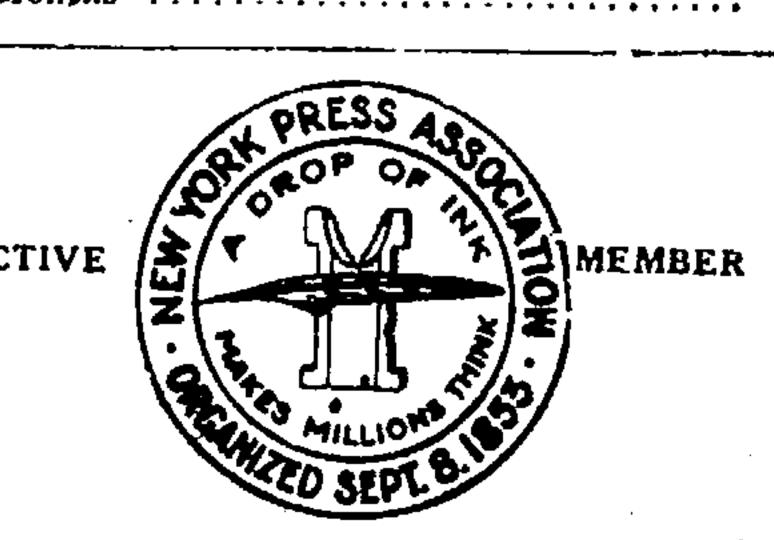
PUBLISHED WEEKLY By J. HARVEY BACKUS & SON

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Subscription Rates



Extra Motive Power

THE time must come when all businesses will consid- Eighteenth Amendment. Everybody knows it is there. A er the advisability of advertising in the same spirit that a manufacturer ponders over the advisability adopting a new machine. One does not install a piece powder a year, but so far no one has ventured any of labor-saving machinery because it suits his fancy, statistics on the amount of gun powder, but because the efficiency of business requires it. He expects the new machine to reduce his operating costs-perhaps to make a better product-and thus aid him in meeting competition and making larger pro- THITTH /

Advertising is exactly similar. The man who refuses to consider it as a possible expedient, simply the poor people, and in spreading good cheer among He might as well ignore the banks as sources of credit the unfortunate boys and girls. when he wants capital. On the other hand, the man who looks to advertis-

ing to checkmate all weaknesses and short-comings of will be found. his business and to carry it along to victory, despite "' these, has a child-like faith in the miraculous. vice any better than they are; but it will bring him the cream and other things on the menu, which was followfull benefit of their merits. It will not eliminate ed with an entertainment provided by the good people wastefulness in his factory or store; but it will reduce of that city. his cost to operate. It will not make illogical selling methods successful; but it will assist good selling methods for the prisoners and found that a large percentage of Advertising is the most inexpensive motive power support or were in jail for intoxication. that the merchant can buy today. It is a form of

human food value in wood, which is nothing new as earning money to keep the children together. men have been chewing on tooth picks and pencils for

TUST what effect talking motion pletures will have on dad boxed up until he got the work habit so thoroly I the business, is now the subject of much discussion that he would continue it outside. among the American producers, as America is regard- It would not do to abandon the idea of punishing ed as the leader of the business in the film world. evildoers. The experience of centuries proves that First, the result that may be had here at home, and to punish the innocent along with the guilty. The insecondly, the result that may come to the prestige of carcerated offender should be made to support his de-American made films in foreign countries.

for an hour and a half thru a motion picture in which the voices and various sounds are heard, or does this, audience prefer the silent screen, with titles and sub-state had 15 inches of skin grafted because he smoked titles to guide them. On the other hand it is not likely that a German,

French or Spanish audience will flock to a picture show! in their country, when all of the speaking is done in friends, they should be careful and not pick them too a tongue unintelligible to them, even if the picture it- much self was of undoubted merit. The talking pictures, sound pictures and the like!

are all in their experimental stages as yet, and may prove only as a novelty for a time. The concern, howanxiety, because if the novelty develops into a real de- usears ago, died early this month at the ripe old age mand, it will change the complete operation of the of 97 years. With his passing, the people will long re-

be the only ones affected by general production of the tory. talking movies. The entire technique of the industry is on the verge of upheaval. A most important change is that directors, who hitherto have bawled their instructions thru megaphones while the cast is in action, selling postcards and souvenirs along the route. must learn to rehearse their players and then lapse into silence, throwing the actors on their own resources country in an airplane and blazed a new trail. It was while they register their voices as well as their faces, a marvelous story of achievement—from the ox team Players, no matter how charming they may appear in days to the period of conquering the air. It calls to pantomine, who cannot carry their parts without a running fire of verbal direction are due for an early hanishment.

The Wealth in Taxes

CTATISTICS pertaining to taxes are always interest-plored northwest. ing, and there are few people who probably realize Where this pioneer battled with mud, Indians and the bigness of the amount which is required to operate plagues, automobiles now travel with ease, motorists

billion dollars annually, or almost one-sixth of the en- in that early day appeared as a white thread as he flew tire annual income of the country. Last year the gov- in the air conveyance. in population seven to one.

showing a decrease annually, but at the same time the ture holds in store. cost of local government is increasing. Expenses in states, counties, townships and towns have been more than doubled within a period of a few years. While the average person does not have much con-fellow who likes to rock 'em. trol over the cost of the federal expenses, the same is not true of the rest of the taxation. Whenever peo-

ple tighten up and quit spending for foolish and need-their husbands can drive the car with both hands. less things, then will the cost of government become We should all remember that the tax rates figured end divorce is to marry the second wife first. by the departments do not cause the high taxes but it

is the people themselves who spend and find a place

Would Standardize Things

NE of the huge wastes in industry today is that of machinery, handbags and packing cases.

The new size system-known as "preferred num-\$2.00 need exists. As sizes became larger the difference nest.—Anon. 21.00 between successive sizes would become greater. e system of preferred numbers. Thus, if six curtain -Stephen Vincent Benet.

respectively, each being 60 per cent. larger than the

Thus, for rubber tubing the standard lengths! night be 10, 16, 25, 40, 60 and 100 feet. The Amreican Engineering Standard Committee, chop whiskers.—Arthur Baer. which acted as the central administrative hody in the al associations, industrial groups, and federal govern-

Good Eats in Jail

The specially in the larger cities of this country, about

Many of these charity cases in the larger cities could no doubt be traced on Christmas Day to the jail doors, where probably the fathers of these families

Last Christmas a reporter in a certain city decid-Advertising will not make his product or his serers were served with turkey, dressing, mince pie, ice ed to visit the jail on Christmas Dry when the prison-

This reporter then went to the records of some them were in jail for abandoning their families, non-Then the reporter looked up the records of these

stimulus that brings excellent returns on the invest- families at home, and found that many of them were suffering for food and the children were living in mislery. Some were being cared for and fed by charity A scientist announces that he has discovered a and others showed that the mothers were at work The reporter's idea was that delinquent father: " should be made to work and be paid a living wage by the city, instead of being kept in id'eness and in turkey Outcome of Talking Pictures and ice cream in comfort of a modern jail, the money to go to the support of the families. He would keep

The discussion may be confined to two angles, punishment pays. But it is not humane or intelligent pendents. It would soon be found that most men Will an American audience remain content to sit would prefer to work outside prison than inside.

> ---0---- Cigarettes are dangerous. A man in a western

Many a person has found out that in picking their

Trail Blazer Has Passed

member his prominent part as a trail blazer and his High priced stars who lack stage voices will not name will go down as one of the great makers of his-

Four years ago he made the same trip across the

The Meeker movers were joined by others who turned their faces toward the new land and no story of the wild west has more incidents of comedy and tragedy than the new famous journey into the unex-

the various forms of government, sustained by taxa-finding paved roads and conveniences on every hand, that civilization in its sweep thru the west has brought Just to run the government this amount is eleven along. The old National Trail which Meeker traveled

ernment cost approximately a dozen times more than The astounding developments that this bare threeit did back in 1890, and the costs over ran the increase quarters of a century has brought makes the blood tingle in the veins of an American citizen and sets his The cost of running the federal government is brain in a whirl when he tries to imagine what the fu-

> An Englishman has invented a boat that cannot by capsize. Here will be a nice Christmas present for the

Many of the June brides are finding out now that

Many people have found out that the only way to

for the money, so that the rate is necessary to create smile and 65 to make you frown, but even at that some people will frown on this.

THIS YEAR'S SIMILES

Knocked him cold as a form letter.

She sang like an angel learning Unfriendly to the touch as a horse-The same numbers could be used for still larger hair sofa.—Charles L. Brown.

Divided against itself like mutton-

About as much alike as a drawing

About as welcome as a creaking Mean as the man who gave him a to do.—Mencius. homing pigeon for a birthday present.

c and learning the instrument

WORDS OF THE WISE

Evil events from evil causes spring.

Hold him alone truly fortunate who

for the crime distinguishes the virtuous from the wicked .-- Alfleri, Science and art belong to the whole world, and before them vanish the barriers of nationality.-Goethe.

the water in which summer sweet potatoes are boiled will give them much '



20 MADISON ST. PHONE 449 WELLSVILLE N.Y

Erlich Brothers

Hornell-New-York

"Where What You Buy is Good"

Not in the sense of custom only, but with a genuine appreciation of our pleasant business relations during the past year, we extend to you our best wishes for an old fashioned "Merry Christmas"

NOW IS THE TIME FOR GFT BUYING

Don't take all the fun out of your Christmas shopping by leaving it to the very last minute. It's a gay time, a friendly, happy time, shopping for friends and dear ones.

Here everything has been done to add to the joy of Christmas giving—well arranged displays, competent and painstaking sales-people, and plenty, plenty of beautiful Gifts from which to choose, and all so modestly priced that you'll probably be able to squeeze an extra gift out of your budget!

"Something To Wear" Is Always Acceptable

"Give something to wear," is an old saying, and true—for what woman has too many "wearables"—At this store are many of the loveliest personal gifts—Lingerie, Hosiery, Gloves, Scarfs, Sweaters, Hand Bags, Kimonos, Negligees, Lounging and Bath

And, so you would be sure of every gift—give that something to wear that will delight the recipient—and buy here, where she would buy for herself.

A SMART WAY TO SAY "MERRY CHRISTMAS"

A FUR COAT

What better Gift, what more pleasing, what more permanent reminder of the giver, than a smart dependable Fur Coat.

When bought here you have nearly a half century of fur experience back of it.

A CLOTH COAT

Plain or fur trimmed will meet a hearty welcome on Christmas morn if it bears an Erlich label.

Coats for all daytime occasions and all are especialy priced for gift making.

A Collection of Mid-Season Frocks FOR ALL WEAR.

Afternoon — Street — Sports

Just on time to refurnish your wardrobe for the holiday activities-Quality, Style, Value is ever their keynote.





To avoid imitations, always look for the signature of hart Hetchers



thing to take. That is why physicians tell the public to use Phillips Milk of Magnesia. as good for children, too, and pleas

ant to take. Get the genuine-

Andover Automobile is a Non--Profit Institution



operated for the benefit of its members

The Dues are \$4.00 per Year

And this is what the members receive for their money

- Memberships in both the State and National Associations.
- 2. Emergency Road Service from 700 official garages in New York State and reciprocal service from thousands of garages in other
- 7 The MOTORDOM, an illustrated monthly magazine for motorists.
- License bureau for Operators, Chauffeurs and Car Licenses.
- A Handsome Enameled Emblem with patented attachment.
- 6. A personal Accident Insurance Certificate for \$500, which pays \$7.50 per week for 15 weeks' disability benefit. On payment of 50 cents additional or \$4.50, the member receives an accident certificate for \$1,000, which pays \$10.00 per week for 30 weeks, disability benefit.
- 7. Maps, Touring Books and Routing Instructions.
- 8. Free legal advice in event of controversy concerning the use of your automobile.
- 9. Automobile Insurance at materially reduced cost.

Automobile Clubs, thru their State Associations are a power in controlling legislation inimical to the motorist, in their several states, while the National Association is credited with putting thru legislation by Congress which is saving car owners millions of dollars every year.

If you are not a club member---JOIN NOW If you have allowed your membership to lapse---RENEW NOW

> LeRoy Jordan President Harold Howland Sec.

See Preident Jordan, Sec. H. Howland, or A. D. Fuller, Tres. for Membership Prizes.