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TAKES THIS OPPORTUNITY OF EXTENDING TO THE JEWISH COMMUNITY BEST WISHES FOR A HAPPY NEW YEAR

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Best Wishes for a Bright and Happy New Year to all our Patrons Friends and Jewry at large

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JOYOUS NEW YEAR GREETINGS

We welcome the opportunity to once again extend to our Jewish Friends and Customers our Heartiest Good Wishes on their traditional observance of the New Year

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CORDIAL GREETINGS TO OUR JEWISH FRIENDS FOR 1962
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Christian fellow citizens." As evidence of this fact, Benjamin II cited the problem which had arisen at the foundation of the British Columbia colony. The erstwhile governor had established "a Christian form of oath" as obligatory for the induction of men elected to public office. Whereupon the editor of the local newspaper protested vehemently at the violation of the rights of a "great nation." The governor reckoned with this protest and others that followed and he refrained "from putting the law into effect." This, Benjamin II informs us, made possible the election of Selin Franklin, a Victoria Jew, to Parliament. He was able to "take the oath as a Jew according to the dictates of his conscience.

Benjamin II spent some of his time during his one week's stay in British Columbia observing the Indian tribes and their mode of life. Were they descendants of the Lost Ten Tribes? "I must declare," wrote Benjamin II, "the supposition wholly unfounded." He then cited customs and traditions of the ancient Israelites which were at complete variance with those of the Indians.

Benjamin II continued his travels and explorations in the West of the United States until July, 1861, when he started his return trek overland, back to New York. In March of 1862 he left for Europe. His two-volume work Three Years in America appeared in a German edition

in September of 1862. For his achievement he was decorated by the kings of Hanover and Sweden. Enthusiastically he prepared for his crowning adventure, a trip to the far East. But Benjamin II got no further than London, England, where he took ill and died in 1864, at the age of forty-six. In his introduction to Three Years in America he had written: "For fifteen years I have not put the wanderer's staff from my hand, and my constant intercourse with various peoples of the earth has made my eyes the keener, perhaps, to recognize strange situations and national characteristics. Therefore, my observations and experiences, even if they are unable to offer any direct service to any special branch of science, are not wholly without value and contribute in general to the clarification and the extension of one's acquaintance with strange, little known lands and nations."

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WE EXTEND OUR HEARTIEST GREETINGS AND SINCERE WISHES FOR A HAPPY NEW YEAR

UNIVERSAL THREAD COMPANY

TORONTO WINNIPEG

UNIVERSAL THREAD COMPANY OF MONTREAL

P.O. Box 55, Postal Station "B" MONTREAL

William Blake

(Cont. from page 20) we wonder how he ever expected to be able to reconcile the contradictions even in the calm and peace of Beulah where "contraries are equally true"! He had, however, a practical plan for making avail-

able the hidden light of Truth in Judaism and at the same time curing the Jews of their errors. This plan was no other than the "return" of the Jews to Christianity, albeit not to orthodox Christianity, but to the religion of his own "Everlasting Gospel." His Letter To the Jews prefixed to the second "Book of Jerusalem" ends with the words, "Take up the Cross, O Israel, and follow Jesus." This desired event would evidently serve to consummate that reunion of Jerusalem and Albion which would happen at the end of days.

The idea of the conversion of the Jews is such a common theme of missionary Christian societies, that we may be prompted at this point to close our copy of Blake's poems with a sigh. After all, we have heard all this before and we cannot persuade ourselves that the Christians themselves take the notion seriously any more.

But behind the apparent triteness of Blake's message to the Jews, lies a broader, very deeply held, and permanent Truth: it is the truth of the necessary kinship of Israel and the nations, of their reciprocal destiny, of the bonds between them which, in the fullness of time, will blossom into the promise of a world renewed and made one — and not necessarily under Christian aus-

pieces. It is to that promise that the music of Blake's poetry reaches out however blindly and blunderingly:

England! awake! awake! awake!

Jerusalem thy Sister calls! Why wilt thou sleep the sleep of death And close her from thy ancient walls?

Best Wishes to our many Jewish Friends and Guests

FORD HOTEL

JOS. A. GAGNON, Gen. Manager

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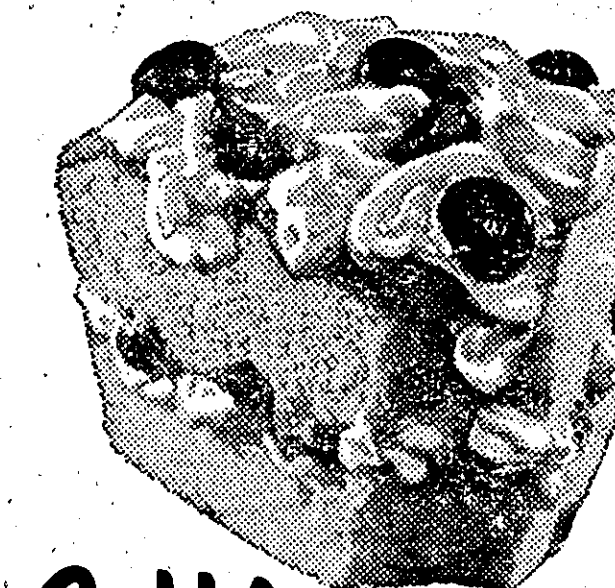
ROYALITE

EXTENDS CORDIAL NEW YEAR FELICITATIONS AND BEST WISHES TO THE JEWISH PEOPLE FOR HAPPINESS AND PROSPERITY IN ABUNDANT MEASURE



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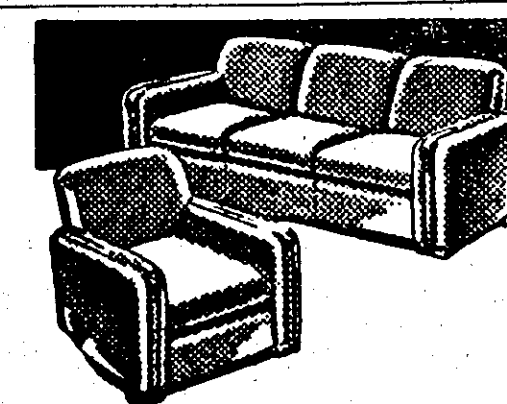
Extend Greetings to their Jewish Friends and Clientele during a Very Happy and Prosperous New Year

5723 NEW YEAR GREETINGS 1962

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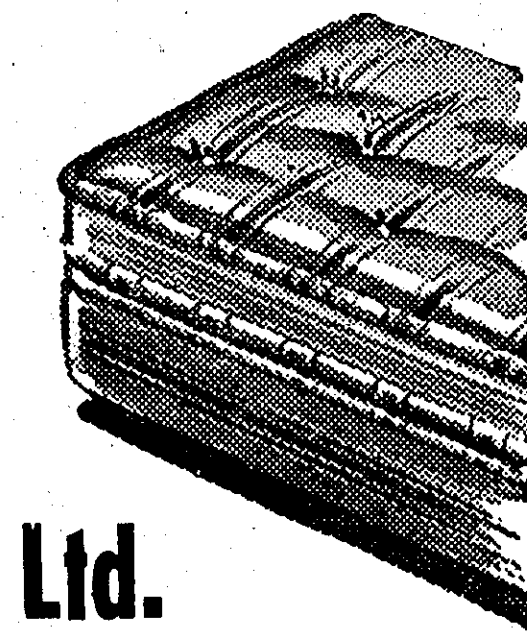


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