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The New American Girl Doll From NYC's East Side

Nine-year old Rebecca Rubin might be only 18 inches tall, but she is already appearing on such Websites as Sports Illustrated. Not really very athletic, her instant fame is in simply being the newest member of American Girl's popular historical doll characters.

American Girl is the Middleton, Wis., company – now a subsidiary of Mattel, Inc. – that has spawned a fanatical following among not only doll-age children, but their mothers and grandmothers as well.

Rebecca, just released this week, is 9 years old and the first



generation daughter of Russian-Jewish immigrants. The year is 1914 and she is growing up in New York City. Though her family is Old World, her aspirations and dreams are pretty much like any young American girl.

Her assigned role in this growing collectible phenom is to convey to today's young girls just what life on New York's lower east side was like for Jews who fled the pogroms of Russia to pursue the American dream. Rebecca, as the real little girls of her

see REBECCA page 12 ►

Beth Israel to Hold Marc L. Rosenberg Memorial Golf Tournament

Congregation Beth Israel is sponsoring The Marc L. Rosenberg Memorial Golf Tournament for the benefit of Congregation Beth Israel at Blue Heron Pines Golf Club on Wednesday, June 17, 2009, rain or shine.

This will be the synagogue's 11th annual golf outing, and will be limited to 100 golfers. It is the congregation's major fund raising event, with the entire proceeds benefiting the synagogue. Once again it will be sponsored by Bernie Robbins Fine Jewelers.

The Synagogue has extended an invitation to members of the community to become a sponsor or a player for this event. Sponsorship levels are available at \$1,500 (which includes 4 players) - \$700 (includes 1 player) - or other levels of recognition at \$300 or \$150. If you would like to attend only the Bar-B-Q dinner portion of the event, the cost is \$50 per person.

The format will feature a team event

starting with a 1 p.m. shotgun start. Registration will begin at 12 noon and a box lunch will be provided. Following the conclusion of play, there will be a Bar-B-Q dinner and awards ceremony. The cost per golfer is \$200. There will be awards for various skill levels such as longest drives, closest to the pin on many holes, and opportunities to win foursomes at some of South Jersey's finest golf courses, both public and private. Players can create their own foursomes or the Synagogue will do it for you. If you don't play golf, giving a round or two to friends or business associates can make a great gift.

Checks can be made out to Congregation Beth Israel and mailed to 2501 Shore Road, Northfield, N.J. 08225, or please call the Temple office at 641-3600 with any questions. The Congregation is a 501-c-3 organization and a portion of your donation will be tax deductible.

Touching, Emotional Words From A Holocaust Survivor

During this year's Yom HaShoah services at Congregation Beth Israel, Holocaust Survivor Rosalie Simon was a featured speaker, along with the area's rabbis and cantors who led those in attendance with special prayers of remembrance. Her emotional and touching words began quite simply:

"Good evening. My name is Rosalie Simon and I am a Holocaust survivor."

Mrs. Simon told those in attendance that she wanted to share with them – especially the young people in the audience – her experiences "during those dark days of our lives."

"It is difficult for me to speak about the past," she said. "The memories are still very painful but I feel it is my obligation to carry on the message of the Holocaust."

It was April 1944, she said, and she and her family were deported to a ghetto in Hungary, leaving behind all their lifelines and possessions.

"We were placed in an attic with a few other families. We lived there for about five weeks. One day we were taken to a train where cattle cars were waiting for us. They counted 80 people to one car. I happened to be the 81st person and I was shoved into another car. I was 12 years old. Not only was I traumatized by the separation from my family I depended

on strangers to give me some food that they needed for their own children on this journey to the unknown.

"In my state of depression all I remember is the silence of the people and the ongoing sound of the train moving farther and farther. Little did we know that for most of us, this was intended to be our last ride."

Mrs. Simon's story is a compelling narrative that should be read by all people in its entirety. To read her complete talk click here.



Rosalie Simon



BETH JUDAH RELIGIOUS SCHOOL STUDENTS, on the last day of school, hold an Israeli flag that they made using their handprints. Students participated in an Israel celebration that also included games, crafts, food and fun all while learning about our Jewish homeland.

In Memory Of

Judge Marvin Rimm.



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Lag B'omer

Chabad and TJCDS celebrate with a barbecue.

PAGE 7

Tribute to Rabbi Plotkin

From Rabbi Gordon Geller.

PAGE 3



Rabbi Plotkin

Federation funds help JDC support the Israeli government's "120 Strong" program, which sends case workers to provide outreach to elderly residents in Southern Israel.

We Do The Good



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