

THE EUCLID AVE. TEMPLE BULLETIN

Dr. Julian Morgenstern,

Hebrew Union College,

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SUNDAY, JANUARY 10th, 10:30 A. M.

RABBI BRICKNER

will speak on

"What Shapes the Course of Human Affairs"

This question is answered in different ways. The Theologian says God; the Communist—economic forces; the Fascist—the great man; the Philosopher and Scientist—accumulated knowledge and invention; others—soil and climate.

The lecture will analyze all of these concepts and show how this apparently academic question has many practical applications to the shape of things today and tomorrow.

Friday Evening
Twilight Service
5:30 to 6:00

Sabbath Morning
Service
11:00 to 12:00

This Sunday Nite at 6 o'clock

FATHER-SON DINNER

SPORT CELEBRITIES

ENTERTAINMENT

SURPRISE SOUVENIR TO EVERY SON
FIFTY PRIZES

Dinner will be served promptly at 6 p. m. in order to bring the evening to a close at 9 P. M.

Rabbi Brickner broadcasts every Sunday evening over Station WGAR, 7 to 7:30 P. M.

These addresses are published every Friday in the Jewish Review and Observer.

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THE AM HA-ARETZ

I cannot conceive of a Jew who can truthfully call himself a real Jew if he is ignorant of Judaism, if he is not versed in Biblical lore, if he is ignorant of Jewish history, if he has not been trained in Jewish ethics. Such a person may, on some theory or other, be called a Jew but he might just as well be called anything else. He is not, however, worthy to be called a Jew. He represents no ideals. He represents nothing that is of spiritual value. He may be a multimillionaire. He may be a great merchant, he may be a great industrialist, a great physician, or a great lawyer. But we have not, as I believe, been kept alive miraculously by the Almighty during all these centuries in order that there may be men with what is termed Jewish blood, but who are without a single Jewish idea in their minds and are destitute of the Jewish spirit. Such a man may conceive himself to be a great man, but he is really an "Am Ha-aretz."* Frequently he is nothing more than a clod of earth with a pocketbook.

I never undergo a great emotion when I hear that some Jew is worth five, ten, or twenty, or even a hundred millions. I do, however, feel an overwhelming emotion when I hear of a Jew who lives the Jewish life, who has the Jewish spirit, who brings up his children as Jews, even if he does not possess a five cent piece.

—Louis Marshall.

*Hebrew equivalent of "ignoramus."

HIGH POINT

"This has been the happiest moment of my life. Just think, to have been able to conduct a modern first-class orchestra in the Holy City, the cradle of three great religions of the world."—Atruro Toscanini, after conducting his first concert in Jerusalem.

SISTERHOOD

HERE IS THE CASE OF MR. X who is in his late sixties. He wishes to attend Sabbath morning services, but is unable to do so because of lack of transportation.

WHY NOT GIVE A RIDE?

Mrs. Frank Weisberg, chairman of the Auto-Corps will welcome your help. Call Yellowstone 1713.

FRIDAY MORNING CULTURAL COURSES FOR 1937

January 22nd—Boris Goldovsky.

January 29th—Henry Miller Busch.

February 5th—Rabbi Brickner

February 12th—Henry Miller Busch.

Please note that the lecture by Mr. Goldovsky originally scheduled for Monday, January 25th has been changed to Friday, January 22.

FUNDS

The Sisterhood gratefully acknowledges receipt of the following donations:

To The Altar Fund: Mrs. Otto J. Zinner in honor of the 25th wedding anniversary of Mr. and Mrs. Sidney Weiss. Miss Clara Schott in memory of her mother, Emilie Schott. Mr. and Mrs. Henry Sulka in memory of their parents, Mina and Jacob Sulka, and Zerline and Seligman Frank. Mrs. D. C. Vactor and Mrs. David Kohn in memory of the birthdays of Rosalie Lomnitz and Hermine Vactor.

RELIGIOUS SCHOOL

THE 1937 CONFIRMATION CLASS will hold its first social Sunday afternoon, January 17th in the Recreation Hall.

IN MEMORIAM

Our heartfelt sympathy is extended to the bereaved families of Rae Lefton and Nathan Trau.

Our deep sympathy is extended to Mrs. Nathan Heiser on the loss of her brother, Sam Moss; to Mrs. Joseph D. Freier on the loss of her mother, Mamie Friedman; and to David Loveman on the loss of his father, Marcus Loveman.

"ENGLISH AS SHE IS WROTE AND SPOKE"

Palestine Writer Gives Some Amusing Examples of Bad English.

Jerusalem (Palcor Agency)—Examples of the use (or misuse) of English have long been a source of amusement to people whose knowledge of the language is somewhat less florid but a great deal more grammatical. Specimens of the weird ways in which English can be twisted to suit the divers purposes of advertisement usually crop up in the Far East, notably Japan. Since, however, the introduction of the tongue into Palestine some eighteen years ago, a new and inimitable though hardly orthodox style has been developed.

One is by now accustomed to seeing a dairy described as a "milkery," but the sense of shock that comes at seeing the word "butchery" painted up in large letters is still disconcerting.

Another appealing poster in a local shop proclaimed the excellence of its meat. "You will find it not possible that our sausages are ably beaten anywhere else."

In an innocent search for amusement, residents at one time found it a great sport to collect these samples of Anglicized foreign terms. There were frequent notices like the one over an empty store: "This shop has went across the road," and that classic: "The slaughterer kills himself regularly every morning at 9 o'clock prompt." He was a really enterprising shochet.

Many here in Palestine still remember the lady who was so proud of her diploma that she put up a notice: "Diplomatic Midwife." A lesser-known inscription outside a Jerusalem house for a long time had "Certified English Lady" in large script and the word "teacher" in very small letters beneath. A handbill distributed some time ago advertising large handbags had the interesting caption. "A Very Good Chance for Professional Ladies."

Tel Aviv provides its quota of comic
(Continued on Page 4)

ALUMNI

THE JUNIOR ALUMNI ASSOCIATION will inaugurate a series of Firesides on **Sunday, January 24th**. The program of the Firesides will consist of a discussion at 4 p. m., supper at 6 p. m. and dancing at 7 p. m.

THE SENIOR ALUMNI DISCUSSION GROUP will hold its first meeting, **Friday evening, January 22nd** at the Temple under the leadership of Nathan Brilliant, Educational Director. Personalities prominent in their fields of endeavor will be invited to lead the discussions from time to time.

Those interested should communicate immediately with Robert Desberg, chairman of the Discussion Group, at the Temple office, Cedar 0862.

THE M-H SCHOLARSHIP SOCIETY will meet at the home of Judge Lewis Drucker, Fenway Hall, **Friday evening, January 15th, 8 p. m.**

Dr. Harry Goldblatt of Western Reserve Medical School and president of the Cleveland Chapter of the League for Labor Palestine will lead the discussion.

"WHAT IS THE REAL GOOD?"

"Order," said the law court;
"Knowledge," said the school;
"Truth," said the wise man;
"Pleasure," said the fool.
"Love," said the maiden;
"Beauty," said the page;
"Freedom," said the dreamer;
"Home," said the sage;
"Fame," said the soldier;
"Equity," said the seer;
Spoke my heart full sadly,
The answer is not here.
Then within my bosom
Softly this I heard;
"Each heart holds the secret,
'Kindness' is the word."

—John Boyle O'Reilly.

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storefront fascia. There is the classic of "Establishment for Groceries, Stamps, Hosiery and Other Musical Instruments." and the somewhat bizarre shingle put out by a tailor: "Costumes for Ladies for Street Walking." Speaking of tailoring emporia reminds one of the Jerusalem shop which, seeking to attract a fashionable feminine clientele by providing a separate trying-on hall, put up a notice: "Ladies take a fit upstairs."

Familiar to most inhabitants of Jerusalem is the sign on the wall near a small Jerusalem hotel stating: "Entrance Sideways." This is no implied insult to corpulent visitors, but just an indication of admsson through a side street. Then there was the physician who set up practice under a misapprehension. He stated on his shingle that he was a "specialist in woman's infernal diseases." Someone kindly pencilled in a "t" for him later.

By Julian L. Meltzer

HOW TO SERVE GOD

A young Hasid, who was accustomed to spending most of his time studying the Talmud and the tenets of Hasidism, became so involved in his business, that he was compelled to forego his studies. On a holiday visit to the Kotzker Rabbi, he bitterly complained of this.

The Rabbi answered: "I will explain to you the passage which is recited at the conclusion of each chapter of the 'Pirkei Avoth.' Rabbi Hananiah ben Akashia said: 'The Holy One wished to benefit Israel; therefore He gave them a multitude of commandments.' We may ask: where is the benefit of being in duty bound to observe many commandments? This is a great hardship. Would it not have been preferable to receive merely a limited number of precepts which we could fulfill correctly? The answer is: the great variety of precepts makes it possible for a Jew in every occupation to obey some of the divine injunctions. The farmer, the planter, the builder of houses, and others—each has his particular commandments to fulfill, and, thereby, gain favor in the eyes of the Lord.

"The merchant, also, by abstaining from misrepresentations, overcharge, and other business deceptions, will please the Creator."

From "The Hasidic Anthology."

FUNDS

The Library Fund keeps our Library up-to-date. Never before in the history of American Jewry have there been so many books on Jewish subjects published in English.

In honor of a joyous occasion or to memorialize a beloved, either a bookplate or a bookshelf would be appropriate.

The Temple gratefully acknowledges receipt of the following donations:

To The Library Fund: Mrs. Simon Resek in memory of her brother, Alex Bondy. Janet and Walter Mayhall in memory of their aunt, Elizabeth Stone. Mrs. Sallie Jacobson in memory of her husband, Paul Jacobson.

To The Yahrzeit Fund: Miss A. Wiener and Mrs. Sadie Marks in memory of their mother, Yetta Wiener. Mrs. Julius Kastner in memory of her husband. Mrs. Clara Berk in memory of her husband, N. Max Berk and her father, Marcus Aronovitz. Mrs. Rose Miller and children in memory of Morris M. Miller. Mrs. Allen Sogg in memory of her mother, Carrie Salk.

To The Prayer Book Fund: Mrs. Harold J. Rosewater in memory of the birthdays of her grandmothers, Rosalie Lomnitz and Hermine Vactor.

To The Memorial Chapel Fund: Mrs. E. Manheim in memory of her father, Samuel Less and her son, Adolph Arndt.

MEMORIAL CHAPEL FUND

The Temple acknowledges with thanks a donation from Mr. and Mrs. Lew W. Lampl in memory of Mrs. Lampl's mother, Fannie Michelson.

Her name will be inscribed on the plaque at the entrance of our Memorial Chapel.

CONGRATULATIONS TO

Mr. and Mrs. Emanuel Baum on their 25th wedding anniversary.

Mr. William Grossman on his 79th birthday.