

CONGRATULATIONS

LEO MASCIOLI

AND ASSOCIATES

MAY we be the first to congratulate Mr. Leo Mascioli on the realization of his ambitions, on this, the opening night of his new theatre.

The new theatre expresses, in full, Mr. Mascioli's way of doing things. In erecting this magnificent edifice he let the spirit of creation carry him away, spared no expense, and the result is the largest, most beautiful and up-to-date theatre in the North—truly a show place worth seeing.

Mr. Mascioli is a real dyed-in-the-wool pioneer having come here years ago, even before Timmins was laid out as a town. Since then, through sheer ambition and hard work, he built his way up to one of the most outstanding successes in Northern Ontario. To prove his faith in the district Mr. Mascioli has closely allied his interests with the town of Timmins, thus being one of its principal benefactors. His work has been one of the main factors in Timmins' growth to its present fine proportions. By building this huge theatre he shows foresight, confident that Timmins still has great things in store for the future.

Those who know Mr. Mascioli know him for a true friend, generous, ambitious, good living. He is a shrewd and keen business man, a builder, always respected and looked up to as a leader amid men of merit.

By erecting this beautiful theatre he has branded the corner of Third Avenue and Pine street "The Crossroads of Commerce" for the Porcupine District. We are proud to say that we are Mr. Mascioli's next door neighbours in this his most recent enterprise.

AGAIN WE SAY

Congratulations— May You
HAVE MANY YEARS OF SUCCESS

SAM BUCOVETSKY, LTD.

TIMMINS, ONTARIO

BE BEAUTIFUL

By **ELSIE PIERCE**
FAMOUS BEAUTY EXPERT



There is such a variation of lip and eye make-up available in shops to-day that the right textures and colours may be chosen easily. MARION MARSH uses a stick mascara that is simply moistened slightly and then applied to the lashes.

HOW TO CHOOSE LIP AND EYE MAKE-UP

In previous articles we studied the requisites of makeup aids in order of application: Foundation, then rouge, then powder.

To-day, let us see just what points to bear in mind when purchasing your make-up for the lips and eyes. These are the very highlights of our make-up and therefore deserve special thought.

A Good Lipstick

Very often women write me "what is a good lipstick" just as they ask salesgirls for "a good lipstick." There are several, specific qualities that a

good lipstick should embody. Smoothness is one of the first requisites of all make-up. The article in itself should be smooth, completely free from roughness or any possible particles that might scratch or cut the skin. And the make-up aid should go on smoothly, whether it is rouge, powder, foundation, eyeshadow or mascara.

But there's much more to a good lipstick. It must be creamy and go on smoothly and easily. Yet it should NOT be greasy. The colour should be indel-

ible and lasting, without containing any injurious dyes. In other words, the colour should go on easily and evenly without the necessity of rubbing in order to get a colour impression; and it should stay on.

Now for colour—while there are variations (sometimes for costume, and usually for season, the orange tones being particularly popular during the summer; and the blue-reds for winter) the safest rule is: Choose a colour that is twin sister to your natural shade. You can't go wrong if you do that. Also, bear in mind that your lipstick must harmonize not only with your own coloring, but also with the colour tone of your rouge. It is permissible and in fact desirable to have the lipstick a bit bolder, clearer and deeper in colour than the rouge, but it should be the same colour cast. Lipstick may be a bit more luminous than the cheek rouge. But, one should be as careful to avoid colour clashes in make-up as one does in clothes. Women who know their make-up never make the mistake of combining an orange rouge with cerise lipstick, or vice versa.

And now for eye make-up: This affords so many variations that it is difficult to enumerate them all in one article. However, if you use an eyeshadow, be sure it is soft, creamy and a bit luminous. And as for mascara, be sure it does NOT cake, does not burn or smart if a drop should get into the eyes, does not smudge or run. The finer mascaras are harmless, yet indelible, actually tear and run-proof.

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Whist Drive and Masquerade by Timmins Cricket Club

Announcement is made of the third annual whist drive and masquerade dance of the Timmins Cricket Club to be held in the Hollinger hall on Friday, Feb. 14th. Whist will commence at 8 p.m. Dancing at 10.30. Six prizes for whist; 4 prizes for costumes. Novelties and a good orchestra will be featured. Refreshments will be served during the evening. The event is one that all will enjoy. Previous similar events by the Cricket Club should assure a big attendance on Friday evening, Feb. 14th.

Los Angeles Times.—Instead of measuring our highways in miles, we should measure them in kilometers.

News and Notes of Timmins Girl Guides

Girl Guides had Interesting Meeting on Friday. Brownies Met in Regular Session.

The following is the report of the Timmins Girl Guides and the Brownies:—

Timmins Girl Guides

The weekly meeting of the Girl Guides was held on Friday evening, commencing at 7.30 p.m. The attendance was taken by Helen Landers. Lieutenant Tilley took inspection and Captain Cranston read out the marks. Horseshoe was formed and the flag was raised by Betsy Dodge. The salute was given all through the singing of "God Save the King." This is a new rule. The Guide promise to the new King, Edward VIII, was then given.

A very amusing game called the "King's Platter of Jelly" was conducted by Captain Cranston and Lieutenant Tilley. The jelly was represented by a balloon. After this the Guides went to their Patrol Corners where their patrol boxes were inspected by the officers. A competition has been started between the northern companies to see which has the best patrol box.

A circle was formed for Campfire. Songs were sung. Plans for a St. Valentine's party were made. It will be in the form of a skating party. The Rangers have charge of arranging the programme for the evening. The Guides who were not at the meeting should see their patrol leaders for further particulars. The meeting was brought to a close by the singing of "Teach Us to Love" and "Taps."

Brownies' Meeting

Brownies held their regular meeting at St. Matthew's Church hall on Friday, Feb. 7th. The guests of the evening were Lieutenant Tilley and "Ake-la" Sullivan of the Cubs of the Church of the Nativity.

The meeting opened with the Fairy Ring and singing of their aim around the toadstool. The roll call and games were taken by Brown Owl Habib. Tawney Owl Booker put the three tenderfoots through the last tests before enrolment. Those already passed were tested on the flags of St. George, St. Andrew and St. Patrick by Brown Owl Habib. A number of Brownies passed

the dish washing and bed making test. The meeting closed by the Pow-Wow Ring with a story told by Brown Owl.

UNPLEASANT NON-SUPPORT CASE AT KIRKLAND LAKE

Last Friday's issue of The Northern News says:—"Through the tangle of a domestic mix-up which lacked nothing in sordid elements, magistrate's court yesterday came to an understanding in the case of Edin Mollen, charged with non-support of his wife, Thora Mollen, a stepchild and a son. Mollen, through his counsel, Bruce Williams, K.C., said that his wife had been guilty of irregular conduct. She herself made certain admissions. Mollen said he was willing to provide for his son but did not think he should be held responsible for his wife's daughter, his step-child, and was not agreeable to providing for his wife. The magistrate adjourned the case till next week on Mr. Williams' assurance that some arrangement would be made to look after the children in that time. "I don't know," Mollen said, when he was asked if he would look after the child his wife bore to a former marriage. "Well, you'd better know by next Thursday or you'll certainly learn then," His Worship warned.

In her evidence, Mrs. Mollen said that from the time she returned from Timmins just before Christmas until January 23 she had been living in a tent in the bush at the rear of the high school on Second street. A police report on that claim says that the woman, and her two children, were taken from a tent lined with cardboard, a great fire hazard, on January 23. There was a howling blizzard on that night, the report continues, and the doorway of the tent, the only exit in case of fire, was blocked by snow. The woman was suffering from pleurisy and it was a call from the doctor who attended her which put the relief department and the police on the job to have the three removed to the Canada Cafe. When settlement for next week's court was being discussed, Deputy Chief Pinegar reminded that there is a bill of \$70 for the keep of the family which must be paid before the claim is clear.

New Yorker.—Add to Honour list:—The Louisiana fugitive who made friends with the bloodhounds sent after him, and then, posing as a member of a special posse, left the hounds with the constable of a neighbouring town before he quietly sped on his way.

Late A. McLeod, Cobalt, Had Nephew in Timmins

The Halleyburian last week says:—"Angus McLeod, aged 74, and one of the old-timers of the Cobalt silver camp died in the municipal hospital there on Monday morning. He had been admitted to the institution on the previous Saturday. Mr. McLeod, who was born in River Dennis, Cape Breton, had been engaged in mining all his life. He took part in the Klondike gold rush and worked in other mining areas before coming to Cobalt nearly 30 years ago. Since then he had been employed at various mines in Cobalt and Silver Centre, holding the position of shift boss at the Keeley mine in the latter camp for a considerable period. He was unmarried and is survived by two nephews J. D. McLeod of Kirkland Lake and D. A. McLeod in Timmins, both of whom came down for the funeral, which was held on Wednesday morning from the undertaking parlours of Thorpe and Branchaud here. Rev. W. A. Beecroft conducted the service and interment was in Mount Pleasant cemetery."



By James W. Barton, M.D., Toronto

That Body of Hours

DRUGS
When we remember that what we call drugs are in most cases the leaves of the field and the roots of the ground, all provided by nature, it may be only natural to believe that they should be used often and regularly.

However, Osier, our greatest modern physician, stated that he had reduced the number of his drugs to a total of 15, that he thought he would soon have the number down to four and perhaps, if he lived long enough, he would use no drugs at all.

However every thinking physician and every thinking layman recognizes that there are times of extreme need for powerful drugs—strychnine or digitalis for a fast falling heart and morphine for unbearable pain.

What about all the other drugs commonly used for headaches, rheumatic pains, pain of stomach ulcer, to correct constipation, to prevent diarrhoea?

There isn't any question but that a headache powder, some baking soda for the stomach, and the usual remedies for diarrhoea are helpful and harmless when used for short periods. It is considered better to use the drug than to have the whole nervous tone of the body lowered by the depressing effects of the pain.

Then of course there are simple tonics containing iron, phosphorus and lime that put these body-building materials into the blood and tissues directly, instead of trying to get them by eating large quantities of food with no appetite and a poor digestion.

However, what is wrong is the habit so many have acquired of drugging themselves regularly and often for slight headaches, constipation and other little disturbances, failing to realize that nature will correct conditions if given the least chance. What caused the headache? Eating too fast or too much; eyestrain? Why not correct the cause? What caused the "gas" pains in the stomach or intestines? Certain foods that you know cause it? Why are you constipated? Is it no exercise; not enough fruit and vegetables?

The point is that drugs—leaves and roots—have their place in our present civilization under certain circumstances. To use them often and regularly for conditions that nature or your common sense can correct is a big mistake.

MARY ELLIS LOANED

Mary Ellis is on loan by Paramount to play the feminine lead in "Brazen" by Walter Wanger. "Brazen" will be released by Paramount. Miss Ellis recently returned from England.

After the Show

you'll want to drop in some cozy spot and talk about the beautiful new Palace and laugh over the hilarious antics of Eddie Cantor. What better place than the Pig and Whistle Coffee Shop, right next door to the theatre—upstairs over Bucovetsky's.

You'll enjoy the quaint surroundings and quiet atmosphere of this new coffee shop. Make your visit to the Pig and Whistle the crowning point of a memorable evening. Remember—upstairs over Bucovetsky's, next door to the new Palace Theatre.

Has Denver, Col., the Most Good Lookers?

The Beauties Come to Timmins Instead of Leaving Here. At Least, so it Looks.

Where do all the good-looking gals come from?

In checking up locally The Advance finds the most of them come from "all over." Renfrew, Buckingham, Ottawa, Montreal, Brantford, and a lot of the little towns of Ontario (particularly the little towns), from the South, from the East, from the West. Some of them even come from Toronto! The younger ones say, "Timmins," chiefly. This is a young town and a young country, and the good-lookers here come from all over, all right. That is doubly right—that they should come from all over—because they are good-looking that way!

In "Strike Me Pink," the noted show that is opening the handsome new Palace theatre here this evening, there are rivers and oceans and floods of good-looking gals. "Where do they get them all?" Well may you ask! A check-up on the outstanding beauties of "Strike Me Pink" shows some very interesting facts. For instance there is only one United States city that furnishes two beauties in the "Strike Me Pink" chorus. That city is Denver, Colorado. That will be a surprise to most folks. Gail Goodson and Dorothy Dugan are the two beauties that claim Denver, Col., as their own old home town. Denver should be flattered because these little gals are certainly among the most beautiful of chorus beauties.

Otherwise, "Strike Me-Pink" beauties, like the other beauties in Timmins, are from "all over." Gail Sheridan is from Seattle, Washington; Vicki Vann is from Philadelphia; Kay Hughes comes from Chicago, believe it or not; Elaine Johnson says Salem, North Dakota, Strike Me Pink; Eugenia Falkenberg is from Barcelona, Spain; Eleanor Huntley is from Fort Smith, Arkansas; Marcia Sweet, from Huntingdon, Pennsylvania; Mary Gwynne, from Thenton, New Jersey; Charlotte Russell from Woodland, California; Blanche Vischer from Guatemala City, Guatemala; and Anya Taranda from New York City.

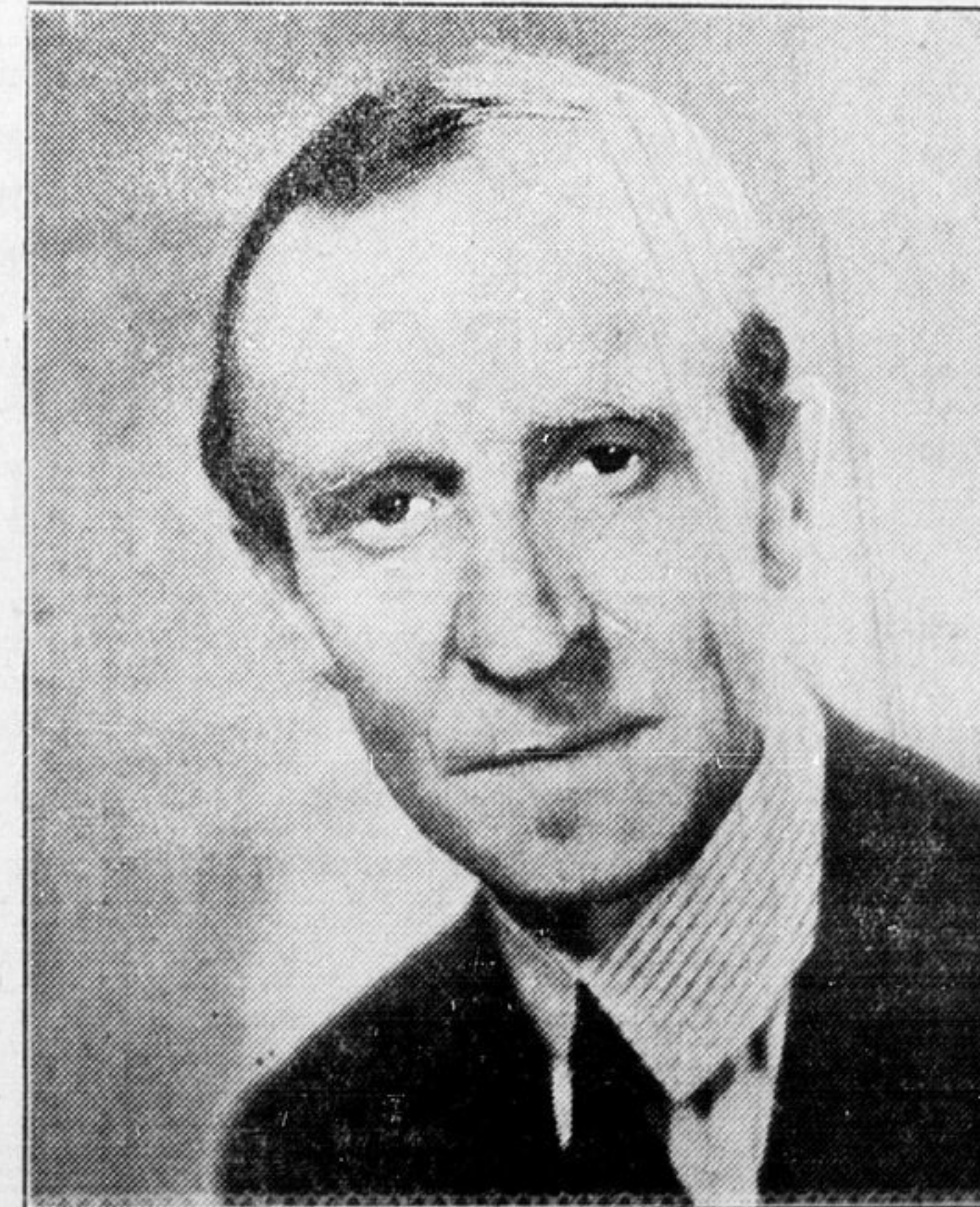
As to where the home town may be for Sally Eilers, there is no information to hand. Listen to the chorus now:—"Why she was born and bred in—"

But Ethel Merman is a native of Astoria, New York, which no doubt is why she is so rich in beauty.

Oh, yes! Sure thing! The other beauty of the show—the real beaut, "Strike Ms Pink," the gentleman said? Yes, Eddie Cantor was born and raised himself in New York!

St. Louis Times-Star:—"You can't keep both yourself and your business in a liquid condition."

AUTHOR OF "39 STEPS"



Lord Tweedsmuir (John Buchan), Governor-General of Canada, the author of "The 39 Steps," the novel that has been made into a talkie by British-Gaumont and which will be shown at the new Palace theatre here soon.