

Purim Escape the Room

To Do / To Make:

- Puzzles of Purim pictures
- Wrap boxes
- Print pictures of walled cities
- Oil & Besamim (blue box)
- Oznei Haman & Megillah (red box)
- Bottle of grape juice (black box)
- Picture of hamsa
- Nerot Shabbat and Persian map (green box)
- Download and setup Hangman app
- Lock iPads
- Print beauty article and circle letters (these were made bold on computer)
- Print last clue

To get:

- Locks
- Bottle of grape juice
- Megillah
- Nerot
- Oznei Haman
- Oil
- Besamim
- Nerot Shabbat
- Boxes
- Ipads
- Popsicle sticks
- Tape
- Measuring tape
- Envelope

Note to Reader: The following program was run in Kohelet Yeshiva High School. Their sports team is called the Kohelet Kings, so we started the program at the gym and named it the "palace." The program ends in the gym/palace, as well.

Students break up into groups of 7-10. Each group is assigned a facilitator to help them along if they're stuck and hear when they figure out the correct clues.

IN THE GYM ("PALACE"):

Groups put together a puzzle of a Purim picture that has a **hidden number** displayed somewhere in the picture. The number is the room number of the **classroom** where they will have to go next (and eventually escape from).

When each team finishes the puzzle and sees the number, they are supposed to realize on their own to go to the classroom with that number. However, if they don't get it, there is something there facilitating who can direct them. (They all got it though.)

IN THE CLASSROOM:

When they enter the room, they see 4 shoe boxes placed on a table, each a different color (blue, green, black, red).

Written on the board are 4 different pesukim in different colors, matching the colors of the boxes (see chart below, on next page). All pesukim correlate to the objects inside the boxes. However, only the **green box** works (because of the Midrash that says that Esther's skin was green-toned in appearance). (The facilitator in the room can give them this hint about Esther if they are struggling about which passuk /color code will take them to the next step.)

The green box contains 2 items that hint to the number **127**, which is the code they will need to use to open the locker:

- Persian map (for the 127 provinces under Achashverosh's rule)
- Candlesticks (representing Sarah Imeinu who died at age 127).

The number (127) discovered through the hints in the green box opens the locker.

Written on the Board:

Box color	Items inside the box	Passuk	What code it hints to
Blue	Oil & Besamim	שישה חודשים בשמן המור ושישה חודשים בבשמים ובתמרוקי הנשים	365 for the 365 days in a year
Red	Hamantaschen & Megillah	ויתלו אותם על העץ	010 for the 10 sons of Haman
Black	Bottle of Grape Juice	והשתיה כדת אין אונס	180 for the 180-day party made by Achashveirosh
Green	Persian Map and Shabbos Candles	מדינה ומדינה ככתבה ועם ועם כלשונו	127 for the 127 provinces under Achashveirosh's rule

LOCKER:

The locker contains a rose (“*shoshana*” in Hebrew) and 4 pictures:

(a) The Kotel (b) Tevairiah (c) Yaffo (d) Me’arat HaMachpeila

The rose and 4 pictures are supposed to hint to the phrase “Shushan Purim” because:

- “*Shoshana*” (rose) sounds like Shushan.
- These 4 cities are walled, and Shushan Purim is celebrated only in walled cities.

In the room is an **ipad** that says: “Please enter password here.” The correct password is “**Shushan Purim.**”

When participants enter this correct password, the iPad opens up to a **Hangman** game.

(Program coordinators must download the Hangman app ahead of time, and set the word “Zeresh” as the Hangman secret word.)

HANGMAN:

7 iPads are found around the room with the apps locked to *Games* only. Participants are prompted to select *Hangman*. The clue will say “person” and the word to guess is “**Zeresh.**” If they guess wrong, they are given an extra minute of wait time.

BUILDING A TREE:

Once the Hangman word “Zeresh” has been discovered, groups receive 50 popsicles sticks. They need to **build a tree** for hanging. Once the 50-amos-high tree tower is built, they receive the next clue.

BEAUTY ARTICLE

Groups receive an article about beauty standards. Within the article are circled the letters S, H, O, M, etc. - all the letters from “**SHOMER HANASHIM**,” in no particular order. (Haggai was the *Shomer HaNashim* in the Megillah.) Groups write down the circled letters and have to rearrange them to figure out the phrase “Shomer HaNashim.”

KINGS

Each team receives an envelope that contains 5 strips of paper that have been cut from various biblical kings’ names (see next page). Participants have to rearrange the strips of paper.

Each name has a bolded letter. When the bolded letters are put together and rearranged, the word “**KINGS**” is spelled. This is the last clue. Groups who discover this last clue are then instructed by their facilitator to go to the “king’s palace” - i.e. back to the gym - and wished congratulations for successfully escaping the room!

DAVID

CHIZKIYAHU

NEVUCHADNETZAR

ANTIGONUS

SHLOMO

CLUES 101

General Overview of All the Clues

1. Complete puzzles which lead each group to the right **room number**.
2. After entering rooms, figure out the correlation between boxes and pesukim on the board. The only one that works is the green which contains clues that hint to **127**.
3. Open the lock with 127 combination - see the walled cities and rose = **Shushan Purim**.
4. Use "Shushan Purim" as password to unlock iPad.
5. Play Hangman on iPad - the correct word is "**Zeresh**" or give an extra minute to help them if guess wrong the first time around.
6. Once the right word has been guessed, they need to build the "tree gallows/tower" with popsicle sticks.
7. Read beauty standards article and piece together letters spelling "**Shomer HaNashim**."
8. Then, we give them the last clue (envelope) they have to arrange the cut strips and spell the word **KINGS**. Then you tell them "Go to the king's palace!"

7 Ways the Beauty Industry Convinced Women That They Weren't Good Enough

By Amanda Scherker



In America, the perennial quest for beauty is an expensive one. Every year, women spend billions of dollars in exchange for beautiful hair, luxurious eyelashes, and smooth, silky skin. Still, many of our culture's most common beauty procedures were virtually nonexistent a century ago. The truth is, many of our expectations of feminine beauty were shaped in large part by modern advertisers. We've tracked the history behind some of the most common "flaws" that besiege the modern woman and the surprising stories behind their "cures."

Here are seven insecurities women have been fed by marketers:

1. "Your natural hair color isn't pretty enough."

"Does she or doesn't she?" asked the Clairol's ad that launched a million home hair dye jobs. Indeed, the aggressive Clairol marketing campaign would trigger an explosion in sales. In the process, the percentage of women dyeing their hair would skyrocket from 7 percent in 1950 to more than 40 percent in the '70s.

The ads showed everyday women reaping the benefits of more lustrous hair, a luxury that had long been exclusive to glamorous supermodels with professional dye jobs. The ads proclaimed, "If I have only one life, let me live it as a blonde." Indeed, Clairol peddled the perfect yellow shade of the dye as a way to transform your life:

Clairol hair dye offered self-reinvention, in 20 minutes flat, particularly for women who didn't want to reveal their true age or their gray roots:

Shirley Polykoff, the advertising writer behind Clairol's goldmine ad campaign, described her plan as such: "For big success, we'd have to expand the market to gather in all those ladies who had become stoically resigned to [their gray hair]. This could only be accomplished by reawakening whatever dissatisfactions they may have had when they first spotted it." Clairol did that with ads like, "How long has it been since your husband asked you out to dinner?" Nowadays, about 90 million women in the U.S. color their hair, according to a 2012 IBIS World Report.

2. "Your body hair is gross."

Today, women in media are generally depicted sans body hair or mocked for daring to bare it. But surprisingly, from the 16th to the 19th century, most European and American women kept their body hair *au naturel*.

What changed? According to researcher Christine Hope, the answers lie in fashion and advertising. First, in 1915, came what Hope called an "assault on the underarm" — a burst of advertisements warning women that unsightly, unfeminine under-hair arm must be shaved to look "as smooth as the face." Otherwise, no dancing for you:

3. "Your skin is too dark."

During the late-19th century and early-20th century, skin-lightening became increasingly popular among black women in America. Skin bleaching was seen as more than a beauty ritual — it was a symbolic way to progress in a prejudiced society, where lighter-skinned black people encountered comparatively better treatment. Advertisers exploited those prejudices in the beauty industry, promising women that they could "occupy higher positions socially and commercially, marry better, get along better" and be more beautiful with lighter skin. In this 1944 ad, lighter skin is equated with "lovelier" skin:

The actual products were seriously dangerous: Most contained the chemical hydroquinone, which is also used to develop photographs. (The chemical has been banned in Australia, the EU, and Japan, but remains legal in the U.S.)



**Summer Dress
and
Modern Dancing**
combine to make necessary the
removal of objectionable hair.

**X BAZIN
DEPILATORY POWDER**
has been used by women of refinement for generations for the removal of objectionable hair. It acts gently and effectively. It is harmless to the most delicate skin. It is easily applied.

Send for Generous Sample
Send us 10 cents for generous sample and our special offer. Sold by Druggists and Department Stores everywhere for 50 cents.

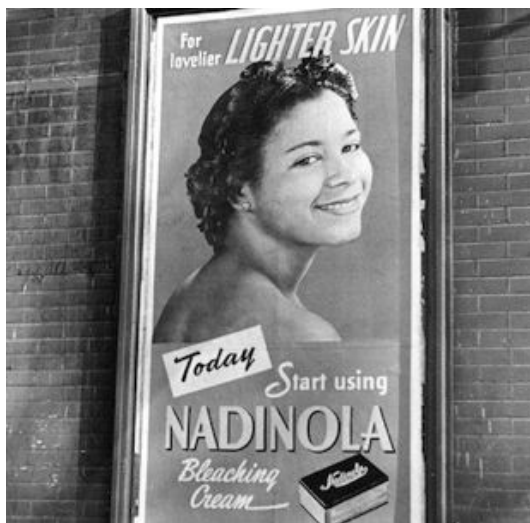
Hall & Ruckel
(Makers of Surodon since 1840)
229 Washington St., New York

During the '60s and '70s, the skin-lightening market dipped in popularity as the "Black is Beautiful" movement grew. The movement encouraged black people to embrace their natural features, rather than attempt to conform to white beauty norms. Cosmetic companies quickly softened their rhetoric, and the phrase "skin lightening" was changed to the somewhat more innocuous term "skin brightening." The smiling 1962 ad below promises bright, light skin even on the rainiest day while neglecting to mention the possible side effect of mercury poisoning: Today, skin lightening continues to be practiced around the world, with particular popularity in

Africa, India and Pakistan. The annual global market is expected to reach \$10 billion by 2015, though many of the products still come with serious health risks.

4. “Actually, your skin is too light.”

In the early 20th century, sunbathing became a popular doctor’s prescription for many illnesses. The supposed health benefits, coupled with a major boom in advertising, created the widespread belief that, as Harper’s Bazaar surmised in 1929: “If you haven’t a tanned look about you, you aren’t part of the rage of the moment.”



Soon after that declaration, beauty companies began selling specialized suntan lotions. Some researchers believe that, because the tanning fad created a new cosmetic market, it also provided a market incentive for the tan to remain an enduring American beauty expectation. And endure it did: In the 1970s, new health concerns about the risks of cancer from sunbathing did not end the craving for a tan — they just created more opportunities for the beauty industry to market new products that could promise protection or fake a “natural” tan that would have every beach bum staring:

The medical world continues to warn of the dangers of overexposure to the sun. The quest for the perfect golden tan hasn’t faded away — many people just choose to fake the effect. Since 2000, the self-tanning product manufacturing has experienced meteoric growth that is expected to continue over the next 5 years.

5. “Your cellulite’s an eyesore. It must be banished.”

Until 1830, large women were generally considered more beautiful and fashionable and master painters lauded their curves, cellulite and all. Since the mid-twentieth century, however, the ideal female form has become increasingly slender. Over the same period of time, cellulite was introduced and demonized as a major public enemy of the ideal female body.

In 1968, Vogue Magazine seized on the term, decreeing that, “Like a swift migrating fish, the word cellulite has suddenly crossed the Atlantic.” Some members of the medical world scoffed at the sudden cellulite anxiety that ensued, calling it an “an invented disease.” Whatever you call it, cellulite affects between 80 and 90 percent of women, and “fighting” it, as well as mocking it, have become marketable American obsessions. Being a female celebrity with any cellulite on your body is practically considered criminal:

In 2014, cellulite remains an unconquerable enemy, and women continue to spend big bucks on products that are often inadequately tested and ineffective in the long-term.

6. “Your unmanicured nails are unsightly.”

Northam Warren began producing what was generally considered to be the first fingernail cuticle remover and nail polish in 1911. He also kicked off an advertising campaign that would spawn the modern nail polish industry. Ads cautioned women about the embarrassment of having un-manicured fingers. Business exploded from \$150,000 in 1916 to \$2 million by 1920. Having manicured nails became a way to display wealth and elegance, proving that you were above “lowly” manual labor. And if you thought you could hide those unmanicured hands, this 1923 ad had news for you:

The sales pitch worked. In 1912, only a quarter of women used products on their hands or fingernails — by 1936, three-quarters of women did so. During World War II, Cutex nail polish even appealed to women’s national pride:

7. “Your eyelashes aren’t long enough.”

Historically, women darkened their lashes with everything from elderberries to resin, but mascara products didn’t emerge until the twentieth century when T.L. Williams founded Maybelline. The brand’s popular 10-cent mascara swept the nation. While makeup had once been considered immoral by some, Hollywood actresses made it glamorous. Women were promised the sultry eyelashes of their favorite actresses, as in this advertisement from a 1929 “Motion Picture” magazine:

As more mascara products emerged, companies began making numerous claims about the lengthening and volumizing effects of their products. Major cosmetic companies have come under fire for misleading advertising methods, like using false eyelashes on models.

Even so, the quest for longer lashes has grown into a full-fledged beauty and pharmaceutical market. As Nancy LeWinter, editorial director of OneStopPlus.com, told The Huffington Post: “Five years ago, the lashes you had were the lashes you had and you threw mascara on. Today, you’re getting extensions, you’re using Latisse, we’ve got the whole area of obsession over eyelashes!” “Cause hey, your eyelashes could always use another millimeter or two, right?”

*At Every Move of
Your Hand-
Your Nails are
Conspicuous*

MANY people judge you as severely by the appearance of your nails as by the cut of your gown or the brilliancy of your conversation.

It is very easy to keep your nails lovely. The most important part of a manicure is the treatment of the cuticle. The hideous practice of cutting the cuticle is wholly unnecessary. Manicure your nails regularly with Cutex and keep the cuticle smooth, unbroken, in a lovely curve at the base of the nail.

At any drug or department store you can get Cutex: Cuticle Remover, Nail White, Cold Cream, or Nail Polish in any form. They are 35 cents each. Cutex Cuticle Remover comes also in a large 65 cent bottle.

Mail the coupon below and 20 cents and we will send you the Midget Manicure Set which contains enough of the different Cutex preparations for at least six manicures. Northam Warren, Dept. 802, 114 W. 17th Street, New York City.

If you live in Canada, address Northam Warren, Dept. 802, 200 Mountain Street, Montreal.

CUTEX

MAIL THIS COUPON WITH TWO DIMES

NORTHAM WARREN
Dept. 802, 114 West 17th St., New York City

Name _____
Street _____
City _____
State _____

Cutex