



ESTRIN GOIDY

Goidy Estrin died in Edmonton May 25, 2010 at the age of 87. Born in Edmonton to the late Julius and Jenny Hurg. Goidy attended Oliver and Garneau schools. After graduating, she worked as a secretary in her father's business A & M Hurlig Rupperts. In 1942, she married Hymie Estrin in Edmonton.

Goidy worked hand-in-hand with her husband in a dry cleaning business they set up in 1949 on Whyte Avenue near 99th Street. In the 1960's Goidy and Hy went into leather cleaning as well, which became well known as "Mr. Suede", King of Guaranteed Leather Cleaning. Goidy was very active in the Whyte Avenue business community and in the Strathcona area. She got lots of improvement projects started. If you ever needed a road or sidewalk paved or a pothole fixed, you didn't call the mayor or your city councillor, you called Goidy.

Goidy, like her parents, was a huge contributor of energy to the Edmonton Jewish community. She was active with the Beth Shalom synagogue her entire life, as well as other organizations like Hadassah, Talmud Torah & school Pioneer Women. Just to mention a few. She was a very loving mother, grandmother of and great-grandmother. She remembered all of her family members, birthdays, anniversaries and special occasions.

Goidy really loved going to Hawaii for long vacations. Her husband had a place in Waikiki with a fabulous view of Magic Island, the marina and the ocean. After Hy died in 1999 and, despite an increasing memory loss, Goidy was able to maintain most of her personality, including her warm, beautiful smile that always lit up the room. Whether in her apartment at Victoria Plaza, at Canterbury Court or Lynnwood Second, Parker, Goidy was always happy to have visitors, keep upon the newsstand smile and dignified and hold your hand. She was very inspirational to all.

Goidy was predeceased by her brothers Dr. Abraham Hurg and Dr. Henry Hurg. She is survived by her younger brother Mel Hurg, his wife, her son David and his wife Pamela Marges of Toronto, her son Bernie and his wife Gail of Edmonton, her daughter-in-law Deborah Estrin, grandchildren Jules, Robbie, Ashley, Gabriel, Seth and Simone, three great-grandchildren, Jacob, Samuel and Benjamin and special cousins Clyde Hurtitz and Karen Parks.