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G. H. FERGUSON, Minister of Lands, Forests and Mines.

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There wouldn't be so many failures if people would struggle just as hard to get into magazine advertising as they do to get into business.

From Havre to Paris

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was said, one had only to stick a pin in a pin-cushion and the good presiding saint would grant one a husband within the year. Rather too much to expect of a saint in war-time, we thought. The sandy-haired one in spectacles gave us each a chocolate cream from a box that came from Scotland-the first we had tasted for many months. We left them at the foot of a steep path that led to a little chapel perched high on the cliff, and wished them good luck in their venture.

The road at this point was very rough; but soon we met gangs of German prisoners repairing it. They looked healthy and plump, and did not appear to be either over-worked or closely guarded. The majority wore little green caps and were quite young -hardly more than boys. Some were good-looking, and amiable, while others had the scowling heavy blonde faces which we regard as typical. Their camp consisted of rows of conical tents by the roadside, enclosed with fences of barbed wire.

Occasionally we met a military lorry, but no civilian car of any kind, as such a thing is not permitted outside the towns. Now and then we saw a peasant's cart, and women were working in the fields-not the khakiclad land worker in breeches, but the peasants, who seem accustomed to it. Like their grandmothers, the girls of to-day do farm work quite unostentaticusly, expecting neither to see their pictures in the Sunday papers, nor to march in a land procession, nor to wear armlets. The gay splashes of mustard on the landscape may be signs of the scarcity of labor, but on the whole the country is fruitful and the women are responsible for it.

At St. Germain we breathed freely, as our journey was nearly over. We planned to rest in the terrace and drink a cup of chocolate at the Maison Francois Premier, from which one gets such a wonderful view of the Seine valley and of Paris. But when we found that our little ambulance must be left unguarded in the street, we decided to run no risks at this stage of the trip; so we started down the steep hill. Soon we arrived safely at the Paris garage, reporting that the new car had run beautifully the whole way without adventure or disaster.

The drive from Havre is now a thing of the past. I am but a Paris chauffeuse, once more collecting parcels for our new hospital canteens, repairin3 and cleaning cars.

A week after our return a summons came for us to appear at the police court. We did, and were told that owing to the shortage of essence our request of four weeks ago to go to Havre and bring back a motor, could not be granted. It was quite impossible, and the motor must come by rail. If we wished to see to this, we might be allowed to travel, but not in automobile-that was out of the question.

"You are sure?" we asked.

"Quite sure."

"Oh, well," we replied, "it doesn't matter, really. You see, we have been already to Havre, and the motor is in Paris."

"It came by rail then?"

"No, we went to Havre and drove it back.'

And the agent marvelled greatly that this difficult feat should have been accomplished in such a short time; though we had deemed it very tedious.

Ask Me About the Screen

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bile party or a delivery van of the New York Wet Wash Laundry driving across the background of a scene just as Broncho Billy was rounding up (single handed) a score or more blood-thirsty Apaches, supposed to have just murdered a "Forty Niner" and his beautiful daughter and stolen the horses and prairie schooner somewhere west of Butte, Montana.

Dramatically this was not up to standard. So it became necessary to take the western-scene play productions out of New York to a more congenial clime where they don't have Wet Wash Laundries.

The need for a wider diversity of location and the greater demand for more pictures made it necessary for the producers to locate where climatic conditions would allow the companies to work the maximum days a year. Southern California's long sunny days and perpetual summer filled the bill. Florida, too, on account of its climate and tropical scenery is becoming a centre. Being nearer New York it saves time in the transportation of companies when exterior scenes of the tropics are required to complete a film, the interiors of which have been taken in a New York studio.

From the viewpoint of the theatre going public, film-pictures are divided into two groups: Feature films of 4 reels or over, and Comedies, News Weeklies, Educationals or Scenics of 1 or 2 reels. A reel is supposed to contain 1,000 feet. Censorship some times reduces the footage. "trade" classify pictures their own way into Programme and State Right Pictures.

The Programme producer makes pictures-of five-reel lengths minimumon a schedule and usually releases one feature a week. He distributes his pictures either, through his own film exchanges or through those of a distributing agency that have bought the franchise for his features in that see ticn. The State Right producers mostly limit their output to one or two pictures a year on speculation. An invitation is sent to independent buyers to attend a Trade Showing same as a millinery opening in prin ciple-in New York at a morning matinee in one of the larger theatres or the ballroom of a hotel. Buyers then submit offers for their respect tive states and the price gives them the exclusive right to merchandise the feature in that locality.