



1972

Twenty-sixth Anniversary
of the
Annual Beth El Congregation
Purim Ball

February 26, 1972



BETH EL CONGREGATION
1118 West Glendale Avenue
Phoenix, Arizona

A Tribute to Fay Gross

Mr. and Mrs. Alan Bandler

Dr. and Mrs. Louis Becker

Dr. and Mrs. Richard Belgrad

Dr. and Mrs. Otto Bendheim

Dr. and Mrs. Alberto Benchimol

B'nai B'rith Women

Mr. and Mrs. Al Borinstein

Mr. and Mrs. Peter Davidson

Dr. and Mrs. Ira Ehrlich

Mr. and Mrs. Ben Feiler

Jack and Kitty Finkelstein and Shari

Mrs. Morris Fischel and son, Morey

Mr. and Mrs. Stanley Frost

Mr. and Mrs. William Greiff

Dr. and Mrs. Daniel Goodman

Mr. and Mrs. Morris Gilburne

Dr. and Mrs. Mark Gorman and Family

Mr. and Mrs. S. A. H. Hashimi and Yousef

Mr. and Mrs. Jed Jurkowitz

Mr. and Mrs. Chas. Kalina

Dr. and Mrs. Leonard Karp

Mr. and Mrs. Ted Kort

Mr. and Mrs. Sidney Kosowsky

Dr. and Mrs. Howard Kravetz

Dr. and Mrs. Robert Kravetz

Dr. and Mrs. Bernard Levine

Mr. and Mrs. Arthur Lewis

Dr. and Mrs. Herbert Liston

Dr. and Mrs. Sam Mackoff

Mr. Max Mallin

Mr. and Mrs. Sam Mallin

Mr. and Mrs. Sol Mallin

Mr. and Mrs. Zachary Merrin

Mr. and Mrs. Morris Miller

Mr. and Mrs. Saul Mintz

Phoenix Hadassah Chapter

Mr. and Mrs. Harry Robbins

Dr. and Mrs. Murray Rosen

Mr. and Mrs. Seymour Seigel

Dr. and Mrs. Arnold L. Serbin

Mr. and Mrs. Milton Sommer

Mr. and Mrs. Leo Sroka

Mr. and Mrs. Max Strom

Rabbi and Mrs. Tutnauer, Nahum and Roney

Mr. and Mrs. Morris Turken and Family

Mr. and Mrs. Robert Whitefield

Mr. and Mrs. Harry Wineberg

Mr. and Mrs. Al Zeitlin

Mr. and Mrs. Harold Ziskin



MRS. JOE GROSS

Woman of the Year — Phoenix Jewish Community

Beth El Congregation takes special pride in honoring Fay Gross as Woman of the Year of the Phoenix Jewish Community. Mrs. Gross was overwhelmingly selected on the basis of long term service to the Jewish community by a poll of the Jewish women's organizations of the greater Phoenix area.

Fay truly personifies the spirit of Esther through her significant contributions to the community, her high ideals of service and her consistency of purpose. We rejoice in the recognition accorded to Fay and regard it as a meaningful tribute at Purim.



Message from Chairmen

The Purim Ball has always had as one of its prime objectives, the desire to involve the Jewish Community in a combined spirited affair. Once again the 1972 Purim Ball is stressing this idea. Beth El is honoring the "JEWISH WOMAN OF THE YEAR", chosen, in a unified effort, by the various Jewish Women's Organizations of Phoenix.

We'd like to take this opportunity to thank the many people who helped make this 1972 Purim Ball one to be long remembered. Our thanks go to the various organizations — you, our advertisers; you, the people attending the Ball — all are important in making a success of this gala event.

It is with great pride that we say **THANK YOU.**

SIDNEY AND GERT KOSOWSKY

A Message from Rabbi Moshe Tutnauer

Purim — the holiday which celebrates the woman. Vashti, the Persian Queen, rebels against her drunken husband. Zeresh, the wife of Haman, the ego-tist, is the first to predict her husbands demise — and Esther, beautiful, gracious and brave, is the heroine who saves her people.

We, here in Phoenix, have been celebrating Purim by honoring our women. In the past, we've used the holiday as a means of introducing young ladies into the community. The Purim Ball has been made grand by their presence and by the encouragement they afforded for the future.

This year, though the spirit is the same, the format is slightly different. Instead of honoring those who *may* "keep the promise", we are honoring a lady who *has* kept the promise, a lady who has done fantastic things in order to insure that Phoenix Jewry will have a rich and meaningful future.

Fay Gross has been an innovator, a pioneer, a leader, a willing and patient worker, and, most important of all, a gracious, though persistent, diplomat. She has followed the example of Queen Esther. When that lovely lady really wanted to get something done, she opened her home and fed those she wanted to influence. Following in Esther's footsteps, Fay has opened her home to some of the most important meetings ever held in this community.

Midrasha was planned in Fay's home. An organization to aid Hillel was formulated in her home. The Hebrew High School was born in her home. Who knows how many other great ideas came to fruition over coffee and Fay's famous pineapple squares!

Margie and I are sorry we will not be here to share in Beth El's Purim and Fay Gross' evening. Our consolation is that we will be celebrating in Israel, a land so dear to the Grosses and to all of us!

HAG SAMAYACH

Purim

The Megillah is read.
The story unfolds.
A plot to destroy the Jews of Persia.

Mordecai, brave and wise; Esther, beautiful and loyal unmasked the villain Haman. King Ahasuerus revokes the order for the destruction of the Jews.

Biblical historians have grave doubts about the authenticity of this tale. Scholars are unable to determine the origin of the festival, but all children and most wise adults know that the myth is true. That goodness prevails over evil. So we shake our groggers in joyous defiance to blot out the very name of Evil.

We eat, we drink, we make merry.

It gives us courage for we know Jews must not depend on miracles but must fight against injustices whenever and wherever it appears.

We must work for peace.
We must rebuild Israel.
We must help victims of persecution and oppression.
We must strengthen Jews life in every home and every community.
We have outlived many Hamans.
We will outlive the Hamans of today.

MR. & MRS. ZACHARY MERRIN

The Sound of Purim

Joy is traditionally unlimited and uninhibited on the two holidays of Simchat Torah and Purim. Historically Purim gradually approached, with official sanction, close to hilarity. The joyous spirit of Purim began with the reading of the Megillah (Book of Esther) in the synagogue, and gradually reached into the home. As time went on, it extended into the "purimspiel" and into the various parodies and songs which form an important part of the music that grew out of the celebration of this festival.

Musically speaking, the reading of the Megillah is preceded by three benedictions, in a major mode in which one immediately feels the joyous and carefree atmosphere of Purim. The traditional manner of reading the Megillah is, like that of a letter or document, animated and hasty. The Ashkenazic Jews use the system of cantillation based on the dorian mode. This mode is embellished by borrowing from the cantillation of the Book of Lamentations and other liturgical motives. These borrowings are used to give expression to certain key phrases and sentences of the Megillah. Purim has made its contribution to Jewish music by the very joyousness of its nature, which better than anything else, is expressed in the cantillation mode itself for the Book of Esther.

CANTOR SHLOMO SHUSTER

THE PHOENIX JEWISH COMMUNITY'S
1972 WOMAN OF THE YEAR
MRS. JOE (FAY) GROSS

Cast, In Order of Appearance:

Master of Ceremonies	Joseph Feld
First Purim Shpieler	Marvin Feld
Second Purim Shpieler	Wendy Kosowsky
Soloist	Cantor Shlomo Shuster
Accompanist	Lylyan Wick
Escorts to Woman of the Year	Susan Gross Marc Gross
Heckler	Joe Gross
Production Staff For "Woman Of The Year"	
Jerry Kosowsky	Stage Manager
Dennis Wortman	Scrolls
Script and Direction	Brenda Meckler

And Introducing

MR. HERB SELLS, *Star of the Night Club Circuit*

In A "HAMANTASCH" Filled With Fun and Frivolity

Beth El 1972 Purim Ball Committee Chairmen

Mr. and Mrs. Sidney L. Kosowsky	General Chairmen
Mrs. Norman E. Green	Publicity
Mr. Dennis Wortman	Invitations
Mrs. Larry Levitt	Reservations
Co-workers	Mrs. Julius Lato, Mrs. Ethyle Meyer
Mrs. Milton Hersh	Seating
Mrs. Morris Meckler	Program
Mrs. Arthur Ansel	Decorations
Co-workers	Mrs. Bernard Abrahams, Mrs. Steve Ansel Mrs. Bernard Moed, Mrs. Chris Messana
Mrs. Milton Sommer	Favors
Mrs. Dennis Wortman	Junior Hostesses
Junior Hostesses	Mrs. Morton Dubnow, Mrs. Ronald Fineberg Mrs. Sayed Hashimi, Mrs. David Rosen Mrs. Lloyd Smigel, Mrs. Gerald Schwartzberg
Mrs. Arnold Serbin	Dinner
Mr. Max Kravitz	Cocktail Hour
Mr. Jerry Kosowsky	Lighting and Audio
Mrs. Harry Wineberg	Evening Prizes
Mr. Sidney L. Kosowsky	Ad Book Journal
Co-Chairman	Harry Wineberg
Mrs. Harry Wineberg	Jewels, Tributes, etc.
Co-chairmen	Mrs. Myron Ablowitz, Mrs. W. A. Anderson
General Committee	Members of Sisterhood

Ad Journal Workers

Alan Bandler
Ron Bookbinder
Carl Cohn
Ann Feld
Felecia Garman
Aaron Gecker
Philip Gilbert
Morris Gilburne
Jack Grodzinsky
Elaine Hashimi

Milton & Eleanor Hersh
Sidney & Gertrude Kosowsky
Max Kravetz
Jo Leibhaber
Geri Levin
Thelma Levitt
Sol Mallin
Max Mallin
Oscar Rauch
Sol Resnick

Ann Schubert
Lloyd Smigel
Paula Sobol
Milton Sommer
Paul Staman
Irving Unger
Harry & Josie Wineberg
Judy Wortman
Robert Whitefield
Harold Ziskin