

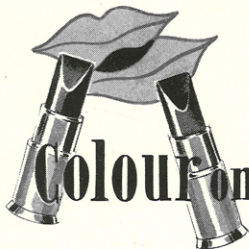


A **25th** *Anniversary*

Jewish Junior Welfare League
1926 - 1951

STORE HOURS: 9 A.M. TO 5.30 P.M. MONDAY THROUGH SATURDAY

Simpson's



Colour on Colour...

Elizabeth Arden says:

*"Use two lipsticks — one over
another — for new vibrancy!"*

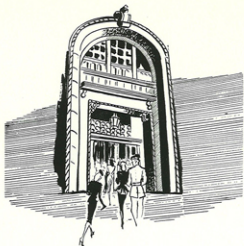
Colour seen through colour is irresistibly lovely—and now Elizabeth Arden creates a dual use for lipsticks . . .

Begin with STRIKING Lipstick—then over it smooth PARADISE PINK Lipstick for an entirely new lip colour.

Try it—and let your own lips prove the enchanting effect of this new idea from the world's foremost beauty authority.

LIPSTICKS, \$1.65 and \$1.90 CREAM ROUGE, \$1.90 NAIL LACQUER, \$1.35

Elizabeth Arden



*It's that feeling
of Security they like*

One big reason for EATON'S popularity all these years is that EATON customers shop with complete confidence. They know that behind their buying, whether it's a dress, a sofa or a shirt, stands the reassuring, celebrated guarantee:

"GOODS SATISFACTORY OR MONEY REFUNDED"

*EATON'S congratulates the Jewish Junior Welfare
League on its completion of twenty-five years of
service to the Jewish community of Montreal.*

THE T. EATON CO. LIMITED
OF MONTREAL

The Jewish Junior Welfare League

President

MRS. CHARLES E. BORDO

Twenty-Fifth Anniversary Souvenir Program

Fashions by

Holt Renfrew & Co. Limited

Convenors

MRS. PHILIP MARON

MRS. WILLIAM EDELBURG

MRS. ALEC CARSLEY

MRS. MAC SILVER

MRS. ALFRED MILLER

Programme Book — MRS. SEYMOUR SHUCHAT.

Fashion Show and Luncheon — MRS. NORMAN GOLDENBERG AND
MRS. DEAN KERNER.

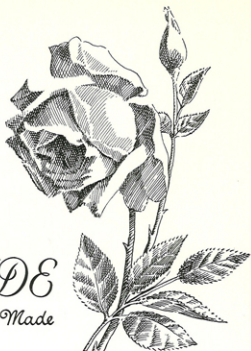
Copy — MRS. NATHAN LECKER AND MRS. ALLAN MALEN.



Superb Creations by

DEL GRANDE

Hand Made



The Finest Shoes that Women can wear !

Under the Distinguished Patronage of

Madame Gaspard Fautoux

Wife of the Lieutenant Governor of the Province of Quebec

Patronesses

MRS. MONROE ABBEY

MRS. ABE BRONFMAN

MRS. ALLAN BRONFMAN

MRS. SAMUEL BRONFMAN, O.B.E.

MRS. JABOB ELKIN

MRS. OSCAR FAERMAN

MRS. MAURICE GROSS

MRS. GUSTAVE GRAY

MRS. BERNARD LANDE

MRS. IRVING LEVITT

MRS. JACK WENER

MISS DAPHNE MONTEFIORE

THANK YOU

The Jewish Junior Welfare League welcomes each one of you here to-day. We have looked forward and we have looked back to make to-days' event a memorable occasion; one that fittingly culminates our observation of our 25th birthday.

The convenors of this Program Book, Luncheon with Fashion Show, and all those who assisted them, merit our grateful thanks for their tireless and immeasurable efforts.

We are deeply moved and sincerely grateful for the many thoughtful and generous expressions of congratulations and praise, which the J.J.W.L. has received on this occasion. Working with and for these many groups has ever been a source of guidance and inspiration to us, for it is only through such associations, and co-operative effort that the greater community welfare can be maintained.

The work of the League, over all these years could not have been done without generous financial support from friends in the world of commerce and industry; without the understanding and encouragement from our friends of the Press; without the interest of our friends in organized Welfare and Social Service Organizations and without our own Advisory Board, who have all guided us to-wards higher standards of constructive communal service. Our greatest tribute, however, must go to all the members of the League, past and present, who have given generously of their time, loyalty, interest and monetary assistance to achieve the status the Jewish Junior Welfare League has reached to-day.

"Sharing is equal to all the Commandments."

The Talmud.

BEST WISHES

on the celebration of your 25th anniversary

Handy Andy Stores

Auto supplies — Sporting goods — Radios

Household appliances

Compliments of

Sterling Clothing Co. Ltd.

260 Faillon Street

Compliments of

Pride'n Joy

Children's Wear

With compliments of

L. Hendelman Furs Ltd.

Wholesale Manufacture Furriers

4445 St. Helen Street

PLateau 2588

Compliments of

Modern Packers Ltd.

Compliments of

Debwear Limited

1306 Mt. Royal East

*The League takes pride in reproducing below excerpts from the many
congratulatory messages received on the occasion of our 25th
Anniversary . . .*



Canadian National Institute for the Blind

" . . . It is essential in our work for the Blind to have the sympathetic cooperation and assistance of other organizations and this we have always had in full measure from your League."

(Miss) MARIAN IVES, *President.*

Canadian Jewish Congress

" . . . I know of no (organization) . . . which can surpass the Jewish Junior Welfare League in fixity of purpose, honesty of desire and efficiency of operation."

SAUL HAYES, *National Executive Director.*

Montreal Girls' Association

" . . . May we hope that, as we are about to open our Play Centre for Girls at the Alexandra School, you may feel some pride in looking on it at least in part as the fruits of your efforts."

(Mrs.) JOHN CORBETT, *President.*

Y.M. & Y.M.H.A.

" . . . Congratulations . . . on an enviable record in a quarter of a century of continuous achievement."

JOE RUBIN, *President.*

Canadian Association of Consumers

"To have achieved a quarter of a century of service and still keep the vitality of a youthful membership and an outlook that keeps pace with the times is something to be proud of . . ."

(Mrs.) H. E. VAUTELET, *President.*

National Joint Public Relations Committee

" . . . Your . . . record of achievement in the fields of community service and social well-being has done much to enhance the good name of the Jewish community in the city of Montreal."

E. M. ROSENZWEIG, *Director.*

Junior League of Montreal, Inc.

" . . . In recent years, the Junior League has been happy to work with (you) in a variety of community endeavours . . . In so doing we have been privileged to learn much about your work and our admiration . . . is very real."

(Mrs.) BARBARA WHITLEY, *President.*

Baron de Hirsch Institute and Jewish Child Welfare Bureau

" . . . Truly, yours is a League of sincere . . . citizens concerned with the world in which they live and in its improvement, and striving with their fellow citizens to enlarge the horizons of peace and security toward which we all fasten our visions . . ."

DAVID WEISS, *Executive Director.*

Montreal Women's Voluntary Services

" . . . We send . . . our most sincere thanks for the quick response you make to every call for help, and our very best wishes for a future bright with the promise of everything fine and good."

(Mrs.) C. E. MACKENZIE, *President.*

The Montreal Museum of Fine Arts

" . . . It is a tremendous help to have your representative . . . as our contact with a young, thoughtful and hard-working group . . . The volunteers . . . have always been intelligent, faithful and more than willing to work . . ."

(Mrs.) ANSON C. MCKIM,
President Ladies' Committee.

Women's Liaison Committee, Joint Public Relations

"Your organization has done an outstanding job in building up and maintaining goodwill . . . and has been instrumental in introducing many projects in Public Relations that have been emulated by others, by virtue of their fine results."

(Mrs.) H. JACK FREEDMAN, *Chairman.*

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Children's Wear

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L. Hendelman Furs Ltd.

Wholesale Manufacture Furriers

4445 St. Helen Street

PLateau 2588

Compliments of

Modern Packers Ltd.

Compliments of

Debwear Limited

1306 Mt. Royal East

Federation of Jewish Philanthropies

"Your twenty-five years of helpful and constructive service to the community have been of real significance and are an important factor in the development of many of our services to the community."

DONALD B. HURWITZ, *Executive Director*.

Coordinating Committee for Educational Assistance

"... for assistance to needy students on a basis that is fair and equitable to all worthy of such help. The League may well be proud of the part it is playing in this unique project."

MELVIN M. CHORNEY, *President*.

Laurentian Service Organization

"... Congratulations on twenty-five years of successful communal endeavour."

(MRS.) BEN GOLDBERG, *President*.

Jewish General Hospital

"... In the League there is an explicit effort ... to achieve our mutual endeavor to create and bring about a better way of life in our community."

(Miss) S. BATIST, *Director Social Service*.

"... We appreciate greatly the interest you have always taken in our Hospital ..."

MAX RATNER, M.D., *Chairman, Medical Board*.

"... The volunteer service rendered by your members is of inestimable value to our Out-Patient Department. The Department of Occupational Therapy ... has already established itself as an integral part of the services rendered our patients."

SAMUEL S. COHEN, *Superintendent*.

"... We have watched ... you grow from strength to strength, always keeping pace with the needs of a growing community ..."

(MRS. EZRA) HAZEL LOZINSKI,
President, Women's Auxiliary.

Compliments of

Steinberg's

WHOLESALE GROCETERIAS LIMITED

Compliments of

Yervants Oriental Rugs Ltd.

4903 Sherbrooke St. West

WAlnut 1158

5182 Cote des Neiges

WAlnut 1150

Sport Togs

7130 St. Urbain Street

Quality Auto Supplies Reg'd

6557 St. Lawrence Blvd.

Compliments of

H. SMILEY

C. BASEVITZ

Franklin Electrical Supply Co.

5595 St. Lawrence Blvd.

Compliments of

C.K. Co.



Compliments of

Maso Co.

With Best Wishes

Mr. & Mrs. A. Louis Goldschleger

Modern Factors

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Lancaster 7353

Walter J. Cross,
M.S.S.CH., M.S.M.I.

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4930 Sherbrooke St. West

ELwood 2321

Compliments of

Carl's Flower Shop

1523 Drummond Street



Makers of

"The Matzoh with the Taste"

and other

Quality Kosher Foods,
including

Kosher Canned Chicken Products

HOROWITZ-MARGARETEN

REVIEW AVE. AT 29th ST., LONG ISLAND CITY, N.Y.



THE LEAGUE'S MOST RECENT PROJECT — the establishment of an Occupational Therapy Department at the Jewish General Hospital, directed by Miss Claire Binder, D.T.R. shown above with two young patients.



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Canada Belt Co.

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Laurentian Dry Cleaners
& Launderers Reg'd
"Incomparably Finest Dry Cleaning"

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DRESS
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H. SHILLER INC.

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Opp. Windsor Hotel

UNiversity 6-5937





With the cooperation of the Protestant School Commission, the League arranges to supply and serve nutritious hot soup or cocoa to children in Lorne, Connaught and a third school to be named shortly. This program which started in Aberdeen School has been taken over by their Home and School Association, the ultimate goal in each school. The League, however, continues to pay for indigent children in such cases. We hope to add more schools to our list in the near future.

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in the New Tip Top Store

Supplied, Fabricated and Erected by

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IMPERIAL BANK OF CANADA

"Yours for Service"

Victoria Square

MONTREAL

Compliments of

Laurentide Clothing Co. Ltd.

Balfour Bldg., Montreal

Twenty-Five Years of Service in the Community

- 1926 — Tea Room started by original 26 members — proceeds went for establishment of a summer rest home in the country for mothers and children.
- 1929-1930 — Contribution of \$1,000.00 to Jewish Hospital Building Fund.
- 1933 — The Occupational Therapy Division — the first major social service project — visiting, teaching and in many ways assisting the hospitalized and bedridden.
- 1934 — Inauguration of the "Play and Tutor" Group — members tutored backward children and planned a supervised play program.
- 1935 — First Annual "Give-Or-Get" Luncheon.
- 1939 — First Hospital Work — rolling hospital bandages and surgical dressings.
- 1940-1945 — Merchandise Counter at the John Henderson Co. — proceeds contributed to the Mrs. Winston Churchill Fund for British Servicewomen.
Canadian Red Cross
Windsor Station Information Booth
Canteen Service.
- 1944 — Overseas Packing Project — Clothes and other necessities sorted, packed and shipped overseas for use of the destitute and homeless.
The Girls' Club founded — recreational facilities provided for adolescent girls, including teaching of crafts, dramatics and dancing.
Toy Mending Project founded.
- 1948 — Public Speaking Contest instituted for Montreal High School Students. For two years these contests have been jointly sponsored by the Jewish Junior Welfare League and the Junior League of Montreal Inc.
Homecraft Project — a permanent outlet provided by the Jewish Junior Welfare League for articles hand-made by the handicapped.
- 1949 — Hot Lunch Program introduced. Hot soup or cocoa served as supplement to the lunches brought by underprivileged children.
Hospital Work extended — to include volunteer effort in laboratories and clinics.
- 1950 — The Jewish Junior Welfare League received an Award of Merit from the Women's Voluntary Services.
The League was honoured by the presence and patronage of the Viscountess Alexander of Tunis at the Annual Fashion Show.
- 1951 — Establishment of the first professional Occupational Therapy Department at the Jewish General Hospital under the direction of a graduate therapist and organized and financed by the Jewish Junior Welfare League.

<p><i>Compliments of</i></p> <p>Sally SHOPS</p>	<p>Peerles</p> <p>Mr. Moe Segal</p>
<p><i>Compliments of</i></p> <p>CLOVER CAFE</p> <p>44 St. Catherine St. West Wilbank 1559</p>	<p>GROVE</p> <p>F</p> <p>M</p>

President
of the
Jewish Junior Welfare League
1926—

MRS. A. B. ILLIEWITZ
MRS. BARNEY COHEN
MRS. JACK BUTLER
MRS. BERNARD MARKS
MRS. MELVIN M. CHORNEY
MRS. RICHARD KRAMER
MRS. ARNOLD

I have learned with great interest that the Jewish Junior Welfare League is about to celebrate the twenty-fifth anniversary of its foundation and much regret not being able to be in Montreal to join you in these celebrations.

It gives me a great deal of personal satisfaction to think that from such small beginnings the Jewish Junior Welfare League has grown to the wonderful organization that it is to-day. During my visit to Montreal three years ago, I had the pleasure of meeting your committee, and I really was delighted to hear of the remarkable progress the League had made and felt that you were to be congratulated on having built up such a fine organization.

LOUISE DE SOLA MOSELEY.

Over the years and across the many miles I should like to greet our founding President — Louise de Sola Moseley, and to congratulate her and the other charter members who in the month of October 1926 formed the nucleus of our organization, the Jewish Junior Welfare League.

That these twenty-two young women had vision and social welfare understanding is attested by the fact that the League continues to fill a much needed place in the community. The continuing fulfillment of its

idents
the
Welfare League
— 1951

MRS. MORRIE E. COSHOF

MRS. FELIX ALEXANDER

MRS. BERNARD LANDE

MRS. DAVID JACOBS

MRS. ABE SHULMAN

MRS. ALFRED N. MILLER

FISHER



Mrs. Charles E. Bordo

original aims and purposes seem forever contemporary, and its membership is annually renewed by young, vitally alert Jewish women with the energy and the interest to give of themselves to better the community life about them.

During the succeeding administrations each of our Presidents has contributed a strong and lasting addition to the whole structure. Ever after, their consistent interest, constructive advice, leadership in the broader communal activities, has helped the League achieve a loyal, closely-knit organization, with continuity of endeavour and tradition, but imbued with courage and confidence to pioneer the new and the untried.

Between the lines of all the messages that we have received from our Presidents to mark this occasion is revealed a great sense of pride in having been actively associated with the League, and the belief of "Once a League member — always a League member," prevails. There is a pleasurable nostalgia for the vitally needed communal projects they had sponsored through co-operation, good fellowship and voluntary effort. There is a sincere belief in the future of the League that it will continue to serve its community in whatever way changing times and changing needs deem essential.

Truly as Mrs. Melvin Chorney has quoted in her letter, "with wisdom is a house builded and by understanding it is established."

MRS. CHARLES E. BORDO



Shown above are League volunteers working at one of the most popular projects. The repairing and the refurbishing of used toys, hundreds of which are distributed annually to local hospitals and settlement houses.

CAMP BAYVIEW

St. Donat, Que.

Summer Camp for Boys and Girls

Information:—PLateau 3966

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Bernard Pinsler

A. Gordon & Sons

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OCCUPATIONAL THERAPY
TOY MENDING
TUTORING NEW CANADIANS
SCHOLARSHIPS
HOMECRAFT SALES
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Compliments of

MRS. JOSEPH KRUGER

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TO A MILLION CANADIANS

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First Bank**

BANK OF MONTREAL

*working with Canadians in
every walk of life
since 1817*

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Boxcraft Ltd.

8500 Esplanade Ave.

ARTHUR RUDDY

JACK MILCHIN

Compliments of

Barbara Shuster

LAMPSHADES

Lamps Mounted and Repaired

1390 Sherbrooke St. West

Executive & Board



The Joint Executive of the Jewish Junior Welfare League 1950-52 — "25th Anniversary" of the League.

Seated left to right — Mesdames L. Lazar, A. Carsley, P. Maron, C. Bordo, J. Schneider, H. Ripstein, S. Makoff.

Standing left to right — Mesdames H. Lewin, N. Lecker, M. Silver, A. Fisher, B. Rosenhek, J. Zittler and W. Edelberg.

Absent — Mrs. H. Small.

Board 1951-52

MRS. H. RIPSTEIN
MRS. H. LEWIN
MRS. W. EDELBERG
MRS. S. SHUCHAT
MRS. A. PINSKY
MRS. H. GREENFELD
MRS. D. HENDERSON
MRS. S. PRUSSIN
MRS. M. NEMEROFF
MRS. M. SHACTER
MRS. B. VINEBERG
MRS. S. FOGEL

MRS. B. BERENBAUM
MRS. J. SKOLNICK
MRS. A. RUDDY
MRS. J. ORNSTEIN
MRS. J. ROLL
MRS. G. CHARNES
MRS. J. BERNARD
MRS. E. NADLER
MRS. A. KIRSCH
MRS. N. LECKER
MRS. R. DAVINE
MRS. M. GOLFMAN

MRS. N. SHAFFRON

Advisory

MISS K. MOORE
MRS. G. GRAY
MRS. J. WENER
MRS. A. MILLER

MRS. B. LANDE
MRS. F. ALEXANDOR
MRS. M. COSHOFF
MRS. D. BALLON

The Jewish Junior Welfare League

*is proud to be affiliated with the
following organizations:*

WOMEN'S LIASON COMMITTEE OF
CANADIAN JEWISH CONGRESS
MONTREAL COUNCIL OF WOMEN
FAMILY AND CHILD WELFARE ASSOCIATION
MONTREAL GIRLS' ASSOCIATION
MUSEUM OF FINE ARTS (LADIES' COMMITTEE)
CANADIAN NATIONAL INSTITUTE
FOR THE BLIND (WOMEN'S DIVISION)
SCHOLARSHIP COORDINATING COMMITTEE
COUNCIL OF CHRISTIANS AND JEWS
UNITED NATIONS (WESTMOUNT DIVISION)
CANADIAN ASSOCIATION OF CONSUMERS
REHABILITATION AND COORDINATING
COMMITTEE OF THE MONTREAL COUNCIL
OF SOCIAL AGENCIES.

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NO PARKING PROBLEM

Still

famous

for



This Year The League...

Tagged for: Quebec Society for Crippled Children; The Society for Handicapped Children; the Hearing-Handicapped Class; the Montreal Girls' Association; Poppy Day.

Sent volunteers to: Jewish General Hospital; Royal Victoria Hospital; Herbert Reddy Hospital; Montreal Museum of Fine Arts; Montreal Occupational Therapy Sales.

Sent toys to: Neighbourhood House; Negro Community Centre; Children's Memorial Hospital; Jewish Immigrant Aid Society; Ivery Community Centre; Jewish General Hospital (Children's Ward); Israel.

Canvassed for: Combined Jewish Appeal; Joint Hospital Campaign; Canadian Save the Children Fund; Red Cross; C.N.I.B.; Royal Victoria Hospital; St. Justine's Hospital.

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**Montreal Material Processing
Co. Ltd.**

5270 Arnold

ATlantic 1112



Hand-made articles are purchased from the handicapped and sold by the League on a non-profit basis. Here customers cluster around a counter at one of a series of sales held in leading Montreal stores.

A. 7814

Compliments of

Mr. and Mrs. I. Cuttler

Mr. Henri

Hair Stylist

DExter 5852
5262 Queen Mary Rd.

Montreal

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Dominion Mfg. Co.

Flapper Fashions and Scrapbook Sketches

The first event marking this organization's observation of its 25th year of service, was a colorful Revue, entitled Flapper Fashions and Scrapbook Sketches held at the Annual Meeting in May 1951. League members modelling original creations of a begone era, that had been worn by their relatives or other members of the League in its early days, were humorous and delightful. The skit, Scrapbook Sketches, written, produced and directed by Mrs. Horace Ripstein and Mrs. Mac Silver and assisted by a cast of twelve members, cleverly and most graphically highlighted the League's main projects and services since 1926.



"We're just the girls who can't say 'No'" sings the chorus in the finale of the Scrapbook Sketches



Mrs. A. B. Illiewitz (Past Pres.) cuts the 25th Anniversary Birthday Cake as Mrs. M. Cosbof (Past Pres.) and Mr. Saul Hayes applaud and Mrs. Charles Bordo (Pres.) looks on.

NEW *not new in Paris!*

Indelible lipstick is not new to Paris.

Rouge Baiser has been made and popularly used for 28 years.

Now available in Canada in its 40 glamorous shades.

Rouge Baiser is not just called indelible — it *is* indelible!

Use the Rouge Baiser "TESTER-DISPLAY" to choose your favorites of the 40 Paris-approved shades — from \$1.95

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Donations 1950-51

Combined Jewish Appeal (1950)
Youth Aliyah (1950)
Montreal Girls' Association (1950)
Royal Victoria Hospital
Concerts Symphoniques for Young People (2 years)
Karnak Temple
Winnipeg Flood Relief
Rimouski Fire Relief
Children's Dental Committee

St. John's Ambulance
Montreal Council of Women
Outremont Children's Library
Girls' Cottage School
Mo'ess Chittin Fund
Canadian National Institute for the Blind
UNICEF
Canadian Save the Children Fund



PLACEMENT AND SERVICE

The membership of the League has grown from 24 to 400. The suitable and satisfactory placement of volunteers is the focal point of League administration to-day. For the first time in its history it has put teeth into its determination to maintain a high standard of volunteer effort. The year 1951 saw seventy members fulfilling their hour commitments, with some twenty achieving 75 to 300 hours each of volunteer hours per year. To mark this anniversary and from now on a service pin will be given active members fulfilling such high averages. The range of activities open to our volunteers is as wide and varied as our whole community.

To enlarge our members' horizon, to educate them to broader community needs, orientation lectures and other media are being used. The League continues to create an awareness in its membership in matters pertaining to welfare laws, social health, educational, recreational and political issues as they affect our national well being. Through our affiliations with other groups, through our services, through the media of Program Meetings and Bulletins, the League promotes and encourages good citizenship.

