The Jewish Publication Society of America

REPORT OF THE SEVENTY-NINTH YEAR

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(elected May 21, 1967)

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1 Term expires in 1968  2 Term expires in 1969  3 Term expires in 1970.
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THE SEVENTY-NINTH ANNUAL MEETING

The Seventy-ninth annual meeting of The Jewish Publication Society of America was convened at three o'clock in the afternoon on Sunday, May 21, 1967 in the Warwick Hotel, Philadelphia, with approximately 250 members and guests in attendance. The invocation was delivered by Dr. Jacob R. Marcus of Cincinnati.

Mr. Joseph M. First, President of the Society, extended greetings on behalf of the officers and trustees, then proceeded with the business of the Annual Meeting.

Treasurer's Report

Mr. William S. Fishman, Treasurer, reported as follows:

The Jewish Publication Society's audit for the year 1966 shows membership contributions of $171,772; book sales income of $321,714; and other income of $46,106, so that total income amounted to $539,614 which is approximately $19,000 greater than 1965. 1966 expenses were $326,961 for book production and $225,249 for administrative expense, so that total expenses amounted to $562,210. Production expenses for 1966 were approximately $6,500 less than 1965 whereas administrative expenses were approximately $33,250 greater than 1965. The increase in administrative expenses was due in part to the normal increment in salary and wage levels; in part to the overlapping salaries of our retiring editor and our current editor; and for the most part the balance is due to increases in sales promotion and advertising budgets as approved by the Board for the purpose of increasing membership enrollments.

Because expenses rose by a greater amount than income during 1966 as compared with 1965 the Society's operating deficit rose to a net loss of $12,596 as compared with a loss of $4,804 in 1965.

The increase in membership contribution schedules and other improvements will certainly overcome the larger operating deficit experienced in 1966. The Board of Trustees reviewed at its last meeting the Society's financial and also total operations and was of the opinion that our management is both efficient and effective.

The Investment Committee under the chairmanship of David C. Melnicoff continues to perform its responsibility admirably. Our investment and special funds are in very good balance. Income continues satisfactory. The market value of our bonds and equities are in excess of our costs.

Membership Committee

Dr. Samuel J. Ajl, Chairman of the Membership Committee, reported as follows:

Some months ago our President appointed me Chairman of the Membership Committee of the Society. I understood this assignment not to mean a directive to randomly increase the membership of the Society, but rather to evaluate the many facets that are necessarily associated with it.
In an effort to do this we invited several people from the community to serve on this Committee; we met formally at least twice and informally with Dr. Potok, Mr. Zussman and individual members of the community on numerous occasions; discussed the problem at great length with Mr. Mill Roseman of the Lampert Agency, New York, whose insights into this problem were beautifully and perceptively presented to me and to others and whose thoughts I am incorporating into this report; and the one thing that became abundantly clear from all of our discussions was that the approach to membership recruitment must be oriented primarily and solely towards quality. Recruitment oriented towards pure quantity we decided, would be self-defeating. This is amply evidenced by the rather poor renewal rate the Society has on gift memberships. This assumption has also meant that if we were successful in increasing membership through such devices as approaching Directors of Hillel Foundations, Synagogues, Rabbis, Ladies Auxiliaries, displaying posters with membership inserts, or even hiring a full time Public Relations man; the increase that would result would be largely quantitative, not permanent and thus self-defeating in the long run.

As a matter of fact, Les Zussman, the Society's best Public Relations man, has found from his own experience through the years, that the kinds of solicitations mentioned above, on a wide indiscriminate basis, are totally ineffective, in the long run, that is to say, even if we are successful in getting new members by such means, they certainly will not be there when renewal time comes around.

We are therefore addressing ourselves solely to quality membership which really means that we are interested in people joining the Society for intrinsic reasons alone. We want members who have a specific interest in books dealing with the Jewish experience, both with insight and art. Therefore, whether some of us like it or not, and I for one like it, we are talking about the Jewish intellectual. And furthermore, of reaching such individuals in terms of their image of themselves as Jewish intelligentsia. The Society must make it clear that we are attempting to reach them through their minds and the emotional responses that relate to their intellectual processes.

There are many implications that follow from this conclusion and the most important is the very image that the Society must project of itself to this select group. We, therefore, cannot publish books for the sole purpose of selling them to people who either want a bargain or wish to be patronizing, or are appealed to for reasons other than their intellectual interest in Jewish life. But, rather, publish books which will provide for this Jewish intellectual something he considers worthwhile and meaningful.

Another implication is quantity. If the image of the Society is to be projected by its Editor, its Publication Committee; in short, by the Society, then almost by definition, a limitation is put upon membership, because there is only a finite number, and I would suspect a rather small number unfortunately, of Jewish intellectuals among the Jewish population as a whole in the U.S., who are deeply interested in Jewish affairs and which would constitute a solid base for the Society.

The crux of the problem therefore is one of communication between the Society and this defined, specific audience. And having refined our thinking as to the books we are producing and offering that specific audience, we are left with the simple problem of bringing the books and the audience together. After considering a number of ways both tried and untried of doing this, we came to the conclusion and so recommended to the Board of Trustees, that the major thrust would be via a concentrated advertising program in periodicals that are most apt to reach the people we want to talk to. Again, Mr. Zussman had already accumulated some data which indicated that this approach gave some promise of success. To expand
and enlarge this program, the Membership Committee requested a sum of money to embark on a serious advertising campaign in such journals as Commentary, National Jewish Monthly, Hadassah Magazine, Saturday Review and others. As a corollary to this program a serious effort will be made to intensify our direct mailing. While this expenditure was authorized, we will be watching the results closely so we shall know almost on a monthly basis whether continuation is justified in terms of the results we obtain.

In conclusion, lest I leave you with a totally pessimistic outlook, may I point out that from a membership of approximately 9,700 in 1957 we went to 14,250 in '66, an increase of 50%. This is really not that bad! What is really distressing is that the total Jewish population during this same period went from 5.2 million to 5.7 million, an increase of only 1.9%.

Executive Director's Report

Mr. Lesser Zussman, Executive Director, presented an informal report on the reasons for the Society's decision to increase the level of membership contributions on January 1, 1967. As reported by the Treasurer, expenditures in 1966 were substantially in excess of income—due primarily to increases in costs of book production and overhead, without corresponding increases in income. In several areas, especially typesetting and bookbinding, costs had gone up as high as 60% since 1961—the year when the previous schedule was established. After much study of costs and income, the Board decided upon the following schedule:

- $7.50 contribution entitles members to select two books;
- $10.00, three books;
- $15.00, five books;
- $30.00, ten books;
- $35.00, twelve books.

It is hoped that the increased income to be derived from the new schedule will enable the Society to balance its budget in 1967.

Report of the Publication Committee

Mr. Edwin Wolf, 2nd, Chairman, reported as follows:

This year it is very difficult for the Chairman of the Publication Committee to make his usual, as-it-were-off-the-cuff report. The Society has during its long history had editors who were the models of dedication, perhaps over-dedication, such as Henrietta Szold, and the epitome of patient, diplomatic scholarship, such as Solomon Grayzel. We have never had an editor with a beard. More seriously, we have never had an editor who was by inner compulsion a creative writer.

The Society did not publish Chaim Potok's *The Chosen*, yet the book, its quality and its reception affect us deeply. To express its success it is probably best to use a habitual manner of Jewish under-evaluation. We depreciate those we love and admire the most. "So, what's new?" What's new is an unpretentious style which is commanding and appealing. What's new is Jewishness which is not cloying. Chaim Potok did not write the tag-line for the *Ladies Home Journal*: "You don't have to be Jewish to enjoy" (and from here on I editorialize) a deeply sensitive, thoroughly Jewish story about two boys with the overtones of universality and ubiquity.

This is not a sales pitch for our editor. Yet, his own creative work has an impact on his vocation as an editor. He has sensed—and I use the word "sense" advisedly—the tenor of our times. Somewhat modestly, I call to your attention the fact that some years ago I said, "It's now respectable to be Jewish." So it is. Whether the external respect is due to the maturity of American Jewish writers and scholars, or to the maturity of a non-Jewish majority, or to the pervasive ecumenical atmosphere which surrounds us, I am not competent sociologist nor
acutely enough to say. The fact is that we are living in an era of acceptance—no, more, sympathetic interest, actively expressed—which has made what we are doing more important than our earlier ghettoistic purpose. Our books are no longer Jewish books for Jewish homes. They are Jewish books.

Perhaps, I may be forgiven a bit of personal reminiscence. I appeared on the JPS scene at the annual meeting in March, 1935, when I was elected a trustee in the place of my grandfather. Can you picture a young man in his twenties seated at a table with Cyrus Adler, Solomon Solis-Cohen, Alexander Marx, and David Philipson, to mention only a variegated few? This was a different world, a world of Wissenschaft des Judentum. The echoes of the reasoned wisdom, the symphony of peer with peer, the suspicion of the outsider, and the crashing autocratic decisions of Adler have little relevance to today. Our scholarship is no less valid, but not so consciously armor-plated. Our audience is not a surviving remnant, but colleges and universities. In 1934 we sold just over $15,000 worth of our own publications; in 1966 our receipts from sales were over $300,000.

But, it is not quantity, or dollars, or even quality. The ambience has changed. Vassar tried a course in Jewish studies, and now wants to make it permanent. Kenyon is about to institute one. A Guggenheim Fellowship has been given for work on a biography of Abraham Cahan. My friend, the Hassidic rabbi, Abraham Shem Tov, is attracting to his classes highly sophisticated, college-educated young men. A generation has grown up within the security of American life which does not feel threatened by the untrimmed corners of a beard and a kaftan. It is strange that the established American Jew and the hoping-to-be-soon established American Jew were most frequently afraid of being equated as a Jew with those who by belief retained the anachronistic habit of an 18th-century Jew. The equally anachronistic appearance of nuns and priests never seems to have bothered American Catholics. Now, all this seems unimportant. The thinking young American Jew is not running away from Jewishness; he is tentatively, cautiously, inquisitively and critically seeking it.

He has sought in vain in many of our synagogues, in many of our communal organizations, and, unfortunately, in many of our homes. It is with some pride that I can say he has not sought in vain in the Society. We do not offer caviar to the general. We do offer works of solid scholarship, books which require thought and provoke it, material which the tough intellectual digestion of today's youth wants and needs. For many years I have listened to criticism of our lists from those who felt we ought to be more "popular." They meant more pablum, less meat. Our public, these well-meaning critics maintained, was not interested in philosophy, solid history, or hermeneutic theology. We gave them Malamud and Singer, but we also gave them philosophy, solid history and hermeneutic theology. Imperceptibly, the same change in attitude which assured the success of Malamud and Singer has created a wider audience for the weightier works we publish.

Just look at our list of paperbacks. It includes most of our best, and many of our most formidable, publications. But they have been metamorphosed. They are part of a successful group of serious books merchandised by a general publisher. Not only have Jews in the space of a single generation become a part of the academic establishment, but their writings on Jewish subjects have become a part of the mainstream of intellectual life. It is amazing that the Society started out so many decades ago confident that the writings of Jewish scholars on Jewish subjects were important, and accepted the responsibility for seeing that they were made available. It is amazing that the confidence did not falter, although at times it seemed the stuff of which dreams were made. Could a Schechter, a Marx or a
Ginzberg have dreamt of soft-cover immortality in a college bookstore? That immortality is theirs.

This may be an angry world, a troubled world, but it is also a brave, new world. This year’s flowers are bolder and more colorful than those of the year before. The soil in which the Society has sunk deep roots is more fertile. Modern husbandry under these more favorable conditions can result in a greater and richer harvest. Your officers, your executive director and your editor are aware of the challenge which opportunity presents. The future of Jewish scholarship and Jewish books is bright. The Society’s books, to the utmost of the ability of your Publication Committee, with the sensitive and capable aid of your editor, will find their place under that brighter sun.

Report for the Committee on Nominations and By-Laws

Mr. Bernard G. Segal, Chairman, reported as follows:

I rise to present the unanimous report of the Committee on Nominations which consists of Samuel J. Ajl, William S. Fishman, Abraham L. Freedman, David C. Melnicoff, Jerome J. Shestack, and Edwin Wolf, II, with Joseph M. First and Lesser Zussman as ex officio members and your speaker as Chairman.

The Committee, with the approval of our President, considers it appropriate that this Report officially record the deep loss the Society has suffered in the death of two of its long-time Trustees—Sol Satinsky and Samuel H. Daroff.

Only last year, Sol became Honorary President and Life Member of the Board of Trustees. At that time, I had the privilege of reviewing the measure of the Society’s advance during the six years of Sol’s Presidency. The gains were impressive and revealed the quantitative, measurable results achieved during his administrations.

But beyond that, there were the qualitative values—values which we shall remember and cherish long after the measurable gains become statistics of history. For who can forget the inspiration of Sol’s leadership, the example of his tireless efforts and self-effacement, and the warmth of his gentle soul. Surely, his memory will be with us for a blessing throughout the history of our Society.

Samuel Daroff served the Society as a Trustee for sixteen active, vigorous years. It is impossible to conceive of a more dedicated, more effective, or more tireless leader in a greater number or variety of worthy causes than was Sam. His example, too, remains as an inspiration to us all.

Mr. President and members of the Society, I have the privilege to nominate the following Trustees for reelection to terms of three years:

Robert P. Abrams, Philadelphia
Judge David L. Bazelon, Washington
Joseph M. First, Philadelphia
Judge Phillip Forman, Trenton
Dr. Daniel Greenberg, Framingham
David C. Melnicoff, Philadelphia
Maxwell M. Rabb, New York
Edward H. Rosen, Philadelphia
Lewis L. Strauss, Washington

All of these men are known to you, and the reasons for the unanimous conclusion of the Committee that their continued membership on the Board is in the best interests of the Society are self-apparent.

Under our revised By-Laws, four of our Trustees are not eligible for reelection.
this year, having served four consecutive terms of three years each and longer
in some cases, since the By-Law limitation was adopted only last year. They are:

Harry W. Baumgarten, New York
Judge Theodore Levin, Detroit
Frank J. Rubenstein, Baltimore
Morton H. Wilner, Washington

These men have provided valuable service, and we express our great apprecia-
tion to them. We are confident that their efforts in behalf of the Society will con-
tinue, and that our association with them will remain warm and close.

Our Committee takes most seriously its assignment of selecting each year from
among American-Jewish leaders, those select few who shall be nominated for elec-
tion as Trustees of the Society. In performing this critical and sensitive task, we
are guided by a number of considerations, not the least of which is to bring to the
Board, members who have a variety of backgrounds, and who provide national
geographical distribution so that they may help carry the influence of the Society
to all corners of our far-flung Nation. And, of course, their interest in the pre-
servation and advancement of Jewish culture must be such as to insure their
active, vital interest in participating in the conduct of the affairs of the Society.

In behalf of the Committee, I am privileged to place an unusually fine slate in
nomination for election as new Trustees. Because of the time demands of today’s
program, I shall describe them only by their city of residence and their principal
activity:

Robert L. Adler of Chicago. Mr. Adler is a prominent businessman with many
interests in the midwest, whose numerous extracurricular activities include the
position of Recording Secretary of the American Jewish Historical Society and
leadership roles in the Union of American Hebrew Congregations.

David Appel of Philadelphia. Having previously served with distinction in im-
portant literary and editorial posts on newspapers in Cleveland and Chicago, Mr.
Appel is the long-time Literary and Features Editor of the Philadelphia Inquirer
and a successful author in his own right.

Rosalie Cohen of New Orleans. Mrs. Cohen has been one of the leading fig-
ures in Jewish communal and philanthropic organizations for women, particularly
in the South.

Gustave Lehmann Levy of New York. Mr. Levy is a partner in the eminent
investment banking firm of Goldman Sachs & Co., is Chairman-Designate of the
New York Stock Exchange, and is a past President of the Federation of Jewish
Philanthropies of New York.

Dr. Edward B. Shils of Philadelphia. Dr. Shils is a Professor in the Wharton
School of the University of Pennsylvania, has written extensively in the fields of
industry and finance, and is an advisor to leading industrial concerns in the Dela-
ware Valley.

Mr. President, I have the pleasure, in behalf of a unanimous Committee, to
move the election or reelection as Trustees of the Society for three-year terms,
of the incumbent Trustees and the others whom I have named.

The motion was seconded and was unanimously passed.

Our Committee is proposing a change in the By-Laws to formalize a practice
which has existed for some time. In addition to his other duties, our Executive
Director acts as de facto Assistant Secretary in order to relieve the Secretary of
numerous ministerial duties inherent in the office. Two amendments to the By-Laws
are necessary to permit the Board of Trustees to elect the Executive Director to
the additional office of Assistant Secretary, and to eliminate, as to the office of
Assistant Secretary so long as it is held by the Executive Director, the prohibition against any person's being elected to the same office for more than three consecutive years.

Accordingly, Mr. President, I move that Article III, Section 7 of the By-Laws be amended by adding the following sentence:

"The offices of Executive Director and Assistant Secretary may be held by the same person."

Article III, Section 7 will then read as follows:

"The officers of the Society shall consist of a President, no more than five Vice Presidents, Treasurer, Secretary, Assistant Secretary, Executive Director, Editor and such other officers as the Board of Trustees may from time to time deem necessary. The offices of Executive Director and Assistant Secretary may be held by the same person."

Mr. President, I also move that Article III, Section 8 be amended by changing the last sentence as follows:

"No person shall hold the same office for more than three consecutive years, other than the Executive Director, the Editor, and the Assistant Secretary so long as that office is held by the Executive Director."

Article III, Section 8 would then read:

"The officers shall be elected by the Board of Trustees at the meeting of the Board of Trustees following the annual meeting of members and shall serve for a term of one year and until their respective successors shall have been elected. No person shall hold the same office for more than three consecutive years other than the Executive Director, the Editor, and the Assistant Secretary so long as that office is held by the Executive Director."

Mr. Segal moved the adoption of the above amendments, which motion was seconded and was unanimously passed.

Mr. Joseph M. First, President, made his annual report as printed on page 645. The Annual Meeting was then adjourned and reconvened as an open meeting of the Board of Trustees.

Mr. Bernard G. Segal reported as follows:

The Committee on Nominations is charged with the important, and once again on this occasion, agreeable responsibility of presenting to the Board of Trustees the nominees for election as the officers of the Society for the coming year.

Last year, we said that we had only one choice for the Presidency, Joseph M. First, and that there was no one whose election as President of the Jewish Publication Society could give greater promise for the future of the Society. Today, we reaffirm the exclusiveness of the choice, for the same reasons and on the basis of Mr. First's record as President during the past year.

You have heard reports showing the smooth transition which took place upon his assumption of office, and the satisfying progress which has been made since that time. Despite the heavy and important responsibilities of his distinguished professional life and his civic, charitable, and educational activities, every task inhering in the office of President of the Society has received his careful and able attention. Under his leadership, the Society is moving ahead toward new peaks of achievement.

Our nomination of Joseph First insures us of continued fulfillment of the high promise and purposes of our Society. It is, therefore, with especial pleasure that, for a unanimous Committee, I nominate Joseph M. First as President of the Society for the coming year.
However peerless the leadership of a President, he could not carry out his program successfully without the effective and cooperative assistance of a capable team. Mr. First has been singularly fortunate in the officers who have been serving with him. Like the President, each of them has been in his present office for only one term.

Mr. President, I take pleasure, for a unanimous Committee, in nominating the following for reelection to their respective offices:

**Vice Presidents:** David C. Melnicoff, Philadelphia; Leo Guzik, New York; Maxwell M. Rabb, New York; Philip D. Sang, Chicago; and Jerome J. Shestack, Philadelphia.

**Secretary:** Dr. Paul Sloane, Philadelphia

**Treasurer:** William S. Fishman, Philadelphia

It is with gratification also that we renominate Lesser Zussman as our Executive Director. This will be Mr. Zussman's 18th year in office. "Chai" is, indeed, an appropriate symbol for one who has given so much of his life to our Society and who has infused so much life into it. We salute Mr. Zussman on this milestone.

And then we come to our Editor, Chaim Potok. In his first year as our Editor, we have been charmed by his wit, impressed by his energy, infused with his spirit. His ability and enthusiasm bode well for our Society's future. We also take note with pleasure of the very large success of his new novel, *The Chosen*, of which I shall say no more in view of Edwin Wolf's typically perceptive and meaningful statement concerning this book.

Mr. Chairman, I move the reelection of the foregoing officers.

*The motion was seconded and was unanimously passed.*

**THE ANNUAL REPORT OF THE PRESIDENT**

**FOR THE YEAR 1966**

Ladies and Gentlemen:

Leo Rosten, that amiable and penetrating author, has reminded us that "Print is our passport to truth. It opens the richest empire man knows—the empire of the human heart and mind. Men die; devices change; success and fame run their course. But within the walls of even the smallest library in our land lie the treasures, the wisdom and the wonder of man's greatest adventures on this earth." The Jewish library in the homes of all of our members, continually being enriched by the Jewish Publication Society, requires a cooperation of effort and devotion to Jewish ideals so great that it is equalled or matched only with difficulty by other communal agencies. I sometimes wonder whether our membership ever stops to think that behind each book that reaches their homes stands a formidable array of talent and dedication.

Consider for a moment our publication committee. Neither we nor any other communal group could afford to pay these good people for their efforts in helping to determine what needs to be published and what we should publish. It might be embarrassing to go down the list of the members of the publication committee and to discuss each individual with you, although this would be a very stimulating task for me and stimulating information for you to have. But I can safely summarize the information without embarrassing any individual by noting that, as of a recent analysis, our publication committee included twenty-four University and Seminary professors with fields ranging from religion through history, literature,
theology, etc; five heads of religious academic institutions, five Rabbis holding pulpits, and three members in various other fields including an attorney, a banker, and an archivist.

Let us also consider the members of the Board of Trustees. Our Board of Trustees is made up of seventeen corporation executives with activities ranging from books to textiles, electronics, autos, foods, newspapers, etc; ten attorneys, including former advisors to presidents, former high government officials and distinguished lawyers; eight judges at high levels, both Federal and State; five academicians including University professors and authors; and six in various economic and professional pursuits, including two bankers, a psychiatrist, a bacteriologist, a librarian and a farmer who was once the Secretary of Commerce.

But, let us also remember that we could not function without a highly competent staff. Our Editor is a best selling novelist, a Rabbi, and a Doctor of Philosophy. Our Executive Director is in his thirty-fourth year as a social worker and has given the Society a continuity of thought and inspiration which is itself noteworthy. And the rest of our staff ranges from a 46 years veteran to the newest file clerk—all impressed with the idea of service to members and community.

This combination of lay leadership and professional staff is making it possible for the Society to serve the community at a high level of achievement and efficiency, as reflected in the following record for the year 1966:

### 1966 Publication Program

During the year, we published eleven hardbound titles and two paperback reprints. The titles, with the statistical record of month published, quantity printed, and number distributed during the year, follow:

<table>
<thead>
<tr>
<th>Title</th>
<th>Month</th>
<th>Quantity Printed</th>
<th>Number Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse in Blue, by Lillian Wald</td>
<td>Jan.</td>
<td>4,053</td>
<td>2,345</td>
</tr>
<tr>
<td>Keeper of the Law, by Eli Ginzberg</td>
<td>Feb.</td>
<td>4,719</td>
<td>3,766</td>
</tr>
<tr>
<td>Insecurity of Freedom, by Abraham J. Heschel (Co-published with Farrar, Straus &amp; Giroux)</td>
<td>Mar.</td>
<td>5,904</td>
<td>3,925</td>
</tr>
<tr>
<td>In My Father's Court, by Isaac B. Singer (Co-published with Farrar, Straus &amp; Giroux)</td>
<td>Apr.</td>
<td>5,425</td>
<td>4,633</td>
</tr>
<tr>
<td>Contemporary Synagogue Art, by Avram Kampf (Co-published with UAHC)</td>
<td>Apr.</td>
<td>5,754</td>
<td>3,420</td>
</tr>
<tr>
<td>Blood Accusation: The Beiliss Case, by Maurice Samuel (Co-published with Knopf)</td>
<td>July</td>
<td>4,865</td>
<td>3,387</td>
</tr>
<tr>
<td>Messillat Yesharim, by Moses Luzzatto. Translated by Mordecai M. Kaplan</td>
<td>Oct.</td>
<td>4,099</td>
<td>2,582</td>
</tr>
</tbody>
</table>
American Jewish Year Book, Vol. 67, edited by Fine and Himmelfarb (Co-published with the American Jewish Committee)  

Nov. 3,850 3,547


Dec. 3,734 sets 3,586 sets

Paperback Books (Co-published with Harper and Row in the Torchbook Series)

Genesis: A New Translation, with an introduction by Harry M. Orlinsky  

July 15,000 5,074

Man is Not Alone, by Abraham J. Heschel  

Sept. 6,000 2,097

1966 Reprints

We reprinted eighteen titles during the year, with the statistical record of volumes reprinted and total number in print as follows:

<table>
<thead>
<tr>
<th>Title</th>
<th>Reprinted</th>
<th>In Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Holy Scriptures (1917 translation)</td>
<td>25,000</td>
<td>1,113,000</td>
</tr>
<tr>
<td>The Holy Scriptures (Hebrew and English)</td>
<td>3,000 sets</td>
<td>9,080 sets</td>
</tr>
<tr>
<td>The Torah: A New Translation</td>
<td>15,000</td>
<td>210,000</td>
</tr>
<tr>
<td>Pathways Through the Bible, by Mortimer J. Cohen</td>
<td>15,000</td>
<td>197,925</td>
</tr>
<tr>
<td>Pathways, Workbooks, by Miriam Levitin</td>
<td>2,000 sets</td>
<td>29,089 sets</td>
</tr>
<tr>
<td>A Century of Jewish Life, by Ismar Elbogen</td>
<td>2,000</td>
<td>15,200</td>
</tr>
<tr>
<td>Aleph Bet Story Book, by Deborah Pessin</td>
<td>3,000</td>
<td>28,900</td>
</tr>
<tr>
<td>Book of Jonah, by Jacob Steinhardt</td>
<td>3,000</td>
<td>9,347</td>
</tr>
<tr>
<td>Hellenistic Civilization and the Jews, by Victor Tcherikover</td>
<td>2,000</td>
<td>7,200</td>
</tr>
<tr>
<td>History of the Jewish People, by Margolis and Marx</td>
<td>3,000</td>
<td>43,600</td>
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<tr>
<td>History of the Jews, by Solomon Grayzel</td>
<td>5,000</td>
<td>81,800</td>
</tr>
<tr>
<td>Legends of the Bible, by Louis Ginzberg (JPS edition)</td>
<td>3,000</td>
<td>18,046</td>
</tr>
<tr>
<td>Passover Anthology, by Philip Goodman</td>
<td>2,000</td>
<td>10,129</td>
</tr>
<tr>
<td>Tears and Laughter in an Israel Courtroom, by Shneor Chesin</td>
<td>2,000</td>
<td>9,059</td>
</tr>
<tr>
<td>The Commodore, by Robert D. Abrahms</td>
<td>2,000</td>
<td>7,156</td>
</tr>
<tr>
<td>The Jews, by Louis Finkelstein (JPS edition)</td>
<td>1,500 sets</td>
<td>10,000 sets</td>
</tr>
<tr>
<td>This People Israel, by Leo Baeck (JPS edition)</td>
<td>1,000</td>
<td>7,000</td>
</tr>
<tr>
<td>Covenant Books</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keys to a Magic Door, by Sylvia Rothchild</td>
<td>2,000</td>
<td>7,000</td>
</tr>
</tbody>
</table>

Publication Distribution

In 1966, we distributed 196,500 volumes, of which 55,200 were selected by members; 137,500 distributed through jobbers, bookstores, gift shops and by direct mail; and 3,800 distributed as free books.
Membership Statistics

We ended the year 1966 with 14,197 members compared with 13,394 at the end of 1965. Of those enrolled, 6,765 contributed at the $6.00 level; 5,203 at $12.50; 1,478 at $25.00; and 751 at $30.00 and higher. Income from membership contributions increased from $156,000 in 1965 to $171,000 in 1966. Further, of those annual members enrolled at the end of 1965, 89% renewed their membership in 1966. We are hopeful that our advertising and direct mail programs will continue to show successful returns in this important area of our activities.

Bible Translation

The Translation Committees are devoting much time and effort to their work, and additional volumes are nearing publication. If present plans materialize, we shall publish a book of notes on The Torah in 1969. This volume is being prepared by the original committee, with Harry M. Orlinsky as editor. Also, the committees are nearing completion of the material needed for The Torah, Haftarot and Megillot in Hebrew and English which we hope to publish in 1969. After these works are completed, the committees will continue with the translation of the Neviim and the Ketubim, with the target date for publication of the latter in 1970 and the former in 1971.

The Adolph Amram Award

The year 1966 marked the launching of the Adolph Amram Award, made possible by a generous bequest in the amount of $100,000 from the Adolph Amram Estate, of which Trustee Philip Werner Amram, of Washington, D. C., is executor. The interest from this bequest makes possible an annual Award of $4,000 to the winner of a competition which calls for book-length manuscripts dealing with some aspect of Jewish life and experience in the past or present, excluding drama, poetry, fiction and autobiography.

The winner of the 1966-67 competition was Rabbi Arthur Hertzberg of Englewood, N. J. His manuscript, titled "The French Enlightenment and the Jews" will be published as a joint publication of the JPS and the Columbia University Press.

It is our hope that Rabbi Hertzberg's book will be the first of many distinguished works to be stimulated by the Adolph Amram Award.

Necrology

During the past year, we lost four honored colleagues who will be greatly missed in our work.

Miss Emily Solis-Cohen passed away in April, 1966. Daughter of Dr. Solomon Solis-Cohen, a JPS founder, Miss Solis-Cohen maintained a lifelong interest in the work of the Society, which published five of her works.

Dr. Moses Hadas, who died last August, was a distinguished scholar and author. He produced more than 30 books, of which two were published by the JPS. In addition, he was the translator of several other JPS publications.

Sol Satinsky, who passed away in November, was one of the most outstanding leaders in the Society's history. He served as Trustee, Treasurer and President over a span of nearly twenty years. The significant progress made by the Society during his six terms as President was due in large part to his imagination and drive.

Samuel H. Daroff, who died in February, was a devoted JPS Trustee for 17
years. In addition to his work on behalf of the Society, he served actively as an officer and Board member of numerous local, national and international organizations.

May the memories of these four departed colleagues serve as an inspiration and a blessing for all of us.

Basically, no organization can exist unless its members offer sustained interest and support. This you have done and your Board and your officers and your committees are grateful for this expression of confidence. The year 1967, I am confident, will be a year of continued progress. I am equally confident that, when we gather again next year to review the events of 1967, you will join me in the feeling that the Society is healthy, ambitious, and aggressively wholesome.

Program

Dr. Chaim Potok, Editor, spoke on the importance of encouraging and giving adequate compensation to authors. As one method followed by the JPS in this direction, he referred to the Adolph Amram Award. Next, Mr. Edwin Wolf, 2nd, outlined the structure of the Award, then introduced Mr. Philip Werncr Amram of Washington, JPS Trustee and executor of the Adolph Amram Estate. Mr. Amram discussed the grant of $100,000, which the Estate had made to the JPS for the purpose of encouraging authors through the award of a grant in the amount of $4,000 to the winner of an annual manuscript competition. The winner of the first such competition was Dr. Arthur Hertzberg of Englewood, N. J., who accepted the Award from Mr. Amram and responded by reading a paper titled "The Contemporary Importance of Jewish Learning." Excerpts from this paper appear in the June, 1967 Bookmark and the full text will be published in a national magazine.

A reception in honor of Dr. Hertzberg ended the afternoon's activities.

Respectfully submitted,

Paul Sloane, M.D.
Secretary