FOR THE NEW YEAR — SAY IT WITH FLOWERS
FOR THE NEW YEAR — SAY IT WITH FLOWERS
EDMONTON FLOWER SHOP
WM. SLOCOMBE, Manager
10123 JASPER AVE. PHONE 21 719 EDMONTON, ALTA.
Your Orders Executed Promptly for Every Occasion

בעסטע ווונטשן צו אלע אונדזערע יידישע פרײנט
און פאטראנען פאר א פרײלעכן און פרײדיקן ניי־יאר
The Douglas Printing Co. Ltd.
Phones 21 563 — 26 480 — 23 377
10060 - 104th Street Edmonton, Alta.

HEARTIEST NEW YEAR GREETINGS TO YOU ALL
Greer's Ltd.
BRITISH WOOLLENS
SPECIALISTS IN MEN'S WEAR
10156 JASPER AVENUE EDMONTON, ALTA.

HEARTIEST WISHES TO ALL OUR RELATIVES AND FRIENDS FOR A VERY HAPPY NEW YEAR
Ralph and Joe Samuels and Families
EDMONTON :-: ALBERTA

MR. and MRS. BEN SHUGARMAN and FAMILY
MRS. SAUL SHUGARMAN and
MR. JACK STOCHINSKY
convey to all their relatives and friends best wishes for a New Year of Great Joy and Happiness
10833—126th St. Edmonton, Alta.

לשנה טובה תכתבו ותחתמו
RUDOLPH PHARMACY
פרעסקריפשאן און ווימאמין ספעציאליסט
10005 JASPER AVENUE EDMONTON, ALTA.

NEW YEAR GREETINGS TO ALL OUR FRIENDS AND PATRONS . . . VISIT US IN EDMONTON!
TEDDY'S
Lunch and Delicatessen
We Carry a Full Line of Kosher Delicacies
114 St. and Jasper Ave. Edmonton, Alta.

WE WISH ALL THE JEWISH PEOPLE IN EDMONTON AND DISTRICT A JOYOUS AND PEACEFUL NEW YEAR
Friedman's Kosher Market
"Courtesy and Service"
9666 JASPER AVENUE
EDMONTON -:- ALBERTA

BEST WISHES for Happiness and Prosperity to the Jewish people as they celebrate their ancient New Year Festival.
New Method Laundry and Dry Cleaners
LIMITED
PHONE 26 144
11060 JASPER AVE. EDMONTON, ALBERTA

לשנה טובה תכתבו ותחתמו
B. GOOREVICH ELECTRIC
● GENERAL CONTRACTING ● REPAIRS
● RADIOS AND APPLIANCES ● ELECTRICAL ESTIMATES
Phone 26 857
10324 95th St. EDMONTON, ALTA.

BEST WISHES FOR A HAPPY NEW YEAR TO ALL OUR JEWISH PATRONS AND FRIENDS
ELITE CLEANERS & DYERS
Phone — 82 149 — Phone
Pickup and Delivery—Country orders given prompt attention
11515 JASPER AVE. EDMONTON, ALTA.

לשנה טובה תכתבו ותחתמו
BEST WISHES FOR A VERY HAPPY NEW YEAR TO ALL OUR JEWISH FRIENDS AND CUSTOMERS
WATERLOO MOTORS
KINGSWAY LTD.
● UPHOLSTERY
● BODY AND PAINT SHOP
● RADIATOR REPAIRS
● SERVICE SHOPS
● SERVICE STATION
● PARTS DEPARTMENT
PHONES 23 079 - 21 519
Corner of Kingsway and 101st St.
EDMONTON - - - ALBERTA

JACOB BLAUSTEIN
Justified . . .

5712 Outlook Good, Says AJC Leader

NEW YORK, (Special)—An optimistic view of events ahead is taken by Jacob Blaustein, president of American Jewish Committee, in his New Year's message.

Mr. Blaustein says:

Text of Message

With revitalized confidence and faith in the triumph of men of good will over the threatening forces of evil, Jews throughout the world face the New Year 5712.

A glance over the past year at the immense strides taken by Jewish communities throughout the free world in forwarding the ideals of security and integration within their respective lands, aply justifies our optimism and hopes for the coming year.

Israel, in spite of its manifold economic difficulties and the continuing menaces to its security, moves ever forward to becoming a viable, self-sustaining, democratic nation. We voice our utter confidence in the ability of that brave little state to counter whatever challenges the New Year may bring forth, given, of course, the solicitious aid of American Jews.

Even Greater Efforts

In this nation, together with Americans of every creed, we voice our gratitude at the progress registered in advancing those goals which are inherent in our democracy—equal rights and opportunity for all. In the New Year, it is proper and not unrealistic to hope that we shall see even greater efforts made to eliminate such prejudices and discrimination as still exist here.

We are certain that Jewish men and women will continue in the coming year to bend all their efforts toward securing the triumph of democratic principles, to promoting more vigorous and democratic societies everywhere.

We look to the New Year as yielding great promise that Jewish communities here and abroad will achieve even greater self-realization and spiritual heights within more perfect democracies.

Mr. and Mrs. M. Bornstein and Family
wish all their relatives and friends A Very Happy and Prosperous New Year
10367—82nd Avenue
EDMONTON - ALBERTA

Mr. and Mrs. A. Epstein and Family
wish all their relatives and friends A Very Happy and Prosperous New Year
10874—74th Street
EDMONTON - ALBERTA

Mr. and Mrs. S. Klimove and Family
wish all their relatives and friends A Very Happy and Prosperous New Year
9537—102A Avenue
EDMONTON - ALBERTA

Mr. and Mrs. Ben Shugarman and Family
wish all their relatives and friends A Very Happy and Prosperous New Year
10833—126th Street
EDMONTON - ALBERTA

Mr. and Mrs. B. Shragge and Family
wish all their relatives and friends A Very Happy and Prosperous New Year
10804—83rd Avenue
EDMONTON - ALBERTA

Mr. and Mrs. Sam Wyne and Sons
wish all their relatives and friends A Very Happy and Prosperous New Year
9356—101A Avenue
EDMONTON - ALBERTA

Mr. and Mrs. Abe Sheckter and Family
wish all their relatives and friends A Very Happy and Prosperous New Year
10909—109th Street
EDMONTON - ALBERTA

Mr. and Mrs. Louis Milner and Family
wish all their relatives and friends a Very Happy and Prosperous New Year
9341—105th Avenue
EDMONTON - ALBERTA

Mr. and Mrs. I. Garfin and Family
wish all their friends and relatives a Very Happy and Prosperous New Year
10211—117th Street
EDMONTON - ALBERTA

THE RABBI AND THE TAILOR

A Yom Kippur Tale

By MARTIN SILVER

It is told that one Yom Kippur eve the Rabbi Elimelech of Lizhensk refused to proceed with the Kol Nidre.

The chassidim waited patiently, realizing there was deep and mystic meaning in their rabbi's conduct. But as time passed and the zaddik failed to show signs of moving to the Ark, they were beset by fear and awe.

Suddenly the rabbi's figure rose majestically from the table over which it had been bent in contemplation and prayer and, turning softly to the bewildered worshippers, the rabbi spoke: "I waited with the Kol Nidre for the tailor who lives on the outskirts of the town."

THE SURPRISED WORSHIPPERS glanced at the rabbi in frozen silence.

Eli the tailor had been one of the ordinary townspeople. He had never distinguished himself in learning, or piety or alms giving. He was known to be a kindly soul who sat chanting sacred songs while bent over work.

But in no respect was he ever considered more virtuous or more religious or more observing than any of the townspeople.

What secret virtues or moral qualities did he possess that the great zaddik should so honor him?

But the chassidim dared not ask for an answer to the puzzle. Who were they to question the way of their teacher and mentor?

SUDDENLY THE RABBI Elimelech lifted the tallith from his concealed countenance. The congregation at once sensed that the rabbi was about to offer an explanation.

Silence fell upon the worshippers. Men craned their necks in stony expectation. From the women's balcony came tender weeping. Even children, moved by the unusualness of the situation, remained frozen in their seats.

And then the rabbi spoke:

"THE TAILOR, ELI, ROSE early this morning and, as usual, he went directly to the synagogue, where he worshipped with all of us. In the afternoon he was here in the synagogue for mincha services.

"But when he returned to his home for the final meal before commencement of fasting, he examined the diary in which he recorded all the sins he committed through the year. When Eli reached the final page of the huge volume, he spoke thusly:

"'Master of the Universe, the time has come for an accounting between ourselves. I have totalled up all the sins and transgressions I committed during the year and have drawn the score.'

"AND THEN THE TAILOR began enumerating the suffering, pain, agony and anguish he and his family underwent through the year, how often his children had been ill and he had no money to summon a doctor, and how often he and his wife and children had gone hungry for want of pennies for bread.

"When the tailor completed comparing his sins as against the grievances he had against the Almighty, he turned his eyes heavenward and said:

"'Master of the Universe, if we were to have an accounting, the balance would be heavily in my favor. However, since this is Yom Kippure eve, when law bades mutual forgiveness, I stand ready to forgive you but only on condition that you promise to deal justly with our people and condone all their sins, errors and transgressions.'"

NOW THE CHASSIDIM understood. But the rabbi went on:

"I was compelled to wait with the Kol Nidre because the words uttered by Eli produced a great commotion in the Heavenly Court. They pierced Heaven and opened all doors. Satan was stunned by the simple words of our tailor and his evil tongue became paralyzed. In the end the Seat of Glory agreed to condone all our sins and to enter our names in the Book of Life."

There was joy in the hearts of the worshippers as the rabbi began chanting the Kol Nidre, for now they were sure what fruits the ensuing year would bring them.

Legend has it that the Angel of Death had no prevalence over a single one of the town's Jews that year and that not one of them experienced the dread of poverty.

Continued from Page 33

TEMPLE

their holidays. I liked its high dome. . . ."

"WELL, TO FINISH THIS up," Buzz said with surprising abruptness, "Morrie and Al Cohen — or Quinn — gave so much money to that Temple, they gave about more than all the other members combined. So when the time came for electing a president — and this I heard from somebody who was right there on the spot — the Jewish folks had to choose between Morrie and Al, the biggest givers, and they chose Morrie."

The salesman shoved his hat back and wagged his head from side to side. "Brother, I can see the trouble coming now. . . ."

Buzz Walters' face was one piece of intensity. He lived the story as he spoke it. "It sure did come! When Morrie became president, Al hightailed out of there like a crazy cat in a huff. Didn't show up round the Temple for two or three months. Then one Saturday morning he came to say a prayer for the old man Cohen, and he wanted to go up the pulpit there to say it. And the way I was told it, Morrie was sitting up there proud like God himself and when Al wanted to come up for the prayer he wouldn't let him. . . ."

"I'll be damned!" the salesman said utterly astonished.

"WELL, AL GETS UP IN HIS pew and hollers out in the middle of the prayers, hotheaded like he is, he hollers: 'If I don't get up to that pulpit, you ain't going to have a pulpit to stand on no more . . .' and he turns around and pouts straight out the back door his face smoldering like a volcano. That same night the fire engines came blazing in from all over the county. Clabber street was just all aspewing flame and fire like Judgment Day. Ain't nobody remembers a fire like that since Pleasantown was founded. . . ."

"I'll be damned," said the salesman, I'll be damned." He got behind the steering wheel and turned over the motor. Buzz Walters, bending his head toward the half-opened window, said to the salesman: "Keep this under your hat. Ain't no one supposed to know how it really happened. Supposed to be an accident. . . ."

AS THE CAB PULLED OUT into the rain, Buzz Walters turned around, looked toward the tent on the lot, and, wiping his hands over and again on an oil-stained cloth, he said half-aloud to himself, "Ain't it a shame?"

A Happy New Year to All Our Friends and Customers
Style Dress Shoppe
I. GALPER, Manager
Telephone 24 840
10239—101st St., Edmonton

A Happy New Year to You All
STOP AT
3 Point Service Station
IMPERIAL PRODUCTS
Prop. O. Kondratuik
9520 Jasper Avenue
Phone 25 653
EDMONTON - ALTA.

Best Wishes to all our Customers and Friends for a Very Happy and Prosperous New Year
Ritch's Wholesale Ltd.
Dry Goods - Men's and Children's Wear
Underwear - Hosiery, Etc.
PHONE 24 468
10187 - 104th St. (Main Flr. McKenny Bldg.)
EDMONTON -:- ALBERTA

Best Wishes for a Happy and Prosperous New Year to All Our Jewish Customers and Friends in Edmonton and District
Macdonalds Consolidated Limited
WHOLESALE GROCERS
FRUIT AND PRODUCE MERCHANTS
Edmonton -:- Alberta

A VERY HAPPY AND PROSPEROUS NEW YEAR
Western Supplies Limited
Wholesale Plumbing and Heating Supplies
10301-108th Street Phone 22 904 Edmonton, Alta.

JOYOUS NEW YEAR GREETINGS !
Beauty and Character in PORTRAIT PHOTOGRAPHY AND THEY COST NO MORE
McDermid Studios Ltd.
10024 - 101 St. STREET "Near the Journal" EDMONTON

Joyous New Year Greetings
TO EDMONTON AND DISTRICT JEWRY
★
NORTHERN ALBERTA DAIRY POOL
Limited
PASTEURIZED MILK, CREAM AND ICE CREAM
Makers of
"NU-MAID" BRAND BUTTER and "NU-MAID" ICE CREAM
PHONE 28 101
10531 - 102nd Street Edmonton, Alta.

ה. ה. קופער לימיטעד
וויינטשן אלעמען
א יאר פון פרייד און גליק
✡ ✡
פאטראניזירט לאקאלע פראדוקטן
נעדענקט די
בליו ווילאו פראדוקטן
(נעמאכט אין עדמאנטאן פאר אלבערטער פרייז)

לשנה טובה תכתבו ותחתמו
צו אלע אונדזערע ייִדישע פרייַנט אין עדמאנטאן
✡ ✡
מיר דאנקען אייך פאר אייער פאטראנאזש אין דער פארגאנגענהייט און מיר האפן איר וועט אונז ווייטער שענקען אייער צופרי אין דער צוקונפט
W. H. Clark Lumber Co. Limited
"בעסערע פאטעריאלן און עקסטרא־קאסטן"
לאמבער, מילארבעט און פלעיט גלאז
10330 — 109th Street Edmonton, Alta.

HAPPY NEW YEAR TO ALL OUR FRIENDS AND PATRONS
Phone 86 166
Maxie's DELICATESSEN
TABLE AND COUNTER SERVICE FOR STAGS, PARTIES AND HOME
WE CARRY A FULL LINE OF KOSHER FOODS AND DELICACIES
11639A Jasper Ave. Edmonton, Alta.

A JOYOUS NEW YEAR TO ALL OUR JEWISH CUSTOMERS AND FRIENDS
STRATHCONA FURNITURE STORE
PHONE 31 054
8226—103rd Street Edmonton, Alta.

Always A Step Ahead!
MOST JOYOUS NEW YEAR GREETINGS
Tinsmith - Roofing - Airconditioning
No Job too Large or too Small for Us
All Work Guaranteed
McCready, Johannson Ltd.
PHONE 25 206 - 20 961
10235 - 112 ST. EDMONTON, ALTA.

BEST WISHES FOR A HAPPY NEW YEAR TO ALL OUR JEWISH PATRONS AND FRIENDS
Jack and Jill
EVERYTHING FOR CHILDREN
THE DEPARTMENT STORE FOR LITTLE CHILDREN
Clothing - Shoes - Furniture - Toys - Wheel Goods - Jewellery - Gifts
10428 JASPER AVENUE EDMONTON, ALTA.

Heartiest Wishes for a Happy and Prosperous New Year to all our Jewish Friends and Customers
"We Appreciate Your Patronage"
JENNER MOTORS LTD.
G.M.C. TRUCKS
BUICK - PONTIAC - VAUXHALL
PARTS AND SERVICE
Your Driving Pleasure *Tomorrow* is Our Business *Today*
10040 104th STREET EDMONTON, ALTA.

BEST WISHES FOR A HAPPY NEW YEAR TO ALL OUR JEWISH PATRONS AND FRIENDS
THE Golden Spike Restaurant
EDMONTON'S NEWEST MODERN EATING PLACE"
Air Conditioned For Your Comfort
H. A. MARTINEAU - E. H. WEISS
Open 7 a.m. till 1 a.m. Daily
10251 JASPER AVE. EDMONTON, ALTA.

Greetings!
MONARCH
Paints and Varnishes
An Alberta Made Product Manufactured in Alberta by
The Edmonton Paint & Glass Co.
EDMONTON - ALBERTA
Phone 28 136
Calgary Distributor
The Alberta Paint & Glass Co.
PHONE M1530
Lethbridge Distributor
Lethbridge Building Supplies Co.
PHONE 3663