



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

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JOYOUS NEW YEAR GREETINGS TO ALL OUR JEWISH PATRONS AND FRIENDS

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BEST WISHES FOR A HAPPY NEW YEAR TO YOU ALL

Max Wasserman
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NEW YEAR GREETINGS

We Specialize In

- Diamonds • Watches
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Freedman's Jewellery
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Remember Aunt Yetta at the Yiddish theatre? Here she is with her relatives and friends, as warmly alive, as engaging as ever, as she carries on her too open and too nourishing campaign to get her daughter a husband. Howie, the young man earmarked for this role, is attracted, but wary, and the girl, Hannah, is too inexperienced, and too nice, to know how to give him the necessary push into matrimony. Both young people are aided from time to time by their elders, middle-aged and up (Mr. Pasternak is eighty) who stand on the side lines advising, warning, weeping, marshalling sutor-bait in the form of fruit, nuts and candy, or simply cheering the young folks on. Most of the time, however, they are completely absorbed in their own fascinating lives.

The author's ability to get them transferred to her canvas, rounded, three dimensional, in the brightest colors of life and obviously filled with the joy of it, is due in no small measure to her gift for reproducing the spirit and flavor of the Yiddish mother tongue in English so that her characters come alive through their conversations and soliloquies in an electric prose that has the authentic intonations.

Here is a page of it, dealing with the worry caused at home by old Mr. Pasternak's failure to return there on time. (He had fallen asleep in a movie, where he had been doggedly waiting all night for Don Ameche to "invent something.")

"Mrs. Pasternak is calling you," Mrs. Kugel says presently. Mrs. Rivkin looks intently, nods her head, then goes to the door.

"You're calling me, Frieda?" she asks in a loud voice.

"I'm calling you," Mrs. Pasternak says, standing in the doorway of her apartment. "What are you doing? You're busy with something?"

"Why am I busy?" Mrs. Rivkin shrugs.

"So if you're not busy, come in and we'll have a glass of tea," Mrs. Rivkin waves her hand to in-

SINCERE NEW YEAR GREETINGS TO YOU ALL

The Western Supplies (Manitoba) Ltd.
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NEW YEAR GREETINGS




MRS. H. FOGELMAN
MR. H. FOGELMAN

Mrs. H. Fogelman, Ladies' Auxiliary president, and Mr. H. Fogelman, vice-president of the Chesed and Ladies' Society, their families, friends, and Jewry B'Klal, a year of Health, Happiness, and Peace.

Sincere New Year Greetings

On the occasion of the observance of the New Year, we are pleased to extend to all our Jewish Patrons and Friends sincere good wishes. May this New Year usher in an era of contentment for all freedom loving people the world over.

National Motors Limited
WINNIPEG'S MERCURY, LINCOLN and METEOR DEALER

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276 COLONY ST. (at St. Mary Ave.) Phone 722 411 WINNIPEG, MAN.

are in the midst of explaining to Mrs. Pasternak how reliable is, when the front door glows and a very subdued Pasternak walks in.

"This is a time to come alive, and seemingly unhurt. What took you? Your supper is cold," she says if she is concerned only about the spoiled meal and nothing else. "Well? Talk, already!"

Mr. Pasternak looks at the assemblage, at his sister, at Hannah, at Morris, and sadly at his wife.

"Tomorrow is another day," he says quietly, and goes into the bedroom, closing the door firmly in their faces.

The humorous short story is at its best in a periodical, where it is set off not only by the surrounding material, but by the intervals of time in which it appears. Collections of these stories are apt to suffer therefore from a lack of relief. This is true not only of stories by our contemporaries, like Robert Benchley, but of those of the great Yiddish master, Sholem Aleichem, who is Mrs. Rosenberg's immediate literary progenitor.

Sholem Aleichem had, however, the advantage of being able in his stories to portray a whole civilization, one which derived its vitality from the intense religious faith which completely pervaded the lives even of those who were breaking away from it. In addition, his people existed only as victors, even if only by a hair's breadth, in a battle against poverty and oppression, and these circumstances too, gave their lives horizon and perspective, character and depth.

Mrs. Rosenberg's people are a small section of the modestly comfortable Brooklyn lower middle class who have not yet found anything to take the place of the old world values and problems and who sometimes appear, consequently, to be cultivating their idiosyncrasies for their own sake. However, a book planned as a whole would no doubt correct this.

The title is explained on the dust jacket, for those who do not know, as meaning that "it is no use knocking your head against a stone wall. You can't win." There are times, however, when it seems to be the equivalent of the expression "Women!" etc., etc., used to suggest the right intonation, facial expression and gestures. And most aptly, it is used when the amazing Mr. Pasternak demands admission to the children's zoo in Bronx Park, but is harred because he has no child with him. Those are the rules, he is told,

BEST WISHES TO ALL OUR JEWISH FRIENDS AND CUSTOMERS FOR A VERY JOYOUS NEW YEAR

Lord Teas & Coffee Co. Ltd.
Phone 201 335
517 Archibald St. St. Boniface, Man.

WE THANK OUR MANY JEWISH FRIENDS FOR THEIR GENEROUS PATRONAGE IN THE PAST AND EXPRESS OUR SINCERE HOPE THEY MAY ALL HAVE A VERY JOYOUS NEW YEAR

Carter Motors Limited
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PORTAGE and MARYLAND
WINNIPEG MANITOBA

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KENORA ONTARIO

BEST Wishes for a Very Happy New Year to all our Jewish Friends and Policy-holders.



S. S. Jacobson
Manager
LONDON LIFE INSURANCE CO.
North Winnipeg Branch
806 Royal Bank Bldg. WINNIPEG - MANITOBA

HEARTIEST GOOD WISHES TO YOU ALL FOR A JOYOUS NEW YEAR

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"The Quality Drug Store in the Heart of North Winnipeg"



לשנה טובה

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

from the Management and Staff of
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We cordially invite you to visit us and see our display of clothing, haberdashery and furnishings for Dressy Men in the latest 1949 Fall Fashions.

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Joyous New Year Greetings FORD and MONARCH Sales and Service

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