

ROSH HASHANAH FEATURE

IN HONOR OF ROSH HASHANA, JEWISH NEW YEAR OF 5728, THE LAS VEGAS ISRAELITE WILL PUBLISH A SERIES OF STORIES TO COMMEMORATE THE HOLIDAY WHICH FALLS ON THE FIRST TWO DAYS OF THE MONTH OF TISHRI, THURS., OCT. 5, AND FRIDAY, OCT. 6. ROSH HASHANA MARKS THE BEGINNING OF THE 10 DAYS OF REPENTANCE, AWE-INSPIRING DAYS, CULMINATING AT YOM KIPPUR, ON OCT. 14.

Happy New Year

by Albert Friedman

Although Rosh Hashana will undoubtedly bring you joyous and painful remembrances of the passing year, maybe you ought to look ahead, instead. According to Prof. Marshall McLuhan, author of "The Medium is the Message", most of us tend to view events through a "rear view mirror".

This, he implies, disables us from adjusting to the bewildering new sensations made possible by what he calls the new "extensions of man", including computers, jet travel, television -- and the like. Because knowledge no longer comes to us primarily through the printed page -- and we are no longer living entirely in a "visual" culture with a linear, logical, one-track mode of dealing with reality, we are assaulted on all sides by many things at once -- with all our senses simultaneously engaged.

Most of the implications of these developments are bewildering to anybody over 30 -- those of us who have been left far behind in the "generation gap". But one thing is clear: we don't need a tiresome trek into the past, as much as a blithe ramble into the future.

So, in the spirit of the McLuhan Age, let us discard the "rear view mirror", and replace it with a front-view reflector. Consider, for instance, Rosh Hashana 6727, instead of 5727. Here are a few possible items culled from the annals of future history:

CAIRO - Egyptian President Ad-bull Gimel Glubb today signed an order exiling members of an organization charged with anti-Israel propaganda. According to the authoritative Egyptian newspaper El Chazar, the Egyptian leader declared "Israel is our trusted ally and friend. We cannot tolerate destructive demagogues bent on mischief against a nation with which our country, for the past 50 years, has been closely associated by democratic aspirations and economic cooperation."

CAMBRIDGE, Mass. -- Prof. Mark D. Golem of Harvard University today announced success in his trial run of the world's first "all-electronic institution", which he affectionately dubbed "Yenta", after a favorite aunt. The world-famed technological expert said the device soon would be offered for mass production, but would probably never fully replace human organizations such as the State Department or Harvard University. However, its flexibility was impressively demonstrated at a press conference here.

Among "Yenta's" capacities: it can "democratically" elect a national director and staff, hand out major assignments and press releases, engage in stringent follow-up procedures, cut wages, and deliver speeches. It can handle thousands of intricate details with the greatest speed and economy -- and without requiring vacations.

Prof. Golem emphatically ruled out application of the device to fund-raising. "Yenta" is inclined to be stingy, he explained sadly. "Donation of big gifts is beyond its present capacity. It cannot be programmed for spontaneity or generosity. The mere mention of a substantial outlay disrupts its network of delicate sprockets and rectifiers. In human terms, it throws a fit."

JERUSALEM -- Prime Minister Moshe Ben-Shimon, in a New Year message today expressed Israel's supreme gratitude for the staggering influx of American settlers during recent years, but urged it henceforth operate at a somewhat slower rate.

"Of course, we are delighted when our brethren from the diaspora come to live and work in the Jewish Homeland, but we are certainly not in favor of liquidating Jewish life abroad. If the present rate of emigration continues, great Jewish communities, with all their deep-rooted local associations and institutions, may wither away", he said.

The premier also said Israel's remarkable economic prosperity of recent years enables her to send increasing support for the maintenance of Jewish communities in the United States and other countries which had been temporarily in need of financial aid.

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and the bitter and continuing anti-Israel campaign in the Soviet press and other media of communication. That campaign, she added, "is directed with even more venom against the Jews of the Soviet Union through anti-Semitic articles, cartoons and commentaries."

Reacting to Israel's call for greater immigration from the western nations, Mrs. Jacobson said that "no Zionist organization can turn away from the challenge of Israel's need for Western immigration," adding "we believe it is not necessary or incumbent on a Zionist to settle in Israel to prove she is a Zionist, but we also believe that those who do, have climbed to the top of the ladder of Zionist commitment and are making the most important contribution to the future of the Jewish people.

Among the highlights of her presidential address was

AMMAN -- A celebration here marked the tenth anniversary of the Joint Israel-Jordan Valley Authority, the project which brings clear, fresh water and electricity to thousands of Arab and Jewish villages and settlements. In a message from Washington, U.S. officials hailed the decade of progress that the irrigation and power project had made possible.

NEW YORK -- Critic Teddy Turquoise today decried the trend of certain TV channels to interrupt important and interesting commercial messages with "news analysis, drama, classical music, poetry and similar tripe". In his nationally-syndicated column the noted commentator complained that during Sunday night's suspenseful "Which Detergents Perform the Best?" program, several moments of the show were given over to an announcement of the outbreak of Soviet-Chinese conflict. "The interruption", Mr. Turquoise said "did not even once refer to any known product purchasable by an average listener." Another brief dramatic episode, he said, showed a scene in the open country but did not offer a single reference to a brand-name filter cigaret, a deodorant or gasoline; this he said was "deplorable." Mr. Turquoise repeated his remarks later during his presentation of the Grand Concert of Singing Commercials at Philharmonic Hall.

CAPE KENNEDY -- Although only a handful of Jewish pioneers have so far established themselves on the joint Soviet-American Mars Settlement Project, word reaching here indicates the formation of three synagogues. Differences have apparently arisen which preclude creation of a single house of worship for all the settlers of the Jewish faith. One of the factions has removed its membership from the Sea of Storms, the Martian area allotted by the project to the prospective Jewish colony.

WASHINGTON -- President Ebon Powers and Vice-President Abe J. Greenbaum today received a delegation of psychiatrists who had voiced concern over the growing tendency of members of the white race to "pass" as Negroes in order to participate in the current cultural revival in the arts. "As a Negro myself", the Chief Executive said, "I deplore this manifestation of psychic trauma. Today we are all equal -- it is many years since the was embroiled in anti-Negro and anti-Semitic prejudice. Let us hope this latest form of social malaise is soon overcome by good will and understanding."

Anyway -- a Joyous New Year.

disclosure of a grant to Hadassah by the Daniel and Florence Guggenheim Foundation in New York for the establishment of a Daniel and Florence Guggenheim foundation at the Hadassah Hospital on Mount Scopus. In addition, she reported that Hadassah is to build on Mt. Scopus a Youth Center to house American youth who come to stay and study in Israel for six months or a year.

Marking the opening session was blowing of the shofar in memoriam of the Israelis who fell in the Six-Day War.

Highlighting the convention was a message from President Johnson lauding Hadassah's way of life and programs. At a time when our nation is moving more than ever before to right past wrongs and injustices, "Hadassah's membership is well equipped to face the challenge before us," the President's message said.

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the airport synagogue, Rabbi Mowshowitz told an audience of more than 1,000 people that there was need for opening such inter-religious communications "to create a climate for world peace."

The ceremony was attended by a number of Roman Catholic and Protestant religious and lay leaders. The synagogue stands alongside the Catholic and Protestant chapels on what has been designated as the Tri-Faith Plaza. Construction of the chapel, which is patterned after the Spanish and Portuguese Mil. Street Synagogue in Newport, Rhode Island, entailed an estimated cost of one million dollars. The Newport synagogue was the first built in the United States. (1730)



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