

MAY THIS NEW YEAR BRING YOU MUCH JOY AND HAPPINESS

THE British American Oil Company, Limited

"B.A." SERVICE STATIONS TO SERVICE YOU

WINNIPEG - MANITOBA

New Year Greetings to our Numerous Jewish Customers

INDEPENDENT FISH COMPANY LTD. FRESH - FROZEN - SMOKED FISH 941 SHERBROOK ST. Phone 22 331 WINNIPEG, MAN.

New Year Greetings to our Jewish Friends and Customers



Open until 10 p.m. Saturdays

THREE STARS FOR FALL 1940

- HOMBURGS by Christy, London. Stetsons from the leading style centres.
STUDENT PRINCE Smart and full of pep for the young man. In all the new shades.
BROADWAY Wide brims again lead. Raw Edge, Welt Edge and Silk Bound Edge in all shades.

\$2.95 AND UP

AFFLECK'S 321 PORTAGE AVE.

L'SHONO TOVU TIKOSEVU

Once again we wish all our Jewish friends and customers a Happy New Year

We are happy at this festival season of Rosh Hashonah to renew our good wishes to our fellow citizens of Jewish faith throughout the land.

Western Grocers Limited Dominion Fruit Limited

"Where are you going?" asked Ivanov, still half asleep. "I . . . I . . . I am going to town, Shub stammered. I shall bring you Hais . . ."

Every sound on the way seemed to him like an echo of the Shofar blasts. In the town there reigned a deadly silence. No sound came from the narrow Jewish streets.

That's that!" sighed Shub, and he went to the kitchen. He worked till half past eight, and since it was yet before breakfast, he figured out that he still could go to hear the blowing of the Shofar. He hastened to the town with big strides. His heart was beating wildly.

The United States is not a nation of warlike habits. It has striven to live in peace with the great family of nations and to insure security and freedom for its citizens. I am confident that that will always continue to be our high purpose.

Unfortunately, however, in the greater part of the world aggression and force have now supplanted reason and understanding. We have seen one country after another destroyed by ruthless aggression—their people killed or enslaved.

GOLDIE BELL L.R.S.M. Concert Violinist and Teacher Studio: 347 MACHRAY AVE. Phone 52 075 for appointment

NEW YEAR GREETINGS Lloyd A. White Swail, Laidlaw & White BARRISTERS, ETC. Telephone 26 801 301-5 SOMERSET BLDG. WINNIPEG - MANITOBA

The I. L. Peretz School

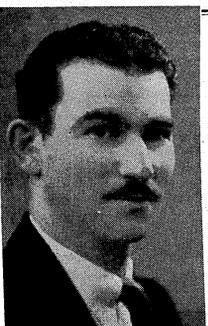
By MILDRED SHANAS On September 3, some 450 Jewish children of Winnipeg began another year of studies at the Peretz school. One of the most outstanding Jewish schools on the American continent, the Peretz school, has carried on its work despite tremendous difficulties, and holds an important place in the Jewish community.



Children at their Studies in the Peretz School

could give him. In one form or another, he must receive the cultural heritage of his own people. To retain all that was productive and creative in the old way of life, to combine it with a new spirit of advanced liberalism, to build in this fusion the vital Jewish life of the future—these were the aims of the founders of the Peretz school.

JOYOUS NEW YEAR GREETINGS Let us give you an Estimate on your next FUR COAT Made To Order LATEST STYLE PERFECT FIT We specialize in REMODELING and REPAIRING FURS and FUR COATS



H. PASICOV FUR CO. 707 WINNIPEG PIANO BLDG. WINNIPEG

שנה טובה תכתבו ותחתמו A Happy New Year to all our Jewish Friends and Customers "We Appreciate Your Patronage" Manitoba Truck Depot PAUL ADOLPH, Mgr. All Goods on our Trucks or in our Warehouse are covered by Insurance PHONE 29 175 PHONE 23 122 C.O.D.'s Promptly and Properly Taken Care Of We Pick Up and Deliver Anywhere in Greater Winnipeg and forward to any point served by truck Corner FOUNTAIN and HENRY WINNIPEG, MAN. In the Centre Shipping and Buying District

שנה טובה תכתבו Best Wishes for a Bright and Happy New Year to our many Jewish Patrons and Friends Bernice Lindsay MALL HOTEL PORTAGE at COLONY Winnipeg - Manitoba

BEST WISHES FOR A HAPPY NEW YEAR LANGLEY ELECTRIC Manufacturing Co. Ltd. F. E. GARRETT, Mgr. 677 NOTRE DAME AVE. WINNIPEG, MAN.

ONLY AUTHORIZED... Kelvinator FACTORY SERVICE GUARANTEED SERVICE ON Household and Commercial Refrigerators And Air Conditioning Equipment REPAIRS ON Washing Machines, Ranges All Electrical Appliances DAY or NIGHT call 35700 After 5 P.M. SUNDAYS & HOLIDAYS 71.529 or 30 50 REFRIGERATION & APPLIANCE SERVICE CO PORTAGE & SPENCE. SERVICING - INSTALLATIONS