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 JEWISH COMMUNITY  
  
**COOL SHADE**  
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 LAST A LIFETIME  
 THE BEST AWNING UNDER THE SUN  
 WILL NOT SAG, RUST, TEAR OR FADE  
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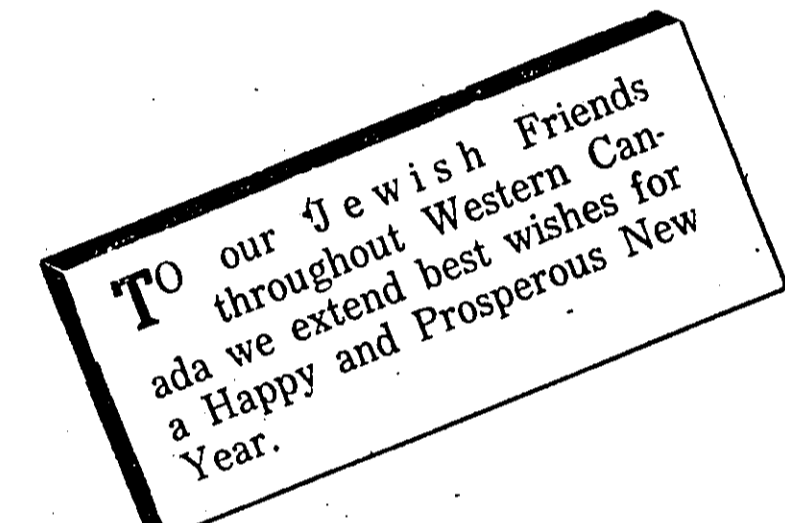
NEW YEAR GREETINGS  
 ... and to all our Jewish friends a true hope  
 that this glorious time will be one of joy and  
 renewed faith in the future — for you and  
 yours.  
 Expressed by  
  
**ALBERTA BREWERS' AGENTS LIMITED**  
 REPRESENTING  
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# PICKERSGILL

Continued from Page 35  
 The dedication today of this magnificent collection of Jewish Canadian literature is, however, only one of many significant milestones in the history of your Library, which was established 40 years ago to serve the cultural needs of your growing community.  
 From the start, I am told, the library was more than a repository for books and manuscripts. There are, as we all know, two kinds of librarians. The one kind no doubt love and cherish the books they collect, but they seem never to be happy unless every book is in its right place on the shelves, untouched by any human hands except their own.

Our Heartiest Wishes To You All For a Very Happy New Year  
  
**The Pump Room**  
 LOWER FLOOR, PETROLEUM BLDG. 110-NINTH AVENUE WEST  
 Specializing in **Steak Dinners**  
 "High Quality Foods and Courteous Service"  
 CALGARY ALBERTA

Best Wishes for a Very Joyous New Year  
 to all our Friends and Customers  
 \*  
**CALGARY PACKERS**  
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 Makers of:  
 "SELECT", "FARM", "CAL-PAC" Brand Products  
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1954 Holiday Greetings 5715  
  
 To our Jewish Friends  
 throughout Western Canada  
 we extend best wishes for  
 a Happy and Prosperous New  
 Year.  
**UNION PACKING CO.**  
 A Division of Swift Canadian Co. Ltd.  
 CALGARY ALBERTA

A HAPPY AND PROSPEROUS  
 NEW YEAR TO ALL OUR  
 FRIENDS AND PATRONS  
  
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**JUILLIARD'S**  
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 Remember, the Smart  
 Woman Wears a  
 "Guilliard Label"  
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The other kind of librarian harbours the strange notion that books are collected to be read. Such librarians encourage reading and encourage learning, and from what I can discover this institution has been fortunate enough to have this second kind of librarian.  
 I am told the Jewish Public Library was known almost from the start as the "People's University" and that the annual circulation of its 30,000 volumes is quite surprisingly high, and that the library has been one of the main instruments for the preservation of knowledge of the Yiddish language and literature in the younger generation of the Jewish community.

IT IS CHARACTERISTIC AND not, I believe, really surprising that Mr. Bronfman's magnificent benefaction which we are dedicating today is only the most recent of many generous gifts to the Library.  
 The Kaufman collection was acquired by one of the founders soon after the Library was established. The books and papers collected by the late Reuben Brainin, another of the founders, are alone a treasure house of materials relating to the history of Jewry in the past four score years. Other more recent benefactors I have been told about are the gifts of Mrs. Ressler, Mrs. Isaacs, Mrs. Cuiserman and Mrs. Segal.

The tradition of collecting valuable books and papers and depositing them in the Library is so well established in the Jewish community of Montreal that I am sure it will never be allowed to die.  
 And by upholding that tradition and keeping up-to-date the collection of Jewish Canadian literature now being dedicated, the trustees of the Library will be maintaining a national institution for which, as the Minister responsible for the National Library, I wish to express the gratitude of all who are interested in the provision of worthy library facilities for the Canadian people.

I BELIEVE THE FOUNDERS and trustees of the Library have proceeded in the right way. What are essential to a library are books and periodicals and manuscripts; the building in which the books are stored is secondary. You put first things first. But even the secondary need was splendidly provided for a year ago when you moved into this new building which is so worthy in every way of the treasures it contains.

Of course, in creating this Library and in making it a national repository of Judaica Canadiana, you are fulfilling the proper destiny of a people who are known as "Am Hah-say-fer" which in the English translation from the Hebrew is rendered "The People of the Book."  
 IT WOULD BE MY HOPE THAT what you have accomplished in this institution for the Jewish community in Montreal and in Canada will be an inspiration to other elements in our population to preserve their own distinctive literary and cultural heritage as a part of the common national patrimony of our Canadian homeland.

The view I have just expressed is one that few Canadians would quarrel with today; but we Canadians were not always so ready to cherish, or even to tolerate, the distinctive linguistic and religious and cultural heritages of the various elements that make up our population.  
 Many Canadians of Anglo-Saxon origin have been slow to learn that our French-speaking fellow-citizens are really resolved to maintain their own language and their customs and their own way of life, and that they are better Canadians for doing so; and there are a few of our French-speaking fellow-citizens who, after two centuries, still seem to hope that their English-speaking fellow-citizens are not really here in Canada to stay.

But happily the vast majority of both English-speaking and French-speaking Canadians have accepted the fact that we are both here for good, and every year more and more of us come to believe that it is for our good that we are both here.  
 Every year more and more Canadians come to realize that what is true of English and French, is true also of the other communities like

A VERY HAPPY NEW YEAR  
 TO YOU ALL  
**Petrie's News & Cigar Stand**  
 BEN DWORIKIN, Prop.  
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 Calgary, Alta.

לשנה טובה תכתבו  
 BEST WISHES FOR A VERY  
 HAPPY NEW YEAR TO  
 YOU ALL  
**SHOE REPAIRS**  
 By Experts Only  
 Shoe Shine and Dyeing  
 Pressing and Repairing  
 SERVICE WHILE U WAIT  
**Calgary Shoe Hospital**  
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 Best Wishes for a Very  
 Happy New Year  
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Best Wishes for a Very Happy  
 New Year to all our Friends  
 and Patrons  
**PLAZA AND CRESCENT THEATRES**  
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לשנה טובה תכתבו  
 Our Best Wishes for a Very  
 Happy and Prosperous New  
 Year to all our Friends  
 and Customers  
 IN CALGARY, IT'S  
**Al's Delicatessen**  
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A Very Joyous New Year to  
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THE SEASON'S GREETINGS ...  
 May You All Have A Joyous New Year  
 \* \* \*  
**THE CECIL HOTEL**  
 MEDICINE HAT ALBERTA

לשנה טובה תכתבו  
 MR. and MRS.  
**A. Y. SPIVACK**  
 and DAUGHTERS  
 express their best wishes for  
 A HAPPY NEW YEAR  
 to their parents, brothers and  
 sisters, relatives and friends  
 Medicine Hat Alberta

MAYOR OF  
 MEDICINE HAT  
 EXTENDS GREETINGS  
  
 On the occasion of the observance  
 of the New Year, I am pleased to  
 extend to the community of Medi-  
 cine Hat and World Jewry, best  
 wishes for A Bright and Happy New  
 Year.  
**HARRY VEINER**  
 MAYOR OF MEDICINE HAT  
 ALBERTA

לשנה טובה תכתבו ותחתמו  
 HEARTIEST WISHES FOR A HAPPY  
 AND PROSPEROUS NEW YEAR  
 TO YOU ALL  
  
**STONE AGENCIES**  
 REAL ESTATE — GENERAL INSURANCE  
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At this Festive Season, we extend to our Friends and Clients  
 our Best Wishes for a Very Joyous New Year  
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**"RELIABLE"**  
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 Greetings to the  
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