The Jewish Publication Society of America

REPORT OF THE SEVENTY-SIXTH YEAR

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(elected June 7, 1964)

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1 Term expires in 1965. 2 Term expires in 1966. 3 Term expires in 1967.
The seventy-sixth annual meeting of The Jewish Publication Society of America was convened at three o'clock in the afternoon on Sunday, June 7, 1964, in the JPS Building, 222 N. 15th Street, 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. Solomon Grayzel, Editor of the Society. Mr. Satinsky then extended greetings on behalf of the Officers and Trustees and proceeded with the business of the Annual Meeting.
Report of the Committee on Nominations and By-Laws

It is a pleasure to rise to present, for the first time in this splendid new building of the Society, the Report of the Committee on Nominations and By-Laws.

In last year's Report of this Committee, special mention was made of the facts that the Honorable Horace Stern was being nominated for his 51st term as an officer of the Society, and that plans were being made to honor, with appropriate ceremonies, Justice Stern's notable service to the Society during more than a half century.

This year, your Committee has concluded that after 51 terms as Vice President (interrupted only by service as President during a brief interim period), Chief Justice Stern is entitled to a change in office. It is with great pride, therefore, that we shall place him in nomination today as an Honorary President of the Society. And as all of you know, we shall have an opportunity to express our admiration, affection and esteem for him at the dinner this evening.

We have had a vacancy in the office of Vice President for some time, and the election of Justice Stern as an Honorary President will create a second one. In its nominations for these two posts, your Committee is rewarding particularly outstanding service performed for the Society by two of its Trustees. Both are busy men of affairs and we are highly gratified that they have agreed to permit our Committee to nominate them. I refer to Joseph M. First and David C. Melnicoff.

Last year, I reported for the Committee that we were exploring the question whether to limit the number of successive terms to which any officer, other than our Editor, our Chairman of the Publication Committee, and our Executive Director could be elected, and I mentioned some of the benefits which we might expect from such action. The subject is still under study, and we hope to present a definitive recommendation in the year ahead.

This has been a productive year in the life of the Society. The splendid, and obviously well planned, new building in which we meet today is typical of the laudable results we have been enjoying from the solid leadership and the dedicated efforts of our President, Sol Satinsky, and the work and cooperation of our officers and Board of Trustees. Mr. Satinsky is once again most desirous of relinquishing the Presidency, on the ground that even four terms are too many. After considerable persuasion by our Committee, Mr. Satinsky finally agreed to postpone for one more year only his resolve to step down from the Presidency.

Our Committee is especially gratified, too, to present for reelection our Editor, Dr. Solomon Grayzel, who has completed a quarter of a century of distinguished and productive service in this office, the Chairman of our Publication Committee, Mr. Edwin Wolf, 2nd, and our Executive Director, Mr. Lesser Zussman; their contributions to the work of the Society during the past year have met and even exceeded the high standards these men have established in past years.

To fill two vacancies in the Board of Trustees, your Committee is nominating Harold L. Zellerbach of San Francisco, one of that city's most active citizens in civic, communal, and philanthropic activities, who, as a Trustee of the University of Pennsylvania, has occasion to come to Philadelphia from time to time; and Edward H. Rosen, one of the most active and promising younger men in the Philadelphia community, who already has made most creditable contributions to charitable and fraternal activities in our City.

Mr. President, I have the pleasure to present to you, for a unanimous Committee, the following nominations for the Officers and Honorary Officers to serve for the ensuing year, and for Trustees to be reelected, and new Trustees to be elected, for terms of three years each:
OFFICERS

President: SOL SATINSKY (5th term)
Vice Presidents: DR. JACOB R. MARCUS (10th term)
               BERNARD L. FRANKEL (5th term)
               BERNARD G. SEGAL (5th term)
               JOSEPH M. FIRST (1st term)
               DAVID C. MELNICOFF (1st term)

Chairman, Publication Committee: EDWIN WOLF, 2nd (4th term)
Treasurer: MYER FEINSTEIN (12th term)
Secretary: JEROME J. SHESTACK (5th term)
Editor: DR. SOLOMON GRAYZEL (26th term)
Executive Director: LESSER ZUSSMAN (15th term)

HONORARY PRESIDENTS

Jack Solis-Cohen, Jr.
Honorable Louis E. Levinthal
Honorable Horace Stern

TRUSTEES

For reelection to three-year terms:

Honorable David L. Bazelon, Washington
Robert J. Block, Seattle
Honorable Phillip Forman, Trenton
Leo Guzik, New York
Maxwell M. Rabb, New York
Frank J. Rubinstein, Baltimore
Honorable Simon Sobeloff, Baltimore
Admiral Lewis L. Strauss, Washington
Saul Viener, Richmond

For election as new Trustees to three-year terms:

Harold L. Zellerbach, San Francisco
Edward H. Rosen, Philadelphia

Respectfully submitted,
Bernard G. Segal, Chairman
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:

It is good to be able to report that the Society had the highest income in its history during the year 1963, due to publication of the new translation of THE TORAH. This one title brought in a total of $203,943 against expenditures for production and promotion of $178,569, so that a net gain of $25,374 was added to the Bible Fund.
Income from sources other than THE TORAH amounted to $438,677 compared with $464,556 in 1962. Of this amount, $134,830 came from membership dues—a 4% gain over the amount of $129,299 in 1962. Income from the sale of books and bibles amounted to $246,918, a decrease of 17% when compared with $295,959 in 1962—no doubt accounted for by sales of THE TORAH, since combined income amounted to $450,861—a gain of 52% over 1962. Miscellaneous income in 1963 was $56,929 compared with $39,298 in 1962. This substantial difference is due to our publication of four books from the Jacob R. Schiff Fund in 1963 compared with one in 1962.

Expenditures for the year 1963, again exclusive of THE TORAH, amounted to $446,806 compared with $461,817 in 1962. Expenses of administration and distribution remained fairly level, so that practically all of the decrease was accounted for by lower book manufacturing costs based on decreased sales.

It is also good to be able to report that we received two substantial bequests during the year. The first, in an amount of $100,000 from the Adolph Amram Estate, will provide an annual grant of $4,000 for the writing of a scholarly book. The second, from the estate of former Trustee Howard W. Levy in an amount of $30,000, provides that the income may be used for the general purposes of the Society. We treasure the memories of both donors.

Executive Director's Report

Mr. Lesser Zussman, Executive Director, presented an informal report dealing with the planning and activities which went into construction of the new building. He also discussed the hope of the Society that the building would become a cultural center and that visitors from all over the world would be attracted to the exhibits, displays and events which are projected. Thanks were extended to the officers and members of the staff for their cooperation during the rebuilding experience.

Publication Committee Report

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

The aim of any publisher is to get the most books into the hands of the most people. There are some publishers who strive to achieve this goal without regard to the quality of the work they disseminate. A high proportion of today's best-sellers is the result of our age's characteristic chase after the dollar. About the only question the entrepreneur of this kind of reading matter asks is "Will it sell?" Consequently, bookstores are flooded with the cheap, tawdry, meretricious and well-advertised writing tricks of the moment.

The Jewish Publication Society has exactly the same aim as the most venal publisher of borderline pornography: we want to get the maximum number of books into the hands of readers. Our ultimate aim is not, however, merely the profit which will accrue—although we are not averse to financial success—but the knowledge of Jews, Judaism and Jewishness which will be spread. Our planning must, therefore, be different from that of the purely commercial house.

We have had as our motto for many decades: "Jewish Books in Jewish Homes." And we have thereby implicitly meant good Jewish books. Yet, we have been faced with what has always been a difficult matter of judgment concerning the type—but not the quality—of the books we publish. Among our members are those who are beginning their search into the meaning of their Jewish heritage, men and women who are not accustomed to the weighty building of sound scholarship, who want and need a text which explains its subject simply, easily and clearly. At the other extreme we have a Jewishly very sophisticated readership. They are knowledgeable about history, philosophy, religion, sociology, anthropology, archaeology,
art and literature. Bookishly speaking, they have strong digestive tracts. They are seeking the esoteric, the scholarly, the original work.

Between these two extremes the Society is forced to operate, looking with one eye towards a group of readers who are just beginning to learn about the complicated, composite background of Jews and with the other eye to those who want a serious addition of a highly technical nature to their already considerable knowledge.

In one year, as that just past, we seem to lean in our choice to the latter, and when we do, the former group expresses its discontent in no uncertain terms. Davis's history of the Conservative movement, Guttmann's account of Jewish philosophy, Kaplan's interpretation of Hermann Cohen and Blau's and Baron's documentary compilation of early American history are not children's books. They are nuts hard to crack, but filled with the sweet meat of sound scholarship. We consider them important contributions to the world literature on the Jew. We have no apologies to make for having published them.

Yet, we are aware that works such as these sit unread on the shelves of many of our members. It is our hope that over a period of years they may, by regular intellectual exercise, gain the strength to enjoy what now seems beyond their strength. Thoughtful reading is not a gift. It is rather a skill that comes from practice. It is like skiing. You learn techniques and gain confidence on gentle slopes to enable you to enjoy the thrill of a mountain trail. We can assure you that books for beginners have been and will be published by the Society, and many books for those a bit more advanced.

In the coming year a number of good books will appear which our average reader can enjoy and our academic reader equally appreciate. Two art books, on the architecture of the European synagogue (from last year's list) and on art in the modern American synagogue (to come next year), are pioneer works which should have a wide appeal. Alexandra Levin's biography of Harry Friedenwald is in the same warm, personal vein as her excellent life of Henrietta Szold. An anthology of articles from the once highly influential *Menorah* will revive and give permanence to many essays on Jewish life which influenced the past generation, but which the present generation has never read. A collection of American Jewish autobiographies, edited by Harold Ribalow, will make vivid our past in this country. And most timely, in view of the critical situation at the present time, will be Joseph Bentwich's survey of education in Israel.

Our president's annual report in the next Year Book will list in formal fashion the books published and to be published. It is my responsibility only to explain, to philosophize and to speak for about ten minutes. Some explanation of our difficulties in the selection of books I have given. I have philosophized about American Jewish life, at length and elsewhere, and would only repeat myself by continuing my dialogue with myself here. I cannot, however, permit this occasion to pass without paying tribute to the Society as one of the major forces in this country for the preservation and dissemination of what is the best in our Jewish heritage.

If American Jewry is to survive, it will be because Jews have a knowledge of their heritage and consider it a privilege to share in it. I know of no better way of acquiring that knowledge than through the reading of books. Part of my prescription for the maintenance of American Jewry is then to support the Jewish Publication Society not only financially but—even more important—by reading its books. A significant by-product of the kind of quality publishing we do is the encouragement of Jewish scholarship. The building blocks of our Jewish future will be the scholars who write and are published and an informed laity who will respect them and read their writings. This has been one of the elements of Jewish strength in the past. It must be assured for the future. With your help the Jewish Publication Society will continue to make its contribution.
And now I have philosophized, and I have also spoken ten minutes. My immediate responsibilities are ended. I can assure you, however, that the work of the Publication Committee will go on. Even now manuscripts are in the hands of intelligent and faithful readers who recommend that we do or do not publish them. Even now our hard-working editor is struggling with books in various states of production. And continually we are thinking and planning for new projects which we hope will meet your pleasure and make—as so many of our books have made—a worthy contribution to Jewish life.

Report of the President

Mr. Sol Satinsky, President, presented his report for the year 1963 as printed below.

Program

Dr. Solomon Grayzel read a paper titled "Renewal and Dedication" in honor of the new building. The paper was enthusiastically received by the audience and a suggestion was made that the paper be published in The Bookmark. (Printed in issue dated September, 1964.)

The meeting was adjourned at five o'clock and was followed by a reception.

Respectfully submitted,

JEROME J. SHESTACK, Secretary

THE ANNUAL REPORT OF THE PRESIDENT
FOR THE YEAR 1963

Ladies and Gentlemen:

Our reports at these annual meetings are divided into facts, figures and interpretations. The figures have been presented by the treasurer and the interpretation of our program by the chairman of the Publication Committee. It is now my job to give you a condensed report of the Society's life this past year.

1963 Publication Program

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

*Essays and Portraits in Anglo-Jewish History* by Cecil Roth
- Jan. 4,250 2,126

*The Pharisees* (Third Edition, Revised) by Louis Finkelstein 2 volumes
- Feb. 3,825 sets 2,954 sets

*A Treasury of Responsa* by Solomon B. Freehof
- Feb. 4,250 3,489
- June 4,000 2,039

*In the Thicket* by Solomon Simon

*The Emergence of Conservative Judaism* by Moshe Davis
- Sept. 4,350 3,907

*Isaiah: The Mighty Voice* by Miriam Gilbert (A Covenant Book)
- Sept. 4,550 1,969
We reprinted ten titles during the year, with the statistical record of number of volumes reprinted and total in print as follows:

<table>
<thead>
<tr>
<th>Title</th>
<th>Reprints</th>
<th>Total in Print</th>
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<tbody>
<tr>
<td>The Torah: A New Translation</td>
<td>100,000</td>
<td>150,000</td>
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<tr>
<td>The Holy Scriptures (1917 translation)</td>
<td>20,000</td>
<td>978,000</td>
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<tr>
<td>Pathways Through the Bible by Mortimer J. Cohen</td>
<td>10,000</td>
<td>167,925</td>
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<tr>
<td>A History of the Jews by Solomon Grayzel</td>
<td>5,000</td>
<td>65,800</td>
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<tr>
<td>The Book of Ruth by Jacob Steinhardt</td>
<td>2,300</td>
<td>8,250</td>
</tr>
<tr>
<td>The Book of Psalms</td>
<td>5,000</td>
<td>32,200</td>
</tr>
<tr>
<td>Legends of the Bible by Louis Ginzberg (J.P.S. Edition)</td>
<td>3,346</td>
<td>15,046</td>
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<tr>
<td>The Exiled and the Redeemed by Izhak Ben-Zvi</td>
<td>2,058</td>
<td>10,643</td>
</tr>
<tr>
<td>The Prophets by Abraham J. Heschel (J.P.S. edition)</td>
<td>2,933</td>
<td>5,933</td>
</tr>
<tr>
<td>Albert Einstein by William Wise (A Covenant Book)</td>
<td>2,000</td>
<td>13,000</td>
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**Publication Distribution**

Our 1963 distribution was the highest in the Society's history, due to The Torah, of which 112,151 copies were distributed. In addition, we distributed 149,192 copies of other books, with 46,226 selected by members, 99,881 to bookstores and other customers, and 3,085 distributed as free books.

Bible sales in 1963 declined by 3%, with 42,106 copies distributed compared with 43,448 in 1962. Distribution of Pathways Through the Bible also declined, with 12,921 volumes in 1963 compared with 13,363 in 1962—a decrease of 3%.
Membership Statistics

Our membership enrollment increased by 3% during 1963—from 11,152 to 11,524—so that we have enjoyed increases in enrollment during eight of the past nine years.

The details on our enrollment are: 3,949 new members (including 2,586 gift members) and 7,575 renewals. Of the total, 5,697 were enrolled at the $6.00 level, 4,099 at $12.50, 1,040 at $25.00, and 688 at $30.00 and higher. In addition, we enrolled 284 children as Covenant Book members.

Bible Translation

Several references to the new Bible translation have been made in this report, but the project merits special mention. It is the most eventful undertaking in the Society's recent history and the international acceptance and acclaim which The Torah received proves that a long-felt need has been met and that completion of the work is eagerly anticipated by both scholars and laymen. In this connection, I can report that the work of the Bible Translation Committee is continuing and that we hope to publish The Torah with Haftarot and the Megillot in Hebrew and English during the year 1967. Before then, it is our hope that Dr. Ephraim Speiser will complete the book of "Notes on the New Translation of The Torah" which he is editing in cooperation with the Translation Committee, and that this important volume will be published in 1967. After publication of The Torah in Hebrew and English, we look forward to completion of The Prophets, The Writings, and other books which will materialize as a result of the Translation Committee's work.

Our sincere appreciation is extended to Doctors Ginsberg, Speiser, Orlinsky, Arzt, Bamberger, Freedman and Grayzel. May God grant them good health and strength as they continue with this important work.

Before leaving this subject, I should like to extend thanks to Mr. Harry Scherman and his associates at The-Book-of-the-Month Club. They gave extensive publicity to publication of The Torah and succeeded in distributing a very substantial number of volumes to their subscribers. Their advertisements were widespread and included such periodicals as Fortune and Life, so that the new translation received publicity in media which we couldn't possibly have afforded on our own.

Bible Fund

We launched the Second Bible Fund at the end of 1962 to raise funds for continuation of the work of translation. Our goal is $500,000.00, which amount is estimated as needed to complete the work. Thus far (as of May 1, 1964) we have received $122,225.00 in pledges, so that a substantial portion of our goal has been reached. We are confident that the full amount will be obtained with the continued help of those who are interested in assuring the successful completion of this monumental undertaking.

Necrology

Four valued colleagues were lost to us during the past year: Izhak Ben-Zvi, President of the State of Israel and author of The Exiled and the Redeemed which we published in 1957; Dr. Franz Landsberger, author of Rembrandt, The Jews and the Bible which we published in 1946; Rev. Dr. Felix A. Levy, rabbi and educator, was a member of the Publication Committee since 1939; Rev. Dr. Abba Hillel Silver, communal leader and author, was a member of the Board of Trustees from
1925 to 1949 and author of *Where Judaism Differed* which we published in 1957. Their memories will be cherished among us.

Such, in brief, is the story of an eventful year in the Society's history. Behind this story lie the increasing efforts of our officers, trustees, publication committee and staff—efforts directed not only to make our work more effective, but also to expand it and make our institution more vital and dynamic. You can take it for granted that we have explored every avenue that opened up, and we hope to continue to do so in the years to come. Thus, we shall fulfill the Society's purpose of promoting and enhancing our Jewish culture and religion through the publication of good books.