

One Thing FROM THE Archive



With Chana Pollack

Dear Readers: As we near the end of our 125th anniversary year, we're celebrating with a special series of afternoon newsletters showcasing treasures from our archive. For the next six weeks, our archivist, Chana Pollack, will share personal backstories and insights about some of her favorite items — the perfect light read for a Sunday afternoon.



What it is

An ad containing a Yiddish translation of the phrase made famous by Milton Glazer's 1976 "I Love New York:" *Ikh hob lib Nyu York*. Just as the original Forward helped new immigrants feel like a part of polyglot America, this piece of pop Yiddish clip art gave readers some ownership of a powerful new visual representation of the city many of them loved.

We don't know which of the Forward's dextrous paste-up artists created this little treasure, or when it was published. Only that it was to run on page 12 — likely in a larger weekend edition, where there was more space for the fanciful.

Why I love it

It's an evocative relic from the days of ink and newsprint and hot wax, with its boldface Yiddish font and roughly drawn apple, which seems to bear a very New York-y air of anxiety.

What I learn from it

Boris Sandler, the Yiddish *Forverts's* editor-in chief from 1998 to 2016, used to tell me that an editor is like a tailor or a surgeon: Nobody should be able to see the seams once their work is done. To get this postcard ready for publication — to translate a general American idea into Yiddish consciousness — required many sensitive adjustments, but they're invisible in the finished product. This archival delight, its love for its hometown Big Apple shtetl, is crisp and delicious.

Al dos guts/Best,



Chana Pollack

Forward Archivist

Questions/feedback: pollack@forward.com

Edited by Talya Zax. Photographs by Matthew Litman. This is the first of six special afternoon newsletters ahead of the Forward's birthday on April 22.