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that sore throat, quinsy, tonsillitis, laryngitis, hay fever, colds, whooping-cough, bronchitis and tonsil troubles. Use Sybilla Sparis remedy. Good results of money back, try it. Timmins, South Porcupine and Schumacher druggist.

London Free Press.—Detroit gunmen caught in an attempted hold-up in Toronto, have been sentenced to eight years in the penitentiary and 20 lashes. It is a severe sentence and should be a stern object lesson. It is a grim warning to racketeers from across the line that they had better stay in their native pastures. Every law-abiding citizen of Canada will applaud the justice of the sentence in the Toronto court. Canada wants none of the gang wars and racketeering that makes life almost unlivable for a peaceable citizen in the greater cities of the United States.

### "The Great Gabbo" to be Here Monday and Tuesday

The task of selecting 500 choristers who could sing and dance was no small part of the task of casting "The Great Gabbo," the James Cruze talking, singing, dancing and dramatic spectacle which comes to the Empire theatre on Monday and Tuesday of next week, Nov. 3rd and 4th.

There is an abundance of talent available for this work in Hollywood, but to find it and secure beautiful girls and handsome men, required many days of tireless interviews.

The task of selecting the men was not as difficult as that of deciding on the girls. Leg measurements played a most important role, as it was necessary to have uniformity in "kicking" numbers.

Many of the girls employed in "The Great Gabbo" chorus were recruited from Broadway musical shows, which are noted for their beautiful choruses. But Hollywood has its lure, and many of the favourites are deserting New York for the movie capital.

In "The Great Gabbo," the chorus is featured several times. The black and white number is one of the most effective specialties ever used on the screen. It is a confusion of beauty and rhythm. The "tap dance" number is novel and snappy and recorded perfectly over the microphone. There are many other unusual dance steps exhibited in "The Great Gabbo," and a great deal of credit is due the chorus for the success of the production.

Over 500 singing and dancing boys and girls, and a symphony ensemble of 125 concert instrumentalists forms the gigantic musical background of "The Great Gabbo."

Erich von Stroheim makes his first screen dialogue appearance in this picture, which is described as one of the most extravagant spectacles ever produced.

Betty Compson, who needs no introduction to local talking picture fans, is the featured player. The others of importance in the cast are Donald Douglas, who comes straight to the audience screen from his stage successes in "The Desert Song" and "Rio Rita," and Margie (Babe) Kane, a diminutive personage who makes up in pep what she lacks in stature.

### NEWSPAPERS CONSIDERED BEST ADVERTISING MEDIUM

Costs Less Than Direct Mail Advertising and Brings Better Results, Says Expert in Address to Direct Mail Advertising Association.

Last week at Milwaukee, Wisconsin, the Direct Mail Advertising Association held its annual meeting. There were no less than 1,500 delegates at the convention, these delegates coming from all sections of the United States and Canada. One of the striking features of the addresses at the convention was the emphasis given to the vital necessity for the use of newspaper space. Those at the convention were representative of the men who are concerned chiefly with what is known as direct mail "advertising"—that is, the use of letters, circulars, booklets, posters, catalogues, etc., for advertising purposes.—the general tendency in the speeches given was that newspaper advertising is vital as a basis for appeal to the people before the other forms of advertising can become effective. The vice-president of the Proctor and Koller Co., of Cincinnati, national advertising agency mentioned direct mail advertising as an important medium, but this gentleman, Wayne Calhoun, told the delegates that it cannot possibly supplant newspapers in retail merchandising campaigns.

"Newspaper advertising is a prime requisite in department store and all other forms of retail advertising," Mr. Calhoun said.

"The actual experiences of several leading department stores of the country have proved newspaper advertising is more profitable advertising than direct mail. In certain instances, direct mail advertising may be used to advantage, but it cannot supplant newspapers."

F. G. Cramer, of Milwaukee, president of the Cramer-Krasselt Co., described newspaper advertising as timely, effective and economical.

"A newspaper advertiser can place a 1,000 line advertisement in 2,000 English newspapers for \$120,000, reaching 38,000,000 readers," he said.

"The cost of one-cent stamps to reach the same number of readers in a direct campaign would total \$38,000. Newspaper advertising has some distinct advantages, which direct advertisers can not afford to ignore.

"It is to be hoped that there will come out of the convention a more unified interpretation of the relation of direct advertising to newspaper advertising. The attitude of direct advertising enthusiasts has often been too independent. Direct advertising should be used to supplement but not substitute for newspaper advertising."

An optimistic keynote was made by David Lawrence, of Washington, D.C., well known writer on national topics. While Mr. Lawrence declared the "health of our business is slowly but surely being restored," he refused to predict the time required for complete restoration.

"The stock market does not always reflect the exact business situation," said Mr. Lawrence. "Sometimes the market finds out too soon and discounts industry, or it finds out too late, with as dire results."

Mr. Lawrence cited as the "three sickest industries," in the order named, agriculture, automobiles and copper.

"Automobile men are just beginning to realize that they must stimulate a market for their product," he said.

### FAMOUS MUD-TURTLE NOW LIVING HERE IN TIMMINS

The following item was published last week in the "Here and There" column of The Renfrew Mercury. It refers to the mud-turtle that wandered away from the Bonnechere valley and by water and portage made its way to the new land of hope and glory, the North Country, where it made itself known to former Renfrewites like H. K. Kearney and others. J. Wadsworth, who makes occasional visits to this North in his business of selling clothes made in Renfrew, has seen and spoken to this mud-turtle, and can vouch for anything about it. The Mercury paragrapher, "W.J.S." last week says:—

"Renfrew was re-visited by Mr. William Prescott Gehan of Kirkland Lake and he brought along with him not a single mud-turtle. Any turtle could have passed as the one which left Renfrew with a plate on its back, but Mr. Gehan did not take the trouble to come along with one of any size or age, which obviously was a serious omission on his part. Of course a turtle leaving Renfrew would head for the North Country as the best part of the Province, and in entering the North Country would select Kirkland Lake as the leading town."

In reply to this little paragraph it may be said that the Renfrew mud-turtle will never be found at Kirkland Lake. As The Mercury suggests the turtle headed for the North Country as the best part of the province, and naturally came to Timmins as the best place in the North. H. W. Kearney can give W. J. S. any information desired about that turtle, or turtles, for there are three of them now. There has been suggestion that the turtle, or turtles, be sent back to Renfrew by the same route used in reaching here, just to prove the veracity of all concerned as some unbelievers appear to be doubtful as to what is truth. The North Land turtle could easily be recognized in Renfrew by the gold tooth that is in every North Land mud-turtle.

Toronto Mail and Empire.—Mrs. R. Ferri left only \$30,000, but, as the Bible tells us, a good name is more to be desired than great riches.

### Some of the "Don'ts" That Should be Observed Now

The regulations of the game and fisheries department include a long list of "don'ts" for hunters and fishermen. All of these regulations are designed to conserve fish and game in the country and so all good sports will be ready to obey these rules and regulations in the common interests. The following are some of the "don'ts" recently listed for hunters and fishermen in this province:—

To employ a guide unless he is licensed.

To carry a loaded gun in a motor car or any other vehicle.

To permit hounds or dogs run deer during close season.

To have poison in your possession for taking of fur bearing animals.

To ship out of the province or send to any tanner, any pelts without a permit.

To take more than one deer or moose per license, or a cow moose or moose calf.

To keep fur bearing animals or game birds in captivity without first securing a license.

To molest or destroy a den or usual place of habitation of any fur bearing animal, other than wolf.

To buy or sell pelts of fur bearing animals, either commercially or for personal use, before securing a license.

To shoot between sunset and sunrise (standard time) or between sunset Saturday and sunrise on the following Monday (standard time).

To shoot or spear muskrat, or set a trap closer than five feet to a muskrat house, burrow, feeding house or push-up, or within 20 feet of a beaver house.

To permit the flesh of any animal or bird taken, suitable for food, to be destroyed or spoiled, or the pelts of fur-bearing animals to be destroyed or spoiled.

To trap fur-bearing animals without first securing a license, unless you are a farmer trapping other than beaver and other on your own premises during open seasons. Bear may be taken without a license.

To use dogs for hunting fox, without a permit, during that portion of the open season for the taking of foxes when the hunting of deer and moose is also permitted.

To carry a firearm for the purpose of hunting in Essex, Kent, Lambton, Elgin, Middlesex, Oxford, Norfolk, Brant, Haldimand, Welland, Lincoln, Wentworth, Peel, York, Halton, Waterloo, Perth, South Wellington and South Huron, without a license.

To buy or sell deer, moose, caribou, wild geese, wild ducks or other water fowl, snipe, quail, woodcock, pheasants, ruffed grouse (partridge) large or small, mottled black bass, maskinonge, speckled trout, rainbow trout or other Pacific trout.

To angle or hunt without a license, if you are a non-resident.

To have in possession, or take away at any time any fish in excess of two days' legal catch.

To take any small or large-mouthed black bass, maskinonge, speckled trout, brown trout, rainbow trout, or other Pacific trout, except by angling.

To fish from a boat or other floating device or through the ice in the counties of Victoria, Peterboro, Durham and Northumberland and the waters of the River Trent in any county during the close season for the taking of bass and maskinonge.

### VERDICT OF ACCIDENTAL DEATH IN CASE OF CHILD

The inquest at Sturgeon Falls on Thursday last into the death of Garnet Horner, aged eight years, resulted in a verdict of accidental death, the evidence showing that the little lad met his death through misadventure and without anyone else being in any way to blame for the accident. The lad was struck by a car driven by John Brown, superintendent at North Bay for the Children's Aid Society, and the driver of the car, who has done so much to boys of all ages, was naturally much concerned to think that even unwittingly he should be the means of injuring one. It was shown in the evidence at the inquest that Mr. Brown was driving at a moderate rate of speed when the lad dashed across the road from behind a standing car. Mr. Brown did not see the boy until he had suddenly appeared on the road in front of the moving car. Mr. Brown swerved his car suddenly in the hope of avoiding the child but the bumper struck the boy and he died from the injuries sustained.

Acton Free Press.—"Up in Kitchener they have decided that able-bodied men must pay for any relief advanced in labour at forty cents an hour. Groceries or fuel advanced must be worked out in city labour. No money will be paid out under the plan. And all persons receiving relief must surrender their liquor permits. And the Government ought to be made to refund the \$2.00 they cost and the profit on the liquor purchased, as shown on the permit, to help the municipality with the relief fund."

### One Skinny Man Gained 4 Pounds with One Box McCOY'S

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He only took one box and besides gaining 4 pounds he writes, "I am much stronger and have more pep and seem to take a new interest in life—it's the best medicine for system builder I have ever used."

When you need more weight just say, "I want McCoy's—60 sugar coated tablets for 60 cents at any druggist anywhere—just ask for McCoy's."

### TWO MILLION DOLLARS TO BE EXPENDED IN THE NORTH

Province to Add a Million to the Million from Dominion for Relief of Unemployment. North Bay to Pembroke Road to be Built. \$80,000 for Burning Slash

Announcement was made at Toronto last week by Hon. Geo. S. Henry, acting Premier, that \$1,000,000 of the money allocated to this province from the unemployment relief funds, available at Ottawa, would go to Northern Ontario. The Provincial Treasury will supplement this with another \$1,000,000, making \$2,000,000 all told that is to be spent in the North on various projects now contemplated by Queen's Park.

As far as the construction of the Ontario link of the trans-Canada highway is concerned, money will be expended, Mr. Henry announces, on the road between North Bay and Pembroke and west of Port Arthur and Fort William towards the Manitoba boundary. There is no controversy, it is understood over linking these road sections in with the proposed trans-Canada.

The Government passed on unemployment relief projects from 50 municipalities involving estimated expenditures of \$7,500,000.

Approximately \$80,000 of the sum noted for Northern Ontario will be expended by the Government on slash burning which will start immediately. Details of the programme were discussed by Hon. William Finlayson, Minister of Lands and Forests, at a conference with the district foresters of his department. This slash-burning measure has been approved by Ottawa and is being launched with a view to safeguarding further against loss by fire the outlying settlements and great timber areas of the north. Special attention will be paid to improving the safety zones now existing in hazardous districts. The \$80,000 expenditure now planned may be extended, it is intimated, if the circumstances warrant.

Considerable labour, it is expected will be provided through the slash-burning and the Lands and Forests Department will make every effort to insure that the neediest unemployed are given first call at the jobs made possible. In all probability, before the money is actually granted, Mr. Finlayson will confer with representatives of Northern municipalities with regard to most pressing projects which could be undertaken by unemployed and money will be allocated in proportion to their requirements.

Mr. Henry intimates that Ottawa would likely deal with the applications right away and that the various municipalities affected would be notified accordingly. It had been the Government's endeavour, he added, to single out projects that would use at 60 per cent. of labour in preference to projects using a greater amount of material.

### GOOD SPORTS WILL OBSERVE THE LAW AND REGULATIONS

The New Liskeard Speaker last week says:—

"As everyone knows, it is illegal to shoot partridge. This law is and should be observed by every 'good sport.' Real sportsmen do not go out after partridge, and those who abide by the law cannot be expected to have any great degree of sympathy for those who deliberately ignore it, and are caught with 'the goods.' It is reported that there have been hunters out after the Hungarian partridge which were placed in the Twin Lake area a few years ago. If this is so those knowing the facts should acquaint the Game Warden with their names."

### WHAT IS THE MOST POPULAR MUSICAL INSTRUMENT NOW?

What is the most popular musical instrument? The Manchester Guardian in this regard says:—"What is the most popular musical instrument. Recently a French radio journal took a hint from the politicians and submitted the question to a referendum. The voting afforded some surprises. As might have been expected, the violin came second in popularity with the 'cello a close third, while next in order, after a considerable interval, came the guitar, the cornet, the flute, the bugle, and the saxophone."

But what came first? Most British listeners would guess the piano. But the two chief surprises were the low place given the piano—perhaps because neighbours' children learn it in Paris as in Manchester—and the big majority by which the premier position was allotted to—the accordion."

In this regard it might be interesting to learn the most popular musical instrument in Canada? The Advance admits that the accordion is popular here as elsewhere, but it does not rank above all other instruments. At that, however, the guitar or banjo would take high place in popular favour in this country, though the violin would be very likely to lead. However, if there were a popular vote on the matter, there might be many surprises as to the standing of various instruments in popular estimation. It might be that even the saxophone might prove a leader in popular favour, despite the jokes made about it. The saxophone may be like the Scotsman.—British people may simply be joking about it to hide their real affection. In parts of Canada only one instrument would be recognized as musical—in certain sections of Canada such as Glenora and parts of Bruce, Grey and Wellington and around Zorra, there would be unanimous vote for the famous musical instrument, the bagpipes.

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With Gary Cooper, Kay Johnson, Betty Compson, William Boyd and Others.

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IN THE All-Dialogue, Singing, Dancing and Dramatic Spectacle

## "THE GREAT GABBO"

With Betty Compson, Donald Douglas and Margie (Babe) Kane

ADDED—"DRESDEN DOLLS" PARAMOUNT SOUND NEWS

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IN "ALIAS FRENCH GERTIE"

A colossal drama of love that defied the law.

COMEDY—Al Cook and Alberta Vaughn in—"As You Mike It" ADDED—"Reinold Werrenrath" Added—"Coscia & Verdi"

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COMEDY—"The Stronger Sex" Fox Movietone News Midnight Show Sunday, Nov. 9th—Showing above programme

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NOV. 10—11—"TOP SPEED"

NOV. 12—13—"Dude Wrangler" and "Double Cross Roads"

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NOV. 19—20—"So This is London."

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