,745 in 1958 as against \$351,777 in 1957, so that we came within \$204 of meeting our "pay as you go" policy. This small difference was made up from the surplus account. Also, we were able to transfer \$17,789 into our surplus account from unrestricted grants and bequests in order to repay loans made prior to 1950 from restricted bequests made to the Society in earlier years. This leaves us free of any long-term debt for the first time in many years, and I assure you that we are going to do everything possible to avoid any such debts in the future.

One item which we must take care of without delay is that of amortizing the cost of our building; there has been no such provision for the past twelve years since the building was purchased. Also, our office furnishings must be replaced. Some of this equipment was bought when the first volume of Graetz was published, and the books have held up much better than the desks and chairs.

In summary, I can report that our financial condition continues to improve, but that a number of important manuscripts remain unpublished because of a lack of specific funds for these projects. It is my hope that our generous American Jewish community will soon become more aware of its cultural needs and will provide more funds for the work of the Society during the coming years.

Publication Committee Report

Judge Louis E. Levinthal, Chairman of the Publication Committee, reported as follows:

In every democratic organization, and ours is no exception, it is the duty of a person entrusted with an office to report periodically to his constituents. However, I need hardly assure you that addressing the annual membership meeting of the JPS, on behalf of the Committee of which I have the honor to be Chairman, is for me a pleasant privilege rather than an organizational obligation.

At the very outset I should point out that the Publication Committee has the authority merely to consider plans and to make recommendations. As soon as a project passes beyond the planning stage and is ready to be put into practical effect, it falls within the realm of the Board of Trustees. Nevertheless, since no volume may be published by the Society without the prior approval of our Committee, it is obvious that every one of the books which the Society publishes reflects the point of view of the distinguished members who constitute our Committee.

It is therefore appropriate that I begin my brief remarks by extending my personal and official thanks to the members of the Publication Committee for their devoted participation in the work of the Society. Any number of the members have given generously of their time and their thought to books and manuscripts submitted to them for their critical judgment. All of you, I am sure, will join in expressing appreciation for their helpful cooperation.

I am delighted to make special mention of the fact that for the twentieth successive year our Committee has been privileged to have the dedicated service and invaluable professional guidance of Dr. Solomon Grayzel. The twentieth anniversary of his Editorship of the Society deserves, and will receive, suitable recognition as the concluding feature of this meeting.

How well the Editor and the Publication Committee have performed their work is, to some extent, evident from the answers to a survey which the Society conducted during the course of the past year. The Trustees considered that the time had come to find out who our members were and what they thought of the books we published for them. They invited a professional expert in the field to carry out a scientific study. It revealed, among other important information, some highly interesting facts about the attitude of our members towards the books the Society publishes. Before discussing their opinions as to our publications, I should like to point out what the survey revealed about the members themselves. We learned that a surprisingly large proportion of them had a far better than average academic education. In fact, it almost looks as though we have a corner on all the Jewish holders of graduate degrees.

Such people are usually not easy to please. Nevertheless, our members' responses to two questions which the survey asked were highly significant. These questions were whether they liked our books and whether they would continue their membership even if the dues were to be increased. The answers may be summarized in the following quotation from the evaluation of the surveyor: "The JPS is very important to him (the average member). He has been a member for over ten years and believes the Society is doing important work in the Jewish cultural field. Because of this work, he thinks he would continue to support the Society at its present level of dues, even if he had to pay extra for any books he might select that were issued by the Society . . . On the whole, he likes the books he selects and thinks the subject matter is very good."

I do not know of any higher tribute that could be paid to a group like the Publication Committee than to have such forthright and wholehearted approval expressed by those in whose behalf its recommendations are made.

Parenthetically, I should like to point out that our members are not the only ones who have approved of the Committee's decisions. Two of the books published within the last twelve months, *Come Under the Wings*, by Grace Goldin, and *Border Hawk*, by Lloyd Alexander, have received awards from the Jewish Book Council of America. Another of our publications, Malamud's *The Magic Barrel*, co-published with Farrar, Straus and Cudahy, was given high praise in connection with the National Book Award recently given to the author, and is the current alternate selection of the Book of the Month Club. In addition, several others of our recent publications have been accorded an unusually favorable reception in the general and, especially, in the Anglo-Jewish press. Among these are, particularly, Dr. Pinson's *Nationalism and History* and Leo Baeck's collection of essays entitled *Judaism and Christianity*. We were delighted to see that Dr. Nelson Glueck's *Rivers in the Desert*, which we co-published, received a first-page review in the Sunday Book Review Section of the *New York Times*. Considering the comparatively small number of books we publish, the ratio of enthusiastic approval is extremely high.

But, this is not the entire story. I want you, the general membership of the Society, to be aware of our self-criticism and of our determination to find out what, if anything, is wrong with us and our work. For although our accomplishments may have been fairly satisfactory, it has long been felt by many of us that we ought basically and thoroughly to re-examine our work and to readjust our method of operation and our program to meet the changed conditions that may have arisen in the American Jewish community in recent years. Accordingly, I invited one of our most gifted members, Professor Eli Ginzberg of Columbia University, to accept the Chairmanship of a sub-committee, charged with the task of evaluating our Committee's work and of suggesting how it could become more efficient in its functioning and more effective in the realization of the Society's aims.

Our willingness, indeed our eagerness, to subject our Committee to rigid analysis and criticism accords with the essential spirit of both our Jewish and American heritage. It has been frequently pointed out that "the self-critical spirit of the Jews is one of the strangest . . ." And let me remind you that it was Abraham Lincoln, that most authentic of all Americans, who declared that to confess error when it is

shown to be error, and to adopt new views when they are proved to be true views, is a sign not of weakness but of real strength.

I am pleased to be able to report that our Committee was strong enough and wise enough to accept the critical analysis of Professor Ginzberg's sub-committee. Earlier this afternoon he submitted, on behalf of himself and his distinguished colleagues, the final recommendations as to the steps to be taken in order to assure a more smoothly functioning Publication Committee and to achieve a more purposeful Society.

One of his suggestions, which goes to the very heart of the Publication Committee's work, is with respect to its organization. Instead of having the entire Committee decide every possible question, Professor Ginzberg advises that greater power should be delegated to sub-committees appointed to deal with one or another special aspect of Jewish literature: Bible, history, religion and the like.

Another of the interesting suggestions, which the Publication Committee has been discussing for some time, is with reference to works of fiction. Briefly, the argument is that good fiction on Jewish themes is now as acceptable to a commercial publisher as is non-Jewish fiction. The JPS, therefore, no longer needs to assume a responsibility for that particular area of literary productivity in the United States. We might occasionally cooperate in the publication of superior novels, but such books ought not be considered in any sense our primary obligation.

Above all, Dr. Ginzberg's report proposes that it is high time for the Society to undertake long-range planning of its publication program and to subsidize authors to write on subjects which we regard as essential for the welfare of the American Jewish community. Heretofore the Society has rarely initiated publications in accordance with a deliberately planned program of its own. On the contrary, it has generally selected its list from among books and projects which happened to have been brought to it. The time has now come for us to develop a comprehensive publication program and vigorously to pursue our objectives with greater determination than ever.

These and other constructive suggestions will continue to be discussed and, if acceptable to the Publication Committee and the Trustees, will be put into effect. In this way we hope to maintain our work on the most efficient level and to respond to the changing needs of the community as these needs become apparent. I am confident that we shall have the same measure of loyal support and cooperation from the members of the Publication Committee in the future as we have enjoyed in the past. With the help of such a distinguished body, representative as it is of every constructive and affirmative element in our American Jewish community, with the unflinching devotion of our President and his fellow officers and the members of the Board of Trustees, and with the continuing guidance of our capable and devoted Editor, to whom nothing that is Jewish is alien, our Society cannot fail to achieve its historic purpose, cannot fail to enrich and to transmit the finest cultural and spiritual values of our Jewish heritage.

Executive Secretary's Report

Mr. Lesser Zussman, Executive Secretary, reported on the Society's activities during the year 1958 as related to membership enrollment, fund raising and internal management. Emphasis was placed on the increasing volume of activity due to growing demands of members and booksellers, an effort being made to utilize automation wherever possible. Tribute was paid to the members of the Society's devoted staff in recognition of their eagerness to give prompt and full service to all with whom they come in contact.

Report of the Nominating Committee

Mr. Joseph M. First, Chairman of the Nominating Committee, presented the following report:

The Nominating Committee takes pleasure in presenting this report.

We unanimously recommend the following as officers, honorary officers, and trustees of the Society—the officers and honorary officers for terms of one year, and trustees for terms as indicated.

OFFICERS

EDWIN WOLF, 2ND, *President* (6th term)
 HON. HORACE STERN, *1st Vice President* (48th term)
 SOL SATINSKY, *2nd Vice President* (7th term)
 DR. JACOB R. MARCUS, *3rd Vice President* (6th term)
 MYER FEINSTEIN, *Treasurer* (7th term)
 LESSER ZUSSMAN, *Secretary & Executive Secretary* (10th term)
 JUDGE LOUIS E. LEVINTHAL, *Chairman, Publication Committee* (16th term)
 DR. SOLOMON GRAYZEL, *Editor* (21st term)

HONORARY OFFICERS

J. SOLIS-COHEN, JR., Philadelphia, *President*
 SAMUEL BRONFMAN, Montreal, *Vice President*
 JAMES MARSHALL, New York, *Vice President*
 SAMUEL I. ROSENMAN, New York, *Vice President*
 PHILIP SLOMOVITZ, Detroit, *Vice President*
 LEWIS L. STRAUSS, New York, *Vice President*

TRUSTEES

The following trustees have completed their terms of office and are recommended for reelection to three-year terms:

HARRY W. BAUMGARTEN, New York
 SAMUEL H. DAROFF, Philadelphia
 JOSEPH M. FIRST, Philadelphia
 PHILIP D. SANG, Chicago
 BERNARD G. SEGAL, Philadelphia
 HARRY STARR, New York
 DEWEY D. STONE, Boston
 ROGER W. STRAUS, JR., New York

For election as trustee for a one-year term, we recommend:

JUSTIN TURNER, Los Angeles

Respectfully submitted,
 JOSEPH M. FIRST, *Chairman*
 BERNARD L. FRANKEL
 FRANK J. RUBENSTEIN
 SOL SATINSKY
 JEROME J. SHESTACK

The report was approved unanimously.

Mr. Edwin Wolf, 2nd, President, made his annual report, as printed below. After completing his report, Mr. Wolf called upon Judge Levinthal to preside over the program portion of the meeting during which the Society extended honor and recognition to Dr. Solomon Grayzel, Editor of the Society, upon his completion of twenty years of service.

Judge Levinthal recalled the seventy-one years of the Society's existence and pointed out that Dr. Grayzel is the fourth in a distinguished line of Editors. He recounted the wide range of Dr. Grayzel's scholarship and cultural interests and expressed the hope that these talents remain available to the Society for many years to come.

Mr. Wolf expressed the appreciation of the officers and members of the Society for the devoted services rendered by Dr. Grayzel during the past twenty years as Editor and previously as Assistant Editor and member of the Publication Committee.

In token appreciation of these services, and on behalf of the Society, Mr. Wolf presented to Dr. Grayzel a rare copy of a work of Maimonides.

Dr. Grayzel responded with an address titled "A Sacred Occupation" in which he discussed the values of his work with the Society during the past twenty years. (The complete address was printed in the June 1959 issue of the *JPS Bookmark*.)

Respectfully submitted,
LESSER ZUSSMAN, Secretary

THE ANNUAL REPORT OF THE PRESIDENT FOR THE YEAR 1958

LADIES AND GENTLEMEN:

Were I to tell you that I believe that the launching of the sputnik in Russia has played a major beneficial role in the progress of the Society in the past year, you would no doubt sit back and wait for the explanatory quip. I do believe that to be true, and I have no joke or play on words to follow.

What has happened in our country since the Russian success has created an atmosphere more favorable to the Society's serious intellectual purposes than any other event, certainly in this generation. A mocking, anti-intellectual America, a nation which used "egg-head" as a term of derision but a short time ago, was forced to face up to its shortcomings. We were suddenly made aware that our satisfying American values—comfort, money, production, bigness—were only seeming values. We realized that we have been underpaying our teachers; that we have been feeding pap to our students; and that we have placed philosophers and professors low down on our socio-economic totem-pole. Suddenly, we found we needed thinkers.

In a very real, if subtle, way this change of attitude, perhaps still a shift rather than a change, has redounded to the benefit of the Society, for, instead of patronizing us as an ivory-tower organization, people are beginning to look upon us as one of those essential civilizing influences which must be at the heart of a world which is to survive the atomic age. Do not misunderstand me. I have no delusions that the Jewish Publication Society is the great messianic force of our day. It has not been suggested that your president assume a leading role in the administration of the government. Yet, we are in a real sense the beneficiaries of that new, inchoate respect which more and more Americans are feeling for the power of the mind and spirit.

This has manifested itself in several ways. First, the Society is spoken of more widely with more friendly warmth than it has been—possibly since its earliest days. We have gained new members; we have been able most satisfactorily to sell our books; we have made great progress in securing sponsors for our Bible translation. And all of this has been done—and done, I submit, successfully—with a quiet dignity, free from the unfortunate ballyhooliganism which surrounds the activities of many of our contemporaries in American Jewish life. The fact that this quiet dignity, wrapped in the mantle of scholarship—of which our quiet, dignified, scholarly editor is the *sans pareil*—should be so well received is welcome evidence of the changing times. It may well be that at last our devotion to an ideal has found its justification in the hearts of the multitude.

The breezes of the fresher, more invigorating intellectual climate have blown over our membership, too, and they have told us in letters and more particularly in their replies to the questionnaire sent them that they want quality rather than quantity, that they are more interested in the weighty facts of a Baron than in the frivolous fancies of a novelist, and that they look to our books as emery stones on which to sharpen their minds rather than as pillows on which to rest their heads.

The talk of ten or fifteen years ago to the effect that we must set our standards at the mean lest we lose our audience has given way to hardier words crying for intellectual toughness to raise the mean.

Your leaders are being challenged to take this expression of confidence in their long avowed aims and turn them into the realities of solid and inspiring scholarship in print. We have recognized that in order to achieve our mouthed purposes and to merit the loyalty of our members we must move with the restless movement of the times. Towards that end, during the past year, the Society initiated two self-studies which we believe will be extremely helpful road maps for our journey along the road to a more productive, creative tomorrow. The first study was an external one, conducted by an independent research organization, designed to determine the character of our membership, its opinions of our program, and its hopes for our future.

We think we now know what type of book our members prefer—interestingly enough, they have a predilection for difficult reading for themselves, and are paradoxically anxious that we issue something less difficult for those nebulous “other people” who are not yet members. And we were happy to learn that these members, with a heart-warming expression of gratitude and affection, thought we were doing, by and large, an excellent job in the field of Jewish culture and that they were willing in most cases to help us and even give up the benefits of book bargains to permit us to do an even better job. The number of members who responded to the questionnaire was unbelievably beyond the statistical norm, and an indication *sui generis* of unusual interest and personal concern. The conclusions drawn from the analysis of the tabulated material will be of great assistance to the Trustees in charting our future course. We are grateful for your cooperation.

The second study is still continuing. It is an internal one, conducted by a sub-committee of the Publication Committee under the chairmanship of the incisive Professor Eli Ginzberg. Although the general policies of the Society come within the scope of this study, its main purpose is to take a good look at our publication plans, procedures and practices and to suggest methods by which we may secure better books more advantageously for their authors and our readers. What both surveys are attempting to answer is the question: is the JPS doing all it can under existing circumstances and within its resources to fill the cultural needs of American Jewry? I can promise you that we shall be as objective as we can be in our analysis of the suggestions derived from these soul-searchings and as daring as will be necessary to improve the Society.

1958 Publication Program

We published a total of eighteen volumes in 1958, of which twelve (including four Covenant Books) were new and six were paperback reprints. The titles, with the statistical record of month published, initial printing and number distributed during the year, are as follows:

<i>Silversmith of Old New York: Myer Myers</i> , by William Wise (Covenant Book)	Jan.	5,000	1,766
<i>Border Hawk: August Bondi</i> , by Lloyd Alexander (Covenant Book)	Feb.	5,000	1,710
<i>Nationalism and History</i> , by Simon Dub- now. Edited by Koppel S. Pinson	March	3,700	2,781
AMERICAN JEWISH YEAR BOOK, Vol. 59. Edited by Morris Fine and Milton Him- melfarb. Co-published with the American Jewish Committee	March	3,000	2,751
<i>The Magic Barrel</i> , by Bernard Malamud. Co-published with Farrar, Straus & Cudahy	April	3,000	2,523

<i>Come Under the Wings</i> , by Grace Goldin	May	3,177	2,115
<i>The World of Jo Davidson</i> , by Lois Harris Kuhn (Covenant Book)	Aug.	5,000	1,848
<i>Jubal and the Prophet</i> , by Frieda Clark Hyman (Covenant Book)	Aug.	5,000	1,322
<i>A Social and Religious History of the Jews</i> , by Salo W. Baron, Vols. VI, VII and VIII. Co-published with Columbia University Press	Sept.	3,500 sets	2,454 sets
<i>Judaism and Christianity</i> , by Leo Baeck. Translated by Walter Kaufmann	Nov.	6,000	4,145
PAPERBACKS (distributed to booksellers by Meridian Books and to others by the JPS)			
<i>A History of Medieval Jewish Philosophy</i> , by Isaac Husik	April	6,192	4,675
<i>For the Sake of Heaven</i> , by Martin Buber	April	6,189	4,700
<i>Students, Scholars and Saints</i> , by Louis Ginzberg	April	6,228	3,820
<i>A History of the Jewish People</i> , by Max L. Margolis and Alexander Marx	Oct.	8,245	4,142
<i>Studies in Judaism</i> , by Solomon Schechter	Oct.	5,234	2,887
<i>Jewish Life in the Middle Ages</i> , by Israel Abrahams	Oct.	6,195	2,961

1959 Publication Program

We plan to publish a total of sixteen volumes during 1959, of which ten (including four Covenant Books) will constitute our normal program and six will be reprints added to our paperback list. The titles are as follows:

Rivers in the Desert: A History of the Negev, by Nelson Glueck, co-published with Farrar, Straus and Cudahy. The well illustrated volume is a report by Dr. Glueck on his archaeological expeditions into the sprouting wilderness which only a decade ago seemed an unpromising wasteland.

Hellenistic Civilization and the Jews, by Victor Tcherikover. A volume divided into two parts: the first dealing with the Jews in Palestine as they came under the authority of Alexander's successors; the second dealing with the Jews in the lands of the dispersion.

A History of the Jews in Christian Spain, by Yitzhak Baer, translated by Louis Schoffman and others. An interesting history by the greatest authority in the field of the rise and fall of a famous Jewish community, detailing its political, economic and cultural struggles in all their aspects.

The Jews in the Renaissance, by Cecil Roth. The author views the Renaissance as a cultural challenge to the civilized world, portraying the specious as well as the solid in sixteenth-century society, with emphasis on Jewish participation in many aspects of the Renaissance as well as its influence on the Jews.

Tears and Laughter in an Israel Courtroom, by Shneur Z. Cheshin, translated by Channah Kleinerman. A volume of humor and pathos which gives an intimate view of several of the most serious social and legal problems facing the state of Israel.

AMERICAN JEWISH YEAR BOOK, Vol. 61, edited by Morris Fine and Milton Himmel-farb. Co-published with the American Jewish Committee, this volume will contain the feature and reference material which has given distinction to this annual publication since 1899.

Four COVENANT BOOKS, co-published with Farrar, Straus and Cudahy, will again—as in 1958—present fascinating historical material for the young reader from the ages of eleven to fifteen. Each book, beautifully produced, will be based on the colorful biography of a Jewish personality. The titles are:

The First Rabbi of the Americas (Isaac Aboab), by Emily Hahn

The Voice of Liberty: Emma Lazarus, by Eve Merriam

The Uncommon Soldier (Major Alfred Mordecai), by Robert D. Abrahams

Keys to a Magic Door: I. L. Peretz, by Sylvia Rothchild

We plan to publish during 1959 six additional paperbacks, in cooperation with Meridian Books, Inc., as follows:

God in Search of Man: A Philosophy of Judaism, by Abraham J. Heschel

Introduction to the Talmud and Midrash, by Hermann L. Strack

Kiddush Ha-Shem and Sabbatai Zevi, by Sholem Asch

Judaism and Modern Man, by Will Herberg

History of the Marranos, by Cecil Roth

Prince of the Ghetto, by Maurice Samuel

Reprints

During the year 1958, we reprinted four titles as follows: 41,211 volumes of the Bible in English, making a total of 781,000 in print; 1,000 sets of the Hebrew-English Bible, making a total (JPS edition) of 2,980 sets in print; 2,300 volumes of *Hebrew: The Eternal Language*, making a total of 7,501 in print; and 997 volumes of *Man is Not Alone*, making a total (JPS edition) of 8,027 in print.

Publication Distribution

Our distribution in 1958 declined slightly in comparison with 1957. The total was 133,164 volumes, as compared with 135,931 volumes in 1957. Of the 1958 total, 47,169 volumes were selected by members; 83,789 volumes were sold to members and book-sellers; and 2,206 volumes were distributed as free books.

Bible sales showed a substantial increase over the preceding year, with 43,622 volumes distributed in 1958 as compared with 39,844 volumes in 1957. Sales of *Pathways Through the Bible* also increased substantially, with 13,906 volumes distributed in 1958 as compared with 12,186 in 1957.

Membership Statistics

It is good to be able to report that the upward trend in membership enrollment was sustained during 1958. We ended the year with 10,092 members as compared with 9,743 in 1957—a gain of 349. Of those enrolled, 2,796 were new members and 7,296 were renewals. Classifications were as follows: 5,121 members were enrolled at the \$5.00 level; 3,743 at \$11.25; 527 at \$22.50, and 701 at \$25.00 or over.

New Bible Translation

During the French and Indian War, Benjamin Franklin is reported to have compared the British commander in North America to the figure of King George on a signpost: always on horseback and never moving forward. I can assure you that our editor-translators are not swinging rustily with sterile motion. As you all know, the proofs of Genesis have been printed and distributed to scholars, sponsors, and the press. Leviticus was completed some months ago, and it is hoped that the Torah will be finished by the summer of 1960. The amount of work which has gone into this task has been prodigious, the scholarship brought to bear on the manifold problems encountered staggering in its depth and scope. The Society owes a great debt of gratitude to the devotion with which the Editorial Committee is accomplishing the

task assigned to it. We have every reason to be proud of the scholarly workmen, grateful for their participation and pleased with the results.

In order to make this project feasible the Society has undertaken the largest fund-raising effort in its history, and, I am happy to be able to report, the most successful. The idea of a new translation of the Bible has captured the imagination of those to whom it has been presented, and the resultant answer in terms of sponsorship has been encouraging. The only major city in which we undertook to open a campaign in the past year was Chicago, and it has responded—thanks to the dedicated effort of our Trustee, Philip Sang, aided by Louis H. Silver—magnificently. There are still important communities in which we have not yet told our story; we are making every effort to enter them. At the end of 1958 we had enrolled 1,382 sponsors who pledged \$207,325 and have already paid \$95,875 in cash, of which amount \$45,242 has been expended to pay costs already incurred and \$50,633 is held in reserve to meet future needs.

JPS Bookmark

Five years have elapsed since we launched the *JPS Bookmark* as a means of keeping our members and other interested individuals informed about the aspirations and current activities of the Society. During this period, the *Bookmark* has consistently adhered to its purpose of combining the cultural with the informational, and the expressed reaction from readers has been uniformly good. We hope to continue with the publication of this little quarterly as long as our members find it to be of interest and value.

Necrology

It is my sad duty to report the loss during the past year of two associates in the work of the JPS: Louis Golding, noted Jewish novelist and essayist who had contributed a considerable number of books to English literature both on general and Jewish themes, was the author of the volume *In the Steps of Moses* which we published in 1943. The Rev. Dr. Adolph Kober, for many years rabbi at Cologne in Germany and the author of many scholarly works, prepared the basic manuscript which eventually formed the volume *History of the Jews of Cologne* which we published in 1940. May their literary and scholarly achievements be their eternal memorial.

I cannot end my annual report without bringing to your attention the survey of American Jewish cultural agencies now being conducted by the Council of Jewish Federations and Welfare Funds. The survey was conceived because welfare funds throughout the country recognized in a rather vague fashion that they had been starving the cultural agencies in our country and yet were unsure what those cultural agencies did, how valuable their programs were and how well they were carrying out what they purported to be doing. The survey is a positive one. Hopefully, it will tell the story of culture to American Jewry, and convince the communities that they must support it with dollars rather than lip service.

Among the institutions studied in detail has been the Jewish Publication Society. I can tell you confidentially that no institution got better marks for its own concept of what its purposes were, for its progressive program, for its ability to carry out those purposes within its means, for its intelligent, efficient and thrifty administration and—above all—for its clear idea of what it could do more or better were additional funds made available to it.

This brings me around to my annual praises. The secret of our success lies in the *esprit de corps* of our staff. Lesser Zussman is hardworking, kind, imaginative, easy-to-get-along-with, astute and enthusiastic. Solomon Grayzel is hard-working, kind, imaginative, easy-to-get-along-with, scholarly and enthusiastic. The truest and nicest thing I can say about them is that the JPS is their life, and they have sifted

this feeling through the whole organization with such effect that chores become challenges and pressures excitement. The loyalty of the JPS staff is higher praise to our secretary and our editor than any words of mine. Knowing something of tensions in other organizations, I can count the JPS many times blessed in having officers, trustees, executives and staff, who, week in and week out, and year in and year out, work productively and harmoniously not for personal advantage but to a higher end, the purpose of JPS itself, the spread of the best of Jewish culture and scholarship to the widest possible audience. To our staff, to my fellow officers and trustees, my and your thanks.