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Last-Minute Rush Being Made for High Holy Day Seat Reservations

Early arrival of eventful days takes many by surprise; I. S. expects sellout, despite shifting in population of community; some choice seat reservations may still be obtained.

Cantors Zalmon Yavneh and Isidore Lauer to officiate; Rabbi I. Brill will assist Rabbi Herbert S. Goldstein.

Apparently many people have not been aware of the comparatively early arrival of the High Holy Days, if we are to judge by the frantic haste with which seat reservations are being made for the High Holy Day Services to be held at the both buildings of the I. S. Rosh Hashonah will come out on September 14, 15 and 16; Yom Kippur will start on the evening of September 23 and end at nightfall of September 24.

So well were the performances of Cantors Zalmon Yavneh and Isidore Lauer last year, that the I. S. has again retained these artists for this year. Rabbi I. Brill, who shares unquestionable popularity with the I. S. community, will assist Rabbi Herbert S. Goldstein.

Commendable Features

At the West Side Branch and at the Parent Building, tickets are on sale daily. Prices are most reasonable, and a sellout is expected. At the Parent Building, the roominess of the auditorium with its excellent ventilation and natural lighting arrangements has induced many people, otherwise strangers to the Building, to make their reservation with the Building.

Those people who have moved from Harlem will make their reservations at the West Side Branch. Very few will be missed in the "family round-up." The high standard of decorum will be rigidly adhered to at the I. S. services.

Tickets for the High Holy Days Are Now on Sale

HERBERT S. GOLDSTEIN, *Rabbi*

Harlem:
37-43 WEST 116th STREET

West Side:
260 WEST 83rd STREET
Near Broadway

INSTITUTIONAL SYNAGOGUE

every evening from 7 to 10:30, at our 83rd Street Branch, and all day and evening at our Main Building, 37-43 West 116th Street.

Our services are decorous, traditional and inspiring.

HON. ISAAC SIEGEL, *President.*

Friday Evening, Light Candles 7:04

THE INSTITUTIONAL

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S. Shiras Hauer

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A HAPPY NEW YEAR

is the fervent wish of Mr. and Mrs.
Max Braun to all the community of
the I. S.

Attention is respectfully called to the change of address from 135 West 119th Street to 304 West 98th Street, Manhattan, where the name "Braun" is made at one with the principle and realizable idea of high-class catering.

Phone Riverside 6831

"THE WORLD IS BETTER"

Let me today do something that shall take

A little sadness from the world's vast store,

And may I be so favored as to make Of joy's too scanty sum a little more. Let me not hurt by any selfish deed, Or thoughtless word, the heart of foe or friend;

Nor would I pass, unseeing, worthy need,

Or sin by silence when I should defend.

However meagre be my worldly wealth Let me give something that shall aid my kind—

A word of courage, or a thought of health,

Dropped as I pass for troubled hearts to find.

Let me tonight look back upon the span

'Twixt dawn and dark, and to my conscience say,

Because of some good act to beast or man,

"The world is better that I lived today."

ELLER WHEELER WILCOX.

THAT THE JEWISH "BUDDY" AND "GOB" MAY KNOW

The Jewish Welfare Board has published the eighth issue of its "Jewish Calendar for Soldiers and Sailors" for the Jewish year 5689, covering the secular calendar from September 15, 1928 to October 4, 1929. The calendar contains statements explanatory of the Jewish holidays and a brief historical description entitled, "The Jews in the Wars of the United States."

Thanks to the J. W. B. 6

The Jewish Welfare Board, which served as one of the welfare organizations during the World War, has continued as a permanent organization in peace time for the social and religious requirements of Jewish soldiers, sailors, marines, and disabled veterans. The calendar has been prepared primarily for these men and is distributed to them gratis.

The Board serves also as the national organization for over 300 Y. M. H. A.'s, Y. W. C. A.'s and Jewish Community Centers throughout the United States and Canada.

BOARD MEETING

The Board of Directors will meet for the first time this season next Tuesday evening, September 11th, at 8:30. All members of the Board are asked to attend.

SELICHOS

At one o'clock in the morning of September 9th, Selichos will be uttered at the Parent Building of the I. S.

Now Is the Time to Begin Organizing Your Friends into a Club or Special Group

Meditation Strikes Sombre Note in Heart of Jew, as Sacred Day of Judgment Draws Nigh

Rosh Hashonah, which means the head (or the beginning) of the year, is the Jewish New Year. The Jew does not usher in his New Year with noise and thoughtless festivities. For him it is not a time of feasting and merry-making; it is a day set aside for meditation and consecrated by the old ritual of the synagogue.

Debit and Credit

For Rosh Hashonah is also the Day of Judgment, and on this holy day the Jew believes that God takes accounting of his deeds, good and evil, for the past year. It is the Day of Remembrance, and the people of Israel try to recall how they have spent the last twelve months and ask themselves what judgment should be written against their names in the Book no man may see. We do not wish each other a happy New Year, but exchange the greeting, *leshonah tovah tikosevu* (may you be written for a good year), desiring that all Jews may have their names inscribed in the Book of Life.

The Call of Assembly

Rosh Hashonah is ushered in by the blowing of the Shofar, or trumpet, which in ancient times was sounded to call together all the valiant soldiers of Israel; at its sound they left their tents and assembled to prepare for battle.

Tradition says that the first Shofar was fashioned out of a ram's horn, that very ram which God sent to lay upon the altar instead of Isaac, whom his father Abraham had already bound for the sacrifice. To this day it is the traditional ram's horn that on Rosh Hashonah calls all Jews to gather in their synagogues to read again the story of Abraham's obedience and to renew their vows of allegiance to the Jewish people and the Jewish religion.

JEWISH WELFARE BOARD ISSUES BULLETIN ON OBSERVANCE OF HIGH HOLY DAYS BY (JEWISH CENTERS)

For the observance of the Jewish New Year (Rosh Hashonah) and the Day of Atonement (Yom Kippur), on September 15th, 16th and 24th, the Jewish Welfare Board has issued a bulletin available to its constituent societies, including Y. M. H. A.'s, Y. W. H. A.'s and Jewish Community Centers.

The bulletin contains twenty-five questions and answers relating to the High Holy Days; a list of subjects for essays, sermons and addresses; directions for conducting religious services for young people; selected references; quotations in prose and verse and an outline of the main facts concerning the significance and observance of Rosh Hashonah and Yom Kippur.

Mr. and Mrs. S. Grundwerg

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Rabbi and Mrs.

H. S. Goldstein

and Family, Officers, Members of the
I. S. and their many friends
and Patronizers

A Happy and Prosperous New Year
GRUNDWERG'S HOTEL
128 So. Conn. Avenue
Atlantic City, N. J.

"MUSHROOM" SYNAGOGUES CALLED AN EVIL TO COMMUNITY

As chairman of a committee appointed by the New York branch of the United Synagogue of America to wipe out of the City of New York the evil of the so-called "synagogues" which spring up each year at the Jewish High Holy Day season, Hyman J. Reit, well-known New York attorney, interviewed Acting District Attorney Pecora and received his assurance that he will co-operate toward an elimination of this anomaly. Mr. Reit, who is also chairman of the American Pro-Falasha Committee, says: "Catering principally to those Jews who, not affiliated with any congregation, yet feel the prick of an awakened conscience as the Jewish New Year and Day of Atonement approach, these so-called 'synagogues' sprout like mushrooms just before these holy days and make great inroads in the religious life of duly accredited congregations. Organized wholly and solely for pecuniary profit to the individuals responsible for their birth, they practice fraud upon those who purchase seats in the belief that they are participating in religious worship sponsored by a congregation organized for that purpose."

*Few Places Are So Well Adapted to Accommodate You and Your
Friends as the I. S. Building*

Spotlight Flashes on I. S. Notables, as Social

Season Swings Afresh Into View

I. S. extends congratulations and well-wishes to Attorney-General Ottinger on the occasion of his fiftieth birthday; and to Mr. Justice Hartman on the occasion of his marriage to Miss May Weisser.

"Fifty years young"—that is the inscription Father Time will write alongside the honorable name of Albert W. Ottinger, Attorney-General incumbent of New York State, this coming September 16th. Mr. Ottinger has many friends and admirers at the I. S., who wish him all the best that they could wish for themselves and who fondly pray for him long life and energy that he may be enabled to carry on the noble work that he is presently doing for people and race.

The wedding bells will ring out their happy message next Sunday, September 9th, when Mr. Justice Gustave Hartman and Miss May Weisser will be married at the Hotel Astor. Judge Hartman ranks among the foremost in the life of the Jewish people. It will be recalled that it was he who was the special "rallyer" at the I. S. Dinner two years ago. The I. S. is proud indeed to congratulate the couple and wish them every happiness in the world.

Looking Around

As we shake hands and exchange hails of welcome to I. S. friends in general, we take special recognition of the presence of Mr. and Mrs. Samuel Silver and Mr. and Mrs. Felix Gouled. Both these couples have returned from a sojourn on the Continent.

Today Mr. and Mrs. Henry Blankfort are expected to land on American soil, after a most pleasant and enjoyable journey through the picturesque lands of Europe.

Congressman Sol Bloom is regaling his friends with stories of his experiences in Italy. Congressman Sol Bloom was the American representative at the International Copyright Conference that was held abroad.

Calling out the name of Mr. and Mrs. E. Sanders, we at once point to Long Beach, where this couple enjoyed a sweet spell of well-deserved relaxation.

Our one and only Lester! Mr. and Mrs. Lester Udell are on their way home with an additional member in the family of a son, which, of course, includes the I. S. We await you gladly, Lester.

Among the Regulars

Those friends and supporters of the I. S. who did not vacation at points very distant from the city managed to do their duty in respect to the Building. With characteristic spirit and from time to time during the summer, Congressman Isaac Siegel, Mr. Aaron Wartels, Mr. Isaac Goldman, and Mr. David Gluck, "brezzed" around to feel the pulse of the affairs at the Building.

INSTITUTIONAL SYNAGOGUE
37-43 West 116th Street

MEMORIAL CARD

The undersigned hereby requests you
to offer the Memorial Prayer for the
coming Holiday

for my _____
(state here what relative)

Name _____
(write here name in Hebrew)

and herewith subscribe

\$ _____

Name _____

Address _____

*Large Rooms and Diverse Social and Maintenance Facilities Are
at Your Disposal at the I. S.*