



Tu B'shevat

This beautiful stained glass panel depicts the holiday, customs, and traditions associated with the holiday of Tu B'shvat.

There are a total of twelve panels in our Temple's social hall—each representing holidays that are celebrated throughout the year.

Each panel was donated and dedicated in honor/memory of a loved one

Tu Bi-Shevat





IN LOVING MEMORY OF
HARRY LEO WEINER
& **SHERMAN SAMUELS**

February 2023

Temple Talk

10 Shevat—7 Adar
5783

			1	2	3	4
					Shabbat Services 7:30 PM Zoom Only	<i>Beshalach</i>
5	6	7	8	9	10	11
						Shabbat Service 10:00 AM Zoom & In-Person <i>Yitro</i>
12	13	14	15	16	17	18
					Shabbat Services 7:30 PM Zoom Only	<i>Mishpatim Shekalim</i>
19	20	21	22	23	24	25
			Rosh Chodesh 1 Adar		Shabbat Services 7:30 PM Zoom Only	<i>Terumah</i>
26	27	28				



The February Temple Talk is Sponsored by

**Ron Angerman, Iris & Larry Friedman,
and Michael Angerman**

*In Loving Memory
of
Nancy Angerman
wife and mother*

February Shabbat Services

Friday	February	3	7:30	PM
Saturday	February	11	10:00	AM
Friday	February	17	7:30	PM
Friday	February	24	7:30	PM

**Friday night Shabbat services
during the month of
February will be on Zoom only;
Saturday morning services will be both
in-person and on Zoom.**

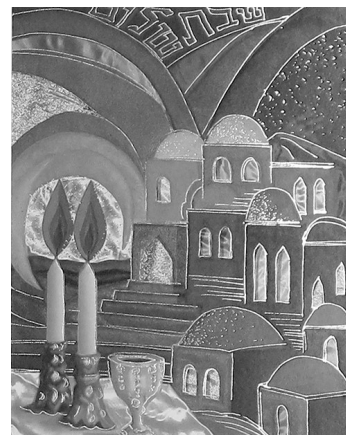
**** Please Note ****

**Check our weekly Friday email messages to
confirm dates and times of all services.**

**In the event of inclement weather,
Saturday services will be by Zoom only.**

Shabbat Candle Lighting February 2023

Friday	February	3	5:22	PM
Friday	February	10	5:30	PM
Friday	February	17	5:38	PM
Friday	February	24	5:47	PM



Vice-President's Message



What do you think of when you imagine the month of February? At first, Ground Hog's Day comes to mind, as does Snowbirds and lots of snow in our own area. But February is so much more.

Valentine's Day: The day after Christmas, displays for Valentine's Day were evident in the stores. Many of us have fond memories of making the Valentine shoe box with doilies and colored paper, then filling them with Valentines. Of course, that is not a tradition in a Jewish Day School. Is Valentine's Day a Christian holiday? In 1969 the Catholic Church removed Valentine's Day from its calendar. I found that Orthodox Jews advised not to participate in Valentine's Day traditions because of the holiday's association with the saint as well as some less than savory pagan rituals. Conservative and Reformed rabbis leaned toward it being ok to buy your significant other flowers and chocolates in celebration of your love on February 14 and any other day of the year. In fact, there is a Jewish version associated with love and romance. It falls each year on the 15th of Av (this year, beginning on Tuesday, August 1). This Day of Love is mentioned in the Talmud as a celebration of the beginning of the grape harvest, in which unmarried girls in Jerusalem would dance in the vineyards awaiting male suitors. In modern Israel it is basically a Jewish Valentine's Day, sharing flowers and romantic dinners. Many even propose marriage on this day. It is also a popular day for weddings.

Jewish Disability Awareness Month: Each February JDAM is recognized to raise awareness and promote meaningful inclusion of people with disabilities and their families in all aspects of Jewish life. It is observed this year on February 1, 2023. The Mishnah teaches us to see the inner sparks that light a person's soul, rather than just glancing at the casing that holds the precious assets of personality, aspiration and caring. Some disabilities are visible, some of the emotional and mental not so much. The Jewish community should strive for an awareness of the many issues surrounding disabilities of all kinds. Jewish tradition teaches us that it is our obligation to ensure equal access for all people and to help facilitate the full participation of individuals with disabilities in religious and public life. We are taught, "Do not separate yourself from the community." Accordingly, we must prevent anyone from being separated against his/her will. Buildings should be accessible. Shabbat Services and prayer books should not be a stumbling block for the blind.

Tu B'shvat: This is that day when G-d renews sustenance and the life cycle of trees (when the sap begins to rise). It begins on the 15 day of Shvat (Sunday, February 5 and ends on Monday, February 6), and marks the end of the rainy season in Israel. It is a sign of spring. Customs reminding of the meaning of the day include eating nuts and fruit, especially the fruits for which the Torah praises the land of Israel: grapes, figs, pomegranates, olives, and dates. Many Jews hold a Tu' Bishvat Seder which includes the fruits and nuts, prayers, readings, and songs as well as four cups of wine. It is popular to plant trees, which is considered the greatest Mitzvah you can do. Trees have a great significance in Judaism. Although the world has never regarded Jews as being tied closely to nature, the truth is that no religion has closer ties to agriculture and ecology. The Midrash teaches that it is forbidden to live in a city that has no gardens or trees. Personally, it is a good time for us to take a walk, work in our garden or have a picnic with friends or family. It can also be the time to strengthen our commitment to taking better care of our planet.

We do have a lot to think about in this usually most severe month of the winter. I have thought a lot about the generous and special people that are a part of our Temple Family. You have responded to our *Next Chapter Campaign* wholeheartedly, and as a member of our Executive Committee I want to thank you for your participation. It is because of you that we can plan for the future of our beloved Temple B'nai Israel. As our Next Chapter is being written remember that your continued support is always welcome. You can feel proud that you have taken part in this initiative with such enthusiasm. Again, thank you so very much.

Make the most of this interesting month of February! See you on Zoom.

Janice Greenwald

Rabbi's Message



What Is There to See?

Photography has been a hobby of mine for years. Mostly I've done wildlife photography, with some other nature photography, vacation pictures, and even some street photography thrown in for good measure. Wildlife photography requires a great deal of patience to find a subject and then to wait for the dramatic moment that will separate a great picture from an ordinary one. If we go down by a northern river and see an eagle with a fish, we could take a picture of the eagle and move on. We could also spend more time exploring that scene. We could zoom in on the fish and the eagle's talons or zoom out and see the rest of the group of eagles in the trees waiting their turns. We could wait for the first eagle to fly off with the fish, or even wait for the next eagle to come along and pluck a fish from the water. And, if we're lucky, we might notice the beautiful flower reflected in the water at our feet.

This example emphasizes two different elements—what we see by careful and patient examination, and how we see it by creatively reexamining what we see. The same metaphor applies to two aspects of being Jewish—the micro level (prayer, study, etc. in the bounded environment of the synagogue, whether the building or the congregation) and the macro level (what we do with our learning in the world at large). When we study, we have a text in front of us. We can read the text and be done, or we can look at the text from multiple perspectives. If we are reading a narrative, what can we learn that can inform how we live and act despite the very different context of our lives? If we are reading a legalistic passage, how can we connect it to the generations of Jews striving to preserve that tradition? What connections might we draw to other passages we've studied or experiences we've had? All of these, and a host of other questions, not only enrich our understanding of the text in front of us but also of the meaning we draw from the text that enriches our daily experiences.

At the macro level, we can see a homeless person and help them find the resources to get back on their feet. If we zoom out, so to speak, we can see a bigger problem than just that one person, and consider how to address poverty as a collective problem. Both are worthy endeavors. We might help our neighbors clean up the mess after a flooded basement, or zoom in to notice the cracked pipe that is the root cause of a problem that may recur. Certainly, there are many, many more examples that we encounter daily. As we go through our lives, we need to practice seeing what is around us, and looking at the world from different perspectives, always with an eye towards building a better world. Opportunities to pursue justice surround us; we need only open our eyes to preserve the lessons of our rich tradition to the benefit of all the world.

Rabbi Howie Stein



A Prayer of Healing and Return to Good Health

Dena Chottiner * Irene Wander * Esther Newberg * Maxine Stein

**To connect with Rabbi Stein you may call or email him directly at:
513-600-5535 | rabbi.howie.stein@gmail.com**



Temple B'nai Israel gratefully acknowledges
the following donations



MEMORIAL DONATIONS

Karen Mann, *in memory of her husband Richard; father-in-law Solomon*
Terry and Len Young, *in memory of Len's grandparents, Morris and Nettie Young*
Marc Goodman, *in memory of his mother, Bette*
Claudia and Warren Finkel, *in memory of Claudia's grandmother, Helen Marcus*
Arlene and Lester Neil, *in memory of Michael Antis, son of Susan Antis; Roland Schriver, father of Kim Schriver; in memory of Lester's father, Allen; Lester's brother, Jerry*
Cindy Odle and Wayne Odle, *in memory of their uncle Sam Sabin; aunt Sabina Sabin*
Susan and Mark Johnson, *in memory of Susan's grandparents, Irma and Herman Brodsky; Susan's uncle, Merrill Brodsky*
James Gold, *in memory of his mother Gladys; brother Steven*

MUSIC, GET WELL & SIMCHA DONATIONS

Steve Mayer, *in honor of Claudia Finkel's special birthday*
Janice and Louis Greenwald, *in honor of Claudia Finkel's special birthday*
Wishes for a complete and quick recovery to Dena Chottiner
Debbie and Alan Iszauk
Joel Kaufman
Steve Mayer



Question: Why do we have two loaves of challah on Shabbat (and festivals)?

Answer : When the Israelites were wandering in the desert, God provided manna for them to eat (*side note: the word manna comes from the Hebrew man hu—what is it, because it was initially unfamiliar to the Israelites*). On weekdays, the Israelites would gather one portion for each person, but on Fridays they would gather a double portion because there was no manna on Shabbat, and gathering it was forbidden anyhow (see Exodus 16:21ff). Today, we remember this by having two loaves on our Shabbat and festival tables.

Ask the Rabbi is a feature that provides answers to the questions that have been bugging you or that you may have been embarrassed to ask. Questions may be submitted to the rabbi directly, or via the synagogue office.



Thank you for your February Chai Fund Donations



Margie and Al Adelman, *in memory of Margie's grandfathers, Samuel Goodman and Zelman Weiss*
Lou and Rosalie Anstandig, *in memory of Rosalie's father, Benjamin Mayer*
Mary and Anthony Arnovitz, *in memory of Anthony's grandfather, Max Arnovitz; Anthony's great grandfather, Max Landman*
Lisa and Ron Brill, *in memory of Lisa's friend, Conni Pressman*
Bethann and Joel Casar, *in memory of Bethann's sister, Ellen Raden Kobrin*
Eve and John Cohn, *in memory of Eve's grandmother, Jennie Kalstone Farkas*
Anna Dlugasch, *in memory of her friend, Conni Pressman*
Janice and Louis Greenwald, *in memory of Janice's parents Dorothy and David Caplan; Janice's friend Conni Pressman*
Marcia and Steve Klein, *in memory of Marcia's mother, Sylvia Schwartz*
Marsha and Dick Leffel, *in memory of Marsha's grandfathers, Samuel Goodman and Zelman Weiss; Marsha's friend, Conni Pressman*
Steve Mayer, *in memory of his father, Benjamin Mayer*
Sondra and Joseph Mendlowitz, *in memory of Joe's mother, Edith*
Arlene and Lester Neil, *in memory of Lester's brother, Jerry*
Susan Sabin, *in memory of her friend, Conni Pressman; in memory of her aunt, Sabina Sabin*
Nancy and Gary Tuckfelt, *in memory of Gary's mother, Freda*
Ed Weisberg, *in memory of his mother, Mary*
Gail and Harvey Wine, *in memory of Gail's mother, Rose Kimmelman*
Terry and Len Young, *in memory of Len's grandmother, Nettie Young*

February Birthdays will be acknowledged during our Shabbat service on Saturday morning , February 11

Birthdays

Esther Newberg, Richard Rubinstein,
Mark Simon, Patricia Hirsh-Simon,
Earl Benovitz

*Stan Getz—musician, Herb Kohl— U.S. Senator,
Carole King—musician, Mark Spitz—athlete,
Terry Gross—journalist, Jerry Springer—talk show host,
Jane Seymour—actress, David Axelrod—political consultant, Joe Lieberman—U.S. Senator,
Michael Bolton—musician, Josh Groben—musician*

Anniversaries

Janice & Louis Greenwald
Linda & Sanford Ehrenreich



Yahrzeits from 14 Shevat—11 Adar 5783 February 5—March 4, 2023

If the name is printed in **Bold**, a Yahrzeit Plaque will be illuminated in the Sanctuary on the date the name is read.

If you would like to place a Yahrzeit Plaque in the Sanctuary,
please call the office at 412-678-6181.

The cost is \$350.00.



Yahrzeit names to be read week of: February 5

Meyer Keller : Shevat 14 : 2/5/2023

Samuel Lebowitz : Shevat 14 : 2/5/2023

Charles Serotta : Shevat 15 : 2/6/2023

David Bendix : Shevat 15 : 2/6/2023

Florence Siegel : Shevat 15 : 2/6/2023

Freda Tuckfelt : Shevat 15 : 2/6/2023 Lucy Vaxler :

Shevat 15 : 2/6/2023

Yetta Samuels : Shevat 15 : 2/6/2023

John Schwartz : Shevat 16 : 2/7/2023

Nathaniel Apter : Shevat 16 : 2/7/2023

Laura Herskowitz : Shevat 17 : 2/8/2023

Sara Kaufman : Shevat 17 : 2/8/2023

Sarah Mervis : Shevat 18 : 2/9/2023

Aaron Lebowitz : Shevat 19 : 2/10/2023

Bruce Benovitz : Shevat 19 : 2/10/2023

Samuel Mendlowitz : Shevat 20 : 2/11/2023

Yahrzeit names to be read week of: February 12

Betty Gerendash : Shevat 21 : 2/12/2023

Charles Sable : Shevat 21 : 2/12/2023

David Feinberg : Shevat 21 : 2/12/2023

Edith Suls : Shevat 21 : 2/12/2023

Louis Lebowitz : Shevat 21 : 2/12/2023

Charles Mendlowitz : Shevat 22 : 2/13/2023

Lotte Schostal : Shevat 22 : 2/13/2023

Merrill Brodsky : Shevat 22 : 2/13/2023

Samuel Simon : Shevat 22 : 2/13/2023

Selma Schermer Cohen : Shevat 23 : 2/14/2023

Jennie Kalstone Farkas : Shevat 24 : 2/15/2023

Jerry Neil : Shevat 24 : 2/15/2023

Joseph Krow : Shevat 24 : 2/15/2023

Pearl Izsak : Shevat 24 : 2/15/2023

Max Jacobs : Shevat 25 : 2/16/2023

Michael Moses : Shevat 25 : 2/16/2023

Rabbi Joseph Levine : Shevat 25 : 2/16/2023

Bernice Greenfield : Shevat 26 : 2/17/2023

Conni Pressman : Shevat 26 : 2/17/2023

Fannie Nius : Shevat 26 : 2/17/2023

Hannah Lebowitz : Shevat 26 : 2/17/2023

Morse J. Keller : Shevat 26 : 2/17/2023

Rose Schwartz : Shevat 26 : 2/17/2023

Velma Feldman : Shevat 26 : 2/17/2023

Leah Friedman Buckler : Shevat 27 : 2/18/2023

Yahrzeit names to be read week of: February 19

Esther Rubinstein : Shevat 28 : 2/19/2023

Gladys Wintner : Shevat 28 : 2/19/2023

Rose Seigle : Shevat 28 : 2/19/2023

Annabelle Teplitz Newman : Shevat 29 : 2/20/2023

David Scott : Shevat 29 : 2/20/2023

Continued from week of: February 19

William Rosenzweig : Shevat 29 : 2/20/2023

Alex Serbin : Shevat 30 : 2/21/2023

Rebecca Kline : Adar 1 : 2/22/2023

Sara Pearl Weiss : Adar 1 : 2/22/2023

Sidney Rubinstein : Adar II 1 : 2/22/2023

Benjamin Denenberg : Adar 2 : 2/23/2023

Jacob Zeidman : Adar 2 : 2/23/2023

Mose Snyder : Adar 2 : 2/23/2023

Samuel Miller : Adar 2 : 2/23/2023

Florence Chottiner : Adar II 3 : 2/24/2023

Mary Weisberg : Adar 3 : 2/24/2023

Bertha Lebowitz : Adar II 4 : 2/25/2023

Jacob Schachter : Adar 4 : 2/25/2023

Nancy Angerman : Adar 4 : 2/25/2023

Nettie Young : Adar 4 : 2/25/2023

Samuel Goodman : Adar 4 : 2/25/2023

Yahrzeit names to be read week of: February 26

Benjamin Miller : Adar 5 : 2/26/2023

Bessie Greenblat : Adar 5 : 2/26/2023

Ella Levy : Adar 5 : 2/26/2023

Sam Taksel : Adar 5 : 2/26/2023

Baruch Raden : Adar 6 : 2/27/2023

Edwin Fisher : Adar II 6 : 2/27/2023

Israel Weiss : Adar 6 : 2/27/2023

Samuel Zolten : Adar 6 : 2/27/2023

Sylvia Schwartz : Adar 6 : 2/27/2023

Zelman Weiss : Adar 6 : 2/27/2023

Benjamin Weiss : Adar 7 : 2/28/2023

Edith Mendlowitz : Adar 7 : 2/28/2023

Fannie Friedman : Adar 7 : 2/28/2023

Gilbert Farkas : Adar 7 : 2/28/2023

Richard Scharding : Adar II 7 : 2/28/2023

David Roth : Adar 8 : 3/1/2023

Elek Klein : Adar 8 : 3/1/2023

Estelle Escovitz : Adar 8 : 3/1/2023

Fannie Schwartz : Adar 8 : 3/1/2023

Lillian Siegel : Adar II 8 : 3/1/2023

Max Gold : Adar 8 : 3/1/2023

Annie Swartz : Adar 9 : 3/2/2023

Bernard Friedman : Adar 9 : 3/2/2023

Bernard Kline : Adar 9 : 3/2/2023

Max Donde : Adar 9 : 3/2/2023

Minnie Mehlman : Adar 9 : 3/2/2023

Aaron Naimark : Adar 10 : 3/3/2023

Bertha Krow : Adar 10 : 3/3/2023

Earl Scott : Adar 10 : 3/3/2023

Joseph Odle : Adar 10 : 3/3/2023

Naomi Levine : Adar 10 : 3/3/2023

Oscar Wander : Adar 10 : 3/3/2023

Yahrzeit Names continued from page 8
Week of : February 26

Allen Neil : Adar 11 : 3/4/2023
 Dorothy Morantz : Adar 11 : 3/4/2023
 Margit Mendel : Adar 11 : 3/4/2023
Murray Beidof : Adar 11 : 3/4/2023
Reva Rack : Adar 11 : 3/4/2023
Sarah Devore Raden : Adar 11 : 3/4/2023



A Prayer for Peace...One Year Later

by

Rabbi Charlie Cytron-Walker

*In a world that's broken and shattered,
 Plagued by indifference, falsehood,
 and corruption,*

We feel the uncertainty.

We feel the pain.

And we are not helpless.

God, we pray for peace:

For wholeness and healing,

For safety when violence touches us all.

God, we pray for peace:

For justice and compassion,

For acceptance in the face of hatred.

We will not be held hostage to hopelessness.

We pray for peace.

We struggle for peace.

We bring peace.

We will be whole.

God, help us be whole as we pray for peace.



* Rabbi Charlie Cytron-Walker is the former rabbi of Congregation Beth Israel in Colleysville, Texas. Rabbi Cytron-Walker currently serves as the rabbi of Temple Emanuel in Winston-Salem, North Carolina, and is a special advisor to the ADL.



Donations to Temple B'nai Israel are a wonderful way to recognize a *simcha*, honor or memorialize family or friends, or to contribute to one of the Temple programs that you want to support.

Donated funds are used for the maintenance, operation, and programming of our Temple. Unless designated for a specific Temple purpose or a Designated Fund or Project described below, your donations will be used for one or more of the following:

1. General Fund / Shabbat Music Fund
2. Memorials and Yahrzeits
3. Temple Talk
4. Oneg Shabbats & Kiddushim
5. Sisterhood Chai Fund - annual appeal that supports Zoom services and Shabbat music
6. High Holiday/Yom Kippur Appeal
7. Music for High Holiday Service
8. Holiday Flowers

Your gift is a vital part of our ability to continue providing religious services, programming, and life-long Jewish learning . The generosity of our congregants and friends has always been and will always be above and beyond our expectations. *Thank You!*

Thank you!



HIGH HOLIDAY
FOOD DRIVE RESULTS

Temple B'nai Israel
 of White Oak donated

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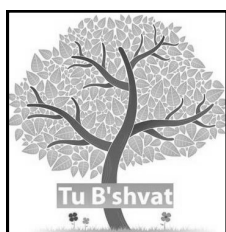
**POUNDS OF
 PANTRY GOODS!**

JFCS SQUIRREL HILL
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Thank you to all of our
 High Holiday partners
 for donating

4,594 pounds
 of pantry goods
 during 2022!

Temple B'nai Israel
 of White Oak



טו בשבט 5783

Monday, February 6

Hug A Tree

Celebrating the New Year for the Trees

Adapted from ReformJudaism.org

Traditionally, Tu B'shvat was an important date for Jewish farmers. In the Torah, it states that *“when you enter the land [of Israel] and plant any tree for food, you shall regard its fruit as forbidden. Three years it shall be forbidden for you, not to be eaten.”* Therefore, any trees with fruit that were planted at least four years before, were offered to priests as a gift, and the farmers would get to keep the rest. Eventually, the day was considered a 'birthday' for all trees, regardless of when they were planted. Fruit trees have a special status in the Torah because of their importance in sustaining life and as a symbol of God's divine favor and gift to us.

How do Jewish people celebrate Tu B'shvat? In modern times, Here in America *we* consider this to be a minor holiday. As one of the few two countries in the world that entered the 21st century with a net gain in its number of trees, Israel has much to celebrate, especially considering that the Land of Israel does not have natural forests, which means that all its forests are hand-planted. The holiday has become a symbol of renewed growth of the Jewish people returning to their ancestral homeland. Jews all around the world celebrate Tu B'shvat. Many of us will contribute money to the Jewish National Fund, an organization devoted to reforesting Israel, and planting trees. Others considered this holiday to be a Jewish 'Earth Day.'

On Tu B'shvat, Jews are encouraged to eat fruits associated with the Holy Land, especially the ones mentioned in the Torah. The seven species of the land of Israel are listed in the biblical verse Deuteronomy 8:8: a land with wheat and barley, vines and fig trees, pomegranates, olive oil and [date] honey. Therefore, it is customary to eat a great amount of fruit on Tu' B'shvat particularly fruits that are grown in Israel including *bokser* (carob pods), oranges, avocados, banana, kiwi, dried plums, melons and dried apricots. Another custom is to try to eat a new fruit, which can be any seasonal fruit not tasted during the year. Some Jews may also pray for a perfect etrog to use during Sukkot. Most Jews in Israel, will plant any kind of trees on this day.

Here are a few interesting facts about the holiday:

The name of the festival is actually its date! “Tu” is a pronunciation of the Hebrew letters for the number 15, and it falls in the Hebrew month of Shevat. However, the date of the celebration varies slightly each year. Also, the majority of the annual rainfall in Israel has already fallen by this point, so the soil will be healthy, and water-logged for new trees to be planted.

Some people celebrate with a Tu B'shvat Seder. While this custom has turned into a popular celebration, it originated as a mysterious practice of Kabbalists in Israel and Spain in the 16th and 17th centuries. They created a seder, loosely modeled on the Passover seder, that involved eating various fruits and drinking four cups of wine. This seder also follows a special order of eating and drinking that was intended to be a mystical adaption of “the Four Worlds,” that includes both the physical and spiritual planes. Interestingly, the popular concept of “tikkun olam,” which literally means “fixing the world,” derives from Kabbalistic practices such as this one.

Another way to mark the Tu B'shvat holiday is to spend time focused on the natural world. We are encouraged to enjoy the natural world and to increase our awareness of the God-given gift of Creation.

Tu B'shvat can also be used as a powerful time to strengthen our commitment to taking better care of our planet. The Torah says that God placed Adam in the Garden of Eden to “work and protect it” (Genesis 2:15). The basic job of human beings is to be stewards of the Earth. We make the most use of it, and it is our responsibility to protect it.

The Choices of Adar—Oh Joy! 1 Adar begins on February 22



Everyone knows that the Jewish year begins in Tishrei, with Rosh Hashana. But surprise, surprise -- there are actually two ways of calculating the order of our calendar. The more familiar version follows the calculations made by Hillel the Elder in the Talmudic era, and refers to the months by their Babylonian names -- Tishrei, Cheshvan, etc.

The other method that is used is by the Torah. The Torah text does not assign names to the months, but rather refers to the "first month," "second month," etc. The "first month" is Nissan, featuring Passover, the anniversary of our liberation from Egypt. In the other calendar, Nissan would be the seventh month! Confused yet?

God, however, sees things from a different angle. As voiced in the Torah, the emergence of the Jewish nation is the beginning of our meaningful history. Thus, Nissan is the first month.

Which brings us back to Adar, the month that directly precedes Nissan. From the Torah's perspective, Adar is the last month of the Hebrew calendar. Adar is often described as the "month of darkness," because during Haman's time we were closer than ever to suffering total annihilation. The light of Nissan, the light of liberation, could have been extinguished, had Haman's plot succeeded. Through the miracle of Purim, the darkness turned to light.

The opposite of blessing is constraint or limitation. Adar is the month in which Haman threatened to not only limit our presence, but to erase it entirely. But destiny had a different plan. "When Adar enters, joy increases". ♥

How Fleischmann's Yeast Built the Jewish Catskills— adapted from thenosher.com

Many home cooks this past year, upped their challah-baking game with new braiding patterns and interesting flavors. If you used Fleischmann's yeast for your challah, you leavened your dough with the essence of American Jewry.

The Fleischmann family's story echoes the experience of many other immigrant Jews. Hungarian brothers Charles and Max Fleischmann were part of the mid-19th-century wave of Central European Jews arriving in America. They settled in Cincinnati where they became yeast manufacturers in 1868. Soon, the Fleischmanns were mass producing pressed cakes of yeast. Their genius lay not in inventing a new product, but in its clever distribution and marketing techniques. Since Cincinnati was a hub of transportation routes, the Fleischmann's also built a network of production and distribution centers in order to reach most of the country.

Their first major marketing coup was at the 1876 Centennial Exhibition in Philadelphia where they featured a Vienna Model Bakery to demonstrate their product. The fair attracted 10 million visitors, many of whom stopped to sample the delicious bread. Soon, compressed yeast became the preeminent solution for home bakers. Another early marketing effort featured a promotional cookbook giveaway. Fleischmann's followed others in using this fairly new medium, continuing well into the 20th century. The company also offered wrapper premiums — you could trade in yeast package labels for free kitchen utensils.

But Fleischmann's most significant contribution to consumer marketing was in what we now call branding. From the start, Charles Fleischmann guarded the company's name and image, zealously warning his customers against cheap imitators. Fleischmann's branding was so successful that by the late 1920s they controlled over 93% of their market!

While this all ties the family into the American Jewish experience, their greatest related legacy is also their least recognized. The late 1800s saw antisemitic discrimination aimed at wealthy American Jews. More than once, they were denied entry at fancy hotels and resorts. Charles Fleischmann used his fortune to beat the antisemites at their own game. Purchasing 60 acres in Griffin's Corner, NY, he created a resort village specifically for Jews. Eventually incorporated as Fleischmanns, NY. This famous resort town launched a classic 20th-century Jewish phenomenon: vacationing in the Catskill Mountains, the so-called Borscht Belt that is indelibly linked with American Jewish popular culture.



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White Oak, PA. 15131

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TEMPLE TALK

February 2023

The Bulletin of Temple B'nai Israel

Rabbi Howard Stein

President: **Dick Leffel**; Vice President: **Janice Greenwald**; Secretary: **Lindi Kendal**; Treasurer: **Steve Klein**
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Phone: 412-678-6181 FAX: 412-896-6513

Email: tbioffice@gmail.com Website: www.tbiwhiteoak.org

LIKE And Follow US ON FACEBOOK

HEART HEALTH AWARENESS

February is National Heart Month — a great time to make sure your ticker is tickin' properly. We've all heard it: change your diet, maintain a healthy weight, be physically active, quit smoking. But why? Can this advice **REALLY HELP** you lower your cholesterol and improve your heart health? **YES!** Making small changes in your daily routine can add up to big benefits and help you live a healthier, more balanced life.

