

**HAPPY PURIM! MEGILLAH READING
WEDNESDAY EVE AND THURSDAY MORNING**

West Side Institutional Review

Vol. XIV, No. 28

Friday, March 16, 1951

II Adar 8, 5711

HAVE YOU MADE YOUR SEDER RESERVATIONS

Do not delay making your reservations for our Congregational Seder to be held April 20 and 21 at the Esplanade Hotel. If you want to be assured of a place at the Seder call our office, TR. 7-8281 at once. The fee of \$9.00 per person, per night includes all gratuities.

W.S.I.S. CALENDAR

- Friday, March 16th, 8:30 P.M.**
Round Table Discussion for young people over 17 at the W.S.I.S. Participants: Jason Jacobowitz, Lawrence Kobrin, and Thea Schloss
- Sunday night, March 18th**
Senior League Social
Good time as usual
- Monday, March 19th, 7:30 P.M.**
Stamp Club Meeting. Bring your duplicates for exchange.
- Monday, March 19, 8:30 P.M.**
Men's Club Meeting
- Tuesday, March 20, 8:30 P.M.**
PTA Meeting. Film: "Yeshiva University"
- Tuesday, March 20, 8:30 P.M.**
Young Men's Choral Group
- Saturday, March 24, 3:00 P.M.**
Saturday Afternoon Get-Together, sponsored by the Midtown Jewish Collegiate Council, for college age girls and boys.
- Sunday night, March 25th**
Mr. and Mrs. League Meeting
Guest Speaker, Dr. Edward J. Frishwasser, noted physician
Young couples invited
- Sunday, April 1st, 2:00 P.M.**
Carnival for young and old (we can still use lots of prizes)
- Monday, April 9th**
Women's League Farewell Luncheon to Mrs. Herbert S. Goldstein
- Wednesday, April 18**
Men's Club Theatre Party
New musical hit "Make a Wish" at the Winter Garden. Call TR. 7-8281 for reservations
- Tuesday, June 19**
Presentation of 1951 Souvenir Album to Director Edward Jacobs in his honor at the W.S.I.S.

PURIM AT THE W.S.I.S.

Invitation to Young and Old
for the Reading of the Megillah

Wednesday Evening, March 21st about 6:00 P.M.

SUPPER

Immediately After the Megillah in the Social Hall
Under the Joint Auspices of the Women's League and Men's Club
\$3.00 per person

Reservations Must be Made at Once by Sending Check Made Out to
Women's League W.S.I.S., c/o PURIM SUPPER COMMITTEE,
122 West 76th Street

Mrs. Jeannette Karp
Women's League Chairman

Mr. Abraham Eisenman
Men's Club Chairman

WOMEN'S LEAGUE PURIM LUNCHEON

All the women of the congregation and their friends are cordially invited to be the guests of the W.S.I.S. at a Purim Luncheon which will be held at our building on Monday, March 19th at 12 o'clock.

Our own Rabbi Herbert S. Goldstein will give a Purim Message.

This will be followed by an Afternoon of Games.

THREE YOUNG MEN TO READ MEGILLAH AT PURIM SERVICES

We are happy to announce that Rabbi Sidney A. Greenwald, Norman Kamerman and Lawrence Kobrin have been chosen to read the Megillah this Wednesday evening in the Main Synagogue.

We feel confident that there will be a sizeable representation of young men and young women at the Purim Services.

CONDOLENCE

Our heartfelt sympathy to Director Albert H. Cohen upon the passing of his sister, Sophie Holman.

Our heartfelt sympathy to Mr. Hyman Schwartz upon the passing of his brother, Edward Schwartz.

PURIM NOTES

The Megillah (Scroll of Esther) records the tribulations of the Jews in Persia. Haman, the wicked Prime-minister, influenced King Achashveros to issue a decree ordering that all his Jewish subjects be killed on the 14th day of Adar. Esther, the King's wife who had been chosen queen because of her beauty, was informed of this decree by her cousin Mordecai, a prominent Jewish sage and leader. At a party arranged by Esther for the King and Haman, she informed Achashveros of the vicious plot to kill her and the Jews. Meanwhile, the Jews under the leadership of Mordecai fasted and prayed to G-d for deliverance from the hands of the Persians.

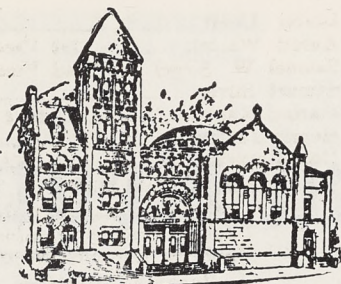
The King reversed the decree, ordered that Haman be hung and permitted the Jews to defend themselves against the onslaught of the Persians.

The 14th of Adar which was destined to be a day of tragedy and massacre of the Jews became instead, a day of great rejoicing.

Shabbos Zachor — the Sabbath before Purim, the reading of the Mafitr portion in the Torah is Deut. 25:17-19 describing the attack of the Amalekites (predecessors of Haman) upon the Jews.

Taanis Esther—The Fast of Esther is observed on the 13th day

(Continued on Page 3)



West Side Institutional Review

MEMBER CONGREGATION



Published weekly from the Second Friday in September to the Second Friday in June by the West Side Institutional Synagogue, 120-138 West 76th Street, New York, N. Y. Tel. TRafalgar 7-8281. Subscription: One Dollar Per Year. Entered as second class matter Sept. 22, 1938, at the Post Office at New York, N. Y. under the Act of March 3, 1879.

Vol. XIV, No. 28 March 16, 1951

Rabbi H. S. Goldstein Editor
 Rabbi O. A. Reichel Associate Editor
 Rabbi S. A. Greenwald Assistant Editor
 Morris Jablow Managing Editor

A MESSAGE TO PARENTS

You are undoubtedly making arrangements at this time to send your children to summer camps. May we suggest that you make sure that the camps you choose provide a wholesome Jewish atmosphere as well as Kosher food. We shall be glad to recommend modern Jewish camps which satisfy these requirements. The influence of a summer camp, when the child is away from home for an extended period of time, is a matter which should not be taken lightly.

We should also like to remind our parents to join their children at the reading of the Megillah on Purim Eve, Wednesday night, March 21st, in our beautiful Synagogue. Gregors will be presented to all children who will attend. May we also suggest that you distribute Purim gifts (shalach manoth) and prepare a special Purim meal at home. All of this will leave an indelible impression upon your children.

Looking forward to seeing you at our PTA meeting this Tuesday night, March 20th, and with all good wishes, I am,

Sincerely yours,

RABBI O. ASHER REICHEL,
 Principal of the Talmud Torah.



"AS
 R'CHASH
 SEES
 IT"

421st OF THE 613
 BIBLICAL COMMANDMENTS
 To Bind The Tefillin on the Hand
 By Rabbi Herbert S. Goldstein

I

We are bidden to bind the Tefillin on our hand as it is said in the Book of Deuteronomy, Chapter 6, verse 8, "And Thou shalt bind them for a sign upon thine hand". The Tefillin contain pieces of parchment upon which are written the four portions of the Torah, bearing the commandment concerning the wearing of the Tefillin, namely, that of Exodus, Chapter 13, verses 1-10, verse 11-16; Deuteronomy, Chapter 6, verses 4-9, Chapter 1, verses 13-21.

The Tefillin, (the plural of the word תפלה "prayer") are bound to the hand and to the head, separately, with leather straps. The four sections that are found in the Tefillin on the arm are written on one parchment and rolled up like a scroll. The Tefillin on the hand is set opposite the heart, to bind the heart in purity towards the service of the L-rd. Man alone cannot conquer his evil inclinations, therefore, G-d in

His goodness, has given us various means to help us to subject the desires of our heart and the wanton power of our hand, and to lead them rather to His service, than to the power of sin.

The commandment of Tefillin applies to all male persons from their thirteenth birthday, when they attain their religious majority (Bar Mitzvah). Minors, near their Bar Mitzvah (anywhere from one to three months before) may as a matter of training put on Tefillin without a Benediction.

The Tefillin are not worn at night, nor on Sabbaths or Festivals, as these (the Holy Days) are themselves a "sign" of the great truths symbolized by the Tefillin. Therefore, we do not need, an additional

אות "sign" on the Sabbath to remind us of our attachment to G-d.

All males are obliged to put on Tefillin, even though they be pronounced sinners, for one Mitzvah leads to another.

One is not allowed to eat in his Tefillin, or go to the bathroom with them upon him.

This commandment prevails at all places at all times. It refers only to males and not to females because of the general rule that any positive commandment that involves time, women are free of the obligation to perform it.

He who does not put on Tefillin on the hand and head, annuls eight positive commandments which are found in the four sections dealing with Tefillin.

YESHIVOTH APPEAL

On Shabbos Shekolim, our Congregation responded generously to the appeal made for forty-eight Yeshivoth and religious institutions. If you were not with us when the appeal was made, you are still urged to send in your contributions. Checks should be made payable to the W.S.I.S. and ear-marked "Yeshiva Appeal." The following have already sent in their contributions:

Mrs. Pearl Balmuth, Joseph Buchsbaum, Herman H. Cohen, Mrs. B. Dack, Maurice M. Faber, Mrs. Eva Fink, Paul Garfinkel, Edward Glickman, Rabbi Herbert S. Goldstein, Harry Gottesman, Irving H. Greenfield, Oscar Gruss, Isak Haselkorn, Milton I. Herman, Leopold Hirsch, William Hirsch, Jacob Kaplan, Irving W. Karpf, Morris Katz, Reuben Lee, Leo J. Lehman, Morris Levinson, Mark Linker, Harry Meirowitz.

(to be continued)

HOUSE OF FLATOW
KIDDUSH WINE

Imported & Domestic

- WINES
- BRANDY
- SLIVOVITZ

STRICTLY KOSHER
FOR PASSOVERAcademy
LIQUOR CORPORATION

2648 BROADWAY AT 100th ST.

East Side of Broadway

We Deliver - Tel. ACademy 2-7770

MEN'S CLUB THEATRE PARTY — APRIL 18th

PURIM NOTES

(Continued from Page 1)

of Adar (the day before Purim) in commemoration of the fast which Esther and all the Jews observed in their appeal to the Almighty that Esther's intercession on behalf of her people be successful.

Shloach Monos—the sending of gifts. The Biblical narrative contains the official proclamation of the Holiday by Mordecai, in which Jews are enjoined to make Purim a day of "sending of portions one to another and giving of gifts to the poor." In order to fulfill the Mitzvah properly one must send two edible gifts to a friend or neighbor and two charitable gifts to two poor people.

Megillah—The Scroll of the Book of Esther is read at the evening and morning Purim services at the Synagogue. It is obligatory upon both men, women and children to listen to the reading of the Megillah.

Purim Seudah—The Purim feast which takes place in the late afternoon on (Thursday) Purim Day, is a festive and jolly occasion for the entire family.

Register Your Children at Our Daily Afternoon Kindergarten

FOR PASSOVER MAKE SURE YOU USE

Adwe Cosmetics אשר לפסח

10 items, finest quality, kashruth guaranteed, Ref: Rabbi Dr. J. Breuer
This year new: Foundation cream de luxe.
Please note: On account of the drastic cut in postal-service please, place your order now! especially for overseas.

Apply for order-cards immediately.

Telephone orders promptly filled!

Distributor:

ROSY ADLER, 515 West 187th St., N.Y. 33,
N.Y.—Telephone LOrraine 8-2092—Apt. 23

KING DAVID HOTEL Hurleyville, N. Y.

Rendezvous of Orthodox Aristocracy

Open for Passover

all rooms heated

Shabbos and Kashruth strictly observed

For reservations call
DEwey 9-8962 or
PLaza 7-8690

WEEKLY PRAYER SCHEDULE

Light Candles Friday Evening up to 5:43

Weekly Portion: Vayikrah—Leviticus,

Chapter One—Parshas Zachor

Deut. 25:17-19

Friday Evening Service 5:50

Saturday Morning Services 9:00

Junior Congregation 10:30

Sabbath Kindergarten
for Children 4 to 6 10:30

Oneg Shabbos (Girls) 3:45

Rabbi Reichel's Talmud Class 4:00

Mr. Isaac Allen's Talmud Class 4:00

Mincha Service 5:00

Reader of Torah: Bernard Levmore

Reader of Service: Lawrence Kobrin

The Sabbath Terminates 6:31

Daily Services:

Mornings (Sun., Mon., Tues., and Fri.
only) 6:45, 8:00, 8:30

Mincha (Sun., Mon., Tues., Thurs.) 5:50

Fast of Esther—

Wednesday morning 6:30, 7:20, 8:00

Fast of Esther—Mincha 5:30

Followed by the Reading of Megillah

Thursday, Purim Morning 6:30, 7:30

Happy Purim!

CLARK-BRODY

595 Amsterdam Ave., corner 89th St.

THE QUALITY KOSHER BAKERY

Place Orders Early

For Hamentoshen and Other Delicious Cakes

Let Us Mail Our Special "Shalach Monos

Gift Package" To Your Relatives and

Friends All Over the U.S.

THE TIDES HOTEL

on the ocean at 12th St.

MIAMI BEACH, FLORIDA

FINEST KOSHER CUISINE

American & European Plan

endorsed by the Orthodox Rabbinate

All 12 floors of this Beautiful OCEAN
FRONT hotel are devoted to luxurious
living for the entire family.

MODERATE RATES

PLANNED ENTERTAINMENTS

Reservations accepted for the

PASSOVER HOLIDAYS

Ownership-Management

SAMUEL M. GRUNDWERG

MORRIS NEWMARK

PLEASE NOTE!

A modern Ritualarium is located in our
community, at 158 W. 97 St. MO. 3-0300.

Lester Udell President
Aaron Wartels 1st Vice-President
Samuel W. Siegel 2nd Vice-President
Samuel Silver Treasurer
Harold Kaplan Ass't Treasurer
Morris Jablow Secretary
Max Lazarus Ass't Secretary

Herbert S. Goldstein, D.D., Rabbi

O. Asher Reichel, Ass't Rabbi

Zalmon Yavneh, Cantor

Rabbi S. Hurwitz, Sexton

Board of Directors

Harry Altman	Harold Kaplan
Joseph Anderson	Jacob Kaplan
Harry Appel	Joseph Landowne
Wm. L. Basser	Moses Langer
Julius Bayer	Bernard Lax
Samuel K. Beier	Max Lazarus
Sol Bellsey	Morris Levine
Siegfried Bendheim	Morris Levinson
Moses J. Berlin	George L. Livingston
Henry Blankfort	Adolph Meirowitz
Joseph Buchsbaum	Harry Mirken
Albert H. Cohen	Max Moskowitz
David Cohen	Moe Oltarsh
Herman H. Cohen	Gustave Roth
Abraham M. Davis	G. Richard Rubenstein
Sam Davis	Joseph Settel
Abraham M. Druckman	Joseph Shapiro
Ben Glazer	Samuel W. Siegel
Isaac Goldman	Samuel Silver
Felix Gould	Jacob H. Silverstein
Maurice Greenstein	Irving Streit
William Horwitz	Lester Udell
Morris Jablow	David H. Ullman
Edward Jacobs	Harry Ward
Elias Jacoby	Jess Ward
David Kamerman	Aaron Wartels
	Philip Wohl

RESERVE NOW FOR

PASSOVER

at

Lebowitz

PINE VIEW HOTEL
FALLSBURG, N. Y.

Steam heated throughout

New Building—Deluxe Accommodations

STRICT DIETARY SUPERVISION

Tel. SC. 4-2575

THE RELIABLE SHOMER SHABBOS
STORE ON THE WEST SIDE

SAMET'S FOOD MARKET

792 Amsterdam Ave., (bet. 98-99 St.)

MO 2-9522

Order your groceries & Dairy Products
FREE DELIVERY

WE SEND PARCELS TO ISRAEL

Make your Passover orders
as soon as possible.

Established 1913

FIEDLER ROOFING CO.

Our Own Roofer

LEADERS and GUTTERS

304 E. 32nd Street, N. Y. 16, N. Y.

Tel. LE 2-1194

Where Kashruth is a Reality; and Camping an Experience

North Star Camps

DUANE, NEW YORK

In the beautiful, stimulating, and safe Adirondacks

An all-around camping program enriched with Hebrew Culture and Language

615 Montgomery St. - Brooklyn 25, N. Y. - Hyacinth 3-1050

MEMBER of the Association of Private Camps



REV. S. TAITZ

1815 Grand
Concourse

MOHEL
in Leading
Hospitals

TR. 8-4382
SC. 4-7500

GETTING PERSONAL

by Sanford Solarz

The guest speaker at our last week's Seuda Shlishith was Mr. Isaac Allen, our own inimitable lay Talmudic scholar, who is soon leaving for Israel. The host of our next week's Seuda Shlishith will be Mr. and Mrs. Herman William Hirsch in honor of their wedding anniversary. Welcome into our neighborhood and Synagogue to Mr. and Mrs. Joseph S. Sassower and their children. . . . Happy Times to Mr. and Mrs. Alexander Kirsh who are soon to leave for gay and colorful New Orleans.

. . . A sure sign of coming spring when the arrivals of our members from the Southland exceed the departures. A great big Welcome Home to Mr. and Mrs. Philip Gertner, Mr. Hyman Gottlieb, Mr. and Mrs. Leon Herman, Director and Mrs. William Horowitz, Director and Mrs. Joseph Landowne, Director Adolph Meirowitz, President and Mrs. Lester Udell, 1st Vice President and Mrs. Aaron Wartels. Also to Mr. and Mrs. Frank L. Taks just in from Chicago. . . . Even far away California never has succeeded in rending the ties between us and our former beloved vice president, Max E. Sanders—Our heartfelt thanks to him for the generous contribution to charity in gratitude for the recovery of "mechutin," Henry Blankfort. . . . Bravo and every good wish to Harris L. Selig who has attained his seventieth birthday. . . . Our heartiest congratulations and best wishes to Mr. and Mrs. Benedict G. Firkser upon the marriage of their daughter, Janet Gloria; upon their **wedding anniversaries** to Mr. and Mrs. Daniel C. Davis, Mr. and Mrs. Benjamin Ehrenfeld, Mr. and Mrs. Harry D. Greenman, Mr. and Mrs. Herman William Hirsch, Mr. and Mrs. Henry Reichlin, Mr. and Mrs. Malcolm Toch; and upon their **birthdays** to Michael Bernheim, Seymour Bernstein, Mrs. Joseph Buchsbaum, Morty Cohen, Max Dabek, Mrs. David Don, Mrs. A. M. Druckman, Morris Edelson, Mrs. Allen Fox, Mrs. Samuel Greenfield, Ilene Eve Goldsmith, Louis Katz, Leona Kessler, Mrs. Leopold Lunitz, Mrs. Gustave Roth, Mrs. Benjamin Shapiro, Avigdor Ziskin.

THIS WEEK'S BIBLE READING

Fri.	March 16—	Jeremiah, Chapter 45	☐
Sat.	March 17—	"	46 ☐
Sun.	March 18—	"	47 ☐
Mon.	March 19—	"	48 ☐
Tues.	March 20—	"	49 ☐
Wed.	March 21—	"	50 ☐
Thurs.	March 22—	"	51 ☐
Fri.	March 23—	"	52 ☐

"ISRAEL" BOOKSTORE

S. Steinmetz

230 West 82nd St. — TR. 7-8827

We send certificates and food packages to Israel

PURIM DELICACIES:**TASHEN, MOHN SHTRUDEL**

Delicious Cakes for your Shalach Monos Parcels

STERN'S BAKESHOP

Supervision of Rabbi J. Breuer
490 Amsterdam Ave. (Bet. 83 & 84 Sts.)
Telephone TR. 3-2040

"THE PATRICIAN CATERERS"*A Tradition in Fine Catering*

Patrician's Famous Kosher Cuisine and Impeccable Service Is Your Guarantee Of A Thoroughly Satisfying, Successful, and Memorable Affair.

L. Schultz — Sidney Flatow
151 West 51st Street
Circle 7-7068
Suite 338

FRANK'S**Jewelers Since 1886**

Where you can buy with confidence
Diamonds - Jewelry - Silverware
2343 Broadway 85th Street

ESPLANADE CATERERS**ESPLANADE HOTEL**

305 West End Avenue, at 74th Street

Dietary Laws Strictly Observed

Catering in dignified manner for weddings, confirmations and all social functions.

BELLE SILVER

TR. 4-5000

TR 7-6315

WEDDINGS

And All Social Functions

Catered by

NAT TROTZKY

41 West 86th Street

HOTEL CAMERON

TRafalgar 3-5905

*"A MODERN CAMP FOR BOYS AND GIRLS"**Camp Galila**"in the scenic Berkshires"*

ELIZAVILLE, N. Y.

A complete camping program in a refined Jewish atmosphere

Louis Hammerman

Rabbi Sidney Greenwald, H.C.

Eugene Lamm

1647 44 St.

Brooklyn, N. Y.

GE. 6-0255

**LAUER MEMORIALS, INC.**

2020 JEROME AVENUE

Near Burnside Avenue Station

SE. 3-5400

Monuments erected—all cemeteries

Park West Memorial Chapel

Herman E. Meyers Alpert Bros.

115 West 79th Street, New York

ENdicott 2-3600

L. I. Far Rockaway 7-3100

RIVERSIDE MEMORIAL CHAPEL

Comply with strictest orthodox requirements

76th St. & Amsterdam Avenue

Charles Rosenthal, Director

ENdicott 2-6600