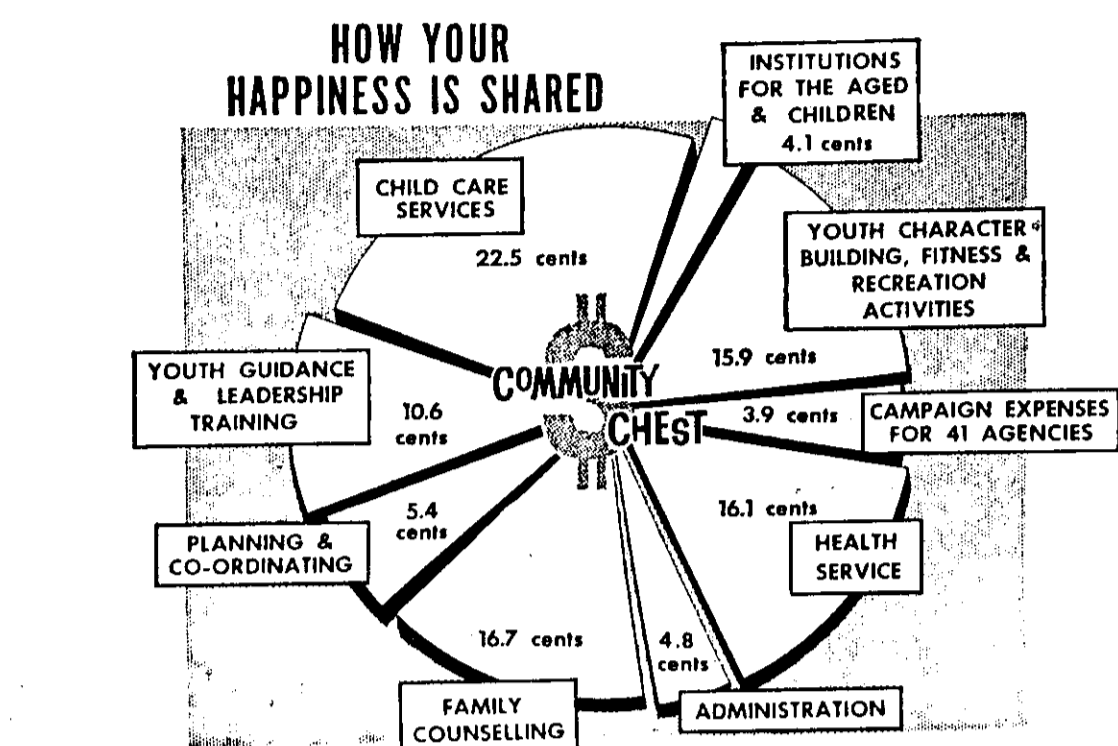


Sharing Through One Gift



In Greater Winnipeg there are 41 Red Feather agencies working throughout the year, providing essential services to people in need . . . counselling services . . . services to young folks and not so young folks, services to the handicapped . . . services to people from all walks of life. These Red Feather agencies need \$1,240,000 to carry on their essential services to some 106,000 children, youth, family, handicapped and aged of Greater Winnipeg.

With every effort to assure minimum costs, maximum efficiency and intelligent sharing of the contributions made to this one gift campaign for 41 agencies in coordinated services best serving the community through carefully developed programs, we are assured the best money can buy for all.

The accompanying graph highlights the distribution of campaign funds and essential services we all are pledged to support for the health and welfare of the community.

Jews — including magazine editors — to reflect Mr. Richler's portraits in the kind of cartoon seen in the current Montrealer.

No one asks Mr. Richler to become the "good" Jew by fasting on Yom Kippur or helping sell Israel Bonds, if something in his background has him twisted and tormented about his Jewishness; but at least, let him leave us alone, or ask Arnold Toynbee to move over.

Labour Zionists Appoint Director



Shmuel Lapin, of New York City, has been appointed national executive director of the Labor Zionist Movement in Canada. He is the former assistant to the national secretary of the Labor Zionist Order Farband in America.

Mr. Lapin was a member of Habonim, and pursued his graduate studies in Jewish history in Dropsie College. He holds an M.A. degree from Columbia University where he is now completing his requirements for a Ph.D.

Enormous Atom - The Beginnings

Maclean's this week recalls the last day of Dr. Louis A. Slotin, physicist and biochemist, born in Winnipeg in 1910 and who died 15 years ago in the secret atomic city of Los Alamos at the age of 35.

Dr. Slotin, an imaginative brilliant scientist, was "found" by the U.S. Army when seeking qualified people for its A-bomb crash program and came to Los Alamos in 1944 where he became, in effect, chief armorer of the United States.

It was on the eve of his departure that a demonstration performed oddly and Dr. Slotin never did live to re-enter into a field of science he had wanted to pursue.

The story of his physical disintegration and his courage under these most appalling conditions till his death May 30, 1945 — nine days after the accident — describes a process of mankind losing its innocence . . . in a new era . . . the atomic age.

Western Canadians will share the pride of a heroic native son, one who participated in large measure to scientific development that is at the same time both the curse and blessing of this earth.

Needle Trade Salesmen 'Score' In Bond Sales

Winnipeg's needle trades and apparel industry salesmen have been applying their skilled promotional talents to a new commodity this fall season . . . and getting the same kind of results that has built the city's reputation as a great fashion centre.

Under the chairman ship of Harold Schwartz, the Israel Bond salesman's unit has pioneered into a new market for Israel Bonds and brought back briefcases bulging with "orders". They have even injected a new vocabulary into Israel Bonds . . . talking of "repeats".

The group gathered for one of their regular sales conference luncheons Monday with Maitland Steinkopf, M.B.E., Q.C., and Rabbi Shalom Epstein, Israel Bond regional manager. Sales were tallied and the following "scoreboard" of sales reported:

Name	Points
Berger Brothers	150
W. Z. Chudnow	170
Lou Elkin	170
Jack Finkelstein	110
Earl Miner	75
Harold Mostow	115
Sam Potter	95
Bruce Robins	25
Harold Schwartz	65
Alex Goldenberg	45
Herbert Tapley	25
Late Starters—Wally Guberman, Leon Copp, Laurie Udow, Sid Slonim.	

Gala windup of the salesmen's division drive was set for Thursday, Nov. 9, with an evening of top-notch entertainment planned. A guest prominent across Canada in the apparel field will also be invited, it was announced. Several salesmen present agreed to alter their travel schedules and others planned to interrupt their sales trips in order to join in the festive close of the Israel Bond sales drive.

"New dollars, new sales, new faces, new strength for Israel . . ." is the way division chairman Harold Schwartz summed up the spirit of the meeting.

Conveners are Mrs. S. Roitenberg, Mrs. G. Ruskin, Mrs. E. Shell and Mrs. F. Weinfeld.

ship for highest marks in the mid-winter and midsummer grade 2 piano exams for the Province of Manitoba. Also in the recent piano examinations conducted by the Royal Conservatory of Music of Toronto, the following pupils of Mary Provisor were successful in receiving First Class Honors: David Morantz, Gwen Koslovsky, Miles Brickman, Brian Kozminchuck, Donna Gorenstein, Larry Epstein, Carol Davies, Marvin Shaffer; Honors — Myrna Shefrin, Hershe Shefrin, Denise Myers, Shelly Antel, Sandra Himelstein, Garry Stitz, Bella Perlov, Sandra Shefrin, Karen Ginsberg, Terry DeVere, Selma Lerner, Lynda Standil, Martin Shapiro, Laurie Shapiro, Brenda Grushko, Sharon Lomow, Marsha Levitt, Sharon Brickman, Faigie Rosner, Libby Rosner, Michele Singer, Lynda Jackin, Marshall Garland, Irene Comeller, Marcia Nozick.

To Lend Home for Y. Aliyah Tea



MRS. HARRY ODWAK

Weizmann chapter of Hadassah will hold its annual Youth Aliyah Tea and home baking sale Sunday, Oct. 1, from 2 to 6 p.m. at the home of Mrs. Harry Odwak, 220 Machray avenue.

HFL Ladies Plan Fashion Show

The Young Ladies' auxiliary of the Hebrew Fraternal Lodge will present "The Lady in the Cameo" featuring the latest in day and evening costumes, and furs, Sunday, Oct. 15, at 2:30 p.m. and 8:30 p.m. at the Hebrew Fraternal Lodge auditorium, Main at Machray. A novel touch will be added with the showing of eye-glass frames.

Commentator will be Mrs. Maurice Gutnik. Models, under the direction of Mrs. Larry Nowensky, will be: Mesdames Gerry Gales, Al Gamer, Mickey Klapman, Harvey Klasser, Sheldon Levy, Morley Mogul, Shom Roitenberg, Arnold Singer, Abe Yuffe, Cec Yutman.

Fashions are from Cameo Frocks and Formals; furs from A. & M. Hurtig; frames, Benson-Lay; coiffures by Salon Simplicity; and make-up by Francine.

Refreshments will be served and door prizes will be distributed. Tickets are available from all members of the Young Ladies' auxiliary.

Awards & Honors



Donna Gorenstein, daughter of Mr. and Mrs. H. Gorenstein, Brock apartments, has been awarded the Royal Conservatory Silver Medal and the Frederick Harris Scholarship.

In My View

By CHARLES J. LAZARUS

Knowing the nature of the enemy is the big trick in waging any kind of warfare — even the kind that involves dealing with those who are supposed to be friends but who turn out to be far worse than legitimate foes.

Before me is a copy of the current issue of The Montrealer. On page 20 there is a piece by Mordechai Richler, that darling of Canada's literary set which has developed a peculiar philosophy of permissive behaviour for writers, now that permissiveness has turned out to be such a monumental flop for children.

Mr. Richler, for many months, has been using a gimmick which, most unfortunately, is being professionally wielded by other writers far better than he. The gimmick, or device, is to use the Jewish image — that — was as a means of getting attention, now that the Jew has "come of age" and achieved status with the founding of the State of Israel, and the development of an excellent second and third generation rapport with the non-Jewish compatriots.

Leon Uris is using this gimmick, as is Harry Golden, and although I can think of any number of writers I would rather read than Uris or Golden, I must say that these two, in dealing with the image of the Jew — that — was, show an infinitely far better sense of taste than does the apparently conscienceless Mr. Richler.

The latter's latest effort in dealing with Jewish "characters" is to be seen in The Montrealer which, incidentally, has no reason to be any more discriminating in its choice of literary purchases than is the far more widely-read Maclean's magazine. The latter prints many of Mr. Richler's

pieces, but apparently hasn't enough time to evaluate them properly from the viewpoint of Jewish offense and sensitivity, being so preoccupied with fighting Time Magazine on the matter of Canadian advertising.

Mr. Richler's article, as The Montrealer editors point out, is "An impartial survey of rooming houses as seen from both sides of the Atlantic . . ."

Having established and asserted their sense of impartiality, the editors thereupon delegated an artist who signs himself "Hatchings" to produce a sketch to illustrate Mr. Richler's article.

The sketch could easily have been used as evidence at the Eichmann trial, since the key figure, as Mr. Richler's article describes him, "A German-Jewish refugee in his seventies" operating a rooming house in England, is shown in the full measure of anti-Semitic prototype: Dumpy and lumpy, hooked nose, beard, skull cap, and pointing to a sign which says: "It is a general law by me here in England . . . Tenants pay rent one week in advance."

In all fairness to artist Hatchings and The Montrealer editors, it should be pointed out that the "Jewish" phraseology of "By me here" etc., was taken from Mr. Richler's own text. You can almost hear the "Jewish" whine accompanying the phrase, in the Neanderthal days of those offensive vaudeville sketches.

I think it would be wrong to accuse The Montrealer editors and artist Hatchings of outright anti-Semitism; at worst, their crime is one of portraying the Jew in the quaint and colorful way made famous by Adrian Arcand and his ilk.

The crime, rather, is Mr. Richler's who, after being begged and beseeched to cut it out, continues to provide this inaccurate and offensive picture of Jews and Jewish life as it was lived in the recent past, and in so doing provides the perfect stage for the unsophisticated and ignorant non-

The Corner Pin

by Sheila Mogul



As the bowling season is just getting into the swing of things, I thought I would devote this column to something I believe is very important, "Bowling Etiquette."

Unlike contact sports, with their hard physical violence, bowling has no hard-and-fast rules laid down to govern behaviour on the lanes. It is simply a matter of common sense and common courtesy. Here are a few general rules:

1. If the person on the lane to the right has begun his approach, give him the right of way. Let him finish before beginning your approach.
2. Leave all the razzing and kidding at the score stand. Don't carry it onto the approach.
3. Stay off the approach until it is your turn to bowl. After bowling, leave the approach immediately.

4. Don't "loft" the ball. Get your hand down to the lane, and roll it.
5. If you are losing, don't alibi. — If you are winning, don't brag.
6. Get set properly, but don't waste too much time with meaningless motions like shuffling your feet or juggling the ball.
7. Be ready to bowl as soon as your turn comes up.
8. Before getting on the approach, make sure there is nothing on your shoes that will mar the wood.
9. Respect the foul line, and stay behind it at all times.
10. Don't offer advice to other bowlers, unless they ask for it.
11. Although "body English" is part of the game, confine any of your weird gyrations to your own lane.
12. Keep a check on your temper and language . . . those bad breaks are part of the game, too.
13. Don't pass in front of another bowler to pick your ball up from the rack.
14. Be a good sport, and give credit and encouragement to others.

In future weeks a feature of this column will be 'Tips to Bowlers on "How to Bowl 5 pins" by Bert Gar-side and Jim Hault, chief bowling instructors of the Double Diamond Advisory Council.

A few high scores we received this week are:

B'nai B'rith Garden City — Lou Corrin 638 (266), Anne Kneller 637 (269), Bill Shinoff 223, Marion Moglove 221.

Hebrew Fraternal Lodge Y.M.S.: Sam Kleiman 725, Morley Mogul 703.

B'nai B'rith Assiniboine Lodge Mr. and Mrs.: Eileen Churchill 557 (263), Al Shafer 554, Lil Burke 536, and Paul Silver (232).

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