

The Andover News

PUBLISHED WEEKLY
BY J. HARVEY BACKUS & SON
OUR KEYNOTE:
"There is no such a Way, Cut a Way."
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WHAT PUNISHMENT?

GLAND piracy is the latest and most ungodly of all nefarious practices this nation has ever produced. Medical science has demonstrated that youthful vigor may be restored to old men by the grafting of the manhood gland of a young and robust person. This discovery has produced the gland pirate, who abducts his victim, has a gland removed by an expert surgeon, and then throws the unsexed unfortunate out to be found by some pedestrian. The respectable element of the medical fraternity is up in arms and demanding that this new and goulsh practice be crushed in its incipency. But it will not be so crushed as long as judges and lawyers and police officers talk only in terms of jail sentences, as they are now doing. Where there are gentle and doddering old fossils of wealth who crave to become young bucks again there will always be found unscrupulous surgeons and gland pirates willing to serve them for a share of that wealth. The manhood of young men must be protected at all hazards and at all costs. We believe in law and order, but the sacredness of a God made person is above all man made laws, until that person by his own acts forfeits the rights with which God endowed him. What punishment would you consider adequate to the crime?

AND NOW IT IS BOTH

HURRAH!

Femininity has spoken, and short skirts are not to be doomed entirely, according to some of the leading modistes. It is to rest with the women themselves, and especially with the young-est. If a girl has pipe stem legs, or if her ankles are large and unshapely, she may take refuge behind the long skirt and be quite in style. But if her limbs are of that beautiful contour which commands admiration and excites envy, then short skirts may continue to be worn and masculinity may continue to stare.

A HARBINGER OF EVIL

AN EMINENT Norwegian prophesies that the United States will soon be overrun with bolsheviki and in the grip of the red terror.

Pleasant prospect!

Having failed dismally in Russia after reducing that country to ruin and starvation, it is but natural that the red hordes should seek for new fields to conquer—and there is none fairer than ours.

The danger lies not in the power of the bolsheviki, but rather in our own indifference.

It is difficult for the average American to conceive that any power under the sun could upset our established order of government.

The autocratic czar of Russia probably felt much the same—until he ceased to be either an autocrat or a czar.

The strongest of stone walls will crumble and fall if the foundations are persistently undermined.

It is so with governments, and even our own is not immune.

For six years or more we have witnessed an orgy of profiteering and gouging and plundering such as has never been dreamed of before.

Money lust drove an otherwise sane public mad, and it is only partially recovering to-day.

Laws of restriction and correction we have, but they are too often looked upon as applicable to the other fellow and not to self.

Such a condition, stretching over a long period of time, affords the bolsheviki to spread resentment and discontent, two important factors which are preliminaries to every revolution.

Instead of smiling at the learned Norwegian who warns us of impending evil we would do well to give his words serious consideration, lest the time come when it is too late to consider.

As a matter of fact, it is going to be a hard job to induce a young woman who has been admired for her shapely legs to tuck them out of sight again. And of a certainty few men can be found who will aid the long skirt movement. Life is too sweet as it is—for the men.

"HELL AND MARIA"

PRESIDENT Harding and General Dawes are close friends, and the general is constantly heaping the praises of the chief executive. Dawes went to New York recently and in the course of a "Hell and Maria" speech characterized congress as a "conglomeration of cowardly peewees"—and congress frothed. Then he dashed off and dined with the president. Now the president is out in a statement in which he lauds the work of congress as the best yet, a veritable mountain of constructive achievement—and congress simpers. Does this disprove the ancient

theory that "great minds run in the same channel?" And perhaps one of these two divergent minds is not great?

Life is a burden only to those who make it so.

Since half a lie is as bad as a whole one why tell either?

Some men are always kind to their wives. It's the safest way.

The man who depends upon excuses stamps himself as one.

When love goes out the door foolishness generally goes with it.

Finger prints that point with pride are generally neatly manicured.

This country is full of great men, and many of them are often full.

Some people can't stand prosperity because they never have a chance.

If you want to become unpopular, begin talking about your own troubles while other people are telling you of theirs.

CLOTHING

JAMES P. CANNON CO.

SHOES

WE are busy this week taking taking our annual inventory.

Watch this space next week for **BARGAIN PRICES**

James P. Cannon Company

Store Open Every Monday, Wednesday and Saturday Nights

They say love comes unbidden, but many a time money pushes it along.

Some people never admit defeat because they don't know they are defeated.

The fellow who doesn't turn to look at a pretty woman probably doesn't see her.

With congress back on the job again the poor old job must be getting mighty darned tired.

Most men are great in one way or another, but the public does not know the one from the other.

There are millions of good citizens in this country, but the bad ones make most of the noise.

Some people say that trouble multiplies itself, but we are not of an inquisitive turn of mind.

The great trouble with our political parties is that they are political. We need Americanism instead.

A pessimist is his own worst enemy. He knows a good thing when he sees it, but is too stubborn to grab it.

Egotism has its virtues as well as its faults. It makes a fellow hustle to live up to his opinion of himself.

You have noticed, no doubt, that some men are slow in making resolution. They are the ones who keep them.

The devil knows his friends when he sees them, but don't let this fact prompt you to dodge around the corner.

O'NEILL'S
34 Main St., Andover, N. Y.

Groceries for Less Money

Best Bread Flour	\$1.10
O'Neill's Coffee	25c
Shredded Wheat	10c
Soda Crackers	2 lbs. for 25c
Ward's Cakes	10c
Davis Baking Powder	21c
Graham Crackers	15c
Leggett's Coffee	33c
Campbell's Soups	10c
Fresh Ginger Snaps	15c
Best Pink Salmon, 1 lb. cans	12½c

Candy Specials

Ribbon Candy	15c
Cut Rock Candy	15c
Gum Drops	15c
New Brazil Nuts	15c
Black Walnuts	2 lbs. 25c
Mix Nuts	20c
Peanut Brittle	20c

O'NEILL'S ANDOVER, HORNELL
CANISTEO

GOOD-BYE AND HOWDY-DO

Just now we're busy saying "good-by" to an old year and howdy-do to a new one. It is the time of change, and change is the only thing that stays with us.

Change has given us better food, better clothing, better homes, better ways of living.

Among all the changes none is greater than the change in sanitation, which is only a large word for plumbing.

BETTER SANITATION, OR PLUMBING

If you please, has changed the death rate that follows tuberculosis. Sanitation has cut the yearly number of cases of typhoid fever for every one hundred thousand people from twenty-two down to seven. Sanitation has brought health, strength and happiness to all our millions.

Thanks to sanitation, the United States is not only the richest but the healthiest nation on earth.

So we say "good-by" and "howdy do" with a feeling that plumbing will bring even greater changes during the year of 1923.

Thanks to our customers, and thanks to all who are helping to make our community a better place in which to live.

Earl A. Richardson & Sons

Results are what you want, and results are what you get when you advertise your wants in the News "Want" Columns.

Read the Classified Ads. in the News.

The advertisements in a newspaper are more full of knowledge in respect to what is going on in a state or community than the editorial columns are.—Henry Ward Beecher.

Don't Buy at Bagdad

EDUCATION is a matter of experience not of observation. Thirty years ago a professor of economics in one of our leading universities made the statement that 90% of all the money invested in advertising was lost, and attempted to prove his observation by the statistics of commercial failures.

That professor is today one of the most famous educators in the country. He is famous because he grew by experience to repudiate his youthful observation. He now reverses the faulty findings of his youth and today declares that 90% of the commercial failures are due either to the failure to advertise or to false or faulty advertising.

If your advertisement says you have all wool goods and you've only 68% wool, the time will come when you will be found out. When that time comes all the advertising in the world won't save you. The public will call your middle name "Fake" and view you with mistrust.

The streets of Bagdad are lined with beggars, men who tried to live by trick and failed. Pack of these beggars who crowd the curb are long lines of little stalls where tricksters ply all the arts of trade. Everyone views the other with suspicion and every customer looks upon the tradesman with suspicion. There is no such thing as a stabilized commodity among them. There are no great department stores in Bagdad, no great clothing merchants, no hardware houses that carry the trademark stamp that assures you that what you get is all it is claimed to be.

Here in this country, our manufacturers, men of character, put integrity into their product. They advertise the product for just what it is—that, no less and no more. So you go into a store here or a thousand miles from here and ask for the commodity that YOU KNOW. You know about it. You don't even have to have it unwrapped; you are willing to take it in its original package with the seal unbroken; trade arisight, unscanned. This you do because it has been advertised.

Every merchant who does not advertise or who cannot advertise honestly will always conduct a business of Bagdad both proportions. He will always be a little shop keeper,

doing a dinky little business. He's the fellow who always offers you "something just as good."

Just as the local merchant will always remain the little merchant, if he does not advertise honestly, so does the manufacturer remain a little manufacturer, conducting a little business, if he attempts to distribute a commodity without advertising. Advertising will build his business in proportion to the public need which he meets and the reliability of his own statement about that which he has to sell. No business can grow great without advertising and it will grow great only in proportion to the amount and character of the advertising which it does. No business can grow great without honest advertising.

YOU—you and me, just average buyers. What shall we buy? Shall we buy of the Bagdad merchant and take the stuff without the sterling stamp?

The intelligent purchaser buys through his merchant the commodities that are **NATIONALLY ADVERTISED** because he knows that experience has taught the business builders that a false statement about their goods means death to their business.

Your Bagdad merchant will size you up and charge you what he thinks he can get. You can dicker and barter with him. He's a many priced man. He begins on a high price and reluctantly comes down step by step to meet you.

That's what your little shop keeper who does not advertise will do. He is not a fixed price man. That is what he does with the substitute, the "just as good" article.

Go to the reputable merchant, ask for the nationally advertised commodity, the manufacturer has stamped the price where you can see it, and there you get **PROTECTION**.

If you are an intelligent buyer you will buy of the local merchant that advertises because he is the fellow who is willing to stand or fall by the public printed statement he makes.

Be WISE and buy the nationally advertised commodity from the local advertising merchant and leave it to the foolish to buy at Bagdad.—By Richard Lloyd Jones.