

THE YOUNG ISRAELITE

YOUNG ISRAEL OF PARKCHESTER

1375 VIRGINIA AVENUE

THE BRONX

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No. 1



THE YOUNG ISRAELITE

Page Two

Sara Kaufman

	The	Young Publishe			e
Young Israel of Parkchester 1375 Virginia Avenue, The Bronx Tel. TAlmadge 2-9576					
Maurice	L.	Schwartz			Rabbi
Nathan	н.	Berliner		P	resident
Harry B	roo	ks	Pres	s. Me	n's Club

Pres. Women's League

From The President

With the many problems confronting all of us these days it may seem a bit shallow, but I sincerely wish everyone a Happy, Healthy and Prosperous New year.

But I have torn up messages concerning Israel, the hijackers, safety in our streets, the violence of our children against their own Judaism, because each is a major problem which in its own right is as important as any of the problems of our day. So, better to wish ourselves a good year and make our New Year's resolution to do all we can to help in the solution of these problems.

We must dedicate our coming year as responsible citizens of the community, as emotionally responsive human beings, and as traditional Jews with a heritage that has dealt successfully with most of these same problems in past generations, or face the biggest problem of all, our survival.

Nate Berliner

The Rabbi, Officers and Trustees of Young Israel of Parkchester extend their warmest wishes to all members, worshippers, and friends for a Year of Health, Happiness, Prosperity and Peace!

A FORWARD LOOK

Lou Friedman

Taking over this column from Sid Robinson is like my taking over Torah reading from Kelly Winkler. There is something lost in the transition. "A Backward Glance," as Sid called his column, was a favorite of mine because, as the title denotes, it offered a panoramic view and a psychological slant to past happenings. In order not to infringe on Sid's territory, we call our column, "A Forward Look" because my readers will be asked to orient their perspective so as to anticipate rather than to reminisce.

For close to 30 years I have been part of Young Israel of Parkchester, but generally on the side lines, looking in, liking what I saw, but never really "pitching in" to help carry the load, pulled only by a handful of volunteers. My mother's death in February thrust me smack into a new milieu.

Lacking the proper Hebrew education, it was somewhat embarrassing and a bit painful to my ego to have to admit my ignorance. But that I did, and much to my surprise I was not ridiculed or laughed at. I found many eager hands willing to help me, to teach me, and to work with me. For that I shall always be grateful to Julie Horowitz, Sid Sussman, Max Spielberger, Phil Haiman and Boris Stern.

With the world in upheaval, with the changing mores right here in our own little world, I have found a peaceful haven in Young Israel. Young Israel offers the stimulus to me to live a life enriched spiritually and morally. Rather than feeling a captive to the traditional "kaddish" twice a day, a more positive reaction has taken place within me. If you believe there is such a thing as looking forward to my hours in Young Israel, then I admit this phenomenon. And what is even more strange is that no individual or group of individuals knowingly made possible this feeling within me.

Perhaps it is in the solicitude that exists among men thrown together by a similar cause, perhaps it is in the common bond prevailing amongst those sharing in the same experience, and perhaps it is because you are in an area (Continued on Page 5)



ROSH HASHANAH

Although Rosh Hashanah is translated as "New Year," it shares with its secular counterpart little but the name, for our New Year is dedicated to the most solemn aspects of human life and destiny.

Yet it is not a somber day to one who truly embraces its spirit. On the contrary, he will experience an inner joy as a result of having come to grips with the basic issues of life, of having cleared away the debris of the past and chosen a new highway for the future. He will feel supremely elated at having been reconciled with G-d and his fellow man.

Given the proper conditions, we can truly experience the characterization of Rosh Hashanah by Ezra and Nehemiah. "This day is holy unto the Lord your G-d; mourn not nor weep. Go your way, eat the fat and drink the sweet, and send portions unto him for whom nothing is prepared, for the joy of the Lord is your strength."

DAY OF JUDGMENT

Rosh Hashanah is known by several names. It is called Yom Hazikaron, the Day of Memorial, because our record is examined and our destiny determined by the Almighty, and Yom T'ruah, the Day of Blowing the Shofar. It is most generally known, however, as Yom Hadin, the Day of Judgment.

OBSERVANCES

Women should light candles before nightfall, as they do each Sabbath and Holiday eve.

Following the Maariv (Evening Service), members of the family join in a festive meal. Custom prescribes certain symbolic items for the menu on New Year's eve, all of them expressing our inmost desires. Honey is substituted for salt, as a symbol of sweetness. The head of a fish is served, in the hope that life during the coming year will find us not trailing behind, but in the vanguard of leadership. The festive loaves are also made in specially suggestive shapes; either round, symbolic of a crown, and hence of the Divine Kingship which we proclaim on Rosh Hashanah, or in the form of a ladder suggestive of Jacob's dream ladder which connects heaven and earth, and upon which we hope our prayers will ascend to the Throne.

THE SHOFAR

The ritual of blowing the Shofar on Rosh Hashanah holds a central place among the observances of this solemn day. Three sounds are produced on the Shofar: the T'kiah is a glissando which begins with a lower note and swells into a higher one; the T'ruah is a series of about nine staccato upon the lower note; the Sh'varim (tremolo) consists of three blasts.

Various reasons have been given for this rite. Firstly, the Shofar recalls the ram that appeared at the time of the would-be-martyrdom of Isaac, and should serve to inspire every worshipper with new devotion to our faith. Its other worldly sound casts a spell of awe and reverence upon the listener, and thereby creates the asmosphere *(Continued on Next Page)*

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Rosh Hashanah (Cont'd)

for the serious meditation and stock-taking demanded by this day. According to Maimonides, the Shofar comes like a trumpet of alarm to awaken us from our spiritual slumber. It has also been suggested that the sounds of the Shofar are a code by means of which we communicate our inmost desires to our Father in Heaven.

TASHLICH

On the First Day of Rosh Hashanah, it is customary to walk to the edge of a body of water in the afternoon, preferably to one that contains fish or to a spring, and recite prayers of penitence whose essence is contained in the verse: Thou wilt again have compassion upon us and subdue our iniquities; thou wilt cast all our sins into the depths of the sea. At the end of the prayers the garments are shaken in a symbolic gesture of our resolves to shake ourselves free of our sins.

YOM KIPPUR

Yom Kippur, the climax of the solemn season, is observed by fasting (neither eating nor drinking) and prayer. All bodily desires must be denied. These include abstinence from washing any part of the body except one's hands or another part that may become dirty; the prohibition of anointing any part of the body and marital relations. The law also forbids the wearing of leather shoes. One of the explanations given for this last prohibition is that just as Moses was commanded: Put off thy shoes from off thy feet, for the place whereon thou standest is holy ground (Shemoth 3:5), we too are commanded to do likewise on Yom Kippur, because on that day the whole earth is endowed with holiness.

SIGNIFICANCE

Throughout the ages, our Sages have elaborated upon the significance of the fast and upon the meaning of Yom Kippur, generally. According to one authority, Moses descended from Mount Sinai with the second tablets of the Ten Commandments on the tenth day of Tishri (Yom Kippur) and brought the people the good news that the sin of the Golden Calf had been forgiven: therefore, the tenth of Tishri was ordained as a day of forgiveness for all time to come.

Quoting Philo, Dr. Joseph Hertz in his Commentary on the Chumash states: "No other nation, ancient or modern, has an institution approaching the Day of Atonement in religious depth, a day of purification and of turning from sins for which forgiveness is granted through the grace of the merciful G-d, who holds penitence in as high an esteem as guiltlessness."

This day set aside for penitence and moral regeneration is the only one for which the Torah prescribes fasting — the most intense form of devotion and contrition. On that day, the Rabbis state, the Israelites resemble the angels, without human wants, without sins, linked together in love and peace.

Confession of sins is the most essential and characteristic element in the services of the Day of Atonement. Every man begs pardon for his sins and hopes for G-d's mercy, not because of his own merits but through the compassionate nature of Him who will forgive rather than punish. The Confession is said by the entire congregation collectively. Those who have not themselves committed the sins mentioned in the Confession should feel a sense of guilt for not having exerted themselves sufficiently to prevent them from being committed by others.

PROPER SYNAGOGUE ATTIRE

When attending services at the synagogue one must bear in mind its holiness and sanctity. One should always dress in good taste as befitting the occasion. The ladies should remember that sleeveless dresses or pants suits are not permitted. Married women must have their hair covered. Women wearing wigs are exempt from additional covering.

Remember, the synagogue service is not a fashion show for men and women.

SUCCOS PREPARATIONS

As in the past we will be catering meals in our beautiful congregational Succah on the first days of the Yom Tov. Reservations will be on a first come basis so kindly call our office immediately.

Esrogim

In order to celebrate the festival properly the purchase of the "Four Species" (Esrog, lulov, etc.) is incumbent upon every Jew. These can be obtained by calling our office and placing your order now. Remember, you help Israel's economy by purchasing an Israeli Esrog.

A Forward Look (Cont'd)

circumscribed by men devoted to a heritage of Jewishness and "menshlechkeit." The haunting chant intoned by a Kelly Winkler, and the rich overtones enunciated by a Sid Sussman, and the sincere logic of Rabbi Schwartz's sermons all combine to create an atmosphere of tranquility and surcease from the quickened pace of the world around us.

Young Israel of Parkchester has given me a sense of belonging, a feeling of comfort. It has filled a need that every Jew has and yearns for.

And so, when Nate Berliner, our president asked me would I take the chairmanship of the Banquet Committee, my answer was of course, "Yes." Having gotten so much from Young Israel, I was happy to now "pitch" in and help pull the load in an area familiar to me. The Banquet will be held Saturday night, January 30th, 1971. I ask you all to marshall your efforts to help make this a financial success. This is our one big fund raising event of the year. Our goal is to bring in a \$15,000.00 Journal. Impossible? Say not so! With your help, we are sure to reach the top. You will hear more from us soon.

CALLING ALL PARENTS! Register your son and daughter in our Hebrew School.

TALMUD TORAH — Children reaching their eighth birthday should be registered at this time in order to ensure them a basic religious education. Classes are held Mondays through Thursdays, one and one quarter hour sessions per day, Junior Congregation on Saturday morning, Hebrew, Bible, History, Laws and Customs are included in the curriculum.

GIRLS' CLASSES — Special classes geared to the need of the American Jewish girl, meeting on Tuesday and Thursdays.

HIGH SCHOOL — For graduates of the Talmud Torah or those who have an equivalent Jewish education, meeting on Tuesdays and Thursdays.

SUNDAY SCHOOL — For boys and girls ages 5-8, meeting on Sunday mornings, at 10 A.M. for an hour and a half session. Bible stories, laws and customs, arts and crafts and celebration of the holidays are included in the children's activities. No tuition charge.

Our Hebrew School is an affiliate of the Bronx Council for Education of the Jewish Education Committee and the Metropolitan Commission of Talmud Torahs. Register Now!

Announcing our 31st ANNUAL DINNER and JOURNAL SATURDAY EVENING. JANUARY 30th, 1971 at The Community Center of Israel honoring our devoted workers **Harold and Sophie Speck** and the National President of Young Israel **Nat Saperstein**

WOMEN'S LEAGUE

Dear Friends:

As your new president I want to greet you all on the occasion of our new season. I sincerely hope you have had a pleasant and healthy summer and are now ready to participate in all the activities planned for the coming season.

We greatly mourn the passing of our own beloved Fanny Eigner and Lillian Ross. We shall miss their sunny dispositions and inspirational help.

I want to thank all of you who came to our Honor Night on September 9th. It was very gratifying to see such a large turnout of our membership.

On behalf of myself and my family I want to wish you all a very Happy and Healthy New Year.

Sincerely, Sara Kaufman President

We were warmly greeted by our president, Sara Kaufman, at our first meeting in September. Roth Lott was honored for all her hard work through the years, and presented with honorary life membership. She certainly deserves the accolades bestowed upon her.

Honors were bestowed posthumously upon Fanny Eigner and Lillian Ross, two wonderful workers for our Young Israel, who passed away this summer. Our Rabbi Schwartz conducted the honor ceremony.

The Woman of the Year award was presented to Sally Nedlin, who is moving to Florida. Our best wishes to her, and also to Gert and Ed Bohm, who are taking up residence in Florida, and to Jeanette and Sidney Robinson who have moved to Yonkers.

Hostesses will be needed for future gatherings arranged by the Social Committee. Donor credit will be given. At this time we are anticipating a successful Card Party on Saturday evening, September 19th.

Koffee Klotches will start on Tuesday, October 27th at noon.

Tickets are available for "Light, Lively and Yiddish" an English-Yiddish musical, for Sunday, November 8th at 2 P.M. Call Helen Sochrin or Frances Needle for reservations.

An Antique and Hobby Show will be chaired by Dorothy Haimowitz in No-

FROM THE MEN'S CLUB

We hope you all had a very pleasant and healthful summer and are now full of renewed strength and enthusiasm to continue to carry on the important projects of our Men's Club.

Our September meeting was well attended and everyone showed an interest in our immediate project, the sale of tickets for the World Series Booster Club. You still have time to join the Club, the prizes are great and the income goes to our Young Israel.

The Social Committee of the Men's Club and the Women's League have already made plans for various cultural, spiritual and social evenings for the year 1970. Please reserve the following dates: October 17th, November 21st, December 19th. Particulars about these affairs will be mailed to you separately.

In the name of the officers and myself I want to extend to you and your families friendly greetings and good wishes for a Very Happy and Healthy New Year.

Harry Brooks, President

vember. Call Dorothy if you wish to participate.

Congratulations to Arnold Haiman, son of Hattie and Phil, who entered the Coast Guard as a legal officer, and welcome home to his brother Captain Mark, who finished a tour of duty with the Marines in Japan.

Ed and Phyllis Maslow, Flo and Leo's children, will tour Europe. Dr. and Mrs. Marshall Leitman, children of Mr. and Mrs. Al Panzer, are in Belgium, where he is teaching at Louvain University.

Fannie and Joe Brown explored California, Las Vegas and Grand Canyon; Shirley and Nat Hamburger vacationed at Curacao; Sylvia and Bob Liebert returned from a trip to Israel; Irene and Al Messing and Stella and Milton Carlin enjoyed a Caribbean cruise; Rose and Jack Parness will travel to Japan and Hong Kong; Norma and Charles Siegel visited their daughter Phyllis in California; Fay and Sol Spitz flew to Puerto Rico; Rose and Ben Willner vacationed in Scandanavia.

My best wishes to all of you for a Happy New Year.

Your News Reporter SADYE R. LEVINE THE YOUNG ISRAELITE

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לשנה טובה תכתבו

The Young Israelite is happy to be the medium for conveying best wishes for a Happy, Healthful and Prosperous New Year to relatives, friends and to all Israel.

Rabbi & Mrs. Maurice L. Schwartz & Family Mr. & Mrs. Nathan H. Berliner & Family Mr. & Mrs. John Greenfield Mr. & Mrs. Mack Waldman & Family Mr. & Mrs. Max Vegotsky & Family Mr. & Mrs. Martin Margulis & Family Mrs. Dora Bleichert Mr. & Mrs. Albert Hein & Family Mr. & Mrs. Leon Goldin Mr. & Mrs. Max Spielberger & Family Mr. & Mrs. Kalman S. Winkler & Family Mr. & Mrs. Julius Proser & Family Mr. & Mrs. Jack Slove & Family Mrs. Mildred Smith Mr. & Mrs. Harry Brooks & Family Mr. & Mrs. A. J. Daniels & Family Lou and Howard Rifkin Mr. & Mrs. Abraham A. Somerfield Mr. & Mrs. Nat Hamburger & Family Mr. & Mrs. Jack Bernstein & Family Mr. & Mrs. Jack Levy & Family Mr. & Mrs. Sidney Sussman Mr. & Mrs. Sheldon Spitz & Family Mr. & Mrs. Harry Koppelman & Family Mr. & Mrs. Charles Siegel & Family Mr. & Mrs. Robert H. Horowitz & Family Mr. & Mrs. Alex Panzer Mr. & Mrs. Philip Wurmbrand Mr. & Mrs. Nathan Turk Mr. & Mrs. Jack List & Family Mr. & Mrs. Hyman Rubin & Family Mr. & Mrs. Moe Mandel Mr. & Mrs. George Rothman & Family Mr. & Mrs. Bernard N. Silverstein Mr. & Mrs. Leonard Fink Mr. & Mrs. Herman Ringelheim Mr. & Mrs. Martin Berish & Family Mr. & Mrs. Harry Solinsky Mr. & Mrs. Abraham I. Levine Mr. & Mrs. Simon Zaret Mr. & Mrs. Meyer Diamond Mr. & Mrs. Sidney Robinson



Mr. & Mrs. Joseph Aaron Mr. & Mrs. Alex Kaufman & Family Mr. & Mrs. Harry Hilton & Family Mr. & Mrs. Frank Nussbaum & Family Mrs. Anna Cheynovitz & Family Mr. & Mrs. Al Messing & Family Mr. & Mrs. David C. Lesser & Family Mr. & Mrs. William Zisselman Mr. & Mrs. Max Becker Mr. & Mrs. Harold Speck Mr. & Mrs. Helmut Bengel Mr. & Mrs. Julius Horowitz & Family Mr. & Mrs. Bernard Horowitz & Family from Boulder, Colo. Mr. & Mrs. Theodore E. Grayson Mr. & Mrs. Al Beeber Mr. & Mrs. Samuel S. Schneider Mr. Alexander Getzkin Mr. & Mrs. Arthur Jay Getzkin & Family Mr. & Mrs. Boris Dubinsky Mr. & Mrs. Joseph J. Kutner Mr. & Mrs. George Shaw & Family Mr. & Mrs. Frank Lerner Mr. & Mrs. Manny Komitee Mrs. Bessie Komitee Mr. & Mrs. Sam Pausack Mrs. Ruth Rosenbaum & Sons Mr. & Mrs. Sidney Katz & Family Mr. & Mrs. Jack Gutstein & Family Mr. & Mrs. Edmund E. Breiner Mr. & Mrs. Hyman Freilich Mr. & Mrs. Bernard Goldbetter & Family Mr. & Mrs. Jacob Spill Mr. & Mrs. Max Bernfeld Mr. & Mrs. Samuel Gottehrer & Family Mr. & Mrs. Jeffrey Amsel & Family Mr. & Mrs. David Wrubel & Family Mr. & Mrs. Paul Sherman & Family Mr. & Mrs. Robert Goldman & Family Mr. & Mrs. Julius Canter Mr. & Mrs. Abraham L. Gewertz

Mr. & Mrs. Sol Spitz & Family

Mr. & Mrs. Boris Stern & Family

MAZEL TOV

Our heartiest congratulations to

Mr. and Mrs. Joseph Aaron, on the marriage of their son Marc to Diane Friedman.

Mr. and Mrs. Edmund E. Breiner, on the birth of their granddaughter and to their children Rochelle and Mark Breiner.

Dr. and Mrs. Joel Chezar, on the birth of their daughter Varda Yael Chezar, and on their new home in Augusta, Georgia.

Mr. and Mrs. Louis Finkelstein, on the birth of their granddaughter Lynn Michele and to their children Mr. and Mrs. Ronald Hymowitz.

Mr. and Mrs. Louis Gitelman, on the marriage of their daughter Gila to Meier Noam in Israel.

Mr. and Mrs. Henry Halpern, on the birth of their granddaughter Laura Alysse to their children Francine and Robert Wild.

Mrs. Marian R. Jaffe, on the birth of her granddaughter Lee Anne to her children Dr. and Mrs. Donald E. Jaffee.

Mr. and Mrs. Ralph Kossak, on the birth of their grandson Andrew Jason to their children Fern and Stephen Kossak.

Mr. and Mrs. Benjamin Levine, on the marriage of their daughter Thelma to Sanford Hochberg.

Mr. and Mrs. Leo Maslow, on the engagement of their daughter Harriet to Dr. Alex Marks.

Mr. and Mrs. Irving Rosenberg, on the marriage of their daughter Susan to Mark Okrent.

Mrs. Sylvia Silverman, on the birth of her granddaughter Robin Paige Levine.

Mr. and Mrs. Cal Schwell, on the birth of their granddaughter Nicole Lynn to their children Lila and Howard Schwell.

Mr. and Mrs. Sam Willner, on the marriage of their daughter, Toby, to Dr. Robert J. Sklarew.

Mr. and Mrs. Isidore Solow, on the marriage of their daughter Linda to Daniel Karpman.

Mr. and Mrs. Kalman S. Winkler, on the engagement of their son Neil to Andrea Nirenberg, daughter of Dr. and Mrs. Harold Nirenberg, Dean of L.I.U. Best wishes and felicitations to the following members having birthdays or anniversaries in September:

BIRTHDAYS

(1) Joel Drillings, Anna Somerfield, Arthur J. Weiner (2) Irene Messing (5) Jean Katz (6) Daniel Breiman (8) Rose Friedman (9) Edmund E. Breiner (10) Rose Spielberger, Louis Kideckel (12) Evelyn Hein, Andrew Banarer, Rose Krenkel (14) Fannie Brown (15) Al Hein, Adrienne Astor, Natalie Smith (16) Ronald Kossak, Matthew Osroff (18) Harry Koppelman (20) Julius Proser, Hattie Haiman (21) Winifred Schare, Madeline List, Lillian Matlins (24) Henry Sokoler, David Wachter, Morris Tischfeld (25) Laurence Anker, Bessie Sussman, Howard Zuckerman (26) Florence Groginsky (27) Surri Rapaport, Rona Kerner, Karen Sue Kutner, Marla Weiss (28) Kalman Winkler, Rae Kideckel (29) Abraham Gewertz, Ralph Kossak, Donald Messing (30) Mark Kornblum.

ANNIVERSARIES

(2) Mr. and Mrs. Arthur J. Weiner (3) Mr. and Mrs. Meyer Diamond (5) Mr. and Mrs. Julius Proser (6) Mr. and Mrs. Sidney Greenberg, Mr. and Mrs. Sidney Thau (7) Mr. and Mrs. Isidore Kramer (9) Mr. and Mrs. Mack Katz, Mr. and Mrs. David Haimowitz (10) Mr. and Mrs. Fred Steiner (15) Mr. and Mrs. Nat Anker (16) Mr. and Mrs. Sheldon Spitz (19) Mr. and Mrs. Raymond Klugman * * and many happy returns.

GET WELL

Best wishes for a speedy and full recovery to Abraham Helfer and Meyer Reiter, who are hospitalized. Our wish Refuah Shlemah!

It's good to see up and around after their recent hospitalization Charles Fischer, Tillie Gross, Frances Pausack, Irwin Ross and Sam Schneider.

Keep well and let us always see you healthy and hearty at Young Israel.

NEW MEMBERS

We welcome as new additions to our ever growing Young Israel family Louis Kideckel and Abraham A. Somerfield.

May our association be a long and beneficial one.

THE YOUNG ISRAELITE

CONDOLENCES

Our deepest sympathy to:

Mrs. Mildred Berliner and Miss Geraldine Denn, on the loss of their beloved mother and sister Anna Spilka.

Mr. Sam Berman, on the loss of his beloved mother Esther Berman.

Mr. Leonard Eigner, on the loss of his beloved wife Fanny Eigner.

Grossblatt and Kornblau Families, on the loss of their beloved wife and mother Bertha Grossblatt.

Mrs. Ruth Kohen, on the loss of her beloved sister Lillian Paley.

Mr. Irwin Ross and Family, on the loss of their beloved wife and mother Lillian Ross.

Mrs. Nathaniel Saperstein, on the loss of her beloved mother Cele Kirschenbaum.

Mrs. Tillie Shaw and Family, on the loss of their beloved husband and father Edward Phillip Shaw.

Mrs. Mildred Smith, on the loss of her beloved sister Ida Haskin.

Mr. Sidney Sussman, on the loss of his beloved father Raphael Sussman.

Mr. Nathan Weingarten, on the loss of his beloved sister.

Mr. Arthur Weiss, on the loss of his beloved mother Olga Weiss.

Mr. Julius Zamosky, on the loss of his beloved father Benjamin Zamosky.

May they be comforted amongst the other mourners of Zion and Jerusalem.

The family of the late Lillian Ross wish to express their heartfelt appreciation for the contributions made in her memory to Young Israel of Parkchester, as well as the many expressions of sympathy received.

Irwin Ross and Children

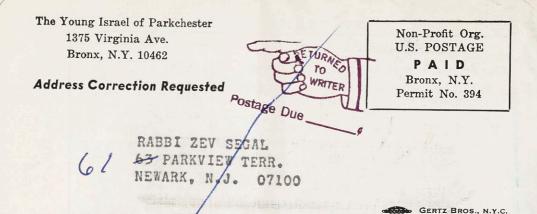
ATTEND SERVICES DAILY

Mornings	6:45	A.M.
Evenings		P.M.
Saturday		A.M.
Sundays		A.M.

A Community That Prays Together, Stays Together!



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ATTENTION!

VOLUNTEERS NEEDED at The Hospital of the Albert Einstein College of Medicine, 1825 Eastchester Road.

Anyone interested in arts and crafts — to work with patients; someone to help re-route pneumatic tubes — male preferred; someone to assist with statistics in the Radiology Department.

There are other openings in the Pharmacy, on nursing floors, in the Library and in the Gift Shop.

If interested, please call 430-2934.

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TO FRIENDS AND FAMILY IN ISRAEL

Send your best wishes for A Year of Peace and Plenty to friends and family in Jsrael. Greet them with a gift they will appreciate — A Super-Sol Gift Certificate, with your compliments, that can be traded in for a fantastic variety of thousands of lovely and useful items from Canadian-owned Super-Sol Ltd., the leading chain of supermarkets in Israel. Over 10,000 items to choose from — the largest possible variety of foods, household goods, clothing, giftware — at the best possible prices. Super-Sol Gift Certificates are available in denominations of \$10, \$18 - Chai, \$25 and \$50 and are redeemable at all the branches of Super-Sol throughout the country, for a period of one year.

To take advantance of this convenient offer all you need do is to send names and addresses for Gift Certificates directly to the main office of Super-Sol, via Air Mall, and include a check payable to Super-Sol for the amount indicated. Super-Sol will do the rest — dispatch the Gift Certificate with your personal greetings and send you a confirmation of delivery. Certificates can also be sent in your name to the Soldiers' Welfare Committee for distribution to needy families.

Don't delay, order today so that your Gift Certificate arrives in time for the holidays,

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