

A JOYOUS NEW YEAR TO ALL OUR JEWISH CUSTOMERS AND FRIENDS

Arnett COMPANY LIMITED

DUFFERIN & ROBINSON WINNIPEG CANADA

Manufacturers and Distributors of
SODA FOUNTAINS and RESTAURANT EQUIPMENT
COMMERCIAL KITCHEN EQUIPMENT REFRIGERATION and AIR CONDITIONING
Dufferin and Robinson Phone JUstice 6-4249 Winnipeg, Man.

Yet the Jews' fundamental loyalty belonged, consciously or unconsciously, to the spirit and the demands of Yavneh. By their tragic fate they were placed in a position to observe the developments of the nations around them, and to recall, time and time again, the basic postulate of Talmudic Jewry: "... in every (other) law of the Torah, if a man is commanded: 'transgress and suffer not death', he may transgress and not suffer death, excepting idolatry, adultery and murder". There is no doubt that the establishment of the State of Israel has radically shifted the course of Jewish history. Age-old patterns of thought and action were altered to make way for a different type of national and personal life. The idea of Yavneh became obsolete, and many seems doomed. A Hebrew writer of distinction, N. Bystrycky, expressed this point of view in an article in the daily paper of the radical-socialist Hashomer Hatzair in Israel (Mishmar of August 1947). Discussing the relationship between Yavneh and Jerusalem, he commented that when two thousand years ago the political catastrophe of the Jewish state became imminent, the Jewish people sought to preserve its fading national energy

embodied in the fatherland, by the creation of an alternate form of national life. To assure the survival of the people, they substituted for the disappearing State-frame of religious-spiritual living. During many generations—but always only temporarily—the Jews lived and created values within the rigid forms of the Torah and spiritual Yiddishkeit. But, according to Bystrycky, the underlying idea was always, by these means, to keep alive the political-national nucleus of the people until the historic hour of revival sounded. Thus, Yavneh was not a program of permanent life, but a "cruse of history", (Hegel), a temporary instrument of survival in the dark ages of history. Political Zionism, therefore, and the creation of a State in Eretz Israel is thus seen as the return to the lost State-Yiddishkeit of ancient times. Jewish national energy once again flows in its natural political mold... Jewish history resumes its interrupted march. The emergence of the State of Israel thus confronted Jewish thought with the fateful dilemma: should, and could, Yanveh be replaced by the new-born Jerusalem, or should, and could, an organic liaison be found between the concepts of Yavneh and Jerusalem?

Can both these concepts be combined into a single reality? * * * This was the fountain from which flowed their passionate striving for peace — Shalom. Shalom for the Jews, had never meant a political formula, an interval of no-war as it were, between wars. When they mentioned peace in their daily greetings to each other, when they said of their wise men: "Scholars increase the peace of the world," when the Psalmist cried out "Seek peace and pursue it," they always intended a positive ideal of friendship and cooperation between individuals and nations. "Peace," in the Jewish vocabulary was never regarded as a resultant of bloody victories by political and military leaders. Shalom meant a source of inter-human relationships that prevents warlike quarrels, that lead to bloodshed. This was the spiritual atmosphere of Yavneh-Yiddishkeit. How shall we keep it more or less intact in the new epoch of Jerusalem-statehood? How shall we, in the days to come, combine Yavneh-energy with state-energy?

Spiritual energies are not simply technical "forces," which are mechanically united by some external force of fusion. They present, rather, the deepest well-springs of the soul which cannot be "combined" or maneuvered by ingenious processes. There is always the danger that the subtle inward energy of the spirit be overwhelmed by the power of the outward practical energy of the body. Every people as a cultural body, appears to possess, in any historic epoch, a certain amount of creative force and spiritual energy. If this innate creativity of a people was concentrated in a long process of development, on a particular field of labor, aspiration, dream and sacrifice (Yavneh, for instance), then the diversion of its energy into new channels (like national state, power-politics, international ambitions and jealousies) may dry up and empty its reserves of spiritual energy. There was always a fundamental difference between the concept of life and duties, as based on religious and ethical ideas, and the practice of life as based on the necessities and compromises of

Hudson Bay Exploration and Development Company Limited
500 Royal Bank Building, Winnipeg, Manitoba
PROSPECTING AND DEVELOPMENT
The Company solicits the submission of Properties for Examination and Development
Field Office: FLIN FLON, Manitoba

Hudson Bay Mining and Smelting Co., Limited

Producers of
Copper . Zinc . Gold . Silver
Cadmium . Selenium and Tellurium
Mine and Metallurgical Plants
FLIN FLON, MANITOBA
Hydro Electric Plants
ISLAND FALLS
SASKATCHEWAN

Hudson Bay Mining and Smelting Co., Limited

Incorporated Under The Dominion Companies Act, December 27, 1927.

REYNOLDS WRAP PURE ALUMINUM FOIL

"Wrap It Up in Reynolds Wrap"



The only food wrap you can bake and cook in too!

- Economical
- Easy to use and re-use
- Seals in food flavor and moisture

REYNOLDS ALUMINUM COMPANY OF CANADA LTD.
Cap-de-la-Madeleine, Que. — Executive Offices and Plant
1405 Peel Street, Montreal—General Sales Office

Joyous New Year Greetings to all our Jewish Patrons and Friends

General Theatre Supply Co. Ltd.

271 EDMONTON STREET
Phone Whitehall 2-5795 Winnipeg, Man.

Best Wishes for a Joyous New Year

J. Werier & Co. Ltd.

WHOLESALE GENERAL JOBBERS
JUstice 9-4337 — Phones — JUstice 9-4338
764 MAIN ST., at Subway WINNIPEG, MAN.

Joyous New Year Greetings For Care-Free, Life-Long Heating Comfort!

Install an All-Steel or Semi-Steel

'GILSON' FURNACE

(Gravity or Forced Air)



Canada's Finest — built for a lifetime of trouble-free service and satisfaction.


Pipe or pipeless models available for a new size home, garage, church or school. Every furnace air-tight, dust-proof, dependable and fully guaranteed — ruggedly constructed for life-long service.

Prices \$119.50 and up (Complete with Casing)
We can make immediate delivery and installation at price that will please you. Choose a "Gilson" and Save!
For details, free estimates, write or phone or drop in and see us or a "Gilson" dealer today.

Factory Distributor
C. A. De Fehr & Sons Ltd.
78 Princess St., Winnipeg
10970—84th St. Edmonton

ROYALITE

EXTENDS CORDIAL NEW YEAR FELICITATIONS AND BEST WISHES TO THE JEWISH PEOPLE FOR HAPPINESS AND PROSPERITY IN ABUNDANT MEASURE



ROYALITE OIL COMPANY, LIMITED

ROYALITE BUILDING CALGARY, ALBERTA

Season's Greetings to all our Jewish Patrons and Friends

Alpha Manufacturing Co. Ltd.

Manufacturers of
FANS, BLOWERS, HEATING and VENTILATING EQUIPMENT

Head Office and Plant:
NOTRE DAME & MIDLAND
Phone SPruce 4-5417

VANCOUVER - WINNIPEG - TORONTO

JOYOUS NEW YEAR GREETINGS TO ALL OUR JEWISH PATRONS AND FRIENDS

Charles M. Home Limited

WHOLESALE IMPORTER
WOOLLENS AND TAILORS' TRIMMINGS
STUART CHANDLER, President
SWIN SMITH, Sales Manager
110 Princess St. Phone Whitehall 3-9752 Winnipeg

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

DYSON'S LIMITED

WINNIPEG, MAN.
DYSON'S (Ontario) LTD.
BRIGHTON, ONT.

Wolch Limited

Wholesale Dry Goods

extend the Heartiest Wishes to their Customers and Friends throughout Western Canada for

A Bright and Joyous New Year

★ ★
266 McDERMOT AVENUE
WINNIPEG - MANITOBA