

MAKE THE W. S. I. S.
YOUR SPIRITUAL HOME —
COME TO OUR SERVICES
PARTICIPATE IN OUR ACTIVITIES
JOIN OUR MEMBERSHIP

West Side Institutional Review

Vol. XXVII, No. 18

ב"ה

May 8, 1964

26 Iyar, 5724

SHEVUOS NOTES

**Festival Begins Saturday Eve.,
May 16th**

On Saturday evening, May 16th, we usher in the Festival of Shevuos, the Feast of Weeks. This Holiday is of great significance in the Jewish calendar. The Holiday identifies us as Jews, for on this day we received the Torah at Mt. Sinai. It is therefore known as "Zman Matan Torasenu," the season of receiving our Torah.

To commemorate this divine event we decorate our Synagogue with leaves and flowers reminiscent of the greenery atop Mt. Sinai.

Another hallowed tradition is the "Mishmar," the all night vigil in the Synagogue and reciting "Tikun Shevuos," selections from the Bible and Mishna and other sacred writings. Our readers are cordially invited to join us in the Synagogue beginning at 10:15 on Saturday night. The morning service for those who are awake the whole night is held at daybreak.

It is a tradition to eat dairy foods on this festival. One reason given is that the Torah has been likened to "milk and honey."

During the morning services of the first day we read the Ten Commandments and chant the Akdamos, a beautiful poem in Aramaic, in adoration of the Lord and the Torah, and describing a future of bliss and peace for the righteous.

On the Second Day, the idyllic story of Ruth is read. This is to commemorate the Yahrzeit of King David who was descended from Ruth.

MR. & MRS. LEAGUE NOTES

Mr. and Mrs. (President) Samuel Gursky will be the hosts at a Board meeting of the League on Wednesday evening, May 20th.

OUR HEBREW SCHOOL

It is not too early now to enroll your children (ages 4 to 14) in our modern Hebrew School for the new term in September. Inquiries welcome. Visit or call TR 7-8281.

The Art of Communication??

A wise Chinese philosopher was asked what he would do first if left to administer a country. He said it would certainly be to correct language; for if language is not correct then what is said is not what is meant; if what is not what is meant, then what ought to be done remains undone; if this remains undone, morals and arts will deteriorate; if morals and art deteriorate, justice will go astray; if justice goes astray, the people will stand about in helpless confusion. Hence, there must be no arbitrariness in what is said. This matters above everything.

The moral of the above is simply this — As chairman of this year's fund drive, where the rewards and stakes are high, the odds excellent and the cost modest, I have tried to communicate with you the worthiness of this drive and yet, to-date, the results indicate that I have failed to get my message across.

Won't you please heed my plea and become INVOLVED — yes, I mean INVOLVED. For only through unity of purpose and action does man fulfill his part as a living unit of life.

Please contact Harold Kaplan at TR 7-8281 for additional books and mail in the money for those you already sold. Time is fast closing in on the Night of Nights.

Ben Glazer, Chairman

Kindly mail this convenient coupon

WEST SIDE INSTITUTIONAL SYNAGOGUE
120-138 West 76th Street
New York 23, New York

- ☐ Kindly send mecertificates @ \$5. (Book of 21 for \$100). Enclosed is check for \$.....
- ☐ I wish to place a greeting in the Souvenir Journal, in honor of Mr. H. William Hirsch, which will be presented to him at a Reception on Tuesday evening, June 16th. Enclosed is check for \$..... (Copy of text is attached).

NAME

ADDRESS

RATES FOR ADS IN JOURNAL.

Full Page	\$100	One-Seventh Page	\$15
One-Half Page	50	One-Tenth Page	10
One-Quarter Page	25	Patron Subscription	5

W.S.I.S. PRAYER SCHEDULE*Friday, May 8th*

*Light Candles Before7:41
 *Mincha6:40

Saturday, May 9th — Morning 8:50

Sedra: Behar-Bechukosai
 Blessing of New Month
 Sermon by Rabbi Reichel
 Junior Congregation10:45
 Rabbi Pekier's Talmud Class
 (in Yiddish)6:40
 Mr. Isaac Allen's Talmud Class
 (in English)6:40
 Mincha—PEREK V7:40
 Reader of Service: Levi Pekier
 Reader of Torah: William Etra
 Sabbath Terminates8:40

Week of May 10th

Sunday Morning7:15, 8:15, 8:45
 Mon. & Thurs.6:45, 7:45, 8:30
 Tues. — Rosh Chodesh Sivan
 6:30, 7:30, 8:10
 Wed. & Fri.6:45, 7:45, 8:15
 Mincha Daily7:50
 Wed. - Rabbi Pekier's Class8:20

Friday, May 15th

*Light Candles Before7:48
 *Mincha6:40

Saturday, May 16th - Morning 9:00

Sedra: Bamidbar
 Sermon by Rabbi Goldstein
 Junior Congregation10:45
 Rabbi Pekier's Talmud Class6:50
 Mr. Allen's Talmud Class6:50
 Mincha—PEREK VI7:50
 Reader of Service: Johanan Levine
 LIGHT FESTIVAL
 CANDLES AFTER8:47
 Tikun Shevuos10:15

Sunday, May 17th — Shevuos I

Morning Service8:50
 Sermon by Rabbi Reichel
 Junior Congregation10:45
 Mincha7:45
 Light Festival Candles

Monday, May 18th — Shevuos II

Morning Service — Yizkor8:30
 Sermon by Rabbi Goldstein
 Junior Congregation10:45
 Rabbi Pekier's Talmud Class7:10
 Mr. Allen's Talmud Class7:10
 Mincha8:10
 Festival Terminates8:49

Week of May 19th

Tues., Wed. & Fri.6:45, 7:45, 8:15
 Thursday Morning6:45, 7:45, 8:30
 Mincha Daily8:00

Friday, May 22nd

*Light Candles Before7:54
 *Mincha6:40

* Those who usher in the Sabbath with the Congregation at an early hour should recite the "Shma" paragraphs and the Omer at night.

Men's Club**BASEBALL BENEFIT**

Tickets for the Yankees vs. White Sox double-header on Sunday, June 14th are available in the Synagogue office. Write or call TR 7-8281.

* * *

The third Monday in May is the last day of Shevuos. Our regularly scheduled meeting will therefore not take place that evening. Our next meeting will be held on Monday eve, June 1st.

ELITE CLUB NEWS

The Elite Club (for single people 32-45) will have a Social Evening on Tuesday, May 19th, at 8:00 P.M. Admission is free for members (dues are only \$3). Nominal charge for guests.

SHALOM! WELCOME!

We are delighted that many families are moving into our neighborhood. Should you know of newcomers, please invite them to our Services and to our activities listed in the **Review**. Also kindly send their names, addresses and phone numbers to our office.

TEENAGE OUTING

Our teenagers are invited to visit the World's Fair on Sunday, May 24th, at 9:00 A.M. For details call our Social Department.

SEFIRA CHECK LIST

<i>Night Of:</i>	<i>Omer:</i>
☐ Friday, May 8	42
☐ Saturday, May 9	43
☐ Sunday, May 10	44
☐ Monday, May 11	45
☐ Tuesday, May 12	46
☐ Wednesday, May 13	47
☐ Thursday, May 14	48
☐ Friday, May 15	49

CONDOLENCES

We sorrowfully record the passing of the following of our Congregational Family and extend our sympathy to their dear ones:

Sarah Baizman — our late member, mother of Mrs. Esther Lobell, Bessie and Ethel Baizman.

Edythe L. Kornreich — wife of our member, Mr. Max Kornreich.

Markus Lindenbaum — brother of our member, Dr. Leo Lindenbaum.

Sally Weissbard — sister of Mr. Emanuel Weissbard.

Mae Wellen — sister of Mr. Hyman J. Ross.

**AN OPEN LETTER
TO OUR MEMBERS AND
CONGREGANTS**

Dear Friends:

Our beloved Rabbi Herbert S. Goldstein is celebrating this year his 50th Anniversary as a Rabbi, 45 of which have been with our Synagogue.

To mark this great milestone, a Reception in his honor is being held in the Grand Ballroom of the Hotel Plaza in New York on Wednesday evening, May 27th at 8:00 P.M.

You, of course, are invited to attend. Admission is by contribution or pledge to the planned Rabbi Herbert S. Goldstein Library Building of the Emet Rabbi Herzog World Academy, which will be erected in special tribute to Rabbi Goldstein. Your name will then be inscribed in a special 50th Anniversary Book which will be presented to Rabbi Goldstein at the Reception and permanently displayed in the Library Building in Jerusalem. We urge you to participate in celebrating this jubilee of our Senior Rabbi.

Please send in your reservation together with your pledge and contribution to Emet Rabbi Herzog World Academy, 122 West 76th Street, New York 23, N.Y., and help make it a truly W.S.I.S. Simcha.

Cordially yours,

Henry L. Kraushar
National Chairman

Abraham M. Druckman
Reception Committee Chairman

COAT EXCHANGE

A dark blue cashmere coat was exchanged on Saturday, April 18th. Kindly contact our office, TR 7-8281.

YIZKOR SERVICES

On the second day of Shevuos, Monday, May 18th, Yizkor Memorial Services will be recited in our Synagogue. The following form may be filled out and delivered to the Synagogue office by May 14th.

West Side Institutional Synagogue
 122 West 76th Street
 New York 23, N.Y.

I hereby request you to offer the Yizkor Memorial Prayer for my

.....whose Hebrew name is

and I hereby donate \$.....

Name

Address

REBECCA F. GOLDSTEIN WOMEN'S LEAGUE

OPEN MEETING TO BE HELD ON MAY 11th

You and your friends are cordially invited to attend an OPEN MEETING on **Monday, May 11th at 12:00 noon** in our **Women's League Clubroom**.

A special World's Fair film presentation will be featured. Coffee and cake will be served.

"A DAY AT THE WORLD'S FAIR" — MONDAY, MAY 25th

The Women's League invites you to spend a day at the World's Fair with your friends and your fellow members. The price is **\$6.00 per person** which includes round trip bus transportation, entry fee to the Fair, a glider trip to the picnic area and a pleasant day of sight-seeing. The buses will leave from our Synagogue at 10:30 A.M. and return by 5 P.M. Make your reservations immediately for yourself and your friends and send in your checks.

Mrs. Jen Schreiber is chairman of this affair. She asks that you make your reservations at the meeting on May 11th or call the Synagogue (TR 7-8281) at once.

MEET YOU AT THE WORLD'S FAIR ON MONDAY, MAY 25th.
PICK UP BUS AT 10:30 A.M. IN FRONT OF SYNAGOGUE

122 WEST 76th STREET

The Sabbath preceding Mother's Day, May 9th, has been proclaimed Union of Orthodox Jewish Congregations Women's Branch Sabbath. All the women of our Synagogue are urged to attend our services that morning.

YESHIVA UNIVERSITY WOMEN

Prof. Sidney B. Hoenig will speak on "Early American Jewry" on Tuesday, May 12th, 1:30 P.M. at the Hotel Croydon.

OF INTEREST

Worn bibles, prayer books and other religious writings may not be thrown into the garbage. Jewish law requires such religious materials should be interred in a proper manner. The Hebrew Free Burial Society of 1170 Broadway will arrange this for us on their grounds. Please note on packages brought to our Synagogue office for this purpose, "Contents for religious interment."

ADDITIONAL DONORS TO MANHATTAN DAY SCHOOL APPEAL AT PASSOVER YIZKOR SERVICE

Ernest Apfelbaum, Jules Cohen, Murray Cumsky, Abraham M. Davis, Ruth Davis, Anna Goldberg, Jacob Grossman, Marcus Grossman, Samuel Gursky, Pincus Halle, Max M. Horowitz, Herman Kaminsky, Charles H. Landis, Samuel Lax, Moe Leifer, Jonas Leisten, Albert Levinson, Nat Mark, Benjamin Miller, Max Perle, Solomon Redlich, Dr. Henry D. Reichlin, Harry P. Rich, Elmer H. Settel, Lipa Silberstein, Mrs. Harry Soffer, Arthur R. Stein, Rosalyn M. Steinberg, Gertrude Tessler, Philip Widom.

(To be continued)

West Side Institutional Synagogue

120-138 WEST 76th STREET
New York 23 TR 7-8281-8251
Published bi-weekly from the Second Friday in September to the Second Friday in June. Subscription: One Dollar Per Year. Entered as second class matter Sept. 22, 1938, at the Post Office at New York, N. Y.

LESTER UDELL President
SAMUEL W. SIEGEL 1st Vice President
JACOB KINZLER 2nd Vice President
SAMUEL SILVER Treasurer
HAROLD KAPLAN Asst. Treas. & Exec. Dir.
MORRIS JABLOW Secretary

DR. HERBERT S. GOLDSTEIN, Senior Rabbi
DR. O. ASHER REICHEL, Rabbi
ZALMON YAVNEH, Cantor Emeritus
JOSEPH ELLNER, Cantor
RABBI MOISHE C. PEKIER, Reader
BOARD OF TRUSTEES

Stanley Adler	Henry Hirsch
Harry Altman	William Horwitz
Joseph Anderson	Morris Jablow
Harry Appel	Edward Jacobs
Wm. L. Bassier	Harold Kaplan
Samuel K. Beier	Jacob Kaplan
Sol Bellsey	Jacob Kinzler
Henry Blankfort	Henry L. Kraushar
Joseph Buchsbaum	Joseph Landowne
David Cohen	Moses Langer
Herman H. Cohen	Jonas Leisten
Albert H. Colin	Morris Levine
Abraham M. Davis	Saul Linzer
Sam Davis	Adolph Meirowitz
Abraham M. Druckman	Moe Oltarsh
Hon. David N. Edelstein	George Panker
Dr. Frank E. Fink	Alexander Raichman
William Foont	Martin Romerovski
Hon. Harry B. Frank	Joseph L. Rosenberg
Phillip F. Frankei	Murray Rosenberg
Frank Frohman	G. Richard Rubenstein
George Gersony	Samuel W. Siegel
Ben Glazer	Samuel Silver
Jacob Goldberg	Bernhard Spira
Abraham Goldman	Irving Streit
Deszo Goldner	Frank L. Taks
Jean Goldwurm	Lester Udell
Jacob Goodman	David H. Ullman
Dr. Samuel Greenberg	Harry Ward
Jess E. Gross	Jess Ward
Carl Grossberg	Max J. Zimmer
Leon Herman	Isaiah O. Zucker
H. William Hirsch	

H. WILLIAM HIRSCH Men's Club Pres.
MRS. O. ASHER REICHEL, Women's League Pres.
MRS. SAMUEL GURSKY, Mr. & Mrs. League Pres.

CALLING ALL GRADUATES

We would like to have a near perfect list of all our graduates, (elementary, high school and college) for this season's closing issue of the Review which will appear the first Friday in June. In order to make this possible, we must have in our office before May 26th the names of the graduates, the schools (list degree, if any), future academic plans and any special honors not previously noted.

OUR DINNER FOR THE UNITED JEWISH APPEAL WILL TAKE PLACE ON THURSDAY EVENING, MAY 14

Have you made your reservation? You should be there to be counted as one who is ready to do his share so that Israel will be able to defend herself and survive.

Your contribution to UJA this year is more than a gift. It is an affirmation of belief in the future of the Jewish people, an indication that we support with all the power at our command their unflinching determination to attain freedom and the right to live at peace.

United Jewish Appeal is dedicated to the Jewish future because it is dedicated to saving life and to extending the opportunities for freedom and happiness for those who are oppressed, imperilled and impoverished. A gift to UJA is a contribution to humanity's cause —

for the sake of the generations yet unborn. A gift to UJA is an act in defense of life and freedom.

Don't ignore this appeal. Every Jew who believes that Israel should be allowed to live, and exist, must help according to his means.

Both men and women are invited to our UJA dinner.

The dinner will take place Thursday evening, May 14, at 6:30 P.M. at our own Synagogue Grand Ballroom. Please call our Synagogue, TR 7-8281, and leave word that you will be present.

Herman H. Cohen,
Dinner Chairman

Jacob Kaplan,
Chairman

GETTING PERSONAL

By Sanford Solarz

We are proud to welcome into our Congregational Family the following new members: Mrs. Bertha Ascher, Mr. and Mrs. Mickey Block, Mr. and Mrs. M. William Grossman, Mr. and Mrs. Milton S. Jacobson, Mr. and Mrs. Theodore Mann and Mrs. Mina Shaffit . . . Again, the youth of our Congregation distinguished themselves by the inspiring manner in which they conducted our last Youth Sabbath services, no small credit for which must be given to the inspiring leadership of our own Rabbi O. Asher Reichel . . . Mazel tov to Trustee and Mrs. Albert H. Colin upon the birth of their granddaughter, Laura Mayer Colin; and to our members, Mr. and Mrs. Joseph Steinman upon the birth of a son to their children, Mr. and Mrs. Melvin B. Stevens . . . Our Congregational citation of merit to our member, Mr. Erwin H. Lipstadt, upon his receiving the President's Award at the Annual Dinner of the Union of Orthodox Jewish Congregations of America . . . Welcome home from Israel to Trustee, Dr. and Mrs. Frank E. Fink; from points south to Mrs. Anna Dworkin and Mr. Ben Dworkin; and from California to Mr. and Mrs. Benjamin Tilem . . . Glad to hear that Mrs. Al Braff is on the mend.



ORegon 5-7473-7474

FIEDLER ROOFING CO. Inc.

Charles Fiedler & Son

Roofing and Sheet Metal Contractors
514 W. 25th St., New York 1. N. Y.



GERTZ BROS., N.Y.C.

REMINDER TO OUR COLLEGIATES

Come to the

3rd W.S.I.S. Shabbat University Forum

MAY 9th — 3:30 P.M.

- **Interesting Guest Speakers**
- **Stimulating Discussions**
- **Week-end Collegiate Guests**
- **Socializing and Refreshments**

BIRTHDAY GREETINGS

May

- 6—Jeffrey Lloyd
- 8—Trustee George Gersony, Robert Hofbauer
- 9—Mrs. Pauline Barnett, Mrs. Estelle Baskowitz, Judy Greer
- 10—Norman Oppenheimer, Mrs. Arthur Stein
- 11—Ira Bellsey, Mrs. Isidor Stoll
- 12—Mrs. Saul Bergman, Iris L. Goodgold, Oscar Kirsch
- 13—Mrs. Frances Cohen, Jacques Koppel, Betsy W. Spanbock
- 14—Mrs. Joseph Anderson, Peter M. Bellsey, Susan J. Goldsmith, Mrs. Eugene Ten Brink
- 15—Alfred Schwartz, Isidore Sterkin
- 16—Mrs. Bruno Bayer, Johanan Levine, Mrs. Gloria Onish
- 17—Ronald Jarmuth, Mrs. Jacques Schupf
- 19—Samuel Diamond, Joseph Neustadter, Daniel Rich, Benjamin Spanbock
- 20—Mrs. Morris Segerman, Mrs. Esther Weiss
- 21—Justin Bayer, Ronald Bellsey, Mrs. John D. Garrett, Felice Reisman, Deborah Schwartz, Nat Trozky

ANNIVERSARY GREETINGS

- 9—Mr. & Mrs. Walter Freeman
- 10—Trustee & Mrs. Sol Bellsey
Mr. & Mrs. Martin Levine
- 12—Mr. & Mrs. Herbert Perchick
- 14—Mr. & Mrs. Samuel Greenfield
- 16—Trustee & Mrs. Harry Altman
Trustee & Mrs. Albert H. Colin
Mr. & Mrs. I. Friedman
- 17—Mr. & Mrs. Louis Shlansky

LIPSTADT MEMORIAL CO.

Closed Saturdays Open Sundays
370 Amsterdam Ave.
Near 78th St. New York 24, N. Y.
Tel.: TRafalgar 4-6843

A modern Ritualarium (Mikvah) is located in our community, at 158 West 97th Street, MO 3-0300.

For The Best In Entertainment

JOE KLEIN

Orchestras

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

ESPLANADE CATERERS

Hotel Esplanade

305 West End Avenue
TR 3-8899 TR 4-5000
© Strictly Kosher

STERN'S KOSHER PASTRY SHOP, INC.

490 AMSTERDAM AVENUE
Bet. 83rd and 84th Sts.
TR 3-2040

SOL SINGER, INC.

All Standard Make

TIRES, BATTERIES AND ACCESSORIES
IGNITION AND REPAIRS
384 AMSTERDAM AVENUE
Bet. 78th-79th Sts.
TRafalgar 7-8910-11

MEAL MART

"YOUR PERSONAL CHEF"
Caterers to All Social Functions

2189 BROADWAY
PUsqueshanna 7-4720 We Deliver
HOME MADE KOSHER DELICACIES

Phone SEDgwick 3-5400

Their Memory Deserves the Finest

Bronx & Lauer Memorials Corp.

BEN PEARLBERG
Monuments of Every Description
2020 Jerome Avenue Bronx 53, N. Y.
Near Burnside Avenue

RIVERSIDE MEMORIAL CHAPEL

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