

The Jewish Publication Society of America

REPORT OF THE EIGHTY-FIRST YEAR

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(elected May 4, 1969)

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THE EIGHTY-FIRST ANNUAL MEETING

The Eighty-first annual membership meeting of The Jewish Publication Society of America was convened at three o'clock in the afternoon on Sunday, May 4, 1969 in the Warwick Hotel, Philadelphia, with approximately 200 members and guests in attendance. The invocation was delivered by Dr. Jacob R. Marcus, a trustee of the Society.

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:

I am more than pleased to report that the financial affairs of the Society are on an even keel, which—in these days of steeply rising costs—is a gratifying statement with which to begin my report.

The auditor's statement for the year 1968 indicates that both income and expenditures decreased by about 2% when compared with 1967, so that our deficits for the two years were in approximately the same amount.

Specifically, our total income for 1968 was \$564,000 (in round figures) with \$326,000 from the sale of books and Bibles plus \$238,000 from membership contributions, other contributions and royalties. In 1967, our income was \$576,000 of which \$335,000 came from sales and \$241,000 from other sources.

On the expenditure side, in 1968, we spent \$298,000 for book production plus \$275,000 for overhead and distribution, or a total of \$573,000. This compared with \$583,000 in 1967, of which \$352,000 was spent for production and \$231,000 for other expenses.

In summary, our income in 1968 was \$11,585 below 1967 and our expenditures decreased by \$10,194. Deficits for the two years were \$8,961 in 1968 compared with \$7,570 in 1967. You will agree, I am sure, that these figures reflect good fiscal management on the part of your Board of Trustees and staff.

Executive Director's Report

Mr. Lesser Zussman, Executive Director, reported on his recent trip to Israel during which he participated in the Jerusalem Book Fair as representative of the Jewish Book Council of America.

Report of the Publication Committee

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

I have come to the conclusion, with the birth of my fifth grandchild, that I have been in a position of authority in our Society for too long a time. My gray beard is catching up to me, or vice versa. I suppose long service is an admirable thing,

but I'm not quite sure what it is except "long service." Habits become ingrained. New ideas may be accepted, but become difficult to carry out. What was successful always seems so much more appealing than the untried what-may-be-more-successful. One can understand the impatience, the drive, the fresh imagination of those younger, but inertia intervenes. The Jewish Publication Society needs a push, a push into new programs, into new fields, into new goals. The wisdom of experience is all very well and good, but it should be the brake and not the accelerator.

Let me look back a moment, so that you may understand my feelings. My first engagement with the Society was as a sit-in for my boss, the eminent Dr. Rosenbach. He was a member of the Publication Committee in the early 1930s, and too occupied with the rare-book business to attend meetings. He was also concerned with keeping alive during the Depression in the American Jewish Historical Society and the Friends of Hebrew University, both of which organizations he served as President. Cyrus Adler, then my predecessor in this post as Chairman, suggested that I be sent to the meetings, I presume, so that one more of the handful of chairs be filled. I went. They were unusual occasions. Those of you who never knew Dr. Adler cannot realize what a democratic organization we have become. Perhaps six persons gathered around a table in the Lewis Tower which then housed the Society's offices. The meetings were short. Dr. Adler told the Committee what he had done, and that was that. Simon Miller, a good, kind and sweet gentleman was then President of the Society. He was not one to cross swords with Cyrus Adler even if the decision merited challenge. That is not to deprecate Simon Miller; Dr. Adler may have been the last American Jewish leader who was always sure he was right and his way was the best way. He was a great man—and not an easy one. My introduction into Jewish communal life could not have been under more interesting auspices. To continue this autobiography which I must admit will not sell as well as Philip Roth's, in 1935 I was elected a trustee of the Society. I was then 24 years old. In spite of all my pleadings ever since, the Society has looked down its institutional nose at my suggestions that extreme youth is not an insuperable handicap. Of the officers and trustees of the Society who shared with me the responsibility for what was to be for years an invalid, only Philip Amram, Bernard L. Frankel, Louis E. Levinthal, and Frank J. Rubinstein are still active. Of the members of the Publication Committee at whose meetings I sat without a *hechsher*, the only ones still members are Dr. Harry W. Ettelson, who, incidentally, officiated at my *bar mitzvah*, Messrs. Frankel and Levinthal, and Dr. Solomon Grayzel.

In the year 1934, the Society sold just over \$15,000 worth of books. In that year it issued three books: *The Life of Menasseh ben Israel*, *The Decay of Czarism* for which in those unsophisticated days I wrote the dust jacket blurb, and the *Year Book*. We received \$18,000 in dues. We had a deficit of \$8,200. The nadir of the Society had been reached.

We have come a long, long way. The past is history; the future is opportunity. No longer do we have a hole which must be filled before we can build. Our foundations are now solid and impressive. It is for a new generation to add pillars or towers or domes.

During the year 1968 we published thirteen books, three of which were carried over from the preceding year. One of these was biblical, Shalom Spiegel's penetrating study of the meaning, implications and effect of the sacrifice of Abraham, *The Last Trial*. Another was a classic, one more in the series the Society has been publishing for many years, Gershon D. Cohen's edition of *Sefer HaQabbalah*. We skipped in time to the Renaissance with Ben Zion Netanyahu's biography of *Don*

Isaac Abravanel, one of the most important of the Spanish exiles. A related string of communities, the long existent and now almost disappeared Sephardim of North Africa were treated in Andre N. Chouraqui's *Between East and West*. Without much fanfare on our part we seem to have jumped on the African bandwagon, for Robert G. Weisbord's *African Zion* is the story of the 19th-century attempt to re-establish Jerusalem in East Africa.

The beginning of modern times, the age of reason in its French manifestation and its impact on French Jews, was the subject of Arthur Hertzberg's *French Enlightenment*, the recipient of the first Amram Award. Not so enlightened were those who made *The Jews of Czechoslovakia* a record of what was and will never be again. Less sad and more nostalgic memories of the great Central and Eastern European Jewry were evoked by Isaac Bashevis Singer's superb novel, *The Manor*, by David Opatoshu's collection of short stories, *A Day in Regensburg*, and by Louis Falstein's *The Man Who Loved Laughter*, a juvenile biography of Sholom Aleichem, issued in our Covenant Series.

More modern in feeling was our edition of Ludwig Lewisohn's *Island Within*, the first in our projected Library of Contemporary American Jewish Fiction. (Given enough time for it to have been properly aged, we may a generation from now reprint our editor's book, but I doubt that Philip Roth's will make our list. Surely somebody by then will have written a more prurient book.) We took advantage of fame of a far different nature by publishing *O the Chimneys*, a collection of poems by Nelly Sachs, who seems to have been better known to the Nobel Prize committee than to the American Jewish public. And, finally, we issued Volume 69 of the *American Jewish Year Book*.

As a result of the Russian invasion of Czechoslovakia, our volume turned out to be the year's bestseller. The Society's editions of all our co-publications, the books of Hertzberg, Sachs, Singer, and Spiegel, are almost exhausted, but we do usually plan on distributing fewer—and hence print fewer—of them than our own sole publications. Somehow Jewish Africa has not caught on the way Black Africa has; our two ventures into that continent are somewhere behind the leaders.

One book, planned for 1968, the *Anthology of Holocaust Literature*, was published in 1969, and, as expected, is getting and will continue to get a wide circulation. Of the twelve volumes for 1969, four have appeared and the other eight are in hand and being worked on at various stages of editorial and production procedure.

A young assistant district attorney of the City of New York told me at my grandson's *brith* this past week that he was disappointed in the Society's books. "No ancient or medieval history or biography," he complained. Do we know what our audience is? Perhaps we ought to issue twice as many books. Certainly we ought to have twice as many members. The Society needs change. If we were a university, we would long ago have been invaded and forced to change. To the critics of violence, I can only say: let us then do it peacefully and rationally, but let us get going.

Report for the Committee on Nominations

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

I am pleased to present the unanimous report of your Society's Committee on Nominations and By-Laws, the members of which are Samuel J. Ajl, Phillip Forman, Abraham L. Freedman, Jerome J. Shestack, Edward B. Shils, and Edwin

Wolf, II, with Joseph M. First and Lesser Zussman serving in their ex officio capacity.

The Committee concluded to nominate the following Trustees for reelection to terms of three years:

Philip W. Amram, Washington, D. C.; Isaac L. Auerbach, Philadelphia, Pa.; Myer Feldman, Washington, D. C.; John J. Goldberg, San Francisco, Calif.; J. R. Marcus, Cincinnati, Ohio; Paul Mishkin, Philadelphia, Pa.; Mitchell E. Panzer, Philadelphia, Pa.; Paul Sloane, Philadelphia, Pa.; Saul Viener, Richmond, Virginia.

The members of the Committee carefully reviewed the record of service of each of these Trustees and are satisfied that the best interests of the Society will be served by his reelection as a member of the Board.

Five of our valued Trustees are ineligible for reelection this year by virtue of their having served four consecutive terms of three years each. These Trustees are:

Robert J. Block, Seattle, Washington; Herbert B. Cohen, York, Pa.; Abraham L. Freedman, Philadelphia, Pa.; Leo Guzik, New York, N. Y.; A. Leo Levin, Philadelphia, Pa.

The contribution of these men to the Society has been considerable and we are most appreciative to them. As they leave our Board, we are confident that their dedication to the Society is such that their support of the Society's activities will continue. We have no doubt, too, that our association with them will remain close and cordial.

The principles by which our Committee is guided in considering the nomination of new Trustees for election by the membership will bear repetition. In view of the importance of the Trustees, the Committee takes most seriously its assignment of determining each year which of the eligible American Jewish leaders should be selected for nomination. As in the past, we have borne in mind the importance of maintaining on the Board persons supplying a variety of backgrounds and providing national geographical distribution, so that they may help carry the Society's message and influence to all segments of the American Jewish community throughout the United States. Obviously, too, we have borne in mind that Trustees should be individuals whose commitment to the preservation and advancement of Jewish culture will assure their active interest in advancing the work and influence of the Society.

I personally talked with each individual whom the Committee voted should be invited to permit his name to be submitted in nomination. You will be pleased to know that every one of them readily accepted the invitation. Accordingly, in behalf of the Committee I am privileged to place a truly outstanding slate in nomination for election as new Trustees. In doing so, time will permit me to state only the city of residence and one or two of the principal activities of each of the nominees, as follows:

Morris B. Abram of Waltham, Massachusetts

Mr. Abram is President of Brandeis University. A native of Atlanta, Georgia, he was up to last year an outstanding attorney practicing in New York City. He is one of the Nation's important leaders in liberal causes, having had a distinguished public career which included service as General Counsel of the Peace Corps, United States Representative on the United Nations Commission on Human Rights, and President of the American Jewish Committee.

Carl G. Koch of Seattle, Washington

Mr. Koch is a senior partner in one of the leading law firms in the Pacific Northwest. Among his extracurricular activities are the Vice Presidency of the Federated

Jewish Fund and Council of Seattle, membership on the Board of Directors of the American Jewish Committee, and of interest to at least some of you, a Life Mastership in the American Contract Bridge League.

Edward H. Levi of Chicago, Illinois

Dr. Levi is President of the University of Chicago, having previously held the positions of Provost, Dean of the Law School, and Professor of Law at that institution. His notable career has included service as counsel to the Judiciary Committee of the United States Senate, as a top-level official in the United States Department of Justice, both in the War Division and in the Antitrust Division, and as a member of the prestigious Council of the American Law Institute on which he continues to serve.

Samuel J. Roberts of Erie, Pennsylvania

Justice Roberts is an Associate Justice of the Supreme Court of Pennsylvania having previously been President Judge of the Orphans' Court of Erie. His career has included service in numerous civic, charitable, and welfare organizations. He is widely known as an outstanding lecturer and speaker, and the quality of his Opinions as a Supreme Court Justice have won for him the respect of Bench and Bar.

Harry Starr, New York City, Attorney and Director of the Littauer Foundation; New York

Ben D. Zevin, Cleveland, Ohio, who recently retired as president of the World Publishing Co.

Mr. Starr and Mr. Zevin were members of the Board of Trustees up to last year. Both of them are members of our Publications Committee and, of course, are well known to you. The By-Laws of the Society wisely provide that a member of the Board of Trustees who became ineligible by virtue of length of service may be re-elected after the lapse of one year. As members of the Board and of the Publications Committee, Mr. Starr and Mr. Zevin have been keenly interested in and have made substantial contributions to the activities and the objectives of the Society. Our Committee readily concluded that they should now be nominated for election to the Board.

Mr. President, in behalf of our Committee acting unanimously, I move the election or reelection, as the case may be, as Trustees of the Society for three-year terms, the incumbent Trustees and the other persons whom I have named.

Upon a motion duly made and seconded, the nominations were approved unanimously.

Mr. Joseph M. First, President, made his annual report as printed on page 643.

The Annual Meeting was then adjourned and reconvened as an open meeting of the Board of Trustees.

Mr. Wolf recommended that Abraham L. Freedman, Leo Guzik and Abraham Katsh be elected to the Publication Committee. *Upon a motion duly made and seconded, the recommendation was approved.*

Mr. Segal reported for the Committee on Nominations as follows:

In its critical assignment of nominating the officers of the Society, the Committee's task this year was not an easy one since all of our incumbent officers have served the maximum of three terms permitted by our By-Laws. I need not emphasize to as knowledgeable a group as this one what a tear it is to see a group of officers who have accomplished so much leave office.

In making the initial nomination of Joseph First as President of the Jewish Publication Society three years ago, I stated that although I realized the tremendous demands made upon him by his manifold professional, civic, educational, and charitable activities, I knew of no one whose election as President would give greater promise for the future of the Society. All of you know how richly he has fulfilled that promise.

During Joe's Presidency, the Society attained its Eightieth Anniversary. The self-study which that event inspired demonstrated how far we have come, how solid our foundations are, and how soundly Joe has built upon them. In his three years as our leader, the Society's already established position in preserving Jewish culture in America has been substantially advanced.

While normally statistics are a bore, I think a few meaningful ones encompassing Joe's administrations will be of interest to you.

The Society now has the active support of more than 14,000 annual members plus 3,000 Bible sponsors, in addition to the libraries and educational institutions everywhere whose interest in the Society's productions have reached new heights. During the past three years, thirty-four new books were published and forty additional titles were reprinted, which together resulted in the distribution of more than one-half million volumes. At the same time, a new edition of the Torah was completed and the Bible translation was advanced so that two additional books are in active process. Of course, works in other fields are in the mill.

I believe that even more important than the physical accomplishments of the Society during Joe's Presidency is the inspirational quality of his leadership. This is really the vital element. For nothing ends as one President retires and another succeeds. The individual stays but a relatively brief time at his post, but the institution goes on, fixed in its course, toward clear and enlightened goals which have certainly been further delineated and enlarged during Joe's tenure. It is the institution which counts, the institution which is permanent and enlarges us all by its endless persistence. It is here that Joe has made his greatest contribution—his insistence upon the maintenance of the high standards of the past, and his ability to maintain the practical while never losing sight of the spiritual aspects of the Society's contributions. He turns over to his successor a smoothly functioning organization which is at its all-time high in achievement and national acceptance.

Joe would, I am sure, insist that I note the fact that the accomplishments of his administration would not have been possible had it not been for the cooperation and support he received from the officers who served with him during his three years in office. We are indebted to them all. I wish I could recite for you the contributions of each but this would unduly prolong our program and I therefore merely express our thanks to the following and our high regard for them as they leave the respective offices I name:

Vice Presidents: Leo Guzik, David C. Melnicoff, Maxwell M. Rabb, Philip D. Sang, Jerome J. Shestack; Treasurer: William S. Fishman; Secretary: Dr. Paul Sloane.

Another of the wise amendments to our By-Laws made not so long ago provides that upon completion of his term, a President shall become a Life Member of the Board of Trustees. We express to Joe our affection, our esteem, and our deep appreciation for his dedicated service as he relinquishes his duties as President of our Society. At the same time we are comforted by the fact that in his role of Life Trustee, we shall continue to have the benefits of the large talents and the sage counsel of this extraordinary person.

Mr. Chairman, in the business and professional world, one of the clearest measures of a retiring chief executive's ability and foresight is whether there is a worthy

successor available to take up the reins of office. Happily, this is now our situation. Indeed, the task of the Committee was not to determine whether there is a Trustee who can take over the office of President, but rather which of the several Trustees, all obviously qualified both in ability and experience, should be chosen at this particular time.

I remember my first luncheon with the individual whom I am about to nominate as President. That was when I invited him to become a member of the Board of Trustees of the Society. I was greatly impressed by him then. The ensuing years have strengthened my first impression.

This Trustee whom we present to you for this nomination has distinguished himself in many ways. Born in a small town in Indiana of parents of very modest means, he has worked from the time he was ten years old. Despite the fact that he was employed throughout high school and college, he nevertheless managed to engage in extracurricular activities, to rank among the leaders in his class scholastically, and to be elected, as was his wife, whom he met at college, to the honorary society of Phi Beta Kappa. His forensic skill was attested to by election also to the national honorary debating organization, Delta Sigma Rho. Embarked upon a career of scholarship and destined for a college professorship, he was diverted into business by virtue of a family death, and by the time he was twenty-two he was already heading up a substantial candy and tobacco distributorship. Today, he occupies a position of commanding importance as President of ARA Services, Inc., a publicly held company, which is a nationwide commercial enterprise having 35,000 employes and operating in 44 states, the District of Columbia, and a large number of countries both in this hemisphere and in Europe.

Despite the demands which this enterprise makes upon its chief executive officer, he has served twice as President of his industry's national trade association and in important posts in other recognized national business and industrial groups.

His interest in education has been evidenced by his role as a member of the Board of Trustees of Bryant College, and his activity in behalf of Brandeis University which won him election as a Fellow of that institution. His interest in music, starting with his playing in his high school band, continues with his membership on the Boards of Directors of the Philadelphia Orchestra Association and the Philadelphia Music Academy.

The immense energy of this man is evidenced by the fact that despite the demands upon him which I have noted, he nevertheless finds time to serve as a member of the Board of Directors of The Fidelity Bank, one of our city's important financial institutions, and on the boards of some of our most worthwhile organizations operating in the public interest, including the Big Brothers of America, the Crime Commission of Philadelphia, and the Federation of Jewish Agencies of Greater Philadelphia of which he is also a member of the Executive Committee.

We have been singularly fortunate in the men who have served as Presidents of JPS. Those who have come from cultural and educational fields have shown an unusual awareness of the problems of administration and finance which confront the executive head of our institution; and those who have come from business have had large cultural and educational interests as well. The nominee of your Committee falls in this latter category. He will bring to the position of President a record of outstanding achievement in the administration and financing of large and important business enterprises, great interest and usefulness in cultural and educational fields, and demonstrated dedication to the affairs of the Jewish Publication Society.

Mr. Chairman, it is a high privilege, in behalf of the Nominating Committee,

to nominate as President of the Society for the coming year, our esteemed Trustee, William S. Fishman.

Our committee is most enthusiastic, too, about the other officers we are nominating today. The tyranny of time prevents my telling you, as I should like, some of the merits and contributions of each of them. They are an exceptional group. In behalf of the Committee, I nominate for the respective officers I have named, the following: Vice Presidents: Robert P. Abrams, Philadelphia; Samuel J. Ajl, Philadelphia; Phillip Forman, Trenton; Gustave L. Levy, New York; Edward B. Shils, Philadelphia. Treasurer: David C. Melnicoff, Philadelphia. Secretary: Philip D. Sang, Chicago.

I have spoken of how blessed we have been in the calibre and quality of the men who have served as our Presidents. A continuous asset we have had for almost two decades is our Executive Director, Lesser Zussman. He possesses an unusual combination of ability, dedication, and good judgment. It is therefore with great satisfaction that for the Committee, I nominate Lesser Zussman for reelection as Executive Director.

Although he had large shoes to fill when he came here and although his tenure has been of relatively short duration, our Editor, Dr. Chaim Potok, has already endeared himself to and has won the respect of our Board of Trustees and the larger constituency of the Society. He seems to possess an almost unbelievable ability to write bestsellers and deliver learned addresses, and at the same time, to carry on with energy and zeal the tasks of his office as Editor of the Society. It is a great pleasure for me, in behalf of the Nominating Committee, to nominate Dr. Potok for reelection as Editor of the Society.

Mr. President, I move the election of the foregoing officers whom I have named.

Upon a motion duly made and seconded, the nominations were approved unanimously.

Mr. First introduced Mr. William S. Fishman, newly-elected President, who made a brief speech of acceptance during which he expressed his thanks to the outgoing officers and trustees to whom he presented inscribed JPS medallions.

The open meeting of the Board of Trustees was adjourned.

Program

Dr. Chaim Potok, Editor of the Society, introduced Professor Milton Hindus, of Brandeis University, who read a challenging paper on "Jewish Writing from the Turn of the Century to the Present: Is It Still in Need of Patronage?" A discussion period followed the address, portions of which have been printed in the June, 1968 *JPS Bookmark*.

A reception in honor of Prof. Hindus ended the afternoon's activities.

Respectfully submitted,

Philip D. Sang,
Secretary

THE ANNUAL REPORT OF THE PRESIDENT FOR THE YEAR 1968

Ladies and Gentlemen:

Since this is the final year that I shall serve in the post as President of this Society under the sensible limitation imposed by our By-Laws, I should like to add

a few comments to my Annual Report and share with you a central thought that I have long had concerning the communications media.

I ask you to think of the communications media, of which book publishing is so vital a part, as the central nervous system of civilization. As you well know, the central nervous system of man has the supreme function of integrating the input of the various sensory organs. This integrative function, as pointed out by Sherrington, enables man to surpass animals lower down in the evolutionary scale in the powers of perception and understanding—not by virtue of having better senses to work with, for animals have demonstrated on many occasions far greater keenness in individual senses, such as vision and hearing—but rather through man's more developed capacity for integrating the percepts from the various sensory modalities.

Let me take just one moment to illustrate this notion by using the well-known example of the frog. If we present a frog with a fly impaled on a sharp nail, the frog seeing the stimulus will interpret it to signify food and will lash out to eat it repeatedly even though the nail on which the fly is impaled should cause the frog's tongue to be slashed to ribbons. The signal value of the fly as food does not diminish because any possible pain from the frog's torn and bleeding tongue is in no way connected with its visual modality through which the fly still broadcasts its appeal. However, if the frog were to taste the fly after it has been coated with bitter quinine, the frog will then resist the temptation of the stimulus and withdraw from its self-defeating effort to obtain the food because, as is obvious, within the frog, taste and vision are apparently integrated. This then demonstrates the higher intelligence that is achieved through integration.

Now, man's gift is not that he has more senses than the animals, but that *all* his senses are integrated so that the experience of one sense is translated to and recorded in the memory of the other. This is why I continue to think of the communications media as the central nervous system of civilization for it is our communications media alone which allows not only our right hand to know what our left hand is doing, but also permits our eyes and our ears and our muscles to know and to remember their individual diverse and concerted experiences and to draw upon these experiences with economy and precision.

In this shrinking "one world" of ours we are wholly at the mercy of the efficiency of our communications media for that kind of integrative action that makes possible an economy of experience for the highest degree of intelligent decision-making and action.

History has been called the memory of man and it has been said that a land without memories is a land without history. Our communications media while recording our history, both trivial and significant, are doing more than providing a memory for civilization. I submit that our communications media provide the whole central nervous system of our civilization without which there would be operating many diverse senses in the world, but no *common* sense. Parenthetically, I might add that in tandem with the achievement of *common* sense, the communications media, by disseminating the biological sport, the uncommon sense of creative genius, become the foundation of the reasonable judgment of civilization.

This I would like you to feel was the keynote philosophy of my administration. The books of the Jewish Publication Society, as part of the communications media, have been particularly directed not only toward providing a memory of Jewish civilization but in providing the whole central nervous system of that ancient and continuing civilization.

Let us now turn to a review of our activities during the past year.

1968 Publications

<i>Carried over from 1967</i>	<i>Published</i>	<i>Printed</i>	<i>Distributed</i>
JEW OF CZECHOSLOVAKIA	March	5,650	4,964
FRENCH ENLIGHTENMENT (JPS edition)	April	3,500	3,344
SEFER HaQABBALAH	May	5,332	3,550

1968 Titles

O THE CHIMNEYS (JPS edition)	January	3,496	3,446
THE MANOR (JPS edition)	January	4,390	3,968
A DAY IN REGENSBURG	January	4,988	3,782
THE LAST TRIAL (JPS edition)	February	3,077	2,939
THE ISLAND WITHIN	April	3,880	2,525
DON ISAAC ABRAVANEL	June	3,878	2,822
AFRICAN ZION	July	4,107	1,963
THE MAN WHO LOVED LAUGHTER	September	3,946	2,856
YEAR BOOK, Vol. 69	October	4,000	3,753
BETWEEN EAST AND WEST	November	5,250	3,268

1968 Reprints

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

THE HOLY SCRIPTURES	35,000	1,188,000
AUTOBIOGRAPHIES OF AMERICAN JEWS by Harold U. Ribalow	2,068	6,468
BLOOD ACCUSATION by Maurice Samuel	500	5,365
BOOK OF RUTH illustrated by Jakob Steinhardt. Calligraphy by Franziska Baruch.	2,000	10,250
HISTORY OF THE JEWS by Solomon Grayzel	4,980	91,780
LEGENDS OF THE BIBLE by Louis Ginzberg (1 Volume)	3,250	21,296
LEGENDS OF THE JEWS by Louis Ginzberg		
Volume I	2,000	22,981
Volume III	1,000	21,028
Volume IV	1,000	20,841
Volume V	1,000	20,600
Volume VI	2,000	21,005
THE PROPHETS by Abraham J. Heschel	3,051	11,801
THE RISE AND FALL OF THE JUDAEAN STATE by Solomon Zeitlin, Vol. I	1,975	8,750
STORIES OF KING DAVID by Lillian S. Freehof	2,590	11,390
WHAT THE MOON BROUGHT by Sadie R. Weilerstein	1,986	35,586
COVENANT BOOKS		
<i>Albert Einstein</i> by William Wise	3,000	20,202
<i>Cast A Giant Shadow</i> by Ted Berkman	3,408	7,408
<i>World of Jo Davidson</i> by Lois Harris Kuhn	2,000	11,000

Membership Analysis

In 1968, we enrolled a total of 13,558 members as compared with 13,846 in 1967—a decrease of 2.2%. Of those enrolled, 4,814 contributed at the \$7.50 level; 2,147 at \$10.00; 4,356 at \$15.00; 1,057 at \$30.00; and 1,164 at \$35.00 or higher. Income from membership contributions remained about the same despite the small decrease in enrollment, with \$200,614 in 1968 compared with \$200,718 in 1967.

Publication Distribution

We distributed 164,753 books during the year 1968, of which 67,790 were selected by members, 3,400 distributed as free books, and the balance distributed through bookstores, congregational gift shops, adult study groups, etc.

Bible Translation Committees

It is our conviction that the year 1968 was a fruitful one in terms of the works produced by the Bible Translation Committees. They completed a volume titled NOTES ON THE NEW TRANSLATION OF THE TORAH, under the editorship of Dr. Harry M. Orlinsky, which is scheduled for publication in December of 1969. This work will answer many of the questions raised by scholars and laymen after THE TORAH was published. Also, the new translation of the Five Megilloth and the Book of Jonah has been completed and is now in production for publication in July. Dr. H. L. Ginsberg, who edited the work, has written an introductory essay as well as individual essays for each scroll and Ismar David has created beautiful drawings. The book promises to be of great value in school, synagogue and home.

The two committees (*Prophets and Writings*) are continuing with their work of translation. Progress is slow, but we are hopeful that the work will be completed and the volumes published within the next three or four years.

New Building

Last year, I reported that the Society had purchased an historic building at 1622 Locust St. which we hoped to renovate and occupy after the summer of 1969. However, this optimistic hope will apparently not materialize for two reasons. First, the Commonwealth of Pennsylvania has postponed the taking of our building on 15th St. from the early part of 1969 to the latter part of 1970—with additional postponements as a possibility. This means that our present building will remain in our possession for a longer period than anticipated and that funds needed for renovation of the new building will not be available. Further, we are finding that renovation bids are substantially higher than forecast and much more money than estimated will be needed.

The Board of Trustees has these various problems under consideration and will soon arrive at a definite decision which will enable us to move ahead.

Necrology

We mourn the death of two distinguished men who, coincidentally, both served as Presidents of the Society.

Jack Solis-Cohen, Jr., who died on July 8, 1968, at the age of 78, had a lifelong interest in the work of the JPS. He was elected as a Trustee in 1929, then became

President in 1933 for extended service in that capacity until 1949. He was instrumental in accomplishing many advances during his administration. After retiring from the Presidency, he continued to serve actively as an Honorary President until his death.

Chief Justice Horace Stern, of the Pennsylvania Supreme Court, also served the Society for many years. His service extended over a period of 61 years, from his initial election as a Trustee in 1908 to his death on April 14, 1969 at the age of 90. During the intervening years, in addition to serving as a Trustee, he occupied the important offices of Vice-President, President and Honorary President.

May the memories of Jack Solis-Cohen, Jr., and Justice Horace Stern be a blessing for all of us.

It is a privilege to have held the post of President of this distinguished Society and I want, particularly, to urge you to give your continued support to the new officers who will follow, men who have shown by their dedication their sense of responsibility in advancing the purposes of the Jewish Publication Society.

I cannot conclude without again expressing as I have in past years my sense of gratitude for the support given me by Lesser Zussman, our capable and exceptional Director; by Dr. Potok, our challenging and ever helpful Editor; by the excellent professional staff, by the brilliant Publication Committee, and by the brave men who served as my co-officers and those who make up your Board of Trustees.

May I conclude these remarks with a prayer that we meet again, next year, in a Country and a World at peace.