

The Jewish Publication Society of America

REPORT OF THE EIGHTY-SECOND YEAR

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(elected May 3, 1970)

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THE EIGHTY-SECOND ANNUAL MEETING

The Eighty-second Annual Membership Meeting of The Jewish Publication Society of America was convened at three o'clock in the afternoon on Sunday, May 3, 1970 in the Drake Hotel, Philadelphia, with approximately 150 guests and members in attendance. The invocation was delivered by Dr. Jacob R. Marcus, a Trustee of the Society.

Mr. William S. Fishman, 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 treasurer's report is first on the agenda because it is the briefest and easiest to make. Our other officers deal with a variety of problems, while your treasurer deals with only one: money. Fortunately, the task of obtaining needed funds has not been overburdensome because of the generosity of people like yourselves who demonstrate their interest in our work by making annual contributions, giving books as gifts, and helping us enroll new members. This support has enabled the Society to maintain a balanced budget in 1969 and even to show a slight surplus for the first time in many years.

Specifically, our total income for the year 1969 was \$574,600 as compared with \$564,300 in 1968. Of this total, \$206,400 was received as membership contributions, \$44,500 from other contributions, \$311,400 from sales of Bibles and books, plus \$12,200 from miscellaneous sources.

Expenditures amounted to \$572,200 for the year 1969 compared with \$573,247 in 1968. Costs of \$273,300 were incurred for Bible and book production, while the balance of \$298,900 was paid for overhead and book distribution.

In summary, we showed a gain of \$2,400 for the year as against a deficit of \$8,961 for the year 1968.

Executive Director's Report

Mr. Lesser Zussman, Executive Director, discussed the Society's plan to computerize its membership records in order to give maximum service through mechanization of record-keeping and fulfillment of advance selections.

Report of the Publication Committee

Dr. Gerson D. Cohen, Chairman of the Publication Committee, commented as follows:

The task entrusted those on the Publication Committee of our Society in the coming years is made both easier and more difficult by the activity of the two generations of Jewish Publication Society leadership that preceded our own. We are successors to a well-established publishing institution with a tradition. We have come into possession of a rich legacy of Jewish books covering the whole

spectrum of Jewish history, literature and thought, and we are members of a community whose readiness and eagerness for Jewish books have largely been cultivated and developed by the dedicated earlier leaders of this Society. It is this readiness and eagerness of the American reading public, coupled with the ever growing number of Jewish books in the English language, many of which are of high quality and enduring worth, that make our task, in a sense, far easier than that of our predecessors.

On the other hand, it is precisely this distinctive achievement of our predecessors that makes our succession to their mantle so much more difficult. For if succession is to be meaningful, it cannot represent mere continuity of previous activity, nor can it be a complacent walking in the path cleared by pioneers; rather, it must represent the opening of appropriate avenues that effectively translate the spirit of the founders of the Society and of its original purposes through new activities and new kinds of publications. We must recognize that, thanks in large measure to our predecessors, the JPS no longer occupies a unique role in the field of Jewish publication. It can, however, and must continue to serve the distinctive purposes that no other American Jewish institution does.

Some of the new emphases which we hope to be making in the publications of the coming years are already becoming apparent from our new lists. We have begun to increase our efforts to bring the best of Israeli scholarship and creative literature in English translation to the American reader. Thus we hope that some of the finest fruits of the great tradition of scholarship already established in Israel will become part of the intellectual property of the American Jewish reading public and, indeed, of the intelligent readership of the American public at large. We have further embarked on a series of projects to translate modern classics of Jewish literature and scholarship from European languages, so that some of the best products of nineteenth and twentieth-century Jewish scholarly activity can become familiar possessions of the modern reader. Further, we have projected a series of scholarly introductions to Jewish literature reflecting the recent advances in scholarship and knowledge in all areas of Jewish literature and thought. All this, of course, will not replace but will be in addition to new works of history, literature and art composed in our own day, which our Society will continue to publish.

Finally, we are hoping to expand the *Bookmark* to make it a report on the current Jewish literary scene. While the *Bookmark* will continue to report the activities of our Society, it will also contain new features that will keep the American Jewish reading public abreast of developments in Jewish literature the world over. The Jewish book market has become so vast that no one can easily keep up with the variety of offerings that constantly appear. A regular critical survey of various aspects of literature, history, theology and art will fill a long-felt gap.

These are but beginnings. Hopefully, we shall remain alert to the needs of the American Jewish community so that we will be sponsoring and publishing not only works of immediate relevance but also works which will be of value to our successors as well.

Report of the Committee on Nominations and By-Laws

Mr. Joseph M. First, reported as follows:

Mr. President, Ladies and Gentlemen—

Mr. Bernard G. Segal, Chairman of the Committee on Nominations and By-Laws, has asked me to make his report. He is unable to attend this meeting because

he is today in San Francisco serving in his important responsibility as President of the American Bar Association.

The task of the Nominating Committee was rather uncomplicated this year because 14 of the 15 Trustees whose terms expired had served diligently and merited renomination, so that we had only to fill the vacancy of one Trustee who was ineligible for re-election. We therefore unanimously recommend the re-election for three-year terms of the following Trustees:

Robert P. Abrams, Philadelphia (5th year)	Dr. Daniel Greenberg, Framingham (4th year)
Robert L. Adler, Chicago (4th year)	Gustave L. Levy, New York (4th year)
David Appel, Philadelphia (4th year)	David C. Melnicoff, Philadelphia (5th year)
Judge David L. Bazelon, Washington (11th year)	Maxwell M. Rabb, New York (10th year)
Dr. Gerson D. Cohen, New York (2nd year)	Edward H. Rosen, Philadelphia (7th year)
Mrs. Joseph Cohen, New Orleans (4th year)	Dr. Abram L. Sachar, Waltham (4th year)
Judge Phillip Forman, Trenton (10th year)	Dr. Edward B. Shils, Philadelphia (4th year)

For election to a three-year term: Judge Abraham L. Freedman, Philadelphia. Upon a motion duly made and seconded, the nominations were approved.

We also recommend the following revisions as italicized, in our By-Laws:

Article III, Section 1, to read:

The affairs, administration and property of the Society shall be in the charge, management and control of a Board of Trustees which shall consist of no more than forty-five trustees *excluding any elective officer* provided for in Section 7 of this Article *who is serving on the Board of Trustees solely by virtue of his office and also excluding the Life Trustees provided for in Section 2 of this Article.* The Term trustees, all of whom shall be members of the Society, shall be elected by the members at the annual meeting of members.

Article III, Section 7, to read:

The officers of the Society shall consist of a President, no more than five Vice Presidents, Treasurer, Secretary, Assistant Secretary, Executive Director, Editor and such other officers as the Board of Trustees may from time to time deem necessary. The office of Executive Director and Assistant Secretary may be held by the same person. *Each such officer not otherwise a member of the Board of Trustees shall automatically become a member to serve so long as he shall hold office.* Upon a motion duly made and seconded, the recommended revisions were approved.

Mr. William S. Fishman, President, made his annual report as printed on page 584.

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

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

Under our By-Laws, the Board of Trustees elects officers annually from the members of the Board. To fulfill this requirement, your Committee unanimously makes the following recommendations:

President:	William S. Fishman (2nd term)
Vice Presidents:	Robert P. Abrams (2nd term) Dr. Samuel J. Ajl (2nd term) Judge Phillip Forman (2nd term) Gustave L. Levy (2nd term) Dr. Edward B. Shils (2nd term)
Treasurer:	David C. Melnicoff (2nd term)
Secretary:	Philip D. Sang (2nd term)
Editor:	Dr. Chaim Potok (5th term)
Ex. Dir. & Asst. Sec.:	Lesser Zussman (21st term)

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

The open meeting of the Board of Trustees was adjourned.

Program

Dr. Chaim Potok, Editor of the Society, introduced Mr. Milton Himmelfarb, co-editor of the American Jewish Year Book, who spoke on "The 70's: American Jewish Institutions in Turmoil." A discussion period followed the address. Portions of this address were printed in the June, 1970 *JPS Bookmark*.

A reception in honor of the officers and trustees ended the afternoon's activities.

Respectfully submitted,

Philip D. Sang,
Secretary

THE ANNUAL REPORT OF THE PRESIDENT FOR THE YEAR 1969

Members and friends of the Jewish Publication Society:

Every business man knows that an accurate evaluation of his inventory is of critical importance to his enterprise. A similar inventory—or "appraisal" if you prefer—is of equal importance to those of us who have the courage to undertake lay leadership of our communal institutions, especially such old, established, and dignified institutions as the Jewish Publication Society.

During the past weeks, while thinking about this report, I have found it difficult to focus upon a desirable and valid theme. Basically, this difficulty stems from the fact that my first year as your president has been both easy and difficult. "Easy" because the administration of the Society's affairs are handled so smoothly by our other officers and staff that I was but infrequently called upon to become involved in any major or critical problems. Board meetings went harmoniously and smoothly because committee chairmen had done their homework and all was well—almost too well—with the world.

The "difficulties" are sensed rather than felt because, as we are all aware, this is a period of confrontation and turmoil and it just doesn't feel right to me that the Society go blithely on its way, publishing its books and Bibles, receiving enough in contributions from its members and other donors to pay its bills, and in a way standing somewhat apart from today's dynamics in the Jewish and other religious

communities. Should we not be publishing and distributing more books on the current scene? Should we not be commissioning authors to write on subjects which are of direct and stimulating interest to the college youth and their teachers? In general, are we to be "with it" or are we really as stodgy and complacent as we are occasionally accused of being.

I have some thoughts and recommendations on these questions to which I shall return, but may I first give you a few quick statistics to fulfill the annual report requirement and also to give you some food for thought covering our not inconsiderable accomplishments during the past year as related to our potential service to the American Jewish community.

In 1969, we published 12 volumes, with titles, authors, and quantities printed and distributed as follows:

	<i>Printed</i>	<i>Distributed</i>
WESTWARD WITH FREMONT, by Sophie Greenspan	3,886	2,210
ANTHOLOGY OF HOLOCAUST LITERATURE, edited by Jacob Glatstein, Israel Knox and Samuel Margoshes	7,000	5,457
A DUAL HERITAGE, by Naomi Cohen	4,044	2,551
ISRAEL AND THE DIASPORA, by Ben Zion Dinur	4,051	3,613
STEPHEN S. WISE: SERVANT OF THE PEOPLE, edited by Carl Hermann Voss	4,130	3,309
THE OLD EAST SIDE, edited by Milton Hindus	4,951	4,355
FIVE MEGILLOTH AND JONAH, edited by H. L. Ginsberg	7,538	5,874
EDUCATION OF AB CAHAN, translated by Leon Stein, Abraham P. Conan and Lynn Davison	5,006	3,326
RESCUE OF DANISH JEWRY by Leni Yahil	4,979	3,124
AM. JEWISH YEAR BOOK, Vol. 70, edited by Morris Fine and Milton Himmelfarb (Co- published with the American Jewish Committee)	4,150	3,426
SOCIAL & REL. HIST., Vols. 13 & 14, by Salo W. Baron (Co-published with the Columbia University Press)	4,000 sets	3,392 sets

In addition, we reprinted 11 titles, with statistics as follows:

	<i>Reprinted</i>	<i>Total in print</i>
THE HOLY SCRIPTURES	30,000	1,218,000
THE HOLY SCRIPTURES (Hebrew & English)	2,300 sets	11,380 sets
HISTORY OF THE JEWS by Solomon Grayzel	5,008	96,788
PATHWAYS THROUGH THE BIBLE by Mortimer J. Cohen	8,490	216,415
FRENCH ENLIGHTENMENT AND THE JEWS by Arthur Hertzberg	500	4,000
HANUKKAH by Emily Solis-Cohen	2,005	15,502
HEBREW: ETERNAL LANGUAGE by William Chomsky	2,331	11,832
LEGENDS OF THE JEWS, Vol. II by Louis Ginzberg	1,039	22,031

MAN WHO LOVED LAUGHTER (Covenant) by Louis Falstein	3,525	7,403
RISE AND FALL, Vol. II by Solomon Zeitlin	2,008	7,013
WORKBOOKS TO PATHWAYS by Miriam Levitin	1,700 sets	32,133 sets

Further, a few statistics of specific interest:

Membership Analysis

In 1969, we enrolled a total of 13,562 members as compared with 13,538 in 1968. Of those enrolled, 4,292 contributed at the \$7.50 level; 2,469 at \$10.00; 4,506 at \$15.00; 1,037 at \$30.00; and 1,267 at \$35.00 and higher. Income from membership contributions increased from \$200,614 in 1968 to \$206,394 in 1969.

Publication Distribution

We distributed 156,919 volumes in 1969, of which 69,505 were selected by members, 3,784 distributed as free books, and 83,630 distributed through jobbers, bookstores, libraries, congregational gift shops, adult study groups, etc.

Bible Translation Committees

The work of translation moved ahead slowly but steadily during the past year. The PROPHETS committee completed THE FIVE MEGILLOTH and THE BOOK OF JONAH, which was published (and well-received) in July. It also completed NOTES ON THE NEW TRANSLATION OF THE TORAH with Harry M. Orlinsky as editor, which was published in February of 1970. This volume has also evoked a very favorable response from both scholars and laymen. In addition, this committee is making progress in translating THE PROPHETS and hopes to complete its work in three or four years.

The committee engaged in translating THE WRITINGS is also making steady progress. They have completed Psalms I and there is a good possibility that we may publish the complete Psalms as a separate volume after all of the books of Psalms are finished.

New Building

Last year, our President reported that the Commonwealth of Pennsylvania had postponed acquisition of our 15th St. building because of a lack of funds. We have since learned that additional postponements are in prospect, so that we may be able to remain in our present location for two or more years. On this basis, the Board of Trustees decided that it would be unwise for us to hold 1622 Locust St. any longer and we have, therefore, put that building up for sale.

The statistics which I just read out to you indicate that we are indeed a dynamic organization. The range of our subject matter in terms of the books published is impressive. Also, the scope of our distribution shows steady upward progress. However, to return to my earlier questions, are we publishing for today's American Jew or are we following the deep ruts laid down by our predecessors? My subjective impression, which I have not as yet presented officially to our Board

of Trustees, is that we need to review our objectives with a view toward changing our course—not abruptly and not impulsively, but steadily and firmly.

I am convinced that we are obligated to make it financially possible for qualified scholars to leave their routine preoccupations and undertake the task of writing timely and original books for the JPS to publish. This will take much more money than we can now appropriate for this purpose, but a beginning must be made with available funds. Also, I am confident that the value and worth of such a project can be demonstrated to potential contributors and that a good response will be obtained. I intend to discuss this subject in greater detail with the Board of Trustees.

Further, I believe that the “image” of the Society must be updated so that the American Jew will know that we do not publish for dusty library bookshelves but for the alert reader who wants to learn more about himself through reading about his religious heritage and environment, in terms of both the past and the present. So—let us begin to move forward. Progress, as hopefully made, will be reported in the *Bookmark* and through other releases to our members during the coming year. Meanwhile, may I urge you to work actively on the Society’s behalf. Contribute generously. Urge your friends to give us their support. Read and discuss our books. Above all—let us know of your interest so that we may be encouraged to work even harder on your behalf.