

SATURDAY MORNING SERVICE — 8:45
MONDAY MINCHA — 5:35
MEGILLAH READING MONDAY — ABOUT 6:30 P.M.

West Side Institutional Review

Vol. XXII, No. 28

March 20, 1959

II Adar 10, 5719

PURIM STARTS MONDAY NIGHT

Shabbos Parshas Zachor This Saturday—Fast of Esther Monday—Reading of Megillah Monday Night and Tuesday Morning.

Purim starts this Monday night, March 23rd with the reading of the Megillah after Maariv. The Purim theme, however, starts this Saturday which is called Shabbos Parshas Zachor because on this Saturday an additional Scroll of the Torah is taken out of the Ark, and in it we read "Zachor" or "Remember what Amalek did to thee" (Deut. XXV, 17-19)

The Haftorah that we chant deals with the destruction of the Amalekites by King Saul according to the instructions of G-d through the prophet Samuel.

The Fast of Esther

The day before Purim, this Monday, is a Fast day and is called "Taanis Esther", the Fast of Esther, because on this day Queen Esther called upon all Jews to fast and avert the evil decree caused by Haman. This Fast has been continued because in every generation there springs up an Haman no matter what his current name is, as it is written, ". . . that the Lord will have war with Amalek from generation to generation." (Exodus XVII 16)

Purim or Feast of Lots

On the eve of Purim and the next morning the Megillah containing the story of Purim is read. It is obligatory upon men, women, and children to listen to the reading of the Megillah because all were included in the evil decree of Haman.

The Purim Seudah

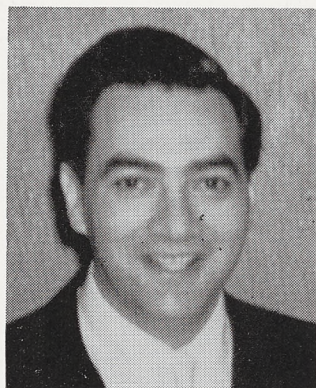
Purim afternoon, this year on Tuesday, Mincha is prayed earlier than usual so that the whole family can gather together for the great festive meal, the Purim Seudah, which is superseded only by the

Less Than A Month Left For Dinner Reservations

Time is running out. We have less than a month left until Sunday evening, April 19th to reach our

PURIM LAS VEGAS NITE

Saturday, March 21st, 8:30 P.M.



Burton Kebart, Co-Chairman

By popular demand the Mr. and Mrs. League again brings you Purim Las Vegas right on time with all its fun and excitement.

EVERYBODY A WINNER!

Win yourself a good time.

Display your skill.

Women's League, Men's Club, please take special note.

You have relatives, friends, neighbors?

Bring them all.

Gifts for everybody.

Solid and liquid refreshments — the kind you like — low and high calorie.

Contribution 50¢

Seder and the First Two Days' Succah Meals in festivity.

Shushan Purim

The day after Purim is called Shushan Purim, in commemoration of the Jews of Shushan who defended themselves for two days and therefore celebrated Purim a day later.

quota of Dinner reservations. To date, we have passed the half way mark which means that we are at present just a little bit above 400. From now on, therefore, we must have 100 reservations per week to reach our quota of 800. The members and friends of our Synagogue must redouble their efforts to fill the Grand Ballroom of the Waldorf-Astoria, which has a capacity of 1,000 people. An half-empty Ballroom will not do honor to our worthy Rabbi nor is it a fitting testimonial to 45 years of dedicated and consecrated service in the Rabbinate. We must have more reservations.

The following reservations were made in the last two weeks: Mr. and Mrs. Aladar Bernath—2, Louis Buch—1, Irving Bunim—1, Mr. and Mrs. Siegfried Bendheim—2, Al Colin—increased from 2 to 4, Mr. and Mrs. Sam Davis—2, Denberg Brothers—4, Judge and Mrs. David N. Edelstein—2, Annie Eisenberg—1, Dr. and Mrs. Frank E. Fink—2, Mr. and Mrs. Philip Frankel—2, Mr. and Mrs. Joseph Friedman—2, Frank Frohman—an increase of 4, Paul Garfunkel—1, Louis Glickman—2, Jacob Goldberg—an increase of 1 for daughter, Albert Goldfarb—1, Deszo Goldner—an increase of 8, Rabbi Goldstein—an increase of 6, Harry Grossman—4, Markus Gruss—1, Mr. and Mrs. Samuel Hausman—2, Mr. and Mrs. Edward Jacobs—2, Mr. and Mrs. Harold Kaplan—2, Jacob Kinzler—an increase of 4, Mr. and Mrs. Samuel Kohl—2, Mr. and Mrs. Abraham Kuber—2, Mr. and Mrs. Joseph Landowne—2, Dr. Herman P. Mantell—1, Hermann Merkin—1, Mr. and Mrs. Harry Meirovitz—2, Mr. and Mrs. Sol Redlich—2, William Rubinfeld—1, Mr. and Mrs. G. Richard Rubenstein—2, Isidore Scharfman—an increase of 30, Mr. and Mrs. Jacob H. Silverstein—2, Mr. and Mrs. Harry Ward and Samuel Ward and friend—4, Mr. and Mrs. Louis Weinstein—2.



West Side Institutional Review

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 23, 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. XXII No. 28 March 20, 1959

IMMEDIATE SEDER RESERVATIONS RECOMMENDED

The Seder Committee advises all Congregants who intend to be with us at the Seder, not to delay but to make their reservations at once. Passover is not so far off. To paraphrase the poet, "If Purim is here, can Passover be far behind?" Besides, the Committee is limiting the seating capacity to 200 for your own comfort. They are doing this on the basis of "First come, first served." Therefore, make your reservations immediately.

The Seder will be held in our Synagogue Grand Ballroom on the nights of Wednesday, April 22nd and Thursday, April 23rd. The charge is the same as last year, \$10.50 per person, per Seder, which includes all tips and gratuities.

The Seder will be conducted by Rabbis Goldstein and Reichel assisted by Cantor Yavneh.

All reservations must be made through our Synagogue office in person, by mail or by phone, TR 7-8281. Please make your reservations, to prevent disappointment later.

MEMO FOR TEEN-AGERS

The basketball session which meets at the gym of J.H.S. #44 will meet after the reading of the Megillah instead of the regular time, Mr. Elliot Wohl, the leader, announced.

YOUNG ADULT LEAGUE NOTES

Rabbi Reichel will continue his series on Jewish History and Philosophy for our Young Adult League on Wednesday, March 25th at 8:30 P.M.

THE PRAYER BOOK

COMMENTS BY RABBI HERBERT S. GOLDSTEIN

THE TEN COMMANDMENTS

FOURTH COMMANDMENT

(Continued)

"AND THE SEVENTH DAY IS THE SABBATH." Though the Sabbath day is to be a day of rest from our ordinary daily labors it must not be spent in vulgar enjoyments. The program of the day, if spent correctly, should include attendance at synagogue services and reading of the Torah, to intensify the spiritual significance of the day. As far as the physical side is concerned we should endeavor to have better food and wear better clothing on the seventh day than on the other six days of the week so that the Sabbath may bring with it a contented frame of mind and make us susceptible to holy thoughts.

"THOU SHALT DO NO WORK, NEITHER THOU, NOR THY SON, NOR THY DAUGHTER," ETC. This, the Rabbis say, teaches us that the head of the house must train his children and all those who are in his household to honor the Sabbath and to abstain from any activity which might lead to its desecration.

(to be continued)

MEN'S CLUB SABBATH MARCH 28th



H. William Hirsch Chairman, Men's Club Sabbath Committee



Leon Herman, President, Men's Club

The annual Men's Club Sabbath, at which the members of the Men's Club assume the various officiating roles of the Synagogue, will take place on Saturday, March 28th, Mr. Leon Herman, President of the Men's Club announced. A committee consisting of H. William Hirsch as Chairman, Louis Draiarsh and Dr. Frank E. Fink as members of the Committee, has been appointed to make the arrangements for the event.

More news in the next issue of the Review.

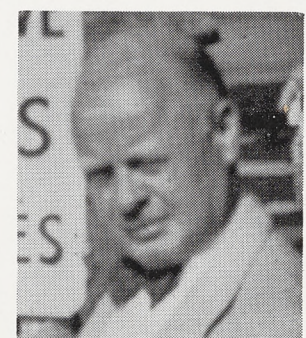
THE THREE NEWLY ELECTED MEMBERS TO THE BOARD OF DIRECTORS



Deszo Goldner



Jacob Kinzler



Joseph L. Rosenberg

Though newly elected, they are already working like veterans in behalf of the Dinner in honor of Rabbi Goldstein.

HEBREW SCHOOL NOTES

Our parents and their friends are invited to attend the Gala Hebrew School Purim Assembly on Sunday morning, March 22nd at 10:30 o'clock. Our pupils have prepared a very delightful program in the spirit of Purim. The children will receive Purim delicacies with the compliments of our Women's League. Another feature of the morning will be a Bible Masquerade contest.

The children will be dismissed 15 minutes earlier on Monday in order to prepare themselves for Purim Services that evening.

The Principal will provide letters to all our pupils who may be delayed in their Public School classes on Tuesday morning when they attend the special Purim services.

YOUNG PEOPLE INVITED TO JOIN OUR CHOIR

Boys between the ages of 8 and 13 are invited to participate in the first rehearsal of our newly created Congregational Choir which will meet on Sunday, March 22nd at 5 P.M. promptly. For further information feel free to call Rabbi Reichel's office.

Members Get Acquainted
at the
SYNAGOGUE MEMBERSHIP
GET-TO-GETHER
COCKTAIL PARTY
on
Sunday Eve., March 29th
All Synagogue Members and
Their Friends Are Welcome

MAZEL TOV ON THEIR 40th WEDDING ANNIVERSARY



Hon. 2nd Vice President and Mrs. Max E. Sanders

We are happy to extend our hearty felicitations to our Hon. 2nd Vice President and Mrs. Max E. Sanders on the occasion of their 40th Wedding Anniversary.

May it please G-d that they celebrate their Golden Wedding Anniversary in health and happiness.

This Reminds me!



Our Rabbi deserves the proper mark of esteem, and your co-operation.

DINNER RESERVATIONS STILL BEHIND GOAL

Only you can help us reach our quota.

The Dinner Committee depends upon your cooperation.

The **Grand Ballroom** of the **Waldorf-Astoria** must be filled on **Sunday, April 19th.**

ISAIAH O. ZUCKER
General Chairman, Dinner Committee

OFFICERS

- LESTER UDELLPresident
- SAMUEL W. SIEGEL1st Vice-President
- MAX MOSKOWITZ2nd Vice-President
- MAX E. SANDERSHon. Vice-President
- SAMUEL SILVERTreasurer
- HAROLD KAPLANAss't. Treasurer
- MORRIS JABLOWSec. & Exec. Dir.

- HERBERT S. GOLDSTEIN, D.D., Rabbi
- O ASHER REICHEL, Associate Rabbi
- ZALMON YAVNEH, Cantor

RABBI MOISHE C. PEKIER, Sexton
BOARD OF DIRECTORS

- | | |
|-------------------------|-----------------------|
| Harry Altman | Morris Jablow |
| Joseph Anderson | Edward Jacobs |
| Harry Appel | Harold Kaplan |
| Wm. L. Bassar | Jacob Kaplan |
| Samuel K. Beier | Jacob Kinzler |
| Sol Belsey | Joseph Landowne |
| Siegfried Bendheim | Moses Langer |
| Henry Blankfort | Jonas Leisten |
| Joseph Buchsbaum | Morris Levine |
| David Cohen | Saul Linzer |
| Herman H. Cohen | George L. Livingston |
| Albert H. Colin | Adolph Meirowitz |
| Abraham M. Davis | Max Moskowitz |
| Sam Davis | Moe Oltarsh |
| Abraham M. Druckman | George Pauker |
| Hon. David N. Edelstein | Joseph L. Rosenberg |
| William Foot | Gustave Roth |
| Phillip F. Frankel | G. Richard Rubenstein |
| Frank Frohman | Joseph Settel |
| George Gersony | Joseph Shapiro |
| Ben Glazer | Samuel W. Siegel |
| Abraham Goldman | Samuel Silver |
| Deszo Goldner | Jacob H. Silverstein |
| Jean Goldwurm | Irving Streit |
| Jacob Goodman | Frank L. Taks |
| Maurice Greenstein | Lester Udell |
| Jess E. Gross | David H. Ullman |
| Carl Grossberg | Harry Ward |
| Hon. Wm. B. Herlands | Jess Ward |
| H. William Hirsch | Joseph Weinstein |
| Henry Hirsch | Max J. Zimmer |
| William Horwitz | Isaiah O. Zucker |

W.S.I.S. PRAYER SCHEDULE

- Light Candles Friday Evening Before 5:47
- Weekly Portion: Vayikraw
- Leviticus 1:1 5:26 Deut. 25:17-19
- Prophets I Samuel 15:2-34
- Friday Evening Service6:00
- Chumosh and Rashi with
- Mr. Israel Kestenbaum8:30
- Saturday Morning Service8:45
- Junior Congregation10:45
- Oneg Shabbos (Boys, Girls 7 to 11)3:15
- Rabbi Pekier's Talmud Class4:15
- Mr. Isaac Allen's Talmud Class4:15
- Mincha5:15
- Reader of Torah: Samuel Ward
- Reader of Service: Stanley Kaplan
- The Sabbath Terminates6:38
- Daily Services**
- Sunday Morning7:15, 8:15, 8:45
- Monday, Taanis Esther6:45, 7:25, 8:30
- Selichos6:30 and about 8:10
- Monday, Mincha5:35
- followed by Maariv and Megillah
- Tuesday, Purim Morningat about 6:15
- and 7:15
- Mincha, Tuesday5:00 and 6:00
- Thursday6:45, 7:45 and 8:30
- Wednesday and Friday6:45, 7:45, 8:15
- Mincha6:00

Yahrzeits From Our Memorial Plaque

March	Adar II	
21	11	Harry Anderson Isidore Siegel Shirley Joyce Katz
25	15	Max Applebaum Sarah Rothenstein

GETTING PERSONAL

by Sanford Solarz

Our Congregation has been vicariously honored by the fact that our Director Judge William B. Herlands will preside at the Friday night session of the Yeshiva University Torah Leadership Convocation, on the occasion of the Triennial Chag-Ha-Semicah of the Rabbi Isaac Elchanan Theological Seminary at the Yeshiva on Friday night, March 27th . . . Our congregational citation of merit of ye columnist's son, Steven, a freshman at Brandeis University, who was high scorer of its debating team in an inter-collegiate debating tournament at Dartmouth College, and was voted the third best debater among the debating teams of the 24 colleges represented . . . Isaac Allen was one of the 10 persons chosen for the high honor of placing one of the ten crowns over the grave of King David on Mount Zion, in impressive and historic ceremonies, witnessed by thousands, commemorating the 10th anniversary of the birth of the new State of Israel . . . The host of our weekly Sabbath afternoon Seudah Shlishis tomorrow will be Mr. Leon Leslau . . . Our beloved Rabbi Herbert S. Goldstein was a guest at the Mayors Stag Luncheon at the Waldorf for the President of San Salvador . . . Welcome home from Florida to our Director and Mrs. Siegfried Bendheim, Mr. Manny Gluck and Mr. Jacob A. Klein.

Birthday Greetings

March

- 20—Mrs. Esther Weiss
 21—Margaret Ann Adelson
 22—Mrs. Abraham M. Druckman
 Morris Edelson
 Louis Katz
 Alan Shalita
 Mrs. Benjamin Shapiro
 23—Herbert Hirsch
 24—Frederic S. Goldstein
 Avrum Kaplan
 Mrs. Joseph Shulster
 Director Harry Ward
 25—Mrs. Harry Appel
 Jay Harold Ball
 Leslie Bellsey
 Aaron W. Gross
 26—Jonathan Durst
 Elliot Landowne
 Leonard Stecher
 Jeffrey Paul Strauss

Anniversary Greetings

- 20—Director & Mrs. H. Wm. Hirsch
 22—Mr. & Mrs. Harry Burak
 Mr. & Mrs. Isidor Sterkin
 24—Mr. & Mrs. Clarence Lieberman
 25—Mr. & Mrs. Stuart Oltarsh

ANNUAL YESHIVAS APPEAL MADE ON SHABBOS PARSHAS SHEKALIM

Our annual appeal in behalf of over 30 yeshivas both here in the United States and in Israel was made on Saturday, March 7th, Shabbos Parshas Shekalim. Rabbi Goldstein, who made the appeal, stressed the fact that the greatest deterrent to crime and juvenile delinquency is a religious education. He also interpreted the Biblical verse (Exodus XXX, 16) to mean that the rich will not get poorer by giving more or the poor, richer by giving less.

The response to the appeal was most gratifying. What is more interesting is that even those that were not present are not forgetting their obligations and sending in their checks. Absence does not free one from his or her obligation — Please let us hear from you.

SEdgewick 3-5400

**BRONX
& MEMORIALS CORP.
LAUER**

2020 Jerome Ave. — Burnside Ave. Sta.

ORegon 5-7473 - 7474

FIEDLER ROOFING CO. Inc.
 Roofing and Sheet Metal Contractors
 330 West 25th Street
 H. Z. Fiedler New York ' N.Y.

HOUSE OF **FLATOW**
KIDDUSH WINE

Newly Arrived From ISRAEL
CARMEL

BRANDY - SLIVOVITZ
 VODKA - WISHNIAK
 CONCORD - MALAGA

Plus Complete Selection of
 All Other Type Wines

STRICTLY KOSHER FOR PASSOVER

Academy
 LIQUOR CORPORATION

2648 BROADWAY AT 100th ST.
 East Side of Broadway
 We Deliver - Tel. ACademy 2-7770

REMINDER PURIM COLLATION

Sponsored by
 The Women's League and
 The Men's Club
Monday Eve., March 23rd
 after the reading of the Megillah
All Are Invited

Card games to follow for all
 who wish to stay.

For The Best In Entertainment

JOE KLEIN
 Orchestras

ENdicott 2-(3998 210 West 78th Street
 (9215 New York 24, N. Y.)

MARKOWITZ'S HOTEL

2120 Pacific Avenue
 Atlantic City, N. J.

'Phone 4-0331

Dining room open to the public.
 We can accommodate you with
 all meals for Passover. Dietary
 Laws and Sabbath strictly observ-
 ed. Call or write for information.

*Welcome the Jewish New Year
 And All Joyous Occasions
 With the Best From Israel*



IN A WIDE VARIETY
 TO SUIT
 EVERY TASTE

Port, Sherry, Muscatel,
 Tokay, Hock, Alicante,
 Adom Atic (Burgundy)
 Haut Sauternes and
 Rishon Sacramental

CONCORD and MALAGA
 now also in gallons
 and half gallons

A Thoughtful Rosh-Hashannah Gift

Toast the Tenth Anniversary of the
 State of Israel with CARMEL.
 The President's Champagne
 KOSHER L' PESACH

CARMEL

Imported by


Carmel Wine Co., Inc.

200 Fifth Avenue New York 36, N.Y.
 Certified Strictly Kosher by
 Rabbi Isaac Halevi Herzog,
 Chief Rabbi of Israel

If not available at your neighborhood
 store, Contact Carmel Wine Company

RIVERSIDE MEMORIAL CHAPEL

Comply with strictest orthodox requirements
 76th St. & Amsterdam Avenue ENdicott 2-6600
 Carl Grossberg, Director

 Gertz Bros., N.Y.C.