Oscar Israelowitz's

Shopper's Guide to Borough Park



SECOND EDITION ***$1.95***

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Shopper's Guide to Borough Park

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Cover photo: West End ("B") Line (ca.1900)

Contents

	PAGE
INTRODUCTION	1
WALKING TOUR	10
AUTO INSURANCE	24
AUTO STEREOS	25
CAMERAS	26
CHILDREN'S APPAREL	27
ELECTRONICS	31
FLORISTS	32
FURNITURE	34
GIFTS	35
GOURMET FOODS	38
HEALTH CARE	41
HEBREW BOOKS	55
HOME DECORATING	45
JEWELRY	46
LINENS	49
LIQUORS	50
MEN'S APPAREL	51
NOTIONS	52
PARTY SUPPLIES	53
PRINTERS	54
RELIGIOUS ARTICLES	55
SHOES	56
TOYS	59
VIDEOS	61
WOMEN'S APPAREL & ACCESSORIES	62

Introduction

The Borough Park Shopper's Guide is designed to focus on, not only the great shopping experience in this vibrant Jewish community, but also designed to enrich the visitor on the historical backround. There are excerpts from Oscar Israelowitz's "Guide to Jewish New York City," including a wonderful walking tour of the neighborhood, contemporary as well as vintage historic photographs, maps of the area, lists of kosher restaurants and eateries and a list of the synagogues of Borough Park. So put on your walking shoes and bring your friends and family for a shopper's delight in Borough Park.

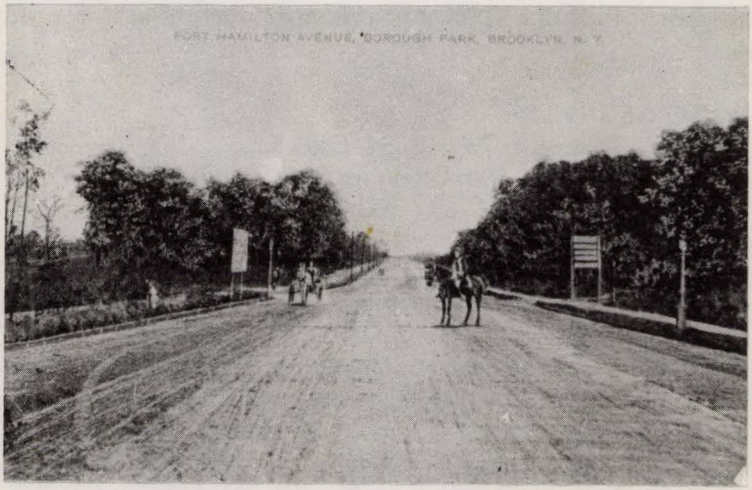
HOW TO GET THERE.

By subway: Take the "B" (West End) Line to Ft. Hamilton Parkway, 50th Street, or 55th Street station.
Take the "F" train to Ditmas Avenue or 18th Avenue station.

By car: *(From New Jersey or Staten Island)* Take the Verrazano-Narrows Bridge. Exit at Ft. Hamilton Parkway.
(From Westchester or Manhattan) Take the Brooklyn Bridge or the Brooklyn Battery Tunnel onto the Brooklyn-Queens Expressway (going towards the Verrazano-Narrows Bridge) and exit at the Prospect Expressway. Continue to either Church Avenue, Avenue C, Cortelyou Road, Ditmas Avenue, or Foster Avenue. Turn right and continue past McDonald Avenue.



Oldest house in Borough Park at Linden Heights & 44th Street. (ca.1900)



Fort Hamilton Parkway (ca.1900)

(From Long Island) Take the Belt Parkway to Ocean Parkway (north). Continue on Ocean Parkway to Foster Avenue, Ditmas Avenue, Cortelyou Road, or Avenue C. Turn left and continue past McDonald Avenue.

When you arrive in Borough Park by car, there is plenty of free parking on the side streets and along the non-commercial avenues.On the commercial avenues (13th, 16th, 18th, & New Utrecht Avenues), there are one-hour parking meters. There are no parking lots in the neighborhood.

WHEN TO COME.

The best time to come and shop in Borough Park is early in the day during weekdays. On afternoons and on Sundays and Legal Holidays the area is very crowded with shoppers. So come early and avoid the crowds.

All historic photos courtesy of the Brooklyn Public Library.

IN THE BEGINNING...

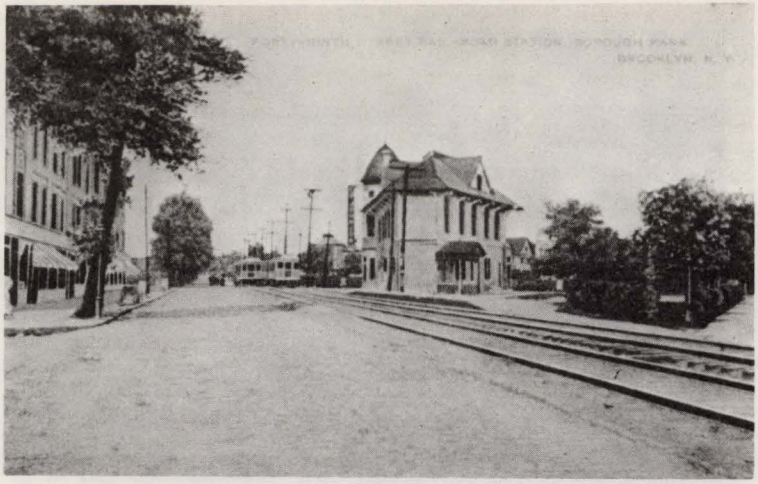
Borough Park was built up largely during the 1920's with numerous one and two-family houses as well as larger apartment buildings. This section was rural except for scattered vilages at the turn of the century. Perhaps the most interesting of these settlements was Blytherboune, which lay south-west of the intersection of New Utrecht Avenue and 55th Street, along the Brooklyn, Bath Beach and West End R.R., today's BMT West End line.

It was started in 1887 by Electus B. Lichfield, son of Edwin C. Litchfield of Prospect Park fame. He bought some land which covered several blocks on the west side of New Utrecht Avenue. He named it Blythebourne, which means "Happy Home". In order to develop the project, he opened a real estate office at 43rd Street and New Utrecht Avenue. He called it the West Brooklyn Land & Improvement Company of Blythebourne, Long Island. Houses were built and a post office and stores were opened.

For some years, both sides of the Avenue were called Blythebourne, but around 1898 a Senator William H. Reynolds came and bought land abutting on the east side of the Avenue, calling it Borough Park, This tract extended from 43rd to about 60th Street. The Senator sold lots and also built and sold several two-family houses. Soon, for the use of the people in the two growing communities, he had a large Club House erected at 51st Street and 13th Avenue. This was a boon to the neighborhood and many social affair was held there (the Borough Park Club building was later used by Yesiva Etz Chaim). A real estate agent at the time warned the Litchfield family to sell its holdings, explaining that the "pogroms" in Eastern Europe would soon cause a "mass migration" to the outskirts of Brooklyn forcing land values down. Mrs. William B. Litchfield, who controlled the property at the time, decided not to sell. The prediction was partially fulfilled; the Borough Park section did become a heavily Jewish community but the land values, instead of falling, rose tremendously. As a result, Blythebourne was swallowed up by Borough Park and is remembered today only in the name of the local post office, Blythebourne Station.

The opening of the Brooklyn Bridge in 1883, the Williamsburg and Manhattan Bridges and the subway enabled thousands of people from the overcrowded Lower East Side of Manhattan to seek new homes in Brooklyn. The Jews spread over the face of the borough and converted mud roads into fine paved highways and shacks into modern apartments. On June 6, 1916, the West End "El" opened. The Brooklyn Rapid Transit charged only a single five-cent fare for the entire route which extended from Coney Island, via Borough Park, to Manhattan. A realty boon was predicted for Borough Park. The Brooklyn Daily Eagle's Real Estate Section described the neighborhood in the following article...

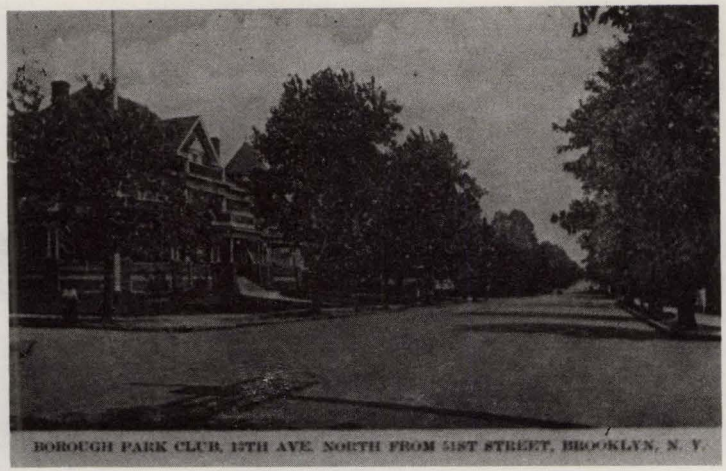
"One of the oldest and most historical localities in Brooklyn, Borough Park is particularly favored in natural advantages being supplied with beautiful trees in abundance. It is one of the highest spots in the borough, and is developed from farmland that suplied the people of old Brooklyn with vegetables and fruit. Some of the farms date back to the early Dutch settlers, bearing such names as Van Cowenhoven, Lefferts, and Van Nuyse. The soil of this locality was famous for its productiveness, and many farmers reaped



New Utrecht Avenue & 49th Street railroad station. (ca.1900)



New Utrecht Avenue & 45th Street– Looking towards 10th Avenue (ca.1916)

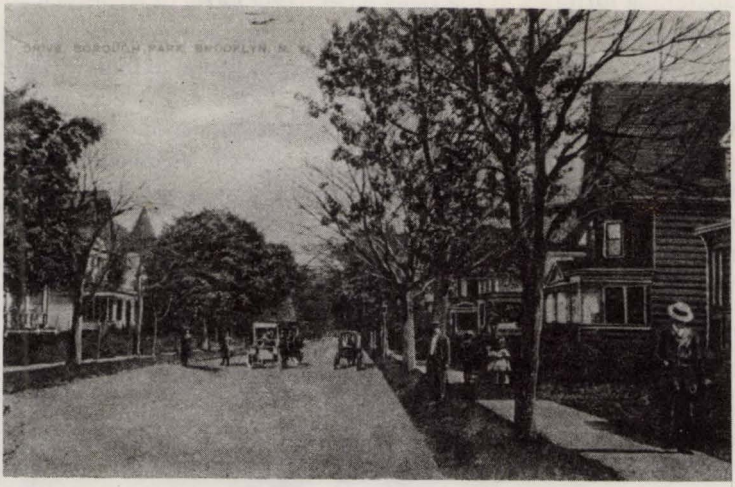


Borough Park Club (on left) which later became the Yeshiva Etz Chaim and is now the Solomon Plaza. Looking down 13th Avenue from 51st Street. (ca.1910)



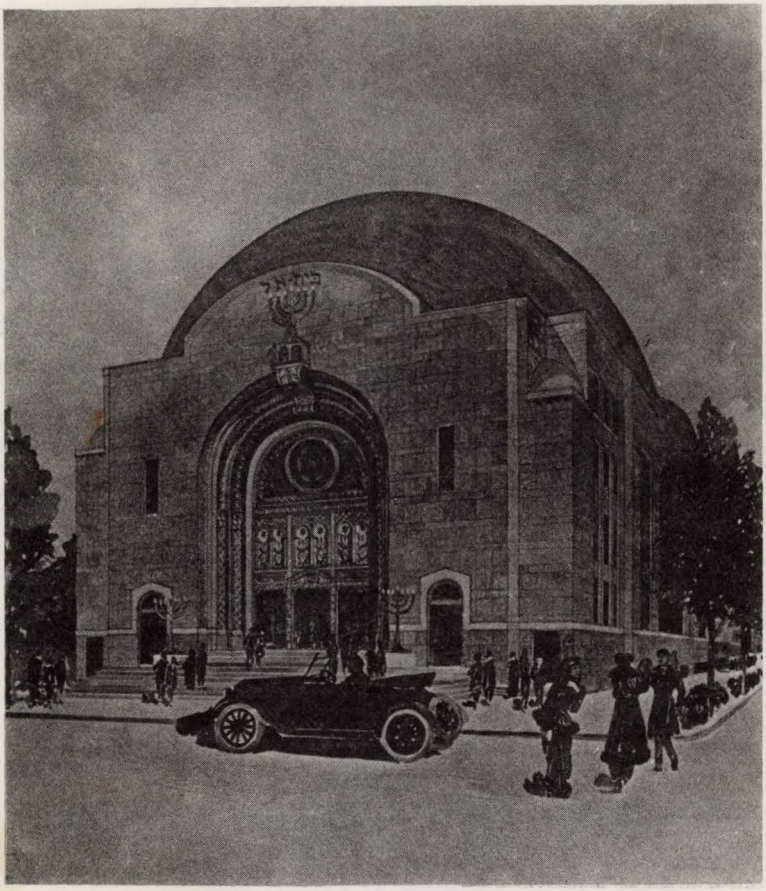
New Utrecht Avenue & 57th Street. (ca.1900)

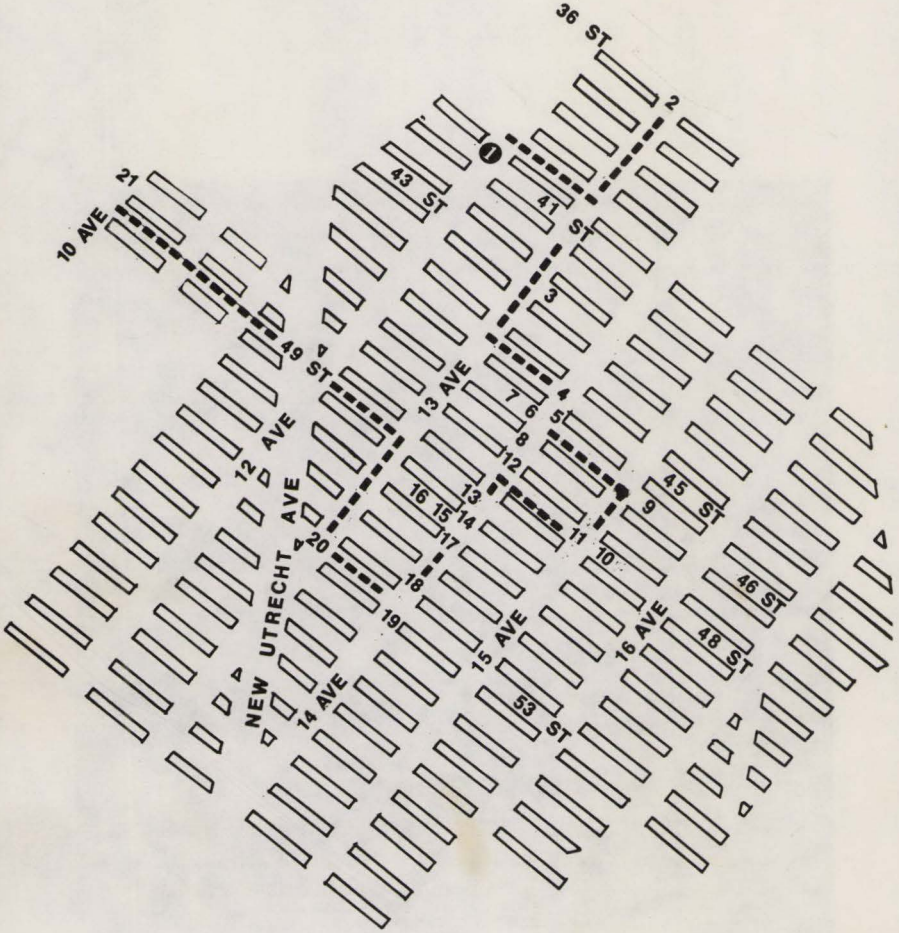
substantial fortunes in the days when New Utrecht Avenue was a plank road over which ran Mayor Gunther's steam railroad, a single track line running from 5th Avenue and 25th Street to Coney Island. Modern buildings of every type may be found in the district. The detached, semi-detached, one and two-family and apartment houses in Borough Park compare with the best designs to be found in the city. They have been built in abundance and are located convenient to the transit lines. The demand for houses there is increasing every day".



Typical street scene of Borough Park (ca.1920)

Temple Beth El of Borough Park. Artists rendering of the 1920 structure located on 15th Avenue & 48th Street.





WALKING TOUR BOROUGH PARK

Walking Tour

BOROUGH PARK

How To Get There

By subway, take: BMT B Line to Ft. Hamilton Parkway.

Stop 1. CONGREGATION ANSHE LUBAWITZ 4022 12th Avenue

Organized as a suburban community at the turn of the century, Borough Park is today known as "the Jerusalem of America." It has the largest concentration of Jews in the country. It is the world headquarters of many Chassidic groups and has become the home of many recent Russian immigrants. Temple Beth El, the first congregation in the area, was organized in 1902. The congregation built its first synagogue structure at 4022 12th Avenue. The congregation moved to larger quarters in 1920 and sold its original building to Congregation Anshe Lubawitz.

Walk along 40th Street to 13th Avenue. Turn left and walk to the end of the avenue, to 36th Street.

Stop 2. SHMURA MATZOH FACTORY
36th Street & 13th Avenue

Many Orthodox Jews eat only hand-made (shmura) matzoh during the Passover holiday. The entire process of the matzoh baking is done by hand (no machines at all) and must be completed within eighteen minutes, otherwise it becomes leavened bread, which is forbidden during Passover.

Walk along 13th Avenue, the shopping center which rivals the Lower East Side on Sundays, to 43rd Street. Turn left.

Stop 3. YESHIVA 1315 43rd Street

Organized as the Machzikie Talmud Torah in 1911, the building has always been used as a yeshiva. It was used by Yeshiva Toras Emes for many years and is now used by the Chassidic Yeshivas, Kesser Malka (for girls) and Zichron Pinchas (for boys).

Continue walking along 13th Avenue to 45th Street. Turn left and walk to 14th Avenue.



Oldest synagogue in Borough Park. Temple Beth El was built in 1906 at the corner of 12th Avenue & 41st Street. That structure is now used by Cong. Anshe Lubawitz.

Stop 4. FIRST CONGREGATION ANSHE SFARD
4502 14th Avenue

Built in 1915, the "Sfardishe Shule," as it is often called, has continuous daily morning services — from sunrise to noon. In the 1920's, Cantor Yossele Rosenblatt officiated in this synagogue.

Continue walking along 14th Avenue to 48th Street.

Stop 5. AGUDATH ISRAEL OF BOROUGH PARK
4511 14th Avenue

Walk to 46th Street and turn right.

Stop 6. BETH JACOB SCHOOL FOR GIRLS
46th Street & 14th Avenue

Continue along 46th Street.

Stop 7. MIKVEH ISRAEL OF BOROUGH PARK
1351 46th Street

There are separate entrances for men and separate entrances for women. Chassidic men go to the *mikveh* each morning before morning prayer services.

Double-back to 14th Avenue, look right.

Stop 8. MACHZIKIE TALMUD TORAH (*orig.)
14th Avenue & 47th Street

Organized in 1911, Machzikie Talmud Torah's first building is located at 1315 43rd Street. A girls' yeshiva now utilizes the 14th Avenue building.

Continue on 46th Street past 15th Avenue.

Stop 9. BOROUGH PARK PROGRESSIVE SYNAGOGUE
1515 46th Street

The only Reform congregation in this mostly Chassidic neighborhood.

Double-back to 15th Avenue, turn left and walk to 48th Street.



In Borough Park, people wait at the Yiddish newspaper stand for the shuttle bus to Williamsburg.

Stop 10. BOBOVER CHASSIDIC WORLD HEADQUARTERS
15th Avenue & 48th Street

The elegant world headquarters of the Bobover Chassidim has three main entrances, symbolic of Abraham's tent in the wilderness which was open in all directions to weary travelers. The massive granite and brick structure has an open floor plan on its main level. There are no fixed pews or reading platform. The portable *bimah,* tables, and chairs are moved aside when the Bobover Rebbe conducts a *tish* (Chassidic gathering). There are two levels of balconies for the women and three *mikvehs* within this monumental *bais hamedrash.* The Bobover are the dominant Chassidic group in Borough Park. Visitors are welcome to visit one of the most beautiful *succas* in the city during the holiday of Soccos.

Look diagonally across the street to the magnificent domed structure.

Stop 11. TEMPLE BETH EL 4802 15th Avenue

With the construction of the elevated subway lines in 1916 and the subsequent housing boom, Temple Beth El moved from its 1906 building at 4002 12th Avenue to its present, larger and more elegant structure. The new building, designed by Shampan & Shampan in 1920, was patterned in the Moorish Revival motif. Its design was directly influenced by Manhattan's Congregation B'nai Jeshurun, in the Upper West Side. The main sanctuary of Temple Beth El was designed to have perfect acoustics. Notable spiritual leaders include Rabbi Dr. Israel Schorr and cantors Hershman, Moshe Koussevitski and Moshe Stern.

Walk on 48th Street to 14th Avenue and look right.

Stop 12. MUNKOTCH BAIS HAMEDRASH
14th Avenue & 47th Street

This massive and monumental structure houses the *bais hamedrash* and yeshiva of the Munkotch Chassidim.

Turn left and walk one block to 49th Street.

Stop 13. TEMPLE EMANU-EL 1364 49th Street

Built in 1908 for the pioneer Jewish community of Borough Park, this Conservative congregation is housed in one of the best examples of Georgian architecture in Brooklyn. David Koussevitski was cantor of the congregation.

Continue walking on 14th Avenue to 50th Street.

Stop 14. YMHA OF BOROUGH PARK
14th Avenue & 50th Street

At the corner make a right turn onto 50th Street.

Stop 15. YESHIVA BEER SHMUEL 1363 50th Street

This yeshiva and *mesifta* (high school) has another branch at 12th Avenue & 44th Street.

Continue walking on 50th Street.

Stop 16. YOUNG ISRAEL OF BOROUGH PARK
1349 50th Street

This building, at one point, housed the girls' yeshiva, Shulamith, before its move to the Flatbush section of Brooklyn.

Double-back to 14th Avenue and turn right.

Stop 17. MENORAH TEMPLE (orig.) 14th Avenue & 50th Street

Built in 1927 as the Menorah Masonic Temple, the building was later known as the Menorah Catering Hall. Hundreds of weddings were held in this facility each year. In 1980, the Bobover Chassidim purchased the building and converted it into the Bnos Zion of Bobov—a girls' yeshiva. The building is now called the Katz Building, in honor of the Mexican industrialist and philanthropist, Marcos Katz. The main catering hall is still rented out for special functions such as weddings and bar mitzvahs.

Continue along 14th Avenue and walk to 52nd Street

Stop 18. CONGREGATION SHOMREI EMUNAH
5202 14th Avenue

Organized in 1908, its first services were conducted in the Masonic Hall on New Utrecht Avenue and 56th Street. Its present building was constructed in 1910. The yellow brick synagogue has traces of the Romanesque Revival style of architecture. The interior, however, was refurbished with Art Deco furnishings. There is an exquisite stained glass skylight over the bimah. The congregation is greatly involved with the Struggle for Soviet Jewry.

Walk to 53rd Street and look across the street.

Stop 19. SATMAR YESHIVA 14th Avenue & 53rd Street

The Satmar Yeshiva is housed in Borough Park's oldest public school building. The building was used by Yeshiva Toras Emes Kamenitz before their move to 1650 56th Street.

The name Satmar is derived from the Hungarian town, Satu Mare (Saint Mary).

Turn right onto 53rd Street and pass the Satmar Bais Hamedrash on the left side of the street. Continue to 13th Avenue.

Stop 20. CONGREGATION SHOMREI SHABBOS
13th Avenue & 53rd Street

There are continuous morning, afternoon, and evening services available during the weekdays in this synagogue — a true service to the Borough Park community.

Walk along 13th Avenue to 50th Street, turn left and walk to 10th Avenue.

Stop 21. MAIMONIDES MEDICAL CENTER
10th Avenue & 50th Street

Organized as Israel Hospital in 1919, it later merged with Zion Hospital of Bensonhurst to become Israel Zion Hospital. In 1943 it merged with Beth Moses Hospital, under the aegis of Federation of Jewish Philanthropies, and became the famous Maimonides Medical Center.

KOSHER RESTAURANTS AND EATERIES

IMPORTANT NOTE: Although every effort has been made to ensure accuracy, changes will occur after the "guide" has gone to press.

Particular attention must be drawn to the fact that kosher food establishments change hands often and suddenly, in some cases going over to a non-kosher regimen. No responsibility, therefore, can be taken for the absolute accuracy of the information, and visitors are advised to obtain confirmation of kashruth claims.

The term *kosher,* when applied to meat products, refers to its ritual slaughter. It does not necessarily refer to its preparation (cooking process) in the restaurant or eating establishment. It is therefore recommended that people who observe kashruth (Jewish dietary laws) inquire whether the establishments listed in this guide are under rabbinical supervision and whether the establishments are open for business on the Sabbath.

Borough Park

Ach Tov Kosher Dairy Restaurant *5001 13th Avenue*

Adelman's Deli *4514 13th Avenue 853-5680*

Borough Park Kosher Pizza *4923 18th Avenue 438-8542*

Borough Park Kosher Pizza *4303 16th Avenue 436-1064*

Crown Deli *4909 13th Avenue*

Kosher Castle 5006 13th Avenue 871-2100

Dagan Dairy Restaurant *4820 16th Avenue*

18th Avenue Kosher Pizza *4418 18th Avenue*

Eilat Restaurant *4823 18th Avenue 853-9501*

Famous Dairy Restaurant *4818 13th Avenue 435-4201*

Regency Restaurant & Catering 4910 13th Avenue 851-7550

Jaffa Restaurant *4210 18th Avenue*

Kosher Delight *13th Avenue & 46th Street 435-8500*

Kosher Pizza *5114 13th Avenue*

Levy's Kosher Pizza *4810 13th Avenue 438-9872*

Meal Mart *4521 Ft. Hamilton Parkway 853-3900*

Meal Mart *5421 New Utrecht Avenue 851-8800*

Meal Mart *4621 13th Avenue 854-7800*

Meal Mart *4722 16th Avenue 871-5335*

Nosheria *4813 13th Avenue 436-0400*

Oneg Take Home Foods *4911 12th Avenue 438-3388*

Rachel's Kosher Luncheonette *4926 New Utrecht Avenue*

Samuel's Restaurant *5508 16th Avenue*

Sharone Pizza *4916 13th Avenue*

Shay's Restaurant *4819 16th Avenue*

Shick's Manor Restaurant *4901 12th Avenue*



The annual Purim Parade

SYNAGOGUES

Borough Park

Aitz Chaim Congregation *4822 11th Avenue*

Agudath Israel Youth of Borough Park *4511 14th Avenue 438-6508*

Bais Hamedrash Yeshias Israel *1315 54th Street 851-5050*

Bobover World Headquarters *15th Avenue & 48th Street 436-3479*

Borough Park Progressive Synagogue *1515 46th Street 436-5082*

Congregation Adath Jacob *1569 47th Street 438-9230*

Congregation Agudath Achim Talmud Torah *865 50th Street*

Congregation Anshe Lubawitz of Borough Park *4022 12th Avenue 436-2200*

Congregation Avreiche Chasidei Gur *4623 16th Avenue 438-8418*

Congregation Avreichim Dgur *1573 51st Street 438-9133*

Congregation Bais Chaim Yoshua *4911 17th Avenue 438-9031*

Congregation Beth El of Borough Park *4802 15th Avenue 435-9020*

Congregation Beth Israel *1424 51st Street 438-9087*

Congregation Beth Israel of Borough Park *5602 11th Avenue 853-1720*

Congregation Beth Joseph *1324 50th Street* *438-9868*

Congregation Beth Medrash Govoha *5113 16th Avenue* *438-9619*

Congregation Bnai Abraham *1415 55th Street* *851-9849*

Congregation Bnai Israel of Linden Heights *4502 9th Avenue*

Congregation Bnai Usher *4706 12th Avenue* *438-8050*

Congregation Chasidei Belz *4814 16th Avenue* *851-9890*

Congregation Chasidei Goor *1317 49th Street* *853-1117*

Congregation Chasidei Ger *5104 18th Avenue* *438-8818*

Congregation Chevre Bnai Israel *4304 15th Avenue*

Congregation Chevre Gemilath Chesed *771 McDonald Avenue* *435-4218*

Congregation Emunas Israel *4404 14th Avenue* *535-1142*

Congregation Hafloh *4122 16th Avenue* *435-0813*

Congregation Hamaor *5010 18th Avenue*

Congregation Hayoshor V'Hatov *1345 46th Street*

Congregation Kahal Adas Krasa *1654 43rd Street* *438-8880*

Congregation Kahal Adas Yisroel *4712 14th Avenue* *633-2305*

Congregation Kahal Chasidei Skvere *1334 74th Street*

Congregation Kahal Chasidim of Brooklyn *4820 15th Avenue* *871-0110*

Congregation Kahal Minchas Chinuch *1452 55th Street* *438-8804*

Congregation Kahal Ungver *5306 16th Avenue*

Congregation Kahal Yereim of Borough Park *1184 53rd Street* *853-1394*

Congregation Kahal Yesode Hatorah *4914 16th Avenue* *851-9858*

Congregation Kapitshnitzer Kloiz *1415 55th Street*

Congregation Kehilath Yakov *1137 53rd Street* *871-0149*

Congregation Kneseth Horabanim *701 48th Street* *633-6378*

Congregation Kruler *5102 11th Avenue* *435-2702*

Congregation Machne Torah *1375 57th Street*

Congregation Mincha Chadasha *1243 48th Street* *438-8805*

Congregation Minyan Mir *5401 16th Avenue* *438-9173*

Congregation Minyan Sfard *803 46th Street*

Congregation Netsah Israel *1535 49th Street* *438-8813*

Congregation Ohel Sholom *4419 12th Avenue* *854-7240*

Congregation Ohev Sholom *1266 47th Street*

Congregation Oholey Shem *5206 12th Avenue*

Congregation Ohr Torah *1520 48th Street* *851-1628*

Congregation Rabbi Moshe Bick *1545 55th Street*

Congregation Sanz *1643 45th Street* *435-0500*

Congregation Shaare Zimra *1550 50th Street* *851-0100*

Congregation Sharei Zion *1533 48th Street*

Congregation Shomrei Emunah *5202 14th Avenue* *851-8586*

Congregation Shomrei Hadath of Borough Park *1327 41st Street* *438-0066*

Congregation Shomrei Shabbos Anshei Sfard *1280 53rd Street*

Congregation Sons of Judah *5311 16th Avenue* *851-9828*

Congregation Talmud Torah Zichron Menachem Levi *1424 58th Street*

Congregation Toldos Yehuda *1437 54th Street* *853-6777*

Congregation Toras Chaim *5228 New Utrecht Avenue*

Congregation Toras Yisrael *5311 New Utrecht Avenue*

Congregation Torath Moshe Jewish Center *4314 10th Avenue*

Congregation Torath Temimah *1575 50th Street*

Congregation Tzemach Israel *1353 51st Street* *435-8602*

Congregation Yeshiva Yavne *510 Dahil Road*

Congregation Yetev Lev *4514 15th Avenue* *438-9638*

Congregation Yetev Lev *1010 45th Street* *438-8144*

Congregation Yetev Lev *4507 10th Avenue*

Congregation Ziv Yisroel *4904 16th Avenue* *438-9428*

Congregation Zvi Lezadik *1431 58th Street*

Crown of Israel Talmud Torah *1769 56th Street* *232-4827*

First Congregation Anshei Sfard of Borough Park *4502 14th Avenue* *436-2691*

Gerer Yeshiva Mesifta *5407 16th Avenue* *438-9407*

Linath Hazedek of Borough Park *109 Clara Street* *435-8621*

Mesifta Heochal Hakodesh *851 47th Street* *438-9097*

Ohaley Shem Yeshiva Congregation *5206 12th Avenue* *435-1639*

Saratoga Jewish Center *163 Parkville Avenue*

Talmud Torah Tiferes Bunim *5202 13th Avenue* *436-6868*

Telshe Alumni Bais Hamedrash *5218 16th Avenue*

Temple Emanu-El of Borough Park *1364 49th Street* *871-4200*

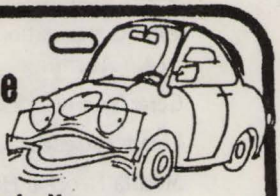
Toldos Yakov Yosef *5323 12th Avenue* *438-8312*

Yemenite Hebrew Congregation Harambam of America *1260 45th Street* *435-7824*

Yeshiva Congregation Belz *1411 45th Street* *438-9068*

Young Israel of Borough Park *1349 50th Street* *438-1411*

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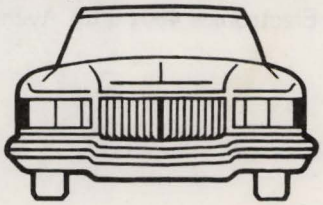
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Sun. 10:00 - 6:00 Mon. - Thurs. 10:00 - 7:00
Fri. 10:00 - 2:00 (winter) 10:00 - 4:00 (summer)

Your one-stop shop that serves your photographic needs - from cameras, lenses and flashes to film and processing - at prices you can afford - and that's not all! Our car stereos, videos, watches, binoculars, and telescopes - not to mention our friendly, knowledgeable and experienced sales staff - will make yours the ultimate shopping experience.
We have on the permises a full-service one-hour processing lab. We carry such name brands as Nikon, Canon, Olympus, Minolta, Pentax, Ricoh, Konica, Kodak, Bushnell, Celestron, Meade, Hasselblad, Vivitar, Kiron, Tokina, Metz, Yashica, Contax, Minox, Tamron, Elmo, Polaroid, Quasar, and Leica.

ADDITIONAL STORES

Benny's Electronics 4717 13th Avenue
Eagle 5019 13th Avenue
National Brands 4424 13th Avenue
Orly Electronics 4801 13th Avenue

CHILDREN'S APPAREL

GOLDBERGER'S CHILDRENS WEAR

4907 16th Avenue (718) 435-0771
Sun. - Thurs. 11:00 - 7:00 Fri. 11:00 to 2 hours before sundown
Checks accepted with proper I.D.

This is not your typical modern, high-tech, spacious store but is rather the old-fashioned type of store with lots and lots of merchandise. We specialize in girl's wear in sizes 4-16 and preteen (100% wool). There are large selections of designer dresses at discount prices, children's preteen imported wool coats, Shabbos coats and jackets, girl's sportswear, washable down coats, and quilted coats as well. We also carry boys coats and jackets in sizes 4-16.
So, for a great selection of designer children's clothing at discount prices, come to Goldberger's Children's Wear.

JUDY'S NOOK

4608 16th Avenue (718) 633-4340
Sun. - Thurs. 10:30 - 5:30 Fri. 10:30 - 2:00
Checks accepted with proper I.D.
No refunds, credit only.
25% discounts.

We carry a full line of baby gifts. We sell clothing for infants, toddlers,

sizes 7-14 and preteen. We have a full custom line of preteen clothing designed and manufactured by Judy herself. We also specialize in gowns for all occasions. We carry French and Italian imports.
It would be worth your trip from anywhere!

FAMILY CLASSICS

Family Classics
4315 14th Avenue (718) 436-8005
Sun. — Thurs. 10:00 — 7:00
Fri. 10:00 to two hours before Shabbos.

The unique store that caters to the whole family. We carry a full line of children's (infants to size 14 apparel) Yom Tov dresses and outerwear. We stock men's white on white shirts, socks, underwear, and scarfs. We carry ladies' tichels, model coats, pantyhose, underwear, slips, etc. We also carry beautiful linen sets, etc., etc.
This is a better store with better quality goods at rock-bottom prices and great service.

WHEN ONLY THE FINEST WILL DO . . .



THE MOST RESPECTED NAME IN INFANTS WEAR & LAYETTE AT REASONABLE PRICES

with a comprehensive collection of imported apparel for infants thru size 12

UNIQUE SHOES, HOSIERY, & ACCESORIES

1766 - 48TH STREET
BROOKLYN, N.Y. 11204
(718) 438-8018

SUN 11-6
MON. - THURS 11-5
FRI. 11-2

Braudes

FINE CHILDREN'S WEAR

- FOR FINE QUALITY IN IMPORTED & DOMESTIC BOYS & GIRLS WEAR INFANT THRU PRE-TEEN
- FEATURING FAMOUS DESIGNER BRANDS – ALL AT DISCOUNT PRICES

5015 · 16th Ave.
BORO-PARK **851-6376**

STEP UP

SEE US

CHILDREN'S FASHIONS

FOR SAVINGS

For The Finest Selection Of Boys, Girls & Infant's Clothing...

★ Top name brands — imported & domestic

★ Very affordable prices



1-FLIGHT UP above Mildred's

STEP UP CHILDREN'S FASHIONS

4612 - 13th Avenue
Brooklyn
(718) 972-9880
(718) 972-9881

ELECTRONICS

FOCUS ELECTRONICS, INC.

FOCUS

4523 13th Avenue (718) 871-7600 (1)(800) 223-3411
Sun. 10:00 - 6:00 Mon. - Thurs. 10:00 - 7:00 Fri. 10:00 - 2:00 (winter) 10:00 - 4:00 (summer)
Credit cards accepted (MC, VISA, AMEX)
Checks accepted with proper I.D.
No refunds. Exchanges only, 10 days with receipts/original packaging.

Need a complete entertainment center, VCR, or just a radio? Establishing an office or tutoring junior in typing? Replacing your kitchen or just your toaster? Computerizing or calculating? Treating yourself or your loved one to a surprise? Your answers to these questions and more, will be found at Focus Electronics! Along with our knowledgeable and experienced sales staff, in our large and diversified inventory we stock Sony, Panasonic, RCA, JVC, General Electric, Fisher, Sharp, Hitachi, Canon, Casio, Hewlett-Packard, Texas Instrument, Uniden, Code-a-Phone, Recore-a-Call, Hamilton Beach, Proctor Silex, Rival, Kitchen-Aid, Norelco, Moulinex....
In our Computer department; IBM, Apple, Zenith, Commodore, Atari, NEC, Epson, Okidata, C-Itoh, and more, with suport and service on premises.
Our newly-expanded business equipment center carries copiers, shredders, electronic typewriters by Canon, Brother, Smith-Corona, Olympia, and Silver-Reed.
AT FOCUS ELECTRONICS ------- THE BEST IN ELECTRONICS FOR LESS!!!

FLORISTS



FRUIT BASKETS FOR YOUR SIMCHAS . . .

SILK ELEGANCE & FLORIST

5512 New Utrecht Avenue (718) 435-9313
Sun. 10:00 - 6:00 Mon. - Fri. 10:00 - 7:00
Credit cards accepted with $20 purchase.
10% discount all items with this Shoppers Guide.

Silk Elegance will fill all your decorative needs. We create the finest custom silk & fresh flower arrangements in exotic, oriental, or modern designs. We also carry many beautiful plants & trees for your home, apartment, or office.
If you are planning a special occasion such as a wedding or Bar Mitzvah, Silk Elegance & Florists will enhance that event with its spectacular floral arrangements.

A Touch of Silk II



BEAUTIFUL CLASSIC & CONTEMPORARY
SILK & FRESH FLORAL DESIGNS
FOR ALL OCCASIONS

see our exotic selection of fresh flowers & plants

greeting cards, baloons, unusual gifts

COMMERCIAL ACCOUNTS
WELCOMED

Judith Jacobs

A Touch of Silk II

4718 16th AVENUE
BROOKLYN, N.Y. 11204
(718) 435-9747

(closed mon. & sat.)

FURNITURE

LITTLE KING



Little King
5018 13th Avenue (718) 438-9592
Sun. — Thurs. 10:00 — 8:00
Fri. 10:00 to two hours before Shabbat
Credit Cards accepted (American Express, Visa, Mastercard, Diners Club)
Checks accepted with proper I.D.
Exchanges within 7 days.

We are importers of fine juvenile furniture at discounted prices. We carry cribs, play pens, rocking horses, toy chests, and a big selection of designer Hollywood bumpers, pillows, comforters, canopies, and dust ruffles (e.g. Noel Joanna, Domodidovo, Glenna Jean, Cottage Crafts, etc.). We also carry a variety of carriages (e.g. Perego, Welch, McLaren) — all at low prices.
We also carry a large selection of designer wall coverings to match your child's bedroom. We specialize in bunk berths.

THE DESIGN CENTER

5501 New Utrecht Avenue (718) 435-6222
Sun. - Wed. 10:00 - 6:00 Thurs. 10:00 - 8:00
Closed Friday & Saturday

The Design Center is where you will find custom-made and ready-made formica furniture for every room in your house or apartment. Our specialty is your child's room. We carry a large selection of modular units and bunk beds.
We will help you solve your decorating problems. We carry an extensive line of wallpaper, window treatment, and accessories. Our in-house decorators and designers will help you solve all of your design and decorating problems.
We ship world wide.

GIFTS

YOU NAME IT

5014 13th Avenue (718) 972-8644
Sun. - Fri. 10:00 - 7:00

This unique store, located in Solomon Plaza (site of the old Etz Chaim Yeshiva), features gifts for children and adults including Bradley collectable dolls, clocks, jewelry boxes, men's gifts, laquer albums, baby gifts, children's books, lamps, frames, bracelets, Kotel rings, and necklaces with Hebrew names. Personalizing done on T-shirts, sweatshirts, and mugs. We carry baby and wedding albums, helium balloons, party goods, and "Hello Kitty" children's gifts.
In short, this store carries... You Name It!

THE WHATNOT

4905 16th Avenue (718) 851-4156
Sun. - Thurs. 11:00 - 5:00 Fri. 11:00 - 2:00

Borough Park's most unusual and spectacular gift-craft store. If you are looking for something "different" for that hard-to-please person who "has everything", if you need just that special executive gift or gift for the bride, the new baby, or the new home...Look no further! *The Whatnot* has the most comprehensive,unique, and affordable collection of gifts to be found anywhere! Equisite sterling *silver*

miniatures featuring a tiny toy chest with seven silver toys; hand-painted, monogrammed, and framed *leather game boards* (such as Monopoly and T.P.), *decorative birds* hand-carved out of buffalo horns, fantasy desk-top *kaleidoscopes*, stunning *serving pieces*, oven-to-table *caseroles*, *bread baskets*, *trays*, *candlesticks*, *napkin rings*, *vases*, *planters*, *mirrors* and *Whatnot!* All are originals, many are signed pieces, and each, outstandingly wrapped and packaged, makes for a marvelous, memorable gift. Remember, *Whatnot* gifts (though we have a wonderful exchange policy) are never returned!
A must-see store on your next visit to Borough Park.

WHISPERS N' WHIMSIES

4919 16th Avenue (718) 633-3174
Sun. 10:00 - 6:00 Mon. - Thurs. 10:30 - 6:30 Fri. 10:30 - 2:00
Checks accepted with proper I.D.
No cash refund. Unlimited exchanges.

This store has an astounding array of children's gifts - personal items e.g. school bags, pocketbooks, watches, barrettes, and umbrellas. Gifts for the home e.g. desk sets, clocks, wall hangings, mirrors, and much, much more. Most items personalized (at no extra cost) on the spot. There is a full selection of gifts and complete baby blanket sets. There is a complete "Hello Kitty" line as well.

H & S TRADING & GIFT SHOP

H & S Trading & Gift Shop
4612 13th Avenue (718) 435-8203
One Flight Up
Sun. — Thurs. 11:00 — 5:30 Fri. 12:00 — 3:00

"The upstairs store with basement prices"
Fantastic gift ideas for the entire family for all seasons and all holidays. We carry a full line of porcelain (Herend, Ginori, Limoges, Hutschenreuther, Swarovski, etc.), jewelry (semi-precious beads, fresh-water pearls, onyx, coral, etc., custom-made-on-the-premises bracelets and necklaces — made to match your special outfits), lace, cosmetics (also "Shabbat" makeup), electronics, games, picture frames, cameras, lucite items, watches, novelties and Cabbage Patch kids at rock bottom prices. We also personalize all of your gifts.
You can bring proof of price of any store and we can beat it!

ADDITIONAL STORES

Flohr's Gift Center 4603 13th Avenue
Grand Sterling 4921 13th Avenue
G & Sons 48th Street & New Utrecht Avenue
Gift Center 4912 13th Avenue
Tip Top 5116 13th Avenue
Etcetera Gifts 5311 13th Avenue
The Present Place 4607 16th Avenue
Royalty Tableware 1845 50th Street

GOURMET FOODS

CHOCOLATE CHARM

4917 16th Avenue (718) 853-9797
Sun. - Wed. 11:00 - 6:30 Thurs. 11:00 - 7:30 Fri. 10:00 - 2:00

Chocolate Charm, the chocolate specialty shop which has already achieved world fame through its existing Toronto, Canada location, offers one of the largest selections of European-style hand-made Cholov Yisrael and pareve truffles and chocolates. There is something for everyone at this incredible chocolate-lovers haven! Over 100 chocolate specialty shapes are available including; chocolate wine & champagne bottles, chocolate baskets in varied sizes, telephones, records, solid milk chocolate roses, computers, houess, baby mazal tov plaques, assorted lollipops, dessert cups, dominoe sets, heart & rose boxes and original chocolate greeting cards, Complimentary personalization on many items is always available.

Spectacular *"one-of-a-kind"* hand-carved sculptures including; swans, cornucopia (horn of plenty) Bar/Bat Mitzvah book, chupah, candy trees, and unique centerpieces will turn your simchas, fund-raising and corporate dinners into spectacular affairs. Got a great idea? Share it with us and let us carve your own chocolate dream into a reality!!

Custom-made hand carvings are our specialty!

Need a great gift idea? Choose one of our beau tiful gift baskets for any occasion...and while your at it...why not treat yourself to some of our delectable chocolates?

All milk products are strictly Cholov Yisrael and are under the supervision of the Chuster Rav, Rabbi Pinchas D. Horowitz, Shlita, and under the OU.

chocolate charm

MILLER'S CHEESE & APPETZING

5214 13th Avenue (718) 633-1600
Sun. 7:00 - 7:00 Mon. - Wed. 8:00 - 7:00 Thurs. 7:00 AM - 8:00 PM
Fri. 7:00 to 2 hours before Shabbos
Sat. 7:00 PM - 9:00 PM (winter only)

A tradition of cheese shopping for over a century. Featuring our award-winning fresh homemade farmer cheese, flavored, cream cheese, and baked farmer cheese. We carry cheese from around the world, sliced, fresh from the block. Our appetizing department carries fresh, mouth-watering appetizing daily such as lox, sable, white fish, herring, etc.
We cater for all occasions.
Fish or cheese platters are our specialty.

REGENCY RESTAURANT & CATERING

Regency Restaurant & Catering
4910 13th Avenue (718) 851-7550
Restaurant hours: Sun. - Thurs. 12:00 - 10:00
Take-Out hours: Sun. - Thurs. 12:00 - 10:00 & Fridays
Credit cards accepted (American Express, Diners Club, Card Blanche)

As you enter through the doors of Regency Restaurant you leave behind the teeming shopping markets of 13th Avenue and enter into a lovely and serene atmosphere. The elegantly appointed restaurant

and banquet room were designed with you in mind,
This glatt kosher restaurant-extraordinaire has daily specials for its restaurant and Take-Out services.
Catering is available for your home, or hotel.
Our elegant banquet room is available for Bar Mitzvahs, Shevah Brachos, engagement parties, etc.
The Regency Restaurant is under the supervision of the Chuster Rav, Rabbi Pinchus D. Horowitz.

HEALTH CARE

SIMON KAPPEL DDS P.C.

1315 53rd Street (718) 436-0202
Sun. - Fri. by appointment.
Credit cards accepted (Visa, Mastercard)

Our office is conveniently located on 53rd Street, just off 13th Avenue, and is easily accesible by public transportation. Our goal is to prevent the occurance of dental problems in your mouth, and to treat the ones already there as comfortably as possible. The office is equipped for all phases of general and specialty dentistry. Emergencies are taken care of immediately. Lately, cosmetic dentistry employing the bonding technique has become a large part of our practice. We employ state of the art instrumentation and equipment to provide the highest level of diagnostic and therapeutic care possible. We are a family practice with our emphasis on prevention. We provide a full range of dental services in an ultramodern and relaxed setting. Our motto is: "Beautiful smiles belong to us."



PARK SURGICAL CO. INC.

5001 New Utrecht Avenue (718) 436-9200
Mon.-Fri. 9:00 - 5:30
Credit cards accepted with pruchase of $25. (Visa, Mastercard, Amex)
Checks accepted with proper I.D.
Refund policy: 30 days, with receipt.
Discount policy: Prediscounted for Senior Citizens.

Park Surgical Company is the largest and oldest family-owned and operated surgical supply company on the east coast. After 60 years of selfless service, the Dube family continues to keep its finger on the pulse of the medical,health, and homecare industry. Park Surgical's professionally trained personel help to provide you with the necessary supplies & equipment for your loved ones in time of need. Among the products that Park Surgical provides are hospital beds, wheelchairs, walkers, canes, sick-room aids, exercise equipment, surgical belts, mastectomy items, colostomy supplies & elastic stockings.
Medicaid and Medicare are accepted. Call or come in to see a member of Park Surgical's certified staff for any item from a simple band-aid to a complete emergency lifesaver unit.

START FRESH

START FRESH- THE UNIQUE KOSHER WEIGHT CONTROL PROGRAM
1173-50 STREET- BROOKLYN, N.Y. 11219
(718) 851-0081- 24 HOUR HOT LINE (718) 253-8004
SEPARATE CLASSES FOR MEN, WOMEN, GIRLS & TEENS
CLASSES THROUGHOUT BROOKLYN, QUEENS, MANHATTAN, MONSEY & MONROE

START FRESH offers a comprehensive, three part program designed to help its members lose weight in a healthful, enjoyable and satisfying manner. The program is taken in 6 week cycles. Members must attend one class weekly, but membership entitles them to attend as many classes weekly as desired. Each class includes 45 minutes of motivational lecture and discussion, 20 minutes of exercise to music(the exercise is done standing- no special clothing is required). Following the exercise there is a food preparation demonstration at which a new recipe is shown every week. In addition to the 3 part program, members are encouraged to call in to our center with questions or when they are in need of motivation.

START FRESH is unique for many reasons. We are the only weight control program that understands the kosher lifestyle. We show members how they can enjoy Shabbos and Yom Tov without fear of gaining weight. Recipes and motivational discussions focus on the various holidays throughout the calendar year- enabling members to lose weight while they participate fully in the joys and obligations of their simchas and holidays Coupled with our nutritionally sound weight loss program is an environment of caring and concern for each member. In addition to weight control classes START FRESH offers one to one counseling through our T.I.P. (the Individual Plan) program. There is also a special class for the person with a 100 pound problem called the "C" Class.

START FRESH also produces an excellent line of kosher, frozen diet foods, snack products and cookies. Also available is our motivational & exercise tape and our "I am not deprived!" Cookbook. Call (718) 851-0081 for more detailed information.



KLEIN'S PHARMACY

GABE'S PHARMACY INC.
4804 - 13th Avenue, Brooklyn, N.Y. 11219
(718) 633-1548

CALL US FOR INFORMATION ABOUT FOREIGN PRESCRIPTIONS, MEDICATIONS, INJECTIONS, VITAMINS, ETC. — FOR ISRAEL, EUROPE, OR SOUTH AMERICA

WE CARRY A FULL LINE OF "SHABBAT" COSMETICS — APPROVED FOR USE ON SHABBOS BY

הרב אברהם בלומנקרנץ
Rabbi Avrohom Blumenkrantz

ZAHLER'S NUTRITION CENTER

4724 New Utrecht Avenue (718) 436-1048
Sun. - Thurs. 10:00 - 6:00 Fri. 10:00 - 3:00 Closed Saturday

We carry a full line of brand name vitamins & minerals, herbs, macrobiotic foods & books, homeopathic preparations, natural cosmetics, and the list goes on and on...
Come in on Sun. - Wed. from 12 noon to 4:00 and receive free nutritional information!

HOME DECORATING

THE WHATNOT

4905 16th Avenue (718) 851-4156
Sun. - Thurs. 11:00-5:00 Fri. 11:00 - 2:00

Our 500 Artists/Craftsmen wil customize your dream house. We have the most comprehensive and unique collection of home accents to be found anywhere! Glamorous marble-finish and terra-cota *pedestals* from Spain, available in the color of your choice... one-of-a-kind converstion-piece *planters, umbrella stands*, and *magazine racks* fired with 14K gold... porcelain-framed *mirrors* in various shades from mother-of-pearl to black laquer... enormous *floor urns* and magnificent *wall sconces* as well as huge hand-painted *wall plates* and beautiful mahogany *curio cabinets* to display your most precious collectables... exquisite *lamps* and fantasy *vases* of every size, shape, color, and description...
All are signed originals, investments in good taste that continually go up in value. These are the things that will complete your home, turning it into a showcase uniquely your own. Our artists are ready to realize your dreams! Next trip to Borough Park should include this this must-see, take-your-breath-away-store!

JEWELRY

ALL THAT GLITTERS

4608 16th Avenue (718) 853-8789
Sun. - Thurs. 11:00 - 4:00 Fri. 11:00 - 2:00
Checks accepted with proper I.D.
No refunds, Great discounts.

The grandest selection of contemporary styles in fashion jewelry and silver designs. The ultimate source for the perect jewelry accent for your sport, dressy, or gala affair... and to top it all, is our friendly, professional, and co-ordinating advice.
"Your complementary source for compliments of all sorts."

BAG STOP

1307 51st Street (718) 854-2660
Sun. - Thurs. 10:30 - 6:00 Fri. 10:30 - 2:00

We at Bag Stop will help you with the finishing touch. You know how importent that piece of jewelry can be, so come on down to the Bag Stop, to complete your outfit. We carry a fabulous and fashionable

line of costume and semi-precious jewelry... and our discounted prices are just unbelievable. Of course, we carry leather and designer handbags, too... and even that belt you've been looking for. It's no wonder why our customers make Bag Stop their #1 stop.

BEADS BOUTIQUE

By appointment (718) 851-4653
We carry one-of-a-kind jewelry creations. We carry custom-made items to meet your specifications. We will design special jewelry for *kalas* and also make beautiful necklaces from your "te'nayim plate."

PIOTRKOWSKI'S JEWELRY & GIFT CENTER

4816 13th Avenue (718) 438-3200
Sun. - Thurs. 10:30 - 5:30 Wed. 10:30 - 6:30
Credit cards accepted with $50 purchase. (Visa, MC, Amex, Gift Certificates)
Checks accepted with proper I.D.
No refunds. Exchanges only.

Piotrkowski's Jewelry, established over 30 years ago, is a showroom of fine designer 14K gold jewelry, manufactured on the floors above

the showroom for retail jewelers nationwide. Take advantage of this factory-direct showroom for great savings, integrity, quality, and high style. We also carry a full line of gifts ranging from name brand watches, pens, Sterling silver gifts, silver plated, crystal, china, Bulova clocks, all types of 14K gold jewelry, etc.
Discounts range from 25% to 50% off! We also do jewelry repairs on the premises. Ask for our catalogue.

LINENS

LUXURY LINEN

4905 16th Avenue (718) 435-2430
4719 13th Avenue (downstairs)
Sun. - Thurs. 11:00 - 6:00
No refunds, exchanges or credit only.

This is the store to come to when you need custom-made linen. We also carry a large selection of bed spreads, quilts, goose-down pillows, towels, imported tableclothes, 100% cotton, no-iron designer sheets, window treatment, curtains, balloon shades, challah covers, embroideries, custom fabrics, and wall treatments. This store carries Fifth Avenue merchandise at discount prices! Our in-house decorator will help you solve your design and interior decoration problems.
We ship everywhere (UPS).

LIQUORS

ORLANDER'S LIQUORS

4812 13th Avenue (718) 436-1031
Mon. - Thurs. 8:30 - 7:00 Closed Sunday (N.Y. State law)
Fri. (winter) 8:30 to one hour before Shabbos
(summer) 8:30 - 5:00

The oldest & largest shomer shabbos liquor store in the United States, with the largest selection of kosher wines & spirits in the country, including many discontinued items. We carry major wines from Europe, Israel, and California.
We have the most knowledgeable wine experts in our store.

MEN'S APPAREL

MEN'S CLASSICS

4915A 16th Avenue (718) 435-8588
Sun. 10:00 - 7:00 Mon. - Wed. 10:30 - 7:00 Thurs. 10:30 - 8:00
Fri. 10:30 - 2:00
Refonds within 7 days.

The merchandise in this little shop on 16th Avenue is of extremely high quality. We carry designer men's suits, shirts, sportswear, and outerwear. Were it not for its discounted prices, this shop could easily be transported to Madison Avenue. We also provide free alterations.

ADDITIONAL STORES

S. Weiss 4411 13th Avenue
Marcy Clothing 4409 13th Avenue
Chatham Clothing 5101 New Utrecht Avenue
Mandel's 4215 13th Avenue
Park Avenue Fashions 4203 13th Avenue
Wallach's 4113 13th Avenue
Gentlemen's Boutique 4714 16th Avenue

NOTIONS

DAVE'S NOTION

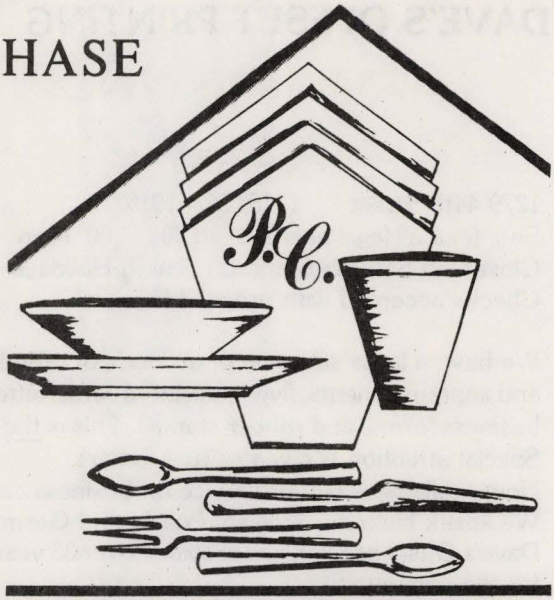
& TRIMMING CENTER, INC.

4110 13th Avenue (718) 438-2301
Sun. - Thurs. 10:00 - 5:00 Fri. 10:00 - 3:00

This store is well known for its huge selection of buttons, ribbons, thread, zippers, and all kinds of trimming and sewing notions. At Dave's, each customer is encouraged to be creative, original, and become his or her own designer. We repair and, if necessary, replace zippers on shirts, pants, jackets, and jeans.

PARTY SUPPLIES

THE PAPER CHASE



Large selection of everyday throw-aways

- Invitations — Gift Wrappings
- Helium Balloons
- Party Favors
- Colored Cutlery & Candles
- Coordinated Tablesettings

WE DELIVER!

CHAIR & TABLE RENTAL
COATRACKS, FABRIC TABLECLOTHS
& NAPKIN RENTALS, TOO!

4415 18th Ave.
(near McDonald Ave.)
(718) 435-0808

Sun. 10:30-5 Mon.-Wed. 10:30-7
Thurs. 10:30-8 Fri. 10:30-2

MIMI OGOREK
SHEVY OGOREK

PRINTERS

DAVE'S OFFSET PRINTING

1279 44th Street (718) 853-1919
Sun. (and all legal holidays) 10:30 - 5:00 Mon. - Thurs. 9:00 - 6:00
Closed on Saturdays and on Jewish Holidays
Checks accepted with proper I.D.

We have a large selection of all kinds of raised lettered invitations and announcements, flyers, business cards, letter heads, envelopes, business forms, and rubber stamps. This is the photo copy center.
Special attention is given to rush orders.
Now available: 24-hour service on business cards.
We speak Hebrew, Yiddish, Polish, and German.
Dave's Offset printing has provided over 35 years of quality printing for the community.

RELIGIOUS ARTICLES

EICHLER'S

RELIGIOUS ARTICLES & GIFTS

5004 13th Avenue (718) 633-1505
Sun., Mon., Wed., 10:00 - 7:00 Tues. 10:00 - 6:00 Thurs. 10:00 - 9:00 Fri. 10:00 - 2:00
Credit cards accepted (Visa)
Checks accepeted with proper I. D.

As you enter our new store in Solomon Plaza you will be amazed at our large and beautiful selections of religious articles and Hebrew books. We carry kosher mezuzos & tefilin, talaisim and yarmulkas. Our seforim titles range from gemoras and meforshim to the newest titles in English Judaica for adult and children reading. We carry a beautiful assortment of gifts for all occasions including menorahs, kiddush cups, challah covers, educational toys, and a large selection of Jewish records and tapes (from cantorial to Israeli folk and Chassidic songs) and all religious items.
We will ship your orders worldwide.
When in Flatbush, visit our other store located at
1429 Coney Island Avenue (near Avenue K) (718) 258-7643

ADDITIONAL STORES

Grunfeld's 4624 16th Avenue
Frankel Hebrew Book's 4904 16th Avenue
Flohr's 4603 13th Avenue
Biegeleisen 4409 16th Avenue

SHOES

SCHWARTZ'S 16th AVENUE

FAMILY SHOE CENTER

Women's & Childrens Shoes 4902 16th Avenue (718) 851-8500
Men's Shoes 4908 16th Avenue
Sun. 10:00 - 6:30 Mon. - - Thurs. 10:00 - 7:00 Fri. 10:00 to 2 hours before sundown
Visa & Mastercard accepted.
Checks accepted with proper I.D.

Our women's & children's store features Revelation, Naturalizer, Adores, Mushrooms, Bass, and Dexter. We carry such children's brands as Dibrazzi, Capezio, and Stride Rite.
Our men's branch (just 3 doors away) features Florsheim,® shoes in both dress and casual styles, for all occasions. We also carry Weyenberg, French Shriner, Alden orthopedic shoes, Rockport, and slippers by Evans, Our shoes are available in sizes ranging from 7-13 and up to EEE widths.

MARKELL'S SHOE STORE

4715 13th Avenue (718) 436-7474
Sun. 11:00 - 3:30 Mon. - Wed. 10:00 - 5:30 Thurs. 10:00 - 7:00 Fri. 10:00 - 3:00
Checks accepted with proper I.D.
Refunds within 5 days.
Senior Citizen's discount: Weekdays A.M.'s to 12:30
We carry orthopedic and comfort footwear for the entire family.
Wide width shoes are our specialty. Markell's Shoe Store has served the Borough Park community since 1914.
We speak Yiddish, Hebrew, Russian & Polish.

SOL'S DOLLS

1624 48th Street (downstairs) (718) 435-9444
Sun. 10:00 - 4:45 - Mon. - Thurs. 11:00 - 4:45
Checks accepted with proper I. D.
No refunds, exchanges or credit only.

We carry an extensive line of designer shoes, handbags, and leather accessories at 30% discount. Shoe sizes range from 5-10, medium to C widths.
We carry designer shoes by Miguel Hermandez, Aida, Rosina Ferragamo, Sesto Meucci Vanelli - barefoot originals and many Italian and Spanish shoes made expressly for us.
We carry designer handbags by Carlos Fiori, Barbara Bolan, Lisette, Margolin, Finesse La-Model.
We also carry a full of evening shoes and bags.

ADDITIONAL STORES

Exclusive Italian Shoes 4902 13th Avenue
Tom McAn Shoes 4416 13th Avenue
Father & Son 4420 13th Avenue
Red Cross Shoes 4508 13th Avenue
Fayva Shoes 4509 13th Avenue
Shoe Palace 4611 13th Avenue
Shoetique 4706 13th Avenue
Naturewalk Shoes 4705 13th Avenue
Walking Pretty 4702 13th Avenue

TOYS

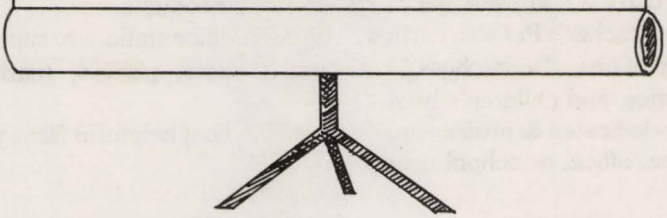
TEACHER'S PET

4809 16th Avenue (bet. 48 & 49 St.) (718) 436-6600
Sun. - Thurs. 10:00 - 7:00 Fri. 10:00 - 2:30

We carry an extensive variety of school supplies, teaching aids (duplicating masters, bulletin board sets, roll books, plan books, stickers, markers, oaktags, etc.) educational games & toys.
We carry a complete line of Fisher-Price Products.
The Teacher's Pet also carries all home & office stationary supplies, craft items, "tchatchges," erasers, stickers, pencils, markers, puzzles, and children's books.
Our dedicated & professional staff will be most helpful in filling your home, office, or school needs.

LECTURE PROGRAMS

by Oscar Israelowitz



The Wandering Jews of New York City
Jewish Landmarks of New York City
The Source of the Synagogue — Ancient Synagogues of Israel
The Wandering Jews of New Jersey
The Synagogues of the United States — The Northeast
The Synagogues of Europe

The multi-media programs (lecture, slide presentation, and sound track) are available for your special organizational meetings. For further information please write to:

Lectures
c/o Mr. Oscar Israelowitz
P.O. Box 228
Brooklyn, New York 11229

VIDEOS

HURRICANE VIDEO

BOROUGH PARK CAMERA

5504A 13th Avenue (entrance also at 5504A New Utrecht Avenue)
(718) 435-1392
Sun. 11:00 - 7:00 Mon. - Thurs. 11:00 - 8:00 Fri. 11:00 - 9:00 Sat. 11:00 - 7:00

When you join Lifetime Membership for only $8.95 you enjoy viewing videos from our large selection of titles (including foreign tapes) for a rental of only $1 a day! On Tuesday & Thursday, if you rent 2 tapes you get a 3rd one free!
We carry a full line of VCR accessories such as satellite antennas, Tdk-T-120 ($5.25), Maxell High Grade T-120 ($6.49), SKC-T-120 ($5.10), Magnovox ($3.09), Head Cleaning Tapes ($12.50), Quasars VCR VHS wireless remote control, plus free membership with purchase of VCR ($229.00).
We give free estimates on VCR repairs.

BOROUGH PARK CAMERA (same location)

We give 20% off film processing with Hurricane Video Membership Card.

WOMEN'S APPAREL & ACCESORIES

BAG STOP

1307 51st Street (718) 854-2660
Sun. - Thurs. 10:30 - 6:00 Fri. 10:30 - 2:00

Bag Stop is well known for its high fashion and low prices. We cater to the woman who truly cares to look her best. You, as our customer, are someone special and will get our utmost attention in helping you choose the handbag that is most suitable for your individual needs.
Why spend department store prices, if we can give it for less? Also, complete the look with our fabulous selection of leather belts and costum & semi-precious jewelry. Come and see why Bag Stop should be your #1 stop!

HATS ON

1323 49th Street (718) 435-7256
Sun. - Wed. 11:00 - 4:00 Evening hours by appointment.

Come and see one-of-a-kind imported ladies hats from Great Britain.
We can customise certain styles for your special occasions.
Come and shop the Royal Collection!

HINDY'S MATERNITY

4902 New Utrecht Avenue (718) 438-3840
(Outlet) 4307 13th Avenue
Sun. - Thurs. 11:00 - 7:00
(Outlet) Sun. - Fri. 11:00 11:00 - 6:00
Credit cards accepted with $25 purchase. (Visa, Mastercard, Amex)
Checks accepted with 2 I.D.'s
No refunds. Credit or exchanges only, within 7 days.
Discount policy: 20% - 40%

At Hindy's Maternity you will find the largest selection of current brand name and designer clothing - all at discounts from 20% to 40%. We carry dressy and sporty dresses, slacks, activewear, cruise wear, undergarments, and maternity pantyhose in various colors. In short, *we carry everything but baby!*
The newly renovated store will make your shopping for maternity clothes a most pleasurable experience. It's worth a trip from anywwhere!
For the bargain shopper who loves closeouts or doesn't mind slight irregulars, visit our outlet store at 4307 13th Avenue and enjoy reductions of up to 80%!



deffrance

1577 - 49th St.
B'klyn, N.Y. 11219
(718) 435-9066

Sun. - Thurs. 10:30 - 5:30
Wed. 10:30 - 7:00
Fri. 10:30 - 2:30

Checks accepted with proper I.D.
No refunds. Exchanges only.

IMPORTED EVENING WEAR, SUITS, DRESSES, and SPORTSWEAR

A TOUCH OF CLASS

4921 16th Avenue (718) 854-6814
Sun. - Fri. 11:00 - 6:00
Credit cards accepted with $100 purchase. (Mastercard, Amex)
Checks accepted
No refunds. We discount.

Specialty items: Evening dresses, suits, coats, sportswear, costume jewelry, and hats.

FAMILY CLASSICS

Family Classics
4315 14th Avenue (718) 436-8005
Sun. — Thurs. 10:00 — 7:00
Fri. 10:00 to two hours before Shabbos.

The unique store that caters to the whole family. We carry a full line of children's (infants to size 14 apparel) Yom Tov dresses and outerwear. We stock men's white on white shirts, socks, underwear, and scarfs. We carry ladies' tichels, model coats, pantyhose, underwear, slips, etc. We also carry beautiful linen sets, etc., etc.
This is a better store with better quality goods at rock-bottom prices and great service.

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A collection of Suits, Dresses, Coats and elegant evening wear, of the finest fabrics imported from Europe's leading fashion houses.

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BIOGRAPHICAL SKETCH

Born in Brussels, Belgium, Mr. Oscar Israelowitz brings a rich background to his mission of documenting Jewish New York City. Besides his rabbinical training, he is also a professional architect and photographer. Among his noted architectural projects are the Synagogue and Holocaust Center of the Bobover Chassidim in Borough Park and the Yeshiva Rabbi Chaim Berlin (elementary school) in the Flatbush section of Brooklyn. He has exhibited his photographs at museums throughout the New York area, including the Brooklyn and Whitney Museums. The photographs in this guide are his own creations. His first book, *"Synagogues of New York City,"* published in 1982, has been distributed worldwide and has received rave reviews. Mr. Israelowitz has appeared on several television and radio programs including NBC's *First Estate – Religion In Review.* In his spare time, Mr. Israelowitz gives lectures on various Jewish topics and also conducts tours of Jewish New York City.

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