

JWB Posters Herald 1984 Jewish Book Month

Two colorful JWB posters — one for children, the other of general interest — herald a widely observed date on the North American Jewish calendar — the continental celebration of Jewish Book Month.

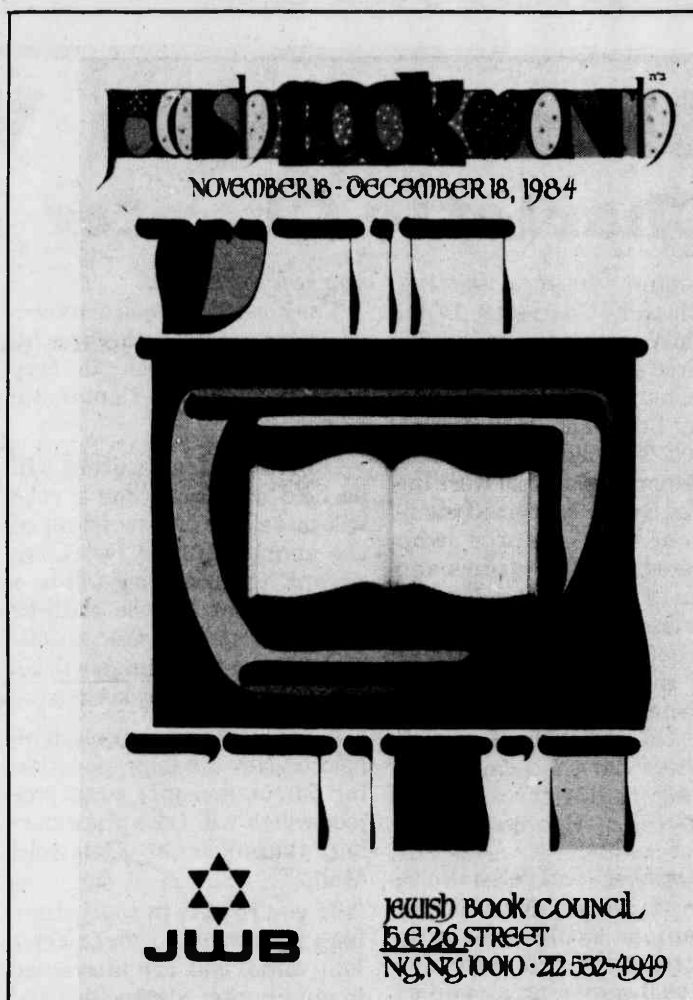
The 1984 observance, sponsored by the JWB Jewish Book Council, will be marked from Nov. 18 to Dec. 18, according to Blu Greenberg, council president.

"The 59th annual Jewish Book Month stirs excitement in the world of Jewish books," Mrs. Greenberg says. "It provides an impetus for all of us to enlarge our libraries and to increase our knowledge."

The history of Jewish Book Month goes back to 1925, when a Boston librarian named Fanny Goldstein set up a Judaica exhibit to mark the first Jewish Book Week. It later gained national acceptance and popularity. By 1943, when the Jewish Book Council was formally organized, the week-long event had expanded into Jewish Book Month.

Mordechai Rosenstein, one of America's foremost Hebraic artists, designed the general-interest Jewish Book Month poster that demonstrates his expertise in Hebrew calligraphy. The words, *Hodesh ha-Sefer ha-Yehudi*, in Hebrew, which translates into "Jewish Book Month," are in calligraphy and dominate the poster.

"The Jewish Book Month poster was a delight to design," Rosenstein says. "I



arranged the *ha-Sefer* in the form of a modernized bull's-eye, with an open book as the centerpiece."

A unique figure in world art, Rosenstein creates limited edition silk screen prints of award-winning, original pieces, reflecting the rich and ancient traditions of Judaism.

Drawing upon the inherent grace and lyrical qualities of the Hebrew alphabet, he embellishes the letters and gives them a special rhythm and excitement to make them virtually dance across the print.

The children's poster, designed by Donna Ruff,



shows a girl and boy reading under a tree with books among its leaves. Individual Hebrew letters on some of the books form the words, *Aytz Hayyim Hee*, for the "Tree of Life."

"The quote on the poster, 'It is a tree of life to those who take hold of it,' is from the

prayerbook and refers to Torah and knowledge," Ms. Ruff says.

"That is an excellent symbol for Jewish Book Month," she continues. "Moreover, I made it an olive tree, and the fact that olive trees grow in Israel and have olive branches gives it additional significance."

Corrections

The CHAI group is sponsored by the Jewish Community Center.

* * *

Bobbie Pollard's name was misspelled in the last issue.



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