REPORT OF THE SEVENTY-FOURTH YEAR

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(elected May 20, 1962)

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SOL SATINSKY

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J. SOLIS-COHEN, JR.

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LESSER ZUSSMAN
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<td>Harry W. Baumgarten</td>
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**Publication Committee**

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<td>Robert D. Abrahams</td>
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1 Term expires in 1963.  2 Term expires in 1964.  3 Term expires in 1965.
The seventy-fourth annual meeting of The Jewish Publication Society of America was held at three o'clock on the afternoon of Sunday, May 20, 1962, in the Warwick Hotel, 17th and Locust Streets, Philadelphia, Pa. Mr. Sol Satinsky, President of the Society, presided at the meeting, with an audience of approximately 150 members and officials in attendance.

The invocation was delivered by Dr. Jacob R. Marcus, a Vice-President of the Society. Greetings on behalf of the Jewish community of Philadelphia were extended by Mr. Donald B. Hurwitz, Executive Director of the Philadelphia Federation of Jewish Agencies. Mr. Satinsky extended greetings on behalf of the Officers and Trustees and then proceeded with the business of the Annual Meeting.

Nominating Committee Report

Mr. Bernard G. Segal, Chairman, presented the following report:

In behalf of the Nominating Committee, I am pleased to present this report of the Committee's unanimous recommendations for the officers and honorary offi-
cers to serve for the ensuing year, and for trustees to be reelected and a new
trustee to be elected for a term of three years each.

The unanimous recommendations of the Nominating Committee are as follows:

**OFFICERS**

*President:* SOL SATINSKY (3rd term)

*Vice Presidents:* JUSTICE HORACE STERN (50th term)
DR. JACOB R. MARCUS (9th term)
BERNARD L. FRANKEL (3rd term)
BERNARD G. SEGAL (3rd term)

*Chairman, Publication Committee:* EDWIN WOLF, 2nd (2nd term)

*Treasurer:* MYER FEINSTEDST (10th term)

*Secretary:* JEROME J. SHESTACK (3rd term)

*Editor:* DR. SOLOMON GRAYZEL (24th term)

*Executive Director:* LESSER ZUSSMAN (13th term)

**HONORARY PRESIDENTS**

HONORABLE LOUIS E. LEVINTHAL
J. SOLIS-COHEN, JR.

**TRUSTEES**

*For reelection to three-year terms:*

HARRY W. BAUMGARTEN, New York
SAMPLUEL H. DAROFF, Philadelphia
JOSEPH M. FIRST, Philadelphia
SIDNEY L. KAYE, Boston
PHILIP D. SANG, Chicago
PHILIP SLOMOVITZ, Detroit
HARRY STARR, New York
ROGER W. STRAUS, JR., New York

*For election as a new trustee to a three-year term:*

DAVID C. MELNICOFF, Philadelphia

Respectfully submitted,

BERNARD G. SEGAL, Chairman
SAMPLUEL H. DAROFF
BERNARD L. FRANKEL
JEROME J. SHESTACK
EDWIN WOLF, 2nd

*Treasurer’s Report*

Mr. Myer Feinstein, Treasurer, reported as follows:

The office of Treasurer of the J.P.S. presents many problems, but it also has
many satisfactions. One of these is the privilege of making an annual report and
informing our members that our finances are in good condition and that the past
year showed measurable growth. We weren’t quite able to match income to ex-
penditures, but we came very close—as you will see from the exact figures.
You will remember that we revised our membership dues schedule at the beginning of 1961. This change increased our dues income by $10,611.00 for the year, with a total of $120,881.00 compared with $110,270.00 in 1960. Book sales also showed a satisfactory increase. Our income from this source was $289,693.00 in 1961 compared with $275,884.00 in 1960.

Welfare Fund income went up slightly, with $15,404.00 from 87 communities in 1961 compared with $15,030.00 from 80 communities in 1960. Income from other donations and miscellaneous sources was about the same, so that our total amounted to $462,843.00 in 1961 compared with $439,094.00 in 1960—an increase of approximately 5½%.

Expenditures for the production of books in 1961 amounted to $300,538.00 compared with $288,888.00 in 1960. Other expenditures for the costs of promotion, distribution and administration amounted to $167,716.00 in 1961 compared with $157,482.00 in 1960. In total, we spent $468,254.00 in 1961 against $446,370.00 in 1960—an increase of approximately 4½%—and a net deficit of $5,411.00 for the year.

The fact that our expenditures exceeded our income by only a hair over 1% is gratifying as an indication of good fiscal management. It also proves that we are working up to the maximum of available funds. However, I shall be a happier Treasurer when I am able to report that increased income is adequate to cover current expenses plus a number of the important projects which we are planning.

Executive Director's Report

Mr. Lesser Zussman, Executive Director, presented an informal report during which he discussed the plans being made for distribution of the new translation of the TORAH. It is anticipated that extensive use will be made of all available booktrade and general media in an attempt to bring this important publication to the attention of all interested individuals and organizations.

Publication Committee Report

Mr. Edwin Wolf, 2nd, Chairman of the Publication Committee, reported as follows:

The trouble with the Society is success, not I hasten to add an unmanageable surplus, but the success of its purpose. Seventy-four years ago when the Society was founded there were available few books on subjects of Jewish interest in English; there were few publishers who were willing to hazard such works on their lists. Into this desert of Jewish texts your Society boldly entered. We planted the first clumps of trees; we watered the waste.

Now, three generations later, the desert is a fertile field. As we walk through it, we are jostled. Publishers, large and small, commercial and academic, are putting out good, mediocre, and some very bad books of Jewish interest. The demand, which I perhaps boastfully claim we stimulated, is not yet sated. No longer is the profitable sale of Jewish books a matter for amazement; it has become a matter of concern to publishers when they don't become best sellers. The prophet once without honor, or with but a few in his audience, is being outshouted in every square yard of the rich green field.

Enough of metaphors! The hard facts of our present existence are not that good Jewish books are not being written or not being published. They are—by others. We are finding it increasingly difficult to secure manuscripts of worth. In the face of Marjorie Morningstar, Exodus, and Harry Golden, we are not even attempting to compete in the popular field. Although we will no longer publish original novels, we have offered and will continue to offer to our readers fiction of quality which
we have an opportunity to copublish with a commercial house. Fortunately, our distribution is gravy for the originating publisher and honey on our matzoh. The book of superb short stories by Isaac Bashevis Singer, *Spinoza of Market Street*, is a recent example. So much to the good.

But even the quality books of erudite scholarship are beginning to elude us. The reasons are two-fold: the author believes, most frequently in error, that he will make more money by being published commercially, or the author is seeking the prestige of a non-Jewish imprint. It is curious how much subtle Jewish anti-Semitism occurs in the matter of an imprint. With regard to the latter reason, overtly expressed or covertly implied, there is little the Society can do except hope to educate the educators.

We can do something about seeing that scholars are better paid for their work. Indirectly, we are already doing that by copublishing solid books which the originating publisher would not issue were it not for the package of distribution we offer through our membership. We sometimes wonder if the authors of such books realize how often the lofty publisher of well-known name, or prestige-endowed university press, comes to little old us with the statement, "We won't publish this unless you agree to come in on it." We are convinced that this kind of partnership is beneficial to the author, the publisher, the Society, and the public.

The problem of most authors is how to make a living while doing research on and writing a book. I am continually appalled at the small sums earned from royalties by the author of an important, well-received book of serious scholarship. The average sale of a scholarly book, including the peaks of bestsellerdom, is only 3,500 to 4,000 copies. The average break-even point for a publisher on a cost basis is at least 6,000 copies. Nobody gets rich in that market, and you will have noticed that more and more houses are entering into or merging into the far more lucrative textbook field. What this means is that most scholars get less than a thousand dollars in royalties for each year of work that went into their creations.

Fortunately, there are fellowships and grants in slowly increasing numbers and amounts to carry some of these men through the thin times of gestation. But the Society must be able to offer such grants or we shall not get the books. We know a host of competent writers. We have an imaginative backlog of desirable subjects. We lack the catalyst, a modest grant of four to five thousand dollars a year to enable the writer to approach the subject. Were we to have the resources to stimulate the writing of books, many of our problems would cease.

The American Jewish community has for too long neglected its scholars. It has scattered its largess far and wide, almost everywhere except into the hands of the men who can build a native American Jewish culture. What is equally unfortunate is that the neglect extends to scholarly ability and achievement, thus adding the insult of disdain to the injury of non-support.

One of the aims of the Society from its very beginning was to give the Jewish scholar and writer his traditional due. If we claim some credit for an improvement in the situation, we are also well aware that the American Jewish community culturally still has a long way to go. But we are still going—still moving ahead, still hoping for the wider interest and the more extensive support which we have a right to expect from the American Jewish public.
Report of the President

Mr. Sol Satinsky, President, presented his report for the year 1961 as printed below.

Program

Dr. Solomon Grayzel, Editor, served as Moderator of a discussion on "The Future of Jewish Culture in the United States." The discussants were Dr. Salo W. Baron of Columbia University and Rabbi Arthur J. Lelyveld of Cleveland—both members of the Publication Committee.

The discussion was very stimulating, with many questions from the audience. It was suggested from the floor that excerpts from the two prepared addresses be reprinted in the next *JPS Bookmark*. (The suggestion was accepted and excerpts appeared in the *JPS Bookmark* dated June, 1962.)

The meeting was adjourned at five o'clock.

Respectfully submitted,

JEROME J. SHESTACK, Secretary

THE ANNUAL REPORT OF THE PRESIDENT
FOR THE YEAR 1961

Ladies and Gentlemen:

The story is told about a man who recently picked up a newspaper in a reading room and did not know, until his attention was called to the date, that he was reading about events a year old. No crisis had been resolved and none had become intensified. The world was no nearer to or farther from peace or good sense. And yet, things had happened and everyone had been very busy. Why the failure to progress? The answer is in terms of Alice's experience in her wonderland: we have to move along very fast in order to stand still—not to fall back.

The same is true of our efforts. The ultimate goal is no nearer and no farther; but we have had a year of much activity and some achievement. Perhaps our situation is not too different from any others in which developments are cumulative. Growth cannot be measured by periods of time, but by steps in a process. Let me, then, report on the process.

1962 Publication Program

We hope to publish a total of twenty volumes during the year 1962. Of these, fourteen will be hardbound and six paperback. Included in the hardbound list will be four volumes which were not completed as scheduled in 1961, plus ten new titles, as follows:

*The Pharisees*, a new edition in two volumes, by Louis Finkelstein; *Abraham Geiger and Liberal Judaism*, by Max Weiner, and *The Rise and Fall of the Judaean State*, by Solomon Zeitlin, were postponed from 1961 to 1962.

The Torah, a new translation of the Five Books of Moses, is the outstanding title in our 1962 list. It represents a new evaluation of the sense and the background of our Holy Scriptures and is based directly upon the masoretic text. It is our hope that this new translation will transmit the intent and meaning of the original Hebrew in a simple English style.

*Portraits and Essays in Anglo-Jewish History*, by Cecil Roth, will present another book by this popular author. The essays will demonstrate the unique role which England has played in the history of the Jews.
The Woodcuts of Jakob Steinhardt, edited by Leon Kolb, with a biographical introduction by Haim Gamzu, is a large art book containing more than 400 woodcuts. It was originally published in a limited edition and is now being made available to a wider audience.

The Spinoza of Market Street, by Isaac Bashevis Singer, contains eleven short stories which range from the amusing to the fantastic. The author's artistry in story-telling is conveyed by superb translation from the original Yiddish. (Co-published with Farrar, Straus and Cudahy.)

The Emergence of Conservative Judaism: The Historical School in 19th Century America, by Moshe Davis, discusses the varieties of Judaism which exist today as they were formed and shaped by the American environment and the American Jewish experience.

The Prophets, by Abraham J. Heschel. The author offers a clear and scholarly analysis of the concept of God, of the great prophets and of their personal piety and sense of injustice—a new understanding of one of the most important issues in the Bible. (Co-published with Harper and Brothers.)

A Treasury of Responsa, by Solomon B. Freehof, presents a selection of representative responsa which were influential in various eras and countries. They illustrate how it was possible for Jews to adjust themselves to their environment without loss of contact with the basic tradition. A companion to the author's earlier volume titled The Responsa Literature.

American Jewish Year Book, Volume 64 will be published early in 1963 as a 1962 selection. Co-published with the American Jewish Committee and edited by Morris Fine and Milton Himmelfarb, this volume will contain the indispensable annual features which review Jewish life and developments the world over.

Two Covenant Books, co-published with Farrar, Straus and Cudahy, will bring to fifteen the number of books in this excellent series. Both books deal with interesting personalities whose stories will inspire and inform the young reader. The titles are:

The Sound of Bow Bells: Sir David Salomons, by Robert D. Abrahams
The Fighter from Whitechapel: Daniel Mendoza, by Harold Ribalow

Paperbacks

The JPS Paperback Series, published in cooperation with Meridian Books of The World Publishing Company, was launched in 1958 for the purpose of giving wider distribution at lower prices to books of established value. We have published six books each year since 1958 and plan an additional six in 1962, so that there will be thirty titles in the series at the end of the year. The wide acceptance won by the titles published can be demonstrated statistically. A total of 160,288 volumes were sold during the years 1958 through 1961. By years, sales were 27,914 in 1958; 35,622 in 1959; 51,704 in 1960; and 54,648 in 1961. These constantly increasing sales point to public acceptance of the series and it is our hope that this area of service will continue to grow in importance and volume.

As mentioned above, we plan to publish six additional titles in 1962, as follows:

In the Spring:
Akiba: Scholar, Saint and Martyr, by Louis Finkelstein
On Jewish Law and Lore, by Louis Ginzberg
Hebrew Reborn, by Shalom Spiegel

In the Fall:
The Earth is the Lord's and The Sabbath, by Abraham J. Heschel
Selected Essays of Ahad Ha-Am, by Leon Simon
Theodor Herzl, by Alex Bein
1961 Publication Program

We published a total of sixteen volumes in 1961, of which nine were hardbound and seven were paperback reprints. The titles, with the statistical record of month published, initial quantity printed and number distributed during the calendar year, are as follows:

- **The Jews of Ancient Rome** by Harry J. Leon
  - Feb. 5,000 3,352
- **Rembrandt, the Jews and the Bible** by Franz Landsberger (New edition)
  - Apr. 3,000 2,921
- **American Jewish Year Book, Vol. 62** edited by Morris Fine and Milton Himmelfarb (Co-published with the American Jewish Committee)
  - June 3,250 3,243
- **The Fighter Scholar: Saadia Gaon** by Libby Klaperman (A Covenant Book)
  - July 3,000 1,823
- **The Exiled and the Redeemed** by Izhak Ben-Zvi (New edition)
  - July 3,060 1,814
- **My Seventy-Seven Years** by Norman Bentwich
  - Sept. 4,540 3,075
- **A History of the Jews in Christian Spain, Vol. 1** by Yitzhak Baer
  - Nov. 5,000 3,538
- **A Heritage Affirmed: The Jewish Federation Movement in America** by Harry Lurie
  - Nov. 4,000 2,059
- **The Passover Anthology** by Philip Goodman
  - Dec. 5,129 3,445

**PAPERBACKS** (Published in cooperation with Meridian Books of The World Publishing Company)

- **A History of the Contemporary Jews** by Solomon Grayzel
  - May 8,480 8,480
- **Germany's Stepchildren** by Solomon Liptzin
  - May 6,175 3,263
- **Nationalism and History** by Simon Dubnow
  - May 5,683 2,902
- **The Conflict of the Church and the Synagogue** by James Parkes
  - May 5,593 2,586
- **The Devil and the Jews** by Joshua Trachtenberg
  - Nov. 7,309 2,589
- **Judaism and Christianity** by Leo Baeck
  - Nov. 7,400 2,213
- **American Jewry and the Civil War** by Bertram W. Korn
  - Nov. 5,611 2,332

**Publication Distribution**

We distributed approximately the same number of volumes in 1961 as in 1960—159,624 compared with 160,403. Of the 1961 total, 50,545 volumes were selected by members; 104,949 were distributed to bookstores and other customers; and 4,130 distributed as free books.
Bible sales in 1961 were approximately 2.5% ahead of 1960, with 44,810 volumes distributed in 1961 compared with 43,719 in 1960. Sales of PATHWAYS THROUGH THE BIBLE declined by 4%, with 14,542 volumes distributed in 1961 compared with 15,327 in 1960.

**Membership Statistics**

Our membership enrollment declined from 11,321 at the end of 1960 to 10,905 at the end of 1961—a decrease of 3 1/2%. This decline was probably caused by the increase in our dues schedule which became effective at the beginning of the year. It is our hope that 1962 will restore us to the rising trend which we enjoyed for seven successive years prior to 1961.

Of those enrolled in 1961, 3,467 were new (including 2,439 gift members) and 7,438 were renewals. Classifications were as follows: 5,728 at the $6.00 level, 3,825 at $12.50, 754 at $25.00 and 598 at $30.00 and higher. In addition, we enrolled 561 children as Covenant Book members.

A committee under the chairmanship of Trustee Joseph M. First has been conducting a series of tests during the past year in an attempt to determine the most feasible method of prospecting for new members. Their findings, we hope, will help increase our membership enrollment in future years.

**Reprints**

We reprinted thirteen hardbound titles during 1961, as follows: 40,000 volumes of the Bible, making a total of 923,400 in print; 3,400 volumes of *The Aleph-Bet Story Book*, making a total of 25,900; 1,100 volumes of *Early American Jewry, Vol. I*, making a total of 7,237; 1,956 volumes of *Hellenistic Civilization*, making a total of 7,156; 5,300 volumes of *A History of the Jews* by Grayzel, making a total of 55,100; 1,035 volumes of *Legends of The Jews, Vol. I*, making a total of 20,981; 2,000 volumes of *Let Laughter Ring*, making a total of 19,600; 2,962 volumes of *Little New Angel*, making a total of 14,962; 2,022 volumes of *Personalities and Events in Jewish History*, making a total of 7,022; 1,845 volumes of *Stories and Fantasies*, making a total of 7,845; 2,100 sets of *The Jews* by Finkelstein, making a total (JPS edition) of 8,500 sets; 2,000 volumes of *The Szolds of Lombard Street*, making a total of 6,800; and 1,717 sets of *Pathways Workbooks*, making a total of 20,342 sets.

**Bible Translation**

I mentioned a few moments ago that we are hoping to publish our new translation of The Torah before the end of 1962. This will be a monumental achievement and a significant contribution to the understanding and appreciation of the Scriptures by all who study the Bible in the English language—Jew and non-Jew alike. We are planning to publicize and advertise the new translation on a broad scale so that all who are interested may know about this important event. The committee responsible for this activity consists of Trustees Joseph M. First, Maxwell M. Rabb, and Ben D. Zevin.

The Bible Fund Sponsors who contributed so generously to this project will soon receive a beautiful first-edition volume of the new translation in appreciation of their support. There are 1,719 such Sponsors on our rolls. In total, they pledged $246,900.00 and paid $188,400.00, so that a balance of $58,500.00 remains receivable after cancellations amounting to $20,150.00 were made during the past five years because of deaths and other reasons.
Translations

One of our books was translated into Spanish this year and a second is being translated into French. The first is *Pathways Through the Bible* by Mortimer J. Cohen, which was translated by Editorial Israel in Buenos Aires. (This same publisher translated and published *The Aleph-Bet Story Book* by Deborah Pessin several years ago.) The second book is Grayzel's *A History of the Jews*, which is being translated under the auspices of the Joint Distribution Committee in Paris.

Necrology

We suffered the loss of a valued colleague during the past year. In October of 1961, we were saddened by the sudden passing of David J. Gaiter, a member of the Publication Committee since 1951. He was an enthusiastic participant in the work of the Society and accepted numerous assignments on our behalf. His memory will be cherished among us.

Our scholars tell us that at times of crisis on several occasions in the past, our people naturally, instinctively, turned to the Bible—sometimes through commentary, sometimes through translation. We are testifying to the truth of this generalization. We wholeheartedly desire and eagerly strive for a flowering of Judaism on American soil. No wonder we turn to the Bible. This year we are making a beginning in its new translation. May the completion of the great task come *bi-meherah b’yamenu*, quickly and in the foreseeable future. May it bring the hoped-for results.