

## Do You Believe in Advertising?

**THE WISE MANUFACTURER DOES.** He has seen advertising make his factory grow from rear-attic to city-block dimensions.

**THE WISE STOREKEEPER DOES.** Try to stock him on an unknown article and hear him say: "How about your advertising?"

**THE WISE MERCHANT DOES.** He has seen the goods that moved slowly begin to move quickly when advertising brought the customers in legion.

**THE WISE CUSTOMER DOES.** He has compared the safety, service and satisfaction found in advertised goods with the disappointments of unbranded, unknown articles.

*You cannot help believing in advertising. You have had the opportunity to compare and prove. By watching the columns of the "S.A. Jewish Chronicle" you will note the myriad helpful suggestions the advertisements offer.*

### BE WELL DRESSED!

*Let us Valet You*

Suits are Sponged, Pressed and Returned in Two Days.  
10/6 a month one suit weekly.

#### GENTLEMANS VALET SERVICE

209, Long Street, CAPE TOWN.

Phone 3998 Central.

### KRUYER & KRUYER

REAL ESTATE AND PROPERTY BROKERS.

YOU SHOULD CONSULT THEM FIRST.

IF YOU HESITATE ON THESE MATTERS, WHEN

EXPERT SALESMAN ARE AT YOUR DISPOSAL

REGARDING AUCTION SALES.

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Large Amounts Available on First Mortgage.

SATISFACTION ASSURED.

### KRUYER & KRUYER

Auctioneers, Appraisers, House Estate and General Agents,  
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The Aristocrat of Gramophones **HIS MASTER'S VOICE**

*New Electrical Recordings.*

Latest Operas, Musical Comedies and Dance Music.

Large and Comprehensive Stocks on hand of  
**SHEET MUSIC** for Pianoforte and Cello.

All the Latest Popular Dance Music.

### PERRY & CO.

104, ADDERLEY STREET, C/o Longmarket Street,  
Phone 361 Central. CAPE TOWN.

"A LITTLE BIT OF BOND STREET"

P.O. Box 575.

Telephone 4650.

### D. L. DRYBURGH & CO.,

*Artistes in Tailoring.*

144, ADDERLEY STREET, CAPE TOWN.

The Old Supreme Court is Opposite.

### 'Lest We Forget'

The first bitterness of your loss being lessened by time the wound having healed sufficiently to allow you to think connectedly you determine to have a memorial erected that will bear witness of your affection, this being your decision, write 'phone or call to-day at either of our unmentioned addresses for designs and price lists which are free.

**R. CANE & CO.,**

P.O. Box 148, Phone No. 263,  
155, Oxford Street,  
East London.

P.O. Box 1, Phone No. 86,  
28, Alexandra Road,  
King Williamstown.



### "THE CLIMAX."

During the past week Guy Bates Post and Dorothy Brunton have been delighting local audiences with their presentation of this charming play. Not only is it the production with which this talented company opened their South African season but it is, to our mind, the best of their representations. There is something so natural and likely in the play despite the fact that it is essentially obvious that one cannot help admiring it and the cleanliness of the *motif* as opposed to most present day plays, makes it even more desirable. The last three performances are to-night and to-morrow afternoon and evening and those who have not yet seen this distinctly beautiful presentation would be well advised not to lose the opportunity.

### THE OPERA HOUSE.

We hear that arrangements have been made by the African Theatres to bring down to Cape Town their Jewish Dramatic Company, which has been appearing with much success at Johannesburg for some time. It is hoped that the arrangements will be complete in time for the plays to be staged at the Opera House in the course of the next week or two. It may be necessary for the Yiddish Company to play one week at the Opera House and another at the Railway Institute, but this will all depend upon circumstances. In any case, the news will be very welcome to Cape Town devotees of Yiddish dramatic art, and the African Theatres are to be congratulated upon meeting the desires of an important section of their patrons.

### THE TIVOLI.

On Wednesday night a bio-vaudeville programme was submitted at this popular place of amusement. The turns included Renee Rudarni and Billy Carlton, the first of whom is a violinist and the latter a pianist. They present a remarkably clever programme of both jazz and serious music, and their act was much enjoyed. Nora Glennon is described as a miniature comedienne and dancer while Johnson and Johnson, the Swedish eccentrics, repeat their success of the previous week. The star film is "Oh! What a Nurse" in which Syd Chaplin and Patsy Ruth Miller are seen to great advantage. It is a really humorous production at which even the most doleful must smile and so, in the present serious times, provides an interesting diversion.

### THE ALHAMBRA.

Film fans should not miss "The Lady," which is showing for two more nights at this popular place of entertainment. The name part is acted in a most wonderful manner by Miss Norma Talmadge who has been rightly called the screen's most emotional actress. Although she is supported by a strong caste, Miss Talmadge's personality dominates throughout, and she portrays the different phases of her part in a most versatile manner. No matter whether as the disappointed wife, the doting mother or the half-demented bedraggled flower girl searching London streets in the hopeless task of

finding her son, her portrayal reveals the master artist. "The Lady" is undoubtedly one of her best parts.

On Monday, the screen favourite Gloria Swanson will be seen in a comedy-role. Madame Sans Gene, depicting a laundress who eventually became a duchess is a part that particularly suits Miss Swanson, and we understand the booking has been very heavy. One's seat should be secured early to avoid disappointment.

### The House of Polliack.

The opening ceremony of Polliack's new Adderley Street premises was witnessed by large crowds on Saturday morning last, when a thorough inspection of the magnificent musical emporium was made. Adderley Street has been enhanced by the addition of Polliack's new home, and as perfect, architecturally, as is the exterior of the building the internal arrangements are as artistic and pleasing. All the four floors are designed and furnished in a grand manner, and there is a wonderful array of musical instruments ranging from the smallest item up to the grand piano. Saturday's opening was made the occasion for a special display of dancing by Mr. Monty Russell and Miss Gwen Welch, the orchestral effects being by Zabow and Moller's band.

### German Nationalist Movement Collapsing.

The Nationalist movement in Germany is dying, says the *Frankfurter Zeitung* in a leading article recently. The Nationalist movement, it states, is almost finished. No one takes any more notice of it. It has outlasted its time. It is rent by internal dissensions; the ordinary process of disintegration is being hastened by the quarrellings which are going on between the various sections. The Secretary of the Hitlerist Supreme Command, Madame Paula Schlier, has noted that the movement is in a state of nervous tension. Everyone is ready to quarrel with his neighbour. Anything for a fight. It is a positive relief if something happens which gives anyone a real cause for a quarrel. Everyone blames everybody else.

The semi-Nationalist, the *Frankfurter Zeitung* proceeds, will share the fate of the Nationalists. The German Nationalists have realised the position and have thrust themselves into the responsibility of Government office no matter what the cost, as long as they should be able to present themselves as serious politicians to the country. As for the Nationalist movement of the fighting forces, their position, as Count Westarp says, is very grave. The Young German Order realised long ago that the Nationalist idea no longer carries weight and the Steel Helm Brigade is losing its hold, although the break-up of the Viking and Olympia bands has brought it new members.

### A Kindly Government.

We learn with interest that the Ukrainian Government has assigned a sum of 100,000 Roubles for the purpose of assisting the Jewish youth in the small towns to take up training for building work. There is a great demand in the Ukraine at present for building workers in connection with the new settlement work.