

September 9, 1994

Ms. Gwen Frankfeldt
Harvard University Press
79 Garden Street
Cambridge, MA 02138

Dear Ms. Frankfeldt,

At a luncheon meeting last week in Cambridge, Peg Fulton and Joyce Backman they told me the wonderful news: that you are to design the cover for my new book, *The Lost Art of Yiddish Storytelling*. (Your *Lipstick Traces* is one of my all-time favorites.) They also told me that I had to come up with a better title. So the purpose of this note is to let you know what it will be: ***The Bridge of Longing: The Lost Art of Yiddish Storytelling***. I was convinced by the sales reps that what was needed was a title that conjured up the world of fairy tale and legend. The bridge-image does the trick, I think, and it crops up several times inside the book itself. But the trade-off in this name change is that my favorite illustration, of the witch and the black cat, no longer fits. Upon reviewing the other illustrations, I could find but two that conveyed the new title: Jakob Steinhardt's "In the Times of the Messiah" and S. Yudovin's "Jewish Scenes." Frankly, I don't much care for the Yudovin. I find it a touch too sentimental. But the Steinhardt does, in my judgment, combine a folk-like simplicity and a gritty, expressionist style (as expressionist woodcuts so often did). That modernist edge is something I should like to preserve, since the subversion and reinvention of folklore is my main theme.

Anyway, I look forward to seeing your own invention.

Sincerely,

David G. Roskies