

Iyar 16-17, 5767
May 4-5, 2007

Weekly Bulletin

Candle Lighting: 7:37 PM
Shabbat Ends: 8:41 PM

VOLUME I

FRIDAY, MAY 4, 2007

16 IYAR, 5767

ISSUE XXXII



BBQ

with all the fixins!

**This Sunday,
May 6**

5:30 - 8:30 pm

**Chabad
101 West 92**

**\$10 per person
\$36 per family**

*Celebrate the mystical
Yahrzeit of Rabbi Shimon
Bar Yochai who authored
the Zohar over 2,000
years ago.*

RSVP:

chabad@chabadwestside.org

Preparations for Chabad's Annual Dinner Move into High Gear



Every year the Chabad Annual Dinner is one of the most anticipated and enjoyable benefits of the year, and this year promises to be no exception.

Preparations are well underway to making this year's Chabad Benefit dinner a most spectacular event. We have three amaz-

ing couples who we will be honoring, **Rachel and Bertie Bregman, Judy Federbush and Rodney Greenwald and Danielle and Asaf Tamir.** The venue at **Pier Sixty** is one of the most stunning locations in Manhattan; the program will be moving, inspirational and brief. Ram Caterers will be providing us with us with a unique culinary experience, and most of all, the guests will be our very own Chabad community.

All that remains now is to meet our fundraising goal of \$700,000 for this year's annual dinner campaign. These funds are needed to cover the gap between tuition and the actual cost per child, provide more scholarships, increase the benefits to our teachers, and improve our facilities. Additionally, we have set as a goal this year to pay off the outstanding balance of \$175,000 on our construction loan for the 97th Street facility

If we all participate to our fullest abilities - through dinner attendance, journal ad purchases and donations - we are confident that together, we will achieve our goal. You will be receiving, or perhaps you have already received, a phone call from a classroom representative regarding the dinner. Please respond as generously as you can. Your contribution to the school will be your best investment of the year.

Bow and Arrow

By Yanki Tauber



An outside observer of human life would probably describe it something like this: They wake up in the morning, spend 16 to 18 hours using objects to manipulate other objects, and go to sleep.

On the whole, this is how we conduct our lives. When something faces us, we grab hold of something else -- a telephone, a wallet, a gun -- with which to deal with the situation.

But there comes a point at which the phone is just a piece of plastic, there's nothing to shoot at, and no matter how much money is expended, it

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101 WEST 92ND STREET
NEW YORK, NY 10025 212-864-5010
www.chabadwestside.org
chabad@chabadwestside.org

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Join **Rabbi Kugel** every Wednesday morning 10:45–11:30 for coffee & discussion on: **Pathways to the Soul**, a class for women at the home of Deborah Shimko 500 West End Ave. Apt. #8C @ 84th St.

Thinking of moving?

Explore Yonkers- 15 minutes from NYC and just one mile north of Riverdale an exciting growing community with charming and affordable housing!

**Contact Chabad Pre-K Morah Hava Kleinman
Licensed Real Estate Salesperson**

Silversons Realty, LLC.

(914)-725-9344

(917) 597-1014

Hava@silversons.com



A Percentage of sales will be donated to Chabad ELC

Bow and Arrow

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doesn't get any better. The external resources on which we've come to rely are suddenly ineffectual, and the only place to turn is inward, to ourselves.

Lag BaOmer, the 33rd day of the Omer Count that connects Passover to Shavuot, is the birthday of Jewish mysticism.

For many generations, the inner soul of Torah - also known as the "Kabbalah" -- was transmitted from teacher to disciple in the form of cryptic maxims, in private, and only to a very few individuals in each generation. These teachings chart the sublime expanses of the divine reality, the processes of creation, G-d's relationship to our existence and the inner recesses of the human soul. The tremendous power they contain, and their extreme subtlety, makes them extremely vulnerable to corruption. Thus, for many years it was forbidden to reveal these teachings.

The first to disseminate the teachings of Kabbalah to a wider group of disciples was Rabbi Shimon bar Yochai, who lived in the 2nd century CE. The most significant revelation came about on the day of Rabbi Shimon's passing, on which he expounded for many hours on the most intimate secrets of the divine wisdom. That day was Lag BaOmer.

Centuries were to pass before the great Kabbalist Rabbi Isaac Luria (the "Holy Ari", 1534-1572) would proclaim, "In these times, we are allowed and duty-bound to reveal this wisdom," and Rabbi Israel Baal Shem Tov (1698-1760) and his disciples were to make them accessible to all via the teachings of Chassidism. But Lag BaOmer remains the day on which "Jewish mysticism" made its first emergence from the womb of secrecy and exclusivity. Rabbi Shimon bar Yochai instructed his disciples to celebrate this day as a joyous festival -- and so it is marked in every Jewish community to this day.

One of the ways in which we celebrate Lag

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Join Chabad for a host of events for the entire family on Shavuot!

Shavuot Dinner at Chabad

Tuesday night, May 22, 2007

Ma'ariv: 9:00 PM.

Yom Tov Dinner: 9:30 PM.

Cost: \$30 per person

RSVP: www.chabadwestside.org

Followed by all night learning

Session I 12:00 - 1:15 AM

Halachic Issues in the Messianic Age

With Rabbi Yisroel Fried

Session II 1:30 - 2:45 AM

"Every Jew Has A Place In The World To Come" (Pirkei Avot)

With Rabbi Meir Ossey

Session III 3:00 - 4:15 AM

**Moses, Kind David and the Ba'al Shem Tov:
The Three Central Figures of Shavuot**

With Rabbi Shlomo Kugel

Coffee and plenty of refreshments

Chabad Kids Shul
invites you to its annual



Shavuot Children's Ice Cream Party!

Hear the Ten Commandments read from the Torah and then enjoy a great party.

Wednesday, May 23

Shacharit: 9:45 am

Reading of the Ten Commandments: 11:15 am
(approximately)

Followed by our super delicious Ice Cream Party!

See you at Chabad -
101 West 92nd Street



Please note the change in dates for the final Chabad Kids Club events this year.

Stay tuned for further details...

Thursday, May 17
Shavuot Carnival

5:00 - 6:30 pm
 101 West 92nd Street

Sunday, June 3
CKC Family Trip to the Jewish Children's Museum

9:00 am departure
 1:00 pm return

School bus pick up and drop off at 101 West 92nd Street.

Happy Birthday!

<u>Name</u>	<u>Hebrew Date</u>	<u>Occurs On</u>
Alexander Berman	19 Iyar	May 7
Yael DiPietra	18 Iyar	May 6
Ethan Friedman	19 Iyar	May 7
Margalit Laska	20 Iyar	May 8
Hannah Rudt	16 Iyar	May 4
Sela Schamroth	21 Iyar	May 9
Miriam Storch	17 Iyar	May 5

ONGOING CLASSES

MONDAY EVENINGS 8:15 pm
IN-DEPTH TANYA
 with Rabbi Meir Ossey
 AT THE CHABAD SHUL

WEDNESDAY MORNINGS
 10:45-11:30
PATHWAYS TO THE SOUL
 a Class for Women
 with Rabbi Shlomo Kugel

Coffee & Discussion
 AT THE HOME OF
 DEBORAH & DAVID SHIMKO
 500 WEST END AVE. APT. #8C

WEDNESDAY EVENINGS 8:30 pm
PRACTICAL HALACHA
 with Rabbi Yisroel Fried

AT THE HOME OF
NAAVA & DANNY ECKSTIEN
 20 WEST 87TH ST. APT. #1B

SHABBAT
 9:00 am
THE CHASSIDIC PARSHA
 with Rabbi Yisroel Fried

1 hour before Mincha
RAMBAM SHIUR
 with Rabbi Yisroel Fried
 at the Chabad Shul



Chabad ELC

Chabad ELC
101 West 92nd Street
166 West 97th Street

Phone: 212-864-5010
Fax: 212-932-8987

www.chabadwestside.org
celc@chabadwestside.org

You are cordially invited to join
Morah Pearl's Birthday Farbrengen

Celebrate Pearl's special day with
singing and sharing of food for body and soul.



Wednesday, May 9 at 8:00 pm
Hosted by Sarah Zitter Milstein
100 West 89th Street #6F

RSVP to the school office - 212-864-5010 / celc@chabadwestside.org

~ For Women Only ~

Far`breng: (Yiddish V) To gather in chassidic spirit (verb)
Far`breng`en: (Yiddish N) An informal gathering characterized by singing and inspiring talk

Next Week at CELC

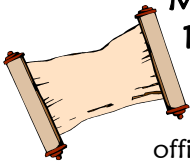
Sunday, May 6	<u>Lag B'Omer</u>	
Monday, May 7	Music 97 <u>Torah Class @ 92</u>	
Tuesday, May 8	<u>PN, N, PK Trip to Van Saun</u> Music 92	
Wednesday, May 9	<u>Toddler Trip to Central Park Zoo</u> <u>Pearl's Birthday Farbrengen</u> Kinderdance 97	
Thursday, May 10	Kinderdance 92	

Live with the Times

Join CELC Morahs and staff members for an enlightening and thought provoking Torah learning session.

Monday, May 7

1:00 pm @ 92nd Street



Childcare provided with advance notice. Please contact the school office if you are interested.

After School Soccer

Haven't signed up yet? Don't miss out on all the fun! There are still available slots in our After School Soccer classes.

Tuesdays at 97th Street 2:45-3:30 pm

Wednesdays at 92nd Street 12:45-1:30 pm

Please contact Debbie, our After-School Classes Coordinator, for more information.

(212) 501-8834
debrudt@rcn.com



Ke'elu Torah Theater

The Nursery and Pre-K classes enjoyed an interactive session of Torah Theater with Morah Michal on Thursday. Using very few props but lots of imagination, the children dramatized Torah stories like Noach and the ark, Miriam and baby Moshe and the splitting of the sea.

Morah Michal developed a theater arts program called "Ke'elu", based on the Torah passage discussing our obligation to really feel as if we went out of Egypt ourselves. While theater arts help foster the development of self expression, peer interaction and self confidence in children, Ke'elu Torah Theater integrates Torah and Jewish values as well which makes for lots and lots of dramatic fun.

Many thanks to Cayle White (Felix, N2) for the recommendation!



See Anything You Like?

These are just some of the online shopping sites that will direct a percentage of your purchase towards the CELC Boxtops account.

Register at the Boxtops Marketplace TODAY! It takes less than a minute to register and then you can enjoy online shopping knowing that it will directly benefit the children at Chabad ELC.

Use this link to sign up:

<https://www.boxtops4education.com/login.aspx>



Cheesecake Bake

Monday, May 21 ~ 1:00 pm ~ 92nd Street



Rabbi Kugel will provide the ingredients for an inspirational “Receiving of the Torah”, Morah Suri will provide the ingredients for a light and easy cheese cake and you will go home with lots to share with your family on Shavuot.

Childcare is available. To ensure sufficient supplies and staffing, please RSVP to the school office.

Don't Lose It!

Summer Camp Season is Almost Here!



Hang on to all your great stuff this summer. With **Mabel's Labels** stick-ons, your children will come home with their sports equipment, towels, swim bags and even their water shoes!

Support the PA while getting your family organized! Ensure that 15-20% of your order goes directly to the PA by logging on to:



www.chabadelc.mabel.ca

If you have any questions or would like more information about this program, please contact Chaviva Kaplan (Einav, PN1) at 212-724-3430.

.....



Mabel's Labels offers a wide selection of stick-ons, iron-ons, allergy alerts and even shoe labels. Mabel's Labels are tough, cute and easy to use. You can personalize labels with names, initials and even fun icons for non-readers. The labels are dishwasher, microwave, laundry & kid tested.

Trip Reminders

We are all looking forward to the field trips scheduled for this week.
Please take a minute to carefully read the following points.

Van Saun

PN, N, PK - MAY 8

- We plan to leave school at **9:30 SHARP**. Please be there on time so that we can commence our trip in a timely fashion.
- If you plan on meeting us at the park, please inform your child's teacher so that we do not need to wait.
- For safety purposes, all children need to wear their Chabad trip shirt.
- We will eat lunch at the park. Please pack a **nut-free** lunch **and drink** for your child (and yourself) in disposable packaging.
- If all runs according to schedule, we plan to be back at school by 1:45 pm. While school is in session until 2:30 pm, bear in mind that your child may be exhausted by the end of the trip and may need to go home.
- In the event of rain, the trip to Van Saun will be cancelled. Log on to the school website www.chabadwestside.org/celc by 7:30 am on Tuesday to find out whether there has been a cancellation.

Central Park Zoo

Toddlers - MAY 9

- We will be leaving school at **10:00 SHARP**. Please be there on time so that we can commence our trip in a timely fashion.
- If you plan on meeting us at the zoo, please inform your child's teacher so that we do not need to wait unnecessarily.
- For safety purposes, all children need to wear Chabad trip shirts. Trip shirts will be distributed on the morning of the trip.
- If you have membership at the zoo, please bring your card along!
- We will eat lunch at the zoo. Please pack a **nut-free** lunch **and drink** for your child (and yourself) in disposable packaging.
- If all runs according to schedule, we plan to be back at school by 12:00 pm. While school is in session until 12:30 / 2:30 pm, bear in mind that your child may be exhausted by the end of the trip and may need to go home.
- In the event of rain, the trip to the zoo will be rescheduled. Log on to the school website www.chabadwestside.org/celc by 7:30 am on Wednesday to find out whether there has been a cancellation.
- Scheduled rain date - **Tuesday, May 15**.

Mazal Tov!

Deborah Shapira and Barry Stern upon the birth of a baby boy! Best wishes to Pearl (N2), Kayla (T1) and the entire family.

Morah Nomi (PNI) and Betzalel Sandman upon the birth of a baby boy! Best wishes to the entire family.

TORAH FAX

Wonder Bread

The end of this week's parsha of Emor tells the story of a Jewish person who blasphemed G-d and the harsh punishment meted out to him for this crime.

The Torah introduces this sad episode with the words "The son of Israelite woman-who was the son an Egyptian man among the children of Israel-went out and quarreled in the camp with an Israelite man. The son of the Israelite woman pronounced the Divine Name and cursed."

The Midrash (cited by Rashi) asks: "From where did he go out?" One answer provided by the Midrash says that he came from the focus of the preceding section of the Torah that discusses the special bread placed on the table in the Sanctuary. This bread called Lechem HaPanim, Showbread, was placed on the table on the Sabbath and would remain there until the next Sabbath when it would be eaten by the Kohanim-priests. He mocked this and said: "A king should eat warm bread every day. Would he eat a nine day old, cold loaf of bread? (How then could G-d ordain in His Tabernacle, that there should be a weekly ceremony where the Kohanim eat such old, apparently stale bread?)" It should be noted that miraculously, the Showbread stayed fresh for that entire time and when The Kohanim finally ate it, it tasted as if it had just come out of the oven.

But why would the blasphemer doubt G-d's ability to keep the bread warm for nine days?. Furthermore, while he might have had a good question about G-d's instructions concerning this bread, why would he go to the extreme of cursing G-d?

One answer to this question is that the Torah in the preceding section discusses two parallel functions of the Sanctuary: the lighting of the Menorah and the placing of the Showbread on the Table.

In the mind of the blasphemer, these two rituals represented two distinct ways G-d relates to us. G-d is our source of light and spiritual inspiration and G-d is our breadwinner, who provides for all of our material needs.

In the mind of the blasphemer these two functions of the Temple should have manifested themselves in totally different ways.

When G-d revealed His presence through the Menorah, it was expected that it would be miraculous. After all, the Menorah was an expression of G-d's infinite power and light. The Menorah was the symbol of G-d's spiritual energy that obviously transcends nature.

However, when G-d expressed Himself through the Showbread, in the blasphemer's mind, it had to be a completely natural process. To override the laws of nature and to have the Showbread remain hot for 9 days was, in his mind, not a physical impossibility but a theological impossibility. Of course he recognized G-d's ability to do miracles, but he also felt that it was theologically untenable that miracles would encroach on natural territory.

Moshiach Matters...

The wondrous events and conditions of the Messianic Era will completely overshadow all and any miracles that happened before then, even those associated with the Exodus from Egypt. (Talmud Berachos)

Moshiach - It's a Jewish issue. For more info, visit www.moshiach.com

To be sure, he had witnessed many of the miracles that G-d wrought in Egypt and even the Manna from heaven, but those miracles were the exceptions that prove the rule. They were needed to save the Jewish nation from being killed or enslaved by the Egyptians and providing them with their sustenance in the desolate desert so they do not die of starvation. But as general rule, he reasoned, since the Table of Showbread was the symbol of the routine way G-d provides us with our needs, it ought not be unduly influenced by supernatural forces. And barring Divine intervention, he reasoned, the bread would be cold, and that would be disrespectful.

When he saw that G-d "violated" his preconceived conception of how He should relate to the natural processes of the world, he was irate because it went against his theology. So he cursed the name of G-d.

The name that he cursed is known in Hebrew as Havaya, also known as the Tetragrammaton. This Name combines the terms past, present and future and is therefore identified as G-d's essential name that transcends the natural order that is limited by time and space. Hence, he cursed this name specifically because he felt that it was "wrong" for G-d to override what he felt were the inviolate norms of nature.

Judaism is filled with notions that we can easily relate to. But there are an equal number of items that go against our intuitive feelings.

The lesson from the blasphemer is that when we come to a theological impasse, we do not express anger at G-d because He does not fit into our frame of reference, but we humbly accept the fact that G-d transcends us and does not always act the way we would expect Him to. Indeed, we should be surprised and grateful that we can have some small measure of understanding G-d and His ways.

There is a partial exception to the rule. When we see suffering, we have a right, nay an obligation, to come before G-d and demand: why? Why have you not yet brought Moshiach to usher in the promised and long overdue Messianic Age of peace? But even when we make these demands they are always predicated on the notion that G-d wants us to make those demands of Him and not that we have a right to G-d forbid lose our respect for and faith in Him.

The blasphemer would have been standing on solid ground if he had humbly asked G-d to provide him with greater knowledge and understanding of His ways as did Moses, for which he was not rebuked. When he crossed the line, "left his world," and started to blaspheme G-d because G-d did not conform to him, it was then that he lost his world.

When we cry out to G-d, "ad masai-how much longer do we have to endure exile," we must not just pay lip-service to it, but say it with all our heart and soul. But simultaneously, we surrender ourselves to G-d's will by even greater dedication to His Torah and Mitzvot.

Halachic Times

Week of May 3 - 9

Earliest Tefillin (latest of the week) 4:59AM

Latest Shma (earliest of the week) 9:19 AM

Torah Reading:Emor (Leviticus 21:1 - 24:23)

HaftorahEzekiel 44:15-31

Pirkei Avot Chapter 4

Shabbat is 32 days of the Omer

Shabbat Parshat Emor

FRIDAY, MAY 4

Candle Lighting7:36 pm

Mincha7:45 pm

Dvar TorahRabbi Kugel

Kabbalat Shabbat8:15 pm

SHABBAT, MAY 5

Parshah Class9:00 am

Shacharit9:45 am

Dvar TorahRabbi Fried

*****Kids Shul & Junior Minyan11:00 - 12:15*****

Kiddush is sponsored by Ben Goldstein in honor of the Yahrzeit of his mother, Channah Bat Yehoshua HaKohen, 13 Iyarapprox. 12:30 PM

Rambam and Pirkei Avot classes6:40 pm

Mincha7:40 pm

Ma'ariv & Havdallah8:42 pm

Each week, a Video of the Rebbe is shown after Havdallah.

Learn Rambam everyday at
www.chabadwestside.org/dailystudy/rambam.asp

New Pirkei Avot Class!

In keeping with the emphasis put on learning Pirkei Avot - Ethics of the Fathers - as a preparation for Shavuot and throughout the summer (as discussed in last week's Shul Bulletin), Rabbi Kugel will be giving and in-depth class on the study of Pirkei Avot every Shabbat afternoon. The class begins one hour before Minchah every Shabbat afternoon at Chabad. Men and women are welcome and no knowledge of hebrew is required.

Halachic Corner - More Omer questions

interesting questions posed by our readers

Question: What are some of the restrictions that apply during the Omer period and when do they apply?

Answer: Within a span of 33 days during the time of the Omer - between Pesach and Shavuot - Rabbi Akiva's 24,000 students died in a plague because they didn't show proper respect for each other. For this reason, certain laws of mourning are observed at this time.

These prohibitions include not taking haircuts, not marrying, not listening to music and not reciting the brachah of shehechyanu.

It should be noted that some people avoid buying clothing during this period. The reason for those with this custom is based on the idea that buying new clothing is a special and rare event which would require the blessing of shehechyanu and, as we mentioned above, that brachah cannot be said during this time. However, nowadays, buying clothes is a very common place occurrence, thank G-d, and a shehechyanu is generally not recited over new clothing, so buying new clothes need not be avoided during the Omer period.

There are varying customs regarding when these 33 days of restrictions are observed. Some observe them immediately after Pesach until Lag BaOmer. Others start them on Rosh Chodesh Iyar and keep them until 3 days before Shavuot. The Arizal says that the restrictions should be observed for the entire 7 week period from Pesach until Shavuot since, in addition to mourning over the loss of Rabbi Akiva's students, these restrictions comprise part of the 7 week preparation for receiving the Torah.

Based on the Arizal, the Chabad custom is to avoid listening to music and holding weddings for the entire Omer period, with the exception of the day of Lag BaOmer itself.

NEXT WEEK AT A GLANCE**Parshat BeHar - BeChukotai - Shabbat Chazzak**Friday, *May 11*

Candle Lighting7:44 PM

Saturday, *May 12*

Shabbat ends8:50 PM

Pirkei Avot Chapter 5

Lag BaOmer - Bow and Arrow

Among the many customs of Lag BaOmer, there is a unique custom for children to go out into the fields and play with a bow and arrow. This is to remind us that in the time of Rabbi Shimon Bar Yochai no rainbows were seen. A rainbow is a sign that G-d would have destroyed the world, G-d forbid, if not for His promise to Noah that He would never again bring a flood or harm the world. In the time of Rashbi, his merit was so great and brought such protection to his generation, there was no need for the sign of the rainbow to provide that "protection."

KIDDUSH SPONSORSHIP OPPORTUNITIES:

Sponsoring a Kiddush is a great way to share you Simchah or special family event with the community!

Kiddushim can be sponsored to celebrate a birthday, graduation or to commemorate the Yahrzeit of a loved one. Kiddush sponsors are encouraged to share some words of Torah at their Kiddush. Kiddushim cost \$300, \$400 or \$500.

To sponsor a kiddush, please email Rabbi Fried at ryf@chabadwestside.org, or call at 212-864-5010 x 14.

Kiddush Schedule:

Shabbat Emor - May 5,.....
Kiddush is sponsored by Ben Goldstein in honor of the Yahrzeit of his mother; Channah Bat Yehoshua HaKohen, 13 Iyar

Shabbat Behar - Bechukotai - May 12,
Kiddush is available

Shabbat BaMidbar - May 19,
Kiddush is available

MAY 6 - 18 IYAR, LAG BAOMER

Lag BaOmer commemorates the passing of the great Talmudic sage and author of the Zohar, Rabbi Shimon Bar Yochai. Rabbi Shimon's knowledge extended from the exoteric, legal realm of the Torah, to its deepest mystical secrets. Moreover, he was uniquely able to perceive these two areas of knowledge not as distinct disciplines, but as one composite unit, the legal aspect being the body and the mystical element the soul of one integrated Torah. This unity within the Torah which Rabbi Shimon recognized enabled him to perceive the Divine unity within our material world, and moreover, to have this unity expressed in actual fact as well as in the abstract. He understood Torah study as all-encompassing, able to influence and control every aspect of our lives.

Thus the Zohar relates that Israel once suffered a severe drought. When the Jews appealed to Rabbi Shimon for help, he expounded the verse, "How good and pleasant it is for brothers to dwell together" - and it began to rain.

Similarly, the Midrash relates that one of Rabbi Shimon's students returned to Israel after acquiring wealth abroad. Seeing that some of his other students grew envious, Rabbi Shimon led them to a valley and called out, "Valley, valley, fill up with gold coins," and it did. "Anyone who wants may take," declared Rabbi Shimon, "but he should know that he is taking from his portion in the World to Come."

Rabbi Shimon was able to make the spiritual wealth of the World to Come manifest as material wealth in this world.

On Lag BaOmer, we seek to emulate this quality of Rabbi Shimon's. On this day, it is customary for young yeshivah students to leave the halls of study and go out to the fields. The intent of this custom is obviously not to mark Rabbi Shimon's yahrzeit by taking a vacation from the study of Torah, but rather, to bring the yeshivah out into the fields. Rabbi Shimon was able to unite the deepest mystical elements of the Torah with the natural elements of the world. In emulation of him, children extend the atmosphere of the yeshivah to encompass even the field, an area seemingly beyond the realm of Torah.

In the Era of the Redemption, the fusion between the material and the spiritual exemplified by Rabbi Shimon will be reflected throughout the world. And through spreading Rabbi Shimon's teachings, the coming of the Redemption can be hastened. As the Zohar states: "Because eventually the Jewish people will taste of the Tree of Life, which is the Book of the Zohar, they will go out of exile with it, in mercy."

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ADVERTISING RATES FOR THE CHABAD WEEKLY BULLETIN

Size of Ads and Rates

Full Page	\$1,000	(min 4 weeks @ \$250 per week)
Half Page	\$520	(min 4 weeks @ \$130 per week)
1/4 Page	\$910	(min 13 weeks @ \$70 per week) or
	\$325	(min 4 weeks @ \$81.25 per week)
Bus. Card	\$325	(min 13 weeks @ \$25 per week)

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Bow and Arrow

continued from page 2

BaOmer is by taking children out to parks and fields to play with bows and arrows. The Lubavitcher Rebbe explains that the bow-and-arrow symbolizes the power of inwardness -- the power unleashed by the mystic soul of Torah.

The first weapons devised by man were designed for hand-to-hand combat. But a person's enemy or prey is not always an arm's-length away, or even within sight. Soon the warrior and hunter felt the need for a weapon that could reach a target a great distance away, or which lies invisible and protected behind barriers of every sort.

With a bow and arrow, the tension in an arched bough of wood is exploited to propel a missile for great distances and slash through barriers. The inventor of this device first had to grasp the paradox that the deadly arrow must be pulled back toward one's own heart in order to strike the heart of the opponent, and that the more it is drawn toward oneself, the more distant an adversary it can reach.

The external body of Torah is our tool for meeting the obvious challenges of life. Do not kill or steal, it instructs us; feed the hungry, hallow your relationships with the sanctity of marriage, rest on Shabbat, eat only kosher foods -- for thus you will preserve the order that G-d instituted in His world and develop it in accordance with the purpose towards which He created it.

But not everything is as up front as the explicit do's and don'ts of the Torah. Beyond them lie the ambiguities of intent and motive, the subtleties of love and awe, the interplay of ego and commitment; the taint of evil that shadows the most holy of endeavors, and the sparks of goodness that lie buried within the darkest reaches of creation. How are we to approach these challenges, so distant from our sensory reach and so elusive of our mind's comprehension?

This is where the mystical dimension of Torah comes in. It guides us in a retreat to our own essence, to the very core of our soul. It illuminates the selfless heart of the self, the spark of G-dliness within us that is one with its Creator and His creation. From there we unleash the power to deal with the most distant and obscure adversary; from there we catapult our redeeming influence to the most forsaken corners of G-d's world.