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February, 1971

THEY'RE OFF:

1971 JOURNAL DRIVE OPENS

***Ellis Safdeye, Chairman; Moe Gindi, Eddie Sitt, Co-Chairmen;
Ossie Harary, Dave Shamah, Associate Chairmen***

"With the expansion of the Yeshivah to 740 students this year; and continued growth for the coming two years projected at 150 to 200 additional pupils each year," Mr. Sonny Gindi, Yeshivah president, said, "we must plan on a Yeshivah of about 1,100 students by Sept., 1972, which is only a year and a half away."

These figures and projections were cited to underscore the importance of the 1971 Journal Drive.

"All Journal incomes go to the school's Development Fund, and we would never be able to undertake such rapid growth were it not for the revenue we expect to earn from this year's Journal Drive," Gindi added.

To assure the success of this critical project, the Executive Committee appointed Elis A. Safdeye to serve as the Drive's General Chairman for 1971. Safdeye also served as Chairman of the 1970 Drive, which broke all previous records with bookings of over \$120,000 worth of advertising.

Mr. Leo Esses, Yeshivah treasurer, summed up the Executive Committee's feelings when he told us, "no one in our Community has ever produced such a successful Journal and this year's Drive is too important for the Yeshivah to switch leadership at this point." Mr. Safdeye accepted the office with characteristic humility. "It is folly to think that the Drive's success is attributable to anyone," he said. "It is the result of the combined efforts of close to a hundred men and women who worked tirelessly to solicit ads."



Photo taken at planning session shows Chairman Ellis Safdeye, second from right, flanked by (left to right): Associate Chairman David Shamah; Sonny Gindi, President; and Co-Chairman Eddie Sitt. Not shown in photo are Co-Chairmen Moe D. Gindi and Ossie Harary.

"Powerful Committee" Named

Safdeye appointed two Co-Chairmen, Moe D. Gindi and Eddie Sitt; and two Associate Chairmen, Ossie Harary and Dave Shamah, to head the Drive with him. These men will together be responsible for every aspect of the Drive's planning and programming. "We have these four powerful men filling the chairmen-ships," Safdeye observed "and I think we are heading for another record-breaker."

Mr. Safdeye, together with his Co-Chairmen and Associate Chairmen, announced that they have succeeded in enrolling a full committee to help conduct the Drive. "Our Committee," they said, "consists of 39 men who represent a true cross-section of the Community in every

respect. They represent wholesalers, retailers, importers, commercial people (stock-brokers, insurance men, etc.); just name it, and we have one on our Committee." They also pointed out that each man on the Committee was selected because he is a leader in his particular area and, "enjoys the respects of his peers."

Named to this committee are:

Jack Anteby, Morris Bailey, Jack Mark Benun, A. Ali-Bey Cohen, Eli D. Cohen, Jack Dushey, Albert Dweck, Jack Dweck, Morris Dweck, Hy Escava, Eddie Esses, David E. Franco, Irving Franco, Jack D. Franco, Joe N. Franco (San Francisco), Isadore Gindi, Mark Gindi, Ralph I. Gindi,

(Continued on page 3)

Magen David Yeshivah
COMMUNITY BULLETIN

50 Avenue P
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MOE COTTON DIES

Pioneer Yeshivah Builder

The entire Community was steeped in sorrow on learning of the death of Moe Cotton on Wednesday, December 23.

Mr. Cotton was born in Aleppo in 1907 and came to this country as a child, and after attending school in Atlantic City moved to the Bensonhurst area.

He was gifted with the charm and graces of leadership, and held office in a great number of communal organizations, including the Odd Fellows, the Young Magen David, the old Community Center, and later he was Secretary and a Member of the Executive Committee of Magen David Yeshivah.

He was eulogized by Chief Rabbi Jacob Kassin, by Jack Abady, and by Rabbi David Bitton, Principal of Magen David Yeshivah.

Rabbi Bitton recalled that Mr. Cotton conducted a factory in the neighborhood of the Yeshivah, and would spend as much time at the Yeshivah as he would in his office. "Much of the credit for his communal work belongs to Mrs. Cotton, because the burden of his absence from his business fell mainly upon her, and she carried it gladly to allow her husband to help develop his beloved Yeshivah," Rabbi Bitton said.

Mr. Cotton acted as secretary of the Yeshivah until 1968, when he resigned because of failing health. He was most active during the years before the idea of a Yeshivah became popular among the broad segments of our Community, and conducting the affairs of the Yeshivah was a daily struggle. It was he, more than anyone else, who carried the day to day burdens of the school.

Mr. Sonny Gindi, Yeshivah President, told the writer of this article that, "if there is a bustling, growing Yeshivah today, it is thanks to the efforts of Moe

Mr. Isaac Tawil, President of Congregation Shaare Zion, announced earlier this month that plans for the Community Youth Building are fully completed and, "we are now prepared to move ahead with diligence and expedition."

The Building, which will be multi-functional in concept, was designed by one of the leading architectural firms in the city, keeping in mind the full range of uses required by our Community Youth Programs and will be erected on East 5th Street, back-to-back with the Shaare Zion Building. Two meetings of Community leaders were called by the Shaare Zion administration in order to acquaint them with the physical aspects of the building, its budgeted costs, and the administration's plans for financing the programs.

The first meeting was called in the home of Mr. Aslan Safdeye where more than thirty men assembled, including many former officers and committee members.

The architects' plans for the new building were reviewed from over-sized showcards by Mr. Abe Cohen, who took the assembled on a floor-by-floor tour of the new building. Mr. Joe Esses then spoke of the financing and revealed that the administration revised the plans so that the building now lends itself to construction in stages.

SOLIDARITY MEETING

On Jan. 5, the Sephardic Community of Brooklyn gathered at the Shaare Zion Congregation to show its solidarity with the Jews of Russia. Men, women and teenagers filed in to listen intently to the heart rending speeches calling upon Russia for the right of Soviet Jews to emigrate.

Rabbi Abraham Hecht, spiritual leader of the congregation, noted that tefilah and teshuvah are the main defenses of K'lall Yisrael.

As all stood reverently, Rabbi Jacob Kassin, Chief Rabbi of the Sephardic Community, intoned a prayer on behalf of our brothers in bondage.

Rabbi Chaim Twersky brought forth in vivid terms the gravity of the Jewish

"The benefits of this type of construction program are obvious," Esses said. "We need not be tied down and forced to wait until we are in a position to put up the entire building, which means we can start actual construction work almost a year sooner."

Chief Rabbi Jacob Kassin opened the meeting with a prayer that the Committee's work be blessed with full success. "One can not overstate the importance of completing this Youth Building at the earliest," he said.

A second meeting of Community leadership was held at Club 26 and some fifty representatives of all Community organizations participated. Included in the group were delegations from Ahi-Ezer, Beth Torah, the various Ladies Organizations, and C.C.Y.

The inter-congregational, or Community-wide, aspect of the new Youth Building was stressed at both meetings. In summing up these meetings, Abe Cohen commented, "we are very encouraged by the Community's enthusiastic acceptance of a Community Youth Building. We certainly picked up many good ideas for the new building and we are consulting with the architects and engineers to see which ones it is feasible to adopt, and to sift out the practical from the impractical."

situation in Russia, deeply moving the audience.

A particularly stirring message was delivered by Rebetzin Esther Jungreis. As the crowd sat in tears, awed by her touching words, Rebetzin Jungreis reminded the Congregation that it is their duty to let their cries be heard. Together, with fervent prayer to Almighty G-d, we hope and pray that the day will soon come when our oppressed brothers will be permitted to emigrate to lands of freedom.

This program was organized and directed by Mrs. Marilyn Salem. Her efforts were praised by the Rabbis and other Community leaders who took note of the packed Synagogue on an ordinary Tuesday evening.

Cotton and the men who worked with him through the 1950's and early 1960's to keep the institution going. They believed in the idea, and although it wasn't popular at the time, they were convinced that it was only a matter of time until everyone realizes the value of a Yeshivah education. We are thankful to G'd that He allowed Moe to be with us long enough to see the victory of his ideals."

MAY 6th

ANNUAL CAKE SALE

P. T. A.

FREE ADMISSION

Journal Drive Opens (Cont'd. f. p. 1)

Ralph S. Gindi, Jack V. Grazi, Richard Haddad, Sonny Laniardo, Ike Massry, Morris Matalon, Max Mizrahi, Ed Safdieh, Murray Setton, Eddie Shabot, Milton Shalom, Mosey Shamah, Raymond Shweky, Albert D. Sutton, Charles J. Sutton, David J. Sutton, David S. Sutton, David R. Tawil, Harry S. Tawil, Henry R. Tawil, Saul Tawil.

\$172,000 Goal Set

The Committee also announced that it is setting its goal for advertising sales at \$172,000, or more than 40% above last year's \$120,000.

"With such experienced leadership as Moe Gindi, Eddie Sitt, Ossie Harary and Dave Shamah acting as Co-Chairmen and Associate Chairmen, and with the backing of such a powerful Committee of 39, I don't see how we can fail to achieve our goal," Committee Chairman Ellis Safdeye remarked.

"But it requires active and aggressive soliciting of Ads by every one of us, or we will, G-d forbid, not make it. We dare not relax for a moment. We must constantly follow-up every promise and every lead until we have a firm commitment," he concluded.

Overseas Division Launched

A totally new area of operations has been opened to the Journal Drive, and that is the formation of an Overseas Division, with Eddie Sitt acting as its originator and chairman.

Mr. Sitt pointed out that, "we have more than 150 firms who travel overseas to buy merchandise and there is no reason why we should not look to our agents and 'makers' to give us an Ad for our Journal once a year. We give them so much business the whole year long. They should certainly reciprocate once a year."

The first meeting of the Overseas Division took place at the home of Mr. Sitt immediately after the High Holy Days, when the Overseas travelers start their trips abroad. At that meeting, attended by more than fifty importers, the various cities our men visit were assigned and a thorough follow-up system was established.

A second meeting, a Cocktails and Dinner Party held at the Hotel Plaza in mid-January, was attended by 68 men and a grand total of \$35,000 of overseas advertising was reported by Mr. Sitt. This was made up of Ads already in and commitments for Ads which are to be secured when the men go on their next trip overseas.

Retail Division

Associate Chairmen Ossie Harary and Dave Shamah are in charge of the Retail Division of the Journal Drive. "With

JOURNAL LEADERS AT WORK



Our Bulletin photographer catches a discussion between Overseas Division men Saul Ashkenazi and Ellis Safdeye at the Plaza Hotel dinner meeting. Left to right: Ike Hafif, Saul Ashkenazi, Bobby Hedaya, Mosey Shamah, Bernie Shur, Ellis Safdeye, and Leon Shamah. See page 7 for more Journal Drive photos.

several hundred of our Community men engaged in retailing, including a number of really sizeable operators, we feel that retailers warrant a division of their own," Mr. Harary said.

"Dave Shamah and I will work very closely with these men and do everything we can to have the retailers become the top Ad producers on our Journal Team," he added.

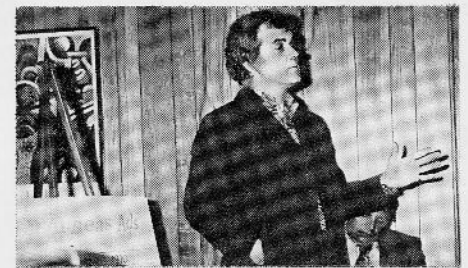
The first meeting of the Division took place in the Harary home and was attended by forty retailers who heard stirring messages from Yeshivah President Sonny Gindi and Rabbi Moshe Greenes, its Executive Director. The Drive's Chairman, Ellis Safdeye, reviewed the techniques "we learned from the men who were most successful in previous campaigns." He said that some men, "kept producing Ads far in excess of what we would have expected, year after year. We asked them to list their methods of selling, and they did." Mr. Safdeye reviewed them, in four categories.

1. Do not be apologetic. If you give a man business, you are entitled to an Ad once a year. He owes it to you. Start with that positive attitude and your job is half done.

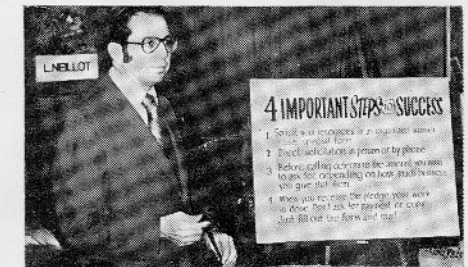
2. Always ask for a specific amount, depending on how much business you give that firm. Start by saying, "I want an Ad of \$100 or \$500," depending on the amount of business you give him.

3. Never mail the prospect an Ad blank. Close it on the phone. Once you mail him a form it becomes an endless waiting and follow-up game, and then he checks off a much smaller Ad.

4. Do not get bogged down by talking about how the Ad should read, all this encourages delays. Just get the commitment and tell him the office will be in touch with him for copy.



Above: Eddie Sitt gives report of Overseas Division. Below: Joe Esses, founder of Journal Drive and three-time Chairman (1967, '68, '69) addresses new committee on campaigning techniques.



Women's Division

As in previous years, our ladies have their own Division to secure the Ads of the merchants our Community patronizes. These include the stores we shop at, the beauty parlors, the decorators, even the dentists and doctors. "We are good customers and we are entitled to their Ads," is the slogan of the Women's Division. The Chairman of that Division is Mrs. Nettie Ashear, and her Co-Chairmen are:

Sarah Anteby, Bea Gindi, Peggy Hazan.

The Steering Committee of the Women's Division is made up of:

Marilyn Anteby, Ann Ashear, Marilyn Ashkenazi, Renee Dweck, Shirley Fallas, Lorraine Gindi, Brenda Hazan, Linda Hedaya, Muriel Hidary, Linda Maleh, Sarah Sarway, Vivian Shalom, Marilyn Sitt.

Beth Din Available To Community

Many people of the Community are not aware that a Beth Din composed of the leading Rabbis of the Community meets regularly and is available for consultation.

The Beth Din meets every Thursday evening from 8:00-9:30 p.m. in the Midrash Room of Shaare Zion. A system of rotation allows for every Rabbi to serve actively in the sessions. Problems concerning family relations, business differences which may arise between partners and associates, tenant-landlord arguments, and any other difficulty which needs the advice and counsel of religious leaders are adjudicated there. In addition, questions of Jewish law affecting the entire Community are discussed and clarified.

The service is free to all members of the Community. If needed, take advantage of it before undertaking any civil court action or other steps.

Inquiring Reporter

Since September, 1970, Magen David Yeshivah has been short three classrooms. Three first grades have been housed in an annex on East 4th St. and Ave. P. The teachers and mothers were asked their impressions of conducting school in the annex.

Mrs. Eisenman; Hebrew: Life is very good here. Being separated from the older children, the younger get more attention. The bus service is excellent, and there are fewer late comers.

Mrs. Ganzell; English: We are looking forward to moving back so the children can see their older brothers and sisters and have the facilities of the main building. But the atmosphere is very nice here, and we have been made as comfortable as possible.

Mrs. Spector; English: The children are progressing and they are thrilled that they can read books other than their reader. The atmosphere in the annex is very peaceful and it is very clean.

Miss Botwinick; Hebrew: There are certain advantages. As far as discipline, it is much better for the children to see only the right way to do things. We are looking forward to being back in the main building so we can all feel part of it again.

Mrs. Elbaz; English: It is very nice here. The classrooms are pleasant I had apprehensions at first, but I am very satisfied that everything has worked out well.

Mrs. Rochelle Mizrachi; Mother: It is lovely the way the children get special attention, especially in the lunchroom. It is like one big happy family.

Mrs. Esther Zeller; Lunchroom Supervisor: My general impression is that all is running smoothly. The lunches are hot

BLOOD BANK ALMOST MEETS QUOTA

The Community's Annual Blood Bank Drive, its seventh, was conducted on Sunday, January 10, at the Beth Torah Congregation. Two hundred and sixty-eight pints of blood were donated. Regretfully, this is not enough to cover the needs of our Community.

Although, in the past, we have not turned anyone away for whatever amount of blood needed, the program that we have contracted with the American Red Cross will not permit us to continue dispensing blood without an accounting.

In the future we will only be able to give blood to those in the immediate family of someone who has contributed blood. The way this program works, if a family member donates a pint of blood, this one pint insures everyone in the immediate family.

This decision was not taken very lightly. It was discussed with American Red Cross, and we had no alternative but to follow their rulings.

This doesn't mean that if you have not given blood you cannot be covered. Anyone wishing to give blood to meet the above requirements can call the American Red Cross at 787-1000, and make an appointment to give blood to be credited to United Sephardic Blood Bank, or else, call Blood Bank Chairman Sam Anteby at 524-1466 or 336-9558.

"We should all give thanks to the Council of Concerned Youth and to Sonny Esses and Charles Semah, whose untiring efforts helped make this past Blood Bank Drive a success. I should also like to thank all the girls who helped at the various stations of the Blood Bank," Mr. Anteby told us.

"I also wish to thank Mr. Jack Abady whom we call upon every year to prepare the food for our Canteen, and last, but not least, I wish to thank each and every donor who took time out to attend our Blood Bank this year," Anteby concluded.

Library Program Instituted

Magen David has instituted a new Reading Comprehension program for use in the Hebrew library. Under the capable guidance of Mrs. Sophie Haber, our librarian. Students from 4th grade/up are encouraged to take out Hebrew books, read them, and return them within a week. When the books are returned, Mrs. Haber quizzes them in Hebrew on their understanding of what they have read. Each child is given credit for the number of pages read and for the degree of comprehension he shows. This will be noted on the report cards and at the end of the term, prizes will be given to those who earn them.

This program in language arts is so individual that each child benefits. He sees that someone cares about the book he chooses and takes time to question him on it. The librarian guides them in their choice of books according to grade and ability of understanding. It is programmed step-by-step and works to increase Jewish knowledge and values.

Many students have shown marked improvement and interest in reading.

Rabbi Bitton, Yeshivah Principal, said, "It is a tribute to the whole-hearted cooperation among teachers, librarian and students that this program is working out so well."

and as fresh and tasty as in the main building. We could use more mothers to help serve.

Maida Sutton

Registration Notice

By Rabbi Sholom Himmel

Raph Tawil, Chairman of the Registration Program, urges all prospective parents to complete application forms for the 1971-72 School Year at once.

To date more than sixty applications have been received for our Nursery and Kindergarten classes, and applications are coming in the mail daily.

Inasmuch as we presently have three Nursery groups attending, who will be moving up to our Kindergarten grade, there will be a limited number of children who can be accepted to the Kindergarten grouping.

Our present enrollment boasts of four Kindergarten groups, thus limiting our admissions for First Grade classes:

Our projection for the 1971-72 School Year is to have the following classes for the Pre-School Program:

2 A.M. Nurseries—9:00 a.m.- 12:00 Noon
4 P.M. Nurseries—1:00 P.M.- 4:00 P.M.
4 Kindergartens —9:00 A.M.- 2:30 P.M.

The policy of the Board of Trustees is to service all members of the Community on a first-come-first-served basis, and no exceptions will be made.

Our psychological testing program is now in progress. If you, any member of your family, or friends, intend to enroll your child(ren), please call the office at once for an application.

Application forms received after March 15th, 1971 will be placed on a waiting list.

Your cooperation will assist us in planning an orderly program.

Building Drive Pledges Reach \$930,000

Mr. Henry Shalom, Chairman of the Yeshivah Building Drive, announced that work on the new Building is proceeding as planned, and that if the additional \$170,000 in new pledges are received by March 30th, we should have no problems completing the Building on the target date.

"So far the Community has responded beautifully, but we can not slow down now, when we are on the very threshold of victory," Shalom said. He pointed out that new pledges received this month come to \$40,000, and "we should have had well over \$50,000 if we are to keep the contractors working full steam."

"We have only one alternative," he added, "and that is to make it up in February. I therefore appeal to everyone who has not yet made their pledge to do so now, without further delay. Just call me, or any Yeshivah officer, and we will come down to your office or home to pick up your pledge form."

The new pledges received in January are:

Ezra Hedaya & Sons	\$7,500
Jack Feldman	4,200
Victor Dabah & Ellis Safdeye	4,200
Mal, Eddie & Hy Serure	4,200
Nissim Tawil	4,200
Nat Chera	1,800
Ezra Sultan	1,800
Leon Tobias	1,800
Irving Betesh	1,000
Sam & Dave Braha	1,000
Joe Jemal	1,000
Beno Mizrahi	1,000
Jack Sasson	1,000

Below: Chairman Ellis Safdeye conducts planning session of 1971 Journal Committee. More Journal campaign photos on pages 3 and 7.

ואלה יעמדו על הברכה

COMPLETE LIST OF BUILDING DONORS

Children of Alice Shalom	\$100,000	Joseph M. Sutton	1,500
Mr. & Mrs. David Mishan	54,000	Menashe Abbani	1,200
Mr. & Mrs. Joseph Ades	50,000	Eddy Beyda	1,200
Saul & Ely Ashkenazi	50,000	Charles D. Cohen	1,200
Mr. & Mrs. Al M. Mizrahi	36,000	Joseph Mansour	1,200
Edmond Safra	31,500	Jack Terzi	1,200
Rafael Rekenati	30,000	Joe Ash	1,000
S Beda & Sons	10,000	Jimiel Ashkenazi	1,000
Benun Brothers	10,000	Al Azar	1,000
Cayre Family	10,000	Poker Club (J. Benun and J. Sutton)	1,000
Eli S. Dweck	10,000	Mrs. Eli Betesh	1,000
Leo Esses & Brothers	10,000	Irving Betesh	1,000
David E. Franco	10,000	Sam & Dove Braha	1,000
Gindi Associates	10,000	Ezra Chalom	1,000
Elias Hedaya and Sons	10,000	Al Cohen & Al Jemal (Astor Hi-Fi)	1,000
Hidary Family	10,000	Al D. Cohen	1,000
Morris Levy & Sons	10,000	Bob Cohen	1,000
Alfons Musry (Manila)	10,000	Morris D. Cohen	1,000
Ralph & Eli Safdieh	10,000	Morris M. Cohen	1,000
Saul Serouya	10,000	Ellis Dabah	1,000
Tawil Bros. (Dumont) Berkshire	10,000	Jack D'Jmal	1,000
Handkerchief	7,500	Charles Dweck	1,000
Jack Braha	7,500	Edmond Dweck	1,000
Mrs. Rose Bresnick and Son	7,500	Victor Dweck	1,000
Ezra E. Cattan and Sons	7,500	Ed Erani	1,000
Jack Dushey	7,500	Isaac Escava & Sons	1,000
Morris I. Dweck	7,500	David M. Gindi	1,000
Sam & Harry Esses	7,500	Jack E. Gindi	1,000
Jack Franco & Sons	7,500	Alfred Haber	1,000
Nat Gindi & Brothers	7,500	Harry Harari	1,000
Manny Haber	7,500	Beno Mizrahi	1,000
Children of Max and Grace Harary	7,500	Joe Jemal	1,000
Ezra Hedaya & Sons	7,500	Joseph Michaan	1,000
Joe I. Mizrahi	7,500	Allen Moel	1,000
Nissim Shalom and Sons	7,500	Ezra Nasser	1,000
Anonymous	6,000	Nine Brothers (Antebi)	1,000
Anteby Bros. (Funwear)	6,000	Jack Sasson	1,000
Ashear Brothers	6,000	Jack and Morris Sedaka	1,000
Marvin Azrak and Ezra Hamway	6,000	Jack Shalom	1,000
Joseph Braha	6,000	Jack Shweky and Richy Mishaan	1,000
Abe, Ali, Eli and Jack D. Cohen	6,000	Alfred Sutton	1,000
Isaac Gindi	6,000	Irwin R. Sutton	1,000
Sonny Gindi	6,000	Edward Zonana	1,000
Vita Grazi & Sons	6,000	Anonymous and Miscellaneous	12,600
Albert, Isaac and Meyer J. Kassin	6,000	Magen David Talmud Torah Building	70,000
Mourad Kattan	6,000		
Ely Laniado & Sons	6,000		
Irving & Moe Maleh	6,000		
Mamiye Brothers	6,000		
Menashe Brothers	6,000		
Juda Safdeye	6,000		
Joe Shamah & Bros.	6,000		
Sons of Pauline Tawil & Edward Setton	6,000		
Harry and Ralph S. Tawil	6,000		
Leo Rishty	5,000		
Sarway Brothers	5,000		
Victor Dabah & Ellis Safdeye	4,200		
Jack Feldman	4,200		
Mr. & Mrs. Mourad Haddad	4,200		
Mal, Eddie, and Hy Serure	4,200		
Eddie Sitt	4,200		
Nissim Tawil	4,200		
Joseph J. Sutton	3,600		
Ezra Tawil & Sons	3,600		
Ben Dweck	2,600		
David Gammal	2,600		
Lew Grazi	2,600		
Ralph Kraiem	2,600		
Danny Levy	2,600		
Ted Braha	2,500		
David Bibi Family	2,000		
Joe Cohen and Ed Rahmey	2,000		
Joe Adjmi and Jack Blanco	1,800		
Morris Bailey	1,800		
Isaac Cabasso	1,800		
Isaac Chera	1,800		
Nat Chera	1,800		
Morris and Harry Franco	1,800		
Mac Haddad & Bros.	1,800		
Jack Hafif	1,800		
Ossie Harary	1,800		
Alfonse (Fonsey) Missry	1,800		
Ezra Sultan	1,800		
Leon Tobias	1,800		
Morris Beyda	1,500		
David Chabbott	1,500		
Moe D. Gindi	1,500		
Hyman Sasson	1,500		
Leo Serrur	1,500		



P. T. A. NEWS

The key word for this month's column is COOPERATION.

The praesidium of the P.T.A. had a meeting with Rabbi Himmel, representatives of the Executive Board, and representatives of the Hebrew and English faculties. The topic of the meeting was pride in our school at all levels: parents, teachers and students. It was a very informative meeting during which we considered several measures to increase pride in our school. Among these was a clean-up campaign (already underway), a school song, school crest, orchestra, intra-mural sports, dramatics, and others. As soon as the enlarged facilities of our new building are available, many of these can be put into effect. We hope to have future meetings and to include G.O. officers as representatives of the students.

At our last open meeting we featured a leading educator, Dr. E. Waters of Brooklyn College, who advised us on the many ways we, as parents, can help our children improve their reading skills. She pointed out many simple ways we can help, including reading aloud to children at a very early age, surrounding them with books and attractive reading matter, and questioning them on the books they read. A question-and-answer period followed during which Dr. Waters gave very clear advice to perplexing problems.

P.T.A. STARTS LIBRARY FUND

By Rabbi Sholom Himmel

The P.T.A., which has taken a most active role in our school, has undertaken a program to raise funds to equip and purchase additional volumes for our library so that our children will develop an even greater love for literature and culture through a more intensive reading program.

A two-fold Library Fund is therefore planned.

Library Simcha Fund

In the event of any simcha in the family or amongst friends, a contribution can be made to the P.T.A. Library Fund. These funds will be set aside for additional volumes. The name of the donor will be placed on the inside cover of the volume purchased.

Library Memorial Fund

In the event one wishes to perpetuate the memory of a loved one, a contribution to the Memorial Fund may be made in memory of, and that name will be placed on the inside cover of the volume purchased.

The P.T.A. looks forward to your con-

tribution so that our library will continue to grow and afford our children a wider range of reading material.

The following have made contributions:

MEMORIAL FUND

Rabbi Sholom Himmel
—in memory of father \$10
Claire and Eli Salem
—in memory of grandmother 10

SIMCHA FUND

Louise & Jack Anteby
—birth of son - Abe Marc \$10
Shelly & Moe Sutton
—birth of daughter - Leslie 10
Fatima & Eddie Blanco
—birth of daughter - Adele 10
Ruth & Joe Jemal
—Bar Mitzvah - son Abraham 10

Cake Sale Coming

A special skit called "The Children's Hour" is being prepared for the forthcoming Cake Sale. It is reputed to be hilarious in pinpointing what goes on daily between parent and child.

A "first" is also going to be featured—a Syrian-food demonstration. It promises to be great fun.

Remember, bake cakes for the sale and send them to school that day. We sell to both the students and teachers as well as to mothers looking to stock their freezers the easy way. Support our Cake Sale—bake cakes, buy cakes, and come in that afternoon.

Milestones

BIRTHS

Mr. and Mrs. Maurice Levy — Girl
Mr. and Mrs. Albert Ades — Girl
Mr. and Mrs. Morris Ashear — Boy
Mr. and Mrs. Charles Saka — Boy
Mr. and Mrs. Maxie Assouline — Girl

BAR MITZVAS

Rabbi and Mrs. Abraham B. Hecht - son - Aaron
Mrs. Joseph Safdeye - son - Gabriel
Mr. and Mrs. Jack David Franco - son - David
Mr. and Mrs. Jack Terzi - son - David
Mr. and Mrs. David Jemal - son - Eli

WEDDINGS

Grace Cohen to Jack Cohen
Linda Barbara Silverstein to Walter Kairy
Paulette Gindi to Raphael Cohen
Linda Braca to Judah Cohen
Barbara Dabah to Abraham Cohen
Donna Sitt to Adolfo Frastai

Grace Rossabi
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EDITOR'S NOTE: This list is not complete. If you want your happy occasion listed in Milestones, please call Mrs. Rossabi with the information.

David & Freda Mishan Library Open

Mr. Henry Shalom, Chairman of the Building Construction Committee, announced the opening of the David & Freda Mishan Library.

This new facility is located on the third floor of our present building and is stocked with 6,000 of the 9,000 volumes of Hebrew and English books donated by Mr. & Mrs. David Mishan.

Dr. David Birnbaum, one of the foremost authorities in the organization of Hebrew and Secular Libraries has acted as consultant and has purchased and catalogued each and every volume.

Mrs. Sophie Haber has been engaged as Librarian in our Hebrew Department and has developed a great deal of interest amongst our student body in Hebrew literature.

All parents and members of the community are invited to visit our library anytime during school hours.

Scout News

The Brownies have arrived at Magen David.

On the 14th of December, 28 girls from the 2nd and 3rd grades dressed for the first time in their Brownie uniforms for their investiture. Under the leadership of Mrs. Esther Sultan, they pledged allegiance to the flag and made their Brownie promise:

I promise to do my best to love G-d and my country, to help other people every day, especially those at home.

Each girl was visibly proud to receive her badge and the first Brownie troop was on its way.

For Hanukkah, the meeting was a party with refreshments, games, songs, candy and gifts. During winter vacation, a bowling party was planned.

Membership is now closed at 28 girls although, beginning in February, strength will be increased to 30 girls. Those on the waiting list will be considered monthly to keep the number at 30.

The following women have served as the organizers: Mrs. Esther Sultan, Renee Mizrahi and Jennie Kairey—co-leaders, Verna Moel, treasurer, and Linda Tawil, Betty Kairey, Vickey Nesser, Lillie Braha, Paulette Bailey, Sylvia Azar and Margaret Kassin, committee.

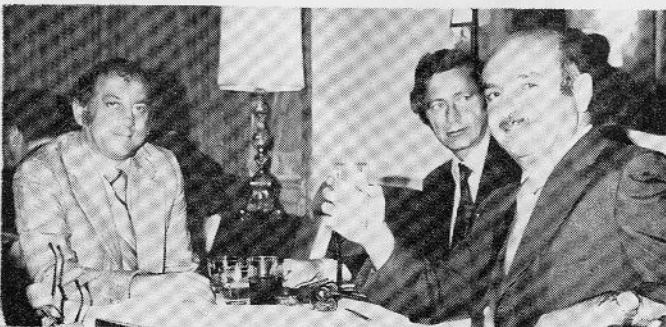
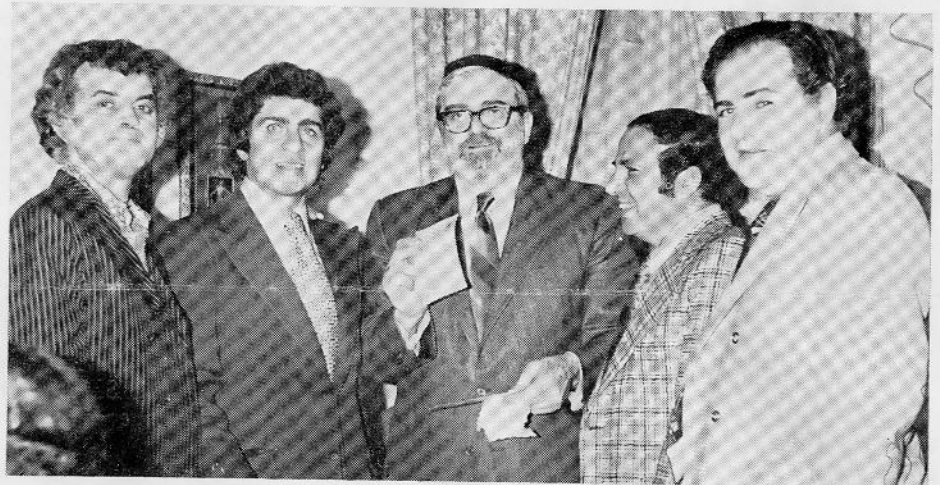
The 32 lovely, lively girls from the 4th and 5th grades that make up the Girl Scouts will have their investiture on Sunday, January 31st, at Beth Torah. Rabbi Lieberman will deliver a welcoming talk.

Sylvia Azar & Margaret Kassin

MORE JOURNAL DRIVE PICTURES



This page of photos were taken at the dinner meeting of the Overseas Division at the Plaza Hotel. Going clockwise, starting above: Lou D. Franco and Richy Bedar; seated above, left to right: Raymond Esses, Jack Grazi, Raymond Grazi, and Ellis Safdeye. Below them: Eddie Sitt, Henry Shalom, Rabbi Moshe Greenes, Sonny Gindi, Ralph Kassin. Below them: Mike Mann, Dr. Shigatso Maru, leading Japanese industrialist, Moe Hidary, and Manny Landon. Bottom right: Joe S. Sutton, Alfred Sutton, Abe Kassin and Ralph Tawil. Below left: Nat Gindi, Joe I. Shalom, Jack Blanco. Below: Morris Dweck, Mcsey Shamah, and Jack M. Benun.



Shaare Zion News

Calendar of Events — Senior Citizens 1971

Wednesday—Feb. 3: Lunch at Farmfood
— Movie: "Song of Norway." Bus leaves from Shaare Zion 11:00 A.M. All inclusive price is \$7.00 per ticket.

Wednesday—Feb. 10: Monthly Birthday Party and TU-BISHVAT CELEBRATION
Refreshments and entertainment. Admission Free to Senior Citizens.

Wednesday—March 3: Broadway Show—"Man of La Mancha" — Bring Box Lunch from home at 11:00 A.M. Coffee and cake will be served by the Ladies Aux. Bus leaves from Shaare Zion directly to the show. Price per ticket — \$7.00.

Sunday—April 25 - May 16: Tour of Israel including 4 days in London. Escorted by leaders of the Ladies Auxiliary.

The Senior Citizens meet daily in the Terrace Room of the Shaare Zion Cong., where coffee and cake is available to all members. In addition, monthly birthday parties are held for the celebrants amongst the Senior Citizens. You may join for only \$15.00 per year. Inquire at the congregation office—2030 Ocean Parkway—ES 6-0009.

C.C.Y. News

Since December, the Council of Concerned Youth has been having functions every week. So far we have held a Hootenany, Skating Party, ski trip, plus doing publicity and work for the Blood Bank. All have been successful. In the planning stage are a play which will be put on sometime in April, a clothing drive, theater party, dated function, another ski trip, and plenty more.

Bible classes are now held every Thursday night at Shaare Zion at 8:00. On the second Tuesday of every month we will have a speaker relevant to the problems of youth preceding the regular event.

We also have an employment service. To find out more about it, contact Harry Ashkenazi at 998-7625.

To put your name on our mailing list, just send a postcard with name, address and zip code to: Marilyn Ashear, 1881 Ocean Parkway, Brooklyn 11223.

The newly elected officers are: Chairman Bonnie Dayan; Publicity, Marilyn Ashear; Social, Harry Ashkenazi; Community Service, Sonny Esses; Social, Eli Hadded; and Treasurer, Susan Manopla.

Susan Manopla

BETH TORAH NEWS

Congratulations to all the actors and actresses who made the play "Eve" such a fantastic success. Many thanks to everyone who participated in all phases of the production and to all of our friends who supported us.

We are happy to announce that we were fortunate enough to obtain a limited number of matinee tickets to the Broadway hit "Sleuth," starring Anthony Quayle, for March 17th. For reservations call Marilyn Chira—ES 7-0866 or Sarah Tawil—CL 8-7444.

Beth Torah is prepared for all social functions as our kitchen has been installed. For further information on dates, contact Rabbi Rachlin at the Synagogue—252-9840 or Irving Esses—253-7023.

AHI EZER CONGREGATION

Ahi Ezer Sisterhood is sponsoring a "Bingle" the end of February in their new lunchroom on Ave. X and Ocean Parkway. Come spend a fun-filled afternoon with us.

CONGREGATION AHAVA VEAHAVA

Opens New Branch

The committee has the pleasure of announcing the opening of a new synagogue at 1781 Ocean Parkway, c/o Young Israel of O.P.

We invite all to attend Services and Torah classes Saturdays and Sundays. In the near future, we hope to begin Services on a daily basis.

We hope this start will lead to greater projects and will enable us to teach our children to follow our fathers' steps in Torah education and tradition.

The Committee

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SISTERHOOD NEWS

Great Things Are Coming

The Sisterhood is planning a great event for the spring . . .

An Auction

And we're depending on your contributions to make it a success. So knit, crochet, sew, paint glue and hammer your contributions; and we promise you a top professional auctioneer to get good prices for your masterpieces.

Plus, we will also be auctioning off some objects d'art and paintings by professional artists and artisans.

But, we think the things you contribute will by far be the most fun to auction. So please call Trina Sultan at 252-7649 with your pledge to contribute and get to work.

Have You Paid?

Magen David Sisterhood's Annual Membership Tea is coming up on Tuesday, February 23rd.

Some of our most talented ladies have prepared a play entitled "The Joannie Carson Show" for your entertainment. And you're already familiar with the fine tea table that's set for you.

Entrance is free to our members and membership dues for 1971 is seven dollars.

So please be expecting our girls when they ring your door bell for your membership dues, and we'll be seeing you February 23rd.

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In This Issue

Journal Drive Opens	1
Moe Cotton Obituary	2
Community Youth Building	2
Solidarity Meeting	2
Overseas Division, Retail Division, Women's Division	3
Beth Din	4
Blood Bank Report	4
Registration Notice	4
Library Program	4
Building Drive Report	5
P.T.A. News	6
Milestones	6
Mishan Library Opens	6
Scout News	6
More Journal Pictures	7
Congregational News	8
C.C.Y. News	8
Sisterhood News	8

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