

**SABBATH SERVICES AT 8:50
READING OF THE MEGILLAH
SATURDAY EVENING AT 6:45**

West Side Institutional Review

Vol. XX, No. 27

March 15, 1957

II Adar 12, 5717

PLANS ANNOUNCED FOR NEW BUILDING OF SOCIAL CENTER AND FOR RENOVATION OF SYNAGOGUE; DIRECTORS COLIN, GLAZER, LINZER TO HEAD COMMITTEES

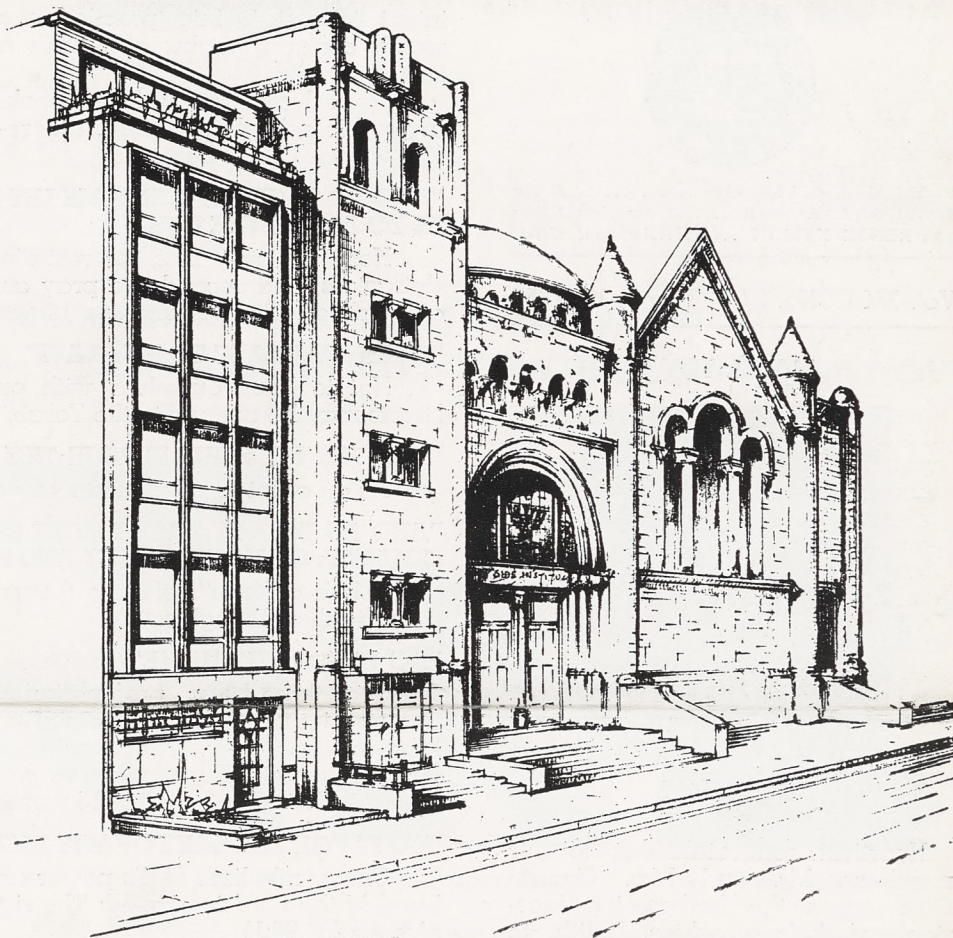
CALL ON ENTIRE SYNAGOGUE MEMBERSHIP FOR SUPPORT OF PROGRAM

It gives us great pleasure to announce that our Synagogue's Board of Directors has decided to call upon all our friends to help erect a Social Center next to our Synagogue Building and to make extensive alterations in our Main Building as well. We hope and trust that all our friends will be delighted with this announcement and will be more than happy to cooperate in this much needed venture.

The program will be under the direction of our Building Committee, under the chairmanship of Director Albert H. Colin. Serving with Mr. Colin are Directors Abraham M. Druckman, Maurice Greenstein, Harry Altman, and Jacob H. Silverstein.

Heading the important work of the fund raising for this important project is a committee under the co-chairmanship of Directors Benjamin Glazer and Saul Linzer. Serving with them on the Building Fund Committee are Saul Bergman, Mrs. William Foont, Deszo Goldner, Mrs. Dan Gribetz, Jess E. Gross, Carl Grossberg, Fred Heiser, Mrs. William Horwitz, and Mrs. Louis Reisman. Mr. Gross will serve as Treasurer of the Fund.

All of our readers who are familiar with the varied activities of our Synagogue will recognize the need for a project of this kind. Our children attend the public schools in modern, well-lighted and ventilated classrooms. When they leave these buildings and come into our Talmud Torah, it is a letdown from the modern facilities to the inadequate equipment of our Talmud Torah classrooms. Our young men and women come from homes that are well furnished and are received by us in our club rooms, which are far from attractive. Our facilities for relaxation, for social programs and for din-



A view of our Main Building and adjoining Social Center as they will appear after the building program is completed.

ners are unfortunately not up to par.

We have decided, therefore, not to merely repair the old structure next to our Main Building, but to erect a brand new, fire-proof building which will provide for every modern facility — from kitchen to classrooms, from the social room to the ballroom, in addition to a roof-garden and a beautiful succah, which will

be reached by means of an elevator which we plan to install.

Certainly a program of this scope has something to attract every member and friend of our institution. We hope that they all will join together and cooperate with the committee in charge of this venture so that it may truly be said to be a project of the entire congregational family.



West Side Institutional Review

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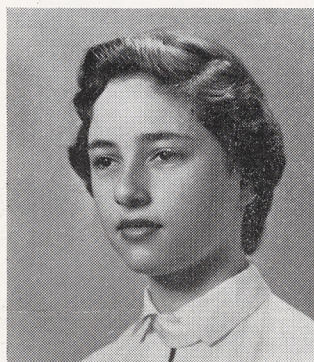
MEMBER CONGREGATION



RABBI H. S. GOLDSTEIN Editor
RABBI O. A. REICHEL Associate Editor
LAWRENCE KOBRIN Assistant Editor

Vol. XX No. 27 March 15, 1957

MAZEL TOV



Judith Gold

Heartiest congratulations to our members, Mr. and Mrs. George Gold, upon the forthcoming marriage of their daughter, Judith, to Abraham Keehn.

The bride is a graduate of the Manhattan Day School and the Central Yeshiva High School. She is now a student at Brooklyn College.

The groom is a graduate of Yeshiva University.

Mr. and Mrs. Gold will tender a Kiddush to the entire congregation this Saturday morning in celebration of the simcha. We wish the young couple every measure of happiness and bliss.

An Invitation . . .

To All Our Members and Their Families

THE READING OF THE MEGILLAH

Saturday evening, March 16, at 6:45 P.M.

preceded by the Maariv Service

THE PRAYER BOOK

COMMENTS BY RABBI HERBERT S. GOLDSTEIN

Shemonah Esreh

"O MY G-D! GUARD MY TONGUE FROM EVIL AND MY LIPS FROM SPEAKING GUILE"

If only we would say this prayer devoutly, understandingly and with intent to put it into practice, we would certainly make, and have a better world.

To guard our tongue from speaking evil is indeed very difficult therefore we ask G-d to help us.

The Psalmist declared "Who is the person that wants life and loveth many days, that he may see good?" the answer is, "Keep your tongue from evil, and your lips from speaking guile" Psalm 34 verses 13 and 14.

"AND TO SUCH AS CURSE ME LET MY SOUL BE SILENT, AND LET MY SOUL BE TO ALL AS THE DUST"

Here we pray first, for restraint and self control in the presence of our detractors, and second, we pray as did Abraham (who said, "I am but dust and ashes", Genesis chapter 18 verse 27) that to all we should act humbly.

"OPEN MY HEART TO THY LAW"

Not to busy ourselves with our enemies, but rather we pray that our hearts may be opened to the Torah, and instead as we read in the next clause.

"AND LET MY SOUL PURSUE THY COMMANDMENTS"

As an offset to what others say about us.

"AND AS TO ANY WHO DEVISE EVIL AGAINST ME SPEEDILY MAKE THEIR COUNSEL OF NONE EFFECT AND FRUSTRATE THEIR DESIGNS"

"Their counsel" refers to their resolutions against us, and "their designs" refers to their thoughts.

"DO IT FOR THY NAME"

That there be no profanation of G-d's name, which is so intimately connected with us, — as members of "the chosen people." People should not say "where is their G-d?" King David put it this way, "Not for our sake, O Lord, not for us, but unto Thy name give glory - - Wherefore should the nations say, where is their G-d." Psalm 115 verses 1 and 2.

"DO IT FOR THE SAKE OF THY RIGHT HAND"

This symbolizes G-d's power as we read in Psalm 118 verse 15. "The right hand of the Lord is exalted: The right hand of the Lord doeth valiantly." (See also Psalm 98:1)

"DO IT FOR THE SAKE OF THY HOLINESS"

Which is being desecrated by our enemies.

"DO IT FOR THE SAKE OF THY TORAH"

That its truth may not be doubted, because of the promise G-d has made to us.

"THAT THY LOVED ONES MAY BE DELIVERED."

The "Loved ones" refer to the Patriarchs.

"O SAVE WITH THY RIGHT HAND AND ANSWER ME"

G-d's "Right Hand" is mentioned as a symbol of His might — In other words, if the preceding do not merit it, we pray that we may be answered by G-d, as an evidence of His might to save us.

Director M. Jack Berlin Selected As Recipient of "Man of the Year" Honor WILL BE HONORED AT RECEPTION IN JUNE

We are very happy to report that our President Lester Udell has announced that our Director M. Jack Berlin is to be the "Man of the Year" for 1957. He will be honored by the presentation of our Souvenir Album at a reception in June in our Synagogue.

Mr. Berlin has been a director of the West Side Institutional Synagogue since its founding 20 years ago. He has loyally and selflessly devoted himself to the interest of the Synagogue during the entire period. A stalwart member of the Board, he has actively cooperated and participated in all our activities and shown a greatest affection for the synagogue. It is indeed fitting, therefore, that the synagogue show its affection for him by honoring him this year.

We hope that our members and



M. Jack Berlin

friends will use the opportunity to show their interest in our synagogue and their affection for Mr. Berlin by making this year's Souvenir Album an outstanding one.

MEN'S CLUB REGULAR MEETING

A regular meeting of our Men's Club will take place this Monday evening, March 18, beginning at 8:30 P.M. All the men members of our congregation are cordially invited to attend the meeting, Mr. Fred Heiser, President of the Club, said. They will be able to participate in the social program as well as the philanthropic and communal activities of the group.

An important amendment to the Constitution will come before the club for adoption.

STAMP CLUB TO MEET

The regular meeting of the Stamp Club will take place this Monday evening, March 18, at 7:30 P.M. in our Synagogue Building. All the members of our congregation who are interested in this fascinating hobby are cordially invited to attend the group's session.

BRING YOUR CHILDREN TO OUR PURIM SERVICES SATURDAY EVE AND SUNDAY MORNING AT 9:15



The Jewish Law emphasizes that all members of the family should hear the recitation of the Book of Esther on Purim eve and Purim morning.

Parents are therefore urged to take along their children and grandchildren to our Purim services. Greggers will be distributed to all the children with the compliments of our Women's League.

Special Morning Service

In addition to our regular early services, a special Purim service will be held on Sunday morning at 9:15 o'clock, for the whole family. Following the services, delicious Hamantaschen will be served with the compliments of our Women's League. Because of the convenience of the hour, we look forward to a record attendance at these services.

PURIM FESTIVAL THIS SATURDAY NIGHT WILL BE GALA EVENT FOR ENTIRE CONGREGATION PARTY TO BE HELD AFTER MEGILLAH READING



Mrs. Emanuel Goodman



Mr. Isidor Lauer



Mrs. Fred Goldstein

This Saturday night we shall read the Megillah and thus usher in the Festival of Purim. After this religious celebration of the festival, the entire congregation is invited to our social celebration of this joyous day. Our Women's League and Men's Club are jointly sponsoring a gala Purim Festival in our Synagogue building. The party promises to be an outstanding event.

The Committee in charge, with Mrs. Emanuel Goodman and Mrs. Fred Goldstein, representing the Women's League, and Mr. Isidor Lauer and Mr. Hyman Gordon, representing the Men's Club, has made lavish plans for the evening. These include music, dancing, entertainment and prizes. A sumptuous late supper will be served as well as drinks, hot and cold, hard and soft.

The nominal charge of \$2.50 per person should encourage many of our readers to attend this event. We hope to see as many as possible at the party.

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PURIM NOTES

The Sabbath immediately preceding Purim is known as Shabbos Zachor — the Sabbath of Remembrance. A special portion of the Torah is read (Deuteronomy 25:17-19) describing the cowardly attack of the Amalekites against the Israelites in the desert. Haman, according to Jewish tradition, was a descendant of these same Amalekites, the arch enemies of the Jews and their Torah. Consequently, we read this portion the Sabbath before Purim.

Purim

Both on the eve of Purim and the next morning, the Megillah is read in the Synagogue. It is obligatory upon men, women, and children to listen to the reading of the Megillah, since they all shared in the deliverance.

It is customary to give the equivalent of three half-shekels for charity, before the reading of the Megillah. This year of course the coins may be given on Sunday morning.

Purim Prayers

The prayer "al hanisim" is said during the Purim Prayers. Hallel, the usual psalms of thanksgiving, are not recited however. Various reasons have been assigned to this:

the Megillah itself serves as a substitute for the Hallel, commemorating our deliverance; the miracle occurred outside of Palestine; the miracle came about through natural and human forces rather than supernatural.

Shushan Purim

The day after our celebration of Purim is known as Shushan Purim. On that day the Festival of Purim is celebrated in the city of Shushan and in those cities which were walled cities — as was Shushan at the time of Mordechai and Esther — since the days of Joshua. The latter requirement is to show the pre-eminent place of the Holy Land in our minds even when we are commemorating a miracle which took place elsewhere. (Chaye Adam, Hilchos Megillah)

Festive Celebration

An integral part of the Festival is the holding of a special "seudah" or festive meal. Some special dish ought to be prepared, including of course the traditional "haman taschen." Naturally, the children in the household should be given an important part in the preparations and celebration of Purim.

RESERVATIONS SHOULD NOW BE MADE AT OFFICE FOR CONGREGATIONAL SEDER SERVICES

Our sages have decreed that preparations for the Passover holiday ought to begin thirty days before the holiday itself. Consequently, the celebration of Purim marks that time when all must think seriously about the arrangements for the Passover festival.

The central feature of the Passover holiday is the Seder, or traditional service which takes place on the first two nights of the holiday. This year, the Sedorim will take place on Monday evening, April 15, and Tuesday evening, April 16. As in the past, the members of our congregation are invited to participate in congregational Sedorim.

The congregational Sedorim will take place in the Hotel Esplanade, West End Avenue and 74th Street, within easy walking distance of our

Synagogue. The charge is \$10.50 per person per Seder, which covers all gratuities and incidentals. Reservations should be made promptly at our Synagogue office so that we will not have to refuse any one who wishes to participate with us.

Rabbis Herbert S. Goldstein and O. Asher Reichel, assisted by our Cantor Zalmon Yavneh, conduct the services in a manner which is both enlightening and intelligible to all who attend. We hope, therefore, that as many as possible of our readers — especially those with young people in the family — will take advantage of this opportunity and participate in our congregational Sedorim.

We urge those interested to communicate with the Synagogue office as soon as possible.

LESTER UDELL *President*
SAMUEL W. SIEGEL *1st Vice-President*
MAX MOSKOWITZ *2nd Vice-President*
MAX E. SANDERS *Hon. Vice-President*
SAMUEL SILVER *Treasurer*
HAROLD KAPLAN *Asst. Treasurer*
MORRIS JABLOW *Secretary*
MAX LAZARUS *Asst. Secretary*

HERBERT S. GOLDSTEIN, D.D., *Rabbi*
O. ASHER REICHEL, *Associate Rabbi*
ZALMON YAVNEH, *Cantor*
RABBI MOISHE C. PEKIER, *Sexton*

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W.S.I.S. PRAYER SCHEDULE

Friday, II Adar 12

Light candles before 5:43
Evening service 5:55

Saturday, II Adar 13 — Shabbos Zachor

Tsaveh Leviticus 6:1-8:36

Special Reading: Deut. 25:17-19

Haftorah: I Samuel 15:2-34

Morning service 8:50

Youth congregation 10:00

Chazanim: Seymour Klein, Jack Hausman, Mervyn Lindenbaum

Junior congregation 10:30

Participants: Kenneth Cohen, Rachel Pekier, Aaron Reichel

Sabbath Kindergarten 10:30

Oneg Shabbos (Boys 9 to 12) 3:00

Rabbi Pekier's Talmud Class 4:10

Mr. Allen's Talmud Class 4:10

Mincha 5:10

Reader of Torah: Sanford Ward

Reader of Service: Stanley Kaplan

The Sabbath terminates 6:31

Reading of the Megillah 6:45

Sunday, II Adar 14 — Purim

Morning services 6:30, 7:45, 9:15

(Followed by the Reading of the Megillah)

Mincha 4:55 and 5:55

Daily Services

Morning services 6:45, 7:45, 8:30

Mincha 5:55

GETTING PERSONAL

by Sanford Solarz

Our annual Hebrew School Purim Carnival brought, as always in the past, unbounded joy to the children and their elders. For the success of the affair, we bestow our Congregational citations of merit to Mrs. Henry Lindenbaum, President of our P.T.A., Mrs. Jules Citron, Chairman of the Carnival Committee, Mrs. Herbert Tumpowsky, Treasurer, Mrs. Monroe Gaines, Assistant Treasurer, Mrs. Fred Heiser and Mina Kaufman. The Citrons donated a carton of apples to the Carnival, — Yeyasher Kochachem . . . Our Women's League is proud of its Vice-President, Mrs. Eddie Schreiber, a member of the National Speakers' Bureau of the Women's Branch of the Union of Orthodox Jewish Congregations of America. She addressed a Sisterhood in Yonkers recently and held her audience spellbound, and the same goes for her review last week of "The Strong Hand," by Michael Blankfort, at the Women's League meeting . . . Our prayerful wishes for a speedy recovery to Mrs. Hadassah Drachman . . . Happy to have back Mrs. Jennie Yabrow from her cruise in Southern waters, and from Florida, Mr. Max Brooks, Mr. and Mrs. Myron Friedlander, Mr. and Mrs. Jacob Goodman and Mrs. Henry Lindenbaum . . . Our golden voiced Cantor Yavneh scored another outstanding musical success in his annual concert in our Synagogue, a new note being added by his son, Emanuel, in the singing most beautifully of Hebrew and Yiddish songs . . . The host of our weekly Sabbath Afternoon Seuda Shlishis tomorrow will be Mr. Irving Kobrin . . . Mazel Tov and all best wishes to Dr. and Mrs. David Buchsbaum upon the birth of a daughter, and as much of the same to the grandparents, our Hon. Vice-President and Mrs. Max E. Sanders and our Director and Mrs. Joseph Buchsbaum.

CONDOLENCES

Our heartfelt sympathy to our active Women's League Executive Board member, Mrs. Max Chernofsky, upon the loss of her father, **Abraham Katz.**

Our heartfelt sympathy to the family of our late member **Archie Borrok;** Israel Kestenbaum upon the loss of his brother **David.**

Birthday Greetings**March**

- 15—Dr. Raphael Meisels
Harold Pash
Hon. V.P. Max E. Saunders
Harriet Lenore Wiener
- 16—Mrs. Frank Bisinger
Ilene Eve Goldsmith
- 17—Michael Bernheim
Morty Cohen
Mrs. Leopold Lunitz
- 18—Mrs. Joseph Buchsbaum
Mrs. David Don
- 19—Max Dabek
- 21—Margaret Ann Adelson
Mrs. Samuel Greenfield

Anniversary Greetings**March**

- 16—Mr. & Mrs. Daniel Davis
Mr. & Mrs. Benjamin Ehrenfeld
Mr. & Mrs. Henry Reichlin
- 18—Mr. & Mrs. Harry D. Greenman
- 20—Director & Mrs. Herman William Hirsch

KOSHER LUNCHEON CLUB IN THE FINANCIAL DISTRICT

The Wall Street Synagogue has opened its new Glat Kasher Luncheon Club, at 47 Beekman Street, New York, near William, for your luncheon needs.

Luncheons, a la carte from \$1.00 and up, and sandwiches, served Monday thru Thursday, from 11:30 A.M. to 3 P.M. All friends welcome! Nominal prices for catering of dinner meetings, weddings and small parties.

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LAS VEGAS AT THE W.S.I.S. SATURDAY NIGHT, MARCH 30

You do not have to go to Nevada. Saturday evening, March 30 at 8:30 P.M. the Mr. and Mrs. League will bring Las Vegas to you.

Admission \$1.00 per couple.

Come one come all

Lady luck is beckoning, hear her call

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Bring your honey,

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