

Temple Beth Sholom

February 2013 5773

Rabbi Elliot Rosenbaum

חזק חזק ונתחזק
Be strong, be strong, and may we be strengthened.

HALVAH (Hal-vah, Not: Halavah)

How did this candy, a favorite of the Jewish people, get to America?

According to one of the only manufacturers of halvah in the U.S.:

The year was 1905. The place was a small town in Russia called Kiev.

The man was Nathan Radutzky, a simple 22 year old entrepreneur with a recipe and an idea.

What he held was a recipe for one of the oldest known confections in the world.

It was eaten by Kings and Titans, and Princes and Sultans.

In some parts of the world it was considered a sacred symbol of immortality and life. In other cultures it was thought to promote fertility. It also tasted really, really good. That recipe was **Halvah**.

Halvah is an ancient Turkish confection, dating back 3000 years.

It was about to be refined, reinterpreted, and reinstated as a favorite among the eastern European Jewish immigrants in the early part of the 20th century.

In 1907 the first batch of Halvah was produced on the Lower East Side of Manhattan where you can still buy it today. The Joyva Corporation, in its 99th year of operation, is still a family run business. It is headquartered in Brooklyn, NY. Why is Joyva halvah so good?

The secret is careful, measured mixing by hand, said Richard Radutzky of Joyva Corporation.

"We make at least 20,000 pounds of halvah every week, and all of it is mixed by hand," he said.

"We tried to build a machine to do it, but we couldn't get it right. Most machines mix it too much, which makes it too smooth. But then if you don't mix it enough, it's too rough, and it will fall apart. You are looking to get that perfect flaky texture."

The halvah (all kosher) is mixed in large, bowl-shaped copper kettles by big, burly men, who alternately paddle, stir and knead a mixture of egg whites, sugar syrup and tahini (sesame paste).

Flavorings, like melted chocolate for the marble halvah or pistachio nuts, are added at the end.

"When my grandfather Nathan Radutzky started the company there was one flavor" he said.

"Then my father and his brothers



Halvah Stand, Mahane Yehuda Market, Jerusalem

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President's Corner:

The festival of Purim is celebrated on the 14th day of Adar, which is February 24th. Therefore Purim begins on the evening of February 23rd.

The Temple will have a short weekday service on Saturday night Feb. 23rd at 6:30PM and then we will read the Magillah (the story of Purim). Please bring a box of macaroni (not spaghetti) so that we can use them instead of a noise maker. We will donate the boxes of macaroni to the local food bank after the service.

Purim is a joyous holiday when Jews celebrate surviving the possible annihilation by a Persian king. This occurrence of avoiding extermination has happened many times in the Torah. In fact we will be celebrating the retelling of the exodus (before Pharaoh terminated our existence) from Egypt on Passover.

The Jewish people have survived many attacks on its existence in the past. We are always stronger than our oppressor think we are and we are the survivors of some of the worst atrocities on history. Today Israel exists in the middle of an Arab world bent on destroying our home land and Jews through the world have to deal with radicals that want to eliminate the Jewish religion. HOWEVER, we are stronger than all of our enemies perceive us to be. We have endured for ages and we have learned that our faith in each other and our faith in our religious beliefs will live for generations to come and it does not hurt to have a mighty hand in addition to our faith.

Purim celebrates Esther's and Mordechai's determination to save their people from an ignorant tyrant Ahasuerus. We need to do the same thing today, standing up as Jews and telling our congressman and the President of the United States that they need to support Israel's right to exist in the Middle East. We also need to continue to support Israel, in any way we can, to show the world that Israel is a nation made up of Jews throughout the world not just those that live there.

Join us on Feb 23rd and make a joyful noise while listening to the story of Esther.

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2013 TBS Board of Directors

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added pistachios and marble.

The newest flavor we added was 20 years ago, chocolate-covered halvah with almonds. When you have three and four generations in one company, you take baby steps. Change is slow."

Mr. Radutzky, along with his cousin Sandy Wiener, would like to create newer flavors to entice younger customers. "We've been tossing around things like cookie dough, cappuccino and cherry, but it's tricky because we don't want to alienate our regular customers either," he said.

"People are very passionate about halvah. They really go nuts for it."

Good source for fresh halvah:

<http://www.economycandy.com/> Rabbi Elliot Rosenbaum

Sponsors are needed for Oneg Shabat.

Oneg sponsorship requires that you supply refreshments for the congregation
or simply donate \$30.00 to buy the items.

Torah repairs started

Thanks to the donations of a number of congregants, most notably the Selberg family and Jules Teck, the repairs to our Torahs have begun. One of the two Torahs owned by Temple Beth Sholom has been sent out and the open seams will be repaired, the remaining seams will be reinforced.

When that scroll returns, and funds are available, the second scroll will be repaired as well.

Newsletter editor and webmaster

Stan Coffield

Upcoming services

February 8 and February 22 7:30 PM. Torah study on February 9 and February 23 10 AM

March 8 and March 22 7:30 PM. Torah study on March 9 and March 23 10 AM

April 12 and April 26 7:30 PM. Torah study on April 13 and April 27 10 AM

May 10 and May 24 7:30 PM. Torah study on May 11 and May 25 10 AM

Our thanks for donations from the following congregants

Garry Meyers for his continued generous donations
and to Jill Fetz for the DELICIOUS home baked challahs

HUMOR

THE PARKING SPACE

Moishe is driving in Jerusalem. He's late for a meeting, he's looking for a parking place, and can't find one. In desperation, he turns towards heaven and says: "Lord, if you find me a parking place, I promise that I'll eat only kosher, respect Shabbos, and all the holidays."

Miraculously, a place opens up just in front of him.

He turns his face up to heaven and says, "Never mind, I found one!"

THE MEZUZAHS

A wealthy Jewish man buys a fabulous home in Beverly Hills. He brings in a local workman to decorate the place. When the job is finished, the homeowner is delighted but realizes that he's forgotten to put mezuzahs on the doors. He goes out and buys 50 mezuzahs and asks the decorator to place them on the right hand side of each door except bathrooms and kitchens.

He's really worried that the decorator will chip the paint work or won't put them up correctly. However, when he comes back a few hours later, he sees that the job has been carried out to his complete satisfaction.

He's so pleased that he gives the decorator a bonus.

As the decorator is walking out of the door he says, "Glad you're happy with the job. By the way, I took out all the warranties in the little boxes and left them on the table for you!"

MEAL TIME ON EL-AL

It was mealtime during a flight on El-Al. "Would you like dinner?" the flight attendant asked Moishe, seated in front.

"What are my choices?" Moishe asked.

"Yes or no," she replied.

PHILANTHROPY

A visitor to Israel attended a recital and concert at the Moscovitz Auditorium. He was quite impressed with the architecture and the acoustics. He inquired of the tour guide, "Is this magnificent auditorium named after Chaim Moscovitz, the famous Talmudic scholar?"

"No," replied the guide. "It is named after Sam Moscovitz, the writer."

"Never heard of him. What did he write?"

"A check", replied the guide.

Temple Beth Sholom needs your PARTICIPATION

If you are aware of unaffiliated families, please invite them to Sabbath services and/or advise the board. Please consider taking a more active part in running your temple. Call, email or let us know at services.

Our Next Board Meeting will be February 28th

6:00pm at the Temple.

Plan on attending, show your support of TBS

Everyone is welcome