The Jewish Publication Society of America

REPORT OF THE SEVENTY-EIGHTH YEAR

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(elected April 24, 1966)

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Publication Committee

EDWIN WOLF, 2ND .......................................................... Chairman

1 Term expires in 1967.  2 Term expires in 1968.  3 Term expires in 1969.
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Dr. Shalom Spiegel ........................................... New York
Harry Starr ...................................................... New York
Dr. Isadore Twersky ........................................... Cambridge
Maxwell Whiteman ............................................ Philadelphia
The seventy-eighth annual meeting of The Jewish Publication Society of America was convened at three o'clock in the afternoon on Sunday, April 24, 1966, in the Warwick Hotel, Philadelphia, with approximately 150 members in attendance. The invocation was delivered by Dr. Jacob R. Marcus.

Mr. Sol Satinsky, 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. David C. Melnicoff, Treasurer, reported as follows:

The scale of financial operations during 1965 was on the same order as in recent years. The Society's deficit, after donations, was small, and the reserve funds of the Society produced a satisfactory flow of income.

Income from the distribution of books in 1965 remained about even with the previous year. Sales of Bibles and Torahs declined, but this loss was made up by gains in sales of other publications so that total revenues, including those from royalties, were about $322,000.

Publication expenses rose during the year, increasing the publishing deficit from $185,000 to $204,000. Some increase in dues (from $138,000 to $156,000) and other donations held the net operating deficit at about last year's level—a modest $4,800. The control of overhead and administrative expenses (which did not increase) contributed to this result.

During the year the various Funds available to the Society were consolidated for management purposes, but special purpose funds continue to be segregated on the books until their purpose is accomplished. Combined income and capital gain from these funds exceeded 6% for 1965. The ratio of equities to the total portfolio was 45%—well within the limit set by the Board of Directors.

The budget for 1966 envisions operations on approximately the same scale as 1965.

Executive Director's Report

Mr. Lesser Zussman, Executive Director, presented an informal report on the Society's promotional activities during the past year. Primarily, these activities were aimed at membership enrollment, although the distribution of books through jobbers and bookstores was not neglected.

Purchase of space on a test basis in Commentary, National Jewish Monthly, Hadassah Magazine and Reporter produced satisfactory results, so that the program will be continued in 1966. Also, direct mail efforts will be expanded—all in an attempt to make the work of the Society better known to prospective members.

Report of the Publication Committee

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

I find on looking back over the printed record of past years that the report of the Chairman of the Publication Committee has been a custom adhered to rather than a purpose accomplished. Each year we tell you that after overcoming insuperable difficulties in obtaining worthwhile manuscripts, we have put out a list of distinguished books. Each year we assure you that those difficulties seem as great for the future, but that we have confidence we shall once more achieve success. The amazing thing is that we do so year after year.
I am afraid that the JPS is being taken for granted, as I am afraid that Jewish books are being taken for granted. The Society was founded because there was a paucity of books on Jewish subjects available to English readers. If today there seems to be a plethora of them, I can assure you that there is not a plethora of good ones, and that your Society is publishing a good percentage of the quality works. This means that your Editors and your Publication Committee are doing the task which you expect them to do.

I am concerned that the availability of books is taken so lightly. As a librarian, I am conscious of a general feeling that it is up to someone to see that books are written, printed and kept, so that they may be made available to the right person at the right time. But, that someone always seems to be someone else. The recent tragic fire at the Library of the Jewish Theological Seminary should teach us a lesson. Money was raised for the Seminary for many purposes, all worthy, but somehow the library never became a priority. The availability of books was taken for granted. It is only when they are no longer available that their prime importance is recognized.

Books are the heart of a university, we are told, but almost generally libraries are the second-class citizens of the university communities. Book funds are grudgingly given, and given with a tight fist. Yet, every department, particularly those enjoying the rich grants now so easily to be obtained, expects to find exactly what it wants when it wants it.

Such, too, is the attitude of the Jewish community. Because the Society runs a fiscally tight ship, and because its publishing program has been successful, we are taken for granted. The new translation of the Bible has aroused enthusiasm and created excitement, but many of those who have heard the call of the Bible are deaf to the less dramatic, stone-by-stone building which we do year after year. Those stones make quite an edifice. I suggest that those of you who have not visited the headquarters of the Society on 15th Street do so. Look at the wall of books which constitutes the past publications; read the titles; take a volume from the shelves and leaf through pages. It is quite a bookish edifice we have built. And the important thing is that we have not stopped building.

A great deal of knowledge has been made available through our efforts. We have one further problem: getting people to make use of that knowledge. Yes, we are taken for granted. Because we exist, the American Jewish community salves its conscience and assumes Jewish books are being printed and Jewish books are being read, this in the face of every study of contemporary American Jewish life which shows that one of the major eroding forces of Jewishness is lack of knowledge. We know how many books we distribute, but we do not know how many of the books we distribute are read.

I want to end on an optimistic note, because I would not have you think that we publish books solely for the greater glory of the Publication Committee. First, our membership has increased, and while there is no guarantee that we have acquired many readers, it is fair to assume that we have gained some more. Secondly, our paperback reprint sales are increasing, and with our new arrangement with Harper and Row's Torchbook series, they should increase even more. While hard-back books are bought, sometimes merely to have, frequently for potential future reference, and occasionally to fill empty shelves, paperbacks are almost invariably bought for immediate reading. I look upon the success of our paperbacks as our brightest hope for the future, but you must remember that most successful paperbacks began life as a hard-back which achieved recognition. That brings us back to the work of the Publication Committee. We must create tomorrow's paperbacks by bringing out good books today. Our past year has been a good one. The seemingly effortless flow of books into your homes is the result of the effort of
individual members of the Committee, our editors and our executive director. Do not take them for granted. Give them the kind of encouragement and support that all good men need to make good better.

Report of the Committee on Nominations

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

I rise to report in behalf of the Committee on Nominations and By-Laws, consisting of Samuel H. Daroff, Louis E. Levinthal, David C. Melnicoff, Jerome J. Shestack, Edwin Wolf, 2nd, with Lesser Zussman as Secretary and your speaker as Chairman.

You will, of course, recall that upon motion of this Committee, the members of the Society at the last Annual Meeting adopted substantial changes in the By-Laws, particularly insofar as the election of officers and limitations upon the number of permissible successive terms of officers and trustees are concerned.

Under our new By-Laws, some of our stalwarts with many years of service become ineligible for another full three-year term until after the lapse of one year. Fortunately, we are able to renominate some of these for one or two year terms. Thus, we shall provide our new President with the benefit of the experience and talents of at least some of our veterans during the transitional period.

All eligible Trustees must be renominated if they are to continue to serve on the Board, and under the By-Laws, there must be staggered terms. Accordingly, our Committee is today nominating the following incumbent Trustees for respective terms of one, two and three years, as follows:

For one-year terms:


For two-year terms:


For three-year terms:

Robert J. Block, Justice H. B. Cohen, Judge A. L. Freedman, Leo Guzik, Dr. J. R. Marcus, Dr. Paul Sloane, Saul Viener.

I have the pleasure, for the Committee, to nominate as new Trustees a very distinguished group of men whom I shall describe only by their city of residence and their principal activity.

For one-year terms:

For a two-year term:

Samuel Katzin, Chicago, President of the Midwest Chevrolet Co., and long-time President of the Board of Jewish Education of Chicago.

For three-year terms:

Philip Werner Amram, of Washington, D. C., Senior partner in the Washington law firm of Amram, Hahn & Sundlun; Isaac Auerbach, Philadelphia, President of the Auerbach Corporation; Meyer Feldman, Washington, D. C., formerly Deputy Special Counsel to President John F. Kennedy and formerly Counsel to President Lyndon B. Johnson, now a member of the law firm of Ginsburg and Feldman; Harry Elson, Atlanta, Georgia, President of a large news distributing service and a moving force in the publication of the magazine "Commentary"; John J. Goldberg, San Francisco, a senior partner in the law firm of Steinhart, Goldberg, Feigenbaum & Ladar; Dr. A. Leo Levin, Philadelphia, Vice-Provost of the University of Pennsylvania and Professor of Law at the Law School of that institution; Dr. Paul Mishkin, Philadelphia, Professor of Law, University of Pennsylvania Law School; Mitchell Panzer, Philadelphia, partner in the law firm of Wolf, Block, Schorr & Solis-Cohen, and President of Gratz College.

Mr. President, I have the pleasure, in behalf of a unanimous Committee, to move the election of the gentlemen I have named, as Trustees of the Society for the respective terms specified.

The motion was seconded and passed.

THE ANNUAL REPORT OF THE PRESIDENT

Mr. Sol Satinsky, President, made his annual report as printed on page 557. The Annual Meeting was then adjourned and reconvened as an open meeting of the Board of Trustees.

Mr. Bernard G. Segal reported as follows:

Under the By-Laws as amended last year, officers will now be elected by the Trustees. However, our Committee is so proud of the slate of officers we are presenting, that we are making our nominations at this open meeting of the Board of Trustees in the presence of our General Membership. The By-Laws now provide that no person, other than the Executive Director, and the Editor, shall hold the same office for more than three consecutive years. This renders ineligible for election today, our esteemed and effective President, who has served for six successive terms, and all of our Vice Presidents.

I think it is appropriate to review very briefly a few of the advances made by the Society during Sol Satinsky's tenure as President. They are very considerable indeed.

One outstanding event was the publication of The Torah at the end of 1962. By now, there are approximately 180,000 volumes of this notable work in print and more than $300,000 has been raised for the Bible Fund to achieve this result and make possible continuance of the distinguished work on the Bible being carried on under the Society's auspices.

Another significant attainment during Sol Satinsky's Presidency was the conception and completion in 1964 of the Society's splendid new building. This was made possible by a grant from the Jacob R. Schiff Fund, of which our President
and the respective Presidents of Columbia University and the College of the City of New York are the trustees. In addition to the $100,000 for the building renovation, the Fund, during Sol's concurrent service as President of the Society and as Trustee of the Fund, made a grant of $150,000 to the Society to be used to publish books on Jewish contributions to American democracy.

Too many statistics are a terrible bore; a few meaningful ones can be an inspiration. Here are just three categories which provide some measure of the Society's advances during the six years of our President's incumbency.

Publications—66 new books and 150 reprints.
Distribution—1,300,000 hard-back volumes and one-quarter million paperbacks.
Memberships—rose from 11,300 to 13,400, with annual dues going from $110,000 to $156,000.

Similar impressive gains are reflected in the statistics of all of the Society's activities.

These represent the quantitative, the measurable results, achieved, during Sol Satinsky's administrations.

There are, too, the qualitative values. Having been Vice-President of the Society during all of the six years of Sol's Presidency, I can personally attest to the inspiration of Sol's leadership, as can every other officer and trustee. I cannot remember anyone's ever refusing an assignment Sol asked him to assume in behalf of the Society. In his quiet and modest, yet persistent and effective way, he has inspired all who have worked with him. He has effectually carried forward the work and the objectives of his distinguished predecessors, and he has broken significant new ground on his own. He turns over to his successor a smoothly functioning and highly regarded operation.

Last year, the members of this Society wisely voted that upon completion of his term, a President shall become a life member of the Board of Trustees as well. Mr. Satinsky, therefore, now assumes the more leisurely, though still influential, role he has so long sought—a still young senior elder of the Society.

Mr. Satinsky knows that he will have our esteem, our affection, and our deep appreciation always. We look forward to working with him for many more years in the service of the Society he has served so well.

Mr. Chairman, it is, I think an attribute of worthwhile organizations with lofty purposes that as the chief actor leaves the stage, there is always in the wings, a new star ready to assume the leader's role. That is our happy situation today.

From the start, your Nominating Committee had only one choice for the Presidency. For eleven years, he has been one of the wisest and most useful members of our Board of Trustees. He has held high posts of honor in the Jewish community as well as in the community at large.

As the first President, now Honorary President, of the Albert Einstein Medical Center, he demonstrated his immense administrative ability as he launched that new project so effectively that it has become a recognized leader among the private hospitals of the country.

As editor of the Pennsylvania Bar Association Quarterly, a position he has held with distinction for the past quarter of a century, he continues to serve his own profession of the law.

In the field of education, he has been President of the alumni of his Alma Mater, the Wharton School of the University of Pennsylvania; he has been honored by being the recipient of the University Alumni's Award of Merit; and he serves currently as a member of the Joint Committee of the Trustees of the Annenberg School of Communications and the Trustees of the University of Pennsylvania. In recent days, he was elected to the Board of Trustees of Temple University.

Although by now you may doubt it, he also has a job and he earns a living at it.
For he is, as he has been since 1940, Vice-President, Secretary, and General Counsel of Triangle Publications, which besides operating a chain of television and radio stations, publishes The Philadelphia Inquirer and many of the country's leading magazines and other publications.

There is no one I know whose election as President of the Jewish Publication Society would give greater promise for the future of the Society.

It is, therefore, with pride and gratification that, in behalf of the Nominating Committee, I nominate as President of the Society for the coming year, one of my oldest and most cherished friends, Joseph M. First.

We are most enthusiastic, too, about the other officers we are nominating today. I wish time allowed my telling you something about each of them. They are:

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

Secretary—Dr. Paul Sloane, Philadelphia

Treasurer—William S. Fishman

As Life Trustees, we nominate:

Jack Solis-Cohen, Jr.
Judge Louis E. Levinthal
Justice Horace Stern
Sol Satinsky
Edwin Wolf, 2nd

And, of course, we shall renominate for his 17th term, our Executive Director, Lesser Zussman, who continues to administer the affairs of the Society with the outstanding effectiveness to which we have all become accustomed. He is an invaluable asset to the Society.

At our Annual Meeting last year, we honored our distinguished and beloved Editor of 27 years, Dr. Solomon Grayzel. As we take official note of his retirement, we wish him God-speed, and many years of satisfying and productive work in the field of scholarship he will now be able more leisurely to pursue.

As you all know, we are nominating as Dr. Grayzel's successor as Editor, Dr. Chaim Potok, whom you will be hearing more about later in the program, and who is our speaker today.

Mr. Chairman, I move the election of the foregoing officers and Life Trustees. The motion was seconded and passed.

Mr. First accepted the presidency and, as his first official act, presented awards of appreciation to Sol Satinsky, Bernard L. Frankel, Dr. Solomon Grayzel, Dr. Jacob R. Marcus and Bernard G. Segal.

Program

Dr. Solomon Grayzel, Editor Emeritus, introduced Dr. Chaim Potok, newly-elected Editor, who read a paper titled "New Frontiers in Jewish Publishing." The presentation was followed by questions and discussion. A reception in honor of the outgoing officers ended the afternoon's activities.

Respectfully submitted,

PAUL SLOANE, M.D., Secretary
Ladies and Gentlemen:

It is an open secret that I am but minutes away from being relieved of the responsibilities which I have carried during the past six years as President of the JPS. These have been eventful years and I shall always look back on them with gratitude and a feeling of accomplishment, but I shall not dwell on them. Our work is in the future, in which it is my hope that I may have a part, so permit me to confine myself to the year just passed and let the earlier years remain as they have already gone into the record.

Actually, the work of the JPS falls into a pattern each year—a pattern intended to fulfill our reason for existence. On the surface, our task is a very simple one. We publish and distribute books which help to enhance and strengthen our Jewish culture and religion. However, this apparently simple task becomes highly complicated when we get into the specifics of what is published and for whom our books are intended. Let's look at the record and see what we accomplished during the past year.

1965 Publication Program

During the year, we published eleven hardbound titles and one paperback reprint. The titles, with the statistical record of month published, quantity printed and number distributed during the calendar year follows:

*Short Friday and Other Stories*, by Isaac Bashevis Singer. (Co-published with Farrar, Straus & Giroux) Jan. 4,961 4,308

*This People Israel*, by Leo Baeck. (Co-published with Holt, Rinehart and Winston) Jan. 6,000 4,945

*Autobiographies of American Jews*, by Harold Ribalow Feb. 4,400 2,846

*Education in Israel*, by Joseph Bentwich. (Co-published with Routledge & Kegan Paul, Ltd.) Apr. 3,120 2,023

*Usque's Consolation for the Tribulations of Israel*, by Martin A. Cohen Apr. 3,058 2,099

*The Jewish Marriage Anthology*, by Philip and Hanna Goodman May 7,246 4,782

*The Captive Rabbi: The Life of Rabbi Meir of Rothenburg*, by Lillian Freehof. (No. 18 in the Covenant Series.) June 4,300 2,523

*And the Crooked Shall Be Made Straight*, by Jacob Robinson. (Co-published with The Macmillan Co.) Sept. 4,058 2,960


*Yossel of Rosheim*, by Selma Stern Nov. 4,000 2,135

Paperback (Co-published with Harper & Row in the Torchbook Series.)

Jews in the Renaissance, by Cecil Roth Nov. 6,000 2,870

1965 Reprints

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

<table>
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<tr>
<th>Title</th>
<th>Reprinted</th>
<th>In Print</th>
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<tbody>
<tr>
<td>The Torah: A New Translation</td>
<td>15,000</td>
<td>180,000</td>
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<tr>
<td>The Holy Scriptures (1917 Translation)</td>
<td>50,000</td>
<td>1,088,000</td>
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<tr>
<td>The American Jew: A Reappraisal, by Oscar I. Janowsky</td>
<td>1,808</td>
<td>7,738</td>
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<tr>
<td>Breakthrough, by Irwin Stark and Irving Malin</td>
<td>2,032</td>
<td>7,032</td>
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<tr>
<td>Albert Einstein, by William Wise (A Covenant Book)</td>
<td>2,000</td>
<td>15,000</td>
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<tr>
<td>Hanukkah, by Emily Solis-Cohen, Jr.</td>
<td>2,000</td>
<td>13,500</td>
</tr>
<tr>
<td>A History of the Jews, by Solomon Grayzel</td>
<td>5,000</td>
<td>76,800</td>
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<tr>
<td>A History of the Jews in Christian Spain, Vol. I,</td>
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<tr>
<td>by Yitzhak Baer</td>
<td>2,000</td>
<td>7,000</td>
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<tr>
<td>Let Laughter Ring, by S. Felix Mendelsohn</td>
<td>2,000</td>
<td>21,600</td>
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<tr>
<td>Pathways Through the Bible, by Mortimer C. Cohen</td>
<td>15,000</td>
<td>182,925</td>
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<tr>
<td>Pathways, Workbooks, Compiled by Miriam Levitin</td>
<td>1,667 sets</td>
<td>27,089 sets</td>
</tr>
<tr>
<td>The Pharisees, 2 Vols., by Louis Finkelstein</td>
<td>2,000 sets</td>
<td>12,325 sets</td>
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<tr>
<td>Philosophies of Judaism, by Julius Guttman</td>
<td>500</td>
<td>6,028</td>
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<tr>
<td>Sabbath, by Abraham E. Millgram</td>
<td>2,000</td>
<td>17,804</td>
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Publication Distribution

In 1965, we distributed 192,000 volumes, of which 52,000 were selected by members, 136,000 distributed through jobbers, bookstores and other customers, and 4,000 distributed as free books.

Membership Statistics

Our membership enrollment in 1965 showed an encouraging increase. We ended the year with 13,394 members compared with 12,145 in 1964, so that we gained 1,249 for an increase of 10% during the year. It is gratifying to know that nearly 90% of the annual members on our rolls at the end of 1964 renewed in 1965. It is our hope that sustained effort in this important area of our work will continue to produce good results.

Bible Translation

The Bible Translation Committee and the Bible Fund which is making possible this monumental achievement merit special attention. You have read in the Bookmark and the press that we recently expanded the Translation Committee to include a group of young scholars and rabbis who have accepted responsibility for translating the Ketubim. The new members are Dr. Moshe Greenberg of the Uni-
versity of Pennsylvania, Dr. Jonas C. Greenfield of the University of California (Berkeley), Dr. Nahum M. Sarna of Brandeis University, Rabbi Saul Leeman of Cranston, R. I., Rabbi Martin Rozenberg of Fort Washington, N. Y., and Rabbi David S. Shapiro of Milwaukee.

The original committee will continue with the translation and preparation of *The Torah, Haftarot* and *Megillot* (which we hope to publish in 1968) and then turn their attention to completion of *Nebiim*. Thus, with both groups working side by side, it is our hope that the work of translation will be accelerated and that the entire work will be completed in five or six years.

The response from the community to our appeal for gifts to the Second Bible Fund continues to be a source of deep satisfaction. Our goal of $500,000.00, estimated as the amount needed for completion and publication of The Tanach, has been more than half met by contributions from some 1,700 individuals and institutions in an amount of $264,845.00. Outstanding in their efforts during the past year were Trustees Philip D. Sang and Samuel N. Katzin in Chicago, and Trustee Saul Viener in Richmond and Norfolk.

We shall continue our efforts until the goal is reached.

*Necrology*

During the past year, we lost three valued colleagues who are irreplaceable in the work of the JPS: Martin Buber, aged 87, wrote *For the Sake of Heaven*, which we published in 1945 in an English translation by Ludwig Lewisohn; Ephraim A. Speiser, aged 63, was a member of the Publication Committee for 13 years and also served as a member of the Bible Translation Committee; Myer Feinstein, aged 69, was an officer and trustee for 14 years, during 12 of which years he served outstandingly as treasurer.

May their memories serve as an inspiration and a blessing for all of us.

In closing, I would like to express my thanks to you, our members, for your sustained interest and support. Let's all look to the future and hope that the value and effectiveness of the JPS will continue to grow—in a world at peace.