

Best Wishes for a Happy New Year to our Many Jewish Customers and Friends

**AETNA ROOFING CO. LTD.**

T. S. MILOWSKI  
BONDED ROOFERS  
Phone JUstice 9-5375

1138 Main Street Winnipeg, Man.

We greet all our Jewish Friends and Customers on the observance of the New Year and wish them the Season's Greetings

**McCurdy Supply Co. LIMITED**

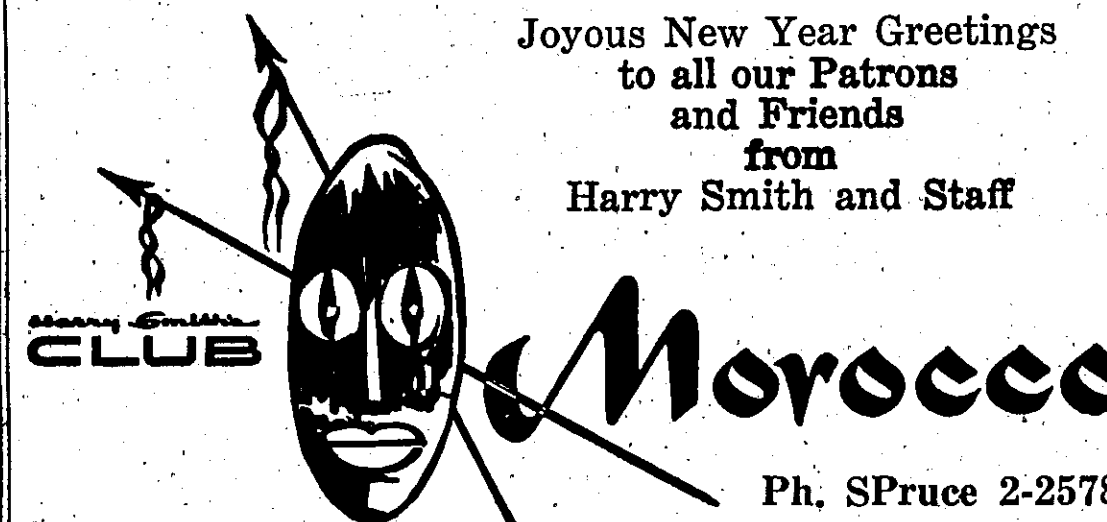
Ready Mixed Concrete

BUILDERS' SUPPLIES & COAL

Phone SUnset 3-7251

Sargent Ave & Erin St. Winnipeg, Man.

Joyous New Year Greetings to all our Patrons and Friends from Harry Smith and Staff



Ph. SPruce 2-2578

Joyous New Year Greetings to all our Jewish Patrons and Friends

**ARNOLD'S HAIR STYLING**

ARTISTIC HAIR STYLING - CUSTOM PERMANENTS

1196 Pembina Highway Phone GRover 5-0222

Joyous New Year Greetings to You All TOP QUALITY MEATS AND POULTRY DAILY DELIVERY IN ALL DISTRICTS Country Orders Shipped Immediately

**NEW WINNIPEG KOSHER MEAT MARKET**

Sam Deutscher  
BEST OF SERVICE GUARANTEED  
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**NEW YEAR GREETINGS**

OUR BEST WISHES TO THE JEWISH COMMUNITY FOR HEALTH AND HAPPINESS

WESTERN CANADA'S LARGEST  
PONTIAC - BUICK - ACADIAN - VAUXHALL DEALER



**MOTOR PRODUCTS LTD.**

NORTH MAIN AT CHURCH  
PHONE JUstice 9-5881

WINNIPEG MANITOBA

political freedom to the individual. And the competitive appeals — conflicting in method but identical in aim — which they both make, must understandingly find the most avid attention among those who were, throughout their long history, the least secure and hardest oppressed of people: the Jews. Thus it is not really so paradoxical and strange to find them among the standard bearers and advance guards on either front. He whose house is alternately on fire and menaced by fire is likely to be interested in fire fighting equipment and emergency exits, and prone to give the products of all competing firms a try. Words like Freedom from Want and Fear, Personal Liberty, Equality before the Law, Brotherhood of Man — liberte, egalite, fraternite — can be expected to bring a passionate response from the fearful, the unequal, the wanting, the unwanted. Embodying the age-old human dream, these words, these ideas have been history's forment in the Old and the New World and they are operative on every continent today. The people who have borne the brunt of individual as well as collective discrimination will most ardently

Our Best Wishes for a Joyous New Year to all our Jewish Friends and Customers

**SWEATERS — YOUR GIFT FOR PASSOVER**

**The Sweater Shoppe**

Complete Line for Ladies, Teenagers, Men

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286 KENNEDY ST. Winnipeg Manitoba

HAPPY NEW YEAR GREETINGS TO ALL OUR JEWISH PATRONS AND FRIENDS



JULIUS SCHNUR

**JULIUS HAIRSTYLING**

PHONE WHitehall 3-6076

319 PORTAGE AVE.

(LOWER MAIN FLOOR OF AFFLECK SHOE STORE)

Winnipeg Manitoba

Our Heartiest New Year Greetings to the Jewish People

**GEO. H. YOUNG & CO. LTD.**

CUSTOMS BROKERS, CONSIGNEES AND FORWARDERS

500 Great Western Bldg. Phone WHitehall 3-8441

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**Shnier Bros. Ltd.**

Manufacturers Agents Wholesale Distributors

COATS DRESSES SUITS  
LINGERIE SPORTSWEAR CHILDREN'S WEAR

HAMMOND BLDG. WINNIPEG, MAN.

BEST WISHES FOR A VERY HAPPY AND CONTENTED NEW YEAR TO ALL OUR FRIENDS AND CUSTOMERS

**EMPIRE SHEET METAL MFG. CO. LTD.**

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725 MADISON ST. WINNIPEG

MOST CORDIAL NEW YEAR GREETINGS TO ALL OUR JEWISH FRIENDS AND CUSTOMERS

**McDIARMID FLOWERS LTD.**

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933 Grosvenor Ave. Winnipeg

BEST WISHES FOR A BRIGHT AND HAPPY NEW YEAR TO ALL OUR PATRONS AND FRIENDS

**The Fabric Centre**

IMPORTED FINE FABRICS

255 Vaughan St. AND  
Polo Park Shopping Centre  
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A HAPPY NEW YEAR TO ALL OUR FRIENDS AND PATRONS

We appreciate your patronage and assure you that our policy of selling "CHOICE KOSHER MEAT FOR LESS" WILL PREVAIL

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BEST WISHES FOR A HAPPY NEW YEAR TO ALL OUR PATRONS AND FRIENDS FOR QUALITY MARINE LINES AND DEPENDABLE SERVICE

- DUNPHY BOAT CORP., America's finest all mahogany molded and lapstrake outboards
- BALKO TRAILERS — Latest design for ease of handling any boat
- SEA GLIDERS SKIS — The water ski preferred by professionals
- SCOTT MOTOR — Best for all around use
- MARINE HARDWARE AND SUPPLIES
- VANGUARD AND ANCHOR BOATS

REMEMBER . . .

ROND'S . . . Operates the finest Marina in Winnipeg. (Rear of Drewry's Plant.)

ROND'S . . . offers year-round service. Five months at Marina, seven months winter storage. No boating worries when ROND'S takes care of your boat.

**Rond's Marine Ltd.**

1127 Main St. Phone JU 2-1289 After hours ED 4-6248  
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Winnipeg's Leading Marine Centre

espouse the individualistic as well as the collectivistic utopia. The intensity of the search for personal and general solutions to the Jewish problem has produced experiments in extremis also within the Jewish community itself. They run the gamut from the advocacy of radical self-imposed

"apartheid"; from Jewish inferiority complexes to their counterpart, Jewish proclamation of superiority; from fervent internationalism and cosmopolitanism to fanatical nationalism and Zionism; from deep-rooted kabbalistic-mystical beliefs of mind to emphatically materialistic-rationalistic world out-looks; from unyielding religious orthodoxy to rebellious a-religiosity and anto-religiosity; from ultra conservatism to merciless sarcasm and scorn for anything traditional. And all these reactions can be — and frequently are — called: typically Jewish! This

goes back into the beginnings of Jewish history. If there is any truth in the saying that on the sixth day man created God in his image, then the Jehovah-type, the jealous irascible eye-for-eye avenger must have been as prevalent among the Jews of antiquity as his counterpart, the Christ-type, the preacher of love and forgiveness, the Messiah and reformer, the turner of the other cheek. Both still are very indigenous and common Jewish types. The point is that every antithesis is only a delineated form of the thesis. All these attitudes and re-

sponses are efforts to deal with one and the same predicament — they are variations on one theme. At the core is the striving for salvation in this world, for self-preservation and the attainment of the optimal conditions for the individual. The egotism of the individual, of course, may become transformed into an egotism of the group a weism, so to speak, whenever the wel-

fare of the individual is considered dependent on the welfare of the group as a whole. Then self-preservation will manifest itself as a will to group-preservation, the community will draw together and become a clan, anxious to preserve its heritage, its religion, its culture. This will occur when the group is surrounded by a restrictive environment or one against which it itself, in turn, erects restrictive taboos. In the Jewish history this is the condition of the ghettos. At first imposed, then self-imposed, they made a virtue out of a need and contained both inferiority and superiority reactions in close proximity —

Joyous New Year Greetings

**MISCHA'S**

BARBER SHOP  
TWO EXPERT BARBERS  
234 Selkirk Avenue  
(Between Charles and Main)

NEW YEAR GREETINGS

**Dr. C. D. Rusen**

DENTIST

Telephone JU 2-6332

205 Cathedral Avenue  
WINNIPEG MANITOBA

Best Wishes for a Very Happy New Year to all our Friends and Customers

**R & H Agencies Ltd.**

Successors to  
W. J. Schadek & Co. Ltd.

INSURANCE - REAL ESTATE  
MORTGAGES

H. Pinsky, Sales Mgr.  
R. Pinsky, Sales Mgr.  
175 Donald Street  
Phone WHitehall 3-0621  
Winnipeg

Cordial Holiday Greetings to all our Jewish Friends and Customers

"We Appreciate Your Very Kind Patronage"

**Central Texaco Service**

PICK-UP AND DELIVERY SERVICE  
LUBRICATION - WASHING - TUNE-UPS

BOB SULLIVAN, Manager  
Phone WHitehall 3-5116

ELLICE and SMITH WINNIPEG

Best Wishes for a Very Happy New Year to all our Jewish Friends and Customers

**GORDON'S GROCERY**

PHONE JUstice 9-2708 - WE DELIVER

472 Seven Oaks Ave. West Kildonan

שנה טובה תכתבו ותחתמו

To all our members at large and to Kol Yisroel, we wish a very Happy New Year filled with health, happiness and prosperity

**Associated Retail Grocers of Winnipeg**

JOE BRODSKY, President

Best Wishes for a Happy New Year

**West-End Driving School**

COMPLETE DRIVING INSTRUCTION

Phone SPruce 4-7973

J. DRIEDGER

633 Home St. Winnipeg, Man.

Heartiest Greetings for a Happy New Year to all our Jewish Friends and Customers

**Royal Drugs Ltd.**

Phone WHitehall 3-4723

432 MAIN STREET  
Winnipeg Man.

Joyous New Year Greetings from

**METRO HEATING**

and  
**Archie's Chimney Sweep**

Day and Night Service  
- We Clean -  
Furnaces - Oil Burners - Blowers  
Hot Air Pipes - Space Heaters  
• Clothes Dryer Vents cleaned  
• Furnaces Cleaned and Serviced  
DUSTLESS VACUUM SERVICE  
Licensed for: Winnipeg, St. James, St. Boniface, Fort Garry, Transcona, St. Vital, East and West Kildonan.

Phone GLOBE 3-2783  
1130 Lorette St. Winnipeg

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Barrister, Solicitor, Etc.

— Phones —  
Office WHitehall 2-2533  
Residence Edison 9-8781

610 Power Building  
Winnipeg Manitoba

Most Cordial New Year Greetings to the Jewish Community of Greater Winnipeg

**'SNOWDON'S'**

REFRIGERATORS  
RANGES  
WASHERS  
RADIOS  
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HOUSEHOLD APPLIANCES  
FURNITURE  
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BICYCLES  
TOYS

SEE US FOR  
**T.V.**

SALES AND SERVICE  
Complete Satisfaction

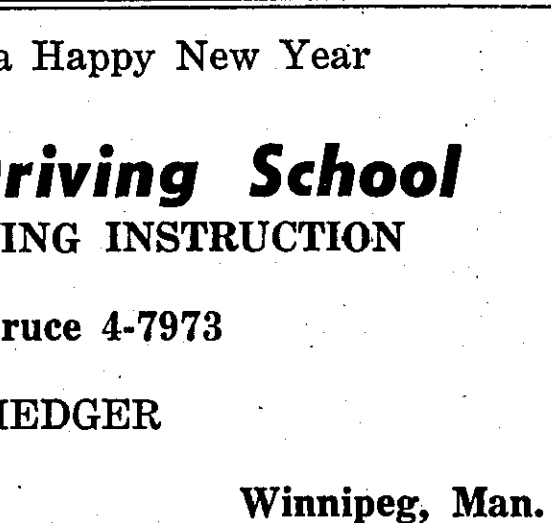
ELMWOOD  
261 Kelvin St.  
Phone LEnox 3-1163

ST. JAMES  
2163 Portage Ave.  
Phone VErnon 7-1341

TRANSCONA  
105 Regent St. West  
Phone CAstle 2-9290

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ULTRA MODERN STORES

Heartiest New Year Greetings to all my friends and policyholders



ABE SCHWARTZ  
Representing  
**NORTH AMERICAN LIFE INSURANCE CO.**

Phone WHitehall 3-1526  
219 KENNEDY STREET  
WINNIPEG MAN.

Heartiest New Year Greetings to all my Jewish Friends

**ISABEL KATCHINOSKI**

Registered Music Teacher  
A.R.C.T., A.M.M.

PIANO — THEORY

Studio at: 451 Semple Ave.  
Phone EDison 4-0078

Heartiest New Year Greetings to all my Jewish Friends

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L.R.S.M., A.R.C.T., A.C.C.O.  
Registered Music Teacher

• Piano • Theory • Organ

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144 CATHEDRAL AVE.

Best Wishes for a Joyous New Year

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B.A. (Hons.), M.A., L.G.S.M.  
Registered Music Teacher

TEACHER OF SINGING

996 Grosvenor Ave. GL 2-4992

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Residence Edison 9-8781

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Winnipeg Manitoba

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Office WHitehall 2-2533  
Residence Edison 9-8781

610 Power Building  
Winnipeg Manitoba

Joyous New Year Greetings to all our Friends and Patrons

For "Dependable Drug Store Service"

**WILLIAM A. MCKNIGHT**

Sherbrook & Westminster  
SUNset 3-0151

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SUNset 3-5311

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C.C.M. BICYCLES  
Tires - Accessories - Repairs  
New and Used Bicycles  
Sales and Service  
Hockey Equipment  
Lawnmower Repair & Sharpening  
Skates Expertly Sharpened

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Our Best Wishes for a Very Happy New Year to all our Jewish Friends and Customers

**BORTON'S Saw Service & Sales Ltd.**

All types of Saw Repairs  
Band Resaws - Planer Knives  
Circular Saws ground and hammered.  
Hand Saws - Small Circular  
Butchers' Supplies  
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Phone LEnox 3-1107

36 ISABEL ST.  
Phone SPruce 4-9332

Winnipeg Man.

Heartiest Wishes to the Jewish Community for a Very Happy New Year

**Canadian Goodwill INDUSTRIES LIMITED**

Phone WHitehall 3-6435

70 Princess St. Winnipeg  
A Social Service Organization providing industrial aid for handicapped and unemployed since 1931

Best Wishes for a Very Happy New Year to all our Jewish Customers and Friends

**Hicks Plumbing & Heating Ltd.**

PLUMBING, HEATING AND GAS-FITTING CONTRACTORS

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1417 MAIN STREET (at Polson Ave.)

A Very Happy New Year to all our Friends and Customers

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771 MARION STREET  
St. Boniface Manitoba

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**Joe Kaplansky Grocery**

FRUIT, GROCERIES AND KOSHER DELICATESSEN

WE DELIVER

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Phone JUstice 9-7536

New Year Greetings

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DENTIST

Phone JU 2-6332

205 Cathedral Ave.  
Winnipeg Man.

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