

CONGRATULATIONS  
ON OPENING  
YOUR NEW STORE

JERRY LAFLAMME

features Kaufman  
Rubbers and Overshoes  
in his shoe department

KAUFMAN RUBBER

COMPANY LIMITED

KITCHENER, ONTARIO



Apparently enjoying the prospect of a long stay in Sing Sing prison, Robert Irwin, standing between two deputy sheriffs, takes a last look at the outside world before going through the prison doors to begin a "139-year" sentence. He has been given this term for mur-

dering Veronica Gedeon, artist model; her mother, Mrs. Mary Gedeon, and Frank Byrnes, on Easter Sunday, 1937. He was sentenced in New York general sessions court.

### Jerry Laflamme Opens New Third Avenue Store

Attractive New Store Immediately West of Bucovetsky Block Opened by Well Known Timmins Merchant. Large Stock of Fine Goods Carried by Mr. Laflamme.

Quietly and without fanfare of trumpets, Jerry Laflamme opened his new store on Third Avenue last week. He began to do business while the carpenters' hammers still beat a tattoo. Located immediately below the Bucovetsky block, Mr. Laflamme's new store is designed to display to best advantage his large stock of men's wear, clothing and shoes. It is spacious and well equipped with modern showcases. Generous window space gives the proprietor the opportunity to make attractive window displays to attract the attention of his customers. White plaster walls in the interior assist modern electrical fixtures in keeping

the shop brightly lighted. Shelves and display cases are all of darkly stained wood. They provide a pleasant contrast to the white walls and the messine floor. Among the firms who supply Mr. Laflamme with stock are Scott McHale Shoes, Devonshire Clothing, Brophy Ties, Stetson Hats, Warren Brothers Knitwear, Stanfield's Underwear, Kaufman Rubbers, and Forsyth Company, the latter being manufacturers of shirts, pajamas, ties and mufflers. Mr. Laflamme brings a good deal of valuable experience to his new business. For four and a half years he was with the Hollinger Store.

### Christmas Without Plum Pudding? Don't Say It

Here are Some Recipes for the Christmas Dessert. Time Now to Think About it. Surely, You Wouldn't Break the Happy Custom of a Thousand Years or More.

(By Virginia Regan)  
Of Christmas time  
Everybody's fancy  
Rightly turns  
To Plum Pudding.  
Have you made yours yet?  
Only the other day a writer in the papers says that the plum pudding has been in fashion for over a thousand years. Anything that can hold its own in this changing world for a thousand years must be good.  
And is plum pudding good?  
Everybody will say it is.  
Talking about the centuries that plum pudding has survived, the writer referred to above has this to say: "We really can't tell you who made the first plum puddings in England, but we know from history that their making dates back to the time of the Normans. And since that time plum puddings have become as much a part of Christmas goodies as the traditional fruit cake.  
With the question, "And are they good?" The average housewife may counter with the query, "But are they hard to make?" To that, the writer already quoted makes this reply: "These puddings are not a bit hard to make

either, though they may sound a little formidable to the novice. When it comes to the cooking, the whole idea is to keep the water boiling continuously until the pudding is done through. If the water is allowed to stop boiling the pudding will be soggy."  
It seems to be admitted generally that one particular thing about the plum pudding is that it should be made some weeks ahead of the Christmas Day dinner. Plum puddings contain lots of suet and fruit, and so should have time to allow for the flavours to blend. With proper "aging" the fruit flavours in the pudding blend in a delicious way.  
At Christmas time it is the "plum pudding," while at other seasons of the year (though it may not be as rich as the variety at Christmas time) this pudding is popular under the name of "steamed pudding."  
Well, then for that gorgeous specimen of the steamed pudding, known as the "plum pudding," here are a few suggestions:  
Use any sort of mold with a cover. Lard pails or other tin cans that close tightly, are the thing, or if you haven't tins use a deep pan, an earthenware bowl, or any uncovered mold. Tie several thicknesses of heavy waxed paper or a piece of parchment paper over the top to prevent any water from dripping down on the pudding in the cooking process. Grease the mold well with butter or other fat before putting the batter into it. The pastry will swell during the cooking, so be sure to fill the molds only two-thirds full. Rub a large square of muslin with flour; place the pudding mixture in the centre, then tie the cloth to form a bag. Be sure that there's plenty of room left for expansion.  
In case there is no steamer available for working at pudding, any large kettle that has a tight cover may be used. Place a rack of some sort in the bottom on which the molds or bag may rest. The puddings should be placed on the rack in boiling water that comes half way up the sides of the molds. If the pudding is cooked in a bag, use enough boiling water to float it.  
Then there is the suggestion that you keep a kettle of boiling water ready as all times during the cooking process; lift the lid of the steamer occasionally, and if the water seems to be getting low, add more boiling water. Never add cold water, because that will stop the boiling and make the pudding soggy. Above all things, plum pudding should not be allowed to deteriorate in that way.

Harry Helmpfle recently visited England and was being shown around a little English village. He saw the church and the village shop and school and all the rest of it, and to finish with he was taken to the local carpenter's shop, where he watched the carpenter at work. "A most extraordinary man, that," said the host. "He's deaf

and dumb, yet he turns out the best work of any carpenter I know." A moment later the carpenter was seen running all over his shop looking for something he appeared to have lost. "What's the matter with him?" asked Mr. Helmpfle. "Oh," explained his host, "he's hit his thumb with the hammer and he can't find his pencil and pad."

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in the Heart of Timmins

**Stanfield's Limited**

Manufacturers of

STANFIELD'S Unshrinkable UNDERWEAR

one cup milk; three tablespoons brandy; one pound figs, ground; one nutmeg, grated; one and one-half cups bread crumbs; two teaspoons baking powder; three egg whites; one-eighth teaspoon salt.

Chop suet fine, put in a warm place to soften slightly, then beat until softened. Beat in sugar gradually. When well blended add the egg yolks, then the milk, brandy and grated and baking powder and add. Beat egg whites with the salt until stiff and fold in gently. Turn into a greased mold, cover, and steam for four hours. Serves 12.

Then, truly, you may sing:  
"The pudding that for a thousand years has braved the rattle and the wheeze."

DOING HIS BEST

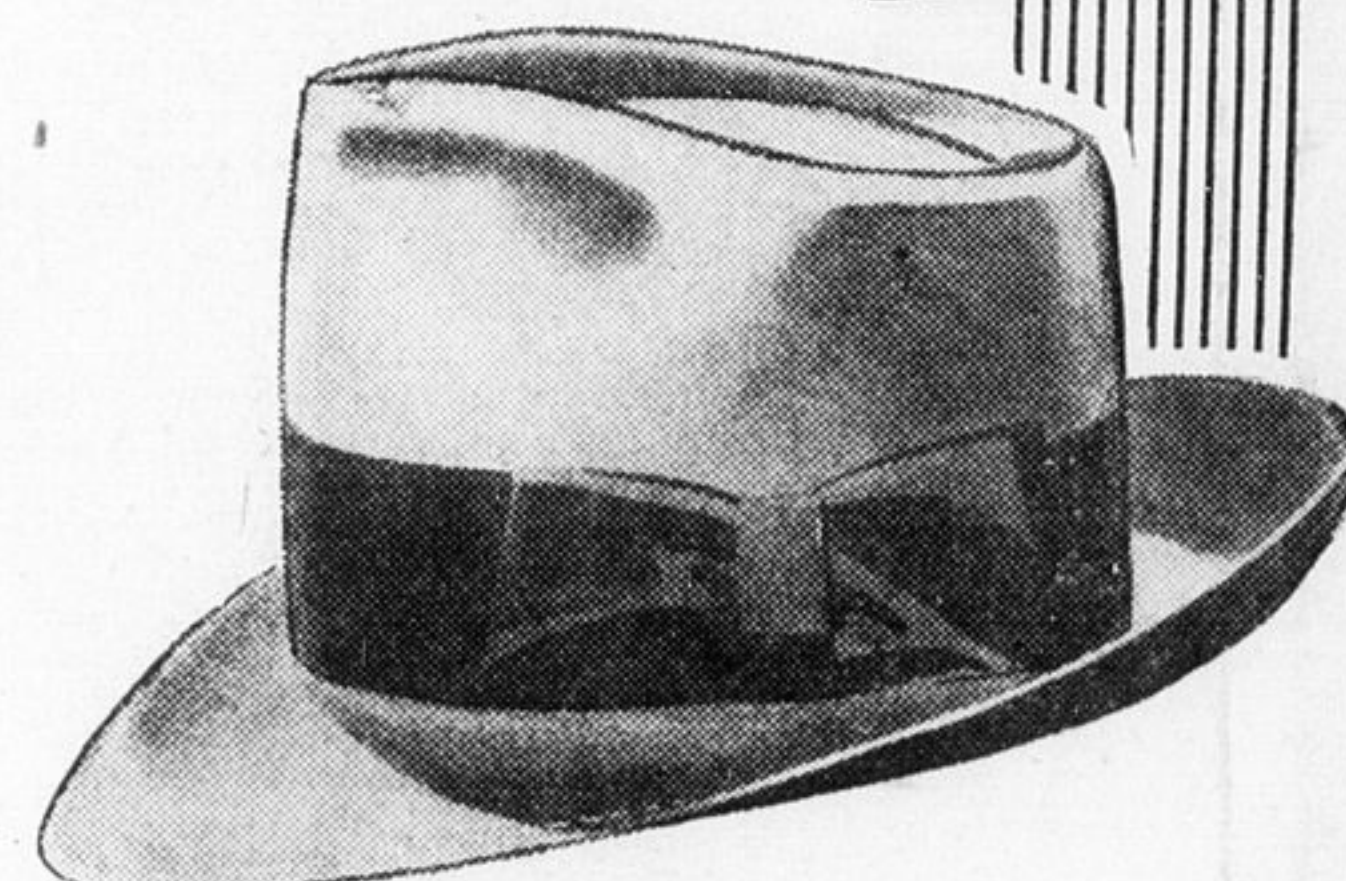
(From Bowmanville Statesman)  
"Melvin! Melvin!"  
"What, ma?"  
"Are you splitting in the fish bowl?"  
"No, ma, but I'm comin' pretty close."

Victoria Times—An up-island mill superintendent was fined \$200 the other day by Chief Justice Morrison for taking money from workers who had to pay in order to hold their jobs. Hon. George S. Pearson as Minister of Labor has done well in following this up with the inauguration of a drive against job buying. It is a mean form of grafting on men anxious to work and has become too prevalent in these days of job scarcity.

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