REPORT OF THE SEVENTIETH YEAR

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(as of September 1, 1958)

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1 Term expires in 1959.  2 Term expires in 1960.  3 Term expires in 1961.
THE SEVENTIETH ANNUAL MEETING

The seventieth annual membership meeting of The Jewish Publication Society of America was held on the evening of April 27, 1958, at the Warwick Hotel, 17th and Locust Streets, Philadelphia, Pa. Edwin Wolf, 2nd, President of the Society, presided, with a large audience of members and officials in attendance.

Dr. Jacob R. Marcus, a Vice President of the Society, delivered the invocation at the dinner which preceded the membership meeting. After the dinner, Mr. Wolf opened the meeting and extended greetings on behalf of the Society. He then introduced Mr. Abraham L. Freedman, a Trustee of the Society and President of the Federation of Jewish Agencies of Greater Philadelphia, who extended greetings on behalf of the Jewish community of Philadelphia.

Tribute was paid to Dr. Solomon Solis-Cohen and Dr. Joseph Krauskopf, founders of the Society, as follows:

Tribute to Dr. Solomon Solis-Cohen by Emily Solis-Cohen, Jr.

I carried a message to our 1938 Jubilee from my father. In it he described the beginnings of the Jewish Publication Society as “the fusion of two movements: the one initiated by Joseph Krauskopf; the other developed in conferences of laymen.”

The conference convened by Rabbi Krauskopf to consider the establishment of a Book House decided that such a venture must be established through the combined
efforts of clergy and of laymen, and so empowered Rabbi Krauskopf and Solomon Solis-Cohen to issue an invitation to an organizing meeting.

It would be unbecoming for me to describe the work my father did in serving the Jewish Publication Society throughout his life, not only as a concerned and vigilant member of its Publication Committee, but as a public advocate of its undertakings.

In 1938, when father's Jubilee message was read to you, Hitler had announced his intention of "erasing the Name of the God of the Hebrews from writing and making it lost to speech." Today we face another crisis in which the powers of evil are at work to destroy the Work of God. May I quote from that message:

Is this then, not the very hour when we who have labored to preserve the Word and to disseminate it, should pledge ourselves anew to the work of this Society? Beyond the hope of its founders, and in ways which they could not foresee, it has become one of the arsenals of the spirit; and as such it serves all the forces that seek to preserve mercy, truth and justice upon earth.

Tribute to Dr. Joseph Krauskopf by Dr. Bertram W. Korn

When all is said and done, it was Joseph Krauskopf, a thirty-year-old tyro, who exerted the influence which resulted in the founding of the first enduring American Jewish publication society. Krauskopf, a member of the first class of rabbis ever to be ordained in America, set Philadelphia on fire with his eloquence, his iconoclasm and his dynamic energy.

Krauskopf was not just a preacher; his character had a practical side—a veritable genius for organization and administration. He met with the "Knowledge Seekers," a society of his younger members which he had organized for intellectual and cultural purposes; he proposed and they adopted a resolution to initiate practical steps for the realization of the ideal urged in his sermons. A series of meetings led to the formation of a city-wide committee, which issued the proclamation, written by Krauskopf and Solomon Solis-Cohen, which brought representatives from far and wide to the founding convention of the Jewish Publication Society.

Fortunately, the many antagonisms to Krauskopf and his radical teachings did not vitiate the effort for which he was primarily responsible. The Society was created, and the "Knowledge Seekers" became the first group in the country to offer tangible evidence of support, a check for one hundred dollars.

It is good that we have taken time at this seventieth anniversary program to pay tribute to the role of the one man who was directly responsible for the founding of this (as I consider it to be) greatest instrument for Jewish culture in the history of American Jewry.

Report of the Nominating Committee

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

The Nominating Committee takes pleasure in presenting this report.

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

OFFICERS

EDWIN WOLF, 2ND, President (5th term)
HON. HORACE STERN, 1st Vice President (47th term)
SOL SATINSKY, 2nd Vice President (6th term)
DR. JACOB R. MARCUS, 3rd Vice President (5th term)
MYER FEINSTEIN, Treasurer (6th term)
The report was approved unanimously.

Treasurer's Report

Mr. Myer Feinstein, Treasurer of the Society, reported as follows:
The success of a business organization is measured by its balance sheet, while that of a social agency is measured by its program. In the JPS, we combine both elements, since we must sell the books which we publish. Our other officers will be reporting on program, so that I shall confine my report to finances.

In 1957, our total operating income amounted to $353,109 as compared with $341,472 in 1956—an increase of $11,637. Of these amounts, we received $96,983 in 1957 from membership dues as against $88,808 in 1956; $202,850 in 1957 from the sale of Bibles and other books as against $200,902 in 1956; $39,717 in 1957 from contributions (including $25,489 from the Jacob R. Schiff Fund), as against $35,840 (including $19,249 from the Schiff Fund) in 1956; and $13,559 from other sources in 1957 as against $15,922 in 1956.

Our total operating expenses amounted to $351,777 in 1957 as compared with $343,474 in 1956—an increase of $8,303. Of these amounts, we spent $217,048 in 1957 for book-production and royalties as against $214,858 in 1956, and $134,729 in 1957 for distribution and administration as against $126,616 in 1956.
Income for the year exceeded expenses by $1,330, and this amount was transferred to the surplus account.

In general, the financial position of the Society continues to improve. Although we were unable to do anything in 1957 about reducing internal borrowings of nearly $17,000, we did succeed in improving our cash position and ended the year with $11,000 in the regular bank account as against $5,000 at the end of 1956. Even the higher amount is very low, since it represents the cash needed to cover only ten days of normal operations and makes no provision for any emergency. Still, we did not fail to make prompt payment on a single invoice during the year, and this is an achievement which reflects a financial position in which we may all find real satisfaction. Let’s work together to keep the JPS strong so that we may continue our important contribution to the cultural life of American Jewry.

Publication Committee Report

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

On an occasion like this, it is not the day-by-day work or the immediate past year’s achievements that stand out. It is rather the simple yet overwhelming fact that our Society has attained the venerable age of seventy.

The period that has elapsed since 1888, when the JPS was founded, has not always been tranquil and uneventful. For the most part, those seventy years have been turbulent and soul-searing years when the mind and heart of our people in this country were of necessity concerned with problems other than those our organization was primarily designed to face. It speaks well for the Jews of the United States that at least a fairly substantial number of them have at all times supported the JPS, recognizing that Jewish life is unthinkable without Jewish books, that our people can have no creative future unless it is constantly aware of its past, and that the present is meaningless unless it is connected with the eternal.

This interrelationship between the timeless and the timely, between the age-old and the very new, between Jewish achievement and Jewish hope, has been expressed in the program of the Society year after year. Of the numerous examples one might cite, one of our recent publications will illustrate what I mean. We Jews of the diaspora have for the past two centuries been in search of a philosophy underlying Jewish life and of a method of ensuring Jewish survival. It is well for discussion on these fundamental questions to be based on historic facts, and for those who debate these issues to know at least what others have thought and said concerning them. In the vast Jewish population of Russia at the beginning of this century these were subjects of extreme importance. Two outstanding scholars and thinkers then held the center of attention: they were Simon Dubnow and Ahad Ha’am. Both propounded theories of contemporary and future Jewish life which drew upon eternal Jewish verities. Both found publication in English through the JPS—Dubnow as early as 1903; Ahad Ha’am in 1912. And now, when certain movements and conditions promise to revive interest in the views of these men, the JPS has just published a volume which represents the basic ideas of Dubnow, and plans in the near future to publish another book summarizing the thought and teaching of Ahad Ha’am.

One more example of the eternal and the contemporary in our Society’s program should be given—indeed, it would be wrong to omit it. Even while we are celebrating the seventieth anniversary of our Society, we are conscious of the fact that the State of Israel is celebrating its tenth anniversary. Israel’s rebirth in 1948 and its achievements since have been facilitated by the recognition among the great majority of American Jews of two important manifestations: the messianic idea which toward the end of the last century gave birth to the Zionist movement, and the growing Yishuv, the Jewish community in the Holy Land. The awareness of both these movements was built up in the course of the very decades during which the JPS has been functioning. One cannot read Julius H. Greenstone’s volume on The Messianic Idea in Jewish History, which the Society published as early as 1906, without realizing that the nascent Zionist movement lay behind that book. In 1914, the Society published
Richard Gottheil's *Zionism*, the first book in English on the subject. And decades later, when the Yishuv had become fruitful and its constructive achievements contrasted vividly with the destructive fury that had plunged the world into a second world war, the Society published Maurice Samuel's magnificent description of Jewish Palestine in a volume which he aptly called *Harvest in the Desert* (1944). Moreover, the Society has also produced biographies of two of the heroes who fashioned modern Israel: Bein's *Theodore Herzl* (1940) and Weizmann's *Trial and Error* (1949). Appropriately enough, on the very eve of Israel’s Tenth Anniversary, our Society published *The Exile and the Redeemed*, the translation of President Itzhak Ben-Zvi's *Nidhei Yisrael*. All in all, the JPS can point proudly to its impressive contributions to the literature dealing with the age-old yearning for Zion restored and the beginnings of its realization in our time.

An audience of friends and co-workers of the Society surely needs no more than to be reminded that our primary aim, from the very beginning, has been to keep the eternal values of Judaism vibrantly alive and functioning creatively within the growing community of America. Our founders began by publishing the monumental work of Graetz, and the cultural and spiritual influence on the Jews of the United States of those six volumes can hardly be exaggerated. The relatively few but significant volumes in our Schiff Classics have had a similar effect, though upon a smaller group of our population. Of course, one cannot overestimate the influence exerted by our translation of the Bible—both as a religious force and as a factor contributing to Jewish self-respect. We may safely predict that our new Bible translation will bring us the gratitude of Jew and Christian alike. In all these areas—history, classical literature, Bible—we are continuing along the paths laid out for us by our founders.

But in addition to all this, through the Jacob R. Schiff Fund and with the help of our Committee on American History (of which Dr. Jacob R. Marcus is Chairman), we have begun a series of publications by means of which the American Jew may learn that he and his ancestors in this land have already played an important role in every sphere of American life. And our most recent project, the Covenant Books, should also serve to teach our young people that the Jewish spirit and the American spirit need never be rivals for their loyalties.

All of us who have had a part, as members of the Board of Trustees, in managing the affairs of the JPS, or, as members of the Publication Committee, in formulating its literary and cultural policies, may share in the joy and pride of this festive occasion. But I think we will agree that, in the final analysis, the success of our Society in blending the eternal and contemporary values of Jewish life is due principally to the high scholarly standards and devoted service of the Editors who have dedicated themselves to the JPS throughout its history. It is appropriate on this occasion to acknowledge and record our debt of boundless gratitude to Henrietta Szold (1892-1916), Benzion Halper (1916-1924) and Isaac Husik (1924-1939), all of blessed memory, and to the present incumbent, Dr. Solomon Grayzel (since 1939).

I am confident that under the able leadership of our President, Edwin Wolf, 2nd, and his fellow officers, and under the administrative direction of Lesser Zussman, and the editorial guidance of Dr. Grayzel, we shall continue the work of the Society in combining and harmonizing that which is precious and imperishable in the Jewish tradition with that which is significant and worthwhile in the ideals and history of America. I said at the beginning, "The interrelationship between the timeless and the timely, between the age-old and the very new, between Jewish achievement and Jewish hope, has been expressed in the program of the Society year after year." That continues to be our sacred task. That is also our patriotic duty. With ever increasing zeal, let us rededicate ourselves to this glorious enterprise.

**Executive Secretary’s Report**

Mr. Lesser Zussman, Executive Secretary, made the following remarks:

I am sure that you all know the story about the man who ran along the beach shouting "Help, help, my son the doctor is drowning!"
This old story is revived to illustrate the point that there are certain values in life which we never give up, regardless of strain or emotion. On the other hand, there are values which slip from conscious thought very easily. To illustrate this point, may I read a timely quotation from Henry Wadsworth Longfellow:

If spring came but once in a century, instead of once a year, or burst forth with the sound of an earthquake, and not in silence, what wonder and expectation there would be in all hearts to behold the miraculous change! But now the silent succession suggests nothing but necessity. To most men, only the cessation of the miracle would be miraculous, and the perpetual exercise of God's power seems less wonderful than its withdrawal would be.

Can we relate this thought to the work of the Jewish Publication Society and wonder how promptly those communal leaders who today take us for granted would react if, God forbid, some stroke of misfortune should put us out of existence tomorrow.

I shall abandon this theme after these few words because I do not want to follow in the footsteps of our friends in the rabbinate who heckle those attending the Sabbath service for the nonattendance of those who seek their enjoyment elsewhere. Actually, we have a dedicated and devoted group of members who read as many of our books as they can.

Tonight's dinner is a fine indication of such interest and support. This excellent attendance is entirely voluntary. Not a single follow-up phone call was made. Most interesting of all, our invitation did not say "no solicitation of funds." We didn't think it necessary. So—to you our members, many thanks.

Thanks also to the devoted and capable members of our staff, here in Philadelphia, in New York and in Los Angeles. Each is imbued with the principle of giving service at the highest possible level.

Further, may I extend thanks as a member of the Society and as a member of the staff to our Publication Committee, Board of Trustees and officers—especially to our President for being such a source of strength and inspiration. These leaders are dynamic in their approach to our many problems, and it is their willingness to try the new and not relax with the old which today makes the Society seventy years young.

Mr. Edwin Wolf, 2nd, President, made his annual report, as printed below.
Dr. Solomon Grayzel, Editor of the Society, closed the meeting with an expression of gratitude and hope.

Respectfully submitted,
LESSER ZUSSMAN, Secretary

THE ANNUAL REPORT OF THE PRESIDENT FOR THE YEAR 1957

LADIES AND GENTLEMEN:

The spring of 1888 had been cold and rainy. The country was glooming through a recession. Summing up the situation at the beginning of June, a newspaper columnist essayed a note of hopefulness:

A month of sunshine would drive away the blues, put people in good spirits, reanimate trade and encourage enterprise. The share market community especially has been sitting in the dumps a long time eagerly conning over every item of bad
news that could be found or invented and turning a deaf ear to the favorable announcements constantly made. This gloomy temper will change under bright skies and warm sun, a vigorous, healthy, growing season, giving a good, solid basis for hope of fine harvests, would stimulate hope and confidence in all other departments of affairs.

Delegates to the Democratic Convention in St. Louis were boarding trains to rubber-stamp the nomination of Grover Cleveland. Boss Quay of Pennsylvania was reported to be rounding up votes for General Sherman on the opposition ticket. Sherman’s comrade-in-arms, the dashing, Civil War cavalry officer, General Sheridan, was hovering between life and death, and the condition of his health was reported in almost hourly bulletins. Two lynchings were reported the same day: a murderer of a whole family was hanged by a mob in Wisconsin and a burglar was strung up in Atlanta. A leading Presbyterian minister flayed segregation at the Southern General Assembly. “Talk about this country being united,” he exclaimed. “It is not.”

N. Snellenburg & Co. at Fifth and South Streets advertised children’s clothing, 540 suits in ten styles, ages four to fifteen, for $2.50 a suit. Dressmakers agreed that the ideal feminine figure was miraculously close to that of Venus de Milo, waist 23 inches, bust 36, and hips 45.

Sunday, June 4, 1888, was a perfect, warm, sunny day. The Philadelphia masses crossed the river by the thousands to frolic at Gloucester, New Jersey, where beer flowed freely, to the great indignation of temperance preachers. The Rittenhouse Square and Main Line classes went to the cricket matches, the star attraction being the contest between Oxford University and Haverford College. And shunning the diversions of the day with Talmudic dedication, prominent Jews from all over the country met in solemn convention to hammer out the framework of an organization which would publish books of Jewish interest for the English-speaking world.

At the urging of that tireless promoter of Jewish causes, Isaac Leeser, the first Jewish Publication Society in the United States had been formed in 1845, and, after publishing a number of pocket-size books, went up in smoke in 1851 when its uninsured inventory was consumed in the fire which destroyed the Sixth and Chestnut Street building of its president, Abraham Hart, one of the nation’s leading publishers. A second society, the American Jewish Publication Society, was organized in New York by 1871. It began its career ambitiously by issuing one volume of Graetz’s History of the Jews, but after printing a few more books, it died of inanition.

Strange as it is, in view of the inadequate support given to such projects earlier—and of the comparatively meager support given to it ever since—the lack of a communal publishing house was a void which American Jewry felt it must fill. There have been—there always will be—some Jews determined to combat the rising wave of American Jewish cultural illiteracy. Books and Judaism are concepts so intertwined in the history of civilization that Jews always and everywhere at some time come to the awareness that the survival of their religion depends in large measure upon knowledge. And that knowledge of Judaism, of Jewish history, of the cultural and ethical background of the Jewish people, and, even more important, of its prophetic spirit is kerneled in books.

It was his conviction of this verity which moved Dr. Krauskopf to take steps which led to the formation of a national convention to meet and plan the manner in which Jewish books could be printed, published, circulated and read by Jews in the United States.

I wish I could say that our Society grew out of a solemn, scholarly convocation of distinguished laymen and learned rabbis who, consulting together harmoniously, brought forth the hope of the future of Jewish culture in America. Perhaps, the myth of founding fathers as serious, scholarly, objective, dedicated men should be allowed to stand in the history books. Then, I really would have nothing further to say except that on June 4, 1888, The Jewish Publication Society of America came into being.

But I have found in doing historical research that people are people and events, although cotton-wooled by the passage of time and by the reverence in which we enshroud them, bear great resemblance to the workaday affairs of our own times.
The truth of the matter is that the Publication Society was born in a room of travail which echoed with shouts, recriminations and bitterness. Perhaps, the *sturm und drang* of our birth were the harbingers of our success. It is the healthiest baby who cries the loudest.

So uproarious was the meeting which was held that Sunday afternoon seventy years ago in the upper room of Touro Hall on Seventh Street above Wood, called for the worthy purpose of “discussing the feasibility of establishing an American Jewish Publication Society, whose objects shall be to familiarize American Jews with the ethics of Judaism, the history of the Jewish people, and the writings of the Jewish masters,” that the Philadelphia *North American* devoted a full column to a play-by-play account of the meeting under the headlines: “TWO SENSITIVE RABBIS—Dr. G. Gottheil and Dr. M. Jastrow Object to Being Left Out—The Ministry Insulted.”

“The afternoon was hot,” the report began, “and it affected the tempers of the Hebrews, who had come to this city from all parts of the States to discuss this important question.” The trouble had started when Morris Newburger, the chairman *pro tem*, suggested that a committee of five be appointed to draft a constitution and by-laws. He was howled down. Then it was moved and approved in a storm of applause that Simon W. Rosendale, of Albany, successful lawyer and future judge, be made chairman. He failed to sense the temper of the meeting for when “with a sweet smile upon his face” he suggested that a committee of nine be appointed, which “to avoid throwing too much burden on the rabbis” was to be composed only of laymen, things really began popping.

It is worth pausing a moment to recall the names—the distinguished national names—of the men who were to form this committee. The chairman was Mayer Sulzberger and his coadjutors Morris Newburger, the Honorable Simon Wolf of Washington, Cyrus Adler then also of Washington, A. L. Sanger of New York, Dr. Solomon Solis-Cohen, the veteran diplomat Benjamin F. Peixotto, Jacob Ezekiel of Cincinnati, and Dr. Aaron Friedenwald of Baltimore. But the prestige of these gentlemen was as nought before the wrath of a rabbi scorned. The distinguished Dr. Gottheil, “a well-built man,” we are told, “with gray hair and side whiskers,” protested violently against what he judged to be a slur cast against his profession, and prepared to march ostentatiously out of the room.

Rosendale protested that no one had greater respect for the rabbis than he, and all his protestations accomplished was to evoke a declaration from Jastrow that he, too, felt insulted. Whereupon he joined Dr. Gottheil in his exodus. The meeting was at that point on the verge of complete chaos. Mayer Sulzberger appealed to the audience’s love of their religion. Simon Wolf offered to withdraw from the committee and let nine rabbis be appointed, to which a deep voice from the rear shouted, “that would be a thousand times better.” Dr. Samfield of Memphis mildly offered his opinion that it would be a shame to exclude rabbis, since “They could do no harm.” “If they do no good,” another heckler added, bringing forth roars of laughter. A motion that three rabbis be added to the original committee of nine resulted only in further exclamations of indignation from the ministers of religion who mocked the idea as a bribe.

Even the present meetings of your Publication Committee, or the sessions of your committee of Bible translators, scholar battling scholar in their unquenchable enthusiasm for scholarship, are calm and quiet compared to the howling winds which created our Society. (I have followed our Bible editors in translating *ruah* which appears in my original Hebrew draft as “wind” in this context!)

Some in the heat of the fray thought that formal apologies might clear the air. Others thought otherwise. Sulzberger announced that the committee had resigned. Peixotto moved formally again that a new committee be named with three rabbis added, and Dr. Jastrow put his head in at the door long enough to say that a proportion of nine laymen to three rabbis would be added insult. It was, significantly enough, the president of Dr. Jastrow’s congregation, David Teller, who waved aloft the olive branch of peace in the name of unity. The afternoon was hot; the meeting had been long; and when Mayer Sulzberger rose to deplore the waste of time and move that a committee of thirteen be appointed and no more nonsense, the tired participants voted a relieved affirmative.
To be sure both Gottheil and Jastrow were named to the new committee, but it is amazing that the important constitution and bylaws presented no difficulties. The committee left the room and returned one hour later with the completed instruments, which with a few amendments, were promptly adopted by the convention. At which point they adjourned for supper. At ten o'clock—they were harder in those days—the convention reconvened to receive the nominations for the executive committee of a president and fourteen vice presidents which was to put the Society into operation, approved them, and adjourned.

We have come a long way at least in decorum in the ensuing seventy years. Our meetings, as you have no doubt noticed, are models of propriety, of economy of words when another than your President addresses you, and of seriousness of purpose unclouded by levity or rude interruption. As a matter of fact, the Society now gets on very well with the rabbinical members of its official family, and the lions of orthodoxy (with occasional muted roars about our idea of kashruth), the tigers of conservatism, and the wolves of reform all sit down with the lambs of the laity in our cultural new Eden.

**Publication Program**

Our founding fathers would have been amazed at the number of books that this peaceable kingdom printed and distributed in the year 1957, nine titles in twelve volumes, a solid, interestingly varied selection of History, Biography, Linguistics, Devotion and Religion, which, judging from requests from our members and sales, were most satisfactorily received.

The books, with the statistical record of month published, initial printing and distribution, are as follows:

<table>
<thead>
<tr>
<th>Title</th>
<th>Author/Editor</th>
<th>Month</th>
<th>Initial Printing</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where Judaism Differed</td>
<td>Abba Hillel Silver (in cooperation with The Macmillan Company)</td>
<td>Jan.</td>
<td>5,993</td>
<td>4,654</td>
</tr>
<tr>
<td>AMERICAN JEWISH YEAR BOOK, Volume 58</td>
<td>(co-published with the American Jewish Committee)</td>
<td>March</td>
<td>3,000</td>
<td>2,822</td>
</tr>
<tr>
<td>Louis Marshall: Champion of Liberty</td>
<td>Edited by Charles Reznikoff—2 vols.</td>
<td>April</td>
<td>4,250 sets</td>
<td>2,864 sets</td>
</tr>
<tr>
<td>The Book of Ruth</td>
<td>with calligraphy by Franziska Baruch and woodcuts by Jacob Steinhardt</td>
<td>April</td>
<td>5,956</td>
<td>2,610</td>
</tr>
<tr>
<td>Hebrew: The Eternal Language</td>
<td>by William Chomsky</td>
<td>May</td>
<td>5,201</td>
<td>4,791</td>
</tr>
<tr>
<td>Prayer, Humility and Compassion</td>
<td>by Samuel H. Dresner, with woodcut illustrations by Ilya Schor</td>
<td>Nov.</td>
<td>4,300</td>
<td>2,659</td>
</tr>
<tr>
<td>The Exiled and the Redeemed</td>
<td>by Itzhak Ben-Zvi</td>
<td>Dec.</td>
<td>5,525</td>
<td>3,416</td>
</tr>
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</table>

In 1958, the Society expects to issue ten titles in twelve volumes in the fields of History, Religion, Juvenilia, Fiction and Poetry. This longer-than-normal list is being planned in celebration of our seventieth anniversary, and we are hopeful that their publication will mark a significant milestone in the history of the Society.

*A Social and Religious History of the Jews*, by Salo W. Baron, will be published in three additional volumes (VI, VII and VIII), which will continue the valuable, com-
precise interpretation of Jewish history begun by Dr. Baron. The three volumes to be published during 1958, once more in cooperation with Columbia University Press, will continue to deal with the period of the High Middle Ages.

*Nationalism and History*, by Simon Dubnow, will be edited by Koppel S. Pinson. The volume will include a number of Dubnow's shorter writings including the famous "Letters on Judaism" in which he stated his basic position. The book will be prefaced by a long biographical and evaluative essay written by Dr. Pinson.

*Judaism and Christianity*, by Leo Baeck with translation by Walter Kaufmann, will include a number of essays in which the late Dr. Baeck especially emphasized the relationships between Judaism and Christianity. This volume will help sustain the deep impression which the author has left on his generation.

*The Magic Barrel and other Stories*, by Bernard Malamud, will include a collection of short stories, full of whimsy, modern in feeling, yet rich with overtones which reflect understanding of and sympathy with the Jewish past. The book will be co-published with Farrar, Straus and Cudahy.

*Come Under the Wings*, by Grace Goldin, is a retelling of the Midrash on Ruth in a narrative poetical form. In it, for the first time, the Talmud and Midrash are presented in the idiom of today, and central Jewish values receive an intense poetic expression.

*American Jewish Year Book, 1959*, Volume 60, edited by Morris Fine and Milton Himmelfarb and co-published with the American Jewish Committee, will contain the feature and reference material which has given distinction to this annual publication since 1899.

The remaining volumes deserve some special comment, for they represent two, very different, new projects in which your Society has engaged. If we are this year seventy years old, we are, I hope, wiser with the accumulation of experience, and no less vigorous for our gray hairs. For many years, virtually from our first beginnings, it has been realized that books for younger readers are an essential part of any project seeking to get Jewish books into Jewish homes. It is one of the curious phenomena of the twentieth century that parents are more inclined to buy books for their children than for themselves. Little Gregory (that seems to be a typical mid-century Jewish boy's name to judge from the birth announcements in our Anglo-Jewish press) should read; Pop and Mom will watch television. We are not pleased with this lack of adult eggheadedness, nor it seems is, in the train of sputnik, the administration of our country, but while we have been offering serious, adult books in quality and quantity to supply the demand of a hard core of cultured, intellectual Jews and fill the bookshelves of rabbis' offices in scores of magnificent modern temples, we have been neglecting Gregory.

In 1958, thanks to the helpful and enthusiastic cooperation of Farrar, Straus and Cudahy, we shall issue the first four titles of a new series to be known as **Covenant Books**, intended to lure the young reader from the ages of eleven to fifteen to an interest in and appreciation of his cultural heritage by giving him colorful biographies of Jewish personalities, colorfully produced in format and content. Appealing and informative, these books will provide us with the kind of juvenile literature that we have lacked too long. Jointly with Farrar, Straus and Cudahy we are planning four titles as follows:

- *Silversmith of Old New York: Myer Myers*, by William Wise
- *Border Hawk: August Bondi*, by Lloyd Alexander
- *The World of Jo Davidson*, by Lois Harris Kuhn
- *Jubal and the Prophet*, by Frieda Clark Hyman

Our other innovation, this time thanks to the great interest and restless intelligence of Arthur Cohen, President of Meridian Books, is a series of paperback reprints of some of the great scholarly works which we published in the past and which are now out of print. If at times I seem pessimistic about the reading habits of the American public, and particularly the American Jewish public, I should really temper my statements. The demand for serious works in the inexpensive and extremely attractive format of paperbacks has been one of the miracles of modern publishing. However,
this is a very specialized form of publishing, and one in which we needed and were extremely fortunate to secure the help, advice and cooperation of Mr. Cohen. I shall set you all at ease: the covers will not seduce buyers by a colorful display of Marilyn Monroe playing Bathsheba in her bath. But they will be as attractive and colorful as are the rest of Meridian Books. With them, we plan to publish six titles each year. The first three, to be published in the spring, are:

*For the Sake of Heaven*, by Martin Buber
*Students, Scholars and Saints*, by Louis Ginzberg
*A History of Medieval Jewish Philosophy*, by Isaac Husik

The first reports we have received of the reception afforded to both the Covenant Books and the Meridian Books give us confidence that we have entered into new realms of glory. They should enable us to do what we are supposed to do—get more good Jewish books into the hands of more readers.

**Reprints**

During the year 1957, we reprinted six titles as follows: 40,000 volumes of the Bible, making a total of 799,789 in print; 25,000 volumes of *Pathways Through the Bible*, making a total of 132,350 in print; 6,000 volumes of Grayzel's *A History of the Jews*, making a total of 45,950 in print; 5,300 volumes of Ginzberg's one-volume *Legends of the Bible*, making a total (JPS edition) of 11,700 in print; 1,000 volumes of *American Jewry and the Civil War*, making a total of 6,240 in print; and 5,220 volumes of *Stories of King Solomon*, making a total of 10,220 in print.

**Publication Distribution**

Total distribution in 1957 was substantially in excess of the preceding years, with 135,931 volumes compared with 124,571. Of the 1957 total, 43,652 volumes were selected by members; 89,739 volumes were sold to members and booksellers; and 2,540 volumes were distributed free.

Bible sales showed a decline for the first time in several years, with 39,844 volumes distributed in 1957 compared with 42,889 in 1956. *Pathways Through the Bible* sales also declined slightly, with 12,186 in 1957 compared with 12,683 in 1956.

**Membership Statistics**

The year 1957 sustained the upward trend in membership enrollment of the several preceding years. We enrolled a total of 9,743 members as compared with 9,419 in 1956—a gain of 324. Of the total enrolled, 2,421 were new members and 7,322 were renewals. As to classification of membership, 4,885 were enrolled at $5.00; 3,764 at $11.25; 526 at $22.50; and 588 at $25.00 and over.

**Community Welfare Funds**

The number of communities which include the Society in their local campaigns continues to increase. In 1956 we received $11,160 from seventy-six communities. This was increased to $12,398 from eighty-five communities in 1957.

It is our hope that the results of the survey of cultural agencies soon to be initiated by the Council of Jewish Federations and Welfare Funds will clear the way for other communities to include us among their beneficiaries and convince some of our old friends that crumbs are hardly sustenance. Compared to all the other recipients of Jewish philanthropy, the cultural agencies, of which we are in terms of American Jewish life possibly the most important, have received an almost infinitesimal proportion of the American Jewish communal dollar. I am sure that the day will come when
community leaders will realize that the strength of the community lies in its know-
edge of and devotion to Judaism and the culture of the Jews. For future generations,
Israel too will be history, for they will not have lived through the emotional excite-
ment of its founding. It is in the field of making Jews proud of being Jews, because
they have read what Jews are and what they have done and what they have thought,
that I believe the Publication Society is making its greatest contribution to Jewish life.
Some day we may even be prophets honored in our own country.

New Bible

One of the signs of our growing reputation among those who long should have re-
spected us is the reception which has been given to the trial version of Genesis
which has been printed and sent to our Bible sponsors, critics, and the press. It is
an exciting translation, which as it unfolds brings even to the Bible-steeped reader
a feeling of discovery. The fog has lifted from some words and phrases and a new
insight has appeared. A flowing narrative has replaced an archaic hurdle race over
difficult and obsolete expressions. In the sense that archaeology and scholarship re-
create the past, in our new version the Bible has been given new life for those unable
to read the original Hebrew.

I am pleased to be able to report that our low-keyed campaign to enroll sponsors
for the translation, the composition of the finished text, the printing of an English
edition, and, because of real grass-roots demand, also a Hebrew-English edition, and,
by popular request too, commentaries and a concordance, has been moving ahead
successfully. This is an idea which has captured the imagination of the American
Jewish public, and it has responded generously. Of the 2,000 sponsors which we need
to complete the project we have now 1,170. Over $160,000 has been pledged for a six-
year period, and over $50,000 has been paid in. Of this, a total of $23,635 has been
expended to pay current costs and a balance of $26,715 remains in reserve to meet
future needs.

I cannot too strongly urge those of our members who have not joined in this
project by making their subscriptions to do so forthwith. The new Bible will be the
greatest religious and scholarly contribution of our generation, and the future will
look up to those who made it possible, as the leaders of American Jewry in their
day. The sponsorship, at $25.00 a year for six years, is the greatest bargain in cul-
tural philanthropy ever offered. Last year I spoke at some length of the dedication
of the Editorial Committee, and I cannot mention our Bible translation without
paying tribute once more—though the mere words but inadequately express our
debt to its members—to the brilliance and hard work of Doctors Orlinsky, Speiser,
Ginsberg, Arzt, Bamberger and Freedman, and Grayzel. These are men whom pos-
terity will rank with the giants of our past.

JPS Bookmark

1957 will be the fifth year that we have published the JPS Bookmark. This little
publication has become firmly established as a valuable membership service. It has
been our prime source for keeping members informed of new books and the devel-
opment of new projects, such as the Covenant series and the new paperbacks. We
are pleased that articles which have appeared in it have been widely reprinted in
the Anglo-Jewish press.

Necrology

It is my sad duty to report the loss of seven associates during the past year.
Maxwell Abbell was a member of the Board of Trustees from 1955 to 1957. He
was a person of unusually broad Jewish knowledge. His interest in the JPS exempli-
fied his concern with the religious and cultural aspects of Jewish life.
Sholem Asch. In the death of Sholem Asch the Jewish community of the world lost a very gifted novelist. The JPS lost in him a good friend, for he was always interested in the Society's welfare. The Society published two of his novelettes—*Kiddush Ha-shem*, in 1926, and *Sabbatai Zevi*, in 1930.

Joshua Bloch was a member of the Publication Committee from 1941 on. His bibliographical knowledge made him an invaluable member of that Committee. It was natural, also, for the Society to turn to him for the implementation of the decision to publish a bibliography of the books issued by the Society from its inception. Under the title, *Of Making Many Books*, the volume appeared in 1953.

Lee M. Friedman. Mr. Friedman was a lawyer by profession, but an American Jewish historian by avocation. He became a member of the Trustees in 1946 and an Honorary Vice President from 1949 to his death in 1957. Mr. Friedman was also the author of two books published by the Society, *Jewish Pioneers and Patriots*, in 1942, and *Pilgrims in a New Land*, in 1948.

Elma Ehrlich Levinger. Mrs. Levinger was among the earliest authors of Jewish juveniles. In a sense she did pioneering work in that field and an entire generation of Jews was brought up on her writing, which began as early as the first decade of this century. The Society published three of her many books: *Playmates in Egypt*, 1920; *Wonder Tales*, 1929; and *Pilgrims to Palestine* in 1940.

Roger W. Straus was Chairman of the JPS Metropolitan New York Committee and gave invaluable aid in the organization of some of our New York activities. His interest in the Society was no doubt transmitted to him by his father, the late Oscar S. Straus who was among the very earliest co-workers of the Society, and it was in turn transmitted to his son, Roger W. Straus, Jr., who is one of our Trustees.

Dr. Victor Tcherikover, Professor of Hellenistic History and Literature at the Hebrew University, Jerusalem, was taken from us just at the time when the revised edition of his great work on *Hellenistic Civilization and the Jews* was about to appear. We will publish it, in English, in 1959, and it will serve as a reminder of a good and charming man and a very able scholar.

In conclusion, I should like to express my personal appreciation of the happy experience that I have enjoyed in working with the officers, trustees, members of the Publication Committee and staff of your Society. I can say in all honesty that there has been no grinding of gears, no strident shrieking of cam against cam, happily only the smooth revolutions of a machine going forward and gathering power. Our members who have commented on our forward motion have, almost without exception, expressed pleasure in both the character and direction of the movement.

Our executive, Lesser Zussman, has continued to grow in national reputation as a forward-looking, imaginative publisher. Under his easygoing exterior are the heart and mind of a public servant in the best sense of the word, one who is devoted to a good cause for the best reasons and willing to work tirelessly to make it better. Dr. Grayzel, our editor, in a position which requires patience and tact and broad scholarship, has continued to charm all those with whom he works. Editors are frequently caricatured as gloomy, bitter men who vindictively wield a blue pencil. Dr. Grayzel succeeds in doing with smiles and sincerity what others try to do in less pleasant ways. Judge Levinthal, a leader in so many Jewish causes that one wonders sometimes how large a human heart can be, has considered his position as chairman of the Publication Committee to be paramount among his interests. Many of you will find it difficult to believe that he is consulted regularly, sometimes on a day-by-day basis, and is the de facto as well as de jure molder of our publication program. The Society may well be proud of his devoted interest. Our vice presidents, Justice Stern, Mr. Satinsky and Dr. Marcus, are the wise heads which approve, amend, improve, enlarge, curtail, criticize, and support the sometimes overtimid, sometimes overbold suggestions of your president. They are men whose vision is tempered with judgment, and whose judgment is seasoned with vision. Mr. Feinstein, our treasurer, has, as his yearly reports show, maintained our financial stability and improved our overall financial status. Because of his willingness to assume on-the-spot responsibility for our fiscal affairs, I have been relieved of concern for that im-
portant area of our affairs in which I have something less than competency. To Mr. Feinstein's great competency in that field he has added unwavering loyalty. But these are but a few of the many who make the Society vital. The rest—our staff, our trustees, our committee members, our customers in the book-trade, and, not least, our faithful members—are all part of the essential story of our success. To all, our heartfelt thanks!

The envoi will be brief. We have been going uphill from year to year, not as rapidly as we might wish, but yet steadily. What we have accomplished has been important; what we can accomplish, given the help, almost boundless. The Jews of America need and deserve more and better books for their spiritual health. We know how to create them. We need only the funds with which to produce them, the assurance that the Jewish community as a whole wants a cultural life, and the readers who will read them.