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Series I: General Correspondence, 1914-1969, undated.

Sub-series A: Alphabetical, 1914-1965, undated.

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Central Conference of American Rabbis, Liberal Judaism
Committee, 1945.

June 11, 1945

Rabbi Max C. Currick, Chairman
Editorial Advisory Committee
LIBERAL JUDAISM
523 West 9th Street
Erie, Pa.

Dear Rabbi Currick:

With the war nearing its global end, it seems to me not too soon to urge that we give immediate consideration to the expansion of LIBERAL JUDAISM. To this end I suggest that the Magazine Committee, meeting in Atlantic City later this month, realistically discuss the following ideas designed not only to enhance our editorial prestige but concurrently to launch us on a businesslike campaign for larger stable circulation and profitable advertising. This, you will recall, had been contemplated at the outset but rendered impracticable by war-imposed restrictions on paper:

I. On the assumption that limitation on paper will be removed before long, I propose that by the end of the year the normal size of the magazine be increased from 80 pages to at least 96 pages, and that such extra space be devoted to additional features. These might consist of--

(a) A serialized novel of special interest to adherents of progressive Judaism. A nation-wide contest, enlisting the participation of the best creative writing talent in the United States (not necessarily restricted to Jews alone), should seek to project fictionally that phase of Jewish life which would demonstrate a natural and complete integration in the American fabric of second and third generation Jews. That which we refer to as American Judaism, thoroughly American and just as truly Jewish, should furnish an attractive theme to many a writer, and under sympathetic treatment should yield a number of novels at once thrilling, dramatic and factually authentic. In the whole range of current romantic literature this subject appears to have been neglected--almost as if by design.

Scrutiny of modern American literature in Yiddish, for example, reveals a woeful unawareness of Jewish life that is deeply rooted in the soil and spirit of America. Most of the inspiration seems to come from a nostalgic remembrance of things past in the old world. Novelists and short story writers in English have taken but slightly more cognizance of this positive strain in the evolution of the American way of life. Today, when all too many professional and highly articulate Jewish writers, having access to popular publications, tend to belittle and undermine the faith in Jewish security even in democratic countries, it is especially desirable that we of Reform persuasion make every effort to counteract this pernicious defeatism, this counsel of despair. It may well be that the subject here suggested has hitherto offered no adequate commercial incentive to writers of quality. Therefore, I suggest that the

proposed contest offer at least three prizes: one of \$1500, one of \$1000, and a third of \$750, for the three manuscripts adjudged best among those submitted. Such serialized novels might also have potential book, stage, screen and radio possibilities, all of which might be cleared profitably through the Publication Department of the Union of American Hebrew Congregations. It is reasonable to suppose that such a contest, widely announced, would attract outstanding writers. Moreover, inasmuch as the theme would necessarily also touch upon Christian-Jewish relations, the board of judges might include noted non-Jewish literary critics. The inevitable free publicity incidental to a contest of such proportions would have great promotional value both to LIBERAL JUDAISM and to the UAHC.

(b) Popular interpretation, in every issue, of Jewish thought and tradition in the light of progressive Judaism, particularly for the consumption of our youth -- post-Confirmation as well as collegiate. An equally attractive approach should be made to returning war veterans.

(c) Bearing in mind that the average Jew is not very different from the mass reader of American periodicals and dailies, I suggest a series of human interest success stories built especially around men and women in the Reform fold who have made signal contributions to the American way of life. These could be ferreted out with the aid of rabbis and heads of Brotherhoods and Sisterhoods throughout the country. The authorities at the Hebrew Union College might also be consulted. And, of course, such articles should endeavor insofar as possible to slant these portraits so as to be helpful in the promotion of Liberal Judaism.

(d) A more vigorous editorial policy particularly toward religious, organizational and public issues that may tend to disrupt or otherwise jeopardize the inner harmony of the Jewish community in America. Objective controversy is bound to quicken interest in the magazine and widen the influence of Reform Judaism at the same time.

(e) Invite Reform rabbis and lay leaders in various countries to serve as correspondents in such centers abroad where progressive Judaism has an opportunity to thrive. The likelihood is that in most of post-war Europe Jewish communities will best survive along enlightened lines. The new order over there will scarcely be hospitable to the Orthodox or ghetto spirit.

(f) Our journal might be further beautified by a simple judicious utilization throughout the magazine of the color now used on our covers. I am sure that Max Singer could devise an effective pattern for such physical improvements. Incidentally, subscription renewal notices, also in two colors, might give the recipients an advance glimpse of the more striking features planned for forthcoming issues. A further effort should be made by the Editorial and Production Departments to adhere to a stricter dead-line and schedule of mailing.

II. Since it is our purpose to reach the widest possible readership not only within our congregational membership but in other areas as well, it is essential that a permanent circulation department, linked with an equally permanent advertising set-up, be established preferably in New York. If there is enough available space at 3 East 65th Street, that would serve very well as a business address. On however modest a basis this undertaking should be launched, it will be well to reckon on no net income from circulation during the first six months. That is a conservative estimate and well known in the subscription field. As for advertising, under normal circumstances we might reckon on a cost of between 40% and 50% from gross intake. To be sure, the first few months would have to be financed 100% until such time as advertising begins to flow in. In this field it may be assumed that some members of congregations throughout the country, who are either large-scale advertisers or influential in advertising agencies, would be willing to help. This expectation, of course, would be in addition to normal potential channels. Detailed memoranda on the requirements of conducting both circulation and advertising departments can be furnished easily as soon as your Committee takes favorable action on these proposals.

I should like to see subscriptions promoted in several ways: by house to house solicitors, by mail, by newsstand sales, by cooperation on the part of congregations and of Sisterhoods. I also propose that the annual subscription rate be increased to \$3.00, especially if we enlarge the magazine and introduce the features outlined above.

Our series on Reform pioneers, of which the type has been held standing, might readily be converted into a handsome book that could be offered as premium for subscriptions by mail.

A similar series on the oldest Reform congregation in the United States is now in the making and might likewise serve as an eventual premium. No less attractive as a potential book is a plan of mine to publish a series of doubtless absorbing stories dealing with fathers and sons in the rabbinate. Such names as Silver, Heller, Wise (both Jonah and Stephen), Feuerlicht, Glazer, Lefkowitz, and Mayer could lead off; others might follow, with the articles to be written by competent professional writers with whom the sons would surely collaborate, or by the sons themselves.

You and other members of the Editorial Advisory Board may wish to add to these proposed points for the agenda. Bear in mind that Heller is out of the country and that Lieberman would rather not be burdened with anything other than occasional advice on purely literary matters. Incidentally, he might be given the job of forming a board of judges in the contest proposed. Isaac Landman can be reached by mail at Star Lake, N. Y.

In conclusion I want to reiterate my confidence that both circulation and advertising can be promoted profitably on a long-range basis, provided, of course, that the paper situation is eased sufficiently to enable us to grow at a steady pace.

As ever,

Faithfully yours,

Louis Rittenberg

REPORT ON CIRCULATION OF
LIBERAL JUDAISM MAGAZINE

June 22, 1945

Review

The last report on circulation was submitted to you at the meeting which took place in Cincinnati on June 22, 1944. At that time we were distributing 2,718 copies, 1,261 of which were sent to paid subscribers and 498 to contributors of \$25.00 or more to the Union and the College.

This figure of 1,261 paid subscriptions reflected the result of a series of three letters sent in May and June, 1944, to a list of approximately 5,000 trustees and officers of congregations, rabbis, and board members, informing them that LIBERAL JUDAISM Magazine was being placed on a directly paid subscription basis. Until that time, these people received our publication automatically by allocating a portion of their dues to the payment of their subscriptions. The three letters produced 791 subscriptions, as follows:

Letter #1, May 3, 1944	384	
Letter #2, May 26, 1944	278	
Letter #3, June 15, 1944	129	791

The Current Picture

The June, 1945 issue which has just been mailed is being distributed to 3,687 individuals of whom 1,300 are paid subscribers and 1,242 are contributors of \$25.00 or more to the Union and the College. The increase in circulation is roughly 1,000.

As far as paid subscribers are concerned, we have held slightly better than ^{our}own even after much larger than average losses from expirations in May and June, because it was in those months last year that we added 791 subscribers. The comparison with last year is even more favorable if due consideration is given the fact that there has been an increase of about 750 in the group of contributors of \$25.00 or more. This group represents what is probably our best prospect list. The fact that they automatically receive LIBERAL JUDAISM eliminates them as prospects for directly paid subscriptions.

Conclusion Drawn

Please note how the returns diminished progressively with successive mailings. It seems to me that further follow-ups would have entailed greater losses than warranted considering that we have no advertising revenue against which to offset promotion losses.

Future Plans

For the immediate future, or until restrictions on the use of paper are relaxed or lifted entirely, we cannot take on more than 400 to 500 additional subscriptions. We ought to try to get them if not too much expense is entailed. We ought to try to get the additional few hundred subscribers in wholesale lots through agents or friends of the Union.

By the latter, I mean the rabbis who for years cried of the need for a magazine of Reform. We tried this approach but for a few scattered exceptions, we got very little cooperation.

How We Attempted to Enlist the Aid of the Rabbis

1. In June of 1943, Rabbi Currick, the chairman of our Committee, addressed a letter to all his colleagues in the Union and the Conference asking them to publicize LIBERAL JUDAISM on every suitable occasion: at gatherings, in announcements, in their Temple Bulletins. The plan worked very well in Rabbi Currick's congregation, for 25 to 30 subscriptions resulted. The reason, I believe, is that Rabbi Currick did something about it.

2. In May of last year, when we were converting to a directly paid subscription basis, I asked the rabbis not only to subscribe themselves (about 2/3 of them did), but also to see to it that their trustees, at least, became subscribers. We have no way of knowing what cooperation was given here, but the results were negligible.

3. In September I suggested to the rabbis a plan for getting their trustees to subscribe. It was simple and easy. About 60 rabbis agreed to try out my suggestion, and ordered sample copies and subscription blanks. With only a few notable exceptions, that is where the effort ended. I must tell you of some of the exceptions: Rabbi Alan Green secured 18 subscriptions - that's all the trustees he had on his board; Rabbi Joshua Haberman of Mobile also did a 100% job; Rabbis Abraham Feinstein of Chattanooga and Stanley Brav of Vicksburg, and David Wice of Newark also secured 60% - 80% enrollments. A few others sent in from one to three or four subscriptions. The rest let the matter drop. The total number of subscriptions secured in this effort ran to 70.

4. One other experiment was tried. I engaged an agent to sell subscriptions in connection with several other lines that he represented in Ohio and 3 or 4 other states. The plan that I worked out seemed to hold out much promise. This is how it worked in Cincinnati. I secured from the rabbis of both congregations a letter of introduction to a selected list of their members (the rabbis made up the lists themselves). Our agent had no difficulty seeing his prospects when he said he had a letter from the prospect's rabbi. The letter also contained an endorsement of LIBERAL JUDAISM. He sold 16 of 20 prospects visited in one day. Thirteen of these subscriptions were for 2 years. All transactions were cash.

Having started off well in Cincinnati, our plan was to write, in Rabbi Eisendrath's name, to the rabbi in the next city on our agent's itinerary. The rabbi was asked to cooperate in an important Union undertaking which would be explained to him by our representative who would arrive on a given day.

The plan ran into difficulties immediately. In the second city visited, our agent was told that the rabbi was suddenly called out of town. I then revised my letter to the next city, asking the rabbi to arrange for someone else to see our representative if for some reason that should be necessary. Well, that third city was our Waterloo. The rabbi, when he heard what was wanted of him, refused to cooperate. He quite hotly told us that the plan was undignified and that he would not be a party to it. Our agent became discouraged and dropped the project.

What Can We Expect from the Rabbis in the Future?

Everyone of the above approaches yielded some results. Modest, it is true, but results, nevertheless. If we had had the facilities for more or less intensive follow-ups I believe we could have done much better. I am willing to take on the supervision and planning of the circulation job, but not without an assistant who can devote himself to the manifold details that a magazine circulation department proliferates unendingly.

But does the small increase in circulation that we could take care of warrant such expenditures? I think not. I believe that until such time as we can aim for 2,000 to 3,000 new subscribers as a first objective, we must limp along at our present gait.

But What Then?

Any campaign for increasing our circulation greatly will have to provide for a series of as many as seven follow-ups, and a variety of attractive printed circulars, together with subscription cards of various styles to get the benefit of the effect of variety. Such a campaign would require not only the detailed attention of a person whose principal preoccupation would be subscription promotion, but would entail also a fair amount of clerical service. The expense of executive and clerical personnel, printing, postage, etc., would be greatly in excess of subscription revenue, and would be justified only if such an effort were a prelude to securing advertising.

Under these conditions, if we went ahead to promote circulation in order to sell advertising space, we must be prepared to risk capital for a period of years, just as any other magazine publisher does. There is no guarantee that our publication will find favor with a large body of individuals, for our field is strictly limited. The successful magazines of a million circulation appeal to the whole 140 million population of our country and average only 7/10 of 1 per cent coverage. On the same basis, assuming that there are 300,000 Reform Jews in America, we would finally secure 2,100 subscribers. Making allowance for the fact that we do not

have as much competition in our field as do the popular magazines, it still seems to me that doubling or trebling this figure would be close to the maximum number of subscribers we could get in the next 3 or 4 years.

What I am trying to put across is not that we can't succeed in such a project, but that success will come only after a considerable length of time, and only at the risk of much money. We must be prepared for losses, slow progress, even no progress at all.

What to Do?

The upshot of this analysis is that for us it would be best to secure circulation by the lodge membership method under which a portion of dues is allocated to the payment of the subscription price. Then, like the B'nai B'rith, we could present advertisers with an impressive circulation statement that might secure advertising for us.

But such an arrangement must be real, in the sense that the allocation from dues must be adequate to cover production and other costs, so that our magazine can stand on its own feet, and not continue on a basis of subsidies.



M. MYER SINGER

Memo from Louis Rittenberg

To members of the Editorial Committee and Advisory Board

Subject: Reactions to circulation report by M. Myer Singer,
Production Manager.

June 24, 1945

I want to comment upon some phases of the picture presented by Singer's circulation report. In the first place, my letter to Currick clearly states that the suggestions are predicated "on the assumption that limitation on paper will be removed before long." Whether that period proves to be six months or a year, I feel it is not too early to lay our plans now for healthy expansion...I knew all along that the margin of growth possible at once is limited to a few hundred extra subscribers.

I am not altogether surprised at the meager response from rabbis because, after all, they would have to overcome, among their congregants, a long ingrained feeling that the magazine is theirs by right and should get it "for nothing." The fact that 2/3 of the rabbis themselves did subscribe is encouraging, for these fellows, I am sure, would in the long run assist any regular solicitors whom we might engage to travel through the country -- exclusively for us.

I disagree that the professional solicitor dropped us because of a tilt with one of the rabbis. Those fellows don't quit that easily. The trouble is that when working for commercial publications, they often find themselves -- and suddenly -- with idle time. They are abruptly asked to lay off getting subs for certain journals because anticipated advertising may not have materialized. That is when they go searching for fill-in jobs. From my talk here with Earle Marks of Opinion, for whom your solicitor works regularly, I gathered that that was the situation when he took on LIBERAL JUDAISM. In fact, salesmen of his type and all other high powered solicitors do not rely to any great extent on special contacts; they prefer the cold canvass.

You have noted, no doubt, that I urge the multiple approach to getting subscriptions. I do this because it is my understanding that we do not intend to restrict our appeal to people already in the Reform fold. For instance, we have been negotiating and laying plans, for months, with certain areas in the Yiddish speaking sections. Eisendrath and Schwarz have been in on this for almost a year. Similarly, I see no reason to confine ourselves to congregational memberships--if we mean to reach out into wider fields. Our magazine is sufficiently broad in content to offer worthwhile reading to non-Reform Jews, and I see signs on every side that many people not affiliated with any Reform group enjoy our columns.

I think the analogy with large general periodicals is unjustified, certainly in its conclusions. I well recall how easy it was to obtain 30,000 subscribers (ABC) for The American Hebrew in the late 1920's when Jewish consciousness was nowhere near the level it is today. It is noteworthy that The American Hebrew was generally regarded as the unofficial Reform mouthpiece. Yet circulation, I am sure, could have been jacked up to twice and more the above figure. What prevented us from doing the latter was the fact that the management, which was drawing quite a number of \$10,000 and \$15,000 annual salaries, felt uncertain about being able to raise the advertising rates sufficiently to maintain the high level of net profit.

Opinion, which is surely a house organ, no matter what the claim may be, has no trouble maintaining an ABC circulation of between 20,000 and 25,000. Stephen Wise, Jimmie Wise and Earle Marks do quite nicely for themselves financially.

Now since LIBERAL JUDAISM is designed to be a dignified propaganda organ for the UAHC and the CCAR, with no coupon-holding stockholders to worry about, there need be no such limitation as restrains the strictly commercial publications. The investment we make in circulation is an important facet in the overall promotion scheme of the Union in its endeavor to increase membership. I am sure that the rabbis themselves would find their membership drives greatly aided if, say, in their particular neighborhoods, there should happen to be a growing flock of readers obtained legitimately on the general reader appeal of the magazine. New York and vicinity alone, where there ought to be three times the number of Reform synagogues now prevailing, the field would be fertile.

With the negligible exception of the newsheet-like Brooklyn Examiner, there is no English-Jewish periodical obtainable on any of the newsstands. The American Hebrew has sunk so low that it no longer certifies subscriptions. Opinion is read chiefly out of town. The National Jewish Monthly has an overwhelmingly free subscription list, and B'nai B'rith, I know, is happy to be able to foot the deficit, which is considerable despite advertising revenue. But, of course, this organ of B'nai B'rith does not intend to sell circulation because they must give maximum space to strictly local organizational news, which naturally would not interest the non-member readers.

The rightness of my plea is probably best confirmed in the very elaborate plans now being made by the American Jewish Committee (a) to alter the complexion of the Contemporary Jewish Record to one of general content without giving up essential house propaganda, (b) to become a monthly, (c) to sell subscriptions on a nation-wide scale, (d) to accept advertising, eventually, and (e) to spend \$100,000 during the first year to accomplish their end. The editor alone will receive \$15,000 a year. I know from direct contact with them that LIBERAL JUDAISM has been one of the factors in motivating this step, though they may continue for a while to be semi-highbrow.

What Singer says regarding steps to be taken, I approve 100%.

But, without being overly sanguine, I am convinced that the ceiling on our subscription possibilities -- after paper restrictions are removed -- need not be placed under 100,000 eventually. If all the approaches I have recommended are carried through efficiently and without undue parsimony, we should be able to enroll as paid subscribers the majority of congregational membership within two or three years. I would depend least of all upon bulk or lodge circulation save insofar as it may be feasible to sign up groups within our various Union-affiliated bodies for short trial periods. Beyond those periods, I would leave it to the resourcefulness of circulation technique to secure such subscribers on a stable basis.



UNION OF AMERICAN HEBREW CONGREGATIONS

COMMISSION ON

Information about Judaism

Joint Auspices: UAHC and Central Conference of American Rabbis

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VICE-CHAIRMAN: RABBI EDGAR F. MAGNIN, *Los Angeles*
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Rabbi Theodore H. Gordon, <i>Madison</i>	
Rabbi Joseph I. Gorfinkle, <i>Mt. Vernon</i>	
Rabbi Milton L. Grafman, <i>Birmingham</i>	
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HONORARY MEMBERS

Rabbi Leo M. Franklin, *Detroit*
Rabbi Edward N. Calisch, *Richmond*

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July 13, 1945

Dear Colleague:

I regret exceedingly that it was not possible for you to attend the meeting of our Commission in Atlantic City on June 28. We spent some time discussing the two new projects that were proposed to us by Rabbis Witt and Gorfinkle respectively.

I am sending you herewith a copy of the minutes of the meeting of June 28, as well as copy of the minutes of the Sub-Committee of our Commission which met in Cincinnati on January 18, 1945. I am also sending you a statement by Rabbi Witt with reference to his project.

We would like to have your vote by mail with reference to the adoption of these two projects. After the members of the Commission will have expressed their opinion, which I hope will be in the affirmative, I shall appoint Sub-Committees for each of the two new projects and shall ask the Secretary to keep you informed from time to time as to the progress made.

Please be good enough to send your vote on the enclosed card to the Secretary of the Commission.

With kind regards and best wishes for a pleasant summer,
I am,

Sincerely yours,

Harry W. Ettelson

Harry W. Ettelson
Chairman

HWE:JA

MINUTES OF MEETING

COMMISSION ON INFORMATION ABOUT JUDAISM

Atlantic City, N. J.
June 28, 1945

A meeting of the Commission on Information about Judaism was held in Atlantic City on Thursday, June 28, 1945, at Hotel Chelsea, at 9:30 A.M.

The following members of the Commission were present: Rabbi Harry W. Ettelson, Chairman; Rabbi Israel Bettan, Rabbi Joseph I. Gorfinkle, Rabbi Louis I. Egelson, and Rabbi Louis Witt by invitation.

Regrets at their inability to be present were received from several members of the Commission.

At the request of the Chairman, Dr. Ettelson, the Secretary gave a summary of the Annual Report presented to the Central Conference of American Rabbis.

Rabbi Egelson read the minutes of the Sub-Committee of the Commission which met on January 18, 1945, at Cincinnati. The minutes dealt with the two new projects that had been presented to the Commission by Rabbis Gorfinkle and Witt respectively. These projects had received the approval of the Sub-Committee.

Rabbi Bettan expressed himself in favor of the new projects and emphasized the need for more popular studies for the education of our fellow-Jews. Rabbi Egelson pointed out the original purpose of our Commission and indicated the difference in the aims between the Union's Commission on Jewish Education and that of our Commission. Rabbi Egelson called attention to the fact that the basic principles of our Commission had already been decided some time ago; that our purpose had been established as the dissemination of proper and authentic information about Judaism. He stated that while our pamphlets are available to our co-religionists also, that our main purpose was to bring proper information to non-Jews.

The Chairman stated further that because there were so few of our members present at this meeting, he intended writing a letter to all the members of the Commission asking for their vote with reference to the two new projects.

Rabbi Gorfinkle reviewed the origin and purpose of the Sinai leaflets.

Rabbi Witt then presented his project.

Rabbi Bettan pointed out that the purpose and material of both these pamphlets are different, that the gathering of material for Rabbi Witt's project would be a tremendous task; to make the

project effective would require the attention and research of several men.

Rabbi Egelson indicated that he had given some thought to this matter and had planned to have four or five Hebrew Union College students do the necessary research work. This was agreeable to the members of the Commission.

Rabbi Witt indicated that he would be in touch with the rabbis of the country and ask them to select committees from their congregations or sisterhoods to do the local work, i.e., to prepare the mailing list and to mail out the pamphlets.

Rabbi Witt stated further that against his judgment the Sub-Committee had voted to make his pamphlets thematic. He suggested that we do not thus restrict the pamphlets.

The Chairman stated that he would appoint a Sub-Committee to take charge of each of the two new projects. Each Sub-Committee would outline the plan of action and we should not at this time attempt to bind the hands of the Sub-Committees.

On motion by Dr. Bettan, it was decided that in view of the revived activity to produce more Popular Studies, a Sub-Committee be appointed to draw up a set of necessary themes to be treated, together with a list of authors, and to report back to the Commission.

Rabbi Ettelson, referring to the Press Releases, stated that they do not seem to be prepared with the general public in mind, that occasionally they are dry, theological, historical, and antiquarian in spirit and contents, and that we ought to have them treated in a more popular style. The Secretary was ordered to transmit this suggestion to Rabbi Sidney S. Tedesche, the Chairman of the Sub-Committee on Press Releases.

Rabbi Egelson called attention to the fact that in a list of bibliography of Jewish pamphlet material issued by the Jewish Welfare Board in May, 1945, most of the pamphlets that we had published were included and represented a far larger number than that published by any other organization.

The Secretary also called attention to the fact that Rabbi R. Sommer of Paris, France, who had seen our pamphlets among the Jewish soldiers abroad, had asked for permission to translate into French the pamphlet on "The Contribution of Judaism to Modern Society" by Rabbi Abraham J. Feldman. This permission had been granted.

Rabbi Ettelson pointed out that the work of our Commission offers a splendid opportunity for an appeal to individuals for this special activity. Rabbi Egelson was authorized to discuss

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this matter with Rabbi Eisendrath in order to ascertain whether in the plans and policy of the Union such a special appeal for the work of our Commission will interfere with the general plan.

Adjourned.

Harry W. Ettelson
Chairman

Louis I. Egelson
Secretary



January 18, 1945

MINUTES OF THE SUBCOMMITTEE
OF THE
COMMISSION ON INFORMATION ABOUT JUDAISM

The subcommittee that was appointed to consider the projects proposed by Rabbi Louis Witt and Rabbi Joseph I. Gorfinkle, met at the office of the Union, on Thursday, January 18, at 10:00 A.M.

Present were Rabbi Leo M. Franklin, chairman, Rabbi Joseph I. Gorfinkle, Rabbi Louis Witt, and Rabbi Louis I. Egelson. Rabbi Benjamin Friedman of Syracuse and Mr. Isaac Kuhn of Champaign, Ill. wrote regretfully of their inability to be present.

Rabbi Franklin stated the purpose of the meeting, namely, to consider both projects and to arrive at some recommendations to be made to the full Commission.

Rabbi Egelson described both projects in detail, stating first that Rabbi Gorfinkle had issued, as an individual, a number of pamphlets which he called Sinai Leaflets. Eleven of these had already been printed and had been widely distributed. Rabbi Gorfinkle desired that our Commission take over the continued publication and distribution of these pamphlets, as well as the publication of additional pamphlets in that series which Rabbi Gorfinkle had planned.

Rabbi Witt's project called for the preparation of brief leaflets not to exceed four pages, for a special distribution among non-Jews. He planned his leaflet to consider all four elements, as follows:

- (a) From the ancient Rabbis
- (b) From the Jewish Prayerbook
- (c) An Interfaith quotation from a living personality
- (d) A news item
- (e) Questions and answers or information in the form of
"Do you know that."

The method of distribution proposed by Rabbi Witt was novel in its character.

Both these projects were discussed in detail. Rabbi Witt and Rabbi Gorfinkle enlarged upon their proposed programs.

As a general principle it was the consensus of the committee that the pamphlets be designed for Jews as well as for non-Jews.

Rabbi Gorfinkle's pamphlets were discussed in detail, both those that have been already published and those that have been contemplated.

It was the sense of the committee that we recommend to the Commission to take over Rabbi Gorfinkle's pamphlets, to publish

them under the imprint of our Commission, to keep the name "Sinai Leaflets," and to authorize Rabbi Gorfinkle to continue the preparation of additional pamphlets in that series.

With regard to Rabbi Witt's project, it was voted to recommend to the Commission that we proceed with the preparation of pamphlets according to his plan for the format, content, and method of distribution.

As to the title for these pamphlets, two were suggested as follows:

1. Truth About the Jews, with the following quotations in the nature of sub-heads:

Truth Is the Seal of God (the exact Talmudic reference).

Ye Shall Know the Truth and the Truth Shall Make You Free (the exact New Testament reference).

2. Interfaith Leaflets with the following quotations in the nature of sub-heads:

Have We Not All One Father?

And something from the New Testament.

The pamphlets should be thematic whenever possible. We should try to have black and white cartoon to illustrate the thought of the pamphlet. The content should be as mentioned above, namely:

- (a) From the Ancient Rabbis
- (b) From the Jewish Prayerbook
- (c) An Interfaith Quotation from a Living Personality
- (d) A News Item
- (e) Questions and Answers or Information in the form of "Do you know that."

The pamphlet should bear the legend that it is sponsored by the Committee on Information About Judaism and published by the Union of American Hebrew Congregations and the Central Conference of American Rabbis.

As to the distribution, Rabbi Witt suggested that in Dayton he would gather a committee of his congregation and prepare a mailing list of about 3,000 names to consist of laboring men, firemen, policemen, letter carriers, public school teachers, ministers, negroes and "spotted" individuals, namely, particular persons in a community that for one reason or another should receive the pamphlets. The thought is that the pamphlets shall be mailed out in each

community with the Rabbi's return address on the envelope.

Rabbi Witt offered to take charge of this particular department of distribution, to write to the Rabbis and stimulate their activity in organizing for the distribution of pamphlets. Rabbi Franklin expressed the thought that the Jewish community councils of each city might be approached for an appropriation to take care of the postage necessary for the distribution of the pamphlets.

It was resolved to prepare the material for a pamphlet on "The Dignity of Man," to be submitted to our Commission as a sample, prior to the meeting of the Commission. Rabbi Gorfinkle was to gather material for the pamphlet. Members of the subcommittee were asked to submit material for the pamphlet and clear through Rabbi Egelson.

Rabbi Franklin suggested further that the leaflets prepared under the projects of Rabbi Gorfinkle and Rabbi Witt might be sent to congregations with the suggestion that the material be used as filler in their congregational bulletins. Rabbi Franklin stated that he would consult the Rev. Mr. Brumbough of Detroit, an official of their Minister's Council, regarding other methods of distribution of the pamphlets proposed by Rabbi Witt.

AMERICAN JEWISH
ARCHIVES

ADJOURNED.

Leo M. Franklin, Chairman

Louis I. Egelson, Secretary

STATEMENT BY RABBI LOUIS WITT

I have had the feeling all along that our Jewish propaganda has been too defensive and has not reached the masses. It has, therefore, been, if not ineffectual, at least, inadequate. By my very simple plan, I hope to reach more of the masses, not at all with defensive but altogether with positive material. My project is this:

1. A Public Relations Commission Subcommittee consisting of either two public relations men and one Rabbi or three such men and two Rabbis be established, all preferably dwelling in the same city. This Public Relations Commission shall be responsible for selecting the material for publication.

2. The material shall be published in the shape of a very small folder consisting of only four sides, containing plenty of white unprinted space and so designed that what is printed can be seen with little more than the glance of an eye. This shall be published perhaps once a month or twice a month.

3. These pamphlets shall be sent in bulk to all the cities where a Jewish individual or committee has been set up in advance for local distribution. This individual or committee shall very carefully select a mailing list on the basis of its knowledge of the problems and the population of its own community. For example, I, in Dayton, would get names of labor union workers, negroes, firemen, policemen, school teachers, ministers, etc.

4. The local individual or committee would raise an amount by subscription equal to the mailing cost plus a more or less nominal amount to the national committee for printing the folder. (For example, if I raise \$1,000 a year in Dayton, which I could easily do, I could have a mailing list of 4,000 people and still have a little to spare for support of the publication. If the folder was issued twice a month I could have a mailing list of 2,000.) Then the financial burden would be so distributed that it would be a burden on no one.

5. This folder should be sent not anonymously but frankly in an envelope stamped with the name of the local individual or preferably a Rabbi of the local committee. I see no reason for hiding what would, after all, be an educational project.

Thus, hundreds of thousands of contacts could be made among the masses of the people who are now being circularized in very large measure by our enemies, and who know very little, if anything, that is good or true about Judaism and the Jew.

UNION OF AMERICAN HEBREW CONGREGATIONS
MERCHANTS BUILDING . CINCINNATI 2

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MEMORANDUM

Date July 19, 1945

From Rabbi Louis I. Egelson

To Members of Committee on
Liberal Judaism Magazine

Attached are the Minutes of the last meeting of the Committee on Liberal Judaism Magazine, held in Atlantic City on June 28, 1945.

MINUTES

MEETING COMMITTEE ON LIBERAL JUDAISM MAGAZINE

Atlantic City, N. J.
June 28, 1945

The Committee on Liberal Judaism Magazine met at the Chelsea Hotel in Atlantic City on Thursday, June 28, 1945, at 12:30 p.m.

Present were: Rabbis Max C. Currick, Chairman; Louis I. Egelson, Secretary, Alan S. Green, Jacob D. Schwarz, and Messrs. Louis Rittenberg, Editor, and M. Myer Singer. Rabbis Brickner and Feldman were present on invitation of the Chairman.

The Chairman stated that the Editor had a number of suggestions to make with reference to the future of the magazine, and he called upon Mr. Rittenberg to present them. These are appended hereto. A copy of some reactions to the report of Mr. Rittenberg by Mr. M. Myer Singer, Production Manager, is also attached.

(a) With reference to the project of a serialized novel, there was much discussion as to the amount of space that might be given and as to the possibility of sustaining interest in the serial novel over ten issues. It was suggested that possibly a summary could be printed in the magazine asking the readers to wait for the completed book.

Rabbi Currick suggested that before making any public announcement with regard to the novel, it would be well to confer with a few prospective writers and ascertain whether or not they would compete.

It was moved and duly carried that Mr. Rittenberg be authorized to explore the situation and to report back to the Committee by mail.

(b) As to the suggestion for popular interpretation of Jewish thought, particularly for our youth, Rabbi Green stated that it would be well to try to tie it up with the interest of the authors who would contribute the articles. A current problem might be suggested and with it could be woven the Jewish angle.

Rabbi Brickner suggested that the experiences of the chaplains might be utilized in this connection.

Upon motion by Rabbi Feldman, the Editor was authorized to prepare a list of themes to be treated and then to consult with the Board.

It was further voted that the Editor write to the Committee, plus a selected list of rabbis, and solicit their suggestions for themes and writers.

(c) With reference to a series of human interest success stories, it was the consensus that the idea was an excellent one. Rabbi

Brickner suggested that the Kahn family might be written up; Albert Kahn, the architect; Felix Kahn, the co-worker with Kaiser, and Julius Kahn who is prominent in the steel industry. It was suggested that the Editor confer with Professor Jacob R. Marcus of the Hebrew Union College for a list of Jewish families that might be thus treated.

(d) With regard to the suggestion made for a more vigorous editorial policy, there was much discussion. Rabbi Currick pointed out that we have on our Editorial Board men with conflicting views.

Rabbis Brickner and Green thought that the editorials should be written by the Editor and that they should be forceful expressions of opinion and perhaps in a different format.

On the whole, the consensus seemed to be that the editorial policy should be more forceful, polemic, that the editorials should be shorter, and that there should be more of them.

(e) Approval was given to the suggestion to invite Reform Rabbis and lay leaders in various countries to serve as correspondents for our magazine.

(f) As to the suggestion of more color in the magazine, Mr. Singer stated that that would cost about \$900.00 a year. The project was held in abeyance.

The other suggestions made in the memorandum, with regard to subscription policy and a series on Reform pioneers to be converted into a book, were held over for a later consideration.

Circulation

Mr. Singer presented a report on circulation of the magazine. This is appended herewith.

It was voted that we recommend to the Executive Board of the Union the establishment of a Circulation and Advertising Department when conditions, due to the war situation, become more favorable. The approximate cost is to be ascertained and transmitted with the recommendation.

Rabbi Green suggested that the magazine could possibly be used as a vehicle of Jewish education.

Adjourned.

MAX C. CURRICK
Chairman

LOUIS I. EGELSON
Secretary