

**SCHUMACHER  
McIntyre A. A. Party**

**Theirs is the Future**

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Members of the McIntyre Athletic Association and their friends met in a social capacity Saturday evening at the McIntyre Auditorium. The first part of the evening was spent playing cards. The prize winners were:

Ladies Bridge — 1st, Mrs. George Furse; 2nd, Mrs. J. M. Seubert.

Gents Bridge — 1st, Mr. N. D. Adams; 2nd, Mr. Charlie Barron.

Ladies Whist — 1st, Mrs. Harry Dobson; 2nd, Mrs. Thrasher; 3rd, Mrs. Singleton.

Mens Whist — 1st, Mr. Fred Bennett; 2nd, Mr. J. Thrasher; 3rd, Mr. Fred Robertson.

Mr. C. C. Wood and Mr. Hugh Banerman were master of ceremonies. After the cards it was a very happy party that danced to the music of Jack Bridges and his Top Hat Orchestra.

**St. John Ambulance**

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ches maternal and child hygiene; does blood grouping for any large industries; participates in a co-operative maintenance of first aid posts on our highways; and maintains ambulances, manned by trained and equipped first-aiders on these same highways. All these services are given voluntarily, without remuneration and without charge.

Today the St. John Ambulance Association and Brigade is handicapped in its work because of insufficient funds. That is why the St. John Ambulance Appeal is being held from February 2nd. to 22nd. All funds collected in this appeal will be used to further and expand the work of the Order.

This is the first National public appeal in Canada in aid of the St. John Ambulance Association and Brigade. The objective for Canada of this appeal is \$1,000,000 of which Ontario is being asked to raise \$400,000.

If this appeal is to succeed — and succeed it must for the sake of humanity — we need your help. Every contribution, no matter how small, will be gratefully accepted. May we count on your help? Please make your donation as generous as your means will allow.

Send your donation today to:

Mr. A. Richie, Campaign Treasurer, Dominion Bank of Canada, Timmins, Ont.

or,

Mr. C. S. Butler, Canadian Bank of Commerce, Schumacher, Ont.

Yours sincerely,  
M. J. Kelly, M.D., Local Campaign Chairman

**Gaiety  
A Famous Players Theatre**

TODAY ONLY  
"Joe Palooka Champ"  
"Tom Brown's School Days"  
Friday and Saturday  
Charles Starrett  
"The Durango Kid"

"Frontier  
Gun Law"  
Plus on the same  
Program

"The Desert Hawk"  
(Chapter No. 13)  
Comedy — News  
SATURDAY MATINEES  
At 1 and 3 p.m.

**Adventure!**  
**GALLANT BESS**  
In Action Color!  
MARSHALL THOMPSON • TOBIAS • BEVANS  
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DOORS OPEN 9 a.m. SHOW STARTS 10 a.m.  
"Junior Army" "Color Cartoons"

**THE VERDICT**  
SYDNEY (THE MAN)  
GREENSTREET  
PETER LORRE  
JOAN LORRING  
A Famous Players Theatre  
EXTRA  
"Minstrel Days"  
"One Meatball"  
Starts Sat.  
**BROADWAY**

Today & Fri. — "Madonna of the Seven Moons"

**Chalet Chatter**

(By Ann Rysak)

Brr! What a blizzard! But blizzard or no blizzard, the hills were dotted with many enthusiastic skiers. The fresh snowfall made the ski runs speedy and eased the spills.

A new jump was built, over by the Three Birches, to replace the rather battered old one, and the braver adventurers wasted no time in trying it out. Sammy Rao made some futile attempts to reach the bottom in one piece. Vince Brunet was one of the more successful dare-devils. He executed the jump most gracefully and made a two-point landing (two feet—get it?).

The club house atmosphere was darkened and spirits were a bit dull since the power had failed and the juke box was out of order. In fact, things were so drowsy that Yolande Charron spent the entire afternoon sleeping on one of the comfortable chairs. She says she was SO TIRED. From all the skiing she did in her dreams, no doubt!

More and more new faces are appearing at the Gulch. The latest was Bobby Tomchick. Incidentally, that was a beautiful fur-lined fliers suit you were wearing Bob. In Sunday's storm, he was certainly the well-dressed man.

Dot Carriere came stomping into the chalet looking like a snowman. The wind was so strong, she states, that it was impossible to maintain one's equilibrium. Maybe she was just tired from Friday's successful Ski Club dance.

Well, so long kids, 'til next week, same time, same place.

**Beneath Turmoil**

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past, a struggle between established tradition and a new concept of living. "This new concept is that industry and business shall be operated in such a way that greater emphasis be placed on the welfare of every person involved — the stockholders, employees, consumers and general public. That the final results will be calculated not on profit alone but on the contribution that industry has made to the well-being of our nation as a whole, and, in particular, the material, social and spiritual betterment of the community.

"Enlightened business and industrial management is in agreement with this viewpoint. Unfortunately, however, there are three distinct forces arrayed for battle on this question.

"First there is management whose only thought is to produce a favorable balance sheet, without regard of the well-being of their employees.

"Second there are those who preach nothing but hate and contempt for all private property, who would destroy overnight the years of building and progress man has made.

"Lastly there is a group of enlightened business, industrial and labour leaders who believe and practice the thought that a factory or an office is a social organism in which the welfare of the stockholders, employees and the public must be protected to an equal degree and that if these relationships become unbalanced nothing can result but chaos.

We can make astounding advances in engineering and science, we can improve our factories and our homes and build machines that will rank with the wonders of the world, but unless we make it possible for our whole society, workers and executives, to have a sense of satisfaction in the job they are doing, unless we allow them to retain, and encourage the growth, of creative instinct, we shall have failed in our responsibility.

"Today this third group is putting as much zeal and intelligence into solving our human problems as they are putting into other searches for efficiency."

Mr. Ferguson pointed out that quality of product and quality of service is continually being sought after but now a pride in human relationships is classed as being just as important.

He pointed out that human relationships was one of the main objects of Industrial Relations, the attempt to fit men into the work they were fitted for and could work harmoniously in. It eliminates waste of energy, effort and mental strain.

"Human engineering will contribute to the material, social and spiritual betterment of our people," the speaker said. "There are a few industrial and labour leaders with a lust for power who would delay our progress. They must not be allowed to interfere.

"Tolerance is needed. Almost every period of national stress brings in its wake an economic upheaval, yet there has been a steady, onward, upward march of the peoples of the world. Changes have and will continue to come; today one of the most important is the change of personnel practices and human relationships."

In closing the speaker said, "Let each of us determine to do our share to protect and advance our way of living. It has weaknesses that need correction, but if we all accept our share of responsibility for casting out hates, prejudices and intolerances we will fashion a country that will truly be great. Let human welfare be our ideal and let us realize the truth is still mightier than the sword."

**Kiwanis Informed**

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volunteer for the local chairmanship. Kiwanian "Busty" Edgar was proposed for the post, and, following the Kiwanis principle not to refuse to do any community work that can be done, he agreed to carry on this work.

Kiwanian W. Rinn reported on behalf of the Crippled Children's Committee. He said that reports on all the cases had been sent here, following the clinic some months ago. These reports had been passed on to the several family doctors concerned, and the next step waited the action of the doctors. In a personal letter to each doctor concerned, it had been explained that the Kiwanis was ready to help in any way it could in the matter.

A report on the Garden Bros. Circus, expected to come to the camp again this year, under Kiwanis auspices, was given by Past President G. N. Ross. There were some new clauses in the contracts that had to be signed with the Garden Bros and the McIntyre Arena. Past President Ross thought it would be best for Mr. Garden to come here to settle these points as it would be difficult to decide them through correspondence.

One suggestion, that high school students be charged fifty cents admission, instead of twenty-five cents, was considered by Kiwanian W. Rinn as apart from the idea of the Kiwanis in sponsoring the circus. He felt that the Kiwanis wished to give a treat to all school children at a nominal fee, and that all attending any school should be given the advantage of the twenty-five cent rate. In this idea, Kiwanian Rinn had the support of all present.



**"Breakfast is Ready!"**

IT TAKES many months; and many people; to "get" a Canadian breakfast. Your coffee may be brought from South America, your table linen may have come from Ireland, your cutlery and china from England, your oranges and grapefruit from the United States and from the British West Indies;

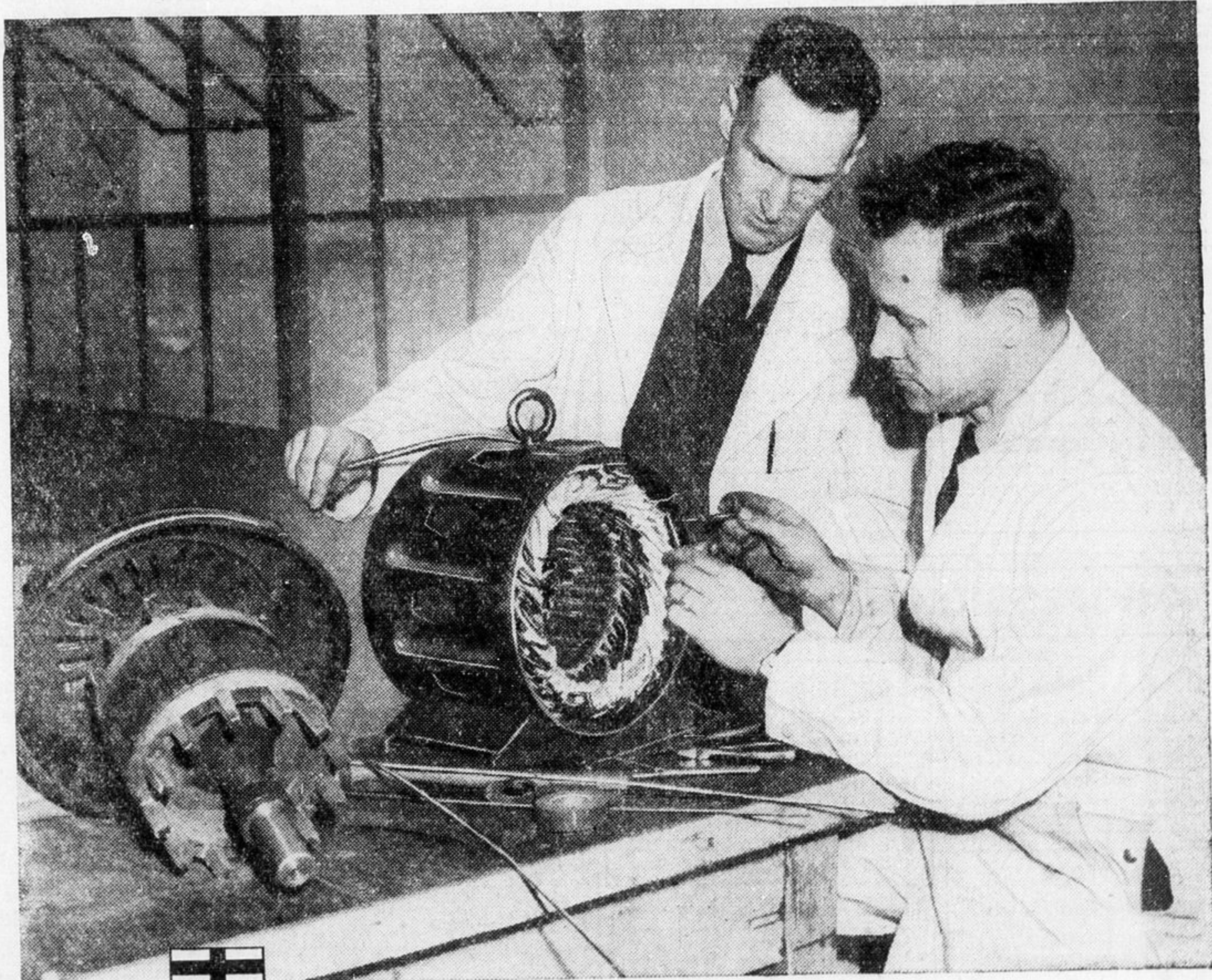
Canadians buy from people of many races—and sell to them—all over the world. Indeed, a third of every Canadian's earnings comes from selling to people in other countries.

In this trading we do not always sell to the people from whom we buy. That is why we have to find customers.

To assist in finding both buyers and sellers, Canadian banks maintain branches or correspondents all over the world. They gather valuable information about people and markets abroad. They place this at the disposal of Canadian merchants, manufacturers and marketing agencies, introduce them to likely customers, and handle the "paper work" involved in transferring goods and money.



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ONTARIO'S future prosperity depends directly on a sufficient volume of production to satisfy domestic needs and assure for Canada a pre-eminent place in the markets of the world. Take the electrical industry for example... never before has the demand, both here and abroad, for the products of Ontario's great electrical plants been so great. Production must be increased... but to meet new production goals, skilled hands are needed. For them great opportunities lie ahead. Higher wages, job security, better working conditions are within easier reach of those who have mastered a skilled occupation.

Today, through the plan sponsored by the Department of Veterans' Affairs and other agencies, thousands of young workers are being trained to meet the electrical and other industrial needs of this Province. Graduates of these rehabilitation courses are now ready to take their places in Ontario's industry. Available to you are veterans, well started on the road to skilled electrical trades such as electrical construction and maintenance, radio and electrical servicing and motor winding. Seek them out with confidence. They are your future craftsmen.

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