

# And Receive All Men With Cheerfulness

(Ethics iii, 16)

Religion is concerned with the little as well as with the great things.



Catching a Plane or a Train? CALL

Phone **YELLOW CAB** WH 2-7555 46 HARRIET STREET

It teaches that God is not only to be seen on the mountains but that He reveals Himself in the valleys. It recognizes the value of the kindly smile, the encouraging word, the friendly gesture, the token of sympathy, the human touch. Rabbi Ishmael was one of the most famous of the Rabbis. His views on Judaism have guided Jews throughout the ages. And yet of all his profound maxims it was this one that the editor of the Mishnah saw fit to record: "Receive all men with cheerfulness." The saying is even more significant in that it comes from a prominent member of the priestly aristocracy of ancient Judea. Virtue and good cheer do not always go hand in hand. The notorious condemnatory Puritan conscience is more than a malicious invention of the sceptic. Some devout people, harsh on themselves, have little room in their hearts for the simple human joys. The long face is all too often the badge of charmless sanctity.

It is said that Rabbi Israel Salanter, the founder of the Musar movement, was led to a basic idea of the movement — that one should not

use another's shoulders as stepping stones to piety — through an experience he had during the penitential season. When Rabbi Israel was a young man he encountered at this season a gloomy zealot, who was so preoccupied with thoughts of his sins and grief for having committed them, that his greeting to the young Rabbi was curt in the extreme. "Is it proper," protested Rabbi Israel, "that your sins should deprive me of my right as a human being to receive a cheerful 'Good morning'?"

The Chassidic movement, in particular, stressed the role of joy in religion, which partly explains its phenomenal success during the last century. At that time, in Eastern Europe, when persecution, discriminatory legislation, and abject poverty combined to make it hard to be a Jew, ordinary men and women needed desperately the assurance that they counted in God's eyes, that they could rejoice in Him and

He in them. The Chassidic doctrine of the Zaddik as God's representative on earth was no doubt highly objectionable theologically, but the welcoming smile of the saint and even his "holy rages" persuaded his followers that they had some significance in themselves, and were more than mere figures in a communal register and useful drudges to help increase communal funds. "God dislikes melancholy and depressed spirits," taught Rabbi Nahman of Bratzlav. "It is the duty of the joyful person to endeavour to bring to those in sadness a portion of his mood."

It hardly needs saying that when the Jewish masters spoke of joy they were motivated by higher feelings: than the desire to "win friends and influence people." No one can have much respect for the insincere "backslapper" or the religionist with an unholy heart. The Jewish teachers stressed the value of joy in their realization that the

man of faith must delight in the fact that God cares for His creatures and wants them to care for each other. "Let the heavens rejoice, and let the earth be glad; and let them say among the nations, The Lord reigneth."

How much human misery could be averted if only R. Ishmael's lesson were taken to heart! It is a pity that our fear of sentimentality inhibits us from saying the right word when it is needed; the loving word between husband and wife, the word of confidence and trust between parents and children, the word of appreciation for work well done from employer to employee, the word of congratulation from teacher to promising pupil. There is little spectacular in these things, but the God we worship is the God who first appeared to Moses in the lowly bush that was affire with Him.

(Copyright, The Jewish Chronicle Feature & News Service)

## The FINEST PASSOVER MATZOHS IN THE WORLD



**PURE CONCORD SACRAMENTAL GRAPE JUICE**  
FOR KIDDUSH • PASSOVER & YEAR 'ROUND  
SOLD AT FOOD STORES ONLY

RENOWNED FOR KASHRUTH AND QUALITY SINCE 1884

DISTRIBUTED BY: **Clover Leaf Cheese Co.**  
ED 9-4412 - SP 4-3352

1 Viola Street Winnipeg, Man.

### NOTICE

#### From the Vaad Horabbonim

The Vaad Horabbonim of Winnipeg (Council of Orthodox Rabbis) calls the attention of the community to the fact that only Passover food products carrying a "Hechsher" from a Rabbi is truly Kosher L'Pesach. A label merely stating "Kosher L'Pesach" but lacking the "Hechsher" of a Rabbi is not sufficient nor reliable. Chickens without the seal ("Plombe") of the Vaad Horabbonim and Vaad Ha'ir are not Kosher.

#### VAAD HORABBONIM OF WINNIPEG

#### RABBINICAL ANNOUNCEMENT FOR PASSOVER!

##### DRINKS KOSHER FOR PASSOVER

SILVERWOOD DAIRIES LTD. is the ONLY producer of Milk Kosher for Passover. It is also distributed by all other dairies. Milk bottles must have Kosher L'Pesach caps.

**SOFT DRINKS**  
Coca-Cola - Pepsi-Cola - Seven-Up - Wynola 2-Way - Club Soda - Suncrest - Mission Orange Canada Dry Ginger Ale, Orange - Teen Cola Sparkling Water - Hi-Spot

These soft drinks are the ONLY drinks that are Kosher for Passover. All bottle tops must state Kosher L'Pesach.

The above named drinks are bottled in the presence of special Mashgichim arranged for by rabbinical supervision to assure that both the ingredients and process are in accordance with Jewish law and tradition.

A Happy and Joyous Passover are the wishes of

COUNCIL OF ORTHODOX RABBIS IN WINNIPEG

## BARNEY GLAZER'S HOLLYWOOD



Hollywood, Calif. — I feel obliged to report some of the gems spoken during the Irving Berlin testimonial dinner at the Beverly Hilton Hotel recently as part of the Screen Producers Guild's Milestone Awards. There was so much to write about Berlin's heartwarming tribute we ran out of space in last week's column.

Stanley Adams, president of ASCAP, remarked, "Jerome Kern once said Irving Berlin has no place American music. He IS American Music."

"The increased population of our country," continued Adams, "may

well be attributed to Berlin's love songs." The ASCAP president recalled Berlin's wire many years ago to Cole Porter on the opening night of "Kiss Me Kate." Berlin telegraphed, "Anything I can do you can do better."

When one of the guests sang an old Irving Berlin tune about keeping this country out of the first World War, the famous songwriter held his head in agony. He had tried to forget that song with its cornball lyrics.

Bob Hope told the assembly, "It's

thrilling to be here with this wonderful man." Referring to Frank Sinatra and Dean Martin, Bob cracked, "It's also nice to see the Mafia here, and particularly," looking straight at Martin, "that lil' ol' wine taster."

Hope described George Jessel as "the Richard Burton of Hillcrest Country Club" and commented, "Jessel's travel bureau is doing well. No matter where you go, you always wind up in Tel Aviv buying George's bonds."

Daryl Zanuck remarked, "We take pleasure in paying tribute to a man who was able to ride to the top of the lower eastside."

George Burns reminded Berlin they have been enemies for 45 years. It all started when Burns was doing

a vaudeville act called Delight and Davis. "My name was Sammy Davis," recalled Burns. "I was Jewish before he was."

In those days, said Burns, Berlin's best song was "I'm Gonna Pin a Medal on the Girl I Left Behind" and when George sang it in his act in the early 1900's Berlin failed to reward him with 100 Delight and Davis stills for lobby displays. "I never sang a Berlin tune since then," pouted Burns, "but tonight I'll sing one that Irving has been trying to forget for a long time."

Burns then sang "Aunt Jemima" while Berlin made faces.

George Jessel told about visiting Donald O'Connor in his dressing room following Donald's act. O'Connor was breathing hard from his dancing chores. "How old are you, Donald?" asked the toastmaster. "38," replied O'Connor. Commented Jessel, "I have ties that are older than that."

Rosalind Russel beamed proudly, "Mr. Berlin, I am indeed privileged

to be here with you this evening." Frank Sinatra and Dean Martin sang a Sammy Cahn parody to a Berlin tune. Obviously, the boys didn't have much practice but managed to end together on the final appropriate line that "the world is grateful to Irving Berlin."

Fred Astaire said, "I used to hang around Berlin's music company around 1912 just to catch a glimpse of my idol. When Irving wrote the music for some of my films he gave me much encouragement by saying he enjoyed writing for me and liked to hear me sing."

Berlin's Milestone Award plaque read, "For historical donation to the American motion picture."

FOR FINE CATALOGUES STATIONERY ETC. OFFSET COLOR A SPECIALTY CALL

**PHIL CHAFETZ**  
**GOMET PRESS**  
Phones: SP 4-7483 — SP 4-7484  
534 ROSS AVE. WINNIPEG

**Jansen Produce Ltd.**  
Wholesale Vegetables Fresh Daily Growers of Potatoes and Farm Products Phone Your Orders — V. Deliver City Phone Whitehall 3-8446 Ross & Ellen Winnipeg, Man.

**SPECIAL OFFER**  
Painting & Paper Hanging Off-Season Rates  
Phone AT 3-2519  
**CALGARY ALTA.**

**CIVIL DEFENCE SAYS:-**  
It is better to be prepared and not need it, than to need it and not be prepared.

**METRO CIVIL DEFENCE,**  
1767 Portage Avenue, Winnipeg 12,  
Turner 8-2351.

**A. Lang**  
CUSTOM TAILOR  
Phone Whitehall 2-6612  
306 EDMONTON ST.  
Winnipeg

FOR A COMPLETE ONE-STOP SERVICE

**Esso DEALER**  
Call at the  
**McGregor Esso Service**  
JIM MORRISON  
ATLAS TIRES, BATTERIES AND ACCESSORIES  
Matheson and McGregor  
Phone Justice 9-0949

**KELLY HOUSE**  
PRESENTS CONTINENTAL COOKERY RIGHT AT YOUR TABLE

**Kurt Fischer** and his staff will make your dining out a dream. They will expertly prepare Chicken, Pepper Steaks, Garlic Steaks and Filets right at your table. As well, his flaming desserts are spectacular and so delicious. Prices are most reasonable. Kelly House also specializes in sea foods. Phone WH 2-9086. — Carlton at Assiniboine.

**Guaranteed Plumbing and Heating Supplies**

- Kitchen Sinks
- Wash Basins
- Closet Combinations
- Laundry Tubs
- Heating Furnaces
- Radiators
- Coal Chutes
- Pipe and Fittings
- Heavy Hoses
- Water Tanks
- Pressure Systems
- Reinforcing Iron

AGENTS FOR FURNASMAN STOKER

**SCHWARTZ**  
IRON & METAL CO. LTD.  
299 Jarvis Ave., Phone JU 9-7309

Have You Any Furniture?  
Highest cash prices paid. Visit our showrooms for exceptional buys.  
Bus. Phone Whitehall 2-3397  
Res. Phone Justice 2-6371  
**MAX STEIMAN & SONS**  
CARTER'S AUCTION ROOMS  
309 Carlton St. (Opp. Free Press)

SAME PRICE - SAME QUALITY  
**1 HOUR CLEANING**  
AT  
**Perth's**  
MAIN STORE - PORTAGE & GOOD  
7:30 A.M. TO MIDNITE

**R. J. FERGUSON**  
Concrete Work, Walls, Footings Driveways, Sidewalks, Floors Patios  
FREE ESTIMATES  
Phone HO 9-4927  
5411 - 90A AVE. EDMONTON

**BED BUGS**  
Moths, Roaches, Silver Fish positively exterminated. Government licensed fumigators. Country customers, write for pamphlet.  
**CHARLES RIESS & CO.**  
Established 1907  
877 Wall St. Ph. SUNset 3-3529

**CAPITAL CAB Co. Ltd.**  
24-HOUR TAXI & U-DRIVE SERVICE  
1725 Rose St. Regina, Sask.  
LA 2-6621 — Phone — LA 2-6622

**ACCURATE WASHING MACHINE REPAIRS**  
Repairs for All Makes  
29 YEARS' EXPERIENCE  
All Work Guaranteed  
788 Ellice - Phone SP 2-2183  
Res. Phone SPruce 2-8989

INTRODUCING  
**HANDY CREW LTD.**  
WE SPECIALIZE IN:  
Commercial and Residential Construction  
Brick, Concrete or Frame Alterations and Renovations  
Lawns, Fences and Garages  
All Concrete Work  
Prepare Blueprints  
"EASY TERMS"  
"We'll Look After You"  
Skilled Tradesmen  
Edmonton Ph. 469-7497 Alta.

**A-A-A ELECTRONICS**  
WH 3-9281  
Winnipeg's Largest Picture Tube Dealer!  
**THE LARGEST STOCK OF PICTURE TUBES IN THE CITY OF WINNIPEG**  
PICTURE TUBES Installed in your home in 1 HOUR.  
TV Service \$2.50 to Midnite

**EDMONTON'S MOST COMPLETE PAINTING AND DECORATING SERVICE**  
We have the experience, equipment and staff to render first-class service in the most modern types of interior and exterior painting and decorating. Free Estimates

**Blanchett Decorators Ltd.**  
14228 Stony Plain Road  
Phones: 455-0392 - 455-2811

**PAINT UP**

For a Complete Laundry Service . . .

- FAMILY
- BACHELOR
- COMMERCIAL

**IDEAL LAUNDRY & DRY CLEANERS LTD.**  
MAX OSTEN, Manager  
Phone GA 2-1777  
9514 - 110th AVE. EDMONTON

FOR THE ULTIMATE IN SERVICE AND SATISFACTION  
Drive in to  
**WATERLOO SERVICE STN. LTD.**  
Lou Chodirker - Don McHardy  
B.A. SENTINEL SERVICE  
Qualified Mechanic on Duty at all times  
Repairs, Towing Service, etc.  
Phone HU 9-2637  
Corydon & Waterloo Wpg.

**hotel RIVIERA**  
LAS VEGAS, NEVADA

a resort city in a tower of luxury

All the fun, the glamour, the excitement that spells LAS VEGAS—fabulous city of thrills and fabulous entertainment—are captured under one roof at the RIVIERA HOTEL.

—NOW—  
**JANET BLAIR**  
Extra Added Attraction  
**AL HIRT**  
magnificent room from \$12.00 double

complete convention facilities for reservations CALL Your Travel Agent