

HaMagid: It is very true, Pinchas. You have made what must be a great financial sacrifice and taken a great chance in order to present Elizabeth with a new and exciting shopping opportunity, restaurant and catering facility.

Pinchas: I want to take this opportunity to thank your readers and all the members of the Elizabeth community. Every new business takes time to grow and each day is a learning experience. We have had a good first year and a half, and I truly believe that business will get better and better. I thank my strong continuous supporters for their trust and patronage, and look forward to greeting new faces. This is a joint effort. Tell me what you need, and I will try my best to accommodate you. All I ask is that members of the Elizabeth community give "One Stop" a chance, and maybe it will be your only stop!

HaMagid: Anything else that you would like us to know?

Pinchas: Yes, I wonder how many people know that we deliver. Call or fax in an order, and let us do the *shlepping* for you. I also encourage the community to check out our great "in store" specials.

HaMagid: Pinchas, you make everything sound very wonderful and appealing and we hope that our readers are quick to check things out for themselves.

Pinchas: This edition should reach your readers before Purim, a perfect time to shop for all your *Mishloach Manot* needs, including ready-made baskets and make-it-yourself favorites. See our ad in this issue [the page opposite this# interview#-Editor] for a coupon savings that can't be beat. In the meantime, warm wishes from the entire One Stop staff for a "Frailichin Purim." I look forward to the opportunity of serving Elizabeth community members with all their needs. Feel free to contact me directly at 908-354-0448.

כשר גלאט



**ELIZABETH
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STOP**

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MARKET**

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Fax: 908.354.0449
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Ready-made Mishloach Manot or Do-It-Yourself!
WE HAVE IT ALL FOR PURIM 2007!

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WEBSITE TIPS and TRICKS

Michael Poppers

Since volunteering to redo our Shul's Website (technically, it's a subsite of the JEC Website) a bit over a year ago, I have had the pleasure of posting lots of information for you and for the Wide World to know about and of keeping it all updated and interesting. Here are two quick Website tips, one of which will help you navigate our Shul's pages and the other of which will let you know how fresh the page's information is, and one quick general-browsing tip:

- the Shul-site homepage, <http://elmora.thejec.org/>, contains a right-side menu with links to the various sections of the site
- after surfing to a site section, get back to the Shul homepage with your browser's Back button (or utilize the JEC's left-side menu: click on the "Shuls" choice and then on the "Elmora" picture/choice)...and to quickly go back a number of pages, click on the Back button's down arrow (in technical terms, we say that clicking on this arrow opens a listbox) to display a list of pages you've recently visited and then click on the page you wish to go to
- each Shul-site page contains a BS"D image (as well as today's Jewish and secular date) in the top-right corner; to find out when the page was last modified, hover your mouse over that image for at least a second, and your browser may display a rectangle with the desired information (Microsoft calls this a "ScreenTip," but by any name, it's information)

That's all for now! If you have any questions or comments about the Shul's Website, thoughts for future "Website Tips & Tricks" columns, or simply want to say "Hi," please send your message to ElmoraWebsite@TheJEC.org...and, as always, thanks for reading!

COMING SOON...

Please remember to circle the following important dates:

February 17th: JEC Wine Tasting, followed by Sephardic Concert

February 20th: *Taharas haMishpachah shiur* for men, Part II/II

March 3rd: Purim *Chagigah*, featuring Yehuda!, including concert with laser lights and theatrical smoke (WOW!), *milchig* repast by One Stop Kosher, lots of *ruach*... and more!

March 5th: Seniors Shushan Purim Party

Pinchas: There's no other way!

HaMagid: What were you doing before arriving in Elizabeth?

Pinchas: I was a successful head sales representative for one of the largest Kosher food manufacturers in the tri-state area. I had worked my way up their corporate ladder, the old-fashioned way- hard work, honesty, devotion and steady motivation. Seventeen years in one company, but then my goals grew higher.

HaMagid: In what way?

Pinchas: I knew that I wanted to provide a better future with more stability for my family. It was time for me to own my own business, build something special, make it work. I dreamed of it and wanted to make it real.

HaMagid: But why Elizabeth and why a "one stop?"

Pinchas: I researched lots of areas and I knew many "territories" well. Elizabeth was perfect- close enough to home, a growing *heimische* community with nothing like what I wanted to offer, and a business opportunity at just the right time. With many tefillos, my family's blessing (along with my Rav's), I stepped towards my dream.

HaMagid: Do you feel that your dream has been fulfilled?

Pinchas: Well, honestly, I think that I have given Elizabeth an incredible place to shop - clean, bright, new, beautiful. We stand for quality, freshness, customer service and the highest standards of *Kashrut*. One Stop Kosher is just what it says- ONE STOP and all KOSHER and our prices are competitive and often beat other stores on many items. In addition, we have the advantage of not being a huge supermarket with aisles and aisles to search and navigate (get your GPS to find pareve whipped topping and forget about disposable plastic tablecloth covers 🍷) No wondering "Is it" or "Isn't it" a reliable *hashgacha*. I offer Elizabeth one store that in one glance offers everything you need from groceries to produce, dairy products, fresh meats and fish daily, terrific take out and delicatessen, and now, even a beautiful bakery And, that doesn't even begin to describe our restaurant and catering.

So, yes, I feel that my dream has been fulfilled in that *HaShem* has allowed me to establish a Jewish person's dream Kosher shopping experience in the convenience of their own community.

SISTERHOOD NEWS

The Sisterhood Tea to launch the newly organized woman's group, held on Monday evening, January 15, at the home of Esther Flint, was a wonderful success. Rivkie Pinsker, who has put in a great deal of effort into forming the Sisterhood, served as moderator for the event.

The Sisterhood, among its goals, hopes to establish both a Welcome Committee to greet newly arrived families into Elizabeth as well as a Menachem Avel Committee to help mourners with meals and other needs during the shiva week. In addition, the Sisterhood would like to organize social events to promote camaraderie among members in addition to working on fundraising projects.

A follow-up mailing to the initial meeting will be going out soon. Those interested in participating in the Sisterhood and/or joining its Board, should contact Rivkie Pinsker (908-353-4607) or Faigie Hornung (908-353-3075) directly.

And Now a Word from our Sponsor:

Featuring Pinchas Kasirer, "One Stop Kosher" & Glatt Star Restaurant/Catering

As a means of allowing local businesses the opportunity to showcase the# unique advantages they bring to our Elizabeth community, the HaMagid# newsletter offers this feature column. Businesses# appearing in this# column are supporting HaMagid by sponsoring the newsletter in which# their information appears, for which we are most grateful.#

HaMagid: Welcome, Pinchas, as the first official sponsor of HaMagid.

Pinchas: It is my pleasure to be sponsoring this fine newsletter. I enjoy contributing to the Elizabeth community whenever I have the opportunity, and especially to be involved in something so positive and exciting.

HaMagid: Tell us more about yourself, Pinchas...where are you from? How did you come to start a business here in Elizabeth?

Pinchas: Let's see...I'm an average family man- husband and father- from Williamsburg, Brooklyn, determined to create the best strictly Kosher supermarket and *fleishig* restaurant that Elizabeth has ever experienced.

HaMagid: That's a big undertaking; you've set your goals high!

calendar for mid-February through mid-March 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
11	12	13	14	15	16	17
		Elmora Shul Board meeting 8PM, JEC Board Room			5:14p Candle lighting	Parashat Mishpatim Shabbos Shkalim 6:19p Havdalah (45 min) JEC Wine-Tasting Party 7:30PM, JEC Halpern Cafeteria Sephardic Concert 8:30PM, JEC Levv Auditorium
18	19	20	21	22	23	24
Rosh Chodesh Adar	Rosh Chodesh Adar	Taharas Hamishpachah shiur for married men Part II/II (title: Remaining Close From a Distance) by RAHerman 8:30PM @ JEC Reibel BM			5:22p Candle lighting	Parashat Tumah 6:27p Havdalah (45 min)
25	26	27	28	1	2	3
Knicks v. Nets game (for details, contact Elie Bodner)				T'nisie Esther	5:30p Candle lighting	Parashat Tzavah Shabbos Zachor 6:35p Havdalah (45 min) JEC Purim Chaikinah after Ma'ariv, JEC Levv Auditorium
4	5	6	7	8	9	10
Purim	Shushan Purim Seniors Shushan Purim Party time and place TBA				5:36p Candle lighting	Parashat Ki Sisa Shabbos Parah 6:43p Havdalah (45 min)
11	12	13	14	15	16	17
Switch to EDT @ 2AM		Elmora Shul Board meeting 8PM, JEC Teachers' Conf. Room			6:46p Candle lighting	Parashat Vayakhel-Parah Shabbos HaChodesh 7:50p Havdalah (45 min)

HOT OFF THE PRESS

In an effort to keep our members well-informed, we have instituted this column with the most updated information available on a myriad of topics.

News Flash* As a result of the last membership vote, it has been decided to retain our *Yomim Noraim* Chazzan, Meshulum Epstein, for this year's *Yomim Tovim*.

News Flash* Within four to six weeks, our Adult Education Committee, chaired by Howard Goldsmith, will initiate a new *shiurim* program (via either satellite or streaming Internet) featuring some of the top speakers in the Jewish world today, including Rabbi Frand and Rabbi Reisman. Further details to follow.

News Flash* New vertical window treatments have just been installed in the women's gallery *davening* section. This last step concludes the window treatment improvement to enhance our Shul's physical appearance.

News Flash* On Sunday, April 22nd, there will be an "Open Community Sunday" in the Levy Auditorium to welcome new people to our community. Different institutions within the community, including real estate agents from this side of town, will have an information table present at the event.

News Flash* Many members have already utilized <http://elmora.thejec.org/> to sign up for e-mail notifications (news, updates, and much more), and, at last count, 187 (!!) mailboxes are currently receiving messages. If you have not joined yet, please do so -- send a message to ElmoraWebsite@TheJEC.org, listing your full name in the message, or go to <http://elmora.thejec.org/members/> and look for the "Announcements"-list stanza to find the appropriate hyperlink.

News Flash* On May 5th, there will be a new *Shabbos hachnosas orchim* program introduced to the community whereby families will be encouraged to host or be guests at the home of another community family whom they wish to get to know better. The committee for this program includes R. Chaim Hagler, Miriam Heller, Rachie Niren and Richard Rosenzweig. Details to follow!

DID YOU KNOW...

...that we have a hospitality committee eager and happy to make arrangements for families/individuals interested in spending Shabbos with us? Yes, we do!

For information, contact R. Chaim Hagler, cehagler@optonline.net.

"Who's Who & Who's New":

A Closer Look at the People in our Neighborhood

Jodie Lochak

There are many facets and components to any Orthodox Jewish community, yet when I think of Elizabeth, New Jersey, one particular component springs to mind. Care to guess? Why, it's the people, of course!

While we may boast that Elizabeth offers a fabulous Jewish education, *frum* tots to teens, inspiring and accessible daily and *Shabbos minyanim*, esteemed *Rabbanim*, marvelous kosher eateries, an amazing strictly kosher upscale supermarket, and a convenient commute to New York City, there's more! Elizabeth is fortunate to be comprised of some of the most wonderful, warm, caring, supportive, "down to earth" people one could ever hope to meet. If you're lucky enough to actually live in Elizabeth, I am sure you share my excitement in welcoming the many new families that have chosen to be a part of our growing community in the past year or so.

It would be impossible to greet each of these families in one (very lengthy) article, considering that they have joined us over a period of time. Therefore, I ask your indulgence in allowing me to welcome the following two (randomly chosen) fantastic families.

Rochelle Brodsky, an accomplished nurse consultant and her two delightful children, Paige (age 13), a seventh grader at Bruriah, and Benjamin (age 7), in the second grade at the JEC, have joined us from their former hometown of Woodbridge, New Jersey. When asked what she loves best about Elizabeth, Rochelle replied, "I love that this town is so 'hemische' and friendly. It's great to live in such a beautiful Jewish area." Paige added, "I love to get to walk to my friends' homes on Shabbos, and we're so close to school!" How lovely to have you on Princeton Road!

Would you like to thank someone for the outstanding youth programs we are having this year? The talented Elie Bodner is keeping our boys and girls busy! Elie and Rachel Bodner, newlyweds of nearly seven months, started out on Staten Island, but now call Elizabeth their home. Elie is a supervisor for *Ohel Bais Ezra* in Brooklyn, New York, while Rachel is in nursing school. This dynamic couple live in the Wymor House, right in the heart of town.

We wish you all a "*Bruchim Haba'im*"... We are happy to have you. Until our next issue of *HaMagid*, stay well and stay welcome!

Rifkin, of blessed memory. Reda was an active member of our community, a volunteer on our senior committee and a good friend.

In addition to our monthly Lunch and Learn program, we have several parties every year. Our most recent party, a musical Chanuka celebration, was a great success. Delicious Chanuka food was catered by One Stop Kosher. Rabbi Herman gave an inspiring D'var Torah. Musical entertainment was provided by the 5th grade girls of the JEC choir, led by Chana Salamon. Additional musical selections were offered by three talented Bruriah students - Baila Sara Hall played the harp, Sivan Shachnovitz played the guitar, and Ziva London played the flute. The room was beautifully set up and the program ran smoothly thanks to the coordination of Zisi Freudenberger, who has recently taken over the coordination of our very elegant senior parties. Additional volunteer help was provided by Amy Bassan, Lisa Bond and Marsha Schenker. The approximately 30 seniors who attended the event enjoyed it greatly.

Presently, there is a committee, spearheaded by Zisi Freudenberger, working on creating a beautiful Purim event for the Seniors. This will replace the regularly-scheduled March meeting. We look forward to continuing to offer successful programs to our senior shul members and encourage attendance from all Elizabeth senior community members.

THANK YOU, THANK YOU, THANK YOU!

David Hornung, Fundraising Chairman, JEC Board of Directors

The Elmora Shul extends a *hakarat hatov* to the following individuals for their generous donations:

Sponsors for new window treatments:

Amy and Ephraim Bassan- three window treatments
Faigie and David Hornung- one window treatment
Mrs. Sonya Oshman- one window treatment
Rivkie and Avie Pinsker- one window treatment
Mrs. Reda Rivkin a"h – one window treatment
Mrs. Fruma Safrin- one window treatment

25 Hebrew *Chumashim*- anonymous donor

25 Hebrew-English *Chumashim*- Ms. Fruma Messer

MAZEL TOV, MAZEL TOV!!

Edna & Ian Alexander on the birth of a great-granddaughter

Shari & Mark Bloomberg on the birth of a daughter

Susan & Dr. Lester Eckman on the birth of a grandson

Dr. Lester Eckman on the publication of his 9th book, "History of the Yeshivot in Lithuania & White Russia"

Fern & Jeff Goldstein on the birth of a grandson

Bette & Naftoli Goldstein and Judy & Shlomoh Wohlgenuth on their grandson's Bar Mitzvah

Hadassah & Zev Goldfischer on their granddaughter's marriage

Yelena & Victor Golubchik on Yosef's marriage to Sharon Shmuel

Faigie & Rabbi David Hornung on Yissachar Ber's engagement to Rachelle

Rosenberg

Marsha & Yehoshua Horowitz on Yisroel's engagement to Jillian Wildman; and to

the grandparents, Edna & Ian Alexander

Sarah & Steve Karp on Yaffa's engagement to Dave Hoffman

Liesel & Rabbi Albert Mayerfeld on the birth of a granddaughter

Sheila & Marty Nashofer on Moshe's engagement to Bracha Nechama Cohen

Rivkie & Rabbi Avie Pinsker on being honored at the Elmora Shul Melave Malka

Max Sarasohn and his parents, Debbie & Chaim Sarasohn on his Bar Mitzvah; and

to the grandfather, Dr. Manfred Prager

Havvah & Avraham Schwartz on Eliyahu's marriage to Leana Makovoz

Rivka Weiner & Dr. Saul Weiner on Yoni's engagement to Leora Deutcher

CONDOLENCES

Mark Bloomberg on the loss of his mother

The family of Murray Budow on his passing

Dr. Aaron Lochak on the loss of his mother

Barbara Rubin on the loss of her mother

Hamagid will *i'yH'* publish announcements which transpired one month prior to publication. If we have missed your announcement, please let us know and we will add the notice in our next issue. Thank you.

Please be advised that Shul beautification announcements are also available through the members-information page of the Elmora Shul website, <http://elmora.thejec.org/members/>, in order to keep members well informed of new additions to our sponsorship list.

TEHILLIM NEEDED:

Women:

Alta Chana bas Breindl
Chana Rachel bas Raizel
Chaya Baila bas Sora Tzira
Davida Michal bas Sarah
Elana Esther bas Sara
Ester bas Aliza
Esther Fruma bas Chaya Zissel
Leah Pereleh bas Chana Bracha
Masha Chaya bas Miriam
Musha Miriam bas Bayla
Naytah bas Rachel Leah
Rachel bas Esther Zeld
Rachel Chaya bas Miriam
Rachel Leah bas Miriam
Raizel bas Sarah
Shayna Devorah bas Sora Tzira
Tehiya Ella Tal bat Shoshana Raisha Raizel
Zeisel Bas Baila

Men:

Amis Yehuda ben Malka
Chayim Fischel ben Sarah Leah
Chaim Nachum ben Aliza
David ben Ester
Dov Chanan ben Perel
Issur Avraham ben Golda
Menachaim Mendel ben Batsheva Rachel
Moshe ben Minya
Moshe HaCohen ben Idle Cherna
Moshe Tzvi ben Tamar Yafeh
Harav Paysach Hacohein ben Chana Dina
Rafael Zeev ben Miriam
Tzvi Meir ben Leah Gitel
Yechiam ben Rachel
Yitzchak ben Baila
Yosaif Nassan ben Basha

To add a name to the Tehillim list, contact Chairpersons Sheila Nashofer (908-352-7209) or Sara Wilansky (908-247-2407).

put them in when they were done. Everyone gathered around for an Extreme Dreidel game followed by latkes and *sufganiot*. On the last night of Chanukah, over forty high school boys and girls came to the Shul for the first Teen Center where they played games, *noshed* and *shmoozed* with friends.

Other great winter happenings of the Youth Division included a Girl's Pajama Party; a Girl's Sports/Swim night at the Y; and middle school basketball intramurals.

In February, activities included a girl's high school *Oneg*, a *Shalosh Seudot* for high school boys at my home, and a second "Teen Center" where teenagers come to Shul for a learning program and an opportunity for socialization.

Upcoming Youth News

As a new incentive for our youth group attendees, every other week a young boy from the groups will be elected to say *An'im Zemiroh* for the Main Shul while other boys are given the honor of opening the *Aron Kodesh* for the concluding *Shabbos tefillot*.

On February 25th, there will be a Knicks vs. Nets basketball game which families can attend. Youth who are in Seventh or a higher grade may attend unchaperoned; younger children must be accompanied by an adult. More details to follow.

Stay tuned for more Youth happenings as we warm up for Purim and Pesach!

SENIORS ON THE GO!

Amy Bassan, Coordinator

Our monthly Lunch and Learn program continues to draw from 20-40 people on the first Wednesday of every month. Leslie Ben-Baruch provides lunch at a reasonable fee and Rabbi Herman teaches a class. Last year this program was in the board room, but when the board room was rebuilt we suddenly needed a new place. We were grateful to Mr. Heller and Rabbi Kenigsberg for allowing us to use the school gym. Beverly Winter, Charlotte Zimmerman, Amy Bassan, Efrona Hagler, Abby Engel, and Sharna Rosenzweig all contribute to the success of this program.

One noteworthy, recent Lunch and Learn program was held on Wed., Jan. 3. This special Lunch and Learn was sponsored by a group of friends in memory of Reda

the new all-Hebrew Artscroll *Chumash* and 50 Artscroll Hebrew-English *Chumashim*.

These beautiful books are available for dedication by Shul members. Your donation of \$25 for one or five for \$100 for the Hebrew and \$50 for the Hebrew-English covers the cost of purchasing the *Chumashim*, embossing the front cover with the name of the Shul, a bookplate with your message, and a small contribution to the Shul.

To date, 25 Hebrew *Chumashim* have been sponsored by an anonymous donor, and 25 Hebrew-English *Chumashim* have been sponsored by Ms. Fruma Messer. If you wish to participate in this Mitzvah of beautifying the services by donating *Chumashim*, please contact Rabbi David Hornung (pdh5@aol.com, 908-353-3075) with your requests.

THE YOUTH CONNECTION
Elie Bodner, Youth Director

Despite the cold weather, wintertime continues to be a fun and exciting time at the Elmora Shul for our youth. This year, the JEC Youth Department has made December- February times of togetherness, laughter, fun, and learning. December kicked off with separate *onegs* for high school, followed by the first *Seudat Shlishit* of the year. Thirty-five boys, grades six through twelve, enjoyed their own *Seudat Shlishit* with great food, singing and the honor of listening to *Divrei Torah* from Rav Teitz.

Shabbos morning groups are a huge success. More and more children are showing up each week and, with gratitude to our staff, are having a great time. Each week the children are awarded prize cards for various activities in groups, as well as their *midot*, which they can later trade in at a Prize Redemption. The first Prize Redemption successful event held this winter featured five tables filled with fantastic games, toys, arts and crafts and much more. Kids walked away with prizes that will ensure even more kids showing up to the next one. A second Prize Redemption event is being planned for the near future.

Backtracking to Chanukah's successful programming, on the Second Day of the *Chag*, primer through fifth grade participated in a Chanukah Extravaganza they will never forget. The morning was filled with fun and joy as they entered a room filled with decorations and music. They put together and painted their own unique *menorahs*, some shaped as cars and others as oil containers. And what's a party without food? The kids made delicious Chanukah cookies and decorated bags to

JEWISH EDUCATIONAL CENTER
ELMORA AVENUE SHUL

invites you to

PURIM

The Greatest

Chagiga Ever

Special guest

Yehuda!

Against a backdrop of theatrical excitement-tinted fog, laser lights and a rhythmic beat that thrills your heart

Date : Purim Night March 3, 2007
Time : After Megilla Reading (Megilla Reading 7:20pm.)
Place : Levy Auditorium / 330 Elmora Ave. Elizabeth, NJ

Delicious Dairy Dinner

Admission

MEMBERS	
\$18/adult	\$20/at the door
\$10/child	\$12/at the door
Max \$60/family (for members)	
NON-MEMBERS	
\$25/adult	\$15/child

Please RSVP by February 26
Drop off reservation checks at
JEC Business Office

Sponsorships Opportunities:

Gold	\$500
Silver	\$360
Sponsor	\$180

Other sponsorships are available

Please call: Alice Hall 908.353.4959
NOTE: All sponsorships include admission for your family

A MESSAGE FROM OUR RABBI

Rabbi Avrohom Herman

#

I would like to initiate my column in the *Hamagid* by expressing my gratitude to Sheila Nashofer, the editor, and Michael Poppers who have voluntarily taken upon themselves the formidable task of publishing a monthly newsletter for our shul. Everyone in the shul should appreciate the fact that a great deal of precious time and effort is invested in each edition. It is due to their dedication to our Shul and its members, along with the others who are helping, that such a beautiful publication can be produced. By having this new medium, that will publicize and communicate all the wonderful activities and new developments that are taking place in our Shul, all members will feel more connected with and proud of their Shul. I hope you will enjoy it and express your appreciation to Sheila, Michael and everyone involved.

As our Shul expands the amount of activities, programs and events for all of our members, we need to bear in mind what the essence and spirit of a Shul truly is. In the words of *Yechezkeil*, a Shul is a sanctuary. This means that a Shul is considered to have a dimension of the *kedusha* that was in the *Beis Ha-Mikdash*. For this reason, the laws of how we are to conduct ourselves in a Shul are derived from the *Beis-Ha-Mikdash*. As one has to fear the *Beis Ha-Mikdash*, by fearing the One whose *Shechinah* is in it, so too, does one have to fear the *Shechinah* that is in a Shul. This is fulfilled by not acting with light-headedness, which the *Shulchan Aruch* explains to mean that one should not engage in play, fooling around or idle talk.

May we be *zoche* to realize the *kedusha* of our Shul, and in that merit have all of our *tefilos* answered.

"IT'S A BIG DAY IN ELIZABETH"

David Cheslow, Chairman of the Board of Directors

Through the generosity of our membership, the Shul has been upgrading the *Sephorim* we use daily and for *Shabbat* and *Yomim Tovim*. We have new *Siddurim* as well as *Machzorim* for all the Holidays. Now we have the opportunity to upgrade the *Chumashim* we use every *Shabbat*. The Shul has purchased 100 of