



## Our Mishpacha



### HAZZAN'S REFLECTIONS

Dear Friends,

We celebrate the contributions of our Sisterhood on Shabbat evening, January 26, 2018. Members of our Sisterhood will participate in the service, and we will hear from them about the important work Sisterhood does for our congregation. It is vital that we recognize all Sisterhood brings to our synagogue and the very work it does throughout the entire year to make our enjoyment of synagogue events even more festive.

At this same service we will also mention and remember Tu Bishvat (15th of the month Shvat), which was universally known in Talmud times as the New Year of the Trees. It is the minor festival mid-winter celebration of the importance of trees and vegetation to our culture, our diet, and our physical being on earth. Without greenery which gives off Oxygen for us to breathe and its ability to take in our CO<sup>2</sup> emissions, we would never be able to have the life we do. The Rabbis make sure that we give that homage to the plants that make our world a habitable place for us to celebrate our Judaism.

*~Hazzan Lance H. Tapper*



## JANUARY SERVICE SCHEDULE



January 5 - Hazzan Lance and Mark Peterson

January 12 - Hazzan Lance and Aryell Cohen

January 13 - Lay Study Session - 9:00 a.m. Breakfast,  
9:45 a.m. Torah Study Session with Sam Pearlman  
and Shmuel Gonzales

January 19 - Hazzan Lance and Mark Peterson

January 20 - ***Siddur Kol Shalom*** - Hazzan Lance, Mark Peterson  
9:00 a.m. Breakfast, 9:45 a.m. Service

January 26 - ***Sisterhood Shabbat*** - Hazzan Lance, Mark Peterson  
and the Ladies of Sisterhood



*Our Mishpacha* is published monthly, on or near the first of the month. If you want an article or announcement to appear in the next issue, the submission deadline is the 20th of this month.

*Our Mishpacha* is sent on-line to those members of Beth Shalom with computers. If you wish a printed copy mailed to you, please call the office, 562-941-8744.

Printed copies are also available in our lobby.

\$18 per year for non-members.

The editor welcomes comments and suggestions.

This is *Our Mishpacha* !



## *Winter Parashas Shemas 2*

The second book of the Torah is called Shemas, which means “names.” These are the children of Israel who came to Egypt with Jacob. In sequence, December 21 (Tevet 3—gimel) brings us the start of winter. These are the wintery months: Tevet, Shevat, and Adar.



Winter is the season of wetness and planted seeds. What is the condition of these seeds? Have we given them sufficient nourishment to survive? Morally, this can also be a time to reexamine our spirits and see how our own seeds are doing. [Babylonian Talmud Eruyin 56A]

### Summary

A summary of six main occurrences of the parashas which is read from the Torah on the Shabbat 19 Tevet (6 January 2018) follows:

1. A new Pharaoh orders all Israeli baby boys drowned.
2. Baby Moses is set afloat on the Nile in a basket.
3. Moses is saved by Pharaoh’s daughter.
4. Moses kills an Egyptian who was fighting with an Israelite and flees to save his life to Midian.
5. G-d speaks to Moses from a burning bush and tells him that he and his brother Aaron will liberate the Israelites from Egyptian slavery.
6. Pharaoh puts hard labor on the Israelites.

### Key Concepts and Values

#### 1. Moral Civil Disobedience

After Pharaoh orders that every boy born to an Israelite woman is to be drowned, two Hebrew midwives, Shefa and Puah, refuse to obey. They do this out of “fear of G-d” as both believe in the sanctity of life. To them, there is a higher power than Pharaoh, that of the G-d who makes moral demands on human beings. Clearly, this is their conviction of civil disobedience in defense of a moral cause.

#### 2. The G-d of Different Generations

At the burning bush, G-d revealed Himself to Moses and called Himself: “I will

*(Continued on next page)*

Winter Pharashas Shemas (*Continued*)

be what I will be.” Rashi teaches that no one can express all that G-d will be to those who truly believe in Him. [Midrash Shemat Rabba 3:6]

Every generation conceives of G-d differently, in that He reveals Himself in new ways. An example of this is the Amidah prayer. In it G-d is called “The G-d of Abraham, the G-d of Isaac, and the G-d of Jacob,” as each of the patriarchs saw G-d in a different way. [Exodus 6:1]

### 3. Humility

Judaism admires the virtue of humility. “Who am I that I should go to Pharaoh and free the Israelites from Egypt?” [Exodus 6:2-12] This is what Moses said to G-d, who further directed him to go. In many ways, this shows true humility. The finest answer to those who strongly believe in G-d are the words of the prophet Micah as to what He requests of us: “Do what is right, love goodness, and walk humbly with G-d.” [Micah 16:8]

### 4. Gratuitous Hatred

With rare exception, Jewish law denounces hatred. “What is hateful to you, do not do unto others.” [Talmud Shabbat 31a]

An example of this is found in the opening Torah portion where Pharaoh expresses his hatred for the Israelites. He condemns them for increasing in numbers. [Exodus 1:9] For this “crime,” he had decided to do away with all of the Israelites. This is, indeed, gratuitous hatred. It is hatred without any real cause and is especially vicious.

The parasha Shemas describes in some detail the battle of continuous survival of G-d’s chosen, the Jewish people. It raises the question of brotherhood as we await the arrival of the Messiah. That is best expressed by the prophet Malachi, “Have we not one Father? Has not one G-d created us? Why do we deal treacherously, every person against his brother?” [Malachi 2:10]

In the meanwhile, we continue to survive and do G-d’s work through chochmah, which denotes intuitive wisdom; binah is the practical application of chochmah; da’at, which is knowledge obtained through study and education and is the basis of chochmah.

*~Sam Pearlman*

## Here We Are in 2018

Here we are in the new year 2018. Reflecting on the past several months, we have seen some changes in our Temple.

Our High Holidays were not only beautiful, especially meaningful, and conducted so smoothly, but were the best attended in several years.

The past several months have been busy. There has been a lot of positive energy at work for the future of our congregation. We have much to discuss at our upcoming Congregational Meeting on Sunday, January 28.

Hazzan Lance has conducted two exemplary classes in his Educational Series. In November we were treated to a Continental breakfast and a great program highlighting the Jewish influence on Broadway. We saw video clips of some of Broadway's best and were introduced to many of the talented people responsible for such beautiful music. Especially informative was an insight into how "Fiddler on the Roof" was scored and how certain pieces of music became part of the show.

Hazzan's December program in his Educational Series was even better. After we enjoyed a French toast breakfast with all the fixings, Hazzan and Shmuel did a great job in presenting a program on the Jewish presence in the growth of Los Angeles and also the Jewish influence in Hollywood and the movie industry. Hazzan Lance showed a rare video clip of Danny Thomas in the 1950 movie "The Jazz Singer."

Hazzan and Shmuel then traced the development of the Jewish neighborhoods in Los Angeles to the changes we see today.

We have experienced two great classes in the Educational Series and found out just how much influence our Jewish community has contributed. A big Thank You to all those who attended and supported our Sunday educational programs. Hazzan Lance has promised more in the coming months. With such good classes and all our exciting plans afoot, this coming year of 2018 will be very satisfying for our Beth Shalom community.



*~ Bonnie Neville*



# Kol Shalom

## “The Voice of Beth Shalom”

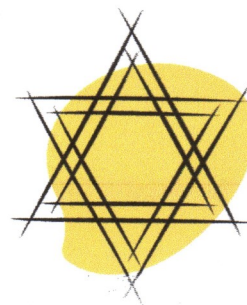
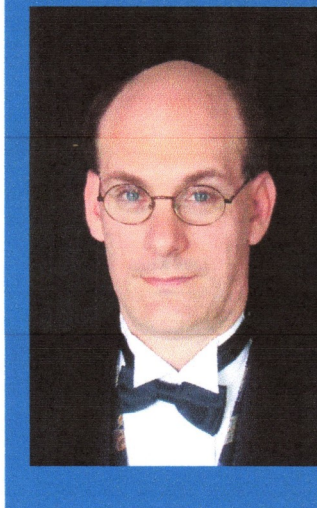
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Join Hazzan Lance for the *new*  
Shabbat Morning Siddur on January 20, 2017

Join Hazzan Lance on January 20th for the new Shabbat Morning Siddur *Kol Shalom, The Voice of Beth Shalom*. The entire community is invited to breakfast at 9:00 am followed by the service featuring this Siddur at 9:45 am.

This service encapsulates the essence of the traditional Shabbat morning service reframed into a shorter time span with a Torah reading, discussion, and lots of participation through readings and accompanied singing that reflect both traditional and some contemporary traditional style themes.

Join us for this beautiful celebration where you will find both the comfort of tradition and learn new things about Shabbat as well.



Beth Shalom of Whittier

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## Another Great Hanukkah Party

This year's Sisterhood Hanukkah Party began with Blue Bartikofsky's lighting the candles for the last night of Hanukkah on our beautiful new Hannukia. It was great to have Blue there, and she will be celebrating her Bat Mitzvah at Beth Shalom in May.



Hazzan Lance led the prayer over the candles and was inspiring as always, and he led us in singing traditional Hanukkah songs.

The festivities continued with a beautiful table of delicious party food. Thank you, Bonnie!



We had our usual "Left/Right" gift exchange, and it was a lot of fun. As far as White Elephant gifts go, Mark Singer won the prize. Then we went on to Hanukkah Bingo, which was lots of laughs. Our Caller, Irv Bartikofsky, was fun and kept us laughing as we played.



We can't leave out the beautiful gift baskets that were raffled off, as well as the Mystery Gifts and Bingo prizes. Bonnie Neville outdid herself on putting this fun and meaningful night together for us, and our thanks to her, and Sisterhood, for bringing us a most wonderful evening of good fun and good food.



*~Lila Held*



## The World of Jewish Books

### Changes Are Made

In time, rollers were placed on the ends of some of the larger scrolls to make them easier to handle. The Torah, usually a large and bulky scroll, has wooden rollers (each is called an *Etz Hayyim*, or “Tree of Life”) even today, while the Megillah of Esther, which is much smaller, does not have these rollers.

Other changes came into use. Paper replaced parchments as writing material, and then someone came up with a brand new idea – putting the pages of a manuscript one on top of the other and binding them together instead of rolling them up into a scroll. By the Middle Ages, most Jewish books were in modern form, and only those used in the synagogue services were still in scrolls.

The early manuscripts in book form were extremely large, as compared with our present-day books. Some of them were so big it took two people to handle them. The reason for this was that books were still scarce, and by making them large, a whole group of people could read them at the same time.

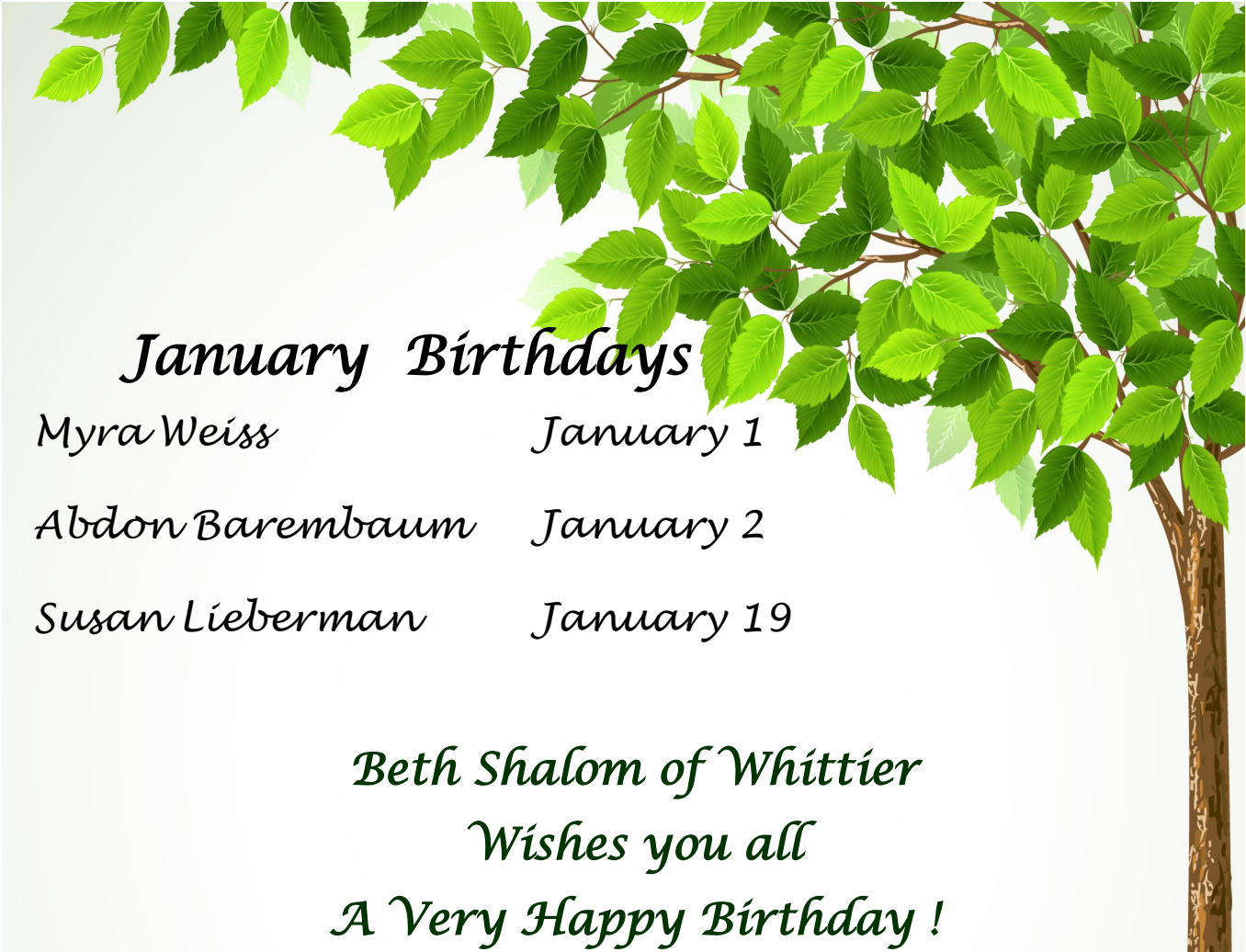
Since they were written by hand, many of the early books were works of art as well as literature. The scribes who copied the books would often illustrate them richly in many colors. Since the Rabbis forbade any such illustration of the Torah, scribes would save some of their richest drawings for the Passover Haggadah. This practice has lived on to this day, and the Haggadah you used for Passover is probably full of such rich illustrations.

Late in the fifteenth century, the invention of printing changed the form of the Jewish book for all time. The first Jewish book to come off a printing press was an edition of Rashi’s commentary on the Bible, printed in Italy in 1475. From Italy, the art of Hebrew printing spread to Spain and Portugal. After the Spanish Inquisition in 1492, the art moved along with the Spanish Jews to all the countries of the world in which Jews lived.

The introduction of printing had a powerful effect on Jewish life. Books were still scarce, but there were more of them than before. Books came down in price, and very soon many persons could have a book. After a while, everyone could have a prayer book of his own. Now a copy of the Bible could be found not only among the rich but in practically every Jewish home.

~~Continued Next Month~~





*January Birthdays*

*Myra Weiss*

*January 1*

*Abdon Barembaum*

*January 2*

*Susan Lieberman*

*January 19*

*Beth Shalom of Whittier  
Wishes you all  
A Very Happy Birthday !*



*Thank You*

*For your contributions to our Oneg Shabbats*

Alita Sevin

Jordan Pollack

Bob Rubin

Jim and Alita Sevin



## BIOGRAPHY OF THE MONTH

## Helena Rubinstein (1870—1965)



Born in Cracow, Poland to a poor family with eight daughters, Helena began to study medicine but left Poland in 1902 and went to Australia. While there, she noticed that Australian women had dry skin because of the hot climate. Opening a beauty salon in Melbourne, she began to sell a cold cream made with one of her mother's Polish recipes, offered to clients along with a free consultation. The salon was an instant success.

She left Australia for Europe, settling in London. At that time, there was no beauty industry, and women made their own beauty aids. After studying with top dermatologists, Helena started a salon in Mayfair, which was an immediate society success. Her clients included Queen Alexandra.

In 1912 she opened another salon in Paris, where her customers included the novelist Colette and the actress Sarah Bernhardt. In 1915 Helena went with her first husband, an American journalist, to New York, opening a salon on West Forty-ninth Street. She soon had salons all over the country, distributing her products to improve the "terrible complexion" of the American women. Helena initiated the concept of the traveling saleswomen who sold makeup "to help transform" the ordinary woman.

After World War I, Helena returned to Paris and was soon recognized as Europe's leading cosmetician, noted for her inventiveness and keen business acumen. She spent much time in her laboratories working on her products, of which there were eventually over a thousand bearing her name.

Shortly before the 1929 stock market crash, Helena sold her business to Lehman Brothers for eight million dollars. The following year, she bought it back for two million dollars. Asked how she had made six million dollars so easily, she answered, "All it took was a little chutzpah."

In 1938 she married for a second time, to a Russian prince, and was now known as Princess Gurieli. She tried a men's salon called House of Gurieli in New York, but it did not succeed. After World War II she opened branches and manufacturing facilities the world over. By this time the beauty industry was reaching out to the middle class, and Helena enjoyed an immense personal fortune. She established homes in the United States and France and maintained famous collections of jewelry and art. She was a voracious collector of modern art and was friends with most of the leading artists of her time.

Glamorous and tempestuous, Helena was well known in international society and was a patron of the arts, founding the Helena Rubinstein Foundation, which gave gifts to museums, colleges, artists, and institutions for the needy. The Tel Aviv Museum benefitted from her generosity when it received the Helena Rubinstein Pavilion containing her collection of miniature period rooms. She also built one of her factories in Israel.

*Geoffrey Wigoder, Dictionary of Jewish Biography, 1991*

*Yahrzeit Remembrances*

Robert and Rita Rubin	Gail Goodstein, Sister of Rita
Richard and Michelle Hess	Emmanuel Morzinsky, Uncle of Michelle
Arlene Norton	Jean Vinetsky, Mother
Arlene Norton	Arnold Winett, Brother
Bernard Starkman	Blanche Starkman, Mother
Pauline and Harris Kuhn	Bernard Kuhn, Husband of Pauline

*We honor the memory of our loved ones who have departed this earth as we kindle the Yahrzeit candle in remembrance. May their memory endure as an eternal blessing.*



*Thank You for Your Donations*



**Thank You for Your Donations to the Cold Weather Shelter**

Arlene Norton    Hope Greenwood    Christel Mergruen

Barry and Bonnie Neville    Joel Kudler

Sid and Sandra Paul    Claire Rademacher

Dorothy Wiener    Bernard Starkman    Klara Wein

Alita Sevin    Steve and Eileen Baptista

Jeffrey Kolnick and Rosa Tock, In Memory of Jackie Kolnick

Joel and Jo Ann Golden    Charles and Lila Held

Ann Kanahela    Norma Shreiber    Eileen Wiseman

*Thank you, Jim Barembaum, for your generous donation to Beth Shalom*



# January 2018

## Tevet/Shevat 5778

*Sun Mon Tue Wed Thu Fri Sat*

	<p><b>1</b></p> <p>Office Closed</p> <p>New Year's Day</p>	<p><b>2</b></p>	<p><b>3</b></p>	<p><b>4</b></p> <p>Minyan 2:30 pm</p>	<p><b>5</b></p> <p>Shabbat Service 7:30 pm</p> 	<p><b>6</b></p> <p>Shemot</p>
<p><b>7</b></p> <p>Bingo</p>	<p><b>8</b></p> <p>Minyan 2:30 pm</p>	<p><b>9</b></p> <p>Book Group Luncheon 12:30 pm</p>	<p><b>10</b></p>	<p><b>11</b></p> <p>Minyan 2:30 pm</p>	<p><b>12</b></p> <p>Shabbat Service 7:30 pm</p> 	<p><b>13</b></p> <p>Breakfast 9:00 am <b>Lay Study Session</b> 9:45 am</p> <p>Vaera</p>
<p><b>14</b></p> <p>Bingo</p>	<p><b>15</b></p> <p>Minyan 2:30 pm</p> <p>Martin Luther King Jr. Day</p>	<p><b>16</b></p>	<p><b>17</b> Rosh Hodesh</p>	<p><b>18</b></p> <p>Minyan 2:30 pm</p> <p>Board of Directors Meeting 7:00 pm</p>	<p><b>19</b></p> <p>7:30 pm</p> <p>Shabbat Service 7:30 pm</p> 	<p><b>20</b></p> <p>Breakfast 9:00 am <b>Siddur Kol Shalom</b> 9:45 am</p> <p>Bo</p> 
<p><b>21</b></p> <p>Bingo</p>	<p><b>22</b></p> <p>Minyan 2:30 pm</p>	<p><b>23</b></p>	<p><b>24</b></p> <p>Sisterhood Board Meeting 1:00 pm</p>	<p><b>25</b></p> <p>Minyan 2:30 pm</p>	<p><b>26</b></p> <p>Sisterhood Shabbat Service Tu B'Shevat Oneg 7:30 pm</p> 	<p><b>27</b></p> <p>Beshalah</p> <p>Holocaust Remembrance Day</p>
<p><b>28</b></p> <p>Bingo</p>	<p><b>29</b></p> <p>Minyan 2:30 pm</p>	<p><b>30</b></p>	<p><b>31</b></p> <p>Tu B'Shevat</p>			

# Brain Train

Train your brain by keeping it active!



Eight words/phrases related to a hotel have been translated into a random cipher alphabet. Letter substitutions remain constant from word to word. Can you decipher them all?

Starting Hint: F stands for R.

1. S T A Y O V E R
2. V C V X U S K F
3. O V C C Q K Z
4. C W N N U N V

5. D Q V D L K W S
6. F K K I R V F X A D V
7. G F K Y S E V R L
8. R T A I I A Y N Z K K C

Determine which one of the three images to the right of the line logically belongs with the nine images to the left of the line.



### Movie Ticket Line

I'm standing in a line at the movie theater. There are 12 more people in front of me than behind me. Also, there are three times as many people in front of me as behind me.

How many people are in the movie theater ticket line?

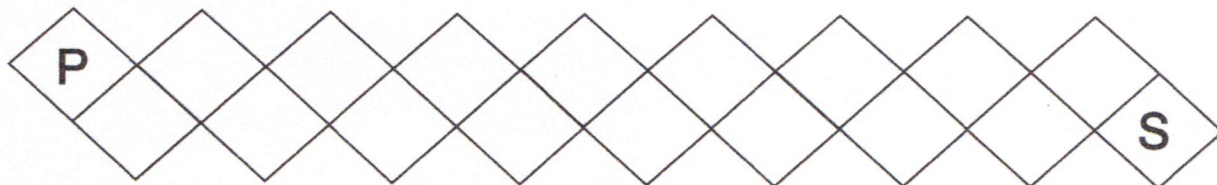


*Is it true that California begins with a C and ends with an E?*

A zigzag puzzle features four-letter words that overlap their neighbors by two letters, like HASP and SPIN in the example. We've supplied the first and last letters. Using the clues (which are ordered randomly), can you fill the grid?



**Clues:** pitchfork prong • after-bath wear • Arabian Sea nation • interjects • fiddling emperor • teen dance • form droplets • opposed to





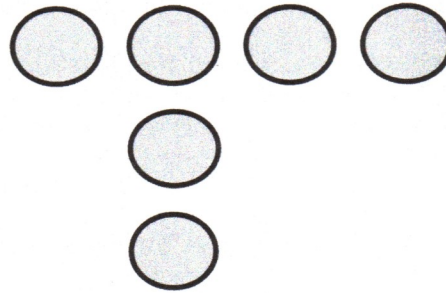


“It’s avunculitis.”

**Criss-Crossed**

Place six coins in the layout as shown below. Notice that this arrangement forms two columns. The horizontal column has four coins. The vertical column has three coins.

Can you move only one coin to form two columns with each containing four coins?



**Clichés and Idioms**

RIVAL RIVAL

Deficit

YOUR BASES

Answers

*Hotel Words/Phrases:* 1. twin beds. 2. elevator. 3. bellhop. 4. luggage. 5. checkout. 6. room service. 7. front desk. 8. swimming pool.

*Logically Belongs:* The spool. The items to the left of the vertical line match in pairs to become new words when an S is put in front. (hoe, shoe), (ink, sink), (nail, snail), (team, steam). The only unmatched item is the pool, which matches with the spool.

*Movie Ticket Line:* 25 people. If N is the number of people behind me, then the number of people in front of me is both 3N and N + 12. So 3N = N + 12. Solving, N = 6. There are 6 people behind me and 18 people in front of me. Including me, there are 6 + 1 + 18 = 25 people in the line.

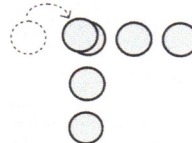
*Is It True:* Yes, it’s true that California begins with a C and that Ends begins with an E.

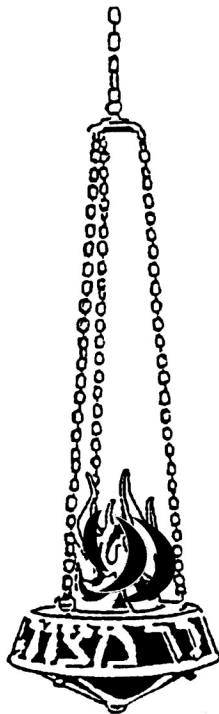
*Zigzag Puzzle:* prom, Oman, anti, tine, Nero, robe, bead, adds.

*Criss-Crossed:* Place one coin on top of the corner coin.

*Clichés and Idioms:* 1. Arch rivals.

2. Lower the deficit. 3. Cover your bases.





*Beth Shalom of Whittier*

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