

CHRISTMAS SOS TO PRESTON

Shepherd-st. Mission Needs
Your Help

JOY FOR CHILDREN

ARE you looking forward to Christmas this year? Christmas! . . . with its jollity and good cheer, its laughter and its music. Of course you are. You will make new pals, bind old friendships, enjoy your Christmas dinner, attend a party or two, knock ten or twenty years off your age, and generally enjoy yourself.

Even these weeks of planning and present-buying—annoying though they are sometimes, when you cannot decide what to give to Cousin Ermytrude, or whether Auntie Maggie is really worth anything this year—are really quite good times.

Quite the best time of the year, we'll all agree—all, that is, except the very poor. If you have money to spend, you can enjoy Christmas—if not, it can be a wretched time.

Really, Christmas is the kiddies' holiday, but have you ever thought what it must be like for those thousands of poor children who are either orphans or whose parents are too poor to keep them decently clothed, let alone fill their stockings on Christmas morning.

For these unfortunate youngsters Christmas morning is always a sad time—perhaps the saddest time of the year. They awake to hear the bands in the streets playing carols of joy and thanksgiving, but the stockings at the foot of the bed hang limp, there is no fire in the grate downstairs, and perhaps only a crust of bread for dinner. . . .

LUCKIER PLAYMATES

And these little children feel the pinch, for their luckier playmates have told them of the gifts they are to receive, the number of mince pies they are to eat, and the parties they are going to attend!

"That's all very well," you may say—"but you are talking of Dickens' time, not to-day!"—but you will be wrong. In Preston alone there are thousands of these luckless ones, and every one of us, who looks forward to a good time at Christmas, will feel genuinely sympathetic.

Now is your time to show some practical sympathy. As in past years "The Lancashire Daily Post" is making an appeal to its readers to express the spirit of the season by contributing to the funds of Shepherd-street Mission, which for years has been doing a wonderful service for the poor people of the town.

The Mission is now entering upon the sixtieth year of its existence, and during the past two generations it has helped to brighten Christmas for over 60,000 children.

Once again, on Christmas morning, 2,000 poor children will have their Christmas Day brightened by the Mission—who will again provide them with breakfast, toys and gifts. At eight o'clock in the morning they will crowd around the Mission doors, and there will be greeted by the Mayor and Mayoress (Councillor and Mrs. E. Ley) the chairman of the committee (Mr. W. A. Margerison) and others and will be handed their breakfast bags, toys and Christmas cards by Father Christmas (Mr. John Kenyon) one of the Mission workers.

WELCOME CONTRIBUTIONS

Every child who takes part in the treat is carefully selected, and only the really necessitous ones are helped, but every contribution, however small, to defray the cost of the treat and to help the Mission in its other work, will be welcomed, and acknowledged in the columns of "The Lancashire Daily Post."

Last year, the "Post" appeal resulted in a sum exceeding £220 being handed over to the Mission funds, but this year the need for financial help is more urgent than ever before, owing to the fact that the bank overdraft has been further increased by extraordinary repairs, and is now in excess