

# The Torah Sparks

## SHABBOS COMPANION

### PARSHAH OVERVIEW



Hashem brings a major flood to destroy and restart the world. Noach and his family were saved on an Ark (Teiva), which they remained for a full year. Hashem commands Noach to populate the world, and vows to never destroy the world with a flood again. Once the world is repopulated, the people built the Tower of Babel.

### QUICK VORT



In Hollywood, Western culture, and the world at large, there is a concept of "Falling in Love." When I read the Nesivos Shalom and the words אהבה נפולה, it really struck me as perhaps an allusion to this idea.

The world uses the term "Falling in Love" to describe relationships, but in actuality, it is reflective of the negative attribute of אהבה נפולה - fallen love. Falling in love is not a stable, everlasting, or holy endeavor.

In Judaism, we don't fall in love; rather, we RISE IN LOVE.

That's why marriage is called נישואין, which means: uplift!

Our relationships are meant to be pure, holy, and uplifting.

### PARSHAH STATS



<b>153</b>	<b>1861</b>	<b>6907</b>	<b>0</b>
Pesukim	Words	Letters	Mitzvos

### GEMATRIA



The gematria of נח נח is 116, which is the same as יונים (Greeks). We know, of course, that Chanukah is the next Jewish holiday in the calendar.

We also know that the words נח and חנוכה are very related.

Think about the connection between these ideas...

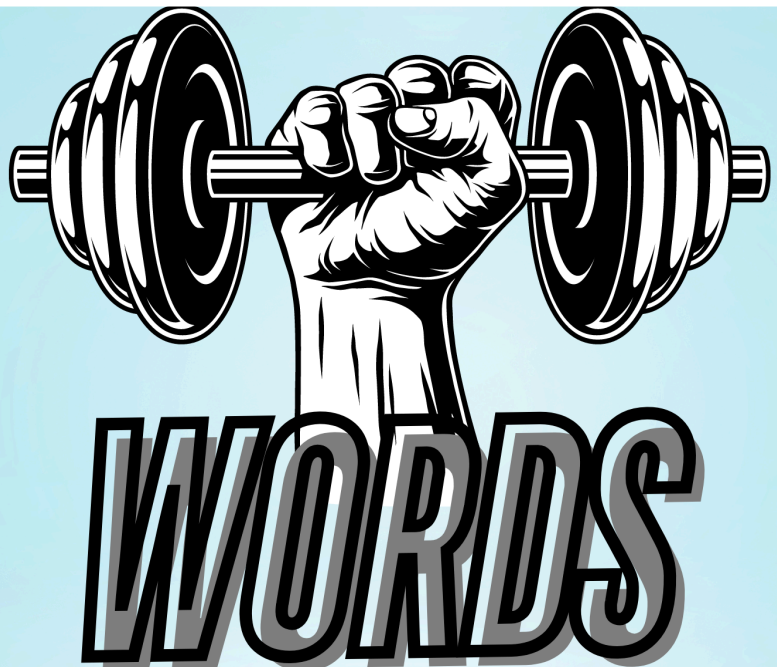
### CHASSIDUS



The Nesivos Shalom, the Slonimer Rebbe, explains that the עיקר פגם of the דור המבול was השחתה, people acting in an abominable nature.

The root of עריות, interestingly is חסד, but not a lofty חסד, rather a impure חסד, called אהבה נפולה - fallen love.

### INSPOGRAPHIC CORNER



“  
A YID DOES NOT  
FALL IN LOVE; A  
YID RISES IN LOVE

# Dvar Torah for Parshas Noach

## The Amazon Logo Effect

### Become a Dependable Person



The Torah tells us: אלה תולדות נח – These are the offspring of Noach, Noach. Prior to the Torah referring to Noach as an איש צדיק תמים (a righteous and wholesome man), it refers to him as Noach.

Noach didn't take from others to rebrand his own false identity; rather, he took the strengths and talents that Hashem gave him, and established himself to become the best version of himself. The fact that Noach produced "Noach" is perhaps the greatest virtue.

Hashem saw Noach as dependable and reliable enough that He can begin a new world through him. As we read this dramatic story, we must ask ourselves, "How dependable and reliable are we?"

If Hashem had to restart the whole world, am I living the type of life that shows and proves to Him that if He wanted, He can recreate the world through me?

Chazal teach us to say בשבילי נברא העולם – the world was created for me. On some level, this means that we each have what it takes to be like Noach and have the entire world created just for us.

Maybe it's not a coincidence that the Roshe Teivos of בשבילי העולם has the numerical value (עם הכולל) of 58, the same as נח – Noach.

Let us strive to be like Noach and become the best version of ourselves, making ourselves people who Hashem can rely and depend upon to recreate an entire world!

**Have a holy Shabbos!**  
**R' Ori Strum**

Questions/Comments/Sponsorships - email [oristrum@torahsparks.com](mailto:oristrum@torahsparks.com)

Did you tie your shoes today? Check. Did you daven today? Check. Did you eat breakfast today? Check. Did you order from Amazon today? Check plus. It's become almost routine in so many of our lives to order and receive packages from Amazon.

Wondering how many orders Amazon gets a day? Wonder no more. According to LandingCube, Amazon ships approximately 1.6 million packages a day, which works out to more than 66 thousand orders per hour, and 18.5 orders per second. With statistics like these, it's no wonder how Amazon is one of the most successful businesses in the world.

I recently received a package at my doorstep, but there was no company name on the package. The only thing on the package was a symbol, a logo: a curved arrow that resembled a smile. I knew right away, "This is from Amazon." They've branded themselves in such an incredibly smart way that we can know just from a simple smiling logo that the package is from them.

The iconic smile-arrow symbol, created by Turner Duckworth, is meant to evoke a sense of happiness, reliability, and dependability. Customers, in general, are happy and keep ordering from Amazon because they are a company that is easy to work with, reliable, and dependable.

When Hashem decided to give the world a facelift and start building the world anew after the Great Flood, He chose Noach as the one to recreate the world. In Noach, Hashem saw not just potential energy, but his ever-present kinetic energy of spiritual greatness.

In contrast to the world at large who involved themselves in abominable acts of immorality and thievery – taking from others – Noach was self-sufficient, self-confident, and self-motivated.

yidden are amazing

### Sponsors:



**Anonymous**  
In honor of ALL yidden!

