

The old proverb "new brooms sweep clean," may be applied by sweep clean," may be applied by sceptics to the revival of the Johannesburg Jewish Guild, since the incoming of the new committee, but there are various reasons for hoping that the renewed interest shown by

members will prove permanent. The numerous sections are getting well under way. The Entertainment Committee is following up the success of the Purim dance with a grand cabaret on Saturday evening, 9th April, when Signor and Madame Canale will exhibit some of the new dances.

On Wednesday, 13th inst., a warbridge party will be given, limited to twenty tables. There will be several prizes.

As long as the Entertainment Section realises the necessity for moderation and diversity in their programme all will be well. There are so many dance clubs in Johannesburg that it is well not to have too many dances at the Guild. Better one full and successful function than half a dozen that are poorly patronised. The same applies to concerts and dramatic entertainments. Mr. Hymie Stoloff is Chairman of the new Dramatic Section and Miss Sarah Stoloff the hon. secretary. The play-reading circle has decided on Louis Parker's play "Disraeli" for their next meeting on Wednesday, 20th April.

The rehearsals are now in progress of two one-act plays, "The Taming of the Lion" and Berthe Goudvis' South African Jewish sketch "A

Husband for Rachel."

Mr. John Connel, the Johannesburg Town Organist, has invited the Guild to co-operate in the Music Fortnight which he is arranging. Consequently there will be an important concert in the Guild Assembly Hall on April 6th, when favourite artists will appear including Mesdames L. Japhet, H. L. Karnovsky, V. Durell, E. A. Foster, Ernie Solomon and J. Whitehouse; Messrs. Sydney Rosenbloom and S. Schragger.

The Guild Tennis Section will be strengthened by the inclusion of Mr. Harry Losky, a fine player, who is making a name for himself as a

teacher of the game.

Next Sunday, there will be an open American Doubles Tournament with attractive prizes. The entrance fee of 7/6 per couple covers the cost of luncheon and teas.

"DAUGHTERS" OF ISRAEL.

Considering the preponderence of the Jewish element at the theatres and cinemas, it is not surprising that impresarios and managers are anxious to secure play and films that will particularly appeal to Jewish patrons. Last week the new company, known "Kinemas (S.A. Proprietary Ltd."), advertised the showing at the Town Hall this evening (Monday) and following nights of the film "A Daughter of Israel" featuring the lovely Betty Blythe. This picture has the alternative title, "The Call of Her People." A few days later there appeared another advertisement to the effect that "A Daughter of Israel" would be shown at the "Palladium," one of the Trust Bioscopes. Immediately afterwards "Kinemas" came out with a monster berg, who had helped to organise the advertisement that the "Daughter of

JOHANNESBURG DAY BY DAY

Israel," featuring Betty Blythe, would only be shown at the Town Hall, which makes the fact evident that there are two films in existence with the same alluring title, and both are of Jewish interest.

In this connection I may mention that the Trust will show at the "Bijou" this week another film of the ever-popular "Potash and Perlmutter" series which deals with the troubles the pair encounter in the motor trade. It is founded on the amusing stage play "Partners Again.'

PALESTINE EXHIBITS.

A large crowd filled the Guild Assembly Hall on Monday evening last, when the Chief Rabbi, Dr. J. L. Landau, opened the Exhibition of Palestine Products. Mr. A. M. Abrahams, President of the South African Zionist Federation, also addressed the gathering and Chief Cantor Pincasovich sang some beautiful Hebrew melodies. The subcommittee of the Women's Zionist League including Mesdames A. Schlosberg, Max Guinsberg, I. Jacobson, A. Cohen and J. Janower, had set out the goods most attractively on stalls around the hall, and business was brisk during the several days that the exhibition remained open. Interest centred chiefly in the artistic filigree work, brass-ware, olive wood articles, and the rare hand-made rugs. Good business was done in the confectionery, especially the preserved fruits, and there was a fair demand for the perfumed soaps. At the stall devoted to embroidered dresses for women and children, some delightful garments claimed attention, especially the hand-embroidered frocks and rompers for the little Silk ones, mostly of tussore silk. scarves were being bought for conversion into cushion covers, and many paused to admire the interesting framed colour-prints, for these were decidely original and some were exquisitely tinted. Many of these prints were after originals by the well-known French artist Pann, depicting scenes in the Garden of Eden before and after the Fall.

A CONTROVERSY.

There has been some controversy in local Jewish circles arising out of the decision of the recent Zionist Conference at De Aar to oppose the Russian Colonization scheme. subject has already been dealt with in your columns, so little need be

said about it here. Richard Feldman, who did much for the Relief Fund (for victims of the war) is now working for the Russian Colonization Fund, and he is meeting with a fair measure of support from local Zionists as well as non-Zionists. The truth is, that even ardent Zionists are divided on this question; one section maintaining that all monies which can be raised, should be diverted to Palestine, and others asserting that as it is impossible to send all, or even a large proportion of the suffering Jews of Eastern Europe to Palestine, something must be done to help them to live as agriculturists in the Crimea.

DR. CLARA MENDELSOHN'S LECTURE.

A clever and novel lecture on "The Jewish Child" was delivered by Dr.

Clara Mendelsohn to members of the Women's Zionist League on Tuesday afternoon. The scene was the blue room of the St. James' Restaurant, but I am informed that in future these meetings will be held at the Jewish Guild, if some device can be found whereby the heavy vehicular traffic that rolls past the Guild Building can be diverted during a lecture

More than a hundred ladies attended

Dr. Mendelsohn's lecture and, in every way, they spent an interesting and profitable hour, for she opened up several new fields. She began with a pathological explanation of the origin of the child from the cell, and told how certain cells were invariably discarded. As all these contain the beginnings of certain mental and physical traits it depends upon the others that remain to resolve the eventual trend of character and appearance. This explains the diversity that may so often be seen in families. Dr. Mendelsohn went on to speak of the importance of heredity and eugenics, reminding her hearers of the rabbinical exhortation to young men to seek wives of good stock and respectable family. She explained the effect upon the nervous temperament of the Jewish child; of fears born of generations of pogroms and persecutions; nevertheless child mortality was less amongst the Jews because of the loving care of the mother, and the ingrained parental sense of the father. Coming to the upbringing of the modern child, the lecturer made some scathing remarks on the folly of the parent who spoilt his offspring from a mistaken sense of kindness. She held no brief for harshness, but contended that the Jewish parent of to-day who remembered an unhappy childhood often went to the other extreme and was over-indulgent. The consequences were seen in the many spoilt and undisciplined children who had no consideration for others and were universally obnoxious. (Applause.)

Mrs. Bernard Patley proposed the vote of thanks, which was heartily endorsed by all present.

A PRESENTATION.

Mrs. Joe Cohen was presented with a beautiful Morocco suit case containing tortoise-shell and silver fittings, by the Jewish Guild and Jewish women representing other communal institutions, on Tuesday morning.

The ladies met in the dining-room of the Jewish Guild and after tea was served Mrs. Goudvis made the presentation and wished Mrs. Cohen a happy holiday in Europe. She also read aloud the illuminated address presented to Mrs. Cohen the day before, by the helpers and conveners of the British Empire Service League Fete. This address was accompanied by the gift of a string of fine amber

The Mayoress of Johannesburg, Mrs. Alfred Law Palmer, who was present at the morning tea on Thursday, paid a tribute to Mrs. Cohen's energy and organising ability, which was always at the service of every

Mrs. Reuvid and Mrs. A. Schlosberg who had helped to organise the presentation, were at the head of the table with Mrs. Joe Cohen, the Mayoress, and the Chairman.



NUTSHELL COMMENTS.

The Yiddish Company at the Standard Theatre staged Goldfaden's famous opera "Bar Kochba" during the week-end, with great success.

There was an augumented chorus and orchestra for the occasion, and more than usual pains were taken with the scenic effects and the dresses.

The Chevra Kadisha is now making its annual collection for Passover relief. This Society distributes more money to the sick and destitute than any other Jewish organisation on the Rand, and is deserving of the fullest support from the community. Membership subscriptions only provide half the amount expended, and it is only by means of special donations that all the good work can be carried

The Hon. Mr. H. J. Hofmeyer, Administrator of the Transvaal. lectured to the Jewish Students' Association of Pretoria in the Macfayden Hall, on Tuesday evening. He spoke on: "The Place of the Hebrews in Ancient History.'

L. E. SMITH.

Plumber.

Repairs. Hot and Cold Plumbing and General Water Installations.

No. 24, FOURTH AVENUE, SPRINGS.

57732 היבע LOCAL MATZO.

Our Matzo is baked under the supervision of the Jewish Court of Justice, with the latest improvements. The Matzo is tasteful, nicely packed and is sold at reasonable prices.

When you buy our Matzos and Matzo When you buy our Matzos and Matzo Meal you are always sure that you have got fresh matzo, and not matzo from last year. Send your address early and we will deliver promptly under the best conditions. Those who wish to convince themseves of the cleanliness and goodness of our matzo are invited to visit our factory.

Rand Steam Matzo Factory Ltd., 12, Maxwell Street, Ophirton, Johannesburg. Shop: 35, Commissioner Street, Johannesburg P.O. Box 4106. 'Phone 235 Turf.

Tel. Address: "Matzos."

The Professional and Commercial Agency.

Company Secretaries, Insurance Agents and Book-keepers.

SOLE S.A. DISTRIBUTORS:

Q.P. Syndicate. Fruit Canning and Jam Manufacturing Company.

8, NEW STREET SOUTH, (Back of Magistrate's Courts), JOHANNESBURG.

'Phone 2360 Central P.O. Box 4922.

M. Press & Co. Hosiers, Hatters, Tie & Shirts Specialists for discerning men. 116, LONGMARKET STREET, CAPE TOWN.