NOTICE TO CREDITORS

Reynolds, Surrogate of the County

Allegany in Surrogate's Court, Better

as hereby given that all persons having

of the Town of Andover, in said cause

ty of Allegany, deceased, are required

thereof to the undersigned Executor

of the Last Will and Testament of

o exhibit the same with the vouchers

clams against Annette Taylor, late

MODERN

Davil's Lake, N. D.

Especialist North Daketa Rotal

country, which enables them to come

to cities and get larger assortments.

Cash and Carry System. There was a merchant who made mite a success in husiness. This one adn't kept up-to-date with his store. We found the stock of merchandise and put in modern methods. I put Mara really the cash-and-carry and sand modern and only way, so I put in the cash system. We would also pay-As soon as we had the store re-The merchant from whom we bought didn't have \$500 worth of We put in about \$10,000 worth **EDUTA That Saturday afternoo** when the sale opened I was in another

Opens Branch Store. he said. "That's all right," I said, indies, coats for \$140, \$150 and smiling once in a while. I noticed him. orders with them. \$165. Shoes at \$15 and \$16. All they I couldn't just get him. Mighty cleverwanted was the opportunity to buy. looking fellow, well dressed. After That is why these mail-order houses | the other gentleman left, he came over | Community advertising, are doing business. There were cata- and said: "Mr. Mann, you have the that will help the community?" he was logues sent out there to do just that right idea and method in going after asked, kind of that. Can you blame them for mail order business. I was considerated To bring business to the town, J catalogoes right at their door? These, telling. Do you know what happened tive advertising it would pay. Get out chase way. We ran that sale and con- Heas, representative, and that is my but in a special,

The next Saturday I said to my son: We ought to make a real good show: solid carloads of my catalogues and great mistake. I believe that the small. ing since we started out so well. You | we just simply cleaned that territory | er merchants can get just as much | a friend with a Cartiss airplane., with ready-to-wear business, and we value out of it as the large ones. I Phone the boy and see if you can sold \$400,000 in North Dakota." That suggest that you all get in. Nothing ret him to fly up here with his plane." is just the idea, if you don't advertise, builds a town faster. The advertise He came up. We put an ad in the don't forget there are many who are ing reflects the spirit of the town. to come in. When the day came, the ed with out-of-town advertising. A lot stores 3, clothing 8, and the rest along young man took those people out for of people don't believe it, but adver- 1 or 2 per cent. You have some good! \$15 for 15 minutes and so much for | tising creates business. Do you notice | each succeeding minute. I know one the government advertising business? of the farmers stayed up 45 minutes after the alletted time. After we ran that sale, we wanted | you think people won't eat more.

It was all out-of-date stuff. Some of and see what will happen. The whole the stock was in the store for 15 and | thing will stop. 16 years. I remember there were some ladies' jackete with puffed sleeves. We ent time a campaign of education * didn't try to deceive the people about over the country along this line. Then Saturday we cleaned most of

Evening Post to keep it from attack I have asked a great many mering them and exposing them as rob chants' gatherings: "Have you ever bers and thieves. If the mills would take off their traveling men, quit newsple in your territory, asking them for paper advertising, take down their their patronage; that you would like tillboards, in two years the Crosby to have them come in and see you?" Mills would close their doors. I was for it." That groceryman sold 176 chant will ever say he has done that. apolis on this subject. I made the sacks of flour. "Don't you believe you could get in same statement to him and he replied: touch with your people personally? "Well, you are probably making Through the medium of the press, you pretty strong, but there wouldn't be - can get in touch with them right along. | very many mills running if we didn't and the snappler you make your ad, use every method we know to keep the clover you are going to get in this stuff going right from the mill to the business place. There would be

We have one price to all. A great packers in advertising have crechild twelve years old could come into ated a wonderful demand, and I don't the store and buy exactly the same as believe that the attacks on the packan older person. We not only give era are just. Those men have used' service, but a protective guarantee all their energy and effort not only with every sale. It is a wonderful to market that stuff in the United shing, I think. I can remember one States, but all ever the world. Minetration. Some of these cheaper marments don't west very well

If you went out shooting ducks it doesn't make any difference. The wouldn't have to cut the price at all."

was, You would are bett mission at the end of the year. Bu if you get to a certain stage. If you

tising are doing the largest business The smaller stores that are doing tle or no advertising are not as large a business. If there simuller stores increase their advertising space. sale was going. There were no goods

seem to think the small country smaller stores increased timbr adverin the little town is going to be tising? That is, would they not take side and couldn't see anything of the order competition; also on ac larger stores? And if this were true, sale. Nothing on the counters. I said: desire of the automobile used in the would it decrease the sales in some of "Have you got a sale on? I kaw an ad in the puper." "Oh, yes, all those I am glad you asked that question, goods on the shelf are on sale.". It was one that, was brought up he immediately went out and got a dis-

forc. I was going to St. Louis in May, patch to a newspaper in St. Paul to When we got out of Waterloo several show them just what my point was. young merchants got on the train and Then I got the jobbers and showed them said: "I would like to hear that in the paper with his business. fellow. Mann. I want to hear and sation, stepped over and said: "You ad man told me he got the merchant can meet him right now." I went back to advertise. That morning of the and got this bunch of stuff. Talked sale, the clerks didn't even know what der houses. One of the boys asked me | gether once in a great cambaign and Identically the same question. and was going out to buy some good town. It is the third town of the state. They have a merchants organi. morning the managers come in to see zation in that town. They have such me. Planning all around, we talk

We need in this country at the pres

I know it is a fact that a great many

men believe as Gospel truth that the

great packers, the operators of flot

ing their money for the Saturday

Advertising Costs Nothing.

or Woolworth couldn't get into that structively. It isn't just putting town, unless the community in that something and throw in a few cuts. There were the papers in the town. town said so. They have control of The same way in groceries. If you One was a perpartisan and the other all the property. They don't allow are going to advertise and sell a cer an old "stand put" paper and they anything in there because they have it tain line of pickled goods, or canned nailed down. At a meeting of their goods, put in the price and set them to be in that town: walked around it: about \$1,200 worth of sample crackers. went to the newspaper office and Every lady that came in was asked looked over the files. There was some- to sample the crackers. We said they thing wrong somewhere. I found out, were on sale, so many pounds for so that are you beiness?" He I was telling this man about that much on that day. On one day we mid: "Oh! I think it will run about | There was a gentleman sitting over sold over \$800 worth of crackers. I 1.000. The sale ran a little over \$3,- on the end of the settee. It was in the will surprise you how people will come We sold in that country store to smoking car. He kept looking at me, in, help themselves and take away

Must Get Together.

agree to advertise! Don't do it hap-

When we come to the store in the

buying when these people have their bly amused about the story you were believe if you could have co-operapeople are making an appeal in a high- to that town out there? I am Belles- a big edition to your paper, everybody! tinued it for a week, and it was very business—to find out the best place to it." he replied. "One thing I notice! blace our advertising. I found out the in the paper; I don't see any of the condition of that town, and put in four smaller merchants. I think that a town. These people were being flood- grocery, say 1 per cent, department

Gives an Illustration. "In a Minnesota town there was a the basement for a reconstruction sais. merchandise. Just stop advertising paign. The first merchant approached of the ad. The article to be advertised was flour, on which a discount of 20

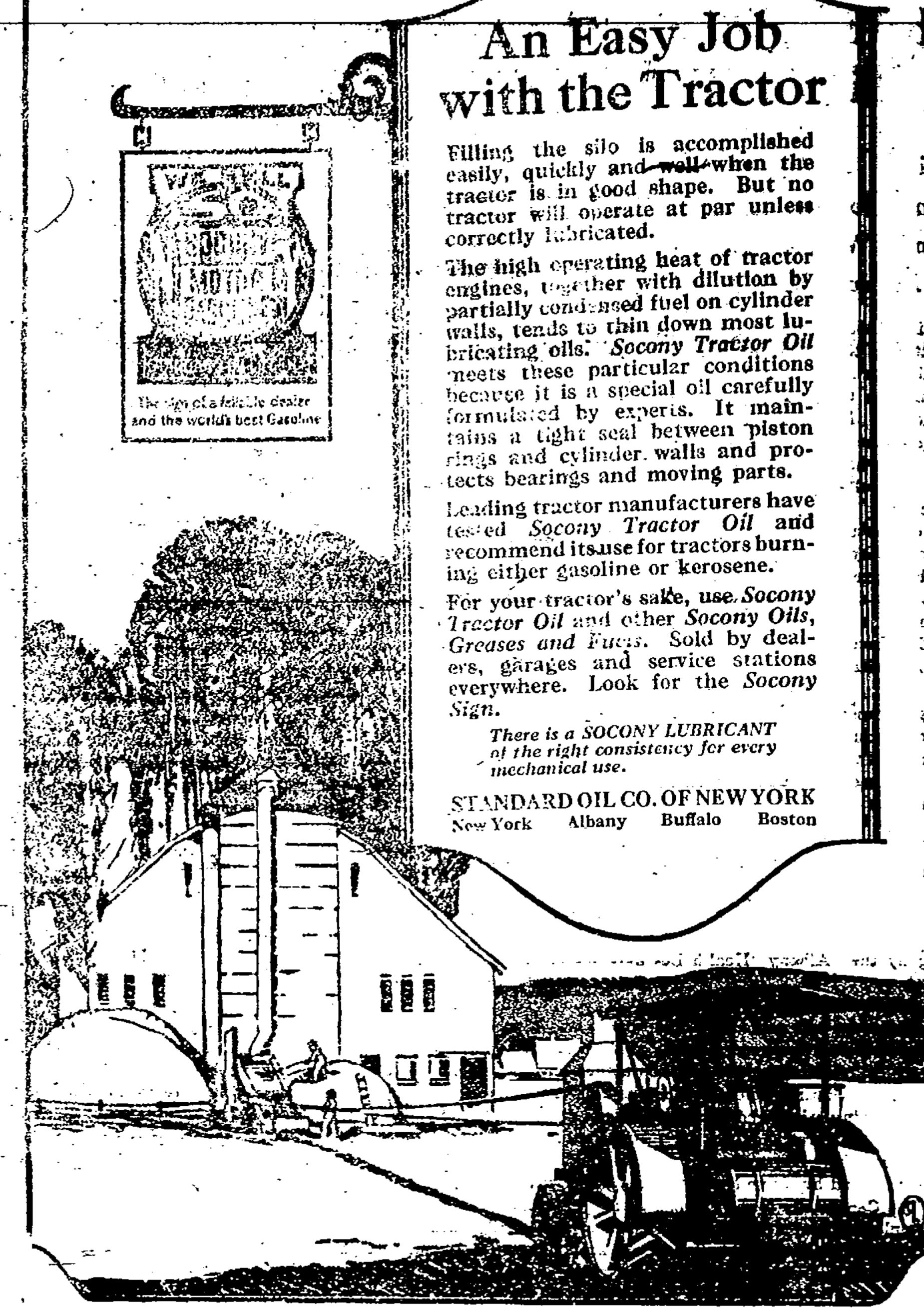
> "'How many sacks do you sell on "'We will figure 20 sacks." "How much did you make?"

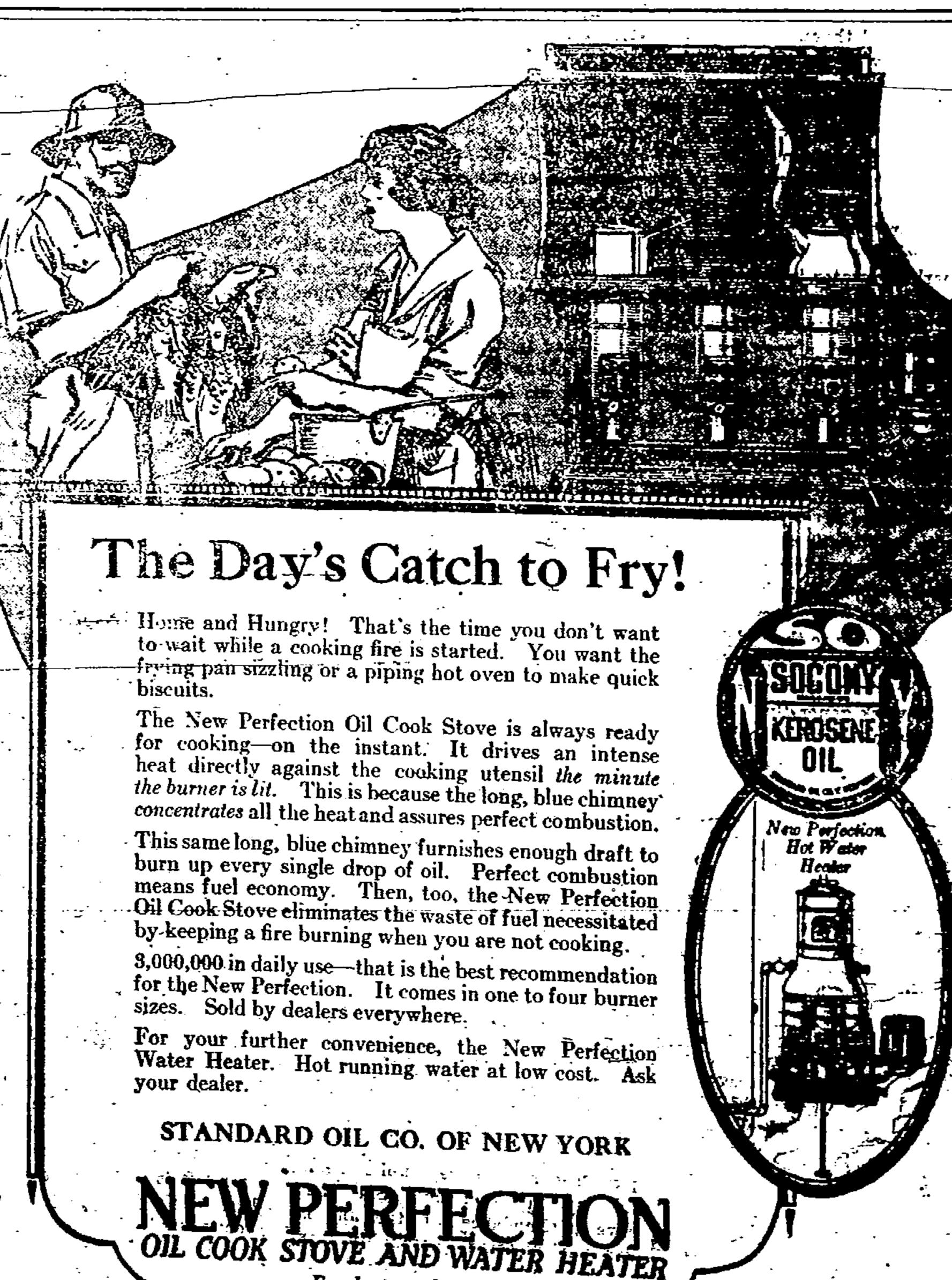
"About 85 cents per sack at that "We will give you the first profit n the first 20 sacks. You take a \$10 soaca. I'll write the ad for you. Nice.

will put this in a \$3 space. You are just getting a new store arranged. told him that ought to teach him a les son. When you get in the new place Does advertising increase or de liver moduces sake every week take a

do, yes, three hundred thousand doi: Don't try to deceive—you will not get have to add a little extra help to square. I actually believe if you

SOCONY TRACTOR OIL





For best results use

DEATH

Action, Daille, Der Poussege, difficulty in uringting, often meen serious disorders. The world's standard remody for kidney, liv oladder and uric acid troubles-

GOLD MEDAL

Let the Dead Rest in Peace,

Meets Every Tuesday Evening. Vis-their stocks and bonds. The forecast, How Far That Little Seed Casts Its itors are always cordially welcomed | based upon the completed field reports AMES L. ROGERS, Secy.

TITALTAR J. GRENOLDS, M. D. Will answer all country calls. 1-- 3 P. M. Office Main and Center

Physician and Surgeon

J. LOUGHLEN, M. D.

GENERAL PRACTITIONER Andover, N. Y.

DERTHA HARMAN CRONK

McLaughlin Building

C. DAVIE LEAVE ORDERS AT

W. FULLER

Veterinary Surgeon,

Andover, N. Y. PRAYTON L. EARLEY

Money Loaned on Good Real Estate Security PROMPT ATTENTION

THE SANFORD HOUSE iences. Reservations by mail.

F. RROWN Undertaker and Embalmer

Main Street, Andover, N. Y.

OCCASIONS FUNGRAL DESIGNS

By J. E. Jones

at \$3,153,275,156.

of \$15,000;000.

Are the Minimum Figures

1. O. O. F. the present aggregate market value of your dreams."

Andover, N. Y.

↑ W. O'DONNELL, M. D. Office and Residence, Church St ANDOVER, N. Y.

Office and Residence, Center St.

CHIROPACTOR

Lever's Livery.

Phone 71 Phone calls promptly attended

Offices, No. 13. Main St.

Newly refurnished. Modern conven- and the representatives of the Bureau and it is estimated that only fifty

Finest Equipment

... A SPECIALTY.

Reynolds, Surrogate of the County on Memorial Day. "It beguiles the Chortles the North Carolina man) estate of Clayton W. Williams, late wreaths upon the graves of the dead raise in that vacant spot!" The Town of Andover, N. Y. to highly resolve at the same time

THE ANDOVER NEWS, JUNE 11, 1920 ized the legislation as a "reid upon age, liming. the treasury," there is a universal di-

vision of opinion as to what are the It takes twenty neges to I lation of this kind which adds two or of Agriculture has prepared to be RAILROADS WORTH? three billion dollars of additional tax- service to you. Better send for the es upon the people of the country at list. A postal card addressed to Ith Lashington...D. C. June 5.—The a time when rigid economy should be aca, N. Y., will bring it. disputed question as to the actual in force in legislative expenditures. value of the railroads of the country However, it is very questionable. When cities are boasting of their

seems about to be cleared up thru the whether statesmen or politicians who increasing population, they want investigations now being made by the spend the money belonging to the remember that much of the incres the relief and of the ward of years in making a valuation of the standing of the meaning of the word ducing food for city folks to eat. properties and nearly \$30,000,000 has extravagance, in which they affect in description for more than 200 been expended. But up to within a their private life and carry in to their Want advertising will be useful to All diaggiets, in three elses. few days ago there has been no com- own business affairs. Another sens- you in your campaign to find the buy. Constipation is fast leaving me". prehensive picture as to what the re- tor, in referring to legislative extrava- er who ought to own that property

ports the railroad valuation will show gress that it voted \$600,000,000 a as soon as he sees it. Yes—there is the aggregate worth of all the roads of year for the Army, "without batting such a man! Boost Andover—Boost the trainess the country to be greatly in excess of an eye You expend a mil-When you want to Buy a Home. the value shown on the carriers' own lion dollars a day to keep soldiers in books, more than \$2,000,000,000 in Europe who ought to have been back watch, study, investigate the real LODGE execution their capitalization, and here twelve months ago, and it does estate ads. more than \$6,000,000,000 in excess of not disturb the peaceful serenity

ROBERT MINGUS, N. G. of the Government engineering ex- Senator Reed was speaking in deperts for nearly 52,000 miles of road fense of the congressional seeds. He in all parts of the country shows the declared that the distribution of seeds cost of reproduction of 50 railroads has been pictured before the country' on the basis of 1914 costs of labor as a "Congressional graft." He com-8-10 A. M. and materials, when prices were about mented: "It is like a great many 7-9 P. M. half what they are to-day. These other claims that are put forward, no roads, including the land they occupy, one sees fit to deny them or explain cost \$3,203,782,643. They are car-the facts upon which the charge has ried as investments on carriers' books been accepted as a fact."

Since the days of antiquity the lit-The ten largest roads in the list of the Government seed has been held up , based upon the reports of the as a wanton extravagance. But Sencosts of reproduction as of 1914, are ator Reed says that it is all wrong, illuminating. The attention of the and he gives plausible reasons why Commission has been directed to the free seeds should not be abolished. fact that the New York, New Haven have not the slightest doubt in the & Hartford inventory shows a repro- world that there is not an item in all duction cost of \$124,000,000 in ex-the appropriations made by Congress! cess of the company's own statement that so directly and immediately beneof investment; the Boston and Maine, fits all the people of the United States an excess of \$80,000,000; the Rock as the item in the appropriation bill Island, an excess of \$47,000,000; the which provides for the distribution of Great Northern, an excess of \$34,- seeds," said Senator Reed. "The man 000,000; and the Big Four an excess who thinks that seeds sent out thru the country, planted and reproduced,

The railroad valuation figures that over is a very peculiar sort of an in just been brought to light thru dividual. Here is a community the the Interstate Commerce Commission has just an ordinary kind of tomato hearings, and which have been pre-Some one sends in and gets from the sented by Thomas W. Hulme of Phil-Government a superior variety. adelphia, vice-chairman of the con-lone of the good old ladies in the comference committee on valuation for munity raises them in her garden. Al the carriers are to be regarded as the other women folks get that seed minimum figures. On this point Mr. the next year. The result is that the Hulme says: "Wherever there is a dif- little package of seed that is sent opinion between the local from Washington may be the cause o engineering forces of the Government the introduction into an entire coun and the representatives of the car- of a superior variety of that product. riers, the Government engineers put This has gone on for years. I have in the figures that they deem to be the no doubt in the world that the seed minimum, so that the supervising offi-sent out from Washington has pro-

cers of the Bureau of Valuation in duced in products one hundred thous-Washington may have the opportunity and times the value of the entire in the first instance to consider the cost." claims of the carriers as to what additional amount should be allowed. In The Department of Labor in such large inventories involving such investigations has not been able to Attorney and Counsellor at Law great amounts it is but natural that discover any particular reduction there should be some errors and num- the prices of food stuffs. Meat pro erous differences of opinion, which, ducts have declined somewhat, but the

nen considered, result in material in- ultimate consumer has not noticed

Skilled Service having passed the bill thru the Lower planted this year would not be suffi House set aside its rule by a bare ma- enumerated above. It is reasonable to ity." This was done without a rec- suppose that so long as crops are ord vote, but when there was a roll short prices will remain high.

call upon the bonus proposition, says the Senator, "the widely-advertised and austentatious virtue of more than two-thirds of its members withered away like violets in a July sun. When remnant of the opposition was too worse than useless to its owner. WEITLIN, The Florist, small to be significent of anything Hornell, N. Y. more than that the roll call is the supreme test of moral fortitude." Sen- in his boy's junior project work will ator Thomas, in commenting further, have less trouble keeping his boy on made reference to the significance of the farm. Pursuant to an order of Hon. Elba this legislation being in the forefront

do not pay for themselves many times

creases in the total of the inventories difference at the butcher shop. The as first tendered to the carriers. Aside farmers are talking about a strike befrom questions of fact which are in- cause they, in common with everyone dividual to a carrier, there are great else, are paying exhorbitant prices for 239 Main St., Hornell, N. Y. Herences now existing between all everything they buy. A half million Furnished rooms by day or week. the representatives of the railroad soldiers left the farms to go to war of Valuation as to costs of grading, thousand have returned to farming as tracklaying and surfacing, general ex- a livelihood, the majority being atpenditures, and interest · during con- tracted by high wages paid in the instuffs in April of this year was fifty In the passage of the soldiers' per cent. less than for the same month onus bill the spectacle was presented last year, but even tho there were no of Republican and Democratic Mem- exports whatever it is estimated that ber of Congress playing for credit for the greatly reduced acreage in crops Senator Thomas exposed the cient to take care of the needs of the Calls attended to day or night, insincerity of the lower branch of nation. The 1920 crop is a short one, Congress by pointing out that "the and some of the reasons for it are

Agrigraphs

Early, in percel legislation. Tears for the dead of spreading infection

years with Kidney Trouble and said deceased, at the office of Harry Constinution. I tried 'Fruit-a-tives' L. Allen, 89. Man Street, in the Cky about a month ago, and with almost of Hornell, Steuben County, N. Y., immediate results. The Kidney on or before the 15th day of Septem. Trouble has disappeared and the ber, 1920.

ports will finally disclose. It now gance, has used unvarnished words. you want to sell—the man who will 'Fruit - a - tives', or Fruit Liver seems that on the basis of these re- Senator Reed of Missouri, told Con-know that it ought to belong to him . Tablets, the medicine made from fruit juices and valuable tonics, is doing a wonderful work in bringing health -50c. a box, 6 for \$2.50, trial size 25c.

Dated March 2, 1920. Attorney for Executor.

89. Main Street, Hornell, N. Y At dealers or from FRUIT-A-TIVES

LANGARDU.

The sign of a reliable dealer

Gives the Lowest "Card"

Golfers buy special clubs and balls, practice hard, take lessons—work for a low

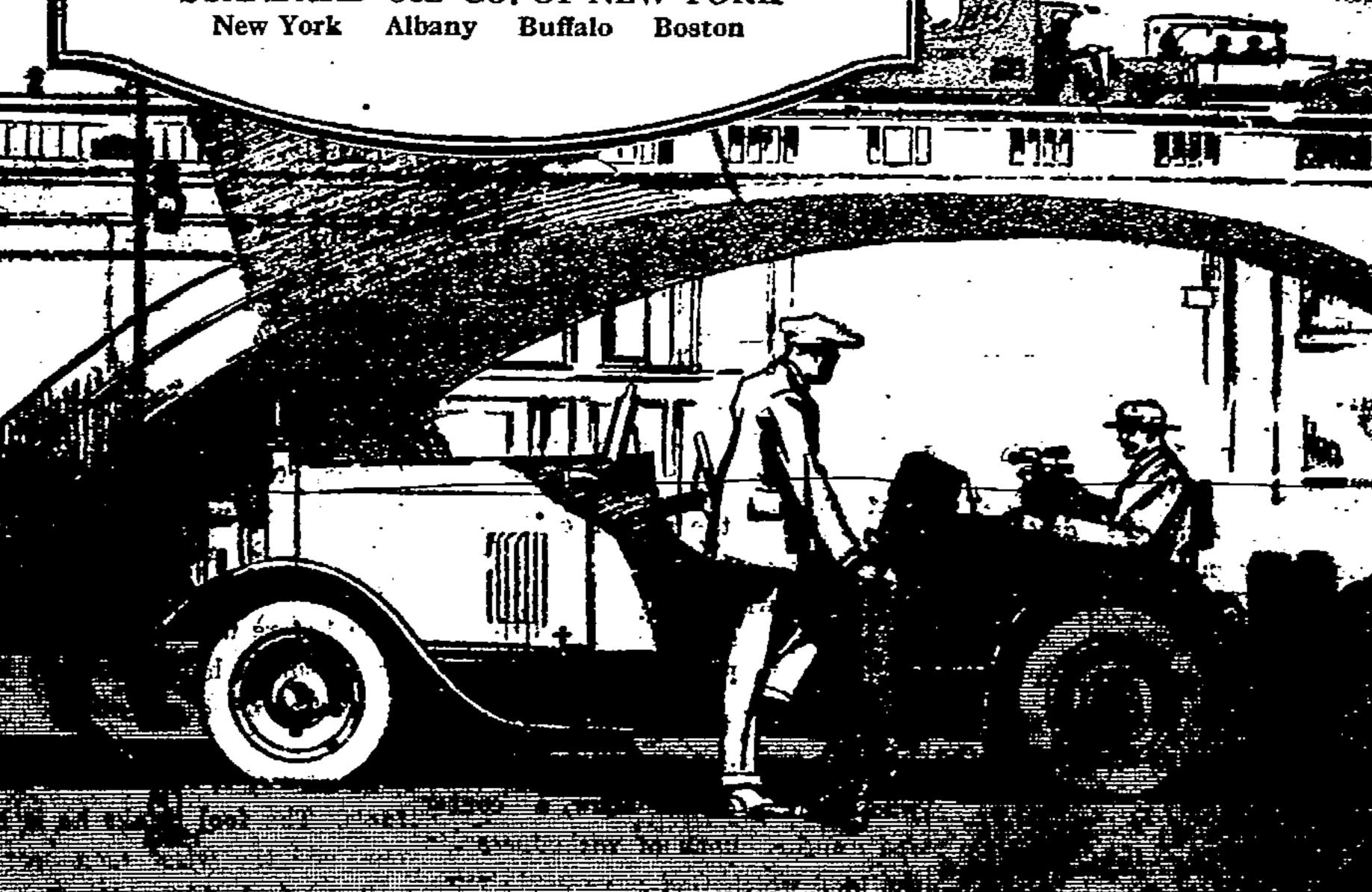
To help you score a good performance card on engine trouble, wear, breakage and repairs, noth-



Polarine protects every moving part against wear. Its smooth, even, heat-resisting film on the cylinder walls keeps compression tight, and gets all the power out of every fuel charge. For transmissions and differentials use Polarine

Sold wherever you see the red, white and blue Socony Sign.

STANDARD OIL CO. OF NEW YORK



Unusual Tires

TIRES that are different in their distinctive good looks and in their construction. An extra ply of fabric, an extra heavy tread and generous oversize make a tire of remarkable endurance,

Next Time—BUY FISK

For Sale By PARKER GARAGE

