

### Rosh Pina

Rabbi Chiel's sermon, Friday evening, Nov. 5, at 8.30 p.m., will be "When Neighbor Meets Neighbor." Guests at this Friday evening service will be the North End Kiwanis group. Cantor Koussevitsky will officiate, assisted by the choir.

Sabbath morning services, Nov. 6, will begin at 9 a.m. Rabbi Chiel and Cantor Koussevitsky will officiate.

Junior congregation, Senior division will meet this Saturday morning, Nov. 6, at 10 in the Junior auditorium. Junior division will meet at 10 a.m. in Room 4.

Sabbath evening, Nov. 6, the Rosh Pina Supper club will hold its first dance of this season. An enjoyable

evening has been planned. The dance is open to members and friends.

Sunday morning, Nov. 7, the Tallis and Tephillin service will begin at 9.30, followed by breakfast in the auditorium. Rabbi Chiel will continue his series of lectures on "Information Please - About Judaism."

Sunday afternoon, Nov. 7, Browns will meet at 3 in Room 2. Cubs will meet at 2 p.m. in Rooms 4 and 5. Girl Guide court of honor will meet at 2 p.m.

Boy Scouts and Girl Guides meet on Tuesday evenings at 7.45.

### Betty-Jean Hagen At Symphony

The brilliant young Canadian violinist, Betty-Jean Hagen, will highlight the second concert of the

Winnipeg symphony, Nov. 11, at the Civic auditorium, beginning at 8.40 p.m. Miss Hagen, who returns to Winnipeg by popular demand, will play the Brahms Violin Concerto with orchestra, under its regular conductor, Walter Kaufmann. The Brahms concerto, one of the greatest concertos of the violin repertoire, has been a favorite with concertgoers since its premiere in Leipzig in 1879.

The program on Nov. 11 will also

feature the "Reformation" Symphony of Mendelssohn in its premiere to Winnipeg audiences. Walter Kaufmann will also conduct the first Winnipeg performance of "Kamarskaya" by Glinka, a fantasy on two Russian folk songs. Schubert's Overture to "Rosamunde" will open the program.

This concert is designated "Legion Night" and is being promoted by the 35 branches of the Canadian

Legion in Greater Winnipeg. Tickets are now available for this concert at the Winnipeg Symphony Box Office, 270 Edmonton street, telephone 92-4986.

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# US Towns Beckon Armistice Day Visitors

## Grey Cup Game Draws Big Crowd

While a semblance of Indian summer remains, large numbers of Canadians will be taking advantage of the Nov. 11 Remembrance Day holiday to extend it to a week-end excursion across the border to the friendly U.S. towns. Hotels, entertainment, recreation, and opportunities for shopping are richly rewarding to the Winnipeg visitor.

A record influx is anticipated for the Grey Cup finals, which will be available on T-V at Fargo, on Nov. 27.

### Mail Order King Faces Battle:

## 'GENERAL' MERCHANDISE

By D. S. BLACK

The papers are full of the story of the battle of Louis Wolfson to gain control of the big mail order house of Montgomery Ward.

Battle is a particularly interesting word in this connection. I am reminded of a story told of another mail order king, Julius Rosenwald.

During the First World War, General Pershing gave a reception to the top brass at which the dollar-a-year men who had military status were invited. Julius Rosenwald reluctantly appeared - dressed in a general's uniform.

The reception began with each officer announcing his identity, full name and title. After the general's had sounded off, one after the other, Rosenwald announced himself as "General Merchandise."

There was, of course, a big laugh. But the fact is that to be the head of a great commercial enterprise requires abilities and talents paralleling those of a military leader.

At the age of 42, Louis Wolfson, son of a former junk dealer, commands corporations which have assets of more than 200 million dollars, and now seeks the control of a billion-dollar corporation. This in an age in which social

consciousness has come to the fore and, while we are all individually for the most part for wealth, we have come to stigmatize great fortunes.

But whether great fortunes should be encouraged or not, we cannot overlook the fact that their attainment entails some outstanding qualities. Ralph Waldo Emerson, who cared little for material wealth, noted that there are geniuses in commerce as well as in war, or in the arts or the sciences.

Peculiarly enough, Julius Rosenwald denied this. He likes to tell the story about the man who won a fortune in a numbers lottery.

The man explained that he did this by "using" his brains. "It was

we often come up only with some commonplace things. Stonewall Jackson, the Southern military genius, said that the secret of conducting successful war was mystery and surprise. That was all victory amounted to, he said "surprise the enemy."

A valet of Mr. Rosenwald's, on first entering his employment, was sent out to buy some razor blades for the personal use of the Sears Roebuck head. He came back with a dollar's worth of blades, figuring that a rich man like his employer wouldn't want to buy only a few blades at a time. Rosenwald sharply reproved his valet. "Why buy so many blades?" he said, "they might go down in price. Perhaps later we could buy the blades cheaper."

The average man would not think of such a thing. It is a little insignificant detail. But the genius recognizes the importance of a little detail. It is true in all fields. Edison noticed a little peculiar behavior of electricity under certain circumstances, which was named "the Edison effect" - which became much of the basis for radio research. Baron Edmund de Rothschild, who did so much to aid the development of the first agricultural colonies in Palestine, was once chiding "the younger generation" on its impatience and want of persistence.

"I have been taught differently," he said. "I know what endurance and waiting mean. When I was very young, my father, of blessed memory, Baron James, tested me with an important mission. I was to go to Berne to negotiate with a group of Italians for the sale of a railway line belonging to the House of

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