The Jewish Publication Society of America

**REPORT OF THE SEVENTY-FIFTH YEAR**

**OFFICERS**

(elected April 28, 1963)

*President*

SOL SATINSKY

*Honorary Presidents*

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

*Vice-Presidents*

HON. HORACE STERN
DR. JACOB R. MARCUS
BERNARD L. FRANKEL
BERNARD G. SEGAL

*Chairman, Publication Committee*

EDWIN WOLF, 2nd

*Treasurer*

MYER FEINSTEIN

*Secretary*

JEROME J. SHESTACK

*Editor*

DR. SOLOMON GRAYZEL

*Executive Director*

LESSER ZUSSMAN
Trustees

Harry W. Baumgarten 2 .................................................. New York
Judge David L. Bazelon 1 .................................................. Washington
Robert J. Block 1 ......................................................... Seattle
Dr. Gordon F. Bloom 3 ..................................................... Boston
Justice Herbert B. Cohen 3 ............................................. New York
Samuel H. Daroff 2 ....................................................... Philadelphia
Joseph M. First 2 .......................................................... Philadelphia
Judge Phillip Forman 1 .................................................... Trenton
Abraham L. Freedman 3 .................................................... Philadelphia
Leo Guzik 1 ................................................................. New York
Sidney L. Kaye 2 ............................................................ Boston
Judge Theodore Levin 3 ................................................... Detroit
Cyrus Levinthal 1 ........................................................... Los Angeles
David C. Melnicoff 2 ...................................................... Philadelphia
Joseph Meyerhoff 2 .......................................................... Baltimore
Newton N. Minow 3 .......................................................... Chicago
Maxwell M. Rabb 1 .......................................................... New York
Frank J. Rubenstein 1 ...................................................... Baltimore
Philip D. Sang 2 ............................................................. Chicago
Leonard N. Simons 3 ........................................................ Detroit
Dr. Paul Sloane 3 ............................................................ Philadelphia
Philip Slomovitz 2 ........................................................... Detroit
Judge Simon Sobeloff 1 .................................................... Baltimore
Harry Starr 2 ............................................................... New York
Roger W. Straus, Jr. 2 ........................................................ New York
Admiral Lewis L. Strauss 1 ............................................... Washington
Saul Viener 1 ............................................................... Richmond
Justice Joseph Weintraub 1 .............................................. Newark
Morton H. Wilner 1 ........................................................... Washington
Ben D. Zevin 3 ............................................................... Cleveland

Publication Committee

Robert D. Abrahams ........................................................ Philadelphia
Dr. Max Arzt ................................................................. New York
Rev. Dr. Bernard J. Bamberger .......................................... New York
Dr. Salo W. Baron ........................................................... New York
Rev. Dr. Samuel Belkin .................................................... New York
Rev. Dr. Mortimer J. Cohen .............................................. Philadelphia
Dr. Samuel Dinin .............................................................. Los Angeles
Dr. Azriel Eisenberg ........................................................ New York
Rabbi Ira Eisenstein ....................................................... New York
Rev. Dr. H. W. EtTELson .................................................... Memphis
Rabbi Oscar Z. Fasman ...................................................... Chicago
Rev. Dr. Abraham J. Feldman ............................................. Hartford
Irving Fineman ............................................................... Shaftsbury
Rev. Dr. Louis Finkelstein ................................................ New York
Bernard L. Frankel .......................................................... Philadelphia
Rev. Dr. Solomon B. Freehof ............................................. Pittsburgh
Dr. H. Louis Ginsberg ....................................................... New York
Dr. Eli Ginzberg ............................................................. New York

1 Term expires in 1964. 2 Term expires in 1965. 3 Term expires in 1966.
The seventy-fifth annual meeting of The Jewish Publication Society of America was held at three o'clock on the afternoon of Sunday, April 28, 1963, 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 200 members and officials in attendance.

The invocation was delivered by Dr. Jacob R. Marcus, a Vice-President of the Society, after which Mr. Satinsky extended greetings on behalf of the Officers and Trustees and then proceeded with the business of the Annual Meeting.

Report of the Committee on Nominations and By-Laws:

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

In behalf of the Committee on Nominations and By-Laws, I am pleased to present this Report of the Committee's unanimous recommendations for the officers and honorary officers to serve for the ensuing year, and for trustees to be re-elected and new trustees to be elected for terms of three years each.

Special mention should be made of the fact that this year marks the fifty-first term of Honorable Horace Stern as an officer of the Society. We note with special pride the long service of this beloved and distinguished jurist, which will be cele-
brated with appropriate ceremonies at the official observance of the 75th Anniversary of the Society this fall.

As you know, this Committee's jurisdiction includes the By-Laws Committee. At our meeting, we explored the question whether it would be desirable to limit the number of successive terms to which any officer, other than Editor, Chairman of the Publications Committee, and Executive Director, could be elected. Two benefits of such a change are (1) that it would provide the opportunity for a larger group of the leaders of our community to serve as officers of the Society, and (2) that it would result in building up a solid core of past officers with large experience who would continue to serve the Society and would be particularly qualified to participate in the long-range planning of its program. Before the next Annual Meeting, the Committee plans to present amendments to the By-Laws on this subject, so that they may be voted upon at next year's Annual Meeting of the Society.

Our President, Mr. Sol Satinsky, who has provided inspired leadership in conducting the affairs of the Society during the past three years, has urged that someone else be elected President this year. Your Committee unanimously concluded that the welfare of the Society would best be served if Mr. Satinsky and the other officers were re-elected, so that they may carry to fruition their plans for this Diamond Jubilee Year. We hope that by next year, the Board will have acted on recommendations for the limitation of terms, and perhaps we will then permit Mr. Satinsky to assume his desired role as a very young senior elder of the Society.

We wish also to add special words of commendation and of appreciation for the efforts of our Editor, Dr. Grayzel, the Chairman of our Publication Committee, Mr. Wolf, and our Executive Director, Mr. Zussman. With our President, they are largely responsible for the notable progress of the past year.

I now have the pleasure to present to you the following nominations, unanimously voted by our Committee:

**OFFICERS**

**President:** SOL SATINSKY (4th term)  
**Vice Presidents:** HONORABLE HORACE STERN (51st term)  
DR. JACOB R. MARCUS (10th term)  
BERNARD L. FRANKEL (4th term)  
BERNARD G. SEGAL (4th term)  

**Chairman, Publication Committee:** EDWIN WOLF, 2nd (3rd term)  
**Treasurer:** MYER FEINSTEIN (11th term)  
**Secretary:** JEROME J. SHESTACK (4th term)  
**Editor:** DR. SOLOMON GRAYZEL (25th term)  
**Executive Director:** LESSER ZUSSMAN (14th term)  

**HONORARY PRESIDENTS**  
HONORABLE LOUIS E. LEVINTHAL  
JACK SOLIS-COHEN, JR.  

**TRUSTEES**  
For re-election to three-year terms:  
HONORABLE HERBERT B. COHEN, York  
HONORABLE ABRAHAM L. FREEDMAN, Philadelphia  
HONORABLE THEODORE LEVIN, Detroit  
LEONARD N. SIMONS, Detroit  
MORTON H. WILNER, ESQUIRE, Washington  
BEN D. ZEVIN, Cleveland
For election as new trustees to three-year terms:

DR. GORDON F. BLOOM, Boston
HONORABLE NEWTON N. MINOW, Washington and Chicago
DR. PAUL SLOANE, Philadelphia

Respectfully submitted
BERNARD G. SEGAL, Chairman
SAMUEL H. DAROFF
JOSEPH M. FIRST
DAVID C. MELNICOFF
JEROME J. SHESTACK
EDWIN WOLF, 2nd
LESSER ZUSSMAN, Secretary
SOL SATINSKY, Ex-Officio

Treasurer's Report

Mr. Myer Feinstein, Treasurer, reported as follows:

The year 1962 was a very active one, as you will hear from the reports of our officers. As Treasurer, I am pleased to report that our finances are in good order and that our income for the year was slightly in excess of our expenditures.

Income from membership dues increased substantially, with $129,299 compared with $120,881, while income from the distribution of books other than membership amounted to $295,959 compared with $289,693. Welfare Fund income increased to $15,853 from $12,939, and royalty income increased to $15,001 from $10,200. Income from the Schiff Fund decreased to $766 from $20,551 because we published no books from this Fund during the year. Other income amounted to $7,678 compared with $8,579.

Expenses for the production of Bibles and books amounted to $264,436 compared with $281,633 and $18,112 compared with $18,905 for royalties to authors. Other expenses for administration, promotion and distribution amounted to $179,269 compared with $167,716.

In total, our income amounted to $464,556 as compared with $462,843 in 1961, and our expenses were $461,817 compared with $468,254, so that we showed a modest excess of $2,739 for the year compared with a deficit of $5,411 in 1961.

It is our hope that membership income and book distribution will continue to rise, so that the Society's important services may expand and reach an ever-increasing number of students and readers. A strong, solvent Society will help assure this objective.

Executive Director's Report

Mr. Lesser Zussman, Executive Director, presented an informal report during which he discussed the steps taken for publication and promotion of the new translation of THE TORAH. He outlined the great care which went into design and production, and also discussed the method followed to publicize and advertise the new translation before and after publication on January 28th. The first printing of 50,000 copies was distributed in ten weeks, and another printing of 25,000 copies was completed several weeks ago. It is hoped that distribution during the first year will exceed 100,000 copies.
Publication Committee Report

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

The details of the publication program are given in your President's report, so that I need not comment on them now. What you do not learn from the facts and figures is the work that goes on behind the scenes. Alas, no book springs full-grown, printed and bound from its author's head.

The Society seeks and is sometimes offered manuscripts for publication. These are turned over to the appropriate committee of the Publication Committee for reading and recommendation. Frequently, the work is accepted by the committee subject to changes in content or in style. Frequently, the whole book is recast by its author before it comes to our editor for preparation. Then comes the professional editing, which can range from comparatively minor and technical correction to what is virtually the equivalent of rewriting. At that point it is ready for the press. Type, format, binding and jackets are chosen. Proofs begin appearing, first galleys, then pages, and finally after the hard work of many persons the book is published.

The sub-committees of the Publication Committee are charged with such areas as the Bible and Ancient History, Medieval History, Belles Lettres, Juveniles, Modern History, American Jewish History, Classics and Art. These committees not only read critically and recommend publication, but suggest subjects and seek to find authors competent and willing to write on them. The corporate knowledge and experience of this body have produced an impressive list of titles greatly to be desired. These are works, sometimes original subjects for research, sometimes translations, which would add significantly to our knowledge and understanding of Jewish life. We want new books on history and interpretation; we want new translations of the classics; we want new books in all of the fields mentioned above.

There are two major problems in turning a desire into a reality. The first is to find someone who has the scholarly knowledge and the ability to set down that knowledge in a good and accurate fashion. In our pursuit of these elusive authors, we speak to men in this country, in Europe, in England and in Israel. Some are hesitant, others too busy, a number seize upon the opportunity and project three volumes in place of the one we had in mind. But, far more important, is the fact that the Society does not have funds in sufficient amount to recompense these men for their work. In our society we accept the fact that a bricklayer is entitled to such-and-so-many dollars an hour, and it is a considerable number of dollars. We somehow expect the scholar and the writer to produce a book, because he wants to do it. If he is lucky he gets some income from his production.

We are faced with the fact that the men we approach are teaching or working in some field of endeavor. To take the time it requires to do the research and write a book is a sacrifice. To take that time and not get financial help is frequently impossible. These men have families, have to pay rent and have to buy food and clothing. We are able to offer them far less than a truckdriver makes in a year to write a book. It is unfair. We need much more money than we have available to convince writers to write.

Much of the heartbreak and much of the labor pains which go into finding, writing and publishing a book are borne by our editor, Dr. Grayzel. The brief word of thanks in the preface of most of our books does not reflect in any appreciable manner how much of Dr. Grayzel has gone into that particular book. I must, as I have in the past, pay homage to his imagination, his patience, his skill and above all his protagonism of even the most difficult writers.
Ladies and Gentlemen:

Within a few weeks, The Jewish Publication Society of America will complete its 75th year of service to the American Jewish community. This is a significant date in the Society's history, and it will be fittingly celebrated after the High Holy Days. Other dates in our history come to mind as we look back through the years. First, of course, is the year of our establishment in 1888. Then 1898, when we launched the AMERICAN JEWISH YEAR BOOK annual series—with 63 volumes now in print. 1917 is a memorable date, when we published for the first time under Jewish communal auspices a translation of the Bible in the English language—a work which is in use wherever English is read and of which nearly a million copies are in print.

It would take too long to discuss the other outstanding dates in our history, so let me stay on the subject of the Bible and skip to 1962—the year covered by this annual report—and point to publication of The Torah as the highlight of an active year during which the Society continued to fulfill its charter purpose of publishing and distributing good books of Jewish interest for the purpose of helping preserve and enhance our religion and culture. The details follow:

### 1962 Publication Program

During the past year, we published a total of fourteen volumes, of which nine were hardbound and five were paperback reprints. The titles, with the statistical record of month published, quantity printed and distribution during the calendar year, are:

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Publication Date</th>
<th>Quantity Printed</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Spinoza of Market Street</td>
<td>Isaac Bashevis Singer (co-published with Farrar, Straus and Co.)</td>
<td>Jan.</td>
<td>3,000</td>
<td>2,021</td>
</tr>
<tr>
<td>The Sound of Bow Bells: Sir David Solomon</td>
<td>Robert D. Abrahams (A Covenant Book)</td>
<td>Mar.</td>
<td>3,000</td>
<td>1,337</td>
</tr>
<tr>
<td>The Woodcuts of Jakob Steinhardt, edited by Leon Kolb</td>
<td></td>
<td>Apr.</td>
<td>3,000</td>
<td>2,520</td>
</tr>
<tr>
<td>American Jewish Year Book, Vol. 63, edited by Morris Fine and Milton Himmelfarb (Co-published with the American Jewish Committee)</td>
<td></td>
<td>June</td>
<td>3,350</td>
<td>3,122</td>
</tr>
<tr>
<td>The Rise and Fall of the Judaean State</td>
<td>Solomon Zeitlin</td>
<td>June</td>
<td>4,475</td>
<td>3,624</td>
</tr>
<tr>
<td>Abraham Geiger and Liberal Judaism. Compiled by Max Weiner. Translated by Ernst Schlochauer.</td>
<td></td>
<td>Sept.</td>
<td>4,000</td>
<td>2,259</td>
</tr>
<tr>
<td>The Fighter from Whitechapel: Daniel Mendoza</td>
<td>Harold Ribalow (A Covenant Book)</td>
<td>Sept.</td>
<td>3,000</td>
<td>1,315</td>
</tr>
<tr>
<td>The Prophets</td>
<td>Abraham J. Heschel (Co-published with Harper and Row)</td>
<td>Nov.</td>
<td>5,500</td>
<td>4,313</td>
</tr>
<tr>
<td>The Torah: The Five Books of Moses</td>
<td></td>
<td>Dec.</td>
<td>50,000</td>
<td>4,765</td>
</tr>
</tbody>
</table>
PAPERBACKS (Published with Meridian Books of The World Publishing Co.)

Akiba: Scholar, Saint and Martyr by Louis Finkelstein  
On Jewish Law and Lore by Louis Ginzberg  
Hebrew Reborn by Shalom Spiegel  
Selected Essays of Ahad Ha-Am, edited by Leon Simon  
Theodore Herzl by Alex Bein  

May 6,117 2,408
May 6,031 2,232
May 6,000 2,461
Nov. 6,000 1,049
Nov. 4,000 1,209

1962 Reprints

We reprinted fourteen titles during the year, with the statistical record of quantity reprinted and total in print as follows:

<table>
<thead>
<tr>
<th>Title</th>
<th>Quantity Reprinted</th>
<th>Total in Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Holy Scriptures</td>
<td>34,600</td>
<td>958,000</td>
</tr>
<tr>
<td>Pathways Through the Bible by Mortimer J. Cohen</td>
<td>15,000</td>
<td>157,925</td>
</tr>
<tr>
<td>History of the Jews by Heinrich Gratz (6 Vols.)</td>
<td>3,000 sets</td>
<td>65,850 sets</td>
</tr>
<tr>
<td>A History of the Jews by Solomon Grayzel</td>
<td>5,700</td>
<td>60,800</td>
</tr>
<tr>
<td>Workbooks to Pathways Through the Bible (3 parts)</td>
<td>3,413 sets</td>
<td>23,755 sets</td>
</tr>
<tr>
<td>Rembrandt, the Jews and the Bible by Franz Landsberger</td>
<td>3,400</td>
<td>15,600</td>
</tr>
<tr>
<td>A Passover Anthology by Philip Goodman</td>
<td>3,000</td>
<td>8,129</td>
</tr>
<tr>
<td>Awakened, a novel by Margaret Abrams</td>
<td>2,034</td>
<td>10,613</td>
</tr>
<tr>
<td>Tears and Laughter in an Israel Courtroom by Shneor Cheshin</td>
<td>2,000</td>
<td>9,059</td>
</tr>
<tr>
<td>Mr. Benjamin's Sword by Robert D. Abrahams</td>
<td>2,000</td>
<td>8,032</td>
</tr>
<tr>
<td>The Last Revolt by Joseph Opatashu</td>
<td>1,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Silversmith of Old New York: Myer Myers by William Wise (A Covenant Book)</td>
<td>1,000</td>
<td>5,000</td>
</tr>
<tr>
<td>The Voice of Liberty: Emma Lazarus by Eve Merriam (A Covenant Book)</td>
<td>1,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Citizen of the World: Albert Einstein by William Wise (A Covenant Book)</td>
<td>500</td>
<td>4,500</td>
</tr>
</tbody>
</table>

Publication Distribution

Our 1962 distribution was approximately the same as 1961: 161,797 compared with 159,624. Of the 1962 total, 55,431 volumes were selected by members; 102,242 were distributed to bookstores and other customers; and 4,124 distributed as free books.

Bible sales in 1962 were 3% below the preceding year, with 43,448 volumes distributed as compared with 44,810. Distribution of Pathways Through the Bible also declined, with 13,487 volumes in 1962 compared with 14,542 in 1961—a decrease of 7%.

Membership Statistics

Our membership enrollment increased by only 2½% compared with 1961—from 10,905 to 11,152. This is not a large increase, but it is encouraging because we recovered most of the loss sustained in 1961 after dues were increased at the end of
1960. Also, it restores the upward trend in membership enrollment which we enjoyed for seven successive years prior to 1961.

The total enrollment at the end of 1962 breaks down to 3,576 new members (including 2,341 gift members) and 7,576 renewals. Of this number, 5,540 were enrolled at the $6.00 level, 4,003 at $12.50, 1,020 at $25.00, and 589 at $30.00 and higher. In addition, we enrolled 561 children as Covenant Book members.

Necrology

We suffered the loss of two valued colleagues during the past year. On July 9, 1962, Dr. Julius Grodinsky passed away. He had served as Executive Secretary from 1926 to 1936 and as a member of the Board of Trustees from 1936 to 1939. May his memory be a blessing.

On October 6, 1962, Howard S. Levy went to his eternal rest. A devoted member of the Board of Trustees since 1923, Mr. Levy was one of the most generous and lovable of men. His memory will be cherished among us.

Bible Translation

The Bible Translation Committee, with Dr. Harry M. Orlinsky as Editor-in-Chief, completed the manuscript of The Torah before the summer and it then became the responsibility of the Bible Production Committee (consisting of Trustees Joseph M. First, Maxwell M. Rabb and Ben D. Zevin) to produce as beautiful a volume as possible. Those of you who have seen the printed volume will agree that they carried out their mission with great success. In fact, many of the reviewers who praised the quality of the new translation also commented favorably upon the format of the bound volumes.

In general, the scholarly and lay response to the new translation was overwhelmingly favorable. There was some negative reaction from one of the Orthodox groups, but this was not nearly as harsh as that accorded by the same group to our 1917 translation. Reviewers in a large number of Jewish and Christian publications pointed out that the new translation filled a long-felt need and that the Jewish community had rendered an important service to all who study and read the Scriptures.

A first printing of 50,000 volumes of The Torah was completed in December and distribution was made promptly to members who had reserved copies. Bookstore sales began in January of 1963 and met with prompt success. Advertisements were run in daily and weekly newspapers, as well as in monthly magazines, so that much public interest was created. It became apparent that the first printing would be sold out within three months, so that a second printing of 25,000 copies was put on press in February. As anticipated, we began to draw upon the second printing in April and present sales continue at a high level.

With publication of the new translation of The Torah, we now look forward to new translations of the other Books in The Holy Scriptures. The Bible Translation Committee is continuing its historic work, with Dr. H. Louis Ginzberg as Editor-in-Chief of The Prophets and Drs. Ginsberg and Orlinsky as co-editors of The Writings. May they and their associates be granted the strength and inspiration needed for this important task.

Thus, the Society in its present-day activities continues to follow in the footsteps of the founders. While their primary aim was that of helping the immigrant to adjust to his environment by giving him books in his new language, and our aim is to encourage the reading of good books in what has become our native language—the Society's constant aim has been and continues to be the same. We remain
interested in the charter purpose which I noted at the beginning of this report: that of publishing and distributing good books of Jewish interest for the purpose of helping to preserve and enhance our religion and culture. The year 1962 will go down in our history as an important one in the fulfillment of this purpose.

Program

Dr. Solomon Grayzel, Editor, served as Chairman of a program in honor of Dr. Cyrus Adler’s centennial year. An address on “Cyrus Adler’s Vision of American Judaism” was delivered by Dr. Arthur Hertzberg, Rabbi of Temple Emanu-El of Englewood, N. J.

The discussion following the address was enthusiastic, with many questions from the audience. It was suggested from the floor that the address be reprinted in the next Bookmark. The suggestion was accepted and excerpts appeared in the Bookmark dated June, 1963.

The meeting was adjourned at five o’clock.

Respectfully submitted,

JEROME J. SHESTACK, Secretary