

1933 Annual Dunam Drive Commencing 2nd November

First Effort for Haifa Redemption Scheme

THE month of November in South Africa is traditionally associated with the Jewish National Fund. On November 2, which has come to be known in this country as Jewish National Fund Day, the annual Dunam Drive is initiated throughout the country to redeem for the Jewish National Fund a maximum number of dunams in Eretz Israel.

As a recognised feature of Jewish National Fund activity in South Africa considerable importance attaches to the Dunam Drive. This year, however, it is additionally significant in that it is the first large-scale effort to be inaugurated on behalf of the redemption of an area in the Haifa Bay region by South African Jewry, as undertaken by the last Zionist Conference held in Kimberley.

The special place which the Haifa Bay region occupies in the upbuilding of Palestine is well known. Economically, politically, strategically, this region is the key to the progress of Palestine in coming years. That South African Jewry should have undertaken to assist in the redemption of this region for the Jewish Homeland is a tribute to its foresight and devotion. In the coming Dunam Drive the opportunity will be given it to implement its undertaking, and assure the redemption of this area within the stipulated period.

Further particulars of the preparations in connection with the Drive will be published in an early number of this paper.

JOHANNESBURG JEWISH LADIES' ASSOCIATION.

In connection with the report of the 26th annual meeting of the above Association (which is responsible for the Kosher Kitchen at the General Hospital), which appeared in our issue of September 15th, the following two names were inadvertently omitted:—Honorary Life President, Chief Rabbi, Dr. J. L. Landau, and Mrs. C. W. Behrmann, a member of the Committee.

THE COLOSSEUM THEATRE.

The new wonder theatre of Johannesburg was due to have opened this evening in brilliant fashion by General the Right Hon. J. C. Smuts and a distinguished gathering.

The attraction for the opening programme is "The Rome Express," one of the finest talkies by the great British industry. There is an attractive supporting programme, and there are likely to be large crowds attracted to what is undoubtedly the finest theatre building in the Southern Hemisphere.

SERVICES AT BEREA SYNAGOGUE.

On the second day of Rosh Hashonah, Rabbi Solowitzick preached at the Berea Synagogue, and not Rabbi Frankel, as inadvertently reported in our issue of September 29th. Chief Cantor S. Steinberg officiated at the service and was assisted by the choir under the direction of his son, S. Steinberg, jun.

"IT'S A BOY" AT THE PLAZA.

One of the funniest talkies ever produced will be shown at the Plaza Theatre, commencing to-morrow. "It's a Boy" is a hilarious comedy in which Leslie Henson stars, and he is assisted by a galaxy of British artists. It is full of screaming situations and the picture is likely to cause considerable amusements to film fans.

JOAN CRAWFORD AT THE METRO.

"To-day We Live" is the attraction at the Metro this week, with Joan Crawford in the star role. She is co-starred with Garry Cooper, the celebrated film actor. Joan Crawford gives a splendid portrait of the up-to-date modern girl with all her whims and reckless habits.

There is an excellent supporting programme at the Metro.

Third South African Reconstruction Campaign.

THE Reconstruction Campaign not only aims at securing financial support, but also sets itself the task of enlightening the Jewish public upon the nature of the work done by the Reconstruction Movement: of giving a full and clear account of the institutions set up and the charges effected in Jewish life. For this purpose a number of mass meetings will be held, at which reports will be given upon the position of Jewry in Eastern Europe and the significance of the Reconstruction Movement. Lantern slides, depicting various aspects of the work done, will be shown to supplement the reports.

The first of these meetings will be held at the Alhambra Theatre, Doornfontein, on Sunday, October 8th, at 8.15 p.m., when Dr. Leon Bramson will deliver an address illustrated by lantern slides. Mr. M. Kentridge will preside, and Mr. Richard Feldman will also address the meeting.

Campaign in Johannesburg.—Immediately following upon the mass meeting held on September 17th, the Central Committee set out upon its work of organising the local canvass. The members of the Committee have been joined in their work by other voluntary workers, and very satisfactory results have already been achieved. It has become abundantly clear that there exists a sympathetic attitude in the Jewish community to the Campaign.

The Central Committee has also set out upon its task of organising the Campaign in the Provinces.

Ladies' Committee.—The Ladies' Committee has also settled down to a definite plan of work. It is organising a collection among women, and intends also to carry through some special effort on behalf of the Campaign. The Executive consists of: Mrs. Isaac Marks (chairlady), Mrs. Harry Jaffe, Mrs. M. Sund and Miss Hirschman (hon. secretary).

The Largest Fruit Grower in the Union

The Late Mr. Sarembock

A CORRESPONDENT writing in the *Cape Times* of the 16th ult., calls attention to the remarkable career of the late Mr. Joseph Sarembock of Ceres—the largest individual deciduous fruit grower and exporter in the Union, who died on the 9th September.

The late Mr. Sarembock left Russia for South Africa in 1895 and entered the fruit business, becoming well-known throughout the Western Province for buying and exporting fruit. He was the first man to import apples into South Africa from the United States, Canada and Australia. During his early years in South Africa he lived at Paarl, and had depots in Johannesburg, which were supervised by his brothers.

Mr. Sarembock travelled extensively in Canada and the United States, where he studied fruit culture. He subsequently decided to become a grower, and purchased a farm at Ceres.

He was advised against this by well-meaning friends, but he made a wonderful success of it, and there are now about 50,000 bearing trees on his farm there.

Last season he shipped about 1,500 tons of fruit to overseas markets, besides selling many thousands of packages on local markets.

Mr. Sarembock also had a citrus farm at Beaufort West of 8,000 trees, irrigated by the Stoltz scheme. This farm is under the direction of a manager, as is another farm at Longkloof, in the district of George, where about 30,000 deciduous fruit trees are planted.

Mr. Sarembock's main interest was at Ceres, where he took an active part in local affairs, being always willing to encourage new settlers with his advice and help.

He did not, however, manage to find much time to take part in public life, and his attention was fully occupied by his fruit growing activities.

Mr. Sarembock was married in 1908 to Miss Jane Clare, a school-teacher, and daughter of Mr. Nathan Clare, a leading business man in Liverpool. He left three sons and one daughter. The eldest son, Mr. Nathan Sarembock, is a promising young man, and well acquainted with his late father's business.