

THE S.A. Jewish Chronicle
 ESTABLISHED 1902.
 מִבְּשֵׁר מִשְׁמִיעַ שְׁלוֹם.
 With which is incorporated
 "THE JEWISH STANDARD."
 Established 1908.



AUTHORISED MUNICIPAL MEDIUM.

CALENDAR FOR WEEK ENDING
 THURSDAY, SEPTEMBER 30th, 1926.

Day of Week.	Hebrew Date.	Civil Date.	Sedra	Haphtorah
	Tishri	Sept.		
Fri.	16	24		
Sat.	17	25	Ex.	
Sun.	18	26	xxxiii	
Mon.	19	27	12	
Tues.	20	28		
Wed.	21	29		
Thur.	22	30		

The "Chronicle" Cake.

No. 902.

We Jews are just as much interested in the development of the industries of the Union as are the people amongst whom we dwell and the starting of a new one by the establishment of a Cider factory is as important to us as to any other section of the population. The cultivation and the handling of the crops provides a big field for both Europeans and natives, and particularly for youths trained as horticulturists. The existence of a cider factory is of importance to all apple growers, for its success will mean that growers never need have any anxiety as to the disposal of their crops, and in this respect it has already proved a boon to growers in the district. As General Kemp, the Minister of Agriculture, pointed out, the company responsible for this new Cider factory and for the importation from Europe of the expert who is to manage it is in advance of the times because they do not wait for the surplus of the apple growers but anticipate it. The close proximity of the Day of Atonement prevented as large an assembly of interested Jews as might have been present, but the community to which this journal caters congratulates the South African Apple and Agricultural Industries, Limited, on their enterprise and, in presenting this week's cake to

MR. ARTHUR WALKER,
 the Chairman and Managing Director of the company, we shall instruct our confectioners to inscribe the dainty,

"FELICITATIONS."

"Make no mistake" when you proceed
 To purchase what you know you need.
 For coughs and colds your need, be sure,
 Is always Woods' Great Peppermint Cure.
 "Make no mistake" in doing so,
 Scan well the label ere you go.
 Let no persuasive words allure,
 Insist on Woods' Great Peppermint Cure.

Editorial.

Here shall the Press the Jewish rights maintain,
 Unaw'd by influence, and unbribed by gain;
 Here Patriot her glorious precepts draw,
 Pledged to Religion, Liberty and Law.

Who is the Traitor?

The publication by the League of Gentiles of a handbill drawing attention to Mr. S. Lennox Lowe's advertisement in the columns of our contemporary the "African Jewish World," better known perhaps as the "Afrikaner," has caused considerable comment in prominent Jewish circles and our publication of same in the columns of our last week's impression has naturally provided that publicity calculated to draw general attention to the matter.

We do not here purpose to comment upon the action of the Board of Deputies or even on that of their prominent officials because these seem to us to have less bearing upon the matter than that aspect of the subject to which we wish to draw public attention.

Had the advertisement in question appeared in the columns of the "S. A. Jewish Chronicle," "Ivri Onouchi," or even the "Zionist Record" and thus been noticed by the League of Gentiles we should not have been surprised but we certainly are astonished at the fact that this openly anti-semitic formation should be aware of an announcement which is actually embedded in the columns of a Yiddish weekly. We do not suppose for one moment that the League of Gentiles' Executive, or even the Yiddish translators attached thereto, spend their hours searching the columns of

SPECIAL OFFER—FREE COPY.

The Publishers of the "S.A. JEWISH CHRONICLE" are prepared to send GRATIS copies of the "Rosh Hashona" Number to any subscriber to the "S.A. Jewish Chronicle" who forwards sixpence—in stamps—to pay postage on same.

This offer not only applies to present subscribers but to anyone caring to send the annual subscription (10/- post free) or six months' subscription (6/- post free) to P.O. Box 20, Johannesburg.

Yiddish publications produced either locally or overseas and we cannot help but come to the conclusion that this advertisement was deliberately, wilfully and maliciously brought to their notice by some reader of the "Afrikaner."

Now who was the reader? Who was the spiteful, malicious, Jewish anti-semitic who went out of his way purely from the desire to do harm to his co-religionists or—whisper it softly—damage to the newspaper in question by drawing the attention of the League to Mr. Lowe's announcement? Only by a process of elimination can we arrive at any idea of the identity of this individual. And when we do come to the conclusion and decide upon the particular person responsible for this procedure then the law of libel prevents our taking the public into our confidence.

Obviously it was done by somebody who wished