

# LOGOS

Newsletter about the Swedenborg Foundation's Publications and Programs on the Spiritual Basis of Life

## Books in a Digital Age

**A**dvancements in digital printing technology are revolutionizing the way that books are made and distributed in the United States. The Foundation is exploring ways to use this technology to expand its offerings.



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- ◆ New Chrysalis Reader
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Digital printing allows publishers to bring out-of-print books back into circulation and to keep older titles on the shelves longer by making it economical to print books in low quantities.

What is digital printing, and why is it so much less expensive? Simply put, digital printing technology allows books to be printed and bound in very small numbers—even one at a time. When a book is printed using conventional techniques, the printer creates plates with the text to be printed, which are then inked, and the ink is transferred onto sheets of paper as they roll through the press. There are many different types of printing, but they are all geared for large quantities, because it takes time for the printer to set up the presses and create the plates for printing. That extra time is built into the price that the printer quotes a customer, so the cost per volume is much higher if you're printing five hundred books than if you're printing five thousand.

Digital printing works on a principle similar to your printer at home, producing only the number of copies that

are needed at any given time. There is far less waste, because the publisher is not producing books that must be warehoused or perhaps recycled if not enough sell. Digital printing is also faster, because small quantities can be printed and shipped as needed rather than waiting for a printer to set up a large print run. However, because the cost of producing a single copy remains essentially the same no matter how many you print, digital printing quickly becomes expensive if you're producing large quantities.

Digital printing is being used in a wide variety of ways by the publishing industry. Walking through your average bookstore, you may not give too much thought to where all of those books were printed. In the case of your average bestseller, most likely the printing was done via a conventional printing process, because the large quantities involved make that process more economical. More and more U.S. book publishers are printing their books overseas in countries like China and India to keep costs down. Doing so makes financial sense, but it also means that it takes months rather than weeks

# SWEDENBORG SYMPOSIUM



In 2006, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) designated Emanuel Swedenborg's writings to be archived as part of their "World Memory" program. In the following year, The Royal Swedish Academy of Sciences started the project of producing a modern catalog of their Swedenborg archive in digital and bound formats. The Swedenborg Symposium will celebrate the completion of that project in 2010.

The three-day symposium will be held June 7–9 in Stockholm, Sweden. Scholars will present papers on the eighteenth-century Swedish and European contexts of Swedenborg's writings; the scientific, philosophical, religious, and linguistic aspects of the texts; and the contributions of his cultural and religious thought.

The organizing committee for the symposium consists of Karl Grandin, Ph.D., director; Maria Berggren, Ph.D.; and Maria Asp, archivist. All are members of the Center for History of Science, The Swedish Royal Academy of Sciences.

Scholars are invited to submit original contributions investigating some aspect of these themes for an oral presentation at the conference. The deadline for abstracts is January 31, 2009.

For more information and registration information, contact Maria Asp, Center for History of Science, The Royal Swedish Academy of Sciences, 104 05 Stockholm, Sweden; e-mail: maria.asp@kva.se; telephone: +46-8-673-9612 or 9523.

*continued from page 1*

for a book to make it through the printing process and reach bookstores.

Yet living in a digital world means that consumers are accustomed to getting their news instantly, online, at any time they want. Digital printing gives publishers an opportunity to quickly release or re-release books that are relevant to current events. For example, when Sarah Palin was announced as John McCain's running mate, it was a surprise to almost everyone—there was no way a publisher could have prepared for it in advance. But a publisher who had a pre-existing book about her could send the electronic files to a digital printing company and have hundreds or (depending on the printer) thousands of copies ready within a week. With the subject fresh in the public's mind, the publisher makes sales it would have missed in the past.

Digital printing has had an even more profound effect on smaller presses, particularly academic ones. Academic books tend to have a limited audience, often selling no more than a few hundred copies. Printing such short runs is hugely expensive, which is why academic books generally cost so much. Print on demand helps to keep the costs down, and therefore to keep books in print—and publishers financially afloat—when they otherwise might not be able to do so.

How can the Foundation take advantage of this new technology? One way is to reduce inventory. The Foundation is unusual for a small publisher in that we keep in print an extensive backlist of older titles. The lifespan of most books is fairly short; ordinarily, a title will make most of its sales in the first six months to a year of publication. Once sales start to taper off, a typical publisher will sell off any excess inventory and then allow the book to go out

of print. However, because of the Foundation's commitment to keeping books about Swedenborg in print, we continue to offer books we feel are worthwhile, even if their sales are very low. By using digital printing for short runs of certain titles, we can keep those books in our catalog without paying excessive printing or storage fees.

Digital printing is also making possible an exciting new program: bringing some classic Swedenborgian titles back into print. Our first test case, due out this spring, is John Worcester's *Correspondences of the Bible*, which was originally published in three separate volumes, one dealing with animals, one with plants, and one with physiological correspondences. We also have plans to reprint Samuel Warren's *Compendium of Swedenborg's Theological Writings*, with others to follow.

If you have any favorite titles that you would like to see back in print, please contact our editor, Morgan Beard, and tell her about them. She can be reached by phone at 800-355-3222, ext. 11, or by e-mail at editor@swedenborg.com. ♦

## FOUNDATION *Condolences*

The Foundation board and staff would like to extend our deepest condolences to President Marlyn F. Smith on the passing of his wife, Barbara, to the spiritual world on September 13, 2008.



# Secrets of Heaven Now on Sale!

Read from the Beginning of Swedenborg's Spiritual Odyssey

The New Century Edition of volume 1 of *Secrets of Heaven*, Emanuel Swedenborg's magnum opus, is now available from the Foundation.

Originally issued in 1749, this volume marks the first of Swedenborg's published theological writings—his first public disclosure of the things that he saw in heaven and hell. Swedenborg opens with the creation story and a description of how it parallels the journey of the individual, starting in darkness and eventually regenerating as a spiritual person. As the Biblical story progresses, the discourse shifts to the most ancient churches and the struggles that the earliest people faced in living a life of faith and charity. Ultimately, their turmoil reflects our own inner battles. By the end of the volume, which covers the familiar story of Noah and the Flood, the story becomes one of hope and renewal thanks to God's love and mercy.

Translated by Lisa Hyatt Cooper, this first volume features an introduction by Wouter J. Hanegraaff, professor of History of Hermetic Philosophy and Related Currents at the University of Amsterdam. Dr. Hanegraaff discusses the different "strands" of *Secrets of Heaven*: the Biblical interpretation, the memorable occurrences, and the history and methodology behind what

Swedenborg wrote. Dr. Hanegraaff further expands on those themes in *Swedenborg, Oetinger, Kant: Three Perspectives on the Secrets of Heaven*, which was released by the Foundation last year.

Rounding out the volume is a reader's guide by William Ross Woofenden, author of the *Swedenborg Explorer's Guidebook*, and Jonathan S. Rose, series editor of the New Century Edition. While the reader's guide is primarily a tool for people who want to study Swedenborg's Bible commentary, it also puts some of Swedenborg's potentially inflammatory comments about Jews, Africans, and women in their social and historical context.

This book is available from the Foundation for \$49 in hardcover and \$15 in paperback. Anyone who is interested in receiving every volume in the series may subscribe to the New Century Edition, so that each new volume is mailed to them upon publication. Subscribers receive each hardcover volume for the discounted price of \$35, while subscribers who are also members of the Foundation receive a 50 percent discount (\$24.50 per volume).

The next volume in the New Century Edition series is *Worship and Love of God*, which will be released in 2009. ♦

**What did the people of Swedenborg's time think of *Secrets of Heaven*?**

*Swedenborg, Oetinger, Kant  
Three Perspectives on the Secrets of Heaven*

Wouter J. Hanegraaff

978-0-87785-321-3 / 192 pp / \$19.95 pb



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# Your Turn! to Read

*The new Chrysalis Reader is now on sale*

The fifteenth edition of the Chrysalis Reader, the Foundation's annual anthology of poetry, essays, and fiction, explores the themes of rebirth and regeneration. *Your Turn!: Stories of Renewal* includes forty-eight personal journeys that take the reader through the darkest times of the soul and back out into the light.

Among the entries are two Bailey Prize winners, one for poetry and one for prose. The Bailey Prize was established to encourage young writers to explore the ideas of Emanuel Swedenborg. The contest is open to graduate and undergraduate students, but submissions must be made by their professors to ensure the highest quality. The submitted works may be short fiction, nonfiction, or poetry. The prize was named for Francis Bailey (1744–1817), the first printer to publish Swedenborg's writings in the United States.

The poetry winner is Cole F. Goulet, a senior at Eastern Connecticut State University who is completing a major in English and a minor in writing. His poem, "Part of Me Is You," was written in remembrance of his Polish grandfather, who died when the author was a boy.

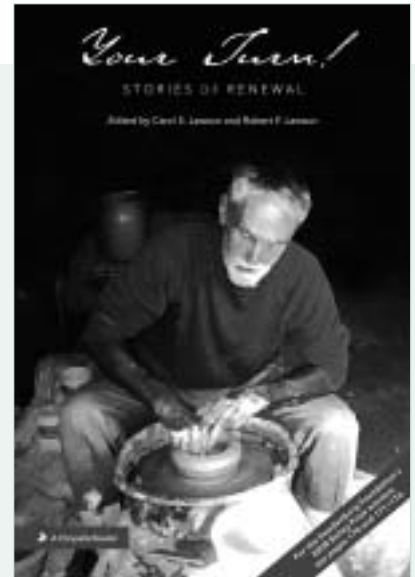
The prose winner was written by a very unconventional student—a Jew who lived in Germany when Hitler came to power, and narrowly escaped the Holocaust. Liesel Shineberg speaks regularly at schools, churches, and other gatherings about her experiences and attends classes at Western Wyoming College in Rock Springs, Wyoming. Her essay, "The Metzger Brothers," is a personal memoir of that

time, viewed through the innocent eyes of a child, and the stories that emerged during a survivors' reunion in Aachen, Germany. Here's one example:

*"Elsa was a warm, plump, funny, and pleasant lady, who proudly wore short-sleeved garments whenever possible. Often, when asked about the numbers tattooed on her arm by the Nazis, she would reply that her memory often failed her. 'This is my phone number,' she smiled, 'I will never get lost as long as I can read that.'"*

Other works chosen for this edition by series editors Carol S. and Robert F. Lawson include the story of an unwilling makeover recipient on Oprah, a fictional piece about a very unusual game of bingo, an episode from the life of the real Tom Thumb, the quest to find a place for neighborhood children to play, and a psychic's attempt to find a new name.

*Your Turn!: Stories of Renewal* is now available for sale; see the order form on pages nine and ten for more information. You may also pre-order the 2009 Chrysalis Reader, the theme of which is "lenses on reality." ♦



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Carol S. Lawson and  
Robert F. Lawson, editors



# Gathering Leaves Plants Seeds

## SWEDENBORG FOUNDATION *Staff*

The third Gathering Leaves took place at the Purley Chase Centre in Warwickshire, England, on July 11–14. The event was designed to bring together women from all the different branches of the New Church to promote understanding and exchange of ideas. The theme of this gathering was “The Tree of Life.”

There were 43 attendees, split between four different denominations: the British Conference, General Convention, General Church U.S., and General Church U.K. Members of the Lord’s New Church have attended past events, but none were able to come this time. Each of the four groups present led at least one worship service. The group had a choice of sixteen different workshops, ranging from “The Tree of Life Sacred Dance” to “Female Disciples of Jesus,” “Soul Collage,” and “Dietrich Bonhoeffer and Swedenborg.”

“The women who come are all enthusiastic,” said Lisa Hyatt Cooper, one of the founding organizers of the event and a Foundation board member. “One of the most important kinds of cross pollination [that happens] is not of ideas, but the perception of people from the other churches. . . . What they have discovered is that they have a lot in common, and that the preconceptions they have about the other branches are not always accurate.”

One of the highlights of the trip, particularly for those who came from

outside England, was a trip to Stratford-upon-Avon, where participants visited the homes of Mary Arden (mother of William Shakespeare) and Anne Hathaway (his wife). “It really added a golden touch to the whole weekend,” Cooper said of the field trip and an evening of fun that followed it.



During the event, worship services were held in an outdoor tent flanked by two potted trees, one representing the Tree of Life, and one representing the Tree of the Knowledge of Good and Evil. At the end of the four days, the Tree of Life was permanently planted on the site in a ceremony involving a representative from each of the denominations present. ♦

*pictured above:* Members of the *Gathering Leaves* steering group;

*Front row:* Margaret Presland, Helen Brown, Mary Duckworth

*Back row:* Gwendolen Rowe, Rita Russell, Judith Wilson, Helen Newton,  
Lisa Hyatt Cooper, Hilda Johnson

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# Found in Translation

*Little and Not-so-little Discoveries in Swedenborg* ♦ by Stuart Shotwell

We are accustomed to think of meaning being “lost in translation,” but sometimes it is found instead. One of the felicities of being a translator of Swedenborg’s works is discovering some nuance in the meaning of a passage that, for one reason or another, no one has discovered before—or at least, a nuance that none of the previous translators has captured. Usually these discoveries are trivial, but occasionally they completely change the way we understand an important passage.

As an example of a minor discovery, consider one in *True Christianity* 127. This passage is part of Swedenborg’s explanation that the sufferings of the cross should not be confused with redemption. As is often the case in *True Christianity*, he uses several very colorful similes to reinforce his point:

*Redemption and the suffering on the cross must be seen as separate. Otherwise the human mind gets wrecked as a ship does on sandbars or rocks, causing the loss of the ship, the helmsman, the captain, and the sailors. It goes astray in everything having to do with salvation by the Lord. If we lack separate ideas of these two things we are in a kind of dream; we see images that are unreal and we make conjectures based on them that we think are real but are just made up.*

The passage just quoted is from the New Century Edition translation by Jonathan S. Rose. Let’s switch to the Standard Edition translation at this point to see how it renders the last simile in this series. It goes on to say that a

person who does not distinguish between redemption and the sufferings of Jesus on the cross

*is like one walking in the dark, who takes hold of the leaves of some tree and thinks them to be the hair of a man, and going nearer entangles his own hair in the branches.*

Now, certainly this is a very strange picture we are supposed to be forming! Why would a man walking through the woods at night, who happened to take hold of some leaves, be so silly as to think them the hair of another man? And why (even sillier) would he immediately push his own hair into the same branches? Clearly Swedenborg has some scenario in mind that the old translators missed.

In fact, the Latin word here translated “of a man” is *hominis*, and most likely means “of a human” or just “human,” not “of a man.” That is, this man wandering in the dark thinks the leaves are *human hair*, not another man’s hair. And if the hair is not that of a man—well, perhaps it is the hair of a woman. This puts a whole new spin on things. Furthermore, a check of the 1724 edition of Adam Littleton’s *Latin Dictionary* (useful for appreciating the Latin idioms of Swedenborg’s time) suggests that in that era the Latin phrase for “walking in the dark” could mean not just taking an innocent stroll through the evening, but “going to a rendezvous.” Thus the New Century Edition translation of this passage reads:

*We are like someone walking out [to a tryst] at night, who, thinking that the*

*leaves of a tree within his grasp are human tresses, sidles closer, only to entangle his own hair in them.*

Not only does this new scenario have its own internal logic, as well as a stinging, ironic humor, it serves as an excellent simile: the man walking in the dark has eagerly made a conjecture (that his lover is next to him) based on something that is unreal (a perception of her hair), and he becomes literally entangled by his mistake. In the same way, people who think Jesus’ suffering alone will redeem them are grasping eagerly and mistakenly after something they want—namely, salvation—and only getting deeper into trouble.

While anyone who appreciates Swedenborg will be glad at this nearer approach to his meaning, the old mistranslation of this passage does not prevent the proper interpretation of any weighty matter. Not so in the case of *True Christianity* 449, where readers of Swedenborg have been puzzled for generations by the Standard Edition translation:

*It should be said that no one is able to explore the interiors of the mind of those with whom he associates or deals; and this is not necessary; only let him guard against a friendship of love with anyone.*

This seems a strikingly strong expression. Are we to avoid forming a loving friendship with *anyone*? A fresh look at the Latin, though, is reassuring. It reads *cum quocunque*, which means something like “with any person who happens to come down the road.” Thus the

New Century Edition translation reads:

*It might be worth saying that it is impossible for any of us to investigate the inner qualities of mind in people with whom we socialize and interact. But this type of investigation is not necessary provided we take care not to form bonds of love with just anyone.*

To be perfectly fair, however, this is not a new discovery so much as a rediscovery. The New Century Edition team found that this passage had been correctly rendered in the Swedenborg Society translation of 1950 by William C. Dick. In reviewing that translation, the great Swedenborg scholar Alfred Acton remarked:

*I note with pleasure the translation “with any one indiscriminately” (n. 449). So far as I know, all other translations have been “Beware of the friendship of love with any one”—a translation which has troubled many readers; for conjugal love is one with inmost friendship, and this surely is the friendship of love: see C. L. n. 460. The Latin for “with any one” is*

*cum aliquo, but here the Latin is cum quocunque. (The New Philosophy 54:209)*

The New Century Edition team was not at all sorry to find it had been “scooped.” Originality doesn’t count in translation, only accuracy; and it was an honor to see the New Century Edition rendering supported and seconded (or “firsted”) by scholars such as William C. Dick and Alfred Acton.

In conclusion, we should reflect on the larger meaning of these little discoveries. Every generation ought to retranslate the works of Swedenborg, to its own taste, and for its own use; and in doing so, it is bound to find one or two or a few things that advance our knowledge of Swedenborg’s meaning. In that sense, the translations of former years will never be superseded; they will always be a resource that scholars can consult, a way of conversing with the Swedenborgian scholars and translators of the past on points of interpretation.

Thus the New Century Edition team is honored not only to serve a present use, but to be part of a continuing dialog with past and future. ♦

## Current New Century Edition Titles

All volumes available in paperback and hardcover

True Christianity, volume 1 / Scribe of Heaven: Swedenborg’s Life, Work, & Impact / Divine Love and Wisdom / Divine Providence Heaven and Hell / Secrets of Heaven, volume 1



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# About the NCE

*The New Century Edition of the Works of Emanuel Swedenborg*



THE NEW CENTURY EDITION IS A modern-language, scholarly translation of the theological works of one of the world's most extraordinary visionaries. It is a consistent, integral presentation for twenty-first-century readers, scholars, and seekers.

The NCE removes the barriers to understanding imposed by the ponderous, Latinate translations of the past. The NCE's easy-to-read translations, retaining the dignity, variety, clarity, and gender-inclusive language of Swedenborg's original Latin, bring Swedenborg's thought to life, making it accessible at various levels of study and interest.

This translation project is the first to be undertaken by a single publisher and team of translators employing unified standards of translation and scholarship. Contextualizing prefaces and annotations by eminent, international scholars enable readers to trace Swedenborg's influence as never before.

Swedenborg's illustrative insights, describing his experience and conversations in the spiritual realm over more than a quarter-century, have long drawn the world's attention. Yet, despite his familiarity with otherworldly experiences, Swedenborg's theology is firmly

grounded in everyday life. Only through an active, useful, and loving life on earth, he said, can we be regenerated and brought to knowledge of the Divine.

## Scope and Purpose of the Translation

The Swedenborg Foundation is undertaking this project of international scope to illuminate Swedenborg's role in the history of Western thought. The bedrock of the New Century Edition is a completely fresh, English translation of Swedenborg's theological works that makes them accessible to students and scholars alike.

Internationally known scholars preface each individual work, placing it in its eighteenth-century context. The easy-to-read, annotated NCE:

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- integrates seminal work in the field of Neo-Latin.
- allows the influence of Swedenborgian thought in literature, art, architecture, music, psychology, philosophy, science, and theology to be traced as never before.

## The NCE Publishing Standards and Schedule

Nineteen titles, in twenty-six volumes of translation and one introductory volume, are scheduled for publication before 2015. In deluxe hardcover binding, its large pages are embellished with Swedenborg's original ornaments and set in two-color, Garamond typeface.

## NCE Scholars and Translators

Lisa Hyatt Cooper  
George F. Dole  
Jonathan S. Rose  
Stuart Shotwell

*"The life leading to heaven is not one withdrawn from the world, but a life active in the world."*

—EMANUEL SWEDENBORG  
*Heaven and Hell* 535

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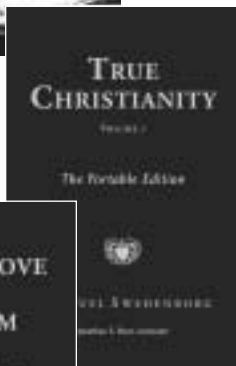
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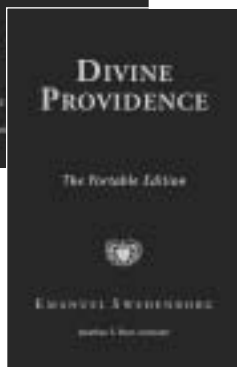
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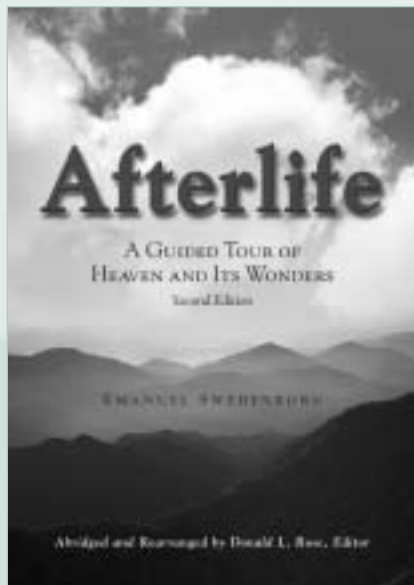


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