

# Heritage Highlights

A Publication of THE JEWISH HERITAGE MUSEUM OF MONMOUTH COUNTY

Vol. IX | Issue 3 | Summer 2016

Iyar, Sivan, Tammuz, Av 5776

*Honoring the Past  
Celebrating the Present  
Building the Future*

The JHMOMC 10<sup>th</sup> anniversary  
2006-2016



# Co-Presidents' Message

As we approach the end of the Museum's 10th fiscal year on June 30, 2016, we would like to thank all of the members of the Board of Trustees for their dedication and commitment to the Museum and its mission during this Anniversary year. Special thanks to Fundraising/Gala Committee Co-Chairs Phyllis Solomon and Helene Cohen for their leadership, and committee members Vic Schioppo, Hilda Mesnick, Michael Berman, Gloria Berman, Barbara Silvers, Marlene Sorcher-Neff, and Grace Toy, for their detailed planning of the 10th Anniversary Gala Bruch, held on April 10th at the Battleground Country Club. Over 200 Museum members, and friends and families of our 17 honorees attended to celebrate reaching this 10-year milestone. Elsewhere in this newsletter you will find photos and descriptions of the very festive and happy occasion.

While the Gala and the 10th Anniversary have consumed much time and energy, the Museum's schedule of activities, programs, and exhibits has not slowed. We commend the Program Committee for continuing to bring interesting speakers, performances, and events.

In addition, we want to bring attention to two important and related exhibits that are nearing completion and will be installed during this milestone year. First, the vision of a completed Timeline Exhibit is progressing toward installation during 2016. We can envision that this permanent exhibit will become the centerpiece of the Museum around which new exhibits and projects will be built. Second, the last portion of the Timeline, an interactive Genealogy Project which has been created by Marc Diament, is also moving toward completion. There will be several opportunities over the summer for members of the community to visit the Museum and work with Marc to explore their own family history and build their family trees. We hope that ever increasing numbers of community members will visit and explore everything the Museum has to offer.

We would also like to recognize our volunteers who serve as docents and helpers during the year, coordinated by Carol Weil. The volunteers have included three students from Freehold Township High School, Cameron Costanza, Gabrielle Brik, and Eileen Volk; Sunday docent, Lola Klein; and weekday docents, Susan Helfand, Simon Zelingher, Jean Klerman, Grace Toy, and Ken Portnoy. New volunteers continue to reach out to the Museum, and we look forward to having many others participate.

Finally, we would like to draw attention to a new and important initiative that the Museum has begun this year. Through a grant from the Harold Grinspoon Foundation to the Jewish Federation, the Museum has been selected as a partner in the LIFE AND LEGACY PROGRAM, to encourage after-life endowment giving to the Museum. You will find a detailed description elsewhere in this issue. As a partner, if the Museum is able to obtain 18 Legacy commitments, we will receive an additional \$5000 in each of two ensuing years. We are both committed to this program, and encourage everyone to consider the possibility of leaving a personal legacy to the Museum, to **Preserve the Past, and Present, for the Future!**

It has been our honor to serve the Board and Museum as Co-Chairs this year, and we look forward to the excitement that will continue as newly elected Board members and returning Board members, work together in 2016.

Alice and Jeff

## Jewish Heritage Museum of Monmouth County

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# 10th Anniversary Commemorative Journal Update!



If you have not yet had the opportunity to read the article on the Jewish Heritage Museum's history ("Looking Back, before Looking Forward") in the *10th Anniversary Commemorative Journal* distributed at the April Gala, you can do so by checking

out any of the copies currently available at the Museum. The article has now been updated with some exciting new committee tidbits.

One will notice a new smart board on the left wall as you enter the exhibit space of the barn. It is the face of our new Genealogy Project (funded by a Federation grant) bringing Jewish geography, traditional genealogy, community demographics, and oral histories to life in a new and innovative interactive experience. The force behind this new project, Marc Diament, Vice President and Chair of the Genealogy Committee, will present another workshop on using this new resource at the Museum, Thursday evening July 7th.

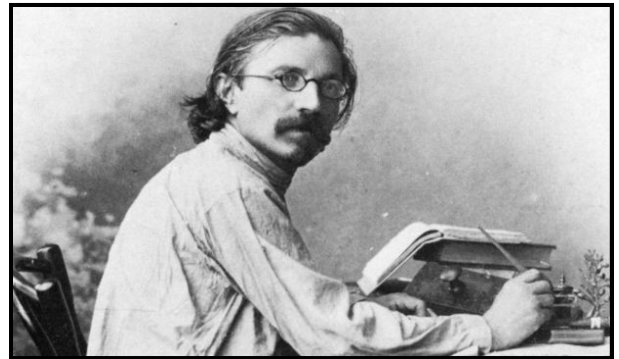
Since 2012, the Children's Education and Events committee, chaired by Susan Helfand, has reinvigorated activities and events for the communities' children. Our holiday programs, such as ceramic menorah painting at Hanukkah, and matzah baking at Passover, as well as educational programs linked to our current exhibits, have been enthusiastically received. The Museum's education programming is subsidized by the Druin Education Fund.

And since her 2014 election to the Museum Board and selection as Co-chair of the Publications Committee, Carol Fox has become responsible for editing all of the Museum's published materials from *Heritage Highlights* to our numerous flyers and news releases. Her thorough work has already shown positive results.

As Outreach Committee chair, Irwin Ostrega, has

found new venues around the county to present the Museum's Speakers Bureau programs and to display our off-site exhibits, which he and Alice Berman have arranged with great artistry. Dean Ross, Building and Maintenance chair, has brought new energy and skill to maintaining our historic building; Hilda Mesnick as chair of the Nominating Committee has literally brought new life to our Board; as has Michael Ticktin in overseeing the By-law Committee.

## More Than Just Fiddler: The Life and Works of Shalom Aleichem



Shalom Aleichem  
1859-1916

A Talk by Rabbi Dr. Robert E. Fierstien, Adjunct Professor of Jewish Studies at Richard Stockton University and Co-chair of the JHMOMC History Committee

With the recent revival of *Fiddler on the Roof* on Broadway, people once again are turning to the wonderful stories of Shalom Aleichem as the source of the Tevya material on which *Fiddler* is based. This year, 2016, marks the 100th anniversary of the passing of this great Yiddish writer, a man whom many consider to be the finest Jewish writer since ancient times. In addition to his stories, he also wrote satires, plays and novels, many of which are quite surprising in their poetic beauty and the way in which they challenge our accepted values.

**Wednesday, July 13, 2016, 1:30 PM**

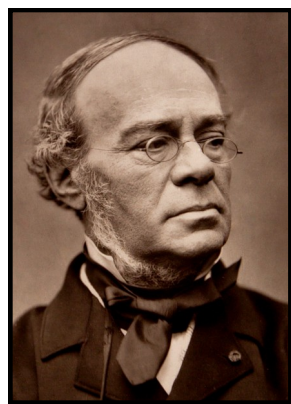
*(This program had to be postponed from last November, 2015)*

**\$3 members, \$5 non-members  
students free**

# ***The French Connection: A Classical Chamber Music Concert*** **Sunday, June 26, 2016, 4 PM**

The story of *The French Connection* begins in 1799 with the birth of Jacques Frommenthal Elli Halévy, in Paris. At an early age, he began musical studies at the Paris Conservatory. In 1828 he was appointed professor and two years later, he became conductor at the Paris Opera. It is at the Paris Conservatory, with Halévy at the helm teaching composition and harmony, that our seven musicians of the French Connection came to life. Most were born in France, two were not; most were Jewish, except for two. The works of these composers covered a broad range. They wrote operas, cantatas, church music, oratorios, concertos, and sonatas.

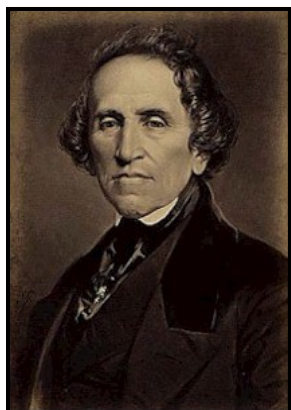
For our chamber music concert on Sunday, June 26th, musicians from the Bravura Philharmonic Orchestra will perform chamber works, true gems, by five of the composers, Bizet, Saint-Saëns, Milhaud, Ravel, and Offenbach. Each artist has his own interesting history.



**Jacques Halévy**  
1799-1862

Jacques Halévy, was the creator of forty operas; the most well known and timeless is *La Juive*, which was performed on November 2003, at the Metropolitan Opera House in New York. Metropolitan Opera recordings of this opera are available today.

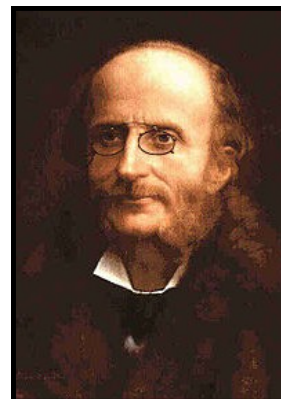
Giacomo Meyerbeer, born Jacob Liebmann Beer, was also a great opera composer whose operas were loved by the Parisians of his day. Music by Meyerbeer, often played on WQXR, is a good example of his timeless appeal. Although



**Giacomo Meyerbeer**  
1791-1864

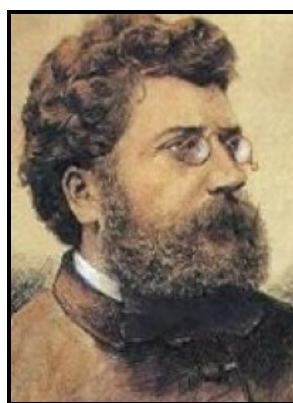
he was born in Germany, he became known and accepted as a French composer. It was said that Halévy's music was influenced by Meyerbeer. The librettist for both Halévy and Meyerbeer, was Eugene Scribe, also Jewish.

Jacques Offenbach, originally Jacob Offenbach, was also born in Germany in the city of Koln where his father was cantor of a orthodox synagogue. After studying composition with Halévy at the Paris Conservatory, Offenbach began writing his own operettas, creating comic, light hearted works (*The Opera Comique*). He wrote



**Jacques Offenbach**  
1819-1880

102 of them. The Parisians sang his melodies and danced to his rhythms. Throughout all this success, he really wanted to write a Grand Opera, which he began toward the end of his life. It is *Contes de Hoffmann*, which was first performed after his death. At this time, *Tales of Hoffmann*, is performed regularly at the Met.



**Georges Bizet**  
1828-1875

Georges Bizet, not Jewish, was born in Paris and was admitted to the Paris Conservatory at the age of nine. He became Halévy's student (later his son-in-law) and a friend of Offenbach. Bizet's first opera, *The Pearl Fishers*, was performed at the Met just this past season to great acclaim. It had not been performed there for

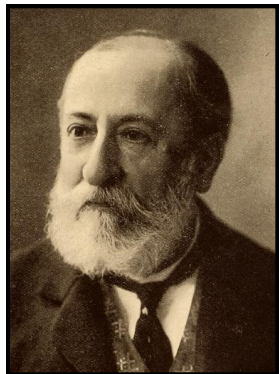
100 years. This opera has a duet with a tenor and a baritone – true magic. Bizet's undeniable masterpiece is *Carmen*. It was produced in 1875 and brilliant in every respect: story, music, setting, and action. This opera has

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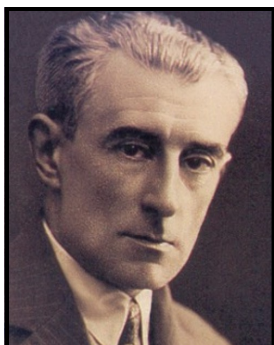
been performed and recorded in many countries and probably will be forever.

Camille Saint-Saëns was perhaps the most prolific of all the French composers noted here. He attempted every style and form, succeeding in each. At a very early age, he entered the Paris Conservatory where he also studied with Halévy. Saint-Saëns was an organ scholar at the Conservatory and one of his



**Camille Saint-Saëns**  
1835-1921

greatest works is *The Great Organ Symphony*. Of the twelve operas he wrote, *Samson and Delila*, is performed regularly to this day. Saint-Saëns lived for 82 years, traveling widely and absorbing many musical styles. His *Carnival of the Animals*, is among the most popular, and *Le Cygne* (The Swan) will be included in the June 26th concert.



**Maurice Ravel**  
1875-1937

Maurice Ravel, born Joseph-Maurice, was born in Cibourne, France, near the Spanish border. He was admitted to the Paris Conservatory at age 14. Perhaps the most important French composer following Debussy, Ravel began to compose in the late Romantic era. He adopted

some impressionist techniques but developed his own style. Ravel came to the United States in 1928 where he conducted his own works with the Boston Symphony Orchestra. Ravel is considered one of France's foremost composers, loved by many audiences. Our June 26th concert begins with Ravel's *Kaddish*.

Darius Milhaud, the son of a Jewish Provencal family, was born in Aix-en-Provence. His family claimed to have been among the first settlers in Southern France, after the fall of Jerusalem. Milhaud received his musical education, like many of the other composers noted here, at the Paris Conservatory. Although influenced by Debussy, Stravinsky, Shoenberg, and Bartok,

Milhaud's works were always recognized as his own. He wrote the Biblical opera *David*, for the Jerusalem Festival of 1954.



**Darius Milhaud**  
1892-1974

The Bravura Chamber Ensemble, a group of very accomplished performers from the Bravura Philharmonic, will delight us on June 26th with some of the gems written by members of *The French Connection*.

**- Elaine Danzig and Alice Berman**

**Admission: \$18 members,  
\$20 non-members, \$12 students,  
\$50 sponsors (2 seats & name in program)**

**Acknowledgements:**

*Famous Musicians of a Wander Race* by Goal Saleski

*Encyclopedia Judaica*

*Illustrated Encyclopedia of Recorded Opera* by Peter Gamond

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## Speakers Bureau

Does your organization need a program to present at one of its meetings? Why not consider one of the Museum's Speakers Bureau's seven unique PowerPoint presentations? We have several interesting, informative, and at times provocative programs to offer, all of which are carefully researched and crafted by our gifted and hardworking staff. A program of your choice can be presented, by our talented volunteers, at the Museum or at a meeting site of your choice (in the Greater Monmouth area). We are always working on new programs to add to our library. For a list of available programs and more information, please contact the Administrative Assistant at 732-252-6990.



# Jewish Connections

## An Evening with Eva Geiringer Schloss

On October 13, 2015, Mrs. Eva Schloss, nee Geiringer, presented her life story at Marlboro Middle School, Monmouth County. I was not only fortunate enough to attend, but I had the opportunity to personally interview Mrs. Schloss. Mrs. Schloss' presentation was riveting. She is a survivor of Auschwitz concentration camp, and after the war Schloss became, posthumously, the step-sister of Anne Frank.

Born in Vienna, Austria, Eva Schloss, her parents, and her brother, Heinz, first moved to Brussels, Belgium, and then to Amsterdam, Holland, in efforts to escape from Hitler and the Nazis. Mrs. Schloss experienced anti-Semitism at an early age. As Hitler became more powerful, Eva and her brother discovered that the non-Jewish children with whom they had previously been friends, turned their backs on the Geiringer children, not only emotionally but physically, too. In fact, Heinz was beaten by former friends.

In Amsterdam, the Geiringers moved to an apartment building complex where many other European Jewish families had moved, hoping for safety. This was the same housing complex in which Anne Frank and her family had settled. With each family move, Eva was forced to re-adjust and meet new friends. Eva Schloss stated, "Life seemed like it was getting better [in Amsterdam]." Anne Frank and Eva were the same age and Anne introduced herself to Eva. Mrs. Schloss always referred to Anne Frank as "Anna." Although they knew each other, they did not become best friends. Anna was already interested in boys, hair styles, and clothes but Eva was not. Additionally, since Anna liked to talk a lot, the neighborhood children nicknamed Anne, "Mrs. Quack Quack." While living in Amsterdam, Eva first met Anna's family including her father Otto, in the Frank's apartment. Next, both Margot Frank, Anne's sister, and Eva's brother, Heinz, were called up with other sixteen year olds to be sent to work in German factories. Many Jewish families sent their children; however, the Geiringer family decided to go into hiding instead. Unbeknownst to them at the time, the Frank family also decided to go into hiding. It was at

this time that Eva realized that their lives were truly in danger.

From the beginning, The Resistance worked to keep the Nazis at bay. Indeed, The Resistance assisted Eva and her family as they went into hiding. Once it was safe, the Geiringers listened to the radio, to hear updates from The Resistance. It was The Resistance that reported about Auschwitz and conveyed the information that it had learned: Auschwitz was a death camp.

On May 11, 1944, Eva's fifteenth birthday, a Dutch nurse, who was a double agent, betrayed the Geiringers, and turned them in to the Nazis. The family was sent to Auschwitz in cattle cars. "The transport was the last time we were together as a family....My father said he could no longer keep us safe. This broke his heart." At Auschwitz there was chaos, including barking dogs and shouting people. "It was horrific. People were beaten apart from each other. The last words that my father said to me were, 'G-d will protect you.'" She continued, "Mengele was there for selection. His baton was in his hand, directing to which side a person should go. Children and the old were not saved." Because Eva was wearing a large hat, she appeared older than she actually was and thus she was kept alive.

At Auschwitz, everyone was told to "get naked." Schloss stated that the Nazis did their utmost to embarrass each new arrival. The bodies of the prisoners were totally shaved and then each person was tattooed. The Nazis said, "You're not human. Cattle are tattooed. You are cattle." Eva stated that the Nazis enjoyed saying this and they enjoyed separating families. "I was sent to a real shower. We were naked and when we left the shower, clothes were thrown at us along with two unmatched shoes. It was terrible." Food was always scarce and "we worked like slaves; Mengele again and again did selection."

Toward the end of the war, as the Soviets were approaching, the Nazis led the death marches away from the camps. "Staying in Auschwitz saved our lives," Mr. Geiringer and Heinz perished

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on a march. Auschwitz became deserted. "For ten days we were on our own." In fact, Eva helped to carry out the dead.

Eva and her mom survived and they ran into Otto Frank who was looking for his family. Everyone was asking, "Have you seen so and so?" Eva and her mother returned to Amsterdam. There was little food available, so as more and more people were liberated, there was little food to give the survivors. It was weeks before the Americans came with food. Sadly, The Resistance informed Eva and her mother that the rest of their family had perished. Schloss stated that she was naïve after her release, and she thought that life would go back to normal. Thus, she became very depressed and started to hate everyone.

Otto Frank's family also perished. He began to visit the Geiringers often and he started to bring a wrapped diary, Anne's. It took Otto three weeks to read it, through his tears. Anna's diary was published in America in 1952. Prior to 1952, there was no interest in the diary. "Europe wanted no reminders." "Otto was amazing," Eva remarked. He told Eva, "I don't hate anyone. If I go around hating everyone, I would have no life."

Otto Frank owned a camera that he had used to take pictures of Margot and Anne. He gave the camera to Eva and she used it in London, as a photographer. In London, Eva met her future husband. Once Eva was settled, Otto and Eva's mother announced that they were in love and they then married. Therefore, Otto Frank always considered Eva's three daughters as his grandchildren. However, Otto Frank's main purpose remained Anna's diary. "Anna said she wanted to live on, and she certainly has," Eva stated. Yet, Otto always felt guilty that by constantly promoting the memory of Anna, through the diary. He felt like he was ignoring Margot.

Initially, Mrs. Schloss did not want to discuss the awful incidents that she not only saw, but had endured. Eventually, she was encouraged to speak out. She stated, "I talk because there is still so much intolerance...." Mrs. Schloss believes that today's refugees are courageous to leave and she believes that they need our support. "We must

change the world and stand up to what we don't like."

When I asked Mrs. Schloss why the initial Resistance to the Nazis was not as strong as it could have been, Eva stated that Germany was

so devastated [after World War One] and Hitler gave hope, even to the Jews, who also joined the Nazi party. Communism seemed to be more of a threat and Hitler said he would fight it. America was also more worried about communism.

Although Mrs. Schloss' presentation was extremely insightful, I was astounded when she informed me of the rest of Otto Frank's story. Before the war, Otto Frank tried to get asylum in America for himself and his family. Otto was friends and ex-classmates with Nathan Strauss, the successful businessman. Strauss had connections with the Franklin Delano Roosevelt administration and Strauss attempted to get the Frank family refuge in the United States. By the time of the war, there were fewer Jews being allowed into the United States. First, Jews had to pay for entrance and many did exactly that. However, there were always more rules to be met. Thus, the Frank family was put off again. After Japan attacked Pearl Harbor, further entrance into the US was not permitted. A simple diplomatic action could have made all the difference for the Frank family.

Mrs. Schloss remarked, "[Otto Frank was] the most wonderful person I've known." She ended by saying, "If you have children you will live on in them. All of us are a chain – even without children – we are all a link."

– Carol Fox



Eva Schloss and Carol Fox at Eva's presentation at Marlboro Middle School

## 10th Anniversary Celebration: A Rousing Success!

Over 200 people attended the Museum's 10th Anniversary Gala Brunch on Sunday, April 10th at the Battleground Country Club. The event, appropriately called "Honoring the Past, Celebrating the Present and Building the Future," honored 17 people who have been instrumental in the early establishment and growth of the Museum for their vision, courage, tenacity, commitment, and love. Speaking of the honorees, Alice Berman, who has served as Co-President since 2013 stated, "They shared a vision and were instrumental and essential in the Museum's establishment and success."



The honorees, from left, Back row: Nardie Hochberg, Barbara Michaels, Sid Marshall, Mel Druin, Gary Cohen, Michael Berman; Middle row: Gloria Landy, Caryl Sills, Linda Friedman, Rabbi Sally Priesand, Charles Sills, Rabbi Brooks Susman, Jeff Wolf; Front row: Elaine Ruda, Helene Cohen, Jean Klerman, and Gloria Berman were highlighted in our last issue of Heritage Highlights.

Also attending was Senator Samuel Thompson (D -12<sup>th</sup> District). An unexpected highlight of the day was the proclamation by the Freehold Township Committee that April 11, 2016 was officially declared Jewish Heritage Museum Day.



In recognition, Freehold Township Committeeman David M. Salkin, Deputy Mayor Lester A Preston, Jr, and Committeeman Thomas Cook presented the proclamation to Co-Presidents, Alice Berman and Jeff Wolf.

During the Gala, the Museum's first decade's achievements were highlighted in a video montage, produced by honoree Sid Marshall. It included an interview and tour of the building as it was being renovated and designed for the Museum's use in 2008. The montage also noted that the Museum has presented nearly 250 programs, exhibits, and events during these 10 years.

The Gala was co-chaired by Phyllis Solomon and Helene Cohen, and executed by the Fundraising Committee which includes Hilda Mesnick, Barbara Silvers, Marlene Sorcher-Neff, Gloria Berman, Michael Berman, and Vic Schioppo. The event was further enhanced by special guests Cantor Gabrielle Clissold of Monmouth Reform Temple, who inspired the audience with a variety of songs including, *You'll Never Walk Alone*, from the musical, *Carousel*, and longtime musician and entertainer Vic Schioppo, a member of the Museum's Board and Gala committee, providing music throughout the event.



Gala co-chairs Phyllis Solomon and Helene Cohen

A Commemorative Journal was distributed at the Gala, which includes a short but complete history of the Museum's first decade, as well as an overview of the history of Jewish settlements and life in Monmouth County from colonial times to the

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**Cantor Gabrielle Clissold of Monmouth Reform Temple and musician and entertainer Vic Schioppo, Museum Trustee and member of the Gala Committee**

present. The Journal was produced with funds from advertisers, many of whom have been generous supporters of the Museum over these years. Copies of the journal are available at the Museum.

Near the end of the event, honoree Nardie Hochberg asked to speak, at which time, he announced his intention of donating, in conjunction with others he had contacted, a total of \$50,000 to enhance and promote a new initiative by the Museum to engage children and school groups in the study of our collective Jewish heritage. These funds are to be used to ensure that schools have the means to transport students to the Museum, as well as to develop specifically targeted programs, exhibits, and educational opportunities that will develop respect and knowledge of our history that can be passed on to the next generation, "L'dor v'ador."

With the celebration, and this extraordinary gift fresh in mind, those attending the Gala Brunch had no doubt that the day was a complete success!  
- Alice Berman

## Tuesday Mornings at the Museum

On Tuesday mornings, something new and exciting is happening at the Jewish Heritage Museum of Monmouth County. People are talking, laughing, kvetching, sharing, thinking, experimenting, playing, schmoozing, remembering, celebrating, learning, story-telling, maybe even



shedding a tear or two (some of sadness some of joy). We are meeting new people and making new friends. We are learning about ourselves, enjoying each other, and exploring the wonderful Museum exhibits all in the Tuesday Morning Jewish Journaling workshop led by Certified Journal Facilitator, Michele Klausner.

Recently we talked about Haiku (a short form of poetry in three lines) and even tried our hand at some Jewish Haiku:

*On my way through life  
my road twists and turns with bumps  
and bruises and love. B.Z.*

*Friday night candles  
everyone gathers around  
shabbat shalom. Yes! M.K.*

*Bumpy left fingers  
arthritis creeps in slowly  
getting old is no fun. S. K.*

*The phone call again...  
jolting me out of my sleep  
mom, I need your help. D.S.*

*A class in a barn  
Jewish Journaling for all  
More fun than we thought M.K.*



**Michele Klausner, standing, and Jewish Journaling Workshop Attendees**

You do not have to be a writer or keep a journal to spend an hour or so with us. In fact, you do not even have to be Jewish. If you have the urge to try something new or an interest in being a part of the Museum community, come join us on a Tuesday morning and see what it is all about. We will stretch your imagination, exercise your memory, and maybe even reduce a little stress.

Jewish Journaling: Tuesdays from 10:30 – Noon. \$5.00 per session. Try to bring a pen and notebook. Call 732-252-6990 for more information or to register.

# When Going To The Movies At The Jersey Shore Meant Going To A Walter Reade Theater

Before the advent of television and computers, Americans overwhelmingly viewed their entertainment and news at the motion picture theater. Even in Depression Era 1930 (at 10 cents for children & 25 cents for adults,) more than 65%



**Walter Reade Sr.  
1884-1952**

of the population reported attending the movies weekly. Along the Jersey Shore, going to the movies usually meant going to a Walter Reade Theater.

The Walter Reade Theater empire was started by Walter Rosenberg (who was to change his surname

to Reade at the end of World War I.)

Coming to New York from his native Alabama at age 16, Reade started his career in the motion picture industry working for his uncle Oscar Hammerstein and became an independent exhibitor of films and vaudeville while still in his teens. By the early 1900s, sensing the opportunities abounding in the flourishing resort of Asbury Park, he acquired a vaudeville house on Main Street, and embarked upon a highly successful career in entertainment which, upon his death in 1952, was carried on by his equally enterprising son, Walter Reade Jr.

Acclaimed "Showman of the Shore" during his life time, Walter Reade Sr. was recognized by the City of Asbury Park when in 2014 it included him among several others in the city's new "Asbury Angels" public display with a plaque along the boardwalk stating:

*Walter Reade Sr., Guardian Angel, 1884-1952*

*Movie mogul who built his cinema empire around Asbury Park, his base of operations. Operated six movie palaces in Asbury (the Paramount, Savoy, Mayfair, St. James, Lyric, and Ocean) and 40 theaters in New Jersey, New York and neighboring states. His crown jewel was the lakefront Mayfair Theatre, an ornate 1,800-seat gem which opened in 1927. Reade, known as the "Showman of the Shore," briefly operated a newspaper called the Asbury Park Sun.*

Walter Reade Sr.'s legacy also lives on at the Walter Reade Theater at Lincoln Center in New York City.

As mentioned in the plaque, the opulent Mayfair Theater, a Spanish-Moorish palace on Lake Avenue, was the crown jewel of the Reade empire. JHMOMC members Richard Drazin, Marjory Levy, and Ellen Louise Cohen still recall the magical experience of just entering the theater which was dominated by a large fountain, luxurious



**Mayfair Theater, Asbury Park, NJ opened with a showing of "Blood Ship" in 1927. It closed down in 1974 and was demolished later that year.**

furnishings, and ornate works of art, with organ music and moving sky lights setting the mood; when "a date" there meant dressing up in finery, and even a children's birthday treat at the theater

meant wearing white gloves with one's party dress and shoes.

The Red Bank Carlton Theater was also part of the Walter Reade chain, opening in 1926 and closing in 1970. In 1973 it was purchased by the Monmouth County Arts Council and eventually renamed the Count Basie Theater. Many members of the Council at that time were Jewish, among them the Drazins and the Sagers, who were related to the Reades by marriage, (Walter Reade Jr. married Harriet Sager).

The JHMOMC history committee member Richard Drazin fondly recalls the close friendship between his family and the Zagers and Reades. They all loved horseracing and gambling and spent many a happy day tailgating at the Haskell Invitational at Monmouth Park. "My uncle was Walter Reade Sr.'s bookie," Drazin proudly adds. Walter Reade Jr.'s untimely death in a skiing accident, and, of course, the whole economic and social change in movie going, brought an end to a magical, wonderful film era along the shore. "I still remember the last film, (*The Godfather*) that I watched at the Mayfair, the most beautiful theater I've ever been in."

**Richard Drazin and Jean Klerman**

# Jewish Geography: The Genealogy Project

Engage in a little Jewish Geography with us. In today's rapidly paced life where many of us do not seem to have the time or the desire to lift our eyes up from the many screens that are constantly demanding our attention, sometimes we find an opportunity to socialize with other real living breathing humans right in the room with us. Unfortunately, this is becoming a novel experience.

When it happens though, we have a rare opportunity to figure out who knows whom, and more importantly, which strange uncle does this new person know? Together, we embark on a brief but fun voyage of discovery through time and place to determine if we are related and/or if this person's family is from the same neighborhood in the old country - you know, Brooklyn.

Sadly though, after we triangulate on how we know each other, this information goes away and there is no record of our great discovery.

All that is about to change!

At the JHMOMC we have created an Interactive Digital online Genealogy Project. Yes, it is another screen. It is web-based, on the 70-inch smart board, and available now for intrepid explorers willing to dive into the stories of our community's past, present, and future.

The Genealogy Project, which was partly funded by the Jewish Federation in the Heart of New Jersey, and partly self-funded by the JHMOMC Board and our members, is designed to be a place where we can tell the stories of our own community history. We will now be able to record our family trees, do research on our ancestors in our *MyHeritage.com* full search-enabled account, and share critical information about our community including where we are from, where we go to pray, how many



keep Kosher, and important issues like which is the best bagel shop in Monmouth/Middlesex/Ocean counties and, by the way, what kind of bagel is most preferred by you and your neighbors?

In addition to interesting demographic information about our community, the Genealogy Project has photos of members of our community, and videos of Jewish War Veteran Interviews, along with other oral histories collected by Museum volunteers.

Working together, we can start to weave a story of our community and leave behind for future generations the great gift of knowing from where they came, and more importantly, where to find the best Kosher Deli in the area. So, whether you are a pastrami or a veggie lover, there is something for you to contribute to the project. We hope you take advantage of our invitation to tell your stories in your own time, and we will help weave them together into a beautiful tapestry of vibrant living history.

We are looking for volunteers and docents to learn how to use our new project/exhibit, teach, and help others to research, and contribute their family histories into the project. If you are interested in helping, contact project curator and creator, Marc Diament at [mdiament@jhmomc.org](mailto:mdiament@jhmomc.org) and a training session will be arranged to bring you up to speed.

- Marc Diament



# Thursday Nights at the Museum

## The Genealogy Project



Join Marc Diament and record your family tree and do research on your ancestors in our *MyHeritage.com* search-enabled account, and share critical information about our

community including where are we recently from, where we go to pray, how many keep Kosher, and interesting items, like which is the best bagel shop in Monmouth/Middlesex/Ocean counties. Also, by the way, what kind of bagel is most preferred by you and your neighbors?

Working together, we can start to weave a story of our community and leave behind for future generations the great gift of knowing from where we came.

**Thursday, July 7, 2016  
6:30 PM**

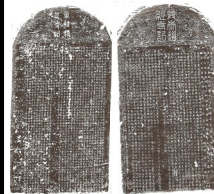
**\$3 members, \$5 non-members, students free**

## Friends from Afar: Comparing Jewish and Chinese Religious Experience



**A PowerPoint Presentation by Andrew Meyer, Associate Professor of History, Brooklyn College**

Professor Andrew Meyer, will trace Chinese-Jewish religious history starting with a stone stele erected at a Chinese Jewish Synagogue in 1479.



**Thursday, July 14, 2016  
6:30 PM**

**\$3 members, \$5 non-members, students free**

## Do Not be Wise in Words - Be Wise in Deeds: Jewish Landholdings at the Jersey Shore

**A talk by Joseph Grabas, author of *Owning New Jersey: Historic Tales of War, Property Disputes & the Pursuit of Happiness***

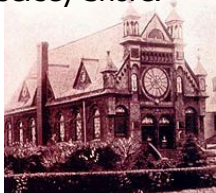


Joseph Grabas

Long Branch was one of the world's best known resorts during the late 19th and early 20th centuries. Using his expertise in land records, Mr. Grabas, Director of the Grabas Institute for Continuing Education, will talk about the lives of some of the fascinating summer and year-round residents of the Jersey Shore.



Murry Guggenheim House, West Long Branch

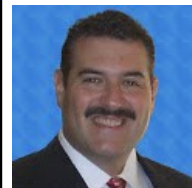


Temple Beth Miriam, Long Branch

**Thursday, July 21, 2016  
6:30 PM**

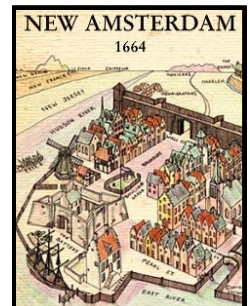
**\$3 members, \$5 non-members, students free**

## Coming to America



Marc Diament

Join Marc Diament and his avatar for his multimedia interactive Virtual Reality exploration of the Jewish "Coming to America" story. He will shake up the "from shtetl to America" story and enrich it with history of the amazing global traders of La Nacion, Portuguese Jewish world explorers, and others such as Moses Cohen Henriques who founded Recife, Brazil and worked as a Privateer for the Dutch West India Company to sack the Spanish main and fund the organization. This organization eventually founded New Amsterdam/New York which became a Mecca for Jews and a central Jewish focal point for roaming peddlers such as Jonas Solomon who wound up being one of Monmouth County's first Jewish settlers. Don't miss the adventure.



**Thursday, July 28, 2016 6:30 PM  
\$3 members, \$5 non-members, students free**

The Jewish Heritage Museum of  
Monmouth County and the  
Axelrod Performing Arts Center  
present an

## ISRAEL FILM FESTIVAL

Tuesday, August 2, 2016 4 PM  
*Dough*



Jonathan Pryce stars as an old Jewish baker whose faltering business is inadvertently saved by his young Muslim apprentice in the British dramedy *DOUGH*.

Widowed and down on his luck, Nat Dayan (Pryce) is desperate to save his London bake shop. His customers are dying

off, his sons have no interest in keeping the family business afloat, and hostile businessman Sam Cotton (London Film Critics' Circle winner Philip Davis) has his own greedy plans for the property. Nat reluctantly enlists the help of teenager Ayyash (Jerome Holder), a refugee from Darfur. The Muslim boy assists with the bakery's daily chores, while selling cannabis on the side to help his struggling mother make ends meet. When Ayyash one day accidentally drops his stash into the dough, the challah starts flying off the shelf, and an unlikely friendship forms between the old Jewish baker and his young Muslim apprentice.

**Presented at the Museum: Tickets: \$10**

The Jewish Heritage Museum  
of Monmouth County and the  
Axelrod Performing Arts Center  
present an

## ISRAEL FILM FESTIVAL

Wednesday, August 3, 2016 7:30 PM  
*Rabin-the Last Day*



For many Israelis, the assassination of Prime Minister Yitzhak Rabin in 1995 marked a grim turning point for their country. In the words of the commission set up to investigate the murder, "Israeli society [would] never be the same again. As a democracy, political assassination was not part of our culture." In the eyes of even more people, the

murder ended all hope for the Israeli-Palestinian peace process through the Oslo Accords and altered the course of history. But, as Amos Gitai sets out to prove in his brave and provocative new film, Rabin's assassination was not just the act of one fanatic; it was the culmination of a hate campaign that emanated from the rabbis and public figures of Israel's far right.

**Presented at the Museum: Tickets: \$10**

The Jewish Heritage Museum  
of Monmouth County and the  
Axelrod Performing Arts Center  
present an

## ISRAEL FILM FESTIVAL

Thursday, August 4, 2016 7 PM  
*Phoenix*



Nelly (Nina Hoss), a German-Jewish nightclub singer, has survived a concentration camp, but with her face disfigured by a bullet wound. After undergoing reconstructive surgery, Nelly emerges with a new face, one similar but different enough that her former husband, Johnny (Ronald Zehrfeld), doesn't recognize her. Rather than reveal herself, Nelly walks into a

dangerous game of duplicity and disguise as she tries to figure out if the man she loves may have been the one who betrayed her to the Nazis. Evoking the shadows and haunted mood of post-war Berlin, Phoenix weaves a complex tale of a nation's tragedy and a woman's search for answers as it builds towards an unforgettable, heart-stopping climax.

**Presented at the Museum: Tickets: \$10**

Louise Nevelson

"The Grande Dame of Contemporary  
American Sculpture"

1899 -1988



Louise Nevelson



*Cascade-1964*

A slide-talk on the life and art of the Yiddish-speaking Ukrainian six year old who immigrated to Rockland, Maine with her family in 1905 and grew up to play a major role in the creation of American modernism. Most of her artistic career was spent in New York City where she constructed her life as she did her sculpture, developing an individual style that combined abstract art with personal story.

**Thursday, August 11, 2016, 6:30 PM**  
**\$3 members, \$5 non-members,**  
**students free**



*I found a fruitful world, because my ancestors planted it for me.  
Likewise I am planting for future generations. Talmud. Ta'anit 23A.*

We are pleased to announce that the Jewish Heritage Museum has been selected as a partner in The Jewish Federation in the Heart of New Jersey's LIFE & LEGACY initiative, a program of the Harold Grinspoon Foundation. The Grinspoon initiative is a results-oriented four year program that assists communities across North America to promote after-lifetime giving to benefit local Jewish entities. LIFE & LEGACY motivates Jewish organizations to raise awareness about legacy giving, steward donors, and secure legacy gifts. In participating in Central New Jersey, we all achieve a shared goal of a vibrant Jewish life in Middlesex and Monmouth counties now and for future generations. The program provides training, consulting, coaching, and marketing along with incentive grants over a four year period, payable upon reaching defined measurable goals at the end of each year. These incentive grants will encourage the Museum to prioritize legacy giving and integrate it into the philanthropic culture of our organization.

What is My Legacy? It is a question charged with meaning, which we all ask ourselves in life.

For many of us, our parents instilled the Jewish value of serving and enriching our communities, and in doing so, left a legacy by planting seeds of history, culture, and ideas wherever they lived. In Monmouth County, Jewish farmers and peddlers, merchants and factory workers, doctors, lawyers, engineers, musicians, artists, teachers, and rabbis have all contributed to the vast tapestry and the vibrancy of life that is the American Jewish experience. The Jewish Heritage Museum honors our community's Jewish past and connects Jews to their heritage. We present exhibits, programs and publications that celebrate, preserve, explore, and illustrate the rich and unique history of the Jewish residents of Monmouth County and its vicinity, and their contributions to the larger community. In so doing, we are strengthening our bonds to our Jewish roots and to each other.

Museum members and visitors develop a deeper understanding of Jewish history and heritage. They are inspired with a sense of connection and meaning as they experience the whole range of Jewish heritage, including history, language, literature, music, theater, and visual arts in a Jewish setting.

Board Member Michele Klausner writes of her experience at the Jewish Heritage Museum,

"The JHMOMC is a place where we can come and learn about and celebrate being Jewish without the judgment of how we choose to practice our religion. We can learn about our past, and forge ahead to the future with a new understanding of who we were, who we are, and who we might like to become. We can experience art, music, history, writing, singing, playing, learning and all things Jewish. So different than any synagogue, the JHMOMC is a very important place. [At the Jewish Heritage Museum] I am thrilled to have rediscovered my own Jewish Heritage."

A Legacy gift ensures that there will be a place where community members can come to experience the stories of past, present and future Jewish residents of Monmouth County, secure a connection to the threads of history, and plant the seed that will ensure that future generations can learn of *our* vital part in building and contributing toward the unique Jewish heritage of Monmouth County.

We are fortunate to be part of the LIFE AND LEGACY initiative and receive the guidance and support that we need to develop long term funding sources that will secure the Museum's future, and leave a legacy of history and heritage for the next generations.

If you would like more information on becoming a LIFE AND LEGACY donor, please contact the Museum, or one of the Legacy team members: Alice Berman, Cindy Quitt, Ken Portnoy, or Jeff Wolf.



**JHMOMC Calendar of Events  
Summer 2016 Programs**

- |                           |                |  |
|---------------------------|----------------|--|
| <b>Sunday, June 26</b>    | <b>4 PM</b>    | <b><i>The French Connection:<br/>A Classical Chamber Music Concert</i></b><br>A concert by the Bravura Chamber Ensemble<br>\$18 members, \$20 non-members, \$12 students,<br>\$50 sponsors (2 seats & name in program) |
| <b>Thursday, July 7</b>   | <b>6:30 PM</b> | <b><i>Genealogy Project</i></b><br>A Presentation by Marc Diament<br>\$3 members, \$5 non-members, students free   |
| <b>Wednesday, July 13</b> | <b>1:30 PM</b> | <b><i>More Than Just Fiddler: The Life and Works<br/>of Shalom Aleichem</i></b><br>A Talk by Rabbi Dr. Robert E. Fierstien,<br>\$3 members, \$5 non-members, students free   |
| <b>Thursday, July 14</b>  | <b>6:30 PM</b> | <b><i>Friends from Afar: Comparing Jewish and Chinese<br/>Religious Experience</i></b><br>A PowerPoint Presentation by Professor Andrew Meyer<br>\$3 members, \$5 non-members, students free                           |
| <b>Thursday, July 21</b>  | <b>6:30 PM</b> | <b><i>Do Not be Wise in Words - Be Wise in Deeds:<br/>Jewish Landholdings at the Jersey Shore</i></b><br>A talk by Joseph Grabas,<br>\$3 members, \$5 non-members, students free                                       |
| <b>Thursday, July 28</b>  | <b>6:30 PM</b> | <b><i>Coming to America</i></b><br>A Presentation by Marc Diament<br>\$3 members, \$5 non-members, students free   |

**Israeli Film Festival      \$10 per film**

- |                            |                |                                    |
|----------------------------|----------------|------------------------------------|
| <b>Tuesday, August 2</b>   | <b>4 PM</b>    | <b><i>Dough</i></b>                |
| <b>Wednesday, August 3</b> | <b>7:30 PM</b> | <b><i>Rabin - the Last Day</i></b> |
| <b>Thursday, August 4</b>  | <b>7 PM</b>    | <b><i>Phoenix</i></b>              |

- |                           |                |   |
|---------------------------|----------------|---|
| <b>Tuesday, August 11</b> | <b>6:30 PM</b> | <b><i>Louise Nevelson "The Grande Dame of Contemporary<br/>American Sculpture"</i></b><br>A slide-talk by the JHMOMC Speakers Bureau<br>\$3 members, \$5 non-members, students free |
|---------------------------|----------------|---|

For more information or to make a paid reservations to any of our events,  
please call the Museum at 732-252-6990 or visit our website at [www.jhmomc.org](http://www.jhmomc.org).  
**Maximum capacity is 100. Paid reservations are recommended.**  
Only paid reservations will be held at the Museum and are non-refundable.



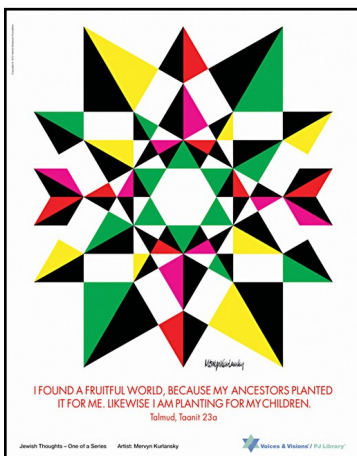
Jewish Heritage Museum Of  
 Monmouth County  
 P.O. Box 7078,  
 Freehold, NJ 07728

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 and is handicapped accessible.

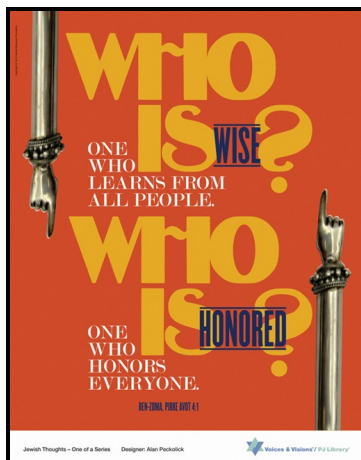
## Our Current Exhibit *Voices and Visions*

An exhibit comprised of a series of posters which pairs leading Jewish figures of contemporary art and design with powerful quotes from Jewish thinkers across the ages.



**"I found a fruitful world, because my ancestors planted it for me. Likewise I am planting for my children."**  
*Talmud, Taanit 23A*

Poster design: **Mervyn Kurlansky**

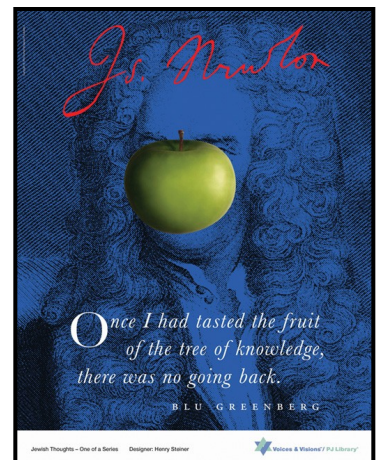


**"Who is wise? One who learns from all people. Who is honored? One who honors everyone."**  
*Ben-Zoma, Pirke Avot 4:1*

Poster design: **Alan Peckolick**



**"From every human being there rises a light."**  
*Baal Shem Tov*  
 Poster design: **Tom Geismar**



**"Once I had tasted the fruit of the tree of knowledge, there was no going back."**  
*Blu Greenberg*  
 Poster design: **Henry Steiner**