To GITTE RUBIN FERMAN

A "WOMAN of VALOR" in Israel

Who was the "Editor Par Excellence" of a Glorious Chapter in the Rebuilding of Israel already written and still "going strong" by the Generosity of the ALLIANCE OF AMERICAN LITHUANIAN JEWS OF PHILADELPHIA AND VICINITY, INC. The numerous Housing Projects whereof helped Israel in the crucial days of stress and strain...

OUR PROFOUND APPRECIATION AND GRATITUDE!

Landsleute, Friends and Admirers
to the Greatest President of the
Boslover - Ahavas - Achim - Belzer
Association

701 PINE STREET, PHILADELPHIA, PA.

DAVID S. LANDES

An Indefatigable Tiller in the Vineyards of Israel,
Whose Dedication to the lofty ideals of the
Hebraic Renaissance have set an example for
 emulation throughout Philadelphia.

LANDES LANDS WHEREVER
ISRAEL NEEDS HIM!

A group of admiring friends.
THE HEART OF PHILADELPHIA’S COMMUNITY

THE GREAT WYNNEFIELD JEWRY

Proudly hails its own

TRIBUNE OF THE PEOPLE

IN THE LEGISLATIVE HALLS OF PENNSYLVANIA

THE HONORABLE

GEORGE X. SCHWARTZ

State Representative from the

28th Legislative District — 34th Ward

May his ever-ascending path of selfless
public service bring him to even higher pinnacles of
leadership and success.

PURIM 5718 — MARCH 1958
Bon Voyage Greetings

in connection with their departure to Israel
to Philadelphia's

"Mr. Generosity"

ISADORE FLEEKOP

and his beloved wife

MINNIE FLEEKOP

whose hosts of Friends just honored them on February 22nd, 1958
with a Testimonial Dinner under the auspices of
Bonds For Israel of Philadelphia
(At which over $100,000 worth of Bonds were subscribed)

In appraising men of Isadore Fleekop's caliber, our Rabbis of old,
expressed their wish that "Israel may abound with more leaders of
similar dedication and devotion."

ISADORE FLEEKOP, TRIBUTE COMMITTEE
AMERICA'S
MOST DISTINCTIVE
BURIAL ESTATES

Dedicated to the Memory
of one of its Greatest Heroes

HAYM SALOMON
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IN HONOR OF PASSOVER

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Use the Pleasant Laxative

Ex-Lax is the laxative you enjoy taking. Tastes like delicious chocolate, and gives thorough relief gently and comfortably. Ex-Lax is America's biggest selling laxative—used for over 40 years.

Buy the Economy 79c Size
Save as much as 41c
Also available in 37c and 15c sizes.

When Nature "forgets"...remember

EX-LAX
THE CHOCOLATED LAXATIVE

says Sailor Zim:
“A trim Zim ship... balmy southern skies—The perfect trip for the travel-wise!”

to ISRAEL
EVERY THIRD WEEK
NEW YORK • NAPLES • HAIFA
S.S. ZION • S.S. ISRAEL

ZIM Lines arrive and depart from Israel every week of the year

42 BROADWAY, NEW YORK 4, N. Y. • DIGBY 4-7600
My Profound Appreciation
and
Everlasting Gratitude
to
A Leader of Dedication and Fervor,
who selflessly continues to serve Jewry and
the State of Israel around the clock.

Arthur Edward Dennis, Esquire

For his sustained and generous support
of the "Bitzaron".

ISRAEL STIEFEL

Senator in the General Assembly of Pennsylvania
National Chairman of "Bitzaron"
The Hebrew text reads:

גואפת נופשה
כ"ל
תשושת נועה

בע"ת המרג땃שאלאנאג הגרג דהא רודר בלוולס וע
שת' האירוחים המופשים המרורות בין הים
מלעת אליוסנ מלגרא מיר חוקל למסמס על
ב_produkית תבנור בסווא אנש האירוג במלגת
תשומת לב מיר השטח והתומרים עפליה
הף' נופשה הנופשה הנופשה א סוגי שיר
בקרירה.

הכרך קמוד שמשתכלחת הפרשו תביש
את קרינק' תרגךיג'ונתית
את און ליג' טעמן בצעק המחנה. הנה את
קרינק' תרגכון מירושין של ג'ג חיים
משעת מונובקאר והראשון דע מאיא; מודעה
עד מאיא, דוע דער קרינק' שמשתכלחת מרואו.

CUNARD LINE. 25 BROADWAY AND 441 PARK AVE., N. Y. C.

The English text reads:

PASSOVER GREETINGS

Grossinger's
ON GROSSINGER LAKE
GROSSINGER, N. Y.
YOUR BEST BUY—ALWAYS

JACQUIN'S CORDIALS

CHARLES JACQUIN ET CIE, INC.
Established 1884

AMERICA'S OLDEST CORDIAL PRODUCERS
PHILADELPHIA, PENNSYLVANIA, U.S.A.

Classics in cordials —
Withstood and still withstand
the test of time
PASSOVER
matzos and matzo products
GOODNESS

ADDED
PROTECTION

NEW
5
lb. pack
Five 1 lb. individually wrapped boxes within the outer wrapper. Keeps the matzos as fresh, crisp and tasteful as when they left Goodman's ovens.

 Strictly Kosher for Passover under the supervision of Rabbi Mendel Chodrow and other eminent Orthodox Rabbis.

IMPROVED SQUARE MATZOS
ROUND TEA MATZOS
EGG MATZOS
MATZO MEAL
MATZO FARFEL
GEFILLTE FISH
PAREVE BORSHT

GOODMAN'S
Light One!
Discover—

Viceroy
Gives You More
Of What
You Change
To a Filter For

Viceroy gives you the maximum filtration for the smoothest smoke of any cigarette. More taste, too... the finest tobacco taste of all. Maximum filtration for the smoothest smoke—and finest tobacco taste. More of what you change to a filter for!

New crush-proof flip-open box or famous familiar pack.
© 1958, Brown & Williamson Tobacco Corp.
/watchman what of the night?

brith achim beneficial association

for 68 years

a sentinel in israel

in the very vanguard of the creative and communal activities of philadelphia's jewry.

proudly announces the launching on march 11th, 1958, of its third j. n. f. project for an additional brith achim nachlah in israel

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jack goldstein, treasurer      committee

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like a pearl set in emeralds

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majestic Bucks County and in

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THE NATIONAL AGRICULTURAL COLLEGE

In the very forefront of scientific agricultural education

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Annually sends forth new cadres of teachers

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• to vanquish desolation

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• to plant the "Plenty of Pennsylvania" everywhere