

## THE MONTH OF ELUL

Last month in the Jewish year, Elul is a time of introspection and self-examination in preparation for the coming new year. It is customary to blow Shofar after morning prayers (except Shabbat) to remind us of the approaching days of judgment—Rosh Hashanah and Yom Kippur.

### ELUL 25

First day of Creation, according to one Talmudic opinion. Rosh Hashanah is the sixth day, when Man was created.

### ELUL 22

First day, this year, for saying Selichot ('prayers for forgiveness'). The first Selichot are said early Sunday morning after midnight (1:00 a.m. when Daylight Savings Time operates). The other Selichot are said before dawn or early morning.

### TISHREI 1-2 | ROSH HASHANAH

Rosh Hashanah literally means, Head of the Year. Imagine the year as a body and Rosh Hashanah as its brain containing all the switches for every day of the year. That's also why it is the Day of Judgment: Every moment of these 48 hours, our words and actions adjust the program for another day of the year. Over the period of ten days until Yom Kippur, the code can still be revised—by revising our own hearts and lives. After that, it is burned in. Rewrites are awkward.

It is customary on Rosh Hashanah to eat foods symbolizing sweetness, blessings and abundance.

We hear the sounding of the Shofar on both days of Rosh Hashanah, Sept. 10 and 11 during the daytime.

On the first day of Rosh Hashanah, we visit a body of water or pond containing live fish and recite the Tashlich prayers.

### TISHREI 3 | FAST OF GEDALIAH

This fast day commemorates the tragic assassination of Gedaliah, a great Jewish leader during the Babylonian exile.

### TISHREI 6

Yahrzeit of Rebbetzin Chana Schneerson, mother of the Lubavitcher Rebbe, Rabbi Menachem Mendel Schneerson.

### TISHREI 10 | YOM KIPPUR

Yom Kippur ('Day of Atonement') is the holiest day in the Jewish Year. It is so holy that the soul is "at one" with G-d. When the soul is at one, all is forgiven. There's a catch: Nothing must interfere with that oneness. That's why, from Tuesday evening, Sept. 18 until Wednesday night, Sept. 19, in addition to the prohibition of work—just like Shabbat—there are five other off-limits activities: Eating and drinking, anointing with perfumes or lotions, marital relations, washing (for pleasure) and wearing leather shoes.



TORAH, PRAYER & TZEDAKA  
Oil on Canvas by Gadi Dadon

### TISHREI 15-21 | SUKKOT

The Sukkah is a temporary hut with a roof of leaves, branches or sticks, reminding us of G-d's 'Clouds of Glory' which sheltered the Jewish People during their 40 years in the Sinai Desert. Sukkot is a joyous holiday. For seven days, we are once again the original People of Moses wandering in the wilderness, surrounded by the Clouds of Glory. Only now those clouds are the greenery of a festive hut—called a Sukkah. All meals are eaten in the Sukkah, barring inclement weather.

### The Four Kinds

Each day of Sukkot, except Shabbat, from Sept. 24 until Sept. 30, we shake the 'four kinds' during the daytime.

What are the four kinds? A palm branch (lulav), two willows (aravot), a minimum of three myrtles (hadassim), and one citron (etrog). The first three kinds are neatly bundled together, and held together with the etrog and shaken in each direction after reciting a blessing. Contact us for more details or for your own set.

### TISHREI 21 | HOSHANA RABBAH

On Hoshana Rabbah, a verdict is issued above: How much rain will descend this year and where. As Earth's lawyers, we follow ancient customs to influence this decree. All the preceding night, we recite the Book of Deuteronomy and the Book of Psalms. In the morning, we circle the Torah-reading platform of the synagogue seven times, lulav and etrog in hand, while reciting the Hoshanot. Then, in an ancient rite of profound mystical significance, we beat five willow branches on the floor.

SIZE OF THE FULL AD SPACE ON THE TOP PAGES IS 10.5"X2"

HALF OF IT IS 5.25"X2"

A THIRD OF IT IS 3.5"X2" - A BUSINESS CARD WILL FIT

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

TIMES SHOWN ARE FOR METRO NY-NJ  
**MARCH 2019**

APRIL 2019

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

A single box is 1.55" wide 1.44" high

A double box is 3.10" wide 1.44" high

1 כד אדר א  
24 Adar I  
 Light candles at 5:29 p.m.

2 כה אדר א  
25 Adar I  
ויקהל  
VAYAKHEL  
Shekalim  
Blessing of the new month  
Shabbat ends at 6:29 p.m.

3 כו אדר א  
26 Adar I

4 כז אדר א  
27 Adar I

5 כח אדר א  
28 Adar I

6 כט אדר א  
29 Adar I  
New Moon: 12:41 <sup>16</sup>/<sub>18</sub> p.m.

7 ל אדר א  
30 Adar I  
ראש חדש אדר ב  
Rosh Chodesh Adar II

8 א אדר ב  
1 Adar II  
ראש חדש אדר ב  
Rosh Chodesh Adar II  
 Light candles at 5:37 p.m.

9 ב אדר ב  
2 Adar II  
פקודי  
PEKUDEI  
Shabbat ends at 6:36 p.m.


10 ג אדר ב  
3 Adar II  
Daylight Saving Time begins

11 ד אדר ב  
4 Adar II  
Greetings go on the dates as below

12 ה אדר ב  
5 Adar II

13 ו אדר ב  
6 Adar II

14 ז אדר ב  
7 Adar II

15 ח אדר ב  
8 Adar II  
 Light candles at 6:44 p.m.

16 ט אדר ב  
9 Adar II  
ויקרא  
VAYIKRA  
Zachor  
Shabbat ends at 7:44 p.m.

17 י אדר ב  
10 Adar II

18 יא אדר ב  
11 Adar II  
Happy Birthday Moshe!  
Happy Anniversary Sam and Clara Cohen

19 יב אדר ב  
12 Adar II

20 יג אדר ב  
13 Adar II  
תענית אסתר  
FAST OF ESTHER  
Fast starts at 5:36 p.m.  
Fast ends at 7:37 p.m.

21 יד אדר ב  
14 Adar II  
פורים  
PURIM  


22 טו אדר ב  
15 Adar II  
שושן פורים  
SHUSHAN PURIM  
  
Light candles at 6:52 p.m.

23 טז אדר ב  
16 Adar II  
צו  
TZAV  
Shabbat ends at 7:52 p.m.

24 יז אדר ב  
17 Adar II

25 יח אדר ב  
18 Adar II

26 יט אדר ב  
19 Adar II

27 כ אדר ב  
20 Adar II

28 כא אדר ב  
21 Adar II

29 כב אדר ב  
22 Adar II

30 כג אדר ב  
23 Adar II

31 כד אדר ב  
24 Adar II

שמעוני  
SHEMINI  
Parah  
Blessing of the new month  
Shabbat ends at 7:59 p.m.

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10.875" wide x 8.25" high**

Keep in mind that there is a 1/8" safety area from the edge of the page for text, and  
if doing any bleed it needs .25" bleed on each edge.

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