

THE BRONX CLUB OF VEGAS VALLEY NEWSLETTER JANUARY 2011



This picture is of NY Yankee great Joe DiMaggio with Mrs. Babe Ruth and Bronx borough President James Lyons. They are dedicating Babe Ruth Plaza in 1949.

If you require any information concerning the Club, know of anyone interested in joining, or have ideas for upcoming events you would like to host, please contact me Leslie Schoenberg ls1166@aol.com, home 838-3560, cell 702-513-2553, or Club Co-Chair, Sue Braun, 360-2232 suefromtustin@yahoo.com. In addition, I am also the Newsletter Editor. If you have, any articles about The Bronx that you would like to have put in the Newsletter, please forward them to me at the above email address.

UPCOMING EVENTS

January 16, 2011–Event location – Mimi’s Café, 1121 South Fort Apache Rd., at 5:30pm. Your hosts for the evening are Larry and Leslie Schoenberg. You can order from the special menu and the restaurant will issue separate checks including tax and gratuity.

We have a very special guest speaker, Emmy Award Winning reporter/anchor Jim Snyder of Channel 3 news. He will be speaking to us about a trip he took in October to Cuba. He made the trip under the auspices of the Jewish Federation of Las Vegas. They went to visit the small Jewish community that survived 30 years of repression under an atheistic regime. He will be happy to answer questions you may have in regard to this trip or any other subject. We will collect \$1.00 from everyone to defray Mr. Snyder’s expenses.

A short biography follows:

Born in Chicago, Illinois, Jim moved to Seattle, Washington, as a child. He lived in the Northwest through college at Washington State University and graduated in 1987 with a B.A. Degree in Broadcast Journalism. Jim worked his way up the broadcast ladder starting in Wenatchee, Washington, in 1987; Tri-Cities Washington between 1987 and 1989. From there, Jim made his first stop in the Silver State, working in Reno until 1991.



Jim then made Las Vegas his home for three years working at News 3 between 1991 and 1994 as the morning anchor. He then moved to Seattle, Washington, where he anchored the news between 1994 and 1998. "I always thought of the Northwest as my home, but after spending time in Las Vegas, I began to appreciate the fantastic quality of life here," he says. "And now, this is home."

February 20, 2011- Our event will be held at Mimi's Café, 7315 Arroyo Crossing Parkway (Rainbow and the 215) at 5:00 pm. Your hosts are – Larry and Leslie Schoenberg. Please respond no later then February 14, to Leslie at ls1166@aol.com, 838-3560. Our guest speakers will be Sun City residents, Willie and Lydia Lebovic. They are concentration camp survivors who have appeared on PBS TV, whenever there is a program about the Holocaust. They have dedicated the last 12 years of their lives to making children aware of what happened during the Holocaust and making sure it is not forgotten. They relate their experiences with sincerity and as a way of informing people.

March 20, 2011- Our event will be held at N.Y. Pizza & Pasta, 2400 S Jones (at Sahara), 871-1159 at 6:00pm. Separate checks will be issued. Click here for a copy of their menu. [New York Pizza & Pasta - Vegas | Pizza Delivery Las Vegas | Online Menu](#). Your hosts are Larry and Leslie Schoenberg. Please respond no later then March 14, to us at 838-3560 or ls1166@aol.com. We will have a singer, Michel Martel to entertain us. We will charge \$2.00 a person to cover his expenses. More information about his impressive musical past will be in the next Newsletter.

The Bronx Club of Vegas Valley Ladies Club, Chaired by Susan Blonder, had their December meeting at Red Rock Casino, "The Feast" Buffet on December 2nd, at 10:00 AM. There were nine in attendance. The meeting ended at 1:30 PM. Please join us at the next meeting, invitation below.

THE BRONX CLUB OF VEGAS VALLEY LADIES CLUB

INVITATION TO OUR JANUARY MEETING

WHERE: Cheesecake Factory, Boca Park

WHEN: JANUARY 6, 2011

TIME: 12:30 PM

RSVP: Yes or no to Susan Blonder, 395-6878

Description of the flag of the Borough of The Bronx.



The Bronx borough flag was adopted in 1912. The description is the Dutch colonial flag (the Prinsenvlag of orange, white, and blue horizontal stripes), with the addition of the Bronck family arms encircled by a laurel wreath denoting honor and fame. The shield shows the face of the sun with rays displayed rising from the sea, signifying peace, liberty, and commerce. The crest is an eagle with its wings "displayed" (actually expanded) on a hemisphere facing eastward, representing "the hope of the New World while not forgetting the Old." The motto is "Ne cede malis," meaning "Yield not to evil."

The Bronx (always "The Bronx", never just "Bronx") flies a flag described above, with the Borough Seal on a white disc in the center, overlapping the upper and lower stripes. There are many variations in the seal design and colors, but it appears there is no single official pattern. It has the seal with the orange, white and blue stripes BEHIND the center, within the wreath and the word "THE" arcing to the left of the globe in the crest and the word "BRONX" arcing to the right side of the globe. The known variations in design are:

- The laurel leaves do not always touch at top, nor are they always depicted with fruit.***
- The sun sometimes has a face and sometimes does not; also, it sometimes appears in a blue sky and other times in a white sky.***
- The waves below the sun may be white, gold, dark blue, or black.***
- The motto may be in red, orange, blue, or black.***
- The border around the shield may be red or orange.***
- The stripes may continue behind the seal.***

The following members are celebrating January birthdays:

<i>Jack Oliver</i>	<i>January 1</i>
<i>Edith Einhorn</i>	<i>January 2</i>
<i>Victoria Grouse</i>	<i>January 14</i>
<i>Sandy Rubens</i>	<i>January 15</i>
<i>Hannah Pollack</i>	<i>January 16</i>
<i>Larry Schoenberg</i>	<i>January 21</i>
<i>Susan Braun</i>	<i>January 22</i>

Happy Anniversary to the following members:

<i>Larry and Leslie Schoenberg</i>	<i>January 1, their 45th.</i>
<i>Harvey and Arlene Rubenstein</i>	<i>January 19, their 42nd.</i>
<i>Ken and Rochelle Goodman</i>	<i>January 28, their 32nd.</i>

Get Well cards were sent to:

Lois Klein and Hannah Pollack

A GREAT JEWISH BRONX TALE

Article contributed by Jane Niedelman

The South Bronx in 1950 was the home of a large and thriving community, predominantly Jewish. In the 1950's The Bronx offered synagogues, mikvas, kosher bakeries, and kosher butchers - all the comforts one would expect from an observant Orthodox Jewish community.

The baby boom of the postwar years happily resulted in many new young parents. As a matter of course, the South Bronx had its own baby equipment store, Sickser's, was located on the corner of Westchester and Fox, and specialized in "everything for the baby" as its slogan read.

The inventory began with cribs, baby carriages, playpens, high chairs, changing tables, and toys. It went way beyond these to everything a baby could want or need. Mr. Sickser, assisted by his son-in-law Lou Kirshner, ran a profitable business out of the needs of the rapidly expanding child population.

The language of the store was primarily Yiddish, but Sickser's was a place where not only Jewish families but also many non-Jewish ones could acquire the necessary items for their newly arrived bundles of joy. Business was particularly busy one spring day, so much so that Mr. Sickser and his son-in-law could not handle the unexpected throng of customers. Desperate for help, Mr. Sickser ran out of the store and stopped the first youth he spotted on the street. "Young man," he panted, "how would you like to make a little extra money? I need some help in the store. You want to work a little?" The tall, lanky African American boy flashed a toothy smile back. "Yes, sir, I'd like some work." "Well then, let's get started."

The boy followed his new employer into the store. Mr. Sickser was immediately impressed with the boy's good manners and demeanor. As the days went by and he came again and again to lend his help, Mr. Sickser and Lou both became increasingly impressed with the youth's diligence, punctuality, and readiness to learn. Eventually Mr. Sickser made him a regular employee at the store. It was gratifying to find an employee with an almost soldier-like willingness to perform even the most menial of tasks, and to perform them well.

From the age of 13 until his sophomore year in college, this young man put in from 12 to 15 hours a week, earning 50 to 75 cents an hour. Mostly, he performed general labor: assembling merchandise, unloading trucks and preparing items for shipments. He seemed, in his quiet way, to appreciate not only the steady employment but also the friendly atmosphere Mr. Sickser's store offered. Mr. Sickser and Lou learned in time about their helper's Jamaican origins and he in turn picked up a good deal of Yiddish.

In time the young man was able to converse fairly well with his employers, and more importantly, with a number of the Jewish customers whose English was not fluent. At the age of 17, the young man, while still working part-time at Sickser's, began his first semester at City College of New York. He fit in just fine with his, for the most part Jewish classmates, hardly surprising, considering that he already knew their ways and their language. However, the heavy studying in the engineering and, later, geology courses he chose proved quite challenging. The young man would later recall that Sickser had offered the one stable point in his life those days.

After signing up for an ROTC program and serving two tours of duty in Vietnam, the young man quickly rose to the top ranks of the US Military. In 1989 under President George Bush, Colin Powell was sworn in as Chairman of the Joint Chiefs of Staff.

In 1993, in his position as the Chairman of the Joint Chiefs of Staff, two years after he guided the American victory over Iraq in the Gulf War, General Colin Powell visited the Holy Land. Upon meeting Israel's Prime Minister Yitzhak Shamir in Jerusalem, he greeted the Israeli with the word "Men kent reden Yiddish" (We can speak Yiddish).

As Shamir, stunned, tried to pull himself together, the current Secretary Of State continued chatting in his second-favorite language. Colin Powell never forgot his early days working at Sickser's.

PICTURES FROM OUR DECEMBER EVENT

Our December event was our first annual Holiday Brunch. It was held at the home of Les and Sue Braun and was attended by 22 guests. There was a White Elephant Auction, in which everyone seemed to have great fun participating. The following pictures show some of the delicious food brought for the potluck brunch and our guests enjoying themselves.



Members helping themselves to brunch left to right – Rita Ort, Irene Weiss, Larry Schoenberg, Ken Stern, Sue Braun, Dave Einhorn and Susan Blonder.



Members JoAnn Geller, Robin Johnson, guest Lori Puglisi, members Rochelle Goodman and Allen Blonder.



At The White Elephant Auction, everyone is intent on seeing what is in the bag.



From left to right – Larry Schoenberg, David Einhorn, Allen Blonder, Martin Fessler, Melodie Williams and Les Braun enjoying conversation after brunch.



***Located at 167th Street and Gerard Avenue.
What is this building?***



Do you know what this is?



Can you identify me?



The Bronx Eye and Ear Infirmary.

Answers to December trivia

- 1- Bronx County Courthouse, 161st Street and Grand Concourse***
- 2- Fountain at Bronx Zoo***
- 3- Poe Cottage, Poe Park, Grand Concourse***

Disneyland

Jimmy and Roy

Karen and Cubby

Hardy Boys

Triple R Ranch

1955

January Trivia Questions

- 1. Get the best...get the best...get***
- 2. You like it, it likes you***
- 3. Makes the very best chocolate.***
- 4. The pause that refreshes.***
- 5. Where there's life, there's***