

WEST SIDE INSTITUTIONAL REVIEW

VOL. I, No. 7

FRIDAY, DECEMBER 17, 1937

TEBET 13, 5698

THE BIG APPLE

Our members, the ladies as well as the gentlemen, have the happy faculty of being able to adhere to traditions and, at the same time, keep up to the minute. Hence, "The Big Apple" has gone over among them in a big way. As the slogan and emblem of the Bazaar, it has become the symbol of a hopping, skipping and industrious group of volunteer sales people, dedicated to the proposition that nothing succeeds like success.

Harry Appel, our "Big Apple" and Chairman of the Bazaar, has accomplished a miracle. He has transformed the building at 2160 Broadway, corner of 76th Street, into a virtual department store. The generous donors who contributed merchandise have made it possible for us to present a great variety of bargains.

The Bazaar was opened on Saturday night, December 11th, amidst intense enthusiasm and joviality. Crowds filled the store and indulged in the pleasure of acquiring bargains while helping a good cause.

Our ladies have exerted themselves in the way of preparing delicacies for the visitors. Those who have not as yet paid us a visit should do so at once.

CONTRIBUTORS ROLL OF HONOR (Cont.)

Accurate Binding Co.; Altman Neckwear Co.; Amudur Clothing Co.; Barth & Guthman; Bar-Roda Blouse Co.; L. Batlin & Son; Beck Drug Co.; Bendheim; Blankfort & Kleinwaks Inc.; Bristol-Meyers Co.; Samuel Cohn; Daudman Mills; August E. Drucker Co.; Eastern Clothing Co.; Effe Mfg. Co. Inc.; Friendlander; J. Gell; Mrs. S. Goodman; Gotham Novelty Co.; Greensboro Mfg. Co.; Louis Halpern; H. J. Heinz Co.; Mr. Wm. Horwitz; Michael Jablow; Jewell Brassiere Co.; Miss Leona Kessler; Miss Ruth Kessler; Abe Kahn-Holbreich Co.; Mrs. H. L. Kessler; Klay Bros.; Kobrin Bros.; Kohn Mantell Co. Inc.; Kolynos Sales Corp.; M. L. Kramer; Mr. Phil Kuhne; Mr. Al Lewis; Licht & Kaplan; Mrs. S. Liebowitz; Mrs. George L. Livingston; Mr. L. D. Livingston; Loose-Wiles Biscuit Co.; Lord Jeff Knitting Co.; Lucille



Light Candles Friday Evening 4:16

Weekly portion : VAYEHI

Saturday Services 9:00 A.M.
Children's Service 10:00 A.M.
Rabbi Hurwitz's class in Talmud..... 3:00 P.M.
Young People's Mincha Service..... 4:10 P.M.
Daily Services:

Mornings 6:45, 7:30, 8:00

Afternoon 4:15

Between afternoon and evening services a class in Mishnayis is led by Rabbi Goldstein.

Underwear Co.; Majestic Knitting Mills; Sam Manaccus; Manhattan Buttons; Mendelson Bros.; Milgrim Press; Mortimer Morris; Sol Mutterperl Inc.; Natural Bloom Inc.; Norwalk Knitting Mills; Old Dutch Mills, Inc.; Proctor & Gamble; Purity Dairy; Mrs Rappaport; Ready Made Neckwear Co.; Rhine Underwear Co.; Louis Rosenblatt; M. C. Ross Co.; Chester A. Roth; Helene Rubenstein Inc.; Rubinowitz Bros.; Mrs. A. Rusoff; A. Schaap & Sons, A. L. Schein; H. Schwartz; Seeman Bros.; I. Shapiro; Morris G. Shapiro; Sherman Bros.; Arthur Siegman Inc.; J. Spingarn Corp.; Steinberg's Restaurant; Sterngold Dress Co.; Mr. Malcolm Toch; Trinity Bag & Paper Co.; Mr. L. Tuttmann Udell; Mrs. David H. Ullman; University Dress Co.; Mr. Carl Upman; Weber & Co.; Jacob Weston; Whitcup Clothing; Max Wiesen & Sons Co.; Wolf Klein & Sons, Inc.; Worth Textile Co.; Mr Joseph Young.

A JOYOUS SABBATH

AUFUF AND BAR MITZVAH

Last Saturday was a conspicuous one in the annals of the West Side Institutional Synagogue. Our ideal of preserving youth for the future of our faith was indeed exemplified and given living force.

In the presence of a distinguished assemblage of worshippers, Justin, the splendid son of our friends Mr. and Mrs. Albert H. Cohen, was impressively launched upon his career as a Jew. The Bar Mitzvah was more than impressive; it was a token of the delivery of the future of Israel into safe hands.

To symbolize the second great step in the life of a fully accredited Jew, a young but already distinguished groom was honored with the traditional aufuf. Commissioner William B. Herlands and his bride, Miss Gertrude Bendheim, charming daughter of our director, Sigfried Bendheim, and Mrs. Bendheim, will undoubtedly, in the many years of happiness in store for them, reflect credit upon our Shule.

Their marriage, on Sunday night, December 12th, was a brilliant event.

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**"BARCHESTER
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MARTIN BECK THEATRE
December 20th, 1937
●
See **JOS. SETTEL**, Chairman
FOR TICKETS



WEST SIDE INSTITUTIONAL REVIEW

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VOL. I, No. 7 December 17, 1937

GEORGE L. LIVINGSTON, *Editor*

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THE JEW CARRIES ON

The lowest insult to literature and intelligence, as low as the ideology it bespeaks, "as low as the low tide at Canarsie than which there is nothing lower", is that putrid product of a distorted brain, "Mein Kampf". Future generations will disinter it from the cesspool of iniquity and marvel at the stupidity of those who had the effrontery to look to it for guidance.

Now comes a Viennese Catholic crusader, Frau Irene Harand, to defend the Jew, the Lutheran and the Catholic against Nazi attack. One chapter of this excellent book, which Frau Harand calls "Sein Kampf", published in English by the Artcraft Press of Chicago under the title of "His Struggle," is most enlightening. The author lists 26 pages of Jewish stars in the arts including, Paul Dukas, Mischa Elman, Jacob Epstein, Otto Klemperer, Fritz Kreisler, Franz Molnar, Moritz Rosenthal, Max Reinhardt, Sir William Rothenstein, and among the writers, Sholom Asch, Henri Bernstein, George Brandes, Leon Feuchtwanger, Anatole France, Heine, Hugo von Hoffmannstahl, Emil Ludwig, Catulle Mendes, Arthur Schnitzler and Franz Werfel.

This book should be read by every Jew, particularly the one with the apology complex who is always finding something in his race, his friends, his acquaintances, even at times in his parents, for which to apologize. True, mistakes should be corrected but the Jew who constantly fears that perhaps he really is a bit inferior, could do well by investing in this book and, above all, in reading it.

That the Jew, given a fraction of a chance, will carry on with distinction in any field is unquestionable. We have seen him shine in the arts and sciences. We have even seen him rise from the plains of the Brooklyn ghetto to the bull ring of Madrid, acclaimed by the descendants of those who banished his ancestors.

Never has lack of encouragement been an obstacle to the progress of the Jewish youth. Thirty-five years ago, an undernourished, undersized boy of 13, entered the preparatory school of City College from which he was graduated in 1909. He came from Delancey Street. To-day, that boy, Dr. Victor Emanuel Levine, A.B., M.A., Ph. D., M.D., Professor of Chemistry at Creighton University, Lieutenant-Colonel in the U. S. A. Reserve, is a famous explorer and is now on his fourth expedition to the Arctic for Uncle Sam.

The following is a letter from him, which recently arrived. It is of such stuff that Jews are made.

THE LETTER

Warm greetings from the cold Arctic where I'm spending the entire year. My researches will cover territory 500 miles to the east, but my headquarters are at Point Barrow where I have a well-equipped medical and biological station. We are working under a grant from the U.S. Public Health Service in Washington.

We arrived August 21st. Could proceed no further than Wainwright on account of impassable ice barriers. Had to travel the last 100 miles on dog-sled. It is a strange feeling indeed to realize that you are traveling land-fashion on one of the great oceans of this planet, the Arctic Ocean. Eskimos brought up our instruments and equipment. Luck did not smile on us all the time, however. My films were wrecked with an Eskimo kayak that was taking us to shore.

Five Russians are with us at present and a Russian aeroplane. Graziansky is head of this rescue expedition in search of Levanevsky and his five companions, but hope is fading out by now. This letter will come to you in a very short time for the Rus-

(continued on Page 3)

"AS
R'CHASH
SEES
IT"



By Rabbi Herbert S. Goldstein

NEW LOWS

We have touched new low levels in public morals, as a result of our bearish attitude on high levels in spiritual life. There is a dearth for instance, of good material for the ministry. The call to the ministry is muffled by the all too practical parent. The lucrative future is the sole consideration of the home. Like Joseph's brethren we are looking down upon the dreamer, the idealist, as a visionary and a fool. Yet the Bible indicates the folly of this practical wisdom, and calls Joseph not only a "dreamer" but a "successful man."

Our present day woes, of racketeering, of gangster rule, of bank scandals, of civic corruption are both the results of our bearish attitude on idealism, and the penalty we pay for making the practical the only consideration in life. Our homes have produced the voracious racketeer, the wicked gangster, and the grafting public office holder.

We need a revaluation of values. Happiness is naturally the "sumum bonum" of life. What is the yardstick of this happiness? Our answer has been money. Now that the bulk of the people have lost their money, they have accordingly lost their happiness. We generally speak of a man being worth so much money. If he has no money he is worth nothing. In the Middle Ages, the darkest ages of the world's history, the Jew produced the greatest commentators, poets, and philosophers, because through the spiritual he sought the Will of God, as the yardstick of his happiness.

We have become like the painter who, upon finding that he could not emulate Michael Angelo's lines or Raphael's grace, burnt Angelo's pictures and Raphael's frescoes, substituted for them some mean and insignificant paintings and then cried out "Now I have attained. I can draw as well as my master." Well, may we ask the searching question, "Whom do we serve?" We are losing our lofty ideals and substituting lower ones, and we are steadily sinking to new lows in idealism. Tennyson has well said, "Be loyal to the royal within you."

INTERESTING STAMPS

By JOSEPH E. DAVIDSON

VII. QUEEN ISABELLA AND THE JEWS UNDER THE INQUISITION.



Scott's
See also, Scott's U. S.
A-72 No. 244

Depicting Columbus and
Queen Isabella

Children in school are still taught, as a fact, the fairy story that Queen Isabella in 1492, out of the greatness of her soul, pledged her jewels to provide the ships and the means for Columbus to embark on the voyage which resulted in his discovery of the new world. Isabella did nothing of the kind! She did not have to pawn her jewels or anything else to raise cash. As a matter of fact, she had resources which were almost limitless, and most of the money came from the unfortunate Jews (Maranos) who fell into the hands of the dreaded Inquisition which not only broke their limbs on the rack but also confiscated the property of the victims, most of which eventually found its way into Isabella's exchequer.

Isabella, with the kindly face of a saint and the soul of a sadist, affixed her signature to the document which established the inquisition in her dominions in the early part of September, 1840, under a bull issued by Pope Septus IV. in 1478.

Historians claim that it is unfair to judge the deeds of one living in past ages by the standards of today. In a great many cases this is so, but not in the case of Isabella. She stands in a class all by herself and, were we to judge her, not by the standards of today but rather by those of the time of Nebuchadnezzar or Rameses, we must conclude that for refined cruelty or the most revolting brutality, she has had no peer and very few equals.

Lack of space prevents me from going into details. To narrate just one-half of one percent of the data concerning the crimes which she permitted in the name of her Church, but which were committed to satisfy her greed for the possessions of her victims, would cause one's stomach to turn. It will suffice to quote Pope Sextus IV. who stated, in a letter to Isabella, dated February 23, 1843, that she was impelled "to proceed so rigorously against the Maranos, by ambition and greed for earthly possessions, rather than by zeal for the faith and true fear of God".

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sians fly to Fairbanks today. From there this letter should reach you in about four weeks. Usually it takes the dog teams three to four months to get to Fairbanks.

Sir Hubert Wilkins is expected to reach Point Barrow next week. He is going to share my igloo with me.

Have been on a walrus hunt with Eskimos, and have watched the picturesque and exciting way they go about killing a whale. Next week I go to round up and bring in the reindeer with the Eskimos. Some will be slaughtered for food and clothing for the winter. I am interested in reindeer in connection with the problem of bovine tuberculosis among Eskimo children.

It is thrilling to watch the temperature drop day by day. The gales that sweep through the flat tundra chill one's blood. It is cold as I write. No steam heat. An ice house has plenty of cracks in it for the wind to play around your toes and fingers. Daylight is now fast disappearing. In less than two weeks complete darkness will be upon us, and for months there will be night twenty-four hours of the day. Last week the Aurora Borealis appeared in the sky every night. It is a common sight here, and much more fascinating than all the luminous neon monstrosities of New York's Broadway. Two days ago the Arctic Ocean froze over completely so that one could stroll upon it for many miles. The Arctic is a good example for a biology class to illustrate the meaning of the survival of the fittest.

In Nothern Zone, the raging bear
Protects himself with fat and hair
When snow is deep and ice is stark
And half the year is cold and dark.

He still survives a clime like that
By growing fur, by growing fat.
In polar regions waste and wan,
Man is ever crowding on.

A puny, feeble little lubber,
He has no fat, he has no blubber.
The scornful bear sat down at ease
To see the strangers starve and freeze.

But lo! the stranger smote the bear.
He ate its fat and wore its hair.
These deeds, oh Man, which thou
Proclaim survival of the fittest.....
committest,

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West Side Institutional Synagogue

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DIRECTOR AND CHAIRMAN OF BAZAAR COMMITTEE



HARRY APPEL

I.
SITUATION WANTED: Young man, 44, native New Yorker, fulla pep, red hair, blue eyes, married (wife's name, Anna) two children (Frances, 19, and Bernard, 15), Mason, women's coat manufacturer, seeks position, preferably manager of Bazaar. Salary no object and willing to pay for privilege. Lots of previous experience. Address—Red Apple.

II.

Thanksgiving Day.

Dear Red Apple:

You are hereby engaged for three weeks as manager of our Bazaar. Hours, 9 A. M. to midnight.

Yours for Big Apples,

W. S. I. S.

P. S.—You'll have to cancel your last orders in the coat business immediately to give us all your time.

III.

Dear W. S. I. S.

Offer accepted. Can't cancel last orders immediately. Too busy attending to cancellations of previous orders.

Yours for the Bazaar,

Harry Appel.

IV.

To Whom It May Concern:

This is to certify that Harry Appel, alias Big Apple, is running our Bazaar. He's perfect. We cheerfully recommend him to anyone in need of his services. Try and get him.

West Side Institutional Synagogue.

GETTING PERSONAL

HANK EPSTEIN



Bon Voyage to Harry Appel, who is leaving for Panama, on the good ship Statendam, as soon as the Bazaar is well under way. It will certainly be a well deserved vacation, and we hope a very pleasant one... We miss Henry Blankfort at the Synagogue these Saturdays. You're not forgotten, Henry, but try and make it next week... Ruth Davis, sister of our director, A. M. Davis, is plugging away in the office day and night, to assist Morris Jablow and his small staff. We appreciate the cooperation... Our good, loyal friend, Annie R. Morris, is celebrating 20 years' service with the Institutional Synagogue, and now with the West Side Institutional Synagogue. May the Lord spare her for many, many more years... It is rumored that the attendance in Schul last Saturday morning was the largest of any Orthodox synagogue in the city. Just let it grow, and we'll build a balcony... Joe Settle now has the real worries of a Chairman of a Theatre Party. There were suddenly returned a batch of tickets for our play "Barchester Towers." We really ought to get behind him and help get rid of the last hundred tickets he has left. Let's make it our motto, "Help Settel settle the Theatre Party once and for all..." It is rumored that Ike Goldman is leaving for Europe, on a combined business and pleasure trip... Maurice Greenstein dropped in at the Synagogue last Monday night, and stayed for the Bible class and the Bazaar meeting. He said he spent the most pleasant evening in

a long time. You can all enjoy yourselves just by dropping around on your spare evenings, and consider the I. S. a place where a friend meets a friend... David H. Gluck hasn't been to many Bazaar meetings, but he has been working quietly, and we appreciate the Merchandise he got for us. Try and come to a meeting next week, Dave... Jack Levine is still away on the road. Hope he's having a successful trip, and we are anxiously awaiting his return... Have you noticed our good President Lester Udell walking around Shul these days with a very, very pleased look. Well, I believe that it is justified, with the committees functioning so well, and everybody pitching in to do his little bit. Well, Les, you have something to be proud of... Sam Greenfield is the new leader of the "Jewish Youth League," and we wish him lots of success... We want to take this opportunity to welcome Mr. Rand, our new activities director, into our fold. We hope he will enjoy working with us as much as we will enjoy working with him... I want to thank Mrs. Michaelis, mother of Geraldine, for helping us out at the last meeting of the Young Folks' League, as well as helping us put over our very successful dance...

(Continued from Page 3)

I am a long long way from home and I would very much love to hear from members of the Class of '09. News of themselves and of the world at large would be much appreciated. No second class mail or parcel post! Sending by express, too, is impossible. Only first class mail. Service isn't half bad; the dog teams bring in mail four times a year! Do tell the boys to write. Oh for a radiator, or an old-fashioned stove!

Yours for good old '09,

Victor E. Levine.

(This letter was dated October 17; postmarked "Barrow Oct. 18, 1937 P.M. Alaska"; and arrived in New York about November 20).

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