

**Paul Gifford, *From Generation to Generation: Jewish Edmontonians as Heritage Builders* (Edmonton: Jewish Archives and Historical Society of Northern Alberta, 2016), 130 pp., ISBN: 9781988048512.**

It took a team effort to create this book containing short profiles of twenty-five prominent Jewish Edmontonians. It was researched and written by Paul Gifford, ably assisted by an editorial board consisting of Judith Goldsand (Editor in Chief), Gillian Horwitz, Debby Shocter, Anita Sky, and Jini Vogel. It is prefaced by a short history of Jews in Alberta (Debby Shocter) and a detailed and helpful bibliography. The book fully demonstrates the usefulness of the Jewish Archives and Historical Society of Northern Alberta (JAHSENA), for 24 of the 25 entries refer to JAHSENA files and without JAHSENA support it is to be doubted whether this project would have come to fruition.

Each of the entries is fairly short (2-3 pages of text and a full-page photograph) but replete with detail with respect to issues like birthplace, immigration, family ties, education, career, and impact on both the Jewish community of Edmonton and the Edmonton and Albertan communities as a whole. The author(s) do not explain the criteria for the selection of the subjects, but the subtitle, "Jewish Edmontonians as Heritage Builders," clearly indicates that one key factor was public impact of the subjects on the community's "heritage." This might also explain why women are somewhat underrepresented among the subjects (5 of 25).

From the perspective of JAHSENA, this book serves to effectively publicize its presence in the community and the treasures it possesses in its archival files. The book will likely attract new interest and new contributions to JAHSENA's growing archives.

From the perspective of Canadian Jewish studies as a whole, the book serves to bring Edmonton into the research purview of scholars who all too often do not look for data beyond the Jewish communities of Central Canada. Whatever one's research subject this book points to important Edmonton examples of issues and trends that are of more general concern.

One concrete example will suffice to demonstrate the ways in which the book can be utilized. The profile of Ethel Marliss (pp. 57-60) deals among other things with issues of the impact of the Great Depression, consumer advocacy, print journalism, radio broadcasting, and sexism. Each and every entry can be mined in this way and

the researcher can follow up in the JAHSENA archives for further information. In this way, the book is decidedly more than simply the sum of its parts. It is ultimately a broad and open invitation for further research.

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