



## MEMORY LANE # 105 (EDITED)

### FROM THE BULLETIN OF THE YOUNG ISRAEL OF CHOMEDEY PURIM 1962 EDITION

**THE QUEEN ESTHER BALL BY THE SISTERHOOD:** There is excitement in the air as the date of our Queen Esther Ball gets closer and closer! March 17, in the evening, is when a new Queen Esther will be crowned!

**Guests of Honor:** Mayor J. Noel and Mme. Lavoie who will be one of the judges for the pageant

**DETAILS:** The contest will be also judged this year by 3 very prominent people in the fashion world. Enid Nemy, Fashion Consultant, and Julia of Snowdon, will be 2 other judges. The candidates will be chosen by points awarded on charm, hairstyle, posture, and poise.

Fifteen lucky women will be pinned at the beginning of the evening, and from amongst them we will have the following: 1st prize for Queen Esther, 2nd prize for First Lady In Waiting, 3rd prize for Second Lady In Waiting, and 12 Ladies of the Court.

Among the exciting prizes will be a cocktail dress from Julia of Snowdon, shoes from Browns, jewelry, a handbag, slacks, suits and blouses, and 2 fabulous trips, 1 to the Concord Hotel and 1 to the Pineview Hotel in Fallsberg N.Y.!

Special note for those ladies who are not so trim, fear not, for 1 of the trips will be a door prize, and you will have other chances to win many more prizes as well, and dancing and entertainment will be provided by the music of Nat Raider and his orchestra.

All this for only \$15.00 per couple, but our hall only holds 125 couples so call to reserve your tickets now. Edith Leiderman at Mu 1-7729, Rebecca Stern at Mu-1-1866 or Mollie Caron at Mu-1-8913

**SOUVENIR PROGRAM BOOK:** The Ball is not a money-making event and we hope to just about break even, but this is not good enough. At every Queen Esther Ball in the past out profits came from the sale of ads for our program book. If every member will bring in one ad for \$5.00 we will reap a handsome profit, so call your butcher, baker, hairdresser, etc. and get that ad now!! **Call your ads to Rebecca Stern at Mu-1-1866**

**Rates are:** 2 lines @ \$5.00 / ¼ page @ \$15.00 / business card @ \$10.00 / full page @ \$35.00

**SPECIAL THANKS:** Our sincere thanks go out to Brooke Bond Canada, distributors of Red Rose Tea, for their donation of 1,000 tea bags. These will be attached to the invitations which will be mailed out to your guests, in the hopes that they will send us a donation. The donor's names will go into a special box for prizes to be drawn at our Queen Esther Ball, so please mail or bring in your list of guests.

**ATTENTION ALL SISTERHOOD MEMBERS:** Sol Raphael of Souvenir Super Market will generously reward our Sisterhood members for their patronage in the following manner:

He will reimburse the Sisterhood 5% of the total amount of sales that are placed in his store, for your Passover orders. If your order amounts to \$50.00 he will turn over \$2.50 to the Sisterhood!

After you made your order, write your name and address on the back of the sales slip and send or bring it to Evelyn Schrier.

#### **THANK YOU TO THE FOLLOWING SPONSORS WHO HAVE TAKEN ADS:**

Sculnick's Service Station, Bates at De Vimy / Irving Sculnick & Sons Cartage, 5111 St. Dominique St. / Mayfield Super Market, 741 de L'Eglise (Mr. Hirsch) / Val Martin Chrysler, 1400 Labelle Blvd. (Lou Lubiner) / Silver Radio & T.V. Service, 1458 Elizabeth (Harvey Dumansky) / Joseph Seagram & Sons (Jerry Wiseblatt) / L. Cohen & Son Fuels Ltd. 40 Prince St./ Mickey's Shell Service Station, Mayfield at De L'Eglise / Vaillancourt & Freres, G.M. dealer, 375 Labelle Blvd.(Maurice Vaillancourt) / J. Cooke & Sons Clothing, 3862 St. Lawrence / E. Sheppard Fur Manufacturing, 1435 Bleury St./ Gordon Vacuum Cleaner Co. 4111 St. Lawrence / Gimble's Radio & T.V. Service, 1940 Emmanuel, (Irving Gimbel) /Nittolo Landscaping Co., 5803 Hamilton St. (Angelo Nittolo) / Emmar Garage & Service Station, 6275 St. Lawrence / Monarch Glass Co. 750 Imperial St. / Ste. Rose Cleaners Na.5-2488 / Morris Caron Jewellery Co. 1255 University St. / Coca Cola

(Yashor Koach to Fred Rudy for providing us all with these memorable historical moments, which some of us may still remember!)