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## Queen Of Beauty Sues For \$30,000

TORONTO, Nov. 22.—Willing slaves held up a golden carpet and from this glittering pedestal bounded Norma Niblock through the rose-scented atmosphere, into a fairytale of opulent freedom. Fame, renown and wealth, at fifteen. Acclaimed by a frenzied crowd in Madison Square Garden as the elected queen of all modern beauty, "Miss Toronto" quivered as Rudolph Valentino, his act expressing the poetry of motion, gracefully crowned the glorious dark hair of Norma Niblock with a scintillating diadem of rhinestones, while a bank of Glorif de Dijon roses was placed in her arms.

"Miss Toronto" had captivated a tremendous New York audience and at their demand the laurel was snatched from "Miss New York," "Miss New Orleans" and scores of other regal dames who pitted their lines of beauty, their coloring, their charm, their Paris and New York clothes, against the little girl from Toronto in her home-made frock, and had lost.

Norma found the rainbow and the pot of gold. She was the queen of beauty. She was to appear as the leading lady of Rudolph Valentino, that little Italian whose mimic love-making and duelling mark made him a screen favorite.

"I think it is all a dream, and that I am going to wake up any minute," exclaimed the brilliant young beauty in December last as she arrived in Toronto directly after her New York triumph.

The waking-up has taken place. The fabric of gold and gossamer has been swept down. Norma Niblock, the Queen of Beauty of all America, fades out as the scenario writer puts it, and she now re-appears as plaintiff in law against Scott Preparations, Inc. of New York City, claiming the sum of \$30,000 alleged to be due her. There are so many cases piled up in the New York courts that, although the may not be heard for a considerable period.

It appears that Scott Preparations, Inc. of New York City, are proprietors of a beauty mud which will do wonders to any face. It was decided to stage a universal advertisement of this product and a "beauty contest" was held, which, in territory embraced the entire continent.

The crowd turned thumbs down on 56 radiant beauties, and selected Miss New Orleans and Miss Toronto, and finally Miss New Orleans got the gate and Norma Niblock was left with her triumph.

The Queen of Beauty: This was in December of last year. She returned to Toronto in a Pullman drawing room. The pencil behind the scenes engaged an elaborate suite for her at the King Edward hotel. People flocked to see her. She was a queen indeed.

The Toronto Telegram reporter found Norma Niblock and her mother in their little home at No. 105 Westmount recently. The girl wore an ordinary little house dress, and her mother appeared in a blue wrapper.

"Action has been entered against Scott Preparations, Inc. of New York for \$30,000," said Mrs. Niblock. "When Norma won the beauty prize in New York, she signed a contract under which she was to receive \$10,000 a year for three years from that company, who are proprietors of—'Mineralava.' This is the name of the beauty mud.

"It was understood also that the winner was to become leading lady with Rudolph Valentino. After the contest they sent Norma through N. Y. and other States, as far as New Orleans, in company with young women who demonstrated Mineralava at each stop."

"They were demonstrating the preparation, and at the same time stock was being sold. I think a great deal of stock was sold in Toronto. The manager of the company told me Norma would 'demonstrate' the article until February and then go into motion pictures. But that was not in the contract. Norma travelled in this way for a couple of months, and she received some \$3,000 of the \$30,000 salary she expected. Then on the ground that the plan was not paying the company gave 2 week's notice to Norma. But the terms of the contract were that she was to receive two week's notice and \$1,500. She did not get the money and we claim that the notice was improper, and that the contract is still in force."

"Norma returned home. Then my husband lost his position here, the leather belting factory which he was connected with, closed down. He made arrangements to take a new agency in Vancouver. So I sold all the furniture of this house at a sacrifice and we all went to the coast. But my husband found they were employing machinery out there that did not require leather belting. In his first month he made just \$6. So, as I found I could neither rent nor sell this house, I decided we had better not try to keep up two establishments up. So my husband remained and we returned."

### Out of the Movies:

"Norma gave up the idea of motion pictures for a time, and we decided to go into a new line. We met the manager of an American vaudeville circuit on the coast, and Norma started to learn the words of a musical monologue—'Zingarella.' The intention was that she might start performing in Seattle, but then I was obliged to return home and she came with me."

"Did Valentino ever tell you you would be his leading lady?" Norma was asked.

"No. The programme said 'May be, but we all understood the winner would act with Valentino.'"

"And what are Miss Niblock's plans now?"

"I don't know," replied Mrs. Niblock. "It would have been better for her if she had not won the prize. Offers were made for her to appear in several New York theatres, but the amounts or remuneration did not satisfy the people with whom she was under contract. Then, motion picture directors who might, after seeing her, have made overtures for her services on her appearance and ability alone, were prevented by the knowledge that she had won the prize as the most beautiful girl in America—which meant a large salary to their minds. Why, do you know, that some of the girls who went down as applicants for the prize, and who were weeded out, actually made good contracts with the movies in New York. There was one girl who put her name down in the studio as being willing to act for \$7 per day, who was given a trial by a director who then said she suited the part perfectly and put her on the salary list at \$15 per day."

### Under Contract:

"But Norma was tied up and could do nothing independently. Even here in Toronto, where she appeared in a large store exhibiting frocks, \$100 per day was paid, but the company got that. And when she rode on an elephant in New York in the Shriner's parade, they charged the Shriners for her services. And my husband, who is a Shriner, did not like that."

Norma Niblock is not daunted by these rebuffs, apparently. The girl's beauty is moulded on line of strength. She is determined to win.

### C.P.R. Settlement

#### Plan in Province

Parcel of Land Secured Near Yarmouth and Divided into Acre Plots

MONTREAL, Nov. 17.—A statement was made recently that the Colonization and Development of the Canadian Pacific Railway to the effect that the Company has purchased a parcel of land near Hectanagan, 20 miles from Yarmouth, which has been divided into acre farms, and which will be sold to intending settlers from the British Isles.

Two years ago this land was thoroughly inspected by the Department of the Interior as to soil conditions, and the company's engineers recently completed a survey of the land. Colonization is expected to begin in the spring of 1925.

While no definite terms have yet been laid down, it is understood that the conditions of purchase will be made very easy, so that the settlers will have every opportunity to make a success before being called upon for a substantial financial outlay. A common wood lot will be available to each farm. The provincial government intends to build short roads—which will give the farmers access to United States through Yarmouth and the markets of Halifax and in the United States through Yarmouth and Halifax.

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### IT PAYS TO ADVERTISE.

A hen is not supposed to have much common sense or tact. Yet every time she lays an egg she cackles forth the fact.

A rooster hasn't got a lot of intellect to show.

But none the less most roosters have enough good sense to caw.

The mule, the most despised of beasts,

Has a persistent way of letting folks know he's around

By his insistent bray.

The busy little bees they buzz,

Bulls bellow and cows moo,

The watchdogs bark, the ganders quack,

And doves and pigeons coo.

The peacock spreads his tail and

Squawks.

Pigs squeal, and robins sing,

And even serpents know enough

To hiss before they sting.

But man, the greatest masterpiece

That nature could devise,

Will often stop and hesitate

Before he'll advertise.

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You'll find our number in the Directory. Order today by telephone, if you can't come around.

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MIDDLETON,

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The inventor, J. M. Johnson, 248 Craig St., W., Montreal is offering to send a lamp on 10 day FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him today for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.