

Co-Presidents Message



L to R, Alice Berman, Tia Ziagos
and Jeffrey Wolf

We hope everyone has had a very Happy Chanukah and is enjoying a happy and healthy beginning to the New Year!

We are pleased to report that the Museum is benefitting from the presence of our Administrative Assistant, Tia Ziagos, who is most likely to

answer the phone when you call. She is a valued asset for the Museum and her friendly, helpful, and pleasant manner is a welcome addition.

We hope you will read the articles and program announcements throughout this issue, but we would like to take a moment to highlight two important topics: volunteering and fundraising.

It takes both time and resources in order for the Museum to continue to meet its mission: *To connect Jews to their heritage; and to present exhibits, programs and publications that celebrate, preserve, explore, and illustrate the rich and unique history of the Jewish residents of Greater Monmouth County, and their contributions to the larger community.*

The investment of time from so many volunteers helps the Museum to grow and flourish as the Museum continues to offer educational and meaningful exhibits and programs. Some of those volunteers are noted in this issue and have authored this month's articles. Consider joining our growing team of dedicated volunteers as a docent, speaker, historian, writer, or committee member to plan programs and activities, or contact us to be considered for Board membership. Nominations can be made at any time, but in order to be on the ballot at the June Annual Meeting, the deadline is March 1, 2015. Contact the Museum by phone or email and let us know what you would be interested in doing and we will find a task, committee, or Board position that needs you!

Please also consider that the Museum's membership fees do not cover all the costs of operations and it takes all members of the community to find ways of supporting the Museum through additional financial contributions. A new way to help is highlighted in this month's article, "Fundraising is Beautiful!" It provides details on how to donate stocks which have gained in value. Talk to us about this, or about leaving your legacy to the Jewish community through a bequest to the Museum.

You can find out about the Museum and its activities in old and new places - in print media, on the web, and more recently on social media. Of course, a visit to the Museum for a program or our current exhibit on Jersey Homesteads (Roosevelt) is the best way to get to know the Museum.

Stay informed, be involved, and share your history.

Alice Berman, Jeffrey Wolf
Co-Presidents

**Jewish Heritage Museum
of Monmouth Country**
310 Mounts Corner Drive
P.O. Box 7078
Freehold, N.J. 07728
Museum Phone: 732-252-6990
website: www.jhmomc.org
e-mail: info@jhmomc.org

Co-Presidents

Alice Berman
Jeffrey Wolf

Vice President

Marc Diament

Secretary

Cindy Quitt

Treasurer

Richard Mellin

Board of Trustees

Gloria Berman
Carol Fox
Susan Helfand
Marjorie Kalman-Kutz
Hilda Mesnick
Irwin Ostrega
Dean Ross
Janice Saltzman
Vic Schioppo
Robert Silverman
Phyllis Solomon

Publications Committee

Co-chairs

Carol Fox
Jean Klerman

Copy Editor

Carol Fox

Heritage Highlights Design Editors

Michael Berman
Jeffrey Wolf

Editorial Board

Alice Berman
Gloria Berman
Michael Berman
Carol Fox
Jean Klerman
Jeffrey Wolf

Web Development & Design

Gil Newman
Batsheva Salberg

The JHMOMC is a registered 501(c)(3) not-for profit organization and is handicapped accessible.

Fundraising is Beautiful!!

One might want to know WHY FUNDRAISING IS BEAUTIFUL. Here are some quick answers.

- Donors get involved and feel good about their impact, and have the satisfaction in knowing "I can make a difference"
- The donor can communicate ideas and suggestions
- The donor can be appreciated beyond expectation

The JHMOMC is embarking on some new fundraising opportunities that hopefully will ensure the continuity of our exciting and enriching programs and exhibits for many years to come!

The Museum is now able to accept gifts of appreciated securities (stocks) as a donation! This type of contribution has two financial benefits for the donor: first, the donor would not have to pay capital gains tax on the increased value of the stocks when they are sold (because they get sold by the Museum after the donation is made), and second, the donor is able to take a tax deduction of the full value of the stocks as a donation. Of course, there



Engraved bricks around the flagpole in front of the Museum

is the already noted benefit to the donors of knowing that their contributions have made a difference to the Museum and the community. All donations, large or small, are deeply appreciated.

Additionally, please do not forget about the Museum's ongoing opportunity to purchase an engraved Brick to honor and memorialize family members. Mother's and Father's Day are wonderful opportunities to remember our parents and grandparents. This year marks the 70th anniversary of the end of WWII. Honor the Veterans in your family with a Brick to show your pride in their participation in the War. You can place an

order by completing the form on the back of this issue of *Heritage Highlights*, and sending it with your payment to the Museum.

Furthermore, the JHMOMC has beautiful Tribute cards that can be used for life cycle events and memorial recognition. This is a wonderful symbolic way of marking occasions and helping the Museum at the same time. Contact the Museum to order a pack - 3 for \$10.

Finally, look for an exciting new event in the future that will honor those who have made this jewel of our Museum a reality. We look to the community to join with us in recognizing the efforts of those who made it happen.

- **Phyllis Solomon**
Chair, Fundraising Committee

A Thought to Ponder by one of our Board members

Tzedakah is a wonderful tradition of the Jewish people. Although it is always remarkable to share with others and provide financial assistance, tzedakah is actually considered an obligation. We hope that you find it in your hearts to consider The Jewish Heritage Museum of Monmouth County when you give tzedakah. It will be your contribution to our future as Jews.

- **Carol Fox**
Co-chair, Publications Committee
Copy editor of the *Heritage Highlights*

Joining the Board Nominations

In order to fulfill our Museum's mission, we need volunteers for our Board of Trustees. A commitment is needed to:

- attend Board meetings the second Tuesday of every month
- Participate or chair a committee
- Volunteer to assist at the Museum a minimum of four Sundays per year

To be considered for the JHMOMC Board of Trustees at our annual meeting in June, one must submit his/her name and a short resume for consideration by March 1st.

Your skills, energy, time, working harmoniously with a strong commitment to furthering the Museum's mission are essential for success.

Please contact Gloria Berman, our Nomination Committee chair, by calling the Museum or emailing her at info@jhmomc.org.

The Museum and Social Media in the Twenty-first Century



Managing social media for the Museum are (L.to R.) Grace Toy, Shevi Salberg and Tia Ziagos



In 2010, the Jewish Heritage Museum of Monmouth County first ventured into social media with Facebook. Two years

later, Twitter, and most recently, Google Plus, and Tumblr have been added to its media outreach. We are currently setting up Pinterest and Instagram accounts, with the assistance of Administrative Assistant, Tia Ziagos, with Facebook Administrator, Shevi Salberg, and Public Relations Co-Chair, Grace Toy.



Follow us! Learn a myriad of intriguing details about our current exhibit, *Jersey Homesteads to Roosevelt: An Experiment in Cooperative Living*. Come see works by Roosevelt's lauded

tumblr.

native son, Social Realist artist, Ben Shahn, whose mural put the Borough on the map. Learn about the original 1938 bas relief aluminum doors that formerly adorned the Roosevelt Public School and now grace the Hayloft Stage. Find out about the industrial sewing machine and its significance in the early settlers' lives. Enter a trivia contest about artifacts on



conversation and share your suggestions and ideas for future Museum programs, or topics of interest for future newsletter articles.

permanent display from our Honorary Board Trustee and long-time Freehold native, Nardie Hochberg. Finally, join in the

We cannot wait to welcome you to our extended community on the Web! Let us make a more vibrant, living JHMOMC together!

- Grace Toy
Co-chair, Public Relations Committee

Speakers Bureau

Does your organization need a program to present at one of its meetings? Consider one of the Museum's Speakers Bureau's unique PowerPoint presentations. We have several interesting, informative, and at times provocative programs to offer. Each presentation has been carefully researched and crafted by our gifted and hardworking staff. A program of your choice can be presented at the Museum or at a meeting site of your choice (in the Greater Monmouth area) by our talented volunteers. Our programs are becoming more and more popular so get your reservations in early by booking one of the following programs:



Marc Diamant,
Speakers Bureau
Volunteer, JHMOMC

- *Journey to Monmouth: From the Iberian Peninsula (Spain and Portugal) to the New World* (45-60 minutes)
- *The Story of the Jews of Monmouth County: In Town, At the Shore, and On the Farm* (30 minutes)
- *18th Century Monmouth County Jews: Colonial and Revolutionary Times* (30 minutes)
- *The Jewish Newport on the Jersey Shore: The History of the German Jews of Monmouth County* (45-60 minutes)
- *Louise Nevelson: Grand Dame of American Sculpture* (45 minutes)
- *The Land was Theirs: Jewish Farmers in the Garden State* (55 minutes) **at the Museum only**
- *Faces of Genius: Jewish American Nobel Prize Laureates in Science and Medicine* (75 minutes)

*Please contact the Speakers Bureau through the Administrative Assistant at 732-252-6990.

- Barbara Michaels
Chair, Speakers Bureau

From Felix Mendelssohn to



Felix Mendelssohn
1809-1847

Paul Ben-Haim

**The Odyssey of
Jewish Composers
A Piano Concert
by Alan Mallach**



Paul Ben-Haim
1897-1984

**Sunday
March 29, 2015
2 PM**

\$15 members, \$18 non-members

The Jewish Scene at Bell Telephone Laboratories

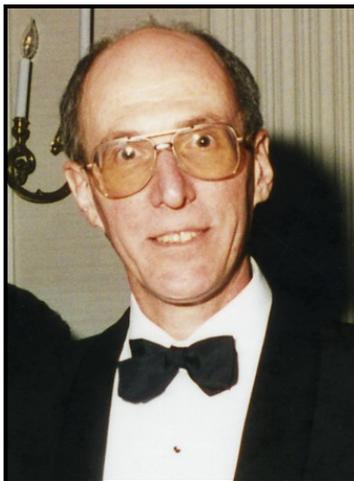
This is the fourth in a series of articles highlighting the contributions of Jewish scientists and engineers who worked at the Bell Telephone Laboratories during its golden years.



Aerial view of Bell Labs, Holmdel

James C. Frauenthal

Applied mathematician James (Jim) C. Frauenthal, a resident of Colts Neck for 30 years, was another notable Jewish member of the Bell Labs professional staff during its peak decades of scientific achievement. His German-Jewish family roots in America were planted in the 1840s when his great grandfather, Samuel Frauenthal, a shoe manufacturer, emigrated from Austria to settle in Wilkes Barre, Pennsylvania. Jim's grandparents quickly established themselves in various professions in the New York City area. One grandfather was an orthopedic surgeon and the co-founder with his brother of the Hospital for Joint Diseases. Jim was born in 1944 and grew up in Scarsdale, New York.



James C. Frauenthal

After receiving a PhD in Applied Mathematics from Harvard University, Jim did a two year post-doctoral fellowship at the Harvard School of Public Health and then joined the faculty at the State University of New York (SUNY) at Stony Brook where he taught courses in mathematical modeling, did funded research, and was the recipient of the New York State University Chancellor's Award for Excellence in Teaching. In 1982, Jim resigned to accept a position as Member of Technical Staff at Bell Telephone Labs. He worked there for the next sixteen years, developing mathematical models of

queueing systems and telephone switching systems. His work included design of the queue interflow system implemented in the 5ESS switch, a patent on a network-based interflow design for decentralized customer service centers and he was heavily involved in the creation of TrueVoice. Jim left Bell Labs and went to Cisco Systems, where he worked on the acoustic design of a proprietary VoIP (voice over internet protocol) business telephone system.

In a recent interview with this author, Dr. Frauenthal expressed his opinion that in its heyday, the intellectual climate of Bell Labs was comparable to what he had experienced during his years at Harvard. Bell Labs was truly an extraordinary place. "It was also a place where differences were not just tolerated but welcomed." Some of his closest colleagues at the Labs were from Germany and other foreign countries, and were as diverse in religion (Muslim, Jewish, Christian) as in nationality. "In the dining room in Holmdel, there were tables where people who had grown up in other countries and cultures would gather but if you came over and sat with them they would cordially welcome you and switch to English." Jim acknowledges that the intellectual bonanza that had been Bell Labs before the divestiture is gone, but is grateful for the wonderful opportunity he had to have been a part of it while it lasted.

- Jean Klerman
Co-chair, History Committee

Ira Jacobs (1931-2010)



Dr. Ira Jacobs

Dr. Ira Jacobs was born January 3, 1931 in Brooklyn, the second son of Leah and Nathan Jacobs. (Hebrew name: Yisrael ben Nachum HaKohen, Israel the son of Nahum the Priest). The Jacobs family remained in Brooklyn until moving to Long Island in 1948. Ira's father was in business with a brother-in-law and then became a salesman for a large appliance store. Living in

Cont'd on page 6

Cont'd from page 5

a predominantly Jewish community, it took Ira some time before realizing that Jews were not a majority.

Ira received a B.S. degree, Magna Cum Laude, from City College of New York, in August 1950 at the age of 19. He majored in physics and was elected to Phi Beta Kappa. He went on to earn M.S. (1952) and Ph.D. (1955) degrees in theoretical physics from Purdue University and was soon after courted by Bell Labs to a position in the newly formed military analysis group. This was the beginning of a thirty-two year tenure at Bell Labs.

Some companies were not always as open to accepting Jewish employees. Ira Jacobs knew well to the extent of prejudice in the business world when his father had preferred to use the name Jackson as a salesman rather than his given name. Perhaps this is why, when new to Bell Labs, Ira Jacobs was not above feeling embarrassed when technical books being delivered were misidentified and directed to a "Miss Ira Jacobs." After being teased by the mail girl, Ira sent a letter to the company and explained the derivation is a male version of the Hebrew meaning "watchful." He received a letter back, apologizing for the error and the company was pleased that Ira was not from the Anglo-Saxon, meaning quick to anger.

Dr. Ira Jacobs, like many of his fellow scientists at Bell Labs, had an illustrious career that included many of the technological advancements in the fields of electromagnetic and communication theory that we rely upon today. He was promoted to supervisor in 1960, then to department head in 1962, and director in 1969 when he supervised the development of much of AT&T's early fiber optic transmission systems. Ira retired from Bell Laboratories in 1987 to become a professor of electrical engineering at Virginia Polytechnic Institute and State University (Virginia Tech) in Blacksburg. He was elected a fellow of The Institute of Electrical and Electronics Engineers (IEEE) in 1981, was named a Life Fellow in 1995, and awarded an IEEE Centennial Medal in 2000.

In addition to more than fifty scientific journal papers, Dr. Jacobs also published a collection of children's stories *The Life and Times of Otto KottO* (2009) and his memoirs, *Most Peoples Not So Lucky*, which deals with his experiences and impressions on four topics that shaped and influenced his life: telecommunications, education, Judaism, and cancer. Ira Jacobs lost his battle with cancer in 2010.

- **Bradley Parets**
Member, History Committee

The Jewish Heritage Museum of Monmouth County Honors the Rev. John Stanley Grauel (1917-1986)



Rev. John Stanley Grauel,
Methodist Minister and resident
of Roosevelt, NJ

**Sunday, January
25th, 2:00 pm,
(Snow date: Feb 1)**

**Admission:
\$5 members,
\$7 non-members**

In connection with its current exhibit, Jersey Homesteads to Roosevelt: An Experiment in Cooperative Living, the Jewish Heritage Museum will present a lecture and slideshow by **Arthur Finkle** on the late Rev. John S. Grauel, a strong supporter of the Jewish people and Zionism.

John Grauel was born in Worcester, Massachusetts. In the early 1940s, he gave up a ministry in Maine to join the American Christian Palestine Committee, an organization dedicated to the establishment of a Jewish state. He participated in recruitment activities of the secret Haganah (shadow Israeli army); visited displaced persons camps; and worked as seaman and chief steward of the famous ship *Exodus 47* when she was carrying over 4,500 illegal Jewish immigrants to Palestine. His later testimony on that voyage, before the United Nations, is credited with helping to lead the organization to its Israel statehood recommendation.

For several decades before his death, Mr. Grauel was a popular speaker on Israel and the Holocaust at fundraising events and programs sponsored by the United Jewish Appeal and Bonds for Israel. He died at his home in Roosevelt at age 86.

Straus on the Shore

Isidor Straus, of the R. H. Macy department store dynasty, was born in Pfalz, Germany in 1845. He was the first of five children of Lazarus Straus and his second wife Sara. The family originally immigrated to



Isidor and Ida Straus' 25th Anniversary, July 12, 1896
Straus Historical Society, Inc.

the United States to settle in Georgia where Lazarus opened a crockery business. After the Civil War, the family moved to New York City where they formed L. Straus & Sons. In 1893, Isidor and his brother Nathan established Abraham & Straus in Brooklyn and in 1896 went on to become co-owners of Macy's. Isidor also served briefly as a member of the U. S. House of Representatives. He died with his wife, Ida, in the sinking of the Titanic in 1912. The account of Ida refusing to board a lifeboat without her husband, and thus perishing with him, inspired many a story and song.*

Like many wealthy and elite New York City German-Jews of their era, Isidor Straus and his sons Herbert, Nathan and Percy established vacation residences along the Jersey shore. The Middletown

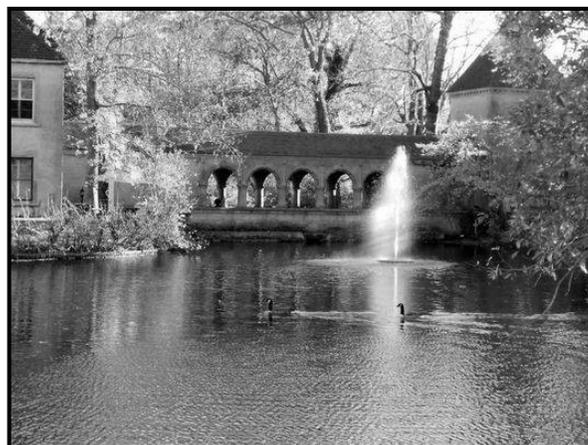


"Sunnyside," Isidor and Ida Straus' mansion in the South Elberon section of Deal, built in 1902 was the scene of their daughter's fashionable wedding in 1905.
Courtesy Rickard Drazin



Herbert Nathan Straus house in Middletown,
circa 1908
Courtesy of Randall Gabrielan

residence pictured above was built prior to Herbert's 1920s purchase and its subsequent development of Cobble Close, an over 13-acre gentlemen's dairy farm. In 1929, Herbert and his wife Theresa began construction on what was to be a fully sustaining



Cobble Close Estate, Middletown,
Country Living Magazine

French style country estate, complete with a stone chateau. While the chateau was never built, a stone cow barn, horse stables, butler's and caretaker's houses were among the buildings that were completed. In 1949, the estate was divided and sold in four parcels. The Cobble Close parcels were put on the market in 2014 for over \$10.9 million.



**Oh it was sad, it was sad.*

It was sad when that great ship went down

Husbands and wives, little children lost their lives

It was sad when that great ship went down.

-Folk song from the 1930s
recalled by Jean Klerman

Yiddish song
by Solomon Smulewitz
Jewish Virtual Library

- Jean Klerman
Co-chair, History Committee

Hanukkah Highlights from the Museum's Children's Education and Events Committee

The Jewish Heritage Museum of Monmouth County wishes to thank the Around the Corner Art Center of Freehold for our third annual children's Hanukkah event!

On November 20, seventeen children gathered at the ceramic studio and had the pleasure of crafting either a ceramic menorah or a Hanukkah platter.



Each child created the most beautiful pieces, which were kiln fired after the event and later picked up at the museum. At the end of the event each child left with a Hanukkah activity book and dreidel.

The Jewish Heritage Museum is thrilled to offer fun-filled and educational Jewish events to our community's children.

- Susan Helfand

Chair, Children's Education and Events Committee

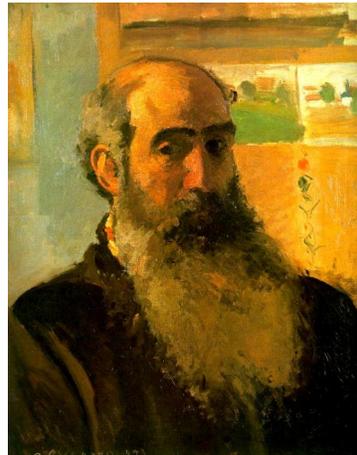
Wanted Museum Docents (Guides) (Once a week or once or twice a month)

Museum Hours: Sundays - 11 AM - 1 PM
or 1 PM - 3 PM

Tuesdays or Thursdays 10 AM- 12:30 PM
or 12:30 PM - 3 PM

Please call the Museum at 732-252-6990 or
email us at info@jhmomc.org.

The Life and Work of Camille Pissarro



Self-Portrait 1873

The Jewish Heritage Museum of Monmouth County welcomes back Professor Maurice Mahler as part of its ongoing series of Jewish Artists lectures. Professor Mahler will present a film and discuss the life and work of Pissarro on Monday, February 9th at 1:30 pm (snow date: same time Feb 23). Admission: \$5 members, \$7 non-members.

Jacob-Abraham Camille Pissarro was born on the island of St. Thomas, West Indies. He was born in 1830, and died in Paris in 1903. His importance resides in his contributions to both Impressionism



Boulevard Montmartre, 1897

and Post-Impressionism. Pissarro's great grandson is Head Curator of Drawing and Painting at the Museum of Modern Art. Come to the lecture and see how a Jewish boy, born in the Caribbean, gets to Paris and becomes the father of Impressionism!



Landscape at Chaponval, 1880

Professor Mahler taught at The School for Visual Arts. He was also an award-winning Art Director at an ad agency. He teaches classes at Rutgers and Brookdale adult education programs.

- Julie Warshawsky

Member, Program Committee

Visit Our Current Exhibit, *Jersey Homesteads to Roosevelt: An Experiment in Cooperative Living*



Helen Barth (5th from left) and members of the Barth Family, standing in front of the Roosevelt School bas relief aluminum doors crafted by Otto Wester.

The Jewish Heritage Museum's current exhibit, *Jersey Homesteads to Roosevelt: An Experiment in Cooperative Living*, and the various on- and off-site programs connected with it, have already proved extremely popular with both Roosevelt residents and the general public alike. From the Gala Opening Reception on October 26th, (not to mention the Roosevelt String Band concert earlier



Vintage coat and hat, circa 1930s, similar in style to the type manufactured at the Tripod Coat and Suit, Inc., Roosevelt, On loan from Helen Uffner Vintage Clothing, LLC, Long Island City, NY

in the month) to the Roosevelt Field Trip in November, the 4th grade class visit from the Roosevelt Public School to historian Michael Ticktin's December lecture

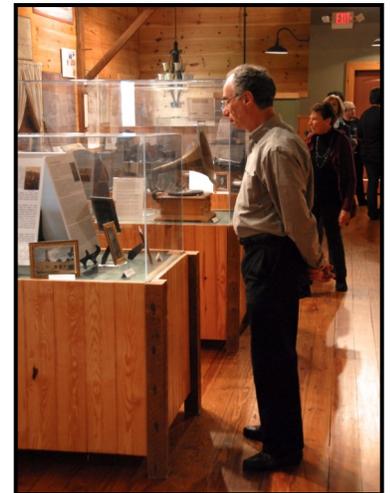


Exhibit cases filled with items used in the late 1930s when Jersey Homesteads was established

on the unique architecture of the original homes, audiences have proved large and enthusiastic.

The exhibit presents the history, personalities, challenges, and the daily life in the experimental community called Jersey Homesteads, which is located in the westernmost part of Monmouth County. Later, the town was

renamed Roosevelt. The exhibit takes a look at the development and establishment of an experimental "live/work/farm" environment in New Jersey which was a part of President Roosevelt's New Deal. Jersey Homesteads was intended to be not just a rural farming community, but a carefully balanced combination of farming, manufacturing, and self-sufficiency for its inhabitants. The exhibit follows the ups and downs of the journey of Jersey Homesteads in



Jerry Korn viewing items in exhibit display case

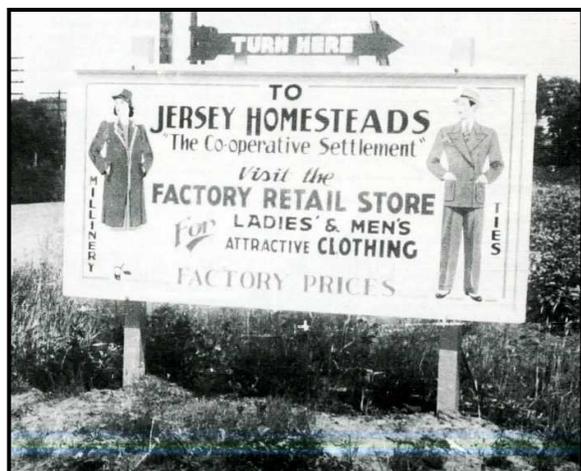
the 1930s as it struggled with this complicated undertaking. Explore the town's carefully planned layout and the unique flat-roof Bauhaus construction techniques of the homes. View a reproduction of the famous fresco mural by artist Ben Shahn which redefined Jersey Homesteads as a hub for artists which continues to this day as Roosevelt, New Jersey. For more information call the Museum at 732-252-6990, or visit the website at www.jhmomc.org.

- Vic Schioppo
Co-chair, Exhibits Committee
Photography by Michael Berman



The opening reception of the Roosevelt exhibit, October 26th.

Roosevelt: The Town Behind the Exhibit



Direction sign, circa 1941*

Roosevelt, New Jersey, located in Monmouth County, is a town with a colorful and unusual history. Established under the New Deal Initiative in 1933, during the administration of Franklin Delano Roosevelt in the time period of the Great Depression, the borough was originally called "Jersey Homesteads." Its name was later changed by referendum to "Roosevelt," reflecting the settlers' esteem and affection for FDR.



The first settlers*

Roosevelt was one of 99 communities established under the National Industrial Recovery Act. What made it unique was its concept. As noted in the collection housed at the University archives at Rutgers University, it was planned as an agro-industrial cooperative, and

included on its grounds 200 homes, a farm, factory, and stores. Moreover, it was established specifically for urban Jewish garment workers, who were confined in crowded and congested cities. Many of these settlers had a decidedly socialist bent. One of the ideas informing the creation of the borough was that by moving the settlers out of the city into a large open area, and infusing the project with funds from the Federal Government, the quality of life would be improved. Benjamin Brown, a Ukrainian Jewish

immigrant, was instrumental in creating Roosevelt. He had previously been involved in setting up successful poultry exchanges between the western states and New York. Brown set up the Provisional Commission for Jewish Settlements, funding this effort with \$50,000.00 of his own money. No less a personage than Albert Einstein sat on this Commission.



Mark Klaskin, fire chief and first captain of the first aid squad, circa 1940s. (inset) Augusta Chasan, Roosevelt homesteader and first female firefighter in the nation, 1937*

Ben Shahn, a well-known artist, was commissioned to paint a mural on the wall of the Roosevelt School, depicting the history of the "Jersey Homesteads," where it can be viewed today. His son Jonathan, a sculptor, created a bust of FDR, which sits in the town's amphitheater.

The Museum's current exhibit, *Jersey Homesteads to Roosevelt: An Experiment in Cooperative Living*, features over thirteen panels of historic text and pictures elaborating upon the town's colorful history. Interspersed among the panels are more than twenty original paintings, prints, and photos created by the talented artists who made Roosevelt their home. Do not miss this exhibit's in-depth look at an extraordinary town.

- Susan Aaron
Member, Program Committee

*Photos courtesy *Roosevelt, New Jersey, The First 50 Years, 1936-1986*
by Helen Barth, Bill Counterman, June Counterman,
Joan Grossman, Howard Prezant

The Levin Family

My grandfather, "Pop," Jack Levin, came to America in 1903 from Odessa, Russia and landed at Ellis Island with his mother (his father had already died), nine brothers, and one sister. The family made its way to Philadelphia, to an uncle who was already living in the



Levin's Department Store, Asbury Park, circa 1950

United States. Pop Levin's wife-to-be, (my grandmother Nana Rose), her father, mother, and three siblings arrived in America from Kiev three years later. Jack and Rose became grammar school sweethearts who married at the ages of 21 and 18, respectively. My grandfather was a hard worker with a love of retail business. He opened a shoe store in Springfield, Pennsylvania which lasted three years before going out of business. At a cousin's suggestion, he drove to Asbury Park's Springwood Avenue which was then the commercial hub of all Monmouth County. As Pop told it, "It was paved with gold." He opened a discount store that proved very successful. During the Depression, everyone shopped at Levin's Department Store, from the "elite of Deal" to the local residents on the Avenue. In 1950, he built a larger store at Lake and Main that he jammed with the best bargains in the county. The new Levin Department Store was a known

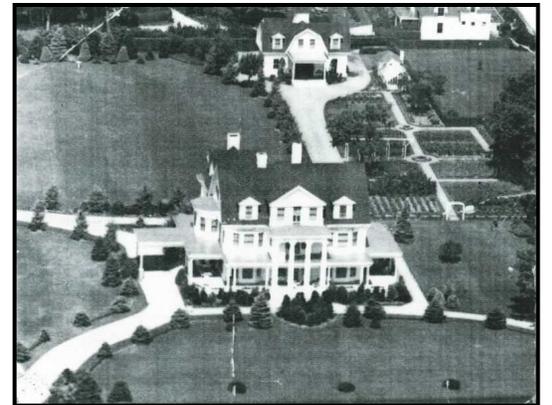
Levin Department Store Ad, Asbury Park Evening Press, Friday November 4, 1938

staple of the Shore area, points from Philadelphia to Newark, and beyond. My grandma, Nana Rose, without a doubt, had an eye for fashion and an iron fist to negotiate with the best of wholesalers. Levin's Department Store was known as the place where you could buy a



Rose and Jack Levin, Philadelphia wedding, 1914

cashmere sweater for \$7. Pop went on to invest in hotels, amusement games on the boardwalk, a dry cleaning store in Little Silver and parking lots, but he did not expand to the malls. His success enabled him to buy a gorgeous mansion on Ocean and Roseld Avenues in Deal.



Aerial View of Levin Mansion, Ocean and Roseld Avenues, circa 1950

My mom, Sandra Levin

Drazin, was born at Fitkin Hospital and lived on Third Avenue in Asbury Park before moving to Bradley Beach.

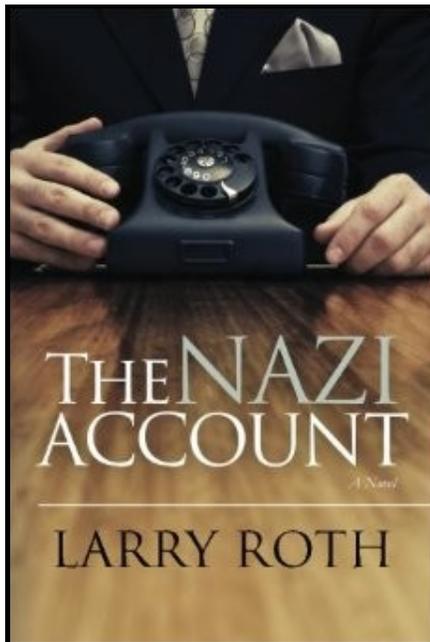
- Richard Drazin
Member, History Committee

Wanted: Old Photos for New Book

The Jewish Heritage Museum is seeking old images illustrating the Jewish experience in greater Monmouth for its upcoming book, The Pictorial History of the Jews of Monmouth County. If you have any such photos, (as those that accompany the Levin Family article), please call the Museum at 732-252-6990 or email the pictures directly to the History committee at info@jhmomc.org.

THE NAZI ACCOUNT- A Novel **The book and its 1930s setting**

Author Larry Roth will be at the Jewish Heritage Museum on Wednesday, March 25th, at 1:00 pm to discuss both his new novel *The Nazi Account*, and the time period in which it is set. (General admission: \$3 members, \$5 non-members).



Based on an actual incident, the book is a compelling work of historical fiction that mines the untold story of the Nazis' efforts in 1933 to use America's largest public relations firm to help promote the values and aspirations of the "New Germany." Reflecting on this history, Roth finds it incredible that this New York public relations firm accepted Nazi Germany as a client and assisted in its efforts to make the Nazis appealing to the American public. This transpired for almost an entire year.

The main character in *The Nazi Account* is Logan Hunt. He is married, with an infant child, during Depression Era America when jobs were incredibly hard to find and the difference between having a job and being unemployed was a life and death matter. The novel follows Logan Hunt's moral dilemma starting from the first day he receives the Nazi account through the whirlpool of unprecedented ethical issues that he and his team encounter in trying to make Germany look attractive to the American public. Mr. Roth has written an intense work of fiction, as insightful about the New York public relations world in the 1930s as it is about a forgotten historical event.

Autographed copies of *The Nazi Account* will be available for sale (\$10) on March 25th.

Could America Have Done More to Save Jewish Refugees From The Nazis?

With the advantage of historical hindsight, it is clear that President Franklin Roosevelt and his administration did not do enough to help Jews escape their plight in Europe, including from Nazi Germany. This aid should have been in the form of immigration to the United States. Strict U.S. immigration quotas were put in place, highlighted by this country's inexcusable action in 1939 of turning away the ocean liner, the S.S. St. Louis with its 937 Jewish refugees. Scholars such as Richard Breitman and Allan Lichtman in their book, *FDR and the Jews*, conclude that if not for the President's accommodation to American anti-Semitism, thousands of Jewish refugees could have ultimately been saved. But why did Roosevelt feel that he did not have sufficient American support to act?

In *The Nazi Account*, author Larry Roth describes the political climate in the United States in 1933, the year that his historical novel takes place. He notes (as the U.S. Holocaust Memorial Museum has stated) that Franklin Roosevelt bowed to American public opinion as the Great Depression fueled anti-Semitism, xenophobia, nativism and isolationism. Mr. Roth writes in his novel that the American public had just witnessed a world war



Larry Roth earned a bachelor's degree in journalism from the University of South Carolina. After writing for a number of trade journals in the 1980s, he began trying his hand at public relations. In 1988 he and his ex-wife began working at their own company, Roth Investor Relations, based in Manalapan Township. Today Larry Roth is semi-retired and spends most of his time promoting his new novel.

and the public was not inclined to get into another war. Further, the American public was being exposed on a weekly basis to Henry Ford's anti-Semitic tirades, Father Coughlin's anti-Semitic sermons, and the belief that most Americans did not want more foreigners in this country. Many Americans believed that new immigrants would take away American jobs in an economy with 24 percent unemployment.

As Yom HaShoah (Holocaust Remembrance Day) approaches (April 16), the JHMOMC invites everyone interested to attend the March 25th talk.

- Jean Klerman
Co-chair, History Committee

World War II 70 Years Later

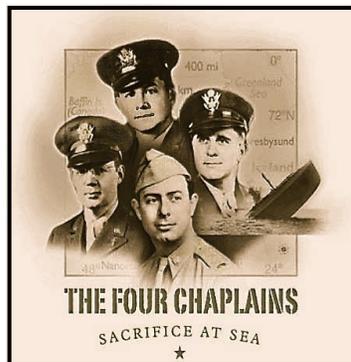
A two part program

Sunday, March 8, 2015 Time: 2:00 pm

**Tickets: \$15 members, \$18 non-members
Students and all Veterans: Free**

The year 2015 marks the 70th anniversary of the end of World War II. In honor of this historic milestone, the JHMOMC will present a two part program. The afternoon will begin with a re-telling of the story of the Four Chaplains, followed by a U.S.O. style musical revue, featuring classic music and songs from the war years.

On February 3rd 1943, the U.S.A.T. Dorchester, a converted luxury liner, was hit by a torpedo fired by a German U-Boat in the cold waters of the North Atlantic. Among the 902 servicemen, merchant seamen, and civilian workers aboard were 4 chaplains: a Rabbi, a Roman Catholic Priest, a



Dutch Reformed Minister, and a Methodist Minister. The torpedo fatally damaged the Dorchester. This story of sacrifice, heroism, and unity will inspire and move you.



Style musical revue

Following the Four Chaplains program, you will be entertained by a U.S.O. style musical revue featuring some of our area's most talented performers. They will be singing music made popular during the war years (1941-1945). Music helped to inspire the Greatest Generation to triumph over evil. Songs of patriotism, love, and longing, helped to lift the spirit of a nation at war. The program performers are **Beth Burns**, **Jamian Berkal**, and **Brenda Schofield**; under the musical direction of **Vic Schioppo**.

Note: The Freehold Clergy Association with Rabbi Friedman as acting chair, will be participating in the program.

Four Chaplains historical information: www.army.mil the official United States Army homepage.

**- Michael Berman
Member, Program Committee** 13

THE NATIONAL YIDDISH THEATRE FOLKSBIENE



Mark your Calendar for the May 31st Return
Appearance of

The National Yiddish Theatre Folksbiene
In Its Exciting Production of

Makht a Tsimes (Make a Fuss)

A musical revue featuring new and classic Yiddish
humor and song

co-sponsored by the Jewish Heritage Museum
of Monmouth County
and the Freehold Jewish Center

**Sunday, May 31 at 2:00 pm.
The Freehold Jewish Center**



The Folksbiene Troupe

59 Broad Street, Freehold

Admission: \$25, Groups of six or more \$20,
Students \$10

With musical director Dmitri Zisl Slepovitch

Directed by Motl Didner

In Yiddish with English translation supertitles

This show features 90 minutes of fast paced Jewish
wit and wisdom, beloved melodies from the golden
age of Second Avenue, through the newest work of
young artists creating in Yiddish today.

**This program is partially funded by a grant from the Jewish
Federation of Middlesex and Monmouth Counties.**



**THE SAM AZEEZ MUSEUM
OF WOODBINE HERITAGE**
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

Field Trip , Sunday, April 19th

The JHMOMC has made plans for a spring 2015 field trip to the Sam Azeez Museum of Woodbine. The trip will take place on Sunday, April 19, 2015 at 12 PM (lunch) and 1 PM (tour). The cost is to be determined.



Sam Azeez Museum of Woodbine

Executive Director, Jane B. Stark, extended an invitation to the JHMOMC when she presented a program on "*The First Jewish Agricultural Colonies in Southern New Jersey*," to our Museum membership this past June. She described the late 19th century European "back to the soil" movement that resulted in the establishment of several Jewish agricultural colonies in the United States. The most successful of these were in southern New Jersey, starting with the Alliance colony near Vineland in 1882. The Sam Azeez Museum displays the story of these colonies from the late 19th century to the present.



**Poultry Farm, Woodbine,
The Sam Azeez Museum
of Woodbine Heritage**

If you are interested in joining us on the field trip to visit the Sam Azeez Museum and surrounding areas of Jewish interest, please contact the history committee of The JHMOMC by phone, 732-252-6990, or by email, info@jhmomc.org.

**- Jean Klerman
Co-chair, History Committee**

Movie at the Museum

To celebrate Yom HaAtzmaut, Israel Independence Day, the JHMOMC is pleased to present a film,

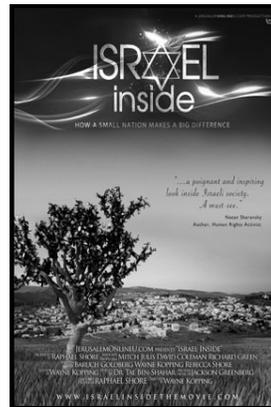
**"Israel Inside:
How a Small Nation Makes
a Big Difference "**

Thursday,

April 23, 2015

2 PM

Free of Charge



This is a new documentary that explores the positive characteristics of Israeli society from a humanistic, psychological, and emotional perspective. This film sidesteps the usual conversation of politics, conflict and violence, and tells the story of the Israeli people – whose resilience has propelled Israel to the forefront of world innovation and progress. Despite daily challenges ranging from limited resources to security needs, Israeli creativity and inventiveness help make the world a better place. Israel has made significant advancements in the fields of science, environment, medicine and technology, and has shared these developments with the rest of the world.

We invite you to join with us in celebrating Israel Independence Day with pride and joy.

Co-sponsored by the Jewish Federation of Middlesex and Monmouth Counties



**Phyllis Solomon
Co-chair Program Committee**

Membership

**Attention all members
of the Museum:**

Please keep the Museum informed of address changes, phone number changes, and email changes. This allows us to keep current information in our database. Thank you for your cooperation in this matter.

**- Helene Cohen
Chair, Membership Committee**

**JHMOMC Calendar of Events
Winter/Spring 2015**

Programs

Sunday	Jan. 25	2 PM	<i>Rev. John S. Grauel: Methodist Minister And Zionist</i> A talk & slide show presented by Arthur Finkle (Snow date Feb.1 – 2 PM) \$5 members, \$7 non-members
Monday	Feb. 9	1:30 PM	<i>The Life and Work of Camille Pissarro</i> Lecture & film presented by Prof. Maurice Mahler (Snow date Feb. 23 – 1:30 PM) \$5 members, \$7 non-members)
Sunday	Mar. 8	2 PM	<i>World War II : Celebrating 70 – A Two Part Program</i> Part 1 – Four Chaplains Part 2 – USO Musical Review \$15 members, \$18 non-members students and all Veterans – free
Wednesday	Mar. 25	1 PM	<i>The Nazi Account (A Novel)</i> A talk on the book & its setting by the author, Larry Roth \$3 members, \$5 non-members
Sunday	Mar. 29	2 PM	<i>From Felix Mendelssohn to Paul Ben-Haim The Odyssey of Jewish Composers</i> A Piano Concert presented by Alan Mallach \$15 members, \$18 non-members
Sunday	April 19	12 PM	<i>Field Trip to Sam Azeez Museum of Woodbine</i> Lunch and tour Cost to be determined
Thursday	April 23	2 PM	<i>Israel Inside: How a Small Nation Makes a Big Difference</i> A film sponsored by the Jewish Federation of Middlesex and Monmouth Counties Free of Charge
Sunday	May 31	2 PM	<i>Makht A Tsimes (Make a Fuss)</i> A musical review in Yiddish (with English supertitles) presented by the National Yiddish Theatre Folksbiene. (To be held at Freehold Jewish Center, 59 Broad Street, Freehold) \$25, Groups of six or more \$20, Students \$10
Saturday	June 6	8:30 PM	} <i>THE QUEEN B'S OF BROADWAY</i> <i>Further information to follow</i>
Sunday	June 7	2 PM	

Exhibits

Jersey Homesteads to Roosevelt: An Experiment in Cooperative Living
JHMOMC Permanent Timeline Exhibit – *Journey to Monmouth 1600-1800*
Currently featuring **Battle of Monmouth and Jewstown display**

**For tickets to any of our events, please call the Museum at 732-252-6990
or visit our website at www.jhmomc.org
(Tickets will be held at the Museum and are non-refundable.)**

