

LUBAVITCH OF N. C.



Thoughts From The Lubavitcher Rebbe

Jewish Accounting

By Rabbi Yossi Groner

This time of year we usher in the first month of the Hebrew calendar year, which is the month of Elul. Being the last month of the year, Elul has become a month of introspection, stock-taking and spiritual accounting.

A businessperson must periodically take inventory, balance his accounts, and determine where he stands financially. Regular periodic accounting procedures keep a business on the right track and are the basis for success in commerce.

In our "business" we should follow similar procedures; during the "business year" we "deal" in Torah and Mitzvoth, and in the month of Elul we do our general accounting.

During the month of Elul we add on special customs to express our feeling of return and improvement. Beginning on the first day of the month, we sound the Shofar after morning prayers, except on the Sabbath and on the day before Rosh Hashanah. This not only awakens us to prepare for the new year, but allows us to end the year with a clean slate.

Our sages have named Elul as the month of refuge — a

month where one could take refuge from all the "hoopla" in one's life and devote the days to spiritual accounting.

An additional custom is to recite Psalm 27 every day, morning and evening. The reason this particular Psalm was chosen is that in it King David expresses his yearning to return to G-d, which is the theme of the month. Also, this Psalm refers to the upcoming holidays, beginning with Rosh Hashanah and culminating with Succoth and Shmini Atzeret.

Traditionally, Jews give more charity and are involved in the study of Torah during this month. During the last week of the month of Elul, our anticipation grows with the reciting of "Shelichoth Prayers" which begin on Saturday night (this year, September 3) as the final countdown to the auspicious high Holy days.

Let us hope that in the merit of our people and their good deeds we will be blessed with a happy year; a year of blessings and success, a year of life, a year of good health, and, most of all, a year of the final redemption through our righteous moshiach!

Kosher Week Held in Charlotte

As part of an ongoing campaign to reach out and educate people in the Charlotte community, Lubavitch of North Carolina launched a new project this past spring. Kosher Week was held at the Harris-Teeter in the Cotswold Shopping Center, in cooperation with management of the store.

Kosher Week was an educational experience for consumer and visitor alike. An entire section of the store was devoted to kosher products which are already carried at this location. "I am amazed at the variety of kosher labeled products, the specialty items in particular," said one frequent shopper.

The main attraction was a miniature model of a kosher home. The home, beautifully decorated and prepared by Debbie Burks, office manager at Lubavitch, housed a replica kitchen, living/dining room, master and children's bedrooms. The kosher kitchen typically had two sets of utensils and dishes, and two separate counters in order to separate dairy foods from meat. In the dining room, the table was bedecked with a white tablecloth, wine, challah and candlesticks for Shabbat dinner.

Also displayed at Harris-Teeter were books and brochures on keeping kosher, "I Love Kosher" stickers and a kosher video presentation.

According to Nelson Plyer, manager of Harris-Teeter, there was extraordinary interest in kosher food and the



Efraim Novak looking at 'Kosher Week' display.

kosher display. "Many people thanked me for hosting kosher week. It was a very successful project," he said.

Rabbi Binyomin Weiss, coordinator of Kosher Week, says, "Many people are interested and willing to keep kosher and don't realize how easy it is. Kosher Week was an opportunity for us to demonstrate how well accepted it is

in our community."

Free samples of kosher food were distributed to shoppers along with weeples which said "Keep it Kosher, keep it Kool." The famous Lubavitch Woman's cookbook, *The Spice and Spirit of Kosher Cooking*, was on sale at the store. It is still available at the Chabad House. For information call 366-3984.

New Kindergarten to Open

Lubavitch of North Carolina announced in mid-July the opening of a new kindergarten for children five years of age.

"This has come as a result of parent request," said Mariashi Groner, Chabad House administrator. She indicated that the parents of the Lubavitch preschool had asked for a continued program.

The new kindergarten will follow in the pattern of top-rated schools in the country. Special curriculum in Judaica and secular studies has been carefully prepared.

Susan Doobrow of Charlotte has been hired as kindergarten

teacher. This is perhaps the most exciting part of this new venture. Mrs. Doobrow, who is highly qualified, has taught in the Charlotte-Mecklenburg School System for five years and has had extensive experience teaching in other states, as well. Most importantly, Susan has been able to develop a warm and wonderful rapport with the children who, at such a tender age, need the best of warmth and professionalism.

In addition to the kindergarten, Lubavitch operates a full day preschool and a Talmud Torah for elementary-age children.

Patronize Our Advertisers



CARPET SALE

- Monsanto Gold Label \$16⁹⁹ installed
24 colors to choose from
- Monsanto Wear-Dated Carpets \$14⁹⁹ installed
16 colors to choose from
- Berbers 30-54 oz. — 100% wool
from \$18²⁵ installed
- Berber Classics: as low as \$12⁶⁹ installed
- Armstrong Floors — Designer Solarium
First Quality \$15⁹⁵ *



Special: Buy your carpet from us and save an additional \$2 per sq. yard on your Designer Solarium. *

* In stock items only.

Senior Citizen Discount
No Hidden Charges

No Charge for Moving Furniture
Shop at Home — Compare & Save

90 days — same as cash

2848 The Plaza
across from VFW
376-1030



M-F 9-6

Sat. 9-6



A Letter from a Camper

Dear C.G.I.,

Once again, my summer vacation was a most enjoyable one, thanks to Camp Gan Israel. It's always been #1 in my eyes, but this year the camp outdid itself.

It's hard to pin down exactly what set this year apart, but if I had to use one word it would be the word "MORE." This year there was simply more of everything! More trips, more kids, more fun, more counselors, more appreciation of being Jewish, more indoor and outdoor activities and, best of all, more time — more glorious time. Yes, this year Camp Gan Israel gave us everything it had for an extra week.

It felt funny to receive a prize at the end of camp when, really every day, every meal and every activity was a "prize" in itself. I'm already counting the days till next year's camp!

Love,
Jessica

(Editor's note: See next page for description of camp and photos of some of the activities.)



930 ON YOUR AM RADIO DIAL

Listen Every Sunday
9:00 - 10:00 AM