

Jewish Folk Songs Recorded.

BEAUTIFUL SINGING BY
REV. BACKON.

The large number of people in South Africa who have heard Rev. S. Backon, the principal Cantor at the Benoni Synagogue, sing, will be more than pleased to learn that his voice has been recorded in the singing of four Jewish songs for His Master's Voice gramophone records.

Rev. Backon has a tenor voice of exceptional sweetness and clarity, and it is heard to advantage in his records. He sings four simple folk songs: *Gott in Hemmil is a Foter, Der Barditschewar Kaddish, Mai-ko-Mashma-lon, Az Ich volt gevehn Der Boiren Ho-oylom*, the singing of which is remarkable not only for their beauty of tone and the clearness of diction, but for the subtlety with which Rev. Backon has managed to invest them with true Jewish feeling and understanding. A song is not necessarily Jewish simply because the words are Yiddish. It is Jewish when it succeeds in expressing Jewish soul and thought and personality, and in his renderings of these four songs Rev. Backon has indeed given them the stamp of Jewishness. He understands perfectly the Jew with his strivings and yearnings, the tragedy and the poetry of his life, his simplicity yet lofty idealism, and he has conveyed this understanding to his work. There is nothing forced or exaggerated about his interpretations of these songs, the choice of which, incidentally, reveal excellent taste.

Rev Backon is accompanied at the piano by Mr. Hyman Sachs, a sensitive and accomplished musician to whom the success of these gramophone records is no less due than to Rev. Backon.

The records are obtainable from all H.M.V. agents. The numbers are G.X.13 and 14.



Cable Address:
"CARLTONOL."

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P.O. Box 381

The Rainbow Fete.

Official Opening by His Worship, the Mayor.

31st OCTOBER AND 1st NOVEMBER.

The Rainbow Fete is to take place in the Zionist Hall on Tuesday, 31st October, and Wednesday, 1st November. The official opening ceremony on the first day will take place at 3.30 p.m. and will be performed by His Worship, the Mayor, Mr. Louis Gradner. The Rev. A. P. Bender will preside and introduce the speaker.

The official opening on the second day will take place at 2.30 p.m. and will be performed by the Hon. President of the Fete, Mr. Morris Alexander, K.C., M.P. Mr. J. Herbstein, the Chairman of the Fete Executive, will preside.

Much activity is at present in progress for the success of the Fete. Apart from the various functions that are being arranged,

principals and assistants are working very energetically to secure a large and attractive supply of goods for their stalls. Already a more than creditable amount of material, of every possible variety, has been collected and there will be much to admire as well as to buy at the Fete.

A very novel and attractive scheme of decorations is being devised and the Fete promises to be one of the most delightful of the many of its kind that have yet been held.

REMEMBER THE
31st OCTOBER AND
THE 1st NOVEMBER.

Begin the New Year

with a

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Happiness and Nachas for
the coming Year as we are
certain you will derive same
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