

This Week



By Arthur Brisbane

A \$2,000,000,000 Word.

Nature in no Hurry.

Only Human Babies.

"The Lord Have Mercy."

Mr. Woodbridge, new head of the Advertising Clubs of the World, says newspapers are the "pre-eminent advertising medium for selling merchandise quickly."

To the real business man it is more than that. It is the ONLY advertising force that can BUILD UP A NAME. Repetition is Reputation.

And only newspapers can give a REPUTATION the repetition that creates value. Dollars put into brick mortar, steel and glass will tear down. Money invested in advertising, building up a name WORTHY to be advertised, will outlast all your factories.

Ford's factories perhaps are worth fifty millions. The one word FORD is worth at least TWO THOUSAND MILLIONS.

South Africa, land that produces gold, returns to the gold standard, imitating old Mother England. Down there, below the equator, under the hot sun, tens of thousands rush to a new gold field. About ten times as many blacks as whites are in the rush. But, needless to say, when the dust settles the whites will have the gold dust.

What would happen to the gold standard and the world's finance if this new gold field should suddenly multiply by two, or ten or twenty the world's gold supply? That however, will surely not happen.

All thru the ages, while men have cut each other's throats to get them gold and silver have maintained their value, based on scarcity, with slight fluctuations. Providence seems to have arranged that for its mysterious reasons.

This is the only country that has any supply of helium gas worth while. We get it after it has leaked up thru the earth and in pools of natural gas.

According to Dr. Elind, chief of the Bureau of Mines, "it takes 20,000,000 years for helium to leak from minerals and rocks and come within our reach."

Many things happen in science that couldn't happen if this earth were only 6,000 years old, as was once believed. It took millions of years for evolution to change a creature as big as a fox with seven toes, into the horse of today.

It takes 20,000,000 years for helium gas to become available. It will take our sun 300,000,000 more years to cool off.

A New York lady ran a baby farm. The babies died rapidly, especially if their board bills were not paid. One poor infant dug up after burial had a fractured skull. The rate of mortality was horrible.

If anybody kept such a farm for baby dogs or cats, the "Cruelty to Animals Society" would probably supervise and regulate it. How does it happen that the so-called Society for the Prevention of Cruelty to Children knew nothing about the baby farm or its deaths?

Dean Inge, who doesn't like to be called "gloomy," is in London, describing America.

He says our "rushing energy is mostly pose" and the language we speak is something like the English language. On the whole the dean is friendly.

In one of his essays he tells you that when St. Paul thought he was inspired he was really suffering an attack of epilepsy.

If St. Paul could stand that, we ought to be able to stand criticism of our Yankee language.

In Pennsylvania, William Cavalier 15 years old, and a murderer, has been sentenced to die in the electric chair. The sentence wound up with "And may the Lord have mercy on your soul." The reporters thought the boy winced a little at that, and at the words about "Death—electric current—passed thru body—until dead." The boy smiled as he left the court, and a few minutes later in his cell, he was playing a popular song, "Katerina," on his phonograph. Fred Lennig, warden in charge of the young criminal, said, "Listen to that music. He doesn't know what it's all about." You may truly say the same of a system of "justice" that sentences to death a feeble-minded boy of 15.

Hell's Catarrh Medicine will do what we claim for it—rid your system of Catarrh or Deafness caused by Catarrh. Sold by druggists for over 40 years. J. J. CHENEY & CO., Toledo, Ohio

At The Auditorium

FINE ROMANCE OF THE "OLD WEST"

Zane Grey's "The Border Legion" Coming to the Auditorium

A romance of the "Old West" lives again in Zane Grey's "The Border Legion," a paramount picture with a featured cast headed by Antonio Moreno and Helen Chadwick, which plays at the Auditorium Saturday evening.

Moreno, as a cowpuncher, is in love with a beautiful daughter of the West, played by Helene Chadwick—so much so, in fact, that he neglects his work to visit her and is discharged by Charles Ogle playing the part of a cattle owner. The girl taunts Moreno and he rides away to join "The Border Legion," a band of conscienceless outlaws headed by Rockliffe Fellows and Gibson Gowland.

Later the girl repents and takes



Antonio Moreno in "The Border Legion" A Paramount Picture

Ogle to ride with her to find Moreno and bring him back. They are intercepted by Fellows who kills Ogle and steals the girl. In the lonely cabin where she is Fellows' prisoner the girl is found by Moreno when he comes to join The Legion. They plan to escape but are frustrated. Moreno finds a wandering preacher and he and the girl are married, she learning from the window of her bedroom prison.

The Legion goes to raid a gold camp but is betrayed. Fellows, Gowland and two other bandits arrange an escape from a street fight during which Moreno has rescued the girl and is fleeing with her on the gold coach. The remnants of the band hold up the coach, wound Moreno and again capture the girl.

In a game of cards in another cabin, the girl is won by Gowland, but at the crucial moment Moreno staggers in and stands swaying in the doorway. Then ensues one of the most dramatic points in the picture, in a scene fraught with stirring action. William Howard directed.

Keaton Shows Defects of Cave Man Courtship

The cave-man method of wooing a fair lady was much more direct than the modern system, but it had

certain defects of its own. The mortality rate was higher.

On the other hand divorces were very much more simple. But it was almost always fatal to the man.

Buster Keaton, whose first feature comedy-drama, "Three Ages," a Metro picture in six reels, is coming to the Auditorium Wednesday evening June 10th, has that and more to



Buster Keaton in "Three Ages"

say about the art of love. And he ought to know as he completed an exhaustive and painful study of the problem in his picture which skips brilliantly from the cave era to the Roman era and down to our own age.

"Wooing was a simple matter in the cave-man era. Buster explained. "You got behind a rock and when your fair one came along you soaked her over the head with your club—and she was yours; if you hit too hard," Keaton shrugged his shoulders "well, in that case you had to woo someone else."

"As for divorce, it was very simply arranged. The lady waited till the right opportunity and then pushed her sheik over a cliff."

All this is clearly expounded in "Three Ages"

Preserving time is coming. The state college of home economics at Ithaca has a free bulletin on food preservation (H 136) that is helpful.

Coat hangers are great space savers on rainy wash days. Put the wet clothes on the hangers and the capacity of your indoor clothesline will be almost doubled.

Advertisement for AJAX Tires. Features a large image of a tire and text: 'His Protection and Yours', 'AJAX Tires are wrapped differently. In fact, they are wrapped twice. You see the inner wrapping.', 'The inner wrapping is your protection and your dealer's.', 'It certifies that the AJAX Tire so wrapped is a new, first-quality tire.', 'That's worth remembering when you need a tire.', 'Your AJAX dealer is—', 'IN ANDOVER IT IS PARKER'S GARAGE', 'AJAX TIRES'

TELEPHONES LIFE-SAVING TIP

Engineer Puts in Spare Time Watching Window's Ledge Opposite His Office.

"Yes," said the engineer, sitting by the window of his office in the Grand Central neighborhood. "I'm going to ask for a Carnegie medal and also for an annual retainer from the hotel across the street. I'm official life-saver and damage-apt preventer."

He reached for the telephone and asked for his friend, the manager of the hotel, says a writer in the New York Sun and Globe.

"Got another one," he said. "Fifteenth floor, right wing. American beauty roses in a vase. Wind snapping up. It'll blow down in a minute."

"Now watch," he remarked, pointing across the street. Sure enough, on the window ledge stood the flowers.

In less than five minutes two male and three female attaches of the hotel were in the room. The flowers were removed.

Notice of Special School Meeting

NOTICE IS HEREBY GIVEN to the inhabitants and all persons interested in Union School District No. 1, of the Town of Andover, N. Y., that pursuant to the action of, and resolution duly passed by, the Board of Education of said Union Free School District at the last regular meeting of said Board, a Special School Meeting of the inhabitants of said District, will be held at the School House in said School District on Tuesday, the 16th day of June, 1925, at 8 o'clock, p. m. of that day, for the purpose of considering, acting and voting upon the following proposition:

"Shall the Board of Education of Union Free School District No. 1, of the Town of Andover, N. Y., be authorized to purchase for the sum of Thirty-five Hundred Dollars (\$3,500.00),

ALL THAT TRACT OR PARCEL OF LAND, situate in the Village of Andover, County of Allegany and State of New York, portion of lot number eighty (80) in township number two in the seventh range of townships in said County of Allegany and known and distinguished as lot No. five (5), in a plot of village lots laid out by B. C. Brundage and bounded as follows viz: Beginning in the center of the highway at the northeast corner of Lot No. 4 conveyed to Elizabeth M. Eiwell, thence along the center of the highway south 87 degrees east three chains and seventy-five links to a stake; thence along the center of the highway south 3 degrees, west one chain and sixty-two and one-half links to a stake at the north-east corner of lands now owned by School District No. 1; thence along the north boundary of said school district lands North 87 degrees, west

three chains and seventy-five links to a stake in the east line in said lot No. 4, thence along said east line North 3 degrees east one chain and sixty-two and one half links to the place of beginning, containing 0.01-100 of an acre of land to be the same more or less.

And also authorized to borrow the amount necessary to pay the said purchase of the said land and premises, not to exceed the sum of Thirty-five Hundred Dollars (\$3,500.00), and issue and sell bonds of said Union Free School District No. 1, upon its faith and credit, said bonds to be paid within seven years from the date of issue, in seven equal annual installments, with in-

terest payable semi-annually, and also authorized to raise annually by tax upon the taxable property of said Union Free School District sufficient funds to pay said bonds and interest as the same become due and payable, or such portion thereof as shall not be otherwise available for that purpose; and for the further purpose of considering and acting upon such other matters pertaining thereto or connected therewith as may properly come before the meeting.

Dated May 18, 1925. FLOYD G. LEVER, Clerk of Board of Education, Union Free School District No. 1, Andover, N. Y. 24

Advertisement for Burns Shoe Store. Features an image of a shoe and text: 'An Innovation in "Outsizes"', 'Style Shoes for Stout Women', 'Stylish Stout's are called Outsizes because they begin in width, where other lines leave off.', 'Women who appreciate the convenience of Outsizes in garments, will we are sure, welcome this latest addition to the Outsize-group, for a garment tight at the shoulders can be altered, but footwear must be worn "as is".', 'In Stylish Stout Outsizes you get styles fully as attractive as those of "ordinary" lines, plus a measure of solid comfort not to be experienced in shoes other than "Outsizes".', 'The reinforced steel arch supporting shank built into every pair.'

BURNS SHOE STORE 88 Main Street Buffalo, Olean, Tonawanda (Leave Your Children in Our Play-Ground While Shopping in Hornell.)

Advertisement for Power & Progress Exposition. Features an image of a power plant and text: 'POWER & PROGRESS EXPOSITION NIAGARA FALLS JUNE 5-13', 'NIAGARA INVITES YOU!', 'The Power City of Scenic Wonders invites you to its Power & Progress Exposition from June fifth to June thirteenth.', 'There will be many marvellous and spectacular features. Fifty thousand square feet of exhibits under canvas. Crowning of the Queen of Power. Pageant of Progress. Parade of decorated and illuminated floats. Brilliant military display. Exchange of flag courtesies upon the International Bridge.', 'Formal dedication on June eighth of the new battery of searchlights for the permanent illumination of Niagara Falls at night. Gorgeous sky fireworks. Colored lights drill.', 'Nothing approaching this Exposition has ever been attempted before in appreciation of the social and economic progress wrought by the development of Niagara power.', 'Niagara invites you! Come!!', 'The Niagara Falls Power Co. Niagara, Lockport & Ontario Power Co.', 'THE NIAGARA FALLS POWER COMPANY SELLS ELECTRICITY AT THE LOWEST AVERAGE PRICE RECEIVED BY ANY GENERATING SYSTEM ON THE NORTH AMERICAN CONTINENT'

ANDOVER No. 786. Meets Every Thursday. AMES L. ROGERSON. UNION No. 1. Meets Second Evenings. A. L. ROGERSON. Visitors at. ANDOVER No. 558. Meets 1st and 3rd of each month always welcome. B. B. HANN, L. D. ANDOVER A Co-Operative. Meets First Wednesday. JAMES P. BENJ. COMPTON. ANDOVER Meets Every Wednesday. F. G. MEAL. MRS. CASS. AMES VISITORS. MUTUAL Meets 2nd and 4th of each month. RALPH O. B. S. BRUNSON. Visiting K. J. LOUGHEED. GENEVA Office at. C. W. PHY. Office on A. E. WILLIAMS. Office Hour 12:30. Office. H. G. S. Office Hour. Sunday. ment. O. A. E. Cleaning. E. F. Wellsville. L. V. E. HENRY. C. Att. Mon. ALL L. Unde. Finest. Call. Main. Ph. 3. E. se. p. V.