



Abba Hillel Silver Collection Digitization Project

Featuring collections from the Western Reserve Historical Society and
The Jacob Rader Marcus Center of the American Jewish Archives

MS-4787: Abba Hillel Silver Papers, 1902-1989.

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

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

Reel
6

Box
2

Folder
129

American Zionist Emergency Council, Land of Promise, 1945.

MEMORANDUM

Mr. Arthur Lourie

Date

February 9, 1945.

From Mr. Harry A. Steinberg

FOLLOWING IS THE REPORT ON ALL PHASES OF THE AMERICAN ZIONIST EMERGENCY COUNCIL'S INTEREST IN "PALESTINE, LAND OF PROMISE" BY DR. WALTER CLAY LOWDERMILK (Harpers) (\$2.50)

1. PRINTING AND SALES:

The book has gone through seven printings, totalling 16,000 copies. Harpers has sold approximately 15,000 copies, has distributed about 200 copies gratis, and has 800 copies in stock.

The American Zionist Emergency Council has purchased approximately 5,000 copies of this work, and in turn, has sold 3,500 of these at a slight profit. The remainder were distributed gratis to members of the United States Congress and other government officials, educational and religious leaders, journalists, commentators, reviewers, foreign diplomats, state and community leaders, Zionists abroad, etc.

We have on hand at the moment 20 copies of "Palestine, Land of Promise." Orders for the books should be placed through Mr. Burger or Miss Bailey at Harpers.

2. PUBLICITY AND REVIEWS:

Hundreds of reviews and feature articles dealing with "Palestine, Land of Promise" have been printed in newspapers, journals, and magazines both domestic and foreign. Scrap books containing many of this material are available at our offices for inspection.

3. ADVERTISING:

Twenty ads appeared in newspapers in New York, Chicago, and Washington, and in various magazines. These ads, costing approximately \$2,000, were paid for by Harpers out of the allotment set aside for advertising on the basis of sales. (Each sale of a \$2.50 book releases 18 cents for advertising and promotion). In addition, Harpers invested \$372.25 in promoting the book via circulars.

The Emergency Council, on its own initiative, assumed and paid for advertising in the sum of \$375.00. The four ads sponsored by the Council appeared in The New Palestine, Hadassah News Letter, Opinion, and Bloch's Bulletin.

All advertising matters should be discussed with Mr. William Ross at Harpers.

REPORT ON "PALESTINE, LAND OF PROMISE"

(continued)

- 2 -

4. FINANCIAL INVESTMENT:

The Emergency Council has invested a total of \$3675.10 in the preparation and promotion of "Palestine, Land of Promise." The Breakdown is as follows:

Paid to Dr. Lowdermilk	\$1510.00
Paid to A. Revusky	1200.00
Paid to Miss Hershman	245.00
Dotje for Map	100.00
Miscellaneous	60.10
Paid to Aurbach	<u>60.00</u>
PREPARATION OF MANUSCRIPT	\$3175.10
Advertising (as noted above)	375.00
Subsidization of Jewish Morning Journal for Purchase of Yiddish Rights	<u>125.00</u>
TOTAL INVESTMENT	\$3675.10

5. ROYALTIES RECEIVED:

All royalties for "Palestine, Land of Promise" are paid directly to the American Zionist Emergency Council inasmuch as this organization is considered as the author throughout the contract entered into between the Emergency Council and Harper & Brothers, dated April 1, 1944.

A breakdown of income, via royalties, follows:

1. First royalty payment (sales thru May 31, 1944)	\$2135.90
2. Second royalty payment (sales thru June 30, 1944)	1037.96
3. Other royalty income	
Magazine Digest of Canada	\$125.00
Jewish Morning Journal	<u>62.50</u>
4. Advance royalties for British Rights	<u>187.50</u>
	<u>135.34</u>
TOTAL ROYALTIES RECEIVED	\$3496.70

In addition, other royalties have already been realized, although payment has as yet not been made. (Our contract with Harpers calls for payment of future royalties on April 2 and October 2 of each year).

5. The third regular royalty payment, on April 2, will be for royalties realized through December 31, 1944.	
This royalty payment will amount to the sum of	\$1349.76
6. On February 26, payment for the Spanish rights in Latin America will be made in the sum of	<u>40.00</u>
TOTAL ROYALTIES REALIZED	\$1389.76
TOTAL ROYALTIES RECEIVED	<u>3496.70</u>
TOTAL ROYALTIES RECEIVED AND REALIZED TO DATE	4886.46

REPORT ON "PALESTINE, LAND OF PROMISE"

(continued)

- 3 -

6. PAYMENT TO DR. LOWDERMILK:

Pursuant to arrangements made with Dr. Lowdermilk by Mr. Emanuel Neumann, and later confirmed by Mr. Arthur Lourie, it became understood that once the returns from the sale of the book enabled the Emergency Council to recover all expenses incurred in connection with the book, any sums received in excess of that amount would be equally divided between the American Zionist Emergency Council and Dr. Walter C. Lowdermilk.

Figuring the income realized from the sale of the work as \$4886.46, and deducting the amount of \$3675.10 which represents the investment in the book, it is readily seen that the Emergency Council has benefited to the extent of \$1211.36.

I, therefore, suggest that, in accordance with our agreement with Dr. Lowdermilk, the Emergency Council issue a check at this time payable to Dr. Lowdermilk in the sum of \$605.68 which represents the amount due him.

7. FINANCIAL SUMMARY:

The Emergency Council to date has realized a net income of \$605.68 from "Palestine, Land of Promise" after all deductions for expenses incurred have been made.

(Of course, this in no way takes into account the cost of the 1500 books distributed gratis by the Council - in the same fashion that we purchase and distribute other books as part of our public relations program).

8. FOREIGN RIGHTS:

1. The Hebrew Book Rights have been given to the Hashomer Hatsair in Palestine for a small sum.
2. The Yiddish newspaper rights in North America were purchased by the Jewish Morning Journal.
3. The Latin-American Spanish Rights have been purchased by Editorial Abril in Buenos Aires, Argentina.
4. English Rights in the British Commonwealth of Nations have been sold to Gollancz Publishers in London.

An advance royalty payment as indicated above, has already been made. The arrangement with Gollancz calls for a 10% royalty paid to Harpers on the first 2000 books published, 15% for the next 3000 copies, and 20% on all copies beyond 5000.

REPORT ON "PALESTINE, LAND OF PROMISE"

(continued)

- 4 -

It must be remembered that the United States Government collects approximately 50% in revenue on all such royalties. Our arrangement with Harpers calls for us to receive 75% of the net royalties, with 25% going to Harpers.

5. The Latin-American German-Jewish Rights have been purchased by *Argentinisches Tageblatt* in Buenos Aires with an advance of \$150.00. (This amount has not been paid as yet and is not included in the above reckoning).

NOTE:

Whoever is assigned to continue this work should cooperate with the Harpers personnel mentioned in this memorandum. During the past year they have consulted closely with us in all matters pertaining to the book, including printings, sales, advertising, publicity, requests for foreign rights, etc.

Copied
2/9/45
BI

