



May Santa Claus have more than material gifts for you in his knapsack. May he also have peace of mind and contentment and prosperity for you and yours.

LYNCH
APPLIANCE AND FURNITURE CO.
 39 Third Avenue Timmins

Christmas Greetings



To our patrons and friends we extend all the joy and happiness that can be crowded into the Christmas Season. May it be extended into the New Year.

HERMAN'S DRY CLEANING
 5 Cedar St. North Phone 524



May you have the satisfaction on Christmas Day, of knowing that you have done a good job in 1940 and the firm resolve to do a better one in 1941.

FELDMAN TIMBER CO.
 Schumacher Timmins



Christmas is made better by expressions of good will one to another. We add our voice to the many who will desire you to be happy at Christmas and adequately provided for in the Coming Year.

KING EDWARD HOTEL
 Corner Spruce and Third Ave. Phone 324

Santa Claus in Porcupine

He may be wearing a tin hat and have a gas mask case slung around his neck but Mr. S. Claus, Esq., will be in the Porcupine on schedule this Christmas Eve. For that statement there is no less an authority than his personal representatives in the Porcupine, the Joint Service Clubs Committee which represents the Timmins and South Porcupine Kiwanis Clubs, the Timmins and Schumacher Lions Clubs and the Timmins Kinsmen's Club.

Last year when Mr. Claus was making a preliminary survey of the Porcupine, he was guest of honour at a banquet given him by five Porcupine service clubs. He was so impressed with their preliminary preparations for taking care of every child in the camp, be his parents destitute or wealthy, that he suggested they form a joint committee from the five clubs and so co-ordinate their work throughout the year. His suggestion was accepted and the committee was formed.

It is this committee, representative of all of the service clubs in the camp, which has again taken up the task of making certain that the children of the camp's poorest parents are taken care of at Christmas time.

The work is not being done solely by this organization of course. It is being ably assisted by churches, the town itself and even the Provincial Government which is granting each relief recipient an extra allowance during the festive season.

Santa, 'tis said, has found many obstacles in his work of spreading gaiety and joy at this Christmas. His greatest worry is in Europe where, through the machinations of one man, Adolf Hitler by name, he is unable to reach many innocent children.

For there certainly is no one more anti-Christmas than Adolf. He apparently fears that affection and respect of the children of the world for old Mr. Claus will detract in some manner from the fear and awe with which he would like to be (and seldom is) regarded. So, he says,—Christmas is out. And to make sure that children obey his injunction he has grim soldiers, tanks, flame-throwers, death-spitting guns and bomb-dropping planes.

So Santa is doing the best he can. He may reach some of those unhappy little children at Christmas but it will be at the risk of his life. His reindeers will have to dodge lead pellets as they flash through the sorrow-laden skies above Poland, Denmark, Norway, Holland and all of the other occupied countries.

However, he has nothing to fear in this country. He might have to dodge the odd trainer plane but they are manned by pilots who will do all in their power to avoid hitting him or his reindeers.

To get back to his Porcupine representative organization: The basis of material Christmas joys is money it seems and so the service clubs' committee set about raising money.

To begin with they held a big turkey stag. To go into the mysteries of a stag party would not be quite fair. The men of the camp consider it their special prerogative every once in a while to hold a stag party. The married men warn their wives that they may not be home until the wee sma' hours and the single men make sure that the night of the stag is a dateless evening—both adding of course that if they do have a bit of a hilarious time it is all for a good cause. There is not a great deal a woman can say under such circumstances. So away go the males of the species. They have a good time and leave quite a few dollars behind for the good of the cause.

Shortly after the stag the committee staged an auction broadcast,—that is a broadcast where the entertainment is bought and paid for by the listeners and the money turned into the Santa Claus fund. During the broadcast this year many people paid to hear their friends sing. After the song some of them wished that they had not been so rash—not because of the money but because of the queer and unearthly sounds which came from their friends' still, everyone had a good time.

Upshot of both events was a total of about \$1,400 in cash money. Just how the clubmen are going to distribute this money among the 280-odd needy families has not yet been definitely determined. It may be given out in the form of cash vouchers and it may be used to buy food and Christmas gifts for baskets which will then be distributed. In any event, no matter how it is done, the 280-odd families will benefit.

And, although they don't come under the indigent classification, don't think the 175 boys from Timmins who are serving with the Canadian Active Service Force in England are being forgotten this Christmas. Postal authorities here say that well over 1,000 pounds of parcels have been sent from Timmins to the base postal depot in England. Even the town has made a gesture in that respect. For Christmas the council decided to send each of the boys overseas from Timmins a card and 300 cigarettes. Canadian "fags" are always appreciated.

Indirectly the people of Timmins have done their bit to make Christmas in London and the other bombed areas of London more livable. There are hundreds of people in the stricken areas of England who will be homeless this Christmas and it was to assist them in some measure that a fund was started in Timmins.

Five hundred and fifty dollars were collected by means of a tag day and a great deal more gathered by private subscription. To date \$1,000 has been sent to aid these homeless people.

Even the Welfare Department of the Provincial Government has seen fit to loosen its purse strings to some extent this Christmas. Those people who are receiving relief in Timmins (most of them unemployable through some illness) will receive an extra allowance from Santa Hepburn and his henchmen at Queen's Park during the Christmas season.

It might be well to mention here that the town of Schumacher has its own private Santa Claus who supplements the work of the other gentleman. This Santa Claus lives in Columbus, Ohio, and the town is named after him. He is Mr. F. W. Schumacher. Each year he provides a gift for every child of school age in the town—and no mean gift either. This year youngsters got sweaters, berets, hockey sweaters and a hundred other articles.

Throughout the camp and throughout every municipality there are hundreds of private individuals who think that they can best express the feeling of joy that Christmas brings them by doing something to enable a neighbour to better enjoy his holiday. It might be to see that he has a turkey; to send him a basket or to provide his children with a few gifts. These private Santa Clauses have been in existence since time immemorial and it's they, perhaps that the rotund old gentleman from the North Pole likes best.

The Beautiful Gift

What can a mother give her children
 Greater today than this one great thing—
 Faith in an old, sweet, beautiful story,
 A star—a stable—a new-born King?

Shining faith in the young lad, Jesus;
 Lover of high white things was He;
 Jesus—straight as a Lebanon cedar;
 Jesus—clean as the winds from the sea.

Faith in the young lad come to manhood;
 Jesus, compassionate, tender and true—
 Oh, my children—what more glorious
 Gift in the world can I give to you?

Carry it high like a lamp in the darkness,
 Hold it for warmth when the day is cold—
 Keep it for joy when youth goes singing,
 Clasp it for peace when you are old.

What can a mother give her children
 More than a faith that will not dim?
 Take it, my dear ones—hold it forever;
 A lamp for a lifetime—faith in Him.
 —Grace Noll Crowell.

Show Hitler "There'll Always be an England" and "There'll Always be a Santa Claus!"



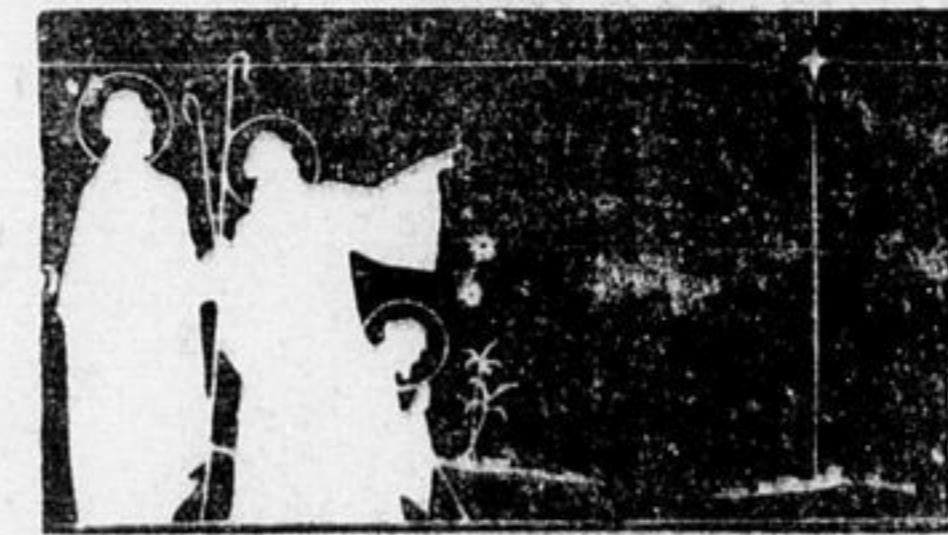
May your happiness on Christmas Day remain with you throughout the coming year and guide to greater health and contentment than you have ever known. This is our wish.

W. C. ARNOTT
 MEN'S AND BOYS' WEAR
 37 First Avenue Schumacher



The goodwill of the Christmas Season recalls to us that we have enjoyed your patronage throughout the year that is passing. May our relations continue, in the coming year, to be amicable.

DWYER--DYER MOTOR SALES LTD.
 FOR SERVICE CALL 1115
 AUTHORIZED DODGE — DESOTO DEALERS
 6 First Ave. Schumacher



As our year draws to a close we realize that it will be a Merry Christmas for us because of your patronage in 1940. We, in turn, hope that you will have the best kind of a Christmas and that the next year will be replete with Joy for You.

E. L. URQUHART
 GROCERIES — MEATS — FRUITS — VEGETABLES
 85 Maple Street South Phones 2100—2101



Throughout the year we have made friends in our business dealings. We hope that throughout the next year we will be able to add to our large number of valued friends. To all a Merry Christmas and a Glad New Year.

Albert's Bread
 ALWAYS BEST

40 Third Avenue Phone 1875