

R-K-O VAUDEVILLE JOIN THE SMART SUNDAY MIDNIGHTERS STAGE AND SCREEN ENTERTAINMENT FOR THE WHOLE FAMILY SMOKING IN THE STADIUM SEATS (Phone 2440)

MATINEES—2.30 p.m. (except Saturday) Saturday 2.00 and 4.30 p.m.
EVENINGS—7.00 p.m. and 9.00 p.m.
MIDNIGHT SHOWS—Sunday 12.01 Tuesday 12.00

LAST SHOWING TONIGHT—Thurs., July 27
"She's Got Everything"
 With ANN SOTHERN AND GENE RAYMOND

FRIDAY & SATURDAY, JULY 28th and 29th
 Big Double Feature Programme
 LUPE VELEZ and BEN LYONS in
"He Loved an Actress"
 ADDED ATTRACTION

Starring ART JARRETT and LEE POWELL in
"Trigger Pals"
 ALSO ADDED SHORTS

There will be No Vaudeville on the Above Dates
 Sun. Midnight, Mon. & Tues., July 30, 31, Aug. 1
 RICHARD DIX in
"Trans Atlantic Tunnel"
 ADDED SHORTS: "Smooth Approach" "Sales Slip."

★ 3 BIG R.K.O. VAUDEVILLE ACTS ★

Tuesday Midnight, August 1st at 12.00 p.m.

STRANGERS LIVING IN THE SAME ROOM! See their startling romance... It's full of fight and fun!

LIVING ON LOVE
 JAMES DUNN
 Whitney BOURNE
 R-K-O-RADIO Pictures
 Directed by Lew Landers.
 Screen Play by Franklin Coen.

and the story previously circulated in England this last year that the government was filling up the British sailors with Italian tomatoes to chase Italian gun-boats, goes to substantiate this statement.

"It may interest you to know, if you are not already apprised of the fact, that the new British government regulation specifies 4-oz. of tinned tomatoes and about 6-oz. of tinned vegetables, per diem for each soldier on active duty.

"The recent flurry over tomatoes is due to the fact that there are so many soldiers now in training."

"Our General Manager goes on to say that 'if Italian supply is cut off there will not be sufficient tomatoes here as acreage is cut about 30 per cent.'

"After reading the editorial in my Evening Telegram of July 21st, 'Bulk of Our Tomato Exports Go to Great Britain,' it would appear that it is not a case of the Canadian Cannery's Publicity Department winking up, but rather a matter for the Canadian government. As an ordinary layman it has been a source of wonder to me for a good many years that canned fruits and vegetables can come in to Canada to be sold on the Canadian market from places like Australia cheaper than our own Canadian products.

"In defence of our publicity department it might interest you to know that Canadian canners have, in recent years, exhibited very extensively in British exhibitions, the most recent one being in Glasgow and the writer, himself, has received personal letters from the Old Land commenting very favourably on our exhibits."

All Business
 We find one sentence very interesting.

It is, "The British Importer does not give a 'hoot' from whom he buys so long as the prices satisfy him."

We suspect that this is true.

We don't know whether it is a lesson that we might learn from the British importer or an attitude that should be punished by boiling him in oil.

Traffic
 As a result of recent accidents we are deluged by letters on traffic and suggestions for improving the present situation.

Some of the suggestions are pretty good too—but their volume sort of swamps us.

We hope to get around to printing some of them before the holidays actually hit us.

All Should be Very Careful to Avoid Danger of Bush Fire

Should be Conservation of Natural Resources in Timber.

The disastrous fire on a Pickering Township farm, blamed on the carelessness of picnickers, reveals in a small way what is going on in the forested areas of Canada. In comparison with the loss of wealth in natural resources, this damage, estimated at \$10,000, also may appear light, but it is a personal loss that no individual should suffer because of the carelessness of those who make use of his premises for picnic purposes and then neglect common-sense precautions about putting out fires. Worse than carelessness, this is downright selfishness; disregard of possible damage to the property of others. None need be shown how to extinguish a small fire started for cooking purposes; there is nothing technical about the procedure, but their pleasure over, picnickers are in a hurry to take to the road again. The attitude appears to be: To the dickens with the



This is Burnest Hurd, 24, of Vancouver, who trundled his iron barrel from coast to coast walking every step of the way, he says, and is now on his way back. He modestly styles himself "the world's greatest lover," and announces that he intends to marry a blue-eyed blonde in the near future, transporting her in a cart, which he will pull behind him while he pushes the barrel in front.

owner; it won't be our loss should there be fire damage after we get away.

This is a poor spirit, but to it must be charged most of the tragic destruction of the country's dwindling natural resources in timber. Those who, in the wooded areas, neglect to quench their fires or are careless with matches or cigarettes are of the same mental makeup of offenders who left fires smouldering in Pickering Township. This latter was farm area in a cleared district; and this condition prevented the fire from spreading. In the forest, food for the flames is virtually unlimited.

Writing in the Victoria Colonist, Mr. C. A. Magrath referred to the crusade for forest protection carried on for many years by the late P. J. D. Barnjum. Mr. Barnjum was as a voice crying in the wilderness. His zeal was recognized, but there was little following of his advice. Public apathy is to blame. Warnings are ignored. Mr. Magrath says: "As the season advances we will at odd times see a cloud of smoke arising out toward the horizon. It may draw an indifferent remark about a 'bush fire,' as if it were out on an island in the Pacific Ocean."

But those occupied with industry or agriculture, who dwell in or on the edge of the forest, know that "a cloud of smoke" means — their immediate peril if the fire is not checked. These people take no chances about fires; but when one begins those responsible are out of the way; free of official attention. As Forest and Outdoor has said, "It is demonstrated that out of 421 fires, where the causes are known and established, all but 56 of them were caused within the control of man. That means 14 per cent were due to nature and 86 per cent were due to man." Yet those responsible get away with it. Where is the record of those arrested and prosecuted for their part in starting forest fires? Admittedly, searching an immense timbered area for such criminals is almost a hopeless task, and establishing guilt would be equally difficult.

This condition — this indifference to the potential consequences of carelessness with fire — accounts for the shocking destruction of forests that goes on

Galore Commences Drilling Campaign on Ogden Claims

Contract Calls for Some Four Thousand Feet of Drilling.

Toronto, July 25 — According to E. H. Walker, who with associates, recently acquired controlling interest in Galore Gold Mines, owning 38 claims in the southern part of Ogden and Deloro Townships, Porcupine area, diamond-drilling is under way, with contract calling for 4,000 feet. The company is also building a new road to the property, cutting the present distance in half. Following mapping of the claims, surface work and drilling will be carried on simultaneously to test interesting sections of the ground.

The former board of directors has resigned and Mr. Walker and associates will be in full charge of the company's affairs henceforth, their holdings in free and escrowed stock now aggregating 51 per cent of the capital. The new directors are: E. H. Walker, E. L. Reilly, E. A. Dixon, A. W. Hodgetts and H. D. Rothwell.

During the past two years a limited amount of surface work and drilling was done in the southwest corner of the property. Drilling was in the nature of exploratory work and holes only went to shallow depth. Mineralization and some low values were indicated, warranting deeper exploration.

Cochrane Man Loses Life in Swimming Tank This Week

Clarence Kavanagh Apparently Died from Heart Attack in Water.

Cochrane, July 26, Special to The Advance—There have been an unusual number of deaths recently in the North Land from heart attacks. To many it seems odd that at this time of year there should be so many deaths from this cause. People would not be surprised at a number of deaths from heart trouble in the keen snappy sub-zero weather of winter days that seem to put a special strain on the heart. Apparently the heat also is hard on those with defective heart action. The latest victim to a heart attack in Cochrane was Clarence Kavanagh, aged 37, who has lived in Cochrane since he was a lad of twelve years. He was drowned at the Cochrane swimming pool on Monday evening. The death was witnessed by several people, all of whom agree that Kavanagh apparently just sank in the water without outcry or struggle. The evidence of the eyewitnesses all pointed to the idea that Kavanagh was suddenly seized with a heart attack and collapsed in the water. Medical evidence in the case of the man's death seems to suggest that a heart attack was responsible for the tragedy. There was no indication of any struggle and there was no water in the lungs when the body was taken from the water. While an inquest in the death is very likely, it is understood that the only verdict likely is that of "death from natural causes."

All the signs pointing to the idea that Kavanagh had a seizure and before anything could be done for him he had perished in the water.

As soon as the accident was reported, active steps were taken to remove the body from the water. As soon as the body was removed from the water strenuous efforts were made to revive Kavanagh but all these proved unavailing.

According to the story as reconstructed by eyewitnesses, Kavanagh was standing on the dock, and leaning over to test the water when he fell in and sank at once.

He is survived by one brother, Howard, in Cochrane, and another brother, William, at North Bay. There is also a sister living in Cochrane. Both his parents are dead. The deceased man was a bachelor.

This is the second fatality to have occurred at the Cochrane swimming pool. The first death occurred last year, when a 15-year-old girl lost her

WHEN IT'S TIME TO MOVE

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life while swimming. It is an odd circumstance that the young girl also died from a heart attack, and not from drowning.

In the case of Kavanagh it is said that the body was not in the water more than eight minutes. As soon as there was any attention called to the matter efforts were made to recover the body. Despite the short time in the water, all efforts to resuscitate the victim were unsuccessful.

Suggests Reason Why Germany Avoids Conflict

(From Globe and Mail)

There is a lot of truth in a French visitor's comment that "If Germany really believed in her strength she'd have gone to war long ago rather than give the other Powers a chance to build up their armaments." The French have the knack of driving straight to the point.

St. Mary's Journal-Argus—Hitler had his fortune told recently and the fortune teller told him that he would die suddenly on a Jewish holiday. "Why on a Jewish holiday?" asked Hitler. "Because any day you die would be a Jewish holiday," remarked the fortune teller.

Sportsmanship and Tomatoes, Traffic, Business, Bowling

Who is Responsible for Good Collections in the U.S.A.

Writing in his regular column in The Toronto Telegram the other day, the entertaining Thomas Richard Henry has the following:—

Sundays
 Right will always prevail.

Notice, for example, how it now stays fine on Saturday when the bowlers want to bowl, and rains on Sunday when the golfers want to play golf.

Sportsmanship
 "It matters not if you won or lost but how you played the game."

Take, for example, those Myles brothers of Rusholme in the bowling tournament Saturday.

It was the third game with first prize in the balance and the Myles boys were down. Their opponents had three heart-breaking shots packed right on the cat when the opposing skip accidentally hit the cat with his foot.

Here was the chance for the three Myles bowling to get out of a spot.

The brothers had the privilege of starting the end all over or putting the cat back among those three shots.

There was no hesitation. They dropped the cat back where it had been and the game went on with the Rusholme boys losing out by a narrow margin.

Credit
 Last year manufacturers in the United States collected all but \$2,000 of every \$1,000,000 worth of credit extended. Wholesalers collected all but \$3,700 of every \$1,000,000 extended.

We don't know whether this proves business prosperity, how honest the creditors are, or how tough the collectors happen to be.

Export Tomatoes
 To us it seemed very queer that British Tommies should be eating Italian tomatoes, when we felt sure that there were plenty of Canadian tomatoes if they felt the urge for tomatoes. We suggested that the publicity de-

partments of some of the large Canadian companies should wake up and realize that there was a British market.

An employee of the Canadian Cannery Company has written sort of a defence of the Publicity Department of that company and in doing so, has produced some interesting information on the subject.

He writes:

"On the 19th inst. you published an article in your column relative to Hore Belsina's remarks in the British House of Commons with references to canned tomatoes being served to the British Tommy which were imported from Italy.

"In this article you made some caustic remarks re the Canadian Cannery's Publicity Department needing to wake up, or words to that effect.

"The writer, who has the privilege of being on the sales staff of Canadian Cannery, forwarded your article to our advertising manager. He, in turn, passed it on to our president and general manager, who has written me in connection therewith. A few excerpts from his letter may interest you.

"Your clipping has come to the attention of the writer. It might be worth while to explain to Mr. Henry that the British Minister is much like other Ministers when they are in a corner, they give the first answer that comes to their minds.

"The proper answer should have been that Great Britain imported from Italy last year upwards of 1,235,000 cases, 24 tins each of Italian tomatoes, and principally because the price was lower than the Canadian price and Great Britain has been importing Italian tomatoes in large quantities for many years.

"Naturally, the dealers from whom the government secures their supplies would endeavour to sell what they had in stock rather than purchase elsewhere.

"The Canadian government figures testify as to the quantities of canned tomatoes that have been shipped to Great Britain during the past year which indicates quite a large business, but it is the old story over again that the British importer does not give a 'hoot' from whom he buys his requirements so long as the prices satisfy him.

Mascioli Theatre, Schumacher
 PHONE 60

FRIDAY and SATURDAY, JULY 28th and 29th
 JEANETTE MacDONALD and LEW AYRES in
"BROADWAY SERENADE"
 ADDED: Popeye Cartoon

MONDAY & TUESDAY, JULY 31st—Aug. 1st—MIDNIGHT SHOW
 SUNDAY, JULY 30th, 1939

DON AMECHE and RITZ BROTHERS in
"THREE MUSKETEERS"
 ALSO: "While America Sleeps (Crime Doesn't Pay)"

WEDNESDAY and THURSDAY, AUGUST 2nd and 3rd
 PRISCILLA LANE and JEFFREY LYNN in
"YES MY DARLING DAUGHTER"

FRIDAY and SATURDAY, AUGUST 4th and 5th
 EDWARD G. ROBINSON and FRANCIS LEDERER in
"CONFESSIONS OF A NAZI SPY"
 EXTRA—Richard Himber and His Band

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PALACE TELEPHONE 560
 Prices at All Matinees—CHILDREN 10c
LAST SHOWING TO-NIGHT
 DON AMECHE and THE RITZ BROTHERS in
"THE THREE MUSKETEERS"
 Crime Doesn't Pay—"While America Sleeps"
 Cartoon—"Frozen Feet" Passing Parade—"Angel of Mercy"

Friday Midnight, Friday and Saturday, July 28th and 29th
 PRISCILLA LANE and JEFFREY LYNN in
"YES, MY DARLING DAUGHTER"
 With Roland Young, Fay Bainter and May Robson
 Coloured Cartoon—"The Barnyard Brat"

Sunday Midnight, Monday and Tuesday, July 30th and 31st, August 1st
 EDWARD G. ROBINSON in
"CONFESSIONS OF A NAZI SPY"
 With Frances Lederer, George Sanders and Henry O'Neill
 Band Number—"Tempo Of To-morrow"

Wednesday and Thursday, August 2nd & 3rd
 TWO OUTSTANDING HITS FOR THE PRICE OF ONE
 With Leo Carrillo, Eduardo Ciannelli and Lee Bowman
 WALTER PIDGEON and VIRGINIA BRUCE in
"SOCIETY LAWYER"
 ANNABELLA and ROBERT YOUNG in
"BRIDAL SUITE"
 With Walter Connolly, Reginald Owen, Gene Lockhart, Arthur Treacher and Billie Burke.

GOLDFIELDS TELEPHONE 331
 NEW LOW SUMMER ADMISSION PRICES AND FIRST RUN PICTURES
 Adults 25c — MATINEE — Children 10c
 Adults 30c — EVENINGS — Children 20c
 Matinee Daily at 2.30 p.m. Evenings 7.00 and 8.50 p.m.
 Special Children's Matinee every Saturday Morning at 10.30 a.m.
 Children's Ticket 10c

Thursday and Friday, July 27th and 28th
 JANE WITHERS in
"BOY FRIEND"
 "You're Next to Closing—A Broadway Musical"
 "Stranger Than Fiction"—No. 64
 "Hunting Dog"—A Sports Feature

Saturday, Sunday Midnight and Monday, July 29th, 30th and 31st
 CHARLES STARRETT in
"SOUTH OF ARIZONA"
 ADDED SHORTS Includes PARAMOUNT NEWS EPISODE NO. 7 of "THE LONE RANGER"

Tuesday and Wednesday, August 1st and 2nd
 Double Feature Programme
 MICHAEL WHALEN, CHICK CHANDLER and JEAN ROGERS in
"INSIDE STORY"
 JOHN HOWARD, HEATHER ANGEL and REGINALD DENNY in
"BULLDOG DRUMMOND'S SECRET POLICE"
 ADDED SHORT—POPULAR SCIENCE No. 5

NEW EMPIRE TELEPHONE 173
 "COMMUNITY PRICES" EVERY DAY AT THE NEW EMPIRE THEATRE.
 MATINEE EVENING
 Adults 25c Adults 25c
 Children 10c Children 15c
 STARTING OF NEW SERIAL—WEDNES. & THURSDAY
"FLAMING FRONTIERS"

Last Showing To-day—Thurs., July 27th
"THE CROWD ROARS"
 Starring—ROBERT TAYLOR and MAUREEN O'SULLIVAN
 SERIAL—"FLAMING FRONTIERS" No. 5

Friday and Saturday, July 28th and 29th
"TEST PILOT"
 Starring CLARK GABLE, MYRNA LOY and SPENCER TRACY
 SHORT—(Sport)—"Hunting Thrills"

Sunday Midnight, Monday and Tuesday, July 30th and 31st and August 1st
"UNION PACIFIC"
 Starring JOEL McCREA, BARBARA STANWYCK and AKIM TAMIROFF
 Notice—Due to the Unusual length of the picture the first show in the evening will begin at 6.40 p.m.

Wednesday & Thursday, August 2nd and 3rd
"MIDNIGHT"
 Starring—CLAUDETTE COLBERT, DON AMECHE and J. BARRYMORE
 SERIAL—"FLAMING FRONTIERS" No. 6

NOTICE—On Double Feature Programmes coming to our theatres, we request our patrons to attend the Theatre not later than 8.00 p.m. to see entire performance.