

# COMMITTEES ARRANGING WINNIPEG'S FIRST ISRAEL TRADE AND CULTURAL EXHIBITION



**MRS. DAVID STALL**  
... fashion show



**MURRAY TAPPER**  
... exhibit co-chairman



**MRS. PERCY GENSER**  
... reception chairman



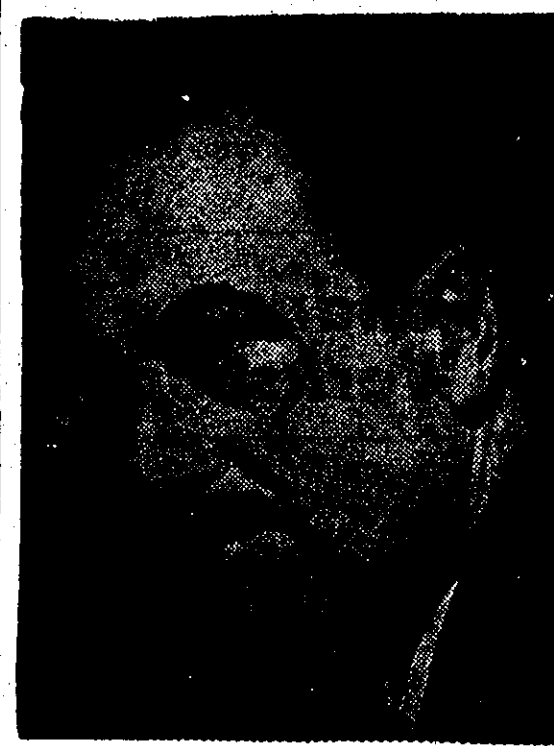
**MORRIS NEAMAN**  
... honorary chairman



**MRS. DAVID KAUFMAN**  
... organizations



**PERCY GENSER**  
... public relations



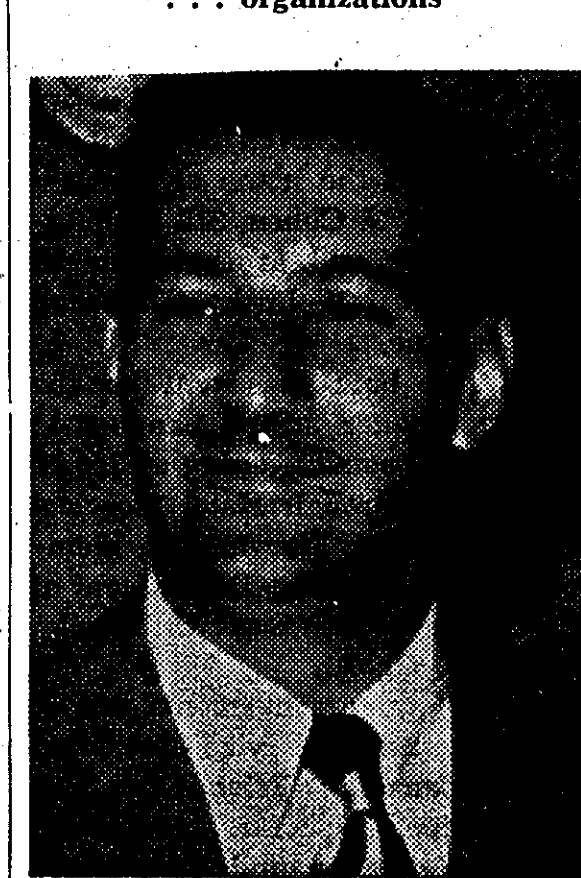
**SYLVAN LEPTIC**  
... TV - radio programming



**SOL KAMEE**  
... special guests



**A. M. ISRAELS, Q.C.**  
... schools



**ALVEN DRUXERMAN**  
... budget

Ronald Slater, chairman of the Israel Trade and Cultural Exhibit, announced this week that key leadership positions in the planning and execution of the exhibit have already been filled and that a "team" of community veterans and novices have planned a unique fair that will run the week of October 15th at the Hudson's Bay store.

On the distaff side, key chairmen include Mrs. David (Frankie) Stall who is responsible for the daily showing of the Israel Fashion Show; Mrs. David (Nora) Kaufman who is coordinating the participation of the organizations; and Mrs. Percy (Esther) Genser, in charge of the reception committee.

Among those who have assumed responsibility are: honorary chairman, Morris Neaman; exhibit chair-

man, Murray Tapper; public relations, Percy Genser; publicity, Rupert Shriar; TV and radio programming, Sylvan Leptic; special guests, Sol Kamee; schools participation, A. M. Israels; budget, Alven Druxerman; tours, M. A. Gray; films, Gerald Stern and Leonard Stone; sponsors, Harry Hershberg; trade promotion, Jack Neaman; program, H. N. Bernstein; speakers, Nathan Jacob; food fair, Cliff Rusen and J. Chasanoff; trade unions, Leon Mitchell; exhibit architect, Charles Herman; design, Harry Gutkin. Hudson's Bay personnel who are cooperating in the project include: store manager, A. R. Murray; assistant store manager, T. A. Wolfenden; advertising manager, C. E. Pottier; display manager, W. R. Manning; restaurant manager, J. F. Turner, and fashion show coordinator, Mollie McLure.

Plans call for a "grand opening" with local, provincial, and visiting personalities participating. Guided tours for school children and other organized groups are also being scheduled as the Winnipeg public will get its first opportunity to view Israel trade, industrial and cultural achievements. Special showcases and displays will feature manufactured goods of all kinds as well as agricultural products, and handicraft work. An art exhibit, daily fashion show, coin and stamp collections, jewellery and a special

replica of the Dead Sea Scrolls will be among the many exhibits which the public will view while it also gets a first opportunity to purchase a wide variety of Israeli goods which will be featured throughout the Hudson's Bay store during the week.

The Israel Trade and Cultural Exhibit is the first major project of the newly organized Histadrut Committee of Winnipeg which ran its initial campaign on behalf of the medical, social and welfare programs in Israel last year, and which assumed the responsibility of building a youth and community centre at Petah Tikva. The idea stemmed from the concern shown by the then executive director, Tuvia Beham, and will be the administrative responsibility of the incumbent director, Bernard Morris.

## Businessmen's Luncheon Held

The Ezra Chapter of Hadassah held its annual Business Men's Luncheon September 13 at the Marlborough Hotel.

The following participated in the organization of the affair (all Mesdames): convenors, B. M. Cohen, J. I. Furman and M. Gordon; registration, J. S. Lexier; distribution, S. Granovsky; publicity, L. S. Hershfield; treasurer, H. J. Granovsky; service, L. Harris; secretary, A. B.

Winograd; checking, E. Hiller and S. J. Pearlman; hostesses, S. Bass, A. Boroditsky, B. M. Cohen, Eva Druxerman, H. Freedman, J. I. Furman, S. Gandler, M. Gordon, H. J. Granovsky, S. Granovsky, L. Harris, L. S. Hershfield, A. M. Israels, W. Krisman, N. Lexier, H. Mishkin, M. Morgan, N. Neaman, S. Prasow, S. Shnoor, P. Silver, O. Stoffman.

## Int'l Office To Local B.B.Y.A.

Norman Katz of Winnipeg was elected international treasurer and convention co-ordinator of B'nai B'rith Young Adults at its recent convention held in Starlight, Pa. Mr. Katz serves as a member of the program staff of the Winnipeg Y-Community Centre.

Mr. Katz also serves as administrative vice-president of Menorah Chapter No. 500, Winnipeg. Lorraine Reiner is president; Sandra Kagan, program vice-president; Carole Katz, secretary; Bill Kagan, treasurer. Interested adults between the ages of 18 and 25 should call Lorraine Reiner, 589-1561, or Carole Katz, GL 3-0077.

**Messrs. Halprin & Halprin**  
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WISH TO ADVISE THAT THEIR OFFICES ARE NOW LOCATED AT

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# ISRAEL BONDS COMMITTEE PLANS PROGRAMS



A group of shirt-sleeve executives, who met earlier this season, planned several novel departures for the High Holiday appeal on behalf of Israel Bonds, that will be held in Synagogues throughout Winnipeg this coming Yom Kippur.

Shown above are, left to right, Nathan Lockshin, Rosh Pina Synagogue; Leon Schubert, Hebrew Sick Benefit Association executive secretary and Marris Waisman, association president; Rabbi S. H. Epstein, Israel Bond regional director; Mrs. Joseph Wolinsky, Ashkenazie Synagogue women's appeal; Lou Levine, Herzlia Academy; Lou Elkin, Herzlia Academy; Bert F. Goldberg, Hebrew Fraternal Lodge; S. L. Morantz, Israel Bond synagogue division chairman; Mrs. Frank Billinkoff, Rosh Pina Synagogue sisterhood; Aaron Boroditsky, Talmud Torah Synagogue; Don Glimcezer, executive director of the Independent B'nai Abraham Synagogue, and Maitland B. Steinkopf, Q.C., general chairman, Israel Bond Campaign. In attendance at the above meeting and subsequent meetings were Maxwell S. Greenstone, who will be working the Independent B'nai Abraham Synagogue appeal; Mendel Rosenfeld, executive director of Rosh Pina Synagogue; Myer Diamond, Rosh Pina Synagogue; Mrs. Z. M. Schachter, Lubavitcher Synagogue, and Mrs. Vera Weiner, Independent B'nai Abraham Synagogue.

A strengthened appeal for Israel then the Bond appeal for Yiddish-speaking congregations, decision will be made in Winnipeg synagogues this year, it was announced by S. L. Morantz, synagogue council chairman for the Bond drive.

For the first time, a concerted effort was made to involve women in the mapping of the campaign strategy, and to assure that every woman in synagogue will have an opportunity to purchase a Bond for herself, or a child or grandchild. In another step aimed to strengthen the Bond appeal for Yiddish-speaking congregations, decision was taken to incorporate a Yiddish message on the pledge cards to be distributed in those synagogues requesting it.

An entirely redesigned card was recommended by the synagogue council, to localize the message of Israel Bonds, and to enable the purchaser to indicate which organizations to credit for the purchase, and to designate for whom the purchase is made.

Israel Bonds has stressed the theme "Make The Negev Green" for its current year's sales, and in line with this thought, the High Holiday pledge card was printed in green, marking a departure from the more traditional blue conventionally used.

Committees of volunteer ushers are being organized for all synagogues, and volunteers prepared to assist in distribution and collection of the cards, were asked to phone the Israel Bond Office, WH 3-7300.



Above are shown a group of leaders of Winnipeg youth organizations and Jewish schools who have joined the program committee of the B'nai B'rith Israel Bond Bar and Bat Mitzvah party. The planning committee meeting, presided by Joel Slater, who serves as co-chairman of the project, was held Monday night at the Israel Bond office. On the agenda was the program for the event which will be held Wednesday, Oct. 17, at 5:30 p.m. at Hudson's Bay Company store, in conjunction with the Histadrut Israel Trade Fair. Youth present represented all local Jewish schools, USY, BBYO, Hahonim, YMHA, Young Judea, B'nai B'rith Camp, Camp Massad and other organizations. The Israel Bond office reports that the phone has been ringing steadily this week in response to call issued in the press last week for all youngsters eligible for invitations to the party, to register. In addition to the list published last week, the Bond office has now received lists of all eligible youth enrolled at I. L. Peretz Folk School, Talmud Torah, Shaarey Zedek, Rosh Pina and Herzlia schools. The party will be open to all youth born during the first year of Israel's statehood... May 14, 1948 to May 15, 1949, or those marking their Bar or Bat Mitzvahs between May 14, 1961, and May 14, 1962.

# - CLUB NOTES -

**BRANDEIS LODGE, ZIONIST Men's Association**, will hold its opening meeting of the season Tuesday, Sept. 25, at 8:30 p.m. Featured will be football highlights and the showing of the Grey Cup film, 1961. On hand will be former football greats, Moe Simovitch and Ed Kotowich as well as a "surprise guest."

**YOUNG MEN'S SECTION OF Hebrew Fraternal Lodge**, will hold its annual membership smoker Wednesday, Sept. 19, at 8:30 p.m. at the clubrooms, Main at Metchay Avenue. Football authorities will be guest speakers.

**MENTAL HEALTH PLAY READING group**, National Council of Jewish Women, will hold its first casting meeting Thursday, Sept. 20, at 8:15 p.m. at the home of Mrs. A. Globerman, 25 Macklin Avenue, Garden City. Peter Mannering of the Manitoba Theatre Centre will preside. For information, call Mrs. S. Glow, 339-7570.

**MAPLE LEAF CHAPTER, B'NAI B'rith Women**, will hold its first general meeting of the season Tuesday, Sept. 18, at 8:30 p.m. at the home of Mrs. Ernie Tessler, chap-

**MIRIAM CHAPTER, HADASSAH**, will meet Wednesday, Sept. 19, at 2 p.m. at the home of Mrs. Fanny Atnikov, 215 - 1880 Main Street.

**MANITOBA CHAPTER OF B'NAI B'rith Women** will hold its opening general meeting Tuesday, Sept. 18, at 8:30 p.m. at Hillel House, 67 Edmonton Street.

**ISRAELI CHAPTER OF HADASSAH** will meet Tuesday, Sept. 18, at 9 p.m. at the home of Mrs. Harvey Schwartz, 702 Waterloo Street. A travelogue will be presented by Mrs. I. Katz, Mrs. J. Neaman and Mrs. M. Wilder, plus a special guest.

**LADIES AUXILIARY, GENERAL Monash, Royal Canadian Legion**, will hold its first general meeting Wednesday, Sept. 19, at 8:30 p.m. at their clubroom, downstairs.

**Open Season**  
The Afternoon Service Branch, National Council of Jewish Women, will open its season with a coffee party Thursday, Sept. 20, at 1:30 p.m. at the home of Mrs. M. Meltzer, 827 Lanark Street.

The following is the slate of officers for 1962-63 (all Mesdames): immediate past chairman, S. Potter; chairman, S. L. Prober; community services, D. Abosh; program, S. Nathanson; secretary, L. Katz; treasurer, M. Meltzer; membership, N. Wolk, S. Garfinkle, D. Pollock; telephone, D. Saffer; Opportunity Store, J. Vine; tea, L. Thompson; hospitality, H. Gimpil; ship-a-box, B. Green; good and welfare, M. Wall.

**RACHEL JANAIT CHAPTER OF Pioneer Women** will meet Monday, Sept. 17, at 8:30 p.m. at the home of Mrs. I. Parr, 666 Waverley Street.

**LEHAVA CHAPTER OF PIONEER Women** will meet Monday, Sept. 17, at 9 p.m. at the home of Mrs. Bea Hatkin, 458 Royal Avenue.

**CHAIM STEINBERG CHAPTER OF Mizrahi Women** will meet Monday, Sept. 17, at 8:30 p.m. at the home of Mrs. G. Goltzman, 130 Arrowood Drive South.

**MENORAH CHAPTER No. 500, BBYA**, will hold its first meeting of the season Wednesday, Sept. 19, at Hillel House, 67 Edmonton Street.

**HERZLIA CHAPTER OF PIONEER Women** will hold its membership tea Monday, Sept. 17, at 8:30 p.m. at the home of Mrs. Eva Koffman, 31 Cherryhill Road, Garden City.

**Bowling Notes**  
Maple Leaf Mixed 5 Pin League of B'nai B'rith highs September 10 were:

Men — Bert Glow 739, Kurt Terhoch 734 (328), Morris Rosenberg 706; women — Esther Shuster 577, Edith Kneller 565, Libby Bookhalter 545.

Team high was Morris Rosenberg with 3209 pins. The league still has a few openings for bowlers. Call Ernie Tessler, JU 2-5232.