

Best Wishes for a Bright and Joyous Chanukah to all our Jewish Patrons and Friends



A complete range of office, portable, network and PABX high-fidelity electronic dictation systems. World-wide sales and service. For a free trial call

meet the master **stenocord**

FOR A FREE TRIAL CALL

Stenocord Dictation Systems
PHONE 783-5601

902 KING EDWARD ST. ST. JAMES, MAN.

Happy Chanukah!



"Total Travel Service"

OFFICES IN:

- CALGARY
- EDMONTON
- VICTORIA
- REGINA
- SASKATOON
- RED DEER
- TABER
- OLDS

Rural Planning: South America And The Israel Experience

By YITZHAK ABT

Through its technical cooperation program, Israel has become identified with some of the most burning problems of the vast and largely under-developed area that is Latin America. This may be ascribed, at least in part, to the Israeli being able to recognize in Latin America many aspects of his own country's growing pains, writes Yitzhak Abt, a farm

regional planner who served as Agricultural Counsellor of the Foreign Ministry in Latin America from 1963-1967 and during that period headed the Israel Agricultural Cooperation Programs for the continent. At present he is Deputy Director of the Centre for Agricultural Cooperation with Developing Countries of the Ministry of Agriculture.

The closeness of Israel to Latin American problems can be attributed to the continuous dialogue that has been characteristic of the cooperation programs — a collaboration which has fostered mutual respect. The achievements, aspirations and experiences of Latin American policy-makers, technicians and scientists have made a major contribution to the program's success.

Major emphasis of Israel's technical cooperation programs with Latin America has been focused on agricultural and rural development. From the outset, the architects of the Israel cooperation programs realized that there was a great challenge facing Latin-American countries — in the face of their rapidly growing population and the

dearth of employment opportunity in non-agricultural activities, Latin America had to develop economically viable farms and communities with modern physical and social amenities.

The organization of family farms in Israel, physically and socially designed to derive some of the advantages of scale, mutual aid, family labor and village cooperative services, proved to be of particular interest to Latin American policy-makers. Contemporary trends on the continent made it imperative



friendliness is a trip on **LUFTHANSA**

... it's a whole lot more congenial than on most airlines — and that's a fact! Our friendly, efficient service has always provided our passengers with every form of special care we could think of.

How else would we have become one of the top four airlines flying to Europe? We go to great lengths to offer you absolutely the finest in air travel, with wonderful people to care for you, all over our world-wide system.

Your Travel Agent will agree. He will tell you all about our new low air fares and our extensively planned tour program. Fly with us — you'll be impressed by Lufthansa German Airlines.

Only Lufthansa offers direct flights from Canada to Frankfurt. Non-stop flights from New York to Frankfurt, and Cologne, direct to Hamburg and Munich.

Enquire about our world-wide air cargo service.



LUFTHANSA
GERMAN AIRLINES
WINNIPEG OFFICE
1108 Childs Building
211 Portage Ave. Phone WH 2-3163

EDMONTON OFFICE
105 Commercial Chambers Bldg.
10120 Jasper Ave. Phone GA 4-0681

Joyous Chanukah Greetings to the Jewish Community
"We Appreciate Your Patronage"
Bruck Mills Limited
403 BELL BLDG.
WINNIPEG MAN.

A Very Happy Chanukah
THE OCCIDENTAL HOTEL
Phone 945-0635
631 Main St. at Logan
Winnipeg

Joyous Chanukah Greetings

TO OUR FRIENDS AND CUSTOMERS

Subterranean (Canada) Ltd.
CONTRACTORS

— Specializing in —
Cast-in Place
Concrete Piling

All Sizes — All Types
1380 WALL ST.
Phone Spruce 5-8291
Winnipeg 3, Man.
Winnipeg and Regina

Joyous Chanukah Greetings
Cargo Carriers Ltd.
Daily and Overnight Service from
WINNIPEG - BRANDON
to
REGINA - YORKTON
ESTERHAZY
YARBO MINE SITE
Immediate Points
775-6215
71 ADA ST. - BROOKLANDS

A Happy and Joyous Chanukah
When Dinner Should Be "Something Special" Try

Dinos' Casa d'Italia
AFTER THEATRE SPECIALTIES
Served from 10:30 p.m.
Dancing Nightly
TO THE MUSIC OF THE **BILLY GRAHAM TRIO**
from 9:30 p.m. to 1 a.m.
GREAT FOOD with your Favorite Music

City Centre MOTOR HOTEL
ELLE & CARLTON - DIAL WH 3 86/3

that agricultural development be based on far-reaching and rapid agrarian reform, aimed at redistributing resources and channelling investments to the peasant sector.

Many Latin American countries have endeavored to redistribute land in recent years. But most have been disappointed at the early results, finding that such restricted innovations — even when accompanied by substantial capital investments — supply no automatic guarantees for rural development. It became apparent that the search for basic principles for the development of agriculture would have to look beyond technology, land redistribution and capital.

The Israel approach to rural development problems is basically a human one, which identifies the need for human resources development as a prerequisite for agricultural development. Consequently, the technical cooperation programs were designed to reach three main categories of human resources and develop a multiple effect in each:

— First, the technician as a promoter and inducer of change — at least in the early stages of development.

— Second, the peasant as producer, organized within his community, encouraged to engage in higher value food and fibre production that would make greater use of his fa-

mily's latent labor potential. — Third, the policy-makers of development agencies, who must seek to channel and coordinate action and investments in the service of rural communities, must serve as an essential element of development.

Since 1961, Israel's technical cooperation programs in Latin America have been elaborated and executed under bilateral agreements with individual countries and under multilateral agreements with the Inter-American system (Organization of American States and the Inter-American Development Bank). Over the last seven years hundreds of technicians from Latin America have been trained in Israel, in the fields of rural planning, irrigation techniques, the management of rural cooperatives, rural extension and community development work. Mobile short-term courses held by the technical cooperation programs were designed to reach three main categories of human resources and develop a multiple effect in each:

— First, the technician as a promoter and inducer of change — at least in the early stages of development.

— Second, the peasant as producer, organized within his community, encouraged to engage in higher value food and fibre production that would make greater use of his fa-

dit programs, to 12 countries. The teams are engaged in programs involving agricultural resource development and rural consolidation. The disciplines mentioned were chosen in view of the scarcity of national technicians in these fields.

The setting is always right for enjoyment at the King Arthur Room of the Arliner Motor Hotel. A quiet but friendly atmosphere lets you forget the worries of the day while you feast on a juicy and tender steak or enjoy the delicate flavour of your favorite seafood. Our master chef Roman creates dishes to tempt the palate of the most critical connoisseur. If you're in the mood for a light snack and refreshments visit the Black Knight Room. There's entertainment nightly with no cover or minimum charge.

Arliner MOTOR HOTEL
1740 Ellice at Madison 778-7131

It was and is expected that the larger part of the team could be mobilized from the national professional manpower available.

The projects chosen were not meant to be showpieces, but rather to reflect national problems and aims. Application of the solutions at the field level could be mirrored in overall national policies.

Generally the Israel technician and his counterpart uses the project as a workshop for training personnel in the disciplines required. Particular emphasis in the training program is placed on the linking of the planning process with implementation. Plans are presented as bankable programs and the stages of

first-phase implementation are clearly spelled out, so that the trainee as planner is motivated to implement the plan. In this way, potential project leaders are identified and are encouraged to be in charge of the executive phase, taking along with them other colleagues as the first nucleus of the development team.

This system obviously implies that government agencies actively support this new approach in technical cooperation programs. The fact that this system works in so many countries is an encouraging sign of the high prestige with which this new methodology has been accredited. The system described covers four main types of rural development

Cordial Good Wishes to the Jewish Community on its Celebration of the Chanukah Festival
We Salute in Particular our many Friends in the **CLOTHING INDUSTRY and GARMET TRADES**
V. N. Knitting Mills LIMITED
Canada's Topmost Makers of Infants' and Children's **Knitted Outerwear**
Berthierville, P.Q.
P.O. Box 150 Tel. 836-3777

Chanukah Greetings to the Jewish Community from
Waldman's Fish Company Ltd.
All Kinds of Fresh Lake Fish Received Daily
LOBSTERS - OYSTERS SHRIMPS
Suppliers to Hotels, Restaurants, Butchers and Institutions
74 Roy Street East
MONTREAL — 642-4488

Cordial Good Wishes for a Happy Chanukah to our Jewish Customers and Friends in the Food and Grocery Trades
Crush Beverages LIMITED
290 Deslauriers St. St. Laurent, P.Q. 331-7832

Sincere Greetings to all our Patrons and Friends throughout Western Canada for a Joyous Chanukah
CURTIS JEWELLERY LTD.
WHOLESALE DISTRIBUTORS
WATCHES, DIAMONDS, JEWELLERY SILVERWARE
Radios - Luggage - Electrical Appliances Giftware, etc.
NOW IN OUR NEW ULTRA MODERN SHOWROOMS
424 MAIN ST. PHONE WH 3-5444

A VERY HAPPY AND JOYOUS CHANUKAH TO THE JEWISH PEOPLE
Imperial Tobacco Sales Limited
500 MADISON ST. WINNIPEG

SINCERELY . . . WE ARE PLEASED TO WISH OUR MANY JEWISH FRIENDS AND CUSTOMERS A VERY HAPPY AND JOYOUS CHANUKAH
THE BRITISH AMERICAN OIL COMPANY LTD.

Best Wishes for a Bright and Happy Chanukah to all our Jewish Friends
WESTERN GYPSUM LIMITED
Manufacturers of
WESTROC BRAND GYPSUM PRODUCTS
1200 EMPRESS STREET
WINNIPEG