

This Week



By Arthur Brisbane
WHITE HOUSE BREAKFAST. HEAVY AND WISE. AMERICA ON WHEELS. THE V...TABLE PICT.

E. H. Gary, head of the biggest industrial organization in the world, and John D. Rockefeller, representing what is probably still the biggest fortune in the world, had breakfast with President Coolidge at the White House. They discussed law enforcement and the findings of a citizens' committee of one thousand.

These three men make an interesting breakfast combination. Gary became head of the great steel concern when he was past fifty; Rockefeller, Jr., born to own and manage the world's greatest fortune, is removed by only one generation from a little farm in the hills along the Hudson, and Calvin Coolidge in one generation is promoted from a farm in Vermont to the White House.

A curiosity interesting to women is this announced, "Twins Born in Different Years." One, Thomas Daniel, was born in 1924, his brother, James, was born in 1925, two hours and fifty-five minutes after his older brother.

There is a new plan for teaching little boys how to grow up. This is the "Knighthood" plan, to teach little boys chivalry and guide them away from evil. It's a good plan, presumably, but it is possible to overdo schemes and plans for showing boys how to act and think.

They need some time in which to think exactly in their own way. It is the thinking that a boy does on his own account and of his own free will that counts. Little Newton, called a dull boy, was thinking out the law of gravitation. Napoleon, called a sulky boy at his military school, was making plans that surprised his

teachers later. Let children alone, at least part of the time.

Sugar companies, oil and railroad companies are exacting great mergers, bigger and bigger industrial units are coming. In the end, perhaps, single units will include entire industries.

No need to worry about it. The bigger the better, if the public gets its share of the savings. If the public is not intelligent enough to watch and regulate one big concern, it won't be able to watch and control the secret inside deals of a dozen little concerns.

Very expensive is the overhead in wasteful competition, and the public pays the entire bill always.

Lois Hardin, the Mississippi girl chosen as the healthiest girl in the country, is described as a bundle of sunshine. Health and sunshine go together. The young girl is a bundle of sunshine, and says "I'll be a nurse." Her father, not unreasonably, says she would be a nurse, but she would be a nurse in the plan. Her father says their best babies after Lois, and in fact after thirty days, she knew it, more than 2,000 years ago.

We know that America rules the world in automobile use and production, having more automobiles than all the rest of the world combined, with millions of machines to spare. How much do we ride?

This country in 1924 manufactured 45 million tires. Allowing an average mileage of 6,000 miles, which is low, and dividing by four, you find that tires enough were made in one year for more than sixty-seven and a half billion miles travel—twenty-seven hundred thousand times around the earth.

One scientist tells others that the potato vine is deadly to tobacco and tomato plants, to both of which the potato is related. The sap from the ordinary potato plant will kill the two other plants. Combat and destruction extend, you see, from proud man at the top of creation all the way down to the abode of the potato bug.

Tobacco men rejoice, saying, "You have abused our tobacco, and now it's your highly moral potato that does the poisoning." The potato farmer answers, "Potatoes may destroy tobacco plants. But remember that pigs destroy rattle snakes, yet pigs are less poisonous than rattlesnakes."

The interesting thing is the proof that in the vegetable world there are fights as bitter as in the world of what we are pleased to call "intelligent thought."

"Store News" is part of the news of the day for all who buy things.

At The Auditorium

Attractions That Will be Featured the Coming Week at Our Popular Playhouse

A STORY OF YANKEE PEP AND SPANISH FIRE

Monday evening, Jan. 26th, the celebrated artist and scene favorite, Mae Murray, will be seen in "Mademoiselle Midnight."

From her grandmother, who was a coquette of the French court of Napoleon III, a modern maid of Mexico, Renee de Quiros, has inherited a strange "midnight madness."

Renee's ranch is raided by an outlaw, Manuel Corrales, who seeks to kidnap her and who kills her father. Renee, vowing vengeance, moves to Mexico City with her uncle, Don Jose, not knowing he had conspired with Manuel to secure her father's estate.

A young American, Jerry Brent, who once saved Renee from a bull's attack, believes Don Jose guilty of conspiring to upset friendly relations between Mexico and the United States.

Don Jose, meanwhile, has promised Renee to Manuel, as soon as the revolution they are planning is successful. He keeps Renee as a prisoner, but she escapes on the night that the revolutionists are celebrating their anticipated victory. She enters into the wild Saturnalian orgy and dances with Manuel, whom she recognizes as her father's murderer. At the climax of the dance, she stabs and wounds him.

Brent has followed her and breaks into the party. As he is fighting with Manuel, Renee's cousin, Carlos comes to the rescue at the head of a troop of Mexican cavalry. The outlaws are routed and Renee is led to the church for a midnight marriage to Jerry Brent.

"THE EAGLE'S FEATHER"

The Brief Story Indicating the Wonderful Actors Value.

Saturday evening, January 24th, the Auditorium has booked a story that will grip the heart of the audience. It is known as "The Eagle's Feather."

Della Jameison (Mary Alden), a strong-willed, powerfully minded woman, owns Circle R Ranch, and rules it with an iron hand. She is known as "the best man in the

country" and men call her "the eagle woman."

Her niece, Martha, (Elinor Fair), a frail, beautiful girl, is called "the eagle's feather."

There are only these two women on the ranch; both safely guarded by the fidelity they inspire in the workers. But on the adjoining ranch is a dangerous man, Van Brewen, (George Sigman), jealous of the eagle woman's success and covetous of the beauty of the eagle's feather.

One day when getting the mail, Martha is annoyed by Van Brewen's insulting attentions, and a stranger, John Trent (James Kirkwood) protects her. Trent has been a wanderer since the horror of his war service since he robbed him of ambition. He seeks a job as roustabout on Circle R ranch, and there, under the inspiring leadership of Della Jameison, he finds a return of his own aggressive manhood.

Jeff Carney (Lester Caneo), one of the ranchmen, is jealous of Trent's advance as foreman of the ranch and "accidentally" has his horse kick Trent in the head. As Trent lies wounded, Della, attending him, finds that she loves him.

Her love increases when, driving the cattle on a hundred mile trip to the market, there is a terrible stampede, and Trent rescues her from the onrushing animals, after she has been thrown from her horse.

On their return, Trent goes to Della to tell her of his love for Martha, but he bungles his words, and she thinks he is proposing to her. When she accepts him, he bluntly tells her it is Martha he loves.

Della is in a frenzy of humiliated rage. She accuses Trent of stealing money from her safe and orders the ranchmen to horsewhip him, and drives Martha from the house.

Trent fights ranchers one by one, but, when beaten nearly to a pulp, the Chinese cook comes and says he saw Jeff Carney take the money. Jeff dies.

"JUDGEMENT OF THE STORM"

With Lloyd Hughes, Leola Rickson, Myrtle Steadman and George Madhoben.

At the Auditorium, Wednesday evening, January 28th.

A good drama. Though it has been written by a novice, Mrs. Ethel Styles Middleton, the wife of a Pittsburg factory man, its construction is such that it could form a model for many a veteran screen writer in suspense all the way thru. Mr. Lloyd Hughes, as the hero, awakens much sympathy; he is accused of being the cause of his friend's death in the gasping house owned by his mother, although he is innocent.

Later when he risks his life to save the lives of the dead man's two little brothers, who had often humiliated him, he attracts the spectators' admiration as well as sympathy. Leola Rickson, too, awakens much sympathy for being unwilling to turn against her sweetheart. All the cast do well.

The story revolves around a young hero who leaves school and goes to the city to call on his mother whom he had never seen in years. He is in love with a girl (heroine) from up the country. The villain who covets the heroine, brings the heroine's eldest brother to the city with the purpose of revealing to him the fact that the hero's mother conducts a gambling house. A man who had lost heavily attempts to shoot some one, but the bullet hits and kills the heroine's brother. It is there where the hero learns that the gambling resort is owned by his mother, and that the money for his education came from that place. He is shocked and goes back to the country.

But the heroine's mother denounces him as the cause of her son's death. The hero offers to take the place of the dead son and to work the rest of his life like a slave. His offer is accepted. During a severe blizzard the heroine's eldest brother with the two little brothers are lost in the storm. Her mother appeals to the hero for help. The hero risks his life and goes into the storm. His mother, who had come to the country to beg his forgiveness, in going to the house is lost in the storm too; she comes upon the children and wraps her coat around them to protect them.

The hero finds them, takes home the children and her mother, and they are reunited.

There are slips in logic, but the action is so interesting that these will, no doubt, be overlooked. The storm is thrilling.

The picture should have a general appeal. But the title does not seem to be attention-attracting, commensurate with the quality of the picture.

BIG COMIC SECTION

N. Y. American Announces Twelve Pages for Next Sunday.

The Sunday New York American announces a distinct innovation starting next Sunday—amplifying the greatest color comic section in the world. Beginning next Sunday readers will get twelve pages of comics instead of eight and the additional four pages will compare more favorably with the list of universally popular comics that have been such a big factor in making the circulation of the New York American more than a million every Sunday. Such favorites as "Barney Google" and "Bringing up Father" will still be in the list and the new comics will command an immediate reader following. One special page—an entirely new idea—called "Scrambled Comics" will be featured and it is promised that this page will be more interesting than a crossword puzzle. On account of this big 12-page permanent comic section the demand will be unusually big next Sunday and if you would avoid disappointment it would be a good idea to order your Sunday American in advance from your news dealer.

If it is good—printing you want, try the News Print Shop.



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