

# The Jewish Alphabet

After Rendering by Al. Konetzni.

*Design Hints* is pleased to submit for its readers interest a most complete Jewish Alphabet drawn from blue prints furnished by Mr. Al. Konetzni, Glendale L. I, New York.

The letters as shown in the accompanying Plate are authentic, practical, legible to those who understand them, and easily drawn, thereby making this Alphabet a most welcome addition to the now

practically complete line of *Design Hints* Lettering Plates.

Mr. Konetzni explains that these letters are laid out from a practical rather than artistic view and are typical in the New York City Jewish monumental trade. Above the letters are shown the Jewish script and below, the name of each letter as they are called.

It will be noted there are two Chofs, Mems, Nuns and Zadechs;

ו	נ	מ	ל	כ	י	ט		
N	N	M	M	L	C	C	I	T
נ	נ	ם	מ	ל	ך	כ	י	ט
end nün	nün	end mem	mem	lamet	end chof	chof	yüd	tes
ח	ז	ו	ה	ד	ג	ב	א	ת
CH	Z	V	H	D	G	B	A	
ח	ז	ו	ה	ד	ג	ב	א	ת
ches	zion	vuf	high	dalet	gimet	base	alef	suf or tuf
ש	ק	ר	ע	צ	פ	פ	ע	ס
SH	R	K	Z	Z	P	P	E	S
ש	ק	ר	ע	צ	פ	פ	ע	ס
shean	resh	kif	and zadech	zadech	phel	pé	ein	samach

the first of each two reading from *right* to left are used in the middle of words or names and the second *always* at the end in place of the first.

"These may seem difficult to the beginner but are very simple after a little practice," says Mr. Konetzni.

All of which is very true but to those who do not understand the letters the task is not quite so simple. But little difficulty was experienced in the copying of Mr. Konetzni's drawing, unless he thinks otherwise the letters as shown on the accompanying plate are an exact reproduction of his letters.

No task is very hard providing it can be performed in an intelligent manner. To those of you who are commissioned to lay out an inscription in Jewish letters it may be well to suggest that utmost caution be exercised at all times in order to avoid mistakes that are very easily made unless you are familiar with these symbols as well as the language they represent.

### COMMERCIALIZED HOLIDAYS

"Read that," said my friend the advertising man, showing me a full page advertisement in a magazine. The advertisement began thus:

"When Fourth of July bands are playing—when the cannon are roaring out their celebration of another day of Independence and Freedom—have a (so-and-so) cigarette!"

My friend commented: "Of course it is neither better nor worse than many another thing of the kind, but it is an example of the way holidays are commercialized. For instance, take Mother's Day, a new one. If left alone, Mother's

Day might in time become surrounded with pretty family ceremonies, but it is already losing its meaning in a blare of gift advertising.

"Father's Day is another," he went on. "It is so new that its proper date is not yet quite agreed upon. But it is already seized by gift advertising. Unless it dies young under these assaults, it will in a year or two mean nothing but spending cash at stores. Christmas, of course, long since took its place as a money orgy. It originally had sweet associations with childhood, but any such lessons seem to be disappearing in a saturnalia of shopping. I can imagine a tot in the not distant future asking mother, 'What is Christmas for? Was anybody born on that day?'"

He took up the cigarette page again and read further—

"When shouts and songs of freedom burst forth, when you think again that our country and the men in it must be free—have a (so-and-so) cigarette, for no other cigarette brought such liberation; it decreed the end of cigarette after-taste"—and so on.

"Now," the advertising man said, "when you think of Valley Forge and Bunker Hill—when you realize that July Fourth consecrates the memory of men who died for self-government—isn't such an advertisement a profanation? Freedom is a word written in American blood. Read a page of the history of the Revolution and then read such an advertisement and you will see what I mean.

"We have hallowed certain dates because they recall the birth of a Washington or a Lincoln, or the winning of liberty or an event in