

THE ANDOVER NEWS

BY J. HARVEY BACKUS.

Andover, N. Y., November 25, 1910.

OUR KEYNOTE:

"If There is not a Way, Cut a Way."

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THE NEW THANKSGIVING

There was a wise man years ago who said, "In the day of prosperity be joyful, and in the day of adversity consider," and somehow it came to the writer while he was thinking about the THANKSGIVING TIME. And after he got it all worked out to his mind he had a NEW THANKSGIVING. The majority of us spend so much time in grubbing and grinding that we lose the sweet and best of the things that might be ours.

To-day we are in the joyful mood, happy, hopeful and ambitious, to-morrow the sky is overcast, and life is not worth a thing so we think. We feel that to-day is ours, yesterday was, to-morrow only may be. Only one thing is certain in this struggle, and that is, nothing is certain about the future.

But be happy! You say that it is easy enough to be happy in the days of prosperity, but tell us rather how to get this prosperity that will make us happy. But, if you will look for it you will find many days of happiness. Let's whisper it, do not be afraid of your happiness, it is a great big God, and Creator that sent the smiles, and actually some people are afraid, or rather act that way, that happiness was a glass that would break if they tried to enjoy it. Enjoy your happiness, revel in it and walk in it. Get away from all your old superstitions that would cloud the life of the man, woman or child.

You recall, perhaps you heard your old grandmother say "Laugh before you eat, cry before you sleep" that old blasphemy is not dead. There are folks thinking that to-day. And that other blasphemy, must have been the child of some devilish thought, that, "if you love your child, and make an idol of him, God will take him away." Why God gave children to men to love. Be happy with them, love them good, give your God the thanks, fill your heart with happiness, eat the sweet, drink the sweet, and send a portion to him for whom nothing is prepared. Make to-day, to-morrow and every day a happy day by putting your life into the making of everyone around you happy, and you will see a great God, both on your smiles and tears. And then some day when adversity comes, you can put your back against the wall and fight, fight to overcome because you are happy. Then you will realize unconsciously that you are in the New Thanksgivings.

SOME OF THE LITTLE THINGS

It is strange as we journey along, how many little things it takes to make life the worth while. Yet, all the little things added go to make up for the comfort of ALL. Take it in village life, and the village reputation it is the little things that help to bring repute or disrepute.

New-if you are wishing to be academic in your statements, you will say, oh boah, that's too simple for me, and it doesn't matter. It is the BIG things that count for

most. In village life, it is the way the law is enforced, that gives a village a good name. It is the manner in which her streets are kept. (Why do they always call a village she?) It is the appearance of her dwellings, yes, and it is the dress of her people, all of these go to let the visitor, casual or otherwise, know what kind of a people live in the village, and the village is no better than the people. About that matter of dress, it does not take much time or labor to keep neat in appearance, it is just as easy to go down the street, with good clothes, as it is poor ones, and how much better it looks to the outsider. It is just as easy to keep boots shined, as it is to have them begrimed. It is easier to do all that than it is to correct it afterward. Some of the older people will object, and say let the younger ones read and follow this, we are too old. But if the older people are not to train and set the example for the young, who are?

So now that winter is almost here, one of the little things that will help to give the village a good name and bring comfort to the people is to keep your sidewalks free from snow. Think it over.

INTELLENT CAMPAIGNING

Perhaps never before have the methods of campaigning been so different as they were in the last political State campaign. One feature that is attracting unusual attention is, the large amount of money that was expended by the committees of all parties for advertising space in the papers of different parties, the Democrats spread their advertising matter before the readers of the Republican papers, and vice versa. In some of the leading dailies two and three columns and in some instances, whole pages were used at the regular advertising rates, which was no small sum in the total either.

It would seem that the new idea would be a clincher of an argument for the believer in advertising. For it is a fact that the men who have made a study and science of getting votes are getting wise to methods which they certainly deem effective or they would not follow them up.

Years ago we had the cartoon method, which by picture, through eye-gate, for a time was the most effective way that could be used. During the days of the "Tweed Ring" in New York City, with that prince of cartoonists, Thos. Nast, the cartoon was made popular.

Evidently the new era of newspaper methods have the swing. Now what is the point? Just this. If the political office seeker can reach the people through advertising, why cannot the business man? It is strange that men in business are so slow to catch on to the value of advertising.

The successful way to advertise, is to do it when you want business. The average merchant in the country will get at advertising occasionally, make spurts at it, then drop, and for months will keep his advertising out of papers. Things are dull, he will tell you. Well that's the time he wants business. Isn't it? The time to advertise is when you want business. One idea that was noticeable of the advertising of the political parties was that they bought space large enough that they gave the printer a chance to display their "ad" so that it would attract attention. Usually that is where the advertisers

as a smaller scale to know, and him if he advertises. "For sir," comes the answer as he pulls him self up, "I believe in advertising," he says, and when you look for his "ad" he placed an inch of space at the printers disposal for six inches of matter, and then wonders why his advertising does not pay. Take a lesson. Mr. Advertiser from your political manager, and then find that your money was spent, and spent right too.

While we are at this. Singular isn't it that farmers never saw, or rather never has used the most up-to-date method of getting men to buy his products? For instance, he has potatoes to sell or cabbages, or what ever it may be. He often will spend days hunting around for some commission man to buy, and lose valuable time. The farmer ought to get next to the new method of campaigning and ADVERTISE, what he has to sell getting the man after him, instead of having the seller chase the buyer. Everybody knows better prices, are gotten for goods bought than goods brought, before the bargain.

So it would seem that the next step for the farmer as well as the merchant is to step out into an intelligent campaign of selling, by ADVERTISING. He will look first at the cost. But, if prices gained are higher isn't the difference gained by ADVERTISING.

So the intelligent method of campaigning after all is the most successful. Often intelligence is indicated by using the best method.

-If there's a prospect that the article advertised "for sale" today might be what you want, GO AND SEE IT!

Your Christmas Dinner



Is half ready when you have your dining room furnished with one of our Dining Room Sets



Furniture manufacturers who make good, substantial furniture at low prices are not common, yet I make it my business to get in touch with them. That is why all furniture in this store is distinctive in good taste and built to last.



6 Solid Oak Diners, Leather Seats \$12.00
Solid Oak Pedestal Table \$12.50
Quartered Oak Buffet \$15.00
Bent Glass Door China Closet \$12.50

Rugs, Draperies, Lace Curtains and Shades

C. E. BROWN
Andover, - New York

Funeral Director and Supplies

CANNON BROTHERS



Ladies' New Coats

A new lot of Cloth and Caracul Coats are here this week. Every fancy can be suited here, and with no danger of getting a duplicate of what some one else may now or afterwards be seen wearing. Our Coats are exclusive—never two alike, and the prices we charge are away below those charged out of town.

Black and colored Broadcloth Coats at \$10, 12.50, 15 and 18.50
Black and colored Kersey Coats at \$7.50 to 10.00.
Coats of Caracul and Seal Plush from \$12.50 to 25.00.

Fine Footery

Few city stores show handsomer styles; no store anywhere shows better values. For men the Walk-overs at \$3.50 to 5.00 and Douglas from \$3 to 4.00 are without peers at the prices.



Reed's Rochester Shoes for women run from \$2 to 3.50 and represent more style and service than any make we know about.

"Pla-mate" Shoes for children are making new friends every day. Here in dull and patent leather.

CANNON BROTHERS



Fine Furs

We put on sale this week the most attractive assortment of Fine Furs that Andover has ever seen. The very latest fashions, both in kind of fur and manner of making. Black Fox leads in popularity and we show it in the latest shapes in muffs and neck-pieces. River Mink, Jap Mink, Opossum, Squirrel, Isabella Fox and Coney in all the most fashionable styles. Fur prices are less here than elsewhere for the same quality. We invite your comparison.

Classy Waists

New Waists of Messaline in Navy, Golden Brown and Black, \$5.00.
Black Silk Taffeta Waists \$3.50 to 4.50.

New Tailored Waists of Linene, plain and embroidered, 98c to \$2.

Mercerized Waists, black and shepherd checks, \$1.00 to 1.50.



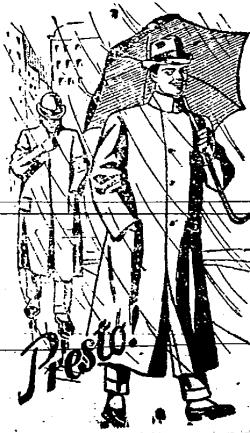
Ladies' Gloves

A Guaranteed Kid at \$1.00 a pair in all the desirable shades
Cashmere Gloves, silk lined, at 25c and 50c
Golf Gloves, all colors, 25c and 50c.

Presto Overcoats

The kind for sunshine or storm. "Turn up the collar," that's all. We have them in all the most popular shades and fabrics

FROM \$9.00 UP



CANNON BROTHERS

10 Per Cent and Safety

TO OLD FRIENDS AND ACQUAINTANCES IN ANDOVER AND VICINITY:

The above heading is absolutely true, and I am in a position to prove it to you if you will let me. I know of no better way of calling your attention to it than through the columns of The News.

I am engaged in a business the product of which is as necessary to Oklahoma as farming is to Andover.

I have the CONTROL and MANAGEMENT of this business and I am not a stranger to you, as I lived with you for several years, so that I feel that you can depend upon what I tell you to be true in every respect.

If you have some money that you would like to have earn you 10 per cent, write me and I will give you full information and show you that I can do what I say.

If you are interested, "DO IT NOW."

W. B. BUNDY,
Muskogee, Oklahoma.