

**YIDDISH LINGO MAG TO PUBLISH IN JANUARY**

YIDDISH LINGO, a 32-page magazine devoted to the Yiddish language, in English and transliterated Yiddish, the first of its kind in the country, will issue its first of its kind in the country, will issue its first publication in January, 1970.

Contents will consist of: Short stories from the old Yiddish classics as well as contemporary Jewish writers; Grammar and vocabulary lessons, poetry, Jewish folklore and folk tales, humor, Yiddish music with words, What's new in the Yiddish Theatre, book and record reviews, articles by well-known masters of Yiddish, and Yiddish of My Childhood by J. I. Rodale, publisher of the magazine. This is Rodale's 6th ma-

gazine, others being Prevention, Organic Gardening, Fitness for Living, Theatre Arts, and Quinto Lingo, the latter a five language magazine in English, Spanish, French, German and Italian.

Quinto Lingo is reaching its 100,000th subscription. Mr. Rodale, whose language books, Word Finder, Synonym Finder, and Phrase Finder are being recommended by every school and college in the country, felt,



MRS. ROBINS

therefore, the need for Yiddish in this form.

Mrs. Lottie L. Robins, a native of Winnipeg, Canada, whose fiction and non-fiction has been published in National magazines, is also the author of a column, Diary of a Jewish Mother. She announces that the magazine is in the market for fiction, non-fiction, poetry, humor and fillers, in English, pertaining to Yiddish, or Jewish subjects, and may be sent to YIDDISH LINGO editorial offices, 1721 Whitehall St., Allentown, Pa. 18104, enclosing a S. A.S.E.

**HAPPY HANUKKAH**  
ALL MAKES **TV SERVICE** SAME DAY

• ALL PARTS & LABOR GUARANTEED  
**878-9292**

**AMERICAN ELECTRONICS**

**HAPPY HANUKKAH**



**Nevada Blind & Floor Co.**  
1300 So. Main

**KTOO RADIO**  
**BLACK IS NOT ONLY BEAUTIFUL BUT GOOD BUSINESS.**  
FOR DETAILS CALL: **CY NEWMAN**  
**KTOO RADIO**  
**564-3494**  
1280 on your dial

**HAPPY HANUKKAH**  
from  
Open 7 Days a Week  
Open Daily 8:30 A.M. to 5:30 P.M.  
Sat. 8 A.M. to 5:30 P.M.  
Sunday 8:30 A.M. to 2 P.M.  
**384-5623**  
**9th & FREMONT CAR WASH**  
"IN THE HEART OF DOWNTOWN LAS VEGAS"  
"THE HOME OF CLEAN CARS"

**HAPPY HANUKKAH**



Very Special  
Holiday Greetings

TO ALL OUR  
JEWISH FRIENDS



from

**Anderson Dairy**



"First with the finest"



1440 L.V. Blvd. No. P.O. Box 560 642-7507