

The Andover News

Published weekly
 BY J. HARVEY BACKUS & SON
 OUR KEYNOTE:
 "Years in Now, a Way, Not a Day"

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"Food Prices Take a Tumble" says a headline. Another fake.

Scientists tell us the sun will shine only 15,000,000 years longer. Get a hustle!

While preparing for war on a large scale, let's not forget to swat the fly. He's little but he's loud.

"Mexicans submitting to a bath," says a southern dispatch. Impossible—don't believe a word of it!

Senior General Don Victoriano Carranza has been duly and pompously elected president of Mexico.

Between providing luxuries for the inner man and the outer woman, this life is just one long wail of bills.

When a bashful fellow pops the question and she promptly snaps him up, he begins to wonder what he ought to do next.

Congress proposes to dam the Mississippi at a cost of \$40,000,000. We'll agree to damn it and Congress both for half that sum.

Why, we wonder, does Mr. Wilson seek to muzzle the press and yet allow the congressional tongue to keep right on wagging?

The bum actor is the only person we know of who has cause to approve of the high price of eggs, for no man cares to hurl a fortune at another these days.

We note, however, that our brethren of the press are consistently mum on the subject of civilization. So are we for we never lament over a dead dog.

"Eggs Shaved Two Cents," says an exchange. Gosh! We always thought those storage companies kept them until they grew beards, and now we have the proof.

Even if nothing worse transpires, some traitors in this country are likely to be taught the value of respect for the flag under which they get their bread and butter.

Health authorities predict that the habit of riding in automobiles will make Americans a legless race. We have noted a tendency that way, especially as it relates to pedestrians.

About the only thing that will protect the potato planter from insect this year for destroying currency is the fact that the spuds do not yet bear the government stamp.

The war, after all, might have been worse. Only 5,000,000 men have been killed so far, with 10,000,000 or so minus legs, arms, eyes and other portions of their anatomy. Yes, it might be worse.

The Secretary of Agriculture says there is no food shortage. The secretary is a gentleman, but if he will examine the editorial ladder he will learn that he is the darndest liar this side of purgatory. We couldn't tell a bigger one ourself.

We cannot blame you, Willie, for being somewhat ashamed of your old dad, and we sympathize deeply with you for having him wiped upon you. He deserves your harshest censure for his many shortcomings, principal of which was his rank failure in raising a son.

IS THE COUNTRY TOWN DOOMED?

In Andover recently a group of business men were discussing the destiny of the country town since the advent of the good roads.

It was brought out that improved highways and increased transportation facilities were sure to lure the country trade to the cities and larger towns, with their immense assortments, and that the country towns would become smaller and smaller each year until finally they would become simply monuments to what they once were.

There is no more sure way to make these prophecies come true than to circulate and believe such nonsense.

There will undoubtedly be many towns that will go down and out because of the trade going to the larger cities over the improved roads. That will depend entirely upon the class of citizens who are doing business in the small towns. A live wire in a country town has as great an opportunity as has a city man today if he will only run his own business in a business life way and keep up with the times.

Don't forget that the same transportation facilities that will take your customers to the larger places can also be made to bring customers to the country stores. It works both ways.

Live business men will succeed anywhere. True changes in methods and stocks will have to be made to conform to the changing conditions, but the man in the country towns has all the advantages in low rents, low insurance, low salaries, and in every way. He can sell cheaper if he will. All he will have to do is to tell the people. He must ADVERTISE or die.

As an example of what has been done in this line and what may be done by any live wire, with push and a vision we copy the following story from "Drug Topics." It answers perfectly the arguments of the calamity howler and pessimist. Of course if the country town man is too indolent to go out after the business in a business way and put the required energy into his business he will lose out. But he can get the trade if he wants it bad enough to go out and get it.

"Strasburg, Ohio, has one thousand people. It also has what is said to be the largest country store in the U. S. A.—Garver Brothers, General Merchandise.

"The question may be raised: 'Can Strasburg, a town of one thousand inhabitants, buried in the heart of a rural district, support such a store as that of Garver Brothers?' Strasburg can't and doesn't. To ring up \$465,000 on the Garver cash register, every man, woman and child in the village would have to spend in the store \$1.50 a day. It is the people who live within a thirty-mile radius of Strasburg who make possible the enormous business of Garver Brothers. Canton, a city of 75,000, and Massillon, a city of 15,000, are within this radius.

"This store did a business, in 1916, of \$465,000. Some business, this, for a town the size of Strasburg. Garver Brothers have acquired almost a national reputation for being 'alive and on the job.' They would take a seat in the first row of American business men who actually run their business instead of allowing their business to run itself.

"The question may again be asked as to why it is that so many people who might just as well patronize Canton and Massillon stores are convinced that Garver Bros. have just as good quality and selection of goods and at just as reasonable prices. The answer to this question is that Garver Brothers ADVERTISE. They spend a large amount of money in the newspapers which cover the territory they serve. They are also great believers in direct appeal thru the medium of printed circulars mailed out to a selected list of their customers and

BEST EDITORIAL COMMENT

Warning to Live Topics—By the Nation's Greatest Thinkers

NOT SO DEFENSIBLE.
 (From "Gentle Post-Intelligencer")
 We have grown accustomed to regard the military defenses of the United States as inadequate and our general situation in any war one of helplessness. The statement of Frederick Palmer, famous war correspondent, that the American navy department has enough secret devices in cold storage to whip the German fleet inside of six months, is therefore somewhat cheering. It is, perhaps, not forgotten that Edison is a member of the navy advisory council, as well as other men who have a national reputation in their particular lines.

Mr. Palmer suggests that every time the Wizard of Menlo Park thinks of war he smiles complacently, like a cat that has swallowed a canary. All this is very heartening. There is no doubt that the men of genius whose talents were long ago mobilized in America's defense have prepared some bizarre features for war that will induce respect for America's inventive genius, and possibly bring the present war in Europe to an early end.

The belligerent nations of Europe have perfected the instruments of war beyond the old plane of fighting. Regiments are decimated and thousands of men are killed without coming within sight of their adversaries. German chemistry has introduced some deadly features into war's equation. Britain and France have been quick

"Little Grandmother of Russian Revolution", Ends Exile of Thirty Years; Invited to Return

After thirty years in exile, most of the time in confinement in prison, Mme. Catherine Breshkovskaya, otherwise known as the "little grandmother of the Russian revolution," has been invited to return to Petrograd by M. Kerensky, Minister of Justice in the new cabinet. She is seventy-three years old and the daughter of a Russian nobleman, from whom she became estranged because of her radical ideas. Then she left home, and had attracted a large following in 1870. Four years later she was arrested and sent to Siberia, escaping only to be recaptured and returned to there under sentence of sixteen years. Upon her return she was kept under the strict surveillance of the police.

On a visit to America she made the acquaintance of many influential Americans and collected more than \$10,000 for the revolutionary cause. When she returned to Russia she was again arrested and exiled in Siberia despite petitions of American Premier and her own unsuccessful attempt to escape.

prospective customers. There is no doubt about it that a great deal of the business Garver Brothers have been doing would go to the other stores in the district, were it not for the fact that they are constantly keeping in touch with the people in their territory. Ninety per cent. of the volume of business which Garver Brothers do comes from the country outside of Strasburg.

"We believe the average store located in a rural district could do a bigger business than it is now doing, if it would put into operation some of the methods employed by Garver Brothers of Strasburg. The American farmer to-day is more prosperous than he has ever been, and he is buying things to-day for his farm and his home that fifteen or twenty years ago he would not have dreamed of buying. The large mail order houses are selling him everything from reaping machines to pills, and the reason lies in the fact that they are constantly soliciting the farmer's trade. As some American business philosopher has aptly put it: 'Business is sensitive—it goes only where it is invited, and stays only where it is well treated. Not a bad thought for the country merchant to keep constantly in mind.'

A motion picture camera has been perfected that will take 400 separate pictures between the first and second shots of a quick-firing pistol, and we're going to have one. We've hopes of getting a snap-shot of some of our delinquent subscribers rushing in to pay up.

Want Advertising will be useful to you in your campaign to find the buyer who OUGHT to own that property you want to sell—the man who will know that it ought to belong to him as soon as he sees it. Yes—there is such a man.

Read the classified advs.

No Eggs, Milk or Butter

The following recipe shows how an appetizing, wholesome cake can be made without expensive ingredients.

In many other recipes the number of eggs may be reduced one-half or more by using an additional quantity of ROYAL Baking Powder, about a teaspoon, in place of each egg omitted.

EGGLESS, MILKLESS, BUTTERLESS CAKE

1 cup brown sugar
 1 1/2 cups water
 1 cup seeded raisins
 2 ounces citron
 1/2 cup shortening

1 teaspoon baking powder
 1/2 teaspoon cinnamon
 1/2 teaspoon salt
 2 cups flour
 5 teaspoons Royal Baking Powder

The old method (fruit cake) called for 2 eggs

ROYAL BAKING POWDER

Made from Cream of Tartar, derived from grapes, adds none but healthful qualities to the food.

No Alum No Phosphate

PLAN THE HOME GARDEN

From present indications it is evident that there will be a scarcity of foodstuffs for at least a year. For this reason it behooves every family whether living in town or in the country to pay especial attention to the home garden. By so doing a very material addition to the food supply may be provided and the grocery bills be substantially reduced.

Plans should be made at once for an abundant supply and to arrange for its proper care. For the farmer this may mean only the enlarging of the present garden spot and giving it increased care. For the village and city resident it will mean very careful planning to make the best use of the soil. Plans should be drawn and worked over carefully with reference to interplanting so as to grow two or more crops on the same soil. By doing this the production of the garden may be increased by 50 or 100 per cent.

The State School of Agriculture at Alfred, N. Y., is in position to suggest different plans for gardens of various sizes and also give a list of varieties most likely to be satisfactory in the different sections of Western New York.

News Oddities

AFTER HE HAD been pronounced dead by a coroner's jury in Peoria, Ill., Cornelius Hamilton, aged seventy-three, made public denial of his death.

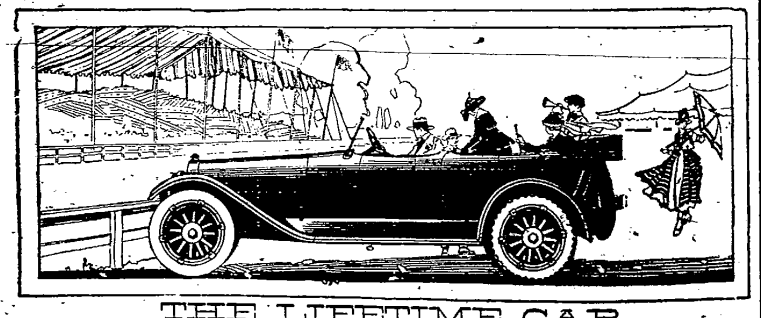
THE QUESTION in Columbus, Ind., is whether chins or shins are more susceptible to cold. The young women wear high collars—and high skirts.

OLD FALSE TEETH BOUG—broken or any condition—pay up to \$5 a set, according value. Mail at once and get offer. If unsatisfactory, will turn teeth—DOMESTIC SUPPLY CO., Binghamton, N. Y.

No, Julia, we never knew trust yet that could be trusted



Did You Ever See a More Classy Car?



THE LIFETIME CAR
 Seven Mitchells Have Run More than 200,000 Miles Each

31 EXTRA FEATURES

Drop Forgings and Steel Stampings take the place of castings, reducing their weight 50 per cent and increasing the strength 100 per cent.

5 Passenger, 6 cyl., 120 in. W. B., 3 1/2 x 5 Motor \$1150
 7 Passenger, 6 cyl., 127 in. W. B., 3 1/2 x 5 Motor \$1460
 4 Passenger, 6 cyl., Club Roadster, 3 1/2 Motor \$1495

BATE CANTILEVER SPRING
 NEVER ONE BROKEN

Mitchell
DARCY & STOUT, Wellsville, N. Y.

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