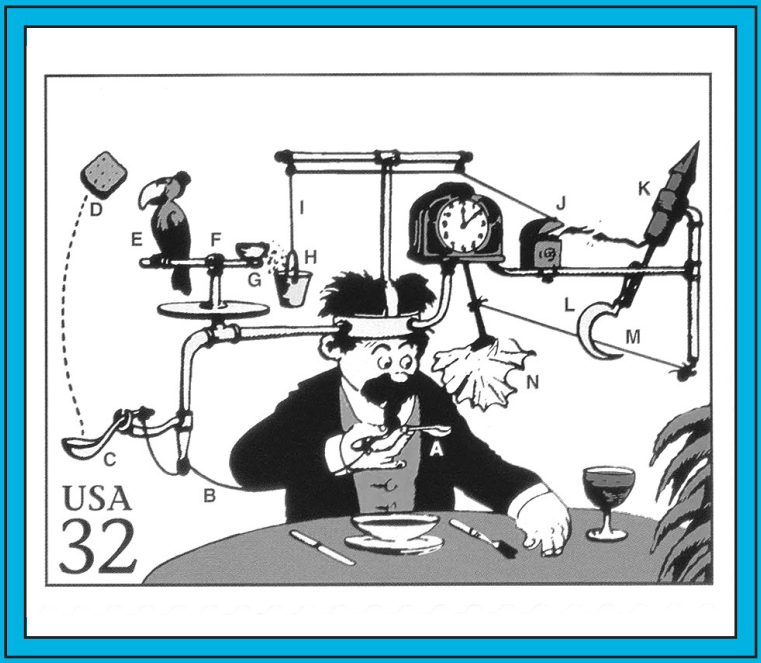
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THE BLUE CARD CALENDAR



The BLUE CARD
Since 1934
Assisting Holocaust Survivors in Need

5784

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THE BLUE CARD is a charitable organization that has been aiding Holocaust survivors since 1934. It is dedicated to the support of survivors of Nazi persecution and their descendants in this country, who still suffer from the effects of Nazi persecution, are sick or emotionally unstable, have been unable to achieve economic independence, or have lost it through sickness or old age; in many cases the Holocaust deprived them of family. The Blue Card's activities aren't duplicated by any other Jewish welfare agencies. During the year 2022, The Blue Card distributed over $2 million. This brings the grant total since The Blue Card's inception to over $50 million.

THE BLUE CARD continues to receive a four star rating from Charity Navigator, a distinction awarded to only four percent of all charities. The Blue Card is Better Business Bureau (BBB) accredited.

THE BLUE CARD mirrors the social conscience of our community. We hope it will be important to you, and that you will remember it in your last will. Your contribution is fully tax deductible.

THE BLUE CARD has been publishing this calendar for its friends and friends-to-be for more than 50 years in order to remind them throughout the year that there is an organization which is always ready to render assistance to our neediest.

***PLEASE SEE** the inside back cover of this calendar for more information about The Blue Card.*

A copy of the most recent financial report may be obtained from The Blue Card, Inc., 171 Madison Ave. Suite 1405, New York, NY 10016.

Front cover: ***A U.S. postage stamp showing a Rube Goldberg machine,* Professor Butts and the Self-Operating Napkin *(1931). Soup spoon (A) is raised to mouth, pulling string (B) and thereby jerking ladle (C), which throws cracker (D) past toucan (E). Toucan jumps after cracker and perch (F) tilts, upsetting seeds (G) into pail (H). Extra weight in pail pulls cord (I), which opens and ignites lighter (J), setting off skyrocket (K), which causes sickle (L) to cut string (M), allowing pendulum with attached napkin to swing back and forth, thereby wiping chin (N).***

Back cover: ***The cover of the 1949 Lionel Train catalog.***

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THE BLUE CARD CALENDAR

For 5784 (2023-2024 C.E.)

ITS THEME:

JEWISH-AMERICAN INVENTORS

Published by

THE BLUE CARD, Inc.®

Serving needy Jewish Holocaust survivors since 1934

171 Madison Ave., Suite 1405

New York, NY 10016, USA

Tel.: (212) 239-2251

Fax: (212) 594-6881

Visit our Web site: www.BlueCardFund.org

E-mail: info@bluecardfund.org

FUNDING PROVIDED BY

NYC Department of Youth & Community Development

The Blue Card Since 1934

Assisting Holocaust Survivors in Need

5784

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INTRODUCTION

In many past Blue Card calendars, we have celebrated the accomplishments of Jewish individuals in different fields, most recently in the calendar for 5781 where we surveyed Jewish contributions to medicine. This year, we look at Jewish-American inventors — a very rich field.

Why have Jews been such prolific innovators? One factor that may contribute is the preeminent role given to education and intellectual pursuits within Jewish culture. Education has traditionally held a central role in Jewish communities, and there is a strong emphasis on the pursuit of knowledge, critical thinking, and scholarly activities. This commitment to education has likely provided fertile ground for the development of individuals with inventive and innovative minds.

By tradition, Jewish study is based on questioning and not rote learning, and the ability to question and find new answers is a result of the education that Jews pursue. Even though many of those we profile here were not formally religious, these values may have carried over into their lives.

Also, historical circumstances have played a role in shaping the prominence of Jewish inventors. Many Jewish individuals have been historically marginalized and faced limited opportunities in certain professions, leading them to explore fields that were more accessible, such as science, technology, and entrepreneurship. This drive to succeed and make an impact in these fields has likely contributed to their accomplishments.

Furthermore, the Jewish experience of facing persecution and displacement throughout history may have fostered resilience, adaptability, and resourcefulness among Jewish individuals. These qualities can be advantageous in the realm of invention, where problem-solving and thinking outside the box are crucial. Many of those in this calendar were immigrants or children of immigrants, who were encouraged to, or needed to, work hard from an early age.

Some of those inventors were women who faced built-in discrimination, making their determination even more impressive.

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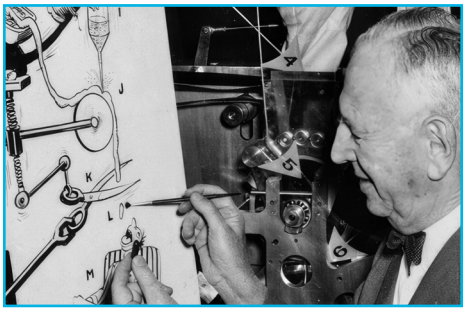
There are many more people we could have included here. Among them are:

- Jonas Salk and Albert Sabin, developers of polio vaccines, and Gertrude Elion, who created targeted drugs; they were included in the Blue Card calendar for 5781.
- Gregory Pincus, the developer of the first birth control pill.
- Leo Sternbach, the first to synthesize many tranquilizers, including Valium.
- Selman Waksman and Albert Schatz, who discovered streptomycin, the first modern antibiotic.
- Paul Zoll, who was instrumental in the invention of the pacemaker and defibrillator.
- Herman Goldstine, one of the developers of the ENIAC, the first modern computer.
- Ruth Lichterman, Marlyn Wescoff, Adele Goldstine and Klara von Neumann, who did pioneering work programming the ENIAC.
- John von Neumann, a brilliant Hungarian-American mathematician, physicist and computer scientist who was instrumental in the development of quantum mechanics, nuclear weapons and missiles.
- Robert Oppenheimer and Edward Teller, among the leading developers of the first nuclear weapons.
- Hyman Rickover, a U.S. admiral who headed the team building the first nuclear-powered submarines.
- Martin Cooper, who developed the first mobile phone.
- Dean Kamen, who invented many medical devices but who is best known for inventing the Segway.

– Ralph Hammelbacher

This year's edition was edited by Ralph Hammelbacher. Hella Hammelbacher created the original design, which Jacqueline Enrique ably realized.

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Rube Goldberg.

If you look in the Merriam-Webster dictionary under "Rube Goldberg," you'll find this definition: "accomplishing by complex means what seemingly could be done simply." Rube Goldberg's cartoon machines and their offspring have achieved near-ubiquity in our culture, serving as the basis for machine-building competitions and for uncountable contraptions built for social media, including TikTok, YouTube, and Instagram.

Reuben Goldberg was born in San Francisco in 1883, the son of Max and Hannah (née Cohn) Goldberg. Max was a Jewish immigrant from Prussia who later became sheriff of San Francisco County. Rube was drawn to art at an early age, but studied engineering because his father didn't think art was a suitable career. He subsequently got a job drawing maps of San Francisco's sewer system, but quit to become a sports cartoonist and then moved to New York City in 1907. A prolific illustrator who drew some 50,000 cartoons in his life, Goldberg achieved tremendous fame with his invention cartoons, notably with the series *The Inventions of Professor Lucifer Gorgonzola Butts*, which appeared in Collier's Weekly between 1929 and 1931.

Goldberg was enormously successful, and was even paid handsomely to endorse products such as Lucky Strike cigarettes. He became a screenwriter, political cartoonist, fine artist and sculptor, and continued drawing all his life. He died in 1970.

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Elul 5783 - Tishri 5784

SEPTEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 *Labor Day*	5	6	7	8	9
10	11	12	13	14	15 ***Erev Rosh Hashanah***	16 ***Tishri 1 5784 Rosh Hashanah***
17 ***Rosh Hashanah Second Day***	18	19	20	21	22	23
24 ***Erev Yom Kippur***	25 ***Yom Kippur***	26	27	28	29 ***Erev Succoth***	30 ***Succoth 1st Day***

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Isaac M. Singer.

Isaac Merritt Singer was born in 1811 in Pittstown in upstate New York. His father was a German-Jewish immigrant who was born Adam Reisinger; after Isaac's parents divorced when he was 10, his mother left the family. From an early age, Isaac was a larger-than-life character, running away from home at 12 to join a traveling acting troupe. But he was also mechanically adept, and at age 18 he invented and sold, for a large sum, the patent to a machine for drilling rock. He used the money to start his own acting company.

After inventing several other machines, he ended up making his fortune after patenting an improved sewing machine. After Elias Howe sued for patent infringement, the parties settled by pooling their patents and paying royalties to Howe. The Singer sewing machine was the first to be made for home use and the first technology to be mass marketed. Sales almost immediately mushroomed. Singer's business partner, Edward Clark, introduced sales plans that made their company enormously profitable. By 1875, they were selling more than 250,000 machines a year.

Isaac Singer lived large. Although exact numbers may never be known, he fathered about 25 children with at least five women, although he only married two of them. He built a 110-room mansion in Devon, England in the early 1870s but died in 1875, before he was able to live there for long.

The Singer Corporation, as it is known today, continues as an independent company and remains one of the leading sewing machine brands.

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Tishri - Heshvan 5784

OCTOBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 *Succoth 2nd Day*	2	3	4	5	6 *Hoshana Rabba*	7 *Shemini Atzeret*
8 *Simchat Torah*	9 *Columbus Day* *Indigenous Peoples' Day*	10	11	12	13	14
15	16 *Heshvan 1*	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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Ida Rosenthal.

Ida Rosenthal was born Ida Kaganovich in 1886 in Rakov, near Minsk, which at that time was part of the Russian Empire. Her father was a Talmudic scholar and her mother a grocer. In her teens she was apprenticed to a dressmaker in Poland where she met her future husband, William Rosenthal. At the age of 18, Ida followed William to the United States.

Ida soon bought a Singer sewing machine on an installment plan and began making women's dresses, expanding her business to two floors of her home and employing fifteen workers. In 1920, she moved her business to West 141st Street in New York City, and subsequently became a partner in a shop, named Maiden Form, on West 57th Street.

Hearing from her customers that they were uncomfortable in corsets, Ida began building brassieres into her dresses, then started manufacturing them separately under the name Maidenform. Ida and her partners' great initial innovation was to make the bras conform to women's figures, rather than flattening the breasts as the "flapper look" did, while providing support. The company flourished, helped in part by racy ads that ran in the 1950s and 1960s.

Ida and her husband supported many Jewish causes, including the Anti-Defamation League and the United Jewish Appeal. They established a Hebrew book collection at NYU, and a Boy Scout camp in memory of their late son. Ida died in 1973.

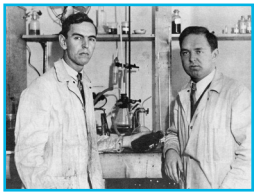
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Heshvan - Kislev 5784

NOVEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5 *Daylight Saving Time Ends*	6	7 *U.S Election Day*	8	9	10	11
12	13	14 *Kislev 1*	15	16	17	18
19	20	21	22	23 *Thanksgiving*	24	25
26	27	28	29	30		

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Leopold Mannes (1899-1964) (left) and Leopold Godowsky, Jr. (1900-1983).

Leopold Godowsky, Jr. and Leopold Mannes came from two of the most renowned musical families in America. Godowsky's father, Leopold Godowsky, Sr., was a piano virtuoso, composer and teacher. Mannes's parents founded the Mannes College of Music in New York City, and his mother's father was the conductor Leopold Damrosch. The two Leopolds met as schoolboys and began a lifelong friendship. Both went on to become well-known musicians in their own right – Godowsky as a violinist and Mannes as a pianist – while also pursuing studies in science.

On an evening during their late teens that ended up changing the course of photography, they went to the movies to see a film that was advertised as being in color. But the color quality was poor, and Godowsky and Mannes thought they could do better. They started experimenting with color filters, and with the support of an investment bank, ended up building a laboratory in New York to work on new types of film. In 1930, Eastman Kodak persuaded them to move to Rochester to further their work. The result, released in 1935, was the color transparency film Kodachrome.

Kodachrome went on to become a mainstay of photography for decades; its sharpness, longevity without fading and vivid colors surpassed those of other films. But developing Kodachrome was a complex and expensive process, and with the advent of digital photography it ceased being economically viable; the last roll was manufactured in 2010.

Both Leopolds later returned to musical pursuits – Godowsky as a violinist and also painter and sculptor, and Mannes as a composer, pianist and head of the school his parents founded.

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Kislev - Tevet 5784

DECEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7 *Hanukkah First Candle*	8	9
10	11	12	13 *Tevet 1*	14 *Hanukkah Eighth Candle*	15	16
17	18	19	20	21	22	23
24 *New Year's Eve* 31	25 *Christmas Day*	26	27	28	29	30

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Edith Stern.

Aaron and Bella Stern were Jewish Holocaust survivors; they married in the Warsaw Ghetto and Aaron was subsequently in concentration camps. After the war, they emigrated to the U.S. and settled in Brooklyn, where their daughter, Edith Stern, was born in 1952. From her birth, Aaron embarked on what came to be called "Project Edith," with the goal of making his daughter into a genius. Using what he called "total education immersion," Aaron had Edith using flash cards before she could speak. At age 5, she read the entire Encyclopedia Britannica. She also learned about ethics and the importance of treating people well.

She went on to take a deep interest in number theory and studied mathematics. She began college when she was 12, graduated at 15, received a master's degree at 18, and subsequently earned a Ph.D. After completing graduate school, she joined IBM, where she eventually became a vice president. Her name is on more than 125 patents, many of them dealing with telephony, conferencing and computer systems. Some of the phone functions we take for granted today, including direct dialing in lieu of using operators, stem from work that Edith Stern did.

She thrives in a collaborative environment, working with fellow IBM scientists on most of her projects. In an online interview, she said "For me, it's still fun. You ought to be spending your life, doing something that you like."

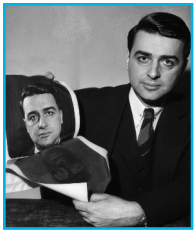
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Tevet - Shevat 5784

JANUARY 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 *New Year's Day*	2	3	4	5	6
7	8	9	10	11 *Shevat 1*	12	13
14	15 *Martin Luther King Jr. Day*	16	17	18	19	20
21	22	23	24	25 *Tu B'Shevat*	26	27
28	29	30	31			

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Edwin Land with an early large-format Polaroid image of himself.

Edwin Land was born in Bridgeport, Connecticut in 1909 to Harry Land, a Russian Jewish immigrant who had a scrap metal business, and Matie Land, née Goldfaden. From an early age, Edwin was a tinkerer. He disassembled his family's phonograph and clock, and when admonished by his father, vowed he wouldn't be deterred from experimenting in the future.

He attended Harvard but dropped out, moving to New York City and inventing polarizing and neutral density filters, which continue in different form to be used today. Polarizing filters eliminate light coming from certain angles along with the resulting reflections and glare, and neutral density filters reduce the overall amount of light passing through, enabling slower camera shutter speeds and special effects. Land named his company the Polaroid Corporation. During World War II, he produced a host of inventions, including night-vision goggles and smart bombs, to help the war effort.

When in 1943 Land's three-year-old daughter asked him why she had to wait to see the picture that he had just taken of her, Land immediately thought of inventing an instant camera, and began work right away. He demonstrated a prototype in 1947, and commercial sales began in 1948. Over the ensuing decades Polaroid sold tens of millions of cameras, and instant photographs were for decades a ubiquitous part of the culture and art scene. Eventually, the advent of digital photography ruined Polaroid's business, though a successor company continues to this day.

Land continued inventing all his life, registering 535 patents, and was a humanist and advisor to presidents. He died in 1991.

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Shevat - Adar I 5784

FEBRUARY 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10 *Adar I 1*
11	12	13	14 *Valentine's Day*	15	16	17
18	19 *Presidents' Day*	20	21	22	23	24
25	26	27	28	29		

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Hedy Lamarr at her "inventor's table."

Hedy Lamarr was born Hedwig Kiesler in 1914 in Vienna, Austria. Her father, a bank director, was Jewish, and her mother, a pianist, was born Jewish but converted to Catholicism. Stimulated by her father's showing her how things worked, Hedy had an active curiosity from an early age. In today's world she might have studied to become a scientist, but by the time she was a teenager, her extraordinary beauty had steered her into a career as an actress. Her erotic scenes in the 1933 movie *Ecstasy* made her a sensation.

Soon after, she married the first of her six husbands, a wealthy Austrian arms merchant who sold munitions to Hitler and Mussolini. In 1937, she escaped her stultifying marriage by disguising herself as a maid and fleeing to London, continuing to Hollywood after being signed to MGM by Louis B. Mayer.

Even as she became an American film star, she also became an inventor. Her lover Howard Hughes installed an "inventor's table" in her film trailer. By studying the shapes of birds' wings and fish, she created an airplane wing design that would allow faster flight, and gave the design to Hughes. To support the war effort, she invented a method called "frequency hopping" that allowed ships to communicate with torpedoes in such a way that the signals could not be jammed. The composer George Antheil worked with her to implement the idea, which is the basis of today's Bluetooth and GPS technologies, and also early forms of wi-fi and cellular service. But the Navy confiscated her patent because she was an "enemy alien," and suggested that Hedy instead use her fame and beauty to sell war bonds, which she did. She was well aware of the irony of the notion that she was too alien to have a patent but American enough to sell war bonds.

In her later years, embittered, she became a recluse, keeping the world, including her family, away. She died in 2000.

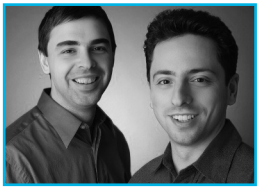
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Adar I - Adar II 5784

MARCH 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10 *Daylight Saving Time Begins*	11 ***Adar II 1***	12	13	14	15	16
17	18	19	20	21	22	23 ***Erev Purim***
24 ***Purim*** *Easter* 31	25	26	27	28	29 *Good Friday*	30

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Larry Page (left) and Sergey Brin.

Larry Page and Sergey Brin met at Stanford University in 1995 while studying for their Ph.D.'s in computer science. Both were born in 1973 – Page in Michigan to a Jewish mother and Gentile father, and Brin in the Soviet Union to Jewish parents. All four of their parents were computer scientists. Brin emigrated to the U.S. with his family when he was six.

In 1995, the World Wide Web had only been open to the public for four years, and as it grew, there was a need for a reliable way to search its large and growing amounts of information. Working from their dorm rooms, Page and Brin developed a revolutionary search engine algorithm known as PageRank. In 1998, they founded Google, a company that quickly became synonymous with internet search. Google's simple yet powerful search engine revolutionized the way people find and consume information online. Serving as a vehicle for advertising, Google began making, and continues to make, vast sums of money; Page and Brin are now among the world's richest people, with net worths of over $100 billion each.

Google expanded its services beyond search and developed numerous innovative products and technologies. Page served as the CEO of Google from 1998 to 2001 and again from 2011 to 2015, while Brin held the position of President of Technology during the same periods.

Beyond Google, Page and Brin have made significant contributions to fields including artificial intelligence and renewable energy. In 2015, they restructured Google's parent company, Alphabet Inc., with Page becoming its CEO and Brin serving as its president. Both stepped down from their executive roles at Alphabet in 2019.

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Adar II - Nisan 5784

APRIL 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9 *Nisan 1*	10	11	12	13
14	15	16	17	18	19	20
21	22 *Erev Passover*	23 *Passover 1st Day*	24	25	26	27
28	29	30 *Passover 8th Day*				

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Joshua Lionel Cowen.

Joshua Lionel Cowen (1877-1965) was an American inventor, entrepreneur, and pioneer in the toy industry. Born with the surname Cohen to German-Jewish immigrants in New York City, he showed an early aptitude for mechanical engineering and a passion for trains.

In 1900, Cowen co-founded the Lionel Manufacturing Company, initially focusing on electrical novelties. His breakthrough came in 1901 when he introduced an electric train set, revolutionizing the toy industry. Lionel trains quickly gained popularity and became synonymous with model railroading, setting the standard for realism and quality.

Cowen's engineering genius and attention to detail led to numerous advancements in the toy train industry. He introduced features like realistic sound effects, remote control operation, and intricate detailing, making Lionel trains highly sought after by enthusiasts and collectors.

He continually improved his products, expanded the company's offerings, and pioneered new technologies in the toy industry. Lionel Manufacturing Company grew into one of the largest and most successful toy companies in the United States. His legacy continues to shape the hobby of model railroading, and Lionel trains remain an iconic brand sought by enthusiasts and collectors.

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Nisan - Iyar 5784

MAY 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6 *Yom Hashoah*	7	8	9 *Iyar 1*	10	11
12 *Mother's Day*	13	14 *Israel Independence Day*	15	16	17	18
19	20	21	22	23	24	25
26 *Lag B'Omer*	27 *Memorial Day*	28	29	30	31	

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Levi Strauss.

Levi Strauss was born to Jewish parents in Bavaria in 1829; his first name at birth was Löb. At age 18, his mother took him and two sisters to New York City to join two of his brothers, who had established a dry goods store. Levi peddled the store's goods in New York, later moving to Louisville and then, in 1854, to San Francisco, where he opened his own branch of the store, called Levi Strauss & Co.

This took place at the time of the California Gold Rush, and Strauss sold various items to miners and workers. Recognizing the need for sturdy and durable pants for the laborers, Strauss partnered with a tailor named Jacob Davis in 1873. Together, Strauss and Davis developed a new kind of work pants made from denim fabric and reinforced with copper rivets at crucial stress points. This innovative design provided exceptional durability and strength, making the pants ideal for rugged work environments. The patented invention, known as "waist overalls," later came to be called blue jeans. Few items have ever been more widely adopted, and business soared.

Strauss became enormously wealthy, amassing the equivalent of hundreds of millions of dollars in today's terms. In later life he was a philanthropist, among many other acts donating 28 scholarships to the University of California, and he helped form Temple Emanu-El in San Francisco.

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Iyar - Sivan 5784

JUNE 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7 *Sivan 1*	8
9	10	11 *Erev Shavuot*	12 *Shavuot 1st Day*	13 *Shavuot 2nd Day*	14	15
16 *Father's Day*	17	18	19 *Juneteenth*	20	21	22
23	24	25	26	27	28	29
30						

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Emile Berliner with a gramophone and a record made from zinc.

Born in 1851 in Hanover, Germany, Emile Berliner was one of thirteen children of Jewish parents. In 1870, he immigrated to the United States, settled initially in Washington, DC, and worked as a dry-goods store clerk. After moving to New York City, he got a job cleaning up in a research laboratory – which inspired him to pursue a career in science and invention.

Returning to Washington, Berliner invented a microphone that improved transmission quality in telephones, paving the way for clearer communication systems. The American Bell Telephone Company was so impressed that they hired him, and he made several other contributions to telephony while working there.

In 1884 Berliner left to become an independent inventor, and in 1887 patented the thing he would become most renowned for: the gramophone, a groundbreaking device that utilized a flat disc and a stylus to reproduce sound. This revolutionized the music industry by enabling the mass production and distribution of recorded music.

Berliner also made significant advancements in helicopter development. Recognizing the potential of vertical flight, in 1908, he obtained a patent for a "flying machine" that featured coaxial rotors and unique control mechanisms. Although Berliner's helicopter designs were not fully realized during his lifetime, his concepts laid the groundwork for future advancements in rotary-wing aircraft.

In later life, Berliner became a philanthropist and social activist, advocating for public health and women's rights, and he was also an ardent Zionist. He died in 1929.

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Sivan - Tammuz 5784

JULY 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 *Independence Day*	5	6
7 *Tammuz 1*	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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Evelyn Berezin at Redactron, the company she founded.

Evelyn Berezin (1925-2018) was a visionary American computer scientist and entrepreneur who played a crucial role in shaping the early days of computing. She became a trailblazer for women in the field; she frequently was the only woman in the teams she worked on.

Born in the Bronx, New York to Russian Jewish immigrants, Berezin showed an early aptitude for mathematics and science. She studied at Hunter College, Brooklyn Polytech and New York University, and earned a degree in physics from NYU in 1946.

In the 1950s, Berezin began working at the Electronic Computer Corporation, where she was involved in the development of some of the earliest computer systems. She moved to a company called Teleregister, where she designed and developed the first computerized airline reservation system, implemented by United Airlines in 1962.

Frustrated by the knowledge she would never get promoted because she was a woman, in 1968 Berezin founded her own company, Redactron Corporation, with two partners. There she created and manufactured the Data Secretary, one of the earliest word processing systems. This groundbreaking machine used an IBM Selectric typewriter as keyboard and printer. It allowed deleting, cutting and pasting, things we take for granted today. Berezin was also instrumental in the development of software, creating integrated software systems for word processing, data storage, and retrieval.

Later on she headed a venture capital company, funding technology startups, and with her husband created an endowment to fund work on science and technology at Stony Brook University.

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Tammuz - Av 5784

AUGUST 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 *Av 1*	6	7	8	9	10
11	12	13 *Tisha B'Av*	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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Theodore Maiman in 1985 with the world's first laser — 25 years after he built it.

Theodore Maiman (1927-2007) was an American physicist and engineer who is widely recognized as the inventor of the first working laser. Born in Los Angeles to Jewish parents (his father was an engineer and inventor), he showed an early aptitude for science and technology. He graduated from the University of Colorado Boulder with a degree in engineering physics and went on to earn a master's in electrical engineering and a Ph.D. in physics from Stanford.

In 1960, while working at Hughes Research Laboratories, Maiman demonstrated the world's first functional laser, using a ruby crystal to produce an intense, coherent, pulsed beam of light. ("Laser" is an acronym for "light amplification by stimulated emission of radiation.") This groundbreaking achievement revolutionized various fields, including telecommunications, medicine, and manufacturing.

Maiman's laser invention paved the way for applications including barcode scanners, CD players, laser and 3D printers, laser surgery, weapons and innumerable others; it would be difficult to find a field of technology where lasers are not used today. Maiman continued to contribute to the field of lasers throughout his career, holding over 30 patents and founding several successful laser companies.

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Av - Elul 5784

SEPTEMBER 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 *Labor Day*	3	4 ***Elul 1***	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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Ruth Handler with Barbie and Ken dolls.

Born in 1916, Ruth Handler was the youngest of ten children of the Jewish Polish immigrants Jacob and Ida Moskowicz (shortened to Mosko when they arrived in the U.S.). Ruth married her high school sweetheart, Elliot Handler, in 1938, and they moved from Denver to Los Angeles. There they started a business making furniture from newly invented plastic materials Plexiglass and Lucite. Elliot's friend Harold "Matt" Matson became a partner, and they combined Matt's and Elliot's names to come up with "Mattel" for their company.

In 1956, Elliot and Ruth took their two children, Barbara and Ken, to Europe. There are several versions of the Barbie origin story, but one of the most accepted is that while in Switzerland they saw a doll called the Bild Lilli that, unlike the American dolls they were familiar with, had an adult body. Using the Bild Lilli as inspiration, Mattel began manufacturing Barbie dolls in 1959. Ken dolls followed a couple of years later. It would be hard to overstate the impact of Barbie dolls. They immediately became a cultural icon, selling well over a billion over the years as different ethnicities and styles were added to the line. Barbie dolls faced criticism too, for their unrealistic proportions.

In addition to Barbie and Ken dolls, Mattel pioneered many other toys that became best sellers.

Following a diagnosis of breast cancer in 1970, Ruth had a radical mastectomy. Finding herself dissatisfied with the prosthetic breasts then available, she designed and manufactured her own, called "Nearly Me." That company also continues in business today.

Ruth was forced to resign from Mattel in 1974 following allegations of falsifying financial documents; she was charged in 1978, paid a fine and performed community service. She died in 2002.

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Elul 5784 - Tishri 5785

OCTOBER 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 *Erev Rosh Hashanah*	3 *Tishri 1 5785 Rosh Hashanah*	4 *Rosh Hashanah Second Day*	5
6	7	8	9	10	11 *Erev Yom Kippur*	12 *Yom Kippur*
13	14 *Columbus Day* *Indigenous Peoples' Day*	15	16 *Erev Succoth*	17 *Succoth 1st Day*	18 *Succoth 2nd Day*	19
20	21	22	23 *Hoshana Rabba*	24 *Shemini Atzeret*	25 *Simchat Torah*	26
27	28	29	30	31		

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Assisting Holocaust Survivors in Need

Established in Germany in 1934, The Blue Card's sole purpose was to provide financial assistance to Jews fleeing from that country's growing persecution. It was re-established in the United States in 1939, to continue aiding refugees escaping from the Nazi horror. Today, it is the only organization in the United States whose sole mission is to aid needy Holocaust survivors by providing cash assistance.

The Blue Card offers its invaluable help to Holocaust survivors through a variety of vital programs.

Description of The Blue Card's Programs

1. **Claims Conference Emergency Cash Assistance Program:** One-time grant assistance for emergency needs including:
   - Housing and related costs such as late payments to prevent eviction, homelessness or utility shut-offs
   - Emergency relocation
   - Food purchases
   - Medical and dental care, including medical equipment not otherwise covered by insurance
   - Essential clothing and footwear
   - Purchase and repair of essential major and minor appliances
2. **Emergency Prevention Programs:**
   - Monthly Stipend – supports the most poverty-stricken survivors with monthly checks.
   - Telephone Emergency Response System – provides the system to Holocaust survivors who do not have the financial resources to pay for installation, service and maintenance.
3. **Health and Well-being Programs:**
   - Siggi B. Wilzig Fighting Cancer Together – offers aid to survivors battling cancer. Assistance is available for transportation to appointments, medical co-pays, nutrition and emotional support.
   - Jewish Holiday – provides financial support for the High Holidays, Hanukkah and for Passover, giving survivors the financial means to have a happier holiday season.
   - Mazel Tov Birthday – provides survivors with a card and a check on their birthday. Receiving these mean a great deal to survivors who lost their entire families during the war.
   - Adolph and Lotte Rosenberg Summer Vacation – survivors are provided with handicapped-accessible accommodations, transportation, scheduled meals, and a well-planned itinerary, making the program structured, safe and group oriented.
   - Sonia and Max Lonstein Bring a Smile – provides addition support to terminally ill Holocaust survivors. The program essentially grants survivors their final wish.

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4. Educational and Outreach Programs:

- Nutrition Guidance – Educates Survivors on proper nutrition.
- The Blue Card-Lissner Hospital Visitation Program – offers volunteer visits to hospitalized Holocaust survivors who need guidance and emotional support.

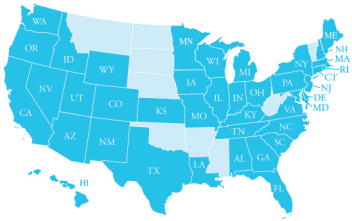
5. The Blue Card - Tech Friendly Aging Programs:

- LIFTWARE Utensils – Liftware is an electronic stabilizing handle and a selection of attachments that include a soup spoon, everyday spoon, fork, and spork. Liftware Steady is designed to help people with hand tremor, which may be related to Parkinson's disease or essential tremor, eat more easily. Holocaust survivors suffering with Parkinson's Disease and other debilitating illnesses benefit tremendously from this special stabilizing unit.
- Mood Restore Light Box – Intelligent Light Therapy - A special, compact and portable, UV free unit provides much needed light therapy to Holocaust survivors. In addition to effectively treating Season Affective Disorders (SAD), the Mood Restore Light Box, improves visual clarity and color rendering, as well as offset season weather and climate changes, and helps support the circadian rhythm regulation. This light box works wonders for thousands of our lonely survivors especially those who are shut-ins and are home-bound during the colder winter days.
- Companion Pets – Companion pets bring comfort and happiness to the older population with interactive, cats and dogs that replicate the look, sounds and feel of real pets. Many studies have found that these pets can enhance one's well-being and quality of life through companionship.
- FreeStyle Libre Glucose Monitoring Program – The Freestyle Libre 2 system continuously measures glucose data with customizable, optional real time alarms. The unit gives people with diabetes excellent accuracy and actionable information to better manage their condition.

I.	**Ongoing Cash Assistance to Prevent Emergencies:**	**$879,538.77**
II.	**Emergency Cash Assistance Program:**	**$685,378.11**
III.	**Telephone Emergency Response Program:**	**$258,195.78**
IV.	**Supplemental Assistance (including Jewish Holiday Grants):**	**$204,661.09**
Total 2022 Assistance:		**$2,027,773.75***

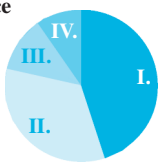
***Unaudited**

The Blue Card's Clients Across the United States



The Blue Card - Grants at a Glance

In 2022, The Blue Card distributed over $2 million to destitute Holocaust survivors in the United States; above is the breakdown of that number.



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The BLUE CARD
Since 1934
Assisting Holocaust Survivors in Need

THE BLUE CARD CALENDAR

2025

