

Beth Israel Sinai News

The Monthly Newsletter of Beth Israel Sinai Congregation

October 2023 Tishrei / Cheshvan 5784

Rabbi's Message

As I complete my 23rd year at Beth Israel Sinai, I have never been prouder to be part of such a beautiful religious institution. BIS emphasizes what all Jews have in common and NOT their sectarian differences. There are no ORTHODOX, CONSERVATIVE, or REFORM Jews at Beth Israel Sinai. All opinions are respected and encouraged.

Our celebration of Sukkot will officially begin on the morning of Saturday, September 30th at 10:00 a.m. The sukkah symbolizes the fragility of life and how dependent we are on G-d for our existence. These four walls, first built by our ancestors while crossing the Sinai Desert, show that individuals can exist even in the most humble dwellings. The roof is constructed with leaves and branches, enabling those sleeping in the Sukkah (weather permitting) to gaze at the stars. What a beautiful way to contemplate G-d's creation.

Yizkor services will be held on Shemini Atzeret, Saturday, October 7th during Shabbat morning services. The first Shemini Atzeret was celebrated by King Solomon after the completion of the First Temple. Solomon was so proud of his achievement that he invited all citizens of Israel to celebrate Sukkot with him. Not wanting to see the celebration end, Solomon decreed that the party should continue for another day. The Torah was read in public. That is why Shemini Atzeret and Simchat Torah (Rejoicing of the Torah) is celebrated in Israel on the same day.

I look forward to many future celebrations with our Temple family.

SEE YOU IN SHUL,

RABBI MARTY

This Holiday season is still going on, we just finished Rosh Hashanah and Yom Kippur. Both of these were very nice. It was so good to see some of the people who cannot attend regularly in person come in person. I hope everyone has been signed and sealed in the book of Life.

Shemini Atzeret will be held on Saturday, October 7, 2023 starting at 10:00 am in person and zoom.

Cemetery Notes

The Racine Jewish Cemetery is five acres located at 612 Lathrop Ave. It is a well maintained, park-like setting. A resting place for all Jews. .

There is a Reform section of the cemetery where Jews and their non-Jewish family members can be buried together.

For more information about the purchase of cemetery plots or perpetual care, please call Marc Greenberg 702-465-4805

ZOOM LINK INFO

ID Number 811 5151 1468

Passcode 833720

Phone number

1-312-626-6799

The Presidents Message

You can easily join our synagogue family we have affordable full memberships and we have associate memberships for those who may live too far from us to become an active member. Whether you want to attend weekly or just when you have time please consider joining with a membership. Your membership helps to keep our synagogue open and vital.

If there are any programs you think would be interesting and they are on zoom let us know and we can try to have the program on zoom for you to enjoy at the synagogue. We just watched an interesting program on the Architects of Auschwitz.

You can reach me by phone 262-945-7675

Joyce Placzkowski President

Rabbi Adelberg is offering free Hebrew classes to children. Please call Rabbi Adelberg 847-529-1609 to setup appointments. Donations to the Rabbi's discretionary account are always welcome, and tax deductible.

Alter Hulbert December 5, 1884—October 13, 1961

Alter Halbreich and his younger brother Nathan owned Hulbert Motor Company. Alter was president and vice president, because he was older, Nathan was secretary-treasurer. Founded in 1925 on an empty lot with 20 cars purchased from another dealer, they specialized in liquidating re-possessed cars. "These are not used cars in the ordinary sense of the word. They are new cars that have been but slightly used by owners who were unable to maintain the payments. Such savings are hardly believable, but for those who have the slightest doubt, a visit to the show rooms of this growing and progressive organization will be conclusive proof". In 1929 they built a beautiful brick building at 1018 S. Memorial Dr. In 1930 they obtained Plymouth-Desoto franchise from Chrysler.

After WWII, new cars were still rationed and prices were controlled. Dealerships were required to give priority to veterans. Most other dealers accepted gifts from the wealthy to jump the queue. When Phil Cohen inquired about the price of a new DeSoto, Nate asked, "How much do you have in your pocket?" "\$10.30." "Give me \$10. You can pay the rest later." Being fair to veterans created lifetime loyalty. My father bought nothing but DeSotos as long as they were made. Hulbert Motor Co. became one of 20 DeSoto dealers in the nation selected for a "Quality Dealer Award" for 1955.

In 1961 Chrysler discontinued DeSoto and Alter passed away. Nathan sold the dealership which became Hulbert-Staufacher Ford and Nathan retired. Years later, while on a cruise Dave Hulbert, Alter's nephew, met a Chrysler executive who commented, "If other dealerships had sold as many DeSotos as Hulbert Motors, we'd still be making them."

Alter was born in Riga, Latvia on December 5, 1885 and emigrated in 1904. He arrived in Racine in 1905 and Nathan joined him the following year. One sister, Rose also emigrated and a second sister remained in Russia. Alter and Nathan worked factory jobs 15 hours a day for 15 cents an hour. Their first business, Belle City Pop Bottling failed. Their next venture was Racine Milling Co. where they made flour using machinery powered by the water wheel at Horlick's Dam. The boys rode the trolley to work till the end of the line where State Street becomes Northwestern Ave. And walked to the mill from there. They returned white with flour. The day after Racine Milling opened, packaged bread became available in grocery stores. Each time a business failed, the brothers kept the land. They formed a real estate company called AlterNate. Among other properties, they owned the State Street Post Office. Alter married Rose Golden of Manitowoc in 1912. They had 2 daughters Hazel and Peggy and a son Sidney. Alter passed away October 13, 1961. He was very active in Beth Israel Sinai congregation. Frequently the congregation ran short of funds to pay the rabbi. The Hulberts would write a check for the full amount. He was also active in the Zionist Organization, National Automobile Assoc. and Wisconsin Automobile Dealers Assoc. he was President of Kewaunee Investment Co., Standard Investment Co., and Hulbert Bros. Inc. a real-estate holding company.

Sisterhood

If anyone is interested in sponsoring a Kiddush just let Joyce Placzkowski know, 1-262-945-7675. The charge for a dairy Kiddush is \$50, meat Kiddush is \$100. The kitchen can always use paper goods. If you are interested in helping to make food for the Kiddush or a Shabbat dinner just let Joyce Placzkowski know.

Donations

Dr. and Mrs. Michael Jacobson High Holiday Appeal
Mr. and Mrs. Joe Roher High Holiday Appeal
Sarah Levin High Holiday Appeal
Judith McGauran High Holiday Appeal
Mark Hertzberg in honor of Annie and Louis Hertzberg
Mac Shovers High Holiday Appeal
Bryan Whyers general donation
Mauri Waisman High Holiday Appeal

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BETH ISRAEL SINAI
October 2023
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Shabbat & Holiday Candle Lighting Times

October 6 6:06
October 13 5:54
October 20 5:43
October 27 5:32



October 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6 <i>Hoshana Rabba</i>	7 <i>10 am service in person and zoom Shemini Atzeret</i>
8 <i>Simchat Torah</i>	9	10	11	12	13	14 <i>10 am service in person and zoom</i>
15	16	17	18 <i>6 pm board meeting in person or zoom</i>	19	20	21 <i>10 am service in person and zoom</i>
22	23	24	25	26	27	28 <i>10 am service in person and zoom</i>
29	30	31				